

**COUNCIL BILL NO.** 99-051

**ORDINANCE NO.** 1739

**AN ORDINANCE AMENDING THE WEST MESA INDUSTRIAL PARK OVERLAY ZONE DISTRICT REGULATIONS (SECTION 6.21 OF THE 1981 LAS CRUCES ZONING CODE, AS AMENDED), MODIFYING THE SIGNAGE REQUIREMENTS FOR THE INDUSTRIAL PARK. SUBMITTED BY THE CITY OF LAS CRUCES SPECIAL PROJECTS OFFICE (CASE ZA-99-01).**

The City Council is informed that:

**WHEREAS**, the West Mesa Industrial Park Overlay Zone District was adopted in 1997 and incorporated as Section 6.21 of the 1981 Las Cruces Zoning Code, as amended, establishing regulations regarding land use, urban design, landscaping standards, and sign and lighting requirements; and,

**WHEREAS**, the City of Las Cruces Special Projects Office has submitted a request to amend Section 6.21 to modify the signage requirements within the Industrial Park; and,

**WHEREAS**, the West Mesa Design Review Committee recommends the proposed amendment be APPROVED by the Planning and Zoning Commission and the City Council; and,

**WHEREAS**, the Planning and Zoning Commission recommends the proposed amendment be APPROVED by the City Council.

**NOW, THEREFORE**, Be it Ordained by the Governing Body of the City of Las Cruces:

**(I)**


**THAT**, the proposed amendment to Section 6.21 of the 1981 Las Cruces Zoning Code, as amended, as described in Exhibit "A" attached hereto and made part of this ordinance is approved and adopted.

(II)

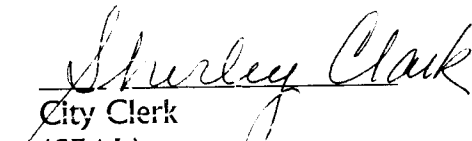
THAT, City Staff is hereby authorized to do all deeds necessary in the accomplishment of the hereinabove.

DONE AND APPROVED this 3rd day of May, 1999.

APPROVED:

  
Mayor Ruben A. Smith

ATTEST:

  
City Clerk  
(SEAL)


VOTE:

Mayor Smith: Aye  
Councillor Frieze: Absent  
Councillor Gustafson: Aye  
Councillor Valencia: Aye  
Councillor Stevens: Aye  
Councillor Tomlin: Aye  
Councillor Haltom: Aye

Moved by: Tomlin

Seconded by: Stevens

APPROVED AS TO FORM:

  
City Attorney

## EXHIBIT 'A'

### WEST MESA INDUSTRIAL PARK OVERLAY ZONE DISTRICT

D. SIGN AND LIGHTING REQUIREMENTS. Attached and ground signs shall be designed and constructed in a proportional manner to property sizes. These regulations are established to govern the aesthetics, height, overall size and type of signs and exterior lighting, consistent with City goals for Industrial Park Development. All sign sizes designated herein for square footage applies to the entire sign face and surrounding wall or surface area, and not to only the lettering or copy size.

1) Freestanding Signs.

a. Except for properties located on the north side of Mountain Vista Parkway with a rear yard setback contiguous to Interstate 10, freestanding signs for each lot shall be limited to one (1) ground sign with the following requirements. This provision shall also apply to multiple businesses occupying one lot. All ground signs shall be in the building front.

- Maximum Size: No greater than one square foot of signage, per each three feet of street frontage, not to exceed 250 square feet (for one face) or 400 square feet (for two faces)

- Minimum Size: 32 square feet

- Maximum Height: 5 feet for lots with street frontage where the building fronts of 400 linear feet or less; and 8 feet for lots with street frontage where the building fronts of greater than 400 linear feet

- Minimum Setback: 20 feet

b. Ground Signs shall contain only the Company name and/or logo of the business and the address of the property.

c. Freestanding directional signs for entrance and exit signs are allowed in the setback areas with the following specifications:

1. Directional sign in front or side street setback to direct trucking deliveries:

- Maximum Size: 16 (sq. ft.)

- Maximum Height: 5'

- Corporate Logo & Company Name Permitted

- Maximum of one sign per truck entrance

2. Directional sign on front or side street setback for vehicular direction purposes:
  - Maximum Size: 9 (sq. ft.)
  - Maximum Height: 3' 6"
  - Corporate Logo & Company Name Permitted
  - One sign permitted per each entrance
  
3. Directional signs for truck movements only, where the sign face is not visible from the public right-of-way:
  - Maximum Size: 24 (sq. ft.)
  - Maximum Height: 6'
  - Corporate Logo & Company Name Permitted.
  
4. Due to extra width of street rights-of-way, directional signs may be permitted within the street right-of-way, as necessary and approved by the Committee.
  
- d. For properties located on the north side of Mountain Vista Parkway with a rear yard setback contiguous to Interstate Highway 10 (I-10), each lot may have one (1) additional ground sign oriented to I-10. The size of the second ground sign shall not exceed 120 square feet in size, with a minimum 60 foot setback from I-10, and a maximum height of 5 feet. Each lot may be permitted either one additional ground sign or one additional attached sign, but not both.

2) Attached Signs.

- a. Except for 1) properties fronting on Mountain Vista Parkway with a rear yard setback contiguous to Interstate 10, 2) lots with buildings with front building dimension exceeding 300 linear feet with multiple industrial businesses, or 3) for commercially zoned properties, attached signs for each lot shall be limited to one (1) sign per lot with the following requirements.
  
- b. Attached signs shall be limited to 1.0 square feet of signage for each three linear feet of building front length, with a maximum size of 200 square feet. For buildings with less than 100 linear feet but more than 50 linear feet of building front, a 36 square feet maximum size is allowed. Attached signs of 25 square feet are permitted for buildings with less than 50 linear feet of front dimension.
  
- c. Attached signs on multiple outside walls on the same building or structure are prohibited, unless required by law or Fire Code.

- d. For an industrial building (Manufacturing, warehousing or other industrial use) with multiple businesses, only one shared, attached sign shall be permitted, except if the building front linear dimension exceeds 300 linear feet, up to two attached signs will be permitted. For buildings with front footage in excess of 300 linear feet, the combined square footage of all attached signs must not exceed the ratio of 1.0 square foot of sign face to three linear feet of building front dimension or 200 square feet, whichever is less.
- e. For a commercial building with multiple businesses such as a small shopping center, one attached sign shall be permitted for each business, but only on the building's primary front facade. The combined square footage of all attached signs must not exceed the ratio of 1.0 square foot of sign face to three linear feet of building front dimension or 200 square feet, whichever is less. All signage must be of uniform design and materials as approved by the Committee.
- f. For properties located on the north side of Mountain Vista Parkway with a rear yard setback contiguous to Interstate Highway 10 (I-10), each building may have one (1) additional attached sign oriented to I-10. The size of the second attached sign shall not exceed 120 square feet in size, with a maximum height of 6 feet. Each lot may be permitted either one additional ground sign or one additional attached sign, but not both.
- g. Only one attached sign is permitted for multiple businesses in one building, unless the building front dimension exceeds 300 linear feet.
- h. All attached signs shall be placed only on the main building front in the instance of a lot with multiple buildings.

3) Sign design.

- a. Landscaping shall be placed around all freestanding signs and may be used in meeting the landscaping requirements.
- b. Landscaping in the foreground of freestanding signage shall be ground cover vegetation or horizontal growth spreading shrubs or shrub-lets or ground cover vines with a maximum height at maturity not to exceed a height of one foot above the surface of the ground to not obscure the sign copy or lettering.
- c. Ground signs shall have a wide base and horizontal appearance, with a preferred height not to exceed 5 feet and a ratio of length to height preferred not to exceed 5 for horizontal to 1 for height.

- d. Ground signs shall match the architectural style, color, materials and ornamentation of the main building(s). Attached signs may be of contrasting color(s), but must blend with the architectural style, color, materials and ornamentation of the main building(s).
- e. All materials to be utilized in the construction of any signage within the Industrial Park shall be submitted to the West Mesa Design Review Committee for review.
- f. For all lots with more than one ground sign or more than one attached sign, all ground signs shall be of uniform design and materials; and all attached signs shall be of uniform design and materials, whenever possible.
- g. Ground Signs shall contain only the Company name and/or logo of the business and the address of the property.

4) Other Approved Signs.

- a. Temporary real estate signs shall be permitted in accordance with the Las Cruces Sign Code, except for the following:
  - 1. For properties less than 5.0 acres, one sign is permitted not to exceed 20 square feet in sign area and 6 feet in height.
  - 2. For properties in excess of 5.0 acres, one sign is permitted not to exceed 32 square feet in sign area and 8 feet in height.
  - 3. For vacant land, the City of Las Cruces is permitted to have one sign per lot, not to exceed 24 square feet in sign face area, 8 feet in height, with signs no sign less than 300 feet from the next nearest sign.
  - 4. No other real estate signs are permitted.
- b. Temporary construction signs shall be permitted in accordance with the Las Cruces Sign Code, except for the following:
  - 1. For properties less than 10.0 acres, one sign is permitted not to exceed 64 square feet in sign area and 8 feet in height.
  - 2. For properties in excess of 10.0 acres, one sign is permitted not to exceed 96 square feet in sign area and 8 feet in height.
  - 3. No other construction signs are permitted.

- c. No political signs shall be permitted in the Industrial Park.
- d. Vehicle signs shall be permitted in accordance with the Las Cruces Sign Code, except for the following:
  - 1. For all properties, one sign is permitted for each business vehicle, with passenger vehicle signs not to exceed 2 square feet in signage area; panel and light truck vehicle signs not to exceed 6 square feet in signage area; and heavy or large truck vehicle signs not to exceed 10 square feet in signage area. All vehicles with signs must be on private property.
  - 2. Contractor identification signs on temporary construction trailers are permitted subject to the following conditions:
    - (a) Construction trailers cannot be located at the construction site property prior to a building permit issuance; and must be removed from the property on or before of the date for the issuance of a Building Final Certificate of Occupancy.
    - (b) Contractors shall place construction trailers in a locations which are both efficient for construction operations but also less visible from Interstate Highway 10 and/or collector streets in the Industrial Park.
  - 3. No other vehicle signs are permitted, unless specifically approved by the Committee.

5) Prohibited Signs.

- a. Banners.
- b. Portable Signs.
- c. All billboards.
- d. Model Identification Signs.
- e. All temporary signs except for those permitted in Section 4) above.
- f. Window signs.
- g. Product decal signs, except approved Company logo replication on property signs.

6) Lighting Standards For Signs.

- a. Illumination for both freestanding and attached signage shall include exterior illumination only.

- b. Signs that are illuminated shall have concealed lighting fixtures. This provision applies also to neon tubing, and fluorescent fixtures.
- c. All directed lighting shall be directed to the height and angle of the sign and must be aimed in such a manner that all light falls on the object intended for lighting.

7) Lighting Standards For Buildings.

Only directed lighting shall be used to light buildings and shall be provided only by ground installations, except for directed lighting of an attached sign or a decorative roof canopy. All directed lighting shall be directed to the height and angle of the building and must be aimed in such a manner that all light falls on the object intended for lighting. No floodlights or other shall be attached to the building and be directed to shine away from the building as security lighting, except that low wattage lighting under canopies are acceptable.

8) Lighting Standards For Driveways & Parking Areas.

- a. Parking area, truck loading area, driveway and walkway lighting design for properties less than 15 acres shall include only low wattage sodium vapor lighting. No high intensity or high wattage shall be allowed.
- b. Truck driveway lighting design for properties in excess of 15 acres shall allow street lighting for rear or side property areas with low wattage sodium vapor lighting of 150 watt bulbs with 25' tall poles 150 linear feet apart.
- c. Directional Sign Lighting shall be low wattage and installed above the sign and directed downward to the sign face, if used.

9) General Lighting Standards For Signs, Buildings, Driveways & Parking Areas.

Wherever possible, all overhead parking area, driveway, building and sign lighting fixtures shall be full cut-off fixtures.

10) Industrial Park Development Identification Signs.

- a. Only the City of Las Cruces may install identification signs at the entrances to the Industrial Park, or at the I-10 Interchange (#132), or install directional signs for individual businesses in the Park, or to install street identification signs at street intersections. Entrance signs shall meet all requirements herein and not exceed 300 square feet of sign face, with a maximum sign height of 6 feet.

- b. Street identification signs constructed of masonry wall and metal letters to match the entrance sign shall not exceed 60 square feet of sign face, with a maximum sign height of 7 feet. If the sign is in the clear site triangle, the maximum height shall be limited to 3 feet 2 inches.



# City of Las Cruces

**TO:** PLANNING AND ZONING COMMISSION

**FROM:** LANI RUTH, ASSOCIATE PLANNER

**SUBJECT:** **Case ZA-99-01:** A request to amend Section 6.2I of the 1981 Las Cruces Zoning Code, as amended (West Mesa Industrial Park Overlay Zone District). The requested amendment seeks to revise the signage requirements for the Industrial Park. Submitted by the City of Las Cruces Special Projects Office.

**Case PA-99-01:** A request to amend the West Mesa Industrial Park Master Plan and Development Strategy. The requested amendment seeks to revise the signage requirements for the Industrial Park. Submitted by the City of Las Cruces Special Projects Office.

**DATE:** FEBRUARY 16, 1999

As you will recall, at the January, 1999 Commission Work Session, discussion occurred regarding this proposed amendment to the West Mesa Industrial Park signage regulations (Section 6.2I of the 1981 Zoning Code, as amended). The Commission directed staff to make a few minor adjustments to the proposal, which has occurred. The revised draft is attached for your consideration. Also attached and included with this proposal is the proposed amendment to the West Mesa Industrial Park Master Plan and Development Strategy, which mimics the proposed changes of the Ordinance.

As the Commission is aware, the West Mesa Industrial Park Overlay Zone District was created in Ordinance format and incorporated into the Zoning Code in March, 1997. The Industrial Park Overlay's purpose is identified as specifying provisions which will:

- a) guide the development of the West Mesa Industrial Park,
- b) promote and encourage a growing economy,
- c) protect the natural and existing environment within the Park,
- d) provide clean industry and employment for the City of Las Cruces and its residents, and
- e) develop, maintain and enhance existing commercial and industrial uses and the aesthetic features of the Park.

Regulations aimed at accomplishing this purpose statement include, but are not limited to: development requirements; permitted and conditional uses; urban design criteria; landscaping standards; screening and buffering requirements; and sign and lighting requirements. As a part of the administration of the West Mesa Industrial Park Overlay Zone District, a Design Review

Committee was established and charged with the purpose of considering plans and proposals for all new development, including, but not limited to: the purchase or lease of land, subdivision, construction of buildings or signs, and additions or renovations to existing construction. The West Mesa Design Review Committee membership consists of three City Councillors, the City Manager, the Development Services Director, and the Utility Division Director.

The proposed amendment before you specifically involves the sign and lighting requirements found within the West Mesa Industrial Park regulations of the Zoning Code (Section 6.21). Since June, 1998, several sign variances have been requested by industries locating within the Industrial Park. The variances requested larger and taller freestanding and directional signs than what the Zoning Code currently permits for the Industrial Park. The variances were subsequently approved by the Board of Adjustment. At that time, apparent deficiencies in allowable sign height and size were noted, with direction made toward an amendment to correct the inherent problems with the requirements.

Staff will be available at the Public Hearing to answer any questions the Commission may have.

2A-99-01

# PROPOSED ORDINANCE DRAFT

## Signs and Lighting Requirements.

Attached and ground signs shall be designed and constructed in a proportional manner to property sizes. These regulations are established to govern the aesthetics, height, overall size and type of signs and exterior lighting, consistent with City goals for Industrial Park Development. All sign sizes designated herein for square footage applies to the entire sign face and surrounding wall or surface area, and not to only the lettering or copy size.

### 1) Freestanding Signs.

A. Except for properties located on the north side of Mountain Vista Parkway with a rear yard setback contiguous to Interstate 10, freestanding signs for each lot shall be limited to one (1) ground sign with the following requirements. This provision shall also apply to multiple businesses occupying one lot. All ground signs shall be in the building front.

- Maximum Size: No greater than one square foot of signage, per each three feet of street frontage, not to exceed 250 square feet (for one face) or 400 square feet (for two faces).
- Minimum Size: 32 square feet.
- Maximum Height: 5 feet for lots with street frontage where the building fronts of 400 linear feet or less; and 8 feet for lots with street frontage where the building fronts of greater than 400 linear feet.
  
- Minimum Setback: 20 feet.

B. Ground Signs shall contain only the Company name and/or logo of the business and the address of the property.

C. Freestanding directional signs for entrance and exit signs are allowed in the setback areas with the following specifications:

1. Directional sign in front or side street setback to direct trucking deliveries:

Maximum Size	16 (sq. ft.)
Maximum Height	5'
Corporate Logo & Company Name Permitted.	
Maximum of one sign per truck entrance.	

2. Directional sign on front or side street setback for vehicular direction purposes:

Maximum Size 9 (sq. ft.)  
Maximum Height 3' 6"  
Corporate Logo & Company Name Permitted.  
One sign permitted per each entrance.

3. Directional signs for truck movements only, where the sign face is not visible from the public right-of-way:

Maximum Size 24 (sq. ft.)  
Maximum Height 6'  
Corporate Logo & Company Name Permitted.

4. Due to extra width of street rights-of-way, directional signs may be permitted within the street right-of-way, as necessary and approved by the Committee.

D. For properties located on the north side of Mountain Vista Parkway with a rear yard setback contiguous to Interstate Highway 10 (I-10), each lot may have one (1) additional ground sign oriented to I-10. The size of the second ground sign shall not exceed 120 square feet in size, with a minimum 60 foot setback from I-10, and a maximum height of 5 feet. Each lot may be permitted either one additional ground sign or one additional attached sign, but not both.

2) Attached Signs.

A. Except for 1) properties fronting on Mountain Vista Parkway with a rear yard setback contiguous to Interstate 10, 2) lots with buildings with front building dimension exceeding 300 linear feet with multiple industrial businesses, or 3) for commercially zoned properties, attached signs for each lot shall be limited to one (1) sign per lot with the following requirements.

B. Attached signs shall be limited to 1.0 square feet of signage for each three linear feet of building front length, with a maximum size of 200 square feet. For buildings with less than 100 linear feet but more than 50 linear feet of building front, a 36 square feet maximum size is allowed. Attached signs of 25 square feet are permitted for buildings with less than 50 linear feet of front dimension.

C. Attached signs on multiple outside walls on the same building or structure

are prohibited, unless required by law or Fire Code.

D. For an industrial building (Manufacturing, warehousing or other industrial use) with multiple businesses, only one shared, attached sign shall be permitted, except if the building front linear dimension exceeds 300 linear feet, up to two attached signs will be permitted. For buildings with front footage in excess of 300 linear feet, the combined square footage of all attached signs must not exceed the ratio of 1.0 square foot of sign face to three linear feet of building front dimension or 200 square feet, whichever is less.

E. For a commercial building with multiple businesses such as a small shopping center, one attached sign shall be permitted for each business, but only on the building's primary front facade. The combined square footage of all attached signs must not exceed the ratio of 1.0 square foot of sign face to three linear feet of building front dimension or 200 square feet, whichever is less. All signage must be of uniform design and materials as approved by the Committee.

F. For properties located on the north side of Mountain Vista Parkway with a rear yard setback contiguous to Interstate Highway 10 (I-10), each building may have one (1) additional attached sign oriented to I-10. The size of the second attached sign shall not exceed 120 square feet in size, with a maximum height of 6 feet. Each lot may be permitted either one additional ground sign or one additional attached sign, but not both.

G. Only one attached sign is permitted for multiple businesses in one building, unless the building front dimension exceeds 300 linear feet.

H. All attached signs shall be placed only on the main building front in the instance of a lot with multiple buildings.

3) Sign design.

A. Landscaping shall be placed around all freestanding signs and may be used in meeting the landscaping requirements.

B. Landscaping in the foreground of freestanding signage shall be ground cover vegetation or horizontal growth spreading shrubs or shrub-lets or ground cover vines with a maximum height at maturity not to exceed a height of one foot above the surface of the ground to not obscure the sign copy or lettering.

C. Ground signs shall have a wide base and horizontal appearance, with a

preferred height not to exceed 5 feet and a ratio of length to height preferred not to exceed 5 for horizontal to 1 for height.

D. Ground signs shall match the architectural style, color, materials and ornamentation of the main building(s). Attached signs may be of contrasting color(s), but must blend with the architectural style, color, materials and ornamentation of the main building(s).

E. All materials to be utilized in the construction of any signage within the Industrial Park shall be submitted to the West Mesa Design Review Committee for review.

F. For all lots with more than one ground sign or more than one attached sign, all ground signs shall be of uniform design and materials; and all attached signs shall be of uniform design and materials, whenever possible.

G. Ground Signs shall contain only the Company name and/or logo of the business and the address of the property.

4) Other Approved Signs.

A. Temporary real estate signs shall be permitted in accordance with the Las Cruces Sign Code, except for the following:

1. For properties less than 5.0 acres, one sign is permitted not to exceed 20 square feet in sign area and 6 feet in height.
2. For properties in excess of 5.0 acres, one sign is permitted not to exceed 32 square feet in sign area and 8 feet in height.
3. For vacant land, the City of Las Cruces is permitted to have one sign per lot, not to exceed 24 square feet in sign face area, 8 feet in height, with signs no sign less than 300 feet from the next nearest sign.
4. No other real estate signs are permitted.

B. Temporary construction signs shall be permitted in accordance with the Las Cruces Sign Code, except for the following:

1. For properties less than 10.0 acres, one sign is permitted not to exceed 64 square feet in sign area and 8 feet in height.

2. For properties in excess of 10.0 acres, one sign is permitted not to exceed 96 square feet in sign area and 8 feet in height.
  3. No other construction signs are permitted.
- C. No political signs shall be permitted in the Industrial Park.
- D. Vehicle signs shall be permitted in accordance with the Las Cruces Sign Code, except for the following:
1. For all properties, one sign is permitted for each business vehicle, with passenger vehicle signs not to exceed 2 square feet in signage area; panel and light truck vehicle signs not to exceed 6 square feet in signage area; and heavy or large truck vehicle signs not to exceed 10 square feet in signage area. All vehicles with signs must be on private property.
  2. Contractor identification signs on temporary construction trailers are permitted subject to the following conditions:
    - a. Construction trailers cannot be located at the construction site property prior to a building permit issuance; and must be removed from the property on or before of the date for the issuance of a Building Final Certificate of Occupancy.
    - b. Contractors shall place construction trailers in a locations which are both efficient for construction operations but also less visible from Interstate Highway 10 and/or collector streets in the Industrial Park.
  3. No other vehicle signs are permitted, unless specifically approved by the Committee.
- 5) Prohibited Signs.
- A. Banners.
  - B. Portable Signs.
  - C. All billboards.
  - D. Model Identification Signs.
  - E. All temporary signs except for those permitted in Section 4) above.
  - F. Window signs.
  - G. Product decal signs, except approved Company logo replication on

property signs.

6). Lighting Standards For Signs.

A. Illumination for both freestanding and attached signage shall include exterior illumination only.

B. Signs that are illuminated shall have concealed lighting fixtures. This provision applies also to neon tubing, and fluorescent fixtures.

C. All directed lighting shall be directed to the height and angle of the sign and must be aimed in such a manner that all light falls on the object intended for lighting.

7) Lighting Standards For Buildings.

Only directed lighting shall be used to light buildings and shall be provided only by ground installations, except for directed lighting of an attached sign or a decorative roof canopy. All directed lighting shall be directed to the height and angle of the building and must be aimed in such a manner that all light falls on the object intended for lighting. No floodlights or other shall be attached to the building and be directed to shine away from the building as security lighting, except that low wattage lighting under canopies are acceptable.

8) Lighting Standards For Driveways & Parking Areas.

A. Parking area, truck loading area, driveway and walkway lighting design for properties less than 15 acres shall include only low wattage sodium vapor lighting. No high intensity or high wattage shall be allowed.

B. Truck driveway lighting design for properties in excess of 15 acres shall allow street lighting for rear or side property areas with low wattage sodium vapor lighting of 150 watt bulbs with 25' tall poles 150 linear feet apart.

C. Directional Sign Lighting shall be low wattage and installed above the sign and directed downward to the sign face, if used.

9) General Lighting Standards For Signs, Buildings, Driveways & Parking Areas.

Wherever possible, all overhead parking area, driveway, building and sign lighting fixtures shall be full cut-off fixtures.

10) Industrial Park Development Identification Signs.

A. Only the City of Las Cruces may install identification signs at the entrances to the Industrial Park, or at the I-10 Interchange (#132), or install directional signs for individual businesses in the Park, or to install street identification signs at street intersections. Entrance signs shall meet all requirements herein and not exceed 300 square feet of sign face, with a maximum sign height of 6 feet.

B. Street identification signs constructed of masonry wall and metal letters to match the entrance sign shall not exceed 60 square feet of sign face, with a maximum sign height of 7 feet. If the sign is in the clear site triangle, the maximum height shall be limited to 3 feet 2 inches.

WEST MESA INDUSTRIAL PARK MASTER PLAN AND DEVELOPMENT STRATEGY  
PROPOSED DRAFT

Policies: Signage and Lighting Restrictions

- C.14 Freestanding signage ~~on individual lots~~ within the West Mesa Industrial Park will **should** be limited to a single ground sign per lot with a maximum sign area size of ~~50~~ **400** square feet (**cumulative square footage for both faces**) and a maximum height of ~~six (6)~~ **eight (8)** feet. **For lots on the north side of Mountain Vista Parkway with rear yard setbacks contiguous to I-10, one (1) additional ground sign no greater than 120 square feet in sign area (per face), and no more than five (5) feet in height may be permitted. This includes development identification, informational, and directional signs.**
- C.15 **Development Identification signs may be placed at Industrial Park entrances or at other appropriate locations and may not exceed 500 square feet (cumulative square footage for both faces) in sign area or eight (8) feet in sign height. Street Identification signs should be designed, sized, and placed in a manner best suited for safe vehicular traffic flow/circulation. The use of a southwestern motif should be used in the design of these signs.**
- C.16 **The use of Temporary Signs for purposes of identifying real estate and construction activities may be used where appropriate. These sign types should be sized in a manner best suited to provide all pertinent information.**
- C.17 **Directional signs should be used where appropriate to aid in a more efficient flow/circulation of traffic. Sign sizes should be no more than 24 square feet in sign area (per face) and no greater than six (6) feet in height.**
- ~~C.16~~ C.18 **Freestanding pole signs, temporary or portable signs, and off-premise signs, and outdoor advertisements (i.e. billboards) are should be prohibited within the West Mesa Industrial Park.**
- ~~C.17~~ C.19 **Sign illumination is should be limited to exterior illumination only for both attached and freestanding signs.**
- ~~C.18~~ C.18 **Attached signage requirements, excluding illumination requirements, will adhere to the Las Cruces Sign code (1991, as amended).**
- ~~C.19~~ C.20 **All other sign design and dimensional size requirements for attached and freestanding signs permitted within the West Mesa Industrial Park will be addressed within the Overlay Zone. If these requirements are not addressed within the Overlay Zone, provisions should adhere to the Las Cruces Sign Code (1991, as amended).**

1 audience, staff or the Commission wishes to remove  
 2 any of these from the consent agenda and to be heard  
 3 fully, we will do so.  
 4 Please, after I finish reading the case, raise  
 5 your hand and ask for it to be removed. First is  
 6 Case S-99-007. It is a request for a master plan  
 7 amendment for Sunrise Mesa Subdivision. The subject  
 8 property is located between Alba Road and the  
 9 extension of Porter Drive on the north side of  
 10 Highway 70, otherwise known as North Main Street.  
 11 The master plan is being amended to reflect the  
 12 change in residential density which was approved as  
 13 part of the planned unit development on a portion of  
 14 the property.  
 15 The master plan contains commercial and  
 16 residential land uses on 69.54 approximate acres.  
 17 The property is zoned already for C-2 commercial and  
 18 R-2 medium density residential use. Submitted by  
 19 Sunrise Mesa.  
 20 The next case is SU-97-15a. It is a request for  
 21 a major amendment to a special use permit for a  
 22 halfway house. The subject property is located at  
 23 1595 West Picacho Avenue and contains approximately  
 24 1.4 acres. The amendment is to allow a change in  
 25 the configuration of one of the buildings on the

1 the signage requirements for the industrial park.  
 2 Submitted by the City of Las Cruces Special Projects  
 3 Office.  
 4 Next is case PA-99-01, a request to amend the  
 5 West Mesa Industrial Park master plan and  
 6 development strategy. The requested amendment seeks  
 7 to revise the signage requirements for the  
 8 industrial park. Submitted by the City of Las  
 9 Cruces Special Projects Office.  
 10 And the last case on consent agenda is Case  
 11 SU-99-01, a request for a major amendment to a  
 12 special use permit for a mobile home park. The  
 13 amendment is to allow a change in the location of  
 14 the required storage buildings for individual mobile  
 15 home spaces. The subject property is located at  
 16 4250 Elks Drive, Zia Shadows Mobile Home Park. The  
 17 property is zoned R-2, medium density residential,  
 18 and A-1, flood control. Submitted by Alex Garth.  
 19 There being no desire to remove and hear these  
 20 cases separately, the consent agenda cases, when we  
 21 approve the agenda, will automatically be approved.  
 22 Okay, at this point, may I have a motion to  
 23 accept the agenda as published, since we made no  
 24 amendments to it?  
 25 COMMISSIONER YOUNG: So moved.

1 property. The property is zoned C-2, general  
 2 commercial. Submitted by Dismas Charities, Inc.  
 3 Next is case IDP-01. It is a request for a  
 4 10-foot variance to the minimum six-foot required  
 5 lot width and frontage for lots located in an R-1  
 6 zone. The variance is to allow for the replatting  
 7 of the property into two lots. The property is  
 8 located at 1530 Sacramento Street. Submitted by Sam  
 9 Sanchez and Charlie Sanchez.  
 10 COMMISSIONER BINNEWEG: Mr. Chair,  
 11 that should have read minimum 60 foot required lot  
 12 width. You said six foot.  
 13 CHAIR DOVYDAITIS: My apologies.  
 14 I'll read that sentence again. A request for a  
 15 10-foot variance to the minimum 60-foot required lot  
 16 width and frontage for lots located in an R-1a  
 17 zone. In effect, they're asking that the lots would  
 18 be permitted to be 50 feet across. They're right  
 19 now old lots which are 25 feet across.  
 20 Okay, do we have anyone? No one wants to remove  
 21 it?  
 22 [Case ZA-99-01] It is a request to amend Section  
 23 6.21 of the 1981 Las Cruces Zoning Code, as  
 24 amended. West Mesa Industrial Park Overlay Zone  
 25 District. The requested amendment seeks to revise

1 COMMISSIONER BINNEWEG: Second.  
 2 CHAIR DOVYDAITIS: It's been moved  
 3 and seconded to approve the agenda. And therefore,  
 4 I'll call the roll. Commissioner Binneweg.  
 5 COMMISSIONER BINNEWEG: Aye.  
 6 COMMISSIONER YOUNG: Aye.  
 7 COMMISSIONER PEREZ: Aye.  
 8 COMMISSIONER MONTOYA: Aye.  
 9 CHAIR DOVYDAITIS: And the Chair  
 10 votes aye.  
 11 Now that the overall agenda has been approved,  
 12 let us examine and approve the previous meeting  
 13 minutes, minutes for January 26, 1999. Do we have  
 14 any significant changes to the minutes?  
 15 Thank you, the minutes are quite in good order.  
 16 Therefore, I will call the roll to accept the  
 17 minutes as published. Oh, may I have a motion to  
 18 accept the minutes as published?  
 19 COMMISSIONER BINNEWEG: So moved.  
 20 CHAIR DOVYDAITIS: I don't want to be  
 21 dictatorial here. Do we have a second?  
 22 COMMISSIONER MONTOYA: Second.  
 23 CHAIR DOVYDAITIS: It's been moved  
 24 and seconded to accept the minutes as published.  
 25 Commissioner Binneweg.

X

**CITY OF LAS CRUCES  
COUNCIL ACTION FORM**

For Meeting of **May 3, 1999**

AGENDA ITEM TITLE:

**AN ORDINANCE AMENDING THE WEST MESA INDUSTRIAL PARK OVERLAY ZONE DISTRICT REGULATIONS (SECTION 6.21 OF THE 1981 LAS CRUCES ZONING CODE, AS AMENDED), MODIFYING THE SIGNAGE REQUIREMENTS FOR THE INDUSTRIAL PARK. SUBMITTED BY THE CITY OF LAS CRUCES SPECIAL PROJECTS OFFICE (CASE ZA-99-01).**

BACKGROUND, SUPPORT INFORMATION, AND COUNCIL OPTIONS:

The West Mesa Industrial Park Overlay Zone District (WMIP) was incorporated into the Zoning Code in March 1997. The Industrial Park Overlay's purpose is identified as specifying provisions which will:

- a) guide the development of the West Mesa Industrial Park,
- b) promote and encourage a growing economy,
- c) protect the natural and existing environment within the Park,
- d) provide clean industry and employment for the City of Las Cruces and its residents, and
- e) develop, maintain and enhance existing commercial and industrial uses and the aesthetic features of the Park.

Regulations aimed at accomplishing this purpose statement include, but are not limited to: development requirements, permitted and conditional uses, urban design criteria, landscaping standards, screening and buffering requirements, and sign and lighting requirements. As a part of the administration of the WMIP, a Design Review Committee was established and charged with the purpose of considering plans and proposals for developments, including, but not limited to: the purchase or lease of land, subdivision, construction of buildings or signs, and additions or renovations to existing construction. The West Mesa Design Review Committee membership consists of three City Councillors, the City Manager, the Development Services Director, and the Utility Division Director.

(continue on additional sheets as required)

Name of Drafter: Lani Ruth <i>LR</i>	Department/Division: Planning/Development Services <i>[Signature]</i>	Phone: 528-3222
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**STAFF COORDINATION**

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COMM FACIL	<i>[Signature]</i>	
DEVEL SVCS	<i>[Signature]</i>	528-3350

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ADMIN		
LEGAL	<i>[Signature]</i>	3123
BUDGET	<i>[Signature]</i>	
ASST CITY MGR	<i>[Signature]</i>	
CITY MANAGER	<i>[Signature]</i>	

The proposed amendment specifically involves the sign and lighting requirements found within the WMIP regulations of the Zoning Code (Section 6.21). Since June 1998, several sign variances have been requested by industries locating within the Industrial Park. The variances requested larger and taller freestanding and directional signs than what the Zoning Code currently permits for the Industrial Park. The variances were subsequently approved by the Board of Adjustment. Apparent deficiencies in allowable sign height and size were noted by the Board, with direction made toward an amendment to correct the inherent problems with the requirements.

In December 1998, staff received information from the Special Projects Office that indicates consensus on the proposed Zoning Code amendment from the West Mesa Design Review Committee. The committee, at that time, requested action to be taken by Planning Staff in order to address the proposal, which resulted in forwarding the proposed amendment to the Planning and Zoning Commission and ultimately City Council. Notification was made to all property owners within and surrounding the Industrial Park. Only one citizen requested a copy of the proposed amendment, but no comment was forwarded verbally or in writing. The Planning and Zoning Commission approved the case on consent, at their February 23, 1999 Public Hearing. The vote was 5-0-0 (two members absent) on the consent agenda.

#### Support Information:

1. Ordinance
2. Proposed amendment (Exhibit "A")
3. February 23, 1999 Planning and Zoning Commission Packet and Minutes

#### Options:

1. Vote "yes" and approve the Ordinance. This action will amend Section 6.21 of the 1981 Las Cruces Zoning Code, as amended.
2. Vote "no" and deny the Ordinance. This action does not amend Section 6.21 of the 1981 Las Cruces Zoning Code, as amended, and maintains status quo.
3. Modify the Ordinance. This action would require staff to revise the Ordinance based on the Council's direction.