ONWARD
ALAMEDA

ONWARD ALAMEDA

OUR CORRIDOR MASTER PLAN

JUNE 22, 2022

ONWARD
ALAMEDA

Was Created By

EP TX
CITY OF EL PASO

CAPITAL IMPROVEMENT
CITY OF EL PASO

City of El Paso | Capital Improvement Department

Dover, Kohl & Partners

Team Lead / Urban Design & Land Use /
Illustrations / Public Engagement

Street Plans

Placemaking / Mobility / Tactical Urbanism

Gallinar Planning & Development

Community Planning

CEA Group

Engineering / Capital Needs

Zanetta Illustration

Illustrations

... and hundreds of El Paso Citizens

TABLE OF CONTENTS


PALACE BAR
PALACE
915-995-80

1 INTRODUCTION

This chapter provides an introduction to the Onward Alameda Plan. It takes a glimpse into previous plans and studies completed for the City of El Paso and the region, summarizing existing conditions and preliminary analysis that is the groundwork for the vision and strategies laid out in the subsequent chapters.

1. INTRODUCTION
2. A BRIEF HISTORY OF THE CORRIDOR
3. PREVIOUS PLANS & STUDIES
4. CORRIDOR ANALYSIS

INTRODUCTION

The Onward Alameda Corridor Plan establishes a long-term vision for the future of the Alameda Corridor area and how it should evolve in the coming years based on big-picture ideas from the citizens of El Paso.

WHAT IS A CORRIDOR MASTER PLAN?

A master plan establishes priorities for public-sector action while at the same time providing direction for complementary private-sector decisions. The plan and its guidelines serve as a tool to evaluate new development proposals, direct capital improvements, and guide public policy in a manner that realizes the vision and reflects community values and needs.

WHAT IS THIS PLAN ABOUT?

INVESTING IN PEOPLE & PLACES

AND

UPDATING LAND DEVELOPMENT REGULATIONS & FINANCIAL INCENTIVES

TO

ENHANCE THE QUALITY OF LIFE OF RESIDENTS

AND

ACHIEVE THE CITYWIDE VISION FOR EL PASO AS ESTABLISHED IN PLAN EL PASO.

WHY NOW?

This plan is part of a citywide effort to create transit-oriented developments along the Brio and streetcar routes. Similar planning efforts will occur for downtown and other corridors. Together, these efforts will inform a citywide zoning code update and revisions to the city's economic development incentives.

The city's investments in the streetcar and Brio bus lines provide the transportation infrastructure necessary to support the creation of walkable neighborhoods with a mix of amenities as envisioned in Plan El Paso, the citywide comprehensive plan adopted in 2012. This type of development focused along transit routes is known as transit-oriented development, or TOD.

This corridor master plan complements the city's previous investments by aligning development regulations, incentives, and future capital improvement projects to further support TOD.

REVIVING TRANSIT-ORIENTED NEIGHBORHOOD BUILDING

Successful, mixed-use, and walkable neighborhoods are the best examples of Transit-Oriented Development.

Transit-Oriented Development allows residents to both accomplish their daily needs and access transit by foot. These areas become destinations themselves rather than mere transfer points, provide added economic value, and help to increase ridership.

Dense, mixed-use, walkable neighborhoods built around transit stations help relieve traffic congestion, reduce parking needs, and improve walkability. Strong neighborhood centers feature residential, retail, office, and civic space, all of which are open at different hours; this kind of diversity in use ensures that the area remains lively and bustling with activity throughout the day and during the weekend.

Many of El Paso's best neighborhoods were originally constructed as transit-oriented developments around streetcar stops. These neighborhoods are poised for revitalization as robust transit service is restored throughout the city. Suburban areas of El Paso should be retrofitted over time as true transit-oriented neighborhoods, learning from El Paso's original TODs. Future infill and neighborhood development around transit stations should be compact, character rich, and with an identifiable center and edge. Amenities should be provided to meet daily needs. Parking should be consolidated and shared.

THE ALAMEDA CORRIDOR STUDY AREA

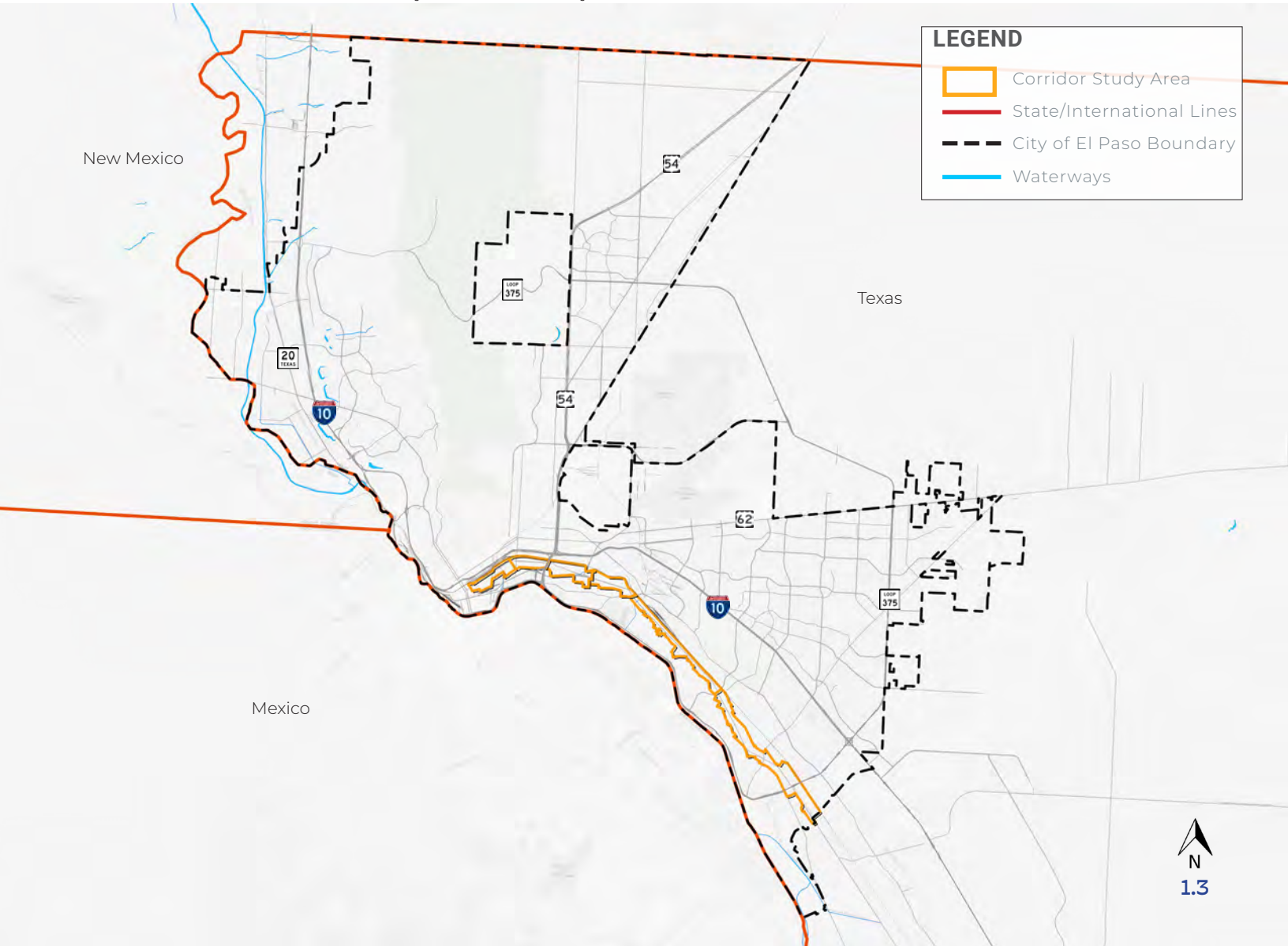
Alameda Avenue, Texas Highway 20, is one of the city's oldest highways and serves as an important regional transportation corridor, connecting downtown El Paso to the Mission Valley.

In 2018, Sun Metro's Alameda Brio bus rapid transit system began operation along the corridor with high quality stations spaced further apart along the corridor to provide a faster and more reliable transit connection between the Downtown Transit Center and the Mission Valley Transit Center.

This corridor study area includes the 13-mile stretch of Alameda Avenue within the City of El Paso, from Texas Avenue to the city boundary, as well as 1.5 miles of Texas Avenue from Alameda Avenue to Campbell Street. The focus of the physical planning elements of the study extends approximately one quarter of a mile in either direction from the centerline of Alameda Avenue.

This study area spans a wide range of existing place types, from the highest intensity development found downtown, through stretches of auto-oriented and suburban development, to the semi-rural fringes at the edge of the city.

Location of the Alameda Corridor study area within the City of El Paso.



A BRIEF HISTORY OF THE CORRIDOR

The City of El Paso was first incorporated in 1873 and consisted of only 2.2 square miles stretching from the Rio Grande to downtown. Over the following decades, the city expanded significantly with early development extending east of downtown generally following Texas Avenue and Alameda Avenue. The transportation system of the early 20th Century, the streetcar, largely shaped where and how the city grew. Today's transportation investments similarly impact development patterns, with highways promoting more sprawling forms of development.

THE BROADWAY OF AMERICA AND BANKHEAD HIGHWAY

Alameda Avenue was part of one of the nation's first transcontinental highways, connecting El Paso to other cities across Texas and the United States before the construction of the interstate highway system. In April 1927, Alameda Avenue was designated as U.S. Highway 80, "the Broadway of America," part of a nearly 3,000 mile route connecting the east and west coasts.

This section of roadway was also part of the Bankhead Highway that connected Washington, D.C. San Diego. The Bankhead Highway entered Texas at Texarkana along the current route of Interstate 30 to Fort Worth, where it merged with the Dixie Overland Highway. In El Paso, this highway became Alameda Avenue until its merging point with Texas Avenue and served as one of the principal roads connecting the Pass of the North to points beyond. Before the construction of I-10, Highway 80 served as one of the main roads connecting El Paso to the rest of the country.

1937 Map of US Highways. (Courtesy of the University of Texas Libraries, The University of Texas at Austin)

The Alameda Transit Corridor Revitalization Plan describes Alameda Avenue in the 1930's through the writing of Architect Mabel Welch as "an old street of stores and shops" that provided visitors "a very bad impression of our city from this thoroughfare." Even at that time 80 years ago, the road did not provide the welcoming experience desired by the community.

After the construction of I-10 in the late 1960s, Alameda went from serving as one of the primary entrances to the city to a somewhat forgotten and neglected road with its sidewalks and historic buildings heavily deteriorated. Over the years the road has been widened and became lined with used-car lots and interspersed businesses serving surrounding neighborhoods.

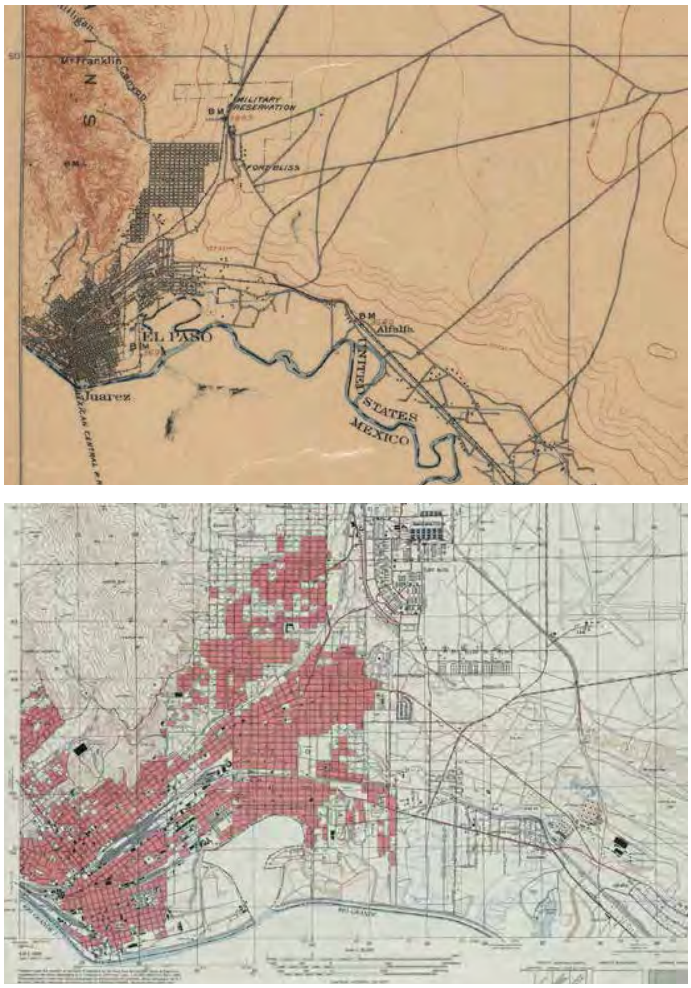
Map of Bankhead Highway. El Paso was the convergence point of the east-west branch routes across Texas. (Copyright Steven Varner, Americanroads.us)

TRANSIT

Streetcars have been a part of El Paso's history since 1881 and had a great impact on the city's early development. In 1901, the El Paso Electric Railway Company was formed and began laying tracks for electric streetcars. By 1920 the streetcar network extended from downtown to Juarez and Ysleta, serving downtown, Sunset Heights, Kern Place, Segundo Barrio, Highland Park, Morningside Heights, Fort Bliss, Government Hill, Washington Park, Ysleta and Juárez.

Development along Texas Avenue and Alameda Avenue from downtown to Washington Park reflects easy access to the streetcar, taking on a walkable pattern with small blocks and buildings set close to the street. The stretch of Alameda Avenue in Chamizal is an example of the type of transit-oriented development that was built along streetcar lines across the country during this time.

Over the following decades, streetcars were replaced with buses with the last streetcar line ending service in 1974. Streetcar service returned to El Paso in 2018 with a 4.8 mile route through El Paso's uptown and downtown neighborhoods. While a streetcar has yet to return to Alameda, Sun Metro and the City of El Paso have enhanced transit along the corridor through the implementation of the Brio Rapid Transit System (RTS), providing a faster and more effective transportation option using rubber-tire, high capacity vehicles with limited stops. The Brio RTS has the potential to shape development into walkable, mixed-use communities as the earlier streetcar lines did decades ago.



These maps illustrate the city's expansion eastward along Alameda from 1937 (top) to 1947 (bottom). (Courtesy of the University of Texas Libraries, The University of Texas at Austin)

El Paso, Texas 1914: Streetcar Lines (North American Electric Power and Traction Cos. 1914)

ALAMEDA CORRIDOR HISTORY TIME LINE

The Old Ysleta Mission is shown in a photo from around 1925. The mission was established in 1680, it is recognized as the oldest continuously operated parish in the State of Texas.

1680

Old El Paso County Seat at Alameda and Harris

1873

The city purchased land from El Paso County Fair Association in 1893 and named the parcel Washington Park.

1893

The Negro Motorist Green Book published in 1949

1949

A travel guide that listed places where African-Americans could eat and sleep on their often precarious journeys throughout the United States, included the El Torito Grocery store. It was known to welcome African-American motorists on their travels. A grocery store operated on the bottom floor and apartments were rented to travelers on the top floor. Today the store sits abandoned.

Ascarate US Post Office in 1949.

1941

The Alameda Theatre, also known as The Mission Theatre, was built in 1940, which originally opened on March 15, 1941. As of today, the building stands vacant.

1931

The first Chico's Taco restaurant is founded by Joe Mora on 1953 on Alameda Avenue.

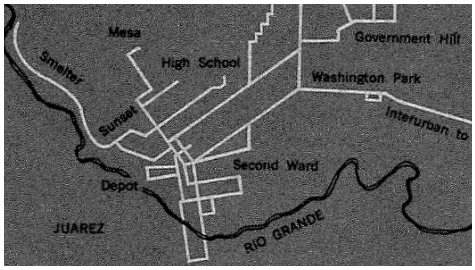
1950

FransWorth Motel in the 1950s, now the Montana Motel has a nostalgic design.

Franklyn Motel in the 1950s.

The East El Paso Fire Station (No.5), also known as the 1924 Democratic Primary Polling Place, was built in 1908 and still stands at Alameda & Texas Ave. It remains the oldest unaltered station in El Paso, Texas.

1908



The inter-urban trolley line extended to El Paso around 1914. The 1920 trolley map shows the portion that extends onto Alameda passes Washington Park and connected with an interurban line to Ysleta.

1914

The Bankhead Highway was constructed in 1916. A portion of the highway overlaps with the present day Alameda Corridor and was the only access to El Paso in the past.

1916

Cottonwoods used to be planted along Alameda Avenue. This picture was taken in 1931.

1931

The Del Camino Motor Hotel built in the 1930s, mission-style motel was once the second largest motel in the world. The structure was condemned and demolished in 1993.

1930

Red Mill Court is was a charming tourist lodging building constructed around 1924 and demolished in 2019.

1924

The Del Norte Courts Motel 1960s.

1960

Bronco Swap Meet in the 60s

1970

The Lakeside Inn Hotel in the 1970s. The building is now occupied by Dismas Charities

PREVIOUS PLANS & STUDIES

Onward Alameda builds upon the ideas of Plan El Paso and other city and regional plans, studies, and policies.

KEY PLANS AND STUDIES

Alameda Corridor Land Use Plan (2010)

The Alameda Corridor Land Use Plan identified a need for revitalization along the corridor. The plan found that current zoning regulations would not address many of the site specific issues found along Alameda Avenue and recommended a zoning overlay be applied to properties along the road. The recommended overlay would enforce design standards for new development to create a more cohesive look and feel through the use of guidelines and design standards. The recommended guidelines would encourage the integration of multiple land uses, create a pedestrian oriented corridor, and promote the use of high-quality architecture.

Mission Trail Comprehensive Plan (2019)

Focusing on the Mission Valley Historic Trail area, this comprehensive plan explored ways that the three different communities could protect and enhance their character and quality of life for their residents. The plan also provides a framework to preserve a portion of the historic heritage found in El Paso.

The plan focuses on the following five big ideas as key recommendations: create complete centers around each mission and chapel, protect and enhance historic assets and agricultural landscapes, add destinations and events, add trails and improve streets to connect to Mission Valley, and expand the economic base as well as identify funding sources.

PARTIAL LIST OF IMPORTANT PREVIOUS PLANS AND STUDIES

Land Use Plans & Growth Policies

- Mission Trail Comprehensive Plan (2019)
- East Side Growth Management Plan (2019)
- Plan El Paso (2012)
- Alameda Corridor Land Use Plan (2010)
- Alameda Avenue Multi-Use District (1997)
- Alameda Street Zoning & Land Use (1965)

Mobility Plans & Studies

- SH 20 (Alameda Avenue) Corridor Study (Ongoing)
- Paso del Norte Trail Master Plan (2018)

Housing

- El Paso Regional Housing Plan (2019)

Other

- El Paso Street Design Manual (2021 Draft)
- Medical Center of the Americas Master Plan Update (2018)

TxDOT SH 20 Corridor Study (Ongoing)

TxDOT El Paso District is conducting a corridor study of State Highway (SH) 20 (Texas/Alameda/Main) from Mesa Street in El Paso to Shaffer Road in the Town of Tornillo. The purpose of the study is to analyze and evaluate the current and future transportation needs for the SH 20 corridor, gather feedback from stakeholders and the public, and develop a corridor plan for SH 20 that focuses on the road itself.

The Onward Alameda Corridor Master Plan builds upon previous planning efforts and ongoing projects along the length of the corridor.

Medical Center of the Americas Master Plan (2018)

The first Medical Center of Americas (MCA) Campus Master Plan was incorporated into the city's Comprehensive Plan in 2008 and covered an area of 140 acres. This plan was expanded to 440 acres in 2011. The 2018 plan addresses changes that have occurred since 2011. The plan intends to create a framework that assists in coordinating the anchor's distinct development goals while respecting the needs of the nearby community and adjacent neighborhoods. The plan will help to guide effective campus development over the next decade.

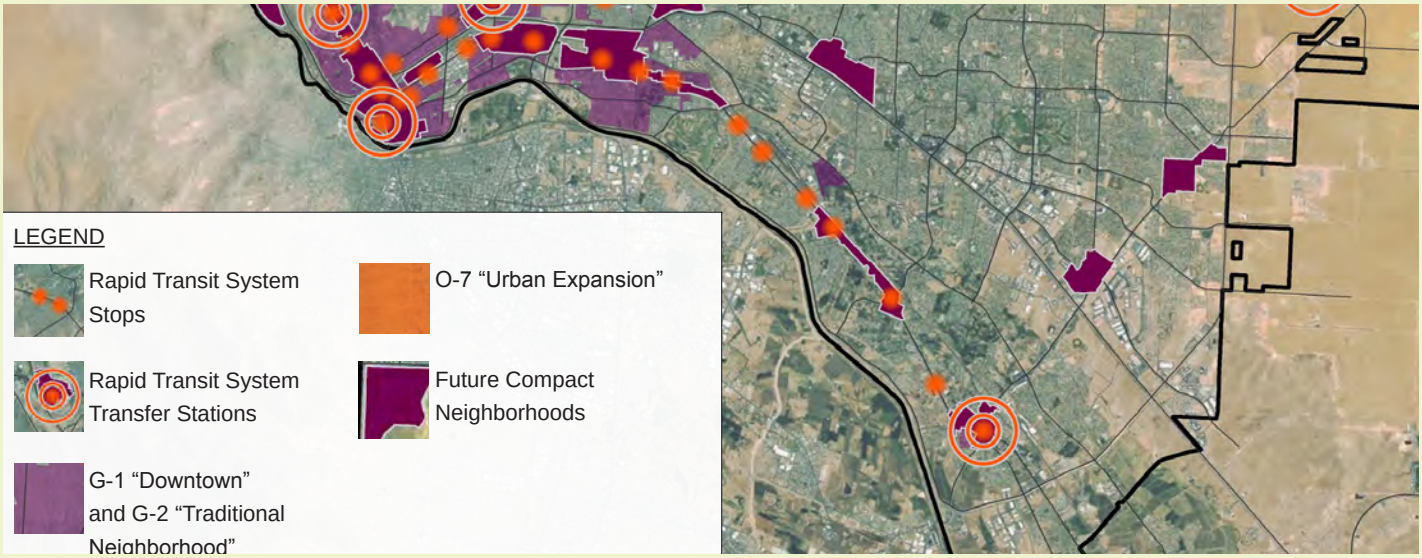
El Paso Regional Housing Plan (2019)

The EL Paso Regional Housing Plan focuses on solutions to the housing crisis in El Paso. The plan recommends a range of strategies including dedicating public resources towards housing through a Housing Trust Fund and the Public Land Sale Policy, financing housing projects, as well as finding more land to develop into housing. The plan recommends redesigning housing programs such as the Low Income Housing Tax Credit, implementing efficient down payment assistance and home repair loans, and providing financial counseling and housing renovation programs. The plan goes on to address the revision of incentives including the Joint Tax Abatement, Home Repair Tax Abatement, and the Development Approval Process, amongst others. Finally, the plan suggests to conduct planning in small and joint housing areas.

Plan El Paso (2012)

The Comprehensive Plan is an overarching policy document that directs the City of El Paso in its implementation of consensus-based goals created through an extensive public process. The goals, objectives, and strategies of the plan involve all aspects of City administration and community life: land use, urban design, historic preservation, economic development, housing, transportation, health, sustainability, infrastructure, public facilities and services, international coordination, and Fort Bliss Army Base relations.

The plan's Future Land Use Map envisions future compact neighborhoods located at rapid transit system stops along key corridors, including Alameda Avenue. An excerpt from the Future Land Use Map (shown below) highlights the areas along Alameda recommended as Compact Urban Areas.



Excerpt from the Plan El Paso Future Land Use Map highlighting Compact Urban Areas

CORRIDOR ANALYSIS

ALAMEDA CORRIDOR STUDY AREA AND SEGMENTS

To better study and understand the 14.5 miles of the corridor, the study area has been divided into six segments. The segments were chosen based on development patterns, centers of existing economic activity, and field observation.

Segment 1: N. Campbell Street to Palm Street (Texas Ave)

Segment 2: Palm Street to the I-110 Overpass

Segment 3: I-110 Overpass to Buena Vista Street

Segment 4: Buena Vista Street to Delta Drive

Segment 5: Delta Drive to Yarbrough Drive

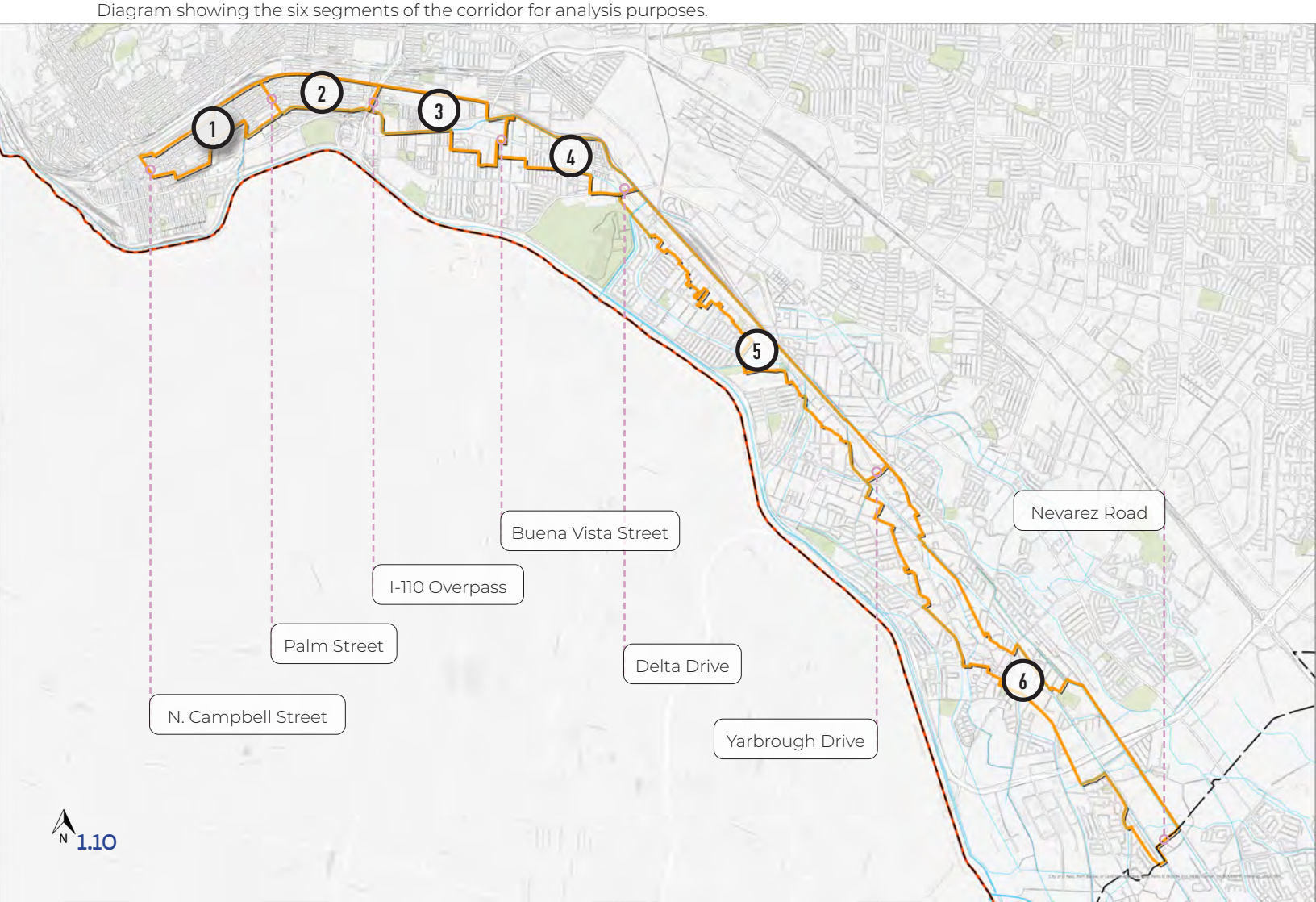
Segment 6: Yarbrough Drive to Nevarez Road

CORRIDOR OVERVIEW

The Alameda Corridor exemplifies the variety of housing and urban development patterns typical of Sunbelt cities over the last 100 years. Traveling along Alameda, one can identify a diversity of housing types and development patterns.

Beginning in the Downtown, the Texas Avenue-Alameda Avenue corridor (Segments 1 & 2), turn-of-the-century housing stock such as two-story mix-used structures and multifamily housing can be found. The area also contains streetcar suburban housing found in the single-family Spanish Revival and pueblo-style homes. The housing density is compact, and neighborhoods have small blocks and greater street connectivity laid out in the traditional street-grid pattern. This area also contains a large number of industrial buildings, some of which have been repurposed into mixed-use developments.

Diagram showing the six segments of the corridor for analysis purposes.



In Segment 3, there is a transition into the post-war development of the corridor and surrounding communities. Alameda is wider, homes are in the typical post-WWII suburban fashion, and commercial activities are low-density, single-pod, and strip mall design. This area also contains high-density institutional uses such as Jefferson High School, the Medical Center of the Americas, and the Texas Tech campus.

Traveling further east into Segments 4 and 5, there is a complete suburbanization of the area. All commercial activity is confined along Alameda and a majority of businesses are auto-centric, including car lots, tire shops, and mechanic shops. There is very little housing variety or choice, as most residential uses are single-family detached houses. There are a few apartment developments, mostly for low-income residents. Many areas are dilapidated and in need of attention.

Segment 6, which encompasses the Ysleta community, has an eclectic mix of land uses and neighborhoods. Ysleta was its own community before being annexed by the City of El Paso and still has remnants of its agrarian history. Some areas are rural with large tracts of open land. Other areas are strictly suburban with typical post-war single-family neighborhoods. Some portions of Alameda still contain a main street character with two-story, street-oriented buildings. Segment 6 contains a little of all of the previous study areas' development patterns.

Segment 1

Segment 2

Segment 3

Segment 4

Segment 5

Segment 6

N. CAMPBELL STREET TO PALM STREET (TEXAS AVE)

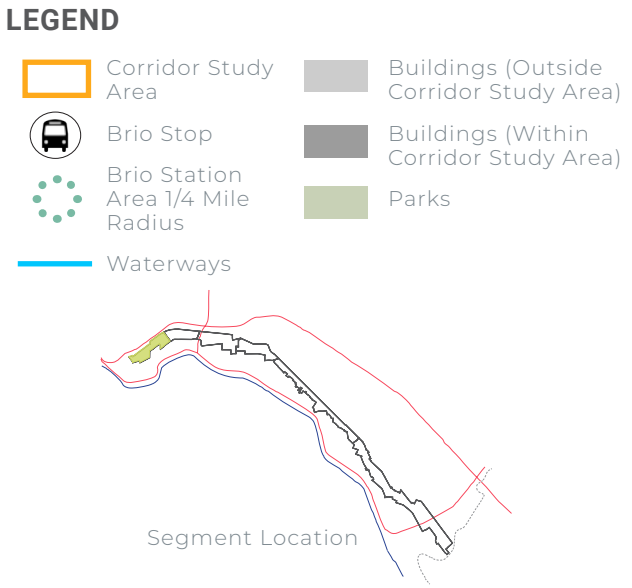
SEGMENT 1 SNAPSHOT

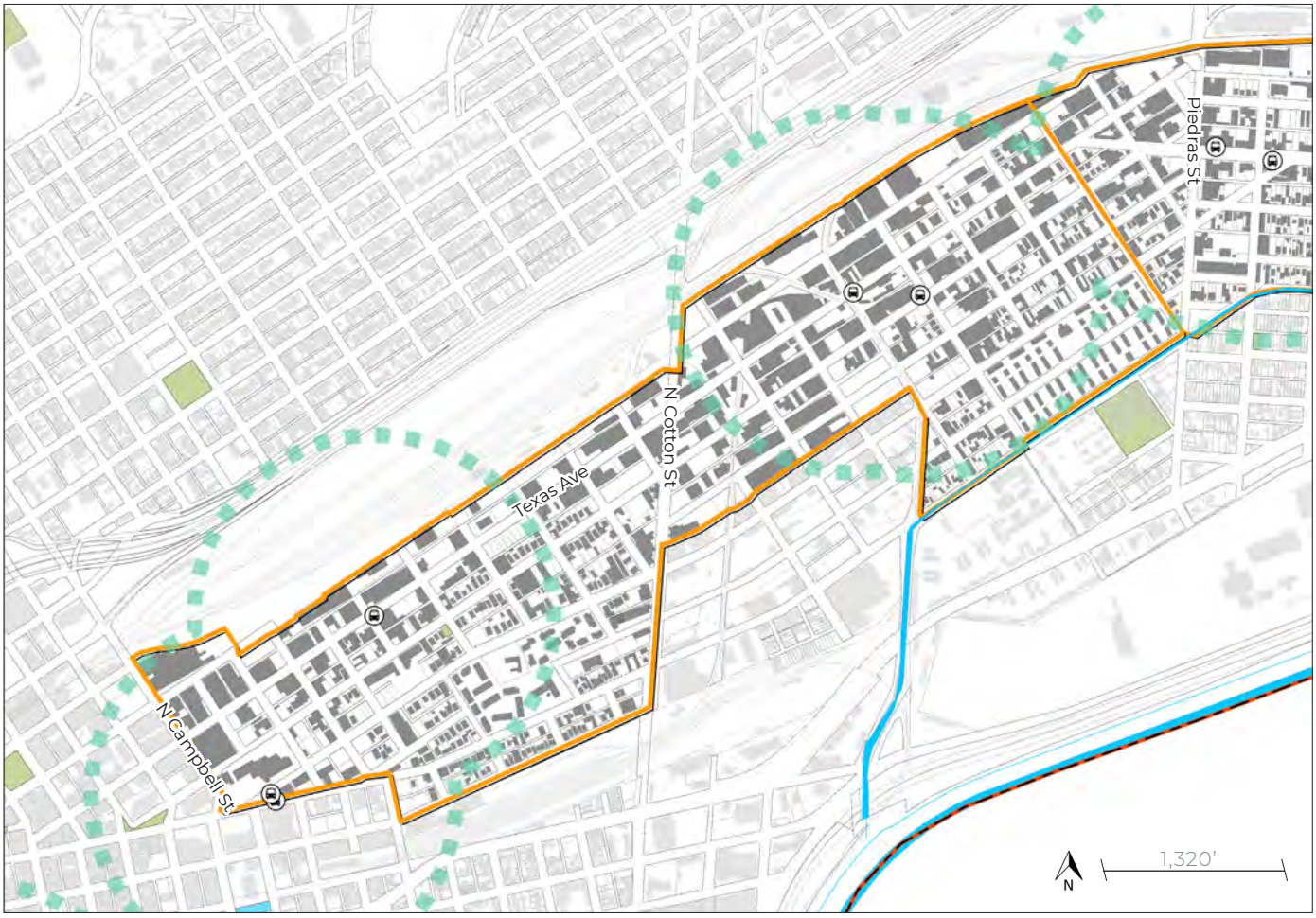
Segment 1 consists of Texas Avenue from downtown to its intersection with Alameda Avenue. As the City of El Paso grew from downtown, it stretched along Texas Avenue in this direction and the block and street pattern extends the finer-grain network of the downtown.

The uses are diverse and mixed throughout the segment and within each block, including commercial, industrial, and residential. Several civic and municipal buildings are located in this area including City Hall.

Many of the buildings are older structures with unique designs. This area and its historic architecture is beginning to attract new investment with several examples of adaptive reuse, such as the Epic Railyard Center.

Texas Avenue itself is a two-way street with two travel lanes and on-street parking. Sidewalks are relatively wide.

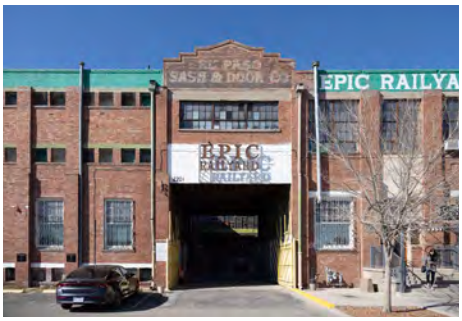




Segment 1 Overview

Building on Texas Avenue being repurposed into Class A office space.

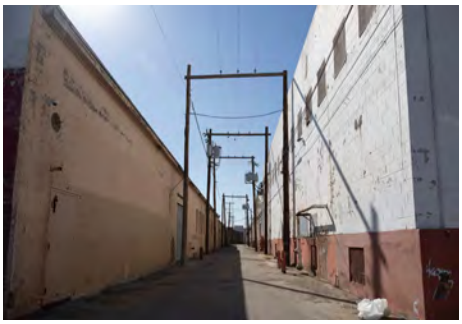
This Firestone building will be repurposed to function as an entertainment space.



The Epic Railyard is an excellent example of adaptive reuse and a model for other projects throughout the city.

Texas Avenue has a wide curb to curb dimension that includes two wide travel lanes and on-street parking. There is an opportunity to repurpose some of the pavement to better support new development with wider sidewalks and street trees.

There are two Brio stations along Texas Avenue. While the sidewalks in this segment are the widest found within the study area, they become constrained at Brio station locations. Wider sidewalks can accommodate more pedestrians and sidewalk activity, as well as street trees and landscaping.



Rear alleys are common throughout this area and provide an opportunity for more utilization to allow enhancements to the streetscape and pedestrian environment along Texas Avenue.

Buildings typically have an urban form where their use is residential, commercial or industrial. Facades are located at or close to the sidewalk.

The Magoffin Home State Historic Site is located within this segment. The surrounding blocks contain a range of older buildings with a variety of architectural styles.

Texas Avenue begins as part of downtown and is the logical extension downtown's expansion.

PALM STREET TO THE I-110 OVERPASS
SEGMENT 2 SNAPSHOT

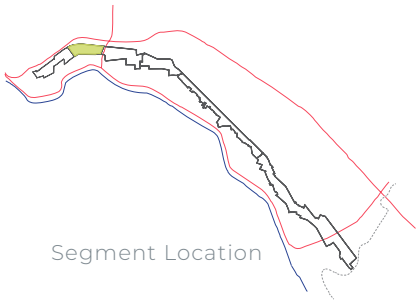
This segment of the corridor stretches from Texas Avenue to the I-110 overpass. Alameda Avenue here has "main street" buildings dating from when the streetcar was one of the primary modes of transportation although Alameda Avenue itself has highway design characteristics, making it less hospitable to pedestrians and greater vibrancy. The surrounding blocks are built out with a wide variety of residential buildings types, including many "missing middle" types with small shops mixed in.

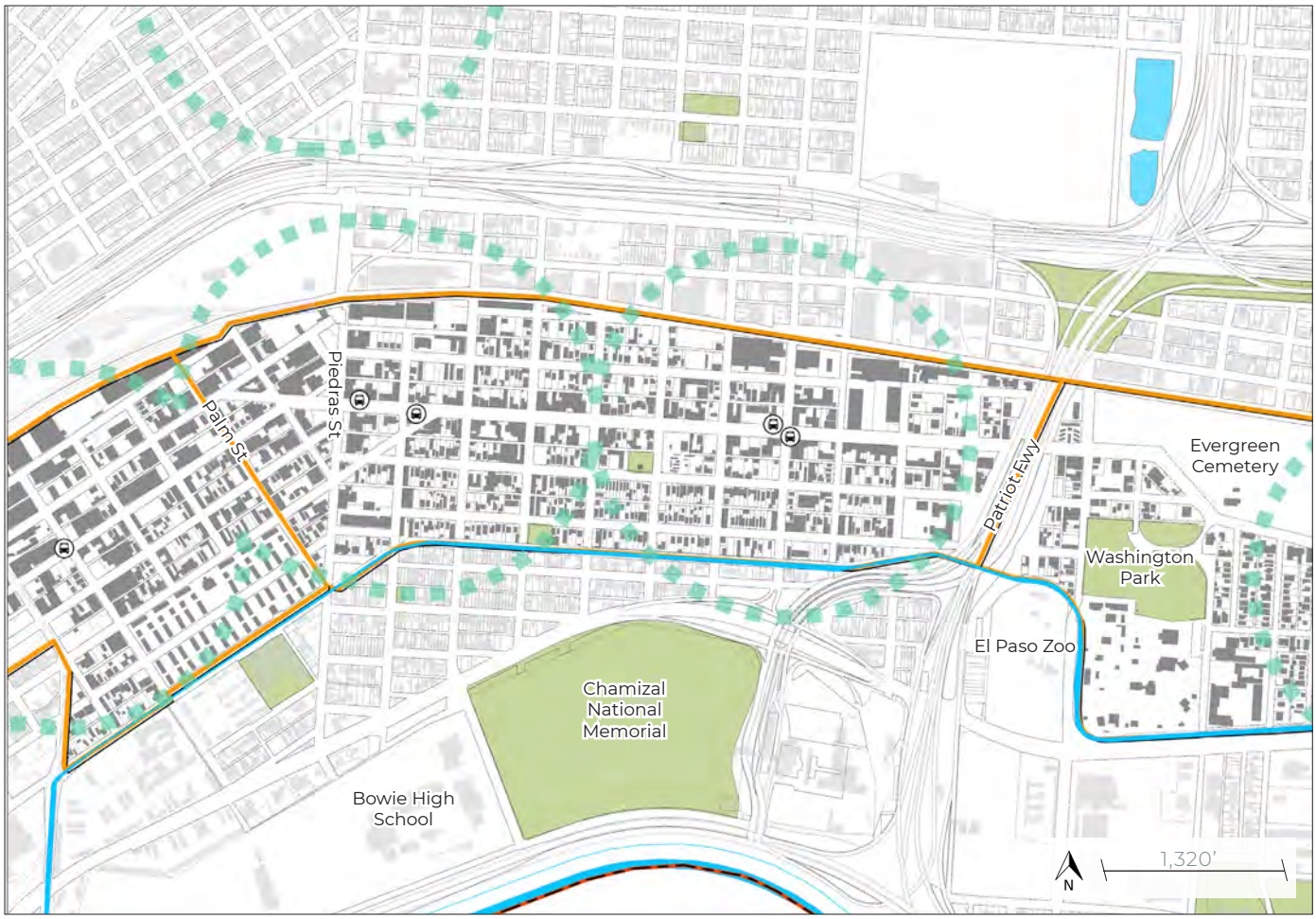
The area has a storied-history as remembered at the Chamizal National Memorial and a remarkable collection of buildings with designs unique to El Paso. There are also numerous produce markets located here making it a nascent food hub.

This segment already exhibits many of the qualities of TOD. Strategies applied here should build upon the area's assets and character.

LEGEND

- Corridor Study Area
- Brio Stop
- Brio Station Area 1/4 Mile Radius
- Waterways
- Buildings (Outside Corridor Study Area)
- Buildings (Within Corridor Study Area)
- Parks





Segment 2 Overview

Mixed-used, “street-oriented” buildings line Alameda Avenue. This segment’s buildings and street network provide a framework for walkability and traditional neighborhood design.

Two Brio stations located 1/2 mile apart with the entire segment within a 5-minute walk of a rapid transit station.

The mission theater’s design is a clear reflection of the historic missions found nearby. Although unused today, this building is one of many unique structures in the area that warrants its consideration as a historic or conservation district.

Alameda Avenue consists of four travels lanes with a center left turn lane and median in this segment. On-street parking serves the businesses as many parcels are too small to accommodate on-site parking. However, the street has highway features with wide lanes, minimal street trees and tall lighting. The street design does not match or support the land use and buildings alongside it.

Traditional and local architectural styles dominate in this area, such as the two-story gallery shown here. While the building frontages are that of a pedestrian friendly main street, the design of Alameda itself encourages high speed travel and is difficult to cross.

Industrial uses and warehouses, with an emphasis on produce, are located along the railroad. Some of the buildings have unique designs and are good candidates for adaptive reuse. The area’s produce markets and access to a variety of food products provides an economic base to build upon.

Throughout the neighborhoods there is the occasional vacant lot that provides an opportunity for infill development. Existing streetscapes provide room for improvement with street trees, improved crossings, and lighting.

Buildings along Alameda Avenue have a “main street” character with a variety of sizes and styles for a variety of businesses and uses. This segment has the most intact urban buildings found along the corridor.

The neighborhood includes a variety of residential building types Including small apartment buildings and other “missing middle” housing.

I-110 OVERPASS TO BUENA VISTA STREET
SEGMENT 3 SNAPSHOT

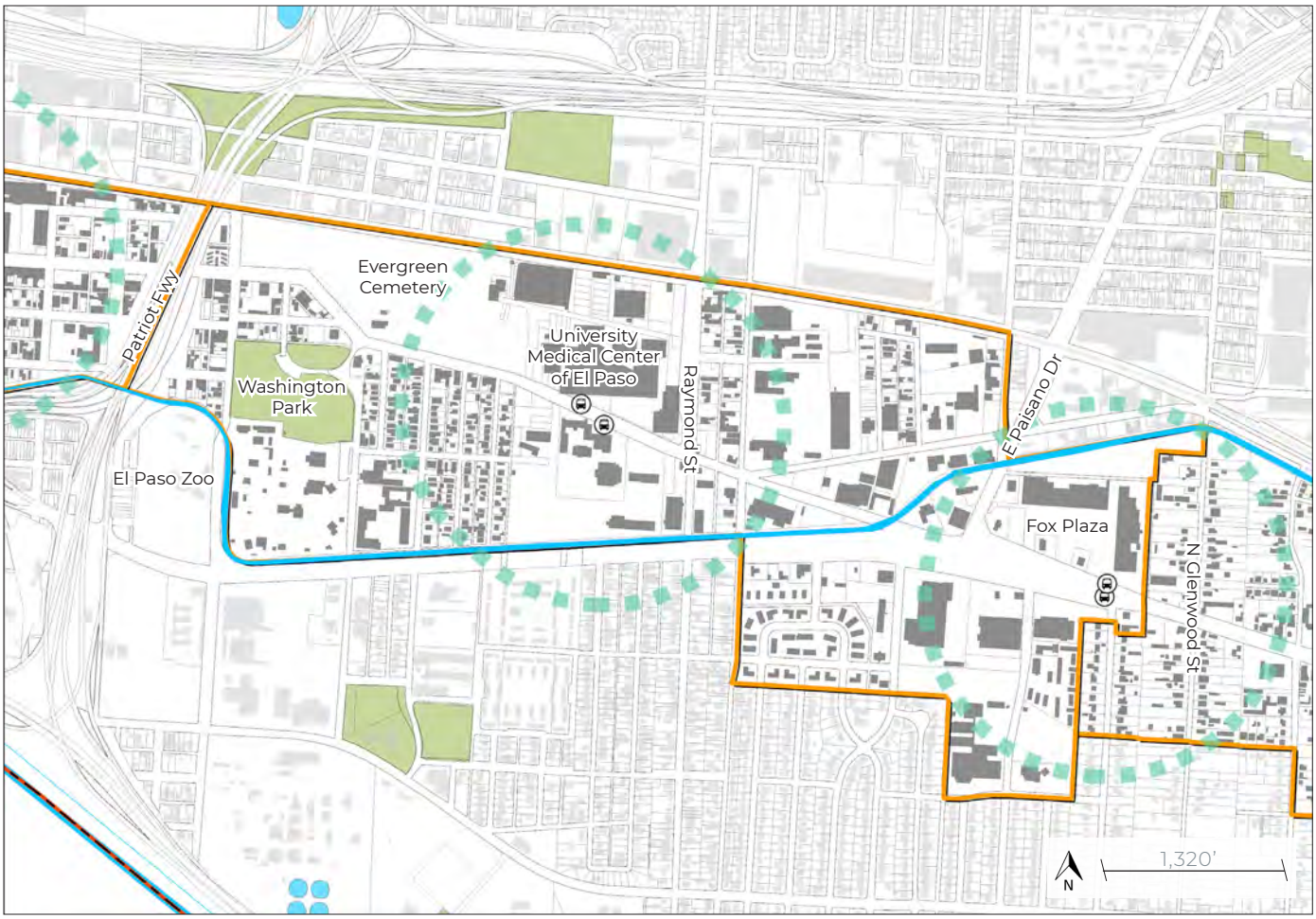
In segment 3 the corridor transitions from areas built in a walkable pattern along streetcar lines to the portion of the corridor built around the automobile as the primary means of transportation.

Washington Park and its surrounding blocks continue the type of residential development found in segment 2. The Medical Center of the Americas (MCA) campus then becomes the dominant feature and are a key economic base for the corridor and city. Alameda Avenue becomes wider here and more difficult to cross as it intersects with Paisano Drive. The Brio station closest to this intersection is surrounded by shopping centers and large parking lots.

While the area does not have the walkable framework of small blocks and existing urban buildings, there is a strong potential for transformation into a walkable, mixed-use TOD center on the incredible resource of the MCA.

LEGEND

- Corridor Study Area
- Brio Stop
- Brio Station Area 1/4 Mile Radius
- Waterways
- Buildings (Outside Corridor Study Area)
- Buildings (Within Corridor Study Area)
- Parks



Segment 3 Overview

Jefferson HS new buildings and renovations.

Texas Tech medical school campus and facilities.

Washington Park is a valuable community asset and the only park in this segment.

The area includes large parcels of vacant land that with the right incentives and marketing can be redeveloped into new housing.

Development Activity at the Medical Center of the Americas (MCA)

The Medical Center of the America Campus is the region's medical and bio-medical research area. Created over 20 years ago, the MCA is a 440-acre campus that encompasses several entities: the MCA Foundation, El Paso Children's Hospital, the University Medical Center, the county's public hospital, and the Texas Tech University Health Sciences Center of El Paso.

Much of the commercial activity in the area is attributed to the development activity in the MCA.

Notable investments include:

1. The University Medical Center and the El Paso Children's Hospital.
2. The Texas Tech University Health Sciences Center that includes new buildings for medical and dental students.
3. The Jefferson High School renovation paid for by the El Paso ISD 2016 bond.

With all these various concentrated investments and land uses, there has been very little new housing developments in the immediate area. New residential development provides housing choices, neighborhood retail, and a higher density population for the Brio. It also creates a walkable environment as MCA users now have the opportunity to commute via pedestrian amenities and not just through auto-centric systems.

These entities also provide a significant economic impact to the regional and local economies. The University Medical Center (UMC) has revenues and expenses of approximately $1 billion annually. The Texas Tech campus contributes $634 million to the local economy each year and the MCA Foundation creates $12.2 million in economic output. All together these organizations employ over 5,000 workers.

The University Medical Center and the El Paso Children's Hospital.

BUENA VISTA STREET TO DELTA DRIVE

SEGMENT 4 SNAPSHOT

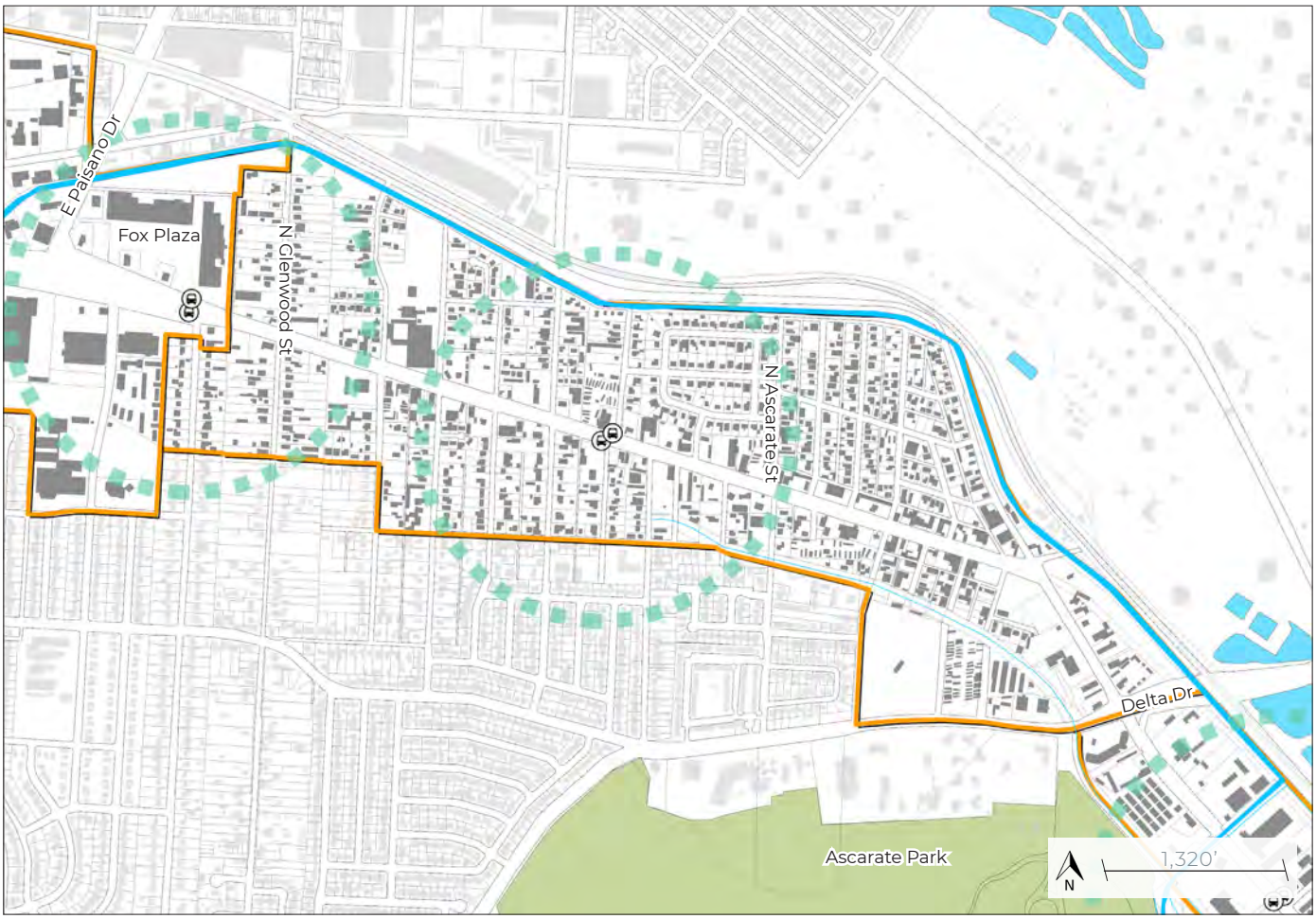
Segment 4 extends from the Fox Plaza shopping center to Delta Drive. The area is characterized predominantly by low density automotive-focused commercial uses directly on Alameda Avenue and single-family residential beyond the row of commercial uses. There are few uses along Alameda Avenue that directly serve the surrounding residents and the street design discourages walking and biking.

Alameda Avenue, in this section, consists of four travel lanes with a center median. Within the nearly 1.5 mile length of this segment, there are only three marked crosswalks across Alameda Avenue. Sidewalks are infrequent and often obstructed by adjacent uses.

The segment abuts Ascarate Park and the start of the Playa Drain Trail, with an informal trail continuing through the segment along the Valley Gate Lateral canal.

LEGEND

- Corridor Study Area
- Brio Stop
- Brio Station Area 1/4 Mile Radius
- Waterways
- Buildings (Outside Corridor Study Area)
- Buildings (Within Corridor Study Area)
- Parks



Segment 4 Overview

There are only three marked crosswalks across Alameda Avenue in this segment. These crossings have inadequate pavement markings making getting across Alameda even more challenging.

In some areas sidewalks are better maintained and not directly adjacent to travel lanes. However, frequent curb cuts create many conflict points creating less safe and uncomfortable conditions for those walking or on two wheels.

Example of businesses along segment 4 of the Alameda corridor.

Relatively low traffic volumes and long open stretches of highway invite speeding, a concern to both area businesses and residents.

Narrow sidewalks and sidewalks in poor condition are common, with only six inches of curb separating those on the sidewalk from speeding cars.

Example of businesses along segment 4 of the Alameda corridor.

The trailhead for the Playa Drain Trail is located at the border of segments 4 and 5. An informal trail continues through segment 4 along the Valley Gate Lateral canal and is a logical extension for the Playa Drain Trail.

The blocks off of Alameda Avenue consist of mostly single-family residential homes on smaller lots. Sidewalks and landscaping are plentiful. These areas stand in sharp contrast to the environment along Alameda Avenue.

Segments 4 and 5 exemplify typical suburban development patterns found throughout El Paso. There are few vacant lots and some multifamily housing and civic uses are intermingled within the neighborhoods.

DELTA DRIVE TO YARBROUGH DRIVE
SEGMENT 5 SNAPSHOT

Segment 5 of the study area stretches between Delta Drive and Yarbrough Drive and exhibits many of the same characteristics as found in Segment 4. Alameda Avenue itself is lined with commercial uses for the most part consisting of car dealerships and related businesses. Raillines just one block northeast of Alameda Avenue function as a barrier, cutting off the corridor from the neighborhoods on the other side. In the other direction, the commercial uses quickly transition into residential neighborhoods with single-family homes and some smaller apartment buildings.

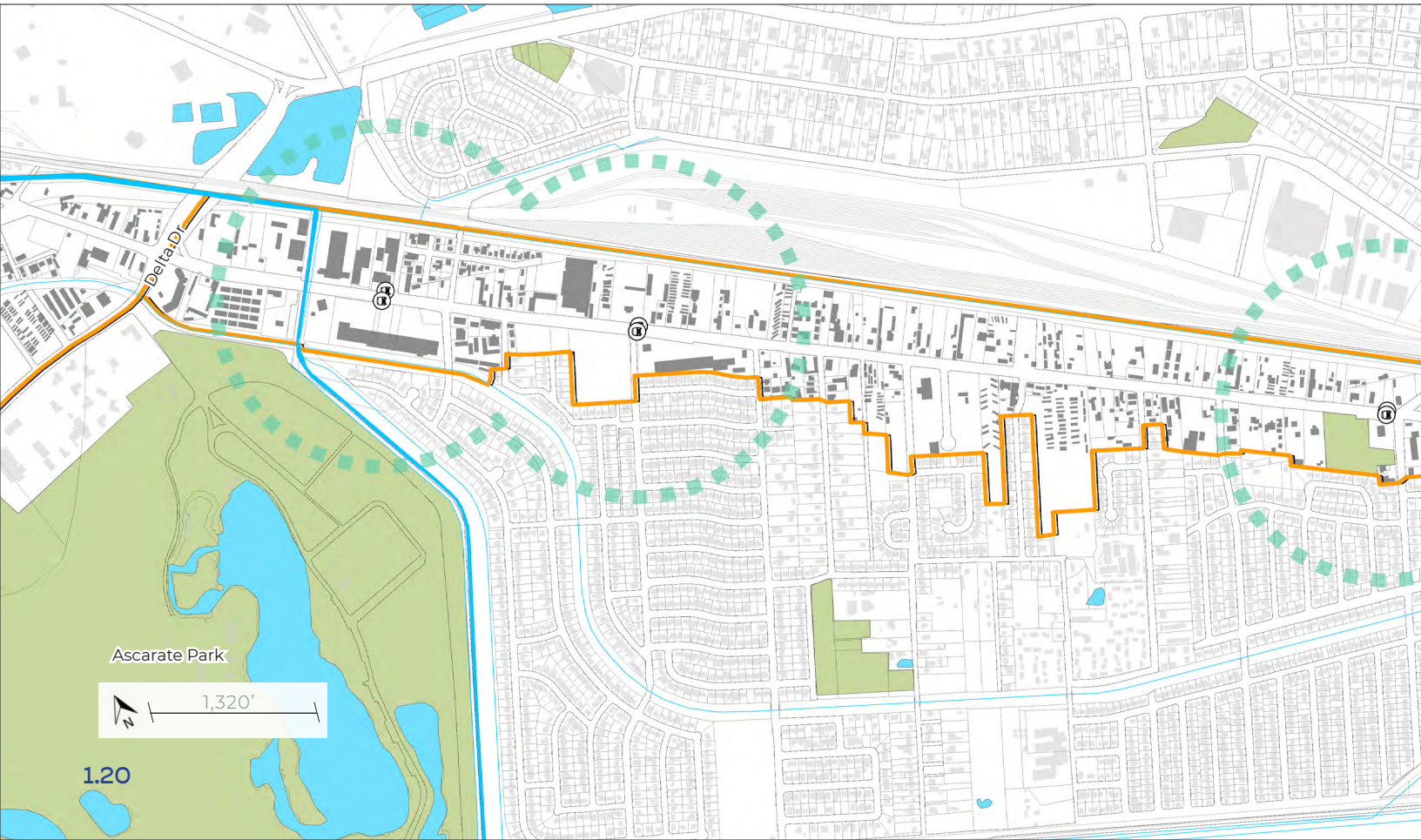
This segment is home to the Playa Drain Trail, connecting Ascarate Park to Riverside Park.

Alameda Avenue through this segment consists of four travel lanes and a center two-way left-turn lane. Sidewalks are minimum and are disrupted by curb cuts, lighting and utility poles, and sometimes activities from adjacent businesses. The street design is inhospitable for those walking or taking transit and encourages speeding.

LEGEND

- Corridor Study Area
- Brio Stop
- Brio Station Area 1/4 Mile Radius
- Waterways
- Buildings (Outside Corridor Study Area)
- Buildings (Within Corridor Study Area)
- Parks

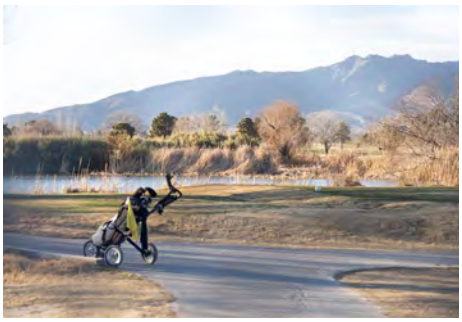
Segment 5 Overview



Most of segment 5 is characterized by low-density, single-use auto-oriented development. There are very few uses serving the surrounding residential population.

In this example, landscaping and barriers clearly distinguish the sidewalk from the car lot area.

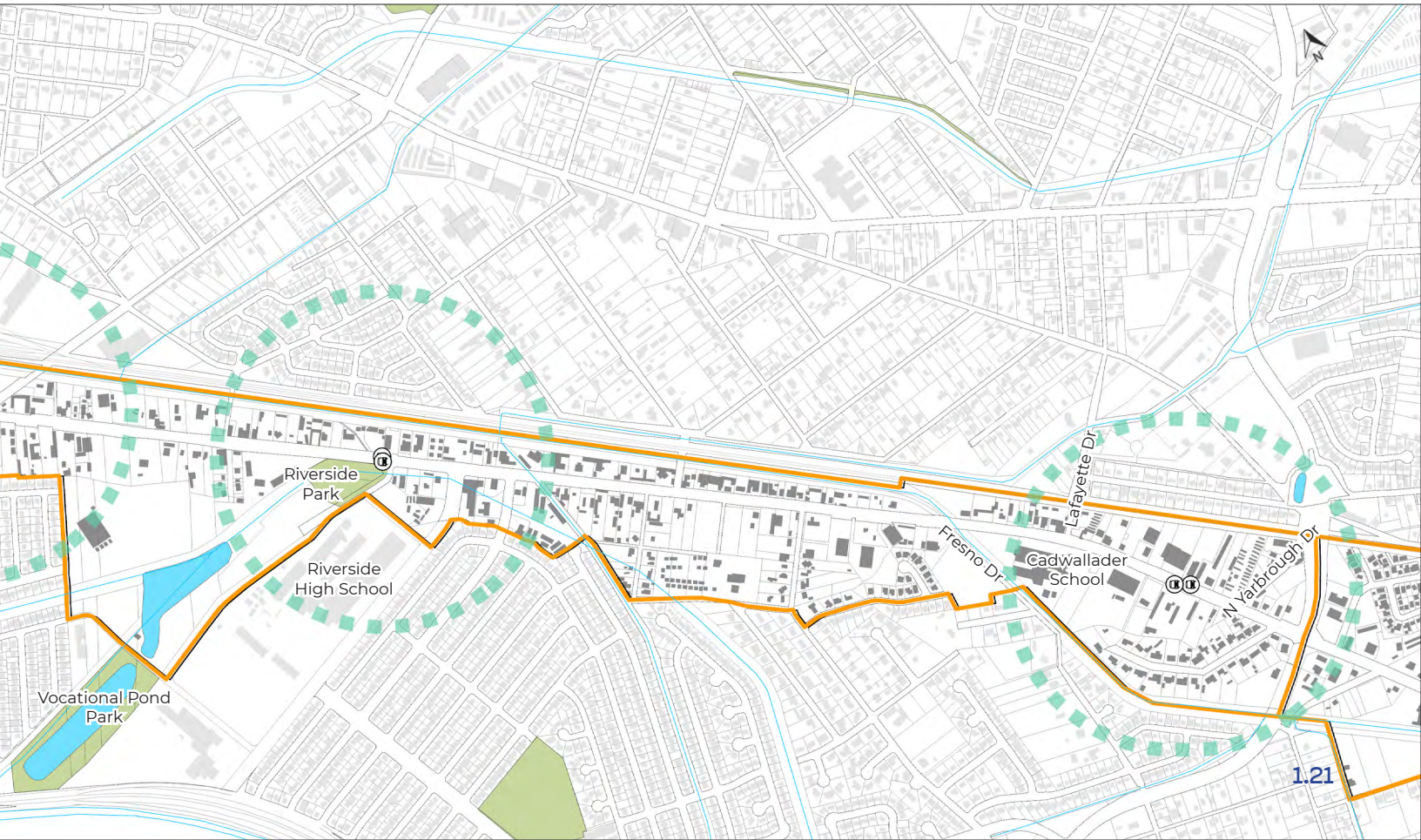
The Playa Drain Trail, parallel to Alameda Avenue, is the first built segment of the regional Paso del Norte Trail system. The trail provides opportunities for physical activity and recreation.



Ascarate Park is the largest park along the corridor and offers a wide range of activities.

Multifamily Apartments along segment 5 of the Alameda corridor.

The new Valle Bajo Community Center and Library is a popular destination here.



YARBROUGH DRIVE TO NEVAREZ ROAD

SEGMENT 6 SNAPSHOT

Segment 6 is the most diverse in terms of buildings and development patterns. Portions of this segment includes a continuation of the pattern of suburban and vehicle-related commercial uses along Alameda Avenue with residential uses on the blocks behind them.

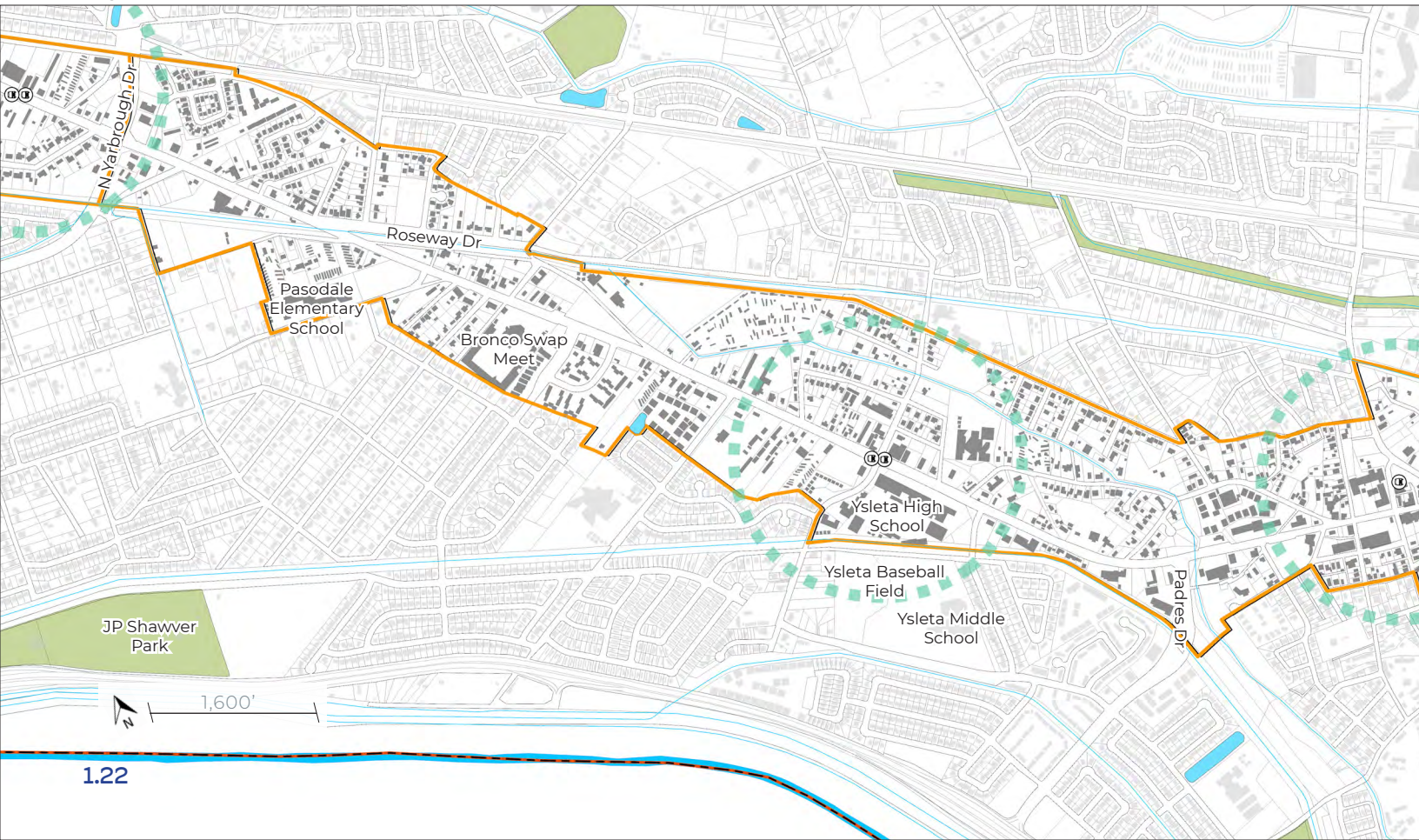
Then there is the Ysleta community, one of the oldest established areas in the region with an organic and irregular street network. This segment is home to the Ysleta del Sur Pueblo and the Ysleta mission, established in 1680 and the oldest continuously operated parish in the State. Ysleta is also the location of the Speaking Rock Entertainment Center, a popular entertainment destination.

Sun Metro's Nestor A. Valencia Mission Valley Transfer Center is the last Brio station along the corridor, providing RTS to downtown. From Ysleta to Socorro, the corridor has a semi-rural character that is transitioning into big box retail shopping centers and modern industrial parks.

LEGEND

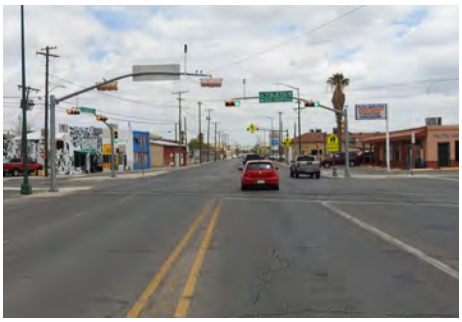
- Corridor Study Area
- Brio Stop
- Brio Station Area 1/4 Mile Radius
- Waterways
- Buildings (Outside Corridor Study Area)
- Buildings (Within Corridor Study Area)
- Parks

Segment 6 Overview



The historic Ysleta Mission is located here, part of the El Paso Mission Trail connecting with the Socorro Mission and San Elizario Presidio Chapel. The Tigua Cultural Center provides an overview of the Pueblo history and tradition.

The Speaking Rock Entertainment Center is a popular destination that draws many visitors to Ysleta.

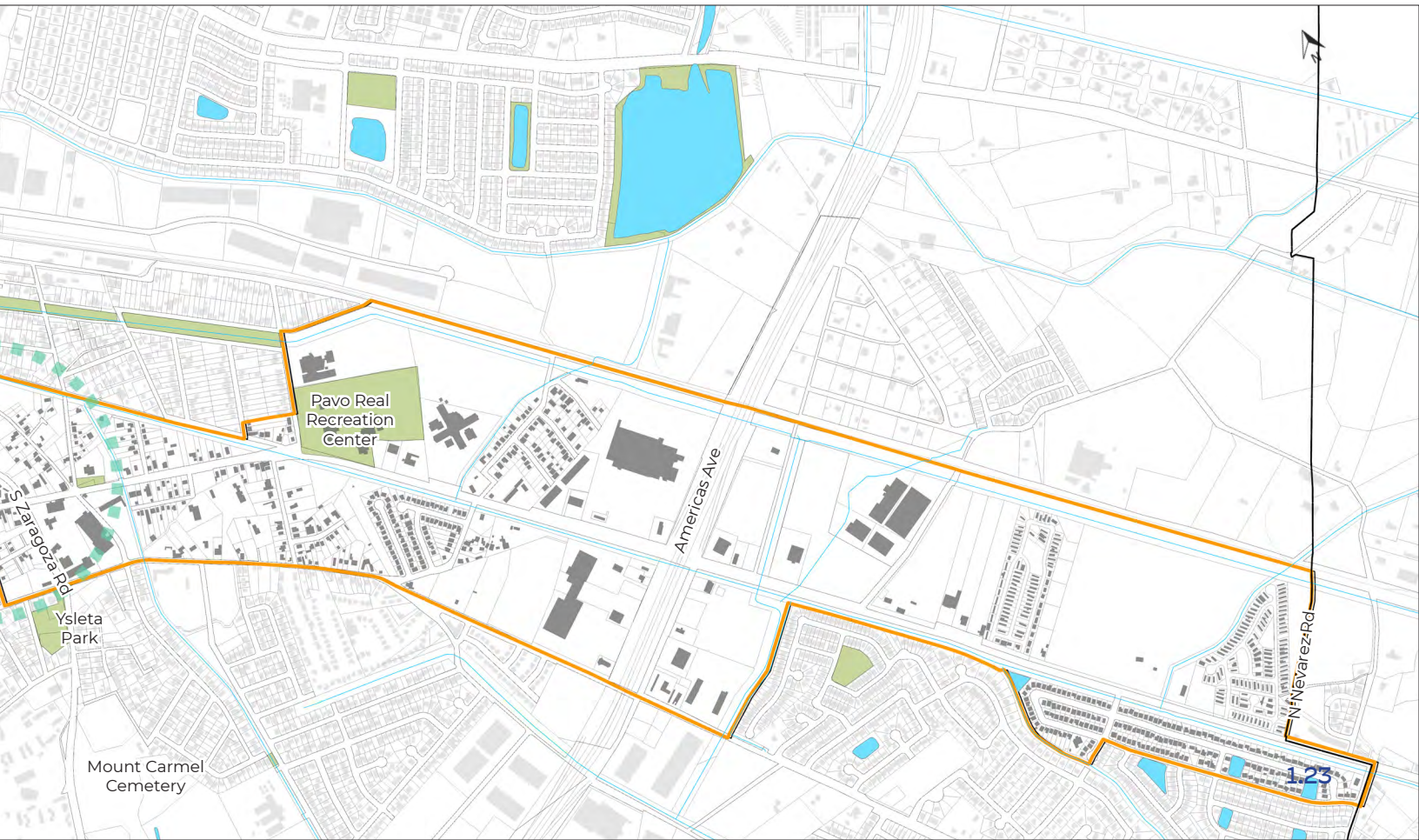


Most of Alameda Avenue consists of four travels lanes and either a center median with turn lane or a center two-way left-turn lane.

Older buildings with traditional architecture line the sidewalk in the historic area close to the Ysleta Mission.

Surface parking lots located near the Mission Valley Transfer Center provide an opportunity for TOD.

Segment 6 contains many large tracts of vacant land.

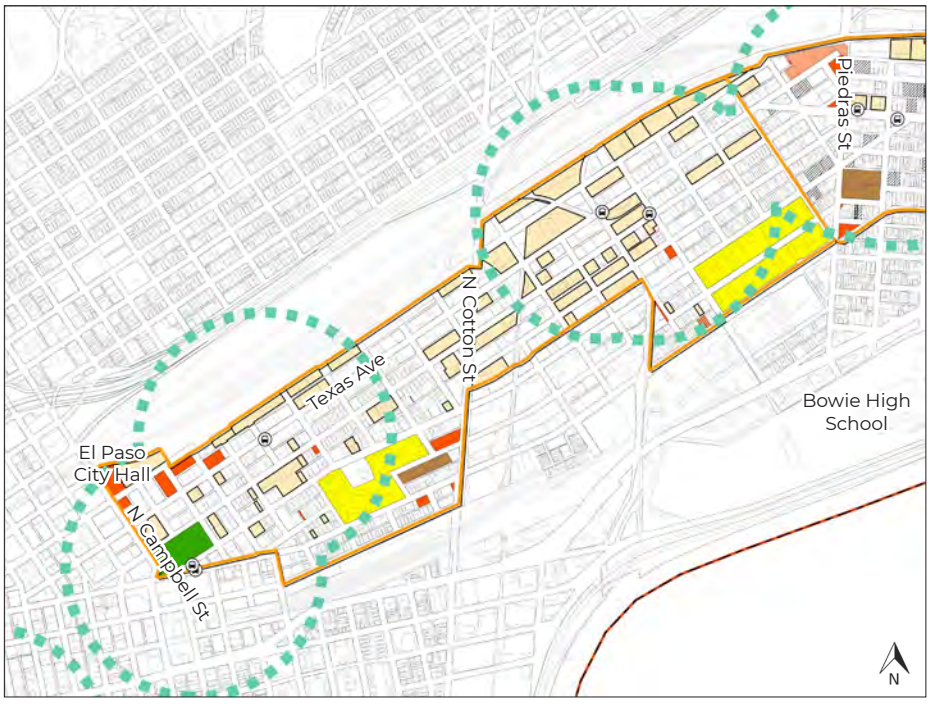


PROPERTY OWNERSHIP PATTERN

Understanding land ownership patterns can help determine the type and amount of future development possible and the strategies best suited for encouraging TOD. These maps show all publicly owned parcels and privately owned parcels, or multiple adjacent parcels under single ownership, that are two acres in size or greater. Inclusion on these maps does not indicate a proposal or recommendation for redevelopment.

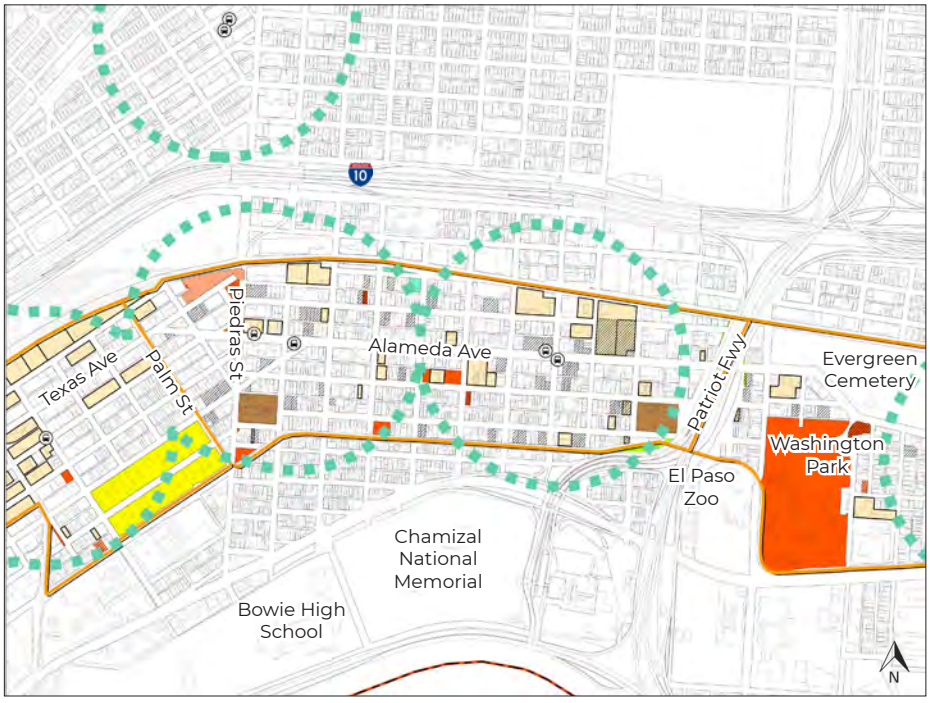
Segment 1

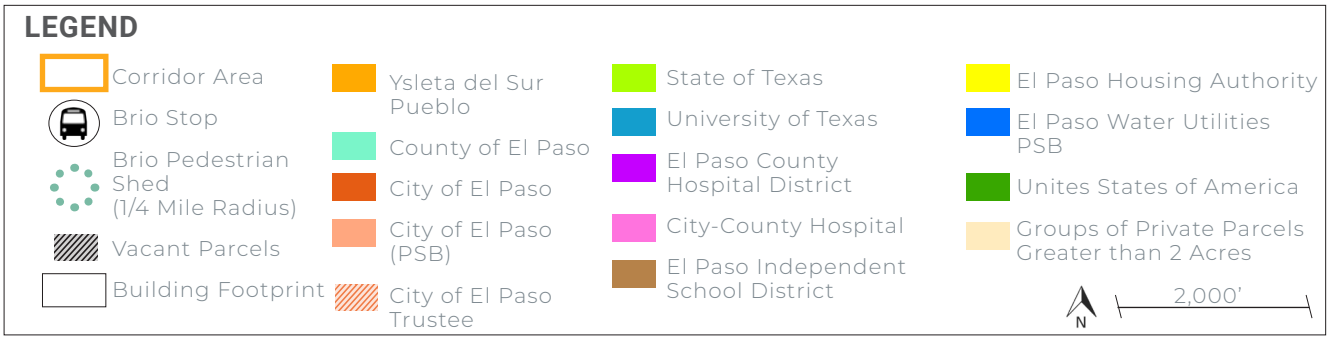
The older industrial buildings found within this segment result in large parcels for potential redevelopment. Publicly-owned land in this segment includes City Hall and public housing as well as surface parking lots that may provide an opportunity for catalyzing development.



Segment 2

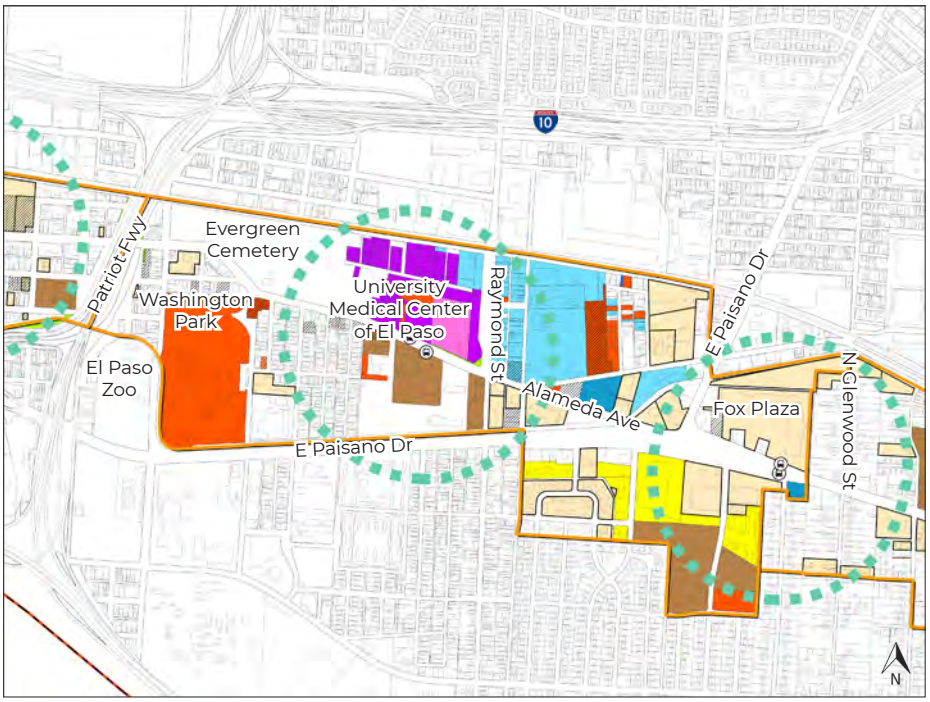
Besides the larger parcels with industrial uses located along the railroad, most parcels in this segment are small and with few many different owners. TOD strategies in this area should reflect this character and focus on infilling the vacant parcels scattered across the segment.





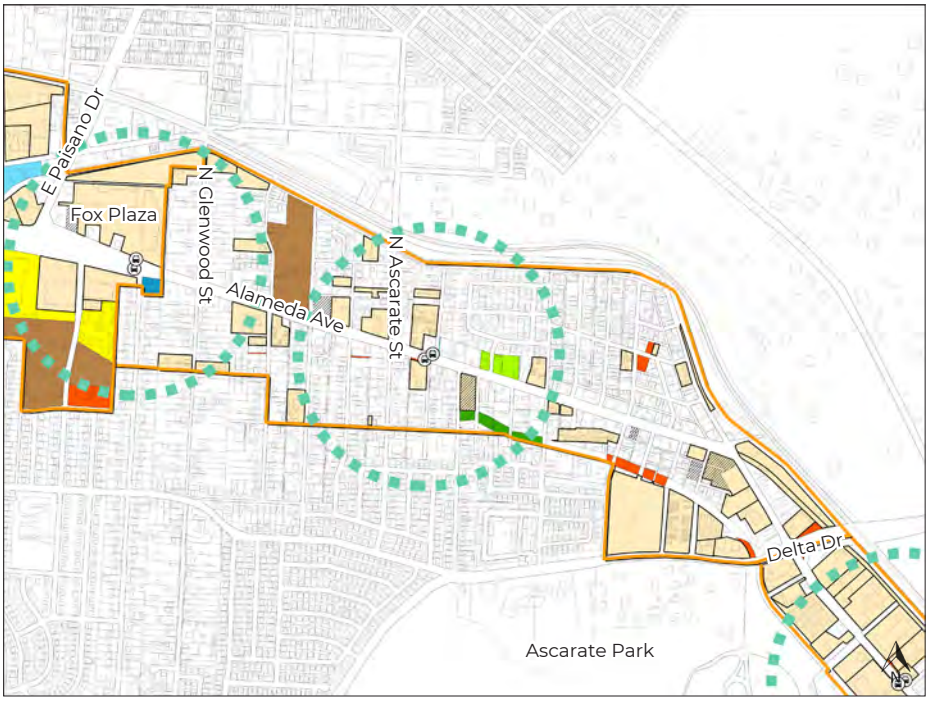
Segment 3

Segment three has large areas of land under single ownership. This can help facilitate redevelopment from suburban development patterns into walkable TOD.



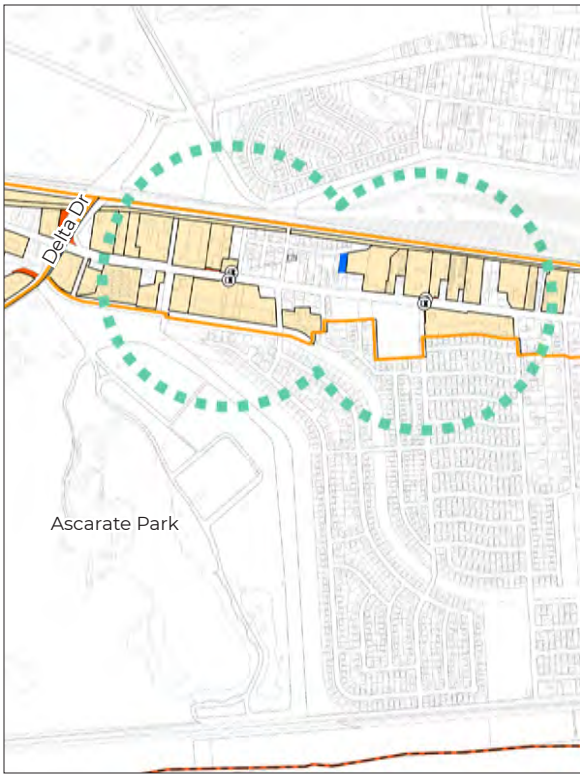
Segment 4

This segment primarily consists of smaller parcels with different owners. Closer to Delta Drive, larger parcels and agglomerations of parcels under single ownership may offer some possibilities for suburban retrofit development.



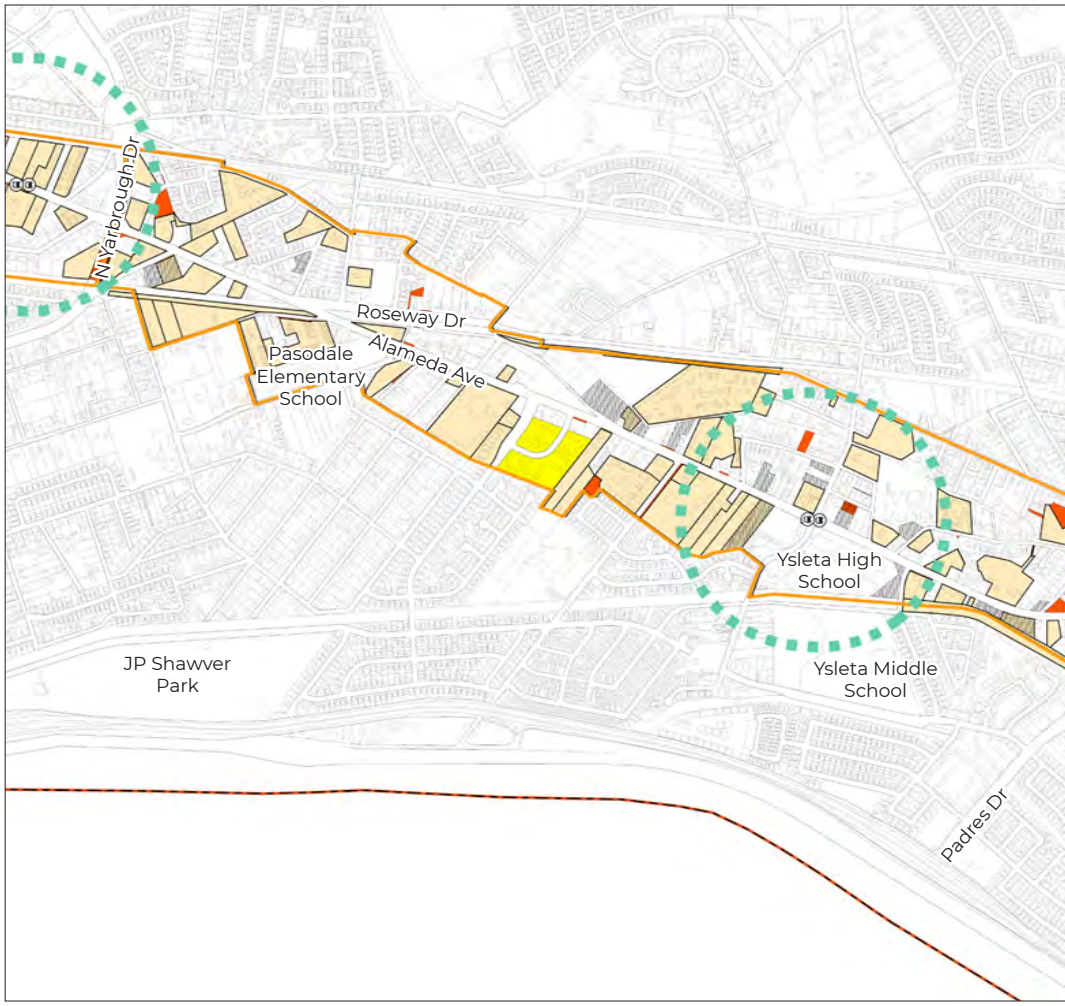
Segment 5

Segment 5 primarily consists of parcels greater than two acres, supporting the car lots found in this area. These larger lot sizes may allow for enhanced site design standards to mitigate the negative effects of the area's predominant uses on surrounding residential neighborhoods. Large parcels near Brio stations may also be opportunities for eventual redevelopment into TOD.



Segment 6

Parcel sizes remain large in much of this segment and increase in size around SR 375. The exception to this is the area around the Ysleta mission where the Ysleta del Sur Pueblo and United States government own large amounts of land.



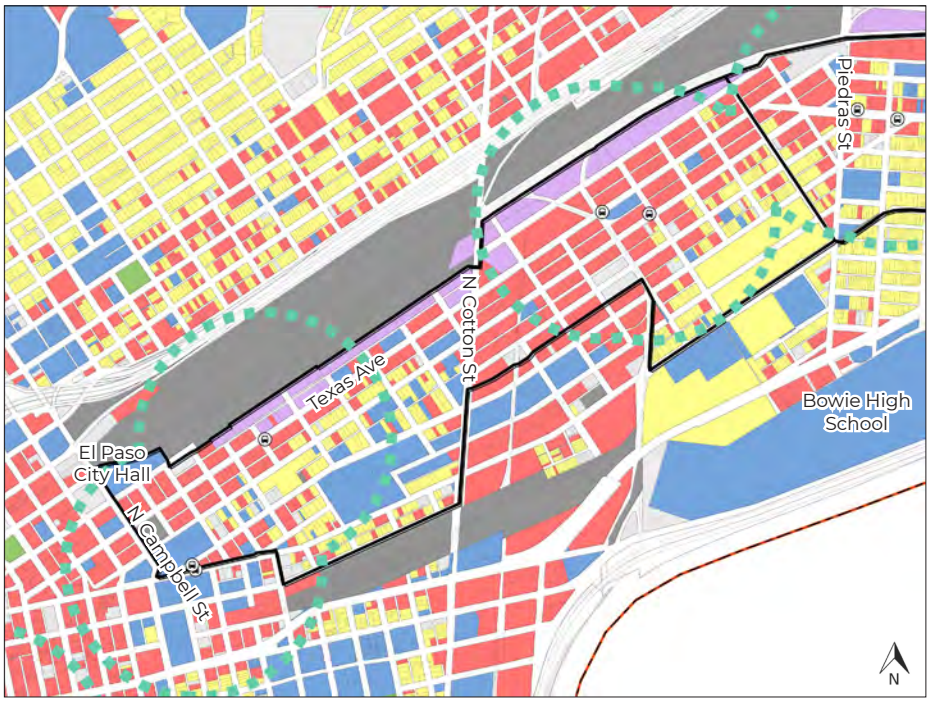

LEGEND
Corridor Area
Brio Stop
Brio Pedestrian Shed (1/4 Mile Radius)
Vacant Parcels
Building Footprint
Ysleta del Sur Pueblo
County of El Paso
City of El Paso
City of El Paso (PSB)
City of El Paso Trustee
State of Texas
University of Texas
El Paso County Hospital District
City-County Hospital
El Paso Independent School District
El Paso Housing Authority
El Paso Water Utilities PSB
Unites States of America
Groups of Private Parcels Greater than 2 Acres
2,000'
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Lafayette Dr
Cadwallader School
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
N Zaragoza Rd
Ysleta Park
Alameda Ave
SR 375
S Nevarez Rd
Mount Carmel Cemetery

EXISTING LAND USE

The following maps illustrate the general existing land uses found along the corridor.

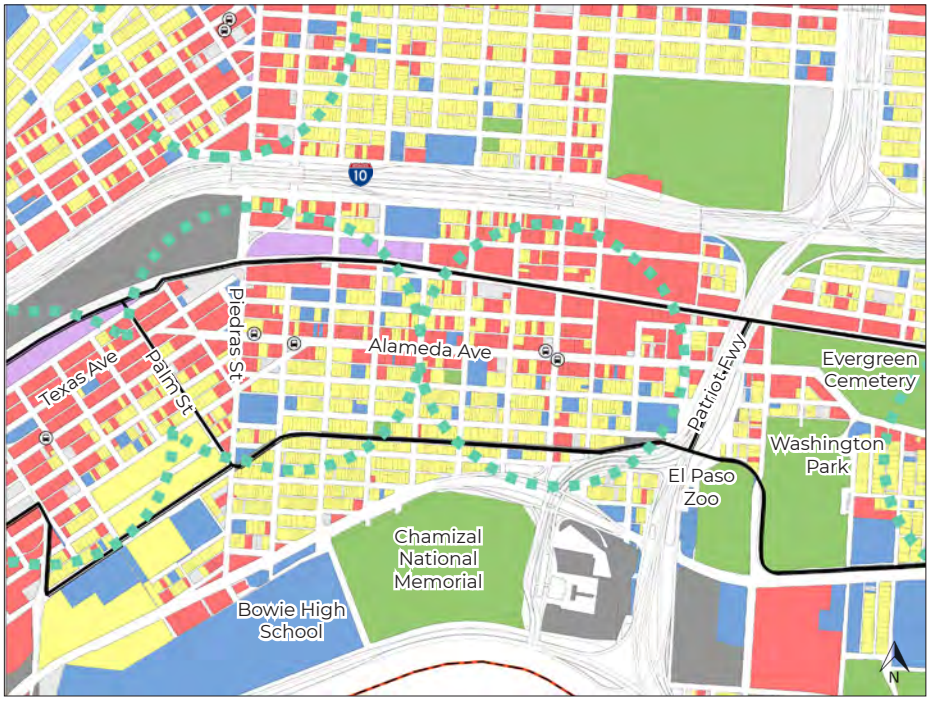
Segment 1

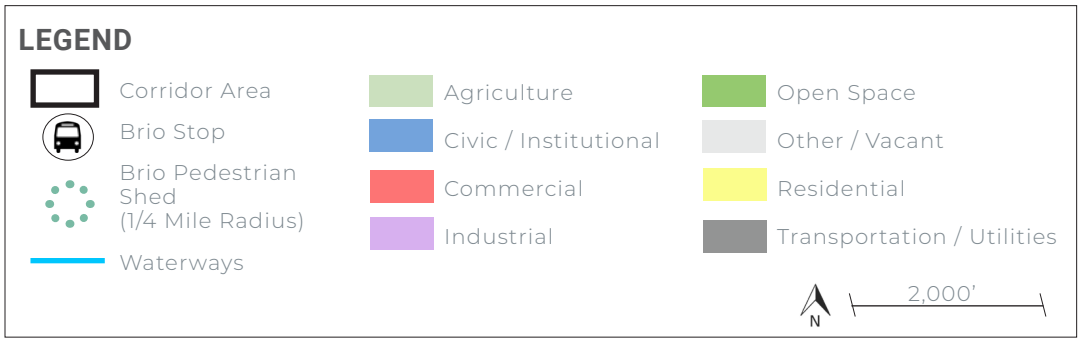
Texas Avenue is lined with predominantly commercial uses with several blocks of industrial and civic uses. Commercial and industrial used follow the rail lines as they cut across the corridor near Cotton Street. Residential and civic uses fill out the rest of this segment. Overall, this segment has the least amount of residential use.



Segment 2

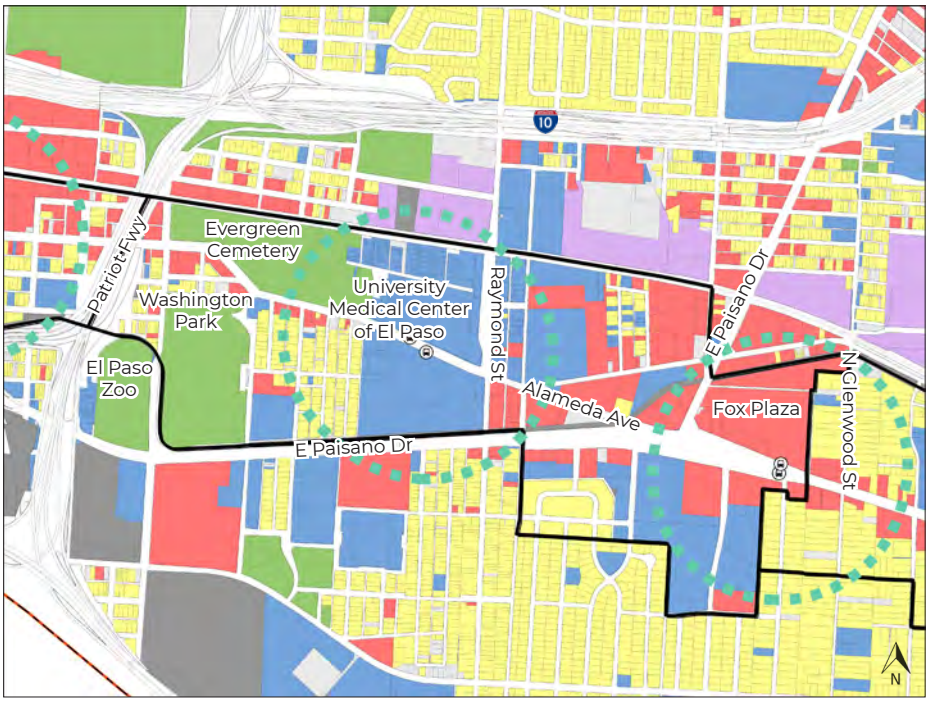
The parcels along Alameda Avenue are predominantly commercial use. North of Alameda Avenue the blocks contain a mix of commercial and residential uses. South of Alameda Avenue is mostly residential along with a couple of schools.





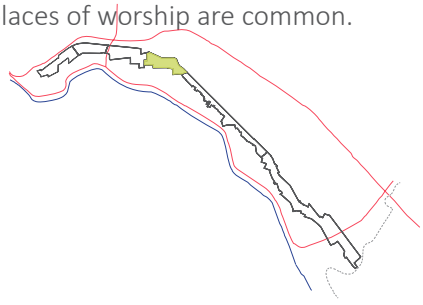
Segment 3

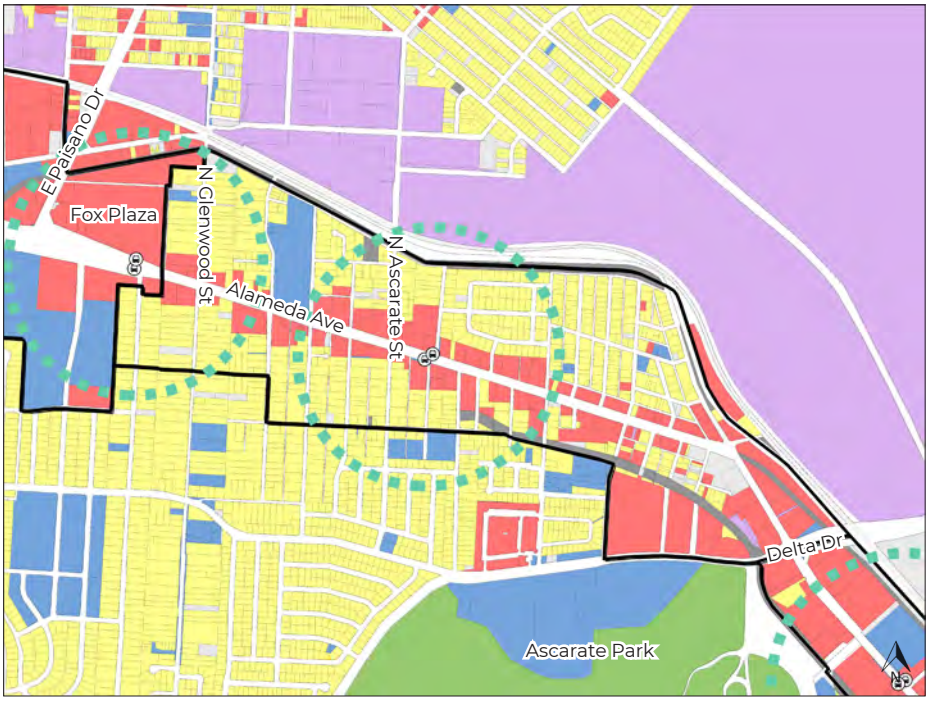
Civic uses consisting of MCA and Texas Tech make up a sizeable portion of this segment. Residential uses are concentrated around Washington Park and the area around the intersection with Paisano Drive is primarily commercial use. While this segment has a mix of uses, each is separated from the rest with no mixing and it is difficult to walk from one to the other.



Segment 4

The pattern of uses in segment 4 is similar to that found along the majority of the corridor. The parcels along Alameda Avenue are mostly commercial, largely consisting of automotive commercial shops. The parcels not along Alameda Avenue are residential use, consisting mostly of single-family homes and some multi-family. Civic uses, such as schools and places of worship are common.



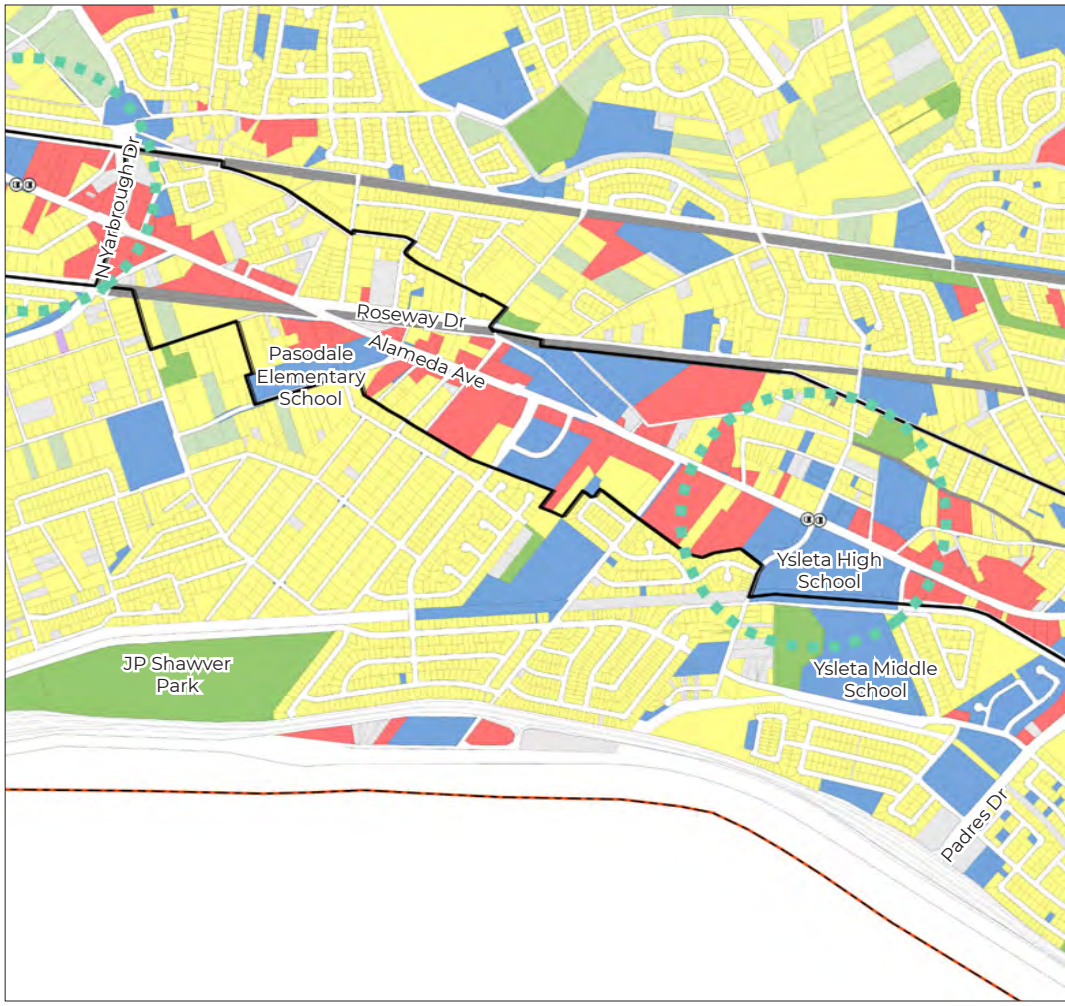


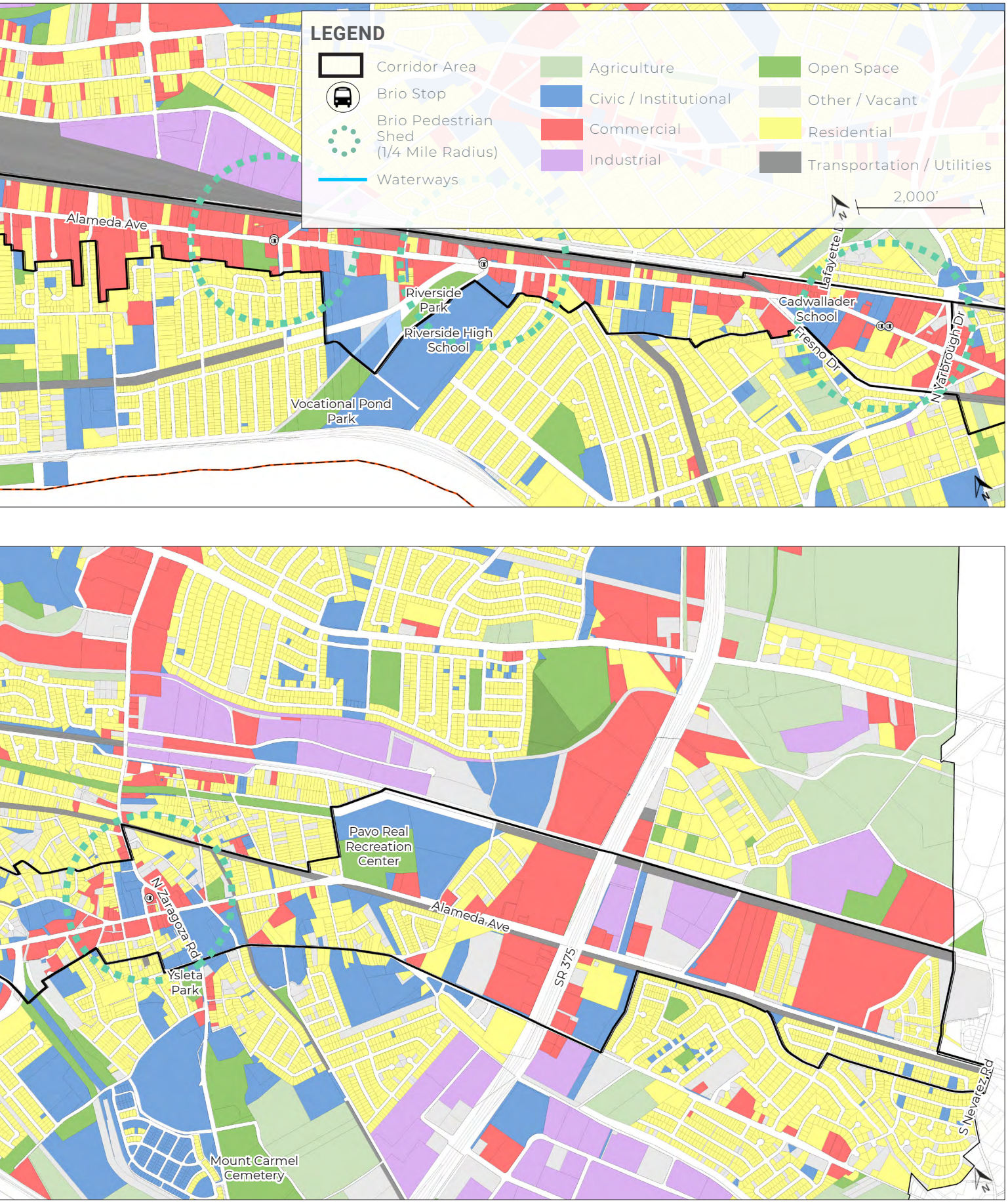
Segment 5

Parcels along Alameda Avenue are predominantly commercial with the occasional multifamily building or school. Between Alameda Avenue and the Rio Grande is almost entirely residential use. Numerous schools, shown as civic uses, are located throughout this segment.

Segment 6

Alameda Avenue is again lined with commercial uses in this segment with residential uses on the blocks beyond. Closer to SR 375, the commercial parcels become larger reflecting their use as big box shopping centers. Industrial uses also become more common with many large warehouse facilities.



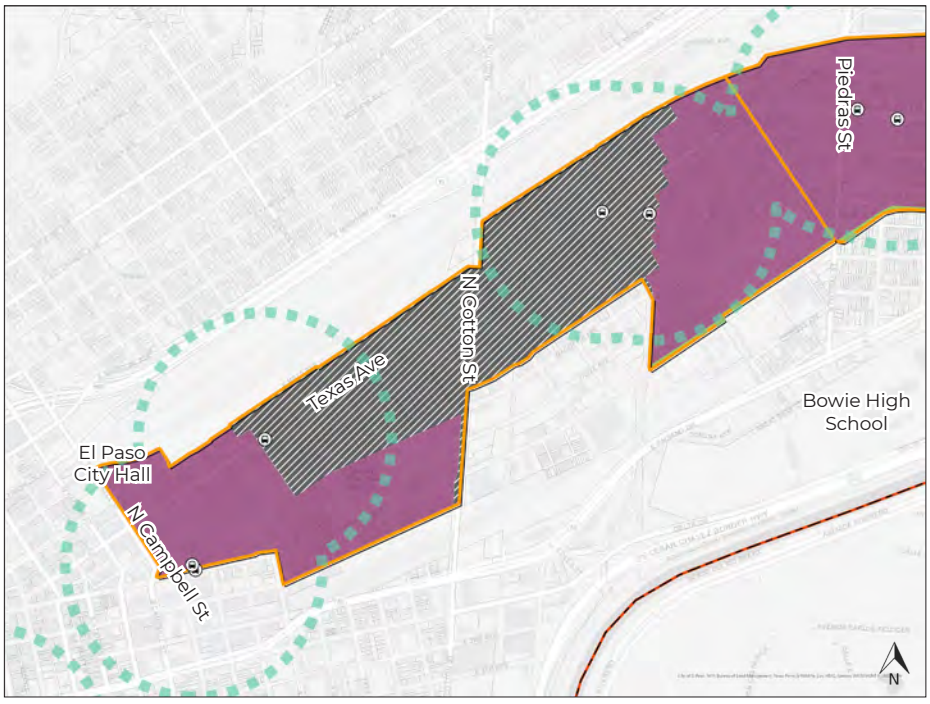

LEGEND
Corridor Area
Brio Stop
Brio Pedestrian Shed (1/4 Mile Radius)
Waterways
Agriculture
Civic / Institutional
Commercial
Industrial
Open Space
Other / Vacant
Residential
Transportation / Utilities
2,000'
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Lafayette
Cadwallader School
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
N Zaragoza Rd
Ysleta Park
Alameda Ave
SR 375
S Nevarez Rd
Mount Carmel Cemetery

ADOPTED FUTURE LAND USE DESIGNATIONS

Plan El Paso established a Future Land Use Map (FLUM) to formulate city growth policy and illustrate a consolidated vision for the city in 2012. The FLUM defines distinct base sectors for all of El Paso. Most of the sectors along the Alameda corridor are growth sectors applied to urbanized or urbanizing land, where urban development is encouraged immediately. The FLUM may need to be updated in certain areas based on the vision developed during the Onward Alameda planning process.

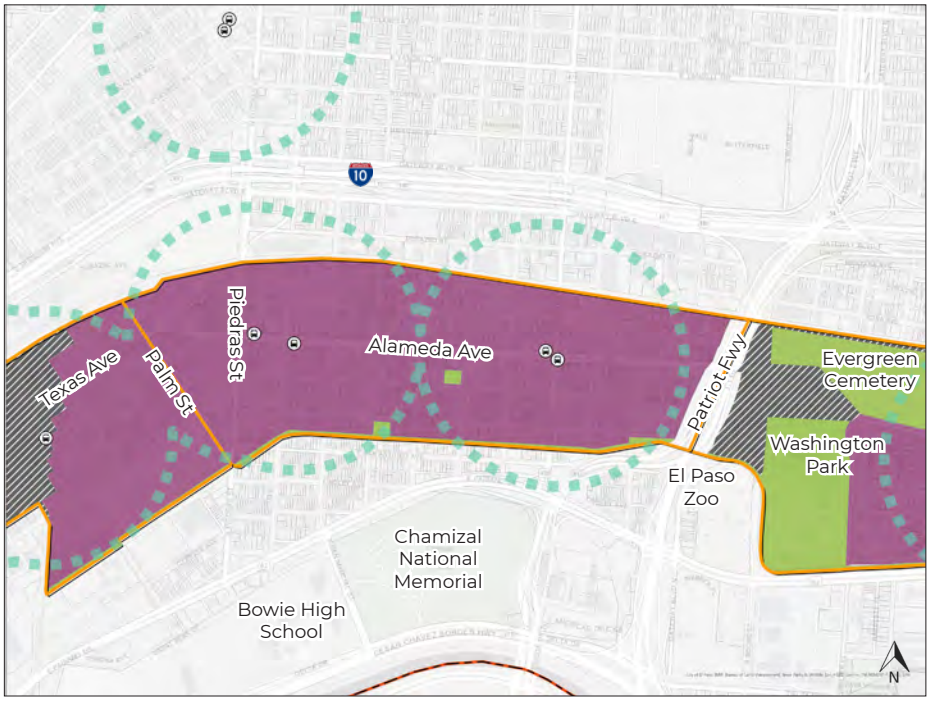
Segment 1

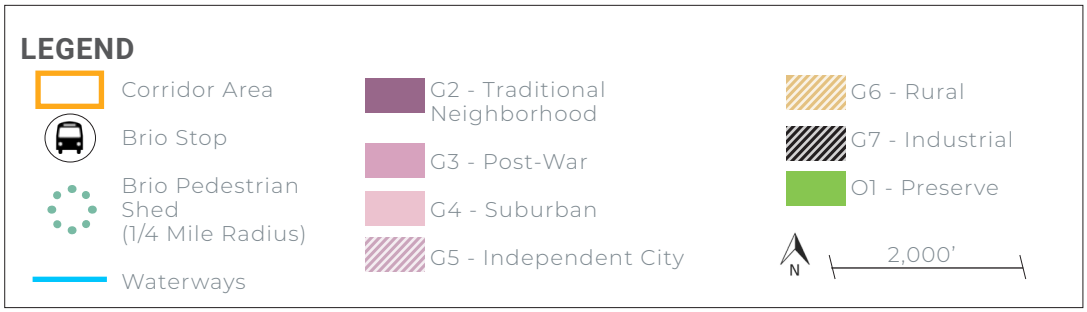
The FLUM shows the Traditional Neighborhood sector applied closest to downtown and Piedras Street with the Industrial sector applied in between on either side of Cotton Street.
With new mixed-use developments occurring throughout this segment, and given its proximity to downtown, the Industrial sector designation should be reconsidered.



Segment 2

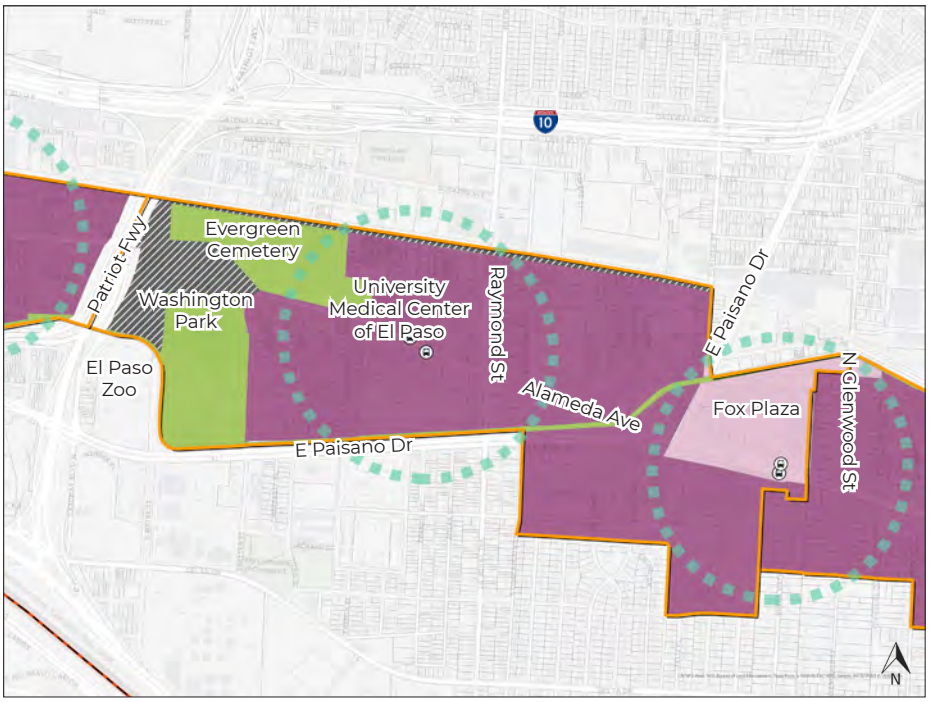
Segment 2 is designated with the Traditional Neighborhood sector.





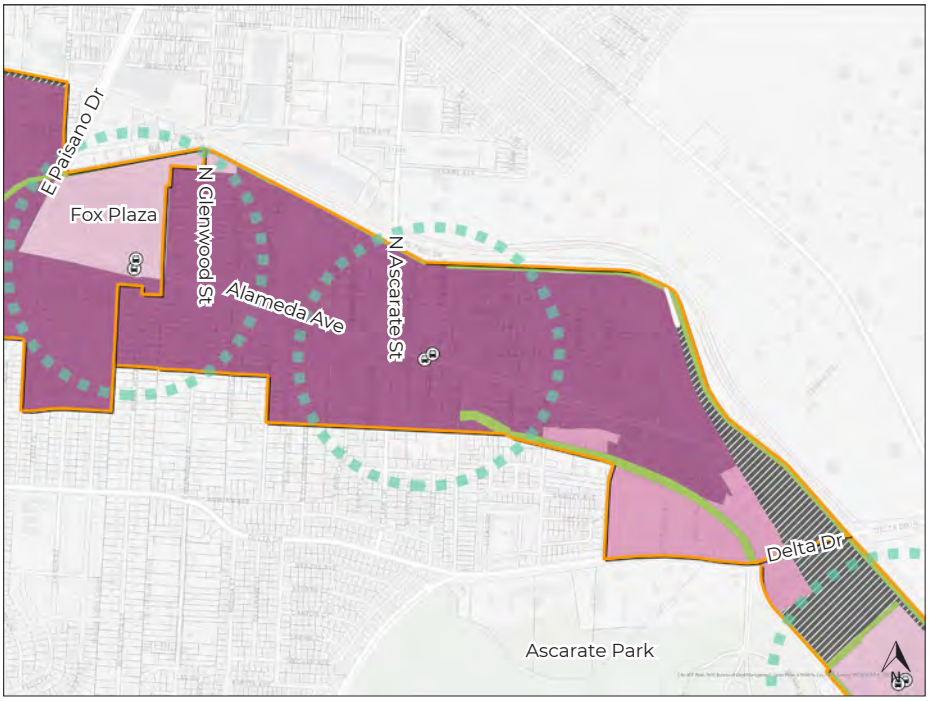
Segment 3

Segment 3 is designated with a mix of Traditional Neighborhood, Preserve, Industrial, and Suburban sectors. The sector designation for Fox Plaza is currently Suburban. However, its location adjacent to the MCA and a Brio Station warrants reconsideration for a transit-supportive sector designation for the long term.



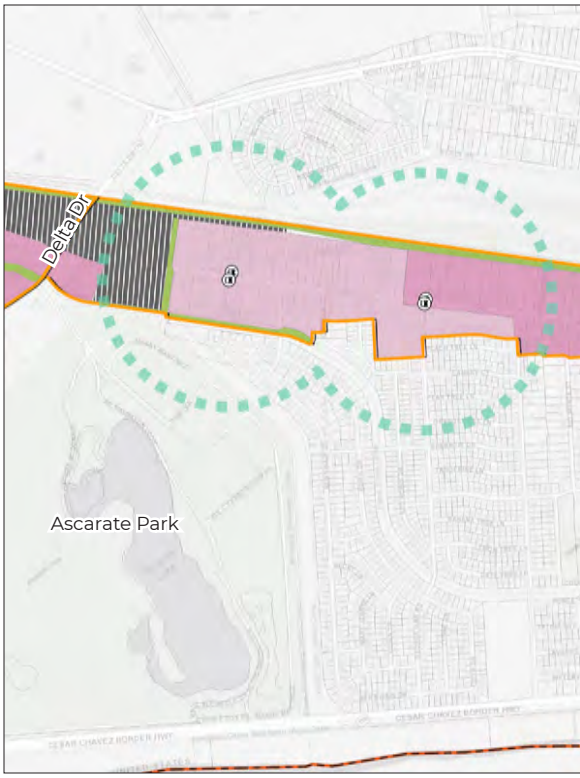
Segment 4

Segment 4 is mostly designated with the Traditional Neighborhood FLUM sector. This transitions to Post-War and Industrial Sectors around the intersection with Delta Drive.



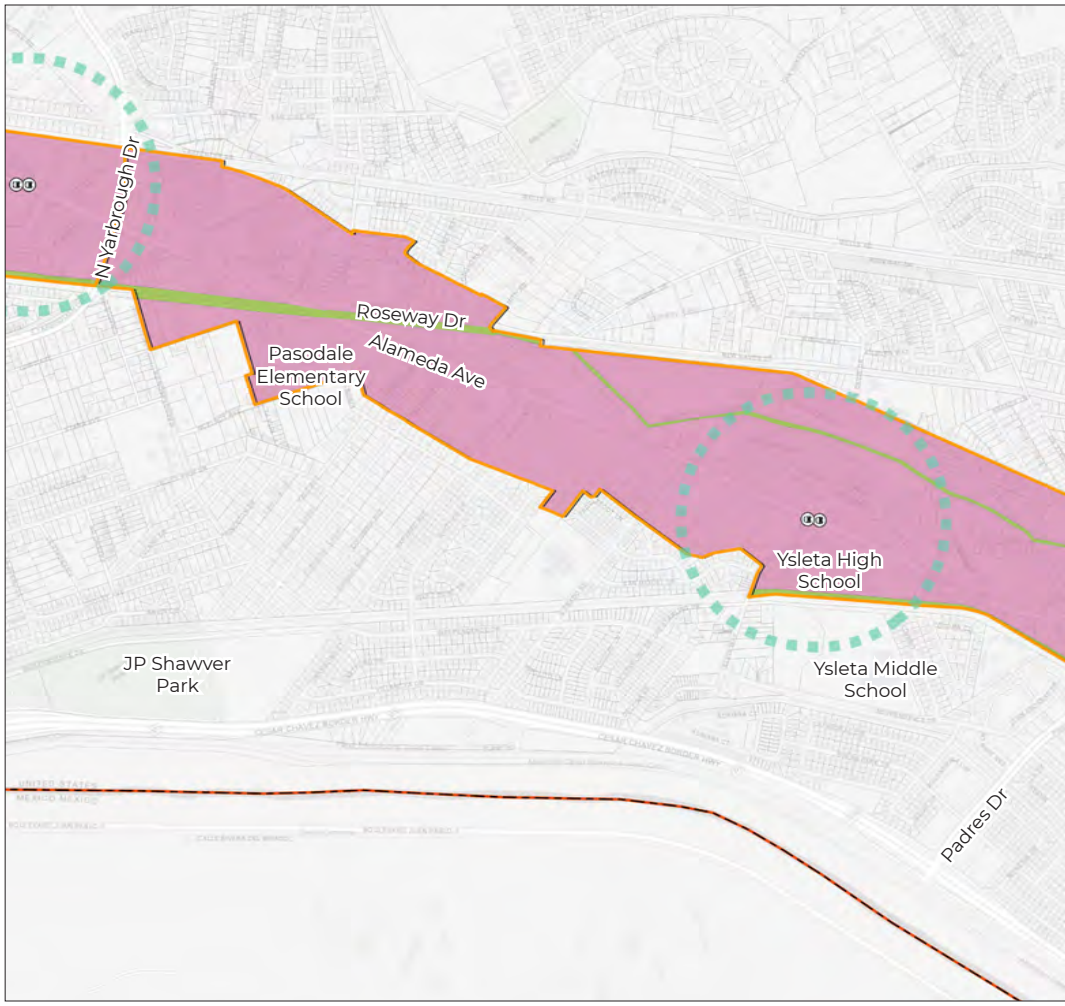
Segment 5

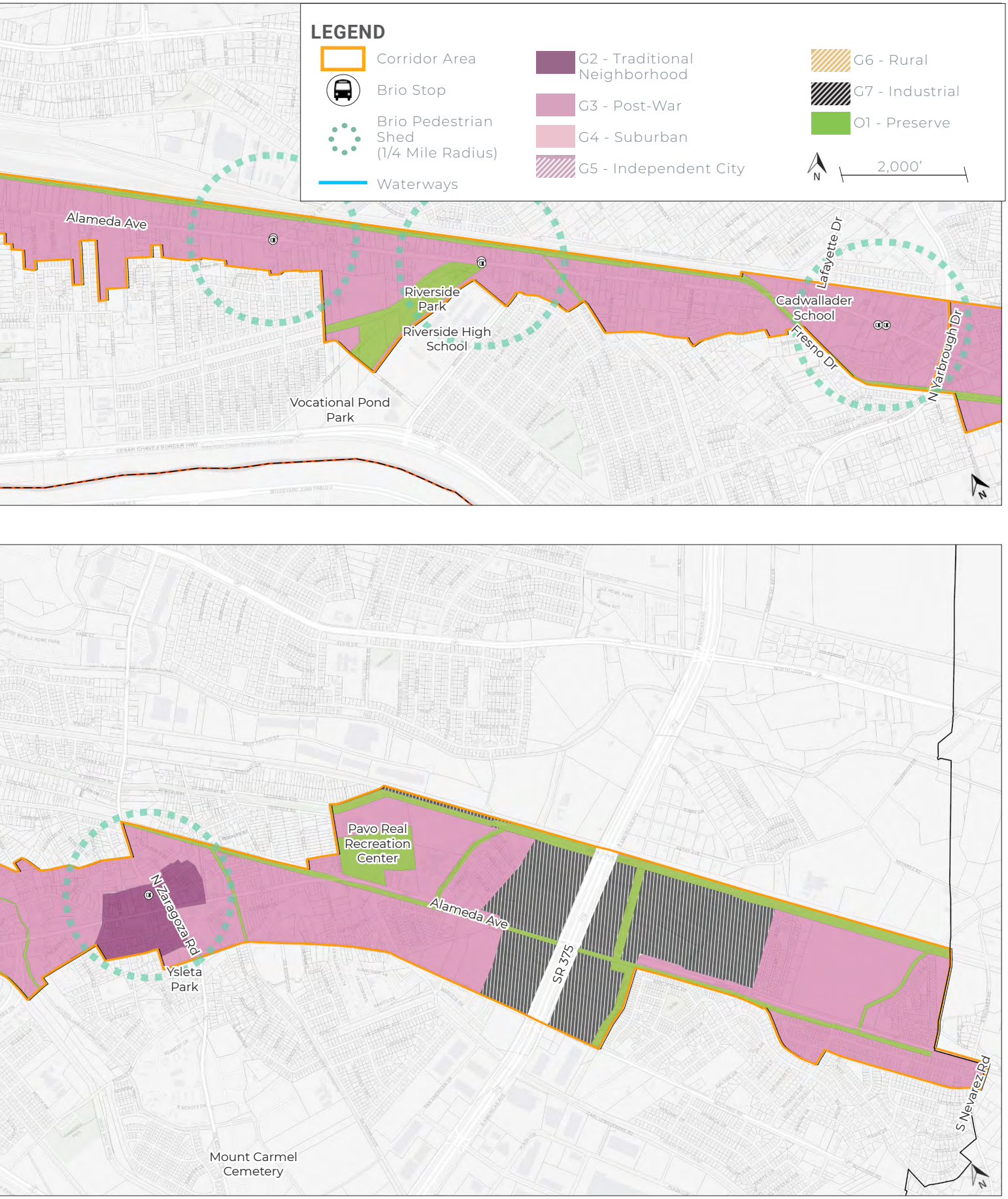
Segment 5 consists of Industrial and Suburban FLUM sector designations near Delta Drive. This then transitions to the Post-War sector for the majority of the segment.



Segment 6

The majority of Segment 6 is designated with the Post-War FLUM sector with the exception of Traditional sector applied at Ysleta and the Industrial sector near SR 375. However, the Industrial designation at SR 375 and Alameda Avenue is not representative of the trending retail/ commercial development.



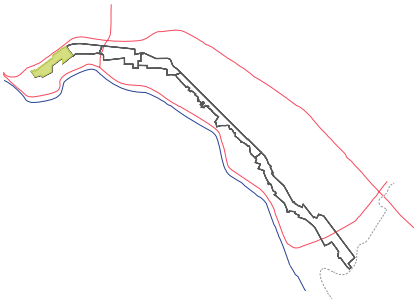

LEGEND
Corridor Area
Brio Stop
Brio Pedestrian Shed (1/4 Mile Radius)
Waterways
G2 - Traditional Neighborhood
G3 - Post-War
G4 - Suburban
G5 - Independent City
G6 - Rural
G7 - Industrial
O1 - Preserve
N
2,000'
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Lafayette Dr
Cadwallader School
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
N Zaragoza Rd
Ysleta Park
Alameda Ave
SR 375
S Nevarez Rd
Mount Carmel Cemetery

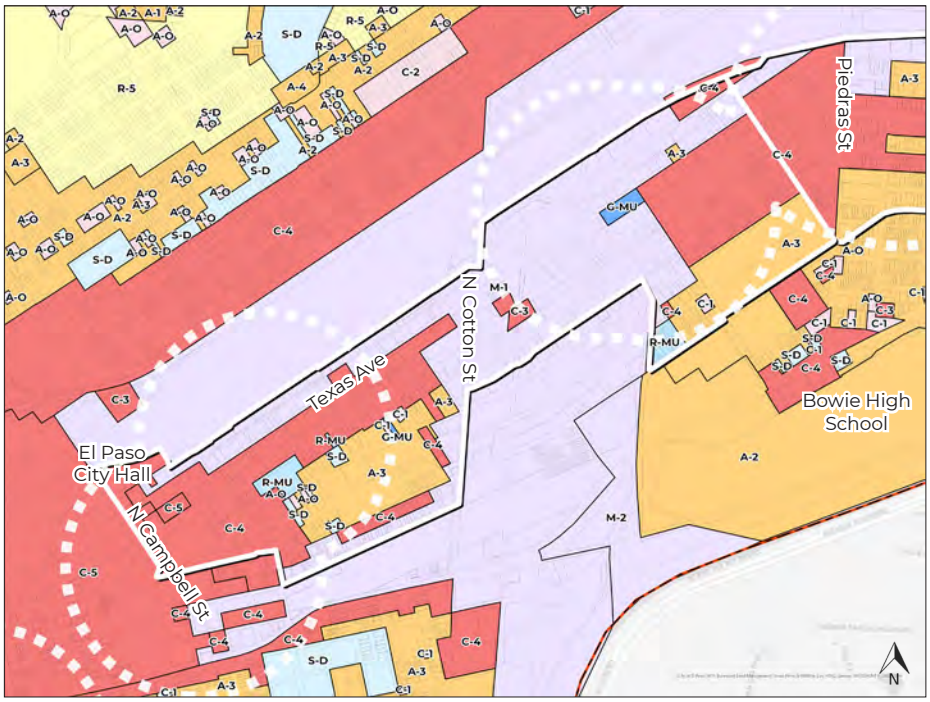
ZONING

Zoning districts define the type, size, and placement of buildings on a site, as well as the permitted uses and required parking, among other regulations. The zoning districts can support the implementation of FLUM sector designations, and the underlying community vision, when they are aligned.

Segment 1

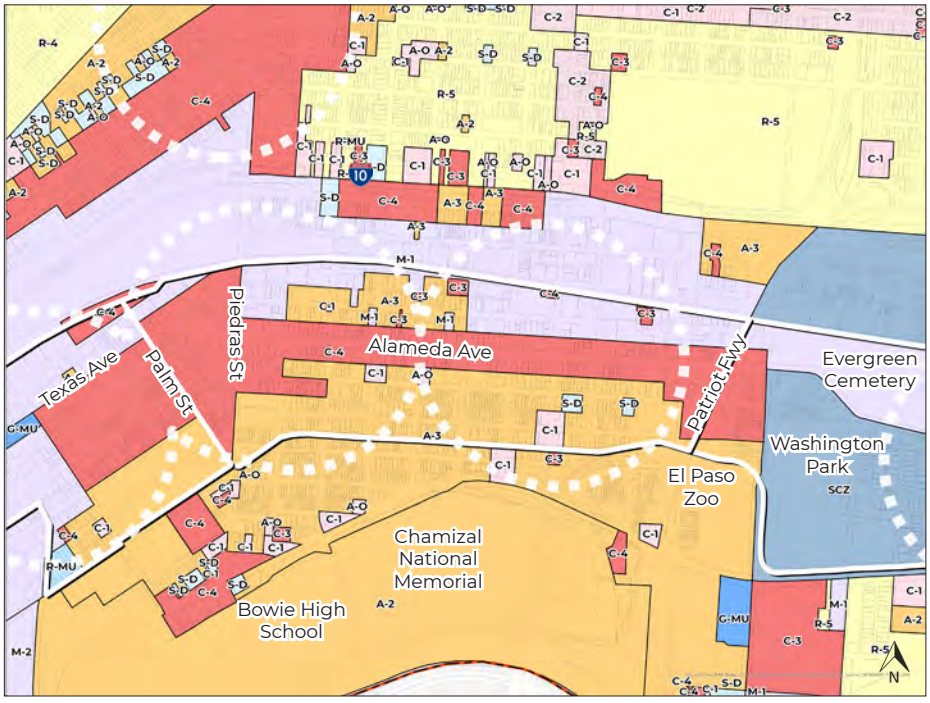
Segment 1 includes the high density downtown area zoned for apartments, mixed-use, and office spaces.





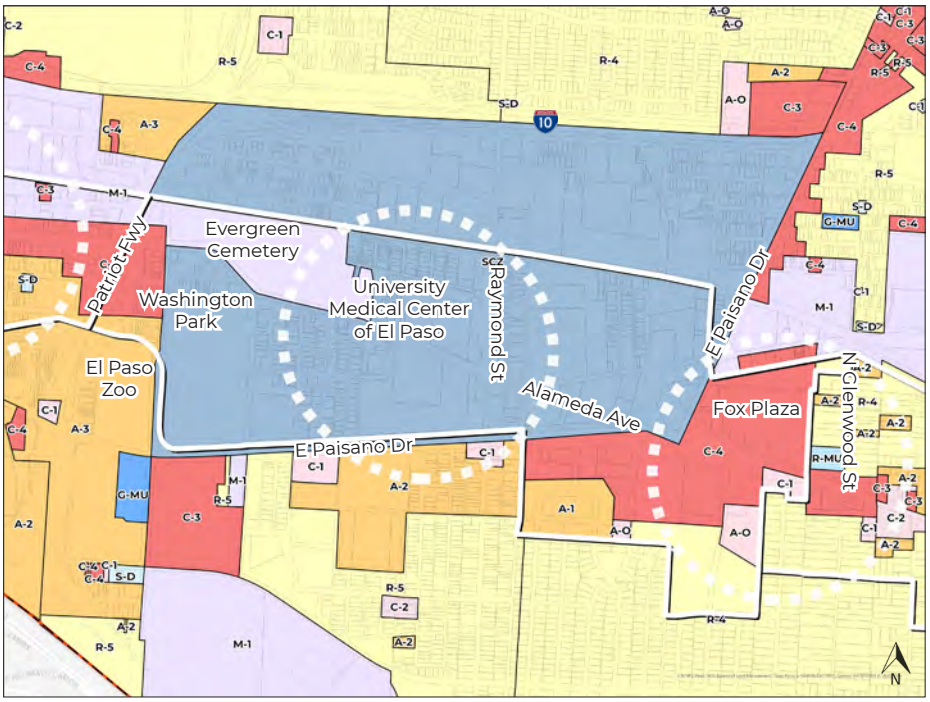
Segment 2

Segment 2 is a transitional zone that moves from downtown to the medical campuses through commercial and apartment zoning areas.



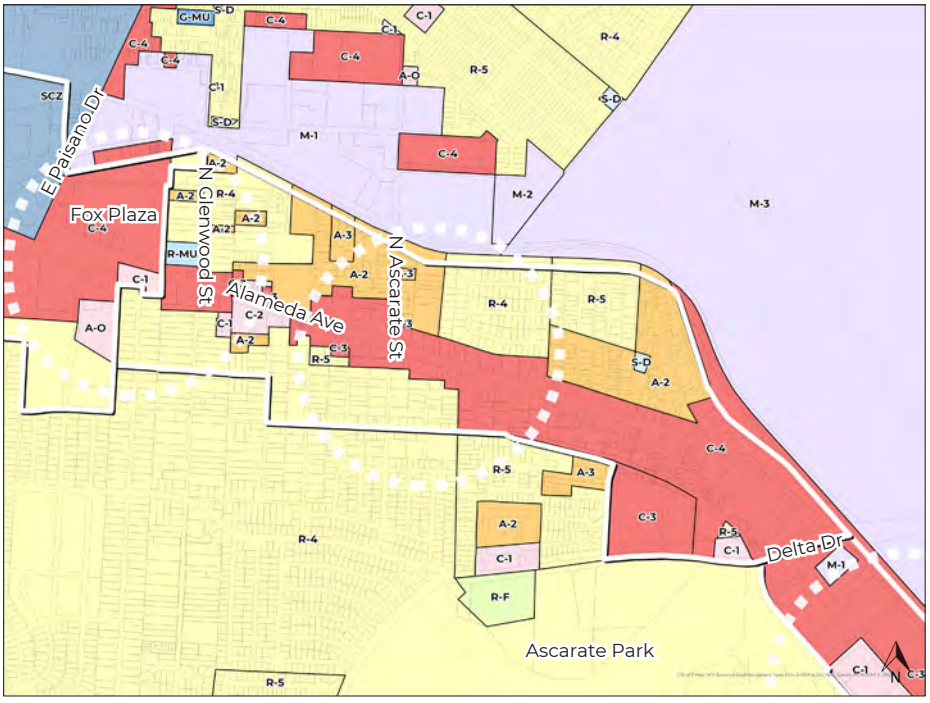
Segment 3

Segment 3 is the medical campus area with many properties zoned for special uses.



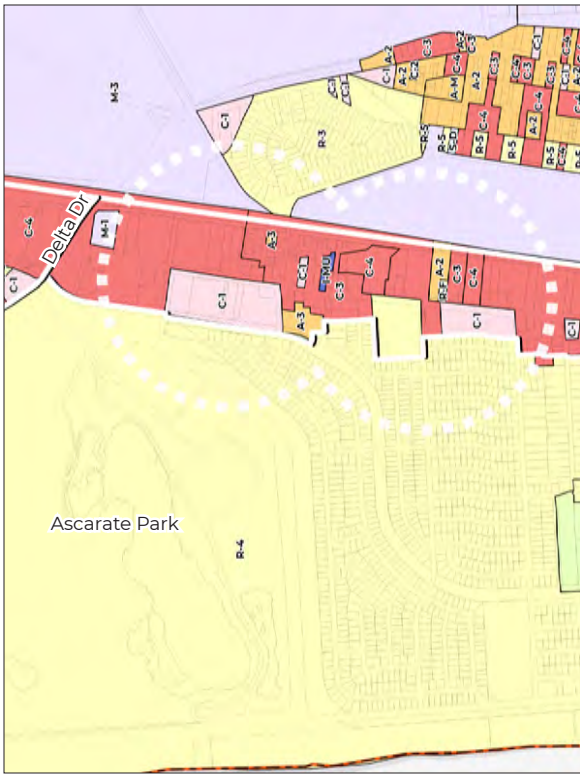
Segment 4

The lots immediately around the corridor are zoned for commercial use. South of the corridor, many apartments and residences can be found. North of the corridor is zoned for industrial use.



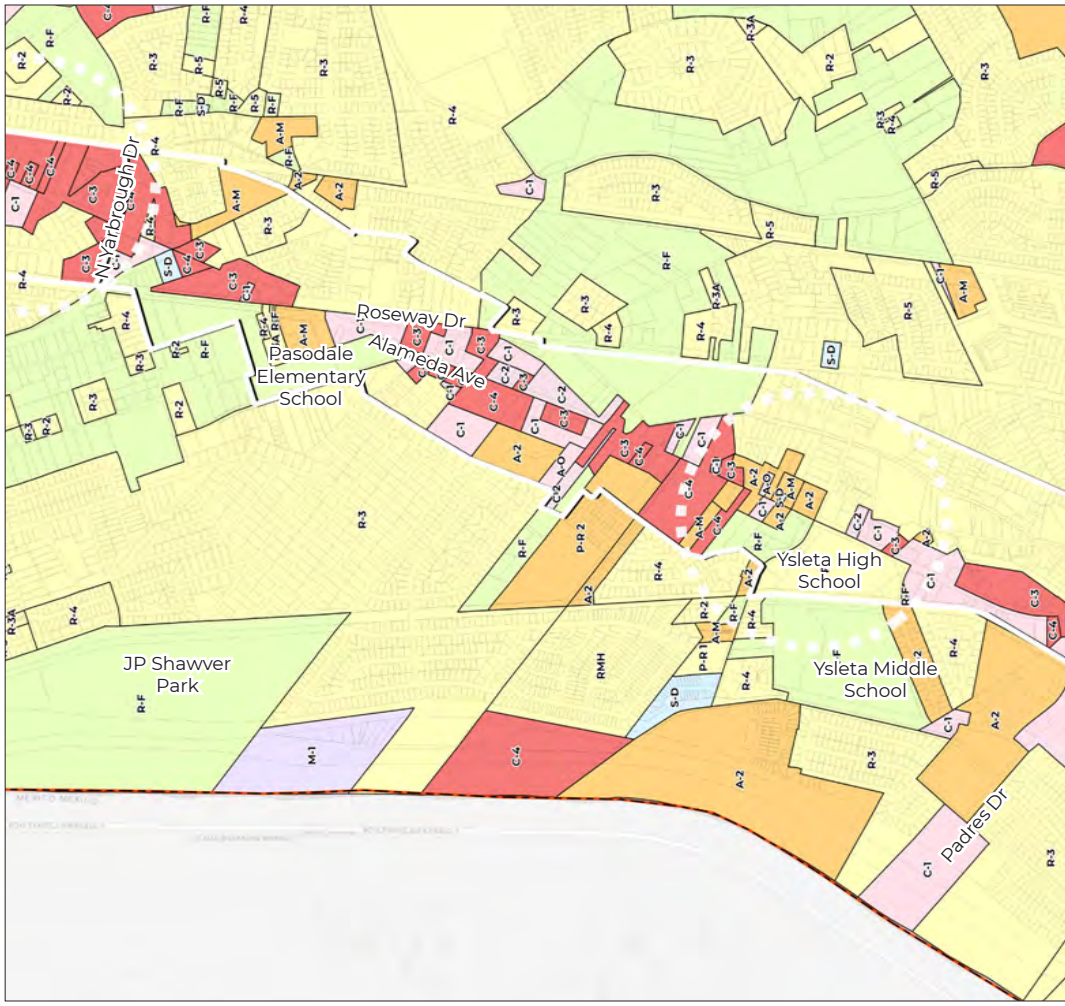
Segment 5

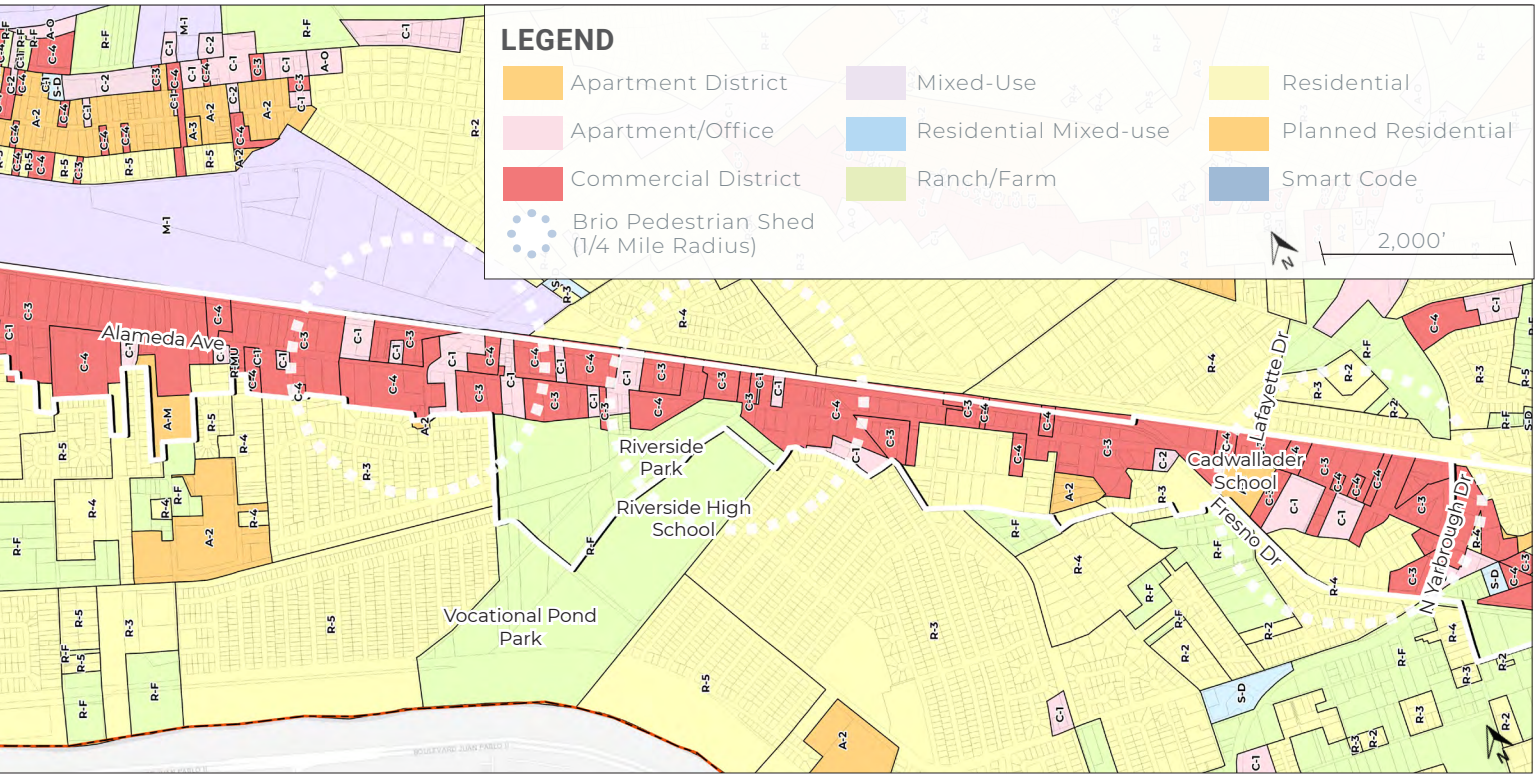
Both segments 5 and 6 are highly residential. The area along the corridor is commercial and mixed-use focused.

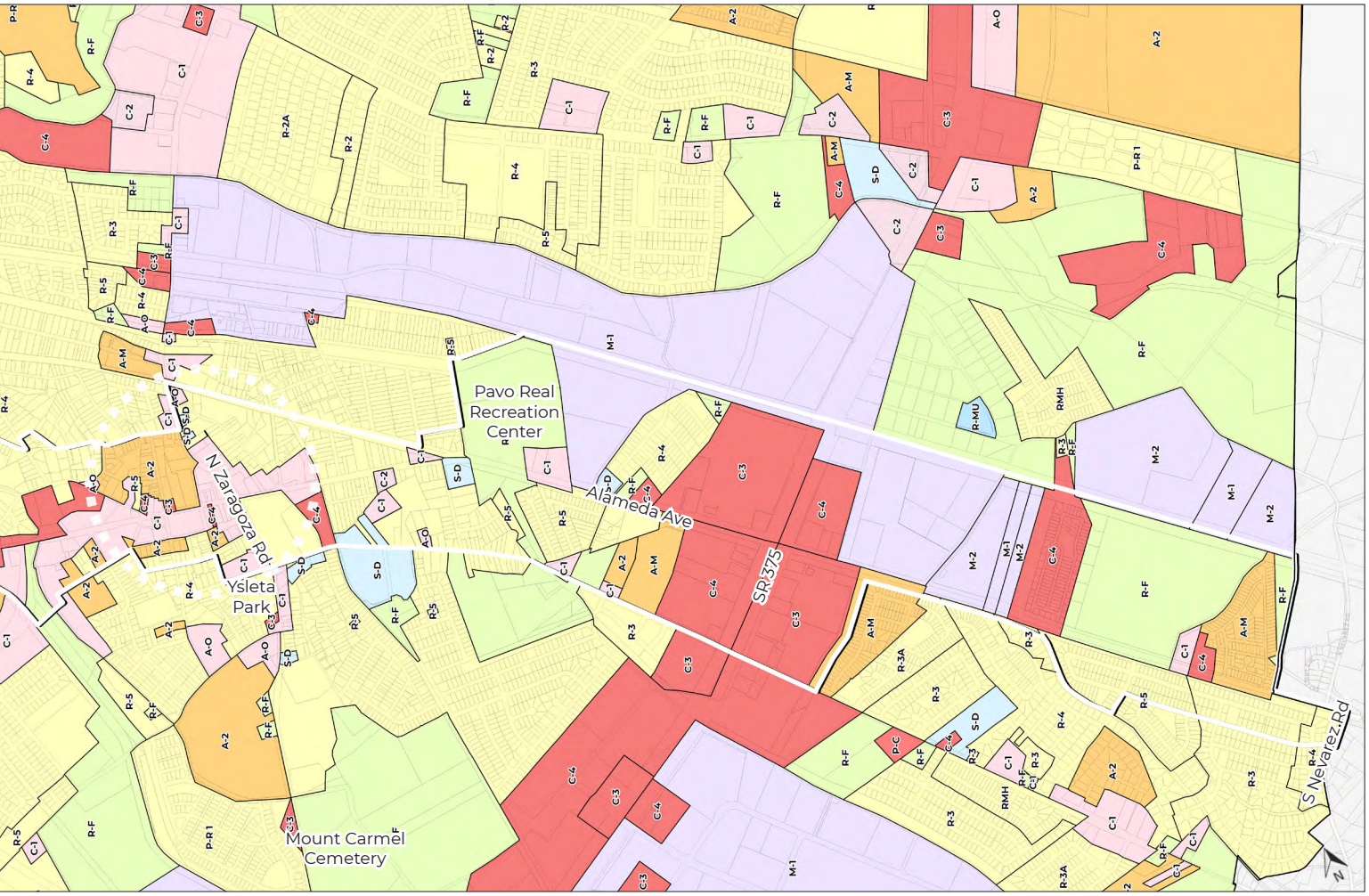


Segment 6

Segment 6 boasts a high diversity of resident types ranging from apartments, to mixed-use, to single-family homes. This segment also contains a large commercial and mixed-use area.




LEGEND
Apartment District
Apartment/Office
Commercial District
Brio Pedestrian Shed (1/4 Mile Radius)
Mixed-Use
Residential Mixed-use
Ranch/Farm
Residential
Planned Residential
Smart Code
2,000'
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Lafayette Dr
Cadwallader School
Fresno Dr
N Yarbrough Dr

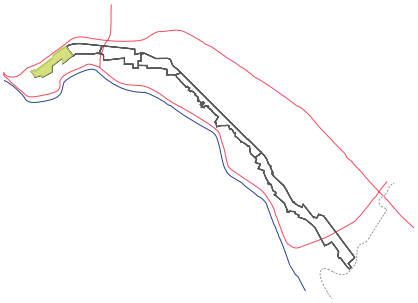

Pavo Real Recreation Center
N Zaragoza Rd
Alameda Ave
SR 375
Ysleta Park
Mount Carmel Cemetery
S Nevarez Rd

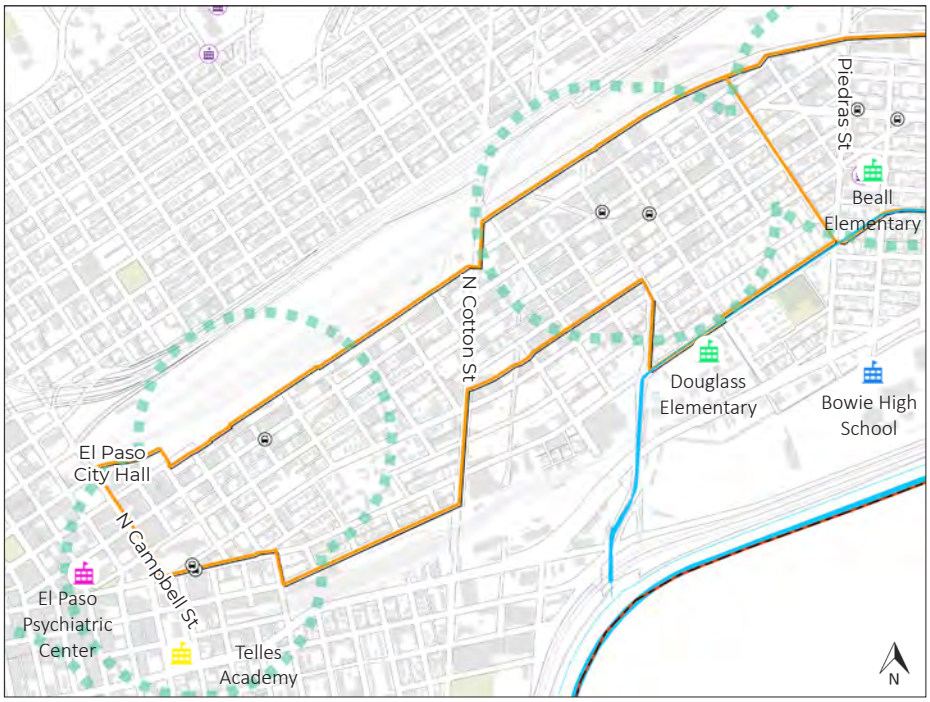
SCHOOLS AND HOSPITALS

A large number of schools are located along the corridor. The corridor is also home to the Medical Center of the Americas and a Texas Tech campus. Understanding the locations of these facilities can help plan for safer access and connections between the schools and the communities they serve.

Segment 1

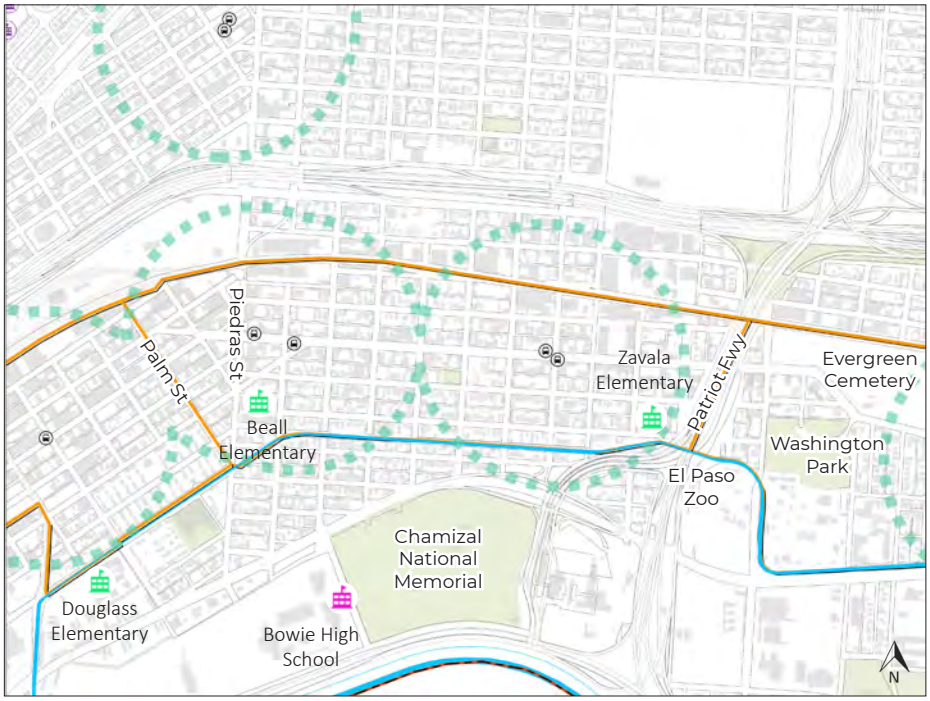
The Alameda Corridor begins in the downtown. The largest school close to this segment of the Alameda corridor is Bowie High School and the Douglas Elementary School.

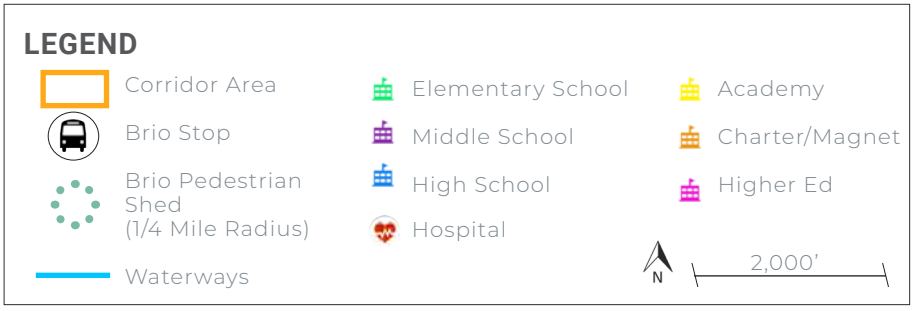




Segment 2

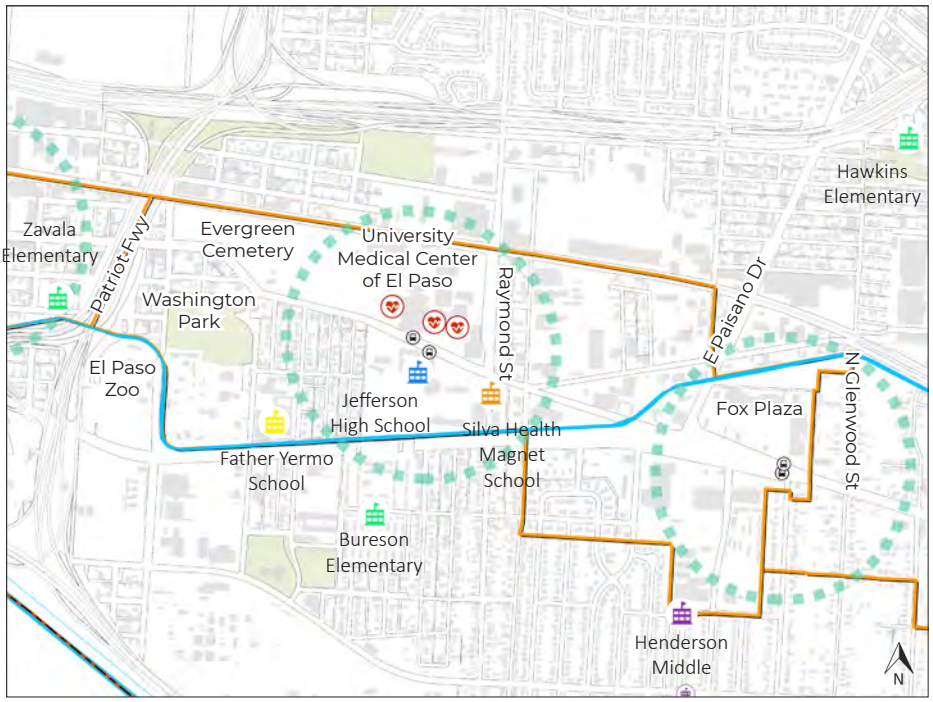
Bowie High School borders this segment. One block from the corridor in the eastern edge is the Zavala Elementary School.





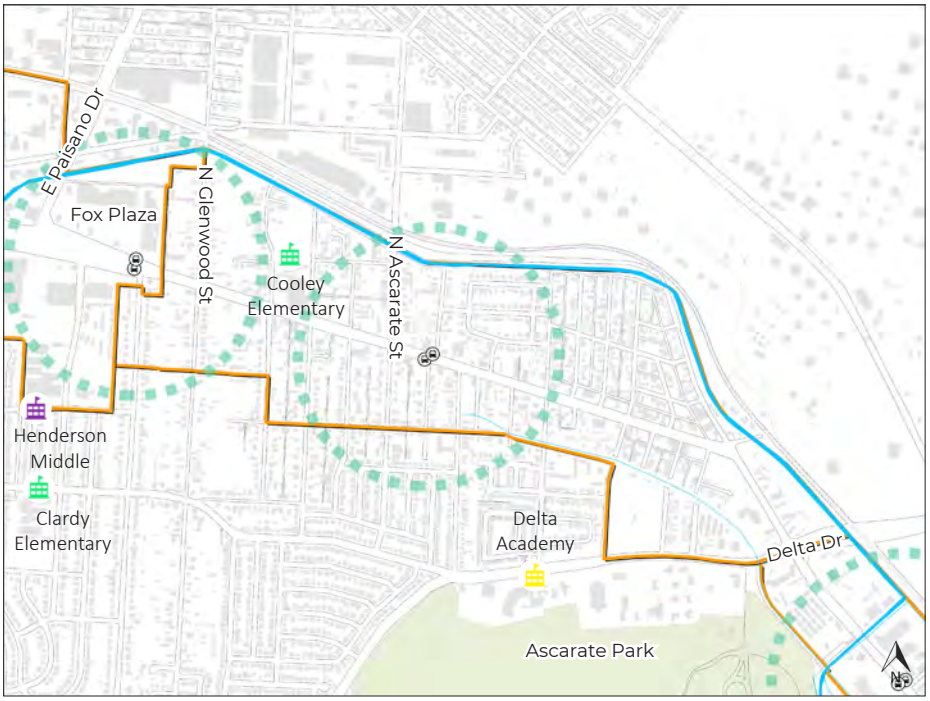
Segment 3

MCA schools such as the Paul L. Foster School of Medicine and Texas Tech University Health Sciences introduce public and private investment. The Thomas Jefferson High school, Silva Magnet High School, and Father Yermo School are all found around this segment.



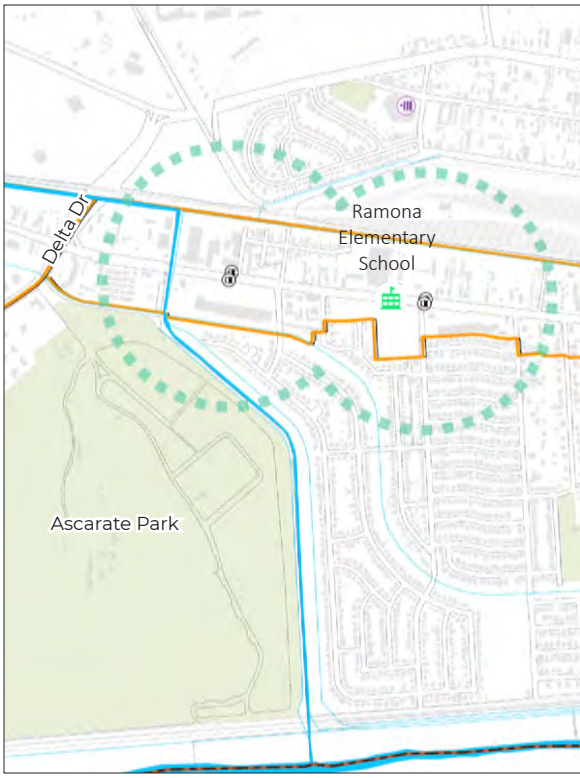
Segment 4

The most notable building present along this segment is Cooley Elementary School. Further south of the corridor are the James Pinckney Henderson Middle School and Allie D. Clardy Elementary School. There are no High Schools in this segment.



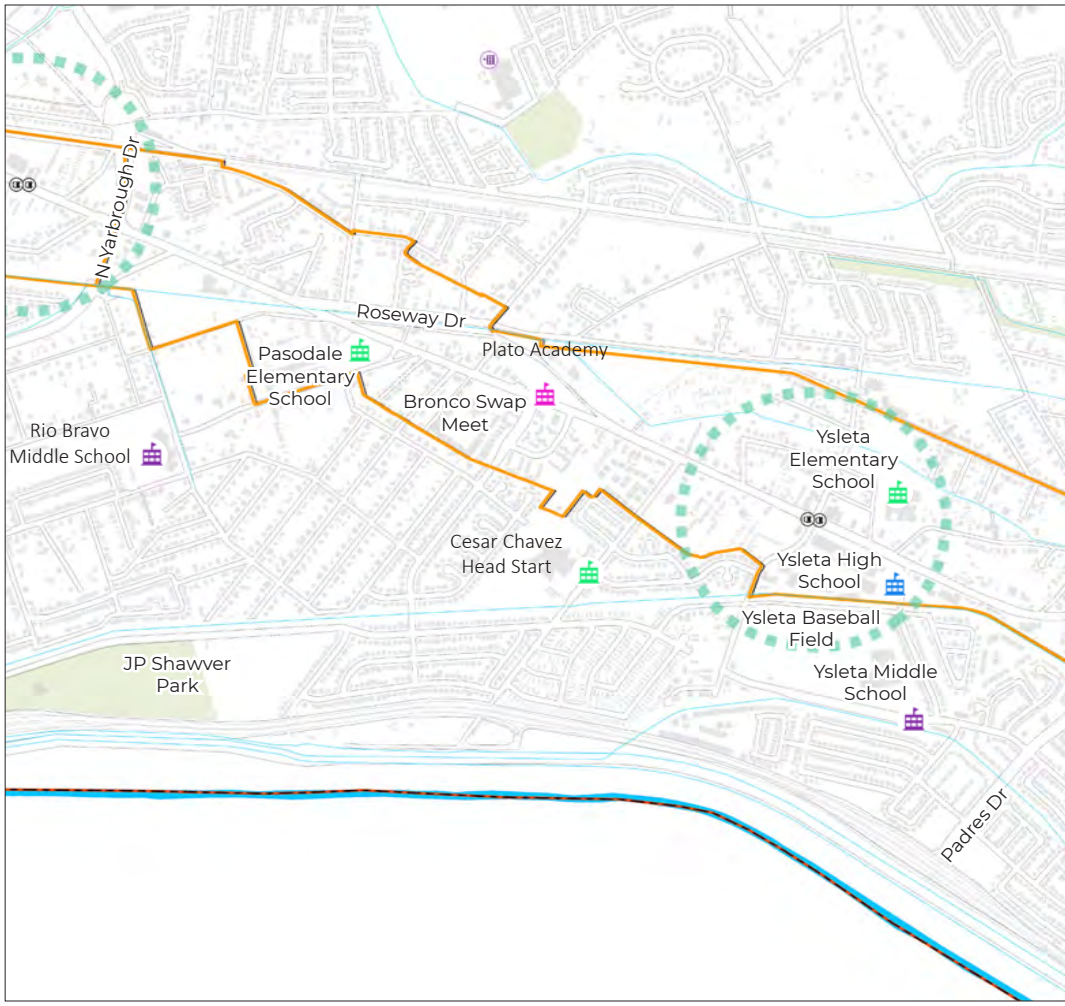
Segment 5

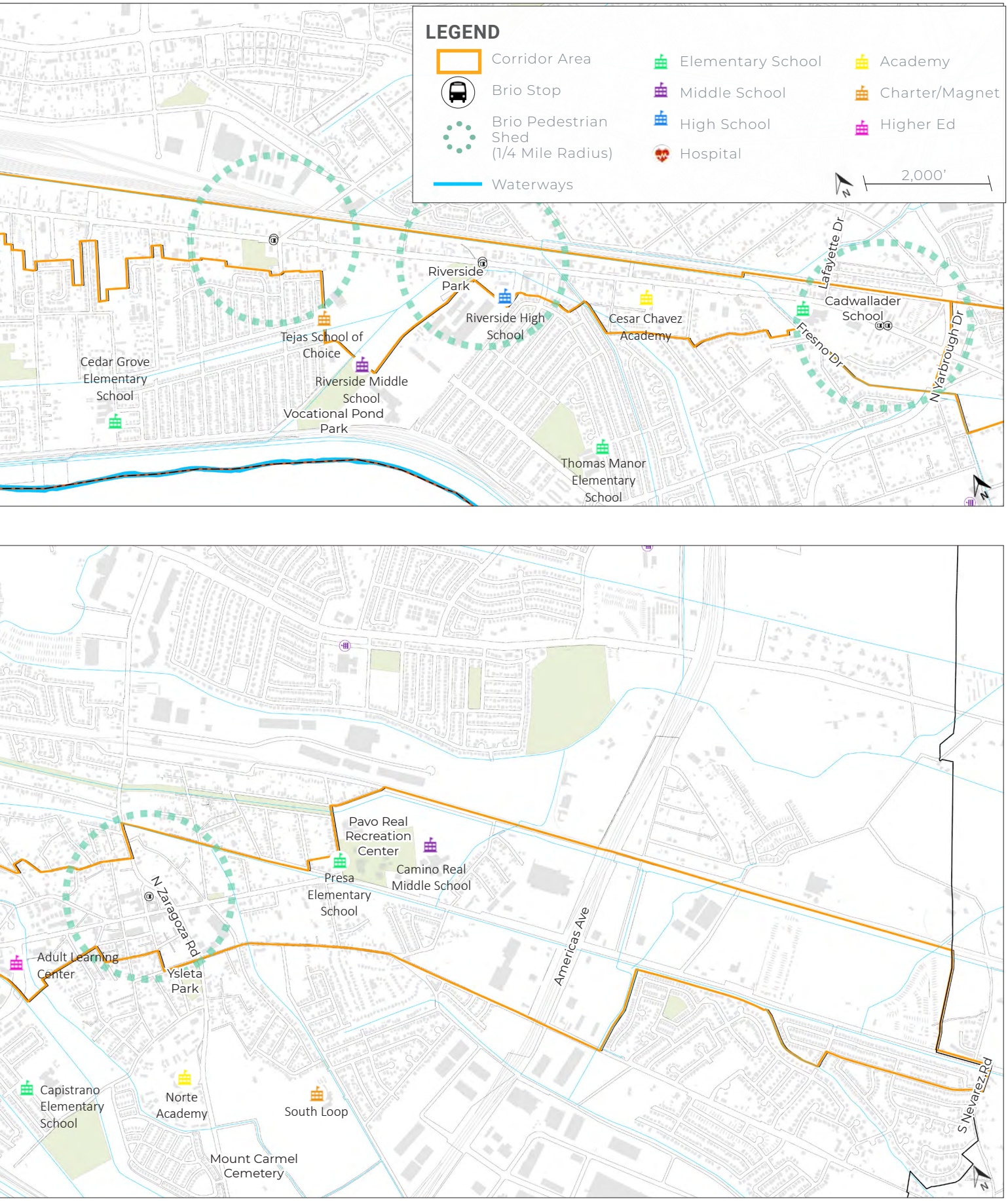
Riverside High School and Middle School are located at the center of this segment of the Alameda Corridor. Additionally, there is Ramona Elementary School, Cedar Grove Elementary School, and Cesar Chavez Academy.



Segment 6

This segment contains the Ysleta High School and Middle School. The El Paso Community College is located Northeast of this segment across the railroad tracks. The Pasodale Elementary School and Plato Academy are also located in this area.




LEGEND
Corridor Area
Brio Stop
Brio Pedestrian Shed (1/4 Mile Radius)
Waterways
Elementary School
Middle School
High School
Hospital
Academy
Charter/Magnet
Higher Ed
2,000'
Cedar Grove Elementary School
Tejas School of Choice
Riverside Middle School
Vocational Pond Park
Riverside Park
Riverside High School
Cesar Chavez Academy
Thomas Manor Elementary School
Lafayette Dr
Cadwallader School
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
Presa Elementary School
Camino Real Middle School
N Zaragoza Rd
Adult Learning Center
Ysleta Park
Americas Ave
Capistrano Elementary School
Norte Academy
South Loop
Mount Carmel Cemetery
S Nevarez Rd


Speaker View
Zoom Meeting ID:
Jackeline Del Arca
Xu Zhang
Joseph Kohl
Elysse Dallas
Natalie Lipsey
Sandra Gutierrez
Rob Piatkowski
Anthony Garcia
Ricardo Pacheco
Margaret Barnes
LEONARDO RAGGO
Andre Jackson
Carlos Gallinar
Luiza Leite
Grace Rocha
zoom
Mute
Stop Video
Invite
Manage Participants
28
Polling
Share Screen
Chat
Record
Breakout Rooms
More

2 PLANNING PROCESS

This chapter outlines the public input and planning process centered on a virtual workshop and five-day virtual public design charrette. The results of the public engagement and community input are summarized as the key findings at the end of this chapter.

1. PUBLIC ENGAGEMENT SUMMARY
2. PLANNING PROCESS
3. THE 5 BIG IDEAS

PUBLIC ENGAGEMENT SUMMARY

Due to COVID-19, the Onward Alameda community engagement process was conducted primarily through a virtual process supplemented with in-person options.

JUN 2021 Kickoff Meeting

JUNE - AUG Analysis

AUG 25-27 Virtual Workshop

Virtual Public Orientation

CHARRETTE SCHEDULE

SEPT 13 Kick Off & Hands-on Design Session

SEPT 14 - SEPT 16 Open Design Studio

Stakeholder Meetings

SEPT 17 Work-in-Progress Presentation

JAN 2022 Site Tour

APRIL 2022 Community Presentation of the Draft Plan

Public process schedule

The Onward Alameda plan was created with City of El Paso staff, the consultant team lead by Dover, Kohl & Partners and including Street Plans Collaborative, Gallinar Planning & Development, CEA Group, and Zannetta Illustration, along with the crucial input of the El Paso community.

The planning process began in June 2021 with a project kick-off meeting between city staff and the consultant team. The team followed up that meeting with a 3-day virtual workshop in late August 2021, where they met with city departments, elected officials, city staff, local stakeholders, and community groups. A Virtual Public Orientation was held on August 26th to introduce the design process, outline expectations for the project, explore trends in the area, and introduce examples of similar processes that have had positive results. The Virtual Workshop allowed the project team to develop a better understand of the corridor and to begin to assess the key challenges and opportunities. The Virtual Public Design Charrette took place from September 13th through September 17th.

A post-charrette site visit was conducted in January 2022 to further refine plan ideas, meet with officials, and coordinate efforts with other planning initiatives throughout the city.

VIRTUAL CHARRETTE HUB WEBSITE

www.onwardalameda.com

The Onward Alameda project website allows for community members to participate in the planning process at their convenience and from the comfort of home. The website provides project updates, information about past and upcoming meetings, recordings of presentations, and multiple opportunities for community members to stay involved in the planning process. The engagement section of the website includes surveys, quick polls, and a citizen mapping tool.

All online communications and surveys were available in both English and Spanish.

330
Virtual + In-Person Attendees

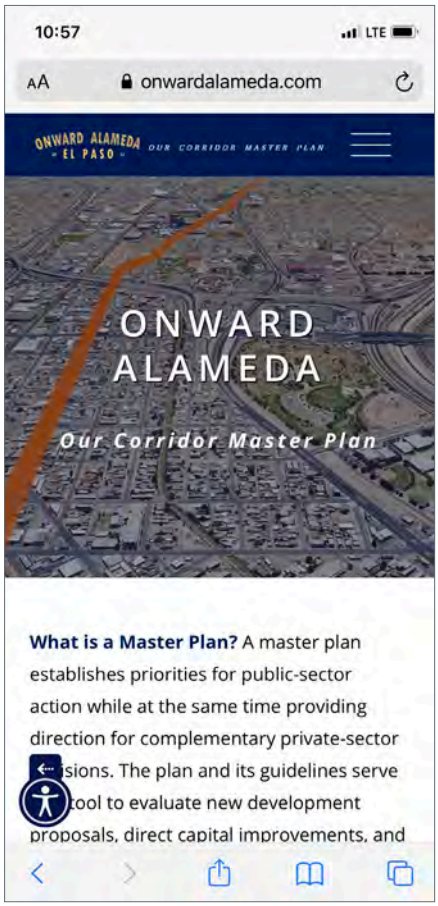
553
Film Views

4,980+
Website Visits

5
Films

5,092+
Trackable Media Impressions

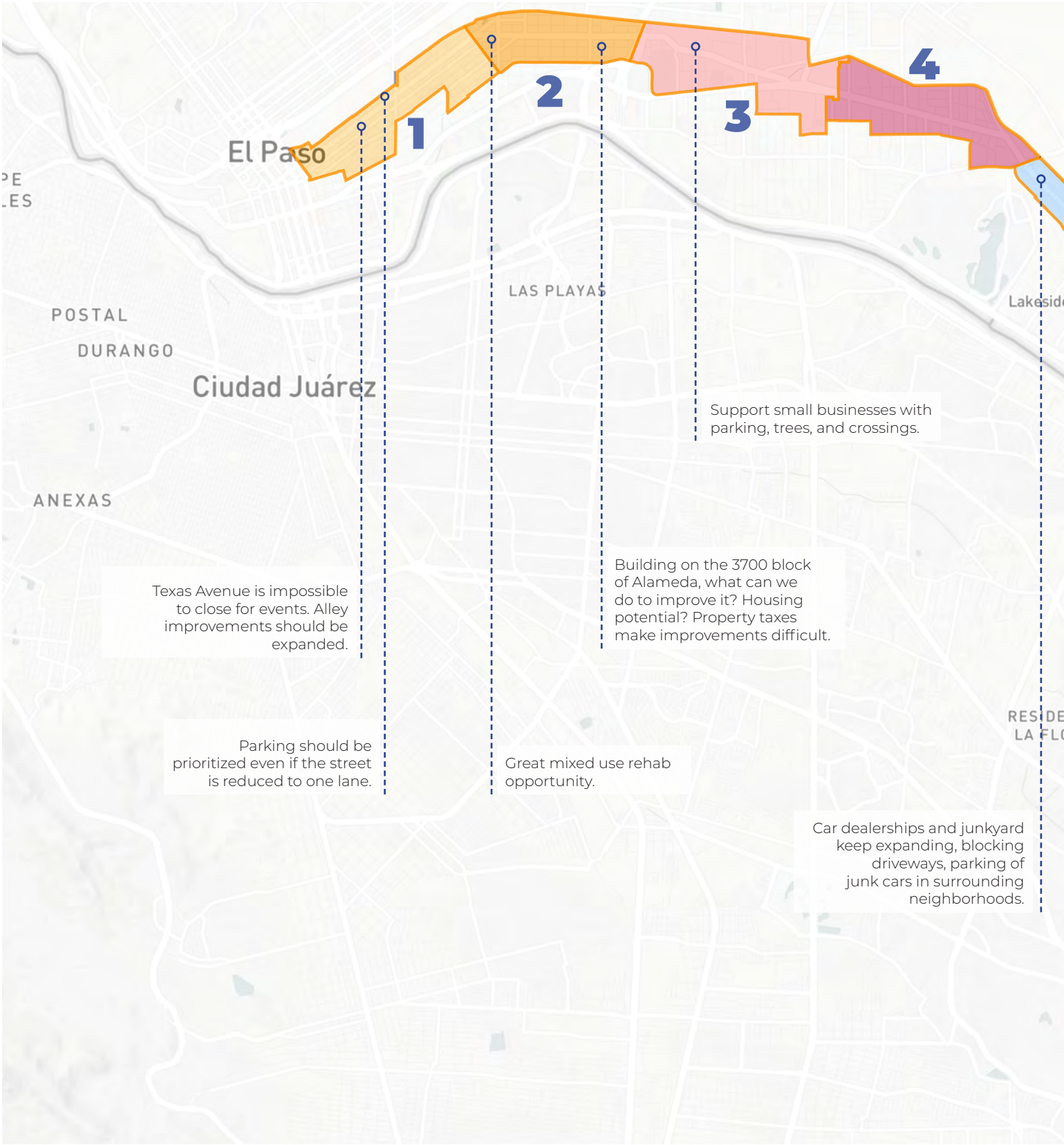
10,955+ TOTAL
"Involved" as of 05/24/2024



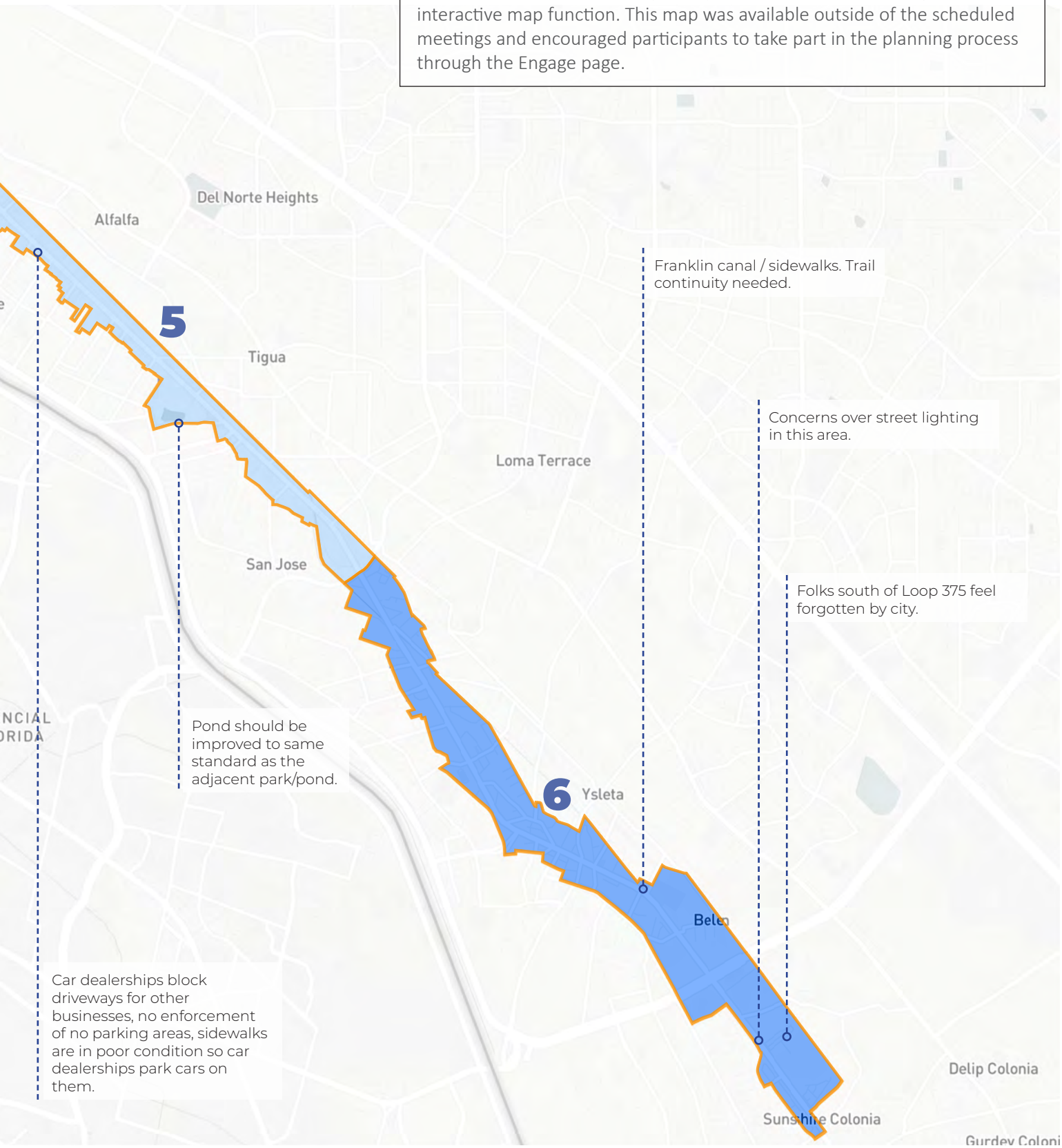
Mobile device view

A View of the Project Website: www.onwardalameda.com

CITIZEN MAPPING TOOL



The public was able to use the Citizen Mapping Tool available on the Onward Alameda website to publicly comment on areas through an interactive map function. This map was available outside of the scheduled meetings and encouraged participants to take part in the planning process through the Engage page.



COMMUNITY IMAGE SURVEY

The Community Image Survey is a tool that helps the planning team understand what the community's vision looks like. This online survey asks participants to select the images that are most appropriate for a variety of building and place types along the corridor. The top three choices for each of the topics are shown here and provide guidance for the planning team when creating designs and renderings.

COMMERCIAL AND MIXED-USE:

1


2


3


MOBILITY:

1


2


3


STREETS AND TRAILS:

1


2


3


MULTI-FAMILY RESIDENTIAL:

1


2


3


SINGLE-FAMILY RESIDENTIAL:

1


2


3


OPEN SPACE AND TRAILS:

1


2


3


WORD CLOUD

The following word clouds provide guidance for the plan and were generated through an exercise conducted during the kick-off presentation and continuously available on the project website. Participants were asked to write down one word that came to mind about Alameda "Now" and "In the Future." The more frequently respondents used a particular word, the larger that word appears in the word cloud.

Asked to describe Alameda now, many people noted the historic, car-oriented nature of the corridor. In the future, people expressed a desire for a beautiful, mixed-use corridor that celebrated its history. Based on the words used the most often, one can imagine a mission statement being written similar to:

"Alameda Avenue today is a historic, car-oriented corridor in El Paso that is outdated and neglected. In the future, Onward Alameda will endeavor to transform Alameda Avenue into a beautiful, mixed-use boulevard that celebrates the corridor's history and supports vibrant, walkable, and accessible neighborhoods for all."

NOW:

IN THE FUTURE:

THE PLANNING PROCESS

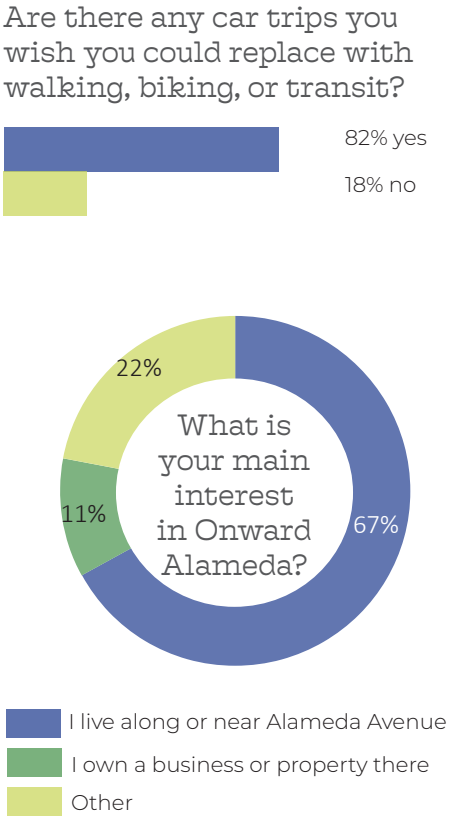
VIRTUAL WORKSHOP AND CHARRETTE

VIRTUAL WORKSHOP

The project team held a virtual workshop August 25 to 27, 2021 to develop a better understanding of the corridor. The workshop began with city staff taking the planning team on a virtual tour of the site via Google Earth to point out key challenges and opportunities. The planning team met with the city's cross functional teams (CFTs), civic and city staff, neighborhood organizations, and city and county elected officials. On August 26th, the planning team held a Virtual Public Orientation to introduce the project, the design process, and the upcoming charrette. The planning team also introduced examples of similar projects from around the country to build interest in the planning process. Over 80 people attended the public orientation.

VIRTUAL PUBLIC DESIGN CHARRETTE

From Monday September 13 to 17, 2021, the Dover-Kohl team hosted a Virtual Design Charrette to engage the El Paso community along the Alameda corridor. During the week, the team presented initial findings, gathered feedback, and worked on potential design and policy solutions for the Alameda corridor. The goal during this time was to identify key priorities and to build consensus of a vision and direction for the future of Alameda Avenue. The charrette was held through a hybrid format to accommodate full public participation while maintaining necessary social distancing and other precautions due to the COVID-19 pandemic. Meetings and surveys were available virtually through Zoom and the project website while key events also had in-person locations to participate.



SAMPLE OF COMMUNITY RESPONSES FROM THE ONLINE CHARRETTE HUB SURVEYS:
Do people have what they need in the area? What are the needs of the people in the area?

KICK-OFF PRESENTATION

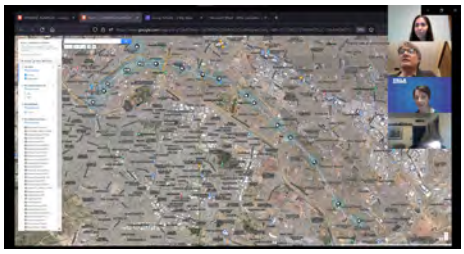
The charrette began with a kick-off presentation held online via Zoom with an in-person viewing location at the Chamizal Recreation Center. The presentation was introduced by Joaquin Rodriguez, project manager with the City of El Paso. During this event, the Dover-Kohl team presented initial findings based on the existing conditions of the corridor. Project Manager, Rob Piatkowski, discussed the corridor plan and charrette process, and the importance of involving the public. Rob then introduced best practices and key concepts of urban design as a "food for thought" presentation. Carlos Gallinar of Gallinar Planning & Development, Tony Garcia of Street Plans Collaborative, and Alan Herrera of CEA Group then presented on housing and health, mobility, and storm water infrastructure, respectively.

Participants both online and in-person were asked polling questions to get a better understanding of who was represented and what their priorities may be.

Presenting group's Big Ideas

HANDS-ON DESIGN SESSION & SMALL GROUP DISCUSSIONS

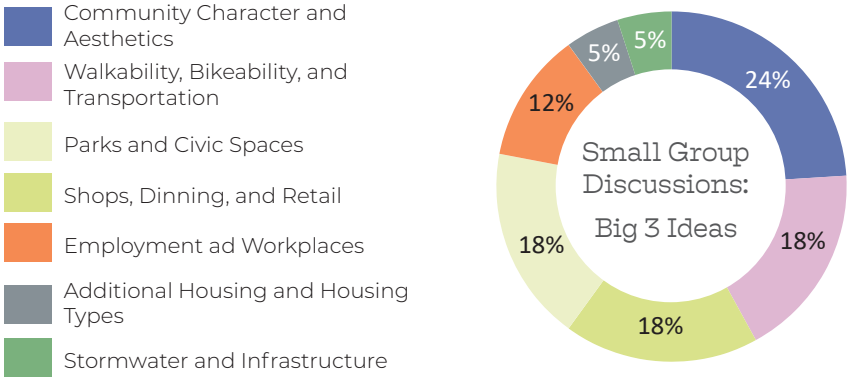
Following the Kick-Off Presentation, participants were placed into breakout rooms with a facilitator to have conversations on what the future of Alameda Avenue should be. Participants were encouraged to share their ideas which were then located on a map to help spatially explain them. The facilitator also filled out a survey about the group's "Big 3 Ideas" to summarize the group's discussion and prioritize specific needs. At the end of the small group discussion, a representative from each group presented their big ideas back to the larger assembly. Each of the group's big ideas were sorted into one of eight categories to help quickly understand what was most important to participants. As groups presented, potential subjects for consensus and key focus areas along the corridor emerged.



Small Group Session - Mapping Ideas

CATEGORIES OF BIG IDEAS FROM THE SMALL GROUP DISCUSSION:

This chart summarizes the themes that emerged from the small group discussions. A wide range of goals were expressed, with walkability, bikeability, and transportation as the most prominent topics of concern.



VIRTUAL DESIGN STUDIOS

Following the Kick-Off Presentation and the Hands-On Design Session, the Dover-Kohl team began working on potential solutions to the themes and concerns that emerged. During this time, each member of the planning team studied specific areas along Alameda to illustrate ideas about how the corridor could resolve community concerns and improve the overall quality of life. Key topics studied included street design, bicycle and pedestrian infrastructure, housing, stormwater, parks, community-serving retail, and economic development.

From Tuesday, September 14 through Thursday, September 16, 2021, five virtual design studio sessions were held for community members to see the work as it was being produced, engage in discussions about the potential solutions, and bring suggestions. These sessions provided the planning team with feedback from the public to refine the plan and concepts as they were being created.

Virtual Design Studio Session

SAMPLE OF COMMUNITY RESPONSES FROM SMALL GROUP DISCUSSIONS:

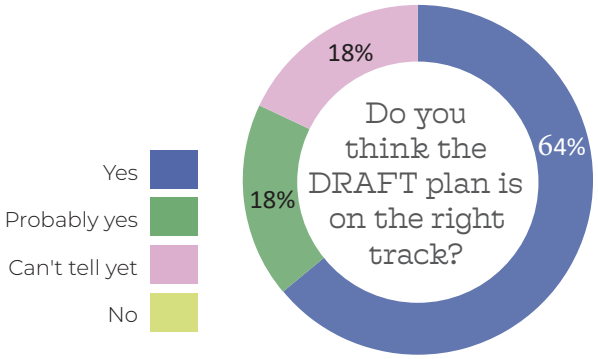
STAKEHOLDER TECHNICAL MEETINGS

The city and planning team also met with key stakeholders and technical experts throughout the week to discuss topics that included transit, infrastructure, health, and transportation. The stakeholders included non-profits, property owners, business owners, city officials, community members, and technical experts. These meetings provided key insights on specific topics and helped to focus and refine the plan.

WORK-IN-PROGRESS PRESENTATION & SURVEY

The virtual charrette ended with the work-in-progress presentation on September 17. The planning team presented a summary of what they learned from the community and the resulting draft illustrations and recommendations that the designers and planners worked on throughout the week. The presentation was online via Zoom with an in-person viewing location at the Valle Bajo Recreation Center. The goal of the presentation was to get initial reactions to draft work and determine what questions still needed to be answered. Participants were able to provide feedback on the draft renderings, designs, and concepts through live polling and on-line surveys. When asked if the plan is on the right track, 82% of participants said the plan was, or probably was, on the right track while 18% could not tell yet. No participants said the plan was not on the right track.

82 percent of participants said the plan is, or probably is, on the right track



WHO WE SPOKE WITH:

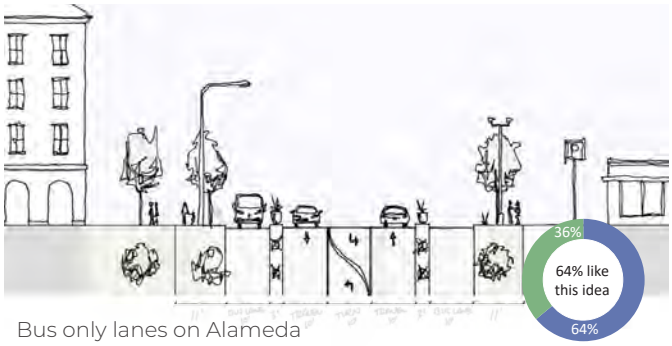
- Neighborhood Residents
- Local Business and Property Owners
- Action for Healthy Kids
- AmeriCorps VISTA
- City of El Paso - Streets & Maintenance
- City of El Paso Capital Improvement Department (CID)
- City of El Paso Elected Officials
- El Paso County Elected Officials
- El Paso County Water Improvement District
- El Paso Fire Department
- El Paso Immigration
- El Paso Independent School District
- El Paso Parks and Recreation
- El Paso Police Department
- El Paso Metropolitan Planning Organization (MPO)
- El Paso Neighborhood Coalition
- El Paso Water (EPWater)
- Green Hope Project
- Holy Spirit of Hope Catholic Church
- Medical Center of the Americas Foundation (mcamericas)
- Mission Valley Civic Association
- Paso del Norte Community Foundation
- San Juan Neighborhood Improvement Association
- Save the Valley 21
- Sun Metro
- Texas Department of Transportation (TxDOT)
- Texas RioGrande Legal Aid (Trla)
- The Texas Tech University Health Sciences Center
- The University of Texas at El Paso
- UTHealth Center for Community Health Impact
- Velo Paso Bicycle-Pedestrian Coalition
- Washington – Delta Neighborhood Association
- YMCA

WORK-IN-PROGRESS POLLING RESULTS

What do you think of this idea?

I like it
Not sure yet
I don't like it

Trail Oriented Development

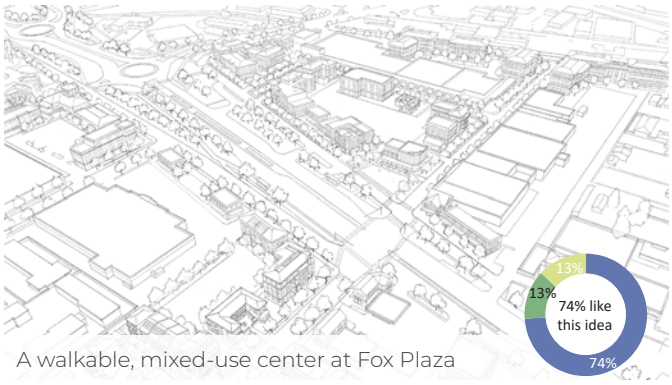


Bus only lanes on Alameda

Redesigned Alameda Avenue

Infill residential development

Park enhancements and expanded use of park ponds



A walkable, mixed-use center at Fox Plaza

New development and improvements at Alameda and Delta Drive

Market Hall and Restaurant Row

SITE TOUR

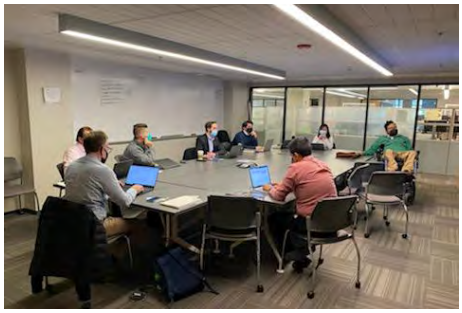
The project team traveled to El Paso for a 3-day site visit at the end of January 2022. The team met with city departments, staff, council members, community groups, and other local stakeholders. The team also toured the corridor, field-verifying and refining concepts initially developed during the virtual charrette.

WHO WE SPOKE WITH:

- El Paso City Elected Officials
- City of El Paso Capital Improvement Department (CID)
- Ysleta del Sur Pueblo
- El Paso Independent Automobile Dealers Association
- Texas Department of Transportation
- Medical Center of the Americas
- El Paso Neighborhood Organizations

Meeting with the El Paso Independent Automobile Dealers Association at the Valle Bajo Community Center and Library.

Touring the corridor along Texas Avenue.

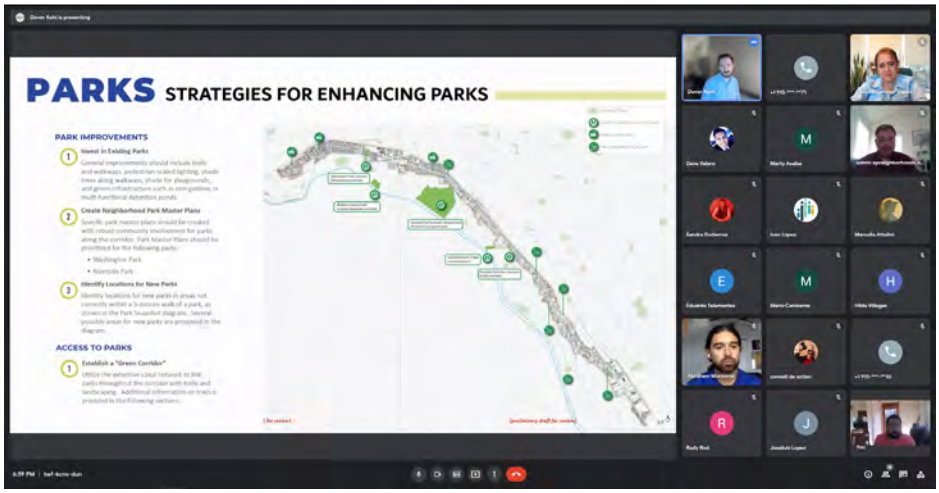


The planning team worked together and hosted virtual meetings from a conference room at the City 2 Building.

Touring the corridor along the Playa Drain Trail near Vocational Park Pond

COMMUNITY PRESENTATION OF THE DRAFT PLAN

On April 26, 2022 the project team attended a special meeting of the El Paso Neighborhood Coalition to present the draft Onward Alameda Plan. The team answered questions and gathered comments and feedback that were incorporated into the plan.



The El Paso Neighborhood Coalition hosted a special online meeting for a presentation and discussion on the Onward Alameda Plan.

THE FIVE BIG IDEAS:

CREATE COMPLETE & HEALTHY
NEIGHBORHOODS
WITH A VARIETY OF **HOUSING CHOICES**

REIMAGINE
STREETS AS GREAT PUBLIC SPACES,
ENHANCE **MOBILITY** & INCREASE CONNECTIVITY

BECOME A LEADER IN
GREEN ENERGY
ADDRESS
& STORMWATER
AND SUSTAINABILITY

CREATE CAPACITY AND STRUCTURE FOR
IMPLEMENTING THE PLAN

BUILD UPON EXISTING STRENGTHS AND
FOCUS EFFORTS ON A FEW PLACES

Five "Big Ideas" form the key recommendations of this plan. The five ideas came from community members, residents, businesses, and stakeholders. Although specific details may change as the plan is implemented, the "Big Ideas" should remain intact. These Five "Big Ideas" form the framework for the next five chapters of this plan.

Make the land use–transportation connection. Protect existing affordable housing and retail while adding new housing options for mixed-income communities. Expand access to groceries and fresh produce. Increase student housing. Design for walking to be part of daily life. Look for infill development opportunities. Create Transit Oriented-Development. Expand and connect the trail network. Establish trail-oriented development. Focus on the Franklin canal.

Prioritize walking, transit and commerce on Alameda Ave. Plant trees along Alameda in strategic locations. Make intersections more frequent and safer to cross. Utilize tactical urbanism–start right now with small, quick and cheap improvements, the big investments can come later. Create bike routes parallel to Alameda to expand the bike network. Install pedestrian-scaled lighting. Build Complete Streets. Enact safe routes to school. Install a streetcar from downtown to MCA. Extend the fiber communications network.

Address flooding along Alameda. Incorporate green infrastructure. Upgrade parks with shade trees, paths, and shade for playgrounds. Clean existing and create new park-ponds. Capitalize on recent federal "green economy" job programs. Incentivize rooftop solar energy and solar water heaters. Create a green energy economy with workforce development. Conserve water and utilize grey water.

Set the stage for new development. Update city zoning and codes to remove barriers to desired development. Refine and create new incentives and programs. Identify specific public capital projects to benefit communities and spur private investment–private investment follows public investment. Identify projects for future GO Bonds. Establish Main Street programs, PIDs, TIRZ, Community Land Trusts, and business associations and chambers. Create new historic districts. Renovate and adapt historic buildings.

Identify key assets along Alameda and use these as catalysts for new centers. Connect MCA, Texas Tech, produce district, downtown, warehouse district, Ysleta, agriculture. Celebrate local culture, food, and architecture. Create a market hall and restaurant row. Encourage the development of a swap meet, winery, farm stand. Make "Perpendicular main streets". Enliven alleys.

3 BIG IDEA 1

CREATE COMPLETE & HEALTHY NEIGHBORHOODS WITH A VARIETY OF HOUSING CHOICES

This chapter provides an overview of neighborhood design and the connection between land use and transportation. An emphasis is placed on fostering neighborhoods with a mix of housing types and price points with convenient access to daily needs, especially fresh foods.

1. THE NEIGHBORHOOD & URBAN DESIGN
2. HOUSING
3. AFFORDABILITY
4. HEALTH

THE NEIGHBORHOOD & URBAN DESIGN

SNAPSHOT:

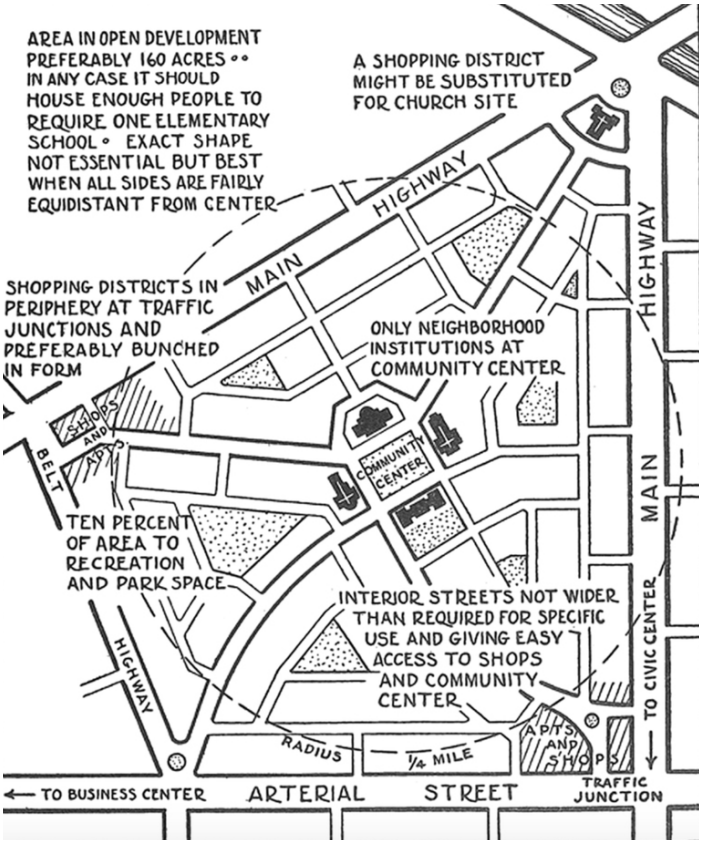
The building block of every city is the neighborhood. A genuine neighborhood is not the disconnected, single-use development that characterizes sprawl. Complete neighborhoods–unlike the stand-alone apartment complex or the subdivision tract–provide housing, workplaces, shopping, civic functions, and more. Pedestrian-friendly and mixed-use, these communities are designed to be compact, complete, connected, and ultimately more sustainable—although the parameters of an ideal neighborhood vary in terms of size, density, and mix of dwelling types.

COMPLETE, COMPACT, AND CONNECTED NEIGHBORHOODS

Complete: Possessing the greatest variety of uses possible.

Compact: Host a population density that is high enough to support the desired uses.

Connected: Connected internally with streets and pedestrian pathways, and connected to surrounding neighborhoods by streets, bicycle infrastructure, parkway and trail connections, and transit.



Clarence Perry's Neighborhood Unit diagram

LAND USE - TRANSPORTATION CONNECTION

Strategies related to improving mobility and access to key destinations (including jobs, housing, healthy food, education, healthcare, recreation, etc.) must consider both transportation and land use and their interrelationship. The land use—transportation connection is also critical to issues of affordability, health, and sustainability.

Connected street grids (typically developed in the years before the dominance of the automobile) allow for more connections and access to destinations within an area. From any one point to another, there are multiple routes to choose from that are direct, limiting the need to travel out of the way to get to destinations.

Suburban development patterns developed post-World War II have streets that tend to be disconnected, large block sizes, and sparse intersections. With fewer connections, trips are funneled into the few streets that do connect, resulting in heavy usage (traffic) on those streets. Trip lengths are also increased as direct connections are limited, requiring large distances to travel even if the origin and destination are geographically close. This results in most, if not all trips, exceeding the comfortable distance to walk and bike and necessitating a car for meeting daily needs. Transit is also hindered in this development pattern because densities are low, destinations are spread far apart, and walking at the beginning or end of the transit trip is difficult.

NEIGHBORHOOD PATTERN DESCRIPTIONS

Plan El Paso describes the various neighborhood patterns found across the city, largely reflecting the time in which each area was developed.

Pre-World War II Neighborhoods

These are the city's oldest neighborhoods, largely developed prior to the Great Depression.

Neighborhood Structure: Blocks are generally small and rectangular with a typical lot of 50 feet wide by 120 feet deep. The street network is highly connected and many areas include alleys.

Housing: Homes face the street and there is typically little to no setback. These areas typically have 4.3 dwelling units per acre. A variety of building types provided a variety of housing types.

Shops and Workplaces: Shops and workplaces were relatively small and were either scattered between or integrated within residential neighborhoods. Many times they were concentrated in liner strips following streetcar routes.

Post-World War II Neighborhoods

After the war and the creation of Biggs Airforce Base, private development in El Paso resumed, but took on a different pattern of development reflecting the ubiquity of the automobile and planning practices that separated uses.

Neighborhood Structure: Blocks remain generally small but become more irregularly shaped, and the street network was still highly connected. However, the use of alleys became rare. Lot sizes decreased with a typical lot of 50 or 60 feet wide and 100 or 110 feet deep. A clear pattern of major streets was provided to handle most through traffic.

Housing: Homes face the street but the setback increased. Park and school sizes increased resulting in fewer facilities located further apart.

Shops and Workplaces: Shops and offices began to be concentrated at intersections that were accessible from traffic at major street intersections. Grocery-anchored shopping plazas became common. Larger shopping centers including regional malls began to appear where they would be accessible by cars driven from longer distances.

Suburban Neighborhoods

During the 1980s another shift began to occur in the design of El Paso's neighborhoods. A more suburban development pattern began to emerge. These neighborhoods are located further from downtown and each land use is segregated from the others, contributing to longer trips and precluding walking.

Neighborhood Structure: Blocks are still generally small with an interconnected network of streets. However, alleys are not included and cul-de-sacs become more common. A clear hierarchy of local, collector, arterial, and highway road types becomes established to facilitate the movement of ever more cars over ever larger distances.

Housing: Different types of housing is located in different neighborhoods and further separated from shopping areas, schools, and parks. Lot sizes remain relatively the same as in older neighborhoods but small "missing middle" multifamily housing no longer is built.

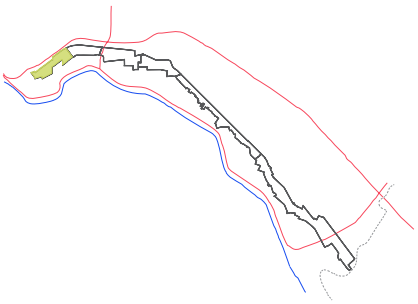
Shops and Workplaces: Longer drives to work and shopping became common. New stores became much larger and required easy vehicular access to a correspondingly large base of potential customers. Stores and offices were now concentrated along arterial roads and highways, not just at intersections.

BLOCK AND STREET NETWORK

These diagrams illustrate the block sizes and street connectivity found across the corridor, highlighting areas that are walkable, areas that are disconnected, and barriers between the corridor and surrounding neighborhoods.

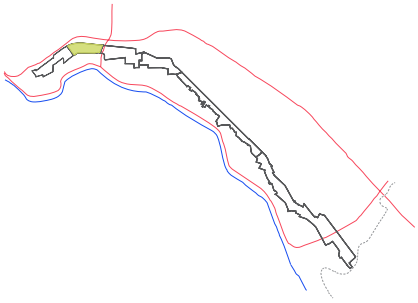
Segment 1

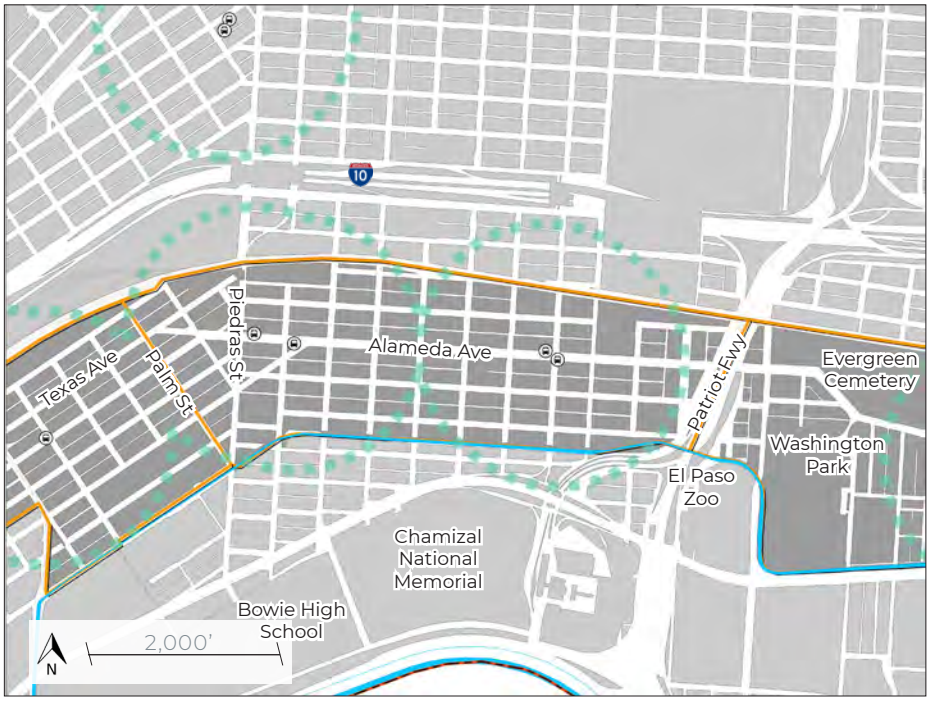
Relatively small blocks in a grid pattern create a framework for walkable development. Alleys allow for access and services at the rear of buildings so the street frontage can prioritize pedestrians. The corridor is constrained on the north and south by rail and highway infrastructure, limiting access to surrounding neighborhoods.



Segment 2

The pattern of small blocks, connected street grid, and alleys from the adjacent segment carry over to this historic area. The residential neighborhoods to the north are disconnected from the corridor by I-10 and rail lines. Similarly, I-110 and the border crossing form a barrier on the eastern side of this segment, separating it from points west.



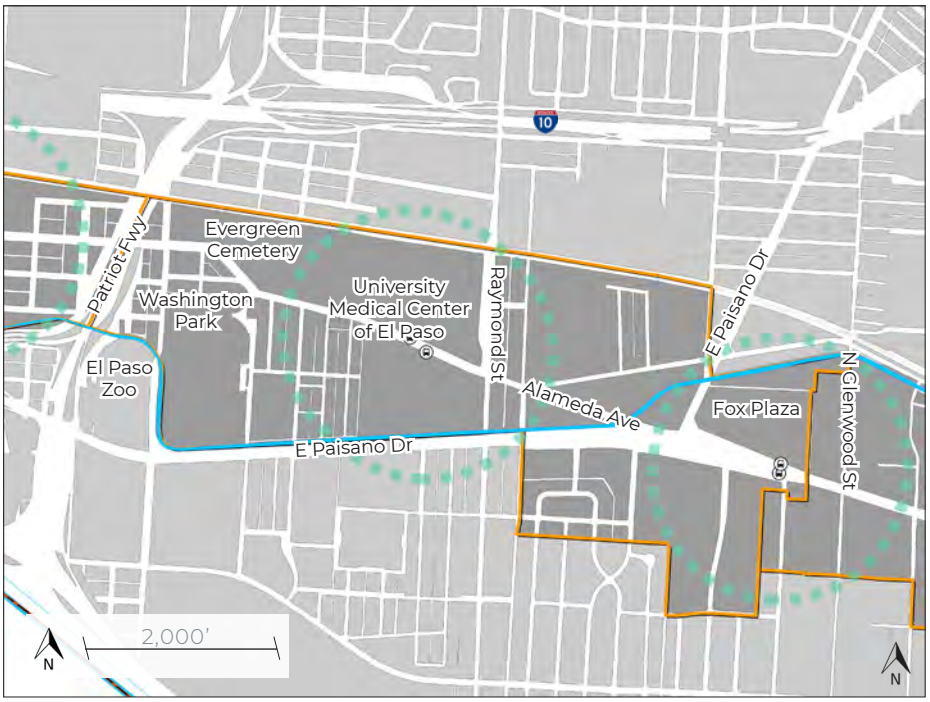


LEGEND

- Corridor Study Area
- Brio Stop
- Brio Pedestrian Shed
- Waterways
- Blocks (Outside of Corridor Study Area)
- Blocks (Within Corridor Study Area)

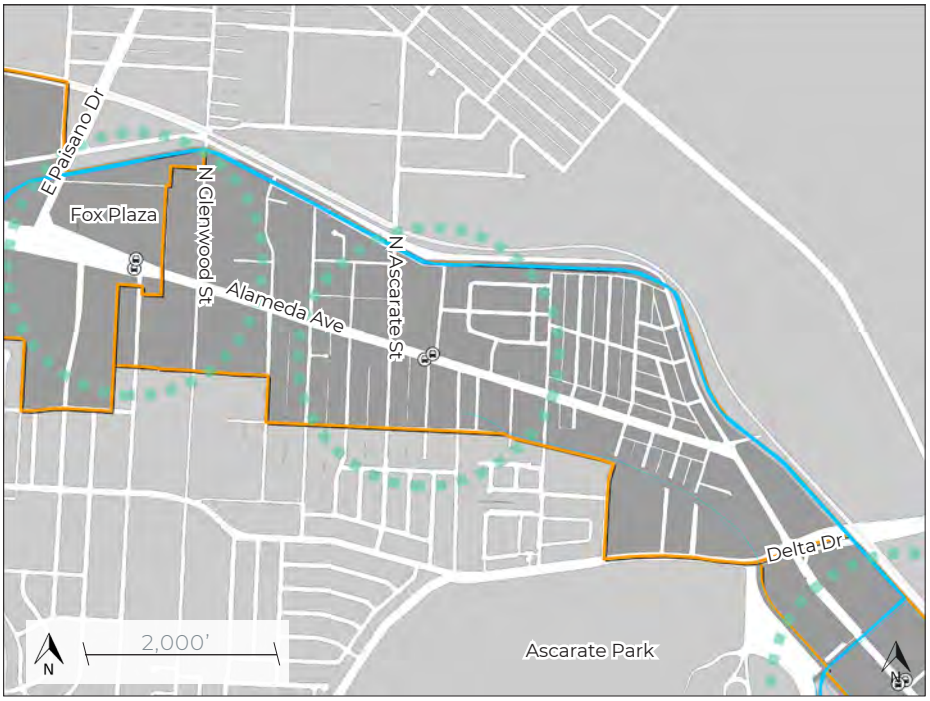
Segment 3

The pre-World War II neighborhood pattern of the segments 1 and 2 continues up to Washington Park and then quickly is replaced with a suburban pattern. The MCA campus occupies large superblocks and large blocks of shopping centers balance out the rest of this segment. The inherent walkability and framework for TOD in the previous segments does not exist here.



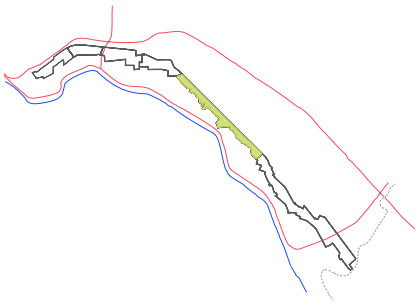
Segment 4

A mix of large blocks and post-World War II residential patterns make up segment 4. Street connectivity is relatively low and like much of the corridor, neighborhoods beyond the study area tend to be disconnected by rail and canal infrastructure.



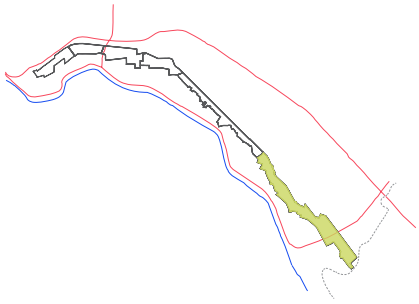
Segment 5

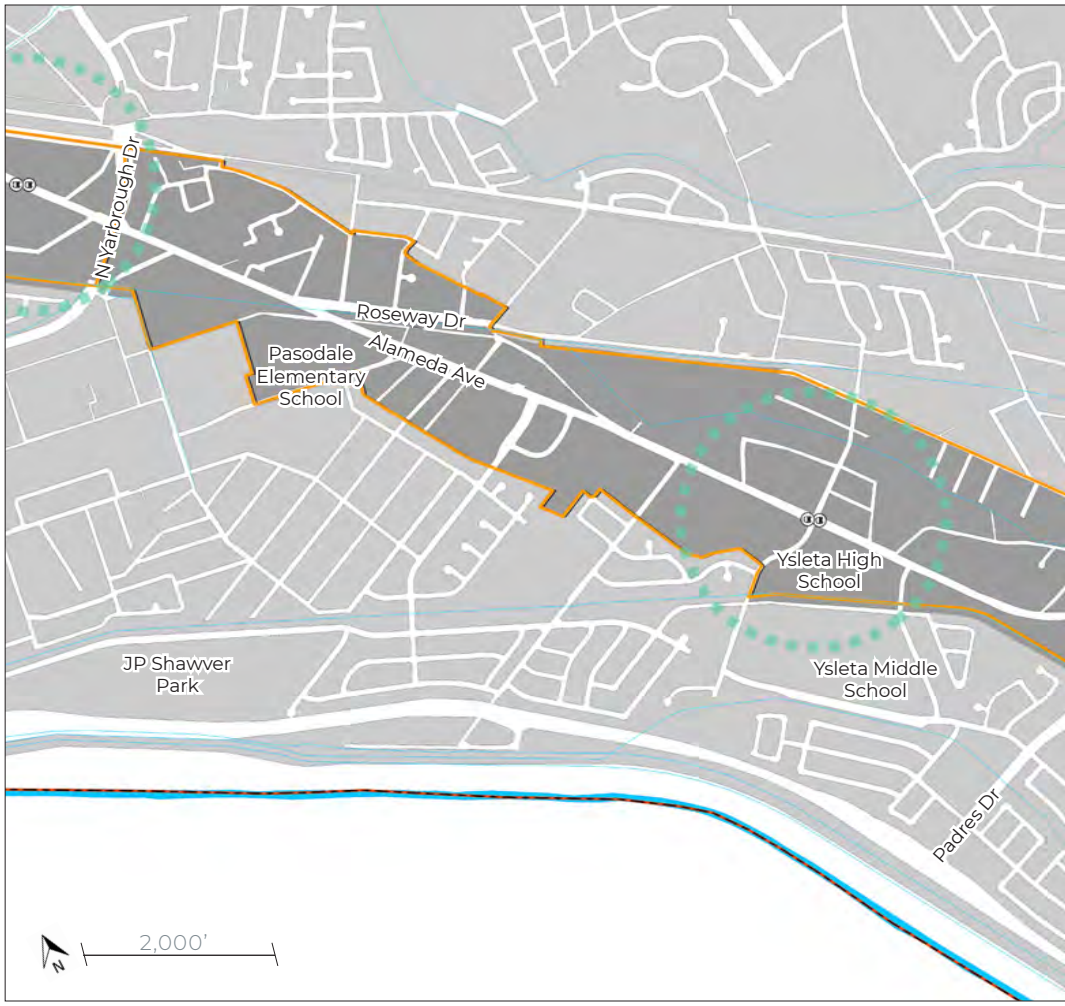
In segment 5, the rail infrastructure forms a clear barrier to adjacent neighborhoods. Blocks along the corridor are large and relatively disconnected with predominantly cul-de-sacs. Access to Alameda Avenue itself is restricted with just several streets connecting through from the surrounding residential blocks.



Segment 6

Segment 6 of Alameda, furthest from downtown, consists of an irregular street network and a variety of block sizes reflecting its semi-rural heritage and Ysleta's history as a center of activity for hundreds of years. Block size and street connectivity are generally supportive of walkable development close to Ysleta and the intersection with Zaragoza Road. Block sizes are largest at the far eastern portion of the segment.





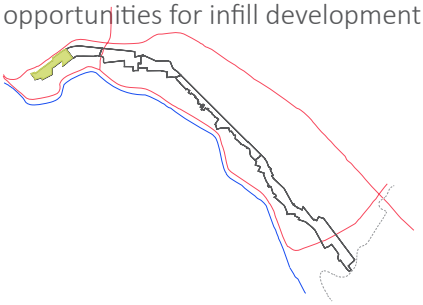

LEGEND
Corridor Study Area
Brio Stop
Brio Pedestrian Shed
Waterways
Blocks (Outside of Corridor Study Area)
Blocks (Within Corridor Study Area)
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Lafayette Dr
Cadwallader School
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
N Zaragoza Rd
Alameda Ave
SR 375
Ysleta Park
Mount Carmel Cemetery
S Nevarez Rd

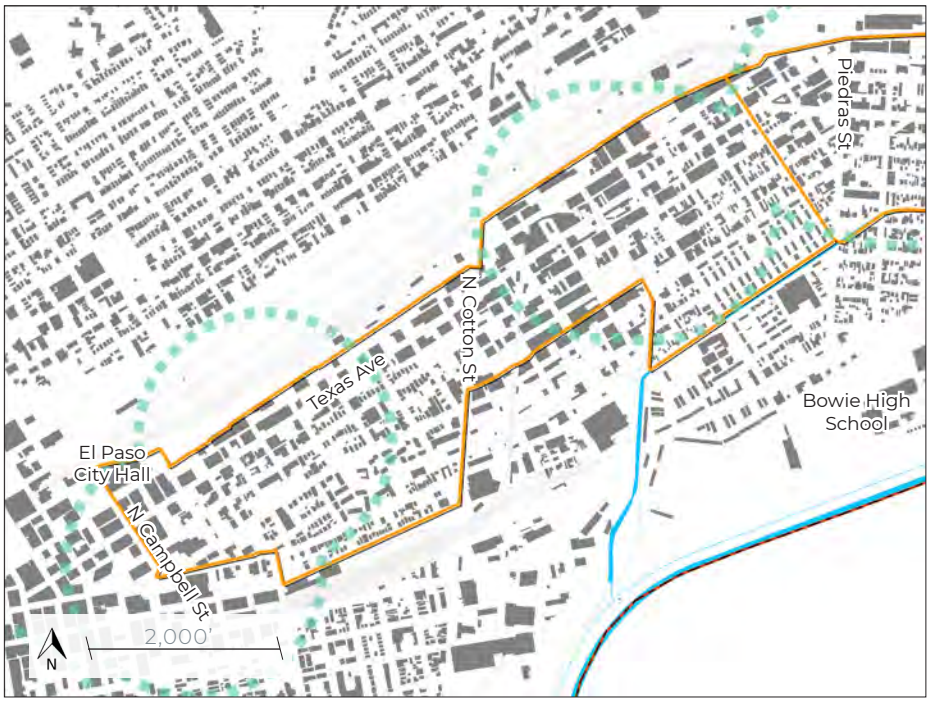
FIGURE GROUND DIAGRAMS

A figure ground diagram is a map of an urban area that shows the relationship between built and unbuilt space. The diagram illustrates building footprints in a dark color leaving areas consisting of parking lots, streets, vacant land, parks, etc., in white. Moving from west to east along the corridor, buildings become further spread apart, pushing apart different uses and making walking and transit less convenient.

Segment 1

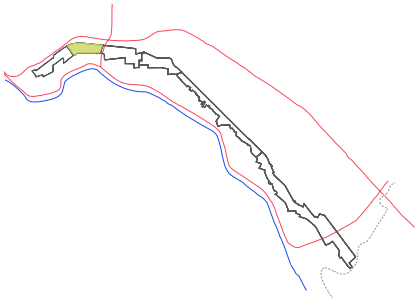
Closest to downtown, the corridor consists of a variety of building types and sizes. While the block structure is relatively consistent, larger industrial buildings tend to dominate east of Cotton Street while smaller structures are more common elsewhere. Buildings tend to be located close to the street along the sidewalk. Surface parking lots and vacant parcels stand out as opportunities for infill development.

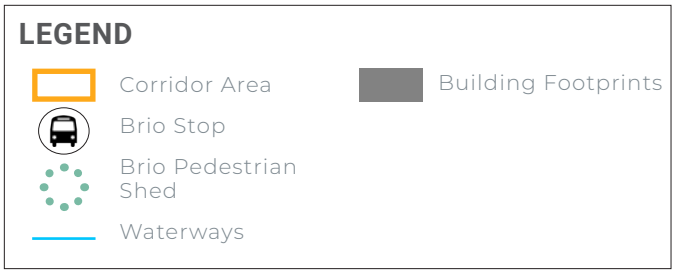




Segment 2

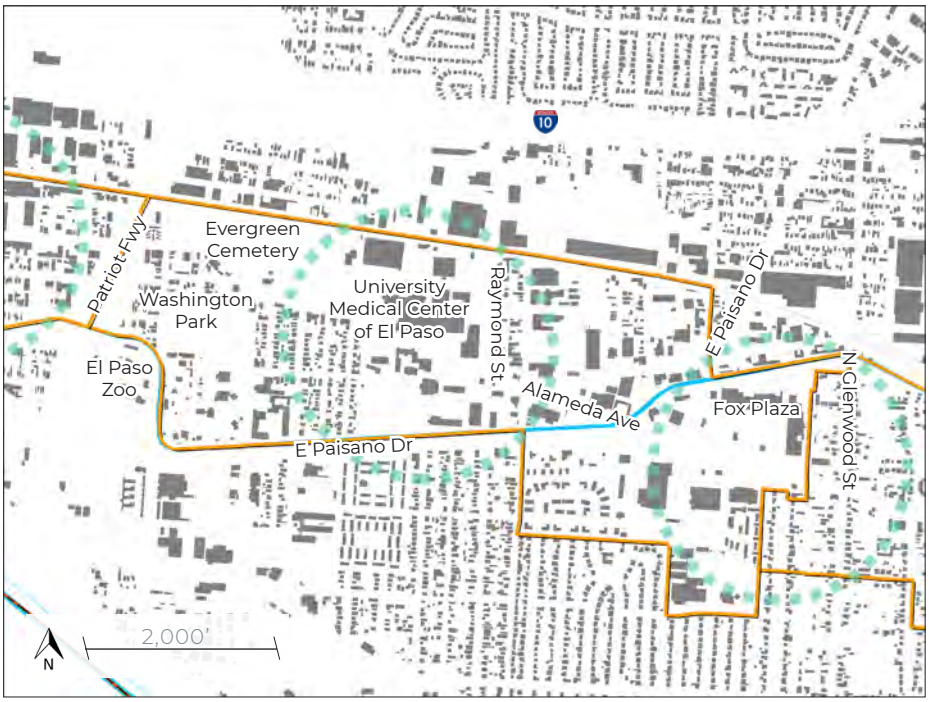
Segment 2 consists of predominantly smaller residential buildings located on small lots and close to the street with a walkable pre-World War II neighborhood character. Along Alameda buildings tend to be directly adjacent to one another. At the northern edge of the study area, along the railroad, larger industrial buildings become more prevalent.





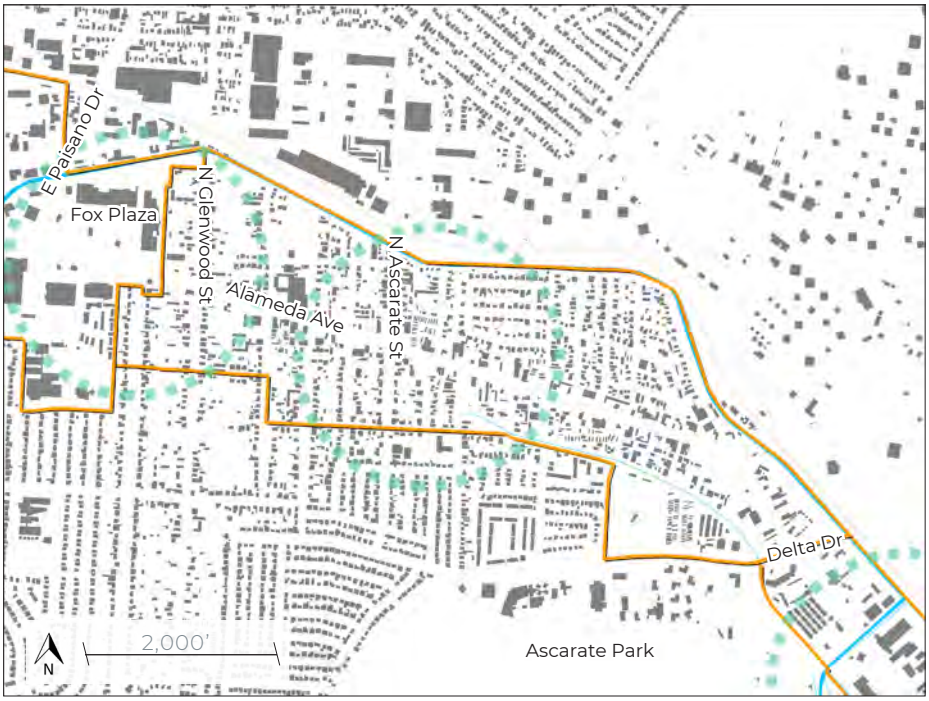
Segment 3

The pre-World War II neighborhood character of modest homes on small lots continues up to Washington Park. Moving east, this pattern is replaced with large buildings in a campus pattern and post World-War II and suburban neighborhood character. Buildings become larger and spread even further apart at the west end of the segment indicating the large surface parking lots.



Segment 4

Segment 4 exemplifies a post World-War II neighborhood character. Smaller commercial buildings directly line Alameda Avenue with surrounding blocks consisting of detached dwellings. The residential homes are slightly further apart and blocks bigger than found in the residential areas further west.



Segment 5

Along Alameda there is a wide variety of building types and sizes, from shopping centers to small apartment buildings to industrial and car dealerships. The residential areas that stretch beyond that characterize the post-War World II neighborhood pattern. Some areas take on a semi-rural character with homes on large lots. Beyond Alameda Avenue, the neighborhoods are mostly built-out in a regular pattern.

Segment 6

The diversity of buildings types and sizes found along segment 5 continues through segment 6. The post-War World II neighborhood character of the surrounding residential areas continues until closer to Ysleta where a more irregular pattern emerges, reflecting the areas history as a rural community. Close to Ysleta, there are larger buildings and large amounts of unbuilt space serving as parking. Further towards SR 375 and beyond, the development pattern transforms completely into a modern industrial park.


LEGEND
Corridor Area
Building Footprints
Brio Stop
Brio Pedestrian Shed
Waterways
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Cadwallader School
Lafayette Dr
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
N Zaragoza Rd
Ysleta Park
Alameda Ave
SR 375
S Nevarez Rd
Mount Carmel Cemetery

TOOLKIT:
URBAN DESIGN & ARCHITECTURE

Urban design guidelines should be applied across the corridor where a walkable environment is desired. These guidelines can help ensure that such places become shaped, comfortable, connected, safe, and memorable. Urban design guidelines inform the way streets, buildings, and public spaces are designed in relation to each other. When combined with the policies and strategies included in this plan related to transportation, resilience, historic preservation, and parks, among other topics, the scenes envisioned by the community during the Charrette start to come to life. Buildings in many older parts of El Paso, including downtown, Chamizal, and Ysleta, exhibit many of these guidelines and street-oriented architecture.

BUILDING ORIENTATION

Building orientation is the first step in making great streets and public spaces that define great neighborhoods. Buildings have fronts, sides, and backs; the appropriate and most carefully designed faces of buildings should front streets and public spaces. Building rears or sides, which often incorporate a building's service functions and typically have less doors and windows, should not face the public realm but should face alleys, mid-block parking, or the backs of other buildings.

Establishing the relationship between the fronts and backs of buildings to ensure that public spaces have natural surveillance is a best practice for good neighborhood design. Fronts of buildings ideally face the fronts of other buildings, but can sometimes face the sides of buildings. However, the front of a building should never face the back of another.

BUILD-TO LINES

The best streets have a defined spatial form, sometimes compared to an "outdoor room" with buildings as the walls. When the proportion of building height to street width is sufficient to create a sensation of spatial enclosure, a stronger sense of place will result. When the proportion of building height to street width is too low it is difficult to achieve a sense of place. It is essential that the front facades (or planes) of buildings be aligned. A build-to line tells a designer exactly where the front plane of each building should be located to form a coordinated street wall. Build-to lines should be enforced within areas intended to be centers, typically located near Brio Stations and closer to the downtown.

SHAPING THE SPACE

Streets, plazas and squares should function as outdoor rooms, surrounding occupants in a space that is welcoming and usable. These outdoor rooms are shaped by the space between buildings, from building face to building face. How the space is shaped effects the experience had in it. A 1:3 ratio for building height to width is often cited as a minimum section for a sense of enclosure. Creating this sense of enclosure involves more than just a narrow street width or tall buildings. Streets, plazas and squares must be sized properly for their use and should be defined with appropriate building sizes and street-oriented architecture. Trees and other vertical features, such as lighting, also play a critical role in defining the space.

STREET DESIGN

Streets should be designed as public spaces and not just as thoroughfares for mobility. Street lighting and trees are vertical elements that help to define the public realm while also making the pedestrian feel safer and more comfortable. Trees add a sculptural quality and interest to the streetscape.

BUILDING HEIGHT

Many factors must be carefully weighed when considering appropriate building heights for a community: the relative location in the city, the envisioned future, the surrounding existing context, housing needs, opportunities for employment, transportation infrastructure, and financial feasibility, to name but a few.

Today, buildings along the corridor are typically one to two stories with the exception of segments near MCA and along Texas Avenue. To leverage the investment in transit and create walkable, vibrant, mixed-use transit-oriented centers throughout the corridor, greater densities and taller buildings should be located closer to the transit stations, gradually stepped down in height to match surrounding neighborhoods.

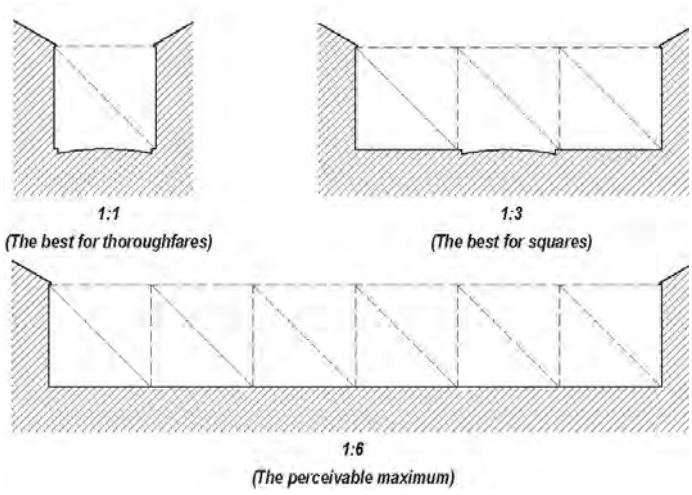
With taller buildings comes an increased importance on their design, along with the design and use of the public spaces that they help to shape.

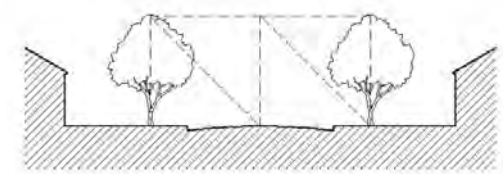
SCALE SPACES COMFORTABLY FOR USERS

(Excerpted from: *The Lexicon of New Urbanism*)

Enclosure is a physical attribute of thoroughfares and open spaces, contributing to a sense of place. The height-to-width ratio of buildings to the space between them is the proportion of spatial enclosure and is related to how the human eye perceives space. If the width of space is such that the eyes' cone of vision encompasses less street wall than open sky, the degree of spatial enclosure is slight.

As a general rule, the tighter the ratio, the stronger the sense of place. The ratio of 1:6 is the perceivable maximum. The ratio of 1:3 is best for public squares. The ratio of 1:1 creates more intimate pedestrian spaces. Note that the ratio is based on the entire distance between buildings, from building face to building face. In the absence of spatial definition by building facades, disciplined tree planting is an alternative. Trees aligned for spatial enclosure are necessary on wider thoroughfares or those with substantial front yards.





Spatial enclosure by tree canopy

NEIGHBORHOOD & NEIGHBORHOOD CENTER PRINCIPLES

Identifiable Center and Edge

One should be able to tell when one has arrived in the neighborhood and when one has reached its center. A proper center has places where the public feels welcome and encouraged to congregate. Typically, at least one outdoor public environment exists at the center that spatially acts as the most well-defined outdoor room in the neighborhood. While it most often takes the form of a square or plaza, it is also possible to give shape to the neighborhood center with just a special "four corners" intersection of important streets that include shade and other protection from the elements.

The best centers are within walking distance of surrounding residential areas, possess a mix of uses, and include higher-density buildings at a pedestrian scale. Discernible centers are important because they provide some of people's daily needs and foster social connections.

Integrated Network of Walkable Streets

A network of streets allows pedestrians, cyclists, and motorists to move safely and comfortably through a neighborhood. The maximum average block perimeter to achieve an integrated network is 1,500 feet with a maximum uninterrupted block face of, ideally, 450 feet, with streets at intervals no greater than 600 feet apart along any one single stretch.

A street network forms blocks that set up sites for development, provide routes for multiple modes of transportation, and provides non-motorized alternatives to those under the driving age as well as for senior citizens.

Streets should be designed to be walkable first while also serving cars and emergency vehicles. Slow traffic speeds, coupled with features such as narrow curb-to-curb cross sections, street trees, on-street parking, architecture close to the street edge, and tight radii at the street corners, work together to create highly walkable environments. A connected web of streets allows for numerous driving patterns and orderly management of traffic.

STREET-ORIENTED ARCHITECTURE

Frontages

Frontage is the privately-owned layer from the façade of a building to the property line. The combination of the private frontage, the public streetscape and the nature of the street (or public space) defines the character of the public realm.

The frontage of a building is a primary contributor to pedestrian activity. Buildings should have functional doorway entries and exits at an average of 75 feet or less along nonresidential or mixed-use buildings or blocks. Functional entries at short intervals allow activity at many street segments and helps to keep spaces safer.

Shopfronts

There is an economic advantage to creating unique one-of-a-kind environments such as main streets. With mixed-use environments, great care should be given to the architectural components that make for a good building-to-street relationship that encourages pedestrians and improves sales per square foot. For mixed-use buildings, an expression line (just above the ground floor) such as a cornice or eyebrow that forms a base, should be incorporated into the building design to separate the private upper floors from the public street and commercial space below. The Anatomy of a Shopfront diagrams on the following page illustrates the elements that help foster better building-to-street relationships, creating interesting shopfronts and active sidewalks.

PARKING LOCATION

The design of station areas close to the downtown should prioritize the experience of the people living in, visiting, working at, or otherwise enjoying the place. This generally means public spaces shaped by buildings with comfortable proportions and lined with street-oriented architecture. However, parking is still necessary and must be accommodated within the design of the area.

On-street parking should be maximized for public use to support local merchants. Other parking should be located behind or to the sides of buildings. Where parking garages are necessary, the structure should be concealed from public view and lined by usable building space along the street frontage. Below grade parking is another alternative to explore. El Paso's current zoning largely does not align with these best practices. In much of the corridor, parking can be provided in front of the buildings between the street and building facade.

URBAN DESIGN STRATEGIES

STRATEGIES TO APPLY THROUGHOUT THE CORRIDOR STUDY AREA:

Zoning

1 **Establish Urban Design Guidelines for Walkable Neighborhoods**

Create urban design guidelines to apply across the corridor. These can be optional and incentivized for new development outside of station areas.

STRATEGIES TO APPLY TO BRIO STATION AREAS:

Zoning

1 **Establish Urban Design Standards**

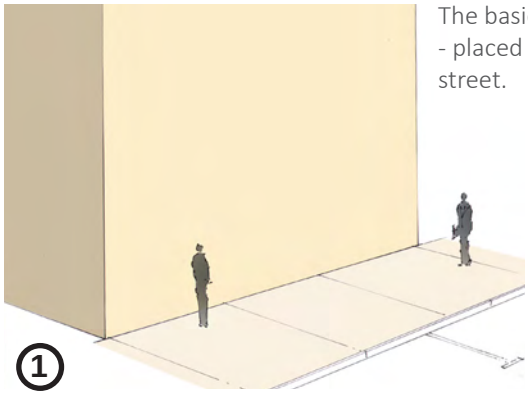
Create urban design standards to apply within designated Brio Station areas. These standards should be integrated with updated TOD zoning and master plans as outlined in Chapter 6 - Big Idea 4. These standards should address all concepts covered in this Toolkit.

2 **Update Zoning**

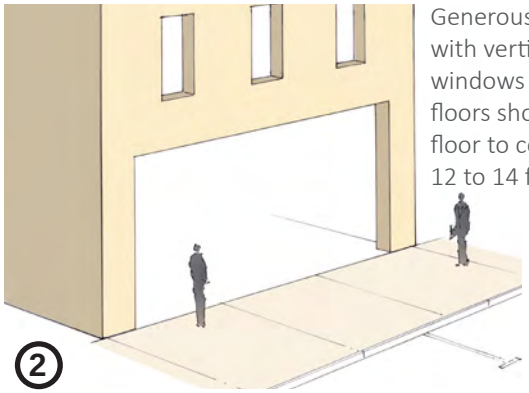
Incorporate the urban design and architecture best practices into zoning updates in Investment Sector Tiers 1, 2, 3, and 4 as defined in Chapter 7.

The importance of good urban design and street-oriented architecture: While both sides of the street are lined with high-density, mixed-use buildings, the place created and experience on either side could not be more different. Urban design regulations can help ensure that new development creates safe, comfortable, and interesting places. Current zoning codes largely conflict with the recommended best practices making it difficult to create walkable street-oriented design.

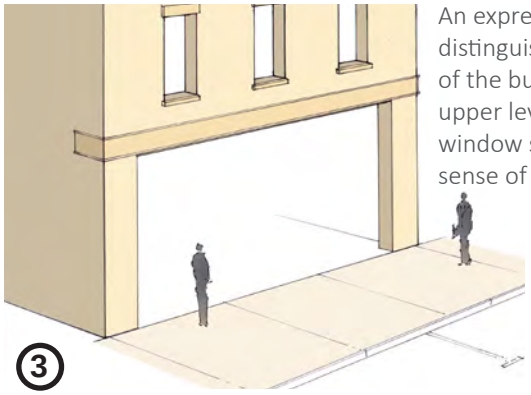
The Anatomy of a Shopfront



The basic building mass - placed close to the street.



Generous shopfront with vertically-oriented windows above. Ground floors should have a floor to ceiling height of 12 to 14 feet, minimum.



An expression line distinguishes the base of the building from the upper levels. Lintels and window sills provide a sense of structure.

Columns sub-divide the shopfront opening and transoms help achieve well-proportioned shopfront windows.

Large windows with clear glass provide an interface between the private interior and public street-scape allowing for “eyes on the street” and also a display of the business’s goods or services.

Pedestrian-oriented entrance, signage, and lighting

Awnings provide shade and rain protection.

A gallery provides a second-floor terrace

HOUSING

SNAPSHOT:

HOUSING DATA

Population

The Alameda corridor includes approximately *71,000 residents* or 8.5% of El Paso County's 836,062 population.

Household Units

There are *26,579 household units*. This represents 9% of the county's total number of household units.

Renters vs. Homeowners

The home ownership rate for El Paso County stands at 61.1%, which is lower than the national average of 64.1%. The Alameda corridor has a much lower home ownership rate of 51.1%.

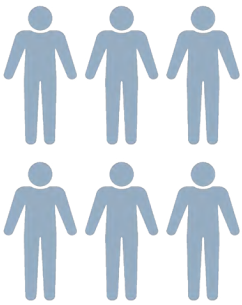
Housing Vacancy

At this rate, almost half of residents (48.9%) in the Alameda Corridor are renters. There are *3,060 housing units within the Alameda corridor that are classified as vacant or unoccupied*. This represents an opportunity for the rehabilitation of housing structures.

As the data illustrates, the Alameda corridor is predominately low-income. And the housing stock is old with limited opportunities for market-rate housing. A thriving community should include a mix of incomes, attractive housing, and service/retail opportunities for various types of incomes and people.

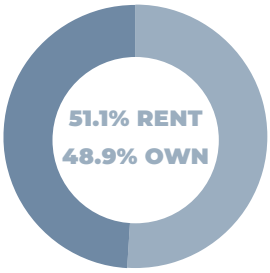
Low-Income Communities

The demographic data illustrates that the corridor has pockets of high-concentrated poverty with disinvestment over the years. There has been little economic activity that helps create jobs and very few residential developments that create housing choices.



71,000 RESIDENTS
WITHIN THE ALAMEDA CORRIDOR

26,579 HOUSEHOLD UNITS



RENT VS OWN

Data Sources: https://www.census.gov

HOUSING CURRENT CONDITIONS

Alameda corridor's 14-mile study through various parts of the city, mostly low-income and older areas. Most of the structures were constructed before 1960 with many happening immediately in the post-World War II era of the 1950s.

Below are general observations of the housing stock for the corridor:

- There are very few housing units directly on Alameda Avenue
- The limited housing supply directly on the corridor consists of low-income and dilapidated apartment complexes and mobile home parks.
- In the last 10 years, any new housing development along the corridor area has been built by the El Paso Housing Authority, which provides affordable housing to low-income families.
- The vast majority of housing along the Alameda corridor is single-family detached housing. The communities seem stable with very little distressed areas.
- In the Texas Avenue and Alameda-Piedras-Chamizal areas, there are opportunities for mixed-used housing by rehabilitating existing structures.
- There are several large vacant parcels in the Medical Center of the Americas area that provide infill opportunities for market-rate housing for Texas Tech students, faculty, and staff.
- There are almost no housing units directly on the Brio bus stops.
- The Ysleta-Mission Trail area includes many large vacant parcels of land. These properties could be utilized for new housing development.

MANOR PROGRESS—Thomas Manor, with 250 homes ore under construction and a potential of 1000 homes, to the south of the 7600 block of U.S. Highway 80 East, 1. Top left is a 12-acre park site with an existing two-acre lake. Under construction now in the upper right is an economy line of homes. Area for development of other varieties of homes is located to the left.

Thomas Manor Builders Plan For 1,000 Homes

EL PASO TIMES APR 15 1962

Thomas Manor, located off the 7600 block of U.S. Highway 80 East in the Lower Valley, now has 250 homes completed, an additional 60 under construction, with a total potential of over 1,000 homes.

The housing development lies less than a mile west of Cadwallader School, with an agricultural area on one side and one of the Valley's older and more substantial residential areas on the other.

It is within 15 minutes driving time of downtown and Ft. Bliss, five minutes from the Ascarate Park Golf Course, and within one-half mile of the Tigua Shopping Center.

STARTED IN 1960

Started two years ago, the project has been developed by Foster and Co., headed by Charles H. (Chuck) Foster. Foster, a pioneer post-war home builder, has built approximately 2,000 homes in El Paso alone and over 1,000 in New Mexico. He is a former president of the El Paso Home Builders Assn. Project manager is Mickey Schwartz, who since his graduation from the University of Pennsylvania has been with Foster.

Thomas Manor has a 12-acre city park area slated for development, and already on this site is a two-acre lake, stocked with bass, crappie and catfish. A baseball diamond and tennis courts are contemplated as integral parts of the finished park.

In addition, the Ysleta Independent School District is negotiating for a site for a proposed elementary school.

HOME SIZES

Thomas Manor is within the city limits and offers low cost utilities, El Paso water and sewage, paving, curbs, sidewalks and enclosed rear yards, as well as compliance with the city building codes.

Sizes of the homes run from 1,000 to 1,552 square feet with prices from $8,600 to $13,700. Home construction varies with a choice of brick veneer, cinderblock or asbestos shingle exteriors, along with a selection of one or two-story plans. Both FHA or VA financing are available.

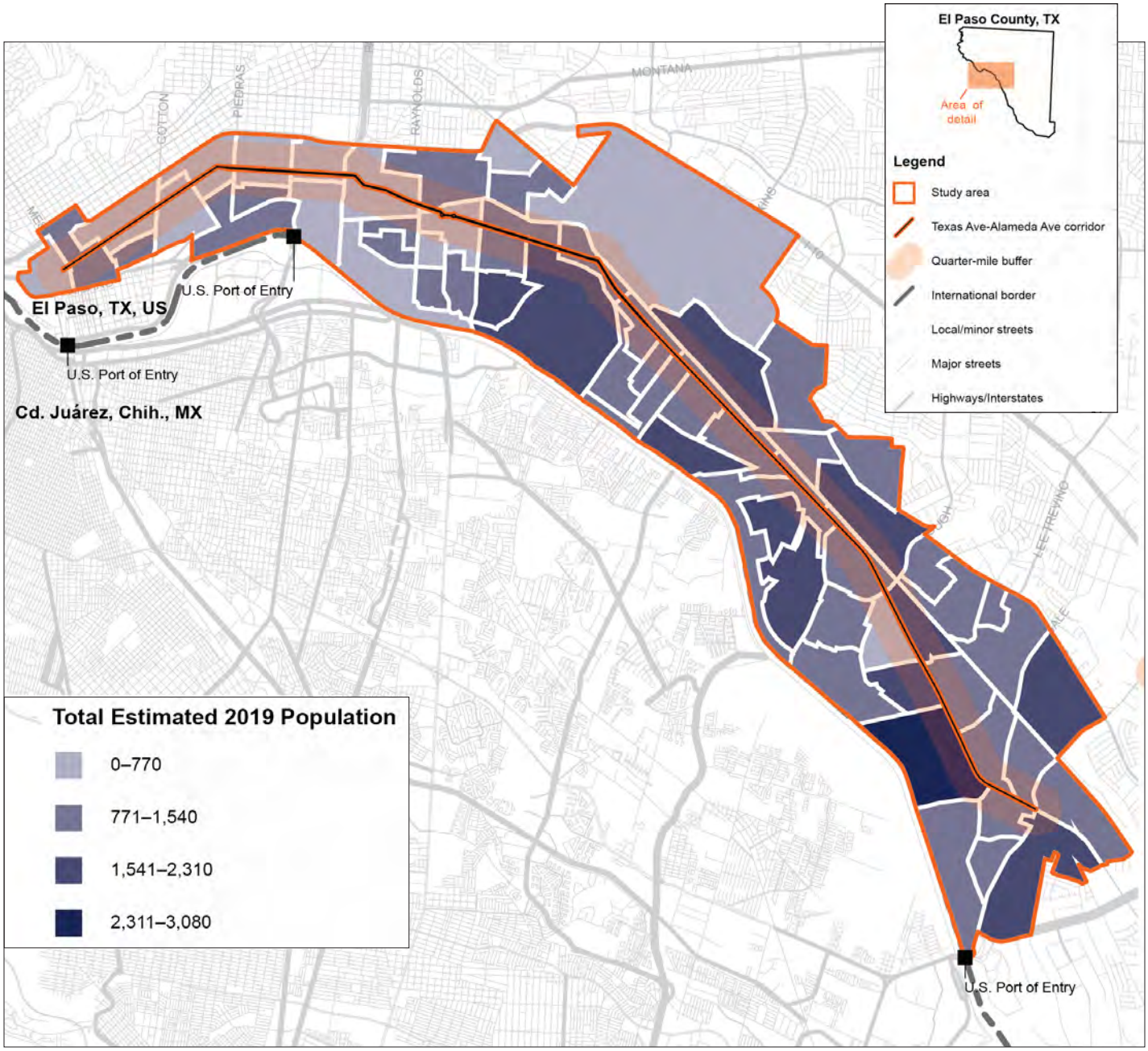
Both the Bonded Real Estate Co. and the Dautrich Real Estate Co., have offices in the development. Builders are Vision Homes, a Foster-Edwards Enterprise; E. H. Baeza, Knapp Bros., R. H. Milliken, George Thomas, Borrett and Moore, Weldon Sutton and Q. M. Cottingim.

Foster, who is also a partner in Hughes Investment Corp., a mortgage brokerage firm operating in Texas, New Mexico and Louisiana, has built homes in and has developed Tejas, Foster Heights, Rosedale, Crosshill and Parkdale.

Newspaper article from 1962 describing the Thomas Manor subdivision. Thomas Manor is one of the most recognized communities along Alameda Avenue.

POPULATION DENSITY

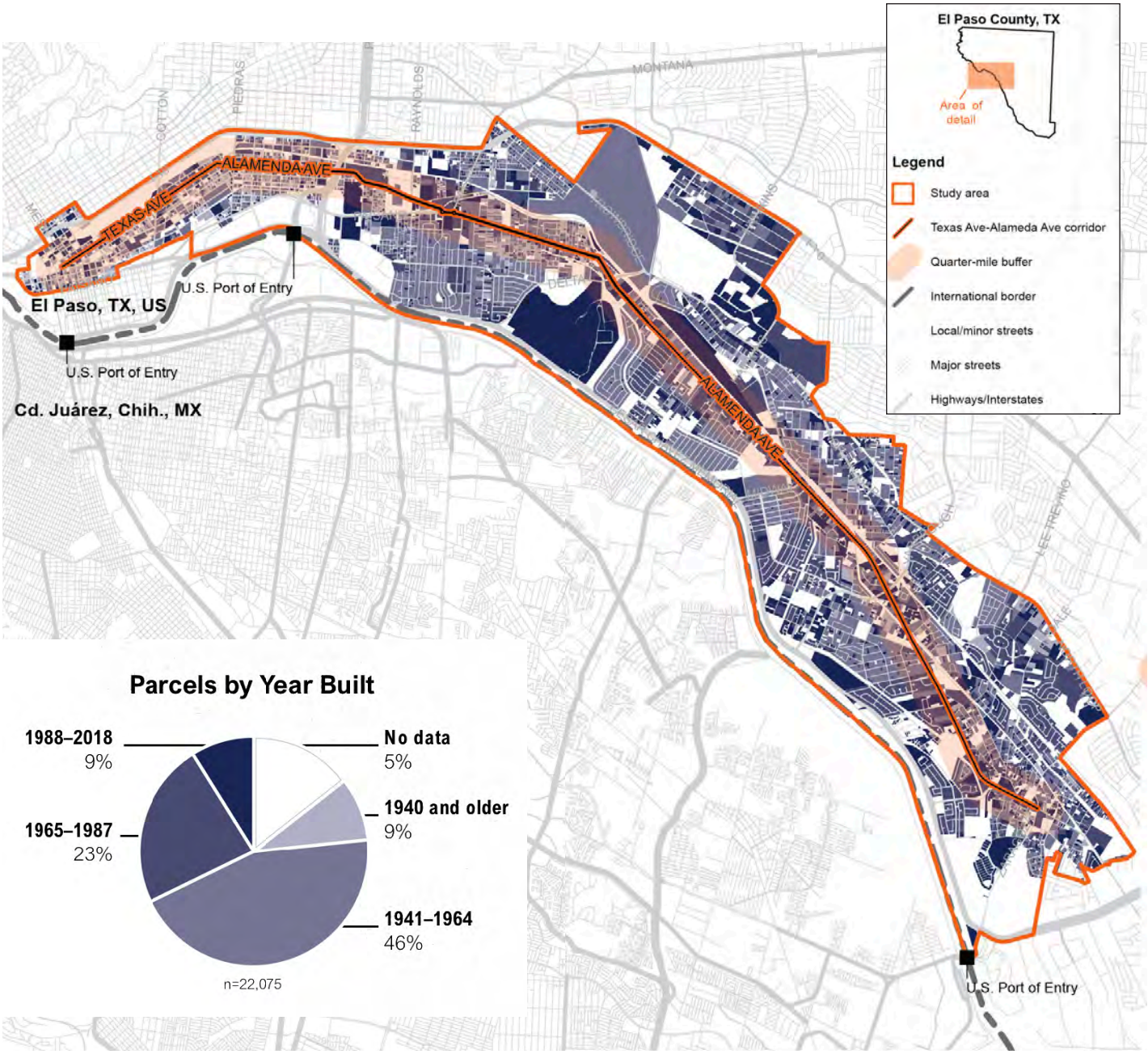
The population density map illustrates the concentration of residents along the Alameda corridor. There is a higher concentration of people closer to the urban core and in the older parts of the city. There are also greater numbers of people south of Alameda Avenue where many residential areas are located.



YEAR STRUCTURE BUILT

Much of the growth along Alameda happened between the late 1960s and mid-1950s. 25% of structures were built during the 1950s alone. Between 2000 and 2014, only 8.3% of structures were built in the area. The majority of the structures along the Alameda corridor are more than 70 years old.

OF THOSE PARCELS BUILT, THE MEDIAN YEAR FOR THE ALAMEDA CORRIDOR WAS 1958 AS COMPARED TO 1989 FOR THE COUNTRY.

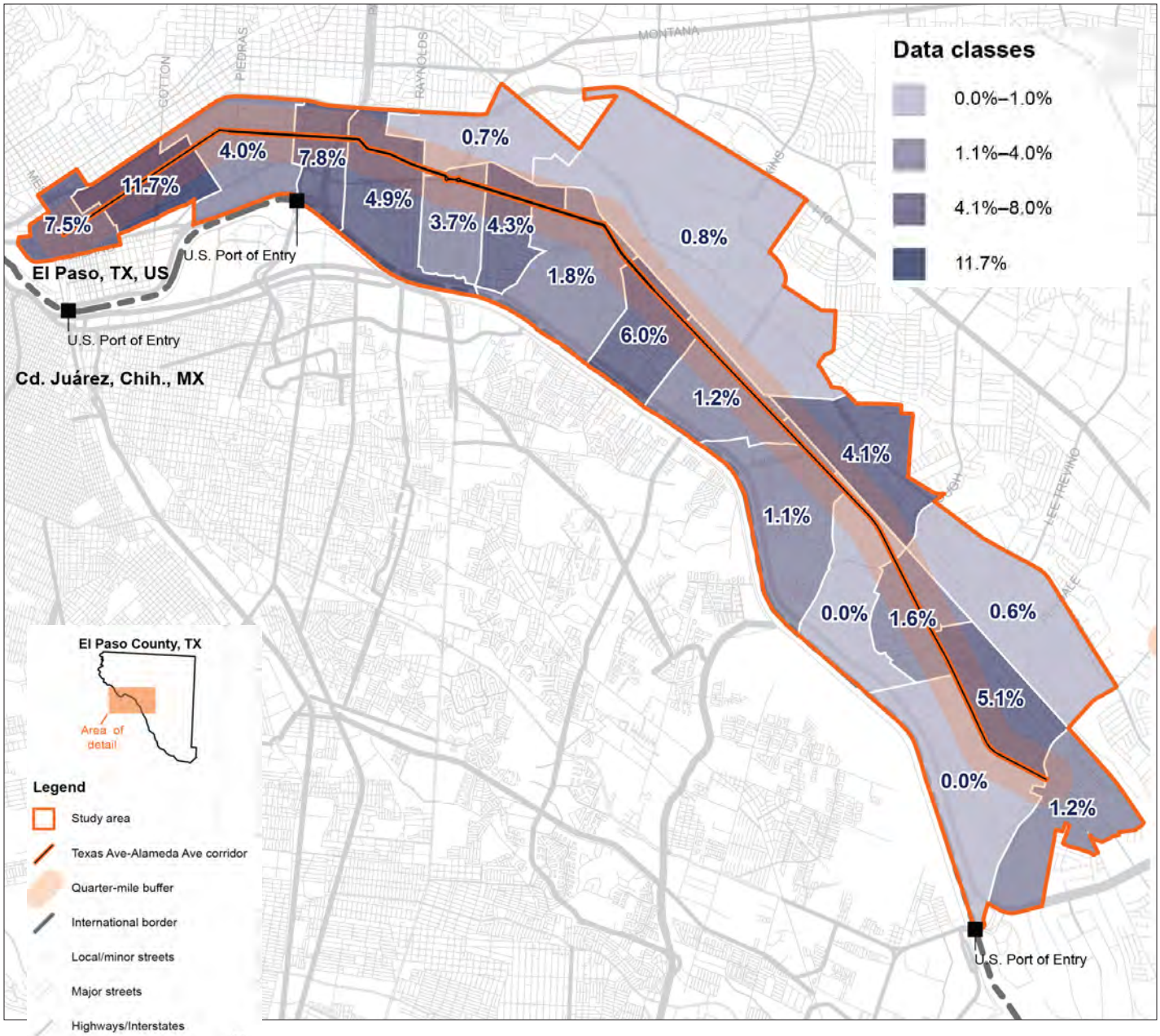


PUBLIC TRANSPORTATION

According to 2019 Census data, the number of people taking the bus to work is more than double the county's estimate. Along the Alameda corridor, 2.7% of workers use public transportation to get to work, compared with the county's estimate of 1.4%.

The map illustrates the percentage of workers utilizing public transportation. In the downtown area, there is an average of 9.6% of commuters taking public transport. There are also several Census Tracts towards the Mission Valley area where the zero commuters using the bus system.

ABOUT 3% (2.7%) OF ALL WORKERS (16+ YEARS) RESIDING ALONG THE CORRIDOR TAKE PUBLIC TRANSPORTATION TO WORK.

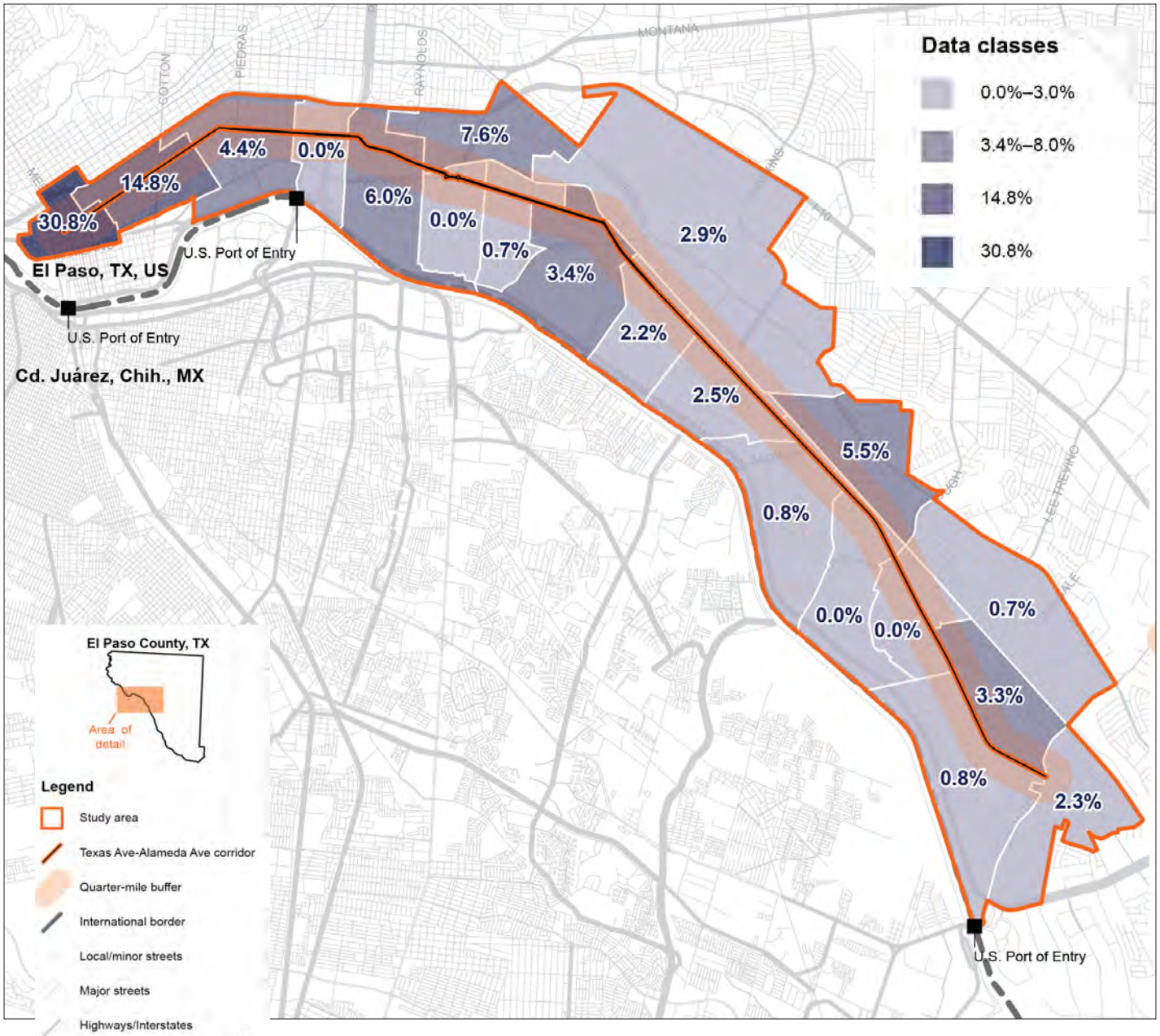


WALKING TO WORK

The Alameda corridor also has an equal number of workers commuting to work by walking, as those using public transportation.

There are as many as 30% of workers commuting by walking in areas closer to the urban core and along the Alameda corridor.

ABOUT 3% (2.8%) OF ALL WORKERS (16+ YEARS) RESIDING ALONG THE CORRIDOR WALK TO WORK.



STRATEGIES

This section of the plan explores in greater detail a selection of strategies to increase housing along the corridor and provides ideas for creating alternative and varied housing choices while developing complete neighborhoods and healthier environments.

These recommendations intend to encourage housing construction, including the construction of new, more affordable home types that have been prohibited in recent years. The Affordable Housing section of this chapter looks into more focused and supplemental strategies for maintaining and increasing affordability along the corridor beyond increasing supply.

TRANSIT-ORIENTED DEVELOPMENT (TOD)

The City of El Paso has invested millions of dollars to improve the city's public transit system on several of the city's main corridors including Alameda Avenue through Sun Metro's Brio. By coupling the city's investments with TODs along Alameda Avenue, we can create more sustainable, healthier, and walkable communities. There are several areas along the Alameda corridor where TODs can be implemented to create complete and healthy communities.

INFILL REDEVELOPMENT

Throughout the corridor there are large vacant parcels of land ideal for infill redevelopment. Providing development in areas with existing infrastructure lessens the cost of development but also creates higher risks.

ADAPTIVE REUSE

Many dilapidated structures can be rehabbed and given a second chance. In segments 1 and 2, there are several great historic structures with the potential for adaptive reuse. These types of projects tend to be higher in cost but provide great benefits to the community as they help save existing building stock.

DEVELOPMENT ACTIVITY

REVIEWING CURRENT DEVELOPMENT ACTIVITY THROUGHOUT THE CITY, HELPS TO UNDERSTAND THE NEED FOR INVESTMENT ALONG THE ALAMEDA CORRIDOR

Building Permits in El Paso

By examining construction activity patterns, areas can be identified where development is occurring--or not occurring. The following maps illustrate the commercial and residential development activities in the City of El Paso over the last five years.

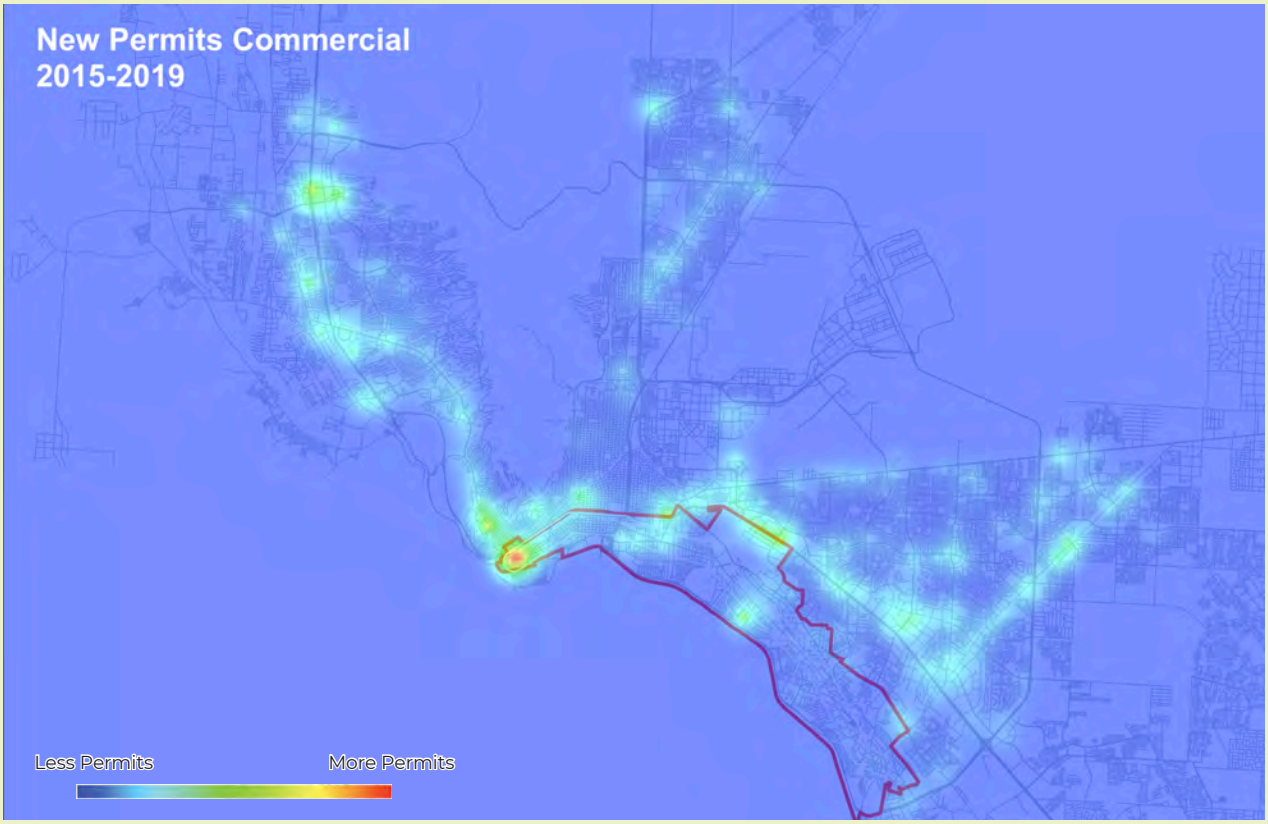
COMMERCIAL ACTIVITY

The heat map shows even distribution of building permit activity. There is development throughout the city with heavy concentrations along major transportation corridors including I-10. On the east side, activity is concentrated along Loop 375 and on the west side, there is activity along Mesa Street. The highest concentration is in the downtown area and urban core. But inside the Alameda corridor boundary, outlined in purple, there is very little activity.

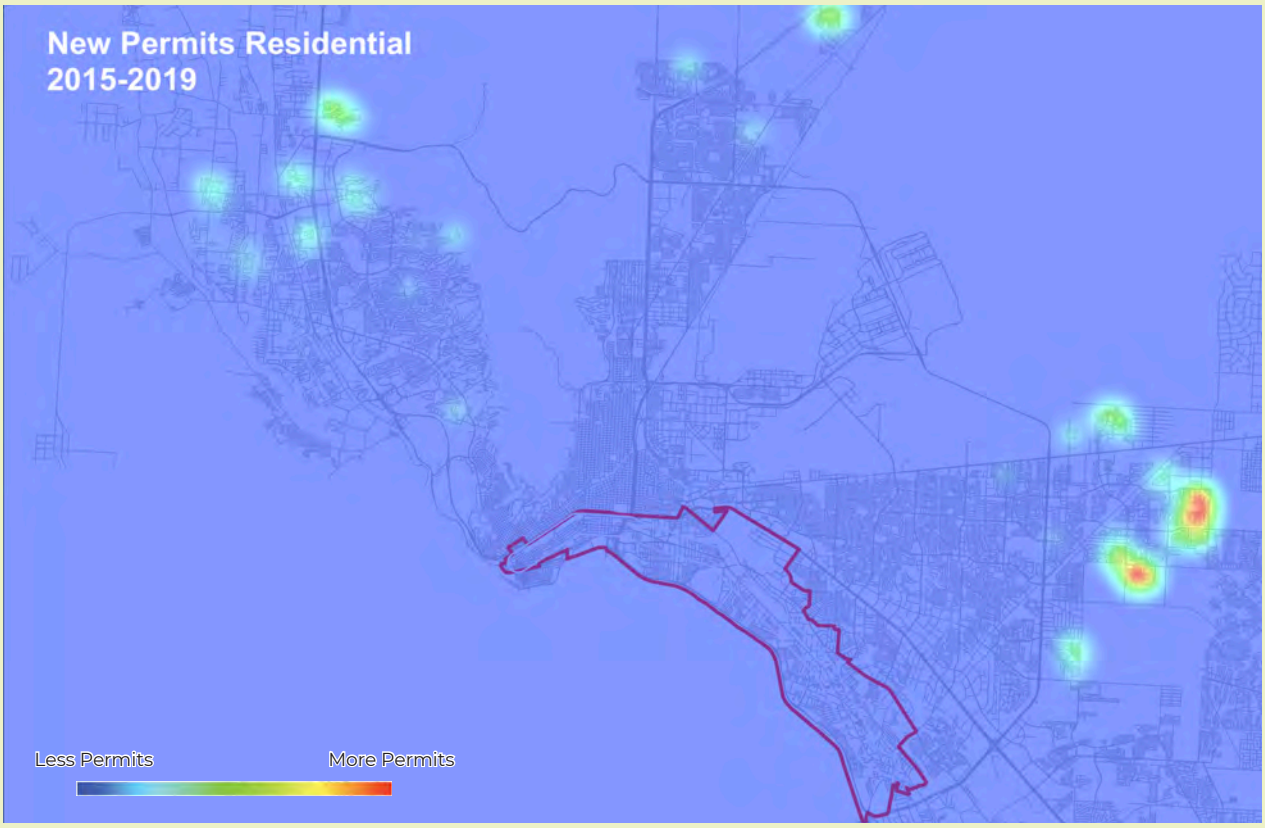
RESIDENTIAL ACTIVITY

Residential activity is concentrated in the fringes of the city, in the exurbs of El Paso. High concentration of permits were issued in the far east and far west sides. There was very little activity in other parts of the city and zero permits inside the Alameda boundary. According to the data provided by the City of El Paso, between 2015-2019, only 2.2% of all permits were issued in the study area.

Development activity translates to economic investments and money spent on materials, labor, and goods/services. When the Alameda area has close to zero activity, this translates to very few dollars being injected into that economy or very few people moving into these areas. It is also an opportunity to focus attention in this area and provide redevelopment and reinvestments activities.



Commercial Building Permits 2015-2019



Residential Building Permits 2015-2019

HOUSING CHOICES

A mix of residential building types creates neighborhoods which allow a diversity of ages and incomes, and permit residents to trade up or downsize their homes without having to move away. Multi-generational and life-cycle neighborhoods create strong social networks, avoid concentrations of poverty or wealth, and lead to safer communities.

A wide variety and scale of housing choices can be found between the conventional single-family home and multi-family apartment complex. These housing types are common in older neighborhoods, including in segment 2 of the Alameda corridor. However, they are rarely seen in newer development and so these building types have been coined the "missing middle" housing.

HOUSING ALONG THE ALAMEDA CORRIDOR SHOULD INCLUDE A FULL RANGE OF HOUSING TYPES, FROM SINGLE FAMILY TO THE HIGHRISE

"Missing Middle" Housing

The 14-mile length of the Alameda Corridor provides many areas where "Missing Middle" housing can be created. Segments 1 and 2, which comprise the downtown area and the urban core communities of Piedras-Alameda and Chamizal, currently have the most diverse housing stock. These segments contain single-family homes, duplexes, small apartment complexes, and accessory dwelling units. They represent a good example of the "Missing Middle" housing choices. New "Missing Middle" housing should be encouraged in these areas and permitted by zoning.

The other Segments, 3 through 6, mostly include single-family post-war residential tract housing with very little housing diversity. Additional housing types should be permitted in these areas to increase housing choice, especially within Segments 3 and 6.

Segment 3 includes the area within the MCA-UMC. This area also includes several vacant parcels. By creating "Missing Middle" housing in Segment 3, employees, students, and staff of the MCA can have opportunities for varied-housing types within walking distance to work.

Segment 6 in Ysleta includes the Nestor Valencia Transfer Center and also includes large areas of underutilized and vacant properties. These parcels are perfect for small apartment complexes or quadraplex developments. There are also several two-story buildings on Alameda and adjacent to the transfer center that can be rehabilitated into mixed-use projects.

MIXED-USE BUILDING

LIVE-WORK/MAKER UNIT

TOWNHOUSE

DUPLEX

APARTMENT BUILDING

ACCESSORY DWELLING UNIT

COTTAGE

COTTAGE COURT

"MISSING MIDDLE" HOUSING

There is a growing demand for alternative housing types and walkable neighborhoods throughout the United States. The term "Missing Middle" was conceived by Daniel Parolek of Opticos Design, Inc. to define a range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living, often lacking in conventional suburban subdivisions.

Missing Middle Housing Characteristics

(Excerpted from missingmiddlehousing.com)

1. **Walkable Context:** Missing Middle housing types are best located in a walkable context. Buyers and renters of these housing types are often trading square footage for proximity to services and amenities.
2. **Small-Footprint Buildings:** These housing types typically have small- to medium-sized footprints, similar to nearby single-family homes. This allows a range of Missing Middle types with varying densities to blend into a neighborhood.
3. **Lower Perceived Density:** Due to the small footprint of the building types and the fact that they are usually mixed with a variety of building types within the neighborhood, the perceived density of these types is usually quite low. But, the actual measured densities can meet established thresholds for supporting transit and neighborhood-serving main streets.
4. **Fewer Off-street Parking Spaces:** A balance must be sought between providing necessary car storage, and the expense and impact on community design of too much parking. Since they are built in walkable neighborhoods with proximity to transportation options and commercial amenities, Missing Middle housing types typically do not provide more than one parking space per unit.
5. **Smaller, Well-Designed Units:** Most Missing Middle housing types have smaller unit sizes, which can help developers keep their costs down and attract a different market of buyers and renters, who do not have such options in many communities.
6. **Simple Construction:** Missing Middle housing types can be simply constructed, which makes them an attractive alternative for developers to achieve good densities without the added financing challenges and risk of more complex construction types. This aspect can also increase affordability when units are sold or rented.
7. **Creates Community:** Missing Middle housing creates community through the integration of shared community spaces within the building type (for example, bungalow courts), or simply from being located within a vibrant neighborhood with places to eat and socialize.
8. **Marketable:** Because of the increasing demand from baby boomers and millennials, as well as shifting household demographics, the market is demanding more vibrant, sustainable, walkable places to live. Missing Middle housing types respond directly to this demand.

TOOLKIT:
TRANSIT-ORIENTED DEVELOPMENT

Transit-Oriented Development (TOD) is the development of mixed-used, walkable, sustainable, and connected communities located around public transit systems.

ELEMENTS OF TRANSIT-ORIENTED DEVELOPMENT

Cities across the country have implemented TOD districts in their communities because of the benefits found in such developments. TODs provide many assets to a community including varied housing choices, walkability, a mix of uses, and reliable convenient public transportation that offers the choice of not having to drive often.

EL PASO BRIO - BUS RAPID TRANSIT

The city's multi-million dollar investment in public transportation through the Sun Metro Brio provides the opportunity to create dynamic TODs along Alameda.

The Brio is an initiative to transform the city's public transit system. Started about 10 years ago, the Brio provides a Bus Rapid Transit line along four of the city's major thoroughfares. These include Mesa Street, Montana Avenue, Dyer Street, and Alameda Avenue.

Brio bus traveling down Alameda near the Piedras-Alameda area.

While not on a dedicated bus lane, the Brio provides efficient bus service with less than usual bus stops along these corridors. The articulated and modern buses providing wifi are used for the Brio.

The map on the right shows the Brio stops along Alameda.

THE MOST COMMON ELEMENTS OF TODS INCLUDE:

DIFFERENT TYPES OF HOUSING: A variety of housing types are provided. Single-family homes, apartments, condos, and accessory dwelling units are common.

WALKABILITY: Greater street-connectivity with wider sidewalks and improved pedestrian amenities provide safer and more pleasant walking options.

MULTI-MODAL: Streets are designed for multiple users-not just for vehicular traffic. Bike lanes, urban trails, and dedicated transit lines are some of the most common transportation systems.

HEALTHY AMENITIES: TODs tend to provide more physical activities such as walking and bicycling. Also, clinics, hospitals, and pharmacies can be placed within the TOD district to provide comprehensive health services.

RECREATION: Providing complete communities, TODs include parks, plazas, recreation centers, and green spaces offering recreational opportunities and healthy lifestyle amenities.

AFFORDABILITY: TODs provide a diverse housing sizes to meet various income levels to include affordable housing choices. Also, providing housing near transit systems, ensures low-cost transportation costs.

MIXED-USED: Various land uses-such as residential, retail, and office-are concentrated within a building, parcel, and within the community. This encourages more proximity to amenities increasing more live-work spaces.

STRATEGIES FOR IMPLEMENTING TOD APPLY IN BRIO PEDESTRIAN SHEDS:

Zoning:

1. **Focus TOD Creation at Select Station Areas, Initially**
A TOD system can include a minimal number of these districts along the 14-mile route. By limiting the number of TODs, investments and resources are concentrated on small areas. The blue circles along the map, illustrate potential TODs. The four suggested areas are: Downtown (already high density with mixed-uses), Raynor and Texas (near the historic Chamizal community), Raynolds and Alameda (the El Paso Street-MCA area), and Mission Valley Transit Center (Ysleta). Eventually, additional areas can be added.

2. **Adopt TOD-Supportive Zoning for Walkable, Mixed-Use Urbanism**
Update zoning at TOD locations with regulation that fosters predictable built results and a high-quality public realm by using the physical form of streets, buildings, and public spaces as the organizing principle for development. Chapter 6 - Big Idea 4 provides more details on this topic.

3. **Create Station Area Plans**
Tie updated zoning to station area plans to establish a framework for walkable development within focused transit-oriented areas. This concept is examined in more detail in Chapter 6 - Big Idea 4.

4. **Eliminate Minimum Parking Requirements**
Eliminate minimum parking requirements within Brio Pedestrian sheds.

Funding:

1. **Utilize TIRZ Funds to Construct Public Infrastructure and Open Space**
Subsidize the construction of public infrastructure such as complete streets, connections to parks and plazas, and utilities, as well as the creation of open spaces including parks and plazas that meet plan goals.

Brio Alameda Transit Stops Map. Credit: Sun Metro.

THE BRIO PRESENTS THE TRANSIT SYSTEM NEEDED TO MAKE TOD DISTRICTS ALONG ALAMEDA AVENUE AND CREATING COMPLETE COMMUNITIES.

TOOLKIT: INFILL REDEVELOPMENT

One strategy to create housing is through infill redevelopment. Infill refers to left-over vacant parcels in the middle of existing development. The Alameda corridor includes several large tracts of land ideal for infill.

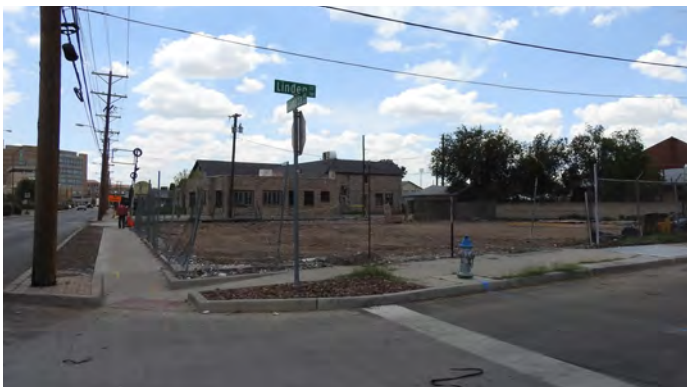
INFILL HOUSING

The plan proposes a variety of housing types that can be added to infill locations throughout the city in order to capitalize on existing infrastructure, reduce suburban sprawl, and offer smaller, less costly home options.

Infill reinforces the value of existing assets as well as the sense of community. New infill will raise valuations and over time allow financing for renovation and additional new units. Filling in the gaps in existing neighborhoods increases safety, as there will be more eyes on the street and more people who are likely to be engaged with the appearance, quality, and security of the community. It will also generate more tax revenue per acre for the city.

Infill development can be a new house on a small lot in the middle of an existing neighborhood. It can also be a larger project on several acres of land.

This vacant property is directly on Alameda near El Paso Street and one block from the Brio's stop at the Texas Tech campus.



Vacant parcel on the corner of Alameda and Linden Street and within walking distance to the MCA area.

VACANT PARCELS

There are vacant lots of various sizes throughout the corridor. When private lots remain undeveloped, they can decrease property values, safety, and health while placing a strain on a municipality's finances. A variety of housing types should be added to these locations to capitalize on existing infrastructure, reduce suburban sprawl, and offer smaller, less costly home options. Building within these lots is a more efficient way for El Paso to provide services. Roads and infrastructure are already in place, and filling in vacant lots can help neighborhoods become more complete and walkable, while also reducing pressure for development at the edges of the city.

VACANT HOMES

Vacant Buildings along the corridor are also opportunities for infill redevelopment. Several vacant homes are a nuisance to the neighborhood with unsightly and unkept yards. Instead of allowing boarded-up houses to continue to dilapidate, the city can encourage rehabilitation of these properties. By proactively working with property owners to renovate their homes, the city can bring these assets back to life by utilizing economic incentives such as property tax abatements and funding for construction.

This vacant and boarded up house on Tobin Place near various other vacant infill parcels.

CASE STUDIES:
INFILL REDEVELOPMENT: MAGOFFIN PARK VILLAS

Located just east of El Paso's downtown, Magoffin Park Villas (MPV), developed in 2011, is an $8,000,000 mixed-used, mixed-income housing development. When constructed, MPV, was the first large-scale development in downtown El Paso in over a generation. This public-private partnership--that included the City of El Paso--includes many Best Practices: infill redevelopment on a vacant parcel, mixed-income with both market-rate housing and affordable housing units, mixed-used with a small retail space, and neighborhood revitalization strategies.

This development was built on various parcels that had been vacant for many years. Part of the due diligence that La Fe CDC had to perform was land acquisition by negotiating with several property owners. There are some costs savings by building on existing land: infrastructure such as streets, water/sewer lines, and other utilities are already installed. While there are challenges associated with infill redevelopment, there are greater benefits, mainly reutilizing parcels that have been overlooked for years.

URBAN DESIGN ELEMENTS

The site plan above shows the final layout of MPV. Situated in a downtown setting, meant that urban design elements were employed. One major and critical element includes a "street-oriented" design, meaning that the buildings are as close to the front property line. Furthermore, the parking is situated behind the building, so that it does not distract from the facade and architectural elements of the building, as well as to create "eyes on the street."

STRATEGIES FOR INFILL DEVELOPMENT

These strategies intend to allow and promote the construction of new housing and mixed-use development throughout the corridor. These strategies are most appropriate for existing neighborhoods where larger-scale redevelopment is not appropriate. These strategies should be applied across the entire corridor, including station areas. The TOD Strategies focus on development specifically within Station Areas.

STRATEGIES TO APPLY THROUGHOUT THE CORRIDOR STUDY AREA:

Zoning

1. **Zoning Code Audit**

   Perform an audit of the existing zoning code and land development regulations. The following questions can help guide recommendations for updates to the zoning regulations. Are existing small lots buildable under the existing zoning's setbacks and other requirements? Can historic buildings still be built under today's regulations or are they non-conforming?

2. **Missing Middle Housing**

   Ensure that residential density controls are calibrated to allow for missing middle housing types (discussed in more detail on the next page) including townhouses, duplexes, fourplexes, cottage courts, accessory dwelling units, and small apartment buildings.

3. **Pre-Approve Building Plans for Missing Middle Housing**

   Provide a variety of pre-approved building plans for various missing middle housing types to support small developers. These pre-approved plans should incorporate flexibility in terms of style and have a toolkit of parts to ensure variety and a level of customization.

4. **Promote Accessory Dwelling Units (ADU)**

   Allow ADUs by-right for all residential zoning. Create a selection of pre-approved ADU plans that property owners can utilize to reduce the design cost and approvals process.

5. **Reduce the Minimum Unit Size**

   Allow for micro-units or small apartments of 250 to 350 square feet to provide lower cost options.

6. **Eliminate Minimum Lot Sizes**

   Eliminate minimum lot sizes. Other zoning and building code requirements will guide lot size.

7. **Update Zoning for Walkable, Mixed-Use Urbanism**

   Adopt new zoning for existing neighborhoods that may be located outside of the Brio pedestrian sheds. This could include Form-Based codes and overlay districts. Zoning is examined in more detail in Chapter 6 - Big Idea 4.

Project Approvals

Delay and uncertainty in the project approval process increases development costs, which ultimately gets passed down to those who live in the new dwelling units. Reducing approval times and having clear, objective, and consistent rules for automatic (or at least significantly streamlined) approvals is a simple and very effective means for reducing housing costs and incentivizing desired development.

1. **Streamline Development Approvals and Entitlement Process**

   Expedite and simplify the project approval process for infill projects. Establish clear criteria for the standards that must be met to qualify.

INFILL DEVELOPMENT IN CHAMIZAL

Most of the structures in the Chamizal neighborhood are historic buildings and older homes on small lots. There are a wide variety of building types found within this community ranging from larger single-family homes, to small apartment buildings with four units, to single-story commercial buildings. This "missing middle" housing described earlier in this section is not missing from this neighborhood!

Within this neighborhood there are vacant lots scattered about. The strategies provided in this Infill Development Toolkit are intended to encourage new development on these vacant lots that match the surrounding context. It is important to consider infill and other investment strategies alongside those intended to protect existing residents and maintain affordability.

The rendering shown here illustrates how infill development could occur at the intersection of Pera Avenue and S Estrella Street, a process that should be replicated across the entire corridor. The rendering also incorporates plan recommendations and strategies from other chapters, including upgrades to streets, landscaping, and lighting.

1. "Missing Middle" residential buildings can fill in vacant lots.
2. Commercial and mixed-use buildings are also part of the infill development strategy.
3. Public investments in streets can add lighting, street trees, and green infrastructure
4. Tactical street design interventions can quickly and cheaply increase safety and comfort at key intersections.

Vacant parcels at the intersection of Pera Avenue and S Estrella Street

Possible Future: Through a combination of infill development and public investments in infrastructure, neighborhoods like Chamizal can see incremental changes that adds to what already makes a great community.

TOOLKIT: ADAPTIVE REUSE

Another strategy to reinvigorate the corridor is to utilize existing structures for Adaptive Reuse. Housing and local shops can be created while saving and repurposing existing structures.

A BRIEF INTRODUCTION

There are many sites along the corridor that are prime locations for adaptive reuse. Adaptive reuse is the process of converting buildings from their original outdated purpose to accommodate new uses. The process typically retains all or most of the building, including the structure, facades, and sometimes interiors. This results in significant environmental, historic, community, and economic benefits.

By investing in historic structures along the corridor, new housing and commercial uses can thrive while maintaining the historic fabric. Local regulations and market conditions may prevent adaptive reuse projects. Strategies and policies will be needed to remove these barriers.

ADAPTIVE REUSE IS THE REPURPOSING OF BUILDINGS OR SITES FOR NEW USES AND VIABLE FUNCTIONS OTHER THAN WHAT THOSE ORIGINALLY INTENDED FOR. THIS GIVES A BUILDING CONTINUED USE AND PROVIDES A VIABLE AND SUSTAINABLE ASSET FOR THE COMMUNITY.

STRATEGIES TO APPLY THROUGHOUT THE CORRIDOR STUDY AREA:

Zoning

1. **Zoning Code Audit**

   Perform an audit of the existing zoning code and land development regulations. The following question can help guide updates to the zoning regulations. Would significant renovations necessitate bringing historic buildings in compliance with current zoning creating a financial disincentive for infill?

2. **Reduce Parking Requirements**

   Reduce minimum parking requirements for the adaptive reuse of historic buildings.

Building Code

1. **Consider Incorporating Special Building Code Standards for Historic Buildings**

   Bringing historic buildings up to modern-day code can be an expensive undertaking. The International Existing Building Code offers such guidance to help ensure life-safety measures are maintained while flexibility is granted to utilize historic buildings.

Funding:

1. **Utilize TIRZ Funds to Incentivize the Adaptive Use of Historic Buildings**

   Within TIRZ areas, make funding available to private development that renovates and re-uses historic buildings. Establish clear criteria for standards related to maintaining historic character and design that must be met to qualify. Other requirements, such as for affordable housing and the standards outlined in the Tax Increment Reinvestment Zone Toolkit in Chapter 6 should also be considered.

2. **Explore Tax Incentives for Historic Buildings**

   Implement tax and other financial incentives to promote the adaptive reuse of historic structures that maintains the buildings' historic character as permitted by law.

PRIME LOCATIONS FOR ADAPTIVE REUSE

This building directly on a Brio stop, is a potential adaptive reuse project. One idea is a mixed-use development with housing on top and retail at the bottom.

Situated directly on the Texas Avenue-Alameda Avenue intersection, this structure can be rehabbed into apartments with retail or artist / gallery space in the storefront.

This series of buildings along Alameda in Ysleta and one block from the Brio Transfer Center, can be a great adaptive reuse example that can include TOD-related uses.

CASE STUDIES:

ADAPTIVE REUSE: CEA GROUP UPTOWN BUILDING

A great example of Adaptive Reuse is the CEA Group and Idea Public Schools Building located at 813 N. Kansas. The building was formerly occupied by Harding Orr McDaniel Funeral Home and was built at the turn of the 20th century. In 2019 the building was converted into the office space of CEA Group, a local engineering company and Idea Public School. The total square footage stands at 24,121 on three levels and a basement.

The building was modernized without losing any of its historic charm and most architectural elements were preserved keeping the integrity of the building. Improvements were made to both the interior and exterior of the building and included a new elevator to comply with modern building codes.

Today the building is a perfect example of adaptive reuse in an area of El Paso that is seeing many other structures employ adaptive reuse techniques. This structure, along with several others, is helping revitalize the city's streetcar corridor.

Exterior shot of the building before renovations.

Current view of the building.

AFFORDABILITY

SNAPSHOT:

As the Alameda corridor attracts new investment, business, and residents, it is important to plan ahead to maintain housing and retail affordability and to ensure that current residents can remain and benefit from the city's investments.

AFFORDABILITY ALONG ALAMEDA

The roughly 40,000 households living along the Alameda Avenue corridor spent only 12.3 percent of their income on a mortgage and 15.1 percent of income on rents according to the US Census[1]. They were living affordably if we define affordable housing as housing that requires less than 30 percent of household income. Housing cost prices were inexpensive, median home values were $97,133, compared to $128,900 for all of El Paso, and $247,084 in the country. Alameda Avenue had been skipped over by the real estate booms and busts of 2000 to 2006 and 2015 to 2021 when so many people lost their homes. The median household income was $37,509 in the area in 2020, compared to $62,203 for all U.S. households. Over a hundred thousand people are living reasonable lives when it comes to housing costs.

NATIONAL AFFORDABILITY CRISIS

The relatively affordable housing located along the corridor stands in sharp contrast to headlines from around the country describing a housing crisis. While prices have remained stable over the past decade along Alameda, it should not be taken for granted.

REVITALIZATION AND AFFORDABILITY

The housing section of this chapter outlines a series of strategies and reforms to increase housing production along the corridor and especially around Brio station locations. The TOD and infill toolkits provide ways to increase density and create a wide range of housing types corresponding to a wide range of prices. However, additional housing production of smaller units by itself is not enough to ensure stable housing for all.

Maintaining and growing a city's supply of affordable housing requires a comprehensive approach across multiple scales and multiple jurisdictions. It will take the action, skills, and resources of both the public and private sector working in coordination to begin to arrive at a point where affordable housing is available and accessible to all.

Strategies to increase investment along the corridor must be paired with strategies to prevent displacement. This requires an increase in the overall housing supply, support and stability for homeowners and renters, and public sector funding. None of these three sets of strategies will be able to create the needed availability and accessibility of housing on its own and an emphasis on one while neglecting the others can exacerbate problems that it intended to solve.

These strategies must work within the framework of Texas state law. The State of Texas prohibits Rent Control, Mandatory Inclusionary Zoning Ordinances, mandatory affordability requirements as negotiated through a Community Benefits Agreement (CBA), affordable units in exchange for a zoning changes, and even fees on new development used to fund affordable housing[2].

MEDIAN HOUSEHOLD INCOME

2020

ALAMEDA CORRIDOR: $37,509

COUNTRY: $62,203

MEDIAN HOME VALUES

2020

ALAMEDA CORRIDOR: $97,133

CITY OF EL PASO: $128,900

COUNTRY: $247,084

1 U.S. Census Bureau, Census 2010 Summary File 1 and Census 2020 Summary File 1. Retrieved from: https://census.gov

2 Clifton, Jo. (December 1, 2020). "Hinojosa tries again for inclusionary zoning." Austin Monitor. Retrieved from: https://www.austinmonitor.com/stories/2020/12/hinojosa-tries-again-for-inclusionary-zoning/

AFFORDABLE HOUSING STRATEGIES FOR THE ALAMEDA CORRIDOR

In the affordable housing market there are two types of units, those that are permanently affordable and those that are temporarily affordable, typically for a certain defined period of time. The strategies in this section are recommended for the protection and creation of permanently affordable housing across the entire corridor.

FINANCING AND FUNDING

The strategies and recommendations in this plan to promote increased housing construction and the inclusion of "missing middle" housing can help stabilize housing costs. However, just increasing supply is not enough to ensure housing is attainable for all residents. Financial assistance of various kinds are also needed to create housing affordable for lower-income residents, and increasingly, middle-income. The following tools can help the city create mixed-income TODs.

1 **Low Income Housing Tax Credits (LIHTC)**

Promote the use of Federal LIHTC for development along the corridor and provide assistance to developers to navigate the process.

2 **New Markets Tax Credits (NMTC)**

Low-income communities often experience a lack of investment. This causes vacant commercial properties and abandoned homes. The NMTC Program attracts private capital into low-income communities by permitting individual and corporate investors to receive a tax credit against their federal income tax in exchange for making equity investments in specialized financial intermediaries called Community Development Entities (CDEs). The recipients of the tax credits can then sell the tax credits to investors which generates a cash subsidy. The NMTC Program in a way provides cash grant funding for real estate projects, businesses and non-profits that make investments in distressed areas.

3 **Utilize TIRZ TIF Funds to Incentivize Affordable Housing**

Make TIF funding available to construct affordable housing projects.

4 **Utilize TIRZ TIF Funds to Construct Public Infrastructure and Open Space**

Subsidize the construction of public infrastructure such as public streets and utilities, as well as the creation of open spaces including parks and plazas that meet plan goals.

IMPACT FEES

Impact fees are assessed on new developments to fund improvements such as parks, schools, and transportation infrastructure with the rationale that additional residents will add a burden to existing facilities. However, these fees are ultimately passed on in higher housing costs while the new residents will also be paying taxes (like existing residents or those moving into older homes and who do not pay impact fees) that are also applied to public facilities. However, the need for affordable housing is just as important as the need for the public facilities and infrastructure and impact fees tend to affect the affordability of new construction.

1 **Explore Options to Minimize Impact Fees**

Explore options to reduce or eliminate impact fees in accordance with state law, especially for projects that include affordable housing. This can take many forms, from decreasing the fees for all units in the project to eliminating the fees for the affordable units.

LEVERAGE PUBLICLY-OWNED LAND

The City and County of El Paso own numerous parcels along Alameda Avenue, especially within Segment 3. Publicly-owned parcels provide an opportunity to directly pursue development that will implement the plan vision and key goals of TOD around Brio Stations.

One of the large costs of development, and thus the ultimate cost of the units or their rent, is the cost of land on which to build (in addition to labor, materials, lending expenses, and those expenses incurred during the design and permitting processes). Removing the cost of acquiring land from the development equation can significantly reduce the cost of construction per unit.

1 **Provide Low Cost Land in Exchange for Affordable Housing Units**

The city can provide land to a developer or community land trust at a low cost in exchange for the provision of affordable housing units and other community benefits and amenities as outlined in this plan. As a partner in development, the city can better control outcomes and seed additional private development. Additionally, the land can be utilized for development as affordable housing through partnerships with El Paso Housing Authority, a Community Land Trust, Nonprofit Developer, or other means.

2 **Proactively Purchase Land for Development**

Proactively purchase land within 1/4 mile of Brio stations as part of a land banking strategy.

WHAT IS A COMMUNITY LAND TRUST?

Community land trusts are organizations or non-profits that own land and sell or rent homes on the land at an affordable price. CLTs permanently maintain the affordability of residences over time, even as neighborhood prices increase. This is possible through a ground lease and then selling the building at an affordable price. When the homeowner wishes to sell, the nonprofit CLT typically has a right of first refusal to purchase the home and the resale price is restricted to ensure the home can be resold at an affordable price to another low-income buyer. For rental units, the CLT maintains ownership of the building. CLTs and CLT homeowners are also eligible for property tax breaks through Texas law.

PARTNERSHIPS

Coordination between local government, non-profits, and private developers is critical for expanding the stock of affordable housing.

1 **Develop City-Owned Parcels Through a Public-Private Partnership (PPP) or Joint Development**

Consider first leasing public land through a long-term ground lease utilizing a Public-Private Partnership model to develop mixed-income housing (developer requirement to include affordable housing and non-residential space). Revenues from the lease can be applied toward defined public goods.

Leasing the land allows the city to retain ownership as property values rise and collect a steady return on investment. Any lease must be carefully negotiated to ensure the city benefits as property values and revenue generation rise.

The land may also be sold for a discounted rate to a developer in return for guarantees of an agreed upon amount of permanently affordable housing.

2 **Partner with Non-Profit Developer and/or Community Land Trust (CLT)**

Consider partnering with a non-profit developer and/or community land trust to construct permanently-affordable housing and commercial/maker-space on city-owned parcels. These parcels can be donated or sold or leased at a discounted rate in return for the provision of permanently affordable housing. A CLT can provide affordable home ownership opportunities.

3 **Coordinate with Housing Opportunity Management Enterprises (HOME)**

Development on publicly-owned land can be coordinated with HOME to help provide permanent affordable housing.

TENANT SUPPORT AND ASSISTANCE

Many key strategies for maintaining affordability and tenant protections must be applied citywide. Additional protections may be beneficial in certain circumstances when existing residents are displaced by new development.

1. **Expand the Housing Choice Voucher Program**

   Permit renters to use the Housing Choice Voucher Program (Section 8) for all units within projects developed in partnership with the city. This strategy should be applied citywide.

2. **Protect Existing Residential Tenants**

   Ensure any residential renters or tenants that are displaced due to development in partnership with the city are offered displacement compensation and right of return.

3. **Limit Short-Term Rentals**

   Short-term rentals can be a valuable way to subsidize housing costs. However, they can also result in units being removed from the housing market if those units are used primarily for short-term rentals catering to visitors. Projects developed in partnership with the city should limit short-term rentals to ensure the publicly supported housing is serving El Paso residents' housing needs.

DON'T FORGET ABOUT TRANSPORTATION

While housing is typically considered affordable at 30 percent of a household's gross income, it is important to take into consideration transportation costs as well. The Center for Neighborhood Technology suggests an expanded view of affordability, combining housing and transportation costs and setting a benchmark at no more than 45 percent of household income.

According to AAA, the average annual cost of new car ownership is over $9,000 per year. The cost of owning a used or older car can also be high, especially for those on limited incomes.

Locating affordable housing in places where mobility options other than driving are convenient, the cost of transportation can be drastically reduced if owning a car (or perhaps, owning one car for a household instead of 2 or more) is not necessary. Spending less on transportation costs can allow a household to spend more on housing within the 45 percent recommended threshold.

Walkable, mixed-use Transit-Oriented Developments promote a car-free or car-light lifestyle and can help reduce household expenses.

CASE STUDIES:

LAND BANK:

GUADALUPE NEIGHBORHOOD DEVELOPMENT CORPORATION (AUSTIN, TX)

The Guadalupe Neighborhood Development Corporation (GNDC) is a 501(c)(3) non-profit that builds CLT homes that are both for sale and rent at affordable prices. GNDC also works for the improvement, revitalization and preservation of the residential neighborhood. The organization serves over 400 residents today with plans to build hundreds of additional units.

THE AFFORDABLE COMMUNITY OF TEXAS (ACT)

The Affordable Community of Texas (ACT) Program is a statewide land banking and land trust initiative which assists local nonprofit and governmental entities with the acquisition and redevelopment of distressed properties to create housing for low-income families. The Affordable Community of Texas (ACT) as of 2021 has had a total of 574 properties with 329 sold, donated, or transferred to local partners and 169 properties either in the pre-development stage, are under construction, or are for sale.

HEALTH

SNAPSHOT:

HEALTH DATA

Health Insurance

Twenty-six percent of the population along the Alameda corridor do not have health insurance. El Paso County's total rate is 20%. The United States is at 9%.

Poor Physical Health

One-fifth of individuals living along the Alameda corridor reported having poor physical health for 14 or more days within the last month.

Obesity Rates

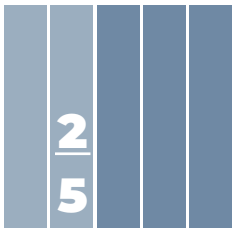
A troubling trend is the high number of obese adults both along the corridor and in the region. *In the corridor, 42.7% of adults are obese.* For El Paso County, that percentage is at 35.6. Both numbers are higher than the national average of 30% reported in 2018. Furthermore, as compared to the rest of the city, the Alameda corridor has a higher percentage of adults classified as obese (see map).

Having almost fifty percent of adults categorized as obese presents serious public health issues for a community. Obesity is related to high blood pressure, heart disease, diabetes, and strokes. Obesity is also preventable. More should be done to create a more active lifestyle and to provide healthy food options.

Sedentary Lifestyles

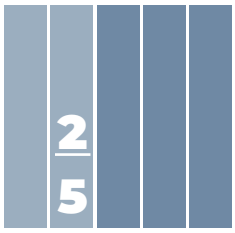
This indicator is the percentage of adults who did not participate in any leisure-time activities (physical activities other than their regular job) during the past month. According to the Paso del Norte Health Foundation, *41.5% of adults along the Alameda corridor, reported not having had any physical activity within the last 30 days*.

This data point correlates with the obesity data outlined above; both are at about 42%. When so many adults are not exercising, this has a direct correlation to high obesity rates.

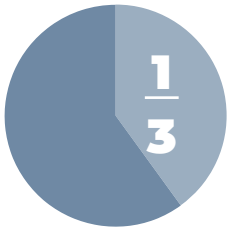


OF ADULTS HAD **NO PHYSICAL ACTIVITY** WITHIN THE LAST 30 DAYS

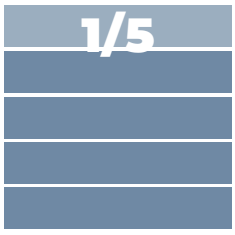
OF THE POPULATION **DO NOT HAVE INSURANCE**



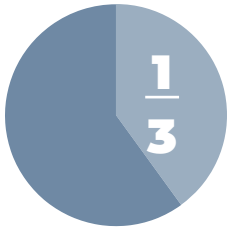
OF ADULTS ARE **OBESE**



OF THE RESIDENTS LIVE **BELOW THE POVERTY LINE**



OF INDIVIDUALS HAVE **POOR PHYSICAL HEALTH**



OF RESIDENTS HAVE **LOW ACCESS TO GROCERY STORES**

Data Sources: http://www.healthypasodelnorte.org, https://datausa.io, https://www.statsamerica.org, https://www.cityhealthdashboard.com, https://www.census.gov

QUALITY OF LIFE DATA

Poverty Rates

One-third of the residents along the Alameda corridor are living below the poverty line. The data indicates that 33.5% of individuals earn less than the $13,300 threshold. There are several census tracts along the corridor where this percentage is above 50%. Compared with El Paso County's rate of 20.2% and the nation's at 10.5%, the Alameda corridor area has a high poverty rate.

Median Income

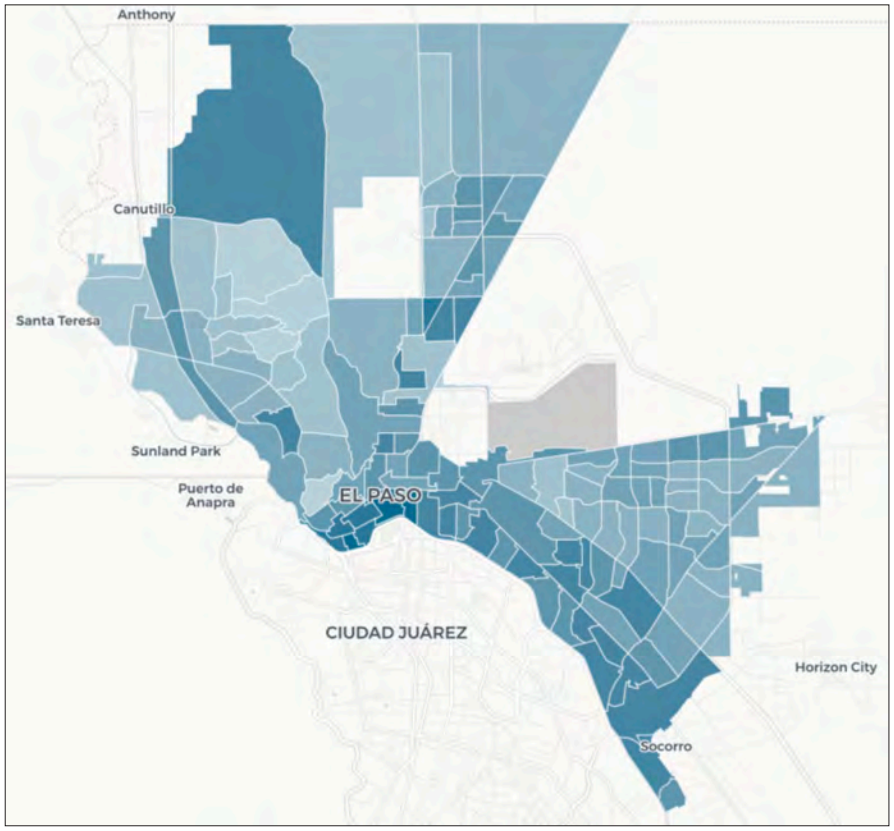
The median income for the corridor is $27,498, which is substantially lower than the $46,871 median income for El Paso County. This includes about 16% of households making less than $10,000 a year, which is almost twice the percentage for El Paso County households making the same amount. This also includes 26.7% or more than one-quarter of households within the corridor, making less than $15,000 a year.

Life Expectancy

The life expectancy for those living along the corridor is 78.6. This mirrors the national figure of 78.5 but is two years less than the life expectancy for the rest of El Paso County. That figure stands at 80.6. Life expectancy along the Alameda corridor is 24 months less than for residents living in other parts of the county.

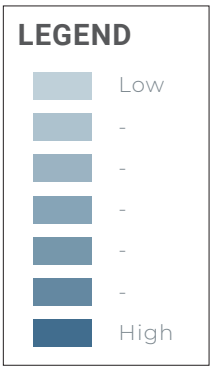
Access to Grocery Stores

According to the Paso del Norte Health Foundation's Healthy Community Institute, along the corridor, *32% of residents have low access to a grocery store*. This indicator is the percentage of people living more than one mile from a supermarket or large grocery store.



Map of obesity rates across the city.

INCREASING ACCESS TO HEALTHY FOOD AND PHARMACIES IS A KEY GOAL OF THIS PLAN AND IS CLOSELY RELATED TO THE GOALS OF INCREASING HOUSING AND INVESTMENT ALONG THE CORRIDOR, ALONG WITH IMPROVING AND EXPANDING MOBILITY OPTIONS.

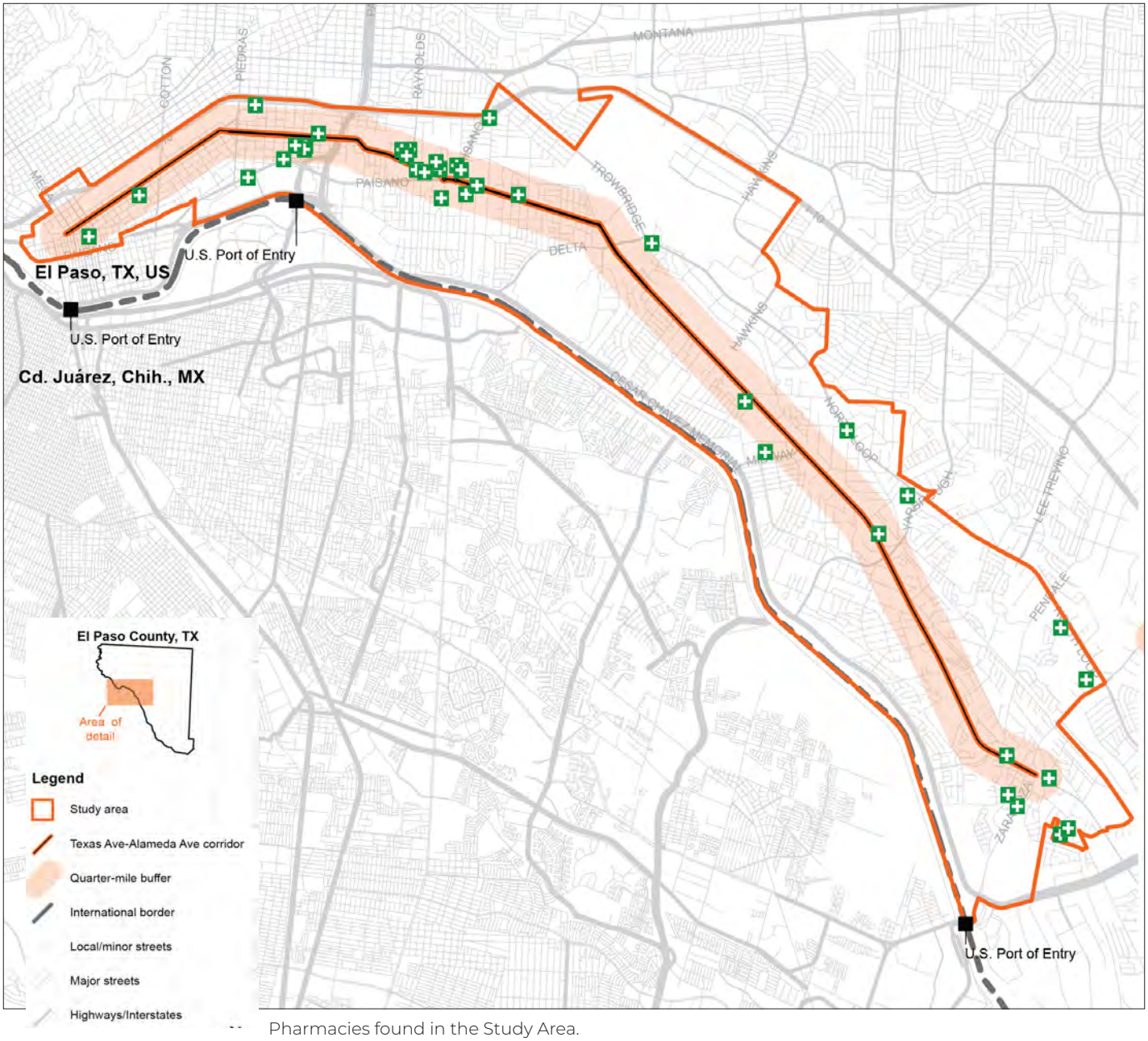


ACCESS TO HEALTHY FOOD OPTIONS & HEALTH CARE

MEDICAL FACILITIES

Access to healthcare is one of the most vital quality of life amenities. In reviewing the locations of clinics and hospitals along the corridor there are many healthcare facilities of various types and sizes.

Directly on Alameda Avenue is the Medical Center of the Americas (MCA), the region's hospital district. The MCA includes the county general hospital, the Texas Tech Medical School, and other auxiliary uses. Also on Alameda are several community-based clinics. Project Vida and San Vicente health clinics offer locations along the corridor as well.



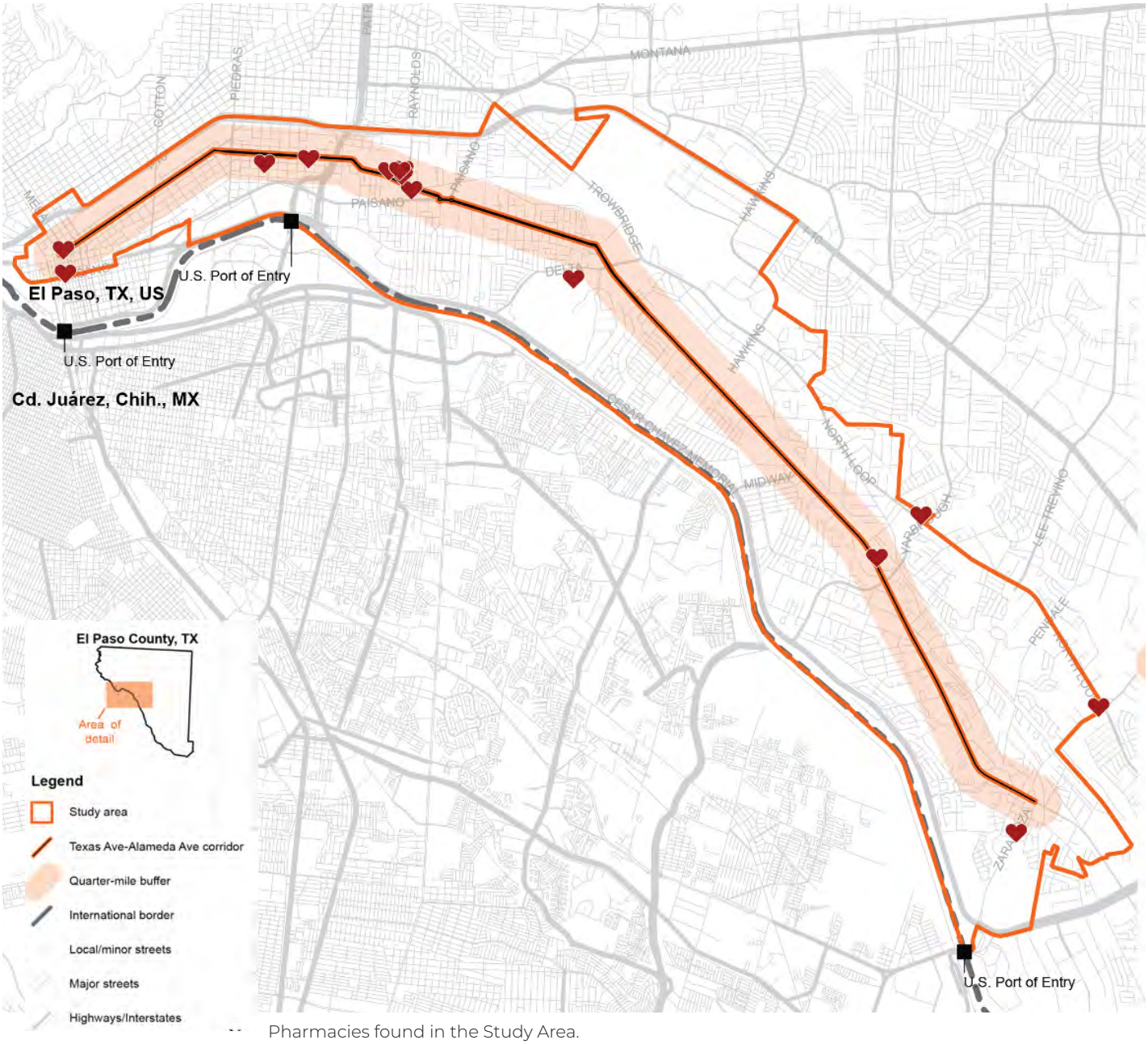
Pharmacies found in the Study Area.

Supermarkets and pharmacies are important elements that can contribute to residents' healthy lifestyles. There are areas in the Alameda corridor lacking such important amenities.

PHARMACIES

There are more pharmacies than grocery stores, with a total of 15, along the corridor. Six of these are clustered in the MCA area. While it may seem that this is a high number, between Delta Drive and Loop 375, a stretch of 10 miles, there are only three drug stores. Pharmacies provide access to prescription drugs and other medical-related supplies vital for health and wellbeing.

FORTY PERCENT OF ALL PHARMACIES ALONG ALAMEDA ARE CLUSTERED AROUND THE MCA AREA

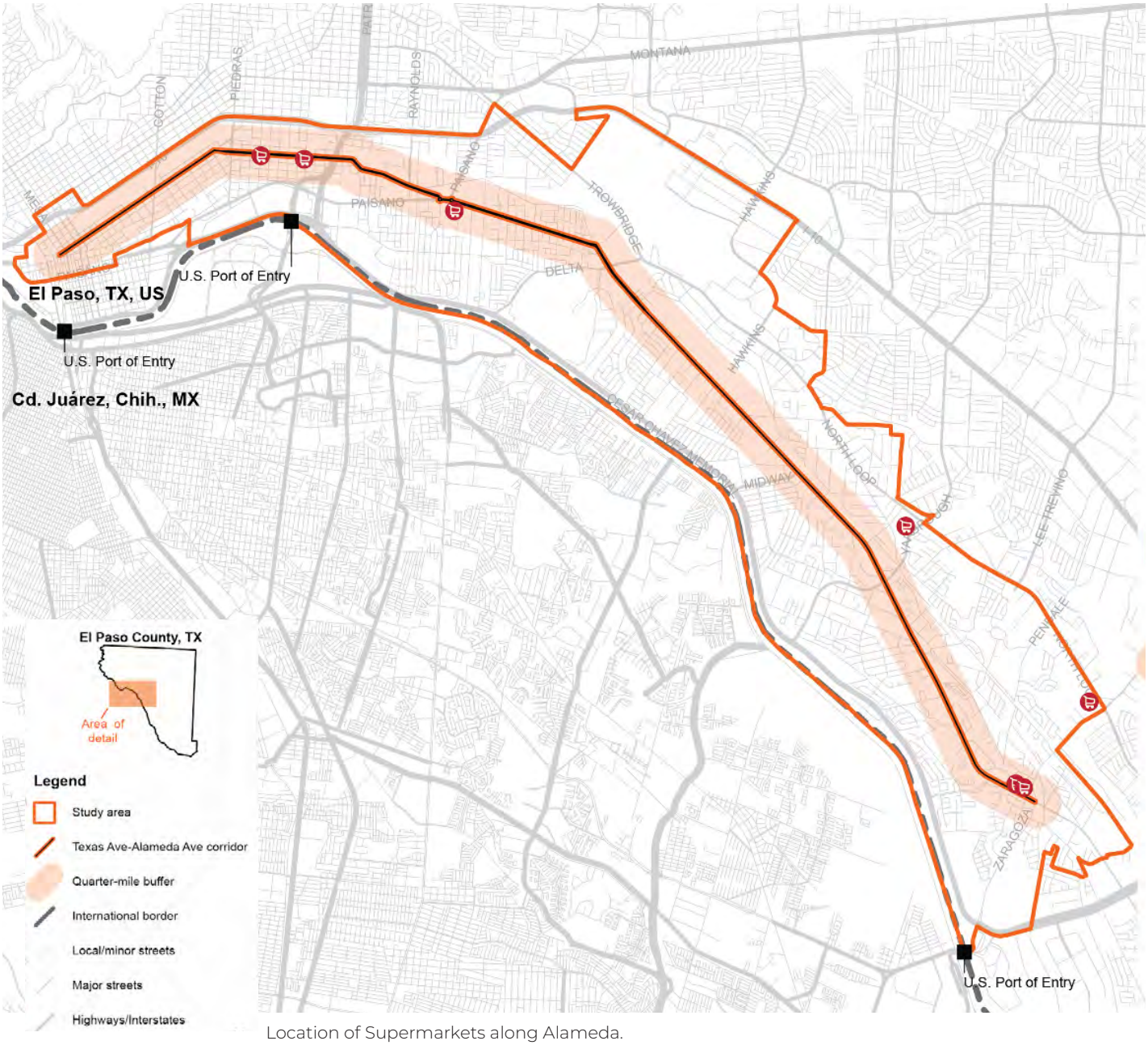


Pharmacies found in the Study Area.

SUPERMARKETS

The map below shows the location of large-scale grocery stores. In total there are five supermarkets directly on Alameda Avenue with two more found within the study's boundary. These locations are not well disbursed leaving large segments of the Alameda corridor and the surrounding communities without access to a grocery store and creating food deserts.

There are small neighborhood grocery stores along Alameda Avenue, but many can't offer the large variety of fresh fruits and vegetables found in large supermarkets.



Location of Supermarkets along Alameda.

CASE STUDIES:
ACCESS TO HEALTHY FOOD OPTIONS:

HEALTHY FOOD FINANCE INITIATIVE (EL PASO COUNTY, TX)

The El Paso County's Healthy Food Financing Initiative (HFFI) is a program offering grants and loans to healthy food-related businesses. The HFFI focuses on expanding healthy food options in underserved areas of the county through the constructing, creating, rehabilitating, and/or increasing food retail structures.

The project is a collaborative initiative between the county, People Fund, and the University of Texas School of Public Health-El Paso.

Currently the county is making available $1 million for the program. Eligible activities include predevelopment, site assembly, equipment, personnel, training, or working capital, among other related activities.

Applicants and projects should meet the following minimum requirements. From the County's website:

- Applicant must demonstrate a plan to: Open a new retail outlet or expand an existing small or disadvantaged food enterprise primarily selling healthy and affordable food items; improve an existing small or disadvantaged food enterprise's ability to stock and sell a variety of healthy and affordable food that had previously been limited; or, develop a real estate project that will lease space to a grocery store tenant.
- Applicant may be for-profit or not-for-profit and may be (but is not limited to) one of the following: regional grocery chain, national grocery chain, singular grocery retail outlet, food hub, farmer's market, mobile market other food retail models offering healthy and affordable food.
- Applicant's primary business activities must take place within El Paso County and be located in or predominantly serve residents of an area with below average supermarket density or below average grocery sales.
- Projects must benefit low-to-moderate income residents in El Paso County:
- Retail applicants must demonstrate that at least 20% of current or future products sold or at least 30% of the food retail space will be used for the sale of healthy and affordable foods. Utilizing this model or by partnering with the county, the city of El Paso can help increasing healthy food options in the Alameda corridor. The city can contribute funds to the program with the emphasis of the businesses and nonprofits in the communities along the plans' study area.

HEALTHY COMMUNITIES

There is not doubt that as we continue to manage the COVID pandemic and life beyond, city leaders will need to focus on health and wellbeing of residents. This pandemic has shown us that we need to prioritize public health. Much like city planning focused on alleviating the ills of the modern city at the turn of the 20th century, we will have to work to create healthy environments to combat today's health crisis.

The data shows that residents living along Alameda Avenue have troubling health trends as compared with other parts of El Paso. In recognizing these health challenges, we also need to acknowledge that the design of our built-environment is a key contributor to these issues.

There are several important elements that can help improve residents' health along the Alameda corridor. Opportunities have been identified that can enhance health outcomes and increase healthy lifestyles.

By focusing on existing plans and initiatives—such as the Paso del Norte Trail—and by creating new priorities, the city can take steps to improve the quality of life in this area.

It should also be noted that many other plan elements, such developing Transit Oriented Developments, creating bike lanes, fixing sidewalks, and increasing lightning in existing neighborhoods, will also contribute to the overall health of the community.

HEALTHY AMENITIES

The Health Snapshot outlines the health factors and disparities within the Alameda corridor. The data illustrates that residents living along the Alameda have poor physical health, many lack health insurance, and obesity rates are higher than in other parts of the city. As the city seeks to incentivize business development along Alameda Avenue, it should focus on recruiting several large grocers and pharmacy companies to the area.

This national chain supermarket is fronted along the street instead of the parking lot and incorporates elements of street-oriented architecture (Tallahassee, FL).

This national chain supermarket takes on an urban format with street-oriented architecture. The lowrise mixed-use building includes liner shops along what are typically the long blank walls of big box retail buildings (Washington DC).

"A STATE OF COMPLETE PHYSICAL, MENTAL, AND SOCIAL WELL-BEING AND NOT MERELY THE ABSENCE OF DISEASE OR INFIRMITY."

DEFINITION OF HEALTH, WORLD HEALTH ORGANIZATION

TOOLKIT: STRATEGIES FOR HEALTHY PLACES FOR EVERYONE

The following best practice strategies from across the country can be employed to create healthy places along the Alameda corridor:

MOBILITY & ACCESSIBILITY

1. **Incorporate Universal Design in all Public Places to Ensure that Differently-Abled People Have Access to All Places**

   Ensure that new investments in public facilities can be accessed and enjoyed by all El Paso residents and visitors.

2. **Implement a Safe Routes to School Program**

   Work with school districts to identify where improvements are needed to target investments to provide safe routes to schools

3. **Provide Pedestrian-Scaled Outdoor Lighting**

   Install and maintain enough pedestrian-scaled lighting to create safe and comfortable streets, parks, trails, and other public spaces without contributing to excessive light pollution.

MENTAL & SOCIAL WELLBEING

1. **Build Playgrounds for Children of all Ages and Abilities**

   The city should provide playgrounds of various sizes for children with various physical needs and capacities. All new playgrounds should follow a Universal Design standard.

2. **Increase Social Engagement For All Ages**

   Providing opportunities for engagement to all children living along Alameda is important to overall social health. Utilizing the newly-constructed Valle Bajo and Chamizal recreational centers, the city should work to increase programming for children of all ages.

3. **Include Activities for Seniors**

   The city should ensure that seniors living in the corridor have opportunities for engagement. Activities and programs can engage both children and seniors to participate together.

4. **Have Pet-Friendly Policies**

   Pet-friendly policies can create economic opportunities. The easiest method is for the city to amend the zoning code to allow pet-friendly land-use decisions such as allowing and encouraging bars and restaurants to open their doors to pets and their owners to increase the volume of patrons along the corridor. The city can also construct a series of dog parks.

ACCESS TO HEALTHY FOOD OPTIONS

1. **Ensure Access to Healthy Foods and Well-Stocked Grocery Stores**

   As the data on page 3.42 illustrates, the Alameda Corridor lacks an adequate number of grocery stores. The city, through its Economic Development department, should seek to recruit more grocery stores to the area, especially in Segments 4 and 5, which have none. Also, as outlined on page 3.43, the city should partner with the county to increase funding for the Healthy Food Financing Initiative and target small "mom-and-pop" markets that can increase access to fresh fruits and vegetables.

2. **Accommodate Farmers Markets**

   Farmer's markets provide a space for regional farmers to provide their goods and services. Currently there are several regional farmer's markets but none along the Alameda Corridor. The city can permit these uses in underutilized parking lots, public parks, large vacant lots, and/or near the transit stops and transfer centers.

3. **Support Small Scale Gardening and Urban Farming**

   Growing and cultivating one's own food increases access to healthy food. The city's current zoning allow gardens in private yards. However, city staff should review these ordinances and revise them to reflect current best practices. The city should provide tax breaks to property owners utilizing their vacant lots for small-scale farming and urban gardens.

4 BIG IDEA 2

REIMAGINE STREETS AS GREAT PUBLIC SPACES, ENHANCE MOBILITY, AND INCREASE CONNECTIVITY

As one of the primary entrances to the city from the east, Alameda has been historically integral to the movement and expansion of the city. The proposals and policies outlined in this section acknowledge that pedestrians, bicyclists and transit riders are central to the success of the corridor. Making it safe and easy to walk, bike and take transit on Alameda is tied to the continued economic development of the corridor.

The recommendations in this section are the result of a community driven planning process that identified challenges and needs along Alameda Avenue and how the City of El Paso should leverage future investment based on those needs. The plan prioritizes walking, bicycling, and public transit in order to deliver an efficient and fair transportation system.

1. MOBILITY
2. TRANSIT
3. PEDESTRIAN & BICYCLE FACILITIES
4. TRANSFORMING THE CORRIDOR

MOBILITY

SNAPSHOT:

Alameda Avenue is a street that is currently designed primarily for people who drive, both in the condition of the travel lanes and sidewalks and in the design of the buildings that line the corridor. While it is a vital economic corridor for the city, it does not function properly for people who walk, bike or take transit, which itself has negative economic consequences.

The corridor is characterized by discontinuous or non-existent sidewalks, long and frequent curb cuts, few pedestrian crossings, and a lack of shade and adequate lighting. While significant investments have been made in Brio stations, the level and type of development, and general pedestrian and bicycle network depress the potential for better ridership. Lastly, policy and project coordination between local and regional transportation and transit agencies is needed to design comprehensive strategies that tackle the corridor's biggest mobility challenges. This includes the Texas Department of Transportation (TxDOT), who has jurisdiction over Alameda Avenue, and Sun Metro, who operates Brio.

MOBILITY OVERVIEW

As it relates to mobility, the goal of the Onward Alameda Corridor Plan is to identify projects and policies that will improve safety, connectivity, and access for people walking and biking, and taking transit. This section makes the following three main recommendations:

1. **Improve Pedestrian Safety**

   There is a need for basic pedestrian infrastructure in the form of continuous, uninterrupted sidewalks, more closely spaced crossings, shade and lighting along the entire corridor.

2. **Increase Transit Ridership**

   Transit service must be made competitive with driving a single occupant vehicle by providing predictable and regular service with low headways. To do so, targeted intersection interventions such as queue jumps, dedicated transit signal priority, and dedicated transit lanes can help make bus travel more competitive with driving.

3. **Improved Access and Expanded Network**

   Provide equitable and direct access to bicycle and pedestrian facilities and focus on network improvements that increase access to transit hubs.

The city's new Brio system has the potential to support redevelopment at select areas along the route, especially within a short, five-minute walk of the stations

While parts of the corridor face mobility challenges, the area around Texas Avenue features many historic buildings and high quality street-oriented building fabric that can be built upon to provide safe and walkable environments.

HISTORICAL CONTEXT

The Alameda Corridor has historically been an integral corridor for the mobility and expansion of the El Paso community. The term “alameda” means “public walk shaded with trees” and Alameda Avenue once had a continuous canopy of trees.

Alameda Avenue connects downtown El Paso to the Mission Valley and continues Southeast to communities further along the Rio Grande River. The corridor goes through urbanized and rural areas within El Paso County and serves as one of the major east/west connections for various communities along its route.

This corridor is also the location of one of Sun Metro’s Brio Rapid Transit System routes, providing transit connections between the Downtown Transit Center and the Mission Valley Transit Center.

In recent years, Alameda Avenue has become an auto-oriented street lined with used car lots and junkyards, but it remains a vital commercial corridor for El Paso.

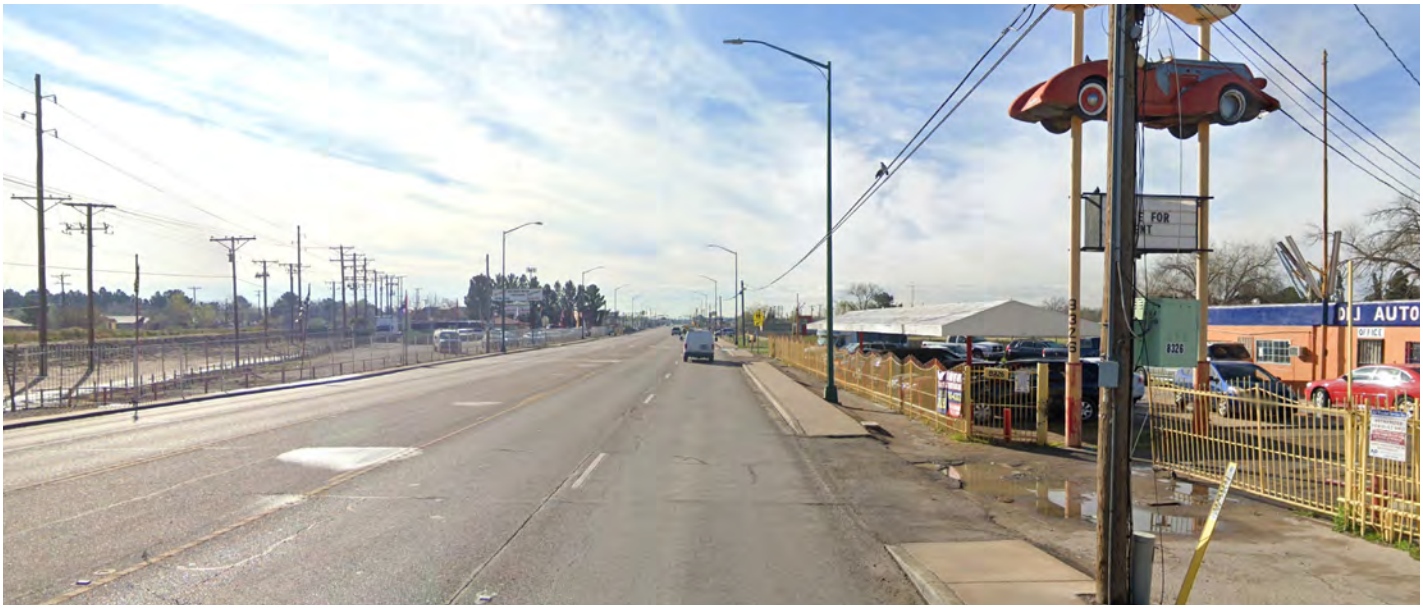
Recognizing the importance of Alameda Avenue, the City of El Paso has initiated a 14-mile stretch planning study from Texas Avenue in downtown El Paso to Nevarez Rd in Socorro.

PUBLIC INPUT

The team gathered feedback from stakeholders and the public to evaluate the existing conditions as they are experienced by the people that live and move around Alameda Avenue.

Below are the major takeaways from the various meetings that were held:

- Alameda is seen as a highway for pass-through vehicle traffic, there is notable congestion to the South of Delta Drive.
- Sidewalks along Alameda are largely adjacent to parking lots without screening and buildings are set back from the street.
- There is no buffer separating sidewalks from auto traffic, and sidewalks are regularly interrupted by driveways.
- Notable lack of safe and frequent crossings.
- Although the implementation of bike lanes did not take priority over transit or walkability, the public noted that the lack of bicycle lanes and or wider sidewalks to accommodate cyclists discourages most community members from riding their bikes.

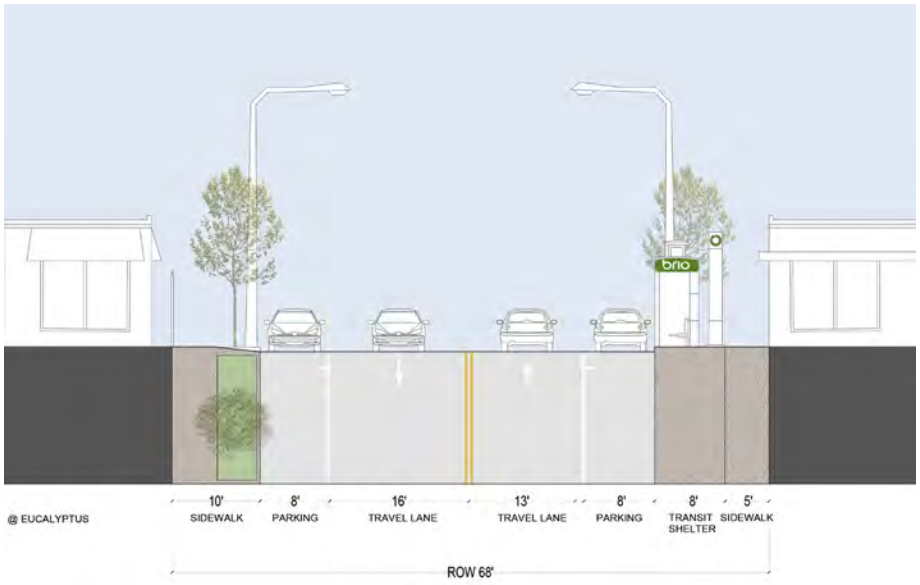


The term “alameda” means “public walk shaded with trees” and Alameda Avenue once had a continuous canopy of trees. Today, the corridor lacks pedestrian amenities like wide and continuous sidewalks and shade trees.

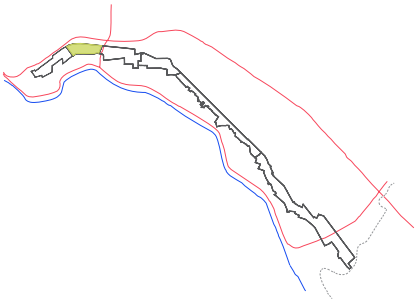
EXISTING STREET SECTIONS

Segment 1

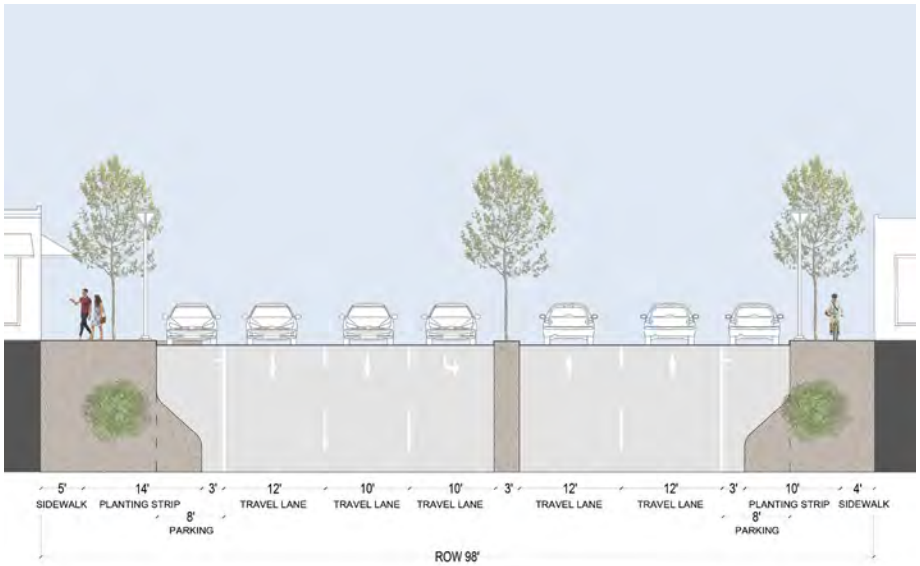
Segment 1 shows a compact urban fabric with shorter blocks and a more consistent use of trees and curb extensions that allow traffic to slow down at intersections.



Segment 2



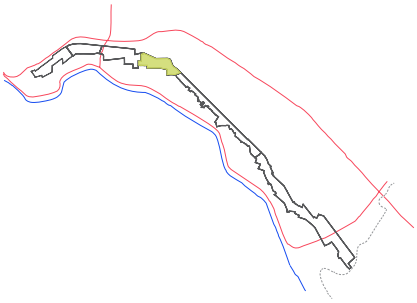
This segment is also characterized by having more pedestrian-friendly streets while still having some blocks with narrow sidewalks and wide travel lanes.



Segment 3

Segment 3 still has a few walkable streets and some bicycle amenities but large parcels of land remain undeveloped with minimal frontage on the street.

Segment 4

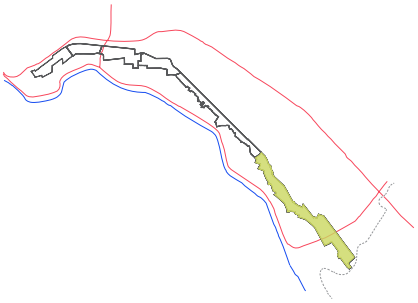


This segment starts to become highly auto-oriented with two lanes in each direction and an often interrupted, unplanted median. Used car lots, auto repair shops, and junkyards are the primary uses along the street.

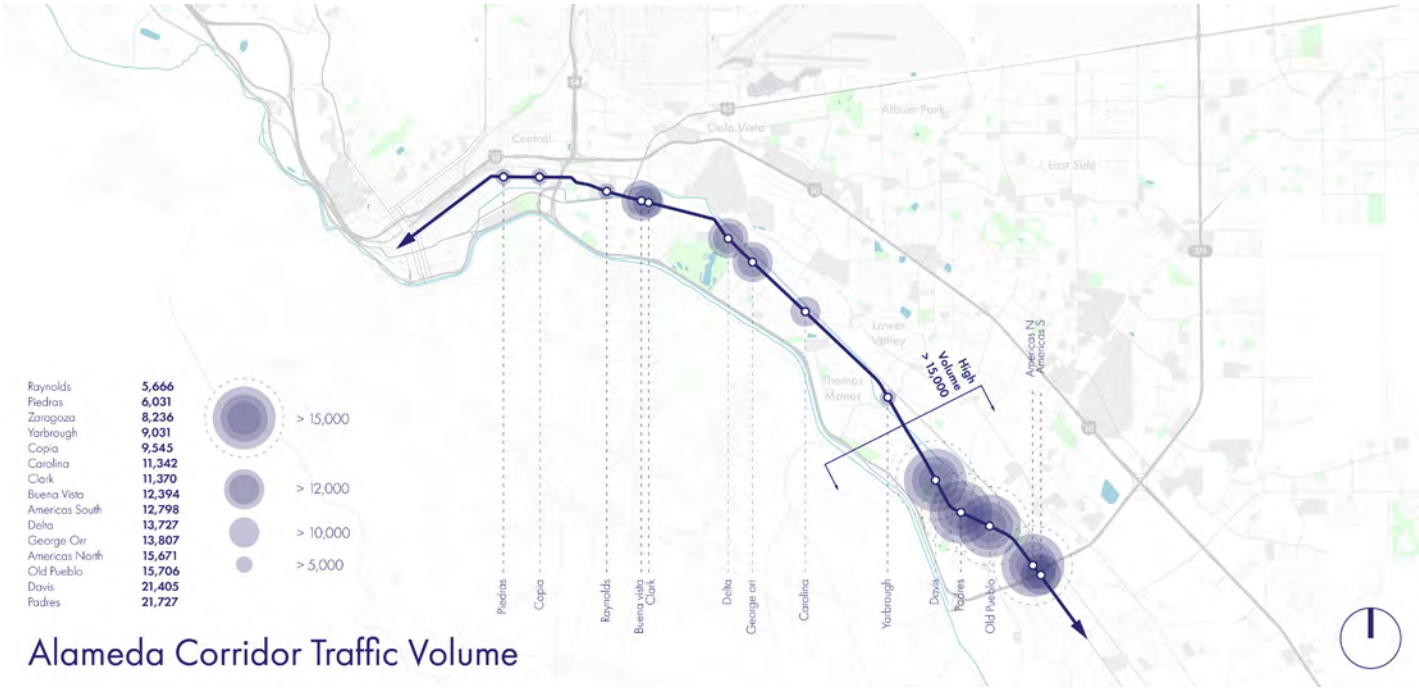
Segment 5

Along the majority of Segment 5, buildings are set way back from the right-of-way with numerous curb cuts and parking dominates the front portions of the lots.

Segment 6



Segment 6 starts to see a more regular occurrence of superblocks and very few pedestrian amenities such as sidewalks, pedestrian crossings and adequate shade.



Traffic volumes vary across the corridor with higher volumes in the east where the land uses and development pattern is more suburban. Traffic volumes are considerably lower in the eastern portions of the corridor where smaller block sizes and an interconnected network of streets allows more trips to be comfortably made by walking, biking, and transit.

Crash data can help illustrate locations along the corridor where enhancements might be needed to improve safety.

OVERALL MOBILITY GOALS & STRATEGIES

These goals and strategies should be applied across the corridor and transportation modes. They are intend to allow and promote transit-oriented development by supporting the connection between land use and transportation. They also provide a process for incrementally implementing transportation enhancements, offering lower-cost solutions and the ability to test and refine improvements using temporary methods before implementing larger, more costly infrastructure projects.

REDUCE VEHICLE MILES TRAVELED (VMT)

1. **Establish Mode-Share Goals**

   Establish mode-share goals for the city that are tied to a reduction in total VMTs. As part of these goals, identify segments of the Alameda Corridor to prioritize VMT reductions, specifically the segment of Texas Avenue, from Downtown to Alameda, and other targeted segments of Alameda to be tied to the creation of dedicated bus lanes and other recommendations in this report.

2. **Identify VMT Reduction Benchmarks**

   Identify VMT reduction benchmarks for year 1, 2, 5, 10, and 25 year along with a monitoring program that can provide ongoing evaluation of goals.

3. **Lower Parking Requirements**

   Lower parking requirements in the zoning code through parking maximums in order to reduce the total amount of off-street parking required by new development, specifically at locations within a 10 minute walk of Brio stations.

4. **Eliminate Parking Requirements**

   Eliminate parking requirements for developments under 20,000 sf to encourage the redevelopment of compact, walkable historic properties and reduce VMTs, specifically at locations within a 10 minute walk of Brio stations.

INCORPORATE THE QUICK-BUILD METHODOLOGY INTO PROJECT DELIVERY

1. **Create a Toolkit of Projects**

   Create a toolkit of projects, approved and adopted by public works, that can be used to advance the goals shown on this page, to include detailed design drawings for standard elements, such as curb extensions, bus lanes, bike lanes, crosswalks, and other infrastructure necessary to reach these goals. To include all necessary dimensions and material specifications.

2. **Identify short-term pilot projects**

   Identify short-term pilot projects along the Alameda corridor to advance longer-term goals related to street safety and the design of public spaces.

3. **Create a Nonprofit and neighborhood Group Tactical Urbanism Program**

   Create a program for nonprofits and neighborhood groups to use the tactical urbanism methodology for pilot projects. This allows communities to take ownership of their built environment and build a constituency of support for ideas they'd like to see translated into reality.

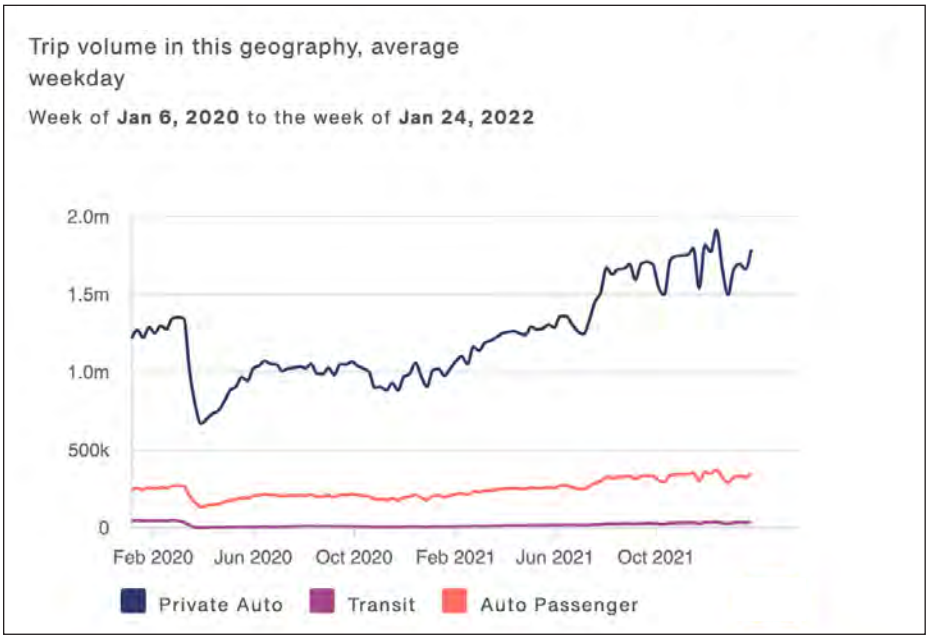

DELTA
AUTOGLASS
REGISTRATION
INCOME
TAXES
I C
CAR SALES
915 329-0279
6970
The Marloft
Gated Apartments
6968 Alameda

TRANSIT

SNAPSHOT:

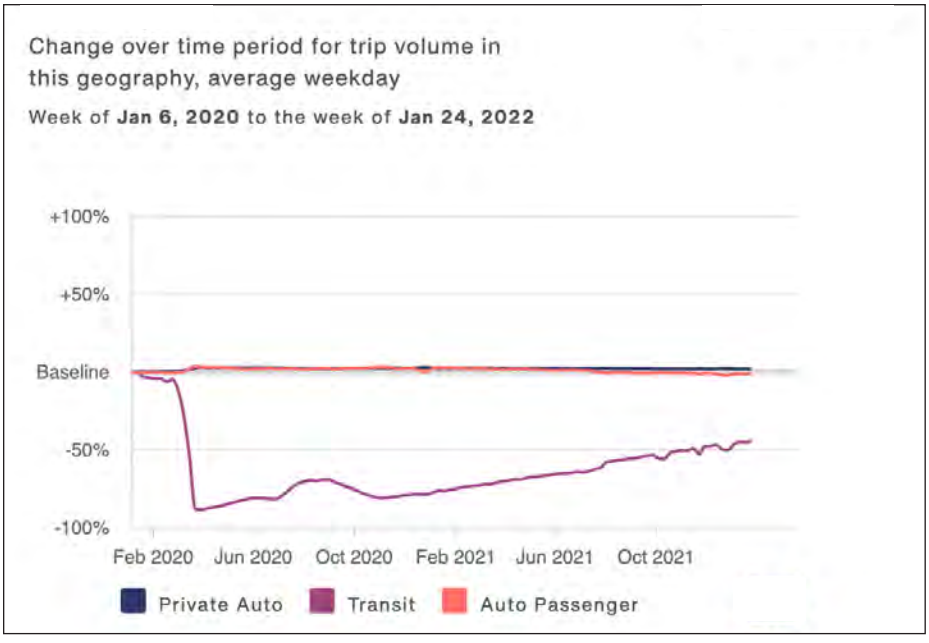
The vast majority of trips in El Paso are made using private automobiles. While the use of transit has increased since the creation of the Brio network, transit trips account for only a small percentage of all trips along the Alameda corridor. In order to see a substantial shift, local agencies must enact policies that change the competitive balance between driving and transit to encourage local residents to use bus service.

TRANSIT RIDERSHIP TRENDS



Mode Split Total[1]

Recent mode split data shows private vehicles are still the predominant form of transportation for work and other travel purposes in El Paso. About 80% of El Paso (city) commuters drive to work alone while transit accounts for roughly 2% of commuters.



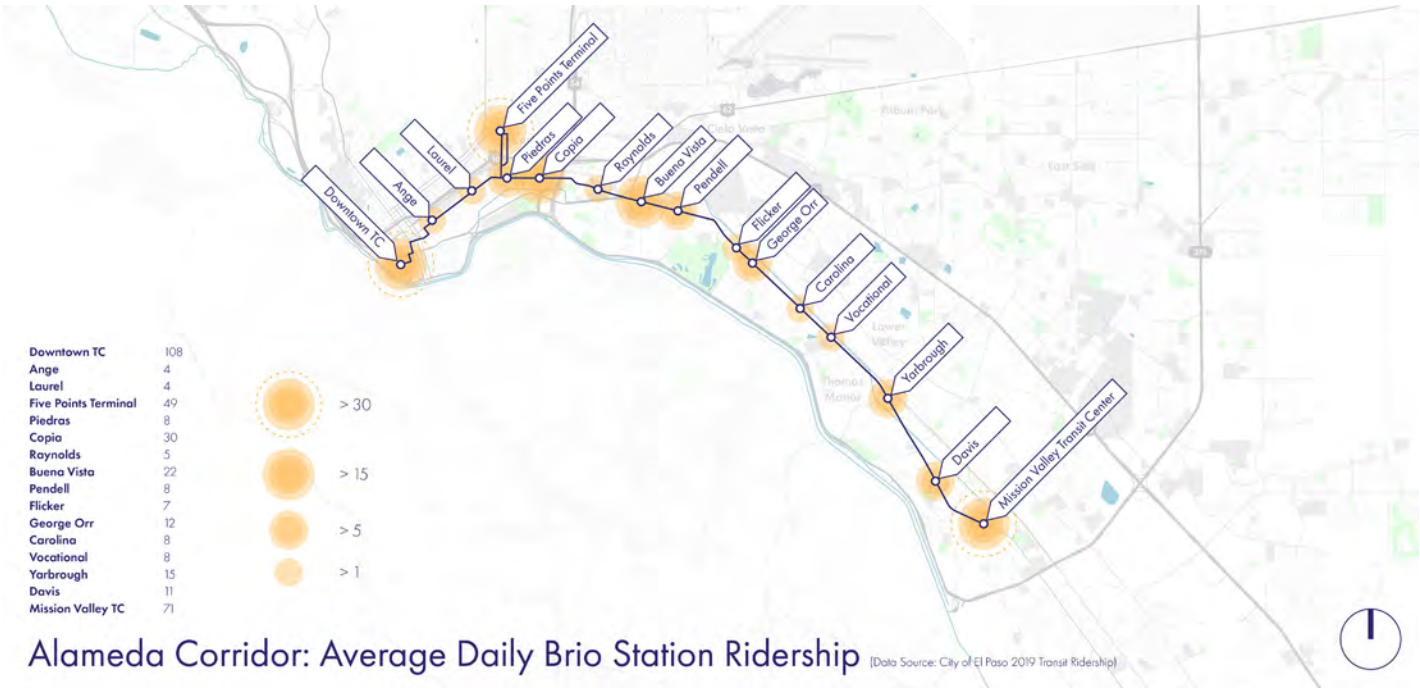
Mode Split Proportion[1]

Systemwide ridership peaked in 2012 at over 16 million annual riders, but has decreased since then. Over the past few years, ridership has generally hovered between 12 and 14 million annual riders. While the COVID-19 pandemic led to a sharp decline in ridership, numbers are on the rise again.

[1] Mobility data gathered from Replica Trends provides an overview of travel behaviors for the region and vital indicators for tracking, understanding, and comparing patterns of mobility and economic recovery across El Paso.

KEY OBSERVATIONS

Transit ridership numbers have been on the rise in El Paso. Data gathered from Replica Trends show that trips on a typical weekday have nearly doubled from 8,000 in April 2021 to 15,000 in April 2022. The strategies outlined in the toolkit below will make Brio stations more accessible by foot or bike and increase travel time reliability. These changes, in turn, will positively impact the attractiveness of transit to current and prospective riders.



Alameda Corridor: Average Daily Brio Station Ridership (Data Source: City of El Paso 2019 Transit Ridership)

El Paso Average Daily Transit Ridership FY 19 (Data Source: City of El Paso 2019 Transit Ridership)

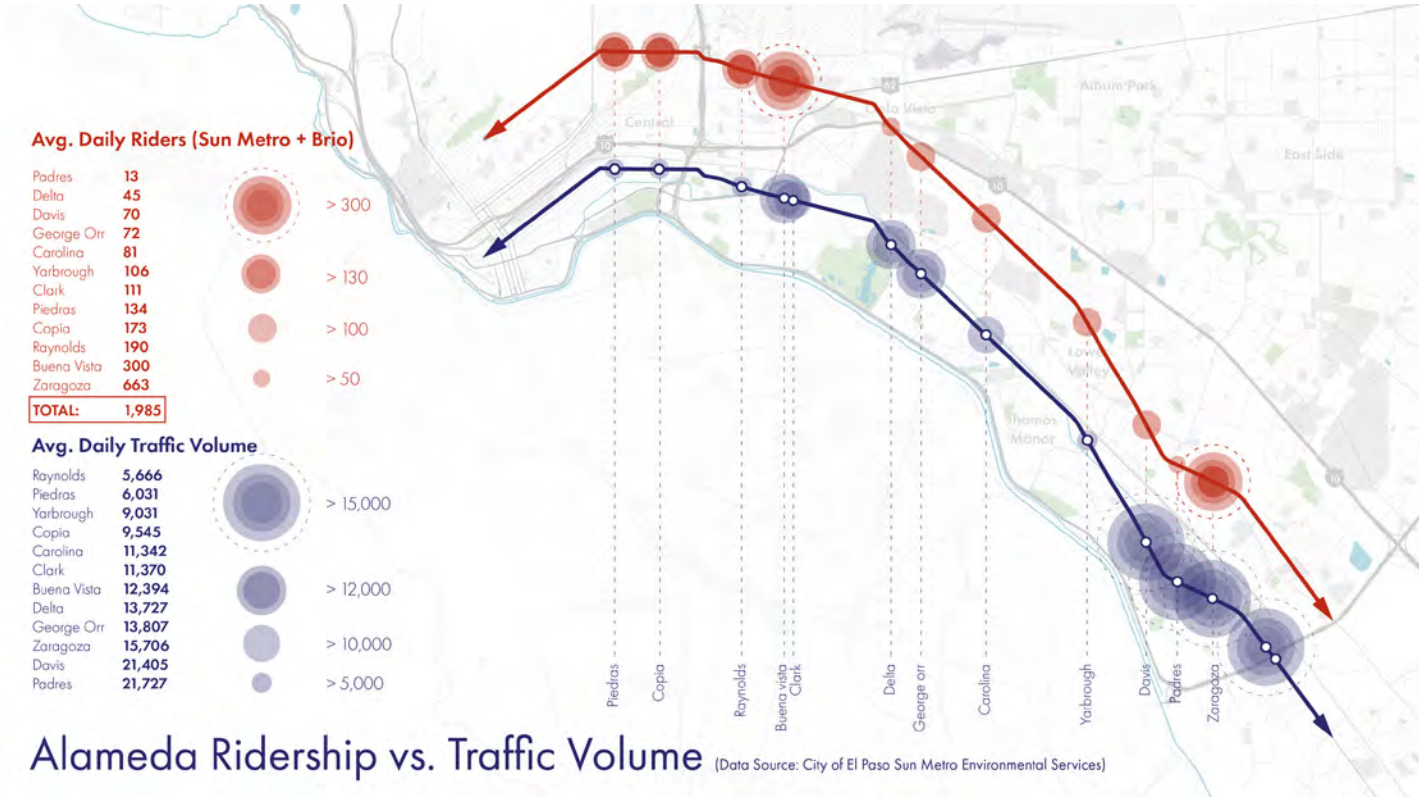
LAND USE AND TRANSIT PLANNING

Perhaps the most important factor affecting the long-term ridership potential for public transit is the development pattern along a transit corridor. El Paso has experienced sprawling development with new housing often being built in less dense areas outside of urban centers rather than within walking or biking distance to existing transit.

Transit accounts for roughly 2,000 average trips a day along the Alameda corridor, whereas traffic volumes range from 5,000 to 10,000 vehicles in segments 1-4 and 15,000 to 25,000 vehicles in segments 5 and 6 to the South. **This means that transit along the western end of the corridor accounts for between 20-40% of total modeshare**! This is where the most aggressive investments laid out in this plan should be prioritized.

These numbers also demonstrate the link between land use, travel behavior, and traffic congestion, and suggest that high-density, mixed-used development patterns may be beneficial in reducing vehicle miles of travel (VMT). Moreover, improvements to the transportation system have the ability to influence development patterns by providing increased accessibility to the areas served.

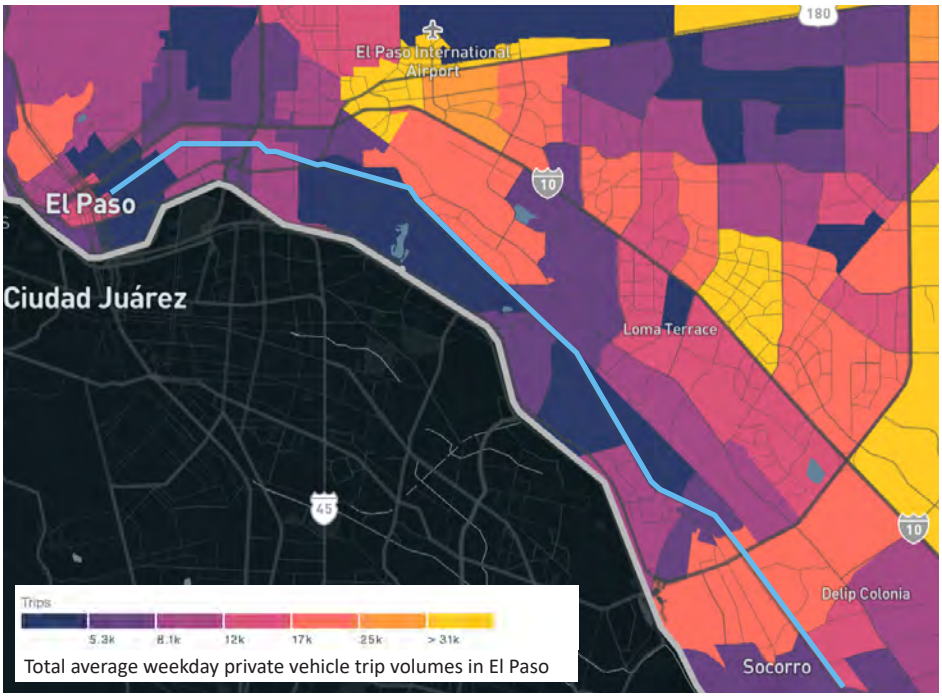
The improvements and policies laid out in this section shift the competitive balance between driving and transit. The most impactful changes would make driving less convenient, but these impacts would also make them the most politically challenging to implement.



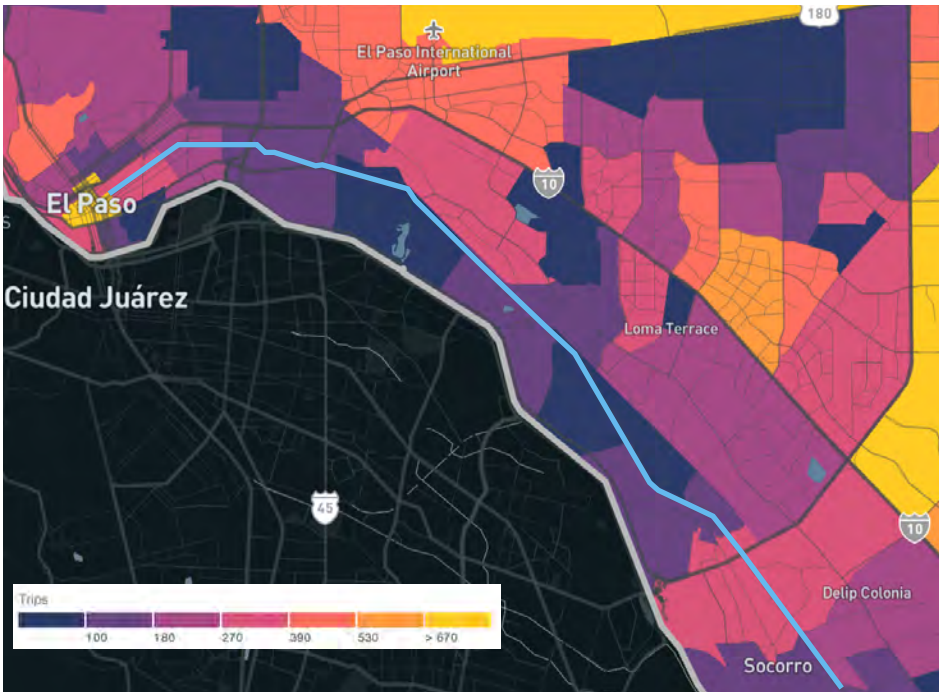
This diagram shows the number of trips taken by car vs the number of trips taken by transit (both Sun Metro and Brio) along Alameda Avenue. This map demonstrates the connection between land use and transit that is present around the corridor. Where there is a more suburban pattern and more travel lanes there are evidently more vehicles and more congestion, and where there is a more compact urban pattern and an interconnected network of streets there is more consistent use of transit. This data can inform future decisions about where transit can be given a priority over private vehicles.

COMPARING TRANSIT AND PRIVATE VEHICLE TRIPS IN EL PASO

Higher concentrations of transit trips can be seen originating in central East El Paso, the Mission Valley (near Alameda Ave), north El Paso (near Dyer St) and some parts of the westside, primarily near the existing Brio route along Mesa. Popular transit trip destinations include Downtown El Paso, UTEP, The I-10 East corridor, and Fort Bliss.



Total average weekday private vehicle trip volumes in El Paso



TRANSIT GOALS & STRATEGIES

Enhancing transit along the Alameda Corridor will require coordination between Sun Metro, TxDOT, and the City of El Paso to align efforts, goals, and investments. It is essential that transit enhancements be considered as part of the overall mobility along the corridor and in conjunction with the pedestrian and bicycle facility improvements on the following pages. Lastly, the urban design and land use strategies described throughout this plan must also accompany transit enhancements in order to realize the benefits of both.

IMPROVE TRANSIT ACCESS AND SERVICE

1. **Create a Transit Modeshare Goal**

   Create a transit modeshare goal, tied to modeshare targets identified above. Identify benchmarks for year 1, 2, 5, 10, and 25 year.

2. **Enhance Headways for Brio Stations**

   Provide maximum headways of 7-10 minutes for all Brio stations along the Alameda Corridor. Accomplishing this goal will include implementing priority treatments as outlined in the pages that follow, including dedicated lanes, queue jumps, and transit signal priority. Operate higher levels of service along higher density segments.

3. **Implement Dedicated Transit Lanes**

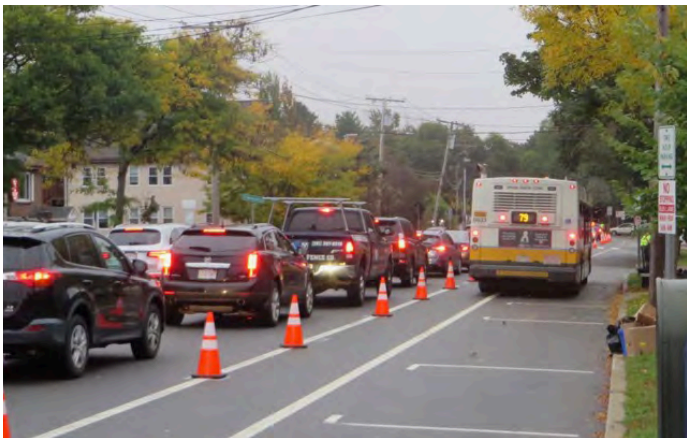
   Dedicated bus lanes should be created along long stretches of the corridor to improve service times and headways. Converting an existing travel lane into a dedicated bus lane, even just during peak morning and afternoon hours, can cut down commute times significantly and boost weekday ridership.

4. **Provide Queue Jump and Transit Signal Priority at Key Intersections**

   Implement queue jump and transit signal priority at specific locations where there is a particularly high delay to transit vehicles. These transit treatments at intersections should be applied in coordination the dedicated transit lanes to have a greater impact on transit travel time and reliability.

5. **Set the Stage for a Future Streetcar Extension**

   Increasing transit ridership, implementing dedicated transit lanes and transit treatments at intersections, increasing bicycle and pedestrian networks in station areas, and creating mixed-use walkable neighborhoods all support a possible future streetcar extension along the corridor.



The image shows a short-term intervention that could quickly create enforcement for temporary dedicated bus lanes.

TOOLKIT: TRANSIT

DEDICATED TRANSIT LANE

INCREASING RIDERSHIP NUMBERS

The City of El Paso has made significant investments in the Brio system over the past decade along Alameda Avenue. The Brio stations along the corridor are high quality infrastructure, yet the ridership has not yet more needs to be done to ensure that transit is convenient and practical for El Pasoans.

A report from 2020 by The Transportation Research Board found that "shifts in housing patterns and demographics are not favorable to transit growth and adoption, pointing to both the expansion of low-density suburbs and the gentrification of urban cores." However, one of the key factors affecting nationwide transit ridership is the level of service provided. Slow service and poor reliability lead to falling ridership.

One step El Paso, Sun Metro and TxDOT can take to increase ridership is to design the street so as to improve service times and headways. Currently, buses along the Alameda corridor have to compete with car on mixed-traffic lanes, contributing to slower arrivals and less reliable service.

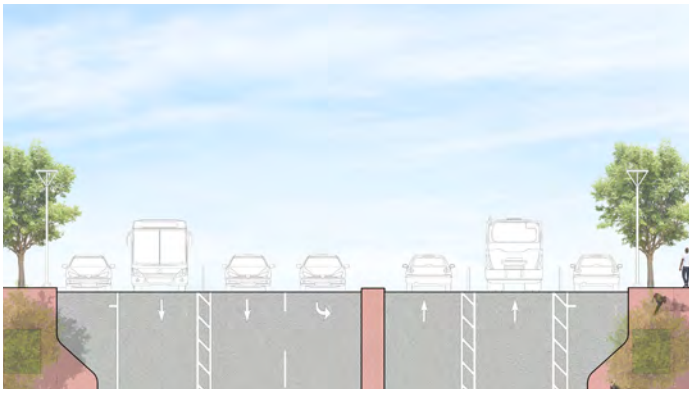
One of the ways to address this issue is to create dedicated bus lanes along long stretches of the corridor. These dedicated lanes should be marked as "Bus Only" and enforced as such. Converting an existing travel lane into a dedicated bus lane, even just during peak morning and afternoon hours, can cut down commute times significantly and boost weekday ridership. Dedicated bus lanes also offer cities a low-cost way to make bus routes faster and more reliable in the short term.

The National Association of City Transit Officials (NACTO) estimates that one 10-foot lane at peak conditions can move between 600 and 1,600 people in private vehicles per hour. A dedicated transit lane, on the other hand, transports 4,00 to 8,000 people per hour.

Temporary dedicated bus lanes can be tested with paint and traffic cones, making them a relatively inexpensive option when compared to widening a highway or corridor. If the desired results are achieved, permanent lanes can be built using concrete curbs or vertical delineators.

In the long term, the dedicated bus lane and associated infrastructure could serve the streetcar extension from downtown to the MCA.

Alameda Avenue Existing Conditions



Short-term dedicated bus lane along Alameda Avenue, where space is maintained for other curbside uses, such as parking, loading, or bulb-outs.

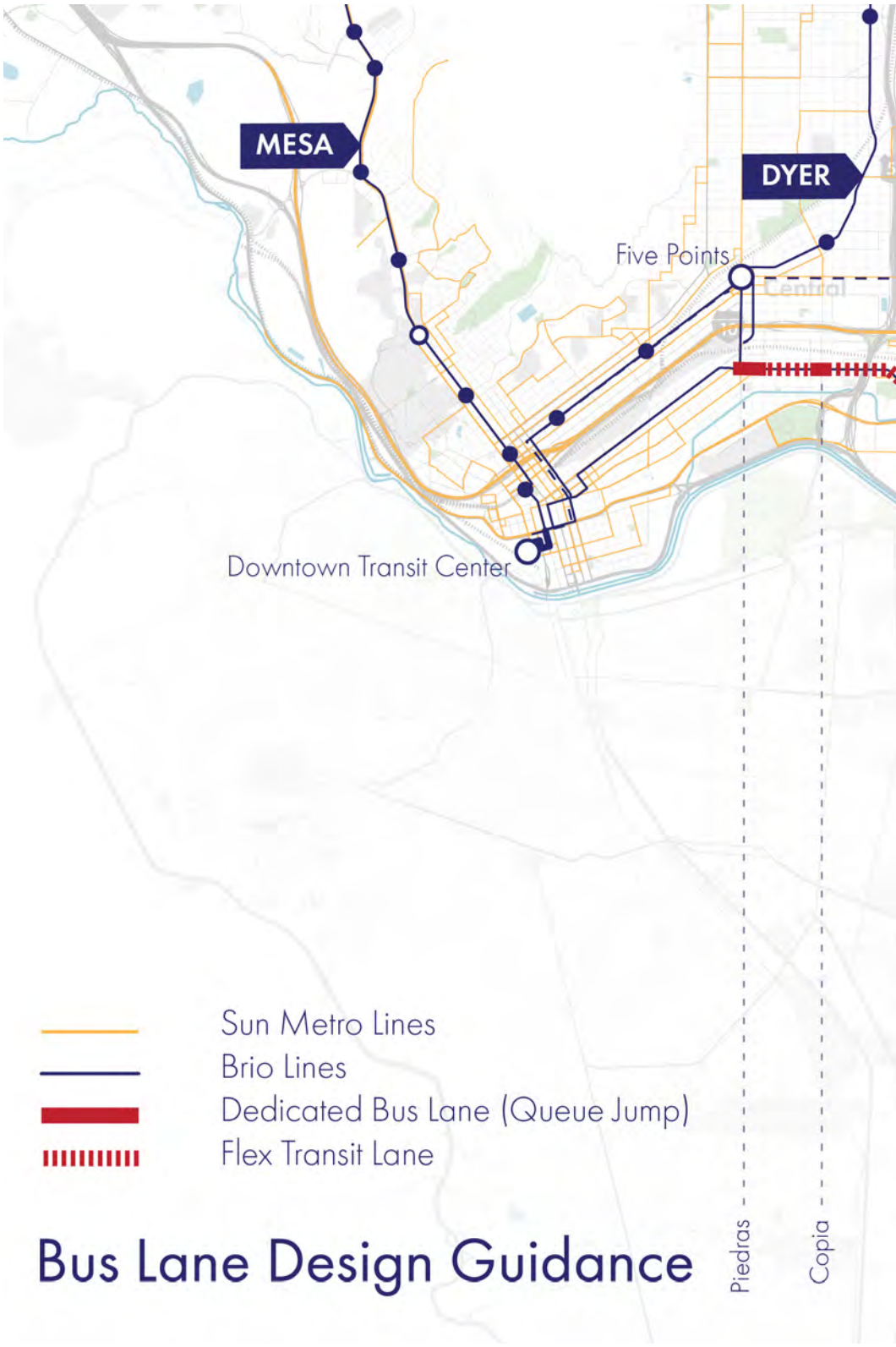
The long-term design for a dedicated transit lane along Alameda includes wider sidewalks and concrete curbs to physically separate the bus lane from vehicular traffic.

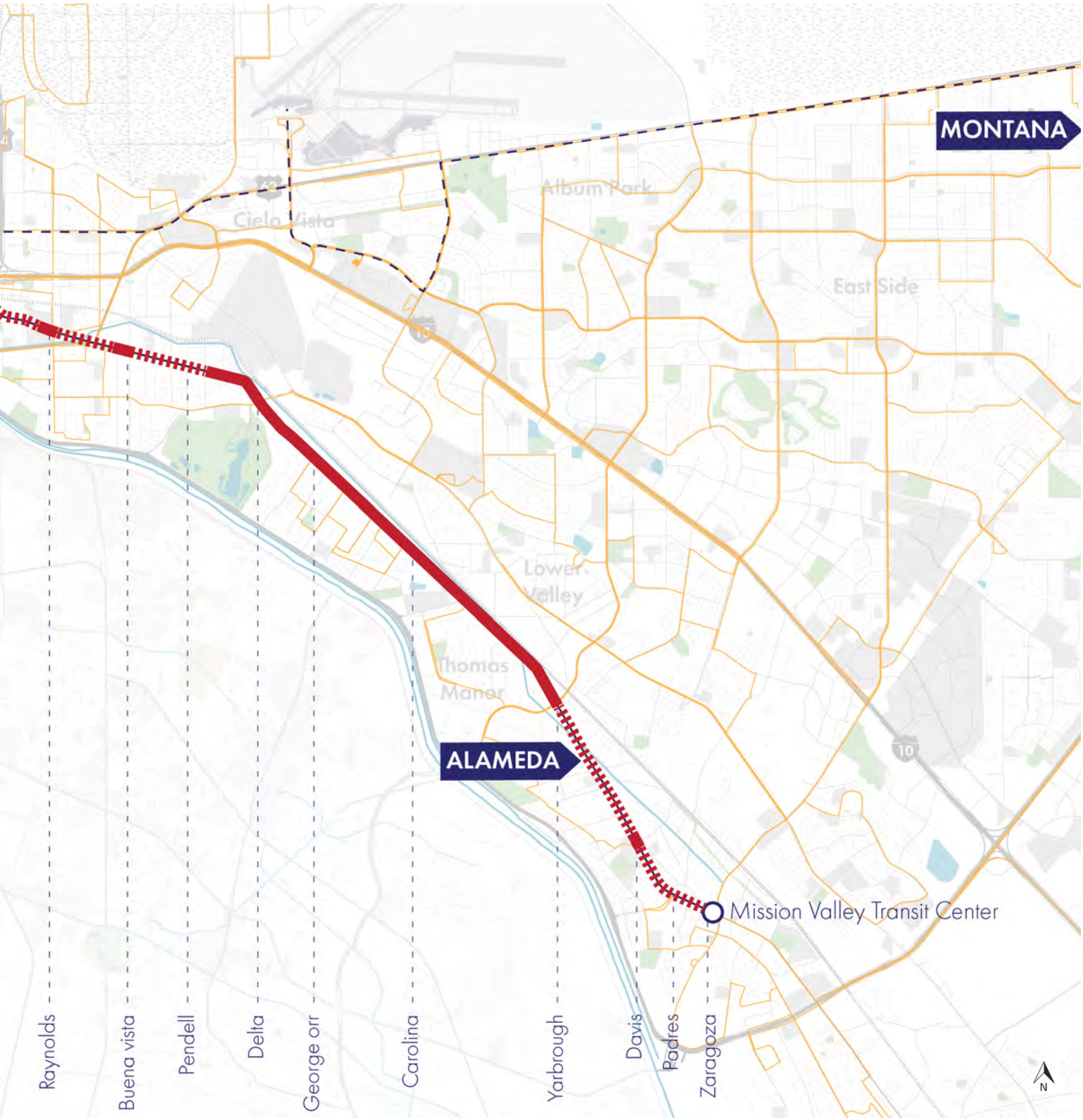
ALAMEDA CORRIDOR TRANSIT LANE DESIGN

Understanding that each section of the corridor requires different levels of service for the different modes, it is important to determine which segments would most benefit from dedicated bus lanes and additional transit priority interventions. This analysis should be determined based on current and future development, average daily traffic volumes, peak-hour traffic congestion, and ridership numbers.

The initial analysis conducted by this study compared existing traffic volumes and transit ridership with the amount of space allocated to car traffic. This analysis has shown that there are several segments of the corridor where there is a balance of transit need and low traffic volume in relation to the number of lanes on the road. These locations should be prioritized by the upcoming TxDOT study to identify exact limits where space can be reallocated to dedicated bus lanes.

This proposal calls for a flexible bus network that includes on-street parking along segments 1, 2 and 3 while maintaining a bus queue jump at key intersections. Segment 4 can accommodate a more continuous dedicated bus lane while segments 5 and 6 will require additional travel lanes during peak travel hours and might not be able to accommodate a transit lane.




MONTANA
ALAMEDA
Mission Valley Transit Center
Album Park
Cielo Vista
East Side
Lower Valley
Thomas Manor
Raynolds
Buena vista
Pendell
Delta
George orr
Carolina
Yarbrough
Davis
Padres
Zaragoza
N

TOOLKIT: INTERSECTION IMPROVEMENTS

QUEUE JUMP AND TRANSIT SIGNAL PRIORITY

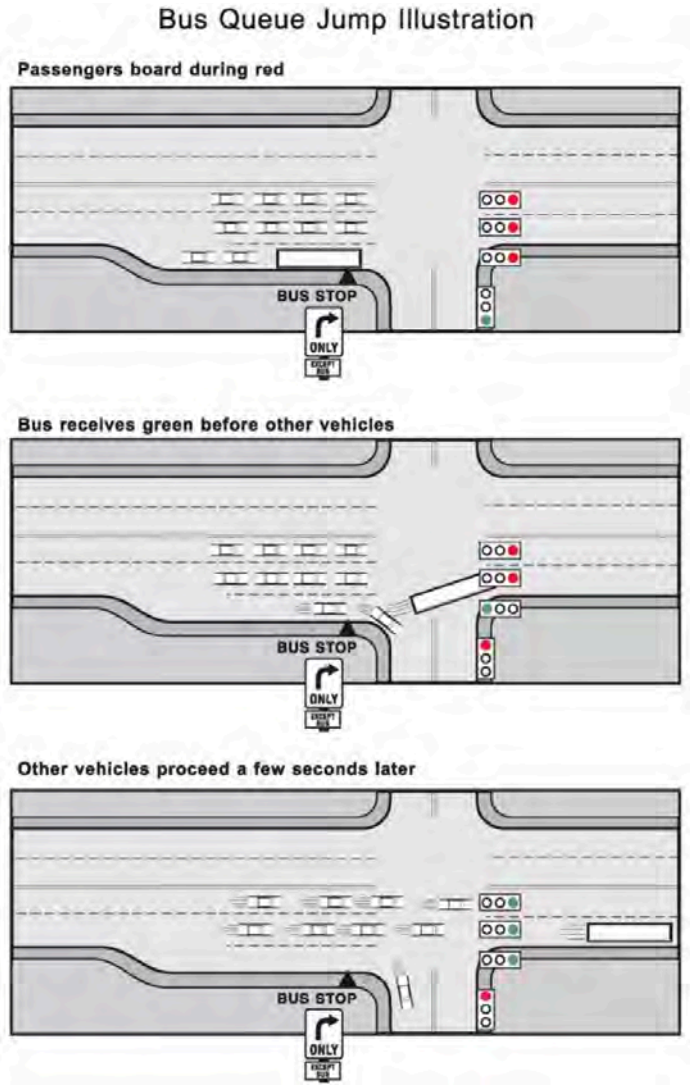
BUS PRIORITY STRATEGIES

There are several types of transit treatments that can be applied along Alameda Avenue to provide bus priority in order to improve service. Some treatments are applied along roadway segments such as dedicated bus lanes, and others are applied at specific locations where there is a particularly high delay to transit vehicles. When paired together, these treatments have a greater impact on transit travel time and reliability.

TRANSIT SIGNAL PRIORITY

Transit signal priority (TSP) allows buses to easily enter traffic flow in a priority position. At these locations, separate signals are used to indicate when transit proceeds and when vehicle traffic proceeds. TSP works by changing the signal timing real-time to either extend the duration of green light or reduce the duration of red light on the bus approach. Transit signals can be either be a transit specific signal head or a louvered or visibility-limited green indication, making it visible only to the right-most lane.

Active TSP can reduce transit delay significantly. In some cases, bus travel times have been reduced around 10%, and delay was reduced up to 50% at target intersections. TSP applications using AVL technology was demonstrated to reduce total bus trip times during peak hours between 4 and 15% in Minneapolis. Applications in Portland, Seattle, and Los Angeles noted 8–10% travel time decreases. (NACTO Transit Street Design Guide)



QUEUE JUMP LANE

A bus queue jump lane allows buses to proceed through an intersection from an existing right-turn lane or a dedicated bus lane to a far-side vehicle travel lane during a bus phase.

Queue jump treatments are typically associated with a near-side or far-side bus stop. At near-side pull-out stops, the bus completes loading before moving onto a loop detector that activates signal priority. At far-side locations, the bus receives a priority signal, and continues into a far-side bus stop or ahead of traffic flow.

Each transit preferential treatment is applicable to different traffic and transit scenarios. Determining the appropriate type of transit preferential treatment will need to be evaluated on a case-by-case basis. TSP works best as a corridor-wide treatment with the goal to improve schedule adherence, whereas queue jumps are location-specific treatments that are most beneficial to buses at congested intersections when vehicle queues are long.

CASE STUDIES:
TRANSIT PREFERENTIAL TREATMENTS

PILOT BUS LANE

As transit agencies and local governments look for ways to improve existing and new transit services, many of them are turning to the Quick-Build (Tactical Urbanism) methodology. This approach uses low-cost, temporary materials as a way of implementing projects in the short term while longer-term planning takes place.

In 2016, the City of Everett was looking to implement a southbound peak-hour bus lane on Broadway to test whether it would reduce travel times and allow an increased frequency of one additional trip. Because MBTA re-evaluates the schedules every 6 months, the agency would have to receive the results of any test by the end of 2016 in order to factor it into the spring 2017 schedule. The City quickly implemented a week-long pilot on Broadway between Glendale Square and Sweetser Circle.

A formal design process for the test was not needed, as the project's primary component was the daily installation of cones. This short demonstration influenced many aspects of the design for permanent improvements, including the addition of a bike lane. Cyclist utilization of the bus lane during the 4-week pilot demonstrated a need for bike infrastructure on the corridor.

MBTA collected data on travel times, and the results were enough to justify the continuation of the test. During the first week, travel times decreased by 20% to 30%, a savings of approximately 6-minutes.

The test was so successful that it was extended it until August 2017 and permanent dedicated lanes were installed in September–October 2017. The permanent lane was designed, financed, and installed entirely by the City.

City of Everett Pilot Bus Lane. Public Works crew and parking enforcement officers placed the cones each morning and enforced proper usage of the lane.

Both the test lane and permanent lane were funded with City resources. The boarding platforms were procured and installed with BostonBRT program-awarded funds, and the City paid for the remainder of the TSP cost (less than $5,000) with supplemental funding from the state's Complete Streets Program.

PEDESTRIAN & BICYCLE FACILITIES

SNAPSHOT:

According to the City of El Paso's current Parks & Recreation Master Plan, there are around 16 miles of formal linear park trails in the city, and roughly 24 miles of jogging trails within the City's parks for a total of over 40 miles of official trails. Of those existing trails, the highest percentage, relative to population density, lie in the Mission Valley (0.8 miles per 10,000 residents), while the lowest falls in the Northeast (0.3 miles per 10,000 residents). The Paso del Norte Trails Plan outlines 68 miles of new trails that will help significantly increase access bicycle/pedestrian access to Alameda Avenue, these investments, along with the recommendations in this plan can help achieve modeshare goals set by the city.

INITIAL OBSERVATIONS

- Discontinuous sidewalks or sidewalks that disappear into surface parking areas
- Long and frequent curb cuts, especially on the Southeast portion of the corridor
- Infrequent and few pedestrian crossings
- Long pedestrian crossings that are not protected from vehicle impact
- Lack of shade and adequate lighting that make walking a safe option
- Few bike facilities (protected bike lanes, marked bike crossings, bike boxes, etc)

Existing + Proposed Bicycle Facilities

Source: City of El Paso Bike Plan

PEDESTRIAN & BICYCLE FACILITIES GOALS & STRATEGIES

IMPROVE PEDESTRIAN AND BICYCLE SAFETY

1. **Adopt Vision Zero Goals**

   Adopt Vision Zero goals on a city-wide basis and create a toolkit of countermeasures that can be implemented on Alameda and beyond to prioritize bicyclists and pedestrians.

2. **Adopt Crash and Injury Reduction Targets**

   Adopt crash and injury reduction targets along Alameda Avenue and in surrounding neighborhoods.

3. **Adopt NACTO Standards for Street Design**

   Adopt NACTO standards for street design as the primary source for standards for capital improvements.

4. **Prioritize Bicycle / Pedestrian Countermeasures at High-Injury Locations**

   Identify the high-injury locations for the Alameda Corridor, prioritize bicycle / pedestrian countermeasures for these locations, and program them within the next 3 years.

EXPAND PEDESTRIAN AND BIKE NETWORK

1. **Create Bicycle and Pedestrian Modeshare Goals**

   Create a bicycle and pedestrian modeshare goals, tied to modeshare targets identified above. Identify benchmarks for year 1, 2, 5, 10, and 25 year.

2. **Enhance Funding for Bicycle and Pedestrian Improvements**

   Adopt a process that ties funding for bicycle and pedestrian improvements to the modeshare goals identified above.

3. **Adopt a City-wide Bicycle and Pedestrian Network Coverage Goal**

   Adopt a city-wide bicycle and pedestrian network coverage goal, with targets tied to the overall modeshare from Strategy #1.

4. **Adopt a Phasing Plan to Complete the Bicycle and Pedestrian Network**

   Adopt a phasing plan for the construction a complete network of bicycle and pedestrian infrastructure along Alameda and to/from surrounding communities. Program them within the next 3 years.

PRIORITIZING PEDESTRIAN AND BICYCLE IMPROVEMENTS

The city should establish a process for identifying priority locations for the pedestrian enhancements mentioned in this plan.

The prioritization method must consider the relative cost of needed pedestrian improvements to maximize the plan's goals and strategies. Priority should be given to improvements in investment sector Tiers 1, 2, 3 and 4, as defined in Chapter 7, to further the TOD vision along the corridor and to improve access to and from Brio Stations.

The city can begin by evaluating existing sidewalk and pedestrian infrastructure conditions and determining nodes in greatest need for improvement. The closer that needed pedestrian improvement projects are located to various important trip generators and transportation facilities, including Brio Stations, the higher their priority. The city may also consider prioritizing future enhancements in areas located within a quarter-mile of schools, civic buildings, parks, hospitals and assisted-living facilities, and gateways to shared-use trails.

TOOLKIT: PEDESTRIAN ENHANCEMENTS

EXPANDED AND CONTINUOUS SIDEWALKS

Well-designed sidewalks enhance connectivity and promote walking. They serve as public spaces that activate streets both socially and economically, especially in retail and commercial areas such as Downtown El Paso, Texas Avenue, and many other sections of Alameda. Prioritizing safe, accessible, and well maintained sidewalks over vehicular infrastructure increases livability and land value. Where challenging urban conditions and pedestrian volumes create congested sidewalks, cities are encouraged to pursue temporary means to ease overflow from the sidewalk onto roadways. Interim elements, such as smaller lane widths, repurposed parking lanes and travel lane reallocations provide a temporary solutions until municipalities are able to permanently widen the walkways.

BEST PRACTICES FOR SIDEWALK DESIGN

1 **Continuous Sidewalks**

At a minimum, the entire length of Alameda and Texas Avenues should have ample sidewalks that are uninterrupted by curb cuts and safely maintained free of debris.

2 **Shade**

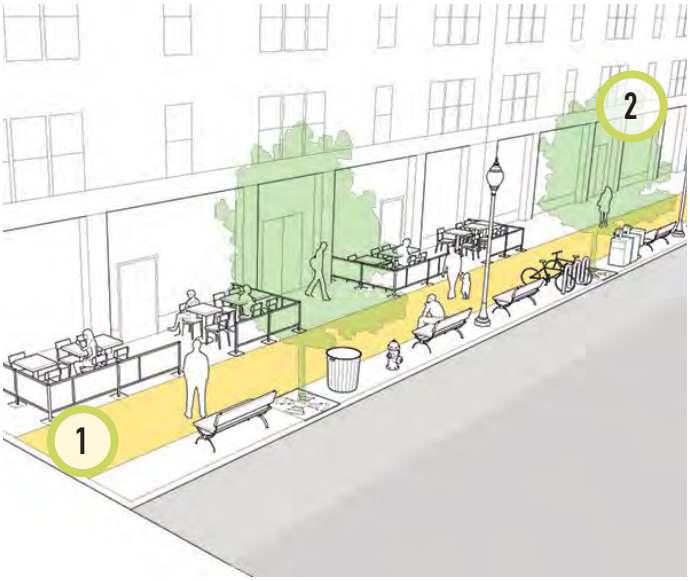
The lack of shade is a major inhibitor to walking. There are many species of trees that are low impact and also provide ample shade for people walking. Sidewalks should have regularly spaced trees.

3 **Stormwater**

Wide sidewalks are also an opportunity to introduce low-impact stormwater infrastructure. Using natural ecological elements, like this example from the UTEP campus, are a great way to address stormwater while enhancing the public realm.

4 **Sidewalk Expansions**

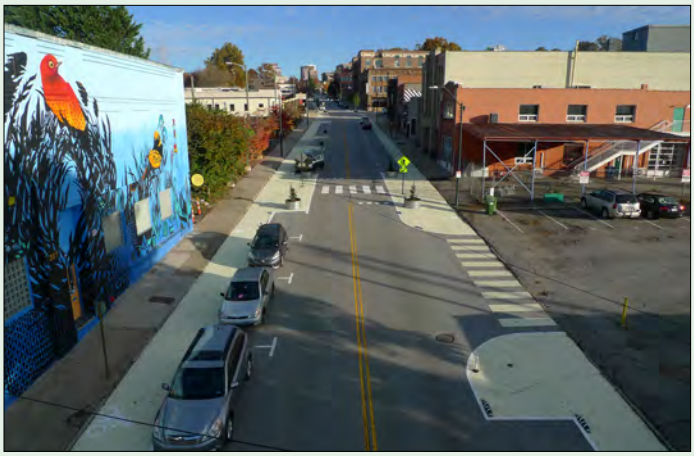
The work to create wider, continuous sidewalks should start with the use of the quick build process, as outlined on the following page. Reallocating space for pedestrians can start with paint, planters and delineators!



CASE STUDIES:
SIDEWALK EXTENSION:

ASHEVILLE, NC

In 2018, colorful active transportation improvements were installed along Coxe Avenue in Downtown Asheville, NC. Funded by local non-profit Asheville on Bikes, the wide car lanes and narrow sidewalks of this corridor were transformed through the use of planters, paint, and delineators. A .3-mile sidewalk extension was implemented to increase safety and accessibility for users. The corridor maintained existing on-street parking spaces while creating sidewalk extensions that could be used as public space by pedestrians and cyclists. Data gathered from the project showed the average vehicle speed along the corridor reduced by 28%.



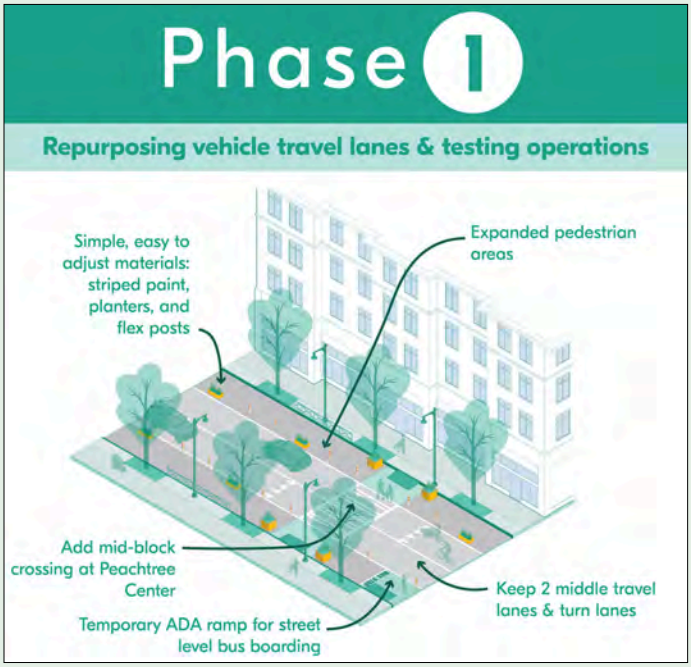
Coxe Ave Interim Design. Street Plans

SHARED PEACHTREE | ATLANTA, GA

In 2021, the City of Atlanta Department of City Planning implemented a pilot project to test elements of a shared space design to encourage walking, biking, and transit ridership as the primary modes of transportation in Downtown Atlanta. The design repurposed a vehicle travel lane along Peachtree Street between Baker Street and Ellis Street into additional public space for pedestrians.

The project team used a phased approach to test the new layout and evaluate the design. In Phase 1, the team used traffic paint, planters, and wheel stops to create a sidewalk extension and a new mid-block crossing at Peachtree Center.

Phase 2 will improve the space with features such as asphalt art murals, additional landscaping elements, and outdoor furniture to activate the expanded public space. During Phase 3 the City will collect feedback and data to adjust the final design and create a permanent shared zone for all modes at slow speeds.



Shared Peachtree Demonstration Project. Street Plans

TOOLKIT: PEDESTRIAN ENHANCEMENTS

CURB EXTENSIONS

Curb extensions (also called bulb-outs) expand the sidewalk into the parking lane to increase pedestrian and cyclist safety by narrowing the roadway at specific locations; they can be placed at corners or midblock locations. Curb extensions increase pedestrian visibility at crossings, slow turning vehicles at intersections, and reduce pedestrian crossing distance. The reclaimed space can also be used for stormwater infrastructure, plantings, street furniture, benches, or street trees.

BEST PRACTICES FOR CURB EXTENSION DESIGN

1 MIDBLOCK

"Pinchpoints" may be applied at midblock locations to slow traffic speeds and add public space.

2 GATEWAYS

Gateways curb extensions are a great solution for pedestrian crossings along retail districts, directly adjacent to schools, at intersections with demonstrated pedestrian safety issues, on wide streets, or in areas of high foot traffic. They can be made with temporary materials and art at first, while longer term capital projects are planned.

3 BUS BULBS

When curb extensions are introduced where there are bus stops and the sidewalk is narrow, they are called bus bulbs. This treatment aligns the bus stop with the parking lane, allowing buses to stop and board passengers without leaving the travel lane. Bus bulbs reduce travel times by eliminating unnecessary merging in and out of vehicular traffic and therefore increasing transit reliability.

CASE STUDIES:
CURB EXTENSION:

KALIHI QUICK BUILD

In November 2019, engineering students at Farrington High School in Honolulu, HI worked with local officials to paint colorful curb extensions near their Kalihi campus to make their route to school more walkable. The project added six painted curb extensions with vertical delineators along North King Street. The design was developed by consultant team, Street Plans, in collaboration with the students.

The improvements along this high speed arterial reduced pedestrian crossing distances by 30% at each intersection and reduced crossing times by 40%!

Kalihi Quick Build Project. Street Plans

HERMOSA BEACH

In 2019 the City of Hermosa Beach was awarded grant funding by the Southern California Association of Government's (SCAG) to enhance safety and walkability and to encourage the use of active transportation. Street Plans led the design and development of the ***A Safer Prospect*** project, which included numerous curb extensions as shown in the adjacent images.

This project aimed to improve the overall safety of Prospect Avenue. The residential corridor serves two elementary schools and four parks, with younger residents constantly traversing the street. The goal was to improve the rate of vehicles yielding and stopping for pedestrians and reduce vehicle speeds to keep students and younger residents safe.

In May 2021, the project team installed a number of temporary infrastructure enhancements along Prospect Avenue at 9th/10th streets and 14th/15th streets which included painted curb extensions, high visibility crosswalks, pedestrians islands, and a mini traffic circle.

A Safer Prospect. Street Plans

TOOLKIT: PEDESTRIAN ENHANCEMENTS

CROSSWALKS

Crosswalks should be designed to offer as much comfort and protection to pedestrians as possible, and be closely spaced at regular intervals. Where signalized or stop-controlled pedestrian crossings are not required, but there is an existing demand, pedestrian refuge islands, or raised crosswalks can be applied. In order to prioritize locations with the greatest need for pedestrian improvements, it is recommended that the City of El Paso develop a map of existing sidewalks and pedestrian crossings. This network map should be reviewed alongside the bicycle, transit, and vehicular networks to inform future investments.

BEST PRACTICES FOR CROSSWALKS

1 CONVENTIONAL CROSSWALKS

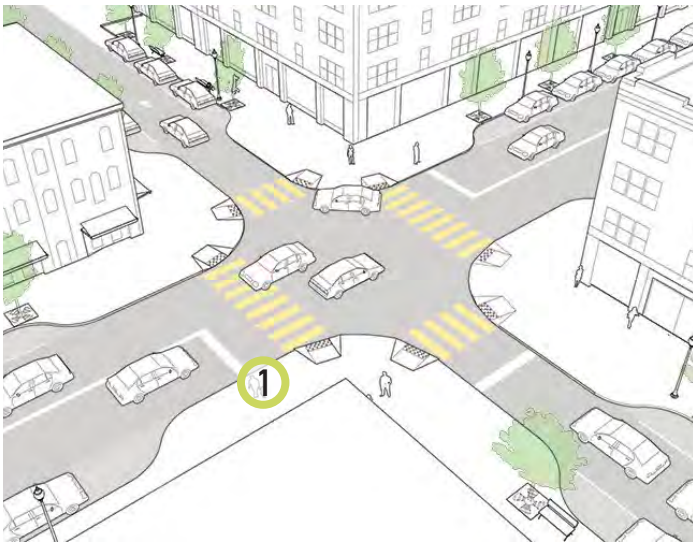
Locate pedestrian crossings every 200'-300' or per projected pedestrian desire paths (naturally occurring paths). Balance their placement according to block length, street width, building entrances, and traffic signals. All legs of signalized intersections must have marked crosswalks.

2 MIDBLOCK CROSSWALKS

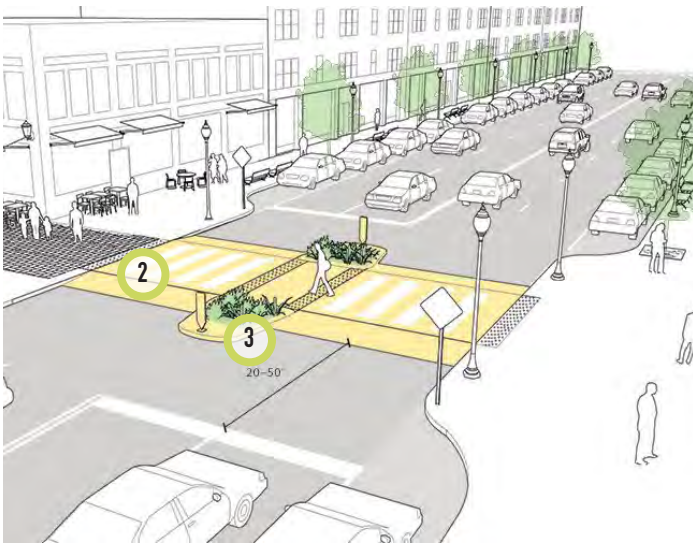
Install midblock crosswalks along key pedestrian desire paths where block lengths are long, or where there are important destinations. Frequent applications include midblock transit stops, schools, parks, plazas, building entrances, and midblock passageways.

3 PEDESTRIAN REFUGE ISLAND

This treatment reduces the exposure time experienced by a pedestrian in the intersection. A pedestrian safety island can be applied at locations where the number of travel lanes and vehicles speeds make crossings prohibitive. Safety islands should include curbs, bollards, or other features to protect people waiting.



NACTO Urban Street Design Standards



NACTO Urban Street Design Guide

ALAMEDA AVENUE CROSSWALK ENHANCEMENTS

There are many locations along the Alameda corridor where new crosswalks treatments can be added to enhance safety and connectivity. These can be implemented through quick build projects such as asphalt art crosswalks or as part of long-term capital projects whenever new properties are developed along Alameda Avenue. The initial priority should be at locations where the existing or upcoming development is pedestrian oriented. Here are two examples of locations where crosswalks are missing and how they should be accommodated.

TRANSFORMING THE CORRIDOR

Improvements to Alameda Avenue in Chamizal can help transform it into the neighborhood's "main street." To foster new development and businesses that support and serve the community, it is important to design the street that corresponds to the desired type of place.

The design of streets has a large impact on the types of uses and buildings that line them. Alameda Avenue in this section can be redesigned to better support commerce. This is known as context sensitive street design, which recognizes that the design of a street should correspond to the type of place that it passes through.

1. **New Street Design:** Space within the right of way is reallocated to enhance transit service and provide on-street parking, as described in the previous pages.

2. **Street Trees:** Street trees provide shade and create a more pleasant experience for those traveling on the street.

3. **Street Furniture:** Pedestrian-scaled lighting and street furniture including benches and trash cans help complete the scene.

4. **Wider Sidewalks:** In the long-term, sidewalks can be widened, providing more space for pedestrians, outdoor dining, and space for people to be.

5. **Revitalized Buildings:** Buildings have a welcoming environment to open their doors to and commerce and activity within the buildings can spill out onto the sidewalk.

Alameda Avenue in Segment 2 (Tier 2) - Proposed Conditions (Intermediate Term). In the long term, the dedicated transit lane could serve as a location for the streetcar extension.

Existing conditions along Alameda Avenue in Segment 2

Alameda Avenue in Segment 2 (Tier 2) - Proposed Conditions (Short Term)

TRANSFORMING THE CORRIDOR: TEXAS AVENUE

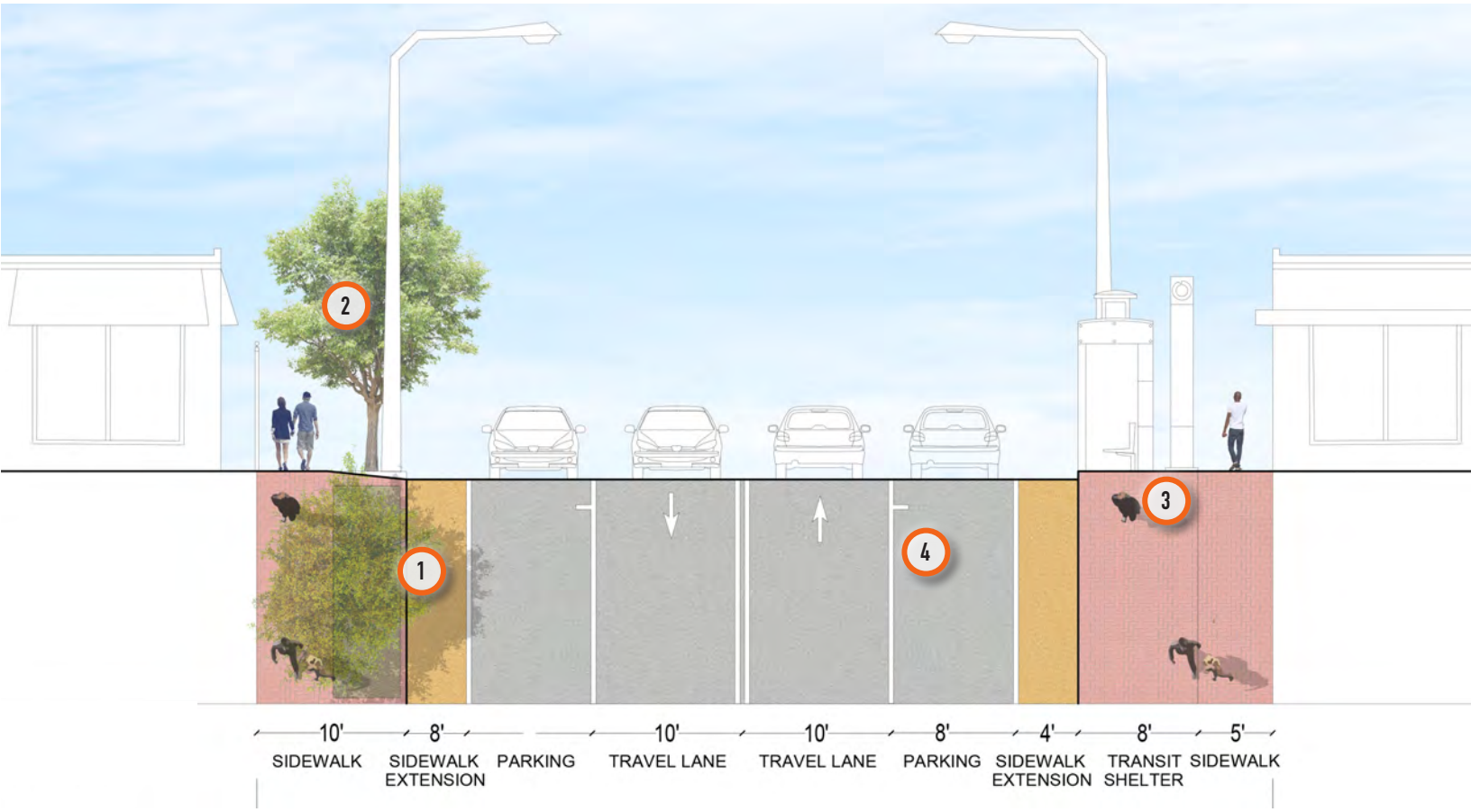
The historic district along Texas Avenue is among the oldest continuously-used commercial areas in the city, and as such, is important to El Paso's history. The Texas Avenue segment is already people-oriented with a building fabric scaled to pedestrians. Sidewalks in this area tend to be more continuous than in other areas, but are still in need of significant repair. Transit use along this stretch is also the highest out all the segments along Alameda.

Sidewalk extensions and curb extensions along Texas Avenue can be implemented at key locations to increase safety and accessibility and to provide additional amenities for pedestrians, stormwater management, and other public space enhancements.

SHORT-TERM STRATEGIES

1. Wide travel and parking lanes can be narrowed to give space for sidewalk extensions along retail and commercial parts of the corridor such as along Texas. Avenue
2. Street trees and light posts should be space evenly to provide shade and adequate lighting at night time.
3. Amenities such as transit shelters, bike racks, trash receptacles, and benches should be placed outside of the pedestrian clear path.
4. Recognizing the need for parking in Downtown El Paso, on-street spaces should be balanced with sidewalk extensions to enhance walkability while responding to commercial needs.

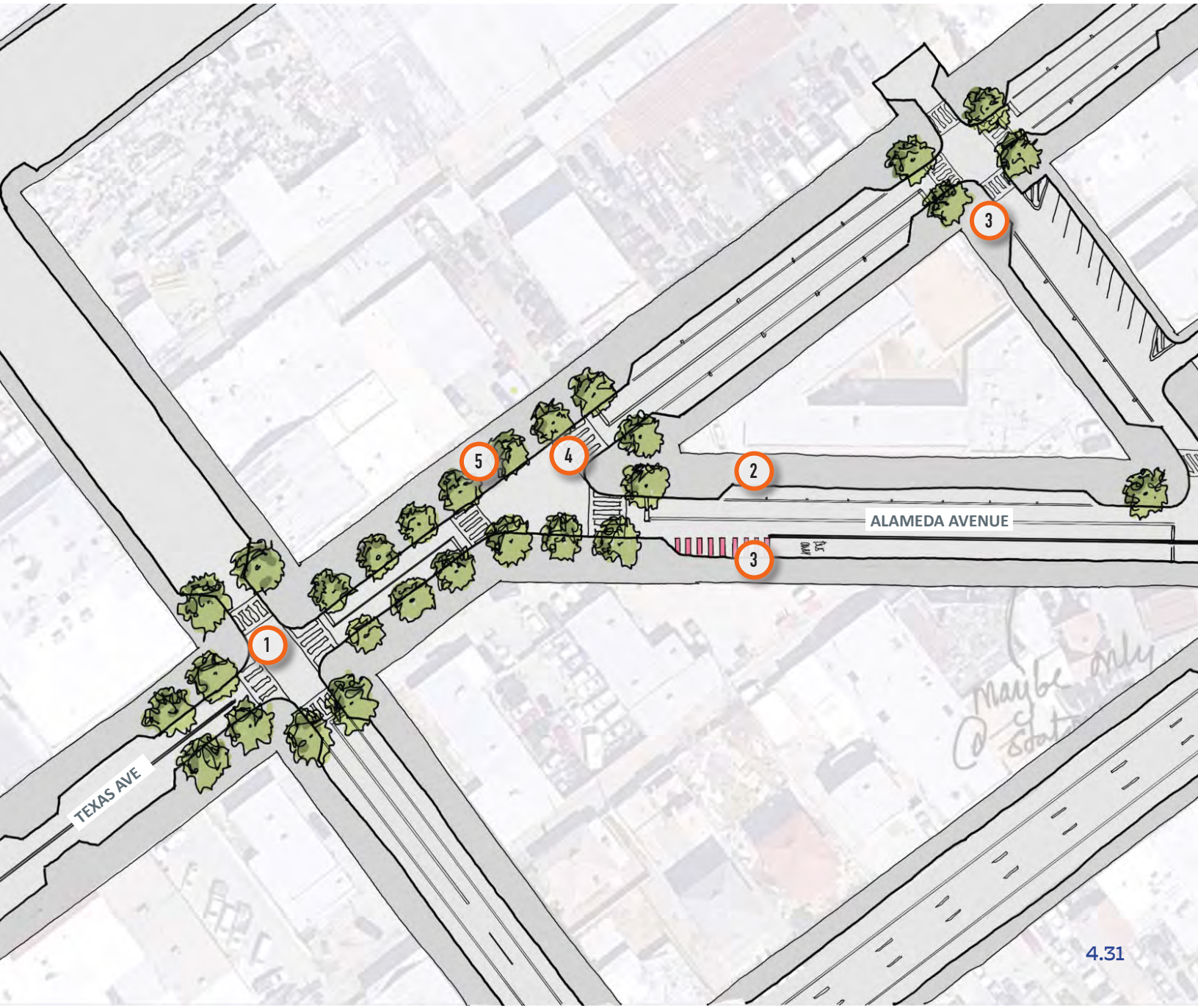
TEXAS AVENUE NEAR EUCALYPTUS STREET



LONG-TERM DESIGN

1. This plan takes a typical street section at the intersection of Texas Ave and Alameda Avenue. It transforms the street through wider sidewalks, more pedestrian crossings, and the addition of street trees.
2. Parking can be incorporated into the street network.
3. Queue jumps, accompanied by independent phasing and bus signal priority should be placed at specific intersections where there is significant peak time congestion allowing for more targeted reallocation of space where needed to increase headways for transit.
4. Crosswalks should be closely spaced in locations where high pedestrian traffic is expected.
5. Street trees line the expanded sidewalk and help drivers to identify approaching crossings.

TEXAS AVENUE AND ALAMEDA AVENUE



TRANSFORMING THE CORRIDOR: PIEDRAS STREET

Much like Texas Avenue, Segment 2 of Alameda, which stretches from Piedras Street to the Patriot Freeway, continues to have urban conditions with walkable streets and a mixed-use neighborhoods. This segment has key transit stops and connects to an important transfer station, connecting Downtown El Paso to Northeast and East El Paso.

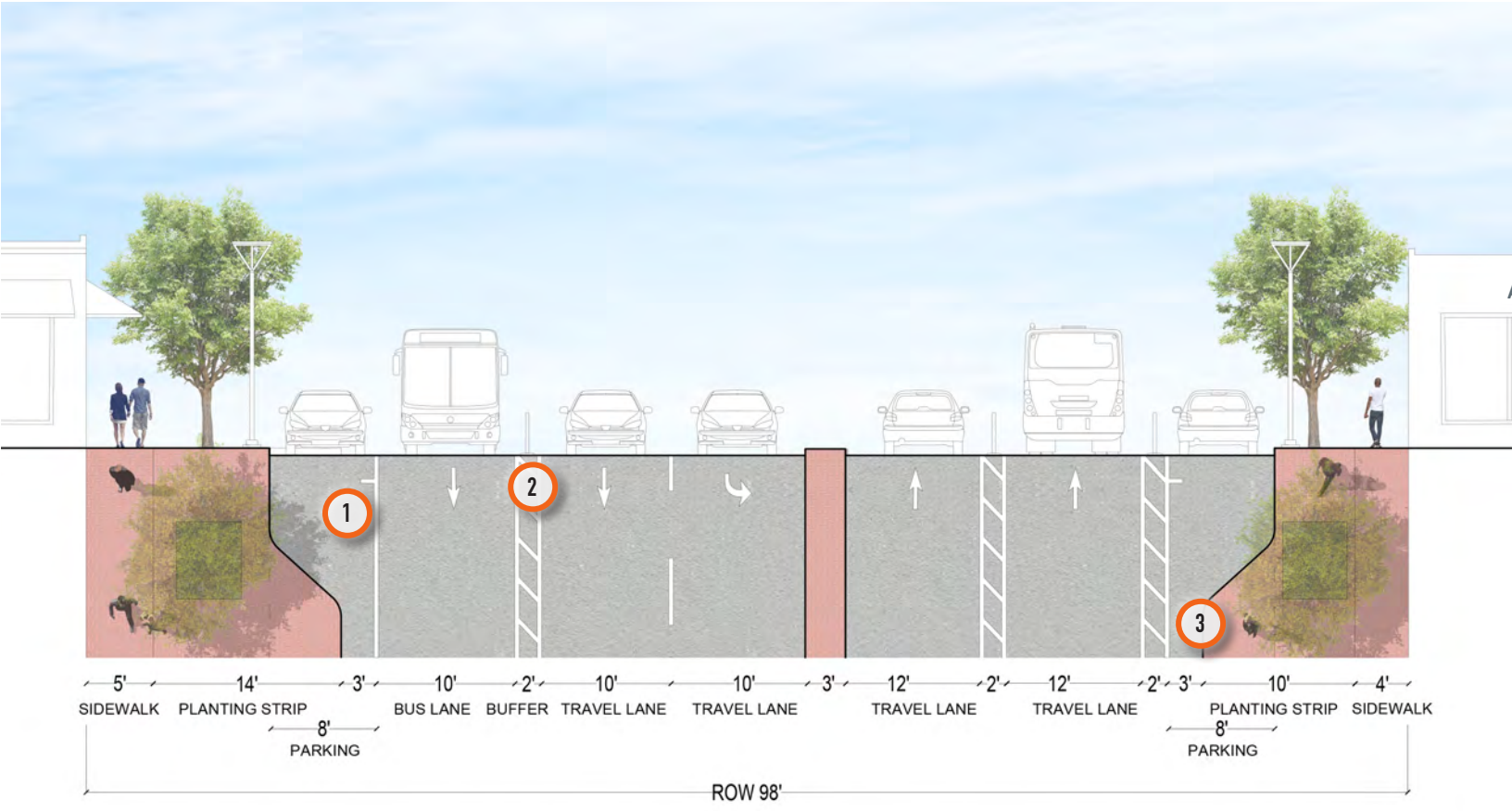
Transit preferential treatments can be applied at key locations between Piedras Street and Delta Drive to improve bus reliability and travel time, especially on streets with long signal cycles and distances between signals.

Existing conditions

SHORT-TERM STRATEGIES

1. Dedicated bus lanes or queue jump lanes can be combined with curbside parking to support parking demand in dense urban areas.
2. Dedicated bus lanes will need physical separation from travel lanes as they approach intersections to make sure priority is maintained.
3. Long-term designs can reallocate space from wide travel lanes or parking lanes to wider, pedestrian-friendly sidewalks.

Alameda Avenue near Piedras Street



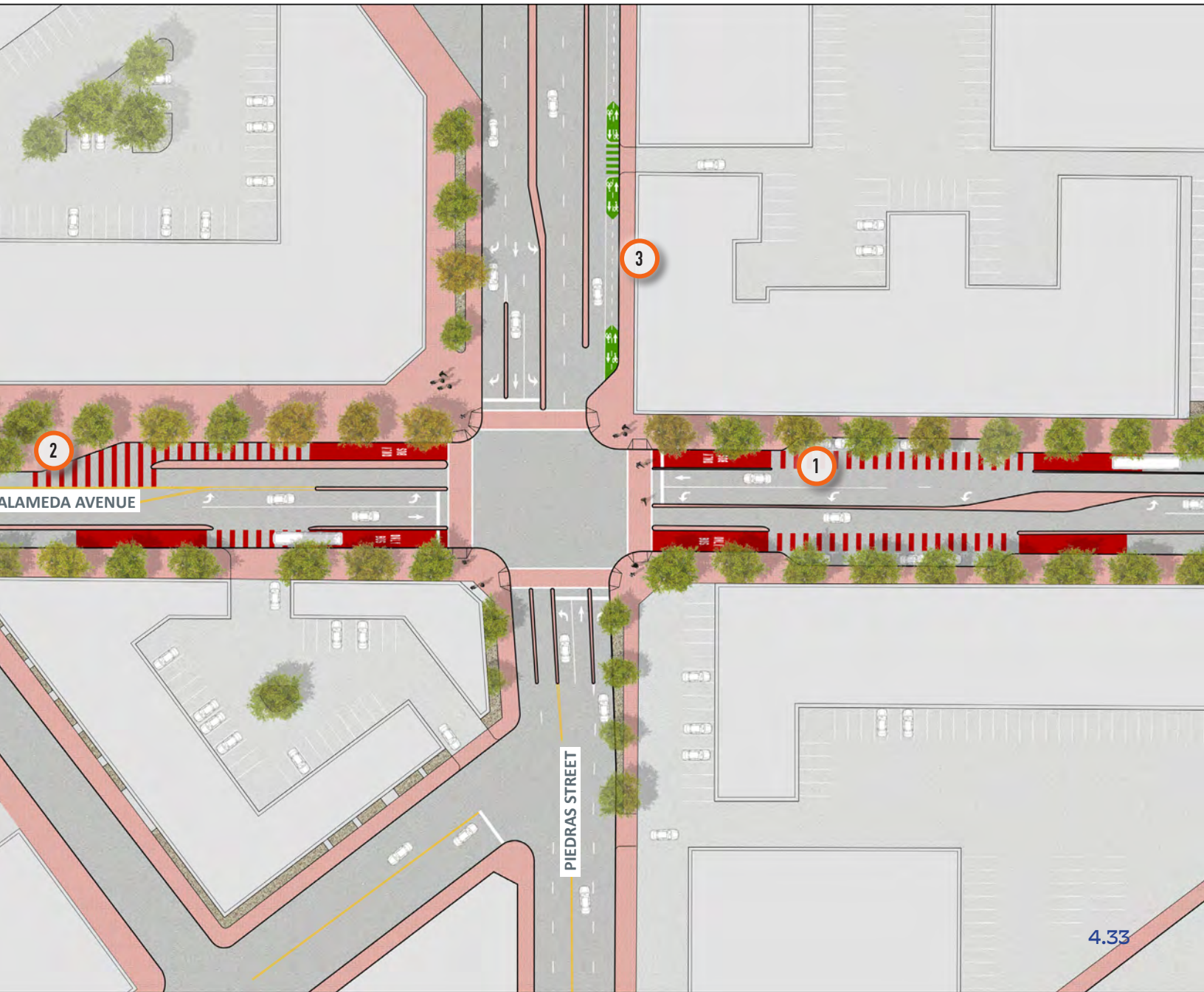
LONG-TERM DESIGN

1. Continuous and protected dedicated bus lanes can still allow for on-street parking by creating conflict zones, like the one shown below. At these locations, physical protected should not be installed.

2. Underutilized space taken from travel lanes allows for wider sidewalks for pedestrians and cyclists. Travel lanes that are currently between 12'-15' wide can be reduced to 10'.

3. Also shown are connections to the north-south corridors with sidewalk-level cycle tracks to adjacent bicycle facilities on parallel corridors. Ensuring connectivity to adjacent bicycle facilities, like the Paso Del Norte Trail, helps support the use of transit along the corridor.

Piedras Street and Alameda Avenue



TRANSFORMING THE CORRIDOR: DELTA DRIVE

As Alameda Avenue approaches more suburban conditions in segments 4, 5 and 6, transit preferential treatments can be applied strategically at locations where traffic congestion is a primary issue during high peak hours.

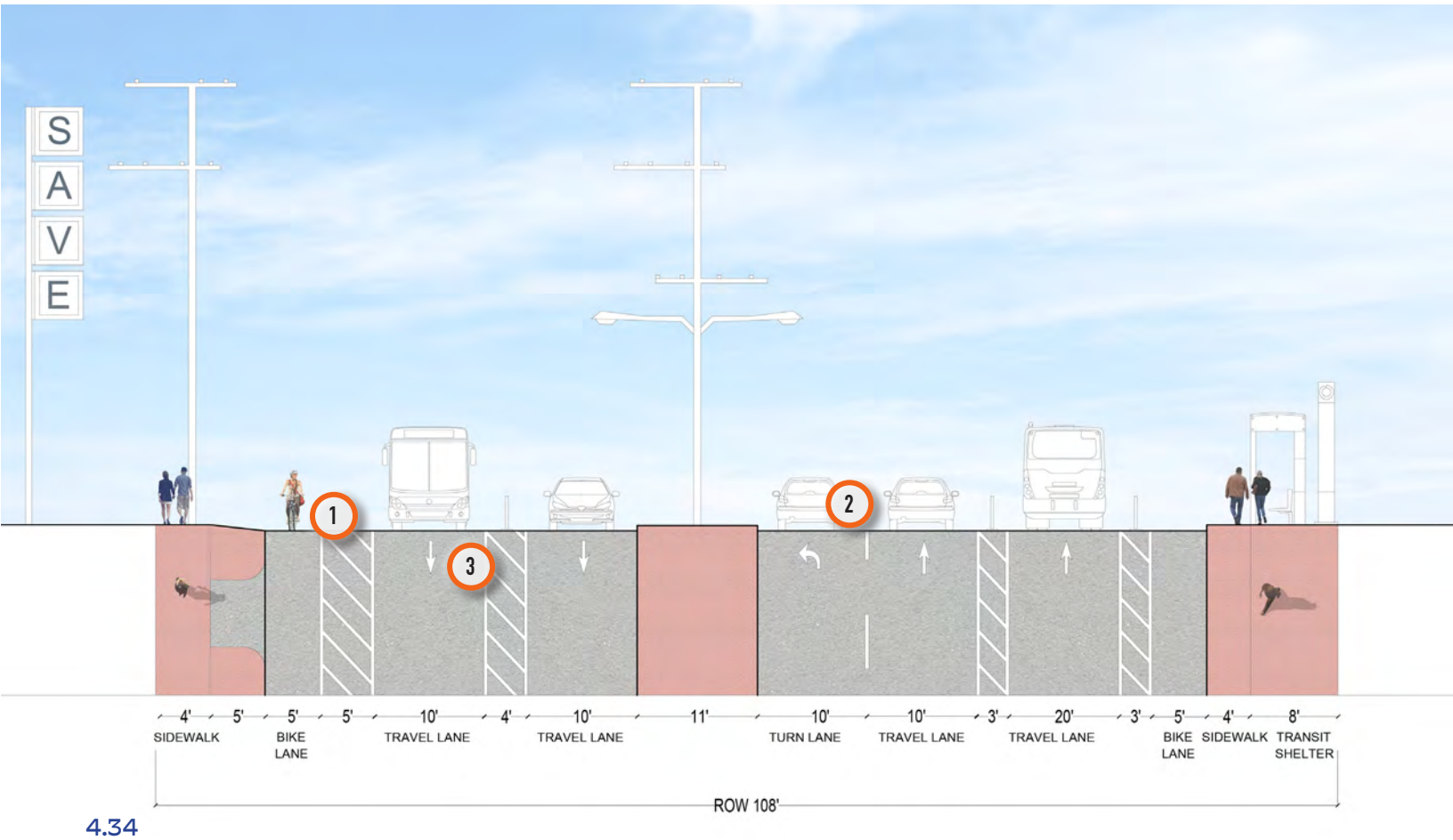
At the intersection of Alameda Avenue and Delta Drive, for example, a queue jump lane can be combined with a right turn only lane where a signal phase would progress right-turning vehicles together with through-traveling buses.

Existing conditions

SHORT-TERM STRATEGIES

1. Painted buffers can delineate dedicated bus lanes and temporary bike lanes where peak hour volumes are not an issue.
2. Center turn lanes are maintained.
3. By removing delineators, vehicles can enter bus lanes once the bus has cleared the intersection.

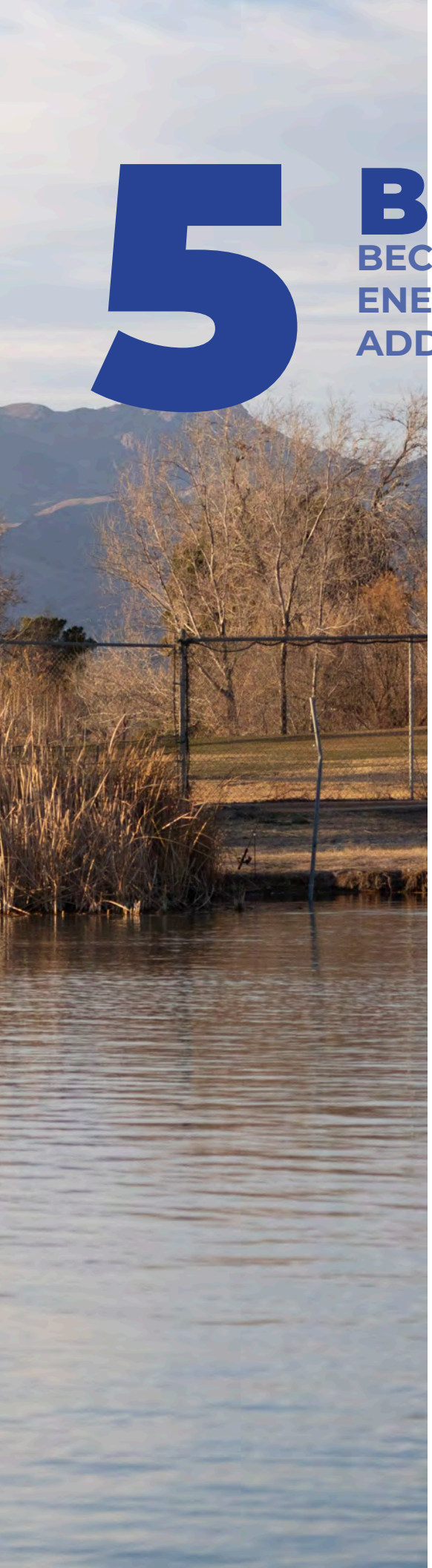
Alameda Avenue near Delta Drive



LONG-TERM DESIGN

1. Recognizing that segments 5 and 6 have higher average daily traffic volumes than the rest of the corridor, it is important to maintain two travel lanes in either direction and a center turn lane.
2. Curbside space is reallocated as dedicated transit lanes while also allowing vehicles to join the right lane for turns.
3. Queue jumping can be accommodated at locations with existing slip lanes. In the short-term, some locations along the corridor in segments 5 and 6 may be able to use existing right-turn lanes where reconstruction is unlikely for some time.

Piedras Street and Alameda Avenue



5 BIG IDEA 3

BECOME A LEADER IN GREEN ENERGY AND SUSTAINABILITY, AND ADDRESS STORMWATER

Parks and trails are an essential element of healthy communities while also providing stormwater management functions and increased mobility. El Paso's arid climate raises the need for wise water use and the many days of sunny weather set the stage for solar energy production. Stormwater improvements along the corridor are necessary to promote walking, biking, and transit even during rainy periods.

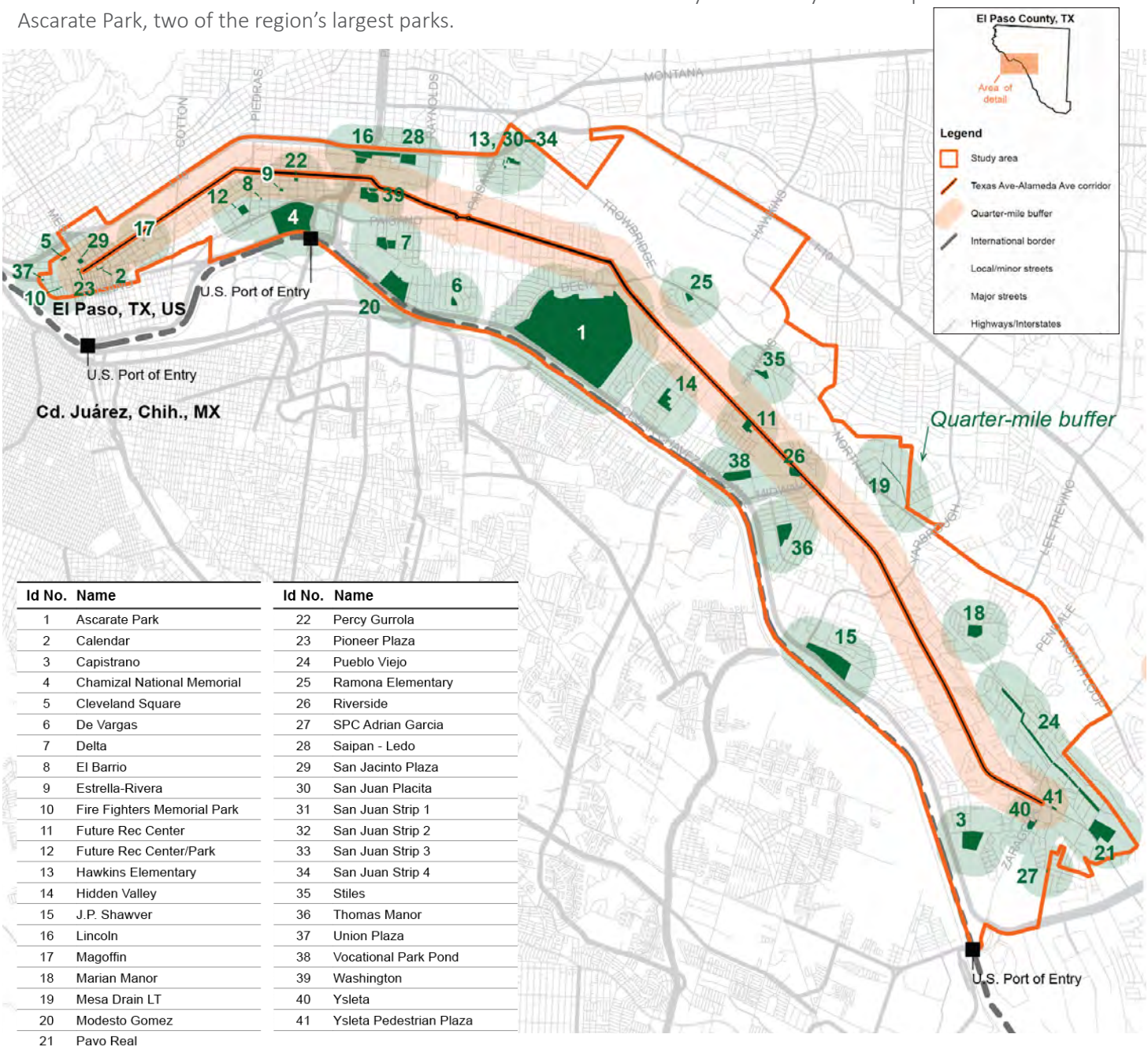
1. **PARKS & TRAILS**
2. **SUSTAINABILITY**
3. **STORMWATER**

PARKS & TRAILS

SNAPSHOT:
PARKS IN THE STUDY AREA

While the population along the Alameda corridor has serious health concerns, in evaluating the location of parks, recreation centers, and clinics, the area has substantial health amenities. There are numerous parks and various types of parks throughout the entirety of the corridor and within the existing neighborhoods. The area also includes the Chamizal National Memorial Park and Ascarate Park, two of the region's largest parks.

The map includes the 1/4 mile pedestrian shed, outlined in green circles, from the edge of each park. A majority of the residents living along Alameda Avenue are within a 5-minute walk to a park. This offers opportunities for recreation and physical activity. There is a disconnect between the health indicators of the community and the accessibility of the many available parks.

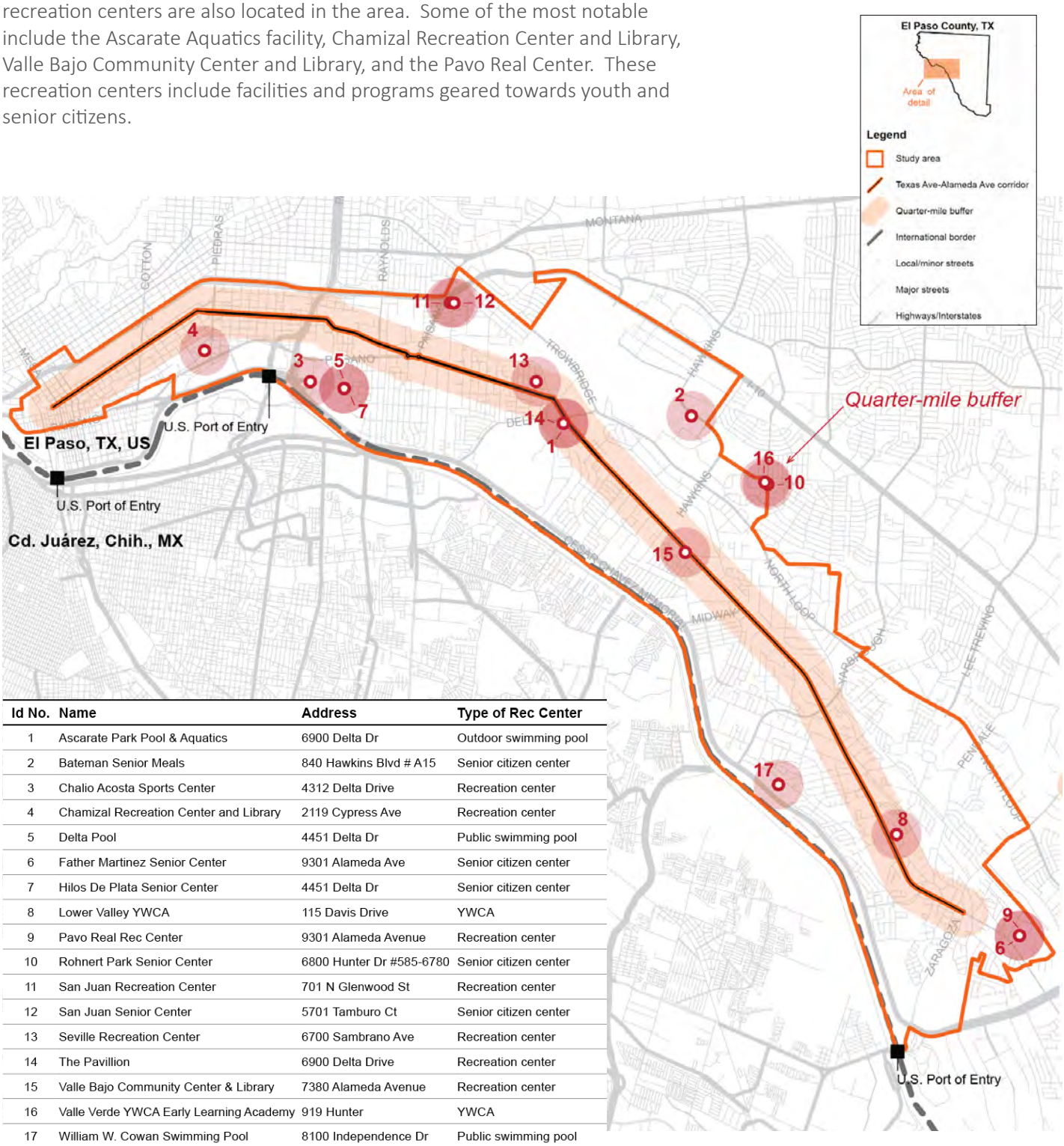


Id No.	Name
1	Ascarate Park
2	Calendar
3	Capistrano
4	Chamizal National Memorial
5	Cleveland Square
6	De Vargas
7	Delta
8	El Barrio
9	Estrella-Rivera
10	Fire Fighters Memorial Park
11	Future Rec Center
12	Future Rec Center/Park
13	Hawkins Elementary
14	Hidden Valley
15	J.P. Shawver
16	Lincoln
17	Magoffin
18	Marian Manor
19	Mesa Drain LT
20	Modesto Gomez
21	Pavo Real

Id No.	Name
22	Percy Gurrola
23	Pioneer Plaza
24	Pueblo Viejo
25	Ramona Elementary
26	Riverside
27	SPC Adrian Garcia
28	Saipan - Ledo
29	San Jacinto Plaza
30	San Juan Placita
31	San Juan Strip 1
32	San Juan Strip 2
33	San Juan Strip 3
34	San Juan Strip 4
35	Stiles
36	Thomas Manor
37	Union Plaza
38	Vocational Park Pond
39	Washington
40	Ysleta
41	Ysleta Pedestrian Plaza

RECREATION CENTERS

In addition to the many parks found along the Alameda corridor, several recreation centers are also located in the area. Some of the most notable include the Ascarate Aquatics facility, Chamizal Recreation Center and Library, Valle Bajo Community Center and Library, and the Pavo Real Center. These recreation centers include facilities and programs geared towards youth and senior citizens.

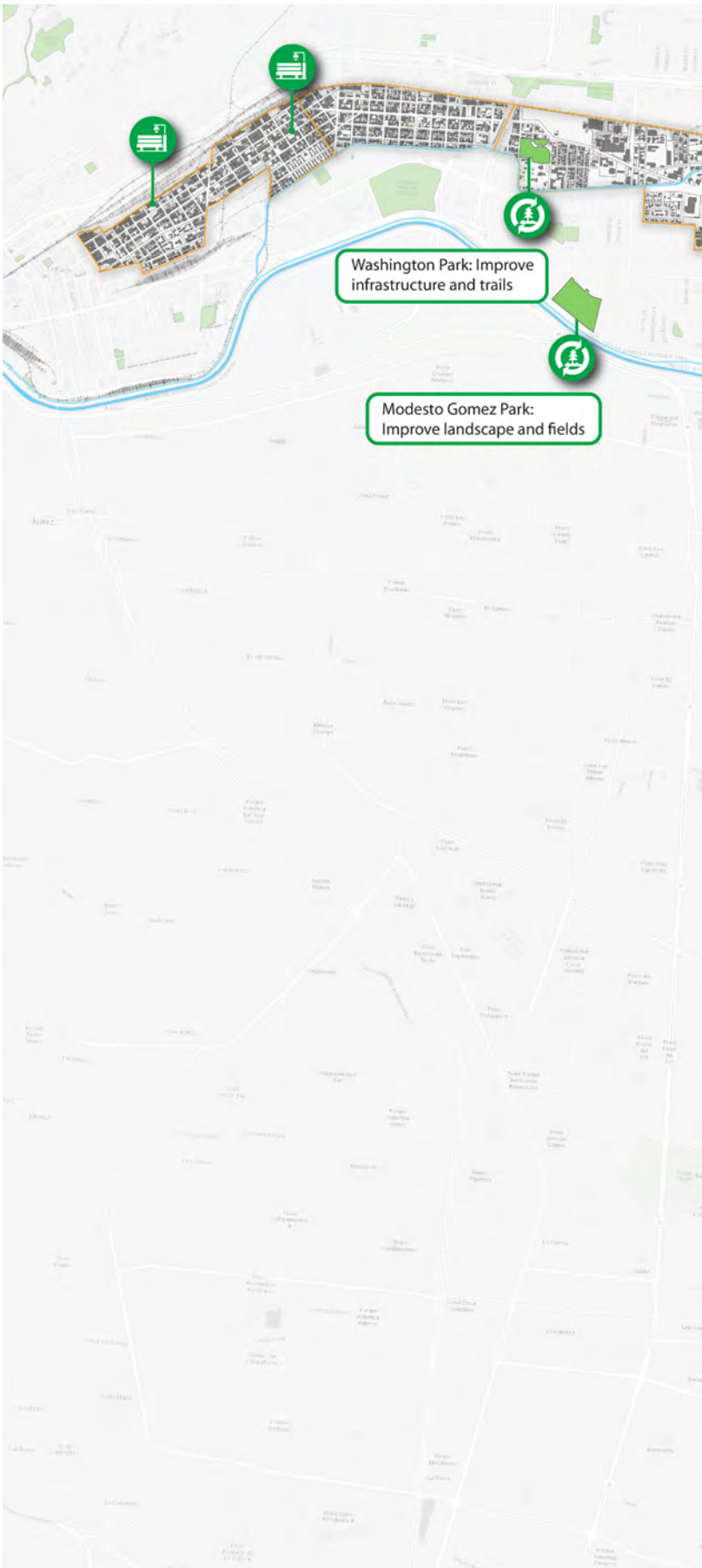


Id No.	Name	Address	Type of Rec Center
1	Ascarate Park Pool & Aquatics	6900 Delta Dr	Outdoor swimming pool
2	Bateman Senior Meals	840 Hawkins Blvd # A15	Senior citizen center
3	Chalio Acosta Sports Center	4312 Delta Drive	Recreation center
4	Chamizal Recreation Center and Library	2119 Cypress Ave	Recreation center
5	Delta Pool	4451 Delta Dr	Public swimming pool
6	Father Martinez Senior Center	9301 Alameda Ave	Senior citizen center
7	Hilos De Plata Senior Center	4451 Delta Dr	Senior citizen center
8	Lower Valley YWCA	115 Davis Drive	YWCA
9	Pavo Real Rec Center	9301 Alameda Avenue	Recreation center
10	Rohnert Park Senior Center	6800 Hunter Dr #585-6780	Senior citizen center
11	San Juan Recreation Center	701 N Glenwood St	Recreation center
12	San Juan Senior Center	5701 Tamburo Ct	Senior citizen center
13	Seville Recreation Center	6700 Sambrano Ave	Recreation center
14	The Pavillion	6900 Delta Drive	Recreation center
15	Valle Bajo Community Center & Library	7380 Alameda Avenue	Recreation center
16	Valle Verde YWCA Early Learning Academy	919 Hunter	YWCA
17	William W. Cowan Swimming Pool	8100 Independence Dr	Public swimming pool

STRATEGIES FOR ENHANCING PARKS

There are numerous parks within the Alameda corridor, ranging from small pocket parks to large county parks. As previously shown, most residents are within a 5-minute walking distance to a park. However, existing infrastructure, including sidewalks, may not actually allow safe and convenient access. Additionally, several parks along the corridor have been identified as in need of enhancements to better serve their communities.

The following strategies are recommended for improving parks along the corridor and increasing access to them. The parks diagram shows existing parks to be improved and general locations for possible future parks.



PARK IMPROVEMENTS

1. **Invest in Existing Parks**

   General improvements should include trails and walkways, pedestrian-scaled lighting, shade trees along walkways, shade for playgrounds, and green infrastructure such as rain gardens or multi-functional detention ponds.

2. **Create Neighborhood Park Master Plans**

   Specific park master plans should be created with robust community involvement for parks along the corridor. Park Master Plans should be prioritized for the following parks:

   - Washington Park
   - Riverside Park

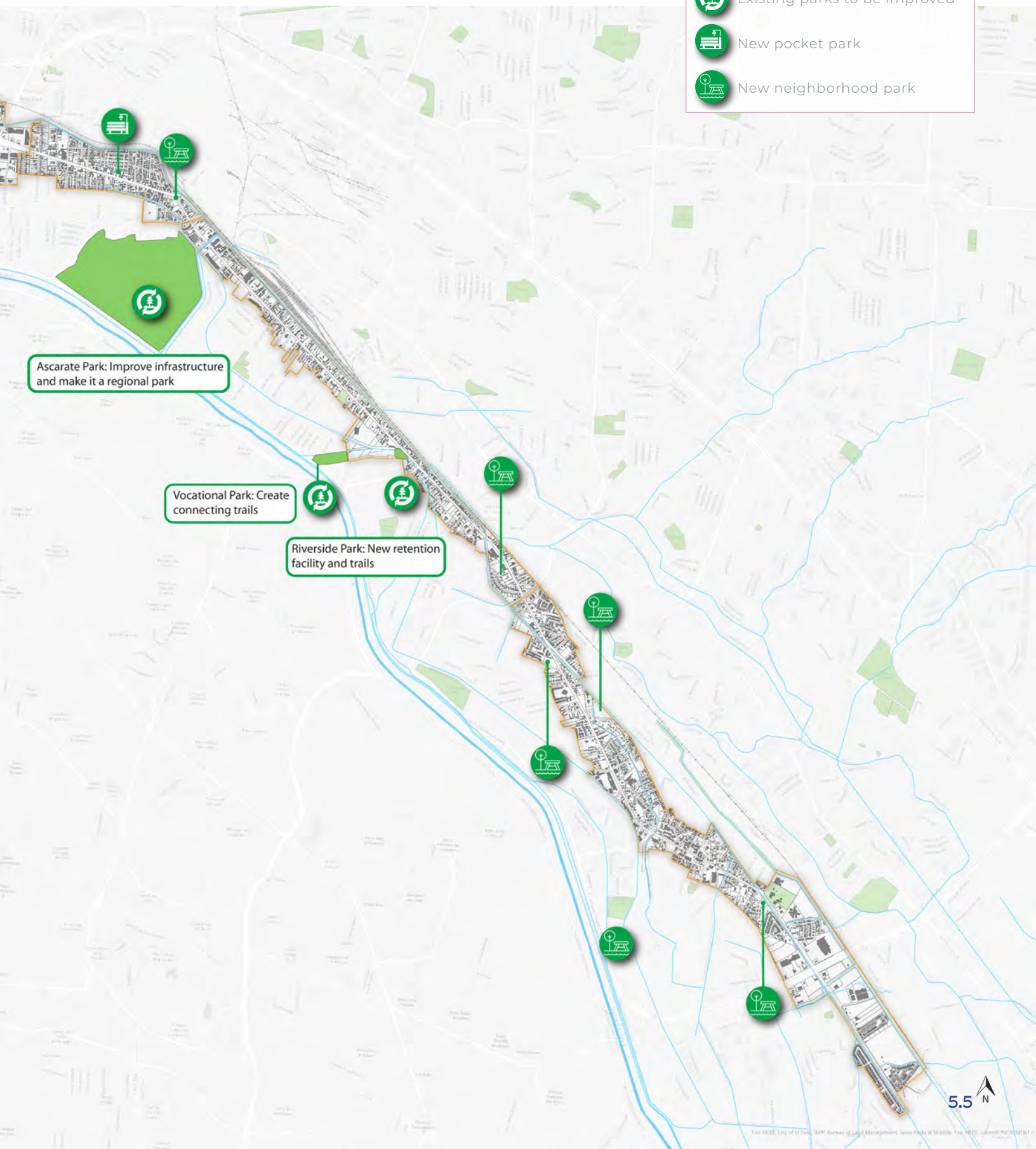
3. **Identify Locations for New Parks**

   Identify locations for new parks in areas not currently within a 5-minute walk of a park, as shown in the Park Snapshot diagram. Several possible areas for new parks are proposed in the diagram.

ACCESS TO PARKS

1. **Establish a "Green Corridor"**

   Utilize the extensive canal network to link parks throughout the corridor with trails and landscaping. Additional information on trails is provided in the following sections.


Existing Parks
Existing parks to be improved
New pocket park
New neighborhood park
Ascarate Park: Improve infrastructure and make it a regional park
Vocational Park: Create connecting trails
Riverside Park: New retention facility and trails
N

TOOLKIT:
PARK DESIGN RECOMMENDATIONS

Parks are important public spaces for recreation, social interaction, and physical activity. From playgrounds and dog parks to athletic fields, parks can have a variety of functions and targeted user groups.

Park design strategies vary based on climate, culture, geography, and desired programming. However, there are sets of universal principles that can be applied to various park designs.

Engage the Public

Successful park designs should address the users' need. It's important to work with the public to identify the community's vision and needs for each park; No one has more knowledge about the community's needs than the local residents. The engagement process can also promote a sense of ownership and stewardship for a park over the long term.

Engagement fosters a sense of ownership

Design with the Site

Park design should always begin with proper site reconnaissance. Each site is unique in terms of its history, context, and conditions. The inventory process should include a wide range of topics such as the ecological conditions both above and below ground, site history, zoning and land use, existing circulation and access, the adjacent urban character, existing vegetation etc. Valuable and vulnerable natural resources such as wetlands and riparian areas should be preserved. The park design should be consistent with a neighborhood's character.

Arroyos should be protected as stormwater swales

Crime Prevention Through Environmental Design (CPTED)

Park safety is one of the main design concerns. There are design strategies that can be integrated into the planning process to increase natural surveillance and reduce crime. The placement of park features should maximize visibility and encourage social interaction. Ideally, development around the park should have overlooking windows to provide more "eyes on the park." Lighting should be ample and avoid blind-spots with pathways and access points well-lit.

Trails and Connections

A well-connected circulation network in a park is essential for the movement of park users. Trails and paths should be ample and connected to provide multiple options to reach destinations. The path design should consider the locations of various existing and proposed site features. Direct access to the park from nearby transit stops should also be provided. A well-designed wayfinding system is an important device to help visitors navigate through the park. The dimensions of the trails should be properly sized with main pathways at least eight feet wide. The design can create more visual interest by framing the views and creates focal points along the path. Looped trails within the park are desirable as they provide a safe and convenient route away from the vehicular traffic.

Trail connections encourage active uses

Park Structures

Buildings, furnishings, and pavements are high impact design components for a park. Buildings adjacent to the park should be sited to shape the public space. Windows and openings facing the park provide natural surveillance. Cafés and restaurants can have outdoor dining space facing the park to activate the public realm. Users are more likely to engage in an open space that feels safe and intimate. Buildings and structures can be utilized to create terminating vistas, vantage points, and framed views that potentially add more visual interest to a park. Plazas and paved areas provide venues for higher intensity events. The programming of the space should be multifunctional and accommodate a wide variety of uses.

Parks can complement and engage adjacent civic buildings.

Resilience and Sustainability

Public parks can play an important role in addressing resilience and sustainability issues such as carbon sequestration, evapotranspiration, and stormwater management. Materials with low environmental impact such as recycled materials and porous paving should be considered first. Canopy trees in parks and along streets not only provide shade and comfort but also environmental services. Having intact natural areas creates habitat for wildlife. Native plants and drought tolerant plant species should be applied as much as possible to provide food and resources for wildlife and reduce water consumption. Centrally located public parks can incorporate compost/ recycling facilities for nearby residents. Lighting is crucial for nighttime safety, but excessive lighting should be avoided. Too much lighting is disruptive to animal's orientation, breeding patterns, and circadian rhythm.

Vegetated areas and shade trees should be maximized.

CASE STUDY:
PARK MASTER PLANNING:
ELLIOTT PARK (LOUISVILLE, KY)

In 2020, the Olmstead Parks Conservancy and their partners developed a master plan for Elliott Park through an inclusive, community-led process. The neighborhood park is approximately 4-acres and serves the surrounding community. A lack of investment over many years left the park in disrepair. The new plan reflects the history of the park balanced with the current needs of the park users. Funding is currently being raised to construct the project.

Existing conditions at Elliott Park

Trail connections encourage active uses

HIKE & BIKE TRAILS

Providing access to hike and bike trails is important to creating healthy communities. Giving people opportunities to exercise helps increase health standards making neighborhoods more resilient.

By creating a network of trails, residents can be connected to existing amenities such as parks, recreation centers, grocery stores, schools, and areas of employment. This trail system will provide a safe transportation alternative and encourage users to lessen their dependence on the automobile. It will also create recreational opportunities providing people areas to exercise.

PASO DEL NORTE TRAIL MASTER PLAN

The Paso del Norte Health Foundation has created a master plan for a regional hike and bike system. The 60-mile, countyline to countyline network connects communities throughout all of El Paso County. Approximately one-third of the trail has been built with more miles currently in the design-phase.

In looking at the Alameda corridor, there are many miles of existing canals that can be utilized for hike and bike trails which is proposed within the Paso del Norte Plan. When completed, the Paso del Norte trails will include additional trails throughout Alameda and existing communities enhancing the built-environment and creating healthy places.

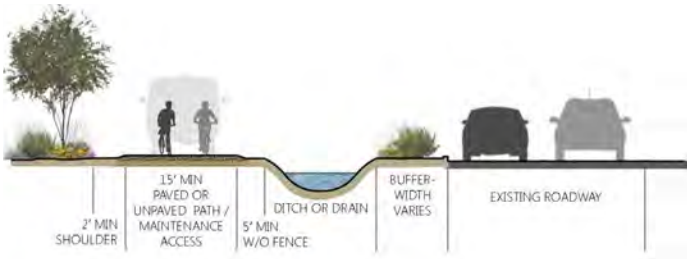
The Playa Drain Trail

One leg of the trail system already complete within the Alameda corridor is the Playa Drain Trail. The trail is a 3.4 mile long multi-use path that connects Ascarate Park and Riverside High School. Since the inception of the trail, many residents and neighborhood groups have used this amenity with great frequency.

The Playa Drain Trail alignment and the various amenities found along the trail.

Canal that can serve as hike and bike trail. Trail infrastructure along irrigation canals should be planned and constructed in partnership with the irrigation district. Irrigation canals are required to be lined with concrete when any trail infrastructure is built along them.

The Playa Drain Trail adjacent to the Ascarate Park's fields.



Proposed trail cross-section along canals found in the Paso del Norte Master Plan.

TOOLKIT:
TRAIL-ORIENTED DEVELOPMENT

INTRODUCTION TO TRAIL-ORIENTED DEVELOPMENT

Historically roads, bridges and other auto-oriented infrastructure drive the growth of real estate investment. As a result, in most places around the United States, the built environment has been designed around private automobiles. Active transportation modes such as walking and biking have been considered recreational activities rather than ways of travel and commute. In recent years, investments in trail infrastructure that accommodates walkers and bikers has lead to walkable and bike-friendly developments. Trail-oriented developments are characterized by compact and mixed-use developments that are centered around trail infrastructure. The trend reflects people's desire for safe, convenient, and affordable transportation options.

A jogger runs along the Museum Reach in San Antonio. (Source: Pearl Brewery)

"Integrating bike-friendly infrastructure into development projects allows cyclists to make active transportation a part of their daily lives."

- Ed McMahon

BENEFITS OF TRAIL-ORIENTED DEVELOPMENT

Boosts Real Estate Value
Trail-oriented development provides active transportation choices and creates a community that is centered around human activity with reduced traffic congestion.

Improves Health and Productivity
When more people get on the trail for biking and walking, less time is wasted in traffic. People are burning calories, relaxing their minds, and strengthening their bodies.

Attracts Young Talent
Millennial and Gen X people increasingly prefer living and working in walkable neighborhoods. Trails make biking a more comfortable and viable transportation option.

Increases Foot Traffic for Retail
Foot traffic is often desired by retail shops. People on foot or bike tend to stop at shops more often and spend as much or more than people that pass by in cars.

TRAIL-ORIENTED DEVELOPMENT ALONG THE ALAMEDA CORRIDOR

Vacant sites that are adjacent to the trails and well-connected to the corridor have opportunities for new trail-oriented developments.

Within the Alameda corridor there are numerous existing and planned trails that provide recreational and active transportation options. Vacant or underutilized sites adjacent to the trails offer opportunities for trail-oriented developments.

The rendering below shows the potential for trail-oriented development at a site that is situated next to a trail along the Valley Gate Lateral and in close proximity to Riverside Park. The new development can contain a variety of different housing types, such as townhouses, cottage courts, single-family houses, or small apartments. New public spaces can be integrated into the site, such as a community garden located in a central location. Renewable energy devices such as solar panels and geothermal pumps should be encouraged in all new development to reduce emissions.

The vacant site near Riverside Park and adjacent to the Playa Drain Trail.

1. Encourage the use of solar panels on new developments.
2. New townhouse developments.
3. Create a new community garden for social gathering.
4. More shade trees along sidewalk and trails.

A possible design for the vacant site near the Riverside Park

CASE STUDIES:
TRAIL-ORIENTED DEVELOPMENT:

WEST ORANGE TRAIL (WINTER GARDEN, FL)

Trail-oriented development can occur in small towns such as Winter Garden, Florida. The West Orange Trail is a 22-mile multi-use suburban trail that passes through the center of Plant Street in downtown Winter Garden. The trail has created a destination for visitors and residents and has helped spur the redevelopment of downtown.

PEARL BREWERY DISTRICT TRAILS (SAN ANTONIO, TX)

The City of San Antonio opened a northern branch of the River Walk in 2009 with the completion of the Museum Reach. The San Antonio River Authority stated that the new trail extension occurred alongside the simultaneous development of key properties along the waterway and trail, including both new development and renovation of historic buildings near the Pearl Brewery.

CAPERTON AND DECKERS CREEK TRAILS (MORGANTOWN, WV)

A study was conducted in 2013 to evaluate two rails to trails projects: Caperton and Deckers Creek in Morgantown, West Virginia. Both trails were completed in 2001. The study revealed that nearly a quarter of the trail users were not active before the trail was built and had increased physical activity after the installation of the new trails. A third of the new users reported that walking on the trail was their only venue for exercise.

Close access to trails can support and encourage healthier lifestyles by providing enjoyable means for exercise and providing facilities for walking to become a part of daily travel.

TRAIL NETWORK & LOCATIONS FOR TRAIL-ORIENTED DEVELOPMENT

The city should continue to expand the trail network in and around the Alameda corridor. This includes supporting the build out of the Paso del Norte Trail system. The trails should connect to surrounding streets and be lined with shade trees and pedestrian-scaled lighting.

In addition to supporting trail infrastructure, the city should adopt special zoning (or an overlay) adjacent to the trails (or in key areas) to permit trail-oriented development and higher densities with lower parking requirements.

TRAIL EXTENSIONS

1

Prioritize the Next Segments of Trails to Build

The city should support the construction of the next segments of the Paso del Norte Trail network. The following segments are recommended for prioritization to extend existing segments and connect to additional schools and areas well suited for transit-oriented development.

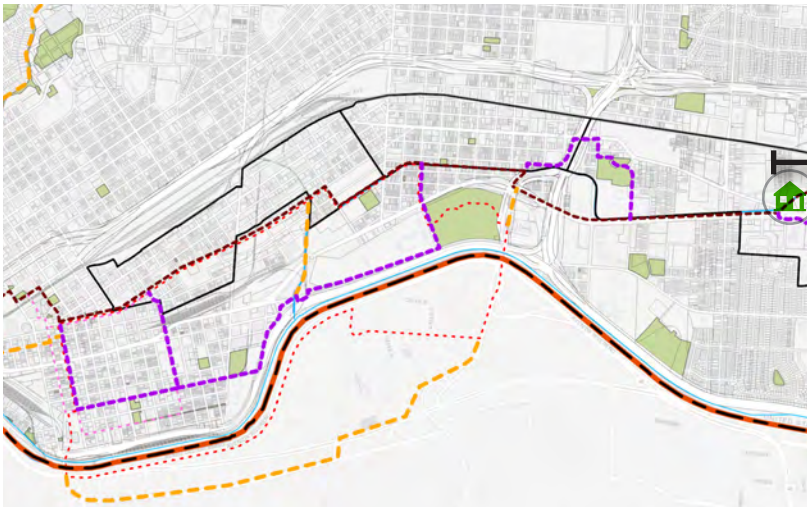
1. Paso del Norte Trail - Ascarate Park to Ysleta High School: This segment would connect the existing segments and numerous schools, serving the residential neighborhoods south of the corridor.
2. Paso del Norte Trail- MCA to Ascarate Park: The MCA area is a high priority for transit-oriented development and extending the trail through the site would further enhance mobility and support walkable development patterns.

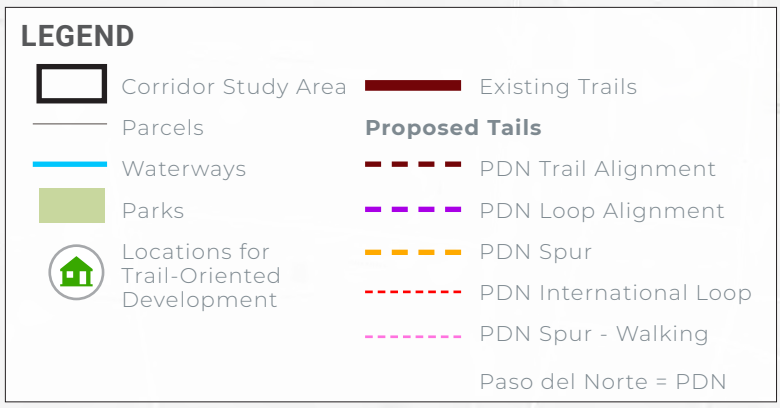
TRAIL-ORIENTED DEVELOPMENT

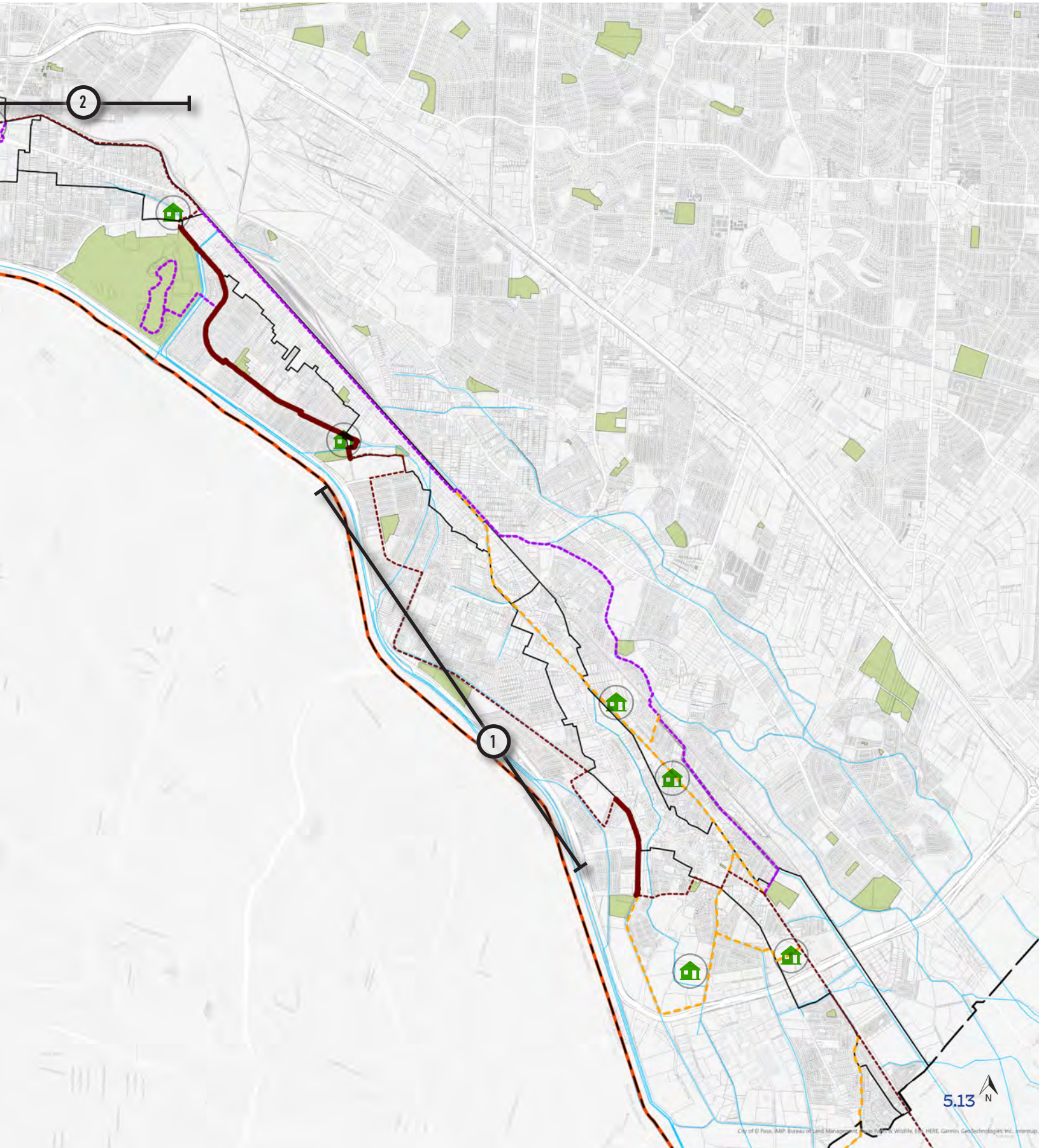
1

Create Trail-Oriented Development Zoning

A special zoning, possibly an overlay, should be applied within approximately a 1/8 mile buffer of shared-use trails (outside of any transit-oriented zoning). This zoning should permit missing middle housing types, reduce parking minimums, and incentivize development to front the trail as it would a street.






2
1
N

SUSTAINABILITY

TOOLKIT:

DESIGN FOR AN ARID CLIMATE

In El Paso's hot-arid climate, design has a large impact on energy and water. This toolkit provides strategies for reducing water use within the Alameda corridor and across the City.

WATER

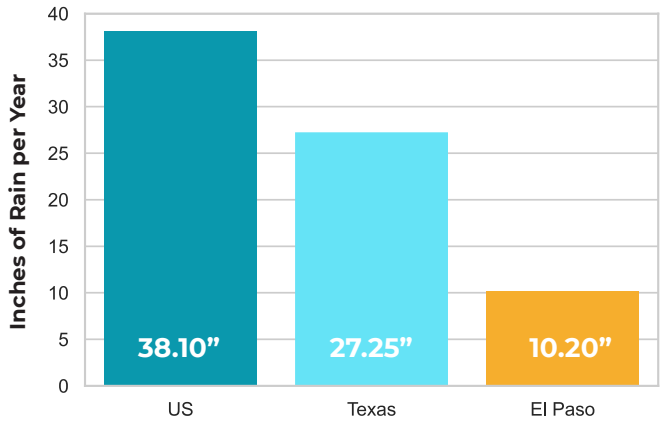
Located in the Chihuahua Desert, El Paso has an arid climate with almost 300 sunny days each year and very little rainfall. This means that El Paso gets its water primarily from the river and groundwater sources. The Rio Grande provides nearly 40% of the city's water. Five percent is from desalination and the rest from groundwater.[1]

West Texas and New Mexico have a history of cyclical droughts resulting in the Rio Grande becoming a dry sandbed. Water released from the Elephant Butte Reservoir, 125 miles north of El Paso, then replenishes the river. The distribution of water from the river and reservoir uses the Rio Grande Project infrastructure based on a US-Mexico treaty and the Rio Grande Compact, which together allocate water between Colorado, New Mexico, Texas, and Mexico. Today, the reservoir and water in the Rio Grande are at critically low levels, and climate change projections indicate a future with even less water.

As the city continues to grow, it must do so in a manner that conserves water use to ensure there is an adequate supply for all users and at an affordable cost. The city is already taking steps to reduce water use and prepare for alternative sources in the future.

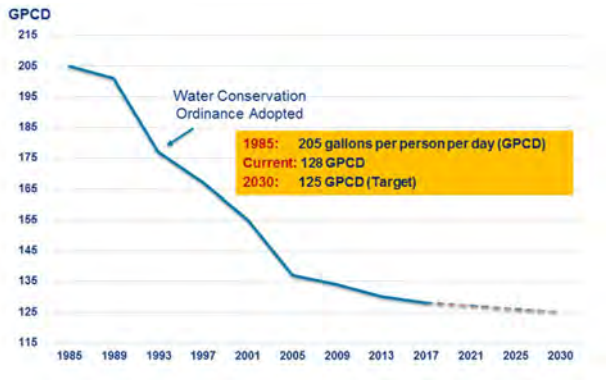
Water Conservation in El Paso

The city has developed various programs with educational components to raise awareness and provide incentives for water conservation. One example is the El Paso Water incentives during the 1990s for homeowners to replace turf with drought tolerant landscape. As a result of the program, 11,206,889 square feet of turf was replaced, saving 894 million gallons of water per year.



The City of El Paso receives only 10 inches of rain per year, mostly during the summer months of June through September. This is significantly less rainfall than the state receives on average.

The results of these efforts are promising, with a reduction in per-capita water consumption of 35%. El Paso Water has also been developing new sources, including desalination, to meet peak summer demand and water needs.



Per-capita water use in El Paso has decreased by 35% over the past decades. (Referenced from: https://www.epwater.org/conservation/Billions_of_Gallons_Saved)

1 https://elpasomatters.org/2021/06/01/2021-drought-a-harbinger-of-what-is-coming-for-el-paso-area-water-management/

WATER CONSERVATION BEST MANAGEMENT PRACTICES

The Texas Commission on Environmental Quality and the Texas Water Development Board for municipal water utilities have listed water conservation strategies that are required or recommended as Best Management Practices. The practices that are highlighted are most applicable for the corridor.

ADMIN & REGULATORY	FINANCIAL & ENFORCEMENT	SYSTEM OPERATIONS	LANDSCAPING	INCENTIVE PROGRAM	CONSERVATION TECHNOLOGY
Conservation Coordinator	Conservation Oriented Water Rates	Metering of All New Connections	Landscape Irrigation Conservation and Incentives	Public awareness and education	Residential Showerhead and Aerator Distribution
Watering schedules	Industrial, Commercial, & Institutional ICI Audits	Retrofit of Existing Connections	Drought tolerant planting palette	Provide Public Education	Water Recycling and Reuse
Restaurant Certification	Water supply replacement charge	System-wide Leak Detection and Repair	Parks Conservation	School Information	Analysis to Prioritize BMP Selection
Community Certification	Prohibition on Water Waste and Watering Restrictions	System Water Audit	Residential Landscape Irrigation Evaluations	Partnership with Nonprofit Organizations	
Multi-family Certification	Plumbing Code	Water Loss Control Measuring		Residential Rebate Retrofit and Incentive Programs	
Car Wash Certification		Accounting for Water Loss		Residential Washing Machine Rebates	
				Residential Toilet Rebates	

Referenced from:
El Paso Water - 2019 Water Conservation Plan

LANDSCAPING STRATEGIES

Landscaping and street trees are an essential component of a healthy, attractive, and sustainable neighborhood. A careful selection of plant species can reduce or eliminate the need for irrigation.

1 **Create & Restore Tree-Lined Streets**

Street trees provide shade and create a pleasant environment for pedestrians, bikers, and drivers. "Alameda" means "tree lined street in Spanish" and Alameda Avenue used to be dressed in Cottonwoods in the 1930s. However, few street trees remain standing on the avenue today.

2 **Create Incentives for Replacing Turf with Drought Tolerant Landscape**

Ornamental grass lawns require four time more water than drought-tolerant landscapes. El Paso Water incentives during the 1990s that encouraged homeowners to replace turf with drought tolerant landscapes saved millions of gallons of water. A similar incentive program should be implemented to encourage and assist homeowners along Alameda Corridor to make the landscape transition.

3 **Continue to Encourage Drought-Tolerant Planting**

The current landscape standards require at least fifty percent of the plants installed to be of a low water, drought-tolerant variety. This strategy should continue to be implemented in all new developments, parks, and street tree plantings to reduce water consumption.

4 **Incentivize Rainwater Harvesting**

Innovative stormwater management devices such as rainwater harvesting can capture and store rainwater runoff from rooftops, patios, and other impervious surfaces for later use onsite. These systems range from the simple, such as collecting rain in a rain barrel, to more the expensive and elaborate, such as large cisterns. Rainwater harvesting combined with high-efficient irrigation can significantly reduce water needs.

DROUGHT TOLERANT STREET TREES AND LANDSCAPE PLANTS

The following is a selection of drought tolerant street trees and landscape plants that can be used within the corridor. This sample is referenced from the city approved tree list and El Paso desert bloom.

Drought Tolerant Landscape Plants


Creosote bush


Catclaw acacia

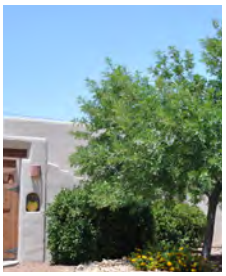

Desert willow


Tarbush


Mesquite


Flameleaf sumac

Drought Tolerant Street Trees


Raywood ash


Chinese Pistache


Golden Rain Tree


Australian willow


Coastal Live Oak

CASE STUDIES:

DROUGHT TOLERANT LANDSCAPES:

Drought tolerant landscapes help reduce water consumption, adaptive reuse of rainwater and state of the art irrigation system can be applied to the design to further conserve water resources. The case studies below illustrate strategies that could be implemented into drought tolerant landscapes.

THE AVENUE TRANSIT-ORIENTED DEVELOPMENT (WASHINGTON, DC)

The Avenue is a mixed-use transit-oriented development with retail, office, and residential units. The project features a series of public and private green spaces that incorporate innovative stormwater management strategies, the use of native and drought-tolerant plants, as well as high-efficiency irrigation systems that reduced the amount of water needed by over 60 percent. The landscape features in the central courtyard, rooftop patios collect and reuse stormwater on site and offers a pleasant experience to the visitors and residents.

WATER SMART LANDSCAPE REBATE (SOUTHERN NEVADA WATER AUTHORITY)

The Water Smart Landscape Rebate Program was launched in 2003 by the Southern Nevada Water Authority (SNWA) to reduce water use. The program incentives property owners to replace their lawns with drought-tolerant plans. Ornamental grass (lawns) requires four times as much water as drought-tolerant landscaping. The authority offers homeowners up to three dollars per square foot to remove sod up to 10,000 square feet and 1.5 dollars per square foot thereafter. It is one of the region's most generous financial incentives. The SNWA also offers free planning tools and resources to help residents and businesses with their turf conversion.

The Water Authority and The Bureau Of Reclamation released a Xeriscape Conversion Study in 2005 that recorded the amount of water saved with landscape conversion. The study results showed that 55 gallons of water per square foot is saved by converting a conventional lawn to a water smart landscape.

Water Smart Landscape after conversion. More than 60,500 projects have been completed under SNWA's WSL program since 1999.

TOOLKIT:

RENEWABLE ENERGY

While El Paso's hot-arid climate places a strain on water use, it provides an opportunity for the city to become a leader in renewable energy.

SOLAR ENERGY POTENTIAL

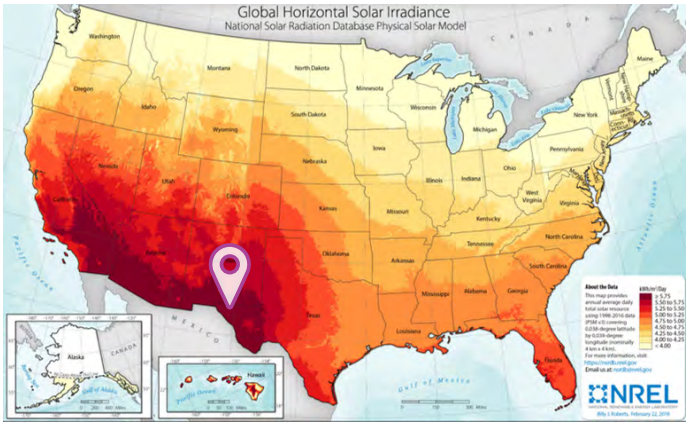
El Paso is located in one of the best regions in the United States for solar energy generation with over 300 days of sun per year. There are multiple policies promoting the use of solar energy in new development and existing buildings. However, the city should enact additional policies and regulations to further require and incentivize solar energy use. This may include grants to help cover the cost of installing solar systems.

Types of Solar Energy Systems

When talking about solar energy along the Alameda corridor, the focus is on accessory solar energy systems. These are systems that convert the sun's radiant energy into thermal, chemical, mechanical, or electric energy, designed primarily for servicing the on-site needs of a principal use, such as a home or business. These solar energy systems include both photovoltaic (PV) systems and solar water heaters, both of which can reduce carbon emissions and energy costs.

GROWING A SOLAR ENERGY ECONOMIC BASE

The growing trend towards increased use of renewable energy provides an opportunity for economic growth and job creation. Programs should be developed to grow the solar industry and support job creation through research, implementation, and installation of solar systems. El Paso has the potential to become a solar energy innovator and leader.



El Paso is situated in a location with a high annual average daily total solar resource, making it ideally situated for solar energy production.

Accessory solar energy systems include photovoltaic (PV) (top) systems and solar water heaters (bottom).

SOLAR ENERGY STRATEGIES FOR THE ALAMEDA CORRIDOR

ZONING

Zoning regulations should be reviewed to determine if existing regulations prevent or limit the use of accessory solar energy systems. The following recommendations should be incorporated into the zoning code to promote solar energy use.

1. **Permit Accessory Solar Energy Systems By Right in all Zoning Districts**

2. **Maintain Flexibility for Building-Mounted Systems**

   Ensure building height regulations permit rooftop systems to exceed the roofline (possibly by 5 to 10 feet depending on district) to allow systems to achieve proper solar orientation.

3. **Encourage New Construction and Adaptive Reuses to Support Solar Energy Systems**

   Encourage buildings to be electrically wired and plumbed to support the installation of solar energy systems. Require buildings to be physically and structurally designed to support rooftop solar energy systems.

4. **Encourage Cool Roof Designs**

   Encourage buildings to utilize cool roofs that are designed to reflect more sunlight than conventional roofs, absorbing less solar energy. This lowers the temperature of the building and can reduce energy use.

FUNDING

1. **Provide Financial Assistance and Grants**

   The city should create a centralized resource base for financial assistance, grants, tax rebates, and other funding to help support the installation costs of accessory solar energy systems. This can bring together city, nonprofit, state, and federal resources.

ECONOMIC DEVELOPMENT & JOBS

1. **Provide Solar Energy System Installation and Maintenance Training**

   Consider providing solar energy system installation and maintenance training at local technical and vocational schools.

CASE STUDIES:

SOLAR ENERGY: THE SOLARIZE MASS PROGRAM (MASSACHUSETTS)

The Solarize Mass program is a partnership between the Massachusetts Clean Energy Center, the Green Communities Division of Massachusetts Department of Energy Resources, and cities within the Commonwealth of Massachusetts. The program encourages solar electricity programs through a grassroots educational campaign. Participating communities select a local installation company that provides a fixed pricing that is at least 20% less than the state average. Homeowners can choose to either purchase the solar system or only purchase the solar power generated with the designated installer.

The City of Somerville participates in this program, which has lead to over 100 solar arrays installed on Somerville homes. The City of Somerville was awarded with SolSmart Gold by the US Department of Energy in 2017.

STORMWATER

SNAPSHOT:

El Paso's rain events are not frequent, but they can be intense. While much of the year the city and its streets and stormwater management system remain dry, they can become overwhelmed during heavy periods of rain. The stormwater management system throughout the corridor must be designed to manage rain events when needed, but to serve surrounding communities with other purposes during the majority of the year when the sky is blue.

STORMWATER OVERVIEW

The focus of this overview includes the current pavement infrastructure and corridor characteristics, including the areas of potential drainage flooding. The corridor was analyzed to identify the major flooding areas near and along Alameda Avenue. Surrounding areas also have an impact on the corridor with both indirect or direct connections. In order to provide better design recommendations, these nearby areas also needed to be analyzed. Aside from analyzing areas that have previously flooded, the drainage flow patterns were examined.

The public planning process provided the project team with valuable information on areas of flooding concern based on residents' daily experiences. This feedback was utilized to concentrate on the known and brought up new locations of concerns that impact the corridor.

As new centers develop along the corridor, increases in the area of impermeability can generate an increase in stormwater runoff. A series of strategies will be needed to mitigate existing and possible future stormwater runoff in a sustainable manner.

There is an opportunity to align stormwater improvement projects with other investments along the corridor:

1. **Street and Intersection Redesigns**

   Readjusting the street cross section configuration is an opportunity to mitigate and reduce, if not eliminate, localized flooding.

2. **Green Infrastructure**

   Green infrastructure has become a very important and successful tool for reducing and managing stormwater in both private developments and public infrastructure. The reduction of pavement is a great start.

3. **Park Ponds (Stormwater Parks)**

   Parks along the corridor can be designed to help manage stormwater and limit flooding. The concepts of living with flooding and multi-functional green spaces have become popular strategies for park design.

WHY FLOODING IS A CONCERN

Issues of flooding along Alameda result in unusable sidewalks, intersections that are difficult to cross, and a high likelihood of pedestrians being splashed with stagnant flood water on the street by passing cars.

As the city looks towards achieving more walkable, vibrant, mixed-use communities along the corridor, these flood issues must be addressed to ensure a livable neighborhood year round.

Example of typical flooding conditions along Alameda Ave hindering walking and transit use

AREAS OF FLOODING CONCERN

The Alameda corridor includes various areas that are prone to inundation, from minor to major water street accumulation and water crossings. The accumulation of water has an impact on the safety of the corridor. More detailed information on areas of flooding concern can be found in the Stormwater Appendix. The following list highlights areas of flooding concern as shown on the maps on the following pages. The locations are identified from west to east.

○ Denotes that the area has existing storm sewer infrastructure, which may be inadequate for handling storm runoff events.

1. Texas Avenue and Dallas Street

Area has been identified as an area prone to flooding by FEMA as Zone A in its Preliminary mapping.

2. Alameda Avenue and Hammett Street

Flooding occurs at a major magnitude. Area has been identified as a flood hazardous area by FEMA in its current effective mapping as well as FEMA's Preliminary mapping.

3. Alameda Avenue and Washington Street

Flooding occurs at the existing low point.

4. East of Alameda Avenue and Buena Vista Street

The area has been identified as prone flooding areas by FEMA in its current effective mapping as well as FEMA's Preliminary mapping.

5. Alameda Avenue and Clark Drive

6. Alameda Avenue and Corbin Place

7. Alameda Avenue and Seville Drive

Area has been identified as prone flooding areas by FEMA as Zone A in its Preliminary mapping.

8. Alameda Avenue and Gibraltar Drive

Area has been identified as prone flooding areas by FEMA as Zone A in its current effective mapping as well as FEMA's Preliminary mapping.

9. East of Alameda Avenue and El Paso Drive

Area has been identified as prone flooding areas by FEMA as Zone A in its Preliminary mapping.

10. Alameda Avenue and Delta Drive

11. Alameda Avenue and Flicker Drive

12. West of Alameda Avenue and George Orra Drive

13. Alameda Avenue and C.R. Croom

14. Alameda Avenue and Cummins Drive

15. East of Alameda Avenue and Coronado Road

16. Alameda Avenue and Carolina Drive

17. West of Alameda Avenue and Vocational Drive

18. Alameda Avenue and Midway Drive

19. East of Alameda Avenue and Rosedale Drive

20. East of Alameda Avenue and Riverside Drive

21. Alameda Avenue and Lafayette Drive

22. Alameda Avenue and Yarbrough Drive

23. Alameda Avenue and Keeney Court

24. Alameda Avenue and Whittier Drive

Area has been identified as prone flooding areas by FEMA as Zone A in its Preliminary mapping.

25. Alameda Avenue and Finita Drive

26. Alameda Avenue and Davis Drive

Area has been identified as prone flooding areas by FEMA as Zone A in its Preliminary mapping.

27. West of Alameda Avenue and Whitney Drive

28. Alameda Avenue and Padres Drive

28. Alameda Avenue and Zaragoza Drive

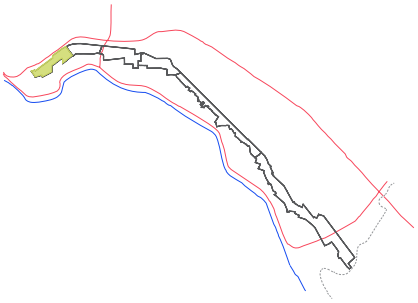
29. East of Alameda Avenue and Cana Avenue

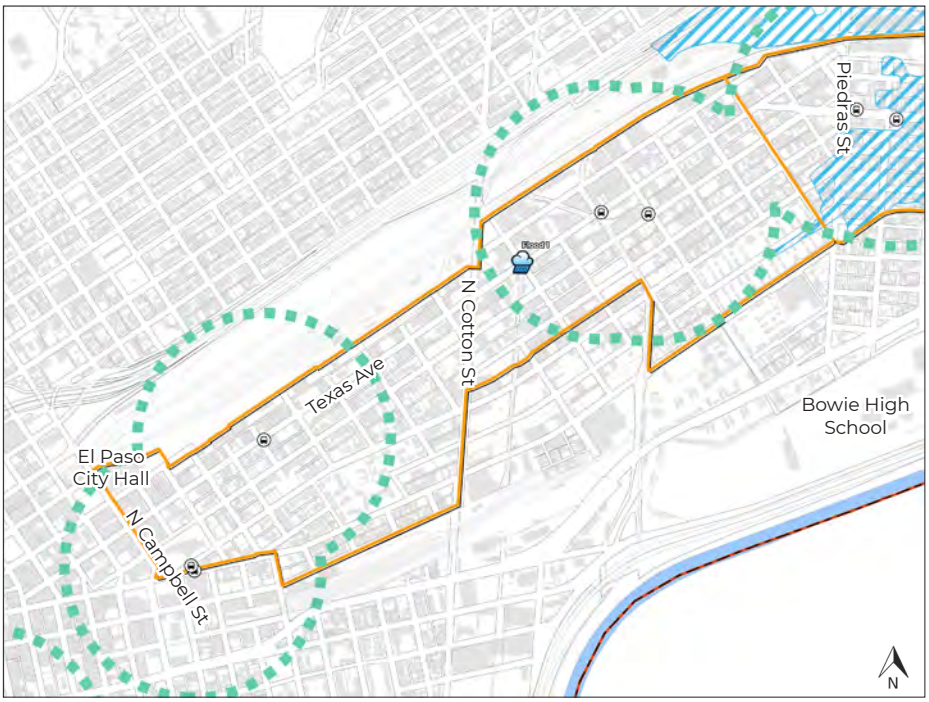
FEMA FLOOD ZONES (CURRENT) AND AREAS OF FLOOD CONCERN

The Federal Emergency Management Agency (FEMA) is responsible for assessing flood risk across the country and producing Flood Insurance Rate Maps (FIRMs), to establish insurance rates and premiums in at-risk zones. Flood hazard areas are identified on these maps as Special Flood Hazard Areas (SFHA). These are areas that will be inundated by flood events having a 1-percent chance of being equaled or exceeded in any given year, also known as the base flood or 100- year floodplain.

Segment 1

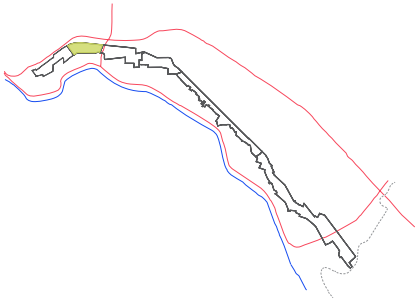
A majority of segment 1 is at a low to moderate risk of flooding. The north eastern edge of this section around S Piedras Street is at a high risk of flooding developing into shallow ponding water.

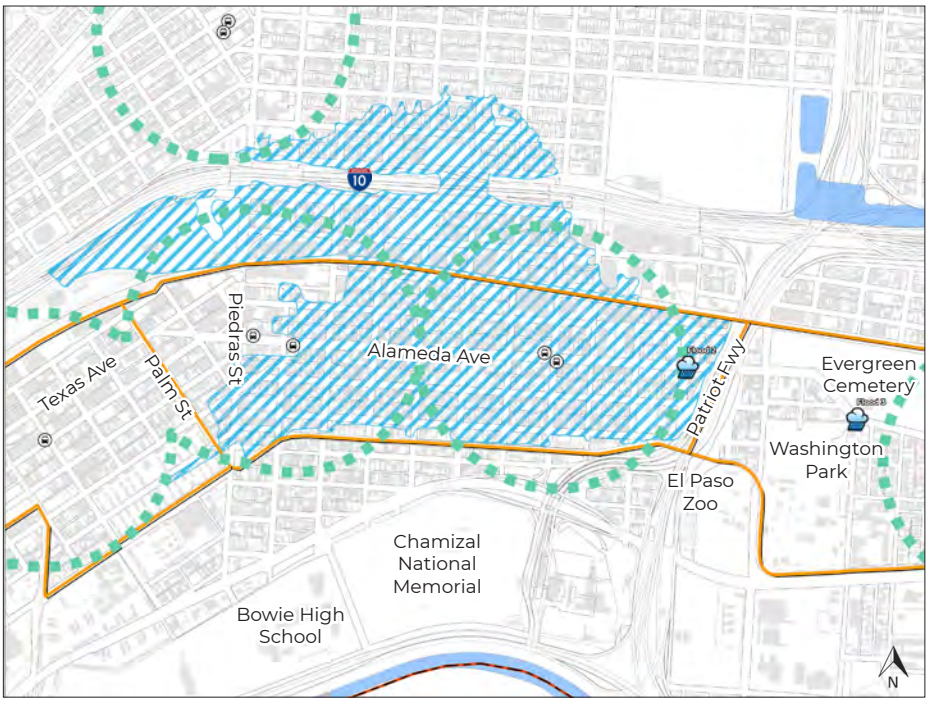


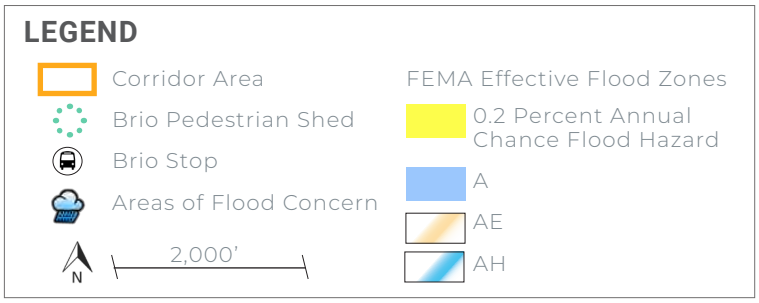


Segment 2

There are major flooding and drainage issues within segment 2. Improvements are needed along the roadways to combat standing water along the roads west of the Patriot Freeway.

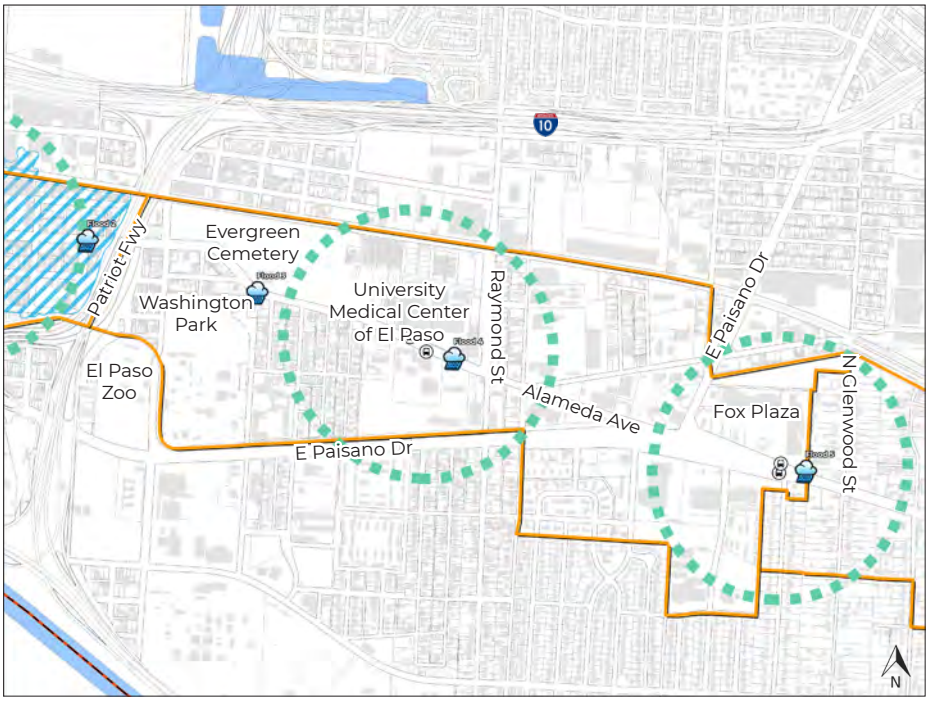






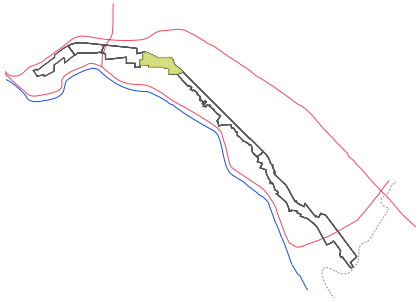
Segment 3

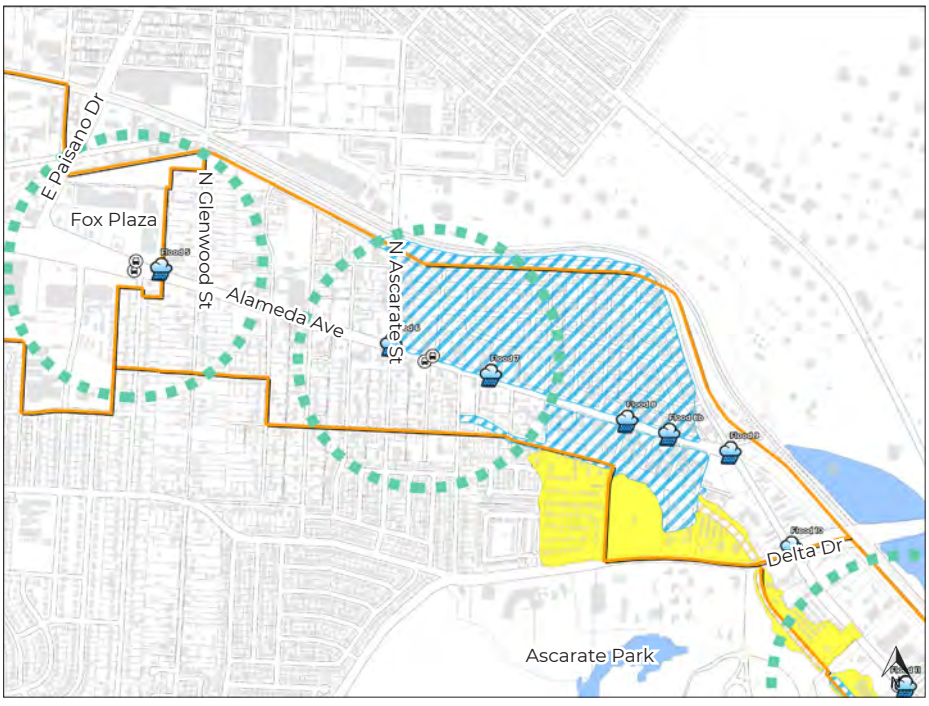
There is low to moderate risk of flooding in segment 3 of the Alameda corridor.



Segment 4

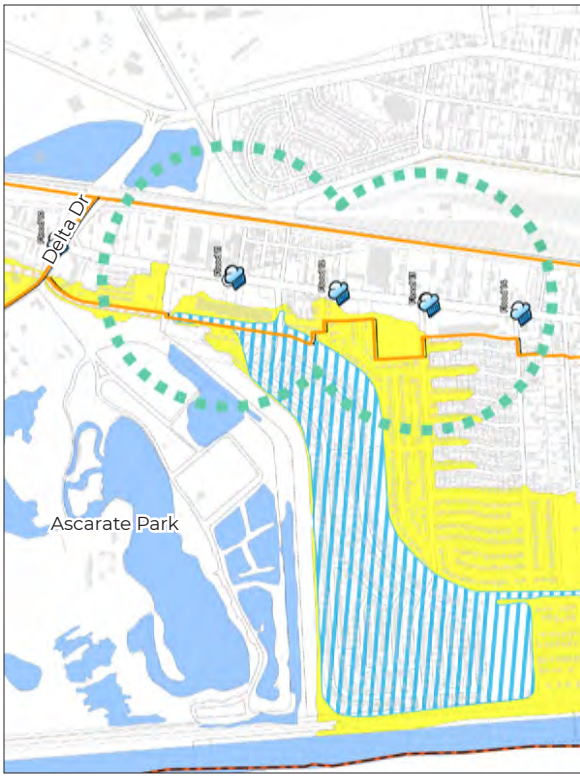
There is a high risk of flooding with both ponding and running water at the bend in the Alameda corridor between S Clark Drive all the way to George Orr Road. This area is adjacent to the Ascarate Park.





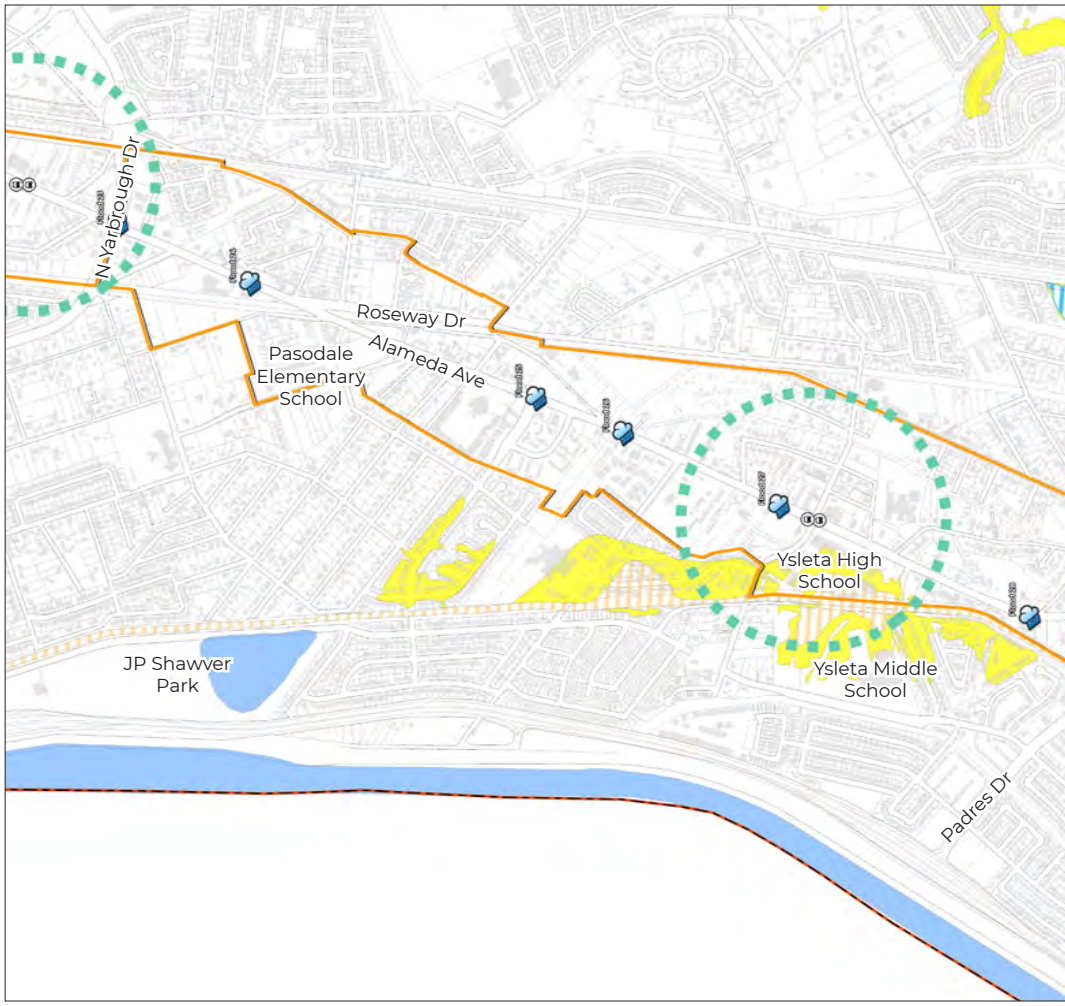
Segment 5

Segment 5 from Delta Drive to Yarbrough Drive often suffers severely from flooding during storm events. This section of the corridor is bordered on either side of Alameda Avenue by high risk flood zones. The water management strategy of the city needs to be upgraded to address the scattered debris, loss of life, and property damages.



Segment 6

Segment 6 is spotted by various flood zones. The greatest risk areas are along the Ysleta Schools and the S Americas Avenue intersection.




LEGEND
Corridor Area
Brio Pedestrian Shed
Brio Stop
Areas of Flood Concern
2,000'
FEMA Effective Flood Zones
0.2 Percent Annual Chance Flood Hazard
A
AE
AH
Alameda Ave
Riverside Park
Riverside High School
Vocational Pond Park
Lafayette Dr
Cadwallader School
Fresno Dr
N Yarbrough Dr
Pavo Real Recreation Center
N Zaragoza Rd
Ysleta Park
Alameda Ave
SR 375
S Nevarez Rd
Mount Carmel Cemetery

FEMA FLOOD INSURANCE RATE MAP (FIRM)

Understanding the Flood Insurance Rate Maps (FIRMs) and the flood hazard areas identified on these maps as Special Flood Hazard Areas (SFHA) is important as they establish guidelines that are to be followed during permitting process.

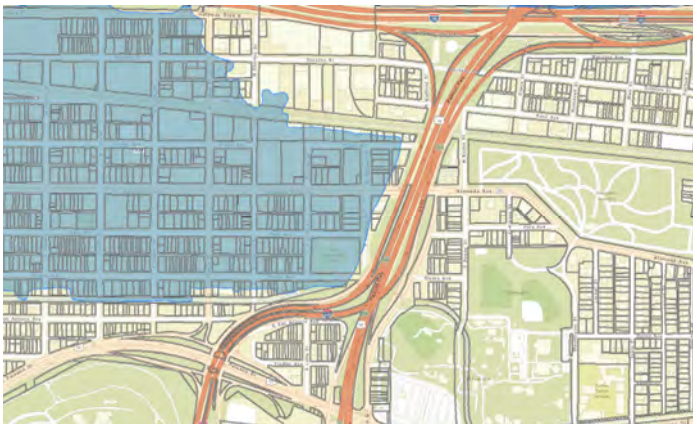
There are some areas along the Alameda corridor that have been identified as Special Flood Hazard Areas. Where the purchase of mandatory flood insurance is required, development is required to follow National Flood Insurance Program guidelines and recommendations.

SPECIAL FLOOD HAZARD AREAS

A portion of the corridor is situated in a SFHA identified as Zone A, another portion is situated in Zone AH, and finally, a portion is situated in Zone X as per the FIRMs. The two SFHA that are affected within this study are Zone A and Zone AH. As defined by FEMA, Zone A represent areas of 100-year flood risk where the base flood elevations and the flood hazard factors have not been determined; and Zone AH represent areas of 100-year shallow flooding where depths are between one and three feet, base flood elevations are shown, but no flood hazard factors are determined.

UPDATES TO EL PASO FIRMS

El Paso County is currently undergoing a revision to the floodplain management of its area to establish new FIRMs. Flood Insurance Studies were prepared analyzing the hydrology and the hydraulics of the area for DHS/ FEMA Region 6. The hydrologic study and the hydraulic study are currently in the preliminary review stages and dated as June 30, 2019 [Final Results of Hydrology Study – El Paso County, TX, Final Results of Hydraulic Study – El Paso County, TX] prepared by Compass. The studies are undergoing the review process prior to becoming effective. It is anticipated that the preliminary FIRMs may become effective by late 2023. In the event that the updated maps become effective, then the areas that flood would be as the next thing that the studies identify.



Existing Special Flood Hazard Area along the Alameda Avenue corridor through Chamizal based on the current FIRM Maps.

Potential update to the Special Flood Hazard Area along the Alameda Avenue corridor through Chamizal based on the new Preliminary FIRM Maps with an expected effective date in late 2023.

STORMWATER STRATEGIES

This plan provides a vision and strategy for reimagining the Alameda corridor. A comprehensive approach to solve stormwater issues along the corridor must recognize the relationships between land development, street design, and stormwater to provide an integrated set of recommendations to address these issues. Projects should be integrated and designed to achieve multiple goals under the guidance of a larger framework and vision to be able to work towards achieving large goals with each small project.

Recommended Strategies to Address Stormwater

1. **Coordinate Stormwater Improvements with other Infrastructure Projects**

   Upgrade stormwater infrastructure during street and intersection redesign projects. During the street configuration redesign process, low impact stormwater development techniques should be incorporated.

2. **Redesign Streets and Intersections to Better Manage Stormwater and Reduce Impervious Area**

   Adjust street cross sections and intersection designs to mitigate and reduce, if not eliminate localized flooding. This may include reducing lane widths and the overall amount of pavement. Minimizing impervious areas has a positive impact on reducing flood areas.

3. **Utilize Permeable Pavement**

   The pavement structure shall be given thoughtful consideration to utilize a non-traditional method. Permeable pavement structures are strongly recommended to reduce stormwater runoff in public projects. Private parking lots should be incentivized to be reconstructed with permeable pavement. New development should utilize permeable pavement where possible.

4. **Incorporate Green Infrastructure into City Design Manuals**

   The city's Drainage Design Manual should be updated to incorporate a suite of green infrastructure standards. This will assist during the review process and speed up approvals.

5. **Incorporate Green Infrastructure into City Design Land Development Regulations for New Development**

   Incorporate green infrastructure standards into city zoning and other land development regulations. Title 19 Article 2- Subdivision Standards of the city's Code of Ordinances should be revised to include a chapter on green infrastructure to allow it in all developments. Currently, green infrastructure is only included in Chapter 19.26 – Alternative Subdivision/ Smart Code Designs.

6. **Incentivize Green Infrastructure Retrofits for Existing Development**

   Provide economic incentives for existing development to be retrofitted with green infrastructure. One example is to provide incentives for existing parking lots to upgrade to permeable pavement at areas of major flooding along the corridor.

7. **Expand the Use of Park Ponds (Stormwater Parks) to Manage Stormwater**

   Create new park ponds and enhance existing ones to help manage stormwater. Direct stormwater from areas of excessive runoff to these controlled basin structures.

8. **Incorporate Parkways and Medians into Street Designs Where Possible**

   Parkways and medians provide low impact design opportunities. Incorporating depressed medians and parkways serve to convey or retain greater amounts of stormwater runoff. Curb openings assist in conveying excess runoff off the street making it a safer corridor. Vegetation in the median and parkways, aside from beautifying the street, can assist in absorbing water. In areas of excessive runoff, a permeable subgrade should be installed with underground perforated piping to relocate the flood waters from the street to underground piping storage. In areas near basins, the piping may be used to convey the storm runoff to a controlled basin structure.

TOOLKIT:

GREEN INFRASTRUCTURE

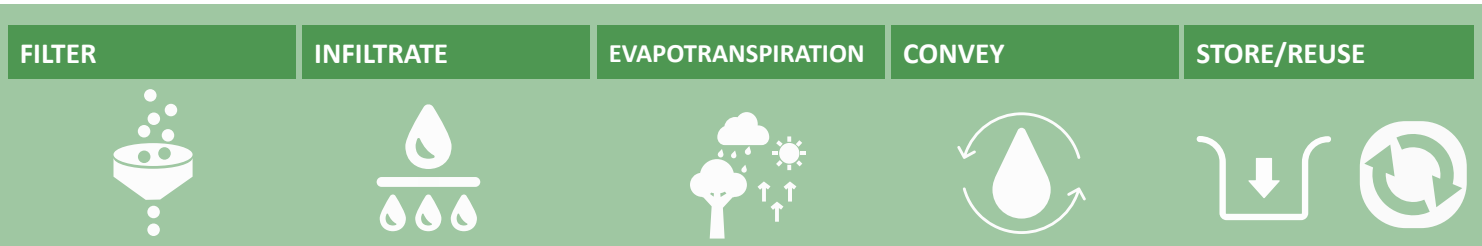
Green infrastructure, or low impact development (LID), uses vegetation, soils, and natural processes to manage stormwater and create healthier built environments with fewer negative impacts on surrounding green spaces and wildlife habitat. LID mimics nature by soaking up, storing, facilitating evapotranspiration, and infiltrating stormwater close to its source. This in effect reduces the frequency of nuisance flooding and the demand on drainage infrastructure.

The most common LID practice types include: bioretention, bioswales, permeable pavement, green roofs, cisterns, and constructed stormwater wetlands. Research studies have shown that LID practices have higher removal rates of nitrogen, phosphorus, heavy metals, and fecal coliform than traditional stormwater management practices such as detention and retention ponds.

GENERAL BEST PRACTICES FOR LID & GREEN INFRASTRUCTURE

SOURCE: ORIGIN OF RUNOFF

METHOD: DIFFERENT WAYS OF WATER MANAGEMENT

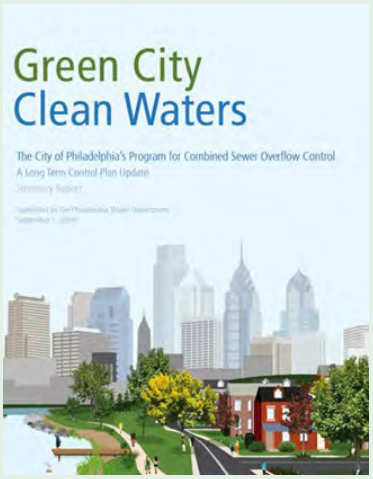


TOOLS: MANAGEMENT DEVICES

CASE STUDIES:
GREEN INFRASTRUCTURE:

CITY OF PHILADELPHIA

The Philadelphia Water Department has a legal obligation to reduce combined sewer overflows into the Delaware River by 85 percent under a consent decree with the US Environmental Protection Agency. The City of Philadelphia proposed a 20-year plan to improve stormwater management and the water quality of local water bodies. Instead of applying traditional grey infrastructure, the city is using green infrastructure. The city is investing an estimated 2.4 billion dollars to create a citywide network of green infrastructure. To date, the city has built over 2,000 "greened acres." A "greened acre" means the area will have its first inch of runoff treated.



CITY OF PORTLAND, OREGON

Portland, Oregon is known as the prime example for utilizing green infrastructure. Portland began its stormwater management efforts in 1993 with the "Downspout Disconnection" program that encouraged homeowners and small businesses to channel rainwater falling on rooftops to lawn and gardens. Portland applied local codes and ordinances, combined with incentives, to encourage the construction of green infrastructure.

The city's current Stormwater Management Code requires all projects that involve developing or redeveloping over 500 square feet of impervious surface area to comply with pollution and flow control requirements.

Portland's Green Streets Program, adopted in 2007, incorporates bioretention, infiltration facilities that improve water quality and replenishes groundwater.

EL PASO, TEXAS

The City of El Paso already uses Green Infrastructure in some locations, including along Country Club Road.

TOOLKIT:

PARK PONDS (STORMWATER PARKS)

PARKS DESIGNED FOR FLOODING

Parks along the corridor can be designed to help manage stormwater and limit flooding with multi-functional green spaces. This strategy uses open space needed for stormwater management purposes as public open space and parks during dry periods.

Certain parts of a park can be designed to be inundated. These areas should be multifunctional. During the dry season, all of the park area could have various uses such as for public gatherings and active recreation. During small rain events, certain parts of a park can be designed to be inundated while leaving a part dry, such as for playground use. During intense storm events, all of the park will serve as a retention and/or detention purpose.

El Paso already has several park ponds that function similarly and this strategy of multi-functionality should be utilized more regularly.

Combining flood management with public open space and parks more efficiently utilizes public resources and can open up non-traditional funding mechanisms for both park and stormwater improvements.

Enhance Existing Park Ponds and Create New Ones

The current catchments and retention ponds do not have the full capacity to hold back the stormwater runoff and keep debris away from the streets. It is a problem that needs to be addressed at a district-wide and citywide level. Building new retention and detention facilities is one of the solutions to address surface overflow. These facilities should be located near areas of flooding concern and utilize a system of conveyance infrastructure including both grey and green, to transport stormwater runoff from flooded streets to the park ponds.

Smaller Scale Interventions

Other parks along the corridor can also be designed to help with flooding even if they are not full park ponds. Rain gardens can be integrated within parks to hold excessive rainwater and improve water quality.

Riverside Park Existing Conditions

Riverside Park Possible Proposed Conditions

Existing Pond Increase with Storm Sewer Extension Possible Proposed Conditions

CASE STUDIES:
STORMWATER PARK / PARK PONDS

CROMWELL PARK (SHORELINE, WA)

The City of Shoreline identified the downstream areas of Cromwell Park with water quality and flooding issues. Cromwell Park was re-designed to combine stormwater detention with recreation. The park includes numerous green infrastructure practices such as constructed and enhanced natural wetlands, bioswales to channel, capture, and filter stormwater, and porous pavement to promote water infiltration. The redesigned park increased the capacity of the stormwater system by retaining one acre-foot of water. The local community also benefited from recreational improvements.

HERRON PARK (PHILADELPHIA, PA)

The Philadelphia Department of Recreation, the city's Capital Program office, and the Water Department collaborated to update the existing Herron Playground to include a new infiltration system that manages stormwater both from on and off the site. The 1.12-acre park was renovated with porous pavement, abundant shade trees, a rain garden, and water-tolerant native plants. The new green infrastructure helps retain the first inch of rainfall from the site as well as 1.17 acres of adjacent, impervious land.

CHULALONGKORN UNIVERSITY CENTENARY PARK (BANGKOK, THAILAND)

Chulalongkorn University Centenary Park is both a park and stormwater management infrastructure. It mitigates stormwater runoff and adds much needed outdoor public space to the city.

TRANSFORMING RIVERSIDE PARK

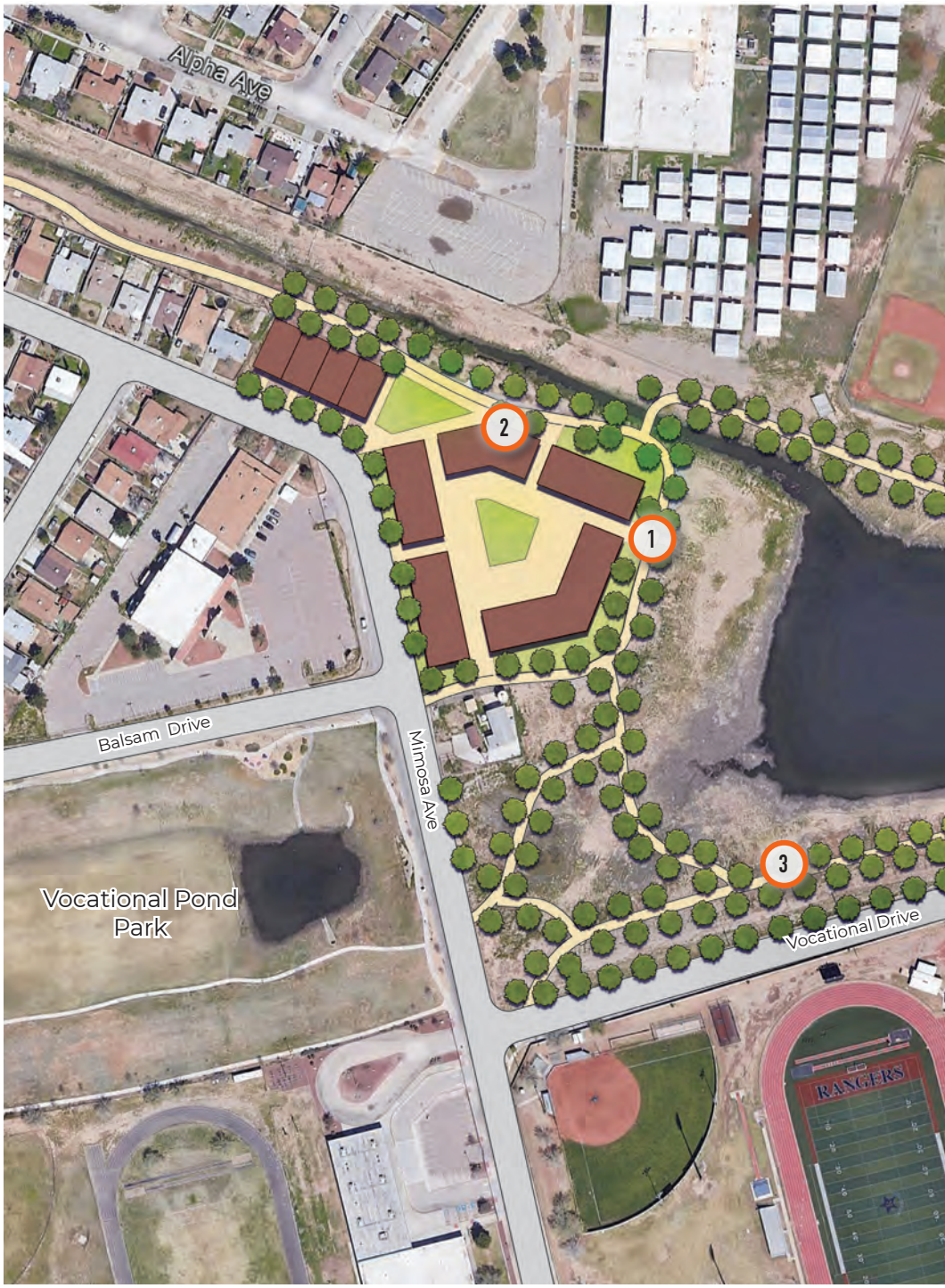
"Show me a healthy community with a healthy economy and I will show you a community that has its green infrastructure in order and understands the relationship between the built and unbuilt environment."

—Will Rogers

Vocational Pond Park is an existing example of designing with nature for the dual purpose of urban flood management and public open space. There is an opportunity to expand upon this park and connect it with Riverside Park.

The illustrative plan below shows a possible design for an expanded Riverside Park that incorporates a new water detention facility. Additional trails are proposed to create a more complete trail network in this area to improve safe access to the parks and school.

1. New mixed-use trail Oriented developments
2. Community garden or neighborhood park
3. Proposed new trail network
4. Stormwater detention pond
5. Amphitheater with water resistant materials
6. Splashpad and rain garden
7. On-street parking with permeable pavement



Possible park pond at Riverside Park - Site Plan


Existing conditions
Franklin Canal
Alameda Ave
El Paso Auto Registration
Riverside Park
Riverside High School
Riverfront Stadium - Riverside High School
4
5
6
7
3
N

MULTIFUNCTIONAL SPACES & ACTIVE USES

The park pond design incorporates green infrastructure that functions as both stormwater management infrastructure and also as an amenity.

An amphitheater is integrated in the retention area to activate the space. Programmed uses in this area should be flexible and multifunctional.

Most of the year the pond will be dry unless the site is dropped to the water table. With smaller rain events, the water level in the pond will likely be as illustrated below. The additional capacity needed for managing larger storm events, rather than sitting vacant and inaccessible, is incorporated into the amphitheater and surrounding park space. These are designed to be inundated underwater during heavy storm events. Otherwise, these areas can be enjoyed by the community with trails, plantings, and open space.

1. **Pond:** This portion of the park may be designed to remain a pond for part of the year.
2. **Amphitheater:** The amphitheater and surrounding area is designed to be inundated to accommodate increased volumes during large storm events.
3. **Lighting:** Pedestrian-scaled lighting is located along the walkways and trails to provide a safe, comfortable, and inviting space.
4. **Landscaping:** Drought tolerant trees provide shade and create a more pleasant experience for those in the park. Special care will be needed for selecting plants located in areas designed to flood.

Rendering showing the new retention facility.

The park pond is designed to be inundated to accommodate increased volumes during large storm events.

GREEN INFRASTRUCTURE RECOMMENDATIONS

The stormwater management and green infrastructure strategies described in this section can be applied throughout the corridor. Implementation will require more detailed engineering analysis. However, this diagram provides recommended locations as a starting point for various treatments.

EFFECTIVENESS OF DIFFERENT TYPES OF GREEN INFRASTRUCTURE

Due to unique factors in El Paso, managing stormwater is easier thru basin areas, utilizing park ponds and retention/detention basins compared to other green infrastructure tools. However, this approach requires large areas of land which can be difficult to acquire in built-out areas and within TOD station areas, that land might be put to better purposes. While other green infrastructure tools might not be as effective as ponding areas, they still assist in mitigating storm runoff and improve water quality. This is especially the case with mixed-use development.

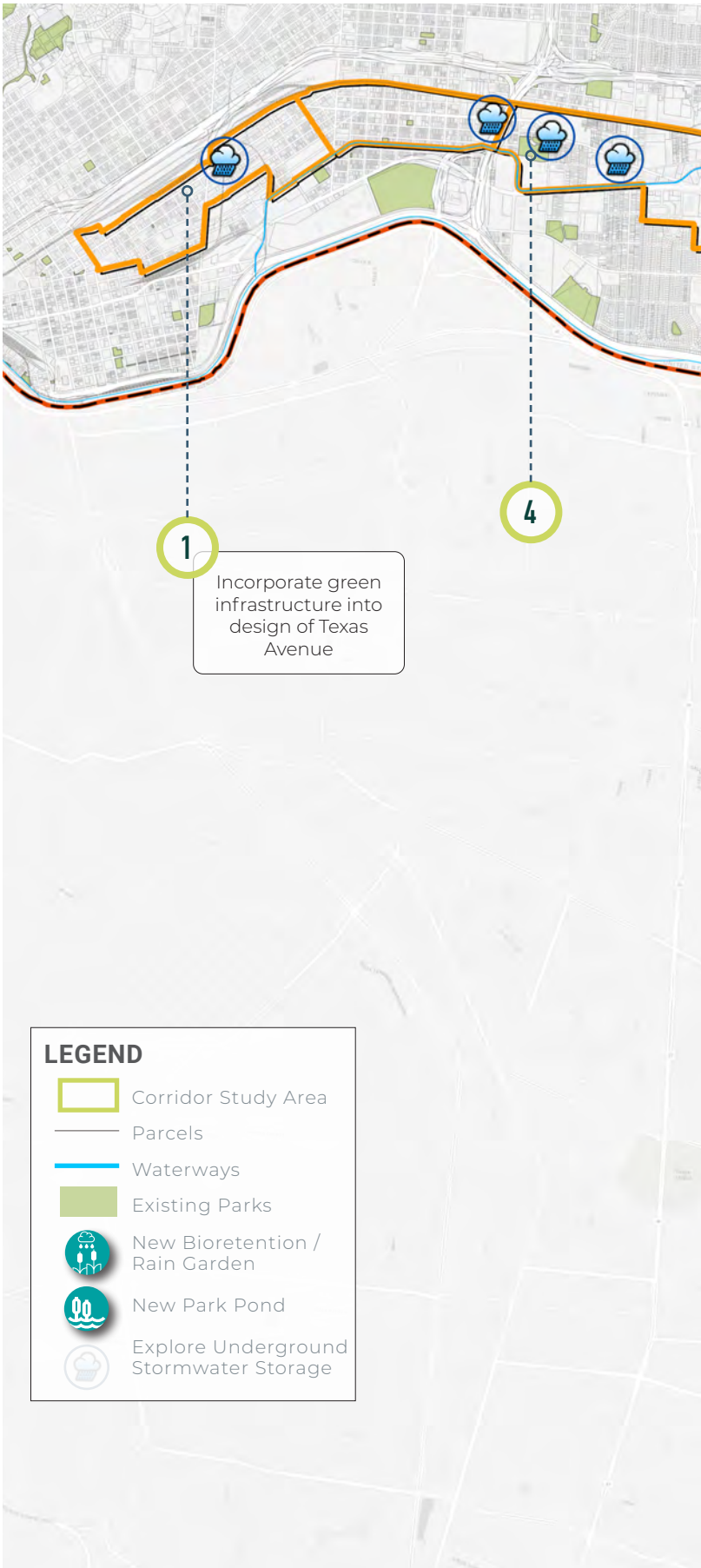
Initial Green Infrastructure Projects

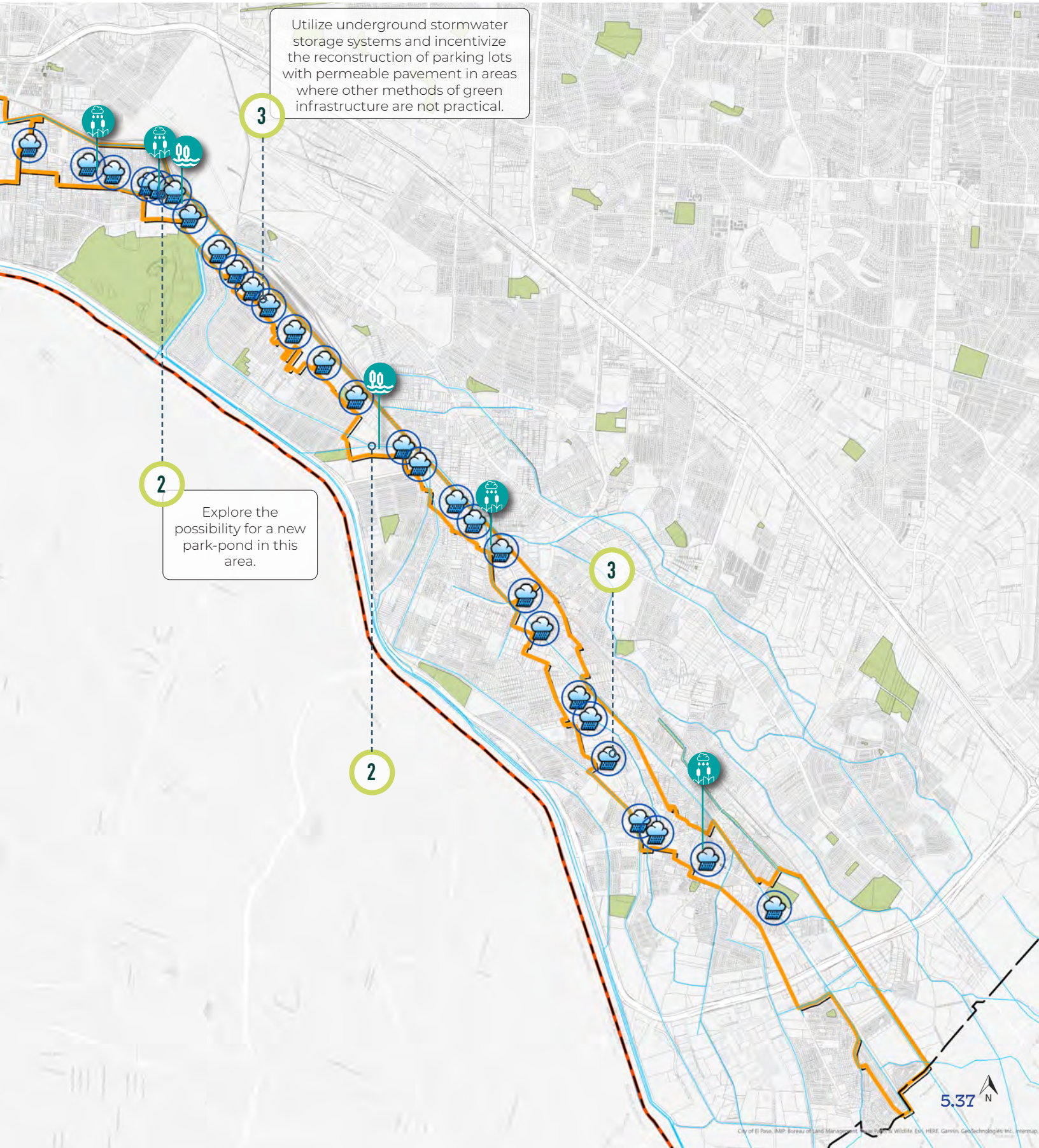
1. **Incorporate Green Street, Bioretention, and Permeable Pavement Along the Corridor**
   As segments of the corridor are redesigned, green infrastructure should be incorporated. The first segment recommended is segment 1, Texas Avenue.

2. **Create New and Expanded Multifunctional Park Ponds**
   While a very effective solution, challenges related to obtaining land will likely limit the widespread use of this strategy. Initial recommendations include a park pond at Riverside Park.

3. **Construct Underground Stormwater Storage at Areas With Standing Water Where Park Ponds Are Not Possible**
   The diagram indicates areas along the corridor where standing water is a problem.

4. **Add Rain Gardens and Other Green Infrastructure to Neighborhood Parks**
   As parks along the corridor, such as Washington Park, are improved, green infrastructure elements should be incorporated.




Utilize underground stormwater storage systems and incentivize the reconstruction of parking lots with permeable pavement in areas where other methods of green infrastructure are not practical.
3
2
Explore the possibility for a new park-pond in this area.
3
2
5.37
N

6 BIG IDEA 4

CREATE CAPACITY AND STRUCTURE FOR IMPLEMENTING THE PLAN

This chapter provides an overview of the tools, including policies, regulations, and economic development strategies for implementing the plan's goals and vision as outlined in the previous chapters. The following chapter applies these tools to select focus areas for initial projects and to demonstrate their application.

1. ZONING

2. HISTORIC PRESERVATION

3. ECONOMIC DEVELOPMENT

ZONING

SNAPSHOT:

In order to implement the Alameda Corridor Plan changes to the city's Zoning Ordinance are necessary. Form-based codes (FBC) are a regulatory and zoning tool that promotes walkable mixed-use urbanism and is often used for transit-oriented development. The SmartCode is one version of a FBC. The city approved the SmartCode as a parallel code for new development outside the Downtown in 2008 and several SmartCode projects have successfully been built, including at the Medical Center of the Americas (MCA) and Montecillo. The same design principles that make attractive and functional new development can be used to revitalize existing parts of town.

EL PASO ZONING AND THE SMARTCODE

Like most American cities El Paso's zoning still has as its conceptual basis the Standard State Zoning Enabling Act of 1926. Often referred to as "Euclidian" zoning after the 1926 Supreme Court case in Euclid, Ohio which upheld the practice, its primary purpose is to separate uses – to separate homes from factories for instance. Yet it often has been described as going too far. Every recreational activity, every errand, requires a lengthy drive.

Under form-based codes, such as the SmartCode, homes are allowed to be within walking distance of less obtrusive retail like corner stores, farmer's markets and small restaurants. The owner of a shop or office can live above their place of work. Children can walk to their school. Form-based codes allow the gradual mix of uses from the center of communities outward, from urban core to natural area. Only the most noxious of uses are completely segregated. Each development creates a complete community where people can live, work and play.

Critically, form-based codes, including the city's adopted SmartCode, also regulate the physical form of neighborhoods, streets and public spaces. During the Downtown charrette process the public made clear to the designers and code writers the neighborhoods, streets and public spaces they preferred. The rules were then written so that these places are created automatically, with each new development. For the most part conventional zoning doesn't regulate physical form and when it does it usually gets it wrong.

The typical zoning ordinance requires deep setbacks from the street, side property lines and rear lot line. This encourages the siting of commercial, office and civic buildings in the exact center of the lot with asphalt parking all around. Awnings or porches are not allowed in the setbacks. Landscaping is not required and so the entire lot is paved with excess parking. When every business on a street is designed this way the result is an uncoordinated, unconnected, unsightly streetscape.

By contrast, the SmartCode requires less of a front setback (or none at all) and aligns setbacks to create Main Street style shopfronts. Awnings, porches, balconies and bay windows are allowed in the setback and street trees are required both on the private and public portions of the street. It is a central tenet of the SmartCode that new development should accommodate pedestrians as well as automobiles. And pedestrian-friendly development is attractive development, even to people just driving by.

The Transect Map is the regulating plan for the application of the SmartCode. One aspect of the intended physical form is a cascading building height, from center to urban edge. From an economic perspective height limits prevent single, monolithic, office structures which focus a decade of the city's office development in one location. These structures have self-contained parking and cafeterias and quick access to highway off ramps – they do not contribute as much to the liveliness of the overall city as multiple individual buildings, in separate locations or organized around a public space.

The Transect is a flexible regulating tool that can be adapted to most places where the desired result is creating walkable, mixed-use urbanism. Transect Zones tend be broader than typical zoning districts and it may be necessary to create unique Transect Zones tailored to specific locations. Special Districts are also available for those areas that are not intended to become walkable, mixed-use places, including campuses.

The SmartCode requires that terminated vistas (the view at the end of a street) to be considered by the Planning Department and public. Where possible civic buildings and public gathering spaces should locate at the end of vistas to reinforce community identity. In time quality architecture and civic spaces will become dominant visual images in the city.

"Perhaps the worst sin of zoning is that it violates an essential social characteristic of neighborhood planning, namely, that each unit must be balanced – it is the city writ small. Each unit, accordingly, must have a place for the industrial, political, educational, and domestic facilities which pertain to its special purposes. Thus the residential neighborhood must contain more than a collection of houses, in the fashion of a segregated residential zone; it must also have, as an integral part of the plan, a place for retail stores, for garages, for small workshops serving the immediate needs of the inhabitants; in short, it should be a representative human community, expressing the variety and cooperation of the larger whole of which it is part."

- Lewis Mumford, The Ideal Form of the Modern City

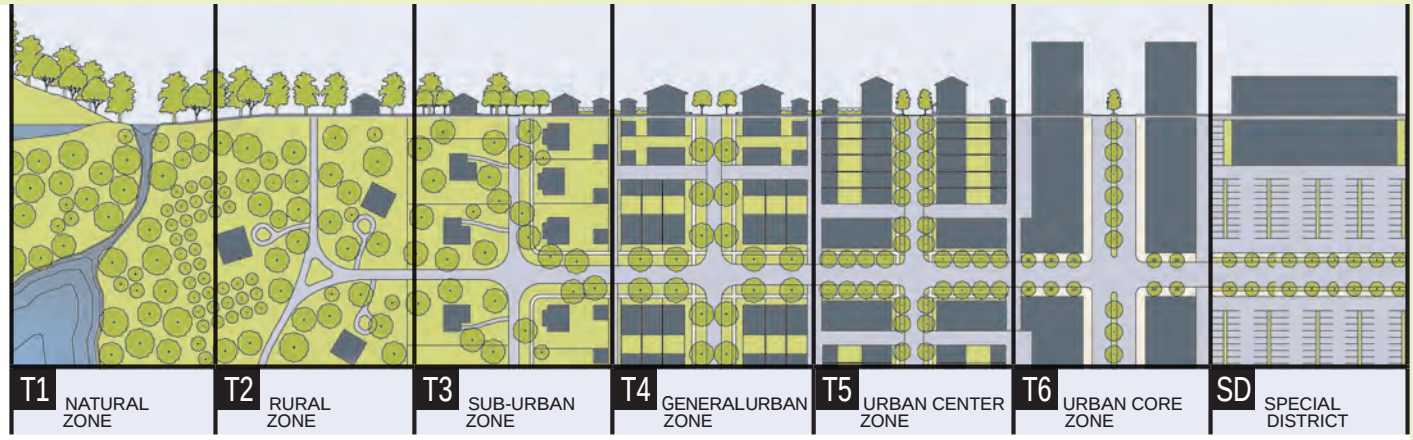
FORM-BASED CODES

Form-based coding is a type of regulatory tool used to shape communities and improve existing ones, by establishing a framework of urban contexts, including natural, rural, suburban, and urban areas. Standards for each context or "transect zone" specify the desired character and development forms found along streets and public spaces, and prescribe the physical attributes of development, shaping the physical environment in a predictable way.

A form-based code establishes a detailed set of development standards and procedures with the purpose of creating compact and walkable neighborhoods with ample open space and a diverse range of housing choices. These standards reflect the principles of Traditional Neighborhood Design (TND) and draw upon precedents established by historic neighborhoods and towns.

The basis for creating compact, walkable neighborhoods in this code is the Transect. The Transect is a planning and zoning tool that organizes zones in a continuum from rural to urban, typically referred to as T1, T2, T3, T4, T5 and T6. There can also be additional Special District zones. Each Transect Zone has a different set of characteristics that correspond with building placement, building form, and frontage standards, all of which influence the neighborhood.

The code is further intended to improve predictability in the outcome of future development that also incorporates a streamlined process of development application review and approval to expedite proposals that fulfill the purposes and intent of the code and conform with its standards.



Form based codes based on transect zones take inspiration from the Smart Code, an open source template for form based codes. The Smart Code transect is shown here.

TOOLKIT: ZONING FOR TOD

There are two conditions in which TOD supportive zoning can be applied along the corridor. The first is to areas that already have a walkable block and street network. Here the code will govern what gets built on existing parcels. The second, is to apply the code to transform an area from a suburban or industrial area into one with a walkable pattern of lots, blocks and streets. This application involves the creation of new streets, parks, and other public amenities, in addition to the eventual buildings.

TOD depends on dense, compact urban form. Form-Based codes like the SmartCode require compact urban form of all new development. Form-based codes are not the only zoning tool available to achieve walkable, mixed-use transit-oriented development. However, the primary intent of regulating form over use, and creating a walkable framework of blocks and streets are essential.

The Urban Design & Architecture Toolkit in Chapter 3 provides neighborhood, street, block, and building design standards that support the goal of TOD and should be incorporated into zoning and detailed master plans.

ZONING - FORM-BASED CODE

The SmartCode Infill Community Plan is well structured to enable TOD and can be utilized in the following recommended process. If utilized, the SmartCode should be reviewed and modified as needed to meet the goals of this plan.

1 Create a Detailed Master Plan

With the zoning in place, the next step towards transforming suburban areas into walkable, mixed-use TOD is creating a detailed master plan for each station area. Ideally, the city would lead these effort for entire station areas in coordination with property owners and area stakeholder through a public process.

The master plan must recognize that development may occur property by property and therefor guide how the parts will fit together as development occurs.

These plans should include:

- Proposed block designs and layout
- Street alignments and designs
- Building heights
- Uses
- Public spaces including parks and plazas
- Urban design guidelines or standards

2 Apply a TOD Zoning

Apply a TOD zoning designation to areas surrounding the rapid transit station. The rule of thumb is it extend the TOD a 1/4 mile radius around the station. However, site constraints and special conditions at each station area must be considered. The adopted SmartCode, a form-based code, can be utilized for this purpose.

As an optional overlay, the TOD zoning would require that a developer follow the requirements of the district to receive the higher densities and mix of uses than permitted in the underlying zoning as an incentive to follow the overlay.

3 From Plan to Regulation

The Master Plan must then be translated into regulations. For the SmartCode and other form-based codes, the master plan would become the regulating plan with mapped lots, blocks, streets, and transect zones.

4 Property by Property Projects

From here, each project would be required to meet the standards established by the zoning related to building setbacks, height, use, frontage, and the other items discussed in the section on urban design in Chapter 3.

ZONING - OTHER OPTIONS

Where a form-based code is not desired, design standards and modifications to Euclidian zoning (uses, set-backs, heights, etc.) can achieve similar results in areas where there is an already established walkable block and street network.

With the proper plan and zoning in place, suburban development patterns can transform into TOD over time.

CASE STUDIES:
FORM-BASED CODE FOR TOD: SOUTH MIAMI, FL

A Form-based Code within a TOD Area Facilitates Student Housing and Affordable Housing

In the Greater Miami Area, a Transit Oriented Development (TOD) Zoning has been applied to the entire length of Miami-Dade County's Metrorail system. The Metrorail is an above-ground rapid rail transit system comprised of two lines and 23 stations.

The City of South Miami hosts a transit station and the area has a form-based code in place, and the city rezoned the entire pedestrian shed, a circle that translates to a roughly ten-minute walk around the station, to Transit Oriented Development (TOD) District Mixed Use as part of its Comprehensive Planning. Two relatively new developments show the range of affordable housing created in TOD areas.

A mixed-use block called Red Road Commons opened within a 10-minute walk of the South Miami Metrorail station. The 323 units are exclusively rented to students attending the nearby University of Miami. The ground floor uses include restaurants, nail salons, and a spa. The units add to the tax base in a census tract where over 30 percent of families live below the poverty line.

The design of Red Road Commons was excellent. The development rebuilt all the surrounding streets with street trees and wide sidewalks and the balconies of the bottom units are within conversation distance to the sidewalk. The complex is five stories high with commercial spaces on the bottom floor of key intersections and the complex, which replaced a strip shopping center, provides density near a transit stop.

Another development within the TOD area is called Madison Square. It was completed in 2020 and it is a handsome three-story mixed-use block with 20 affordable rental apartments in the upper floors. The apartments are two- and three- bedroom units for families earning up to 50 percent and up to 80 percent of the area median income (AMI) and this translates to households making between $30,000 and $70,000. Preference was given to long-time residents of the Marshall Williamson area and educators, police officers, firefighters, and medical care providers.

On the bottom floor of Madison Square, a Family Dollar can be accessed by the sidewalk thanks to the requirements in the form-based code. The Family Dollar draws shoppers to the site and provides cash flow to cover the gap between low-income rents and the actual cost of housing. A protected bike lane was added to SW 64th Street and it connects Madison Square's residents to the area's schools and churches as well as the Metrorail. Phase 2 of the project is set for completion in March 2022 and it will add another 20 affordable housing units for a total of 40, and will also feature four retail stores for local business owners at reduced rents.

FUTURE LAND USE MAP SECTORS

The FLUM sector designations were adopted ten years ago and much has changed since then. While providing a long-term vision, it is still important to regularly revisit these designations to determine if updates and revisions are needed.

REVIEWING THE FLUM SECTOR DESIGNATIONS

Changing Conditions & Development

Along the corridor, new development and investment is occurring that does not always match the FLUM sector designation. This is especially evident along Texas Avenue with older industrial buildings being repurposed through adaptive reuse to commercial and mixed-use. New commercial buildings are also being constructed in the area. The area along Alameda at SR 375 has several large retail shopping centers as well as recent residential development. Both of these locations are currently designated with an Industrial FLUM sector designation.

A Vision For TOD Along the Corridor

Many Brio station areas are designated with Suburban, Post-War, or Industrial sectors, which does not support the vision for transit-oriented development around the Brio stations.

UPDATING THE FLUM SECTOR DESIGNATIONS

Based on these changing conditions, along with the vision for the corridor created through this Onward Alameda planning process, it is recommended to review and update the FLUM sector designations. Having the appropriate FLUM sector designations in place will support other key plan goals and strategies, such as updating zoning and directing public investments to support walkable, mixed-use urbanism near Brio stations.

1 **Update FLUM Sector Designations to Support TOD**

FLUM Sector designations in Investment Sector Tiers 1 through 4, which includes the Brio station areas and Texas Avenue, should support walkable mixed-use development and associated zoning. The “Prioritizing TOD Along the Corridor’ section in Chapter 7 provides additional information on where to prioritize these updates.

New development and adaptive resuse projects are occurring along this stretch of Texas Avenue, which is envisioned in this plan as a vibrant mixed use street. The FLUM sector designations along Texas Avenue should support this vision for TOD.

TOOLKIT:
ENHANCING AUTOMOTIVE USES

CAR LOTS

Car lots dominate the visual field along long stretches of the Alameda Corridor. These businesses provide many jobs and economic activity, however as currently designed, can create dangerous conditions, especially for pedestrians, and their uses sometimes overflow into surrounding residential areas. Existing designs also tend to degrade the aesthetics and experience along Alameda.

New zoning regulations and development standards coupled with economic incentives can help transform these car lots to maintain their productive use while also improving pedestrian conditions and enhancing the overall visual appeal of Alameda.

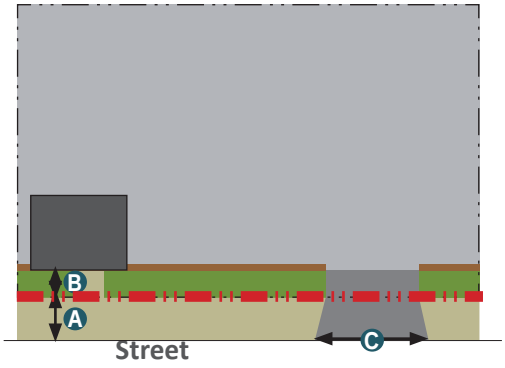
Existing Conditions

Today, the paved parking areas of the car lots blend into the pedestrian sidewalk, making it unclear where vehicles should park. It is not uncommon for vehicles to park on what is actually sidewalk. Wide and numerous curb cuts create numerous conflict points between those on foot and those driving. Stormwater also tends to run from the parking areas across the sidewalks and into the street, making it impossible to travel by foot during rainy periods.

COMBINE STORMWATER, AESTHETIC, ECONOMIC, AND MOBILITY IMPROVEMENTS

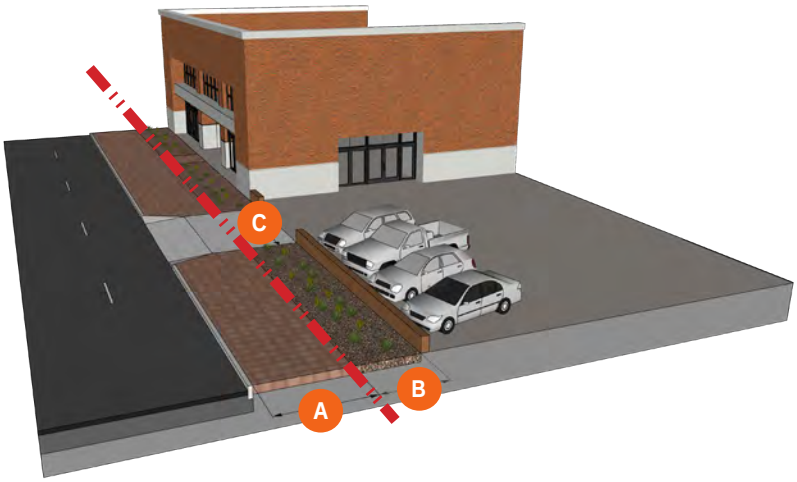
- The landscaped areas should be designed as rain gardens to help manage stormwater runoff.
- The garden wall can prevent vehicles from being parked in the landscaped area and limit cars from parking on sidewalks. A low height can maintain views of cars in the lots.
- Greater control over curb cuts is necessary to implement these recommendations and would also reduce conflict points for pedestrians and traffic along Alameda Avenue.

Addressing the Frontage - Setbacks, Garden Walls, and Rain Gardens



LEGEND

- Property Line
- 18”-24” Height Protective wall
- Stormwater Garden
- Building
- Parking area
- Sidewalk
- Driveway / Curb Cut



Dimensions		
Sidewalk	Varies	A
Stormwater Garden	8 feet min.	B
Curb Cut Width	30 feet max.[1]	C

[1] This value may vary as needed to meet TxDOT regulations for larger vehicles and high vehicle volumes. However, the smallest possible turn radius and throat width should be applied.

STRATEGIES TO ENHANCE AUTO-CENTRIC USES

1. **Update Zoning and Development Regulations**

   Require a setback for the parking lots along with a landscaped area and short garden wall that separates the sidewalk from the parking area as shown in the "Addressing the Frontage" diagrams. When new buildings are required, a portion should be group up to the front setback.

2. **Encourage Use of Pervious Pavement**

   Car lots and other businesses with large surface parking lots should be encouraged to reconstruct their lots with pervious pavement to reduce stormwater runoff.

3. **Incentives**

   Provide financial incentives, such as façade improvement grants, to encourage businesses to upgrade to these new standards.

4. **Review Codes and Limit Noxious Uses**

   City codes and ordinances should be reviewed to determine if refinements are necessary to limit noxious uses near residential areas.

5. **Enforcement**

   Increase enforcement of existing regulations to reduce parking on sidewalks and within neighborhoods, limit noxious uses, and prevent speeding on residential streets.

STRATEGIES FOR AUTO-CENTRIC USES WITHIN BRIO STATION AREAS

Mixed and residential uses should be incentivized within these areas through zoning and expedited approval. New automotive uses such as car lots should not be permitted in select TOD areas of the corridor as identified in the Investment Sectors in Chapter 7 (pgs 7.2 to 7.5).

Existing conditions along longer stretches of Alameda Avenue

Possible changes based on recommendations in this Toolkit.

ENHANCING CAR LOTS ALONG ALAMEDA AVENUE

1. Limit curb cuts by consolidating long stretches of curbless areas into well defined driveways to provide access to businesses.
2. Complete sidewalks along Alameda Avenue, filling in gaps in the sidewalk network and ensuring and uninterrupted clear path.
3. Implement a setback with a stormwater garden and low protective or garden wall to clearly define the parking area from the sidewalk.

Existing conditions along longer stretches of Alameda Avenue

Through changes to zoning and other regulations affecting the frontage, existing businesses can remain while a more pedestrian friendly and aesthetic street can be created.

HISTORIC PRESERVATION

SNAPSHOT:

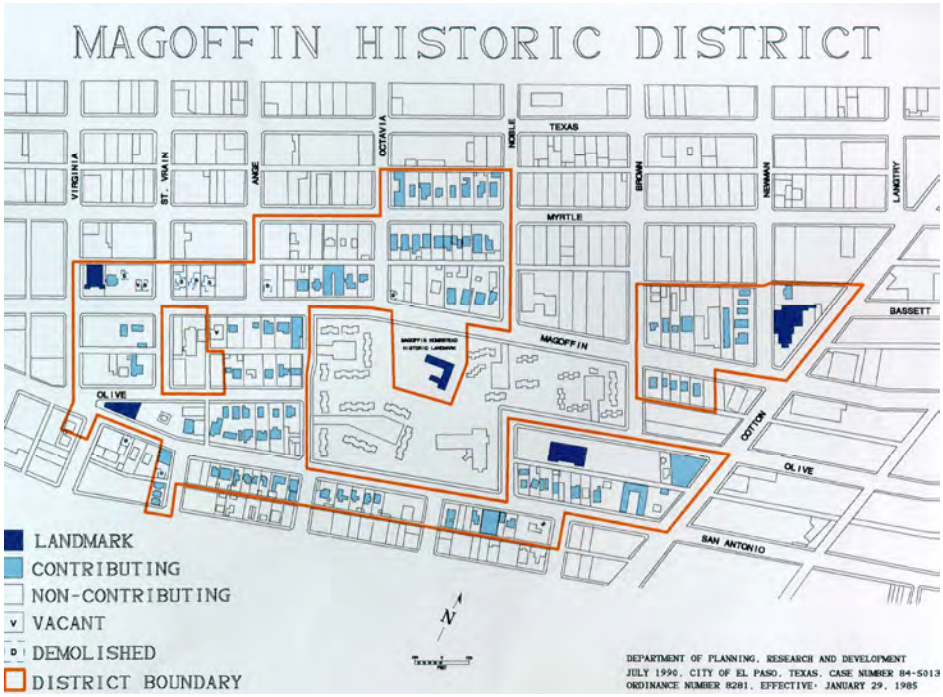
EXISTING LOCAL HISTORIC DISTRICTS AND BUILDINGS

El Paso has nine local historic districts, three of which lie within the Alameda Corridor, Magoffin Historic District, Ysleta Historic District, and the Mission Trail Historic District. Within each historic district buildings are marked as either contributing or non contributing because they adhere to the historic character of the area or they do not.

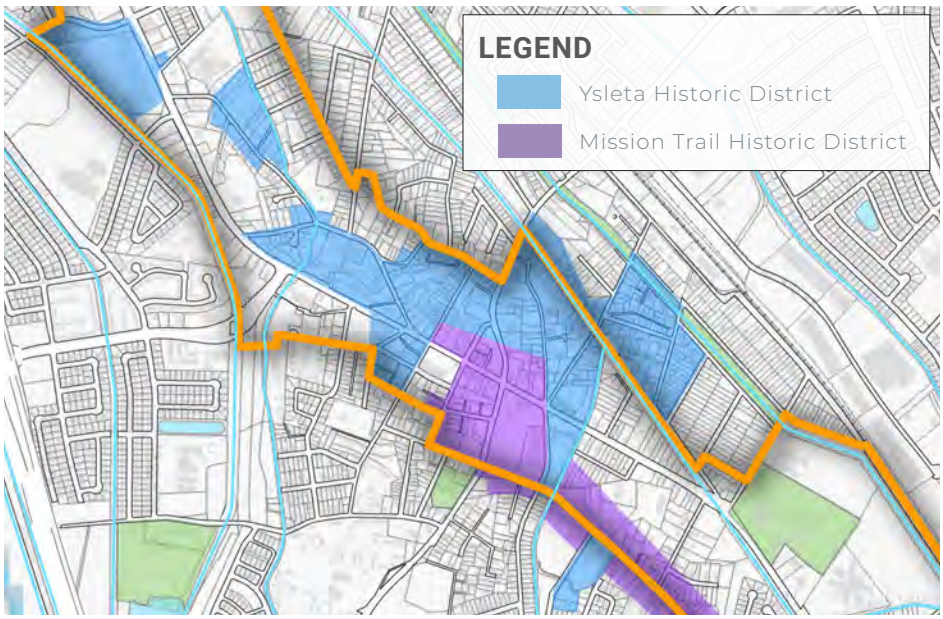
Along the entire corridor there are countless historic buildings that tell the story of El Paso throughout the years. However most of these do not have any protections. Many of which have been torn down and others that are in need of upkeep in order to preserve and protect them. Strongly significant buildings can be added to the independent listing. A grouping of homes could be included with new local historic districts to help protect them and preserve the character of the corridor.

NATIONAL HISTORIC DISTRICTS AND BUILDINGS

El Paso has numerous historic districts, sites and buildings on the National Park Service's National Register of Historic Places. Of these there are six historic buildings, shown below, the Magoffin National Historic Districts, and the Chamizal National Memorial within the Alameda Corridor.



Magoffin Historic District



Ysleta and Mission Historic Districts

El Paso has a character and identity that is unique; both the people that live there and the structures they occupy are distinct.

National Historic Districts and Buildings

Magoffin Homestead

912 Magoffin Avenue

Ysleta Mission

Toltec Club

Tays Place

Ray Sherman Place

TOOLKIT:

HISTORIC DISTRICTS

Without a vision for the future, the past can easily be erased, one building at a time. Strategies for achieving the desired physical and economic revitalization, through the protection of the existing neighborhoods and assets, are essential.

LEARNING FROM THE PAST

Redevelopment strategies that prioritize historic preservation and related improvements have been successful all around the world. Preserving historic buildings provides a cultural and visual connection to the past, but also ensures desirable diversity in the urban design of a place and allows for an organic and incremental revitalization process. Chapter 20.20 of El Paso's Code of Ordinances cover historic landmark preservation.

EXISTING HISTORIC RESOURCES

There are supportive preservation initiatives at the local, state, and regional levels and local programs which raise awareness of local historic assets.

Historic Preservation Office (HPO)

The Historic Preservation Office reviews any proposed modification to the exterior of a building or site located within one of our nine historic districts or independent historic structures. Owning a designated property does not mean you cannot update some of the building's dated elements. If your building is a locally designated landmark or resides within one of our historic districts you are required to have proposed changes that affect the exterior of your property reviewed and approved by either the Historic Landmark Commission or Administrative Review approval by the Historic Preservation Office.

El Paso County Historical Commission

The Commission is charged with preserving the County's heritage for the education, economy, and enjoyment of future generations.

Texas Historical Commission

Established in 1953, the state legislature created the Texas State Historical Survey Committee to oversee state historical programs. The Texas Historical Commission is an agency dedicated to historic preservation within the state of Texas. It administers the National Register of Historic Places for sites in Texas. The commission also identifies Recorded Texas Historic Landmarks (RTHL) and recognizes them with Official Texas Historical Marker (OTHM) medallions and descriptive plaques.

Texas Tech College of Architecture

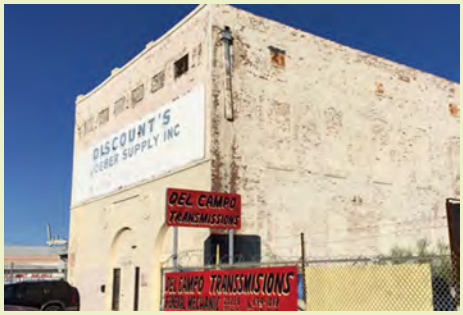
Texas Tech offers a Master of Science degree, that is research based, in Architecture specializing in Historic Preservation and Design.

Historic District Design Guidelines

The HPO has design guidelines that applicants must adhere to when developing within one of the Historic Districts. There are different guidelines that apply to different districts because the character of the districts are unique. There are guidelines for the Magoffin Design Guidelines, Ysleta Design Guidelines, and Mission Trail Design Guidelines.

Then and now:

Historic Firehouse Number 5 in 1916 (left). This station, the first of three for Engine 5, still stands at Alameda and Texas (picture on right) and remains the only unaltered station in El Paso. The station was built in 1908.



TYPES OF HISTORIC DESIGNATION

There are multiple types of historic designation and it is important to distinguish between them.

National Register Historic District

The National Park Service's National Register of Historic Places is a part of a national program to coordinate and support efforts that identify, evaluate, and protect America's historic resources. There are no protections against local demolition or alterations of structures, but there are some federal tax benefits and incentives associated with the National Register.

Locally Designated Historic District

Patterned after the National Register, the Miami Beach historic designation ordinance (Sec. 118) seeks to preserve and protect those properties that have special significance to Miami Beach, the State of Florida, and the United States. There are protections against demolition or alterations as well as various local tax benefits and incentives for contributing structures within Locally Designated districts.

Neighborhood Conservation District

A Conservation District is a more flexible way to protect a neighborhood than a Local Historic Designation. It can protect an area from inappropriate development by instituting regulations with regard to scale, character, massing, alterations, lot sizes, block sizes, and rights-of-way, as well as limited protection from demolition.

Contributing Structures

Contributing Structures are defined as buildings and structures that demonstrate the significance of the district through architectural expression, time of construction, historic contribution and association with people of civic and cultural importance.

Noncontributing Structures

Noncontributing structures are the buildings and structures that have been recently built, or have been changed to such a degree that they are no longer recognizable from the time in which they were built.

District Comparison	Local Historic District	National Historic District	Conservation District
Protection from Demolition & Alteration	Yes	No	Limited
Tax Benefits and Incentives	Local	Federal	No
Preserved Scale, Massing & Lot Size	Yes	No	Yes
Controlled Architectural Character	Yes	No	Yes
Protection from Federal Government Actions	No	Yes	No
Protection from Local Government Actions	Yes	No	Some

ADAPTIVE REUSE & HISTORIC BUILDING ADDITIONS

Adding On To Historic Buildings

Sometimes, adaptive reuse projects include adding on to the existing historic structure. The image below is an example of a modern addition included in adaptive reuse projects. Care should be taken when designing such additions, so that they do not deter from the existing architectural character of the building. The National Parks Service has published guidelines on how to modify or add on to historic structures in a way that keeps them eligible for listing in the National Register of Historic Places.

A historic building serving modern needs through adaptive reuses

PRESERVATION AND ECONOMIC GROWTH

Historic preservation creates continuity with history and provides a reminder that great accomplishments are timeless. Nevertheless, the economic effects of historic preservation are critically important. There are several ways that preservation can help to create economic benefit including the following:

- **Job Creation:** Restoring and preserving historic structures creates new spaces for businesses and can subsequently create job opportunities.
- **Property Values:** Many people place personal value on historic buildings, others simply value uniqueness. Restored historic structures typically have a positive effect on the local market.
- **Property Taxes:** Federal tax breaks of up to 20% of expenses are available for properties that are restored within national districts.
- **Tourism:** The historic quality of El Paso sets it apart from most other destinations, attracting both those interested in history and those avoiding generic places.
- **Localization:** Repair and preservation keep money in the local economy. Also, smaller buildings attract small, local businesses rather than large chains.

POTENTIAL FUNDING

- Rehabilitation tax credits up to 20% of the allowable expenses
- State or Federal grants and loans are available
- Texas Historical Commission Easement Program with tax benefits
- Usually an increase in property values

"HISTORIC PRESERVATION ISN'T JUST A RESPONSIBILITY, IT IS ECONOMIC DEVELOPMENT."

CASE STUDIES:
HISTORIC DISTRICTS:

THE LEWISTON COMMERCIAL HISTORIC DISTRICT (LEWISTON, ME)

A significant portion of downtown Lewiston, Maine was added to the National Register of Historic Places and made a local historic district as "The Lewiston Commercial Historic District" in 2018. The district protects historic buildings while incentivizing investment by allowing rehabilitation to take advantage of the Federal Historic Preservation Tax Incentives program. The historic district is a mix of culture, hosting the Mogadishu Store, the Blobal Halal Market, and three other halal restaurants within blocks of Hipster havens like Sonder & Dram Urban Elixirs and Cowbell Tap. The city's historic preservation effort was inspired by a recommendation in the City's Comprehensive Plan, the Lewiston Comprehensive Plan: Legacy Lewiston (2017).

Historic districts contribute to the culture, history, aesthetic quality, and social fabric of cities – but also to affordability. Lewiston's new district preserved the city's service-sector housing while nearby downtown condominiums with ten story towers are much pricier. Like in El Paso, older homes are cheaper than new ones and when a home is torn down in these communities it is almost always replaced by one that is larger and more expensive. A search of the city's property appraiser data reveals that apartment rents remain affordable in Lewiston. Today, Lewiston is one of the most diverse communities in Maine and the city's courage has paid off, the population of Lewiston has begun to grow for the first time since beginning to decline in 1960.

EXPLORE THE CREATION OF NEW DISTRICTS

CHAMIZAL

The Chamizal neighborhood has historic buildings and fabric and is a great example of El Paso's local architecture and urbanism. The neighborhood is home to many local businesses and a variety of housing types that are affordable. There are different strategies that can be used to encourage these areas to be protected and enhanced.

It can be done through a local historic district or through a conservation neighborhood district. Additional funding sources can be found to preserve and rehabilitate building. Adaptive reuse can also be used to find ways to reuse some of these structures and bring them back to life instead of demolishing them.

Strategies for the Chamizal District

1. **Conduct a Historic Survey**

   Before a historic district can be established, a historic survey must be conducted to certify the area. This requires commissioning a historian to assess the area and provide a more refined boundary for a potential district.

2. **Establish a Form-Based Code**

   Create a Form-Based Code to support the building forms permitted for the district.

Examples of historic structures along both the commercial corridor and the residential neighborhoods in the Chamizal area.

Below: Potential New Historic District in the Chamizal area

STRATEGIES FOR HISTORIC PRESERVATION

Historic preservation tools are just one of many strategies a city and neighborhood has available to achieve broader community goals. Historic preservation ordinances can help protect the physical form and buildings of a place, which can prevent teardowns of existing affordable housing while also serving as an economic development tool by celebrating an area's history and unique sense of place. When combined with the other strategies included in this plan, the larger vision can start to come into place.

1 **Review and Update the City's Historic Preservation Ordinance**

Review and update the city's historic preservation ordinance based on best practices and local feedback on the city's existing process and districts. This process should determine what is and is not working and implement steps to address and improve the ordinance.

2 **Consider Creating New Local Historic or Conservation Districts**

Coordinate with local historic preservation organizations and communities to identify areas to be added as local historic and conservation districts. Existing National Historic Districts make good candidates for becoming local districts. The Chamizal neighborhood is a possible candidate for the city's next local historic district, as described on page 6.15.

3 **Tailor Guidelines and Design Standards for Each District**

Ensure that guidelines and design standards are tailored to each communities' unique history, character, and needs.

4 **Make the Most of Available Grants, Tax Incentives, and Other Funding Resources**

Numerous resources are available to help offset costs of maintaining historic buildings and as general incentives.

5 **Provide Educational Materials and Assistance to Property Owners in Historic Districts**

Coordinate with the Historic Preservation Office to offer assistance to property owners on navigating the review and approvals process. Educational materials should clearly explain the benefits and standards of being within a historic district. Assistance should also be provided to increase access to available financial resources and incentives.

10 STEPS TO ESTABLISH A LOCAL HISTORIC DISTRICT

From The National Trust for Historic Preservation
For more information see: savingplaces.org

The following ten steps provide a best practices approach for working with a community to establish a historic district.

1 **Consider the whole package.**

Whatever the goal for your community, keep in mind that historic district status is simply one tool to protect community character and should be used in combination with other planning and revitalization strategies.

2 **Recognize the district's associative value and economic advantages.**

Keeping buildings, sites, and objects around for future generations to appreciate is one of the deepest justifications for historic preservation. In addition, well-preserved and revitalized historic districts can give an older area an economic boost.

3 **Make a compelling case.**

Clearly articulate the benefits of creating a local historic district to government officials. More importantly, help property owners fully understand what designation will mean for them, since their property use will in some ways be restricted. Robust presentations and discussions up front can minimize controversy later.

4 **Form a broad-based task force.**

Bring together community members who are hard workers, civic-minded, supportive, and willing to learn. Get the local governing body to pass a resolution officially recognizing the task force. The group then becomes the primary driver for creating the local district, and may even position some of its members as candidates for appointment to the preservation commission.

5 **Launch a public awareness campaign.**

Begin early to build public and political support. Creating a district will affect and interest a wide range of citizens, so target your outreach to diverse groups, including elected officials, media, the business community, religious leaders, and schoolchildren. Make sure your education materials are clear, concise, and easy-to-understand.

6 **Ally with a local nonprofit preservation organization or historical society.**

These types of groups are often the most logical to coordinate district supporters' activities. They can help educate constituents, organize lobbying efforts for preservation legislation, conduct historic resource surveys (see next tip), poll residents, provide staff assistance, and more.

7 **Identify and gather information on your community's historic resources.**

This step, captured in a historic resource survey, produces a working inventory of sites and structures that informs judgment about where, what size, and how many historic district designations should be made.

8 **Set the district boundary lines.**

Consider the relationship between natural and man-made features; how does that relationship inform the district's character? Analyzing the potential district in this way then guides decisions around setting appropriate boundaries, and takes into account a variety of historical, visual, physical, political, and socioeconomic factors.

9 **Go through the design review process.**

A compulsory or mandatory design review program is most common, and requires property owners to follow established design review guidelines (just as they're required to follow building and fire codes, for example). Sometimes the guidelines are advisory and incentive-based, while other times communities follow a combined approach to make regulations and ordinances more palatable.

10 **Keep educating even after historic district designation occurs.**

The most effective community education programs are continuous, and it's especially important that the people who purchase property in a historic district know they're subject to restrictions. Some ways to do this include: educating real estate agents, adding district status to real estate listings, mailing designation notices and commission information with the annual tax or water bills, and forming neighborhood association "welcome committees" to share guidelines.

ECONOMIC DEVELOPMENT

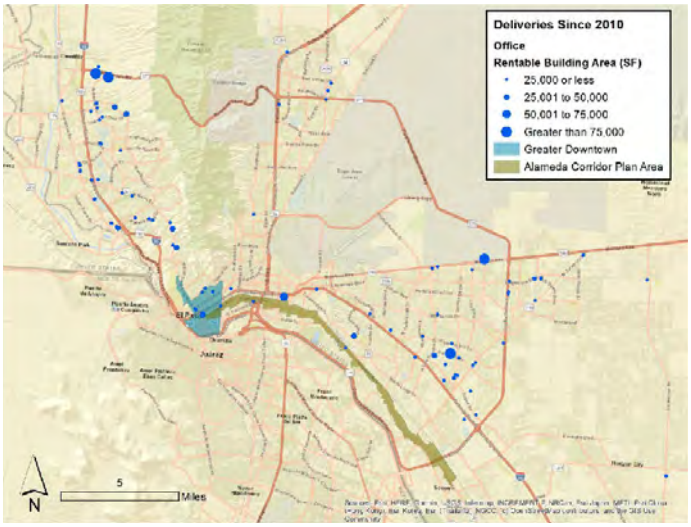
SNAPSHOT:

IMPLEMENTING THE PLAN'S VISION

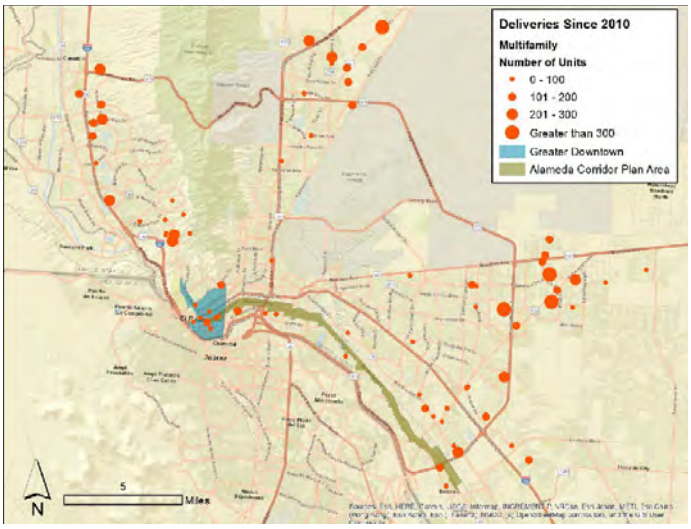
The Alameda Corridor Study is being prepared concurrently with a citywide economic and market analysis being led by Economic & Planning Systems (EPS). The *Market Analysis and Preliminary Findings* report provides initial findings regarding growth and development demand for the City of El Paso. Key findings from that document are provided here to help guide the economic development strategies.

Overall, the corridor has lost population over the past two decades, although the number of households has increased, indicating a shift in household makeup. Modest employment and population growth is projected over the next two decades, following a similar pattern from previous years.

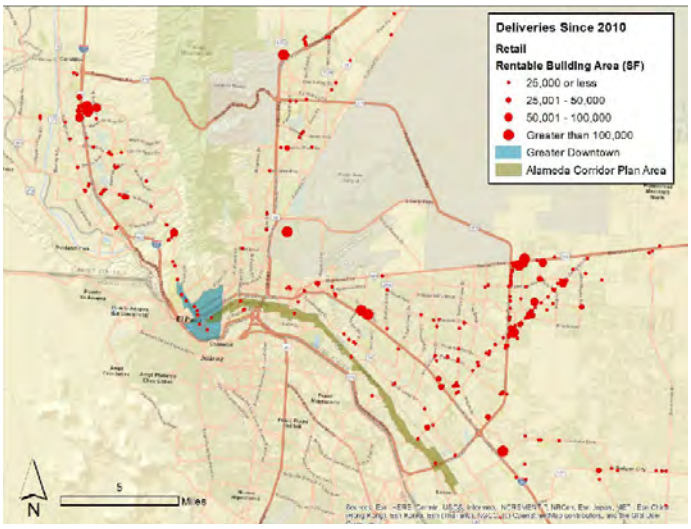
To support the creation of vibrant, mixed-use TOD, the city will need to focus efforts on select locations to achieve the necessary density of population and economic growth.



The corridor has seen little office development over the past decade.



Multifamily development has been sparse within the corridor. Downtown has seen some development recently which can be extended along Texas Avenue.



Retail development has been concentrated in the fringes of the city.

Implementing the plan's goals and policies will require new resources and organizational capacity to manage programs.

MENU OF INVESTMENT FUNDING OPTIONS

Cities, redevelopment agencies, and other organizations can utilize a variety of funding mechanisms for redevelopment and investment in communities. The list below includes programs found in most states.

- **Tax Increment Reinvestment Zones (TIRZ):** Special zones elected by the city council to implement tax increment financing.
- **Private Investment:** Many redevelopment agencies design business attraction programs with developer entitlements and financial incentives in order to fund public improvements and infrastructure with private investment.
- **Community Benefits Agreements:** Municipalities routinely partner with developers to encourage design and/or construction of parks and other public facilities and infrastructure projects providing community benefit.
- **Revenue Sharing:** Through Public Private Partnerships (PPPs), redevelopment agencies frequently participate in revenue sharing projects for long-term benefits.
- **Transit Oriented Development (TOD) Funding:** Transit-Oriented Development funding is available through state and federal sources for mixed-use development projects tied to increasing use of public transit, providing greater access to retail offerings, increasing access to job centers, and providing affordable housing in close proximity to employment centers.
- **Community Development Block Grants (CDBG):** CDBG funding is available for eligible projects through municipalities. The program funds can be used for a variety of goals including to build community facilities, roads, parks; to repair or rehabilitate housing; to provide new or increased public services to residents; or to fund initiatives that generate or retain new jobs.
- **Housing and Urban Development Grants and Loans:** The U.S. Department of Housing and Urban Development (HUD) provides low-interest loans to local governments for the implementation of capital projects for revitalization and economic development, including streetscape and infrastructure improvements. These loans can be supplemented by Economic Development Initiative (EDI) grants from HUD.
- **State Planning Grants:** Statewide planning offices provide grants to local governments for the planning and implementation of economic development initiatives.
- **Business Improvement District (BID):** A BID can provide funding support for the continuity of some redevelopment agency programs after the redevelopment agency sunsets and increment revenue is no longer available.
- **New Markets Tax Credits:** This federal program incentivizes business and real estate investment in low-income communities of the United States via a federal tax credit. It is administered by the US Treasury Department's Community Development Financial Institutions Fund and allocated by local Community Development entities across the United States.

- **Economic Development Agencies (EDA)s:** EDAs help facilitate the transition of communities from distressed to competitive by developing key public infrastructure, such as technology-based facilities that utilize distance learning networks, smart rooms, and smart buildings; multi-tenant manufacturing and other facilities; business and industrial parks with fiber optic cable; and telecommunications and development facilities. In addition, EDAs invests in traditional public works projects, including water and sewer systems improvements, stormwater system improvements, industrial parks, business incubator facilities, expansion of port and harbor facilities, skill-training facilities, and brownfields redevelopment.
- **Economic Development Transportation Fund:** The Economic Development Transportation Fund is an incentive tool designed to alleviate transportation problems that adversely impact a specific company's location or expansion decision. The award amount is based on the number of new and retained jobs and the eligible transportation project costs. The award is made to the local government on behalf of a specific business for public transportation improvements.
- **Brownfield Incentives:** Most states offer incentives to businesses that locate on a brownfield site with agreements like a Brownfield Site Rehabilitation Agreement (BSRA).
- **Opportunity Zones:** Tax incentive benefits to spur development. Opportunity zone investors do not need to pay capital gains taxes, among other benefits.

Opportunity Zones along the Alameda Corridor

TOOLKIT:

PUBLIC IMPROVEMENT DISTRICTS (PID)

Public Improvement Districts (PIDs) are a powerful economic development tool authorized by the Texas State Legislature to provide services and improvements for an area that go beyond what a local government offers. A PID can be applied in both new developments and existing neighborhoods. PIDs are similar to the hundreds of Business Improvement Districts (BIDs) found across the country, which have a proven track record of catalyzing investment and interest in downtowns and other business areas.

A PID is a designated area where property owners pay a special assessment for improvements and services specifically targeted within that area. These services must benefit the PID area with only those land owners benefiting from the improvements being responsible for covering the costs of them. The PID's special assessment can be used for public improvements, including through special assessment revenue tax-exempt bonds issued by a city or county. A PID can provide infrastructure improvements and special supplemental services for improving and promoting the district. See the sidebar for a more comprehensive list of what PIDs can be used for.

USING PIDS ALONG THE ALAMEDA CORRIDOR

PIDs are one of several funding sources that can be used for implementing elements of the plan. PIDs can provide a dedicated funding source targeted to specific sites in along the corridor focused in areas with concentrations of businesses. Because PIDs have the most potential impact for commercial areas, the majority of parcels within each PID should be of a commercial or mixed-use nature, while residential properties should be avoided from inclusion to reduce the cost burden on residents.

The parcels and right-of-way included within a PID boundary should include all those areas where improvements are needed, as the PID can only make improvements within its boundary. Preliminary boundaries for potential new PIDs are shown on the following page as a starting point for discussion and refinement. Final boundaries of any PID established will need to be based on a more detailed economic analysis and determination of needs.

PID STRATEGIES

1. **Establish new PIDS**

   Establish new PIDS in key locations along the corridor as illustrated in the diagram on the following page.

2. **Focus Investments on Plan Recommendations**

   Utilize PID funding to advance plan recommendations.

WHAT CAN PIDS BE USED FOR?

Services

- Advertising
- Promotion
- Public Safety
- Security
- Development
- Recreation
- Cultural Enhancement

Public Infrastructure Projects

- Landscaping
- Water & Sewer
- Drainage
- Art and Decorations
- Right of Ways
- Parks & Open Space
- Streets & Sidewalks
- Transit
- Libraries
- Lighting
- Signs
- Off-street Parking
- Pedestrian Malls
- Affordable Housing
- Formation Expenses
- Environmental Improvement

TOOLKIT:

TAX INCREMENT REINVESTMENT ZONES (TIRZ)

TAX INCREMENT FINANCING

Tax Increment Financing (TIF) is another public funding method used in Texas. TIF aims to improve communities with better infrastructure and public space. A TIF program identifies under-performing real estate in the city, develops redevelopment plans, works with private developers to implement these plans, and reinvests a portion of property tax revenues generated from new real estate development into the area. El Paso uses Tax Increment Reinvestment Zones (TIRZ), which are special zones elected by the city council to implement tax increment financing. This means, TIRZ zones establish a based tax value for zones in the designated area.

The TIRZ funds are generated from new development or an increase in property values. The increased tax revenues are the "tax increment" and that increment is captured for local use. The TIRZ Board can commission revitalization studies, issue bonds, and acquire land based on expected TIRZ revenues.

TIRZs must show that funding diverted to redevelopment projects to advance economic and housing goals will not unduly diminishing the capability of other taxing entities to accomplish their purposes and serve the community.

REFOCUSING REDEVELOPMENT AGENCIES AND REDEVELOPMENT FUNDING

El Paso's downtown renaissance owes quite a bit to redevelopment agencies like the Downtown Management District, the El Paso Housing Authority, and the city's Redevelopment Division. The downtown also benefits from Redevelopment Districts and Tax Increment Reinvestment Zones (TIRZ) managed by a Board of Directors for each zone. In time, as the downtown revitalization's momentum peaks, these organizations or similar organizations will begin to focus their efforts outside the Downtown. Other areas, including Alameda Avenue, will see renewed efforts to eliminate urban blight, and promote infill development, redevelopment, rehabilitation, and historic preservation.

Historically in the US, as downtowns lost investment to regional shopping centers, redevelopment agencies focused on helping downtowns compete by reducing crime, eliminating abandoned buildings and dwellings, restoring historic features and structures, and adding new landscaping, business opportunities, housing opportunities, and improved transportation infrastructure and government services. TIRZ Boards manage the TIRZ program which captures funds from new projects and reinvests them back into specific geographic areas. The TIRZ Board's job is to benefit the entire community by building wealth, eliminating blight, and addressing the quality and inclusiveness of growth.

Today, El Paso's TIRZ Boards and similar boards around the country have a new role. They are just as concerned with helping local downtowns and main streets begin to transform as making sure that once the transformation is complete, the community is an equitable place. Redevelopment agencies like the TIRZ Boards give surrounding residents a say in the development process and increasingly the vision they hear is one that protects local residents and business owners.

NEW GOALS FOR REDEVELOPMENT FUNDING & PROJECTS

The American Planning Association recommends that within a tax increment zone there be mandatory set-asides for affordable housing, job opportunities for unemployed and underemployed residents of the project area, and funding for the development and rehabilitation of urban parks.

Affordable Housing and Retail Space

TIRZ Boards and other redevelopment agencies can purchase and own properties, and this gives the city a say in how the properties are redeveloped, whether new housing is market rate or affordable, and whether tenants will be locally owned businesses or businesses that fulfill a local need.

TIRZ Boards and other redevelopment agencies often purchase properties in order to clear space for redevelopment.

Wherever possible, however, the TIRZ Board and other redevelopment agencies need to help people stay in their homes and in their businesses. This requires programs which can help homeowners pay back taxes and programs which help renovate existing restaurants, stores, and workplaces.

There is often no way with new construction to house and employ people with the lowest incomes because construction costs are too high. Only through the retention of existing buildings will this demographic remain present in the mix. This commitment to retaining existing residents and businesses may seem at-odds with the agency's mission, however, redevelopment agencies must keep in mind that its end goal is a mix of different kinds of businesses, a variety of different kinds of people, and a more equitable geography.

Job opportunities

All of a redevelopment agency's construction activities create short-term jobs and most of them last one to two years. The job impact is broader than just construction, however, considering the many jobs created before construction begins in planning, engineering, landscape architecture, architecture, sales, and financing. Cities can prioritize the hire of residents that live in economically distressed areas or others with social and economic disadvantages.

Rehabilitation of Urban Parks and Community Facilities

Redevelopment agencies quite often encounter recreational areas and facilities that are used by minority and low- and moderate- income residents and have not seen adequate upkeep or new investment in many years. Recovery plans are needed to access federal grant funding through programs like the Urban Park and Recreation Recovery Program, and local funding through CDBG program funds and TIRZ funding. At the same time, most urban parks need to create a non-profit organization which offers membership, sponsorship, and donorship opportunities and can give the park more care than a municipal parks department.

The 10-Minute Neighborhood

We should add to the list of redevelopment agency goals the need to increase proximity to childcare and early childhood education, fresh food, health care and pharmacies, and financial services. We should add that every community should have access to internet service. Ideally, we'd work toward what's called the 10-Minute Neighborhood and provide all households access to essential amenities, goods, and services within a comfortable 10-minute walk, bike, or transit trip. Not all neighborhoods are expected to include every essential amenity, good, or service, but every resident should have convenient access.

TIRZ STRATEGIES

Preliminary boundaries for potential new and expanded TIRZs are shown on the following page as a starting point for discussion and refinement. Final boundaries will need to be based on a more detailed economic analysis and determination of needs.

1. **Expand Existing TIRZs Along the Corridor**

   Two TIRZs currently exist along the corridor (Zones 5 and 6). TIRZ #5 includes downtown El Paso and should be expanded eastward to incorporate the area along Texas Avenue. TIRZ #6 includes the MCA and is recommended to be expanded to include additional area along Alameda Avenue within Chamizal.

2. **Establish new TIRZs**

   A new TIRZ should be considered for the greater Ysleta area.

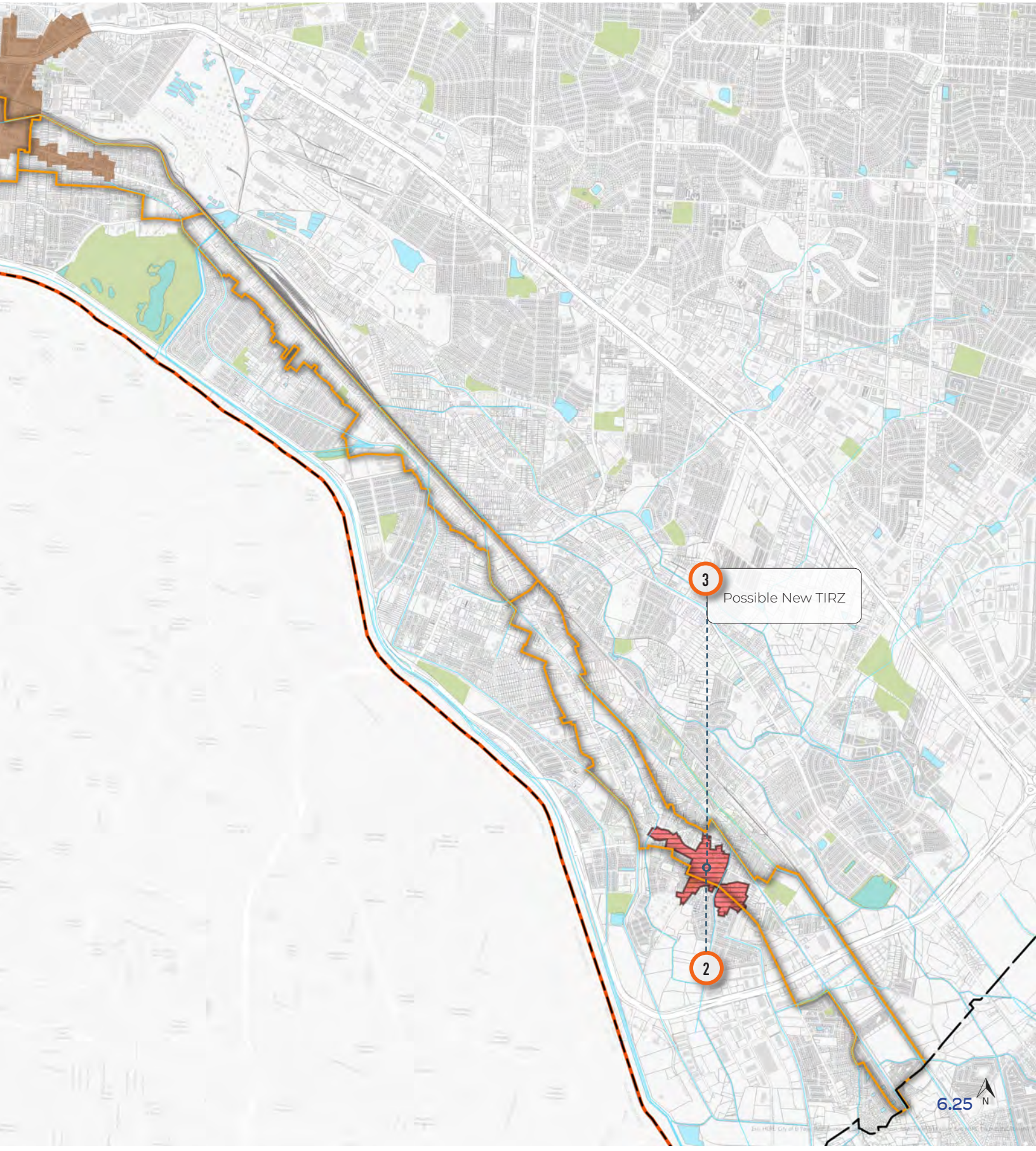
3. **Focus Investments on Plan Recommendations**

   Utilize TIF funding to advance plan recommendations.

EXISTING AND PROPOSED PIDS AND TIRZS

Preliminary boundaries for potential new and expanded TIRZs and PIDs are shown here as a starting point for discussion and refinement. The creation or expansion of these entities must be done with community support. Final boundaries of any newly created or expanded TIRZ or PID will need to be based on a more detailed economic analysis and determination of needs.

1. **Expand Existing TIRZs**
2. **Create New PIDs**
3. **Establish a New TIRZ**


3
Possible New TIRZ
2
6.25
N

TOOLKIT:

EXPAND ORGANIZATIONAL CAPACITY

Just as the creation of TOD requires special management and organizational capacity to implement plans, so too does the daily management of mixed-use centers where additional expertise and services can help ensure a vibrant center.

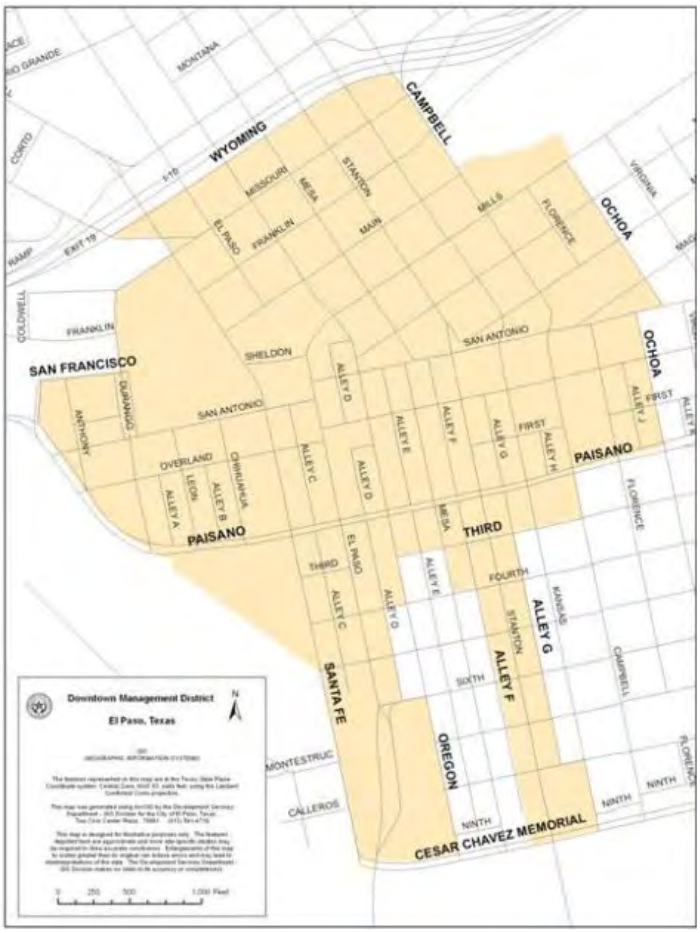
DOWNTOWN MANAGEMENT DISTRICTS

Generally, these districts are organized to make downtowns the center of commercial, civic, and cultural activity, managed a special assessment fund.

The El Paso Downtown Management District (DMD) is a municipal government focused on and delivers economic development-driven initiatives, more vibrant, welcoming environment. The organization consists of a Board of Directors comprised of Downtown property owners, business representatives, tenants, and community leaders. The DMD is primarily funded by assessment revenue from property within the district and supplemented through collaboration on specific projects and programs with the City, County, and other local organizations and individuals.

Some of the areas they work with are branding, marketing, façade grant improvement programs, downtown activities, beautification projects, master planning, advocacy, and commercial and retail business development.

The DMD includes a small portion of the corridor study area closest to downtown. The city should continue to work with and support the DMD.



Map of the Downtown Management District in El Paso

EL PASO CHAMBER

Founded in 1899, El Paso Chamber is one of the organizations that is currently supporting the development of businesses the most. They believe the way the city can go forward and keep growing healthily is through supporting businesses, from financial support to counseling business owners. The chamber has been an important resource, involved in major business and social development. Businesses involved with the Chamber employ 220,000 people across the region, generating 4.6 billion dollars of revenue every year.

The Chamber has recently implemented a fourth service offered into their selection of high quality opportunities, being composed of connecting, coaching, advocating, and now innovating opportunities that will ensure excellence in El Paso's businesses.

MAIN STREET ORGANIZATIONS

Main Street Organizations are another tool for helping to implement plan goals. The Main Street Program consists of an approach with four different transformation strategies: economic vitality, design, promotion, and organization.

Economic vitality refers to the ways in which a city can generate more profit and become sustainable by building a strong economic base, catalyzing smart new investment, and cultivating a strong entrepreneurship ecosystem. In

design, they seek to create memorable places by creating an inviting atmosphere, celebrating historic character, and fostering accessible and people centered spaces. Another one of their strategies is promotion, in which the organization aims to market the district's defining assets, communicate unique features through storytelling, and support by local experience. Finally, the community transformation is concluded with its organization: build leadership and strong organizational character, ensure broad community engagement, and forge partnerships across sectors. With these strategies, neighborhoods along the Alameda Corridor can become complete communities.

ORGANIZATIONAL CAPACITY STRATEGIES

1 **Coordinate with the Downtown El Paso Management District**

The western most portion of the corridor study area is located within the Downtown El Paso Management District. The city should coordinate with the DMD on infrastructure, zoning, and incentive programs along Texas Avenue and within Segment 1 of the corridor study area.

2 **Coordinate with the El Paso Chamber**

Coordinate with the El Paso Chamber to support existing local businesses and to attract and grow new businesses that can become part of mixed-use centers at station areas.

3 **Create Main Street Organizations in Key Locations**

The Chamizal neighborhood in segment 2 of the corridor study area and Ysleta are both good candidates for the creation of Main Street Organizations. The city should coordinate with the local communities to discuss the possibility of establishing Main Street Organizations in those locations and work with the communities to support the creation of one if desired.

Images of Natchitoches, Louisiana, a Main Street Organization established in 1992. Today, Natchitoches attracts hundreds of thousands visitors a year and has been honored with the Great American Main Street Award in 2006.

CAN EL PASO HAVE A MAIN STREET ORGANIZATION?

Although currently not enrolled in the Main Street Program, El Paso has several great candidates for one. The following are the requirements applicants must meet:

- Historic Commercial Fabric and Historic Character
- Community and Private Sector support and organizational capacity
- Support and Financial capacity
- Physical Capacity and Business environment
- Demonstrated need
- Geographic Distribution and Discretionary

PUBLIC INVESTMENTS

The creation of TOD at key Brio Stations will require a combination of public and private investment, in addition to supporting policies, regulations, and organizational capacity. Through the use of city, redevelopment agency, and other funding sources, the following public investments in communities can be made to catalyze the creation of TOD and promote private investment. A sample of case studies follows.

PUBLIC LAND & CITY AS DEVELOPMENT PARTNER

In certain situations, the city or redevelopment agency, may be in a position to directly partner in the development of a TOD, usually as the land owner through an RFP process. As a partner in development, the city or other public agency can establish higher standards and requirements for design and community benefits, such as parks and affordable housing.

In some instances, the public entity may control the entire development site and function as a master developer. In other cases, the public partnership is for the development of a smaller parcel that can help catalyze private development on surrounding parcels.

In both cases, the development should follow a master plan created through a public process. Partnering in such projects is not easy and requires a specialize skill set and management. The city or redevelopment agency should ensure that experienced staff are in place to manage any development projects.

PUBLIC PARKING GARAGES

Requiring on-site parking, especially in areas with smaller existing lot sizes, can make redevelopment or re-use of existing buildings very costly or not possible. In areas with an established network of streets and smaller parcels, that is also well served by transit, centralized shared parking can efficiently provide necessary parking while freeing up parcels for mixed-use development.

The city or other public entities should develop public parking garages in key areas to accommodate parking need and reduce pressure for individual lots to park themselves. Minimum parking requirements for areas served by public garages can be eliminated. Lease arrangements can be made with surrounding businesses for reserved spaces.

INVEST IN PARKS AND TRAILS

The creation or renovation of great public spaces and trails can benefit the surrounding community and also spur additional private investment. Plans for new TOD should incorporate a signature public spaces, such as a plaza or square, as a focal point of the development. Existing public spaces can also be revitalized to meet the needs of the community.

STREETCAR EXTENSION

Bus Rapid Transit can provide similar mobility as a streetcar. However, streetcars tend to have a larger impact on spurring development along their routes than comparable bus rapid transit stations. In the longer term, the city should explore extending the El Paso Streetcar from downtown to the MCA, creating a direct connection from the MCA to the University of Texas at El Paso.

TROLLEY / CIRCULATOR BUS

The corridor study area includes the Ysleta Mission, part of the El Paso Mission Trail connecting with Socorro Mission and San Elizario Presidio Chapel. Ysleta is also home to the Tigua Cultural Center and the Speaking Rock Entertainment Center, all within walking distance of the Valencia Mission Valley Transfer Center.

The city, in partnership with Socorro, San Elizario, and other area entities should consider creating a trolley or circulator bus to connect the Valencia Mission Valley Transfer Center with the three missions, as recommended in the El Paso Mission. This service would focus on increasing visitation and access to the historic sites and their surrounding neighborhoods. The trolley service can be initiated for special events, festivals, and weekends to reduce congestion within popular destination areas.

CASE STUDIES:
PUBLIC LAND & CITY AS DEVELOPMENT PARTNER:

FRISCO SQUARE (FRISCO, TX)

Public Land Becomes a New Mixed-Use Center

Frisco, Texas extended its downtown in 2003 by adding a massive mixed-use development called Frisco Square, which included several restaurants, offices, and shops topped by over 250 residential rental units. Civic structures, including a grand city hall, library, police station and heritage center were given the most prominent sites on the new downtown blocks, often terminating the axis of vistas along the streets. Coleman Boulevard in Frisco Square is one of the nation's best entirely new main streets.

The 150 acres of land on which Frisco Square is built was originally an agglomeration of odd-shaped land parcels owned by various parties, including the city. City leaders recognized that all of the land would be more valuable if combined and planned as a whole.

Streets have shop windows, awnings, and building entrances directly fronting onto the sidewalk. The streets have trees, street lamps, and benches. All parking is hidden mid-block. When you take a walk down Coleman, under the canopy of Sycamores, past the conversations of people at the cafes and breweries, past the gurgling Deco fountain near the city hall, past stately new buildings that look as if they were built in the 18th- and 19th-century (the high point of American architecture), and weekly open-air markets, you can't help but ask yourself: Is this the most beautiful street in Texas? And: Why don't we build places like this all the time?

The plan was designed by David M. Schwartz Architects. Frisco uses a percent of local sales tax to fund the Frisco Economic Development Corporation (FEDC) which oversees the management of the downtown extension.

A new city hall at the center of the development.

Frisco Square site in 2001. Located just west of the historic downtown.

Frisco Square site today.

Coleman Boulevard: A new main street with city hall as a terminating view.

CASE STUDIES:
PUBLIC PARKING GARAGE:

PLANT STREET (WINTER GARDEN, FL)

Plant Street in Winter Garden features a rebuilt historic downtown, a world-class bicycle trail through its center, and literally, billions of dollars in new private development. New development came in the form of shops and restaurants which enhanced the small-town character and did not destroy it thanks in large part to the city's public parking garage. The city waived all parking requirements along Plant Street after the three-story, 500-space garage was constructed in 2016.

Winter Garden's architectural heritage remained intact and new buildings complimented the old. New splash pads and urban-style plazas were packed with residents and visitors from all parts of the region. The southern town mixes people from every ethnicity and socioeconomic background.

Covered in real brick and surrounded by landscaping, the garage looks nothing like a typical parking garage. Funded by the Community Redevelopment Agency, which receives all of its funds from ad valorem property taxes, the garage was built in less than a year.

CASE STUDIES:
PARKS AND TRAILS:

HISTORIC FOURTH WARD PARK & THE ATLANTA BELTLINE (ATLANTA, GA)

The City of Atlanta's investment in the Historic Fourth Ward Park and the Atlanta BeltLine have helped transform a previous outdated industrial area near the heart of the city into a vibrant, mixed-use neighborhood. The 17-acre park was constructed with a 2-acre lake that doubles as a stormwater retention basin to mitigate the chronic flooding in the area that had limited new development. Since the park's construction, new multifamily housing has expanded around the new amenity. The alleviated flooding also allowed for the adaptive reuse of an adjacent, large historic building into what is now Ponce City Market. The opening of the Atlanta BeltLine adjacent to the park has further led to mixed-use development and the adaptive reuse of other historic buildings nearby. The inclusion of affordable housing earlier on in the planning and development process of the park and trail would have led to even better outcomes.

CASE STUDIES: STREETCARS:

EL PASO STREETCAR (EL PASO, TX)

El Paso's Streetcar is an Asset Both for Transit and the Environment

Sun Metro installed the El Paso Streetcar in 2018, a clean energy streetcar system that uses a fleet of restored historic streetcars that had once served both El Paso and Juarez, Mexico until the system's dismantlement in 1974. The revived system covers roughly five miles in two loops from Downtown El Paso to the University of Texas at El Paso. A $97 million grant from the Texas Department of Transportation was used to restore the six iconic streetcars which had been abandoned for 40 years in the desert near the El Paso International Airport.

Public transit and Vehicle Miles Traveled (VMT) reduction are two pillars of local greenhouse gas reduction strategies and El Paso is working to make multiple modes of mobility just as convenient as automobile usage. The move towards mass transit has been complemented by the development of walkable, compact urban fabric, especially around transit nodes.

OKLAHOMA CITY STREETCAR (OKLAHOMA CITY, OK)

Oklahoma City's Streetcar Provides a Downtown Amenity

Oklahoma City's streetcar offers a uniquely urban experience. Streetcars are electric powered, operate on city streets, and at their peak, electric trolleys (as they were once known), operated in almost every major city in the US. The era of road building and suburban expansion between 1930 and 1960 resulted in the abandonment of most streetcar systems, but today they are back.

Today, cities are rediscovering streetcars because they provide more than transit. They are downtown amenities which attract private investment and add to a city's tourism infrastructure. They provide a reason to visit downtowns because they provide a unique transit experience. Oklahoma City's streetcar offers a five-mile loop and has a daily ridership of over 4,000.

Oklahoma City lacked a useful downtown local bus loop of any kind. The streetcar serves both a tourist service and a true public transit line. Oklahoma City made fares free initially and then kept them low over time. Today the streetcar costs $1 to ride, an annual pass is $384, and multiple local social service providers issue free streetcar passes to transit-dependent populations. While most cities have small local transit budgets and rely on intermittent competitive federal grants, Oklahoma City has the MAPS program which provides a steady funding source for the facility's capital and operating costs.


Los Rigo's

7 BIG IDEA 5

BUILD UPON EXISTING STRENGTHS AND FOCUS EFFORTS ON A FEW PLACES

Identifying strategic locations to apply the recommendations of this plan can help the city achieve its desired goal of creating TODs. This chapter looks at the overall vision for the Alameda Corridor and then zooms in to take a closer look at design recommendations in specific Focus Areas.

The Investment Sector Map defines a prioritization for focusing city efforts towards creating TOD along the Alameda corridor. Focus Areas representing the biggest opportunities for TOD and achieving the goals of vibrant centers and embracing walking, biking, and transit are highlighted to illustrate the implementation of the vision outlined in this plan.

This plan's strategies focused on revitalizing the historic Alameda corridor must be coordinated with efforts to limit the continued outward expansion of the city.

1. **PRIORITIZING TOD ALONG THE CORRIDOR**
2. **FOCUS AREA 1:** Magoffin Area / Texas Ave
3. **FOCUS AREA 2:** Chamizal
4. **FOCUS AREA 3:** Washington Park | Medical Center of the Americas | Fox Plaza
5. **FOCUS AREA 4:** Ascarate Park and Delta Drive
6. **FOCUS AREA 5:** Ysleta
7. **FOCUS AREA 6:** Mission Trail / Agriculture

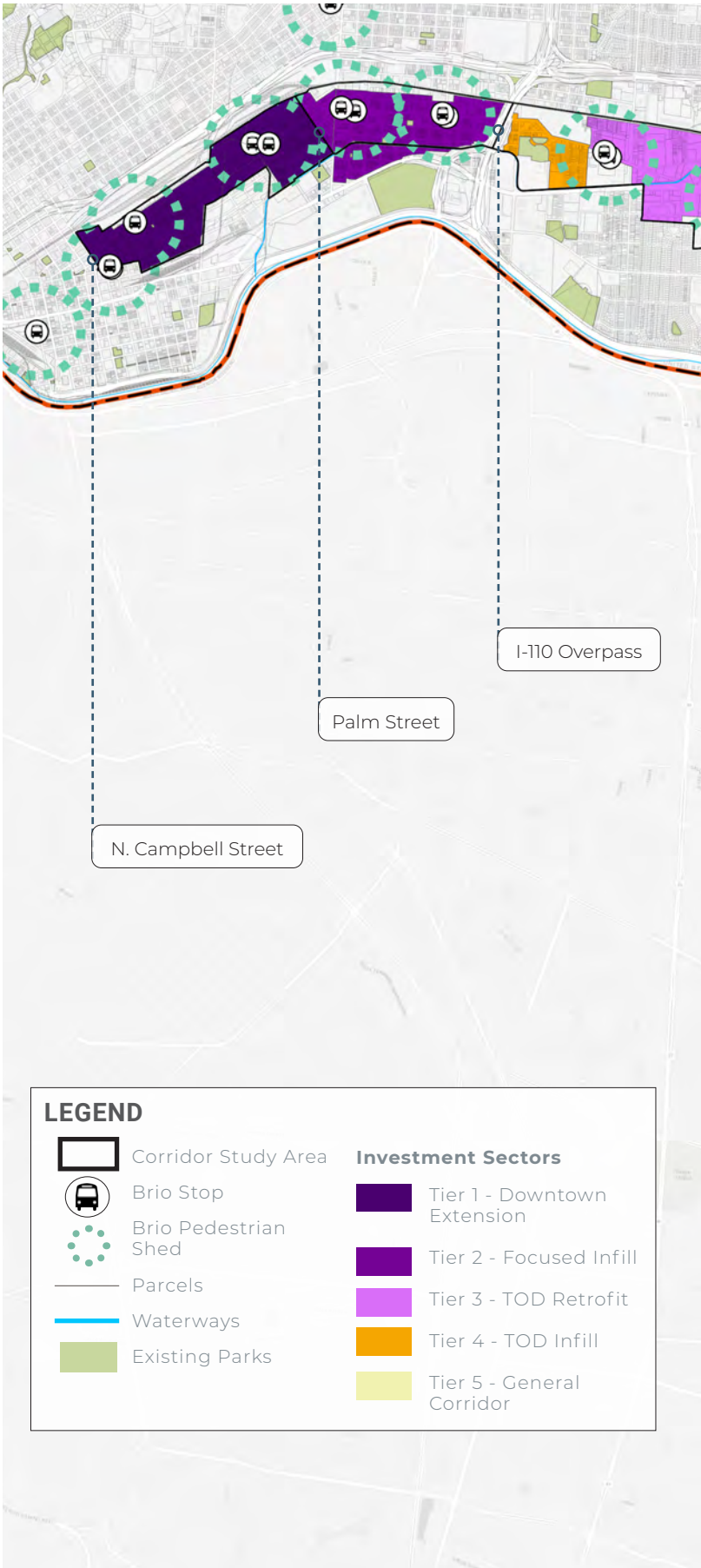
PRIORITIZING TOD ALONG THE CORRIDOR

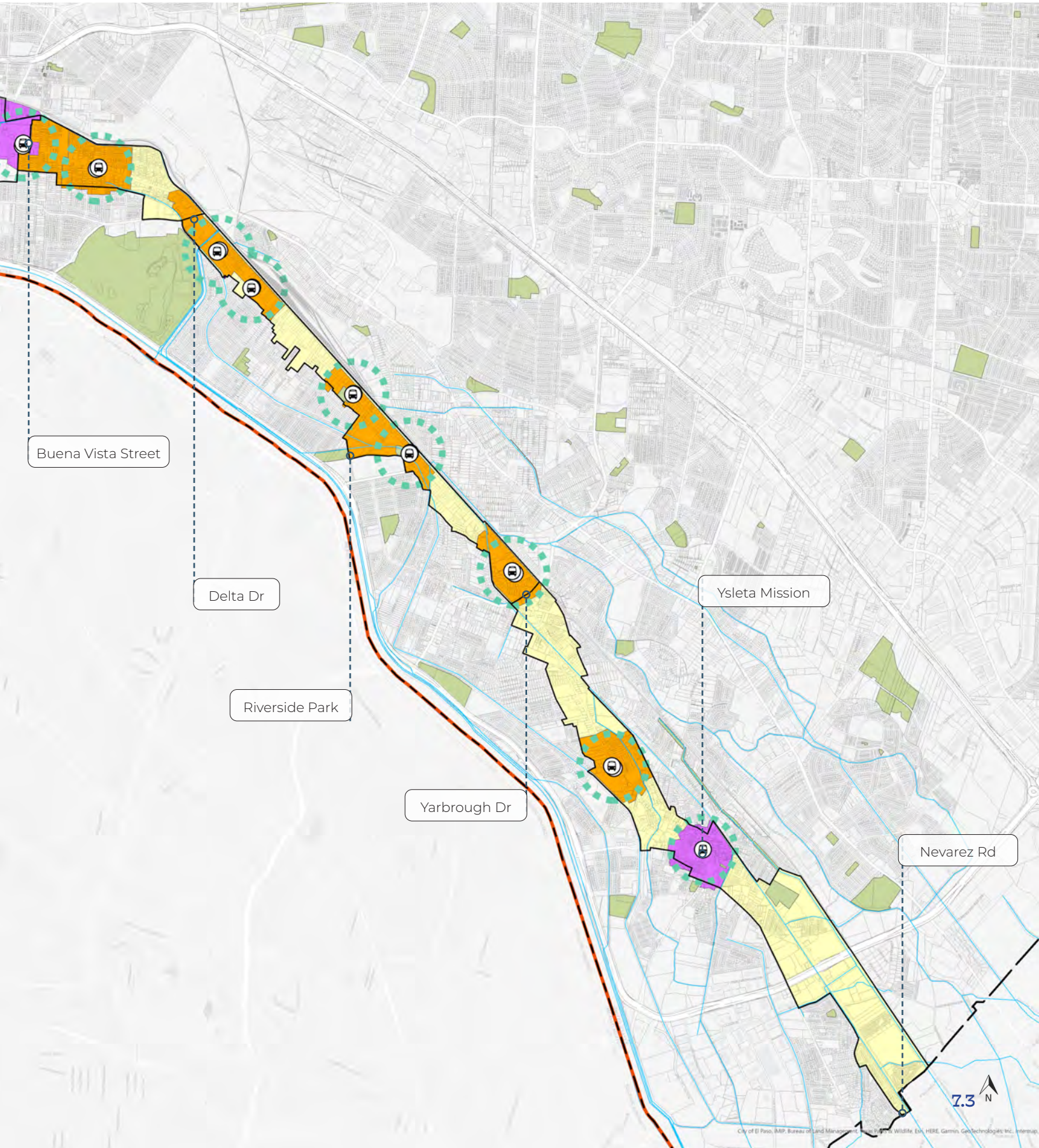
INVESTMENT SECTORS

The Investment Sector Map defines a prioritization of areas for transit-oriented development that maximizes the public investment already made on infrastructure, transit, and services along with where vibrant transit-oriented development is most likely to occur. This map is not a zoning map, but is intended to guide local decisions concerning zoning, infrastructure investment, and development incentives. The sectors correspond to both the type of investments and incentives to provide across the corridor as well as a timeline for which areas should be focused on first.

A STRATEGY FOR GROWING TODS

- **Tier 1 - Downtown Extension:** The city should focus initial efforts where there has already been significant public investment, where there is already a framework in place for walkable neighborhoods consisting of pedestrian-scaled lots, blocks, and streets, and where private investment in infill and adaptive reuse is already beginning to occur. This area extends the development, interest, and excitement from downtown.
- **Tier 2 - Focused Infill:** The next level of priority should be where there is already a framework in place for walkable neighborhoods that also continues to build upon downtown. This area has less dense development but consists of a historic building stock but where there are still a lot of "missing teeth" in the neighborhood fabric.
- **Tier 3 - TOD Retrofit:** The third level of investment is for areas where there are redevelopment and retrofit opportunity sites along with economic, historic, and entertainment assets to support TOD. These areas are currently suburban in nature and will require a greater transformation beyond infill development.
- **Tier 4 - TOD Infill:** The quarter mile pedestrian sheds around the remaining Brio stations not within Tiers 1 to 3 should welcome new development that supports a walkable, compact urban format, with zoning and approval incentives to promote these uses over others.
- **Tier 5 - General Corridor:** The stretches of the corridor not in proximity to Brio stations serve as a location for many valuable uses but that do not lend themselves to vibrant walkable centers. Focus here should be on improving corridor aesthetics and infrastructure for daily life.




Buena Vista Street
Delta Dr
Riverside Park
Yarbrough Dr
Ysleta Mission
Nevarez Rd
7.3
N

SUMMARY OF KEY RECOMMENDATIONS BY INVESTMENT SECTOR

TIER 1 - DOWNTOWN EXTENSION

1. **Update FLUM Sector Designations**

   FLUM Sector designations throughout this area should support walkable mixed-use development and associated zoning.

2. **Update Zoning**

   Zoning in this area should require walkable mixed-use development. Infill, missing middle, and adaptive reuse should all be permitted by-right. Buildings should be required to be street-oriented with services and access provided through existing rear alleyways and curb-cuts prohibited. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage. Parking minimums should be removed. New auto-oriented/ centric uses should not be permitted. Form-based codes are an effective zoning tool for implementing such standards.

3. **Offer a Selection of Financial and Approval Incentives**

   Clear standards should be established in zoning and development regulations for by-right development. New developments or adaptive reuse that meet these standards should have an expedited review and approvals process.

   Development, application, and impact fees should be minimized for projects that meet the established standards.

4. **Expand Adjacent TIRZ Zone**

   Inclusion within a TIRZ can help fund infrastructure and redevelopment efforts and provide organizational capabilities to manage these efforts.

5. **Create a PID**

   Utilize PID funding to advance plan recommendations and support special events and services in the area.

6. **Public Investments**

   Prioritize public investments in street designs and other projects as described throughout this plan.

TIER 2 - FOCUSED INFILL

1. **Update Zoning**

   Zoning in this area should require walkable mixed-use development. Infill, missing middle, and adaptive reuse should all be permitted by-right. Buildings should be required to be street-oriented with services and access provided through existing rear alleyways and curb-cuts prohibited. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage. Parking minimums should be removed. New auto-oriented/ centric uses should not be permitted. Form-based codes are an effective zoning tool for implementing such standards.

2. **Offer a Selection of Financial and Approval Incentives**

   Clear standards should be established in zoning and development regulations for by-right development. New developments or adaptive reuse that meet these standards should have an expedited review and approvals process.

   Development, application, and impact fees should be minimized for projects that meet the established standards.

3. **Expand Adjacent TIRZ Zone**

   Inclusion within a TIRZ can help fund infrastructure improvements.

4. **Create a PID**

   Utilize PID funding to advance plan recommendations and support special events and services in the area.

5. **Public Investments**

   Prioritize public investments in street designs and other projects as described throughout this plan.

TIER 3 - TOD RETROFIT

1. **Update FLUM Sector Designations**

   FLUM Sector designations throughout these areas should support walkable mixed-use development and associated zoning.

2. **Create TOD Area Master Plans**

   Detailed master plans for each area should be created through a public process, where they do not yet exist. These plans should include: Proposed block designs and layout, street alignments and designs, building heights, uses, public spaces including parks and plazas, and urban design guidelines or standards. Updated zoning should be tied to these plans.

3. **Update Zoning**

   Zoning in these areas should be updated where necessary to implement the master plan. This could include the use of an optional zoning overlay, where greater development potential is provided in return for meeting the standards established by the master plan. The SmartCode Infill Community Plan is well structured to enable TOD and can be utilized here.

4. **Consider Creating a TIRZ Zone Where Not Currently Existing**

   Inclusion within a TIRZ can help fund infrastructure improvements.

5. **Consider Creating a PID**

   Utilize PID funding to advance plan recommendations and support special events and services in the area.

6. **Public Investments**

   Prioritize public investments as described throughout this plan. This may include park plans and upgrades, street enhancements, stormwater management improvements, and public private partnerships.

TIER 4 - TOD INFILL

1. **Update FLUM Sector Designations**

   FLUM Sector designations throughout these areas should support walkable mixed-use development and associated zoning.

2. **Update Zoning**

   Zoning in these areas should allow and incentivize mixed-use, walkable development, including infill, missing middle, and adaptive reuse, possibly through a zoning overlay. Implement design standards to improve the frontages of existing automotive uses. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage. Developments that meet the zoning (overlay) standards should be entitled to higher densities and reduced parking requirements.

3. **Offer a Selection of Financial and Approval Incentives**

   New developments or adaptive reuse projects that meet the standards should have an expedited review and approvals process. Development, application, and impact fees should be minimized for projects that meet the established standards as well.

4. **Public Investments**

   Prioritize public investments in street designs and other projects as described throughout this plan.

TIER 5 - GENERAL CORRIDOR

1. **Update Zoning**

   Zoning in these areas should allow mixed-use, walkable development, including infill, missing middle, and adaptive reuse, possibly through a zoning overlay. Implement design standards to improve the frontages of existing automotive uses. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage.

2. **Offer a Selection of Financial and Approval Incentives**

   Various financial incentives and grants should be provided to help implement design standards for automotive uses, such as car lots.

3. **Public Investments**

   Prioritize public investments in street designs and other projects as described throughout this plan.

FOCUS AREAS

Focus Areas representing the biggest opportunities for TOD and achieving the goals of vibrant centers and embracing walking, biking, and transit are highlighted to illustrate the implementation of the vision outlined in this plan. These locations have been strategically selected to encourage TOD infill and redevelopment, building upon key assets along Alameda as catalysts for new centers. The Focus Areas are listed below in order from west to east.

1. **Magoffin Area / Texas Avenue**

   Texas Avenue connects Downtown to the Alameda Corridor. Utilize existing and new public projects to encourage additional private investment.

2. **Chamizal**

   Alameda Avenue from Piedras Street to the I-110 overpass has "street-oriented" buildings and a connected network of streets providing a foundation for transit-oriented development.

3. **Washington Park | Medical Center of the Americas | Fox Plaza**

   This area consists of a large employment center, residential neighborhood surrounding a community park, and large amounts of suburban-style shopping centers.

4. **Ascarate Park and Delta Drive**

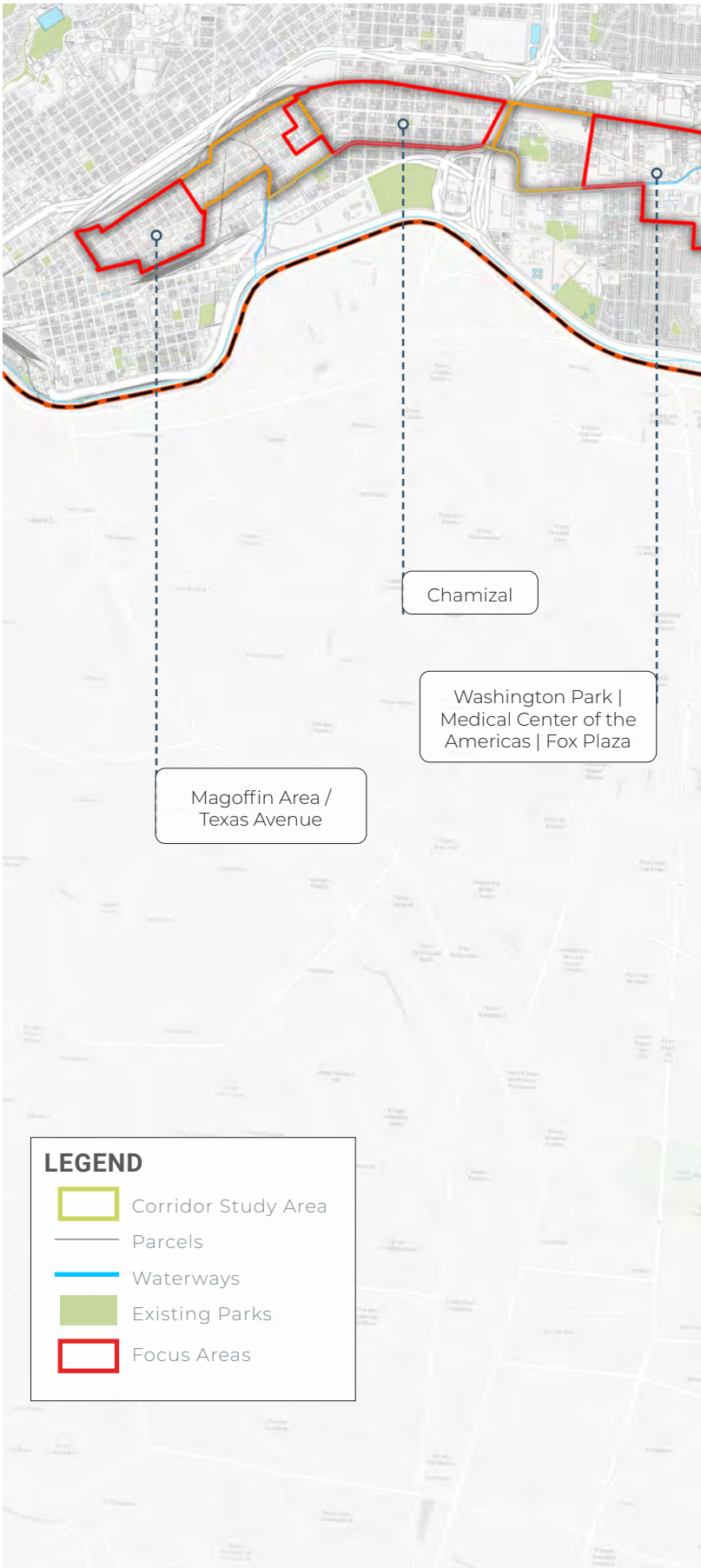
   Ascarate Park is the largest public-use recreational park in El Paso County. While the park is located close to Alameda Avenue, there is little indication of the park along the corridor.

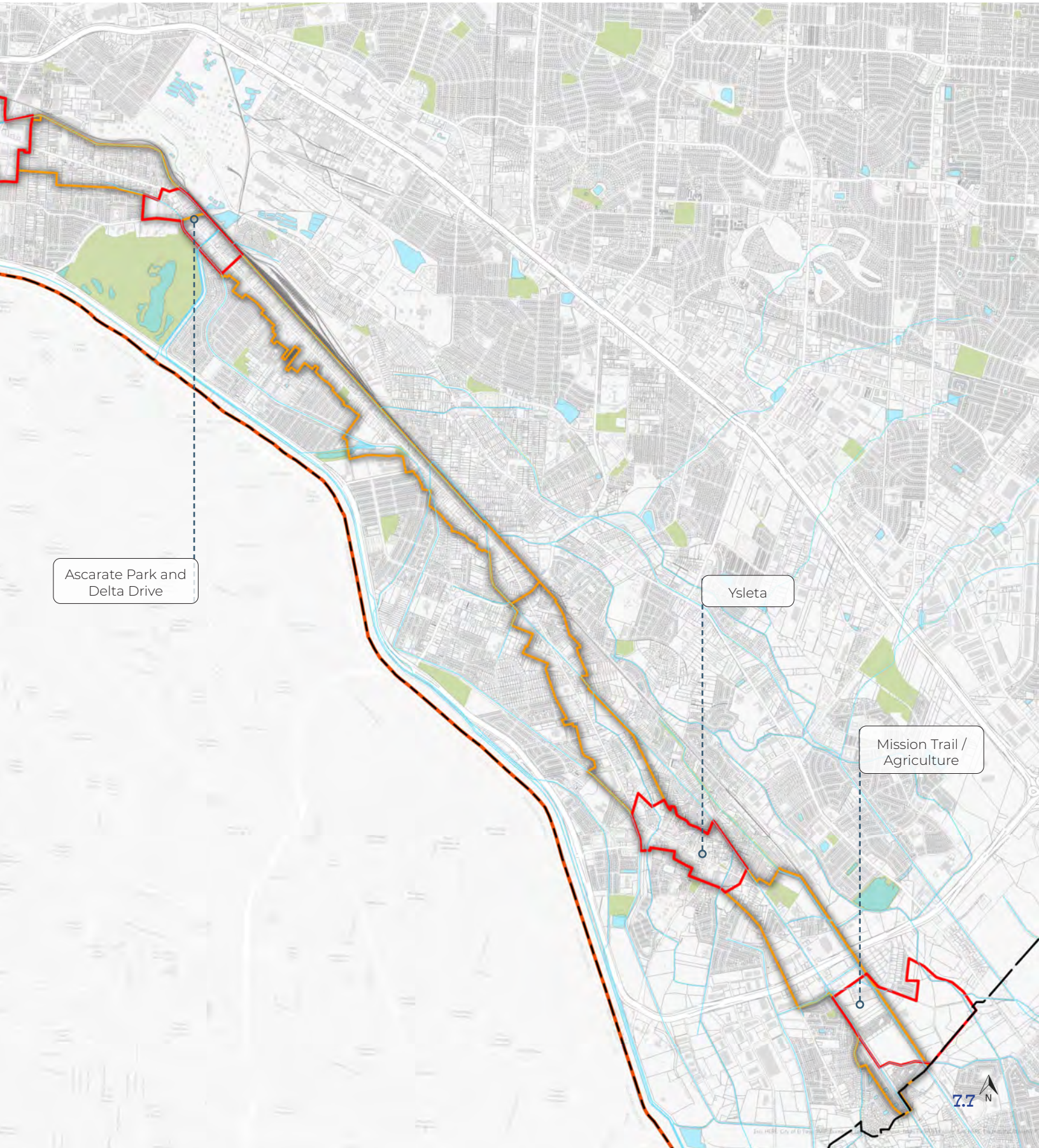
5. **Ysleta**

   The Ysleta community is one of the city's most culturally significant and historic. The Nestor Valencia Transfer Center serves as the eastern terminus of the Brio Alameda Line and serves as the backdrop of a potential TOD district.

6. **Mission Trail / Agriculture**

   Portions of this remaining open space could be preserved through various easements as working agricultural land.




Ascarate Park and Delta Drive
Ysleta
Mission Trail / Agriculture
N

FOCUS AREA 1
MAGOFFIN AREA / TEXAS AVENUE

Texas Avenue connects Downtown to the Alameda Corridor. Utilize existing and new public projects to encourage additional private investment.

City 3 Building

New Local Restaurants and Businesses

Local Automotive Businesses

Magoffin Park Villas

EXISTING CONDITIONS

The Magoffin area connects the Downtown to the Alameda Corridor along Texas Avenue including multiple BRIO stops. The area is hemmed in with railyards and highways to both the north and south. This area has historically operated as a complete neighborhood and has one of the few historic districts along the corridor as well as the Magoffin Home State Historic Site. Single family homes and affordable rental units are located in throughout the neighborhood.

A portion of this area is also located within TIRZ Zone 5 and has multiple public services that already draw people the heart of the downtown along this corridor including the Social Security Administration and City Building 3. In addition there are numerous medical and lawyer offices that sit alongside smaller industrial uses like automotive repair shops and storage warehouses adjacent to the railyards. The activity of these services, and others, has encouraged new local businesses like restaurants to open and take advantage of the people coming to the area. However, at the same time there are vacant buildings, blank facades, and parking lots that take away from the vibrancy of the area and make it feel neglected.

PUBLIC PROJECTS

This plan encourages the use of public funds to improve pockets of existing activity in order to further encourage private investments. These public projects should be done strategically to improve the lives and businesses of existing residents and business owners while providing opportunities for investment at a smaller scale. The intent is not to push anyone or price anyone out of an area. The Alameda corridor can be improved while it serves the existing surrounding community.

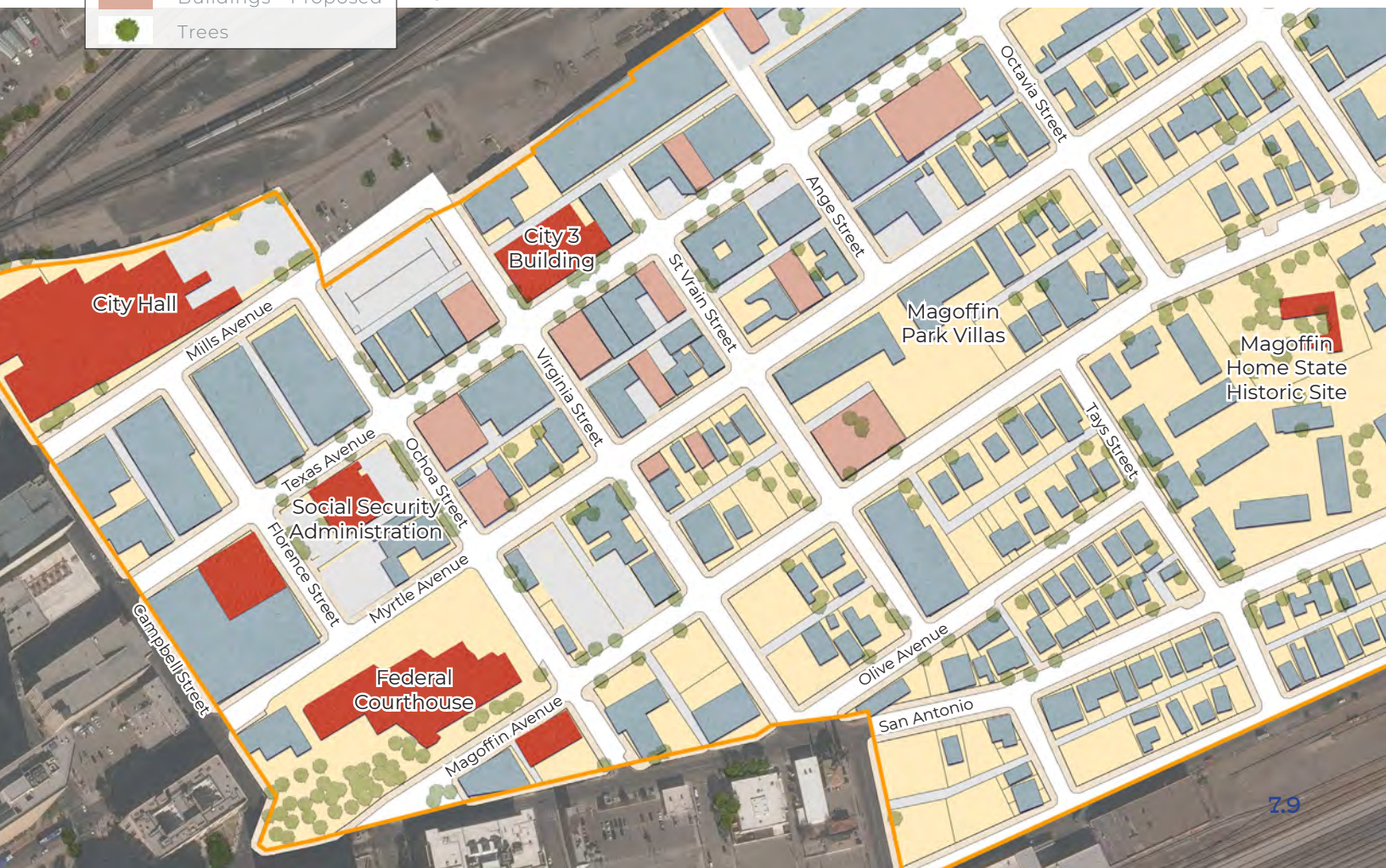
One step the city could take to improve the Texas Avenue area and to encourage private investment would be to create a public parking garage to eliminate some of the parking demand of businesses. There is a municipal lot on Mills Avenue between Ochoa and Virginia streets, as well as large parking areas behind City Hall on the other side of Mills Avenue. Instead of a surface lot, this can become a public parking garage with retail or office space for incubator and non-profit businesses on the ground floor. The additional public parking can meet the needs of the surrounding area and reducing the need for providing parking on every individual lot. At the same time it can provide low rent space to help a business get started and establish itself in the area. TIRZ funding has been successful in implementing public projects within the downtown. This could be one of the next projects.

PRIVATE INVESTMENT

Without the need for as many surface parking lots businesses can fill in vacant storefronts and new businesses and homes can infill small parking lots. Additional private development will increase funds available within the TIRZ zone that can continue to be invested in the area.

Magoffin Area with "Central Park" filling in the railyard to the north of the Magoffin neighborhood could be a future long-term investment.

Magoffin Area Illustrative Plan



TEXAS AVENUE

Texas Avenue becomes a great street address with businesses moving into vacant storefronts and new development filling in parking lots.

Texas Avenue - Proposed Conditions

Texas Avenue Existing Conditions

Texas Avenue with an extended sidewalk

Texas Avenue is a major route for the BRIO bus system with wide lanes and angled parking on one side of the street and parallel parking on the other.

The street can be rebalanced to have parallel parking on both sides of the street with 11' drive lanes. The remainder of the street space can be dedicated to a slow mobility lane to be used by bikes, scooters, and other similar modes of transport or as an extension of the sidewalk using tactical designs.

In the future, the area could be converted to an extension of the sidewalk to allow on-street dining and more space for strolling.

1. Texas Avenue is rebalanced with parallel parking on both sides of the street and right-sized travel lanes.
2. Texas Avenue has multiple BRIO bus stops
3. Once vacant storefronts are enlivened with new businesses
4. New buildings fill in parking lots
5. Older buildings are adapted for new uses
6. Street trees provide shade on wide sidewalks
7. Green Infrastructure allows water to flow from the street to the planting areas along the street
8. The slow mobility lane could also be an extension of the sidewalk using tactical designs.

Image by Zanetta Illustrations

RE-IMAGINING ALLEYS

Alleys comprise a sizeable amount of public space within the focus area and provide a location for services and accessing buildings. However, key alleys can offer opportunities for unique and more intimate spaces.

Established many years ago in midblock locations along the backsides of Downtown buildings and businesses, alleys were originally designed to provide utilitarian space for service and delivery access, trash storage and collection, utilities and vehicle parking. Alleys occupy a significant amount of land area in El Paso. Today, the alleys in the Alameda area are in multiple areas and in varied conditions, and many alleys are underutilized and ignored by the general public and could have a greater contribution to the corridor.

Many North American cities have been reevaluating their alleys, both in terms of their functional role in street networks, but also with an eye to their placemaking potential. Alley rehabilitation and repair programs are common and often include "green alley" upgrades to storm water drainage. Examples are San Francisco's Living Alleys, Chicago's Green Alley program, Baltimore's Alley Makeover Program, Seattle's Alley Network Program, and Iowa City's Green Alleys, among many others.

A number of cities have gone a step further and retrofitted alleys as enhanced public places. Denver's Dairy Block alley in Lower Downtown, Post Alley near Pike Place Market in Seattle, Printer's Alley in Downtown Nashville, The Alley in Downtown Montgomery, Freak Alley in Boise, and Elfreth's Alley near the waterfront in Philadelphia are examples of alleys that have been rescued and placed into service as destinations.

One area of opportunity that re-evaluation of alleys on the Alameda corridor may reveal is the potential for backside entrances. Today's retail businesses manage costs by avoiding large on-site inventories. As recently as two or three decades ago, the back half or third of a retail establishment's floor area would be given over to product storage. That has been replaced by "just in time" inventory management and other techniques that allow rear floor areas to be redeployed as display and sales space, potentially increasing sales volume, allowing greater product diversification, and offering other benefits to store owners.

URBAN ALLEYWAYS PROGRAM

An Urban Alleyways Program should be developed for segment 1 which would move through three stages:

Stage 1: Alley Inventory and Needs Survey

A comprehensive inventory and survey will map and document the dimensions and condition of each alley (block by block). Ownership status (easement, fee simple), adjacent property ownerships and direction of traffic flow should be documented. Infrastructure needs, including drainage, overhead utilities and pavement surfaces, will be evaluated. Delivery services and trash collection practices should be documented.

Stage 2: Alley Classification and Upgrade Toolkit

Based on the Inventory, alleys will be grouped in three categories: basic, circulation and destination. An Alley Upgrade Toolkit should be developed that shows types of upgrades and enhancements appropriate for each alley type, along with an assignment of improvement responsibilities among adjacent land owners, the city, and redevelopment agencies along with preliminary estimates of typical project costs.

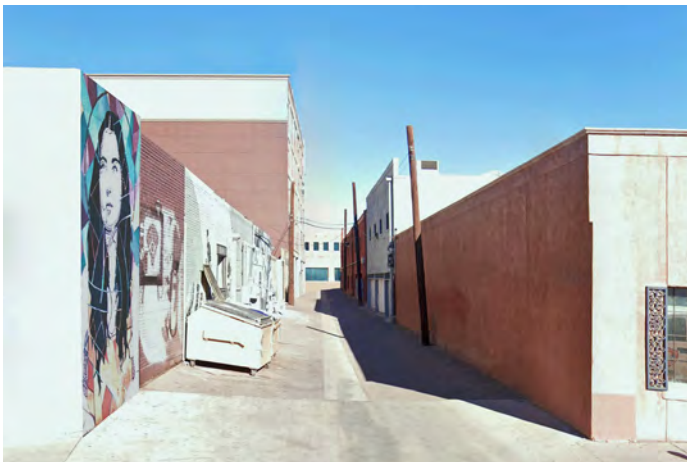
Stage 3: Alleyways Implementation and Capital Improvements

Based on work completed in the Inventory Needs Survey and Alley Classification and Upgrade Toolkit stages, the city and redevelopment agencies should implement an alleyways improvement program, including a multi-year prioritized capital project list. An extensive community participation process will be implemented to ensure stakeholders, including business owners, property owners, residents and students have ample opportunities to be directly, actively involved in program development and project prioritization.

The city may undertake one or more pilot projects to test Upgrade Toolkit measures and may deploy one or more short term "tactical urbanism" projects to test stakeholder and general public interest and acceptance.

RE-IMAGINING AN ALLEY ALONG TEXAS AVENUE

In the Alameda corridor, there are several alleys that could be reimagined and repurposed. One of these alleys has been selected to illustrate what is possible is found on Texas Avenue, between North Campbell and North Florence streets. Currently, the alley is mostly used for trash and other back of house utilities that make the space functional but uninteresting. However, moving the trash to the rear end of the building on Texas Avenue, and adding more art like the one already existing already starts to brighten up the space. Paving the alley, adding seating, and even extending the business that is around the corner to also have more informal seating on the alley would make the Texas Avenue Alley a unique place with a character much different from the surrounding wider streets. The space can also be used as a market, event space, and exposition space.



Existing Conditions: Alley along Texas Avenue, between North Campbell and North Florence streets.

Reimagining the alley as an intimate space lined with retail and dining.

FOCUS AREA 2
CHAMIZAL

Alameda Avenue from Piedras Street to the I-110 overpass has "street-oriented" buildings and a connected network of streets providing a foundation for transit-oriented development.

EXISTING CONDITIONS

The Piedras-Alameda intersection marks the transition from Texas Avenue to Alameda Avenue. Piedras Street provides a connection to the Five Points Terminal just over half a mile to the north.

This area consists of a mix of industrial uses and buildings, primarily to the west of Piedras Streets, and residential and commercial uses to the east. The area's small blocks and diverse housing types provide the framework for a walkable, mixed-use community.

PUBLIC PROJECTS

Enhancing the existing Chamizal neighborhood with infill development, improvements to streets (lighting, sidewalks, crosswalks) and transforming Alameda Avenue into a main street with shops, restaurants and businesses serving the local community and El Paso as a whole is the goal for this focus area.

Most of the structures in this area are older buildings with architecture and design unique to the region. Programs should be established to encourage the rehabilitation of older buildings and preservation of the historic character. These programs should include commercial, mixed-use, and residential properties.

Infill development should be encouraged on vacant lots in this focus area. New buildings should fit within the existing context. Neighborhood streets can be upgraded with complete sidewalks, green infrastructure and street trees, pedestrian-scaled lighting, and traffic calming.

Strategies to maintain affordability in this focus area include: partnering with habitat for humanity to construct new homes, establishing a community land trust to construct and manage affordable housing, and actively purchasing vacant sites or existing affordable housing to maintain as affordable housing. It is important to take proactive steps to maintain affordable housing as public and private investments are made.

Recommended Public Investments

1. Improve key intersection along Alameda with an emphasis on creating safer intersections and crossings at Brio stations.
2. Redesign and reconstruct Alameda Avenue as outlined in Chapter 4- Big Idea 2.
3. Continue to build out the Paso del Norte trail network through this area with a focus on connecting the neighborhood to downtown. A secondary focus should include the spur connection to Chamizal National Memorial.
4. Support the creation of a new public municipal market and incubator kitchen near Stevens Street. This should also include supporting a growing culinary and food economy in the area.

Recommended Incentives and Regulations

1. **Update Zoning**

   Update zoning and development regulations as needed to allow for infill development, middle missing housing, adaptive reuse, and context-sensitive development. A form-based code is a best practice for achieving this.

2. **Maximize Opportunity Zone Benefits**

   This area is within a designated Opportunity Zone, providing tax benefits for new investment.

3. **Expand TIRZ Zone #6**

   Consider expanding TIRZ Zone #6 to include the blocks along Alameda Avenue in this area. The TIRZ can help fund infrastructure and redevelopment efforts and provide organizational capabilities to manage these efforts.

4 **Create a Public Improvement District**

The PID can establish a dedicated funding source and prioritize the projects that will have the biggest impact. It also would serve as an entity to provide greater services to the area.

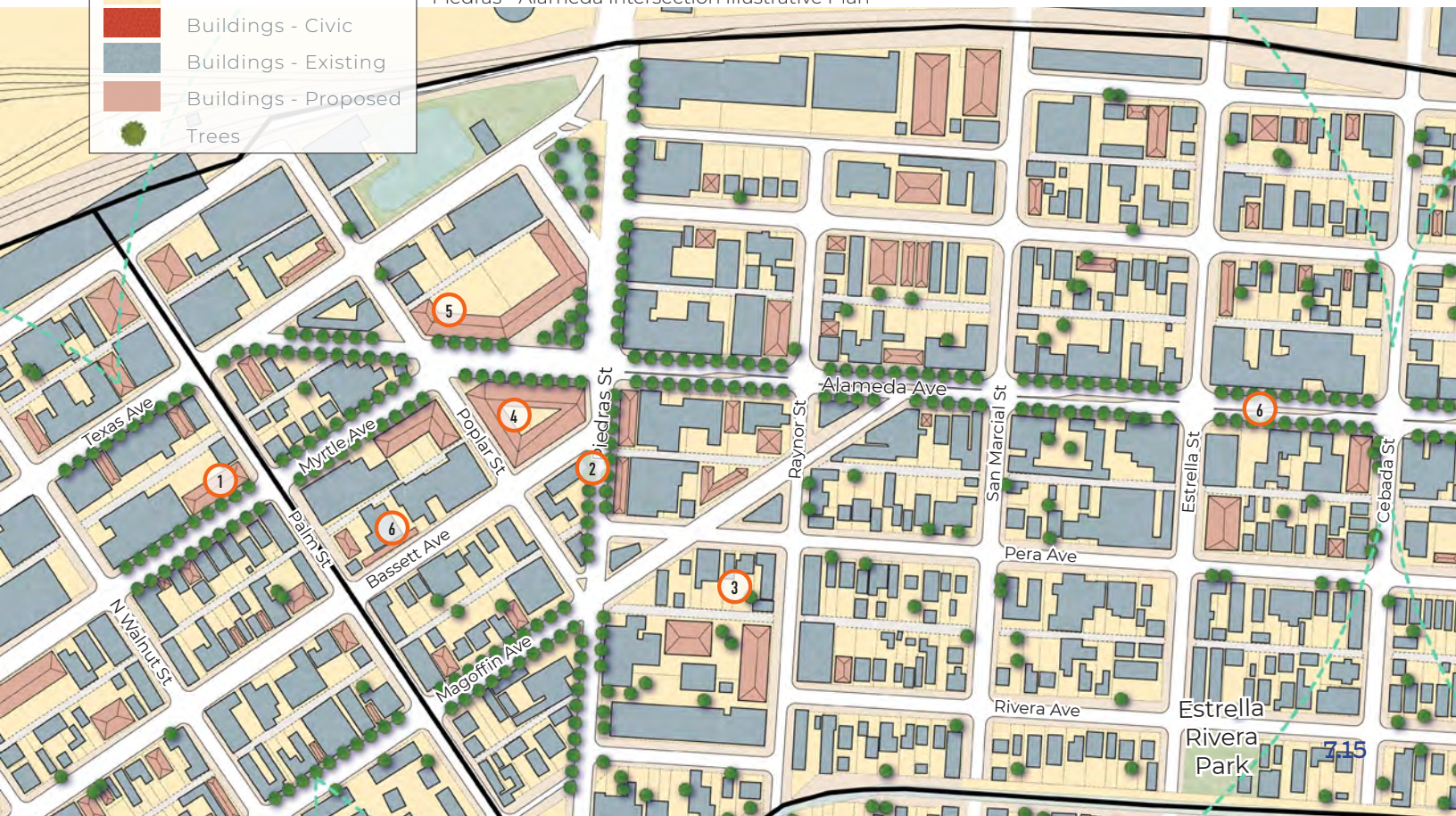
5 **Consider Establishing a Local Historic District or Conservation Neighborhood District**

Explore the possibility of creating a local historic district or conservation neighborhood district to protect and enhance the neighborhood.

ILLUSTRATIVE PLAN

1. Maintain the network of walkable streets and blocks.
2. Incorporate a central plaza lined with active ground floor uses.
3. Locate parking on-street and in mid-block locations.
4. Ensure at least one block can accommodate a structured parking garage lined with building.
5. Utilize low impact development techniques and employ district-wide stormwater management solutions.
6. Create a pedestrian-friendly frontage along Alameda with street-oriented architecture.

Piedras - Alameda intersection Illustrative Plan



SUPPORTING MARKETS THROUGHOUT THE CORRIDOR

A variety of markets, from produce markets to swap meets and flea markets, can be found along the corridor, some more formal than others. These markets provide economic activity and the ability to start a business with a low entrance cost. Expanding and enhancing markets along the corridor, while maintaining safe operating conditions is a worthwhile goal.

BUILD UPON A THRIVING FOOD SCENE

Alameda Avenue just west of the I-110 overpass is home to many restaurants and produce markets, most of which provide wholesale services. Building upon this existing industry can transform this area into a food center for El Paso. It is possible to imagine Alameda Avenue becoming a "restaurant row" with markets and restaurants selling local produce and goods.

The recommended design for Alameda in this area would support more pedestrian activity, and when combined with incentives and funding for rehabilitating older buildings, can encourage private investment.

Establishing a Municipal Market

A municipal market and incubator kitchen in this area can connect the wholesale markets directly to consumers and provide a location for small vendors to establish their businesses. Such market should not replace the existing ones, but be developed in coordination.

Examples of such a markets include Reading Terminal Market in Philadelphia, Essex Market in New York, West Side Market in Cleveland, Findlay Market in Cincinnati, and the Flint Farmers' Market. Ponce City Market is an example of a historic building being adaptively reused for a market, office, and residential uses.

KEY CONSIDERATIONS FOR MARKETS

Location

Locate markets (especially farmers markets) in areas with other shopping destinations so people can combine their grocery shopping with other shopping needs. They should be (as they traditionally had been and continue to be in many other counties) in the center plaza or area of community life, surrounded by a whole variety of activity, shops, and destinations. This allows people to make one trip to serve all their needs. These locations also should be visible to those passing by. Transit-oriented development and neighborhood centers can provide the setting for successful markets, where the market is part of a larger core with many other uses such as a community center, day care, library, medical clinic, shops, restaurants, and schools.

Create a Complete Destination

Markets should not just be a place for shopping, but a complete destination. They should incorporate programming that integrates the market into the fabric of the surrounding community. This can include live performances, cooking demonstrations, health fairs, and other community programming to help the market become a community destination.

Marketing and Outreach

For markets without permanent structures and limited hours of operation (compared to a grocery store with a building and regular daily hours), information on the location and days and hours of operation of farmers markets are key to ensuring area residents know about the market. Advertising is important to help ensure people are aware of the market location and when it is open. Partner with neighborhood organizations to help facilitate better outreach efforts.

A NEW MUNICIPAL MARKET

The idea and concepts of a municipal market are applicable to numerous locations across the area. This example illustrates how they could be applied in one particular location as a demonstration. Actual implementation of a market project would require coordination between the city and property owners.

1. The area contains a stock of older buildings with unique character. The old Harry Mitchell Brewing Company building (and later Falstaff brewery) is a prime example of a structure that could be repurposed into a municipal market.
2. The area in front of the market can be transformed into a plaza with shade trees and outdoor seating and dining.
3. Redesigning streets into shared spaces at key locations, such as adjacent to a market, can allow for multifunctional use and serving as additional plaza space for events.
4. New development can add a wider variety of uses to the neighborhood. In areas with frequent flooding, buildings should be elevated out of the floodplain.

Existing Conditions

What if? Illustrating the concept of a municipal market.

FOCUS AREA 3
WASHINGTON PARK / MEDICAL CENTER OF THE AMERICAS / FOX PLAZA

MEDICAL CENTER OF THE AMERICAS (MCA)

The Medical Center of the Americas (MCA) is an important concentration of educational and medical facilities. Outside of downtown, this is one of the largest concentrations of jobs and economic activity along the corridor. It is also the proposed terminus of the downtown streetcar extension.

The area's daytime population of workers and students thins out at night as most commute in from elsewhere. The area also maintains a suburban development pattern with large blocks, surface parking lots, and little street activity and retail.

MCA is currently undergoing an expansion following its campus master plan. There is an opportunity to further expand upon MCA and Texas Tech's plans and transform this area into a 24-hour complete neighborhood.

The trail along the Franklin Canal should be continued through this area to connect to the larger trail network. Surface parking lots should be redeveloped into mixed-use buildings, including housing for students. City owned parcels in this area can also be redeveloped to serve multiple functions and to catalyze further investment. A new main street can be created along El Paso Drive with shops and restaurants lining a newly redesigned El Paso Drive.

Washington Park should be enhanced with new paths and lighting. Rain gardens or a multi-functional detention facility can be integrated into the open fields to help manage flooding in surrounding neighborhoods. Pedestrian-scale lighting and street trees should be installed in surrounding streets, especially along Dunne Avenue. A neighborhood park master plan is recommended to come up with a community-led vision and plan for the park.

FOX PLAZA

Fox Plaza is a large and successful retail shopping center with many businesses. However, the shops are separated from the Brio transit stop with a large expanse of pavement. With infill development, this area can become a complete center that could support Texas Tech and the medical center. A coordinated and planned redevelopment can insert walkable urbanism overtime while maintaining existing businesses and buildings.

RECOMMENDED PUBLIC INVESTMENTS

1. Improve key intersection along Alameda with an emphasis on creating safer intersections and crossings at Brio stations.
2. Support the construction of an urban trail along the Franklin Canal connecting the MCA, Texas Tech, and Fox Plaza to the regional trail network.
3. Redesign El Paso Drive with wider sidewalks, street trees, and on-street parking to support walkable, mixed-use development on adjacent properties.
4. Redevelop city-owned properties in the area as mixed-use development through public-private partnerships or other methods. These should include affordable housing.
5. Extend the El Paso Streetcar to MCA and Fox Plaza, possibly creating a loop from Alameda, to El Paso Drive, and Paisano Drive.

RECOMMENDED INCENTIVES AND REGULATIONS

1. **Update FLUM Sector Designation and Zoning**

   Update FLUM sector designation, zoning and development regulations as needed to implement incremental redevelopment.

2. **TIRZ Funding**

   Utilize tax increment financing to help pay for the public investments.

CIVIC CAMPUS

Civic uses, such as the MCA, encompass large areas of land and serve unique functions that stand apart from the surrounding urban fabric. In designated and limited locations, a civic campus can provide a break in the typical surrounding development pattern with uses that cannot easily be accommodated elsewhere.

MCA and Fox Plaza Illustrative Plan

EL PASO STREET-FRANKLIN CANAL TOD

Transit-Oriented Developments address many of the concerns found in the Study Area: Mix of Housing, Walkability, and Redevelopment Opportunities.

Focusing on one of the corridor's most vital areas, this proposed TOD takes advantage of the high concentrations of existing uses. The area includes a hospital district, the Texas Tech medical campus, and other auxiliary uses. There are also large vacant and underutilized parcels for redevelopment.

1. **New Student Housing:** New housing for students is made available on an underutilized parcel. The new development provides housing opportunities for students, staff, and faculty choosing to live closer to campus.
2. **New Mixed-Used Development:** New mixed-used development provides retail and housing at this important site.
3. **Urban Trail:** The canal abutting these parcels is turned into an amenity with an adjacent hike and bike trail connecting this TOD to other areas of the city. Development should front and engage the canal and trail.
4. **Plaza:** A defining public space, such as a canal-front plaza, can become a focal feature for the area and center of activity.
5. **Main Street:** Street-oriented buildings, higher density development, street trees, and wider sidewalks can transform El Paso Drive into a main street.

Rendering of what TOD could look like at this site.

Existing conditions at the proposed El Paso Street-Franklin Canal area

RETROFITTING SHOPPING CENTERS

FOX PLAZA

An incremental approach to transforming shopping centers into mixed-use transit-oriented development and neighborhood centers.

STRATEGIES FOR RETROFITTING SUBURBAN SHOPPING CENTERS

The recommended process for retrofitting suburban shopping centers into walkable, mixed-use neighborhood centers can be applied across the corridor and city. The example shown here at Fox Plaza illustrates these concepts and the possibility for transformation.

Step 1 - Start Small

Redevelopment starts with small enhancements and new infill within small portions of existing parking lots. Focus on initially creating the minimum urban experience necessary, in this case, a small plaza adjacent to the Brio station with a new building giving the plaza form and enclosure.

Step 2 - Build Upon the Initial Seeds of Urbanism

Expand upon the initial new development by adding additional adjacent buildings and beginning the creation of a new main street.

Step 3 - Increase Residential within Walking Distance of Transit

Add housing to the mix that has easy access to transit and provides patrons for surrounding businesses. The paved area behind the shopping center along the Franklin Canal is an ideal location for new apartments.

Step 4 - Continue the Process

Over time, additional portions of the site can be redeveloped. If necessary, structured parking could be provided. This strategy can be applied to other properties throughout the area.

Existing Conditions

Start with small increments.

Focus efforts towards creating a great urban experience in one area (the new main street connection from Alameda to the Franklin Canal). Even if the transformation stopped here, a great transit-oriented destination would be created.

1. Existing buildings and businesses can remain in place through an incremental approach.

2. A new "perpendicular main street" can connect the Brio station on Alameda to a future trail along the Franklin Canal.

3. Creating a safe and comfortable intersection design at Alameda and Buena Vista Street would increase access from the surrounding residential neighborhoods to the existing shopping at Fox Plaza and between the opposite direction Brio stations. As the area evolves, this crossing could also connect residents to the Franklin Canal and the new center.

4. Parking is located in mid-block locations. One of the new blocks should be designed to accommodate a structured parking garage lined with buildings if necessary.

5. Public spaces, such as plazas, should be incorporated into all TOD plans. TIRZ and other funding sources can help create high quality spaces.

6. Infill development can occur over time on surrounding properties.

7. Invest in maintenance agreements with TxDOT and identify other funding mechanisms to plant and maintain a complete network of street trees in key locations along Alameda Avenue.

Vision for incremental redevelopment of Fox Plaza and surroundings

NEW MAIN STREETS

By implementing a perpendicular main street strategy, more decisive changes can happen in comparison to what may be possible along Alameda Avenue. The city has more control over the design of local streets than state highways.

Those coming by transit would have a more welcoming arrival to the shopping center along a tree-lined street. Existing buildings and businesses remain as new buildings can be located on what is now parking. On-street parking is added and the majority of the plaza parking lot remains. New apartments along the Franklin Canal would be accessed on this new street, offering an inviting walk from the residential units to the shops and the Brio station on Alameda.

Fox Plaza Existing

1. The drive aisle is transformed into a street with wide sidewalks with room for outside dining streets trees, and on street parking.
2. Existing Fox Plaza buildings and businesses remain.
3. Apartments located along the Franklin Canal are accessed from this new main street and provide a built in base of patrons for businesses.
4. A plaza provides a place for community gatherings and events such as farmers markets.
5. Mixed-use buildings opposite the existing buildings complete the scene, creating the "outdoor room" and further enlivening the street with additional retail and housing.

A new main street within Fox Plaza

CASE STUDIES:
PERPENDICULAR MAIN STREETS:

Cities, towns and neighborhoods that were built entirely after World War II, in the suburban era, often endeavor to create a walkable center and a main street. For many it's a matter of fiscal survival because they are bedroom communities with a limited tax base. Building a main street from nothing is difficult work. The wrong street is usually picked. Municipalities pick segments of major arterials that are high-traffic (with 20,000 to 40,000 Average Annual Daily Trips) and wide (with 4 or 6-lanes and 120 feet to 150 feet of Right-of-Way). These streets host suburban-format stores built in the middle of their lots and are surrounded by surface parking. It is hard to know where to start on streets like these.

Wide streets can be walkable streets, as anyone who has seen Paris' wide boulevards and avenues will attest. And suburban retrofit, the conversion of drive-only areas to walkable areas by use of form-based coding is possible (in some cases). However, the surest approach is to work to invigorate, or create, a street that is perpendicular to a major arterial. Perpendicular main streets have visibility, thanks to the large numbers of cars on the major arterial but they also tend to be narrower (two lanes is ideal) and this means cars move more slowly and buildings are closer together, giving visitors the feeling of being within an outdoor room. These streets also tend to be under the purview of the local municipality or a developer, which allows for greater control over the design of the street and, in the case of privately owned land, the buildings on either side.

Five new, perpendicular main streets which serve as case studies include:

- Libbie Mill East Boulevard in Henrico County, VA
- Garrett Street in Glenwood Park, Atlanta, GA
- Coleman Boulevard in Frisco, TX
- New Broad Street, Baldwin Park, Orlando, FL
- Hampstead High Street, Hampstead, Montgomery, AL

These streets were designated in city plans and "right-sized" for pedestrians by narrowing or eliminating lanes and converting them to medians or sidewalks. Crosswalks, street trees, benches, lampposts, and quality paving and curbing materials were added. Street dining requires 13 feet minimum because they need five feet for people to walk and seven feet for tables, and these streets were scaled accordingly. New buildings were required to provide street-oriented architecture with glass windows, pedestrian-scale signage, and awnings or arcades.

LIBBIE MILL EAST BOULEVARD

- The developer controls both sides of the street, allowing for careful and coordinated urban design and placemaking.
- Even with good architecture, it would be difficult to create a comfortable and inviting experience along the adjacent six-lane highway.
- Shops at the intersection and along the main street have high visibility from passing traffic on the highway.
- It does not take much to create a great space. A thoughtfully designed street with street-oriented buildings along one block provide "a seed of urbanism" while ample parking remains available.

Libbie Mill East Boulevard

FOCUS AREA 4
ASCARATE PARK AND DELTA DRIVE

EXISTING CONDITIONS

Ascarate Park is the largest public-use recreational park in El Paso County with facilities for sports, picnicking, fishing and other recreational activities. While the park is located close to Alameda Avenue, there is little indication of the park along the corridor. Access to the park is also extremely limited, with only one way entrance, requiring residents to have to drive to the park, even if they live next to it.

The area around the intersection of Alameda Avenue with Delta Drive holds potential for becoming a more inviting experience for those traveling to Ascarate Park. This includes connecting the nearby Brio station to the park and bringing walkable, mixed-use urbanism to the area.

While the existing land use along Alameda Avenue is similar to much of the corridor east of the MCA, the area around the Alameda Avenue and Delta Drive intersection has the potential to become a hub of activity. This area is served by Brio, has access to the Ascarate Park, and has several opportunity sites for development, including county-owned land.

PUBLIC PROJECTS

The primary goals for this focus are to improve access to Ascarate Park and create a more complete neighborhood surrounding it.

An overall goal throughout the corridor is to expand walkable mixed-use development within walking distance (generally 1/4 mile) of Brio stations, with an emphasis on adding housing within these areas. Opportunity sites in these area, such as vacant and publicly-owned lots should be prioritized through development regulations and incentives for redevelopment.

Recommended Public Investments

1. Improve key intersections along Alameda with an emphasis on creating safer intersections and crossings at Brio stations.
2. Redesign and reconstruct the Alameda Avenue and Delta Drive intersection as described in Chapter 4- Big Idea 2.
3. Continue to be build out the Paso del Norte trail network including along the Franklin Canal and Valley Gate Lateral. Create a new trail spur to connect Alameda Avenue and the Brio station to Ascarate Park and the existing Playa Drain Trail.

Recommended Incentives and Regulations

1. **Update FLUM Sector Designation and Zoning**

   Update FLUM sector designation, zoning, and development regulations as needed to allow for the incremental redevelopment of shopping centers and auto-centric uses. This can be done through the use of a form-based code overlay district with density, parking, and other incentives.

2. **Maximize Opportunity Zone Benefits**

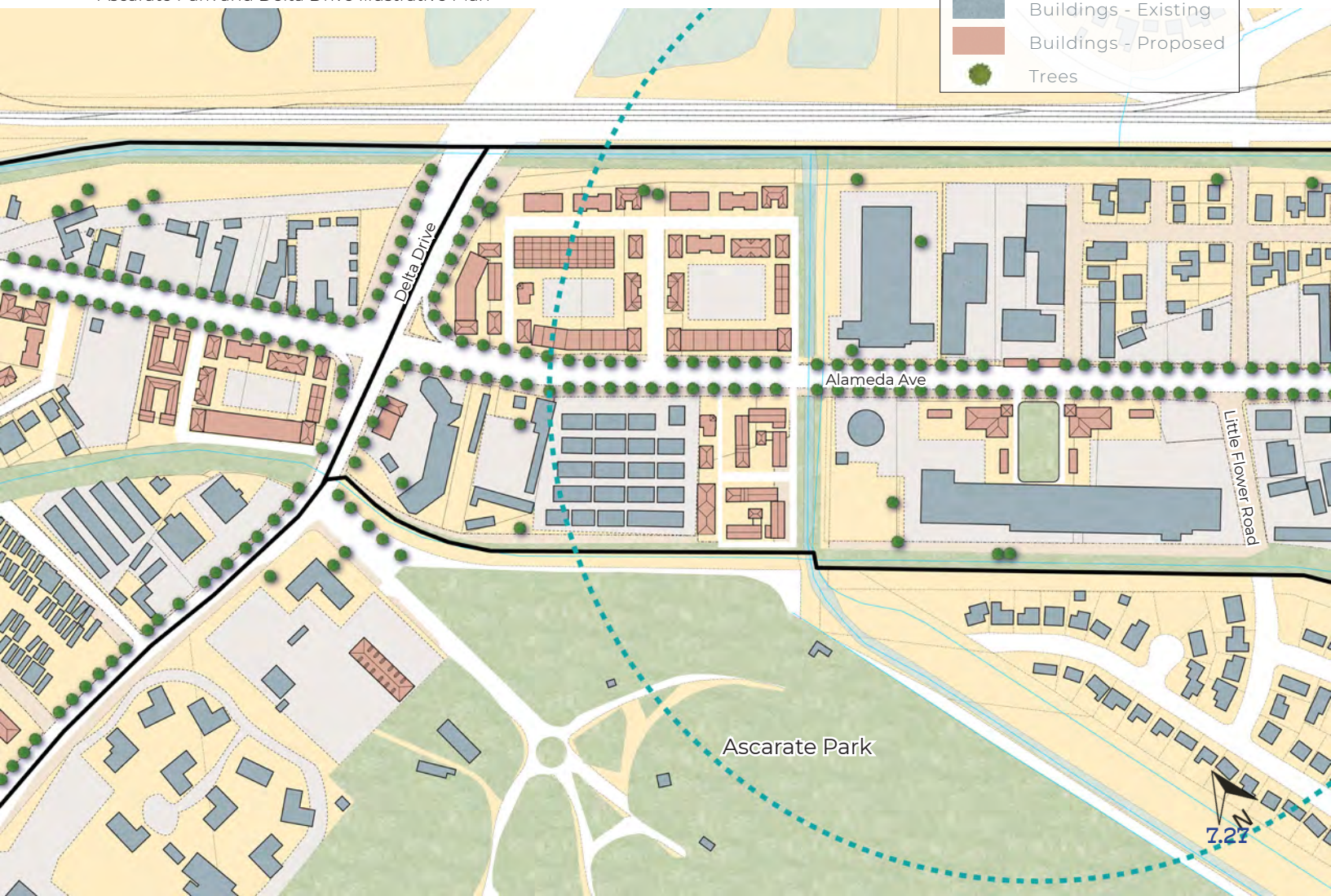
   This area is within a designated Opportunity Zone, providing tax benefits for new investment.

PRIVATE INVESTMENT

A portion of the strip mall parking lot adjacent to the Brio Station can be redeveloped to add public space and a welcoming environment for those using transit. With buildings, a public space, and shaded sidewalks connecting from the Brio station to the shops, an increment of a walkable place can be formed.

The swap meet on Delta Drive has the potential to be transformed into a more formal space that meets city regulations and can provide a location for small-scale commerce.

Ascarate Park and Delta Drive Illustrative Plan



STRATEGIC INFILL

The strategic redevelopment of key parcels adjacent to Ascarate Park can form a catalyst for the larger transformation of the Alameda Corridor.

The vision for the area around the intersection of Alameda Avenue and Delta Drive shows the strategic redevelopment of key parcels along the Alameda Corridor. Ascarate Park is an important resource and amenity for the surrounding neighborhoods. However, the existing land uses surrounding the park fail to capitalize on the important investments the city has made in the park, or on the Brio transit system.

Finding empty or underutilized properties that are ready for redevelopment is an important first step for the transformation of the neighborhood. If properly designed, these sites can form the first seeds of a new walkable mixed-use neighborhood. Getting the design of the first redevelopment right can help to send a signal to the market that there's a paradigm change in the neighborhood, and spur further redevelopment.

Investing in a permanent Flea Market/Swap Meet site can give the neighborhood another amenity in addition to the park. Investment in a large site close to Ascarate Park and to Alameda Avenue will provide further evidence of new investments in the neighborhood.

The Brio system can also be improved by providing cue jumps at the intersection with Delta Drive. This, coupled with street design improvements along Alameda Avenue will improve the experience of transit users, pedestrians, and residents alike.

Vision for strategic redevelopment adjacent to Ascarate Park

1. The existing Playa Drain Trail is an important amenity and connector for the neighborhood
2. The Proposed Franklin Drain Trail can provide additional connections to the larger community
3. Planting street trees along Alameda Ave and Delta Drive is one of the most impactful investments that can be made along the corridor.
4. Creating a destination around the Brio Station helps both the transit system and the adjacent properties
5. Redevelopment takes the form of walkable mixed-use development with a diverse mix of housing
6. Investing in a permanent Flea Market/Swap Meet location can create a regional destination and support the local economy.

FOCUS AREA 5
YSLETA

EXISTING CONDITIONS

Plan El Paso and the El Paso Mission Trail Comprehensive Plan both recognized the Ysleta area as a unique community within El Paso and envisioned it becoming a more walkable, mixed-use center.

The historic Ysleta Mission is a spectacular cultural resource and a stunning example of Spanish mission architecture in Texas. Today, the area surrounding the Mission is underutilized and features aging parking lots and many buildings close to the end of their usable life spans.

The construction of the Nestor A. Valencia Mission Valley Transfer Center has brought transit service to the area, improving its connection to the rest of the city. Reduced automobile dependence could help lower the combined housing / transportation expenses of families desiring to live in the area. This could help to facilitate gradual incremental infill in the area over time in a format less dependent on the automobile. New residential development should be supplemented with other neighborhood-serving commercial and service uses within walkable distance.

PUBLIC PROJECTS

The investments and regulations established by the city, the Ysleta del Sur Pueblo, and their partners can help this area build upon its historic, cultural, and entertainment assets, transforming Ysleta into a more vibrant center for this area of El Paso.

Recommended Public Investments

1. Create safer crossings across Alameda Avenue, including large raised pedestrian crosswalks and intersections at locations with high pedestrian volumes.
2. Coordinate with the TxDOT and the Ysleta del Sur Pueblo on redesigning the five-point intersection of Alameda Avenue with Old Pueblo Road and Candelaria Street.
3. Continue to build out the Paso del Norte trail network connecting the Playa Drain Trail from Capistrano Park to the Ysleta Mission and Pavo Real Recreation Center.
4. Upgrade Socorro Road

   The El Paso Mission Trail Comprehensive Plan provides a vision for a redesigned Socorro Road and streetscape better fitting the unique historic and living culture of the area. The proposed design would also promote pedestrian activity and new development to serve area residents and attract new visitors to the growing destination.
5. Create a public parking garage to reduce the need for providing parking on every individual lot and to open surface parking lots up for development. The city could partner with local major landowners to construct the parking garages to free up surface parking lots for redevelopment. The garage could serve numerous entities including parking for area destinations, new residential development, and park-and-ride.
6. Establish a Mission Valley Trolley / Circulator Bus in coordination with Socorro and San Elizario to connect the missions to the Valencia Mission Transfer Center.

Recommended Incentives and Regulations

1. **Update Zoning**

   Update zoning and development regulations as needed to allow for the development of walkable, mixed-use urbanism. New regulations could help larger lots densify with courtyard buildings. This could include the application of the city's SmartCode.

2 Incorporate traditional Tigua designs and styles into street design and architectural guidelines in coordination with the Pueblo.

3 **Create a Public Improvement District**

The PID can establish a dedicated funding source and prioritize the projects that will have the biggest impact. It also would serve as an entity to provide greater services to the area.

4 **Explore the possibility of Creating a new TIRZ Zone**

A TIRZ could help support and finance the construction of public projects and assist in the redevelopment of key sites.

PRIVATE INVESTMENT

Ysleta is already a growing cultural and entertainment destination that has the potential to provide both a complete experience for visitors and a "basecamp" for excursions into the rest of the Mission Trail.

Without the need for as many surface parking lots businesses can fill in vacant storefronts and new businesses and homes can infill small lots. Historic buildings can be repurposed and new uses brought in without having the constraints of needing to provide parking on-site.

New uses in the area could include a hotel that serves the Speaking Rock Entertainment Center.

THE EL PASO MISSION TRAIL COMPREHENSIVE PLAN

The city and its partners should continue to implement elements of the El Paso Mission Trail Comprehensive Plan in Ysleta, including street design improvements along Alameda Avenue and Socorro Road (as shown here).

Socorro Road Existing Streetscape at Southside Road

Socorro Road Proposed Streetscape at Southside Road

REIMAGINING THE YSLETA MISSION AREA

The historic Ysleta Mission at the heart of a walkable, sustainable, transit-oriented neighborhood.

1 Historic Ysleta Mission

The Ysleta Mission is a small enclave of buildings separated from the surrounding suburban community by walls. This helps to keep the Mission and its grounds intact while the community develops around it.

2 Nestor A. Valencia Mission Valley Transfer Center

The transfer center allows people to easily visit the historic mission from various points around the city and establishes the base for transit-oriented development.

3 New Public Parking Garage(s)

There are several locations where structured parking can be located to free up surface parking lots for new development.

4 Pedestrian Street and Plaza

Old Pueblo Drive is transformed into a pedestrian street as it approaches a redesigned intersection and plaza at Alameda Avenue. Visitors to the Mission and Speaking Rock Entertainment Center who arrive by car can park in the garage and then travel down the pedestrian street and plaza to reach their destination.

5 Redesigned Intersections

Special paving patterns should be used to mark gateways to the community and alert motorists they are entering a special area where they need to be more aware of pedestrians and cyclists.

Ysleta / Zaragoza Area: What-If?

6 New Hotel

A new hotel can supplement the existing entertainment destination.

Ysleta / Zaragoza Area: Existing Conditions

ALAMEDA AVENUE IN THE YSLETA TOD DISTRICT

The Ysleta Community is one of the city's most culturally significant and historic. The Nestor Valencia Transfer Center, built in 2010, serves as the eastern terminus of the Brio Alameda Line and serves as the backdrop of a potential TOD district.

Ysleta is at the eastern boundary of the Alameda corridor and includes several key elements that can help create a TOD district. One, the Nestor Valencia Transfer Center is at a key intersection at Alameda Avenue and Zaragoza Road. The area includes the Ysleta Mission, the Tigua Pueblo's Speaking Rock, and easy access to the historic Socorro Road. Some buildings immediately adjacent to the transfer center are street-oriented and provide the infrastructure for a great walkable area. The following images illustrate a potential transition from the current conditions to a complete TOD environment.

Above: Existing Conditions.

1 CURRENT CONDITIONS

The conditions include low-density development with many surface parking lots fronting Alameda. There are also several blocks of street-oriented buildings. The streetscape includes narrow sidewalks and landscaping.

2 PHASE 1

In the first phase there are public improvements that begin to narrow the street (reducing traffic speed) and create a friendlier pedestrian realm. The improvements include wider sidewalks, re-stripping of the traffic lanes, on-street parking, and human-scale streetlights.

3 PHASE 2

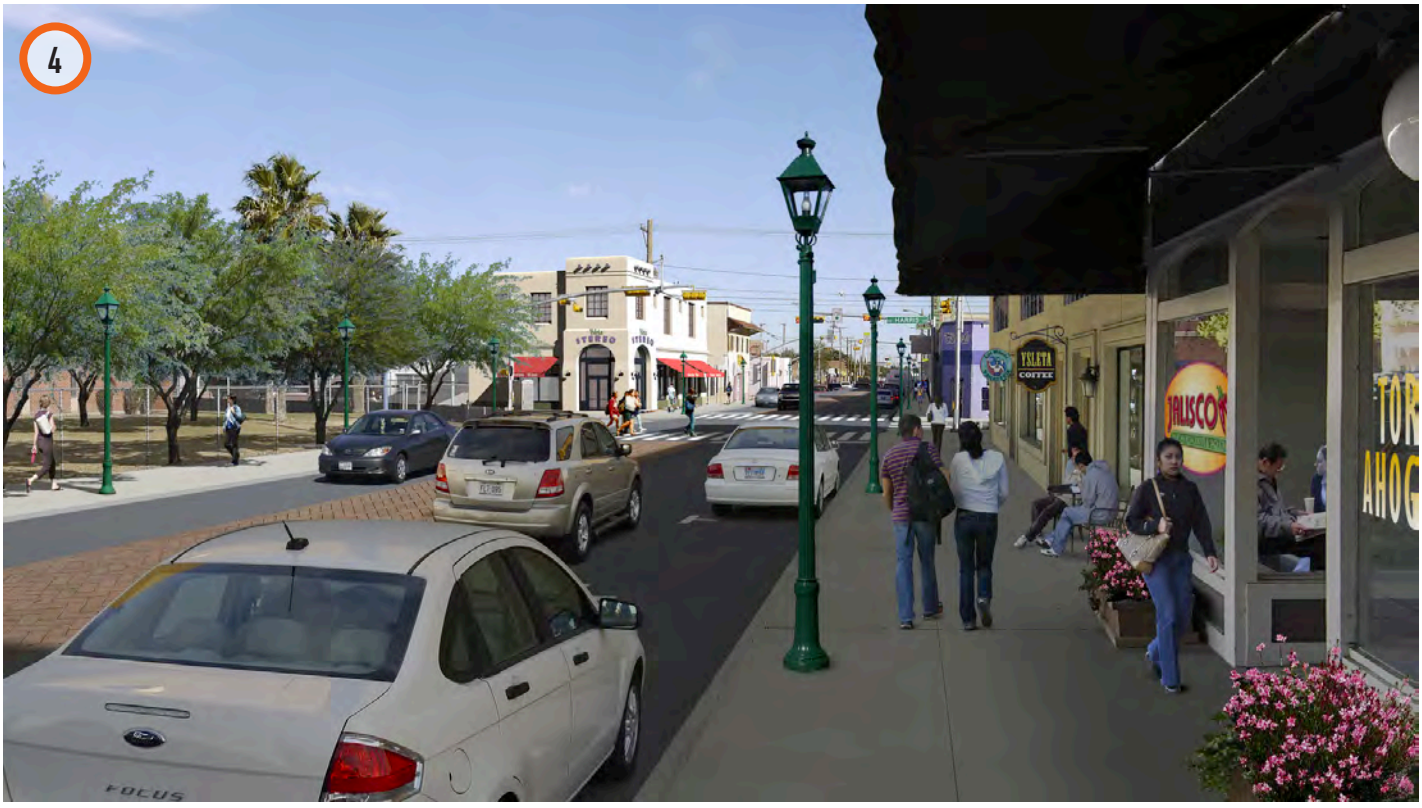
The second phase begins to see private sector improvements. We begin to see higher density buildings that begin to shape the public realm and street trees and landscaping beautifying the streetscape.

4 FINAL PHASE

The complete transition includes more street-oriented buildings with large and clear windows, additional landscaping, parking behind the buildings, and shade canopies protecting pedestrians from the elements. This type of built-environment encourages more walkable spaces.

CONNECTION TO SOCORRO ROAD:

The area depicted in these images is less than 1000 yards from the historic Socorro Road, which extends to the San Elizario Presidio. The Ysleta TOD could serve as a gateway to the missions and all of the great amenities found along Socorro Road. More information can be found at El Paso County's Mission Trail Comprehensive Plan.



Above: Potential Transit-Oriented Development; shown as completed with all amenities.

FOCUS AREA 6
MISSION TRAIL / AGRICULTURE

EXISTING CONDITIONS

The area east of 375 begins to transition to a more rural environment, although it is quickly developing into industrial parks and suburban sprawl. There still remain patches of agricultural land although much of the land is currently designated for industrial development.

PRIVATE INVESTMENT

Portions of this remaining open space could be preserved through various easements as working agricultural land. Possible uses of the agricultural land could include vineyards, u-pick farms, or community supported agriculture (CSA) farms.

PUBLIC PROJECTS

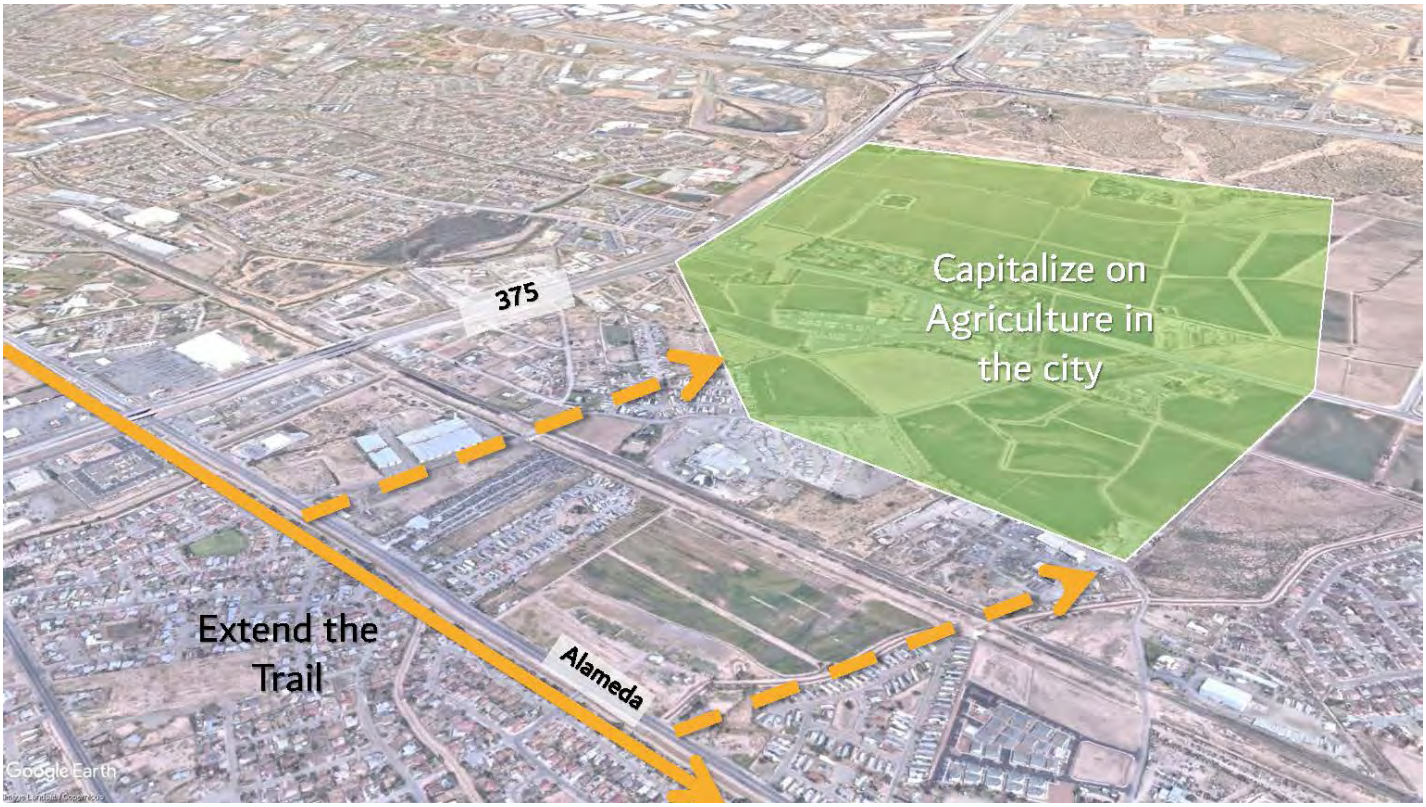
Recommended Public Investments

1. Create safer crossings across Alameda Avenue, especially at trail crossings.
2. Continue to be build out the Paso del Norte trail network. The continuation of the Paso del Norte trail would provide access to these areas through a network of lateral trails.

Recommended Incentives and Regulations

1. **Update Zoning**

   Update zoning and development regulations as needed allow for the development of walkable, mixed-use urbanism.



View of remaining agricultural land near the Alameda Corridor in El Paso.

CASE STUDIES:
LOCAL FOOD PRODUCTION:

SANDYWOODS FARM (TIVERTON, RI)

Local Food Production at Sandywoods Farm, An Agri-Art Community

Sandywoods Farm in Tiverton, Rhode Island, is a unique arts and agricultural community which includes 50 affordable units for rent, 25 market-rate lots for sale, a Community Supported Agriculture (CSA) program, and roughly 150 acres of land reserved for a working farm and open space. The farm and open space were dedicated to the Nature Conservancy, a national conservation non-profit, to keep the woods preserved in perpetuity. Power is provided to residents by a 250kW wind turbine on site. The community opened in 2010 near the crossroads of Bulgarmarsh Road and Crandall Road in bucolic Tiverton. The village was a collaboration by local property owners and two non-profit housing developers: Church Community Housing Corporation and RI Housing.

The farm and communal garden grow a range of vegetables for co-op consumption, for sale to Sandywoods' residents and the greater community, and for donation to a soup kitchen. Local agriculture improves the environment by lowering the amount of fossil fuels that must be devoted to processing and shipping fruits and vegetables long distances. Organic, small-scale agriculture can improve the environment by protecting watersheds from the chemical run-off that is typical of large-scale, conventional industrial farming. Producing food close to home keeps food dollars local. It also ensures that the produce will be fresh and retain more of its nutrients, improving the health of the local community.

CSAs are jointly owned by the members of a community who receive a fresh mix of locally-grown fruits, herbs, and vegetables. Most items are made available to CSA members the day they are harvested to insure peak flavor, ripeness, and nutrition. CSA farms often involve a small full-time staff with CSA members volunteering their time. This keeps the full-time staff small and gives participants a shared community activity and an understanding of the food they eat. CSA members assist with the routine tasks of planting, harvesting, and preparing the crops for distribution. Farm staff supervises the work and assumes the specialized tasks involving farm machinery and livestock.

At its smallest scale, a CSA could consist of a single tenant-farmer raising free-range livestock on pasture land that productively maintains the community's long-views. Larger CSAs provide fresh produce to hundreds of members and have summer camps and educational experiences for local schoolchildren.

Forerunners to CSAs began in the early 1960s in Germany and Japan and there are now over 2,000 cooperative farming partnerships in the United States alone. The Serenbe community, outside Atlanta includes a 25-acre CSA which features an acclaimed restaurant serving CSA produce. The farmhouse restaurant shares the traditional architectural vernacular of the entire community, with front-porch homes and hidden parking. Serenbe hosts festivals, wine-tastings and culinary competitions, and has become a weekend destination for Atlanteans.


DELTA
AUTO GLASS
DELTA
AUTOGLASS

8 IMPLEMENTATION

This chapter provides the detailed steps on how to implement the plan's 5 Big Ideas. The chapter lays out specific activities which the City of El Paso and others should undertake in the coming years to address community concerns and priorities.

1. HOW THIS PLAN WILL BE IMPLEMENTED

2. IMPLEMENTATION MATRIX

HOW THIS PLAN WILL BE IMPLEMENTED

This plan lays out a framework for a coordinated approach to create transit oriented development and general improvements along the Alameda corridor based on the vision created during the public input process.

In the immediate term, the plan calls for public sector strategies and action items to be implemented to establish the groundwork and process to support new investment in walkable communities along Alameda, building upon the city's investment in the Alameda Brio route. Over the longer term, much of what the plan entails is to be carried out by private entities as individual properties are developed over time, supported by city capital improvements and incentives.

FLEXIBILITY IS KEY

The plan is designed to be flexible. The illustrative plans and renderings provide a guiding vision to work towards and highlight the critical design strategies and policies intended to help realize this vision. As properties within the plan area develop, each will be able to refine the plan for their property to meet their needs and to account for changing economic conditions and market demand.

For these reasons, the plan will not be implemented exactly as it is drawn, but the important characteristics of walkable, mixed-use, transit-oriented development will be.

> In the study of communities, we find that two types of actions have been crucial to achieving desirable outcomes: long-term planning and a willingness to reconsider one's values. Communities work to identify values and then let those values guide action. When a community's energies are guided by a plan, every new public and private investment is more likely to add to quality of life and not detract from it. Always have a plan, but recognize that the conversation, the act of planning itself, is the most important part.

IMPLEMENTATION MATRIX

The following implementation matrix organizes strategies and actions by the plan's five Big Ideas. Each action is accompanied with additional information. This includes capital improvements, programs, ordinances, regulations, and further studies to implement the plan.

Action:
Description of policy, program, project, or step that should be taken.

Responsible Party:
Agency, Department, or Organization that is most likely to lead or coordinate work on the Action.

Plan Reference:
The location in the plan where the Action or supporting ideas are found.

Investment Sector:
Where along the corridor this Activity is to occur.

Time Frame:
When the Action should be initiated, defined as:

- **Ongoing:** Currently underway
- **Immediate**: Within 1 year of plan adoption
- **Near-Term:** 1 to 3 years from plan adoption
- **Mid-Term:** 3 to 8 years from plan adoption
- **Long-Term:** More than 8 years from plan adoption

Type:
Categorizes actions by: City Policy / Regulations, Capital Improvements, City Programs / Services, and Planning Studies

Estimated (Est.) Cost:
The estimated cost for implementing an action, defined by:

-	No City borne costs
$	< $100,000
$$	$100,000 – 500,000
$$$	$500,000- 1,000,000
$$$$	> $1,000,000

BIG IDEA 1 - CREATE COMPLETE & HEALTHY NEIGHBORHOODS WITH A VARIETY OF HOUSING CHOICES

ACTION	RESPONSIBLE PARTY	
Goal 1.1: Increase Housing Options Along the Corridor		
Strategy: Study the Corridor		
Action 1.1.1: Conduct a Housing Market Analysis focusing on Texas Tech students to determine the need for housing for students, employees, and faculty near the MCA.	Capital Improvement-Planning Department	
Action 1.1.2: Conduct a survey of vacant parcels and homes on Alameda Corridor to provide diverse housing options for different types of user groups.	Capital Improvement-Planning Department	
Strategy: Promote a Mix of Residential Building Types		
Action 1.1.3: Perform an audit of the existing zoning code and land development regulations.	Capital Improvement-Planning Department	
Action 1.1.4: Ensure that residential density controls are calibrated to allow for missing middle housing types including townhouses, duplexes, fourplexes, cottage courts, accessory dwelling units, and small apartment buildings.	Planning & Inspections Department	
Action 1.1.5: Provide a variety of pre-approved building plans for various missing middle housing types to support small developers. These pre-approved plans should incorporate flexibility in terms of style and have a toolkit of parts to ensure variety and a level of customization.	Planning & Inspections Department	
Action 1.1.6: Allow ADUs by-right for all residential zoning. Create a selection of pre-approved ADU plans that property owners can utilize to reduce the design cost and approvals process.	Planning & Inspections Department	
Action 1.1.7: Reduce the Minimum Unit Size. Allow for micro-units or small apartments of 250 to 350 square feet to provide lower cost options.	Planning & Inspections Department	
Action 1.1.8: Eliminate minimum lot sizes. Other zoning and building code requirements will guide lot size.	Planning & Inspections Department	
Action 1.1.9: Update Zoning for Walkable, Mixed-Use Urbanism. Adopt new zoning for existing neighborhoods that may be located outside of the Brio pedestrian sheds. This could include Form-Based codes and overlay districts.	Planning & Inspections Department	
Action 1.1.10: Create Station Area Plans. Tie updated zoning to station area plans to establish a framework for walkable development within focused transit-oriented areas. This concept is examined in more detail in Chapter 6 - Big Idea 4.	Capital Improvement-Planning Department	
Action 1.1.11: Adopt Zoning for Walkable, Mixed-Use Urbanism.	Capital Improvement-Planning Department	
Action 1.1.12: Expedite and simplify the project approval process for infill projects. Establish clear criteria for the standards that must be met to qualify.	Planning & Inspections Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.3.17	Tier 3	Immediate	Planning Study	$
	p.3.28	Corridor-Wide	Immediate	Planning Study	$
	p.3.30	Corridor-Wide	Immediate	Planning Study	$
	p.3.30	Tiers 1, 2, 3 & 4	Immediate	City Policy / Regulations	$
	p.3.30	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$
	p.3.30	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.3.30	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.3.30	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.3.30	Tier 5	Near-Term	City Policy / Regulations	$
	p.3.27	Tier 3	Near-Term	Planning Study	$
	p.3.27	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$
	p.3.30	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$

ACTION	RESPONSIBLE PARTY	
Strategy: Implement Transit-Oriented Development (TOD) at Brio Stations		
Action 1.1.13: Introduce Transit Oriented Development (TOD) by integrating higher density uses around the bus network stations.	Capital Improvement-Planning Department	
Action 1.1.14: Develop City-Owned Parcels Through a Public-Private Partnership (PPP) or Joint Development. Consider first leasing public land through a long-term ground lease utilizing a Public-Private Partnership model to develop mixed-income housing (developer requirement to include affordable housing and non-residential space).	Capital Improvement - Real Estate Department	
Action 1.1.15: Eliminate Minimum Parking Requirements	Planning & Inspections Department	
Action 1.1.16: Utilize TIRZ TIF Funds to Construct Public Infrastructure and Open Space for affordable housing developments - Subsidize the construction of public infrastructure such as public streets and utilities, as well as the creation of open spaces including parks and plazas that meet plan goals.	TIRZ Boards	
Strategy: Promote Infill Development		
Action 1.1.17: Develop an incentives infill development policy specifically for the Alameda Corridor. Incentives for Alameda can include similar ones to existing policies but with lower investment amount requirements to attract small-scale developers.	Capital Improvement-Planning Department	
Strategy: Promote Adaptive Reuse		
Action 1.1.18: Create a development and construction toolbox for adaptive reuse projects. Tools can include information on the International Existing Building Code, construction materials, market analysis, parking reductions, green infrastructure and how to obtain entitlements.	Community Development Department	
Action 1.1.19: Utilizing a proactive approach, the city should identify 2-3 existing structures for adaptive reuse. City can work with the property owners to get them from start to completion and provide technical assistance in the entitlement process, financing, and construction.	Community Development Department	
Action 1.1.20: Implement a city fund to support upgrades and rehabilitation of older multi-family housing along with limits on rent increases.	Community Development Department	
Action 1.1.21: Reduce minimum parking requirements for the adaptive reuse of historic buildings.	Planning & Inspections Department	
Action 1.1.22: Consider incorporating special building code standards for historic buildings, such as the International Existing Building Code.	Planning & Inspections Department	
Goal 1.2: Maintain Housing Affordability Along the Corridor		
Action 1.2.1: Promote the use of Federal LIHTC for development along the corridor and provide assistance to developers to navigate the process.	Community Development Department	
Action 1.2.2: Promote the use of New Markets Tax Credits (NMTC) for development along the corridor and provide assistance to developers to navigate the process.	Community Development Department	
Action 1.2.3: Utilize TIRZ TIF funds to incentivize affordable housing.	TIRZ Boards	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.3.26	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$
	p.3.36	Tiers 1, 2 & 3	Mid-Term	Capital Improvements	$$$$
	p.3.27, 3.32	Tiers 1, 2 & 3	Immediate	City Policy / Regulations	-
	p.3.35	Tiers 1, 2 & 3	Near-Term	City Policy / Regulations	$$$ - $$$$
	p.3.28	Corridor-Wide	Immediate	City Policy / Regulations	$
	p.3.32	Corridor-Wide	Immediate	City Programs / Services	-
	p.3.32	Tiers 1, 2 & 3	Near-Term	City Programs / Services	-
	-	Corridor-Wide	Immediate	City Programs / Services	$$$
	p.3.32	Corridor-Wide	Immediate	City Policy / Regulations	-
	p.3.32	Corridor-Wide	Immediate	City Policy / Regulations	$
	p.3.35	Corridor-Wide	Immediate	City Programs / Services	-
	p.3.35	Corridor-Wide	Immediate	City Programs / Services	-
	p.3.35	Tiers 1, 2 & 3	Near-Term	City Policy / Regulations	$$$-$$$$

ACTION	RESPONSIBLE PARTY	
Action 1.2.4: Explore options to reduce or eliminate impact fees in accordance with state law, especially for projects that include affordable housing. This can take many forms, from decreasing the fees for all units in the project to eliminating the fees for the affordable units.	Planning & Inspections Department	
Action 1.2.5: Provide Low Cost Land in Exchange for Affordable Housing Units by providing land to a developer or community land trust at a low cost in exchange for the provision of affordable housing units and other community benefits.	Community Development Department	
Action 1.2.6: Strategically acquire land within 1/4 mile of Brio stations for dense housing options as part of Land Banking strategy.	Community Development Department	
Action 1.2.7: Consider partnering with a non-profit developer and/or community land trust (CLT) to construct permanently-affordable housing and commercial/ maker-space on city-owned parcels. These parcels can be donated or sold or leased at a discounted rate in return for the provision of permanently affordable housing.	Community Development Department	
Action 1.2.8: Coordinate with Housing Opportunity Management Enterprises (HOME) on development on publicly-owned land to help provide permanent affordable housing.	Community Development Department	
Action 1.2.9: Expand the Housing Choice Voucher Program. Permit renters to use the Housing Choice Voucher Program (Section 8) for all units within projects developed in partnership with the city.	Department of Community and Human Development	
Action 1.2.10: Projects developed in partnership with the city should limit short-term rentals to ensure the publicly supported housing is serving El Paso residents' housing needs.	Planning & Inspections Department	
Action 1.2.11: Protect Existing Residential Tenants. Ensure any residential renters or tenants that are displaced due to development in partnership with the city are offered displacement compensation and right of return.	Community Development Department	
Goal 1.3: Focus on Creating a Healthy Community		
Action 1.3.1: Implement physical changes in infrastructure like creating bike lanes, fixing sidewalks, and increasing lighting in existing neighborhoods to contribute to the overall health of the community.	Capital Improvement-Planning Department	
Action 1.3.2: Incorporate universally accessible design elements and techniques to ensure inclusivity.	Capital Improvement-Planning Department	
Action 1.3.3: Improve access to healthy food options and health care by attracting supermarkets and pharmacies along the entire corridor.	Community Development Department	
Action 1.3.4: Incentivize the development of small grocery stores to be embedded within existing neighborhoods.	Economic Development Department	
Action 1.3.5: Partner with El Paso County to utilize the Healthy Food Financing Initiative funding to develop more grocery stores and healthy food options along Alameda.	Community Development Department	
Action 1.3.6: Create a safer public realm for pedestrians. This includes filling in the gaps in sidewalks, ensuring appropriate lighting where necessary, and creating landscaped parkways that can protect pedestrians from vehicular traffic.	Capital Improvement Department and TxDOT	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.3.35	Corridor-Wide	Immediate	City Policy / Regulations	-
	p.3.36	Tiers 1, 2, 3 & 4	Mid-Term	City Programs / Services	$$$$
	p.3.36	Tiers 1, 2, 3 & 4	Mid-Term	City Programs / Services	$$$$
	p.3.36	Tiers 1, 2, 3 & 4	Mid-Term	Capital Improvements	$$$$
	p.3.36	Tiers 1, 2, 3 & 4	Mid-Term	City Policy / Regulations	-
	p.3.37	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.3.37	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.3.37	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.3.45	Corridor-Wide	Near-Term	Capital Improvements	$$$$
	p.3.45	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.3.45	Corridor-Wide	Near-Term	City Programs / Services	$
	p.3.45	Corridor-Wide	Immediate	City Policy / Regulations	$
	p.3.45	Corridor-Wide	Immediate	City Programs / Services	$$
	p.3.45	Corridor-Wide	Long-Term	Capital Improvements	$$$$

ACTION	RESPONSIBLE PARTY	
Goal 1.4: Create Street-Oriented Architecture		
Action 1.4.1: Establish Urban Design Guidelines for Walkable Neighborhoods. These can be optional and incentivized for new development outside of station areas.	Planning & Inspections Department	
Action 1.4.2: Establish Urban Design Standards. These should be integrated with updated TOD zoning.	Planning & Inspections Department	
Goal 1.5: Develop More Trails and Parks Within the Study Area		
Action 1.5.1: Prioritize the segments that are along Alameda of the Paso del Norte Trail system. Working with the Paso del Norte Health Foundation, the El Paso Metropolitan Organization, and Texas Department of Transportation, the City should first develop the proposed trails inside the study area.	Capital Improvement Department	
Action 1.5.2: Identify areas for new parks and open space opportunities that can connect to the Paso del Norte trails. At the minimum, connect existing and proposed trails to existing parks and recreation centers.	Capital Improvement Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p. 3.14	Tier 5	Near-Term	City Policy / Regulations	$
	p. 3.14	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$
	p. 5.12	Corridor-Wide	Immediate	Capital Improvements	$$$$
	-	Corridor-Wide	Immediate	City Programs / Services	$$$$

BIG IDEA 2 - REIMAGINE STREETS AS GREAT PUBLIC SPACES, ENHANCE MOBILITY, AND INCREASE CONNECTIVITY

ACTION	RESPONSIBLE PARTY	
Goal 1: Reduce Vehicle Miles Traveled (VMT)		
Action 2.1.1: Conduct a citywide modeshare analysis that shows current modeshare on major corridors, including Alameda.	Capital Improvement Department	
Action 2.1.2: Based on the analysis results, establish VMT reduction benchmarks for year 1, 2, 5, 10 and 25 and determine locations along Alameda Avenue to prioritize VMT reduction policies and strategies such as dedicated bus lanes and other recommendations outlined in the report.	Capital Improvement Department	
Action 2.1.3: Conduct a zoning update that reduces parking requirements for existing and new developments under 20,000 sf and/or within a ten minute walk of an existing or planned transit stop (Brio Station, El Paso Streetcar Station, Sun Metro Transit Center)	Planning Department	
Goal 2: Improve Transit Access and Service		
Action 2.2.1: Create a transit modeshare goal, tied to modeshare targets identified in Action 2.1.1.	Capital Improvement Department, Sun Metro	
Action 2.2.2: Enhance headways for Brio Stations - Provide maximum headways of 7-10 minutes for all Brio stations along the Alameda Corridor. Operate higher levels of service along higher density segments.	Sun Metro	
Action 2.2.3: Conduct a bus improvement study that examines ridership and headway patterns along Alameda to determine locations along Alameda Avenue that would benefit from dedicated bus lanes, queue jumps, and signal priority.	Capital Improvement Department, TxDOT, Sun Metro	
Action 2.2.4: Utilize information gathered as part of the Alameda Bus Improvement Study to adopt a phasing plan for the construction of dedicated lanes, queue jumps and signal improvements, to be coordinated with TxDOT.	Capital Improvement Department, TxDOT, Sun Metro	
Action 2.2.5: Support a future streetcar extension through the design of dedicated transit lanes and transit treatments at intersections where possible.	Capital Improvement Department, TxDOT, Sun Metro	
Goal 3: Improve Pedestrian and Bicycle Safety		
Action 2.3.1: Conduct a city-wide Vision Zero study to identify high crash locations, contributing factors, and characteristics of bicycle and vehicle crashes on Alameda Avenue and adjacent corridors.	Capital Improvement Department	
Action 2.3.2: Create a Vision Zero toolkit of countermeasures that can be implemented on Alameda and beyond to prioritize bicyclists and pedestrians.	Capital Improvement Department	
Action 2.3.3: Utilize information gathered as part of the Vision Zero study to adopt a phasing plan for the construction of countermeasures along Alameda and to/from surrounding communities to address the high injury and crash network.	Capital Improvement Department	
Action 2.3.4: Adopt NACTO standards to be applied to new projects and incorporated into the “City of El Paso Street Design Manual and Major Thoroughfare Plan”	Capital Improvement Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p. 4.8	Corridor-Wide	Immediate	Planning / Engineering Study	$
	p. 4.8	Corridor-Wide	Near-Term	City Policy, Capital Improvements	-
	p. 4.8	Tiers 1, 2, 3 & 4	Near-Term	City Policy/ Regulations	$
	p. 4.14	Corridor-Wide	Immediate	Planning / Engineering Study	$
	p. 4.14	Corridor-Wide	Mid-Term	City Programs / Services	$$$
	p. 4.14	Corridor-Wide	Immediate	Planning / Engineering Study	$
	p. 4.14, 4.15 - 4.19	Corridor-Wide	Near-Term	City Policy/ Regulations, Capital Improvements	$$$$
	p. 4.14	Tiers 1, 2, & 3	Near-Term	City Policy/ Regulations, Capital Improvements	$$$$
	p. 4.21	Corridor-Wide	Immediate	Planning / Engineering Study	$
	p. 4.21	Corridor-Wide	Near-Term	Planning / Engineering Study	$
	p. 4.21	Corridor-Wide	Near-Term	City Policy/ Regulations, Capital Improvements	$$$$
	p. 4.21	Corridor-Wide	Immediate	City Policy/ Regulations	$

ACTION	RESPONSIBLE PARTY	
Goal 4: Expand Pedestrian and Bike Network		
Action 2.4.1: Conduct a pedestrian improvement study of the Alameda corridor and surrounding areas to assess missing or deficient sidewalks and crosswalks.	Capital Improvement Department	
Action 2.4.2: Utilize information gathered as part of the study to adopt a phasing plan for the construction a complete network of pedestrian infrastructure along Alameda and to/from surrounding communities	Capital Improvement Department	
Action 2.4.3: Conduct a bicycle and trail connectivity study of the Alameda corridor and surrounding areas to assess missing bike lane and trail connections, intersection improvements and bicycle parking.	Capital Improvement Department	
Action 2.4.4: Utilize information gathered as part of the study to adopt a phasing plan for the construction a complete network of bicycle and trail connections infrastructure along Alameda and to/from surrounding communities and the Paso del Norte Trail.	Capital Improvement Department	
Goal 5: Incorporate the Quick-Build Methodology into Project Delivery		
Action 2.5.1: Create a Quick Build toolkit of materials and project types that are approved and adopted by public works, that can be used to advance the goals included in this report. The toolkit should include detailed design drawings for standard elements, such as curb extensions, bus lanes, bike lanes, crosswalks, and other infrastructure necessary to reach these goals.	Capital Improvement Department	
Action 2.5.2: Identify short-term pilot projects along the Alameda corridor, using the Quick Build Toolkit and based on the Vision Zero and Bicycle and Pedestrian Network studies to advance longer-term goals related to street safety and the design of public spaces.	Capital Improvement Department	
Action 2.5.3: Create a city-led program that allows nonprofits and neighborhood groups to apply for short-term projects using the tactical urbanism methodology and the toolkit created as part of Action 2.5.1.	Capital Improvement Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p. 4.21	Corridor-Wide	Immediate	Planning / Engineering Study	$$
	p. 4.21	Corridor-Wide	Near-Term	City Policy/ Regulations, Capital Improvements	$$$$
	p. 4.21, 5.12	Corridor-Wide	Immediate	Planning / Engineering Study	$$
	p. 4.21, 5.12	Corridor-Wide	Near-Term	City Policy/ Regulations, Capital Improvements	$$$$
	p. 4.8	Corridor-Wide	Immediate	Planning / Engineering Study	$
	p. 4.8	Tiers 1, 2, 3 & 4	Near-Term	Planning Studies, Capital Improvements	$$$
	p. 4.8	Tiers 1, 2, 3 & 4	Near-Term	City Programs	$$$

BIG IDEA 3 - BECOME A LEADER IN GREEN ENERGY AND SUSTAINABILITY & ADDRESS STORMWATER

ACTION	RESPONSIBLE PARTY	
Goal 3.1: Enhance Parks		
Action 3.1.1: Invest in existing parks with improvements such as trails and walkways, pedestrian-scaled lighting, shade trees along walkways, shade for playgrounds, and green infrastructure such as rain gardens or multi-functional detention ponds.	Capital Improvement-Planning Department	
Action 3.1.2: Create Neighborhood Park Master Plan for Washington Park with robust community involvement.	Capital Improvement-Planning Department	
Action 3.1.3: Create Neighborhood Park Master Plan for Riverside Park with robust community involvement.	Capital Improvement-Planning Department	
Action 3.1.4: Create Neighborhood Park Master Plans with robust community involvement for other parks along the corridor.	Capital Improvement-Planning Department	
Action 3.1.5: Identify locations for new parks in areas not currently within a 5-minute walk of a park. Refer to parks diagram on page 5.4 for possible areas for new parks.	Capital Improvement-Planning Department	
Action 3.1.6: Establish a Green Corridor along the extensive exiting canal network to link parks throughout the corridor with trails and landscaping.	Capital Improvement-Planning Department	
Goal 3.2: Expand the Trail Network and Promote Trail-Oriented Development		
Action 3.2.1: Support the implementation of the Paso Del Norte Trail Master Plan.	Capital Improvement-Planning Department	
Action 3.2.2: Create a Trail-Oriented Development Zoning, possibly an overlay within an approximately a 1/8 mile buffer of shared-use trails (outside of any transit-oriented zoning). This zoning should permit missing middle housing types, reduce parking minimums, and incentivize development to front the trail as it would a street.	Planning & Inspections Department	
Action 3.2.3: Prioritize the next segments of the Paso Del Norte Trail to construct to extend existing segments and connect to additional schools and areas well suited for transit-oriented development: Paso del Norte Trail - Ascarate Park to Ysleta High School.	Capital Improvement-Planning Department	
Action 3.2.4: Prioritize the next segments of the Paso Del Norte Trail to construct to extend existing segments and connect to additional schools and areas well suited for transit-oriented development: Paso del Norte Trail - MCA to Ascarate Park	Capital Improvement-Planning Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.5.4	Corridor-Wide	Near-Term	Capital Improvements	$$ - $$$$
	p.5.4	Tier 4	Immediate	Planning Study	$
	p.5.4	Tier 4	Near-Term	Planning Study	$
	p.5.4	Corridor-Wide	Mid-Term	Planning Study	$
	p.5.4	Corridor-Wide	Near-Term	Planning Study	$
	p.5.4	Corridor-Wide	Near-Term	Planning Study	$
	p.5.8	Corridor-Wide	Ongoing	City Policy / Regulations	-
	p. 5.9 - 5.12	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.5.12	Tier 3 & 4	Near-Term	Capital Improvements	$$$$
	p.5.12	-	Near-Term	Capital Improvements	$$$$

ACTION	RESPONSIBLE PARTY	
Goal 3.3: Integrate Sustainable Design in Standard Practice		
Action 3.3.1: Implement water conservation best management practices identified on p. 5.15 along the corridor.	Capital Improvement-Planning Department	
Action 3.3.2: Continue and enhance landscape irrigation conservation and incentives to encourage properties owners to switch from grass lawns to drought tolerant and native landscapes.	El Paso Water	
Action 3.3.3: Require developments to utilize drought tolerant and native species for the majority of landscaped areas.	Planning & Inspections Department	
Action 3.3.4: Utilize drought tolerant and native species, except where not practical, in parks and public right of ways.	Capital Improvement-Planning Department	
Action 3.3.5: Incentivize rainwater harvesting to capture and store rainwater runoff from rooftops, patios, and other impervious surfaces for later use onsite.	Planning & Inspections Department	
Goal 3.4: Become a National Leader in Renewable Energy		
Action 3.4.1: Permit accessory solar energy systems by right in all zoning districts.	Planning & Inspections Department	
Action 3.4.2: Maintain Flexibility for Building-Mounted Systems. Ensure building height regulations permit rooftop systems to exceed the roofline (possibly by 5 to 10 feet depending on district) to allow systems to achieve proper solar orientation.	Planning & Inspections Department	
Action 3.4.3: Encourage New Construction and Adaptive Reuses to Support Solar Energy Systems. Encourage buildings to be electrically wired and plumbed to support the installation of solar energy systems. Require buildings to be physically and structurally designed to support rooftop solar energy systems.	Capital Improvement-Planning Department, Planning & Inspections Department	
Action 3.4.4: Encourage cool roof designs - Encourage buildings to utilize cool roofs that are designed to reflect more sunlight than conventional roofs, absorbing less solar energy.	Capital Improvement-Planning Department, Planning & Inspections Department	
Action 3.4.5: Create a centralized resource base for financial assistance, grants, tax rebates, and other funding to help support the installation costs of accessory solar energy systems.	Community Development Department	
Action 3.4.6: Provide financial assistance and grants through the city to help support the installation costs of accessory solar energy systems.	Community Development Department	
Action 3.4.7: Provide solar energy system installation and maintenance training at local technical and vocational schools.	El Paso Independent School District	
Goal 3.5: Address Stormwater Flooding Along the Corridor		
Action 3.5.1: Coordinate Stormwater Improvements with other Infrastructure Projects. Upgrade stormwater infrastructure during street and intersection redesign projects. During the street configuration redesign process, low impact stormwater development techniques should be incorporated.	Capital Improvement-Planning Department	
Action 3.5.2: Redesign Streets and Intersections to Better Manage Stormwater and Reduce Impervious Area	Capital Improvement-Planning Department	
Action 3.5.3: Utilize Permeable Pavement to reduce stormwater runoff in public projects where possible.	Capital Improvement-Planning Department	
Action 3.5.4: Incorporate Green Infrastructure into City Design Manuals to assist during the review process and speed up approvals.	Capital Improvement-Planning Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.5.15	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.5.15	Corridor-Wide	Near-Term	City Programs / Services	$$$$
	p.5.16	Tiers 1, 2 & 3	Immediate	City Policy / Regulations	-
	p.5.16	Corridor-Wide	Immediate	City Policy / Regulations	-
	p.5.16	Corridor-Wide	Immediate	City Policy / Regulations	-
	p.5.19	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.5.19	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.5.19	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.5.19	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.5.19	Corridor-Wide	Immediate	City Programs / Services	$$
	p.5.19	Corridor-Wide	Near-Term	City Programs / Services	$$$
	p.5.19	-	Mid-Term	City Programs / Services	$$$$
	p.5.20, 5.27	Corridor-Wide	Immediate	City Policy / Regulations	-
	p.5.20, 5.27	Corridor-Wide	Ongoing	Capital Improvements	$$$$
	p.5.27	Corridor-Wide	Immediate	Capital Improvements	-
	p.5.27	Corridor-Wide	Near-Term	City Policy / Regulations	-

ACTION	RESPONSIBLE PARTY	
Action 3.5.5: Incorporate green infrastructure standards into city zoning and other land development regulations. (Title 19 Article 2 - Subdivision Standards of the city's Code of Ordinances should be revised to include a chapter on green infrastructure to allow it in all developments. Currently green infrastructure is only included in Chapter 19.26 – Alternative Subdivision/ Smart Code Designs.)	Planning & Inspections Department	
Action 3.3.6: Provide economic incentives for existing development to be retrofitted with green infrastructure such as parking lots upgraded to permeable pavement at areas of major flooding along the corridor.	Capital Improvement-Planning Department	
Action 3.5.7: Permit and encourage private developments to utilize permeable pavement where practical.	Capital Improvement-Planning Department	
Action 3.5.8: Expand the Use of Park Ponds (Stormwater Parks) to Manage Stormwater. Identify locations for new park ponds and existing ones to enhance to help manage stormwater. Direct stormwater from areas of excessive runoff to these controlled basin structures.	Capital Improvement-Planning Department	
Action 3.5.9: Transform the stormwater infrastructure adjacent to Riverside Park into a Park Pond.	Capital Improvement-Planning Department	
Action 3.5.10: Expand the Use of Park Ponds (Stormwater Parks) to Manage Stormwater. Create new park ponds and enhance existing ones to help manage stormwater as identified in a detailed engineering study identifying locations.	Capital Improvement-Planning Department	
Action 3.5.11: Incorporate medians and parkways where possible to convey or retain greater amounts of stormwater runoff. In areas of excessive runoff, a permeable subgrade should be installed with underground perforated piping to relocate the flood waters from the street to underground piping storage.	Capital Improvement-Planning Department	
Action 3.5.12: Incorporate green street, bioretention, and permeable pavement along the corridor. As segments of the corridor are redesigned, green infrastructure should be incorporated. The first segment recommended is segment 1, Texas Avenue.	Capital Improvement-Planning Department	
Action 3.5.13: Construct underground stormwater storage at areas with standing water where park ponds are not possible. The diagram on page 5.36 indicates areas along the corridor where standing water is a problem.	Capital Improvement-Planning Department	
Action 3.5.14: Add rain gardens and other green infrastructure to neighborhood parks. As parks along the corridor, such as Washington Park, are improved, green infrastructure elements should be incorporated.	Capital Improvement-Planning Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.5.27	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.5.27	Corridor-Wide	Near-Term	City Programs / Services	$$$$
	p.5.27	Corridor-Wide	Immediate	City Policy / Regulations	-
	p.5.27	Corridor-Wide	Near-Term	Planning Study	$
	p.5.30, 5.32 - 5.35	Tier 4	Mid-Term	Capital Projects	$$$$
	p.5.27	Corridor-Wide	Mid-Term	Capital Projects	$$$$
	p.5.27	Corridor-Wide	Near-Term	Capital Projects	$$$
	p.5.36	Tier 1	Near-Term	Capital Projects	$$$$
	p.5.36	Corridor-Wide	Near-Term	Capital Projects	$$$$
	p.5.36	Corridor-Wide	Near-Term	Capital Projects	$

BIG IDEA 4 - CREATE CAPACITY AND STRUCTURE FOR IMPLEMENTING THE PLAN

ACTION	RESPONSIBLE PARTY	
Goal 4.1: Zone for TOD		
Action 4.1.1: Review and update Future Land Use Map Sector Designations to support TOD in Investment Sector Tiers 1 through 4. The designations should support walkable mixed-use development and associated zoning.	Capital Improvement-Planning Department	
Action 4.1.2: Review and modify the adopted SmartCode as needed for greater and more effective use along the corridor.	Capital Improvement-Planning Department	
Action 4.1.3: Create a Detailed Master Plan for each station area in coordination with property owners and area stakeholders through a public process.	Capital Improvement-Planning Department	
Action 4.1.4: Apply a TOD zoning designation to areas surrounding the rapid transit stations and other areas identified for mixed-use urbanism.	Capital Improvement-Planning Department	
Goal 4.2: Enhance Automotive uses		
Action 4.2.1: Update Zoning and Development Regulations to require a setback for the parking lots along with a landscaped area and short garden wall that separates the sidewalk from the parking area as shown in the "Addressing the Frontage" diagrams on page 6.7. When new buildings are required, a portion should be group up to the front setback.	Capital Improvement-Planning Department	
Action 4.2.2: Encourage Use of Pervious Pavement. Car lots and other businesses with large surface parking lots should be encouraged to reconstruct their lots with pervious pavement to reduce stormwater runoff.	Capital Improvement-Planning Department	
Action 4.2.3: Provide financial incentives, such as façade improvement grants, to encourage businesses to upgrade to these new standards.	Community Development Department	
Action 4.2.4: Review Codes and Limit Noxious Uses. City codes and ordinances should be reviewed to determine if refinements are necessary to limit noxious uses near residential areas.	Planning & Inspections Department	
Action 4.2.5: Increase enforcement of existing regulations to reduce parking on sidewalks and within neighborhoods, limit noxious uses, and prevent speeding on residential streets.	Planning & Inspections Department	
Goal 4.3: Improve Historic Preservation Along Alameda		
Action 4.3.1: Review and update the city's historic preservation and conservation district zoning, rules, and other regulations to better align with historic preservation goals.	Capital Improvement-Planning Department	
Action 4.3.2: Conduct a historic survey for the Chamizal neighborhood.	Capital Improvement-Planning Department	
Action 4.3.3: Consider creating a new historic district or neighborhood conservation district in the Chamizal neighborhood through a transparent process following the 10 Steps to Establish a Local Historic District from the National Trust for Historic Preservation.	Capital Improvement-Planning Department	
Action 4.3.4: Tailor guidelines and design standards for each district	Capital Improvement-Planning Department	
Action 4.3.5: Make the most of available grants, tax incentives, and other funding resources for historic districts and buildings.	Historic Preservation Office	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.6.6	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$
	p.6.2	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.6.4	Tiers 1, 2, 3 & 4	Near-Term	Planning Study	$$
	p.6.4	Tiers 1, 2, 3 & 4	Near-Term	City Policy / Regulations	$
	p.6.8	Tiers 4 & 5	Near-Term	City Policy / Regulations	-
	p.6.8	Tiers 4 & 5	Near-Term	City Policy / Regulations	-
	p.6.8	Tiers 4 & 5	Near-Term	City Programs / Services	$$$
	p.6.8	Corridor-Wide	Immediate	Planning Study	$
	p.6.8	Corridor-Wide	Immediate	City Programs / Services	$$
	p.6.16	Corridor-Wide	Immediate	City Policy / Regulations	$
	p.6.15	Tier 2	Near-Term	Planning Study	$
	p. 6.15, 7.15	Tier 2	Near-Term	City Policy / Regulations	$$
	p.6.16	Corridor-Wide	Near-Term	City Policy / Regulations	$
	p.6.16	Corridor-Wide	Immediate	City Policy / Regulations	-

ACTION	RESPONSIBLE PARTY	
Action 4.3.6: Provide educational materials and assistance to property owners in historic districts	Historic Preservation Office	
Goal 4.4: Increase Economic Development		
Action 4.4.1: Incorporate the results of the citywide economic and market analysis being led by EPS and refine plan strategies as needed.	Capital Improvement-Planning Department	
Action 4.4.2: Promote historic preservation and historic districts as economic development.	Visit El Paso	
Action 4.4.3: Coordinate with the Downtown El Paso Management District. The western most portion of the corridor study area is located within the Downtown El Paso Management District. The city should coordinate with the DMD on infrastructure, zoning, and incentive programs along Texas Avenue and within Segment 1 of the corridor study area.	Economic & International Development Department	
Action 4.4.4: Coordinate with the El Paso Chamber to support existing local businesses and to attract and grow new businesses that can become part of mixed-use centers at station areas.	Economic Development Department	
Action 4.4.5: Consider creating Main Street Organizations in Key Locations. The Chamizal neighborhood in segment 2 of the corridor study area and Ysleta are both good candidates for the creation of Main Street Organizations. The city should coordinate with the local communities to discuss the possibility of establishing Main Street Organizations in those locations and work with the communities to support the creation of one if desired.	Economic Development Department	
Action 4.4.6: Extend the El Paso Streetcar from downtown to the Medical Center of the Americas, creating a direct connection from the MCA to the University of Texas at El Paso.	Sun Metro	
Action 4.4.7: Create a trolley or circulator bus to connect the Valencia Mission Valley Transfer Center with the missions in Socorro and San Elizario. The trolley service can be initiated for special events, festivals, and weekends to reduce congestion within popular destination areas.	Sun Metro	
Action 4.4.8: Use Public Improvement Districts (PIDs) as an economic development tool to provide services and improvements for an area that go beyond what a local government offers.	Economic Development Department	
Action 4.4.9: Establish a Public Improvement District (PID) in Ysleta.	Economic Development Department	
Action 4.4.10: Establish a Public Improvement District (PID) along portions of Texas Avenue and within Chamizal.	Economic Development Department	
Action 4.4.11: Expand TIRZ #5 to include areas along Texas Avenue.	Economic Development Department	
Action 4.4.12: Expand TIRZ #6 to include blocks around Alameda Avenue within Chamizal.	Economic Development Department	
Action 4.4.13: Establish a new TIRZ in the Ysleta area.	Economic Development Department	
Action 4.4.14: Expand tourism based on the historic quality of El Paso that sets it apart from most other destinations to attract both those interested in history and those avoiding generic places.	Visit El Paso	
Action 4.4.15: Partner with developers to encourage design and/or construction of parks and other public facilities and infrastructure projects providing community benefit.	Capital Improvement-Planning Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.6.16	Corridor-Wide	Near-Term	City Policy / Regulations	-
	p.6.18	Corridor-Wide	Immediate	Planning Study	-
	p.6.14	Corridor-Wide	Ongoing	City Programs / Services	$
	p.6.27	Tier 1	Ongoing	-	-
	p.6.27	Corridor-Wide	Ongoing	-	-
	p.6.27	Tiers 2 & 3	Near-Term	City Programs / Services	$
	p.6.28, 7.18	Tiers 1, 2 & 3	Long-Term	Capital Projects	$$$$
	p.6.28	-	Mid-Term	Capital Projects	$$$$
	p.6.21	Tiers 1, 2 & 3	Near-Term	City Programs / Services	-
	p.6.21, 6.24	Tier 3	Near-Term	City Programs / Services	-
	p.6.21, 6.24, 7.15	Tiers 1 & 2	Near-Term	City Programs / Services	-
	p.6.22, 6.24, 7.8	Tier 1	Near-Term	City Programs / Services	-
	p.6.22, 6.24, 7.14	Tier 2	Near-Term	City Programs / Services	-
	p.6.22, 6.24	Tier 3	Mid-Term	City Programs / Services	-
	p.6.14	Corridor-Wide	Near-Term	City Programs / Services	-
	p.6.28	Corridor-Wide	Near-Term	Capital Projects	$$$$

ACTION	RESPONSIBLE PARTY	
Action 4.4.16: Through Public Private Partnerships (PPPs), partner with redevelopment agencies who frequently participate in revenue sharing projects for long-term benefits.	Capital Improvement-Planning Department	
Action 4.4.17: Maximize Opportunity Zone benefits at areas within designated Opportunity Zones.	Economic Development Department	
Action 4.4.18: Update goals for redevelopment funding and projects to include mandatory set-asides for affordable housing, job opportunities for unemployed and underemployed residents of the project area, and funding for the development and rehabilitation of urban parks.	TIRZ Boards	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.6.28	Tiers 1, 2, 3 & 4	Mid-Term	Capital Projects	$$$$
	p.6.20, 7.8, 7.14, 7.26	Tiers 1, 2 & 4	Immediate	City Programs / Services	-
	p.6.22	Corridor-Wide	Immediate	City Programs / Services	-

BIG IDEA 5 - BUILD UPON EXISTING STRENGTHS AND FOCUS EFFORTS ON A FEW PLACES

ACTION	RESPONSIBLE PARTY	
Goal 5.1: Strategically Focus City Efforts		
Action 5.1.1: Adopt the Investment Sector Map to inform public and private investment priorities for transit-oriented development that maximizes the public investment already made on infrastructure, transit, and services along with where vibrant transit-oriented development is most likely to occur.	City Council	
Action 5.1.2: Review and update Future Land Use Map Sector Designations as needed to support walkable mixed-use development and associated zoning.	Capital Improvement-Planning Department	
Action 5.1.3: Update zoning to require walkable mixed-use development. Infill, missing middle, and adaptive reuse should all be permitted by-right. Buildings should be required to be street-oriented with services and access provided through existing rear alleyways and curb-cuts prohibited. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage. Parking minimums should be removed. New auto-oriented/centric uses should not be permitted. Form-based codes are an effective zoning tool for implementing such standards.	Capital Improvement-Planning Department	
Action 5.1.4: Establish clear standards in zoning and development regulations for by-right development. New developments or adaptive reuse that meet these standards should have an expedited review and approvals process. Development, application, and impact fees should be minimized for projects that meet the established standards.	Capital Improvement-Planning Department	
Action 5.1.5: Update zoning where necessary to implement the master plan. This could include the use of an optional zoning overlay, where greater development potential is provided in return for meeting the standards established by the master plan. The SmartCode Infill Community Plan is well structured to enable TOD and can be utilized here.	Capital Improvement-Planning Department	
Action 5.1.6: Create detailed master plans for each area through a public process, where they do not yet exist. These plans should include: Proposed block designs and layout, street alignments and designs, building heights, uses, public spaces including parks and plazas, and urban design guidelines or standards. Updated zoning should be tied to these plans.	Capital Improvement-Planning Department	
Action 5.1.7: Update zoning to allow and incentivize mixed-use, walkable development, including infill, missing middle, and adaptive reuse, possibly through a zoning overlay. Implement design standards to improve the frontages of existing automotive uses. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage. Developments that meet the zoning (overlay) standards should be entitled to higher densities and reduced parking requirements.	Capital Improvement-Planning Department	
Action 5.1.8: New developments or adaptive reuse projects that meet the standards should have an expedited review and approvals process. Development, application, and impact fees should be minimized for projects that meet the established standards as well.	Capital Improvement-Planning Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.7.2	-	Immediate	City Policy / Regulations	-
	p.7.4	Tiers 1, 3 & 4	Immediate	City Policy / Regulations	-
	p.7.4	Tiers 1 & 2	Immediate	City Policy / Regulations	-
	p.7.4	Tiers 1 & 2	Immediate	City Policy / Regulations	-
	p.7.5	Tier 3	Immediate	City Policy / Regulations	-
	p.7.5	Tier 3	Near-Term	Planning Study	$
	p.7.5	Tier 4	Immediate	City Policy / Regulations	-
	p.7.5	Tier 4	Immediate	City Policy / Regulations	-

ACTION	RESPONSIBLE PARTY	
Action 5.1.9: Update zoning to allow mixed-use, walkable development, including infill, missing middle, and adaptive reuse, possibly through a zoning overlay. Implement design standards to improve the frontages of existing automotive uses. Urban design standards and regulations should ensure a pedestrian-friendly and engaging frontage.	Capital Improvement-Planning Department	
Goal 5.2: Utilize Public Investments to Spur Private Development		
Focus Area 1 - Magoffin Area / Texas Ave		
Action 5.2.1: Create a public parking garage, possibly at the municipal lot on Mills Avenue between Ochoa and Virginia streets, to serve as centralized shared parking for the area. This can and reduce pressure for individual lots to park themselves and make other surface parking lots available for new development.	Capital Improvement-Planning Department	
Action 5.2.2: Develop an Urban Alleyways Program that includes an alley inventory and needs survey, and alley classification and upgrade toolkit, and a prioritization list of alleyway improvements.	Capital Improvement-Planning Department	
Action 5.2.3: Undertake one or more Urban Alleyway pilot projects to test Upgrade Toolkit measures and may deploy one or more short term "tactical urbanism" projects to test stakeholder and general public interest and acceptance. The alley along Texas Avenue, between North Campbell and North Florence streets, is one possible location for such a project.	Capital Improvement-Planning Department	
Action 5.2.4: Redesign Texas Avenue using a tactical for fast implementation and to test concepts.	TxDOT and Capital Improvement-Planning Department	
Action 5.2.5: Upgrade Texas Avenue with infrastructure improvements, transforming and modifying the tactical improvements, as needed, into a larger street redesign.	TxDOT and Capital Improvement-Planning Department	
Focus Area 2 - Chamizal		
Action 5.2.6: Improve key intersection along Alameda with an emphasis on creating safer intersections and crossings at Brio stations.	TxDOT	
Action 5.2.7: Redesign and reconstruct Alameda Avenue as outlined in Chapter 4 - Big Idea 2.	TxDOT	
Action 5.2.8: Support the creation of a new public municipal market and incubator kitchen near Stevens Street. This should also include supporting a growing culinary and food economy in the area.	Community Development Department	
Action 5.2.9: Create a pedestrian-friendly frontage along Alameda with street-oriented architecture through a grant program.	Planning & Inspections Department	
Focus Area 3 - Washington Park, Medical Centers of the Americas, and Fox Plaza		
Action 5.2.10: Improve key intersection along Alameda with an emphasis on creating safer intersections and crossings at Brio stations.	TxDOT	
Action 5.2.11: Support the construction of an urban trail along the Franklin Canal connecting the MCA, Texas Tech, and Fox Plaza to the regional trail network.	Capital Improvement-Planning Department	
Action 5.2.12: Redesign El Paso Drive with wider sidewalks, street trees, and on-street parking to support walkable, mixed-use development on adjacent properties.	Capital Improvement-Planning Department	
Action 5.2.13: Redevelop city-owned properties in the area as mixed-use development through public-private partnerships or other methods. These should include affordable housing.	Capital Improvement-Planning Department	
Action 5.2.14: Create a safe and comfortable intersection at Alameda and Buena Vista Street to increase access from the surrounding residential neighborhoods to the existing shopping at Fox Plaza and between the opposite direction Brio stations.	TxDOT	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.7.5	Tier 5	Immediate	City Policy / Regulations	-
	p.7.8, 6.28	Tier 1	Near-Term	Capital Improvements	$$$$
	p.7.12	Tier 1	Near-Term	City Programs / Services	$
	p.7.13	Tier 1	Near-Term	Capital Improvements	$$
	p. 4.30, p.7.10	Tier 1	Near-Term	Capital Improvements	$$$$
	p. 4.30, p.7.10	Tier 1	Long-Term	Capital Improvements	$$$$
	p. 4.32, p.7.14	Tier 2	Near-Term	Capital Improvements	$$$
	p. 4.28-4.29, p. 4.32-4.33, p.7.14	Tier 2	Long-Term	Capital Improvements	$$$$
	p.7.14, 7.16	Tier 2	Mid-Term	Capital Improvements	$$$$
	p.7.14	Tier 2	Short-Term	City Programs / Services	$$$
	p.7.18	Tier 3	Near-Term	Capital Improvements	$$$$
	p.7.18	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.18	Tier 3	Long-Term	Capital Improvements	$$$$
	p.7.18	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.22	Tier 3	Short-Term	Capital Improvements	$$$$

ACTION	RESPONSIBLE PARTY	
Action 5.2.15: Create a parking garage to serve as centralized shared parking for the area. This can and reduce pressure for individual lots to park themselves and make other surface parking lots available for new development.	Capital Improvement-Planning Department	
Action 5.2.16: Construct New Student Housing on underutilized parcels to provide housing opportunities for students, staff, and faculty choosing to live closer to campus.	MCA / Texas Tech / Community Development Department	
Action 5.2.17: Promote the incremental redevelopment of shopping centers to provide a greater mix of uses, include open space and residential.	Capital Improvement-Planning Department	
Action 5.2.18: Promote the creation of perpendicular main streets to provide small areas of vibrant commercial activity in a walkable, mixed-use environment.	Capital Improvement-Planning Department	
Focus Area 4 - Ascarate Park and Delta Drive		
Action 5.2.19: Improve key intersection along Alameda with an emphasis on creating safer intersections and crossings at Brio stations.	TxDOT	
Action 5.2.20: Redesign and reconstruct the Alameda Avenue and Delta Drive intersection as described in Chapter 4 - Big Idea 2.	TxDOT	
Action 5.2.21: Investing in a permanent Flea Market/Swap Meet location can create a regional destination	Capital Improvement-Planning Department	
Action 5.2.22: Create a new trail spur to connect Alameda Avenue and the Brio station to Ascarate Park and the existing Playa Drain Trail.	Capital Improvement-Planning Department	
Action 5.2.23: Increase access to Ascarate Park from surrounding neighborhoods.	Capital Improvement-Planning Department	
Focus Area 5 - Ysleta		
Action 5.2.24: Create safer crossings across Alameda Avenue, including large raised pedestrian crosswalks and intersections at locations with high pedestrian volumes.	TxDOT, Ysleta del Sur Pueblo	
Action 5.2.25: Coordinate with the TxDOT and the Ysleta del Sur Pueblo on redesigning the five-point intersection of Alameda Avenue with Old Pueblo Road and Candelaria Street.	TxDOT, Ysleta del Sur Pueblo	
Action 5.2.26: Upgrade Socorro Road	Capital Improvement-Planning Department, Ysleta del Sur Pueblo	
Action 5.2.27: Create a parking garage to serve as centralized shared parking for the area. This can and reduce pressure for individual lots to park themselves and make other surface parking lots available for new development.	Capital Improvement-Planning Department, Ysleta del Sur Pueblo	
Action 5.2.28: Incorporate traditional Tigua designs and styles into street design and architectural guidelines in coordination with the Pueblo.	Capital Improvement-Planning Department, Ysleta del Sur Pueblo	
Action 5.2.29: Transform a portion of Old Pueblo Drive into a pedestrian or shard-street leading to a new public plaza.	Capital Improvement-Planning Department, Ysleta del Sur Pueblo	
Action 5.2.30: Consider the construction of a new hotel.	Ysleta del Sur Pueblo	
Focus Area 6 - Mission Trail / Agriculture		
Action 5.2.31: Create lateral trail connections from the Paso del Norte trail to the surrounding neighborhoods and agricultural areas.	Capital Improvement-Planning Department	
Action 5.2.32: Consider preserving portions of agricultural land through various easements as working agricultural land. Possible uses of the agricultural land could include vineyards, u-pick farms, or community supported agriculture (CSA) farms.	Planning & Inspections Department	

	PLAN REFERENCE	INVESTMENT SECTOR	TIME FRAME	TYPE	EST. COST
	p.7.18, 6.28	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.20	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.22	Tiers 3 & 4	Ongoing	City Policy / Regulations	-
	p.7.24	Tiers 3 & 4	Ongoing	City Policy / Regulations	-
	p.7.26	Tier 4	Short-Term	Capital Improvements	$$$$
	p. 4.34, p.7.26	Tier 4	Mid-Term	Capital Improvements	$$$$
	p.7.29	Tier 4	Mid-Term	Capital Improvements	$$$$
	p.7.26	Tier 4	Long-Term	Capital Improvements	$$$$
	p.7.26	Tier 4	Short-Term	City Policy / Regulations	$$$
	p.7.30	Tier 3	Short-Term	Capital Improvements	$$$$
	p.7.32	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.30	Tier 3	Long-Term	Capital Improvements	$$$$
	p.7.30, 6.28	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.31	Tier 3	Immediate	City Policy / Regulations	-
	p.7.32	Tier 3	Long-Term	Capital Improvements	$$$$
	p.7.33	Tier 3	Mid-Term	Capital Improvements	$$$$
	p.7.36	Tier 5	Long-Term	Capital Improvements	$$$$
	p.7.36	-	Short-Term	City Programs / Services	$$$