

JOHN F. COOK
MAYOR



JOYCE WILSON
CITY MANAGER

CITY COUNCIL
ANN MORGAN LILLY, DISTRICT 1
SUSANNAH M. BYRD, DISTRICT 2
J. ALEXANDRO LOZANO, DISTRICT 3
MELINA CASTRO, DISTRICT 4
RACHEL QUINTANA, DISTRICT 5
EDDIE HOLGUIN JR., DISTRICT 6
STEVE ORTEGA, DISTRICT 7
BETO O'ROURKE, DISTRICT 8

**SPECIAL CITY COUNCIL MEETING MINUTES
COUNCIL CHAMBERS
AUGUST 29, 2007**

The City Council met at the above place and date. Meeting was called to order at 1:07 p.m. Mayor John Cook present and presiding and the following Council Members answered roll call: Ann Morgan Lilly, Melina Castro, Eddie Holguin, Jr., Steve Ortega, and Beto O'Rourke. Late arrivals: Susie Byrd at 1:10 p.m., Rachel Quintana at 1:15 p.m., and Jose Alexandro Lozano at 1:23 p.m. Early departures: Jose Alexandro Lozano at 3:36 p.m., Rachel Quintana at 3:41 p.m., and Melina Castro at 3:46 p.m.

AGENDA

Discussion and action on proposed revisions to Ordinance 016304, Title 20 (Zoning), Chapter 20.18 (Sign Revisions), approved by City Council on June 5, 2007.

Deputy City Manager of Development and Infrastructure Service Pat Aduato introduced the topic of the meeting. Mr. Larry Nichols, Deputy Director of Building Permits and Inspections, gave a PowerPoint presentation on the proposed revisions to Ordinance 016394 (on file in the City Clerk's office).

Ms. Aduato explained the focus of the Board of Zoning Appeals (BZAC) was to study and make recommendations to update Titles 15, 17, 18, 19, and 20 of the Municipal Code. The BZAC began its work in 2000. Over that period of time, City staff gave four separate presentations to four different Mayor and Council administrations on the BZAC's work. Ms. Aduato reported that the policy direction to staff from each Mayor and Council administration remained the same regarding signs: to reduce the size, number, and height of signs, to promote less signage in residential areas, to relocate signs to the highway corridors, to enhance the appearance of the community through a more aesthetically pleasing street and cityscape, to study the sign regulations in place in other cities, and to review national trends for signage.

The Mayor and Council debated components of the ordinance passed on June 5, 2007, the revisions recommended by City staff, and the revisions recommended by members of the public.

Representative Byrd presented a PowerPoint presentation (on file in the City Clerk's office).

Mr. Alan Shubert, Director of Development Services, commented, and Ms. Lupe Cuellar, Assistant City Attorney gave legal advice.

The following members of the public commented:

1. Mr. Jim Payne, River Oaks Properties, presented a PowerPoint presentation (on file in the City Clerk's office).
2. Mr. Mike Breiting, El Paso Central Business Association
3. Mr. Sean Taylor, Superior Sign Company, presented a PowerPoint presentation (on file in the City Clerk's office).
4. Mr. Bob Ayoub
5. Mr. Dean Travis, Pet's Barn
6. Mr. Howard Smith, Pizza Properties, Inc.

7. Mr. Philip Del Rio, El Paso Hispanic Chamber of Commerce
8. Ms. Yolanda Giner, Gordon & Mott
9. Mr. Duane Francis, Francis Fluorescent Signs
10. Mr. Gerald Miller, El Paso Honda
11. Mr. Ray Mancera, Hispanic Builders Alliance
12. Mr. Andre Karam
13. Mr. Conrade Conde, past Vice-Chair of BZAC
14. Mr. Charles Broadsman
15. Ms. Rosanna Gutierrez

1ST MOTION

Motion made by Representative Ortega, seconded by Mayor Pro Tempore Lozano, and unanimously carried to **SUSPEND THE RULES OF ORDER** and allow Mr. Payne an additional two minutes to address the Council.

2ND MOTION

Motion made by Mayor Pro Tempore Lozano, seconded by Representative Byrd, and unanimously carried to **SUSPEND THE RULES OF ORDER** and allow additional speakers to address the Council after the sign-up period.

3RD MOTION

Motion made by Mayor Pro Tempore Lozano and seconded by Representative Holguin to **AMEND** Ordinance 01665 to remove Chapter 20.18 with further amendments to be made. **THE MOTION FAILED.**

AYES: Representatives Lozano, Castro, Quintana, and Holguin

NAYS: Mayor Cook and Representatives Lilly, Byrd, Ortega, and O'Rourke

Mayor Cook broke the tie, voting nay.

4TH MOTION

Motion made by Representative Byrd, seconded by Representative O'Rourke, and carried **NOT TO ACCEPT** the recommendation presented by Mr. Jim Payne that "C-1 zoned properties should be treated the same as other commercial properties," and to direct City staff to work with the industry on recommendations.

AYES: Representatives Lilly, Byrd, Ortega, and O'Rourke

NAYS: Representative Holguin

ABSTAIN: Representative Castro

NOT PRESENT FOR THE VOTE: Representatives Lozano and Quintana

5TH MOTION

Motion made by Representative Byrd, seconded by Representative Lilly, and carried that for C-5 zoning, the restrictions on pole and monument signs be **RETAINED**, with no restrictions on wall signs.

AYES: Representatives Lilly, Byrd, Ortega, and O'Rourke

NAYS: Representative Holguin

NOT PRESENT FOR THE VOTE: Representatives Castro, Lozano, and Quintana

6TH MOTION

Motion made by Representative O'Rourke, seconded by Representative Byrd, and carried to **APPROVE** the recommendation presented by Mr. Jim Payne that "monument signs would adhere to the existing sign ordinance and that pole signs would adhere to the guidelines of the proposed sign ordinance".

AYES: Representatives Lilly, Byrd, Ortega, and O'Rourke

NAYS: Representative Holguin

NOT PRESENT FOR THE VOTE: Representatives Castro, Lozano, and Quintana

7TH MOTION

Motion made by Representative O'Rourke, seconded by Representative Lilly, and carried to **ACCEPT** Mr. Jim Payne's recommendation to make no change to the existing sign ordinance applicable to wall signage except to approve a change to the existing ordinance to express it in terms of the percentage of elevation of the building (40%) and to allow for protrusion above the roof line to a maximum of 3 feet.

AYES: Representatives Lilly, Byrd, Ortega, and O'Rourke

ABSTAIN: Representative Holguin

NOT PRESENT FOR THE VOTE: Representatives Castro, Lozano, and Quintana

8TH MOTION

Motion made by Representative O'Rourke, seconded by Representative Ortega, and carried to **ACCEPT** Mr. Jim Payne's recommendation on temporary real estate signs that "C-1 through C-4 should be treated equally and allow 32 square feet of signage and maximum height of 10 feet per sign; 1 sign minimum per street frontage with additional signs every 50 feet (no maximum)."

AYES: Representatives Lilly, Byrd, Ortega, and O'Rourke

ABSTAIN: Representative Holguin

NOT PRESENT FOR THE VOTE: Representatives Castro, Lozano, and Quintana

9TH AND FINAL MOTION

Motion made by Representative O'Rourke, seconded by Representative Byrd, and carried to **DELETE** section 20.18139 D 2, page 272, advising City staff to review that section.

AYES: Representatives Lilly, Byrd, Ortega, and O'Rourke

ABSTAIN: Representative Holguin

NOT PRESENT FOR THE VOTE: Representatives Castro, Lozano, and Quintana

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Motion made by Representative Ortega, seconded by Representative O'Rourke, and unanimously carried to adjourn this meeting at 4:23 p.m.
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APPROVED AS TO CONTENT:

Richarda Duffy Momsen, City Clerk