

7850 Paseo Del Norte

Zoning Board of Adjustment — May 4, 2026



CASE NUMBER: PZBA25-00058
CASE MANAGER: Andrew Salloum, (915) 212-1603, SalloumAM@elpasotexas.gov
PROPERTY OWNER: Amazon.com Services LLC
REPRESENTATIVE: VTRE Development, LLC
LOCATION: 7850 Paseo Del Norte Blvd.
ZONING: M-1 (Light Manufacturing)
REQUEST: Variance from City Code Section 20.18.450.A
PUBLIC INPUT: One (1) phone call of inquiry received as of April 28, 2026

SUMMARY OF REQUEST: The applicant requests two (2) Variances under Section 2.16.030 of the City Code from El Paso City Code Section 20.18.450.A – Monument Signs for a proposed large-scale warehouse facility in an M-1 (Light Manufacturing) zone district. The request is as follows:

1. To permit a total of six (6) monument signs per premise
2. To permit three (3) monument signs along Northwestern Drive

SUMMARY OF STAFF'S RECOMMENDATION: Staff recommends **APPROVAL WITH A CONDITION** of the Variance request to permit a total of six (6) monument signs per premise. The condition is as follows:

- That no more than two (2) monument signs per frontage permitted.

However, staff recommends **DENIAL** of the Variance request to permit a total of three (3) monument signs along Northwestern Drive.

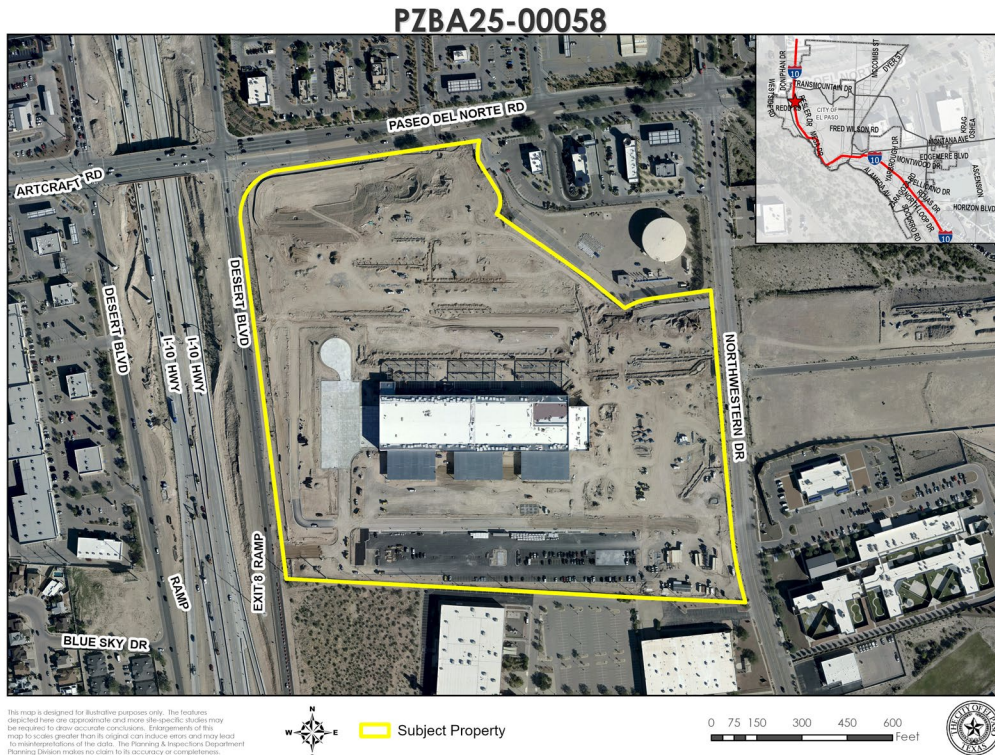


Figure A. Aerial of Subject Property & Immediate Surroundings

DESCRIPTION OF REQUEST: The applicant requests two (2) Variances under Section 2.16.030 of the City Code from El Paso City Code Section 20.18.450.A – Monument Signs for a proposed large-scale warehouse facility in an M-1 (Light Manufacturing) zone district. The request is as follows:

1. To permit a total of six (6) monument signs per premise
2. To permit three (3) monument signs along Northwestern Drive

As per El Paso City Code Section 20.18.450.A – Monument Signs, a maximum total of four (4) monument signs permitted by premise for properties over 6 acres in size and a total of two (2) monument signs are permitted along any frontage road. The subject property is 28.4 acres in size and is surrounded by three (3) frontage roads (North Desert Boulevard, Paseo Del Norte Boulevard, and Northwestern Drive). The applicant states the signage may not be sufficient to direct traffic to the proposed business.

BACKGROUND: The subject property will be occupied by Amazon distribution center, which is currently under construction.

The purpose of the El Paso City Code Section 20.18 – Sign Regulations is to provide adequate opportunity of free speech, protect the health, safety, and general welfare of the City and its residents, enhance the aesthetic value of the City’s landscape by reducing visual clutter, protect adjacent and nearby properties from excessive or inappropriate signage, protect the safety and efficiency of the City’s transportation network by reducing confusion and distractions, and to preserve, protect, and enhance areas of designated historical, architectural and scenic value. A request may be considered by the Zoning Board of Adjustment if the variance is not contrary to the public interest and, due to special conditions, a literal enforcement of the ordinance would result in unnecessary hardship.

Definition of Unnecessary Hardship, Section 20.02.1128:

“Unnecessary hardship” means a hardship by reason of exceptional shape of a lot, exceptional topographic conditions, or other exceptional physical conditions of a parcel of land. Unnecessary hardship shall not include personal or financial hardship or any other hardship that is self-imposed.

Per Section 20.18.450.A of the El Paso City Code, monument signs shall comply with the following requirements:

Districts	Permit Required	Maximum Number	Maximum Height	Maximum Sign Area
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with major or super arterial frontage (See A.1-7 after Table for additional information).	Yes	One per street frontage for premises less than six acres, but not to exceed three signs per premise; Two per street frontage for premises of six acres or more, but not to exceed four signs per premise.	25 feet	150 square feet

1. Location: No portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.
2. For the purposes of this section, interstate or freeway frontage is defined as Interstate Highway 10, US Highway 54, Joe Battle Boulevard, Americas Avenue, Zaragoza Road from Joe Battle Boulevard to Sun Fire Boulevard and Montana east of Geronimo. In no case shall a freeway primary monument sign exceed fifty feet in height or a shopping center primary monument sign exceed sixty feet in height.
3. For minor and collector arterials, a primary monument sign shall not exceed eighty square feet in sign area and eight feet in height.
4. For minor and collector arterials, a shopping center monument sign shall not exceed eighty square feet in sign area and twelve feet in height.
5. For detached buildings in shopping center signs, the height shall not exceed fifteen feet along major arterials and eight feet along a minor or collector arterial.
6. Illumination: Internal or indirect; may not be flashing or intermittent.
7. Additional standards: Shall comply with Section 20.18.400 of the El Paso City Code.

The applicant has referenced the following information regarding the nature of the variance request:

- Anchor Sign, on behalf of Amazon.com Services LLC ("Applicant"), respectfully submits this request for variances from the applicable provisions of the City of El Paso Zoning Code pertaining to exterior signage for the new Amazon Delivery Warehouse to be constructed on an approximately 28.41-acre parcel. The requested relief is necessary to accommodate safe and efficient vehicular circulation to, from, and within the facility.
- Pursuant to Zoning Code 2.18.450 - lots exceeding four acres are permitted two monument signs per street frontage, each limited to 100 square feet in area and 10 feet in height. For a facility of this scale-served by significant volumes of large commercial vehicles, including semi-trailers and delivery vans auxiliary vehicles. We are seeking a variance to relocate one of the two (2) signs allowed on Paseo Del Norte Boulevard to Northwestern Drive, and then a separate variance for a 3rd monument sign at Northwestern Drive.

With the amount of vehicular traffic at this location, a monument sign with wayfinding included in the structure as shown in the renderings, will allow for a safer flow of all traffic both on and off the site.

- Hardship and Necessity for Variance - due to the substantial acreage of the site and the number of required ingress and egress points, strict compliance with the monument sign standards would result in signage that is not reasonably visible or legible to approaching drivers, particularly operators of larger vehicles whose sightlines and stopping distances differ materially from those of passenger vehicles. Inadequate wayfinding signage would foreseeably lead to driver confusion, unsafe maneuvers, missed entrances, and increased truck and van circulation through adjacent residential neighborhoods as drivers attempt to reorient themselves. To mitigate these concerns, the Applicant proposes the installation of non-illuminated post-and-panel directional signs of approximately 30 square feet in area and 7 feet in overall height, strategically located at multiple entrances to ensure safe and efficient traffic flow for employees, delivery personnel, contractors, and the surrounding public. To ensure that approaching motorists have sufficient time and distance to perceive, interpret, and respond to the information necessary to execute safe turning and lane-change movements.
- Impact on the Public Interest and Intent of the Ordinance - the variances requested represent the minimum deviation necessary to permit reasonable and safe use of the property as a high-traffic logistics facility. The proposed signage program is consistent with established wayfinding standards used at other Amazon facilities nationwide and is designed to enhance traffic predictability and reduce conflicts between commercial and residential traffic.

Granting the requested relief will not confer any special privilege upon the Applicant beyond what is necessary to accommodate the unique operational and safety needs associated with a facility of this scale. The proposed signage will not adversely affect public welfare, surrounding property values, or neighborhood character; to the contrary, it will materially improve roadway safety and reduce the likelihood of heavy-vehicle circulation through nearby communities.

- Conclusion - for the foregoing reasons, the Applicant respectfully submits that strict enforcement of the monument signage limitations would create a practical difficulty and safety hardship inconsistent with the intent and purpose of the City of El Paso Zoning Code. The requested variances are reasonable, aligned with best-practice traffic-management standards, and clearly in the public interest. Accordingly, Anchor Sign, on behalf of Amazon.com Services LLC, respectfully requests that the City of El Paso Zoning Board of Appeals grant the variances described herein and approve the proposed signage plan.

ANALYSIS: Staff recommends approval of the Variance request to permit a total of six (6) monument signs as it has been found that there is an unnecessary hardship inherent to the subject property due to the significantly larger size of the subject property and multiple road frontages (North Desert Boulevard, Paseo Del Norte Boulevard, and Northwestern Drive). The number of monument signs permitted by the City Code (maximum of 4) is insufficient to provide reasonable on-site wayfinding for vehicles and pedestrians on the subject property.

Staff recommends denial of the Variance request to permit three (3) monument signs along Northwestern Drive. Staff does not find that a third sign along Northwestern Drive would constitute a hardship and be in the interest of the public. All other properties over 6 acres in size are limited to only two (2) monument signs per frontage road.

COMPLIANCE WITH EL PASO CITY CODE SECTION 2.16.030	
The Zoning Board of Adjustment is empowered under Section 2.16.030 to: <i>Authorize in specific cases a variance from the terms of a zoning ordinance if the variance is not contrary to the public interest and, due to special conditions, a literal enforcement of the ordinance would result in unnecessary hardship, and so that the spirit of the ordinance is observed and substantial justice is done.</i>	
The following questions should be carefully considered in order to grant a variance:	
Questions	Does the Request Comply?
1. Is the need for the variance due to special conditions?	Yes. The need for the variance to allow six (6) monument signs is due to the large size of the subject property and being surrounded by three (3) frontage roads. No. The request for three (3) monument signs along Northwestern Drive is self-imposed.
2. Would a literal enforcement of the ordinance create an unnecessary hardship?	Yes. The ordinance would create an unnecessary hardship, as the property is surrounded by three (3) frontage roads and restricting signage up to four (4). No. There is no unnecessary hardship to allow three (3) monument signs along Northwestern Drive.
3. Is the variance consistent with public interest?	Yes. The public interest will not be negatively impacted by allowing up to six (6) monument signs on the property. Other properties are allowed to have up to two (2) signs per frontage. No. Allowing three (3) monument signs along Northwestern Drive is against the public interest and can create unintended precedents to increase signage.
4. Would the spirit of the ordinance be observed and substantial justice done if the variance is approved?	Yes. Permitting six (6) monument signs on the property is in the spirit of Section 20.18.030 (Purpose), as it allows an adequate opportunity for the exercise of free speech by the display of a message or an image on a sign, while balancing that opportunity against the community and public interests affected by signs. No. Permitting up to three (3) monument signs along Northwestern Drive goes against Section 20.18.030 (Purpose), as it would increase visual clutter and impact adjacent and nearby properties from the impact of excessive or inappropriate signage.

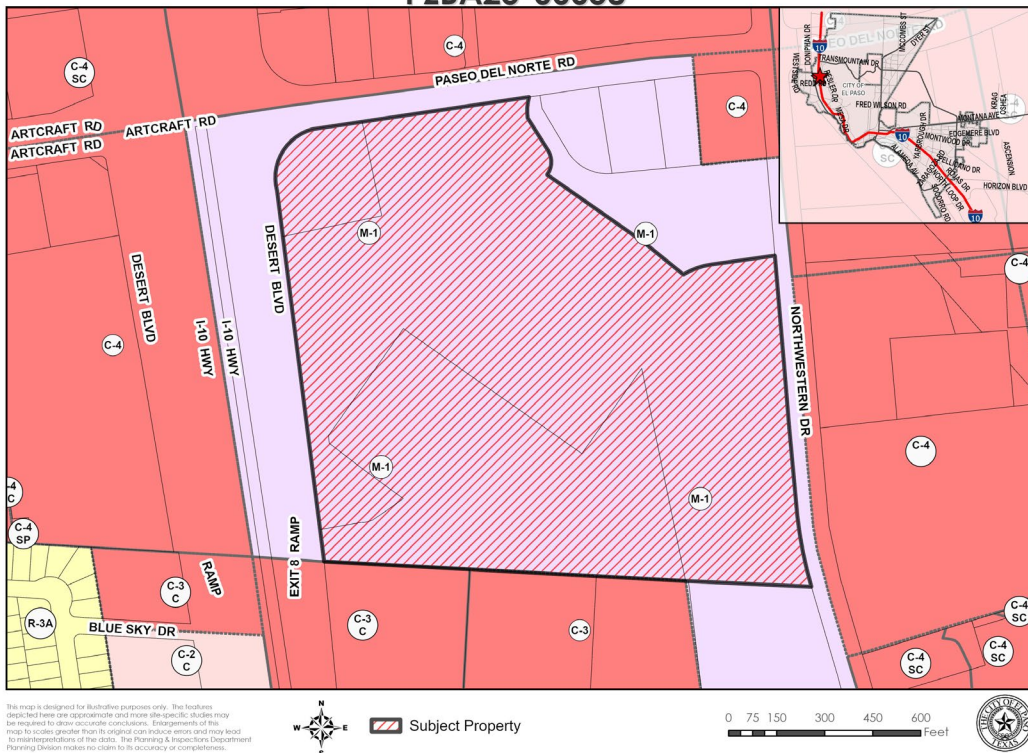
PUBLIC COMMENT: Public notice was sent on January 15, 2026, January 30, 2026, February 13, 2026, and April 9, 2026 to all property owners within 300 feet of subject property. The Planning Division has received a phone call of inquiry but no communications in support or opposition to the special exception request.

ZONING BOARD OF ADJUSTMENT OPTIONS: The purpose of the Zoning Ordinance is to promote the health, safety, morals and general welfare of the City. The Zoning Board of Adjustment (ZBA) may authorize in specific cases a variance from the terms of the zoning ordinance (Title 20) or as specified in (Title 21) SmartCode if the variance is not contrary to the public interest and, due to special conditions, a literal enforcement of the ordinance would result in unnecessary hardship, and so that the spirit of the ordinance is observed and substantial justice is done. In evaluating the request, the ZBA may take any of the following actions:

1. **Approval** of the variance request, finding that the request is in in harmony with the spirit and purposes of Titles 2 and 20, including the preservation of the essential character of the district in which the property is located, that the public convenience and welfare will be substantially served, and that the use of neighboring property will not be substantially injured.
2. **Approval with Modifications** of the variance request to bring the request into conformance as provided in El Paso City Code Titles 2 and 20 as the board deems appropriate.
3. **Denial** of the variance request, finding that the request does not conform to the review criteria as provided in El Paso City Code Titles 2 and 20.

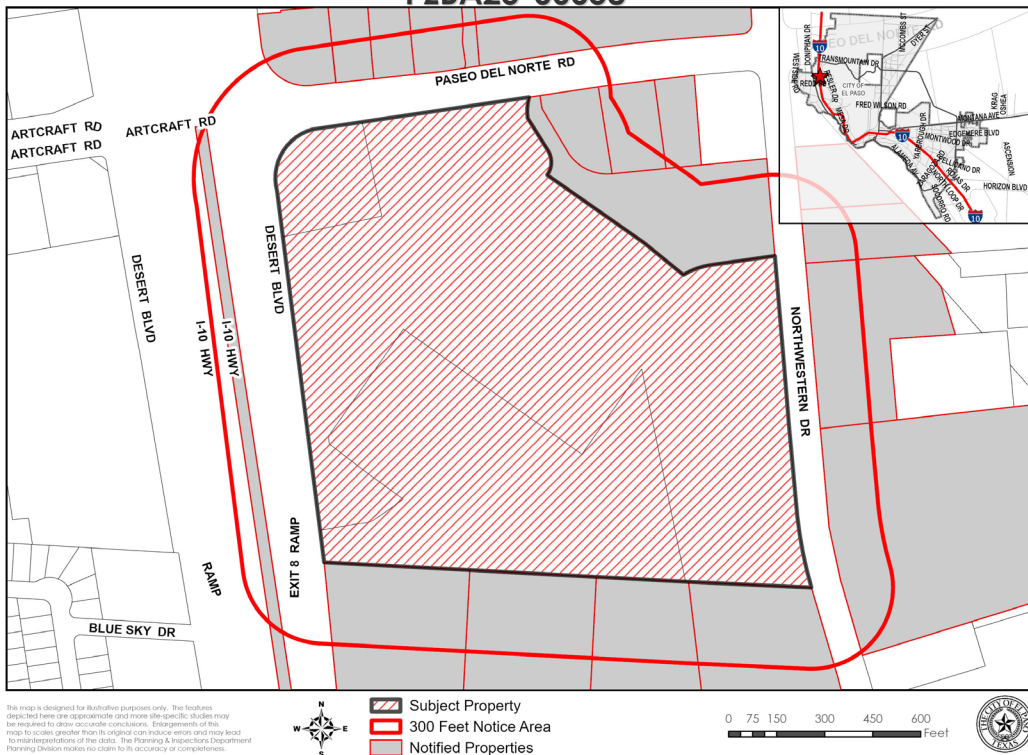
ZONING MAP

PZBA25-00058

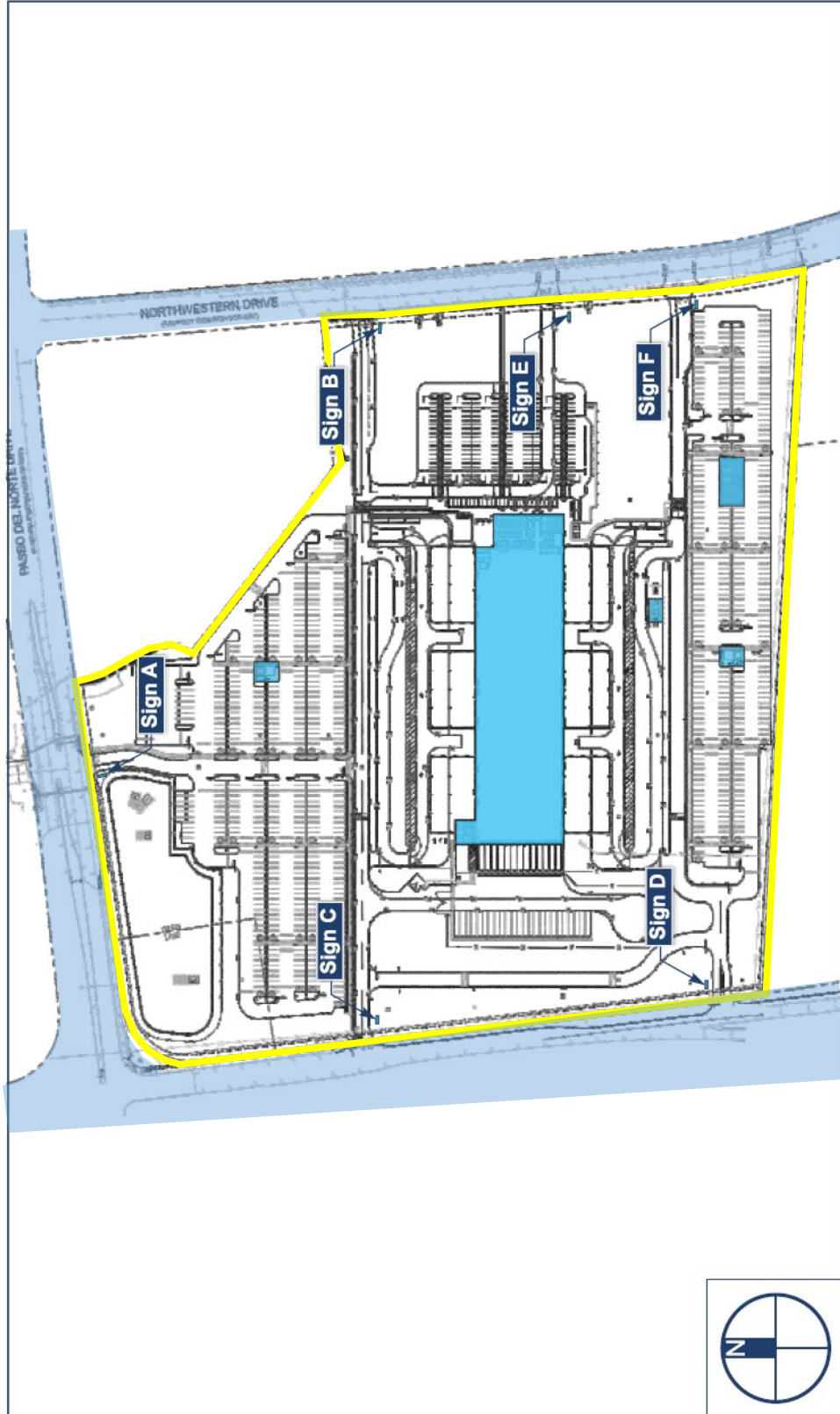


NEIGHBORHOOD NOTIFICATION MAP

PZBA25-00058

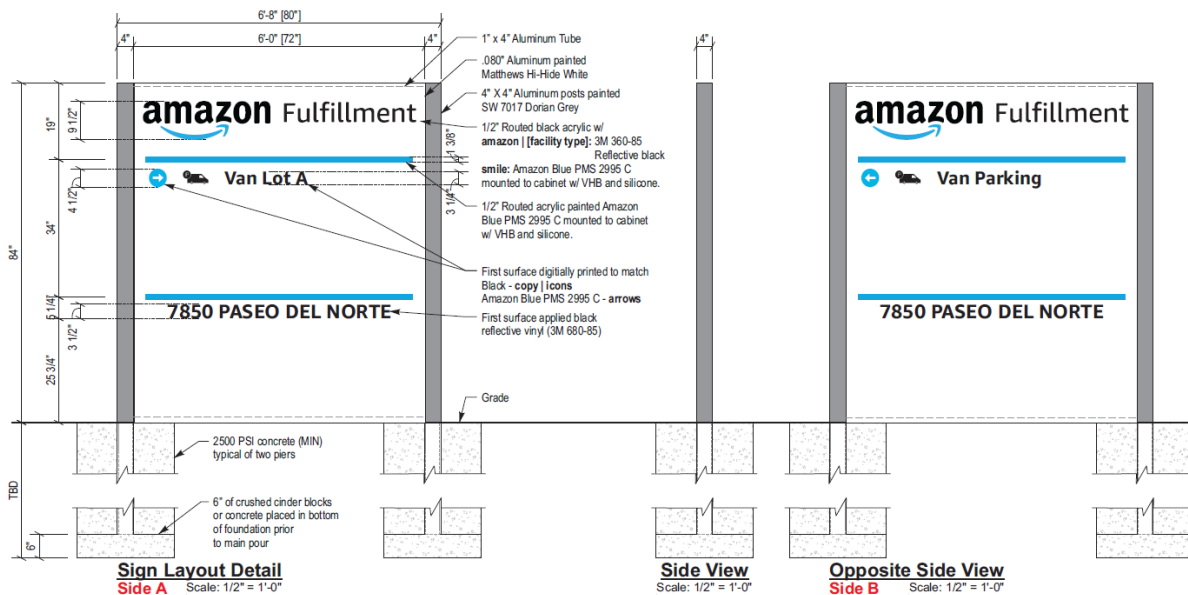


SITE PLAN

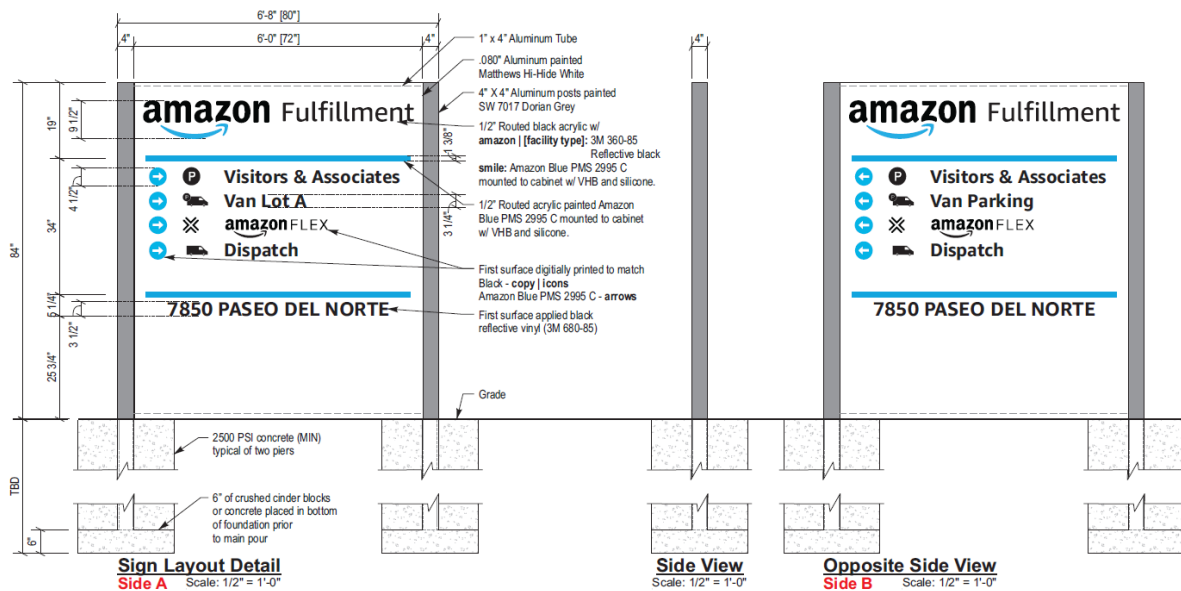


SIGN DESIGN

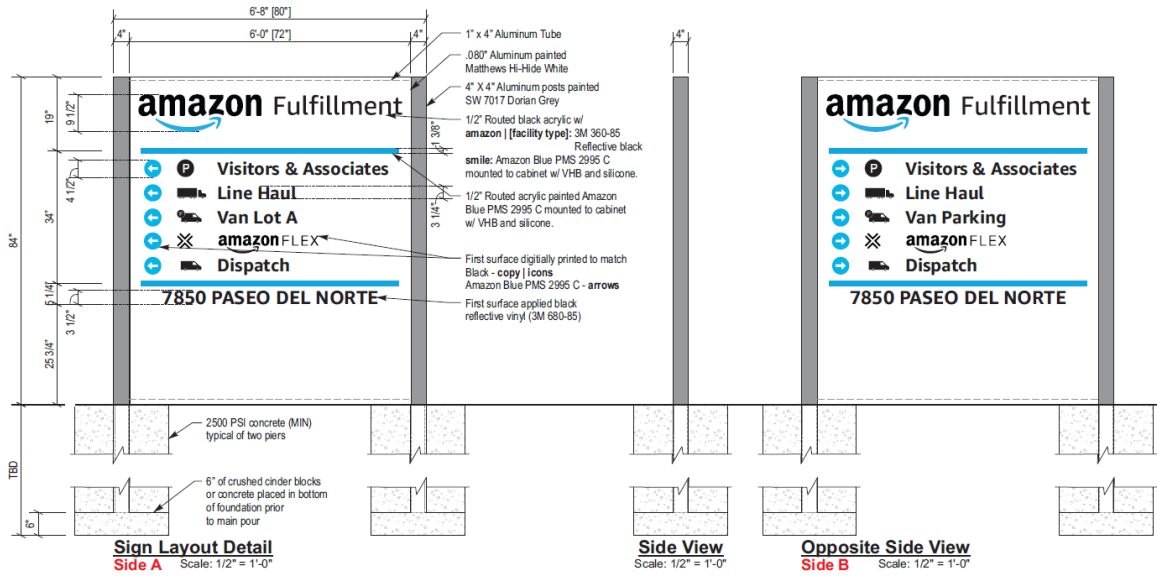
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Illumination:	Non-Illuminated	
Square Footage:	42.00	



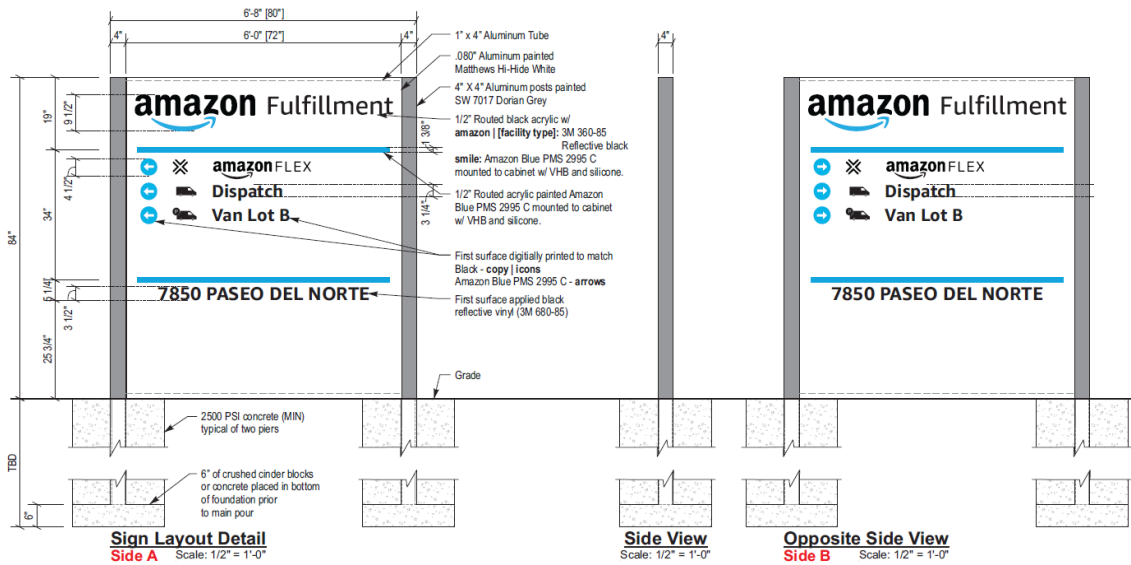
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Type:	D/F Directional	
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Square Footage:	42.00	



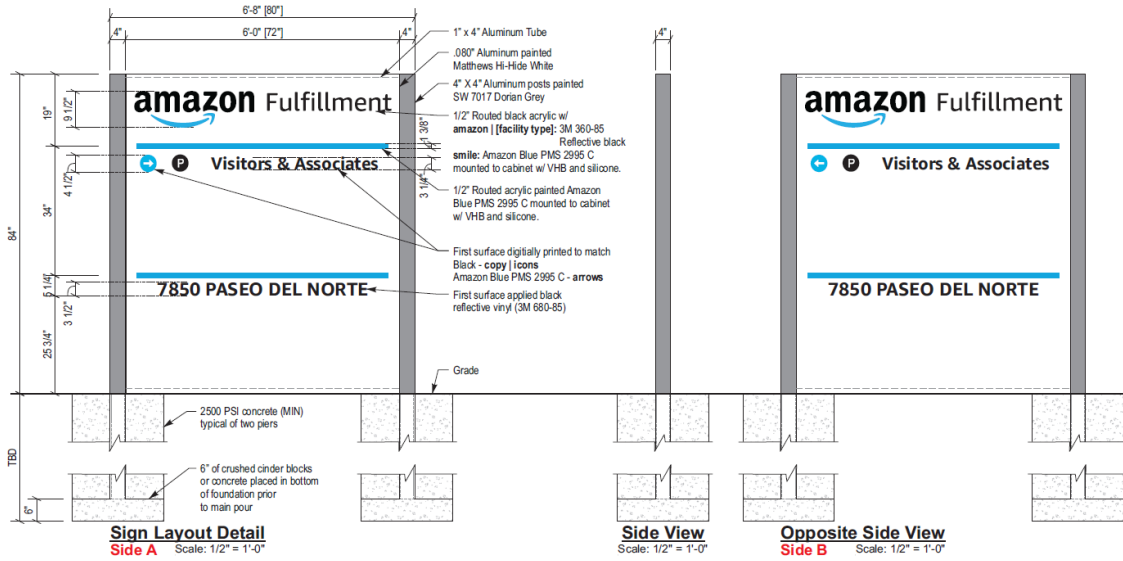
SIGN C	Amazon	OPTION 2
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Illumination:	Non-Illuminated	
Square Footage:	42.00	



SIGN D	Amazon	OPTION 2
Type:	D/F Directional	
Illumination:	Non-Illuminated	
Square Footage:	42.00	



SIGN E	Amazon	OPTION 2
Type:	D/F Directional	
Illumination:	Non-Illuminated	
Square Footage:	42.00	



SIGN F	Amazon	OPTION 2
Type:	D/F Directional	
Illumination:	Non-Illuminated	
Square Footage:	42.00	

