



# Amendments to Title 20 – Zoning Priority Economic Development Initiatives

June 20, 2023



# Presentation Overview

- ❖ Strategic Alignment
- ❖ Background
- ❖ Proposed Amendments
- ❖ Recommendation and Action



# Strategic Plan

## Goal 1: Cultivate an Environment Conducive to Strong, Economic Development

- **1.1 Stabilize and expand El Paso's tax base**
  - Activate targeted (re)development 2.0
  - Expand Downtown revitalization
  - Grow existing and attract new target industries
- **1.6 Provide business-friendly permitting and inspection processes**

## Goal 3: Promote the Visual Image of El Paso

# Economic Development Priorities FY23

1. Administer and manage ARPA funding for **small business response + recovery** programs
2. Continue retention, recruitment + expansion efforts to **accelerate quality job and wage growth**
3. Emphasize the growth of a regional **advanced manufacturing** industry cluster with a focus on **aerospace and defense manufacturing**
4. Continue **redevelopment efforts in key areas** such as Downtown, the MCA, Cohen + Airport
5. Develop **destination locations** for tourism and economic development
6. Continue **binational collaboration** for increased regional investment + promotion
7. **Leverage real estate assets** in support of economic development priorities

# Background

Proposed changes to the zoning code informed by:

- Ongoing planning efforts
  - Alameda Plan, Downtown-Uptown Plan
- Emerging industry trends
  - RFI submissions and feedback
- Collaborative effort between Economic Development, Planning & Inspections, CID-Planning, and the Airport

# Intent of Amendments

- Address gaps in the Code
  - Add definitions and permissibility
- Clarify existing regulations
  - Remove conflicting regulations
- Align with best practices and industry standards
- Improve speed to market
  - Eliminate need for zoning verification letters
- Improve legibility and transparency of Code

# Focus – Industry Attraction



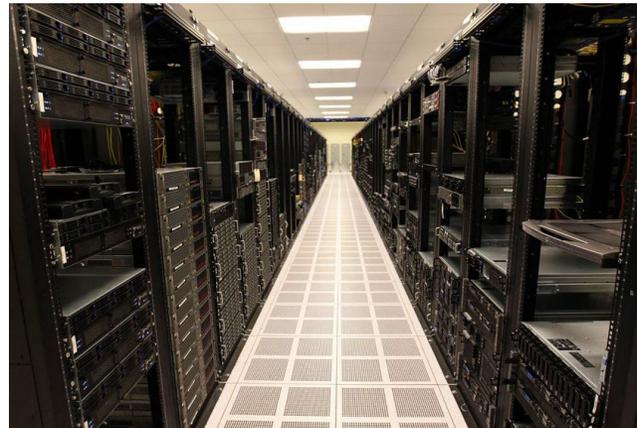
- Current code is missing definitions for permitted uses and has duplicate definitions
- Newer technologies allow for a manufacturing and finishing process with fewer externalities
- Definitions for plastics manufacturing do not allow for this differentiation in intensity of use
- Supports initiatives in the Advanced Manufacturing District (AMD) and 601 Corridor

# Proposed Changes

- Provide a definition to the existing use “Plastic products manufacturing” which is currently only available beginning in M-2
- Differentiate between an intensive and less intensive application, by adding a new “Plastic products finishing” use
- Update Appendix A to add the heavier “Plastic products manufacturing” by Special Permit in M-1
- Update Appendix A to add the lighter “Plastic products finishing” by right in M-1
- Remove “Computer electronic product assembly” from Appendix A, as it conflicts with the identical “Computer product manufacturing”

# Focus - Industry Attraction

- Definition for Data processing center does not capture the scale or intensity of the current industry model
- Need regulations that reflect best practices and industry standards for hyperscale datacenter uses
- Supports key industry attraction efforts



# Proposed Changes

- Provide a definition for “Data processing center (hyperscale)” to reflect current industry standards and differentiate this higher intensity use
- Add definition for Security fence
- Add Section 20.16.030.B.3 to specify that Security fences shall not exceed twelve feet (12’) in height
- Update Appendix A to allow “Data processing center (hyperscale)” by right in C-4, M-1, M-2; via MZP in IM-U
- Revise parking calculations to reflect best practices and the unique configuration potential of hyperscale data center uses

# Focus - Destination Locations



- No existing definition or permissibility for Aquariums
- Adding regulations will make it easier for prospective organizations to identify sites
- Supports attraction strategy for unique entertainment and recreation opportunities

# Proposed Changes

- Provide a definition for “Aquarium”
- Update Appendix A to add “Aquarium” by right in C-3, C-4, and C-5; via MZP in GM-U

# Focus - Redevelopment

- Brewery is listed in Appendix A, but has no stand-alone definition
- No differentiation of heavier industrial operations versus hybrid restaurant-brewery
- Clarify regulations to align with TABC
- Supports redevelopment efforts in former industrial areas
  - Breweries can be a catalyzing business for revitalization



# Proposed Changes

- Provide a definition for “Brewery”
- Provide a definition for “Brewpub”
- Update Appendix A to allow “Brewpub” by right in C-1, C-2, C-3, C-4, C-5; via DSDP in S-D, P-C, and P-I; via MZP in GM-U and IM-U to match the permissibility of bar/restaurant



# Recommendation

On May 4, 2023 City Plan Commission unanimously recommended **APPROVAL** of the Ordinance amending Title 20 – Zoning.

## 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, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople