

7850 Paseo Del Norte

Zoning Board of Adjustment — January 26, 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 20.18.490.A
PUBLIC INPUT: None received as of January 20, 2026

SUMMARY OF REQUEST: Applicant requests a Variance under Section 2.16.030 to permit two (2) additional auxiliary signs and permit all proposed auxiliary signs to exceed the allowable square footage and height as required per El Paso City Code Section 20.18.490 – Additional on-premise signs, subsection A, for a proposed large-scale warehouse facility in an M-1 (Light Manufacturing) zone district.

SUMMARY OF STAFF'S RECOMMENDATION: Pending.



Figure A. Aerial of Subject Property & Immediate Surroundings

DESCRIPTION OF REQUEST: The applicant is requesting a Variance under Section 2.16.030 to permit two (2) additional proposed auxiliary signs and permit all proposed auxiliary signs to exceed the allowable square footage and height per El Paso City Code Section 20.18.490 – Additional on-premise signs, subsection A, for a large-scale warehouse facility in an M-1 (Light Manufacturing) zone district. The applicant states the signage may not be sufficient to direct traffic for the proposed business. Please note that the request is being updated from the applicant.

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.

Section 20.18.490 of the El Paso City Code, regulates additional on-premise signs, which under Subsection A provides the criteria for auxiliary signs as follows:

1. *Permit required: yes;*
2. *Maximum number: four;*
3. *Maximum sign area: ten square feet per sign;*
4. *Maximum sign height: three feet for freestanding auxiliary signs;*
5. *Location:*
 - a. *Freestanding auxiliary signs, 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,*
 - b. *Wall auxiliary signs, no portion shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;*
6. *Illumination: not permitted.*

Auxiliary sign is defined in El Paso City Code Section 20.02.884 as a sign with no commercial advertising, except for the name or logo of the business or establishment, that pertains to the safe and efficient movement of pedestrians and vehicular traffic into and out of a building or premises and that has a directional purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," "emergency entrance," and other similar directives.

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. The signs proposed by the Applicant

include wayfinding content essential to directing traffic to appropriate access points and are therefore classified as "auxiliary signs" under the Code.

However, Zoning Code 2.18.490 restricts auxiliary signage to a maximum of four signs per site, each not to exceed 10 square feet in area and three feet in height. For a facility of this scale-serviced by significant volumes of large commercial vehicles, including semi-trailers and delivery vans-auxiliary signage limited to three feet in height and 10 square feet in area would be functionally inadequate and present clear safety concerns.

- 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 auxiliary 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 auxiliary 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.

CALCULATIONS: The following calculations apply to each auxiliary sign.

	REQUIRED	REQUESTED
Area	10 Square Feet	30 Square Feet
Height	3 Feet	7 Feet

ANALYSIS: Pending.

COMPLIANCE WITH EL PASO CITY CODE SECTION 2.16.030

The Zoning Board of Adjustment is empowered under Section 2.16.030 to:

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.

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?	Pending.
2. Would a literal enforcement of the ordinance create an unnecessary hardship?	Pending.
3. Is the variance consistent with public interest?	Pending.
4. Would the spirit of the ordinance be observed and substantial justice done if the variance is approved?	Pending.

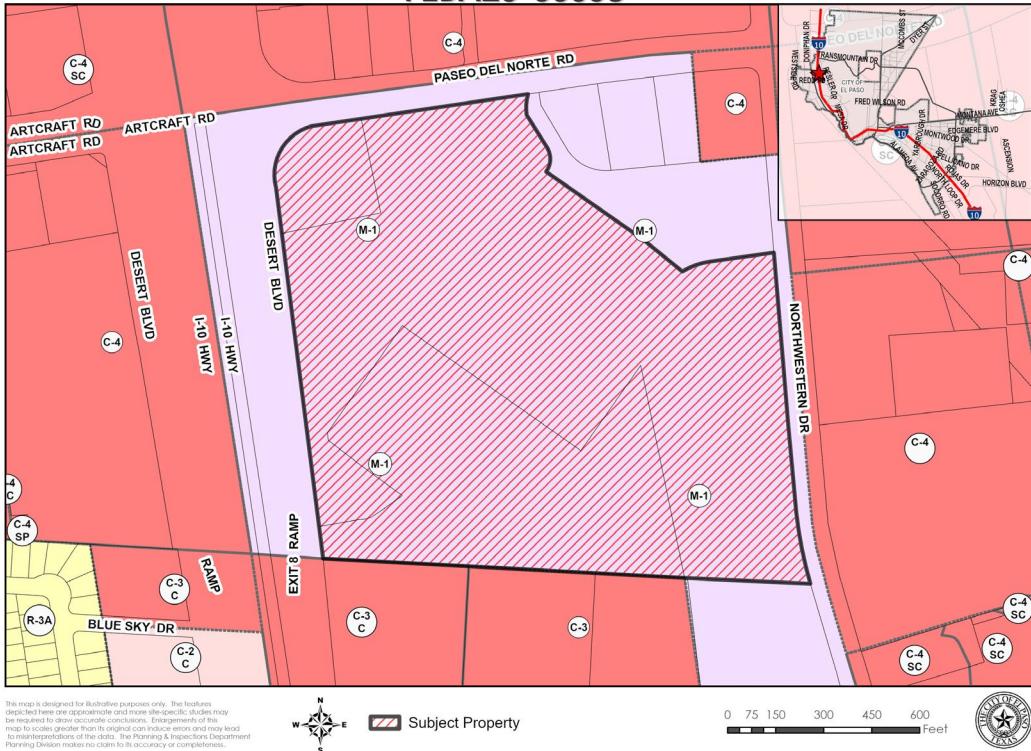
PUBLIC COMMENT: Public notice was sent on January 16, 2026 to all property owners within 300 feet of subject property. The Planning Division has not received any communications in support or opposition to the special exception request.

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 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.

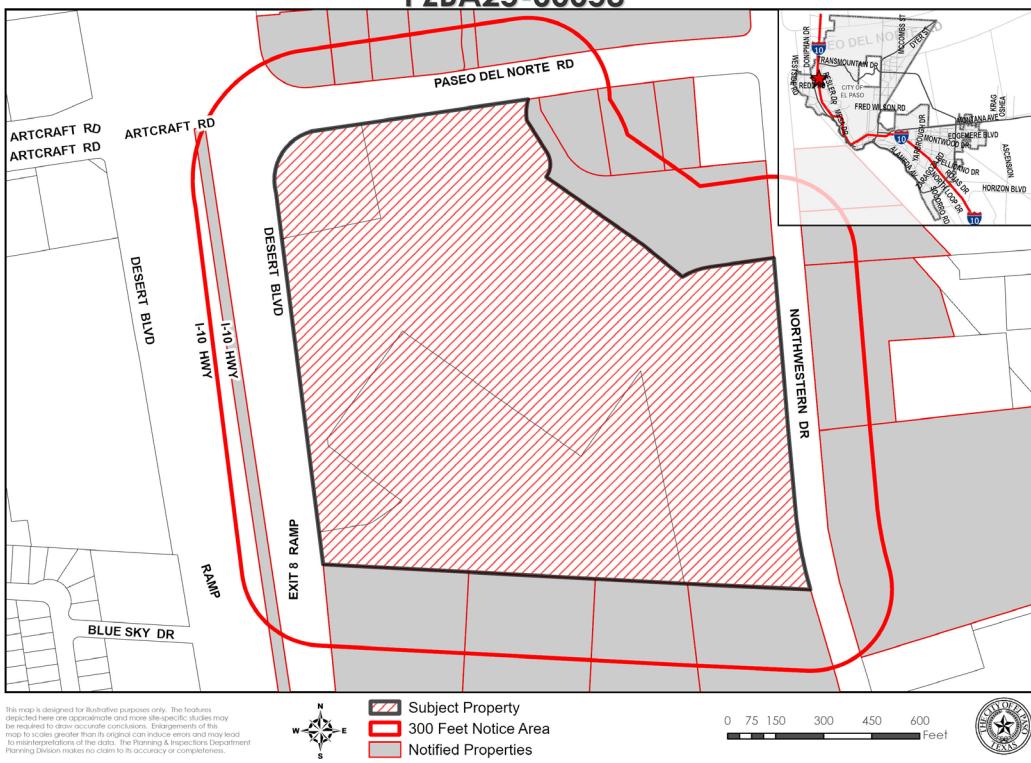
ZONING MAP

PZBA25-00058

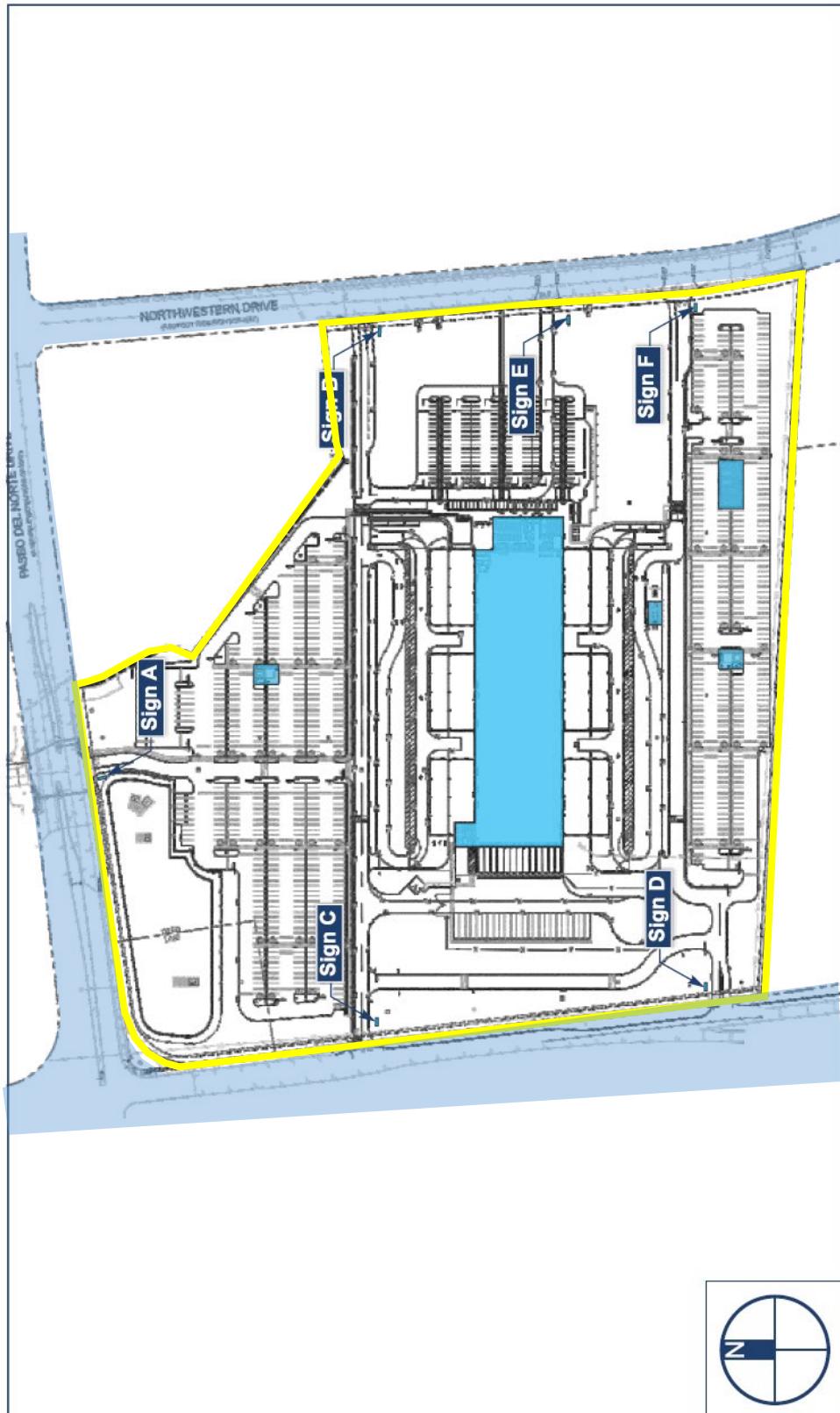


NEIGHBORHOOD NOTIFICATION MAP

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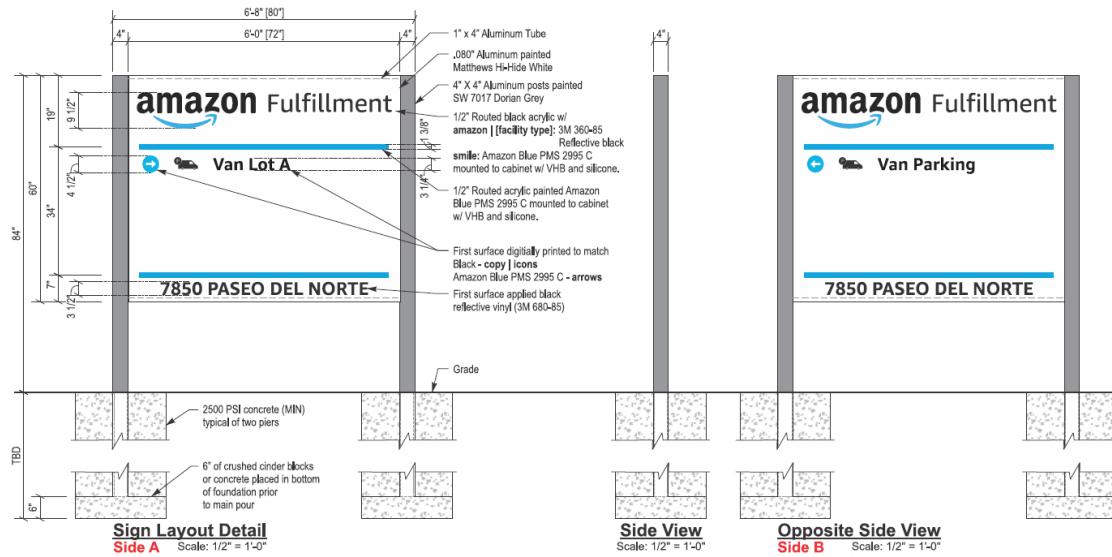


SITE PLAN



SIGN DESIGN

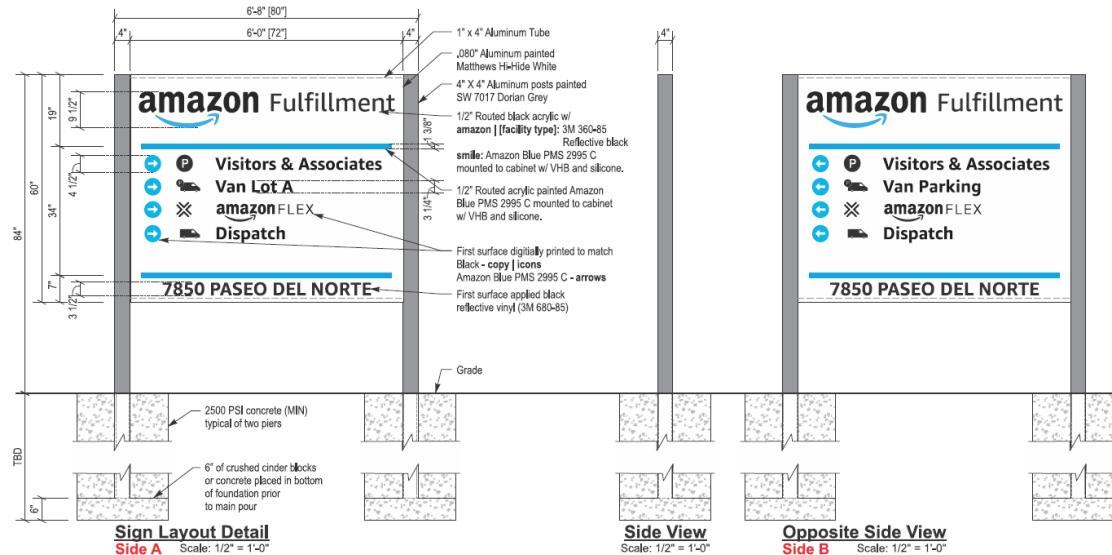
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Type:	D/F Directional
Illumination:	Non-Illuminated
Square Footage:	30.00



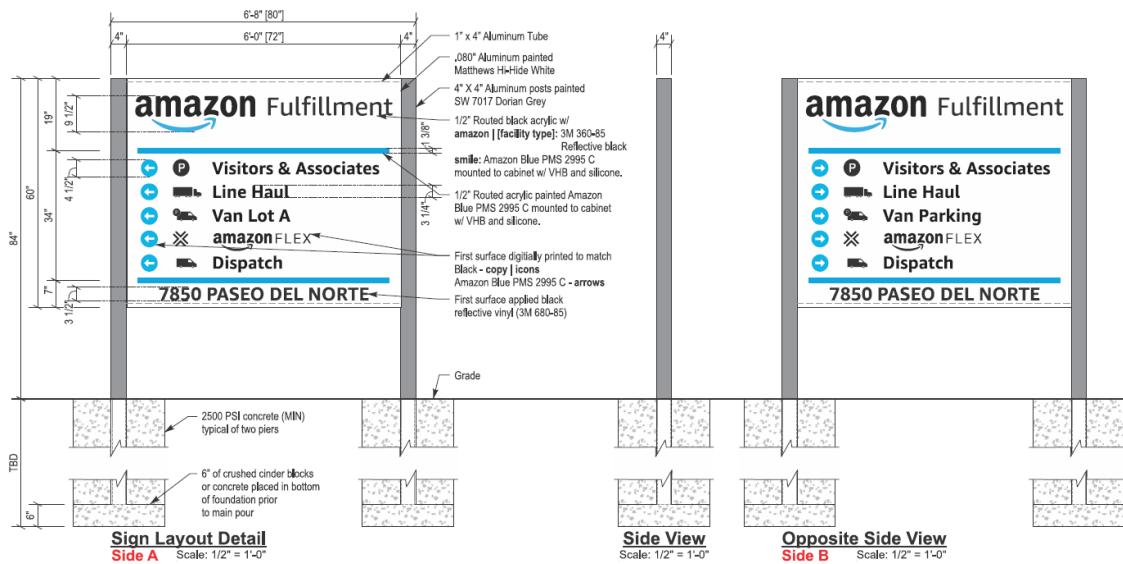
amazon	Client: Amazon Site #: AM2L-DVH1 Address: 7850 Paseo del Norte El Paso, TX	REVISION INFO	10/30/2025 Original Renderings	KH1
				This rendering is the property of Anchor Signs, Inc. It is for the exclusive use of the client and is not to be reproduced or distributed without the consent of Anchor Signs, Inc. If you have any questions regarding this statement, contact your account manager.

AnchorSign.
1.800.213.3331

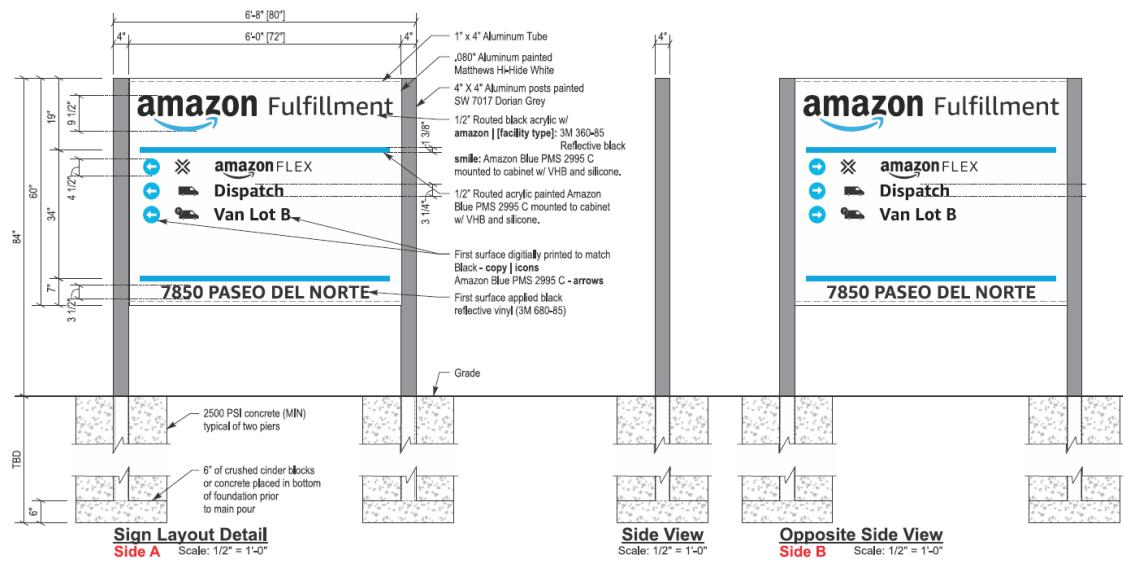
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Square Footage:	30.00



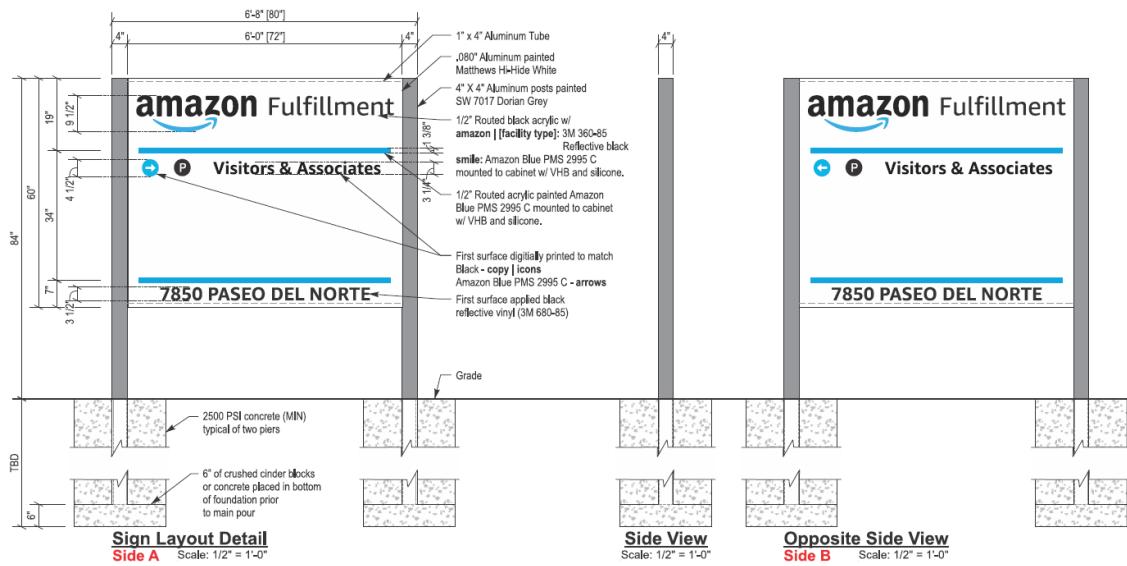
SIGN C	Amazon
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Square Footage:	30.00



SIGN D	Amazon
Type:	D/F Directional
Illumination:	Non-illuminated
Square Footage:	30.00



SIGN E	Amazon
Type:	D/F Directional
Illumination:	Non-illuminated
Square Footage:	30.00



SIGN F	Amazon
Type:	D/F Directional
Illumination:	Non-illuminated
Square Footage:	30.00

