



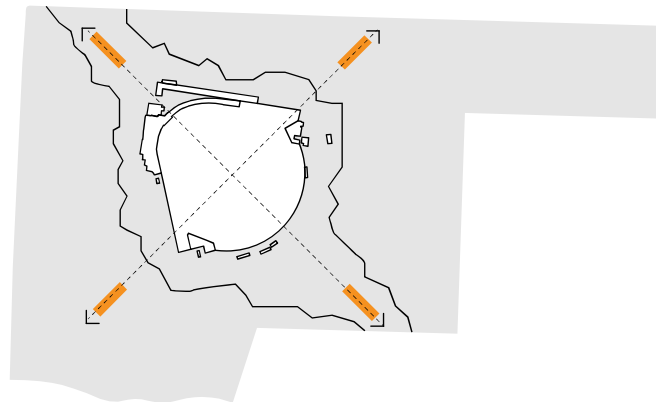
Cohen Reimagined

AGENDA

- **Introduction – Representative Sam Morgan**
- **Comments - Mayor Dee Margo**
- **Establish Purpose of Meeting - Sam Rodriguez, City Engineer**
- **Master Plan Evolution - Eugenio “Pacelli” Mesta, EXIGO**
- **Next Steps – Jessica Herrera, Economic Development
Sam Rodriguez, City Engineer**

“Delivering Outstanding Services”

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COHEN STADIUM REDEVELOPMENT

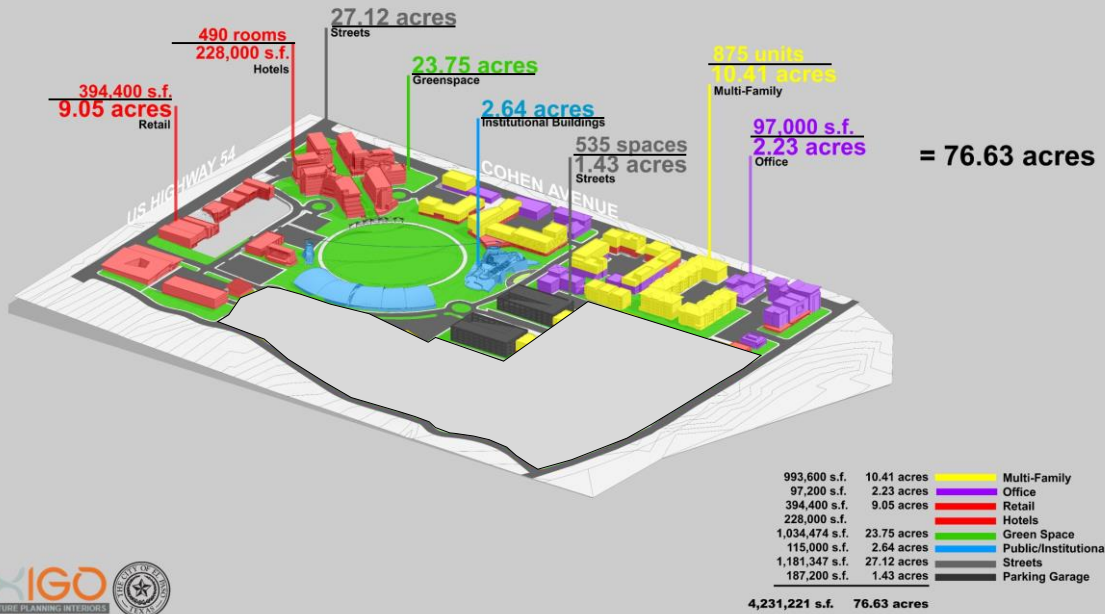
Public Hearing October 23, 2017



First Conceptual Masterplan presented on Public Hearing 1



COHEN REDEVELOPMENT



COHEN REDEVELOPMENT





Representative Sam Morgan at First Public Hearing



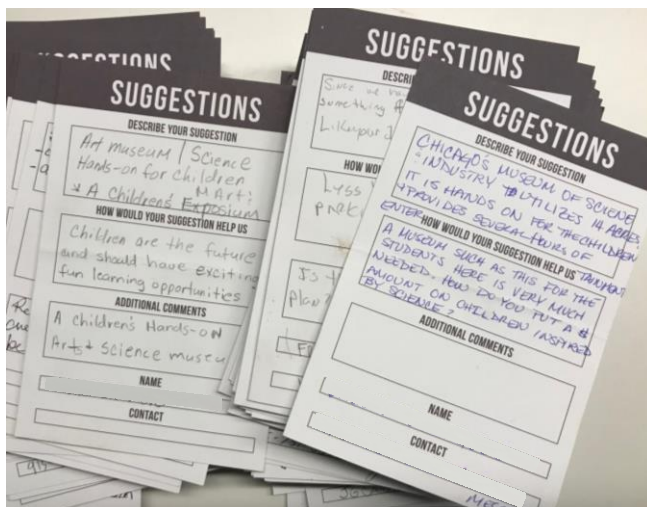


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For Cohen <cohen@elpassos.com>
 Subject: Cohen Improvement Comment

First of all, thank you for the presentation and the opportunity to comment. While bringing new business to the Northeast is welcomed, we can't lose sight of the fact that many of us reside in the Northeast because of its beautiful mountains and low traffic. That being said, I have one question and a few concerns. Are other presentations going to be made that will offer alternatives for the use of Cohen stadium? One presentation does not equate to our community having a say-so in the future of Cohen.

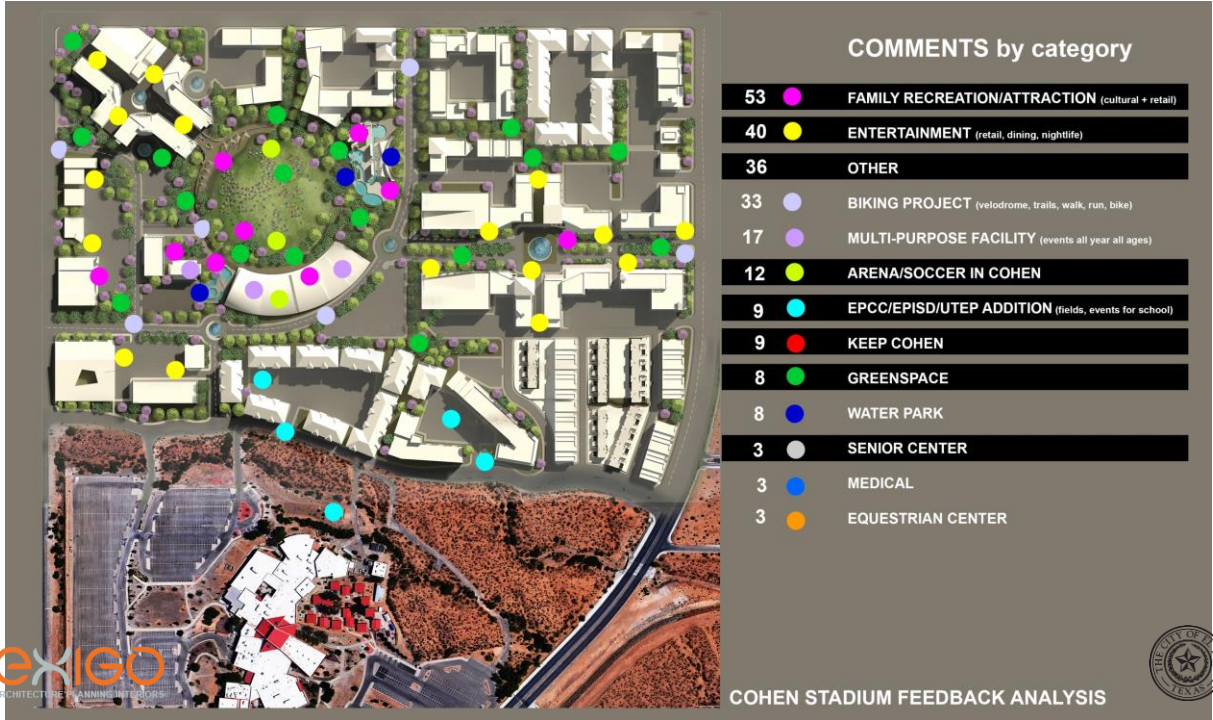
My concern has to do with the proposed building of condominiums or apartments in this site. In order to accommodate students from local college campuses, rental costs would have to be low and construction cheap. On the other hand, if these buildings are expensive, then the majority of El Pasoans you are trying to serve will not be served. In essence, the entertainment being considered becomes the "backyard" for those who can afford to reside here.

You the city is trying to sell this project as an entertainment district, why not do just that.

Looking forward to your January presentation.

Re Cohen <cohen@elpassos.com>
 Subject: Comments

0:reactions:
 I was not very impressed with the presentation given on the re-make of Cohen stadium. It felt like the project had already been decided and was not for us to give ideas. My concerns:-
 1. we do not need additional residential area. I can see if the SPC student area is done correctly that it may be an advantage for married and singles who facilities attending SPC full time. This would be a great incentive for students with families and help them further their education.
 2. I think we should keep the stadium re-model it and expand the entertainment, fairground, aquatic and athletic facilities. This would be an awesome addition, we would have a state of the art facility in a beautiful setting, though the aquatic facility does not look very big.
 3. The hotels would be fantastic but in the areas of 11 & 24 from your map away from I-20 traffic noise. It is embarrassing to have visitors come to town and not have them close by. They have to stay in hotels along I-10 or in the airport area. We have the one in northeast that is adequate for business folks but not family friendly.
 4. Restaurants would be a plus but no more retail stores- we have a lot of dead retail areas in the northeast that would possibly benefit from this area. Maybe some tax incentives to refurbish the centers such as sunrise center or to bring in more retail businesses.
 what could possibly happen is the stores that are already established, such as in north hills, would re-locate to this area ----leaving empty retail spaces. Like it did with the renovation of Farrah. It took quite awhile for the shopping centers to re-establish themselves with new businesses. In the northeast I don't think they would come back as quickly -- if at all.
 5. parking needs to be a priority and the bus terminal is great. would there be a shuttle service to get people to the venues especially on bad weather days, which does not happen often in the sun city, but would be nice.
 I hope you do re-visit your ideas and take a little more time before making decisions without us.
 Good luck and blessings!!!



FOCUS GROUP 1 December 17-19



Second Conceptual Masterplan presented at Focus Group 1



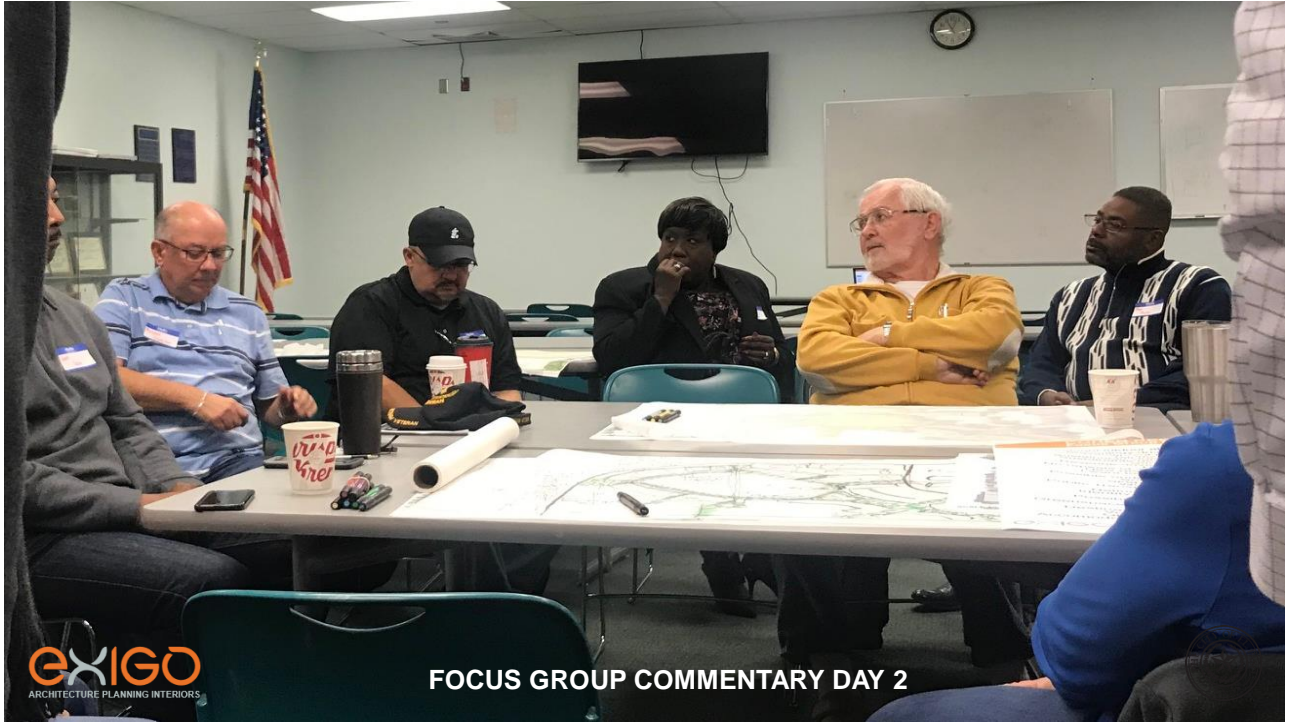


FOCUS GROUP COMMENTARY DAY 1



FOCUS GROUP COMMENTARY DAY 2









Sugarland Plaza Footprint

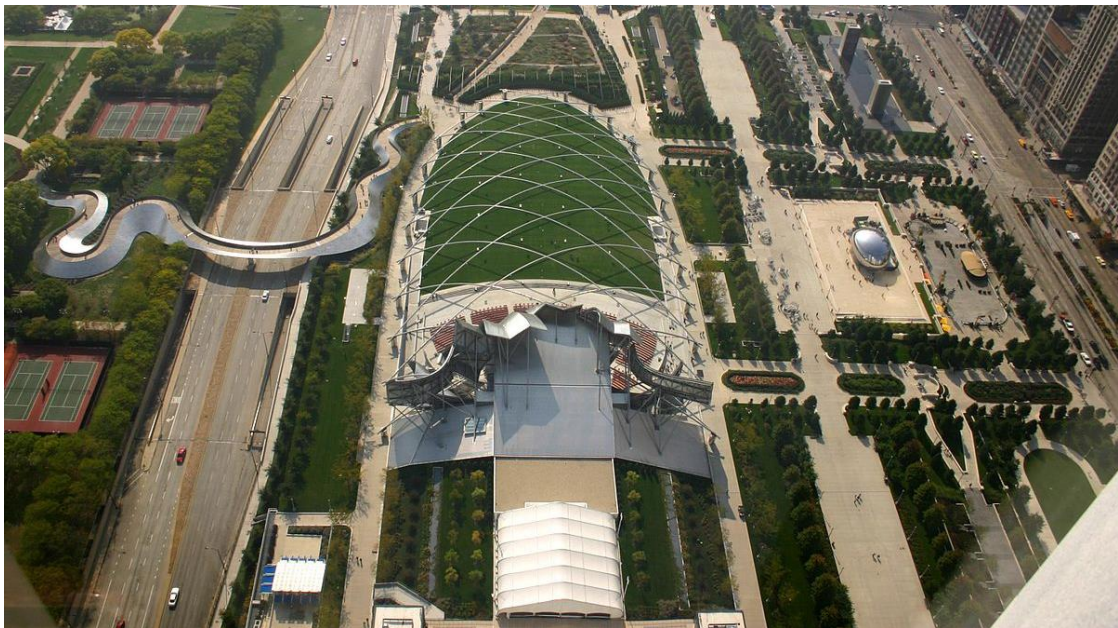


SUGARLAND TOWN SQUARE



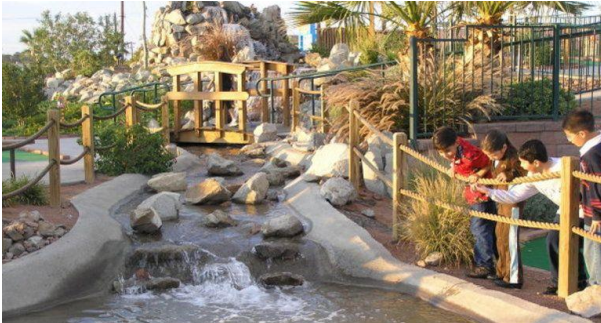


SUGARLAND TOWN SQUARE



**Millennium Park
Chicago, Illinois**





Regional Water Parks

- Indoor/Outdoor all year round aquatic facility
- Technology driven development for youth
- **Development not focused on residential**
- **Transit Oriented Development BRIO**
- Tall trees to provide shade
- Sustainable watering strategies for vegetation
- Sustainable design throughout development
- Sun and Wind energy
- **Revenue driven, money maker for Northeast**
- **High quality design**
- No repeats of what is existing near the Cohen site
- New restaurants and destination spot
- "I want to love El Paso, not be used to it"
- Retail/Restaurants
- **Possible underground parking under greenspace**
- Solar panel covered parking
- Skeptical of urban living concept
- Worried about noise to hotels
- Public Transportation embedded into infrastructure
- Family fun and activities
- **National and regional center for sports**
- Identity of Franklin Mountains represented
- **Better quality retail stores**
- Possibility of truck stop amenable for drivers
- Recreation for all ages
- Greenspace needs to have sufficient shade for summer
- Originality, fresh image
- Destination for all of El Paso and adjacent cities
- **Vegetation that is native and beautiful**
- Olympic vs recreational aquatic center
- **Accommodate sufficient parking for multiple dates of year**



FOCUS GROUP COMMENTARY DAY 1



- More shade, tall trees or canopies, or indoor centers.
- **More parking and more walkability.**
- Add transportation alternatives, **Parking and transportation, connection to Northgate Transfer Center**
- **Underground parking under greenspace.**
- Make sure there are enough bathroom and water fountains.
- Parking and amenable space for truck drivers, when they come into town. Truck drivers reset for 32 hours.
- How can we accommodate for people in RVs as well.
- No Urban Living (The market will dictate if urban living will be developed)
- Technology driven development
- **No more public housing.**
- **Brio addition to the masterplan.**
- **Transit Oriented Development**
- Roof over pools
- Motel / Indoor water park with hotels but to be able to use year round.
- **Vegetation to be native and beautiful. We want instant impact with the aesthetics of the park.**
- Solar and wind energy
- **Development should be a tax investment,** to generate revenue and not be money lost. If Cohen begins to generate revenue, that money could be used to pave streets and fix drainage.
- Development should also generate more jobs, year round.
- Do not replicate existing commerce and retail, bring new ones.
- Not convinced to mix residential with recreation.
- **Sustainability driven: wind and energy.**
- Tax Investment Revenue
- **Focus on the Recreation/Commercial aspects of the project, not the residential.**
- Rezone it?
- What can we do about the tennis courts across the street?
- Show more benches and sitting areas under shade.
- More tall trees and vegetation
- In next masterplan show materials:
 - **How is this project sustainable?**
 - Show us recycled materials, sustainable design strategies.
- Show how demolishing Cohen Stadium is better than keeping it?
 - Costs and risks
- How can this development create more jobs?



FOCUS GROUP COMMENTARY DAY 2

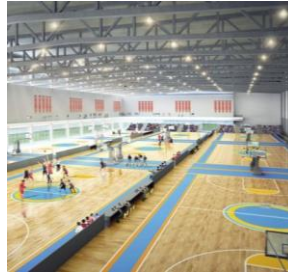




Public Transit Development



Underground Parking



Multi-Purpose Athletic Facility



Diversity / Brand Name Retail



Family Entertainment



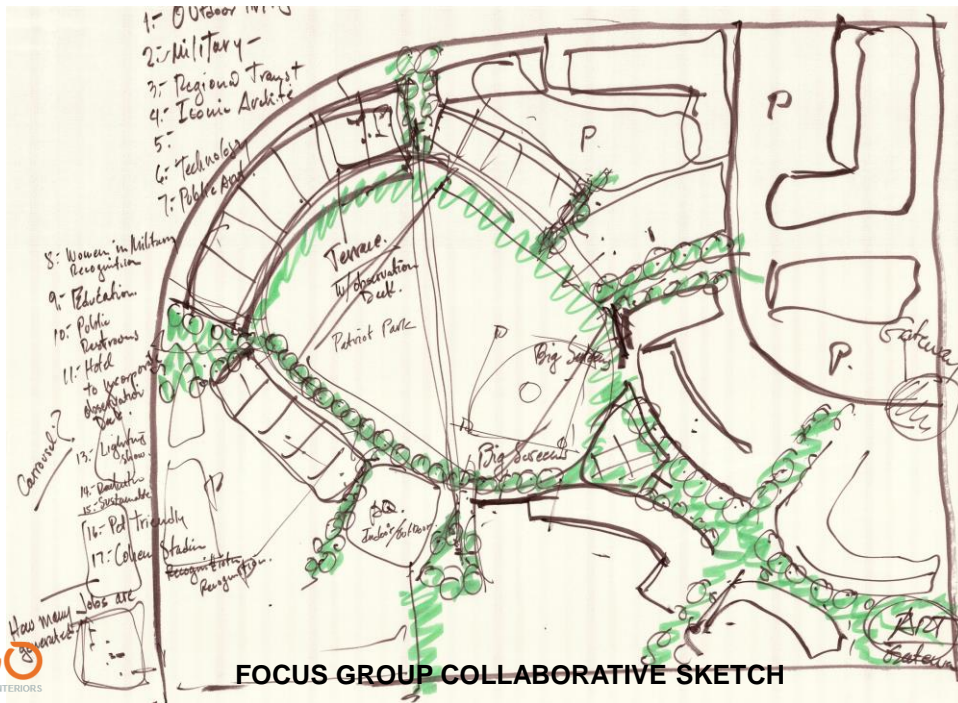
Native / Sustainable Landscape



Walkable Greenspace



FOCUS GROUP 1 TOP COMMENTS



FOCUS GROUP COLLABORATIVE SKETCH



1. Outdoor Living
2. Military
3. Regional Transit
4. Iconic Architecture
5. Technology Driven
6. Public Art
7. Women in Military Recognition
8. Education
9. Public Restrooms
10. Hotel with observation deck
11. Lighting Show
12. Recreation
13. Sustainable
14. Pet Friendly
15. Cohen Stadium



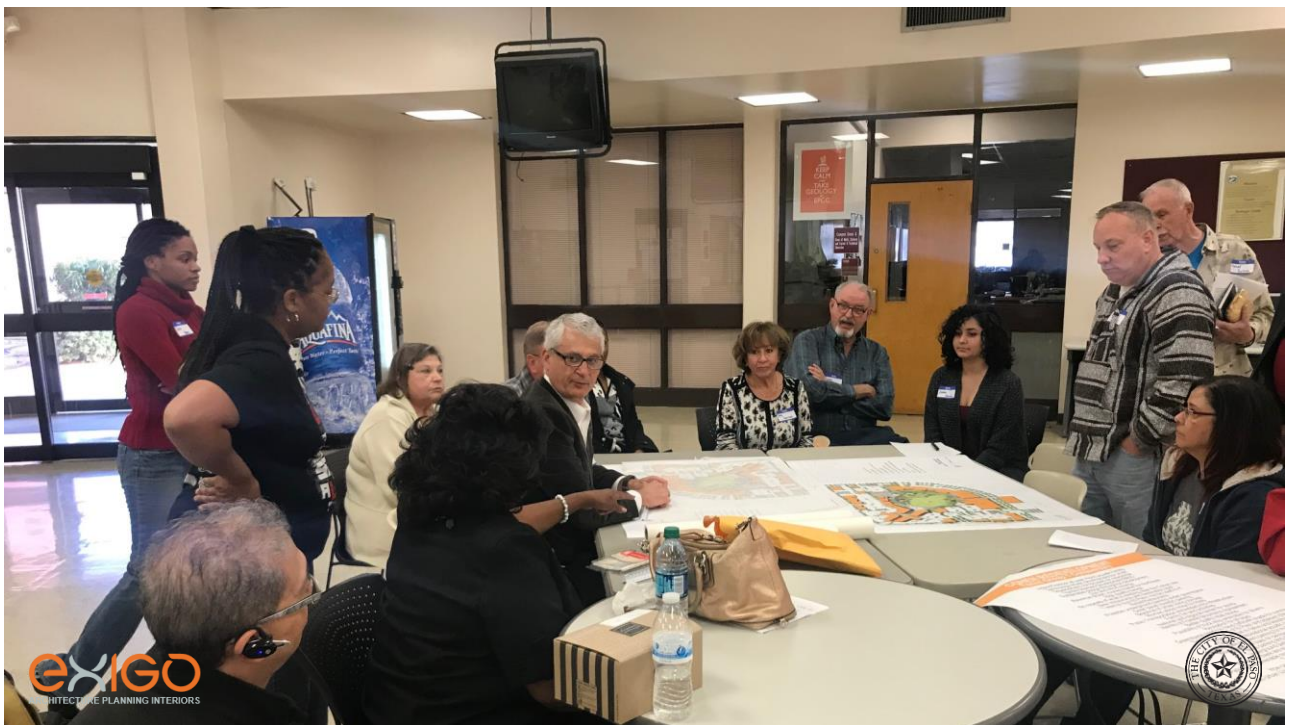
FOCUS GROUP COLLABORATIVE IDEAS



FOCUS GROUP 2

January 13







FOCUS GROUP 2 Commentary

- Is an amphitheater really helpful for the community of the Northeast?
- **War memorial to be a different type, compared to the adjacent already existing war memorial. = Indigenous people**
- Parking to be ADA / Parking order to disturb other adjacent properties?
- **EPCC connection to the Cohen Site?**
- Back stops to be incorporated
- Candlewood suites are over capacity for the next year
- Non-smoking casino
- Main Event issue to be confirmed with time
- Traffic flow
- Can the site contain and sustain the traffic with 54 and the gateways
- **Flexibility of open space**
- **Digital outdoor screen**
- Sound strategy for hotels and amphitheater
- Aquatic center to be used all year? Wind analysis of the site
- Maximize value of the site, improvement.
- Energy producing athletic/recreation center to power buildings
- Vegetation selected according to city ordinance
- **Recycle as many components of Cohen Stadium as possible.**
- **Patriot Park, Cohen Park = names**
- **Culturally driven center that has an identity**
- **Art, creativity, imagination and uniqueness.**



FOCUS GROUP 2 Commentary

- It's all very nice, it will cost us more than we are told it will cost. It will not generate more income that it cost to "sustain". It will be replaced prematurely to something that cost even more or abandoned. Be careful of what you push for, what El Paso needs if a government that is fiscally responsible. Stop "tax and spend" rationale.
- Everything looks great. Cost to build and to attend is the main question. I appreciate the way this is being handled. **Getting the word out to more people would be beneficial.**
- No truck stop, that means problems big time. Underground parking could cause a flooding issue, also what happens during windy seasons?
- **I like the masterplan better this time.** I am only concerned about water in underground parking. Think about the windy season and pool.
- **All agreed concepts are circled. I would like to see more youth and young adults invited to the development process.**
- Please consider using artificial grass in high traffic areas. **Use LED lights where needed. Post emergency phones,** like at UTEP, to contact police if needed. Make the entire area free WIFI for people that use the area.
- **We agree with focus group and concepts.**
- **I am very happy with this project. We have been waiting for this to happen for a long time.** We really need the hotels and also I suggest that we should have a Mercado with Mexican items like the ones they have in Mexico for the people, including me, that don't go to Mexico anymore because of the violence. When people come here for events. They can go there and shop and leave their money in the Northeast. We should also have an emergency health facility next to the police station. No repeats of restaurants or retail, important shops, next stuff.
- **Advertising afterwards. 24/7 Security.** We have flag sit for war memorial already.
- **Agreed to indoor/outdoor aquatic facility, underground parking, family fun and activity center. Better quality retail shops. Recreation for all ages. Technology driven development. Great program, make it happen.**
- I would like a year round water park use. We need a bowling facility (pro style), hold major events. I like 90% of it, keep improving.



FOCUS GROUP 2 Commentary

- Yes, agree with 90% of it! Aquatic center year round. Bowling alley would be great. Let's make sure it is delivered on time. Professional Bowling Alley. Good work overall.
- Keep the stadium, use for soccer and rodeo equestrian center, aquatics for regional/national events. Old town type shopping area, repeat key stone garden for desert, western heritage design. Western / old Town.
- What kind of technology for kids?
- Bring Northgate bus stop at US 54 / Cohen. Solar panels on all feasible blogs, wind turbines plenty of shade for summer activities for parents of small children. Underground parking, no canopy that can be destroyed by our 70 to 90 mph winds line old Cohen Stadium.
- Call it "Divertido".
- Dog Park built for dogs to run and play in a gated area.
- Consider advertising and budget, casino, private partnership.
- Call it Cohen Park.
- Learning center for community and college students to gain practical knowledge (jobs, language, healthy living).
- Keep it functional and sustainable.



EPCC Connection



Flexible Open Space



Digital Outdoor Screen



Way-finding Signage



Technology



Family Recreation



FOCUS GROUP 2 TOP COMMENTS







MULTIPURPOSE FACILITY, year round sports (Indoor/Outdoor)

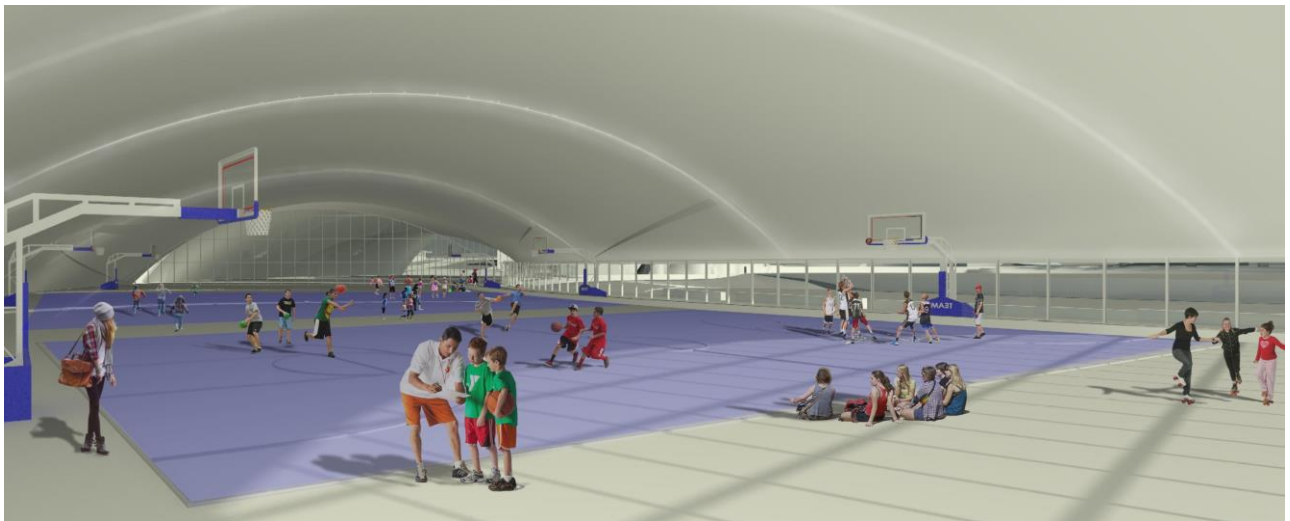


GREENSPACE EMBEDDED WITH RESTAURANTS BY TERRACES





Hotels, Restaurants, Bars, Retail, Mountain Views
PUBLIC SPACE + ENTERTAINMENT



Multi-Purpose Facility – Athletic Complex
Basketball

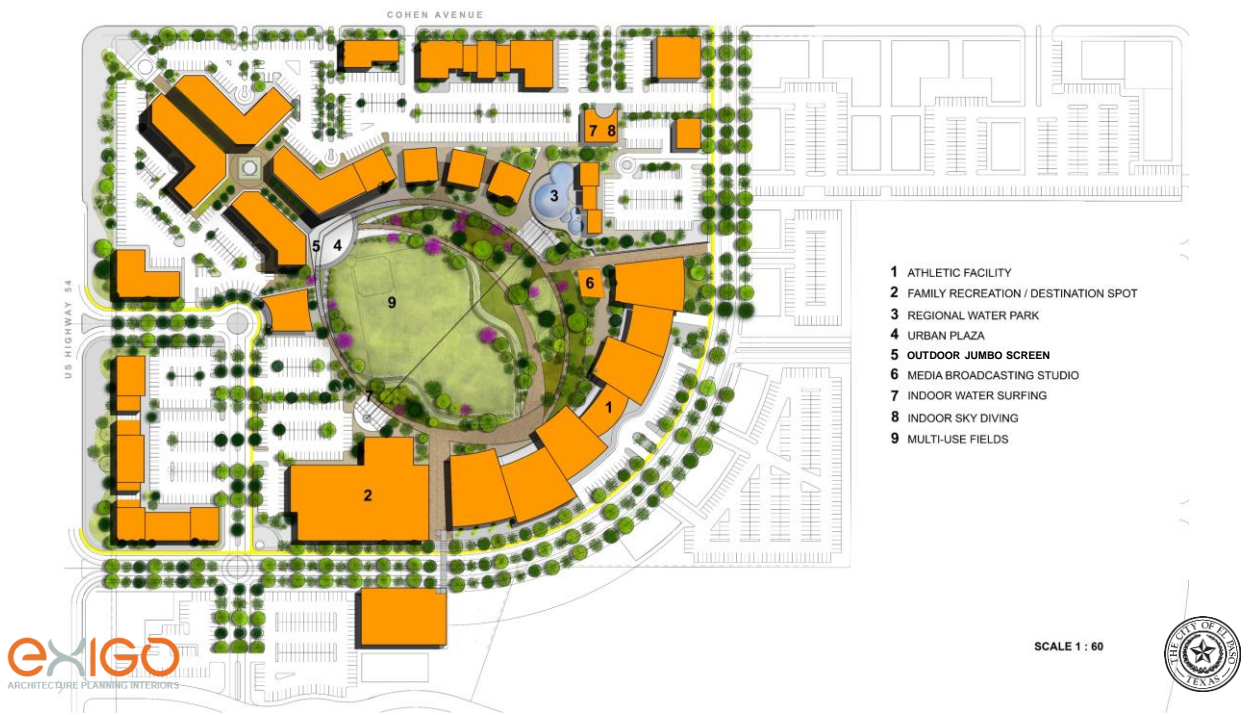


**Multi-Purpose Facility – Athletic Complex
Soccer + Futsal**



**Multi-Purpose Facility – Athletic Complex
Volleyball**





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**PROPOSED
NEXT STEPS...**



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Project Investment Opportunities



"Delivering Outstanding Services"



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Economic Benefits

- Job Creation**
- Broaden Tax Base**
- Tourism Generated Sales Tax Increase**
- School District / EPCC / UMC**
- Tax Revenue**

"Delivering Outstanding Services"



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Economic Development

- Potential to be a strong economic driver for the city
- Investment vehicles available to attract businesses
- Necessary to identify a master developer
 - Important to the overall development of Cohen
- Economic Impact – Creation of new jobs, increase in capital investment and generates additional tourism revenue that will impact the entire Northeast region

"Delivering Outstanding Services"

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Funding Options

- Regional Water Park – Funded \$7.7 M (CO's)
- Media Broadcasting Studio / Outdoor Jumbo Screen
Funds Available \$5.1 M (Public Education Grant)
- TIF – Tax Increment Financing
- Master Developer – Private Partnership
- Land Value

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PHASE I

- Site Readiness (City Investment Opportunity)

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PHASE II

- **REGIONAL WATER PARK – OPEN 2020**
(City Investment)
Approved by City Council December 19, 2017

- Media Broadcasting Studio – (City Investment Opportunity)

- Outdoor Jumbo Screen / Multi use Fields – (City Investment Opportunity)

"Delivering Outstanding Services"

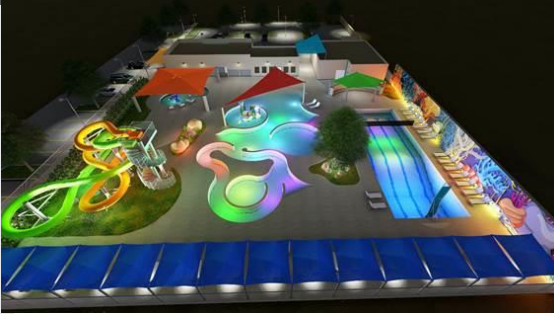
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REGIONAL WATER PARK

PHASE II



Open in 2020



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MEDIA BROADCASTING STUDIO

PHASE II



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OUTDOOR JUMBO SCREEN

PHASE II



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PHASE III

- Urban Plaza and Associated Trails, Road, Utilities (City / Private Investment Opportunity)

- Athletic Facility (City Investment Opportunity)

* Other consideration:

- Police Substation (City Investment Opportunity)*

- Family Recreation/Attractions (Private Investment Opportunity)

- Restaurants (Private Investment Opportunity)

- Retail (Private Investment Opportunity)

- Hotels (Private Investment Opportunity)

- Entertainment Venue (Private Investment Opportunity)

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URBAN PLAZA

PHASE III



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ENTERTAINMENT VENUES

PHASE III



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How can you stay involved

- Website:

<https://www.elpasotexas.gov/capital-improvement/cohen>

- Email:

cohen@elpasotexas.gov

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