

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

DEPARTMENT: Planning and Inspections Department, Planning Division

AGENDA DATE: Introduction: June 30, 2015
Public Hearing: July 21, 2015

CONTACT PERSON/PHONE: Arturo Rubio, (915) 212-1613, rubioax@elpasotexas.gov

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

An Ordinance amending Title 20 (Zoning), Chapter 20.18 (Sign Regulations), Article IV (On Premise Sign Regulations), Section 20.18.400 (General) to revise sign standards for changeable electronic variable message signs to remove distance requirements from certain zoning districts. The penalty is as provided for in Chapter 20.24 of the El Paso City Code. **(All Districts)**

BACKGROUND / DISCUSSION:

PRIOR COUNCIL ACTION:

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

City Plan Commission (CPC) – Unanimous approval recommendation on a (6-0) vote.

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) N/A

FINANCE: (if required) N/A

DEPARTMENT HEAD: Larry F. Nichols
Director, Planning and Inspections Department

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

MEMORANDUM

DATE: June 23, 2015

TO: The Honorable Mayor and City Council
Tommy Gonzalez, City Manager

FROM: Arturo Rubio, Lead Planner, Planning and Inspections

SUBJECT: Title 20 (Zoning) Amendment

On June 4, 2015 the CPC voted 6-0 to recommend approval of the Title 20 (Zoning) amendment.

No communication in support or opposition has been received.

Attachments: Proposed Ordinance

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.18 (SIGN REGULATIONS), ARTICLE IV (ON PREMISE SIGN REGULATIONS), SECTION 20.18.400 (GENERAL) TO REVISE SIGN STANDARDS FOR CHANGEABLE ELECTRONIC VARIABLE MESSAGE SIGNS TO REMOVE DISTANCE REQUIREMENTS FROM CERTAIN ZONING DISTRICTS. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 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, and general welfare of the community;

WHEREAS, Chapter 20.18 (Sign Regulations) of the El Paso City Code provides for the regulation of all signs as authorized by the Texas Local Government Code Chapter 211 Municipal Zoning Authority and Chapter 216 Regulation of Signs by Municipalities and the City's zoning and police powers; and,

WHEREAS, Chapter 20.18 (Sign Regulations), Section 20.18.040 of the El Paso City Code makes the following findings: "that the number, size and height of signs in the City, both off-premises and on-premises, is unduly distracting and confusing to motorists and pedestrians, creates traffic hazards, and reduces the effectiveness of signs needed to direct the public; that the appearance of the city, particularly that of its residential and light commercial districts is marred by the excessive number of signs; that the aforementioned effects detract from the pleasure, safety and economic well-being of the community, and that the number of distracting signs ought to be reduced to lessen the detrimental effects;" and,

WHEREAS, Chapter 20.18 (Sign Regulations), Section 20.18.040 of the El Paso City Code makes the following findings: "that the use of signs in the exercise of First Amendment freedoms must be balanced against the community, neighborhood, and social impacts of such signs; and the regulations contained in this chapter are the minimum amount of regulations necessary to achieve its purposes;" and

WHEREAS, it is necessary to amend the sign regulations to revise the distance requirement of changeable electronic variable message signs (CEVM) from certain zoning districts; 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, the El Paso City Council has determined that this amendment is in the best interest of the public and will promote the public health, safety and welfare of the City;

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

ORDINANCE NO. _____

SECTION 1. That Title 20 (Zoning), Chapter 20.18 (Sign Regulations), Article IV. (On-Premises Sign Regulations), Section 20.18.400 (General), Subsection A.9.h., of the El Paso City Code be amended as follows:

A changeable electronic variable message sign is not permitted within 200 feet from R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/0, R-MU, G-MU, I-MU zoning districts.

SECTION 2. Except as expressly herein amended, Title 20, Zoning, of the El Paso City Code shall remain in full force and effect.

ADOPTED this ____ day of _____ 2015.

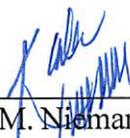
CITY OF EL PASO

Oscar Leeser, Mayor

ATTEST:

Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:



Karla M. Nieman
Assistant City Attorney

APPROVED AS TO CONTENT:

Larry F. Nichols, Director
Planning & Inspections Department

ORDINANCE NO. _____



Recommendation/Public Input

- **Planning Division recommendation:** Approval
- **CPC Vote:** Approval Recommendation (6-0)
- **Public Input:** No communication received from the public in support or opposition to the Title 20 Zoning Amendment

Strategic Goal #3 Promote the Visual Image of El Paso

3.1 Provide business friendly permitting and inspection processes

3.2 Improve the visual impression of the community



Title 20 Zoning Code Amendment to revise sign standards for changeable electronic variable message signs

- **Chapter 20.18 (Sign Regulations),**
- **Article IV (On Premise Sign Regulations)**
- **Section 20.18.400 (General)**
- **A. Changeable Electronic Variable Message**
- **Distance Requirement**



Amendment Applicability

- A changeable electronic variable message sign is permitted on a primary monument sign or a primary pole sign in a C-1, C-2, C-3, C-4, M-1, M-2 and M-3 zoning district on a minor arterial, major arterial or higher category arterial subject to the following conditions:
- A changeable electronic variable message sign is not permitted within 200 feet from **R-F**, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O, **A-O**, R-MU, G-MU or I-MU zoning districts.
- This amendment proposes to exclude R-F (Ranch Farm) and A-O (Apartment Office) from the 200' foot distance requirement.



Purpose

- The proposed amendment allows for flexibility to address conflicts with the 200 ft. distance requirement to R-F (Ranch Farm) and, A-O (Apartment Office) zone districts.
- There are circumstances where the prohibition would affect commercial businesses within 200 ft. of a golf courses and an office.



SPORTS

1755 Lomaland
Apartment and duplex units build an office

1790 Lee Trevino
Non-conforming setback a freestanding sign 7'6" were installed prior to sign ordinance

LOMALAND

POZA RICA

PIJALTO

WESTON BRENT

TRAWOOD

BILLY CASPER

PETE BROWN

MIKE HILL

BILL HILL

LEE TREVINO

LEE TREVINO

FRED ACKINS

LEO COLLINS

GARY PLAYER
ROD CURT

BRUCE DEVLIN

DAVE MARR

DON JANUARY

REN STILL

VISTA DEL SOL

BENGAL