



ITEM 26

2928 Pershing Special Permit

PZST24-00019



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Aerial

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 misinterpretations of the data. The Planning & Inspections Department Planning Division makes no claim to its accuracy or completeness.

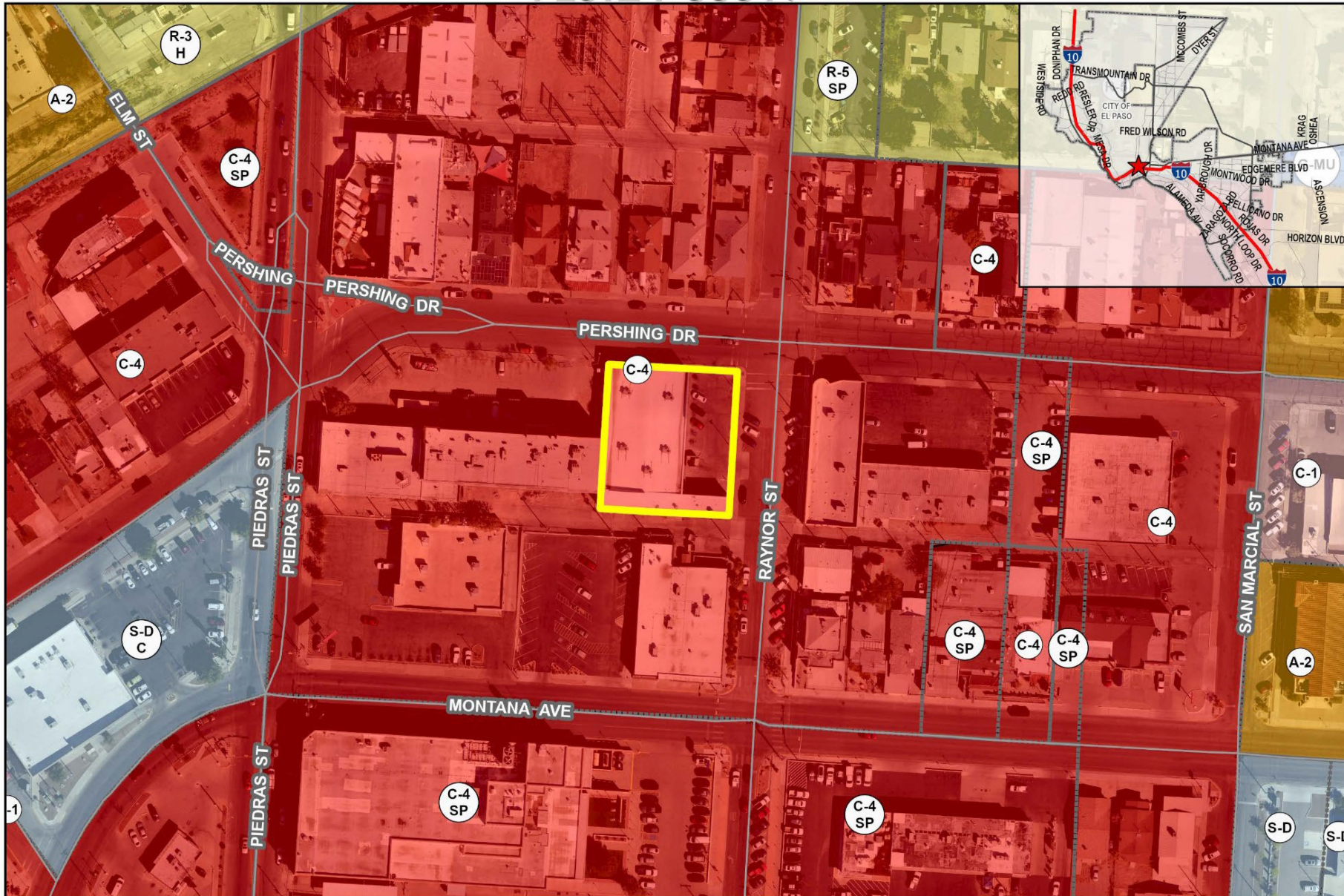


 Subject Property

0 15 30 60 90 120
Feet

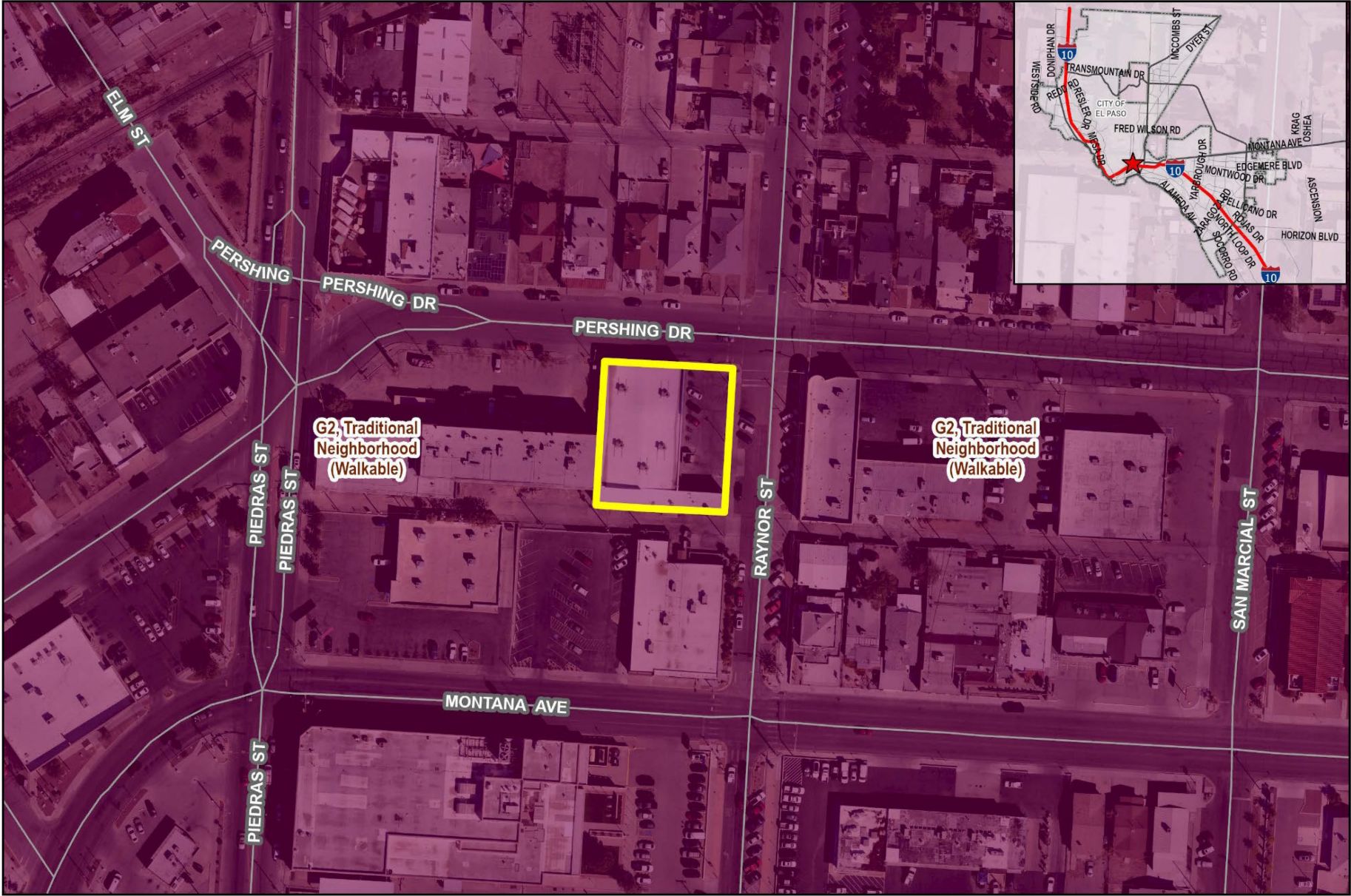


2



Existing Zoning





Future Land Use Map

G-2, Traditional Neighborhood: This sector is well-suited for a mix of residential and small-scale commercial uses that prioritize pedestrian walkability, as identified in the Comprehensive Plan and applicable neighborhood plans.

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Subject Property



$$S(x) = 1/18 \cdot x^3 + 1/2$$


Aerial with Site Plan



PARKING STUDY 2928 PERSHING DR.



Parking Study

36 Parking Spaces Required
12 Parking Spaces Provided

31 Spaces Available on Average
(on-street)



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	26	24	32	32	32	29	32

Parking Study

36 Parking Spaces Required
12 Parking Spaces Provided

31 Spaces Available on Average
(on-street)





Subject
Property

N

Surrounding Development



W

S

E
10

Public Input

- The applicant notified the Five Points Development Association, El Paso Central Business Association, Five Points Neighborhood Association, and the Sunrise Civic Group Association
- Notices were mailed to property owners within 300 feet on January 16, 2026
- As of April 14, 2026, the Planning Division received 1 letter in opposition



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Notice Map
32 Notices
35 Properties

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-  Subject Property
-  300 Feet Notice Area
-  Notified Properties

0 30 60 120 180 240 Feet





Recommendation

Staff and CPC (6-0) recommend **Approval** of the special permit request and detailed site development plan with a 67% parking reduction.



Mission

Deliver exceptional services to support a high quality of life and place for our community



Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



Values

Integrity, Respect, Excellence, Accountability, People