

# 3550 Rich Beem

City Plan Commission — August 28, 2025



**CASE NUMBER:** PZST25-00004  
**CASE MANAGER:** Jose Beltran, (915) 212-1607, [BeltranJV@elpasotexas.gov](mailto:BeltranJV@elpasotexas.gov)  
**PROPERTY OWNER:** Lawson Apartments LLC  
**REPRESENTATIVE:** Guillermo Barajas  
**LOCATION:** 3550 Rich Beem Blvd. (District 5)  
**PROPERTY AREA:** 5.45 acres  
**EXISTING ZONING:** C-1 (Commercial) – proposed to be rezoned to C-2 (Commercial)  
**REQUEST:** Special Permit and Detailed Site Development Plan approval for a ballroom  
**RELATED APPLICATIONS:** Rezoning Application PZRZ25-00009  
**PUBLIC INPUT:** Four (4) phone calls of inquiry and one (1) phone call in opposition as of August 21, 2025

**SUMMARY OF REQUEST:** The applicant is requesting a special permit and detailed site development plan approval for a proposed ballroom in a proposed C-2 (Commercial) zone district.

**SUMMARY OF STAFF RECOMMENDATION:** Staff recommends **APPROVAL** of the special permit and detailed site development plan requests for a ballroom and shopping center. The proposed development meets all the requirements of El Paso City Code Section 20.04.320 – Special Permit Approvals and Section 20.04.150 – Detailed Site Development Plan Procedures. Furthermore, the proposed development is in accordance with both the G-4, Suburban (Walkable) Future Land Use designation and *Plan El Paso*, the City's adopted Comprehensive Plan.

## PZRZ25-00009 & PZST25-00004



Figure A. Subject Property & Immediate Surroundings

**DESCRIPTION OF REQUEST:** The applicant is requesting review and approval of a special permit and detailed site development plan for a proposed ballroom in a proposed C-2 (Commercial) zone district. The subject property is approximately 5.45 acres in size. The Detailed Site Development Plan (Attachment 2) shows a proposed 26,324 square feet building to be used as a ballroom with a max height of thirty feet (30') and a proposed 15,540 square feet building to be used a shopping center with a height of thirty-five feet (35'). The detailed site development plan also includes a shopping center, which is permitted by right in a C-2 (Commercial) zone district. The development requires 210 parking spaces, including seven (7) accessible spaces as well as eleven (11) bicycle spaces. The applicant will be providing the minimum number of required parking spaces. Access to the subject property is proposed from Rich Beem Boulevard. The site plan is being reviewed for compliance with Title 20 of the El Paso City Code and is binding.

**PREVIOUS CASE HISTORY:** On April 22, 2003, City Council passed Ordinance No. 15428, that rezoned the property from R-3 (Residential) to C-1 (Commercial).

<b>COMPLIANCE WITH SPECIAL PERMIT REQUIREMENTS (EL PASO CITY CODE SECTION 20.04.320.D)</b>	
<b>Criteria</b>	<b>Does the Request Comply?</b>
1. The proposed development complies, except to the extent waived, varied or modified pursuant to the provisions of this title, with all of the standards and conditions applicable in the zoning district in which it is proposed to be located.	Yes. The detailed site development plan demonstrates compliance with all other applicable standards per El Paso City Code.
2. Furthers <i>Plan El Paso</i> and applicable neighborhood plans or policies.	Yes. The request complies with the recommendations of <i>Plan El Paso</i> and the G-4, Suburban (Walkable) Land Use designation. The proposed development will integrate with existing commercial and residential development and provide additional commercial uses that will serve the surrounding area.
3. Adequately served by and will not impose an undue burden upon public improvements.	Yes. The subject property fronts Rich Beem Boulevard which is classified as a major arterial on the City of El Paso's Major Thoroughfare Plan (MTP) and is appropriate for commercial development.
4. Any impacts of the proposed development on adjacent property are adequately mitigated with the design, proposed construction and phasing of the site development.	Yes. No impact is anticipated from the approval of the proposed special permit and detailed site development plan. The proposed development will adhere to zoning requirements and will not pose a risk to neighboring properties.
5. The design of the proposed development mitigates substantial environmental problems.	Yes. The subject property does not involve greenfield/environmentally sensitive land or arroyo disturbance.
6. The proposed development provides adequate landscaping and/or screening where needed.	Yes. The subject property will provide adequate landscaping as required per Section 18.46 of the El Paso City Code.
7. The proposed development is compatible with adjacent structures and uses.	Yes. The proposed development is compatible with other commercial uses in the area.
8. The proposed development is not materially detrimental to the property adjacent to the site.	Yes. There are no expected impacts to the adjacent properties. A fifteen-foot (15') landscaped buffer will be provided along property lines adjacent to residential zoning districts.

<b>COMPLIANCE WITH <i>PLAN EL PASO</i> GOALS &amp; POLICIES – When evaluating whether a proposed special permit is in accordance with <i>Plan El Paso</i>, consider the following factors:</b>	
<b>Criteria</b>	<b>Does the Request Comply?</b>
<p><b>Future Land Use Map:</b> Proposed zone change is compatible with the Future Land Use designation for the property:</p> <p><b>G-4, Suburban (Walkable):</b> This sector applies to modern single-use residential subdivisions and office parks, large schools and parks and suburban shopping centers. This sector is generally stable but would benefit from strategic suburban retrofits to supplement the limited housing stock and add missing civic and commercial uses.</p>	<p>Yes. The subject property and the proposed development meet the intent of the G-4, Suburban (Walkable) Future Land Use designation of <i>Plan El Paso</i>. The proposed zoning is compatible with the future land use designation as it will provide additional commercial uses that will serve the surrounding area.</p>
<p><b>Compatibility with Surroundings:</b> The proposed zoning district is compatible with those surrounding the site:</p> <p><b>C-2 (Commercial) District:</b> The purpose of the district is to accommodate establishments providing goods and services which are used in support of the community's trade and service establishments and serving multi-neighborhoods within a planning area of the city. The regulations of the district will permit intensities designed to be compatible with each other and to provide for a wide range of types of commercial activity, including light automobile related uses.</p>	<p>Yes. The proposed C-2 (Commercial) zoning district will provide for the integration of commercial uses with adjacent C-1 (Commercial) and R-5 (Residential) zoning districts in the surrounding area.</p>
<b>THE PROPOSED PROJECT'S EFFECT ON THE PROPERTY AND SURROUNDING PROPERTY, AFTER EVALUATING THE FOLLOWING FACTORS:</b>	
<p><b>Historic District or Special Designations &amp; Study Area Plans:</b> Any historic district or other special designations that may be applicable. Any adopted small areas plans, including land-use maps in those plans.</p>	<p>None. The proposed development is not within any historic districts of study area plan boundaries.</p>
<p><b>Potential Adverse Effects:</b> Potential adverse effects that might be caused by approval or denial of the requested rezoning.</p>	<p>The proposed development is not anticipated to pose any adverse effects on the community.</p>
<p><b>Natural Environment:</b> Anticipated effects on the natural environment.</p>	<p>The subject property does not involve greenfield or environmentally sensitive land or arroyo disturbance.</p>
<p><b>Stability:</b> Whether the area is stable or in transition.</p>	<p>The area is generally stable, with one rezoning in the last 10 years in which a nearby property was rezoned from C-1 (Commercial) to C-2 (Commercial) and granted a special permit to allow for the use of a ballroom.</p>
<p><b>Socioeconomic &amp; Physical Conditions:</b> Any changed social, economic, or physical conditions that make the existing zoning no longer suitable for the property.</p>	<p>None. The proposed development is within a stable area of the city. The established neighborhood consists of commercial retail, medical offices, restaurants, and single-family dwellings.</p>

**ADEQUACY OF PUBLIC FACILITIES, SERVICES AND INFRASTRUCTURE:** Access is proposed from Rich Beem Boulevard, which is classified as a major arterial on the City of El Paso's Major Thoroughfare Plan (MTP) and is appropriate for commercial development. Existing infrastructure and services are adequate to serve the proposed development. There is one (1) bus stop located within walking distance (0.25 miles) and the subject property is located 0.37 miles from the Sun Metro Upper Eastside Transit Center. Furthermore, a five-foot (5') sidewalk will be provided along Rich Beem Boulevard abutting the subject property that will provide pedestrian connectivity with existing sidewalks in the area.

**SUMMARY OF DEPARTMENTAL REVIEW COMMENTS:** No adverse comments were received from the reviewing departments.

**PUBLIC COMMENT:** The subject property lies within the boundaries of the Las Tierras Neighborhood Association, which was notified by the applicant. Public notices were mailed to property owners within 300 feet on August 14, 2025. As of August 21, 2025, the Planning Division has received four (4) phone calls of inquiry and one (1) phone call in opposition from the public of the request. The opposition consisted of concerns for noise and traffic of the proposed development.

**RELATED APPLICATIONS:** A Rezoning application (PZR225-00009) is running concurrently with this special permit request to rezone the property from C-1 (Commercial) to C-2 (Commercial) to allow for the use of ballroom.

**CITY PLAN COMMISSION OPTIONS:** The purpose of the Zoning Ordinance is to promote the health, safety, morals and general welfare of the City. The City Plan Commission (CPC) has the authority to advise City Council on Zoning matters. In evaluating the request, the CPC may take any of the following actions:

1. **Recommend Approval** of the special permit request, finding that the request is in conformance with the review criteria of *Plan El Paso* as reflected in the Staff Report, or that the request is in conformance with other criteria that the CPC identifies from the Comprehensive Plan. (Staff Recommendation)
2. **Recommend Approval of the special permit request With Modifications** to bring the request into conformance with the review criteria of *Plan El Paso* as reflected in the Staff Report, or other criteria that the CPC identifies from the Comprehensive Plan.
3. **Recommend Denial** of the special permit request, finding that the request does not conform to the review criteria of *Plan El Paso* as reflected in the Staff Report, or other criteria that the CPC identifies from the Comprehensive Plan.

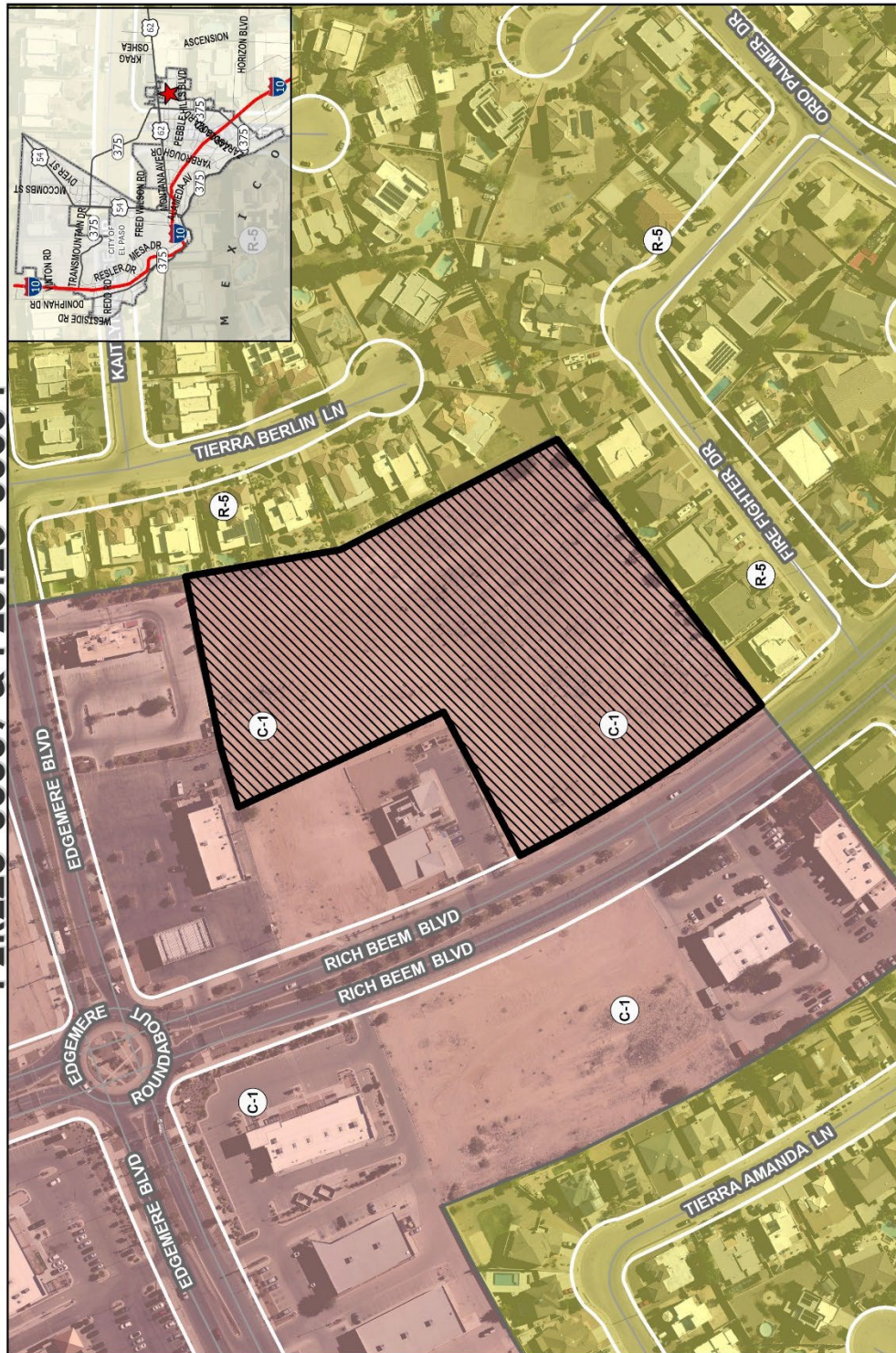
**ATTACHMENTS:**

1. Zoning Map
2. Detailed Site Development Plan
3. Elevations
4. Ordinance No. 15428
5. Department Comments
6. Neighborhood Notification Boundary Map



# ATTACHMENT 1

PZR25-00009 & PZST25-00004



Subject Property



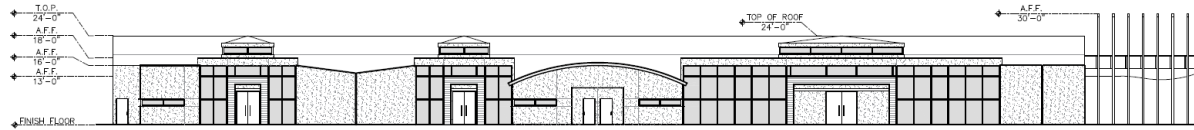
This map is designed for illustrative purposes only. The features depicted here are approximate and more site-specific studies may be required to draw accurate conclusions. Enlargements of this map to scales greater than its original can induce error and may lead to incorrect conclusions. The City of El Paso and its departments and Planning Division makes no claim to its accuracy or completeness.



## ATTACHMENT 2

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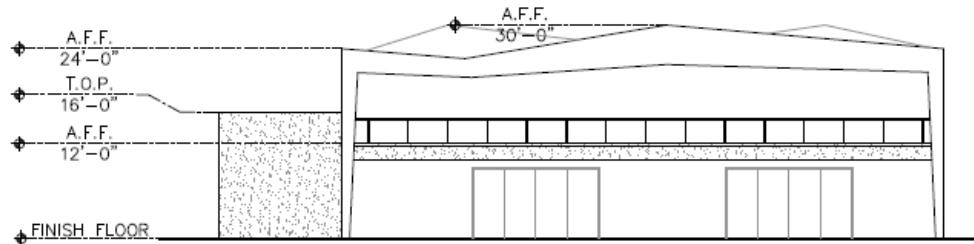
# ATTACHMENT 3



**(NORTH) EVENT CENTER FRONT ELEVATION**

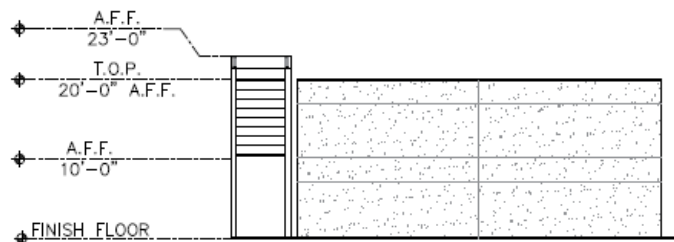


**(NORTH) COMMERCIAL CENTER FRONT ELEVATION**



**(WEST) EVENT CENTER STREET VIEW ELEVATION**

SCALE: 1/16" = 1' - 0"



**(WEST) COMMERCIAL CENTER STREET VIEW ELEVATION**

SCALE: 1/16" = 1' - 0"

# ATTACHMENT 4

151-18 19H  
Doc# 20030041164

ORDINANCE NO. 15428

AN ORDINANCE CHANGING THE ZONING OF A PORTION OF SECTIONS 34, 35, 38, 39 AND 46, BLOCK 79, TOWNSHIP 2, TEXAS & PACIFIC RAILROAD COMPANY SURVEYS, EL PASO, EL PASO COUNTY, TEXAS (SOUTH OF MONTANA AVENUE AND WEST OF ZARAGOZA ROAD) AS FOLLOWS: PARCEL 1, FROM R-3 (RESIDENTIAL) TO C-4/C (COMMERCIAL/CONDITIONS) AND IMPOSING CERTAIN CONDITIONS; PARCEL 2, FROM R-3 (RESIDENTIAL) TO S-D (SPECIAL DEVELOPMENT); PARCEL 3, FROM R-3 (RESIDENTIAL) TO R-5 (RESIDENTIAL); PARCEL 4, FROM R-3 (RESIDENTIAL) TO C-1 (COMMERCIAL); PARCEL 5, FROM R-3 (RESIDENTIAL) TO R-5 (RESIDENTIAL); PARCEL 6, FROM R-3 (RESIDENTIAL) TO R-5 (RESIDENTIAL); PARCEL 7, FROM R-3 (RESIDENTIAL) TO C-3/C (COMMERCIAL/CONDITIONS) AND IMPOSING CERTAIN CONDITIONS; PARCEL 8, FROM R-3 (RESIDENTIAL) TO C-2 (COMMERCIAL); PARCEL 9, FROM R-3 (RESIDENTIAL) TO C-3/C (COMMERCIAL/CONDITIONS) AND IMPOSING CERTAIN CONDITIONS; AND PARCEL 10, FROM R-3 (RESIDENTIAL) TO C-3 (COMMERCIAL). THE PENALTY IS AS PROVIDED IN SECTION 20.68.010 OF THE EL PASO MUNICIPAL CODE.

20030041164

## BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the zoning of a portion of Sections 34, 35, 38, 39 and 46, Block 79, Township 2, TEXAS & PACIFIC RAILROAD COMPANY SURVEYS, El Paso, El Paso County, Texas, as more particularly described by metes and bounds in the attached Exhibit "A", be changed, within the meaning of the zoning ordinance, as follows:

Parcel 1 (36.243 acres):	from R-3 (Residential) to C-4/c (Commercial/conditions);
Parcel 2 (89.764 acres):	from R-3 (Residential) to S-D (Special Development);
Parcel 3 (74.835 acres):	from R-3 (Residential) to R-5 (Residential);
Parcel 4 (51.401 acres):	from R-3 (Residential) to C-1 (Commercial);
Parcel 5 (204.043 acres):	from R-3 (Residential) to R-5 (Residential);
Parcel 6 (480.867 acres):	from R-3 (Residential) to R-5 (Residential);
Parcel 7 (14.738 acres):	from R-3 (Residential) to C-3/c (Commercial/conditions);
Parcel 8 (7.364 acres):	from R-3 (Residential) to C-2 (Commercial);
Parcel 9 (39.865 acres):	from R-3 (Residential) to C-3/c (Commercial/conditions); and
Parcel 10 (20.138 acres):	from R-3 (Residential) to C-3 (Commercial);

and that the zoning map of the City of El Paso be revised accordingly; and

That Parcels 1, 7, and 9 be subject to the following conditions which are necessitated by and attributable to the increased intensity of use generated by the change of zoning from R-3 (Residential) to C-3/c and C-4/c (Commercial/conditions) in order to protect the health, safety and welfare of adjacent property owners and the residents of this city:

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3/28/2003

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

Zoning Case No. ZC-02058

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Parcel 1

1. A ten-foot (10') wide landscaped buffer to include, but not be limited to, evergreen trees placed at 15 foot intervals on center along the property line where abutting residential zoning districts. This requirement shall be in addition to the requirements of the Landscaping Ordinance of the El Paso Municipal Code.
2. Prior to the issuance of any building permits, a detailed site plan shall be reviewed and approved by the City Plan Commission.

Parcel 7

A ten-foot (10') wide landscaped buffer to include, but not be limited to, evergreen trees placed at 15 foot intervals on center along the property line where abutting residential zoning districts. This requirement shall be in addition to the requirements of the Landscaping Ordinance of the El Paso Municipal Code.

Parcel 9

A ten-foot (10') wide landscaped buffer to include, but not be limited to, evergreen trees placed at 15 foot intervals on center along the property line where abutting residential zoning districts. This requirement shall be in addition to the requirements of the Landscaping Ordinance of the El Paso Municipal Code.

These conditions run with the land, are a charge and servitude thereon, and bind the current property owner and any successors in title. The City may enforce these conditions by injunction, by rescission of the zoning which is made appropriate as a result of these conditions, or by any other legal or equitable remedy. The City Council of the City of El Paso may amend or release the above conditions in its discretion without the consent of any third person who may be benefitted thereby, and without affecting the validity of this ordinance.


**PASSED AND APPROVED** this 22<sup>nd</sup> day of **April, 2003**.

THE CITY OF EL PASO



Raymond C. Caballero  
Mayor

ATTEST:



Richarda Duffy Momsen, City Clerk

(Signatures continued on following page)

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

**15428**

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3/28/2003

**Zoning Case No. ZC-02058**

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APPROVED AS TO FORM:

Matt Watson  
Matt Watson  
Assistant City Attorney

APPROVED AS TO CONTENT:

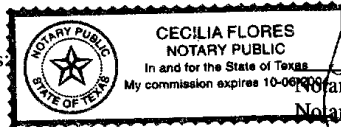
Rodolfo Valdez  
Rodolfo Valdez, Chief Urban Planner  
Planning, Research & Development

Acknowledgment

THE STATE OF TEXAS     )  
                                      )  
COUNTY OF EL PASO     )

This instrument is acknowledged before me on this 22nd day of April, 2003,  
by RAYMOND C. CABALLERO as Mayor of **THE CITY OF EL PASO**.

My Commission Expires:



Cecilia Flores  
Notary Public, State of Texas  
Notary's Printed or Typed Name:

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**15428**

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3/28/2003

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

**Zoning Case No. ZC-02058**

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# **ATTACHMENT 5**

## **Planning and Inspections Department - Planning Division**

Staff recommends **APPROVAL** of the special permit and detailed site development plan requests for a ballroom and shopping center. The proposed development meets all the requirements of El Paso City Code Section 20.04.320 – Special Permit Approvals and Section 20.04.150 – Detailed Site Development Plan Procedures. Furthermore, the proposed development is in accordance with both the G-4, Suburban (Walkable) Future Land Use designation and *Plan El Paso*, the City’s adopted Comprehensive Plan.

## **Planning and Inspections Department – Plan Review & Landscaping Division**

No objections to the proposed rezoning.

## **Planning and Inspections Department – Land Development**

No objections to the proposed rezoning.

## **Fire Department**

No adverse comments

## **Police Department**

The 9-1-1 District has no comments or concerns regarding this zoning.

## **Environment Services**

No comments received.

## **Sun Metro**

No comments received.

## **Streets and Maintenance Department**

### **Traffic & Transportation Engineering**

No TIA is required.

### **Streets Lighting:**

Street Lights Department does not object to this request.

For the development of a subdivision a complete set of plans shall be submitted to Street Lights Department for review showing the minimum requirements for street illumination proposals\*\*. The submission shall contain but shall not necessarily be limited to plans indicating the location on the premises of all lighting fixtures, both proposed and existing on the site\*\*\*. The description of all lighting fixtures, both proposed and existing. Photometric data. Plans shall show street illumination design and details. El Paso city code is applicable to this process, Street Design Manual (SDM)\* and any other applicable standards or requirements of the city.

Street Lights Department requires that a project that involves a roadway is to be evaluated for lighting requirements based on the City of El Paso Street Design Manual (SDM) and the Design Standards for Construction (DSC) according to City of El Paso Codes (cited below). While developing a project or construction area the existing street illumination system shall be protected and preserved. Complete survey for street illumination system shall be shown on plans. Any change on existing street illumination systems shall be coordinated with Street Lights Department.

City of El Paso Codes to be followed:

\*Title 19 - 19.16.010 - Streetlighting.

\*\*18.18.190 – Submission contents.

\*\*\* 19.02.040 Criteria for approval.

**Contract Management:**

Indicate that any damaged structure must be restored to the same or better condition. This applies to asphalt, concrete, manholes, and water valves.

When installing sidewalks, ensure compliance with Municipal Code Chapter 19.21 governing sidewalks and Chapter 13.04.020 specifying sidewalk standards.

For all proposed/improvement within city ROW please to follow DSC and include construction detail information.

**El Paso Water**

EPWater-PSB does not object to this request.

The subject property is located within the City of El Paso Annexation Service Area. Annexation fees will be assessed and collected at the time the EPWater-PSB receives an application for water and sewer services.

Water and sanitary sewer main extensions within a PSB easement may be required to provide service. The water main shall be extended to create a looped water system. EPWater-PSB requests that the site be graded so that sanitary sewer service may be provided by gravity. All costs associated with the extension of the water and sanitary sewer mains and easement acquisition are the responsibility of the Owner/Developer. The owner's engineer is to coordinate with EPWater-PSB for water and sanitary sewer design.

**Water**

There is an existing 16-inch diameter water main that extends along Rich Beem Blvd., located approximately 73-feet east of the west right-of-way line. No direct service connections are allowed to this main as per the El Paso Water - Public Service Board Rules & Regulations.

**Sanitary Sewer**

There is an existing 12-inch diameter sanitary sewer main that extends along Rich Beem Blvd., located approximately 45-feet east of the west right-of-way line. This main is approximately 24-feet deep. This main can be extended to provide service.

**General**

No building, reservoir, structure, parking stalls, or other improvement, other than asphaltic paving (HMAC), shall be constructed or maintained on the above referenced EPWater-PSB easement without the written consent of EPWater-PSB. The Developer shall refrain from constructing rock walls, signs, trees, buildings, curbs, or any structure that will interfere with the access to the PSB easement(s). There shall be at least a 5-foot setback from the easement line to any building, sign, or structure. All easements dedicated for public water and/or sanitary sewer facilities shall comply with EPWater-PSB Easement Policy. The PSB easement(s) shall be improved to allow the operation of EPWater-PSB maintenance vehicles. EPWater-PSB requires access to the proposed water facilities, sanitary sewer facilities, appurtenances, and meters within the easement 24 hours a day, seven (7) days a week.

EPWater-PSB requires a new service application to provide service to the property. New service applications are available at 1154 Hawkins, 3rd floor and should be made 6 to 8 weeks in advance of construction to ensure water for construction work. A site plan, utility plan, grading and drainage plans, landscaping plan, the legal description of the property and a certificate-of-compliance are required at the time of application. Service will be provided in accordance with the current EPWater-PSB Rules and Regulations. The applicant is responsible for the costs of any necessary on-site and off-site extensions, relocations or adjustments of water and sanitary sewer lines and appurtenances.

**Stormwater:**

EPWater-SW has no issue with this property's storm sewer discharge; it seems like Tierra del Este Unit #29 & #34 included this property in their drainage computations.



However, we recommend using principles of low impact development (such as recessed landscaping, rainwater harvesting, and porous pavement) to reduce the amount of developed stormwater runoff.

**El Paso County 911 District**

No comments received.

**Texas Department of Transportation**

No comments received.

**El Paso County Water Improvement District #1**

No comments received.

**Texas Gas Service**

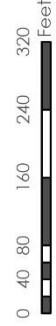
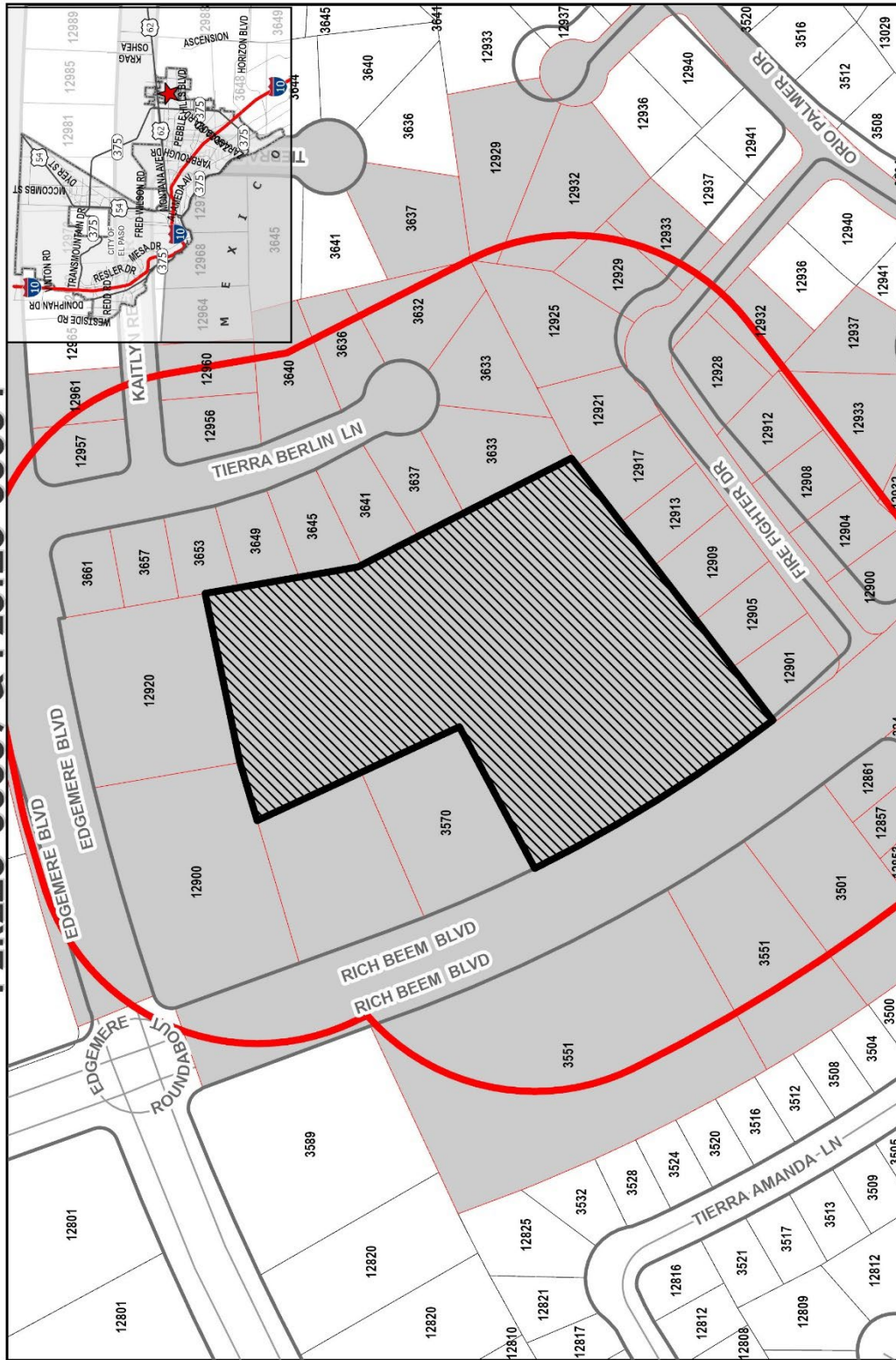
Texas Gas Service will need an easement to provide gas service to the new development.

**El Paso Electric**

We have no comments for 3550 Rich Beem Blvd.

# ATTACHMENT 6

PZRZ25-00009 & PZST25-00004



Subject Property  
300 Feet Notice Area  
Notified Properties



This map is designed for illustrative purposes only. The features depicted here are approximate and more site-specific studies may be required to draw accurate conclusions. Enlargements of this map to scales greater than its original can induce errors and may lead to misinterpretation of the information shown. The City of El Paso Planning Division makes no claim to its accuracy or completeness.