**CONTENTS**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPIA - CENTER EL PASO, TEXAS</td>
<td>1</td>
</tr>
<tr>
<td>SMARTCODE DEVELOPMENT STUDY</td>
<td>2</td>
</tr>
<tr>
<td>©2012 Placemakers LLC, August 2012</td>
<td>3</td>
</tr>
<tr>
<td>INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>AIRPORT CONTEXT PLAN</td>
<td>2</td>
</tr>
<tr>
<td>EXISTING CONDITIONS AERIAL</td>
<td>3</td>
</tr>
<tr>
<td>LEASE PLAN OVERLAY - EXISTING BUILDINGS</td>
<td>4</td>
</tr>
<tr>
<td>OVERALL ILLUSTRATIVE PLAN</td>
<td>5</td>
</tr>
<tr>
<td>REDEVELOPMENT ILLUSTRATED</td>
<td>6</td>
</tr>
<tr>
<td>LEASE PLAN OVERLAY - PROPOSED BUILDINGS</td>
<td>7</td>
</tr>
<tr>
<td>PHASING ILLUSTRATED</td>
<td>8</td>
</tr>
<tr>
<td>DESCRIPTIVE PLAN</td>
<td>9</td>
</tr>
<tr>
<td>HIGH STREET</td>
<td>10</td>
</tr>
<tr>
<td>THE GATEWAY TO HIGH STREET</td>
<td>11</td>
</tr>
<tr>
<td>ILLUSTRATION</td>
<td>12</td>
</tr>
<tr>
<td>AIRWAY BOULEVARD INTERFACE</td>
<td>13</td>
</tr>
<tr>
<td>BUSINESS CONFERENCE CENTER OPTIONS</td>
<td>14</td>
</tr>
<tr>
<td>ILLUSTRATION</td>
<td>15</td>
</tr>
<tr>
<td>HOTEL CONCEPTS</td>
<td>16</td>
</tr>
<tr>
<td>AERIAL VIEW OF THE MIXED USE CENTER</td>
<td>17</td>
</tr>
<tr>
<td>ADJACENT OPPORTUNITIES</td>
<td>18</td>
</tr>
<tr>
<td>MONTANA CORRIDOR EXISTING</td>
<td>19</td>
</tr>
<tr>
<td>MONTANA CORRIDOR REDEVELOPED</td>
<td>20</td>
</tr>
<tr>
<td>MONTANA CORRIDOR STREET VIEW</td>
<td>21</td>
</tr>
<tr>
<td>BUILDING TYPES-GENERAL</td>
<td>22</td>
</tr>
<tr>
<td>BUILDING TYPES-GENERAL REDEVELOPED</td>
<td>23</td>
</tr>
<tr>
<td>TRANSIT ROUTE OPTIONS</td>
<td>24</td>
</tr>
<tr>
<td>REGULATING PLAN OVERALL</td>
<td>25</td>
</tr>
<tr>
<td>REGULATING PLAN CENTER</td>
<td>26</td>
</tr>
<tr>
<td>SPECIAL DISTRICT STANDARDS</td>
<td>27</td>
</tr>
<tr>
<td>SMARTCODE THOROUGHFARE TYPES</td>
<td>28</td>
</tr>
<tr>
<td>El Paso International Airport</td>
<td>29</td>
</tr>
</tbody>
</table>
BACKGROUND

This Development Study was developed in conjunction with a collaborative on-site workshop conducted during May 2011, led by Placemakers LLC who worked with the El Paso International Airport, City Planning Staff, El Paso Department of Transportation, City Engineering, and Sun Metro to develop a detailed regulating plan that could be implemented through the City’s adopted SmartCode. The SmartCode enables and provides incentives for walkable, mixed use, and compact places as an alternative to conventional automobile-focused, segregated-use suburban zoning standards. This plan builds from the June 2008 Southern Industrial Park Land Use Plan, demonstrating a more detailed urban pattern and comprehensive land-use regulation under the SmartCode as a special district. This document presents background and supplementary information to accompany the Title 21 application.
Existing Conditions:
The Master Plan is based off the location of existing street rights of way, existing users and buildings, and the timing of leases.

2008 Land Use Plan:
The "Southern Industrial Park Land Use Plan" was prepared in June 2008 and serves as a reference document for the Master Plan. At the time of preparation, the Land Use Plan did not anticipate the SmartCode and its inherent mixing of uses. While the Master Plan allows for the location of specific land uses as determined within the preferred general land use scenario (shown at left), SmartCode regulations allow for a wider variety of uses within each district rather than the zoning of specific uses. At a more refined level of planning, the master plan builds in flexibility of use while defining a cohesive vision for redevelopment. The combination of land uses such as office, hotel, restaurant, and retail allows numerous mixed use environments suitable to a variety of users.

Note: The preferred land use scenario shown at left is provided as an illustration only. The specific content is not a part of this Master Plan and is not meant to be discerned from this graphic.
Lease Plan Overlay:
This plan shows current lease timing with an overlay of existing buildings.

Lease Expiry Dates:
- Available
- 2013 - 2014
- 2015 - 2018
- 2019 - 2023
- 2024 - 2028
- 2029 +
Illustrative Plan:
As redeveloped under the SmartCode, the illustrative plan demonstrates one possible scenario for redevelopment.
Existing Conditions:
The current development pattern is largely automobile-oriented with a disconnected street network and limited pedestrian facilities. Scattered warehouse and industrial buildings are linked by over-wide streets. A lack of a clear front/back distinction on blocks allows backs of buildings, parking lots, storage areas, and service areas to face directly onto the street.

Urban Redevelopment:
Redevelopment into walkable urban blocks, defined by streets that balance vehicular and pedestrian movement, allows a rich mix of uses to coalesce into an attractive urban center. Blocks allow for clear “backs” for parking and servicing, and “fronts” where active building uses face onto the street and public spaces.
Lease Plan Overlay:
This plan shows current lease timing with an overlay of both existing and proposed buildings.

Lease Expiry Dates:
- Available
- 2013 - 2014
- 2015 - 2018
- 2019 - 2023
- 2024 - 2028
- 2029 +
Phasing Illustrated: This series of images shows how the mixed use center might develop over time in response to lease expiries and other factors.
High Street: The Master Plan is centered on a north-south “High Street” leading from the new Rental Car Garage and extending south to Montana. Most of the street occurs within existing street right-of-way, but curves to create visual interest and a sense of an outdoor room. High street is a pedestrian friendly street with diagonal and parallel parking that serves abutting shops, offices, and hotels. The street winds through a variety of public spaces and allows a rich mix of uses. The proposed name “High Street” invokes both aviation and the commercial character of traditional high streets.

High Street Shops, Entertainment, and Restaurants: In the heart of the plan, supported by nearby office, hotel, business conference center, and other uses, High Street is designed as an entertainment and shopping destination. Ground floor retail and restaurant uses are shown with a red line (see next page).

Lined Parking Garages: The SmartCode allows a range of possible development intensities. The ability to provide parking limits intensities. Both surface parking and parking garages are shown to demonstrate possible configurations. The existing railway is ideal for interfacing parking facilities. Other garage locations are possible.

Mixed Office Opportunities: The area west of the railway is defined by a mix of street oriented office, warehouse, and light industrial. With nearby multi-modal facilities and the mix of uses on High Street, this area might also be attractive to Class ‘A’ office tenants. Employees park within the block with visitor parking on-street.

Tower Icons: defined as attractive tower elements, these two building form a gateway to High Street and a visual attraction from Montana Avenue.

Hotels: Hotels configured with an internal semi-private courtyard are an ideal building type as demonstrated by many of the existing hotels in the area. Incorporated in an urban block, a clear front and back is established with parking and servicing internal to the blocks and public (retail/lobby/restaurant) uses facing the street. Rooms may face the courtyard, street, or internal block. With a street orientation, hotels guests are a short, comfortable walk to High Street amenities, the business conference center, transit, and the airport terminal. (See page 16)

Stormwater Facilities: Stormwater facilities are designed as attractive parks adding value to adjacent properties. Storm water management requirements will require further study and may require alterations to the Master Plan.
High Street, shown in red at right, is proposed as a lively entertainment and shopping destination. While the entire length stretches almost 2000 feet, the core blocks in the middle measure about a quarter of a mile—roughly 1300 feet—which would be a 10 minute walk from one end to the other, and back. This could accommodate as much as 100,000 - 200,000 sf of commercial uses at ground level. While it is ideally located as a more intimate, pedestrian oriented counterpart to Airport Boulevard, one challenge of the proposed location is to create enough drive-by traffic and visibility for commercial viability. A number of strategies deal with this:

1. Build iconic corner buildings with tower elements that can attract attention from nearby thoroughfares. Shown above are conceptual hotel elevations for the two tower elements on the south end of High Street indicated as “Elevation View”. Other important intersections should follow suit.

2. A mix of uses including office, accommodations, and destination retail will create more pedestrian traffic for the retail.

3. Adding the planning area to the north creates a contiguous link and gateway to the terminal.

4. Traffic diversion strategies to direct some of the traffic to and from the airport, adjacent uses, and transit through the high street to increase visibility and activity.

5. Open the viewshed to Montana Avenue on the south by locating a storm water management park or restricting south buildings to lower heights to allow viewsheds to tower elements as shown above. This option would be explored at the discretion of the developer and would not be tied to zoning.
View to north through pedestrian passage.

THE GATEWAY TO HIGH STREET

SOUTHERN INDUSTRIAL PARK MASTER PLAN
EL PASO, TEXAS

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Plaza on High Street:
There are two plazas identified along the proposed “High Street”. This is a view to the northwest from the plaza to the south and in the heart of the retail/restaurant/entertainment area. The plaza can be programmed for events or can serve outdoor dining. Upper story uses may be office or accommodations.
As previously discussed on the Descriptive Plan, the curved segment of Airway Boulevard is currently configured as a short high-speed freeway segment. Because the roadway is constrained at either end by signalized intersections, this configuration serves only to speed traffic around the curve without actually increasing capacity on the roadway. Failing any real benefit, the results of this high speed roadway geometry has proven dangerous for vehicles, and hostile to pedestrians. Regardless of whether redevelopment for this area is undertaken, this roadway is unsafe and requires mitigation.

Fortunately, the development energy and momentum from active redevelopment could provide the catalyst to fix the roadway. The Southern Industrial Park Master Plan is designed as a pedestrian friendly, mixed-use urban environment that balances automobile movement with pedestrian mobility. As it relates to thoroughfares, the El Paso SmartCode states “Design conflict between vehicular and pedestrian movement generally shall be decided in favor of the pedestrian.” Unfortunately, the current configuration of Airway Boulevard is not suitable for pedestrians or vehicles.

The proposed plan demonstrates a new at grade intersection at Airway Boulevard and “High Street”. This intersection in itself will add a traffic calming element to the Boulevard, and is the best configuration for pedestrian and vehicular movement onto High Street. However, this configuration is dependent on other traffic calming measures along Airway, particularly from the westbound lane as it approaches the new intersection. The photo simulations to the right show examples of possible traffic calming measures necessary to enforce a safe 25 mph along the entire curve. Other measures may include additional signage, rumble strips, and pavement markings.

However, if these traffic calming measures are not put into place and evaluated for their effectiveness, the new intersection should not be constructed. The illustration to the upper left shows a pedestrian overpass in place of an at grade intersection as a fall-back position, or interim step. This will impact pedestrian movements and vehicular access to the mixed use center, while maintaining the current vehicular focus of the Boulevard.

The redevelopment of the Southern Industrial Park will be a significant undertaking and a substantial investment for the Airport and the City. It is strongly recommended that the City and the Airport work closely together to achieve a safer, more pedestrian interface for Airway Boulevard. Only when this option is exhausted, or to allow for redevelopment prior to necessary street improvements, the pedestrian overpass alternative should be adopted.

**Pedestrian Overpass Option:** If Airway Boulevard is not traffic calmed, this diagram demonstrates a pedestrian overpass alternative to the proposed new intersection at Airway Boulevard and High Street.

**Traffic Calming:** A 25 mph speed limit enforced by traffic calming is necessary for Airway Boulevard, particularly for a new intersection at Airway Boulevard and High Street.
Business Conference Center Options:

There are several options for locating a business conference center on the property. Each will depend on existing leases, the specific needs of the facility, and phasing opportunities. The blue area shows the potential areas, the red lines show where a retail ground story is required. All block faces will require an active interface with the adjacent street.

**Block Structure:** The SmartCode provides flexibility in use, while ensuring a walkable, street-oriented pedestrian interface. The base Master Plan demonstrates a flexible block structure defined by walkable streets and shaped by street oriented buildings. Parking is provided on-street with additional parking lots concealed within the blocks. Using this block structure as a base, three business conference center options are proposed. Note that as building uses intensify, surface parking lots can become parking garages wrapped with buildings.

**Options A & B:** There are two options for a block-sized business conference center parcel, each with approximately 215,000 sf footprint. Both options have good visibility from the north across the green, as well as from Airport Boulevard to the east. Block ‘A’ has proximity to a possible parking structure within the block to the south, concealed by street oriented buildings. It can also utilize the plaza along High Street for the business conference center interface. The Block ‘A’ option is illustrated on the following page.

**Option C:** This option consolidates two blocks to form a single 450,000 sf block for a larger business conference center. The challenge for this format is that it reduces walkability through an oversized block and creates several hundred feet of block faces that must have an active use facing the street. This option demonstrates the most ambitious option, but would require exceptions within the SmartCode. The block to the south has a wrapped parking deck to provide parking.
Business Conference Center on the Green:
This illustration of business conference center option 'C' shows the north face of the block on the triangular green. The two tower elements enhance visibility. The bronze domes of the tower and the arched ceiling of the main foyer relate to the tarnished bronze domes of the airport terminal.
First Phase Hotel Concepts:
These two concepts demonstrate variations on a four story hotels with internal court-yards set within a mixed use block. With each, approximately 200 parking stalls are provided within the block for hotel use. On-street parking serves retail and restaurant uses. Other buildings enclose the block and may include single storey retail/restau-rants, office, small scale mixed use, and other hotels- each with their own parking.

Concept A: This concept shows the hotel on the north eastern side of the block with good visibility from Airway Boulevard, and a south terminated view from Continental Drive.

Concept B: This concept shows the hotel integrated with the High Street entertainment and retail street. An elevated courtyard has hotel amenities, and guest have direct access to the programmed urban plaza. The hotel restaurant would contribute to High street. This concept is used for the illustrations within the Master Plan on the following pages.
Adjacent Opportunities:

As the Airport begins to redevelop under the SmartCode, the added value will have an effect on adjacent properties. An important opportunity is to provide adjacent multi-family residential uses which the airport lands are not able to do. Residential uses would allow office, hotel, and retail employees to live within walking distance of their work, and would add an important population to the airport's mixed use center for a more complete mix of uses.

While this master plan does not presume the immediate rezoning of adjacent properties, it is the intent of the SmartCode to anticipate future connections to adjacent properties. The concept shown here demonstrates new blocks formed in the southwest corner of the plan, east of Sioux Drive. While the land is currently zoned for commercial uses, the SmartCode’s T5 or T6 designation would allow a high intensity of mixed uses including condos, apartments, row houses, flats above shops, live/work units, and a possible mixed use grocery store as shown here. The streets connect seamlessly to the airport lands to maintain the function and character of the urban blocks.
Montana Corridor
The eastern portion of the plan focuses on the redevelopment of the Montana Corridor, while maintaining the existing industrial and airport related uses to the north. Currently, there are service roads that align parallel to Montana Avenue (Lockheed Drive). These provide an opportunity to redevelop adjacent properties with street oriented buildings and a pedestrian friendly streetscape on an otherwise difficult street (Montana Ave.). As a result, Montana can become a street with a high pedestrian quality- a SmartCode “A-Grid”. Boeing, however, can remain as a “B-Grid” allowing industrial yards, parking, and other activities to front onto the street.

As redeveloped under the SmartCode, this illustrative plan demonstrates one possible scenario for redevelopment.
Existing Conditions:
This illustration shows typical conditions for the Montana Corridor east of the airport mixed use center. Because there is no hierarchy of streets in terms of pedestrians quality, all streets have low pedestrian character. Frontages are mixed among parking areas, storage areas, arbitrary landscaped areas, and buildings with mixed character—many facing blank walls to the street. Streetscapes are defined by discontinuous sidewalks and frequent vehicular entries. Lockheed Drive has excess unused width and the two-way traffic confuses intersections with side-streets.

Note: This graphic is for demonstration purposes only, illustrating typical conditions along Montana Avenue and Boeing Drive. As redeveloped under the SmartCode, the following illustration demonstrates one possible scenario and is conceptual only.
Montana Corridor Redeveloped

1. By redefining Lockheed Drive, Montana becomes an “A-Grid” with high pedestrian quality.
2. The existing approximately 35’ pavement width of Lockheed is “restriped” to have a single 15’ one-way lane (running west with adjacent Montana Ave. traffic, and 20’ diagonal parking.
3. The diagonal parking is assigned to the adjacent parcel, which in turn improves the sidewalk with continuous paving and irrigated street trees in grates. The median along Montana should be maintained as low-maintenance textured concrete. *(See Note)*

Proposed Redevelopment:
This illustration demonstrates possible redevelopment under the smart code. The concept proposes the following:

4. Buildings are built to the sidewalk with active uses (retail, and offices). The SmartCode expands the land use options.
5. Landscaped areas are for human use, shaped by active building frontages and equipped with irrigated drought-tolerant landscaping and seating areas.
6. Buildings on side streets (north-south) are also B-Grid, but should build to the corners on both Lockheed Drive and Boeing Drive.

*While this concept concentrates on Lockheed Drive, future redevelopment of the Montana streetscape should consider vegetation and pavement improvements to the median.*
A: MULTI-USE BUILDING WITH SHARED PARKING

Description: The SmartCode allows a wide variety of land uses while maintaining baseline regulations for building form. Typically, buildings must be built close to the sidewalk, with the primary entry facing the sidewalk and parking lots located in the rear.

The Multi-Use building demonstrates the wide variety of uses possible on a generic 60' depth building floorplate within the SD4 Airport T5.1 & SD4 Airport T5.2 transect zones. Buildings are 1-6 stories and typically share parking within the block, allowing for convenience customer and guest parking on-street. Parking garages may also be located within blocks.

Transect Zones: SD4 Airport T5.1, SD4 Airport T5.2

Single Story Variation
One-story buildings may accommodate retail or office.

Multi Story Variation: Mixed Use, Retail, Office, Accommodation

Small-Scaled Mixed Use Variations
Narrow/Connected multi-story buildings with retail and office frontage, attached to accommodation rentals. Parcels divide vertically forming narrow lots.

Main Level 70% Clear Glazing

Main Level 70% Clear Glazing

Main Level 70% Clear Glazing

Main Level 70% Clear Glazing
**B: CLASS 'A' OFFICE**

**Description:** Class 'A' office space is intended to attract large corporate tenants seeking 20,000sf plus floorplate office space. Buildings may be located in prominent places for high visibility but are always street-oriented. Buildings may be 1-6 stories, and typically have a common grand entry. Guest parking is generally provided on-street with employee parking in structures or within blocks.

**Transect Zones:** SD4 Airport T5.1, SD4 Airport T5.2

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**C: COURTYARD HOTEL**

**Description:** While the multi-use building can accommodate many hotels, the larger courtyard hotel model has great applicability within the plan. Unlike Current examples with a central building set at the center of the lot surrounded by parking stalls, the urban Courtyard Motel, as regulated by the SmartCode must form the edge of the block with guest parking in the center of the block, and other buildings at the block edge. The hotel is built up to the street with the port cochere defined as a “forecourt” frontage and on-street parking for commercial uses.

**Transect Zones:** SD4 Airport T5.1, SD4 Airport T5.2

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**D: INDUSTRIAL/ AIRPORT USES**

**Description:** Typical industrial buildings along “B” streets with an emphasis on industrial traffic and access. Large floorplates may interface with office and showrooms along “A” streets. Office and showrooms may also be integrated with SD4 Airport T5.1 and SD6 Airport T5.2 zones.

**Transect Zones:** SD6 Airport S&T

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**E: CIVIC BUILDINGS**

**Description:** Public oriented civic and institutional buildings are possible throughout the plan and should be located at prominent, highly visible sites, preferably anchoring a public space such as a square or a plaza.

**Transect Zones:** SD3 - SD5 and Airport Civic

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Transit Route Options:
This diagram shows possible transit routes as discussed during the workshop with City and Airport officials. Note the pedestrian shed circle representing an approximately 5-minute walk from center to edge. Several major transit stops are proposed and a possible “station” with a small parking garage or bus garage near the terminal. This graphic is general only and does not differentiate local buses and bus rapid transit.
Regulating Plan:
Upon approval, the SmartCode regulating plan establishes zoning entitlements for the parcels. A summary of the special districts is included here. The SmartCode rezoning application is provided in a standalone document. This version of the regulating plan and the associated graphics are provided here for information only. The Title 21 rezoning application should be referenced for all regulatory inquiries.
Note: This graphic is not regulatory and is for information only. Please refer to the actual Title 21 application and the El Paso SmartCode for official, current information.
**ARTICLE 8. TABLES**

### TABLE 15D. FORM-BASED CODE GRAPHICS - T5

<table>
<thead>
<tr>
<th>SC73</th>
<th>SC72</th>
</tr>
</thead>
</table>

**Note:** This graphic is not regulatory and is for information only. Please refer to the actual Title 21 application and the El Paso SmartCode for official, current information.

**SUMMARY TABLE**

<table>
<thead>
<tr>
<th>SPECIAL DISTRICT STANDARDS</th>
</tr>
</thead>
</table>

**ARTICLE 10. SPECIAL DISTRICT STANDARDS**

The metrics for each column of this table (S01, S02, etc.) are to be filled in for each Special District as they currently exist, or as they are permitted. More pages can be added. Special Districts that do not have provisions within the Code shall be governed by the standards of the pre-existing zoning.
Note: This graphic is not regulatory and is for information only. Please refer to the actual Title 21 application and the El Paso SmartCode for official, current information.