

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

DEPARTMENT: Planning and Economic Development Department

AGENDA DATE: Introduction: April 12, 2011
Public Hearing: May 3, 2011

CONTACT PERSON/PHONE: Kimberly Forsyth, (915) 541-4668

DISTRICT(S) AFFECTED: City-wide

SUBJECT:

An Ordinance amending Title 20 (Zoning), Chapter 20.02 (General Provisions and Definitions) and Chapter 20.18 (Sign Regulations) of the El Paso City Code to add a definition for perpendicular signs and to add standards for perpendicular signs. The penalty is as provided for in Chapter 20.24 of the El Paso City Code.

BACKGROUND / DISCUSSION:

Planning received a request to add perpendicular signs as a unique sign type in the downtown area to encourage economic development, and recommends the addition with standards designed to be compatible with a pedestrian-oriented area.

PRIOR COUNCIL ACTION:

N/A

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

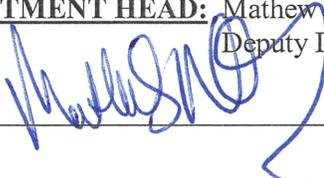
Development Coordinating Committee (DCC) – approval recommendation
City Plan Commission (CPC) – approval recommendation

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

LEGAL: (if required) N/A

FINANCE: (if required) N/A

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



APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.02 (GENERAL PROVISIONS AND DEFINITIONS) AND CHAPTER 20.18 (SIGN REGULATIONS) OF THE EL PASO CITY CODE TO ADD A DEFINITION FOR PERPENDICULAR SIGNS AND TO ADD STANDARDS FOR PERPENDICULAR SIGNS. 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 does not have a definition or regulations for perpendicular signs; and,

WHEREAS, the El Paso City Council has determined that perpendicular signs should be allowed and should be regulated if allowed; 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 the regulation of perpendicular signs will promote economic development and revitalization in the central business district within the City of El Paso, and 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, Chapter 20.02, General Provisions and Definitions, of the El Paso City Code be amended to add the following definition:

20.02.942 Sign, Perpendicular

Perpendicular sign means a wall sign that is attached to and projects from the face of a building at a 90 degree angle.

SECTION 2. That Title 20, Zoning, Chapter 20.18, Sign Regulations, Section 20.18.460, C-5 District, Paragraph C, of the El Paso City Code be amended as follows:

20.18.460, C-5 District,

C. Shingle signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: four per building;
3. Maximum sign area: six square feet;
4. Location: no portion of the bottom edge of the shingle sign shall be more than two feet below the edge of the canopy; no portion of the shingle sign shall not extend beyond the edge of the canopy; shall maintain an eight-foot clearance shall be maintained between the bottom edge of the shingle sign and the ground; shall be placed perpendicular to the front wall of the building and not project more than twenty-four inches over public rights-of-way;
5. Illumination: not permitted;

6. Additional standards: only permitted for business identification.

7. Shingle signs are not permitted along any building face where a perpendicular sign is also present.

SECTION 3. That Title 20, Zoning, Chapter 20.18, Sign Regulations, Section 20.18.460, C-5 District, Paragraph F, of the El Paso City Code be added as follows:

Section 20.18.460, C-5 District

F. 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 90 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 façades fronting a public street, where no parking shall be located between the building façade 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.

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 4. That Title 20, Zoning, Chapter 20.18, Sign Regulations, Section 20.18.480, Historic overlay zones, historic districts and designated significant landmarks, Subsection D, E F, and G of the El Paso City Code be amended as follows

Section 20.18.480, Historic overlay zones, historic districts and designated significant landmarks

D. 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 90 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 façades fronting a public street, where no parking shall be located between the building façade 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.

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 ROW.

E. All signs are subject to review by the El Paso Historic Landmark Commission for a certificate of appropriateness.

F. For performing arts centers and related buildings located in the C-5/H district (Central Business District/Historic):

The historic landmark commission shall have the authority to issue a certificate of appropriateness for signage, including, but not limited to, marquees, wall signs, perpendicular signs, and poster boxes exceeding thirty square feet and made of materials that complement the style of the structure and attributed to the era in which the building was constructed based on the historic character and architectural significance of the building.

G. For buildings within the C-5/H district (Central Business District/Historic) and within the boundary of the El Paso Downtown 2015 Plan where the purpose will serve a greater public good, further specific redevelopment goals outlined in the 2015 Plan and contribute to the economic redevelopment of the downtown area:

The historic landmark commission shall have authority to issue a certificate of appropriateness for wall signs exceeding thirty square feet, to a maximum of five percent of the face area of the elevation of the building on which the sign is to be placed, and for location of wall signs higher than the window sill of the second story. Any such sign shall be made of materials that complement the style of the structure and attributed to the era in which the building was constructed based on the historic character and architectural significance of the building.

SECTION 5. 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 _____ 2011.

SIGNATURES ON FOLLOWING PAGE

CITY OF EL PASO

ATTEST:

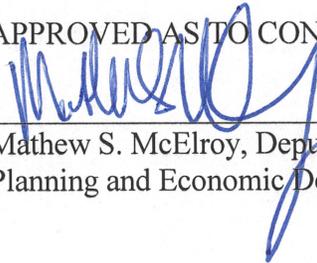
John F. Cook, Mayor

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

Lupe Cuellar
Assistant City Attorney



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