

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

**AGENDA DATE:** January 19, 2022  
**PUBLIC HEARING DATE:** February 15, 2022

**CONTACT PERSON(S) NAME AND PHONE NUMBER:** Philip F. Etiwe, (915) 212-1553  
Raul Garcia, (915) 212-1643

**DISTRICT(S) AFFECTED:** City-wide

**STRATEGIC GOAL:** #3 Promote the Visual Image of El Paso

**SUBGOAL:** 3.2 Set one standard for infrastructure across the city

**SUBJECT:**

An Ordinance amending Title 20 (Zoning) Section 20.18.140 (Prohibited Signs) and adding Section 20.18.320 (Mobile Billboards) to allow Mobile Billboards. The penalty being as provided in Section 20.24 of the El Paso City Code.

**BACKGROUND / DISCUSSION:**

On December 16, 2021 the City Plan Commission recommended 5-0 to deny the proposed amendment.

**PRIOR COUNCIL ACTION:**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED?**  X  YES \_\_\_ NO

**PRIMARY DEPARTMENT:** Planning & Inspections, Planning Division

**SECONDARY DEPARTMENT:** N/A

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**

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*Philip Etiwe*

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE AMENDING TITLE 20 (ZONING) SECTION 20.18.140 (PROHIBITED SIGNS) AND ADDING SECTION 20.18.320 (MOBILE BILLBOARDS) TO ALLOW MOBILE BILLBOARDS. THE PENALTY BEING AS PROVIDED IN SECTION 20.24 OF THE EL PASO CITY CODE.**

**WHEREAS**, Title 20 (Zoning) of the El Paso City Code, Chapter 20.18 regulates signage; and,

**WHEREAS**, Chapter 20.18 (Sign Regulations) currently prohibits Mobile Billboards; and,

**WHEREAS**, Mobile Billboards can be allowed on public Rights-of-Way with appropriate regulations to mitigate the impact on surrounding areas,

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

**SECTION 1.** That Title 20 (Zoning), Chapter 20.18 (Sign Regulations), Section 20.04.140 (Prohibited Signs), is amended by removing the following section:

I. Mobile Billboards

**SECTION 2.** That Title 20 (Zoning), Chapter 20.18 (Sign Regulations), Section 20.04.320 (Mobile Billboards) be added:

20.18.320 – Mobile Billboards.

- A. This section shall apply to mobile billboards operated within the corporate limits of the city and no permit shall be issued for a mobile billboard in the city, except as authorized by this Section.
- B. A person shall not operate a Mobile Billboard on the Public Right of Way without obtaining a Special Privilege Permit in accordance with Section 15.08.160 Mobile Billboards. A mobile billboard operator who obtains a Special Privilege Permit shall abide by all requirements prescribed under the applicable standards in Section 15.08.160 Mobile Billboards.

*(Signatures Begin on Following Page)*

**APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

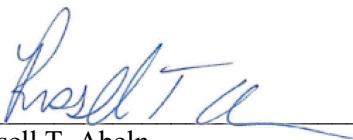
**THE CITY OF EL PASO:**

\_\_\_\_\_  
Oscar Leeson  
Mayor

**ATTEST:**

\_\_\_\_\_  
Laura D. Prine  
City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Russell T. Abeln  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
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Philip Etiwe, Director  
Planning & Inspections Department