

The logo consists of the lowercase letters 'j' and 'k' in a stylized, handwritten font, joined together.

Dear City of El Paso,

I'm writing in support of the proposed amendments to Title 20 (Zoning), Chapter 14 (Off-Street Parking, Loading and Storage Standards), specifically the elimination of off-street parking minimums within the Downtown, Uptown, and Surrounding Neighborhoods Master Plan areas. As a local business owner deeply invested in our city's future, I've directly experienced the potential negative impacts parking minimums can impose on small businesses and urban development.

In my role owning and managing several local venues and hosting large-scale community events, I've found that rigid parking mandates can hinder innovation, limit opportunities for entrepreneurs, and unnecessarily make investment more difficult. By removing these mandates, El Paso would encourage more efficient land use, support adaptive reuse of historic buildings, and significantly lower barriers for entry—especially for local restaurants, entertainment venues, and retail establishments that enhance our city's vibrant character.

Other cities such as Austin, Tucson, and Albuquerque have demonstrated significant economic and quality-of-life improvements following similar policy shifts. They've seen increased foot traffic, expanded small business opportunities, and healthier, more sustainable urban spaces. Concerns about congestion and parking shortages, while valid, have been effectively managed in these communities through strategic planning, improved public transit, and proactive parking management strategies.

The proposed amendments in El Paso's ordinance (Section 20.14.050.D and Section 20.14.070.B), particularly eliminating off-street parking minimums within the Downtown, Uptown, and surrounding neighborhoods, align with forward-thinking urban planning best practices. It positions El Paso as a progressive leader, ready to embrace sustainable growth and increased economic vitality.

I urge you to support these amendments, recognizing them as crucial steps toward a vibrant, livable, and economically resilient El Paso.

Sincerely,

Johnny Escakante

Owner & Operator, J&K Present