

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.18 (SIGN REGULATIONS), ARTICLE IV (ON-PREMISE SIGN REGULATIONS) OF THE EL PASO CITY CODE TO AMEND STANDARDS FOR WALL SIGNS AND ESTABLISH STANDARDS FOR PERPENDICULAR SIGNS IN THE C-5 AND UNION PLAZA (U-P) 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, morals and general welfare of the community; and

WHEREAS, it is necessary to amend the sign regulations for wall signs and to permit perpendicular signs and add standards for these signs in the C-5 and Union Plaza (U-P) zoning districts; and,

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

WHEREAS, the El Paso City Council has determined that these amendments are 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:

SECTION 1. That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On-Premise Signs, Section 20.18.460 (C-5 District) of the El Paso City Code be amended as follows:

20.18.460 F. C-5 District

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 vertical edges of the structure; sign may extend beyond the roof line or parapet up to 50 percent of the total square footage of the sign. Any sign extending beyond the roof line or parapet is permitted to do so only in the case of single channel letters or logos. Rectangular traditional cases, back lit or not, may not extend beyond the roof line or parapet.

SECTION 2. That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On-Premise Signs, Section 20.18.470 (U-P District) of the El Paso City Code be amended as follows:

20.18.470 D. U-P District

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 vertical edges of the structure; sign may extend beyond the roof line or parapet up to 50 percent of the total square footage of the sign. Any sign extending beyond the roof line or parapet is permitted

to do so only in the case of single channel letters or logos. Rectangular traditional cases, back lit or not, may not extend beyond the roof line or parapet.

SECTION 3. That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On-Premise Signs, Section 20.18.470 (U-P District) of the El Paso City Code be amended to add the following section:

20.18.470 U-P District

E. Perpendicular signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: One per street frontage or pedestrian right-of-way per building. Buildings must have at least ninety feet of continuous street frontage or pedestrian right-of-way and must be at least two stories in height;
3. Shall be permitted only on building facades fronting public rights-of-way, where no parking shall be located between the building facade and the right-of-way;
4. Maximum sign area: twenty-five square feet;
5. Location: A ten-foot clearance shall be maintained between the bottom edge of the perpendicular sign and the ground; the sign shall not be above the second story; shall be placed perpendicular to the wall of the building and not project more than forty-six inches over public rights-of-way;
6. Illumination: Sign may be illuminated but digital/CEVM technology is not permitted;
7. Additional standards: Only permitted for business identification.
8. Shall require a special privilege license to be obtained in conjunction with sign application where the sign projects into the right-of-way.
9. The sign shall be erected or mounted in such a manner that building fenestration is not obscured, the architectural integrity of the building is not altered, and that no architectural features, historic fabric, fine ornaments, or distinctive or unique carvings shall be obscured, damaged, altered or destroyed, unless otherwise approved by the El Paso Historic Landmark Commission.
10. Signs shall not project into Texas Department of Transportation Right-of-Way.

SECTION 4. Except as expressly herein amended, Title 20, Zoning, Chapter 20.18, Sign Regulations, of the El Paso City Code shall remain in full force and effect.

ADOPTED THIS _____ day of _____ 2013.

(Signatures begin on following page)

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CITY OF EL PASO

ATTEST:

Oscar Leeser, Mayor

Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

Karla M. Nieman
Assistant City Attorney

Mathew S. McElroy, Director
City Development Dept.

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