



**City of El Paso – City Plan Commission
Ordinance to Amend Title 21 (Smartcode), Chapter
21.50 (Building Scale Plans), Section 21.50.120
(Signage Standards); and adding Title 21
(Smartcode), Chapter 21.90 (Signage Module), to
modify signage standards and to add the smartcode
signage module.**

- The proposed amendment deletes existing signage standards and adds new standards as an appendix called the SmartCode Signage Module.
- The existing Title 21 signage standards are very limited, allowing only 3 types of signs. The current standards have proven to be impractical from a functional standpoint.
- The proposed amendment effects properties zoned SCZ (SmartCode Zone), which are regulated by Title 21 of the El Paso City Code. Land zoned SCZ constitutes 4,615 acres, or approximately 3% of the city. Major stakeholders in these areas have reviewed the proposed changes and their input has been incorporated into the final draft.
- The proposed amendment is intended to calibrate the Smartcode to better meet the intent of that title, in particular that buildings and landscaping should contribute to the physical definition of thoroughfares as civic places and that development should adequately accommodate automobiles while respecting the pedestrian and the spatial form of public areas.

Attachments:

Attachment 1: Proposed Ordinance

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 21 (SMARTCODE), CHAPTER 21.50 (BUILDING SCALE PLANS), TO DELETE AND REPLACE SECTION 21.50.120 (SIGNAGE STANDARDS); AND ADDING TITLE 21 (SMARTCODE), APPENDIX A (SMARTCODE SIGNAGE MODULE), TO MODIFY SIGNAGE STANDARDS AND TO ADD THE SMARTCODE SIGNAGE MODULE, ATTACHED AS EXHIBIT “A”. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 21.60 OF THE EL PASO CITY CODE.

WHEREAS, the City Council of the City of El Paso, by Ordinance 016945, approved on June 29, 2008, amended the El Paso City Code to add Title 21, SmartCode, to the El Paso City Code; and

WHEREAS, Title 21 of the El Paso City Code was adopted to promote the health, safety, morals and general welfare of the community; and

WHEREAS, the intent and purpose of the SmartCode is to encourage development and redevelopment in a way that inspires “smart growth” development patterns that include walkable neighborhoods with a mix of densities and uses; and

WHEREAS, the existing signage regulations in Title 21 require modification to better meet the intent of the SmartCode; and

WHEREAS, the proposed revisions allow for a greater variety of sign types and will encourage a more consistent and thorough administration of signage standards for both citizens and City staff; and

WHEREAS, the El Paso City Council, having considered the recommendations, finds that the amendments will further protect and provide for the public health, safety, morals and general welfare of the community, and will carry out for the purpose and spirit of the policies expressed in the *Plan El Paso*; and

WHEREAS, the El Paso City Council finds that the regulations established by this amendment have been adopted with a view of conserving property values and encouraging the most appropriate use of land in the City; and

WHEREAS, the City of El Paso’s SmartCode requires calibration to the local character of the place and local conditions;

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

ORDINANCE NO. _____

PXXX15-000XX

SECTION 1. That Title 21 (SmartCode), Chapter 21.50 (Building Scale Plans), Section 21.50.120 (Signage Standards), of the El Paso City Code is deleted in its entirety and replaced with the following:

21.50.120 – Signage Standards

A. Signage shall comply with the standards set forth in the SmartCode Signage Module found in Appendix A, adopted in its entirety and incorporated herein by reference.

SECTION 2. That Title 21 (SmartCode) is amended to add Appendix A (SmartCode Signage Module), attached as Exhibit “A”.

SECTION 3. That except as herein amended, Title 21 (SmartCode), of the El Paso City Code shall remain in full force and effect. Should any section or provision of this ordinance be declared by a court of competent jurisdiction to be invalid, that decision shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

PASSED AND APPROVED this _____ day of _____, 2015.

THE CITY OF EL PASO

Oscar Leeser, Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

Assistant City Attorney

APPROVED AS TO CONTENT:

Larry Nichols, Director
Planning & Inspections Department