

**CITY OF EL PASO, TEXAS**  
**AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Planning & Economic Development Department

**AGENDA DATE:** Introduction: May 10, 2011  
Public Hearing: May 31, 2011

**CONTACT PERSON/PHONE:** Mathew McElroy, (915) 541-4193,  
[McElroyMX@elpasotexas.gov](mailto:McElroyMX@elpasotexas.gov)

**DISTRICT(S) AFFECTED:** All Districts

**SUBJECT:**

An Ordinance amending Title 20 (Zoning), Chapter 20.02 (General Provisions and Definitions), and Chapter 20.18 (Sign Regulations), Sections 20.18.050 (Definitions), Section 20.18.400 (General) and Section 20.18.450 (C-2, C-3, C-4, Q, M-1, M-2 and M-3 Districts) of the El Paso City Code to modify definitions related to signs, to modify monument and pole sign regulations and to modify wall sign regulations. The penalty is as provided in Section 20.24 of the El Paso City Code.

**BACKGROUND / DISCUSSION:**

This amendment takes the current provisions for monument signs and modifies them to be consistent with pole signs. The amendment also creates a "Shopping Center" sign that utilizes the current monument sign regulations. A previous version of this ordinance was introduced on May 3<sup>rd</sup>. It has been amended to remove the previously proposed "Special Control Areas" and make other formatting changes.

**PRIOR COUNCIL ACTION:**

On November 30, 2010, the El Paso City Council approved moving forward with a Smart Growth implementation Plan. Items can be expected throughout May and then throughout the rest of the calendar year.

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**BOARD / COMMISSION ACTION:**

Development Coordinating Committee (DCC) recommended approval on April 27<sup>th</sup> and the item will be heard by the City Planning Commission (CPC) on May 5<sup>th</sup>.

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) N/A

**FINANCE:** (if required) N/A

**DEPARTMENT HEAD:** Mathew S. McElroy  
Deputy Director-Planning & Economic Development

**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

## **ORDINANCE \_\_\_\_\_**

**AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.02 (GENERAL PROVISIONS AND DEFINITIONS), AND CHAPTER 20.18 (SIGN REGULATIONS), SECTION 20.18.050, (DEFINITIONS), SECTION 20.18.400 (GENERAL), AND SECTION 20.18.450 (C-2, C-3, C-4, Q, M-1, M-2 AND M-3 DISTRICTS) OF THE EL PASO CITY CODE TO MODIFY DEFINITIONS RELATED TO SIGNS, TO MODIFY MONUMENT AND POLE SIGN REGULATIONS, AND TO MODIFY WALL SIGN REGULATIONS. THE PENALTY IS AS PROVIDED IN SECTION 20.24 OF THE EL PASO CITY CODE.**

**WHEREAS**, Title 20 (Zoning) of the El Paso City Code was adopted to promote the health, safety, morals and general welfare of the community; and

**WHEREAS**, Title 20 (Zoning) of the El Paso City Code, Chapter 20.18 (Sign Regulations) was amended on May 4, 2010, September 1, 2009, October 14, 2008 and November 1, 2007; and,

**WHEREAS**, a public hearing regarding the proposed amendment was held before the City Plan Commission, and the Commission recommended approval of the amendment; and,

**WHEREAS**, City Council has determined that the regulation of signs is necessary to promote the health, safety, morals and general welfare of the community; as well as the esthetic and safety needs of the community,

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

**SECTION 1.** That Title 20, Zoning, Chapter 20.02, General Provisions and Definitions, of the El Paso City Code be amended as follows:

20.02.862 - Shopping center.

"Shopping center" means a group of commercial establishments, with multiple buildings and detached buildings planned, designed or developed to function together as a commercial unit, containing three or more premises, each of which is offered by sale, lease or otherwise for separate occupancy or control, and each of which occupies an enclosed area having its own door or entranceway, regardless of whether the lots within the shopping center are separately platted lots or the lots are divided with a commercial unit development. The buildings shall share common facilities, including but not limited to, driveways, accessways, internal roadways or circulation facilities, parking, landscaping, or other features.

20.02.922 - Sign, monument.

Monument sign means a freestanding sign with a 100 percent width base constructed of unpainted brick or stock (or other natural material e.g. adobe or rammed earth) that is not attached to a building and is not a pole sign. Also known as "ground sign."

20.02.942 - Sign, pole.

Pole sign means a freestanding sign that is supported from the ground by pole(s) or a three-dimensional support structure that is not attached to a building and does not fit the definition of a monument sign.

**SECTION 2.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article I, General Provisions, Section 20.18.050, Definitions, of the El Paso City Code be amended as follows:

“Monument sign” means a freestanding sign with a 100 percent width base constructed of unpainted brick or stock (or other natural material e.g. adobe or rammed earth) that is not attached to a building and is not a pole sign. Also known as "ground sign."

“Pole sign” means a freestanding sign that is supported from the ground by pole(s) or a three-dimensional support structure that is not attached to a building and does not fit the definition of a monument sign.

**SECTION 3.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On Premise Sign Regulations, Section 20.18.400, General, Paragraph A, Subparagraph 9, section b, of the El Paso City Code is amended as follows:

b. A maximum of one primary sign per premise may contain a changeable electronic variable message sign. For purposes of this section, primary sign is the sign belonging to the major or primary tenant of the commercial development.

**SECTION 4.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On Premise Sign Regulations, Section 20.18.400 General, Paragraph A, Subparagraph 9, section m, of the El Paso City Code is amended as follows:

m. Maximum total sign area for signs with a changeable electronic variable message sign:

	0—29.9%	30—34.9%	35—39.9%	40—44.9%	45—50%
Primary Pole Sign and Primary Monument Sign - Freeway					
All	180	160	150	140	120
Primary Pole Sign an Primary Monument Sign - Arterial					
All	135	120	112	105	90
Shopping Center Primary Monument Sign - Freeway					
5 acres and up	405	360	337	315	270
> 5 acres	315	280	262	245	210
Shopping Center Primary Monument Sign - Arterial					
1 acre and up	225	200	187	175	150
> 1 acre	180	160	150	140	120

**SECTION 5.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On Premise Sign Regulations, Section 20.18.450, C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts, Paragraph A of the El Paso City Code be deleted in its entirety and replaced with the following:

20.18.450 - C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts.

A. Monument shall comply with the following requirements:

Districts	Permit Required	Maximum Number	Maximum Height	Maximum Sign Area
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with major or super arterial frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	25 feet	150 square feet
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with interstate or freeway frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	35 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	250 square feet
Shopping Center primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with arterial frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	45 feet	< 1 acre, 200 square feet 1 acre and up, 250 square feet
Shopping Center primary signs in C-2, C-3, C-4, Q, M-1, M-2, and M-3 with interstate or freeway frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	45 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	

Shopping Center primary monument signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with interstate or freeway frontage	Yes			< 5 acres, 350 square feet 5 acres and up, 450 square feet
Detached buildings in shopping centers in C-2, C-3, C-4 M-1, M-2 and M-3	Yes	One per detached building	25 feet	80 square feet
Manufacturer identification signs in C-3 and C-4, where 70% or more of the business inventory for sale is in an outdoor location that is accessible to customers	Yes	One per licensed manufacturer	25 feet	Combined square footage of all manufacturer signs shall not exceed 300 square feet

1. Location: no portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

2. For the purposes of this section, interstate or freeway frontage is defined as Interstate Highway 10, US Highway 54, Joe Battle Boulevard, and Americas Avenue only. In no case shall a freeway primary monument sign exceed 50 feet in height or a shopping center primary monument sign exceed 60 feet in height.

3. For minor and collector arterials, a primary monument sign shall not exceed 80 square feet in sign area and 8 feet in height.

4. For detached buildings in shopping center signs, the height shall not exceed 15 feet along major, minor, and collector arterials.

5. Illumination: internal or indirect; may not be flashing or intermittent;

6. Additional standards: shall comply with Section 20.18.400 of the El Paso City Code.

**SECTION 6.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On Premise Sign Regulations, Section 20.18.450, C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts, Paragraph B, Subparagraph 1 – 3 of the El Paso City Code is amended as follows:

1. Location: no portion of the sign shall be closer than fifteen feet from the back of the curblineline; if the property line is located more than fifteen feet from the curblineline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.
2. For the purposes of this section, interstate or freeway frontage is defined as Interstate Highway 10, US Highway 54, Joe Battle Boulevard, and Americas Avenue only. In no case shall a freeway primary pole sign exceed 50 feet or the height.
3. For minor and collector arterials, a primary pole sign is not permitted. Only a primary monument sign is permitted and shall not exceed 80 square feet in sign area and 8 feet in height.
4. For detached buildings in shopping center signs, the height shall not exceed 15 feet along major, minor, and collector arterials.
5. Illumination: internal or indirect; may not be flashing or intermittent;
6. Additional standards: shall comply with Section 20.18.400 of the El Paso City Code.

**SECTION 7.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On Premise Sign Regulations, Section 20.18.450, C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts, Paragraph D of the El Paso City Code be amended as follows:

D. Wall signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: for single-tenant facility, any number of wall signs are permitted, provided that the combined sign area does not exceed the maximum sign area per street frontage; for multi-tenant facility, one wall sign for each tenant space not to exceed the maximum sign area; for apartments, one wall sign for each apartment complex per street frontage and public entryway, not to exceed four signs per complex;
3. Maximum sign area: for single-tenant facility, twenty percent of the building frontage façade per street frontage; for multi-tenant facility, twenty percent of the tenant space façade; for apartments, twenty percent of the building façade;
4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure; a wall sign shall not be permitted if the sign is abutting a residential use or residential, apartment, or special purpose zoning district;
5. Illumination: internal or indirect; may not be flashing or intermittent.

**SECTION 8.** Except as herein amended Title 20 (Zoning) of the El Paso City Code shall remain in full force and effect.

**PASSED AND APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

**SIGNATURES ON FOLLOWING PAGE**

**THE CITY OF EL PASO**

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John Cook  
Mayor

**ATTEST:**

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Richarda Momsen  
City Clerk

**APPROVED AS TO FORM:**

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Lupe Cuellar  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

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Mathew S. McElroy, Deputy Director  
Planning and Economic Development  
Department

**ORDINANCE** \_\_\_\_\_