

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

DEPARTMENT: City Development Department

AGENDA DATE: Introduction: August 7, 2012
Public Hearing: August 21, 2012

CONTACT PERSON NAME AND PHONE NUMBER: Mathew S. McElroy, (915) 541-4056, mcelroymx@elpasotexas.gov

DISTRICT(S) AFFECTED: ALL Districts

SUBJECT:

An Ordinance amending Title 15 (Public Services), Chapter 15.08 (Street Rentals), of the El Paso City Code to add a City wayfinding program. The penalty is as provided in Section 15.08.125 of the El Paso City Code (All Districts).

BACKGROUND / DISCUSSION:

Wayfinding programs provide opportunities to promote tourism, highlight key attractions and enhance visitor's experiences within the El Paso area. The proposed amendment will allow wayfinding programs done by the City of El Paso without requiring a special privilege or license.

The proposed Section defines the systems and provides design standards for proposed wayfinding programs.

PRIOR COUNCIL ACTION:

N/A

AMOUNT AND SOURCE OF FUNDING:

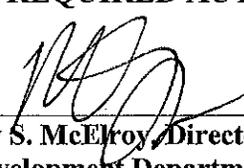
N/A

BOARD / COMMISSION ACTION:

N/A

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

DEPARTMENT HEAD:



Mathew S. McElroy, Director
City Development Department

Information copy to appropriate Deputy City Manager

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 15 (PUBLIC SERVICES), CHAPTER 15.08 (STREET RENTALS), OF THE EL PASO CITY CODE TO ADD A CITY WAYFINDING PROGRAM. THE PENALTY BEING AS PROVIDED IN SECTION 15.08.125 OF THE EL PASO CITY CODE.

WHEREAS, City Council has determined that there exists a need to provide information to assist people in orienting themselves so that they may be able to navigate from place to place within the city; and,

WHEREAS, City Council has determined that the safe and efficient flow of both pedestrian and vehicular traffic flow would be enhanced by the placement of wayfinding signs; and,

WHEREAS, City Council has determined that the use of wayfinding signs will promote tourism, highlight key attractions and enhance the visitor's experience to the El Paso area and should be allowed without requiring a special privilege license or permit;

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

SECTION 1. That Title 15 (Public Services), Chapter 15.08, (Street Rentals), is amended to add the following Section.

15.08.140 City Wayfinding Program.

A. Purpose. The purpose of these provisions is to establish a city wayfinding program that will provide information to the public on key areas of interest within the city and enable the public to safely and efficiently arrive at and maneuver within those areas of interest. Establishment of the city wayfinding program will help to achieve the following goals:

1. Develop a system that will assist the public identify the location of areas of interest within the city.
2. Identify pathways for vehicular and pedestrian traffic into and out of the areas of interest.
3. Identify and direct vehicular traffic to parking areas.
4. Identify pedestrian pathways from parking areas to amenities and events within the areas of interest.
5. Create an awareness of destinations and promote those areas thereby creating a safer and more user friendly environment that will enhance the visitor's experience and encourage more pedestrian and/or bicycle traffic.
6. Reinforce community identity and promote tourism.

B. Definition. "Wayfinding Sign" means a sign, map, or marker designed, constructed, installed and managed by the city located on city property or right of way placed by the city that guides the traveling public to key civic, cultural, visitor, and recreational destinations; educational, scholastic or artistic events; community or public interest activities or

destinations; designated or recognized civic routes or trails; areas of historical or archaeological significance; or trade shows, events and festivals. Any sponsorship information contained on a wayfinding sign shall be limited to twenty per cent of the sign and shall only contain the name of the sponsor.

C. Design Standards. To insure quality and consistency, the City Development Department shall establish design standards for the wayfinding signs to include the following:

1. A standard template for graphical design and presentation of content.
2. All signs shall contain the City of El Paso logo. Upon approval of the City Manager, other sponsorship logos may also be placed on the sign, but the sponsorship must be a person, business or entity within the informational area of the wayfinding sign.
3. Size of the sign and method of construction.

D. Location. The City Development Department shall establish a location system for wayfinding signs. By resolution, the city council may establish areas of interest for purposes of determining where wayfinding signs are placed.

E. The City may contract out with a third party for management of the city's wayfinding program, provided that the design, construction and installation is in accordance with the provisions of this section, to include the standards established by the City Development Department.

SECTION 2. Except as expressly herein amended, Title 15 (Public Services), Chapter 15.08, (Street Rentals), of the El Paso City Code shall remain in full force and effect.

ADOPTED THIS ____ day of _____ 2012.

CITY OF EL PASO

ATTEST:

John F. Cook, Mayor

Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:

Lupe Cuellar
Assistant City Attorney

APPROVED AS TO CONTENT:

Mathew S. McElroy, Director
City Development Department

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