

2928 Pershing

City Plan Commission — January 29, 2026



CASE NUMBER: PZST24-00019
CASE MANAGER: Saul J. G. Pina, (915) 212-1604, PinaSJ@elpasotexas.gov
PROPERTY OWNER: Jefferson Apartments, LLC
REPRESENTATIVE: Vista del Sol Architectural Designs
LOCATION: 2928 Pershing Dr (District 2)
PROPERTY AREA: 0.40 acres
EXISTING ZONING: C-4 (Commercial)
REQUEST: Special Permit for 67% parking reduction and approval of Detailed Site Development Plan
PUBLIC INPUT: No support or opposition received as of January 22, 2026

SUMMARY OF REQUEST: The applicant is requesting a special permit and detailed site development plan approval to allow a 67% parking reduction to accommodate the use of restaurant (sit down) and other retail establishment (low volume) in the C-4 (Commercial) zone district.

SUMMARY OF STAFF RECOMMENDATION: Staff recommends **APPROVAL** of the special permit request for parking reduction and detailed site development plan per Section 20.04.320 – Special Permit Approvals and Section 20.14.070 – Parking Reductions.

PZST24-00019



Figure A. Subject Property & Immediate Surroundings

DESCRIPTION OF REQUEST: The applicant is requesting a special permit and detailed site development plan approval to allow for a 67% parking reduction on the subject property. The development consists of an existing 16-foot-tall structure totaling 10,347 square feet. This total area is comprised of an 8,827 square-foot retail store and a proposed 1,520 square-foot restaurant. Under current zoning requirements, these commercial uses require a combined minimum of thirty-six (36) parking spaces. The applicant proposes to provide twelve (12) parking spaces and three (3) bicycle parking spaces. Any additional demand will be accommodated by available on-street parking along the nearby commercial frontage. Main access to the site is via Raynor Street, with egress to Pershing Drive. The detailed site development plan demonstrates compliance with all applicable standards as per the El Paso City Code and is binding.

PREVIOUS HISTORY: On September 1, 2022, the property received legal nonconforming status due to the existing structure having zero-foot rear and side street yard setbacks. The current building configuration will remain without major modifications.

COMPLIANCE WITH SPECIAL PERMIT REQUIREMENTS (EL PASO CITY CODE SECTION 20.14.070.A) – EXISTING DEVELOPMENT: Up to 100% parking reduction for a use involving an existing structure located within an older neighborhood of the City that is proposed through the rehabilitation, alteration or expansion of the existing structure(s). The applicant shall satisfactorily demonstrate compliance with all of the following conditions:	
Criteria	Does the Request Comply?
1. That the structure(s) is located in an older neighborhood of the City that has been legally subdivided and developed for at least thirty years.	Yes. The subject property is situated within the 'East El Paso' subdivision, recorded in 1904
2. That the structure(s) does not extend into an area within the property which was previously used to accommodate off-street parking.	Yes. The proposed development is confined to the existing structure. No extension is proposed into areas previously used to accommodate off-street parking.
3. That the off-street parking required for the proposed use of the structure(s) cannot be reasonably accommodated on the property due to the building coverage, whether due to the existing structure or due to a proposed expansion of the existing structure.	Yes. Building footprint constraints limit on-site parking to 12 spaces; adding more would require demolition of the structure. The parking study (Attachment 3) demonstrates that the site can be adequately served by a total of 24 spaces, supporting the 67% parking reduction.
4. That no vacant areas exist within three hundred feet of the property where the proposed use is to be located that can be reasonably developed to accommodate the off-street parking requirements.	Yes. The area within 300 feet is fully built-out with no vacant lots available for parking. Because the neighborhood is densely developed, the required parking cannot be accommodated off-site without demolishing existing structures.

COMPLIANCE WITH SPECIAL PERMIT REQUIREMENTS (EL PASO CITY CODE SECTION 20.04.320.D)	
Criteria	Does the Request Comply?
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 and parking study (Attachment 3) demonstrate compliance with all other applicable standards per the 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-2, Traditional Neighborhood Land use designation. The proposed development will repurpose the existing building without expanding the parking area, ensuring the site remains walkable.
3. Adequately served by and will not impose an undue burden upon public improvements.	Yes. The subject property is adequately served by existing infrastructure and will not impose an undue burden on public improvements. Access is provided via

COMPLIANCE WITH SPECIAL PERMIT REQUIREMENTS (EL PASO CITY CODE SECTION 20.04.320.D)	
	Raynor Street with egress onto Pershing Drive; both are classified as Minor Arterials under the City's Major Thoroughfare Plan (MTP). These roadways are designed to accommodate the traffic volumes associated with commercial activity, and the proposed one-way site circulation ensures orderly movement without impacting the surrounding street network.
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. To protect adjacent properties, wheel stops will be used to prevent vehicles from crossing property lines. Safety will further be enhanced by directional signage and striping, establishing a clear one-way traffic pattern entering from Raynor Street and exiting onto Pershing Drive.
5. The design of the proposed development mitigates substantial environmental problems.	Yes. No adverse impact is anticipated. The development will maintain the existing building footprint and drainage patterns, remaining consistent with the current site conditions.
6. The proposed development provides adequate landscaping and/or screening where needed.	Yes. The site complies with existing standards. Because the development maintains the current building footprint, no additional landscape or screening is required.
7. The proposed development is compatible with adjacent structures and uses.	Yes. The existing uses and building configurations are similar to other properties in the vicinity.
8. The proposed development is not materially detrimental to the property adjacent to the site.	Yes. The proposed development will not be detrimental to its neighboring properties as it maintains the existing building and parking levels. The special permit ensures the property remains compatible with the area while utilizing transit proximity to prevent any adverse parking overflow.

COMPLIANCE WITH <i>PLAN EL PASO</i> GOALS & POLICIES – When evaluating whether a proposed special permit is in accordance with <i>Plan El Paso</i>, consider the following factors:	
Criteria	Does the Request Comply?
<p>Future Land Use Map: Existing zone is compatible with the Future Land Use designation for the property:</p> <p><u>G-2, Traditional Neighborhood:</u> This sector includes the remainder of Central El Paso as it existing through World War II. Blocks are small and usually have rear alleys; buildings directly faced streets; schools, parks, and small shops are integrated with residential areas. This sector is well-suited for use of the SmartCode as a replacement for current zoning when planned in conjunction with specific neighborhood plans or identified in the Comprehensive Plan.</p>	<p>Yes. The proposed development aligns with the future land use designation by using the current building footprint and not expanding parking to maintain walkability and the character of the neighborhood.</p>

<p>Compatibility with Surroundings: The existing zoning district is compatible with those surrounding the site:</p> <p>C-4 (Commercial) District: The purpose of this district is to provide for locations for the most intensive commercial uses intended to serve the entire city. It is intended that the district regulations permit heavy commercial uses characterized by automotive and light warehousing. The regulations of the districts are intended to provide a transition from general business areas to industrial and manufacturing uses, and to accommodate major locations of commerce, service and employment activities.</p>	<p>Yes. The area is primarily C-4 (Commercial). Similar to other properties in this district that have received parking reductions, this request supports the continued use of the site for commerce without requiring additional land for parking.</p>
<p>THE PROPOSED PROJECT'S EFFECT ON THE PROPERTY AND SURROUNDING PROPERTY, AFTER EVALUATING THE FOLLOWING FACTORS:</p>	
<p>Historic District or Special Designations & Study Area Plans: 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>The subject property is not located in a special designation or study area plan.</p>
<p>Potential Adverse Effects: Potential adverse effects that might be caused by approval or denial of the requested special permit.</p>	<p>No adverse impacts are expected. The site is located near a major Brio transit hub, which reduces the need for on-site parking. Approval will allow the property to function in its current configuration without causing parking overflow into the nearby residential area.</p>
<p>Natural Environment: Anticipated effects on the natural environment.</p>	<p>None. The subject property does not involve green field or environmentally sensitive land or arroyo disturbance.</p>
<p>Stability: Whether the area is stable or in transition.</p>	<p>The area is in transition, with zoning activity involving a special permit for parking reduction and a rezoning to general mixed use. The special permit will allow to maintain current parking levels for the property without causing overflow into the surrounding neighborhood.</p>
<p>Socioeconomic & Physical Conditions: Any changed social, economic, or physical conditions that make the existing zoning no longer suitable for the property.</p>	<p>Existing zoning will not be changed. The special permit will permit a percentage reduction in parking as proposed.</p>

ADEQUACY OF PUBLIC FACILITIES, SERVICES AND INFRASTRUCTURE: The subject property fronts Raynor Street and Pershing Drive, both roadways designated as minor arterials on the City of El Paso's Major Thoroughfare Plan (MTP), primarily linking to other commercial establishments in the area. Access for both pedestrians and vehicles is provided via both fronting streets, where existing sidewalks are present. Additionally, the property is situated 0.3 miles from the Five Points Brio station and transit facility.

SUMMARY OF DEPARTMENTAL REVIEW COMMENTS: No adverse comments from other respective departments.

PUBLIC COMMENT: The subject property falls within the Five Points Development Association, El Paso Central Business Association, 5 Points Neighborhood Association, and the Sunrise Civic Group Association. Notices were sent to property owners within 300 feet of the subject property on January 16, 2026. The Planning Division has not received any communication in support or opposition to the special permit and detailed site development plan request.

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.

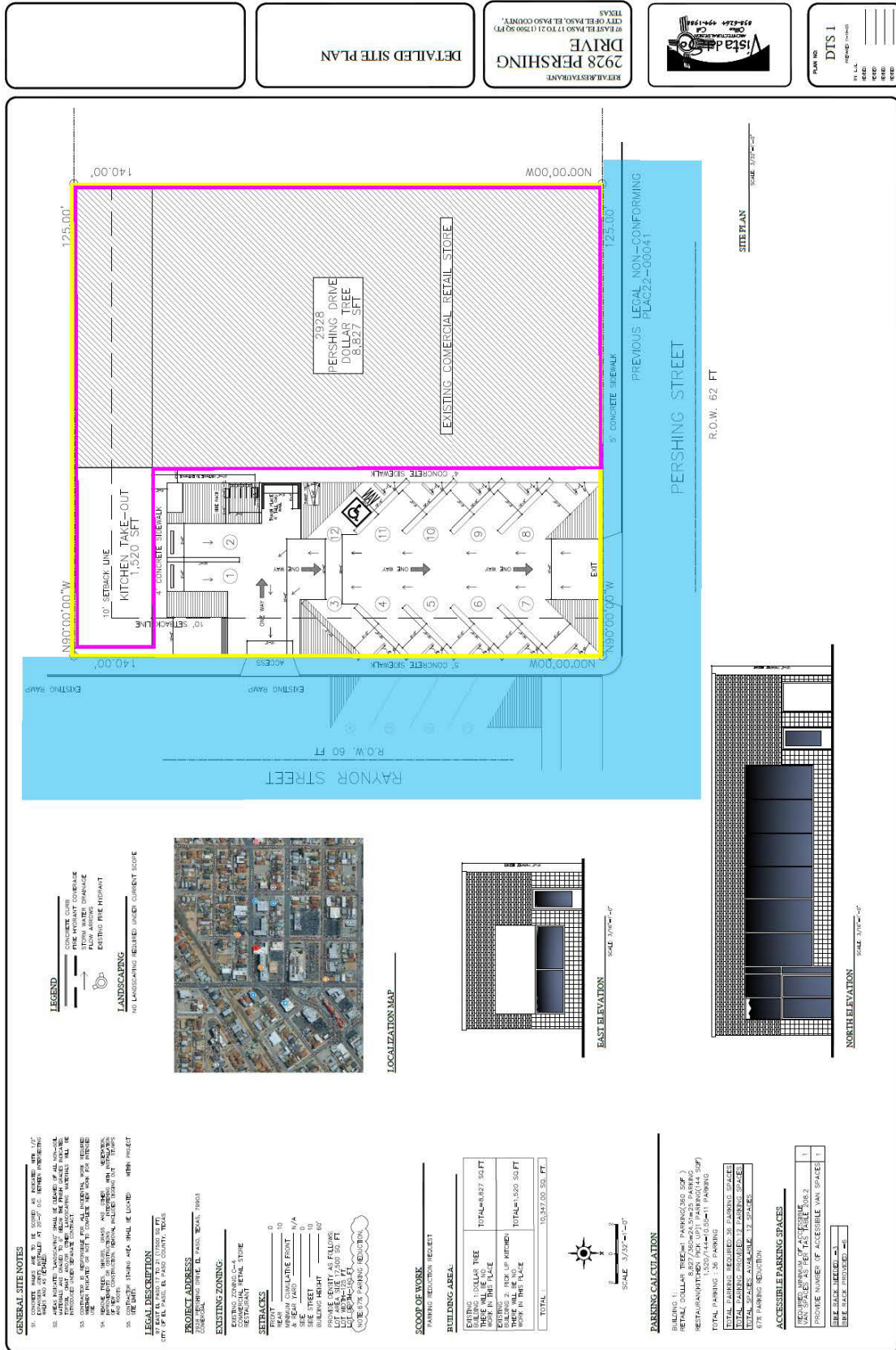
ATTACHMENTS:

1. Zoning Map
2. Detailed Site Plan
3. Parking study
4. Department Comments
5. Neighborhood Notification Boundary Map

ATTACHMENT 1



ATTACHMENT 2



ATTACHMENT 3

PARKING STUDY 2928 PERSHING DR.



PARKING STUDY 2928 PERSHING DR.

August 05 TO August 09, 2024

TIME/DAY	OVERALL (STREET PARKING)	OVERALL (OCCUPIED)					OVERALL (AVAILABLE)				
		MO	TU	WE	TH	FR	MO	TU	WE	TH	FR
8:00 AM	55	40	38	34	35	33	15	17	21	20	22
9:00 AM	55	32	34	25	36	30	23	21	30	19	25
10:00 AM	55	28	31	20	35	25	27	24	35	20	30
11:00 AM	55	26	27	13	32	18	29	28	42	23	37
12:00 PM	55	22	20	11	24	17	33	35	44	31	38
1:00 PM	55	20	19	14	21	17	35	36	41	34	38
2:00 PM	55	19	22	20	17	20	36	33	35	38	35
3:00 PM	55	16	10	25	15	18	39	45	30	40	37
4:00 PM	55	15	15	29	18	23	40	40	26	37	32
5:00 PM	55	15	13	28	23	19	40	42	27	32	36
6:00 PM	55	19	25	32	28	23	36	30	23	27	32
7:00 PM	55	22	15	21	19	20	33	40	34	36	35
8:00 PM	55	26	38	35	34	38	19	17	20	21	17
AVERAGE	55	24	24	24	24	26	24	32	32	29	32

ATTACHMENT 4

Planning and Inspections Department - Planning Division

Staff recommends **Approval** of the special permit and detailed site development plan per Section 20.04.320 – Special Permit Approvals and Section 20.14.070 – Parking Reductions.

Planning and Inspections Department – Plan Review & Landscaping Division

Recommend Approval.

No objections to the proposed special permit. At the time of submittal for building permits, the project will need to comply with all applicable municipal and building code requirements.

Planning and Inspections Department – Land Development

Recommend Approval.

1. The project must be submitted to the Traffic Department for formal review to ensure all recommendations align with city standards.
2. Proposed parking lot area must be compliant with the Street Design Manual (please see “Cluster Parking” Detail 3-42, Appendix “A” -Angle parking-); add dimensions from each area of existing/proposed parking lot.
3. If this permit involves any change to existing plan, must be provide a detailed site plan.
4. Comply with ADA requirements, 5’ concrete sidewalk along R.O.W.
5. Provide directional ramps on the corner, diagonal ramp is not allowed.
6. Driveways must be between 25’– 35’ feet wide as per DSC 6-16.
7. Provide and label note “All existing and proposed sidewalks, barrier free ramps, handicap parking, driveway crosswalks, driveways and accessible routes shall comply with A.D.A./T.A.S. and city of El Paso requirements. Existing infrastructure not complying shall be removed and replaced to meet standards” on the plan.

Note: To be reviewed at the building permit phase.

Streets and Maintenance Department

Traffic and Transportation Engineering:

No objection to application.

Street Lights Department:

Do not object to this request.

For the development of a project 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 Section:

1. This is a special permit request for parking reduction, if any scope of work extends into the City of El Paso right-of-way, the contractor must comply with applicable Municipal Codes and DSC guidelines.
2. For any parking improvements or modifications, follow Municipal Code Appendix C – Table of Parking Requirements and Standards.

Sun Metro

No effects on Sun Metro operations and transit services. Parking Reduction letter has been submitted to requestor on August 29, 2024.

El Paso Water

EPWater-PSB does not object to this request.

Water:

There is an existing 16-inch diameter water main that extends along Pershing Drive located approximately 6-feet north of the southern right of way. No direct service connections are allowed to this main as per the El Paso Water – Public Service Board (EPWater-PSB) Rules and Regulations.

There is an existing 16-inch diameter water main that extends along Raynor Street located approximately 20 and a half feet west of the eastern right of way. No direct service connections are allowed to this main as per the El Paso Water – Public Service Board (EPWater-PSB) Rules and Regulations.

There is an existing 4-inch diameter water main that extends through the alleyway between Pershing Dr. and Montana Ave. This main is available to provide service.

Previous water pressure reading from fire hydrant #01655, located on the southwest corner of Raynor St. and Montana Ave., has yielded a static pressure of 75 (psi), a residual pressure of 70 (psi), and a discharge of 1162 (gpm). The owner should, for his own protection and at his own expense, install at the discharge side of each water meter a pressure regulator, strainer and relief valve, to be set for pressure as desired by the customer. The Lot owner shall be responsible for the operation and maintenance of the above-described water pressure regulating device.

EPWater records indicate an active 3/4-inch water meter serving the subject property. The service address for this meter is 2928 Pershing Dr.

Sanitary Sewer:

There is an existing 12-inch diameter sanitary sewer main that extends along the alleyway between Pershing Dr. and Montana Ave. located approximately 9-feet south of the northern right-of-way. This main is available to provide service.

General:

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:

No objections.

El Paso County 911 District

The 911 District has no comments or concerns regarding this zoning.

El Paso Electric

No comments for 2928 Pershing Dr.

Texas Gas Service

In reference to case PZST24-00019 - 2928 Pershing, Texas Gas Service does not have any comments.

Fire Department

No comments received.

Environmental Services

No comments received.

Texas Department of Transportation

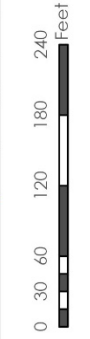
No comments received.

El Paso County Water Improvement District #1

No comments received.

ATTACHMENT 5

PZST24-00019



 Subject Property
 300 Feet Notice Area
 Notified Properties



This map is designed for illustrative purposes only. The features depicted herein are approximate and more site specific studies may be required to draw accurate conclusions. Enlargements of this map to scales greater than 1:10,000 may introduce errors and may lead to misinterpretations of the data. The Planning & Inspection Department Planning Division makes no claim to the accuracy of the map.