



**Commercial
Screen Printing
& Embroidery**

July 10, 2025
Mayor Renard U. Johnson and
Members of City Council
El Paso City Hall
300 N. Campbell
El Paso, TX 79901

Re: Support for Expansion of Chapter 20.14.070 – Parking Reductions Ordinance

Dear Mayor Johnson and Honorable Members of City Council,

My name is Crystal Bocanegra, and I am the Co-Owner and Vice President of Operations at Commercial Screenprinting Inc., a locally owned business that has proudly served El Paso for nearly four decades. I write to express my strong support for the expansion of Chapter 20.14.070 – Parking Reductions, and in particular, the proposed amendments that would give Downtown El Paso and other key areas greater flexibility to meet modern urban development needs.

After my mother founded CSI over 38 years ago, our family business has become deeply woven into the fabric of this community. I recently took the leap to purchase the building we've operated out of for the past 15 years—right in the heart of Downtown El Paso at 900 Magoffin Ave. That decision was rooted in my belief in the long-term promise of our downtown as a hub for economic development, lifestyle, and culture. I see a future where local businesses thrive, where walkability and vibrant public spaces define our city experience, and where our planning policies help—not hinder—that progress.

El Paso has incredible potential, and the Parking Reductions Ordinance is a smart, necessary step toward unlocking it. The current minimum parking requirements are often overly restrictive, making it harder to activate underused properties, revitalize older buildings, and support small business growth. In Downtown El Paso especially, where space is limited and demand is rising for walkable, mixed-use environments, we need policies that are adaptable and forward-looking.

Together with my husband, we are committed to doubling down on Downtown El Paso—seeking out additional commercial land and property to invest in and build businesses that bring entertainment, retail, and lifestyle experiences to our city core. We're not doing this for short-term gain—we're in it for the long run. This city has shaped our family, and we're ready to be part of shaping its future.



**Commercial
Screen Printing
& Embroidery**

I urge City Council to support the proposed changes to Chapter 20.14.070 and help move El Paso closer to its full potential—where thoughtful development, quality of life, and economic opportunity go hand in hand.

Sincerely,

Crystal Bocanegra
Co-Owner & Vice President of Operations
Commercial Screenprinting Inc.