**Strategic Goal 3.
Promote the Visual Image
of El Paso**

Mobile Billboard Ordinance

City Council Items #29, #30, and #31

February 15, 2022

EP
TX
CITY OF EL PASO

MOBILE BILLBOARDS

- A Mobile Billboard is a type of sign that falls under the umbrella of an **"off premise"** sign

    - And is used for "**general advertising for hire**".

- Ordinance applies to mobile billboards operating on City Right-of-Way

Texas Local Government Code 216.901 allows a municipality to license, regulate, control, or prohibit the erection of signs or billboards by charter or ordinance

EP
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Title 15 Ordinance Amendment – Mobile Billboard

Add allowance of Mobile Billboards to Title 15 (Special Privileges)

- 1-year pilot program

- Require obtaining a special privilege permit, including yearly fee

- Restrict number of operators (3 current operators)

- Restrict number of billboards per operator at one time (3 per operator currently)

- Implement dimensional standards; Sign face shall not exceed:

  - 14' feet in height measured from the ground

  - 22 feet in length

  - 220 square feet in size

- No CEVM/digital allowed

- Permitted only on arterials, no freeways or residential local streets

- Restrict hours of operation: restricted between 12am and 8am

Title 15 Code Amendment – Mobile Billboard Cont'd

- No sound

- Ilumination shall comply with Dark Sky Ordinance

- Prohibited from operating in sustained winds in excess of 35mph

- Permit to be displayed at all times

- $1500 initial yearly fee

Applicable to campaign related signs

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Title 20 Code Amendment – Mobile Billboard

- Removing prohibition of Mobile Billboards

- Requiring a Special Privilege Permit

Resolution

- Adding the $1500 yearly fee to Schedule C

Mission

Deliver exceptional services to support a high quality of life and place for our community

Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government

Values

Integrity, Respect, Excellence, Accountability, People