

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

**AGENDA DATE:** June 22, 2022

**PUBLIC HEARING DATE:** N/A

**CONTACT PERSON(S) NAME AND PHONE NUMBER:** Joaquin Rodriguez, 915-328-8731

**DISTRICT(S) AFFECTED:** 8, 3, 7, 6, 2

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

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

**SUBJECT:**

**DISCUSSION and ACTION** on final draft of "Onward Alameda" Corridor Plan for Alameda Avenue (SH-20) from downtown to the east side city limit.

**BACKGROUND / DISCUSSION:**

The Onward Alameda Corridor Plan seeks to gather big-picture input from the citizens of El Paso and establish a long-term vision for the future of the Alameda Corridor area and how it should evolve in the coming years. 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.

**PRIOR COUNCIL ACTION:**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

N/A

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

**PRIMARY DEPARTMENT:** Capital Improvement Department

**SECONDARY DEPARTMENT:** N/A

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

**DEPARTMENT HEAD:**

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*Yvette Hernandez*

(Yvette Hernandez, P.E.)

## **RESOLUTION**

**WHEREAS**, Goal 1.1 of the Strategic Plan for the City of El Paso (“City”) is to stabilize and expand the City’s tax base through development and redevelopment of targeted corridors; and

**WHEREAS**, Alameda Avenue has been identified as a targeted City corridor based on criteria related to environmental justice, health and safety, mobility and transportation, and economic opportunity; and

**WHEREAS**, historically, Alameda Avenue has served as a major thoroughfare for the City and is part of the “Broadway of America,” a nearly 3,000-mile route connecting the east coast and the west coast of the United States; and

**WHEREAS**, the City conducted a public outreach and engagement campaign consisting of both in-person and virtual activities along the Alameda Avenue corridor, including a virtual public orientation, a virtual and in-person weeklong charrette, an online interactive public comment mapping tool, a project website and a story map; and

**WHEREAS**, at a work session meeting on March 28, 2022, the El Paso City Council reviewed the “Onward Alameda Plan” and provided input into its final draft; and

**WHEREAS**, the El Paso City Plan Commission, at its regular public meeting on May 5, 2022, unanimously recommended the adoption of the “Onward Alameda Plan”.

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

1. That the “Onward Alameda Plan” as attached hereto be adopted as the corridor masterplan for the Alameda Avenue corridor;
2. That the City Manager, or his designee, be authorized to begin implementation of the “Onward Alameda Plan” in a manner generally consistent with the recommended strategies and policies contained within the Plan and generally consistent with the recommended implementation matrix;
3. That the adoption of the “Onward Alameda Plan” shall not commit the City of El Paso to specific funding levels or implementation strategies, but shall provide guidance for the City’s vision for the future growth of the Alameda Avenue corridor.

**(Signatures on the following page)**

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

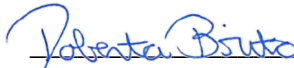
**THE CITY OF EL PASO:**

\_\_\_\_\_  
Oscar Leeser  
Mayor

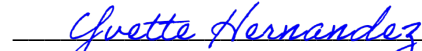
**ATTEST:**

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

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Roberta Brito  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
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Yvette Hernandez, P.E., City Engineer  
Capital Improvement Department