



**City of El Paso – City Plan Commission  
Ordinance to Amend Title 20 Zoning, Chapter 20.18  
(Sign Regulations), Article IV (On-Premise Sign  
Regulations), Section 20.18.460 (C-5 District),  
Subsection F (Perpendicular Signs)**

- The current perpendicular sign requirements in the C-5 (Commercial) district specifically for downtown limits these types of signs to one sign per a required 90'ft. continuous right of way per building. The proposed code amendment proposes to add flexibility in requiring only a 50 ft. right of way per tenant.

**Attachments:**

Attachment 1: Proposed Ordinance

**INANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.02 (DEFINITIONS) TO AMEND THE DEFINITION OF MONUMENT SIGN; CHAPTER 20.18 (SIGN REGULATIONS), ARTICLE IV (ON- PREMISE SIGN REGULATIONS), SECTION 20.18.460 (C-5 DISTRICT), SUBSECTION F (PERPENDICULAR SIGNS), TO AMEND THE SIGN STANDARDS FOR PERPENDICULAR SIGNS LOCATED IN THE C-5 ZONING DISTRICT. 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**, Title 20 (Zoning) regulates sign standards for aesthetics, safety, and to provide adequate information to the public; and,

**WHEREAS**, Title 20 (Zoning) regulates sign standards based on the finding that “the number, sizes and height of signs in the city ... 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 in order to lessen the detrimental effects; 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 that the regulations contained in this chapter are the minimum amount of regulation necessary to achieve its purpose; 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:**

**SECTION 1.** That Title 20 Zoning, Article IV On Premises Sign Regulations, Section 20.18.460 C-5 District, Subsection F Perpendicular Signs be amended as follows:

20.18.460 - C-5 district.

F. Perpendicular signs shall comply with the following requirements:

1. Permit required: Yes;
2. Maximum number: For buildings with less than fifty feet of continuous street frontage or pedestrian right-of-way, one per street frontage. Buildings with greater than fifty feet of continuous frontage or pedestrian right-of-way may receive one additional sign per ground floor tenant.

3. Shall be permitted only on building facades fronting a public street, 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. Sign may be illuminated but digital/CEVM technology is not permitted.
7. Additional standards: Only permitted for business identification on buildings two-stories in height or greater.
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, shall be obscured or destroyed.
10. Signs shall not project into Texas Department of Transportation ROW.

**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.

**THE CITY OF EL PASO**

\_\_\_\_\_  
Oscar Leeser, Mayor

**ATTEST:**

\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

**APPROVED AS TO FORM:**

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Karla M. Nieman  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

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Larry F. Nichols, Director  
Planning & Inspections Department