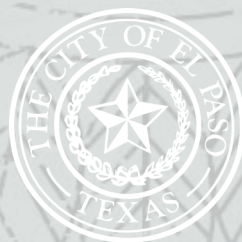


CITY OF EL PASO  
COHEN ENTERTAINMENT DISTRICT  
DESIGN STANDARDS



JANUARY 9, 2019



swa

mycotoo  
The Entertainment Development Company

HLB





# EXECUTIVE SUMMARY



The City of El Paso has a grand vision to provide its residents with a top tier entertainment District in the Northeast, which currently takes the site of the Cohen Stadium. The new Entertainment District on the corner of Cohen Avenue and Patriot Highway is to be a destination which attracts users at the local, regional and international level. Using the Vision Book as its origin and starting point, the Cohen Entertainment District is to be “a retail entertainment destination that will attract sports aficionados, families, business travelers and outdoor enthusiasts.”

The creation of a vibrant new environment such as the one intended for this site, requires many overlapping disciplines to coalesce and synchronize to the tune of the vision. This document will focus on the physical aspects of the built environment, provide materials and furniture selection, lighting components as well as the landscape to form part of the outdoor open spaces.

The City of El Paso will base its decisions on the information contained herein, as well as by other supporting city and regional documents and regulations. As the visionary of this great district, The City of El Paso, has the right to change, revise and update the content within this document as it deems necessary throughout the life of the project.



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# 1. INTRODUCTION



## Purpose of Document

The Cohen Entertainment District Design Standards is a document which aims to be used in its multiple development phases to ensure the district is unified and consistent in its branding, in every element which makes it part of the whole. The architecture, landscape architecture, lighting design, materials used, craftsmanship, and wayfinding system, will contribute to high quality public open spaces that are attractive, pleasant to visit, entertaining and welcoming.

This document intends to harness this vision and present it to an audience that can make use of the content, and apply the guiding design principles and design standards to make the district a reality. We envision the creation of this vision as a process that will have many phases and potentially incur changes during its life cycle; with this in mind, the guidelines will be a starting point and might necessitate changes as the development matures and grows along with the city.

## Team

To ensure a high quality project throughout, the City of El Paso commissioned a team to provide Design Standards. The team, in collaboration with the City of El Paso, includes SWA, HLB and Mycotoo. In this effort, each firm has focused on a particular specialty and worked together to bring fruition to the vision.

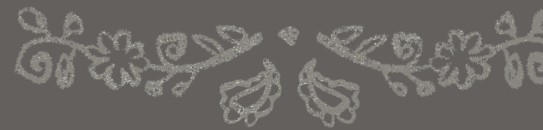
SWA has established key design principles that will inform the development and support the City in achieving a sustainable development, including the landscape architecture and architecture, through a selection of hardscape materials, furnishings and planting. HLB has provided recommendations for the lighting design guidelines that will make the District a memorable place through its use of lighting, ensuring it's a safe and inspiring place to peruse through at dusk, evening and night. Mycotoo is author and creator of the vision and master plan, as well as its branding and wayfinding.

## Structure of Document

The document is divided into four main chapters. Chapter 1 introduces the document, its purpose and components. Chapter 2 focuses on the site and site strategies; guiding design principles and sustainable approach. Chapter 3 includes the Design Standards for the project: it begins with overarching guidelines applicable to the whole project, including approach to material selection, landscape and lighting. This chapter is divided into 11 sections which correspond to the main character areas, and within each of these sections a complete set of guidelines is included. The Conclusion is in Chapter 4, which summarizes the document and reinforces the City of El Paso's commitment to achieve this vision.



# VISION



## COHEN ENTERTAINMENT DISTRICT MASTER PLAN | VISION

El Paso's holistic vision for growing and enhancing the city's story and brand includes many carefully-researched, bold experiential components, including cross-regional Wayfinding and a thematically diverse Five Neighborhood Waterpark development initiative. The crown jewel of this entire cohesive venture, however, is Cohen Entertainment District, a sports and leisure destination for a new age.

With a name honoring beloved El Paso legends, the Cohen brothers of Major League Baseball fame, Cohen Entertainment District is far from the average sports or retail complex, clearly a child of El Paso's unique climate of heritage, adventure, family, striking landscapes, and burgeoning industry.





# 1.2 COHEN ENTERTAINMENT DISTRICT – GUIDING PRINCIPLES

Cohen Entertainment District demonstrates a united vision of creating a dynamic destination for the Lower East Valley and entire city. The mix and integration of program will celebrate legacy, sports & leisure, wellness and entertainment by following these design principles:

## AN ENTERTAINMENT DESTINATION



Create a dynamic combination of mixed-use elements which have active frontages, visibility and are visually coherent.

## A PLACE FOR ALL



Create a pedestrian-friendly promenade, at grade, which links the more active/sports-related areas to the more family-oriented developments.

## GREAT ACTIVE FIELDS AND OPEN SPACES



Create grand open spaces which are active and comfortable. Use terraced landscape within the development with buildings set within the stepped landscape.

## A CONNECTED SYSTEM



Create integrated circulation for walking, bicycling, jogging throughout the property. Develop Complete Streets; reduce visibility of vehicular parking: ensure seamless connectivity with the circulation system within property.

## A RESILIENT SYSTEM



Create a cohesive vocabulary that ties landscape to ecology. Embrace surrounding natural landscape / views (towards the mountains and the surrounding context) and provide for suitable trees and planting based on site and micro-climate.

## A COHEN LEGACY



Harness aspects and elements of the existing Cohen Stadium. Create a presence at edge of the site which is a staple of the property and the City (homage to The Cohen Brothers).



# 1.3 COHEN ENTERTAINMENT DISTRICT – SUSTAINABILITY

General design principles that can influence the way a person experiences the Cohen Entertainment District, is creating an environment where every nook and corner has been thought about, filled with delight, design and sustainable practices that respond to the local conditions and the vision as stipulated in the Livable City Sustainable Plan (LCSP).

The City of El Paso, per the LCSP, intends:

- To improve the community’s quality of life and make El Paso “the most livable city in the United States”.
- To achieve sustainability (environmental, economic and social impact) with the design and implementation of the District, reinforcing the strategic vision statement:

“ In El Paso, we balance what we have, what we use and what we want for today and tomorrow.”

**Other goals:**

- Smart growth
- International hub
- Promoting sustainable enterprises
- Wisely using natural resources

**Pressing Issues:**

- Air – Provide a healthier place to live and better place to do business
- Community – Send message to citizens: a sustainable lifestyle is both attainable and attractive
- Development – Decrease urban sprawl through smart and sustainable development and encourage adaptive reuse of buildings
- Energy – Take advantage of El Paso’s renewable resources to generate clean cost-effective energy and become an internationally recognized clean energy center for research, development, manufacturing and generation
- Transportation – Create an integrated, regional approach to transportation
- Waster Resources – Design / Use and Implementation: minimize waste and increase the use of recyclable materials and environmentally friendly products.

The Cohen Entertainment District aims to provide as many design features as possible to support the City of El Paso in its quest for a Sustainable and Livable City.



GREEN ROOFS + PVC’S



GREEN WALLS: SUCCULENTS



SHADE / SHADOW IN ARCHITECTURE



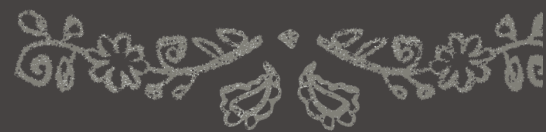
CONTIGUOUS TREES



NATIVE VEGETATION



# INSPIRATION



The palette selection for the project is inspired by the local setting; from the Franklin Mountains, its colors, how it looks in contrast to the sky and various seasons, as well as the actual textures and vegetation inherent in it.

**Franklin Mountains:** Colors, textures and contrasting elements (sky + mountain).

**Landscape:** its textures and nearby swales

**Strata:** Inspired by the etched strata, revealing millions of years of erosion, showing the direction of water and tides from an era when this region was under water.

**Local and Native Vegetation:** its colors and blooming effects.

**Artifacts:** The shapes and art painted on artifacts and pottery are inspiration for use on graphics and textures at various scales of the project. These graphic elements can be extrapolated, synthesized, abstracted and use for certain accent areas, connecting the district to its region.

**Cave Art:** Inspired by local cave art at Fort Bliss; duo tones and contrasting elements painted inside caves nearby.





## 2. SITE AND SITE STRATEGIES



The site currently houses the Cohen Stadium with a stunning background of the Franklin Mountains. The site is sloping southeast, away from Gateway Boulevard with a level change difference of approximately 15 feet. With this level change and existing contours on the site, a couple strategies were used to capitalize on this feature:

- To situate a dry arroyo, or natural feature within an open space, which respects the existing contours, sloping naturally southeast, inspired by the current plants growing in the existing swales.
- To use the level change on the site to maximize on lower level parking within a building structure, in particular in the southern parts of the site closest to Whispering Springs Drive and the stepped boundary line.
- To create a connecting pedestrian link / promenade which runs roughly through the middle of the site, intended to be an accessible route. This route has access points into the site and connects seamlessly with the areas at either side of itself.

The master plan creates open spaces, each with its own character and is organized with these principles:

- Public spaces (of various scales and sizes) supported by retail and other cultural amenities.

- Open spaces allow for various types of programming and flexible use to take place; some accommodate play / sports
- Positioning of buildings, intended to:
  - Maximize use and quality of surrounding open spaces
  - Shield open spaces from prevailing hot winds during the hottest months
  - Protect open spaces from direct noon sun in hottest months, where possible.
- Clear entrances and site access from street
- Pedestrian paths link throughout development
- Encourage sustainable measures in as many areas as possible, from movement and transportation to and within site, to the site's / buildings performance and operations.
- Sustainable measures applied through the use of local / native planting and lighting fixtures which are low energy per Lighting Guidelines in this document.



# GENERAL PLOTS AND ZONES

## Plots

Plots are subdivided based on use, outdoor public space and opportunities for private / public partnerships with the City of El Paso. The nature of the district allows for private and public ownership and maintenance of the plots based on City decisions.

The design intent for the Cohen Entertainment District is for it to read as one, cohesive development, a result strict maintenance practices. All areas are to be taken care of and maintained, so that the experience of the site is seamless, well executed, memorable and safe.

The design of this district is one where individual plots support other plots; they are complementary in their provisions of quality entertainment, leisure spaces or public outdoor space; together they aim to create a place with its own character within the development. Plots should not be silos or operated as a separate entity from the overall experience of the district.

## Plot Subdivision

The plots have been derived from the Master plan and have been designated ownership type (private or public) per conversations with the City of El Paso, the master planning team and others. These plots are listed in the table to the right and total 27.

Plot subdivision is intended to support development areas and open spaces through their size and boundaries. This document and the plots presented provide a guideline to favorable distributions of land; these guidelines are open to be further explored and tested with development areas and current regulations to ascertain optimum land use for each parcel.

The final outcome of plot subdivision and ownership will be spearheaded by the City of El Paso.

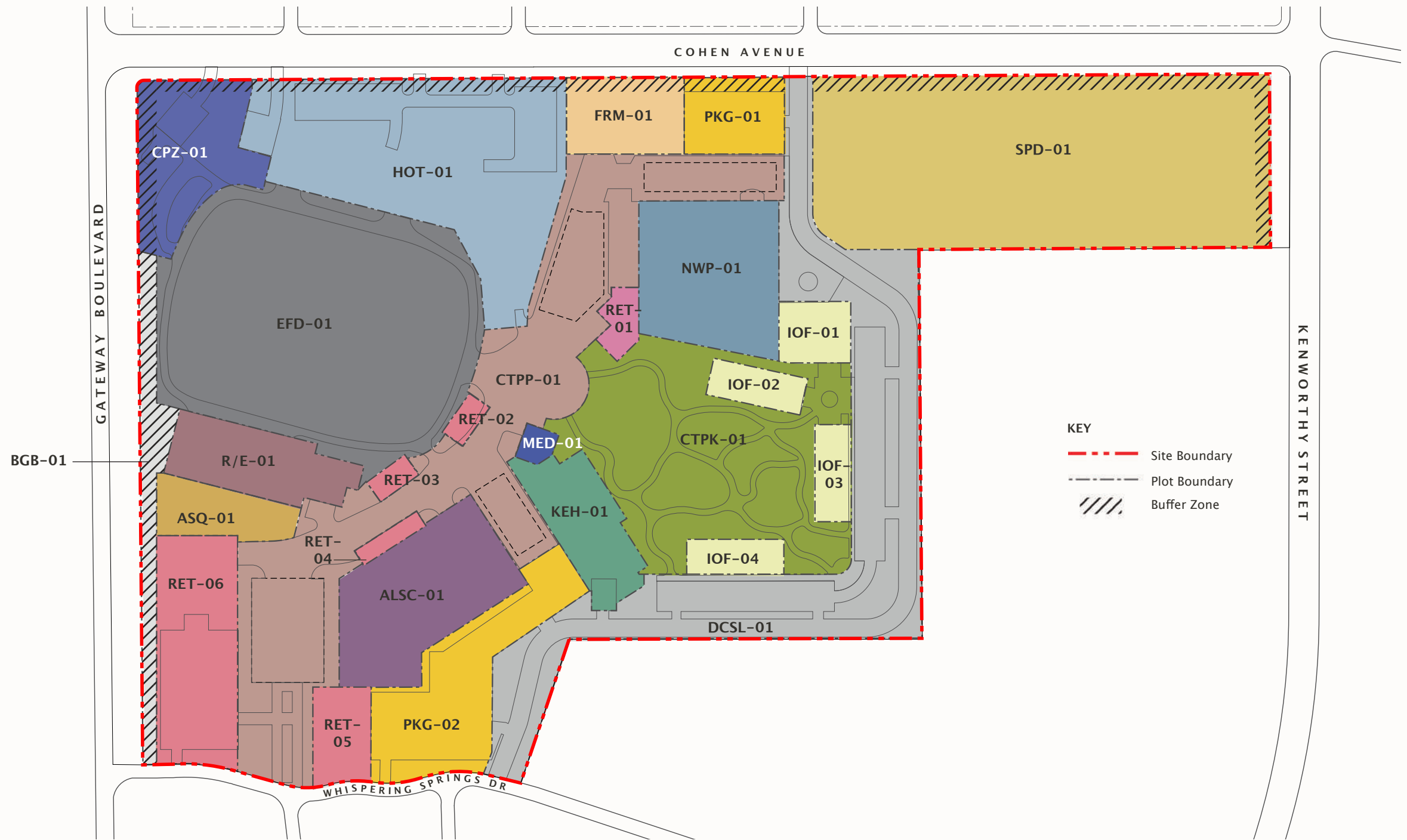
Plot development shall comply with local building codes, irrespective of type of ownership; their distribution may be changed, per request and approval to the City of El Paso.

The changing needs of the community are viable conditions to adjust and reconsider investment opportunities.

NO.	PLOT NAME	PLOT ACCRONYM	PLOT USE OR NAME
1	ALSC- 0 1	ALSC	Arroy Leagues Sports Complex
2	ASQ- 0 1	ASQ	Acacia Square
3	BGB- 0 1	BGB	Buffer Gateway Boulevard
4	CPZ- 0 1	CPZ	Cohen Plaza
5	CTPP- 0 1	CTPP	Cottontail Plaza and Promenade
6	CTPK- 0 1	CTPK	Cottontail Park
7	DCTL- 0 1	DCTS	Dessert Cottontail Lane
8	EFD- 0 1	EFD	Event Field
9	FRM- 0 1	FRM	Family Room
10	HOT- 0 1	HOT	Hotel
11	IOF- 0 1	IOF	Incubator / Office
12	IOF- 0 2	IOF	Incubator / Office
13	IOF- 0 3	IOF	Incubator / Office
14	IOF- 0 4	IOF	Incubator / Office
15	KEH- 0 1	KEH	Keystone Events Hall
16	MED- 0 1	MED	Media Room
17	NWP- 0 1	NWP	Neighborhood Water Park
18	PKG- 0 1	PKG	Parking
19	PKG- 0 2	PKG	Parking
20	RET- 0 1	RET	Retail
21	RET- 0 2	RET	Retail
22	RET- 0 3	RET	Retail
23	RET- 0 4	RET	Retail
24	RET- 0 5	RET	Retail
25	RET- 0 6	RET	Retail
26	R/E- 0 1	R/E	Retail / Entertainment
27	SFD- 0 1	SFD	Sports Field



# GENERAL PLOTS AND ZONES









# VEHICULAR & PEDESTRIAN CIRCULATION

## SITE VEHICULAR AND PEDESTRIAN CIRCULATION

It is intended that the Cohen Entertainment District will be a multi-modal destination that offers connectivity to its surroundings and mobility options in tune with sustainable measures and healthy lifestyles. Currently, the site can be accessed by bus and vehicle, yet in the future, it would benefit from a robust cycle network connecting to the city infrastructure and to the Franklin Mountains.

### City of El Paso Buses:

Bus stops are located on Gateway Boulevard, Cohen Avenue and on Kenworthy Street.

### Private buses and shuttle services:

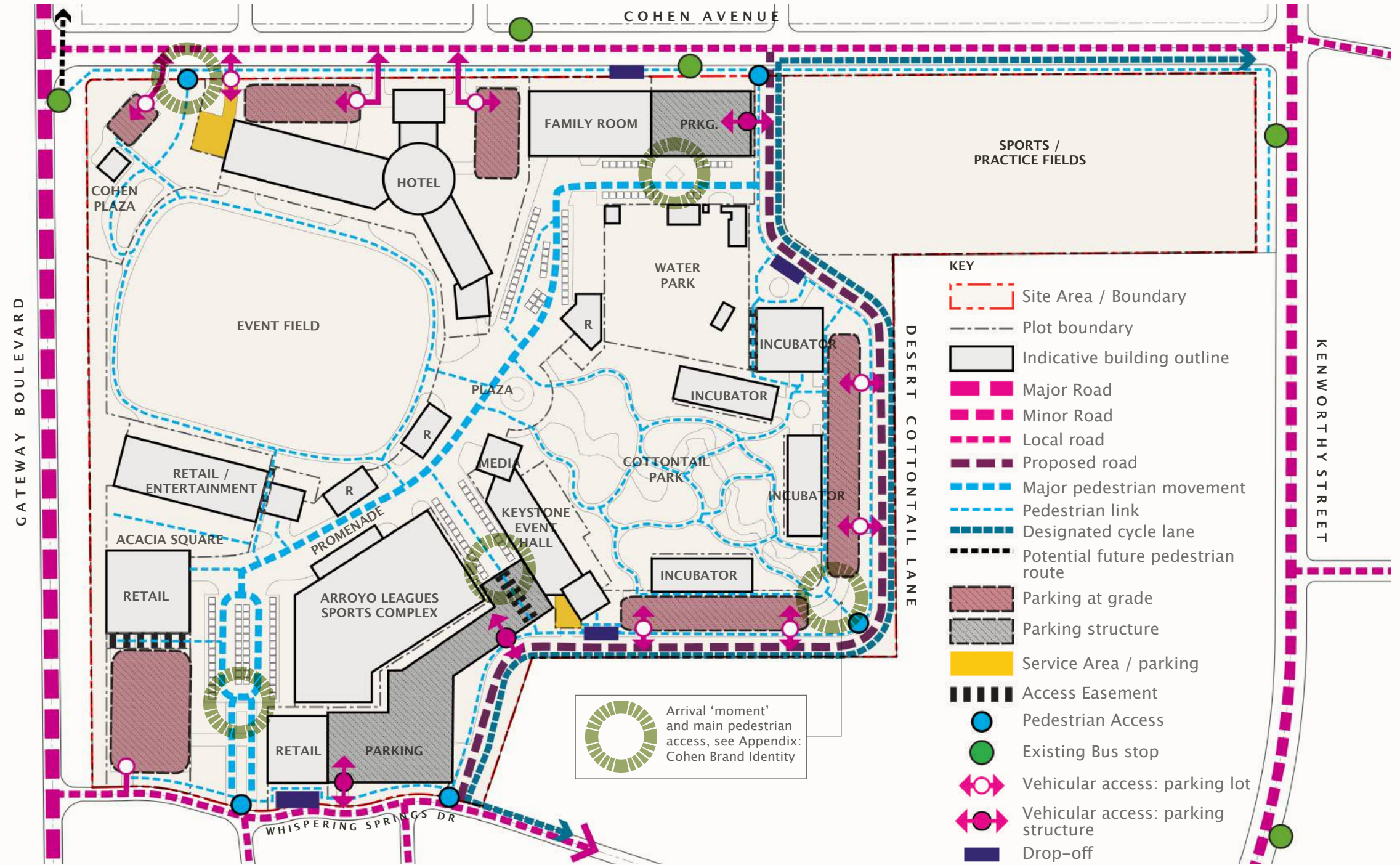
Private buses and shuttles can enter the site on Cohen Avenue on the first vehicular access point into site.

### Drop-off zones:

Indicative drop-off zones are provided on Cohen Avenue; Cottontail Lane - road within site boundary - also named 'Street' within the Document as part of one of the character areas; and on Whispering Springs Drive. These locations are indicative and should be refined through conversations and consulting between traffic / road engineers, architects and developers to ensure excellent service to the District, and minimize disturbance on local roads.

### Parking:

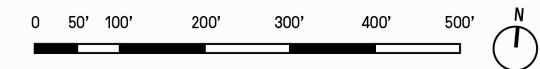
Vehicular Parking is provided in multi-level building structures as well as at ground level through surface parking. Commercial service and access areas are also provided on site. Parking Strategy needs further refinement based on final development area requirements and per state and local codes.



Cycle parking is provided for those who plan to cycle nearby, and then stop at the site for entertainment, recreation, an event and / or for food and beverages.

### Pedestrian Movement

Once on site, accessible pedestrian movement is possible. Main pedestrian entrance is designed to be on the southeast corner of the site close to the park.





# 3.0 DESIGN STANDARDS



## 3.0 COHEN ENTERTAINMENT DISTRICT – STRUCTURE OF SECTION

In order to implement a project with a cohesive idea of landscape, each character area, while maintaining a unique identity, must be tied together with a number of key elements. The design of outdoor public spaces provides a great opportunity to achieve ecological design. This will become apparent to a visitor as they begin to discern the pattern of materials and elements that are repeated throughout the district.

### A. Structure of Section

This section focuses on 11 character areas and within each character area there is information on its inspiration, character and components; hardscape and furnishing strategy; landscape strategy; lighting strategy and architectural strategy. Before the character areas are presented, a brief summary of overarching design principles will be introduced, those that deal with material quality, roof treatment and maintenance.

### B. Materials: hardscape

High quality, robust materials are to be used, per the recommended material palettes, always considering durability for outdoor performance within the bright El Paso sun and its micro climate east of the Franklin Mountains.

#### Concrete

When using poured in place concrete, the final material surface will be a combination of four factors: the finish (how smooth or rough it is), the aggregate, the integral color and the base color (natural grey). These four factors, when mixed and matched will create the desired finish effect.

These four main ingredients and / or elements are broken down as follows:

1. Finish level (texture #3, #4, or #5)

2. Seeded aggregate (size, type, color, and percentage coverage)
3. Integral color: Yes / No
4. Base, natural grey concrete – Standard.

At times all of the above information will not be provided in the material palette, yet can be recovered in materials specified by Shaw & Sons' Lithocrete. These examples, include a batch number for identification, which contains this information. For specific concrete mix information contact for Shaw & Sons Lithocrete contact:

- T.B. Penick & Sons – Frank Klemaske (619) 520-3800
- SHAW & SONS – Christina Palpal-latoc (949) 642-0660

#### Accent Pavers

Concrete is intended to be used in general large areas and to economize, accent materials such as pavers will be used (stone, brick or other) to delineate borders, perimeters and transition zones. This combination will clearly mark building perimeter and entrances, softscape vs hardscape areas and help to denote transition areas between character areas within the District.

#### Surfaces for play areas

It is recommended to use a recycled composite surface and use a selection of colors in a playful and surprising way. Examples could be through the use of banding (color blocking), one or two colors, or using large supergraphics on the surface.

### C. Parking

Design intent is to minimize the visual impact of surface parking and reduce the heat island effect. Therefore, the majority of vehicular parking is to be provided for in a designated building structure.



Surface parking areas at grade should be kept to a minimum, and when used be catered to accessible (handicap) parking stalls; temporary service and delivery vehicles; temporary parking for private buses, shuttles, shared-vehicles and carpool services. These should be as close to entrances as possible, without disturbing the character of the landscape and open spaces within each character area.

#### D. The fifth elevation (the Roof)

As building roofs are usually expansive horizontal elements, exposed to direct sun and outdoor conditions, just as the ground plane; it is recommended that it be treated with as many sustainable features as possible.

##### Non-occupiable roofs

To reduce excessive heat gain and hence the amount of energy used by buildings, as well as harness the sun's rays, it is recommended to:

- Use light-color on the roof to increase the albedo factor and reduce heat absorption
- Use Green / Brown roofs in certain areas
- Use solar panels to generate energy on site.

##### Occupiable roofs

Opportunities to maximize on open spaces on the roof through extensions to private and / or public space through programmatic use in buildings via the use of:

- Social areas: roof terraces, roof gardens
- Play areas: play fields (soccer, basketball, multi-use courts); playgrounds; jogging trails
- Planting: types of planting, including those in pots. If these are used, adequate structural calculations per structural

engineer to be provided to ensure proposed building structural system can handle all loads: dead and live, including full pots / planters per expected use of the project and all phasing requirements.

These techniques can be used on all building rooftops in the District, depending on size of roof, available area after mechanical requirements are met, structural composition, designs and City approval. Consideration of public access points to roofs, such as in play and sports zones, as well as in entertainment areas needs to be inclusive and integrated into the design and architecture so as not to interfere with privacy and security on site.

#### E. Landscape

Each zone or area is intended to have a selection of planting which responds to the character area. A balanced selection of these planting (trees and shrubs) will aid in creating a full and beautiful landscape area.

Species in this project are selected to confirm to the City of El Paso requirements; 75% of the plant material must be selected from the city's approved tree and plant list; 25% of the remaining tree and plant selection can be selected from the UTEP plant list, or other sources. It is recommended that the trees and plant selected are native or naturalized to El Paso.

#### Maintenance

Given the need to conserve and preserve water in this drought prone region, yet also looking to provide a natural feel and experience with an outdoor central lawn, and potted plants and tree, a specialized substrate is recommended, along with strict maintenance requirements.

Consider using both of these strategies to address the water scarcity in the region while providing a healthy green lawn:

- A consultant that utilizes distribution technology to monitor irrigation efficiencies.
- Planting substrate which reduces water consumption, such as a volcanic wool roll (Urbanscapes), or similar.
- Low water use plants
- Xeriscaping where possible; other forms of drip irrigation to be used to aid in water conservation in drought prone location.

#### Erosion Control

- Some planting areas are to use mulch or decomposed aggregate, such as decomposed granite: (DG) as groundcover. This will help in erosion control and also as a low maintenance option to reduce water usage.

#### F. Architecture

##### Materials

Materials to be high quality and robust so that they withstand the harsh conditions of the desert sun and climate. In addition to selecting high quality, robust materials throughout the project in a consistent way, a high level of craftsmanship and attention to detail is required to maintain an even and coherent built environment; both in architecture, furnishings and accessories.

##### Enclosures

Enclosures need to be provided on site:

- Site Refuse and Recycling (containers)
- Enclosure should be sturdy, either made of concrete or concrete block with a roof. Should a roof be provided, it should be permeable with slats so that the trash can 'air out'.
- Enclosure should not read as a temporary structure, yet should be treated with as equal amount of care and quality as other buildings on site.
- Material of gate should be in line with the architectural style nearby; with an industrial look, corten steel or other metal gate to be provided.

#### Public Restrooms and Storage Facilities

- Provide a layered roof element to provide filtered light and air ventilation, such as wooden slats or other creative solution.
- Robust wall and materials: concrete or concrete blocks with finished look. Consider using branding graphics and patterns inspired by cave art in tasteful way.
- Storage Facilities (Maintenance, Supplies, Furniture, etc.)

#### Fences and Walls

**Design Intent:** Fences and walls will primarily play a decorative function within the development and can be used at entries to the development and to major community facilities to serve as landscape markers. Fences and walls may also be used for screening and for safety purposes. Fences and walls shall be designed and erected in a manner that is consistent with the architecture and principles of the character area it is a part of.

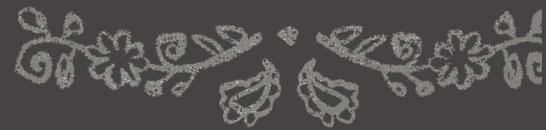
- Safety fences and walls should be avoided as feasible.
- When necessary fences and walls should be designed to blend into the landscape.

#### Shade Structures

Shade structures are to be provided throughout the development with a material palette which is cohesive and with high quality craftsmanship. Both shade structures attached to buildings and stand-alone structures should have a similar 'look and feel' and fit within the principles of its character area.



# EXTERIOR LIGHTING DESIGN GUIDELINES



The overall goal of establishing exterior site lighting guidelines for The City of El Paso Project is to create a unified experience as a person travels through the site, establishing organized zones of lighting language and treatments to assist with site identity as well as wayfinding. This document covers the exterior lighting for the entire project site.

This document specifies illuminance levels and uniformity criteria, and provides guidance on acceptable luminaire and lamp selections. Also included are general guidelines for creating a cohesive exterior lighting design. Additionally, consult the Electrical and Landscaping sections of this document for further information.



# EXTERIOR LIGHTING DESIGN GUIDELINES

## SITE LIGHTING GOALS AND GUIDELINES

The overall goal of establishing exterior site lighting guidelines for Cohen Entertainment District of the City of El Paso, Texas is to create a unified experience as a person travels through the site, establishing organized zones of lighting language and treatments to assist with site identity as well as wayfinding.

This document specifies illuminance levels and uniformity criteria and provides guidance on acceptable luminaire and lamp selections. Also included are general guidelines for creating a cohesive exterior lighting design. Additionally, consult the Electrical and Landscaping sections of this document for further information.

Where required, Chapter 18.18 Outdoor Lighting Code (as adopted by the City of El Paso, TX). Should be considered and local authorities should be consulted to determine the proper prevailing codes at the time of design and construction. Please note that Section 18.18.355 contains amendments for Entertainment Districts established by the city council. (Ord. 17171, § 30, 8-18-2009).

### Safety and Comfort

- Improve district safety by utilizing high color rendering lamp sources for better visibility. Lighting sources should have a Color Rendering Index (CRI) of 80 or better.
- Add visual interest to the site including accentuating key landscape and architectural features.

- Improve consistency of lighting appearance by utilizing organized fixture families.
- Provides a welcoming environment for gathering to occur in plazas and courtyards.
- Encourage unique lighting expressions in plaza & courtyard areas to create intimate spaces
- Differentiate primary pathways from outlying pathways to organize pedestrian traffic patterns on the site.

### Sustainability

- Lighting systems shall be designed to comply with all applicable energy code requirements as well as the Green Guide for Health Care and project energy goals. Additional lighting energy reduction should be pursued where practical.
- Minimize light trespass, glare, and uplight as required; comply with Title24 CalGreen BUG (Backlight Uplight Glare) ratings.
- Meet any additional energy efficiency and light pollution requirements based on applicable Codes and Standards including but not limited to Title24, CalGreen, OSHPD, and LEED.
- Encourage use of fixtures powered by alternative energy sources as these technologies advance in terms of performance and affordability. For example, the use of solar powered light poles in remote areas would eliminate the need for trenching and wiring as well as power supplied by CONGEN. Such installations not only

reduce long term energy costs, but provide immediate savings in terms of installation material and labor costs which should be considered when conducting Life Cycle Cost analysis.

### Lamp/ Luminaire

- Energy efficient LED technology shall be utilized as the primary lighting source. Sources such as Incandescent, Halogen, Compact Fluorescent, and Low and High Pressure Sodium are not to be specified. As lighting technology evolves, other light sources with greater efficiency and lumen output may become available and should be considered.
- Where LED site lighting fixtures are used, those with field-replaceable modules should be used to reduce the cost of future replacements/ maintenance.
- Provide a consistent and pleasant lighting appearance by utilizing sources with color temperatures (CCT) of 3000K to 3500K.
- Luminaires should coordinate with the aesthetics of the adjacent architectural and landscape elements.

### Illuminance Guidelines

- Meet or exceed the lighting level and uniformity recommendations outlined in the following sections based on the Illuminating Engineering Society (IES) Handbook and all relevant IES Recommended Practice Guidelines.

### Maintenance

- Minimize luminaire and lamp types to reduce spare stock requirements for Maintenance.
- Reduce Maintenance costs by utilizing long-life lamp sources. Minimum lamp life should be a minimum of 50,000 hours for LED sources (LM70) and 36,000 hours for linear fluorescent. Shorter life sources such as Ceramic Metal Halide should only be utilized if LED fixture cannot produce comparable lumen output.

### Lighting Controls

- Exterior lighting control system shall be comprised of photocells, and programmable lighting controls either via local controls on fixtures or main lighting control system to provide time control of lighting as required based on program requirements and State and local energy Code requirements.
- Occupancy sensors to be provided as required and for areas where reduced levels may be desirable, as long as there is no compromise to safety.
- Refer to Electrical Narrative for further/ additional information.



# EXTERIOR LIGHTING DESIGN GUIDELINES

## Product Requirements

- Light fixtures shall be commercial specification grade to ensure quality and performance and shall be assembled with new components of high quality.
- Lamps shall be “high performance”, LED sources and attendant components such as heat sinks shall be mercury and lead free.
- LED luminaire manufacturer shall have a minimum of five (5) years experience in the manufacture and design of LED products and systems and no less than one hundred (100) North American installations. All peripheral devices and control software are to be provided by and shall be the responsibility of a single entity. All components shall perform successfully as a complete system. All parts of system shall be replaceable in the field with a preference for third-party supported LED modules and systems.
- LED Luminaire assemblies shall include a method of dissipating heat so as to not degrade life of source, electronic equipment, or lenses. LED luminaire housing shall be designed to transfer heat from the LED board to the outside environment. Luminaire housing shall have no negative impact on life of components.
- LED manufacturer shall have performed photometric testing and to provide upon request the Luminaire Efficacy (lm/W), total luminous flux (lumens), luminous intensity (candelas) chromaticity coordinates, CCT and CRI. optical performance, polar diagrams, and relevant luminance and illuminance photometric data.
- Painted finishes of fixtures and accessories shall be weatherproof enamel using proper primers or hot dipped galvanized and bonderized epoxy, in accordance with manufacturer's requirements. Unless otherwise specified all painted surfaces shall have a life expectancy of not less than twenty years.
- Fixtures shall have a minimum IP rating depending on installation conditions as noted:
  - Fixtures installed under a canopy (fixture distance greater than 12” from edge of canopy): IP55
  - Fixtures directly exposed to exterior or closer than 12” from edge of canopy: IP65
  - Submersible/Underwater Fixtures: IP68
- All upright fixtures (surface or in-grade), or fixtures that directly illuminate pedestrian or vehicle areas shall include glare control options such as glare shields, louvers, and lenses
- All external openings in fixture assemblies and fixture lenses shall be gasketed to prevent moisture and dust intrusion
- Remote components such as drivers, power supplies, and/or transformers shall be installed in NEMA 4X enclosures. NEMA enclosures may be surface mounted if installed out of public view, or flush grade within view. Ventilation/Airflow within NEMA enclosure must be provided per Manufacturer's specifications to ensure proper functioning of system.
- Fixtures and component enclosures shall have wire mesh corrosion resistant screens over any vent holes. Mesh to be properly sized to prevent incursion of insects, small animals, and/or debris such as leaves or lawn clippings.
- Stainless steel hardware is preferred. Ferrous/ aluminum mounting hardware and accessories shall be finished appropriately to prevent corrosion and discoloration of adjacent materials.
- Glass lenses shall be heat tempered glass to mitigate breakage and thermal shock
- Acrylic/ Polycarbonate lenses shall be UV stabilized and of the appropriate thickness to prevent damage from vandalism
- Color changing LED luminaires shall utilize an equal combination of individually colored or tri or quad chip technology and shall be capable of at least 8-bit control
- All fixtures shall comply with Wind Load criteria and Overhead Safety requirements. Fixtures and proposed mounting to be reviewed and approved by a licensed Structural Engineer prior to installation.
- Footings are required for all fixtures mounted to grade. In the case of poles, footing details are to be developed by licensed Structural Engineer; footings/ pads for bollards and surface mounted accent fixtures may be developed by Architect or Structural Engineer.



# EXTERIOR LIGHTING DESIGN GUIDELINES

## ILLUMINANCE CRITERIA

A summary of the recommended lighting levels for the Exterior areas of the City of El Paso Project based on the IESNA Lighting Handbook, 10th Edition (2011) light level recommendations is found below. The lighting specifier should also incorporate best practices found in the applicable IES Recommended Practice (RP) manuals. Project must also comply with all applicable codes. All recommended light levels are maintained and targeted for the work planes in each specific area of the project. Please note that illuminance criteria will require updating as future editions of IESNA Lighting Handbook are released.

Space Type	Target Illuminance (fc) <sup>1,2</sup>	Recommended Light Sources and Approaches	Control Method <sup>6,7</sup>
Building Façades- Details or Features	Surface Reflectance of >0.5: 4-15fc @ <20% of Area Surface Reflectance of <0.5: 7.5-30fc @ <20% of Area	Wall mounted LED fixtures at serviceable mounting height or in accessible locations, recessed LED wall mounted steplights, LED surface mounted flood/ accent lighting in accessible locations. Use of in-grade fixtures to be restricted to specialty areas.	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.  Please note that more sophisticated control systems may be required for programmed/ color changing lighting and overrides may be required for Special Events.
Building Façades- Façade Fields	Surface Reflectance of >0.5: 1.5-5fc Surface Reflectance of <0.5: 3-10fc	Wall mounted LED fixtures at serviceable mounting height or in accessible locations, recessed LED wall mounted steplights, LED surface mounted flood/ accent lighting in accessible locations. Use of in-grade fixtures to be restricted to specialty areas.	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.  Please note that more sophisticated control systems may be required for programmed/ color changing lighting and overrides may be required for Special Events.
Pedestrian Pathways less than 10' wide	0.5fc horiz 0.2fc vert 4:1 avg:min	LED pedestrian poles, LED bollards, LED low level path lights. Illumination to be sufficient to allow pedestrians to perceive people approaching along path	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Courtyards and Plazas	0.2-0.6fc horiz 0.1-0.2fc vert 4:1 avg:min	LED pedestrian poles, LED building-mounted accent lighting, low-level LED accent lighting. Use of in-grade fixtures to be restricted to specialty areas.	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Outdoor Dining	5-10fc	LED pedestrian light poles, wall mounted LED fixtures at serviceable mounting height, recessed LED wall mounted steplights, surface mounted LED flood/ accent lights mounted to Architectural elements, LED tree mounted accent/flood lighting, LED recessed downlight, lighting integrated with Architecture.	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Entry Canopies (medium to high activity)	0.8-3fc horiz 0.4-1.5fc vert	LED recessed downlight, lighting integrated with Architecture, surface mounted accent lighting	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.

Space Type	Target Illuminance (fc) <sup>1,2</sup>	Recommended Light Sources and Approaches	Control Method <sup>6,7</sup>
Main Entries (medium to high activity)	0.8-3fc horiz 0.4-1.5fc vert	LED recessed downlight, lighting integrated with Architecture, surface mounted accent lighting. Use of in-grade fixtures to be restricted to specialty areas.	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Other Doors (low to medium activity)	1fc horiz 0.6-0.8fc vert	LED recessed downlight, lighting integrated with Architecture, surface mounted accent lighting	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Site Stairways (medium to high activity)	0.6-0.8fc horiz 0.2-0.4fc vert	Wall mounted LED fixtures at serviceable mounting height, recessed LED wall mounted steplights, LED lighting integrated in stairs, low level LED bollards, LED pedestrian light poles, LED handrail light	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Landscape Lighting	1.0fc Vert minimum	LED surface-mounted tree uplights, low-level LED accent lighting, LED bench lighting, tree mounted lighting. Use of in-grade fixtures discouraged.	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.
Parking Lot	1.0fc 3:1 avg:min	LED hinged base area light poles	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade. Please refer to Section 130.1 for details regarding specific requirements and exceptions.
Street and Roadway Lighting	1.2fc 4:1 avg:min	LED hinged base area light poles, use of project standard fixtures encouraged	Automated controls, astronomic time clocks, intelligent motion sensors, and/or partial or full range dimming from 40% to 80% required based on a number of factors including location, light source, fixture wattage, and height of fixture above grade.



# EXTERIOR LIGHTING DESIGN GUIDELINES

## SPECIFIC FIXTURE FAMILIES

### Light Poles

- Light poles shall provide illumination not only on grade surface, but also illuminate approaching pedestrians and/or vehicles to enhance safety, visual acuity, and wayfinding.
- Poles shall be aluminum rather than steel or iron.
- Poles shall be provided with tilting bases when less than 18' tall for ease of Maintenance.
- Wind Load calculations for pole with light fixtures and all other attendant elements (such as security cameras and banners) to be performed by the Pole Manufacturer/ Structural Engineering to ensure that pole assembly meets Campus Wind Load criteria.
- Concrete footing to be provided to ensure that fixture remains level and secure. In Landscape areas, footing is to elevate the fixture base slightly above grade to prevent damage from Landscape Maintenance and corrosion.

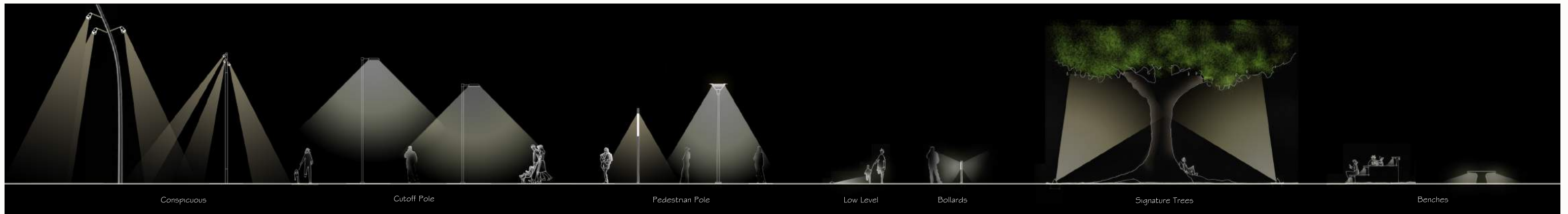
- Adjustable fixtures mounted to poles shall include positive aiming and locking devices with indicated tick marks to secure fixture focus.
- Label with installed fixture information (such as Type number, lamping, circuit number) shall be prominent on top of remote devices' NEMA box lids.
- House side shields are to be utilized for all fixtures adjacent to Reserve or residential community areas.

### Bollards

- Bollards shall provide illumination not only on grade surface, but also illuminate approaching pedestrians and/or vehicles to enhance safety, visual acuity, and wayfinding.
- Light source to be regressed or shielded from direct view by glare control options such as lens, louvers, and glare shields.
- Concrete footing to be provided to ensure that fixture remains level and secure and to prevent removal or settling of fixture in softscape. Footing is to elevate the fixture base slightly above grade to prevent damage from Landscape Maintenance and corrosion.
- In instances where vehicle-impact rated bollards are required, bollards shall be a minimum K4 rating, and bollards footing shall be detailed, furnished, and installed by Project based on Manufacturers recommendations. Footing detail to be reviewed and approved by Licensed Structural Engineer.

### In-grade Accent, Wall Wash, and Marker Lights

- In-grade fixtures are to be used only judiciously and sparingly, and only in paved/ hardscape or lawn areas. Installations must be executed in accordance with Manufacturer's installation requirements.
- Internal glare control and/or frosted lenses shall be provided in all fixtures when direct view into fixtures is possible.
- Fixtures shall include anti-slip and heat reduction lenses in pedestrian areas.
- Rock guards to be provided for fixtures in non-pedestrian areas.
- Fixtures shall be drive-over rated for vehicular traffic areas, including areas where Maintenance lifts might be utilized.
- If fixture is integrated in a tree grate, fixture trim shall be secured to grate and flush with the top of grate.



Fixture Family Portrait



# EXTERIOR LIGHTING DESIGN GUIDELINES

## Surface-grade Accent Lights

- Surface fixtures may be installed in non-pedestrian, non-vehicular areas only.
- Fixtures shall be mounted on concrete base/pad to ensure that fixture remains level and secure and to prevent removal or settling of fixture in softscape. Pad is to elevate the fixture base slightly above grade to prevent damage from Landscape Maintenance and corrosion.
- Fixtures shall be specified with glare control options such as lens, louvers, and glare shields.
- Surface fixtures within reach must be LED and cool to the touch

## Underwater/Submersible Fixtures

- Fixture cables shall be of sufficient length to allow fixtures to be removed from water for Maintenance.
- Fixtures shall be low voltage, and have temperature sensing low water cut-off standard for safety.

- Fixtures shall be made of non-corroding materials, such as cast bronze, nickel plated brass, nickel plated copper, stainless steel, or polycarbonate.
- Fixture lens shall be heat-resistant tempered glass lens and gasketing to prevent water intrusion.
- Adjustable fixtures to include lockable mounting hardware to secure fixture aiming.
- All junction boxes used in water are to be submersible grade and potted as required to prevent water intrusion.
- All cabling used in water to be submersible grade.
- All underwater fixture circuits to be protected by GFCIs.
- Remote drivers/transformers shall be installed in in-grade NEMA boxes in landscape areas or surface mounted out of public view.

## Tree mounted Fixtures

- Rigid conduit shall stub up at base of tree and continue circuiting up the tree with neutral color liquid-tight flexible conduit supported to tree by non-invasive methods such as straps or cable ties. Opening in rigid conduit to be sealed/ gasketed to prevent water intrusion.
- Fixtures shall be mounted to tree with soft, preferably self-expanding straps, or with adjustable tree rings. In no circumstances shall fixtures be bolted or clamped to trees. Campus to review and approve mounting methods and devices prior to installation.
- Pendant mounted fixtures to be suspended from tree limbs by aircraft cable. Cable to be run through neoprene sleeves where cable makes contact with tree limb. Suspension loop around limb to be of sufficient diameter to allow for tree growth.
- Tree mounted fixtures shall be provided with 6 ft of excess cable to allow for fixture adjustment as tree grows.
- Pull boxes shall be installed proximal to fixtures and mounted out of public view whenever possible.

## Steplights

- Blocking shall be provided as required to adequately support fixture. Housings shall be secured in structure to prevent sagging or displacement.
- Fixture faceplate shall be made of non-corroding materials, such as powder coated aluminum or steel, bronze, brass, stainless steel, or polycarbonate to prevent rust streaking/ staining on vertical wall surfaces.
- Lenses to be impact resistant and fixture trims and frames to include vandal-proof hardware.
- In the case of surface mounted steplights, concrete pad or footing to be provided to ensure that fixture remains level and secure and to prevent removal or settling of fixture in softscape. Pad is to elevate the fixture base slightly above grade to prevent damage from Landscape Maintenance and corrosion.



Tree uplights, reflected light and accent.



Cut-off pedestrian poles can be used to create pattern and required levels at night.



Building wall mounted cut-off luminaires placed at either side of the plaza provide general lighting while the steplights are placed as markers along the bench.



Lighting at the perimeter creates intimacy with the architectural features.



# EXTERIOR LIGHTING DESIGN GUIDELINES

## Surface Wall Mounted Fixtures

- Fixture shall be provided with glare control accessories to mitigate glare in the case of direct view into fixture.
- Blocking to be provided as required to adequately support fixture and fixtures are be mounted with a minimum of (2) points of connection to ensure that fixtures remain level. Fixtures in excess of 5 lbs. are not to be mounted to directly to junction boxes for support.
- Larger fixtures or fixtures that project beyond 12" from face of wall are to include cantilevered mounting brackets and/or safety cable mounted to independent support. Safety cable to be installed within fixture arms or mounting brackets out of public view. Mounting and installation of all such fixtures to be reviewed and approved by licensed Structural Engineer.

## Pendants/ Ceiling Mounted Fixtures

- All pendants shall be mounted per applicable seismic codes and city Overhead Safety requirements.

- Fixture shall include aircraft-grade safety cable; cable to be mounted within fixture stem out of view whenever possible. Safety cable specification and cable mounting details to be determined/approved by Structural Engineering.
- To mitigate fixture Maintenance issues in high ceiling or difficult to access areas, lowering system approved by Structural/Electrical Engineering may be considered. The city to review and approve any lowering systems prior to installation.
- If globes or shrouds shall be provided with safety cables if they must be removed in order to maintain or relamp fixture.
- In the case of festoon fixtures, fixtures are to be suspended/ supported from aircraft grade catenary cable rather than electrical cable. Catenary cable specification and cable mounting details to be reviewed and approved by licensed Structural Engineer.

## Linear Accent/ Cove Fixtures

- All fixtures must be safely accessible either from façade, roof, or lift/ ladder.
- If coves are exposed, weep holes and/ or other water evacuation devices to be provided so fixtures do not become submersed in cove.
- Fixtures to be secured against normal vibrations and Maintenance handling.

## Internally Illuminated Light Boxes

- Light boxes shall be fully gasketed to prevent water, moisture, and dust intrusion.
- Translucent lenses shall be UV stabilized and the appropriate thickness to prevent damage from vandalism when the light box is within reach.
- Light box shall be accessible for proper Maintenance.
- Ventilation to be provided as required to ensure proper fixture performance and lamp life.



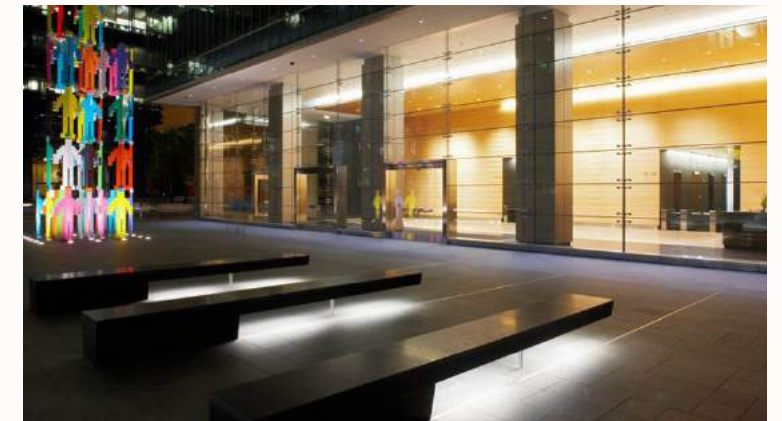
Tree uplights or tree mounted fixtures can help provide a pleasant experience.



Featured art walls and tree uplights along with low level lighting and light finishes create a welcoming experience.



Handrail integrated lighting help define the steps and provides for a unobstructed path.



Where heavy pedestrian use is anticipated, low level lighting can add to the patron's experience in creating a safe and intimate atmosphere.



# REFERENCE - LOW LEVEL LIGHTING

Bollard



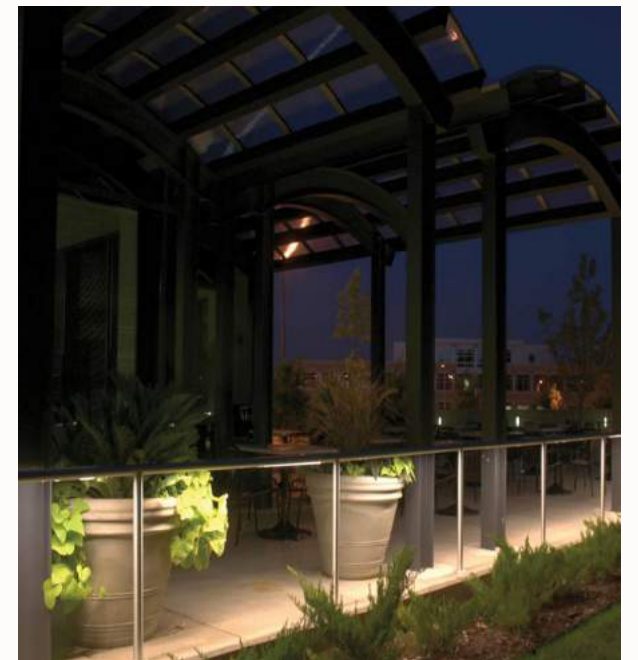
Underbench Lighting



Step lights



Handrail lighting



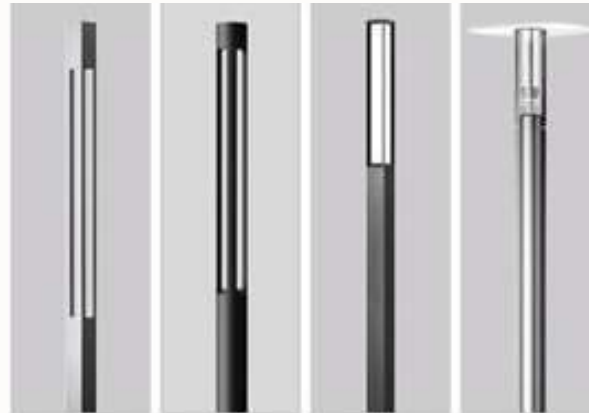


# REFERENCE — LIGHT POLES

Direct Light



Light Columns



Indirect Light



Iconic Light Pole





# REFERENCE — BUILDING FAÇADES

## Building Lighting





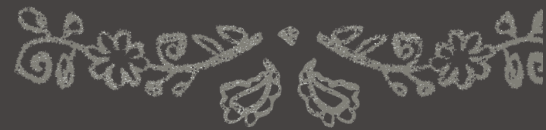
# REFERENCE — LANDSCAPE LIGHTING

Tree lighting





# MASTER PLAN



## Cohen Entertainment District Style

Cohen Entertainment District will be high-energy, immersive, cool, hands-on, and visually distinctive. It delights in surprising visitors with an interweaving of elements ordinarily separated: A bustling market in the middle of a park. A field edging into a state-of-the-art sports facility. A hotel room with views of both the valley and the mountains. A retail row nestled in the Texas mountains.

Cohen Entertainment District can be many things to many people. While sports fans and players may come to participate in their favorite games, they will find a plaza that caters to their lifestyle and great, wholesome name brand dining.

Sports are just the start. Families desiring a safe, clean outdoor spot to come together in El Paso will seek out Cohen Entertainment District. Couples with an active lifestyle wanting a new jogging trail will seek out Cohen Entertainment District. Individuals wishing for stunning, comfortable mealtime views of the sun-soaked Franklin Mountains will seek out Cohen Entertainment District. Cohen Entertainment District is an immersive, integrated entertainment district that celebrates socialization, fun, and redefining the use of public space.

## The Master Plan

The master plan was created after an analysis of the site conditions and careful attention to the programmatic requirements of an entertainment district. To follow are Cohen Entertainment District's:

- Master Plan
- Illustrative Master Plan
- List of Offerings
- Recommended Light Levels.

For additional information on preliminary site strategies not included in this Document, such as Program Breakdown; Program Matrix and Grading Plan, refer to the Cohen Entertainment District Vision Book.

Concluding the master plan strategies, the Cohen Entertainment District Design Standards focusing on each character area, will commence in Section 3.1 and end in Section 3.11.







# 3.0 COHEN ENTERTAINMENT DISTRICT — ILLUSTRATIVE MASTER PLAN





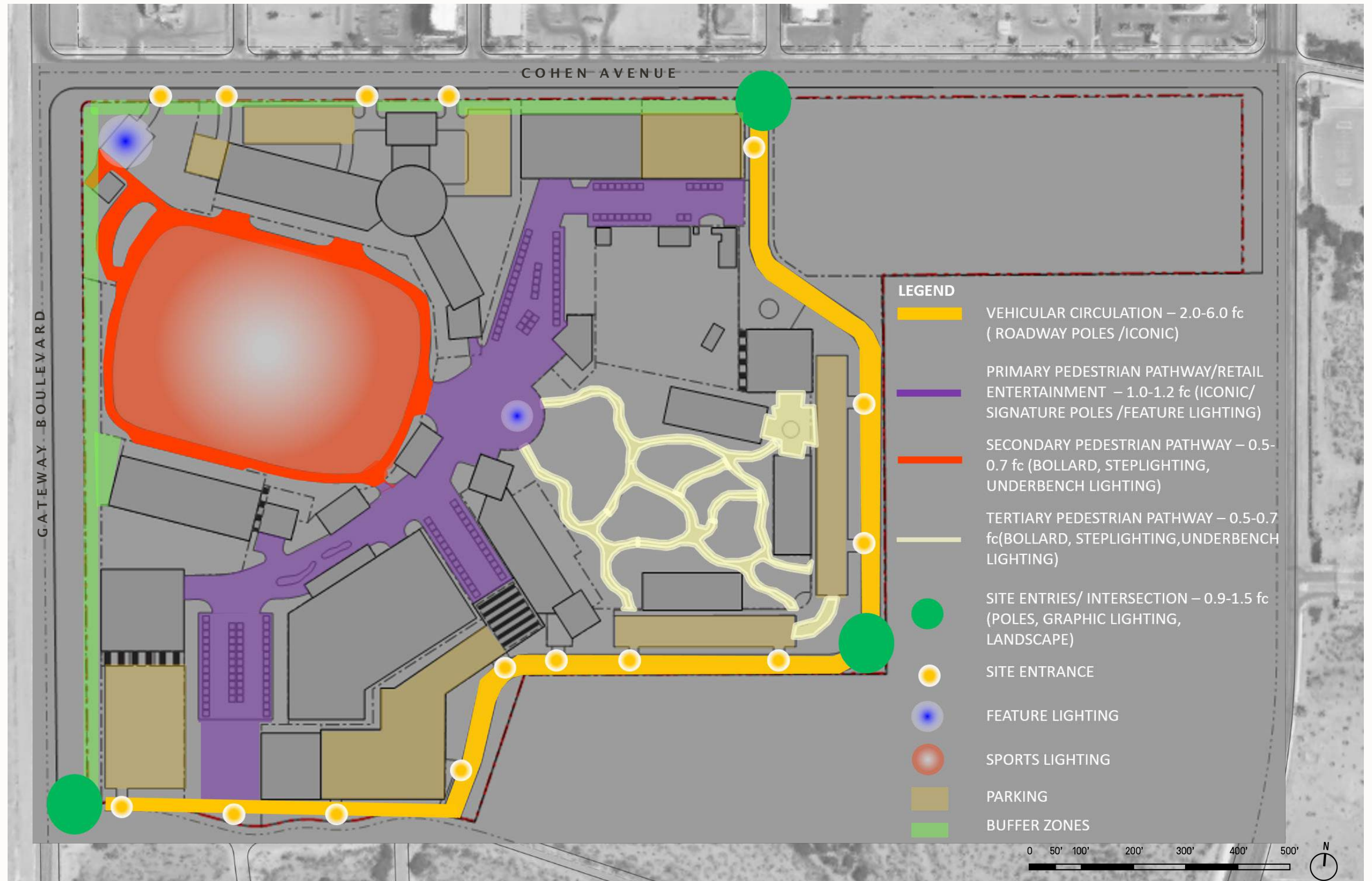
# COHEN ENTERTAINMENT DISTRICT — MASTER PLAN LIST OF OFFERINGS



1. **Parking and Entrances** – Accented wayfinding moments entries
2. **Event Field** – Central open-air events field
3. **Cottontail Plaza and Promenade** – Centrally located plaza with prominent water feature, benches, and peripheral landscaping
4. **Cottontail Park** – Entry Park with grassy seating areas and trails
5. **Media Broadcasting Studio** – Working studio for media training, content creation, and live journalism
6. **Keystone Events Hall** – Multi-use flex space for seasonal events and touring attractions
7. **Arroyo Leagues Sports Complex** – Sports tournaments, indoor gyms, fitness amenities and more
8. **Mercado de Cohen** – Three vibrant, open-air markets with varying coverage offering food and retail options
9. **Acacia Square** – Retail and dining venue thoroughfares
10. **The Family Room** – Indoor Family Entertainment Center
11. **Torbellino Neighborhood Waterpark** – Sports and Leisure inspired Waterpark
12. **Cohen Plaza** – Arrival plaza that celebrates the Cohen brothers with prominently featured tribute display
13. **Hotel** – Hotel with conference rooms
14. **Start-Up/Incubator Spaces** – Collaborative, creative work spaces and artist lofts
15. **Practice Fields**
16. **Site Buffer Zone** – Freeway screening and signage
17. **Site Buffer Zone** – Landscaped areas, seating and shade



# COHEN ENTERTAINMENT DISTRICT MASTER PLAN — RECOMMENDED LIGHT LEVELS







# 3.1 BUFFER





# 3.1 BUFFER





## 3.1 A. BUFFER

### Design Intent

The perimeter of the site is very important as it frames the area that will house the Cohen Entertainment District, offering a sense of identity to the place, and a palpable presence in the landscape.

The creation of the buffer area is to be through the creative use of built form and landscape architecture, without the use of fences.

The character of the buffer is to be ‘Rocky Arid Desert’ as revealed in the hardscape and planting palettes, architectural and lighting sections to follow. The elements provided in the buffer zones will differ in approach and performance, based on its response to the existing conditions, such as type and scale of road it mitigates.

### Wayfinding and Signage

Wayfinding and signage within this zone is to be per the Cohen Brand Identity found in the Appendix.

### GATEWAY PARKWAY (WEST OF SITE)

The barrier along Gateway Parkway is to be a protective one, providing security and definition to the site area, shielding it from noise, vehicular traffic and its pollutants.

Along Gateway Parkway, landscaped stepped terraces will be used. These will be designed in a balanced composition that uses structural gabion walls as retaining walls or stand alone elements, with planting above and in between.

#### Gabion Walls

- The use of gabion walls can be varied in size and type, creating modular elements which repeat at regular intervals.
- The use of gabion walls, with its natural stone, aids in creating a look that is in tune with the nearby landscape and supportive of the Rocky Arid Desert theme.
- Height and depth of gabion walls will depend on the overall design, final site levels and level changes, in such a way that it allows for the integration of lighting and signage.

#### Planting

- The use, selection and arrangement of planting and landscape will require minimal maintenance, yet still be maintained so that the area looks well cared for and reflects the ‘Rocky Arid Desert’ character as a fronting ‘face’ to the approaching guest.

### Lighting

- Lighting is to be integrated into the buffer zone, per the Lighting Guidelines in this section and per the Lighting Guidelines at the beginning of the Document in Section 3.0.
- Lighting elements, if possible, are to be sculptural and harness wind to create power and energy for the District.
- It is recommended to consult with specialists to provide a beautiful solution that is sustainable and visually attractive. Specialists, such as lighting designers, artists, sustainability experts, and alternative power / engineers should be part of the design and technical team.

### COHEN AVENUE (NORTH OF SITE)

- Cohen Avenue will have a buffer zone which is human-scale, acts as defensible space and protects the District.
- The buffer area is to have intermittent locations for seating under shade or shade structures.

#### Bus Stops

Designated and future bus stop locations along Cohen Avenue, are to include a

designated shelter for sitting which protects from the elements.

### KENWORTHY STREET (EAST OF SITE)

The part of the site facing Kenworthy Street will have a barrier as appropriate for the type of sports that will be performed in the adjacent plot. Depending on type of requirements, per sports / play field, architectural fences may be used, though no chain link fences are allowed.

#### Trees

The use of trees is desired for shade and shadow, and can be used if these can fit outside of the minimum playing field requirements.

### WHISPERING SPRINGS DR (SOUTH OF SITE)

The part of the site facing Whispering Springs Drive will be covered in this Document, under the character area ‘Street’.

- Though this area adjacent to the road, also requires a type of buffer to the site, it will do so with a lighter approach than the rest of the buffer areas surrounding the site, as it is facing a local road, vs a Major / Arterial Road.
- Wayfinding and arrival signage as per Cohen Brand Identity, found in the Appendix.



# 3.1 B. BUFFER — INSPIRATION, CHARACTER & ELEMENTS



▲ **Inspiration:** Franklin Mountains  
**Application:** Hardscape tones / color

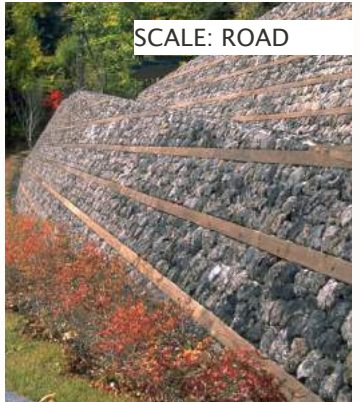
## BUFFER: GATEWAY BOULEVARD



## BUFFER: COHEN AVENUE



▲ **Inspiration:** El Paso Wind Turbines  
**Application:** Rhythmic placement of vertical wayfinding barrier in an artistic and elegant way.





# 3.2 C. BUFFER — HARDSCAPE & FURNISHING STRATEGY

## LOCATION DIAGRAM

### VEHICULAR SCALE:

#### Gateway Boulevard

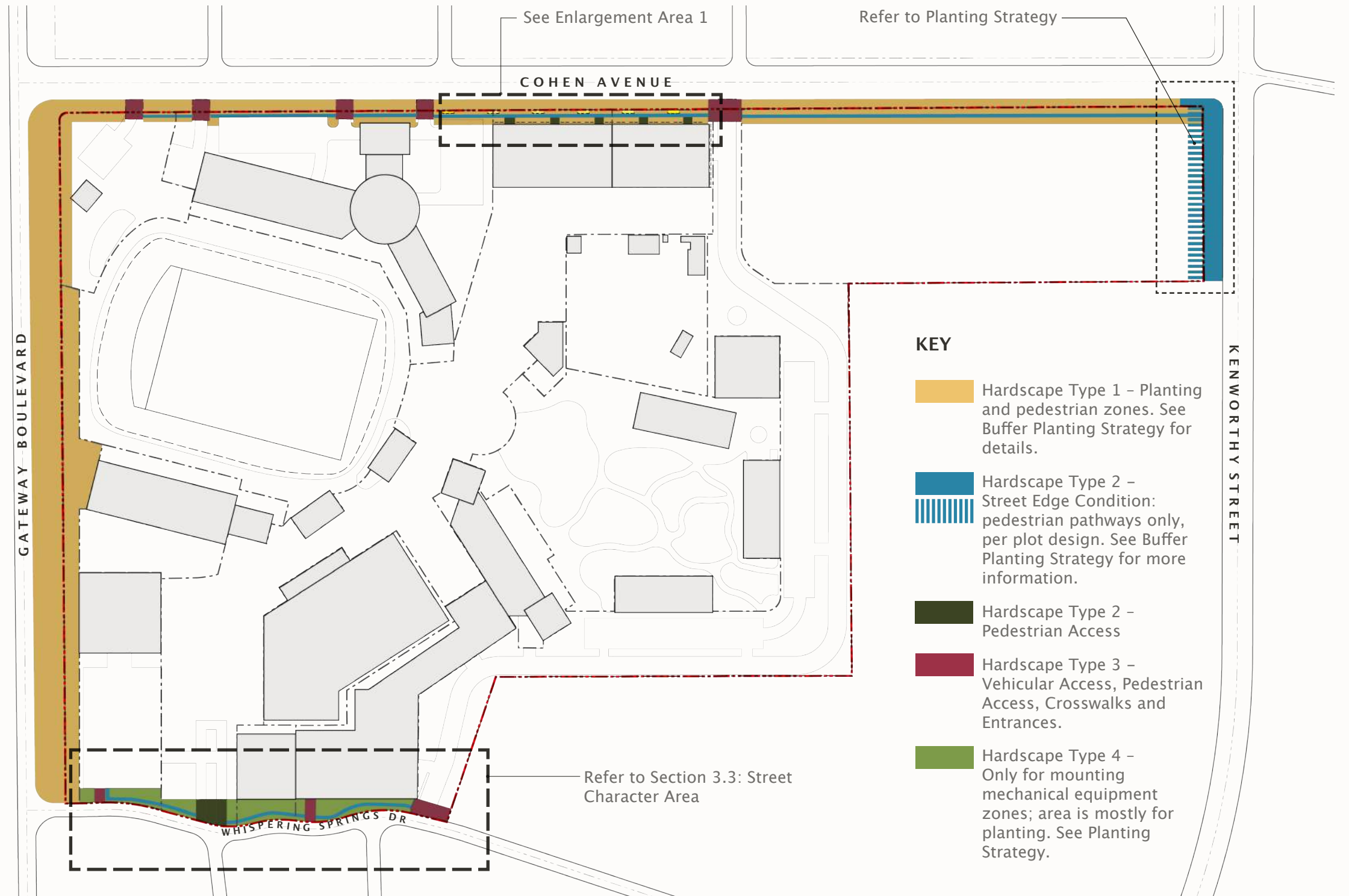
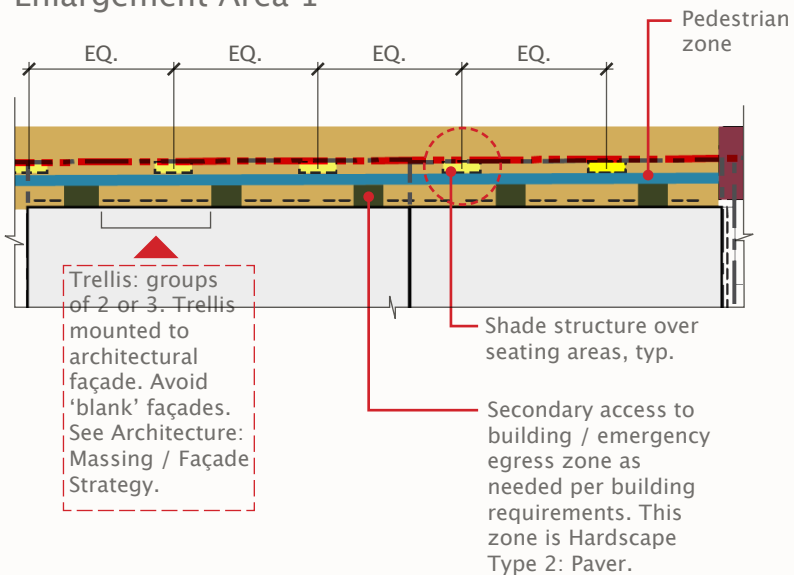
- Landscape-scaled, big elements: repetitive elements such as gabions with rocks and planting.
- Lighting to include wind / power generation if possible.

### HUMAN SCALE:

#### Cohen Avenue

- Seating / waiting areas under shade structure
- Shade elements along street, as well as attached to buildings facing this street.
- Special paving at vehicular and pedestrian access points to site.
- Attractive pedestrian and cycle path
- Landscaped walls with native plants, rocks and loose rock / pebbles to control erosion

### Enlargement Area 1





# 3.1 C. BUFFER — HARDSCAPE MATERIALS & FURNISHINGS

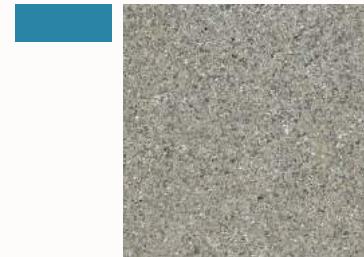
## HARDSCAPE MATERIAL PALETTES

### Stabilized Aggregate



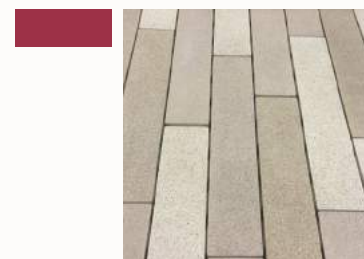
**Aggregate**  
Qsys Sydney Sand  
Hardscape Type 1

### Concrete



**Cast In Place Concrete**  
14-658 (Shaw&Sons)  
Hardscape Type 2

### Concrete Paver



**Pre-Cast Concrete Paver**  
3 tones of Tan/Beige  
Call for colors  
(Acker-Stone) 4 x 24"  
Linear Pavers  
Hardscape Type 3

### Concrete Paver



**Paver**  
Match adjacent concrete.  
14-658 (Shaw&Sons)  
Hardscape Type 2

### Metal

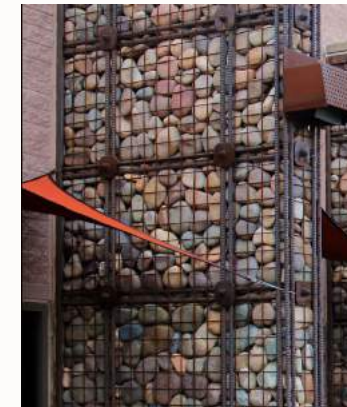


**Corten Steel**  
Brown



**Corten Steel**  
Retaining walls and planting zones

### Natural Stone



**Gabion Walls**  
Local stones; steel painted frame

### Furnishings



**Trash Bin**  
Concrete with stainless steel top; Metalco Pod litter bin; texture: PSI; color: 101B



**Planter Concrete**  
(QCP) Agora Collection-Shiness; Color: Russet Brown; Various sizes



**Bench Seating**  
Wood and aluminum



**Shade Structure**  
Wood and painted steel

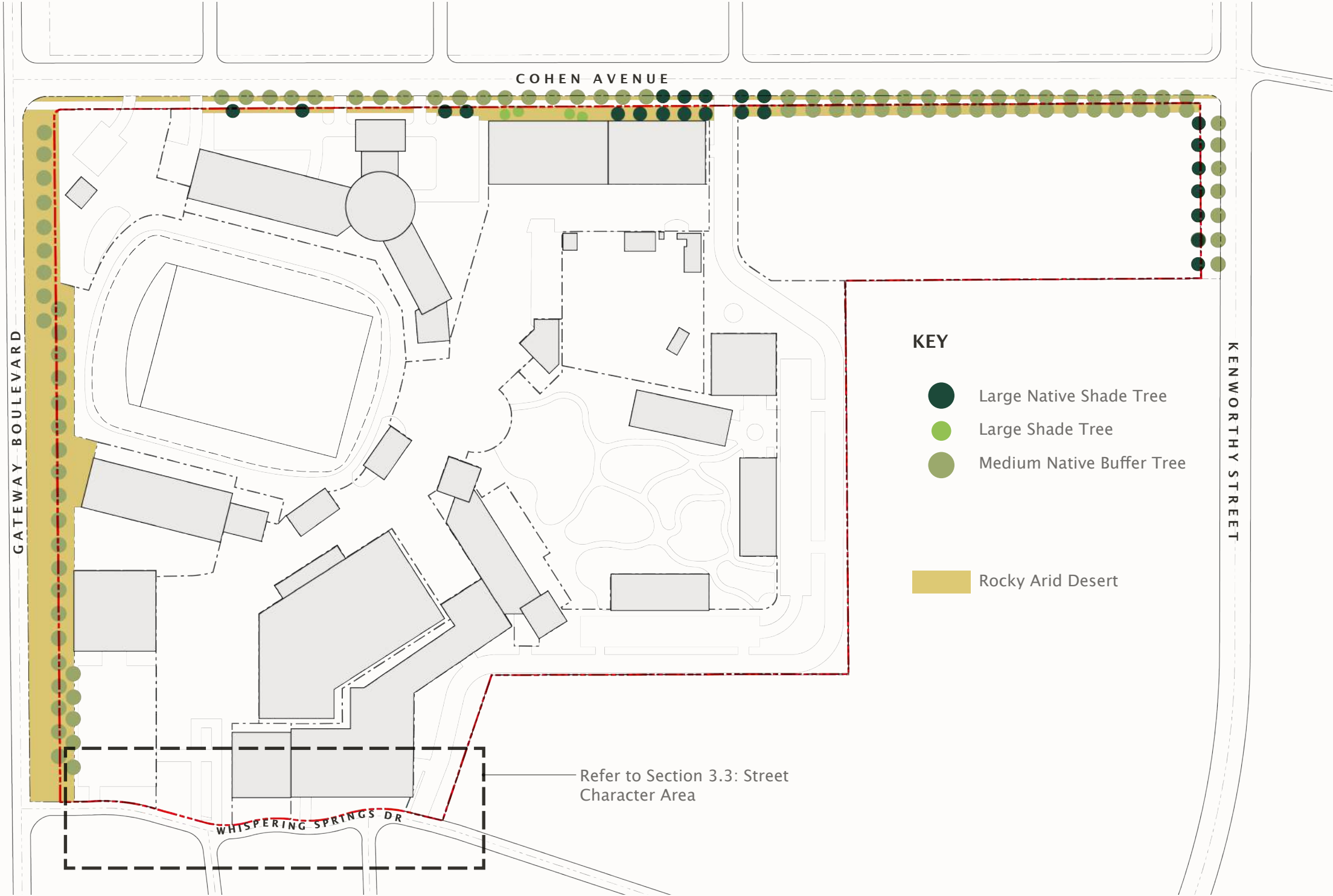


**Shade Structure**  
Wood



# 3.1 D. BUFFER — PLANTING STRATEGY LOCATION DIAGRAM

Landscape Concept Imagery





### 3.1 D BUFFER — PLANTING TREE AND PLANTING SELECTION

#### Trees



*Cercidium* x  
'Desert Museum'\*



*Ulmus crassifolia*



*Quercus gravesii*\*\*

#### Planting: Rocky Arid Desert



*Agave americana*



*Agave parryi*\* var.  
*huachucensis*



*Agave salmiana*  
var. *ferox*



*Agave lophantha*  
'Quadricolor'



*Atriplex canescens*\*\*



*Caesalpinia gillia*



*Caesalpinia pulcherima*



*Carnegiea gigantea*



*Dasylirion wheeleri*\*\*



*Echinocactus grusonii*



*Echinopsis pachanoi*



*Echinopsis pachanoi* forma  
*cristata*



*Fallugia paradoxa*\*\*



*Ferocactus wislizenii*\*\*



*Fouquieria splendens*\*\*



*Helianthus maximiliani*\*\*



*Leucophyllum candidum*\*



*Muhlenbergia emersleyi*\*\*



*Opuntia macrocentra*\*\*



*Yucca elata*\*\*



*Yucca rigida*\*

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.1 E. BUFFER — ARCHITECTURE: MASSING / FAÇADE STRATEGY

### Buffer Zone related Frontages

Primary entrances to focus on are those façades facing and closest to Gateway Boulevard, Cohen Avenue and Whispering Springs Dr., as per the diagram to the right.

Those façades facing and closest to Gateway Boulevard, in particular the following plots:

- RET-05: Retail
- R/E-01: Retail & Entertainment
- CPZ-01: Cohen Plaza

Those façades facing and closest to Cohen Avenue, in particular the following plots:

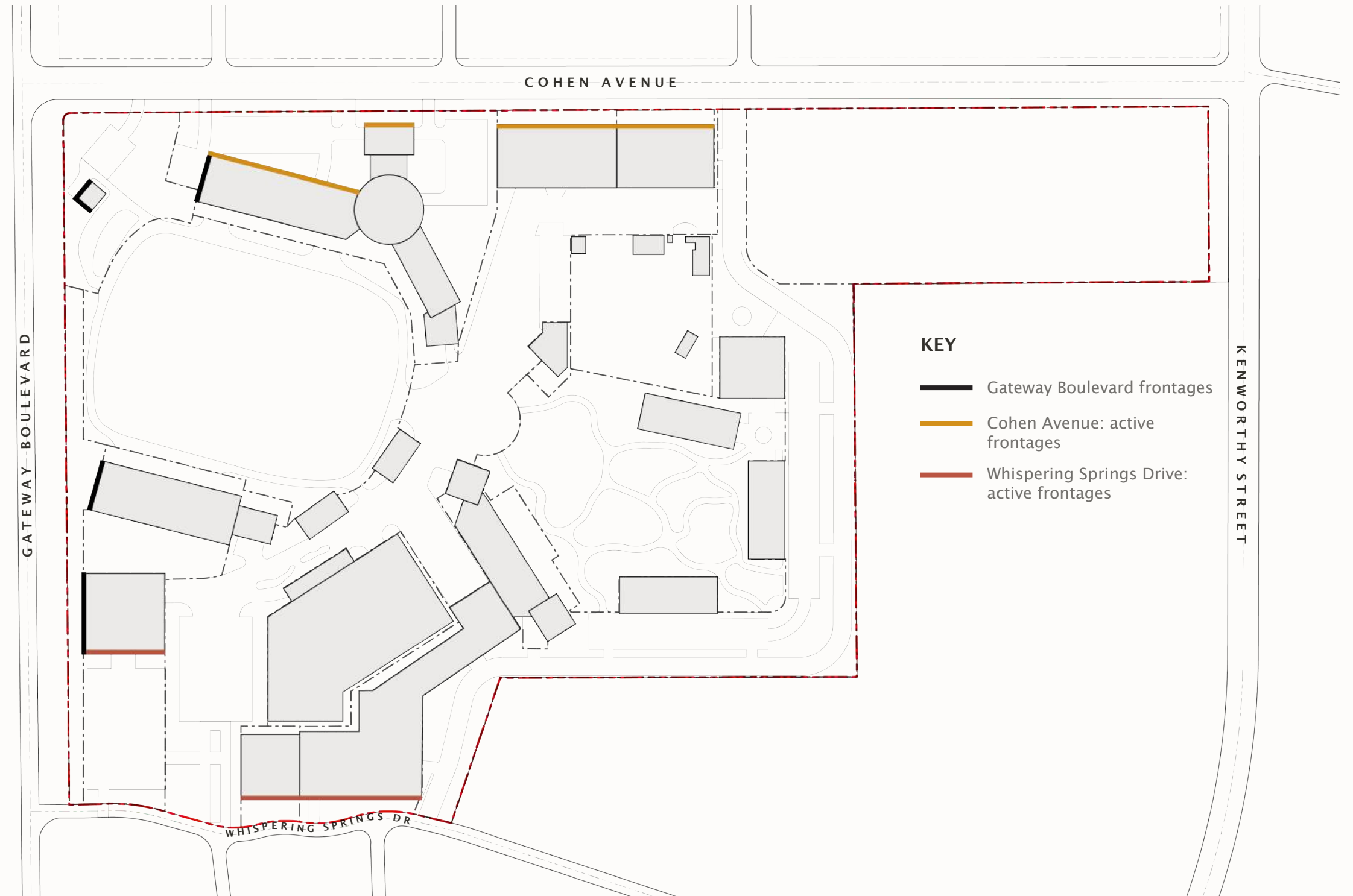
- HOT-01: Hotel
- FRM-01: Family Room
- PKG-01: Parking Structure

Those façades facing and closest to Whispering Springs Drive, in particular the following plots:

- PKG-02: Parking Structure
- RET-04: Retail

### Massing

- Buildings to be two to six storeys high.
- Variation in building height to not compromised the street elevation. For example, a two-storey building adjacent to a six-storey building should read a one integrated element, and if not possible, architectural volumes are to avoid blank facades despite drastic changes in building heights, especially where shared walls occur.





# 3.1 E. BUFFER — ARCHITECTURE: MASSING / FAÇADE

## Façade Strategy

- Industrial look with contrasting materials and glazing
- Façade Materials: brick veneer, concrete and corten steel, metal screens
  - Brick; color: grey or red tones
  - Concrete: exposed and as used as an 'accent' feature, in small portion of façade.
  - Perforated or etched metal screens
- Openings: framed by painted steel, creating deep recess for sun ray protection.
- Façade Materials to wrap around corners and elevations to ensure continuity and expression of architectural volumes, vs expression of planes.
- No blank walls (without fenestration, openings, shade elements, motifs, or planting along vertical elements).

## Parking Structures / Buildings

- Openings to provide opportunities for natural ventilation and cross circulation through the building enclosure.
- Vertical louvers and / or shade elements to protect building, users and vehicles.
- Fenestration (openings, windows) and material combination with green elements (vegetation) near and adjacent to buildings.

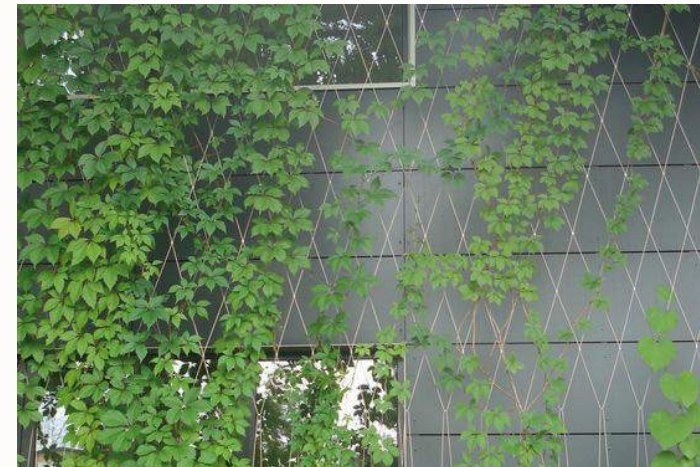
## Parapet / Roof

- Parapets / roofs to hide mechanical equipment, not to be seen at ground level.

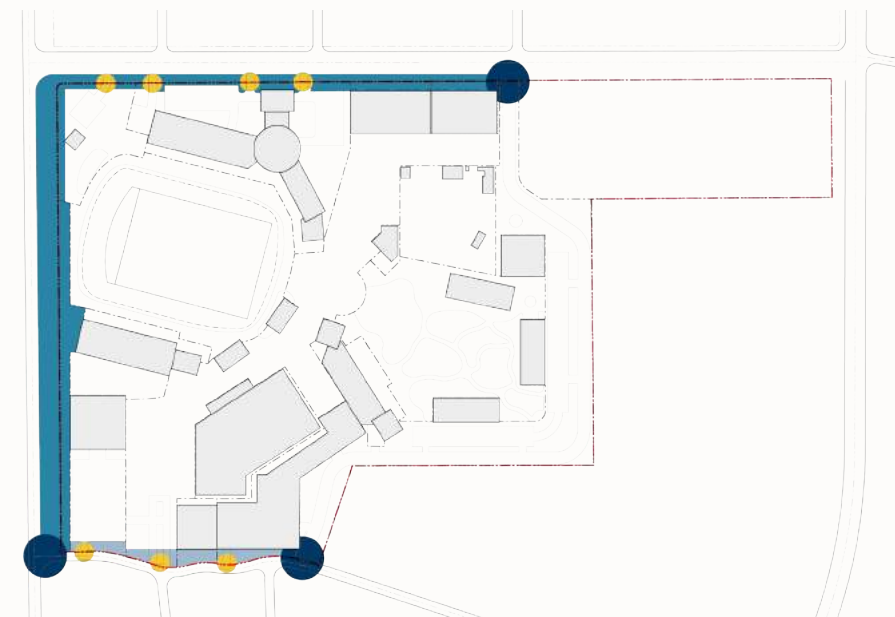
Gateway Boulevard Frontages



Cohen Avenue Frontages



Whispering Springs Drive Frontages

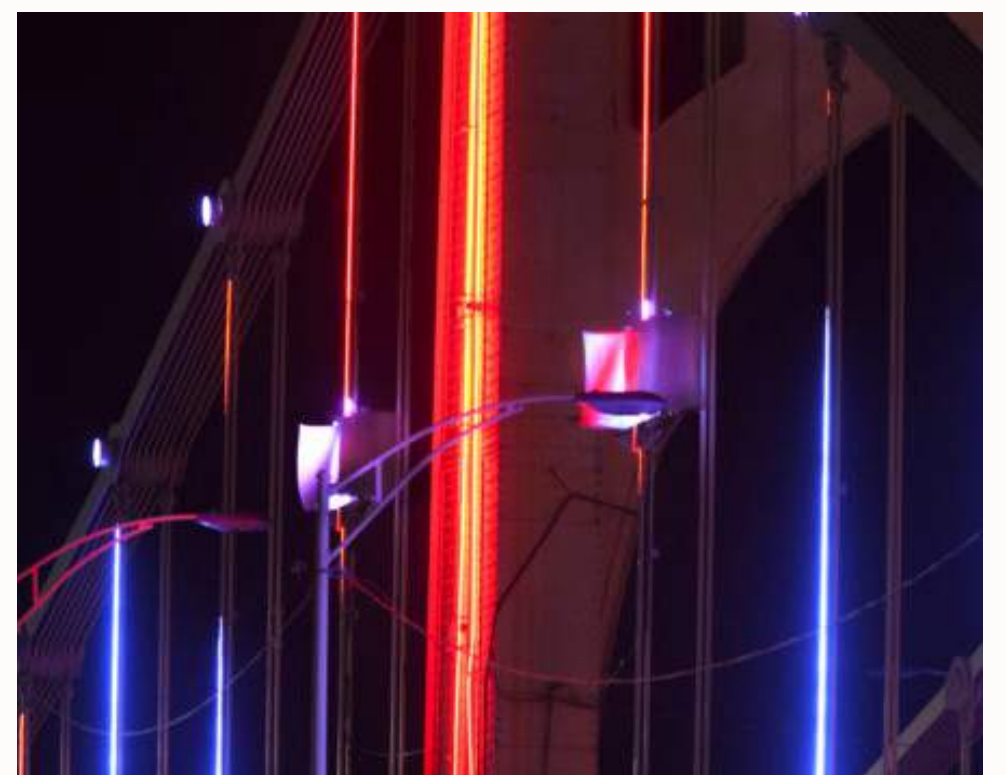


Lighting Strategy Diagram

Per Section 3.0 Exterior Lighting Design Guidelines and 3.1 F. Buffer – Lighting Strategy

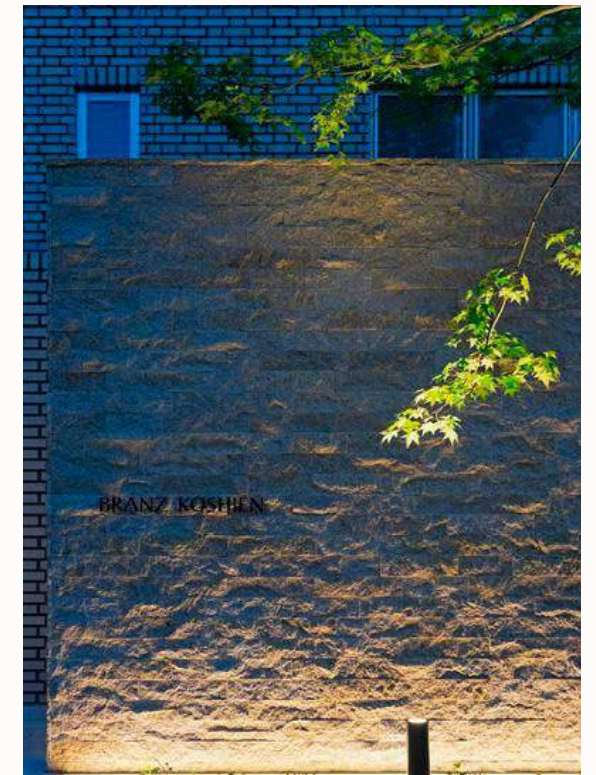
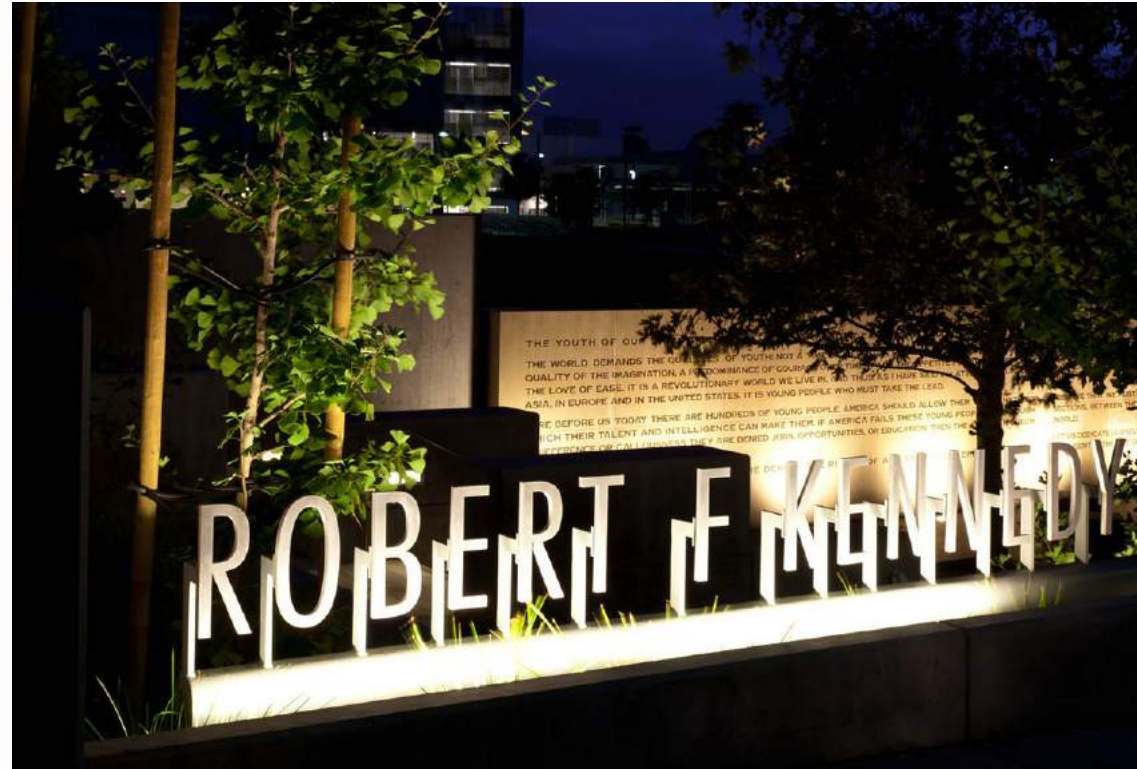


### 3.1 F. BUFFER — LIGHTING STRATEGY





### 3.1 F. BUFFER — LIGHTING STRATEGY





## 3.2 ACCESS ROAD & PARKING





## 3.2 ACCESS ROAD & PARKING





## 3.2 A. ACCESS ROAD & PARKING

### Design Intent

The access road and parking areas take up a significant portion of the site and occur throughout. These areas necessary for logistical and service reasons, also play an important role in the overall experience of the District despite its more utilitarian nature.

Access roads and vehicular parking areas signal the beginning of the experience for the guest on site. Being the point of arrival, the access road leads the user to first experience the District, while the parking zones continue to inform the guest of what is to come and to give a sense of their entry into a new destination: a new place distinct from a typical mall or shopping center. The parking zone, (whether outdoors in a lot, or within a structure), needs to be well-curated to be a seamless experience, easy to navigate through for vehicles and pedestrians, safe and even inspiring with glimpses of local history, coupled with elements of the entertainment district.

Parking zones, while being part of first impressions to a guest, can also encompass those last memories (on site) at the Cohen Entertainment District. Departing the parking areas will most likely be part of the experience for many traveling via personal vehicle and therefore, should strive to offer a convenient and high quality experience.

The Access Road should be clearly demarcated and signaled through wayfinding elements, and lighting features per the

Cohen Brand Identity and through the use of great environmental design. The parking areas are to be designed and implemented to be in line with the theme of the district, with the colors, materials, textures and ambiance that characterizes the Cohen Entertainment District. The parking areas should have additional spatial qualities which enrich the visual sphere, through the use of landscape, materials, lighting / lighting levels and furnishings.

With so much cumulative surface area (vertical and horizontal) in the access roads and parking, there is an opportunity to use these surfaces to inspire, and add to the character of the District. Two-dimensional graphics on these surfaces can benefit from art, supergraphics, and pictographs, in addition to the ambiance and awareness of brand and place.

### ACCESS ROAD

#### Entrance / Access Area Paving

- Vehicular and pedestrian access points to the site will have a special paving type, which differentiates the overall, typical paving from these transition zones, demarcating ingress / egress to the site.
- Robust hardscape materials are to be used and installed with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

#### Wayfinding Entrances per Mycotoo

- Refer to the Arrival Statement Concept Section as per the Cohen Brand Identity found in the Appendix.

### Gates and Fencing

- It is preferred to not use fencing around the access roads, yet instead utilize low walls with branding accents coupled with “arrival” trees and landscaped zones to define the boundary of the site. Gates can be used, provided the design and selection of the materials is in line with the Branding Standards and with security provisions on site.
- No chain link fences to be used.

### PARKING

#### Paving

- Bicycle Parking Zones can be integrated in parking areas close to pedestrian access points to the site. These should not impede on traffic flow and movement, nor obstruct from the clear legibility of entrances. These should be near, yet allow enough distance and clear space to allow for their own agglomeration of use, mounting and dismounting zones.
- Bicycle Parking Zone paving should be distinct from vehicular parking hardscape / paving.
- On-site furnishings such as trash receptacles, and planters are to be robust and in line with the aesthetic of the character area and of the overall District.

#### Paths

- These should be designed so that pedestrians can safely get from their car to the main entry points and use a special type of paving of demarcated area to clearly identify the route.

### Program

Outdoor parking lots should be considered multi-use and designed as flexible open spaces that can accommodate potential assembly uses. These programmatic elements can include temporary and seasonal events, farmer’s markets and pop-up shops.

### Temporary or Permanent

- Structures / Enclosures
- All permanent and temporary facilities, structures, shelters, furnishings, lighting, accessories and material selection shall complement each other, and read as part of one cohesive design character per the items in this section.

### Trees

- Use shade trees (with or without the use of planters) to provide beauty and delight; to naturally reduce the ambient and ground temperatures; to provide greater cooling effects for vehicles, and improved comfort levels for guests outdoors.

### Shade Structures

- Use of shade structures is encouraged, either with one function (provide shade and shadow), or two, to aid in harnessing the sun’s rays through photovoltaics.

### Lighting

- Secure lighting
- Lighting per the Lighting Guidelines at the beginning of the Document, in Section 3.0, and per this section.

### Signage

- Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



### 3.2 B. ACCESS ROAD & PARKING – INSPIRATION, CHARACTER & ELEMENTS



▲ **Inspiration:** Franklin Mountains  
**Application:** Hardscape tones / color

#### Hardscape



◀ **Inspiration:** Cave Art – Fort Bliss

**Application:** Hardscape supergraphics + color contrast. One, two or three contrasting tones.



▲ **Inspiration:** Patterns through weaving and / or paint applications.

**Application:** Hardscape: use of paving can be used to express patterns / motifs.

Certain areas can carefully and elegantly use subtle graphics which allude to abstractions and / or representations of historic artifacts, without compromising the clarity of parking spaces or road organization.

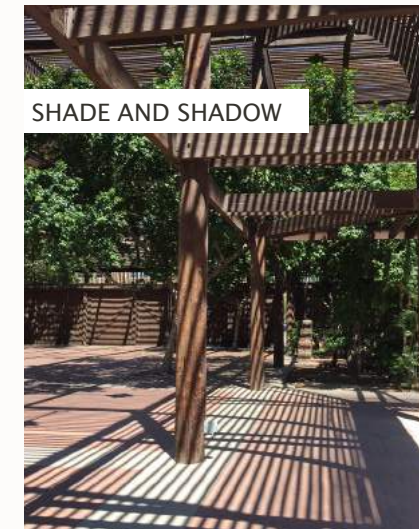
These can be used as special graphic elements in access zones, pedestrian crossings or pedestrian paths. The effects can be achieved through use of materiality: as paint on asphalt, through the use of special paving and different surface treatments for added texture, through paving or sandblasted effects.



INDOOR TRANSITION ZONE FROM PARKING STRUCTURE TO OUTDOOR PUBLIC AREA. SEE ARRIVAL STATEMENT CONCEPT IN APPENDIX.



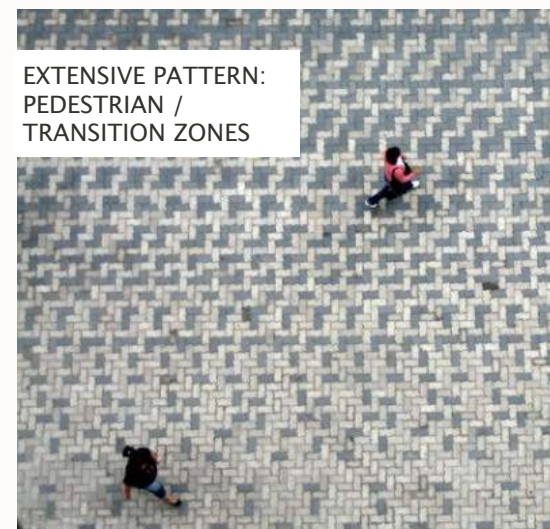
ACTIVE ROOF TERRACE



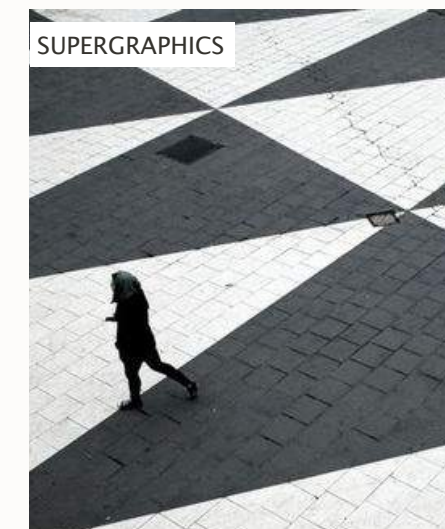
SHADE AND SHADOW



FLEXIBLE SPACE: POP-UP EVENTS



EXTENSIVE PATTERN: PEDESTRIAN / TRANSITION ZONES



SUPERGRAPHICS





# 3.2 C. ACCESS ROAD & PARKING – HARDSCAPE & FURNISHING STRATEGY

## LOCATION DIAGRAM

If budget allows, parking surface to be other than asphalt to reduce the heat island effect and improve overall project aesthetic. Alternatively, selecting a mix with an albedo closest to 1, is recommended.

### GROUND SURFACE

- Asphalt or cast in place concrete with entry paving (textured)
- Bicycle parking on level paved areas; differentiate per vehicular use zones
- Special zones can use graphics through differentiation: paving color, paving textures, paving sizes.
- Use of super graphics encouraged in accent areas through use of special paving patterns, paint, etched or sandblasted effects. This is to demarcate zones (parking vs pedestrian paths).

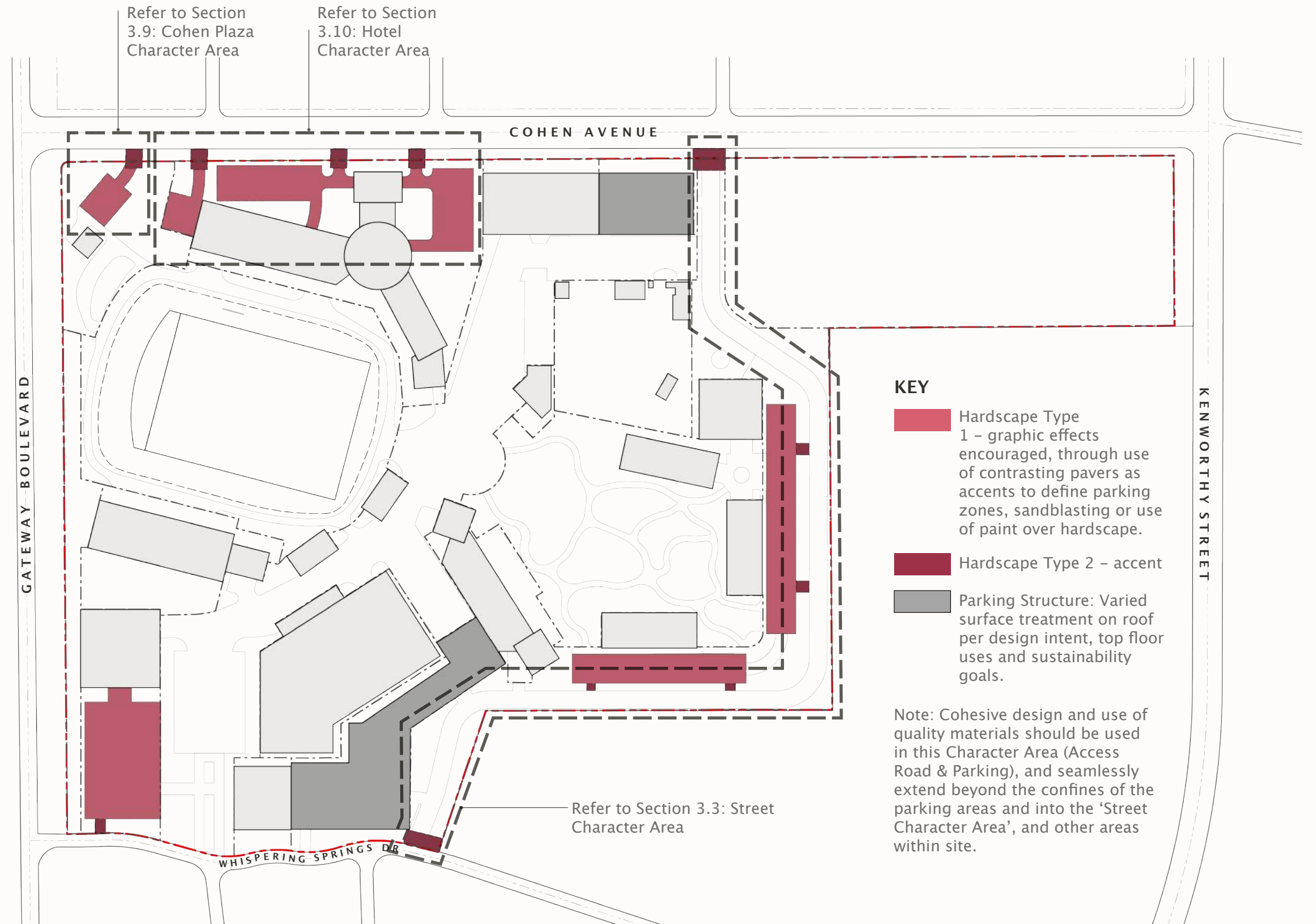
### ROOFTOP SURFACE

#### Occupiable Areas:

- Wood, or ‘wood-looking’ tile / paving, where applicable per design, program and architecture
- Light-colored, lightweight concrete
- Terraces: robust material that is non-slip, such as stone tiles or other types (to match communal aesthetic of commercial use – outdoor spaces).

#### Non-occupiable Areas:

- Brown / green roofs if possible
- Light-colored, lightweight concrete (under mechanical elements/ PVCs, if possible).





# 3.2 C. ACCESS ROAD & PARKING — HARDSCAPE & FURNISHING

## HARDSCAPE MATERIAL PALETTES

### Asphalt



**Pigmented Asphalt**  
Grey

Hardscape Type 1

### Concrete Paver



**Pre-Cast Concrete Paver**

3 tones of Tan/Beige (call for colors)  
(Acker-Stone) 4 x 24" Linear Pavers

Hardscape Type 2

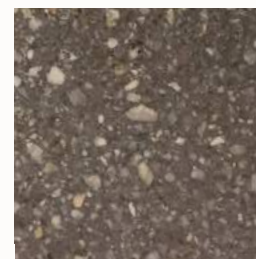
### Concrete Paver

(Pedestrian Links, Crosswalks and Entrances) at Street



**Pre-Cast Concrete Linear Paver**  
Bentley White Venetian Finish, (Acker-Stone) 4 x 24" Linear Pavers

Hardscape Type 3



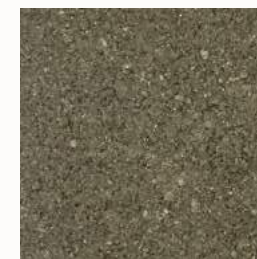
**Pre-Cast Concrete Linear Paver**  
Espresso Monaco Finish, (Acker-Stone) 4 x 24" Linear Pavers

Hardscape Type 3



**Pre-Cast Concrete Palazzo Linear Paver**  
Espresso Venetian Finish, (Acker-Stone) 4 x 12" Linear Pavers

Hardscape Type 3



**Pre-Cast Concrete Palazzo Linear Paver**  
Driftwood Monarco Finish, (Acker-Stone) 4 x 12" Linear Pavers

Hardscape Type 3

### Furnishings



**Trash Bin**

Concrete with stainless steel top; Metalco Pod litter bin; texture: PSI; color: 101B



**Planter Concrete**

(QCP) Agora Collection – Shiness; Color: Russet Brown  
Various sizes

### Possible super graphics



**Painted Graphic**



**Example of Sandblast exposed method**

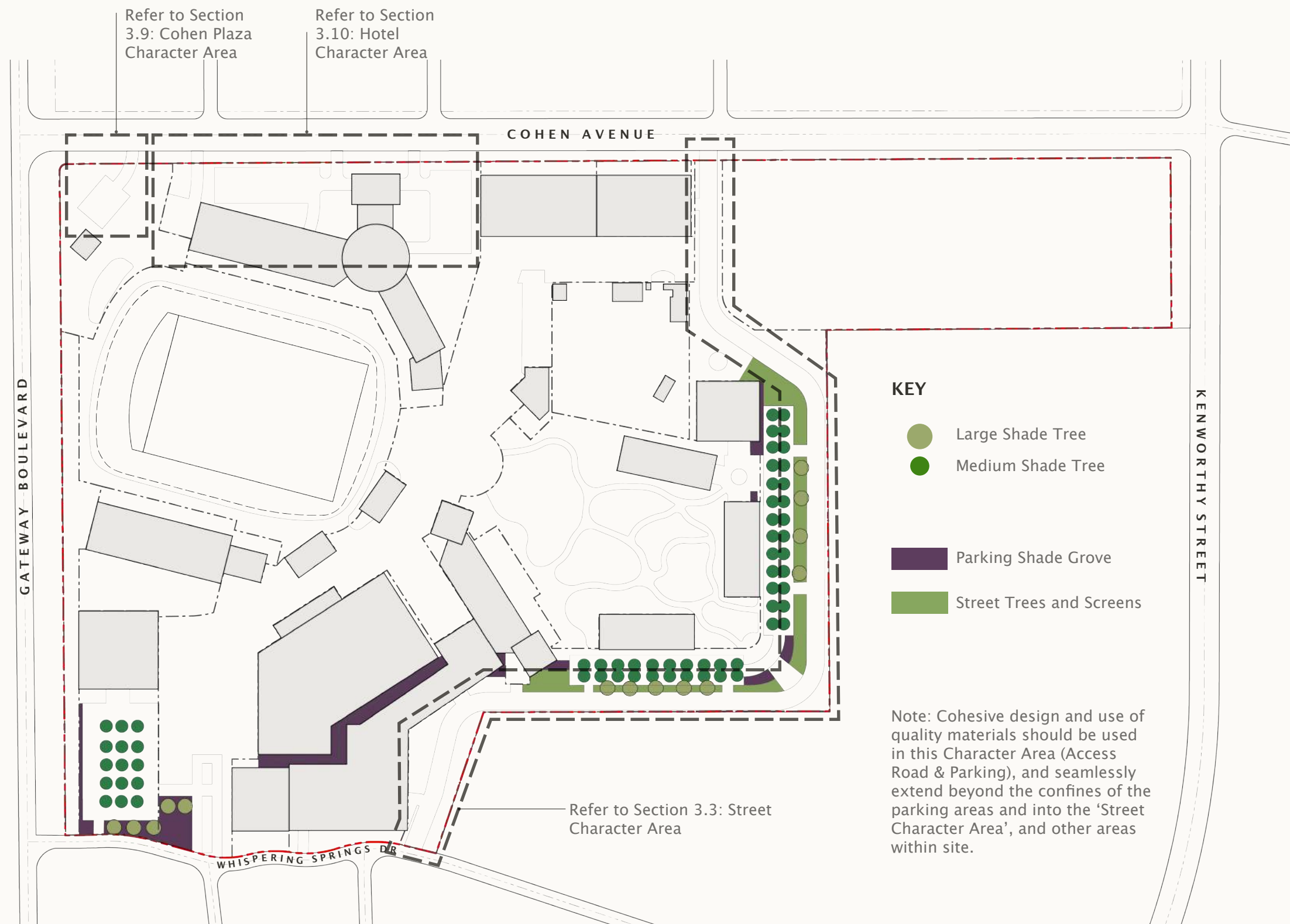
Large 'printed' super graphics can be etched or sandblasted into the hardscape to animate an otherwise monotonous parking lot.

Inspired by artifacts (painted pottery) and local cave art in the region.



# 3.2 D. ACCESS ROAD & PARKING — PLANTING STRATEGY

## LOCATION DIAGRAM





# 3.2 D. ACCESS ROAD & PARKING — PLANTING

## TREE AND PLANTING SELECTION

### Trees



Ulmus crassifolia



Chilopsis linearis\*\*

### Planting: Street Trees and Screens



Cotinus coggygria 'Royal Purple'



Artemisia ludoviciana\*\*



Atriplex canescens\*\*



Bouteloua curtipendula\*\*



Nolina microcarpa\*\*



Tecoma stans



Echinocactus grusonii



Euphorbia antisiphilitica

### Groundcover



• Mirabilis multiflora\*\*



• Baccharis pilularis\*

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.2 E. ACCESS ROAD & PARKING – ARCHITECTURE: MASSING / FAÇADE STRATEGY

### Access Road and Parking related Frontages

The majority of the primary parking entrances are those being accesses from Cohen Avenue, Whispering Springs Dr, or the 'Street' – Desert Cottontail Lane, found in Section 3.3 of this document. Frontages related to this section: Access Road and Parking are as follows:

Façades facing and closest to Cohen Avenue are in the following plots:

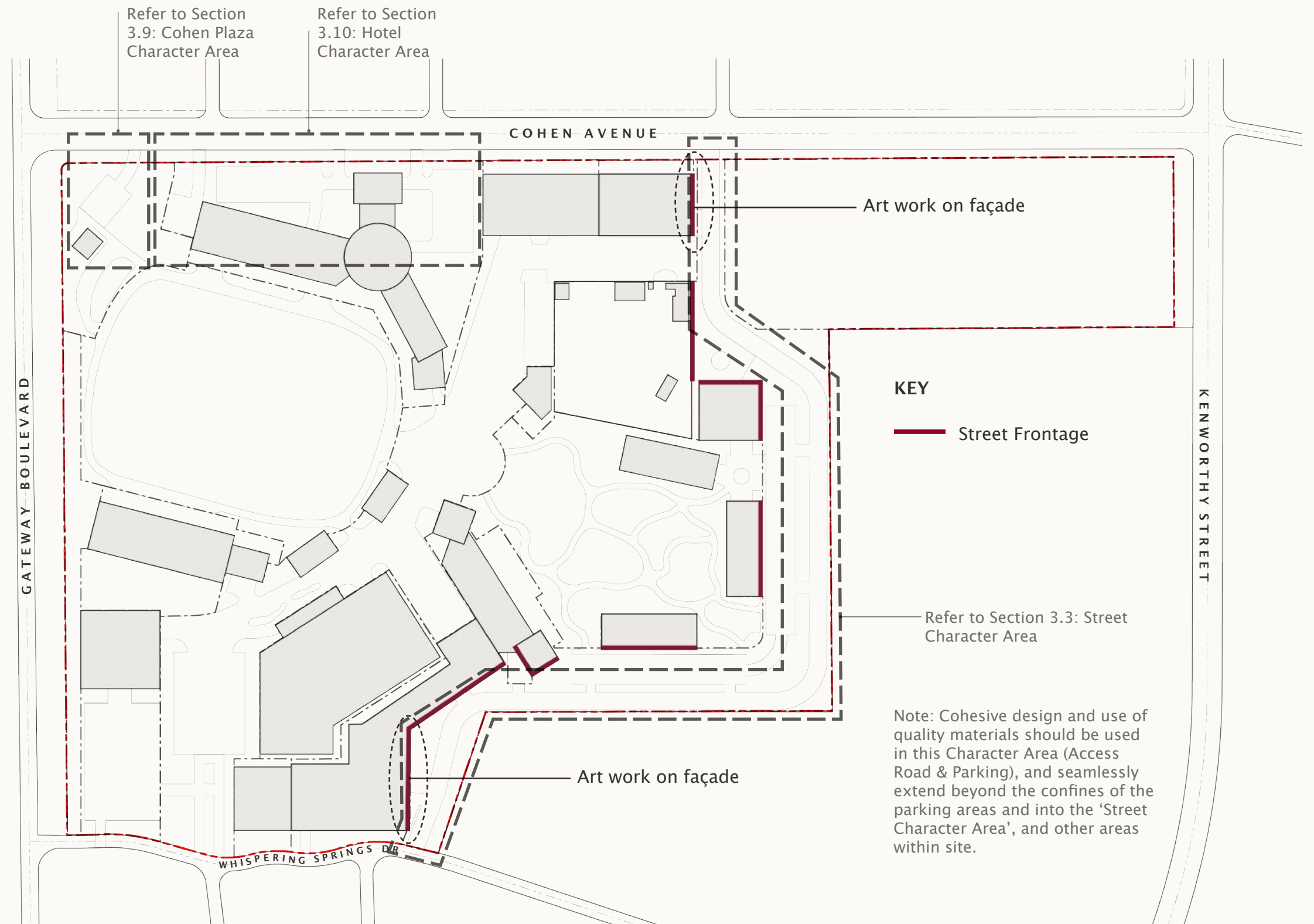
- CPZ-01: Cohen Plaza
- HOT-01: Hotel

Façades facing and closest to Whispering Springs Dr. are in the following plots:

- HOT-01: Hotel
- FRM-01: Family Room
- PKG-01: Parking Structure
  - Parking Structures
  - Keystone Event Hall
  - Incubator Spaces
  - Torbellino Neighborhood Water Park

### Massing

- Two to six storeys depending on building type and master plan density. Parking garages flank the Street and these, being the tallest buildings with the most storeys, should be well designed with a combination of at least three different types of materials / façade treatments, including the presence of large-scale art (Art Medium to be determined).





## 3.2 E. ACCESS ROAD & PARKINGS — ARCHITECTURE: MASSING / FAÇADE

### Façade Strategy and Materials

- Easily recognizable entrances: clearly defined, well-lit.
- Provide openings which allow natural air ventilation so that plenty of fresh air can pass through building.
- Create shaded, human-scale rest areas and transition zones, at entrances and elevations facing the street, or along the internal development promenade.
- Active Frontages: create frontages that offer opportunities to see through (inside to outside, and vice versa). Consider uses to activate the frontage at ground level, such as: small vending stalls (integrated within building / architecture), leisure zones and services (bathrooms, water fountains, rest areas).
- Planting were possible to help purify air, reduce ambient air temperature and nearby surfaces, as well as influence perception of parking spaces (cooling effects, health, human-scale qualities)
- Avoid 'plane' and 'blank' walls. Use art on strategic exterior façades to support cultural development and promote artists, either local or international, including community-led group art. Options for temporary (rotating exhibitions) or permanent installations.
- Use parapets and other screening devices to hide mechanical equipment on roofs.
- Occupiable roofs such as roof decks and terraces for commercial uses to use placemaking tools such as trellises with vegetation, decorative / festive lighting and umbrellas to create comfortable and inviting spaces with views to the Franklin Mountains.



This Section to complement Section 3.3 "Street". Refer to section 3.3.

Use concrete walls for parking structure. Balance the use of materials by including openings: louvers and shade elements (wood, painted steel or combination of both), and use of screens with patterns built-in, such as concrete block elements or other types of motifs.

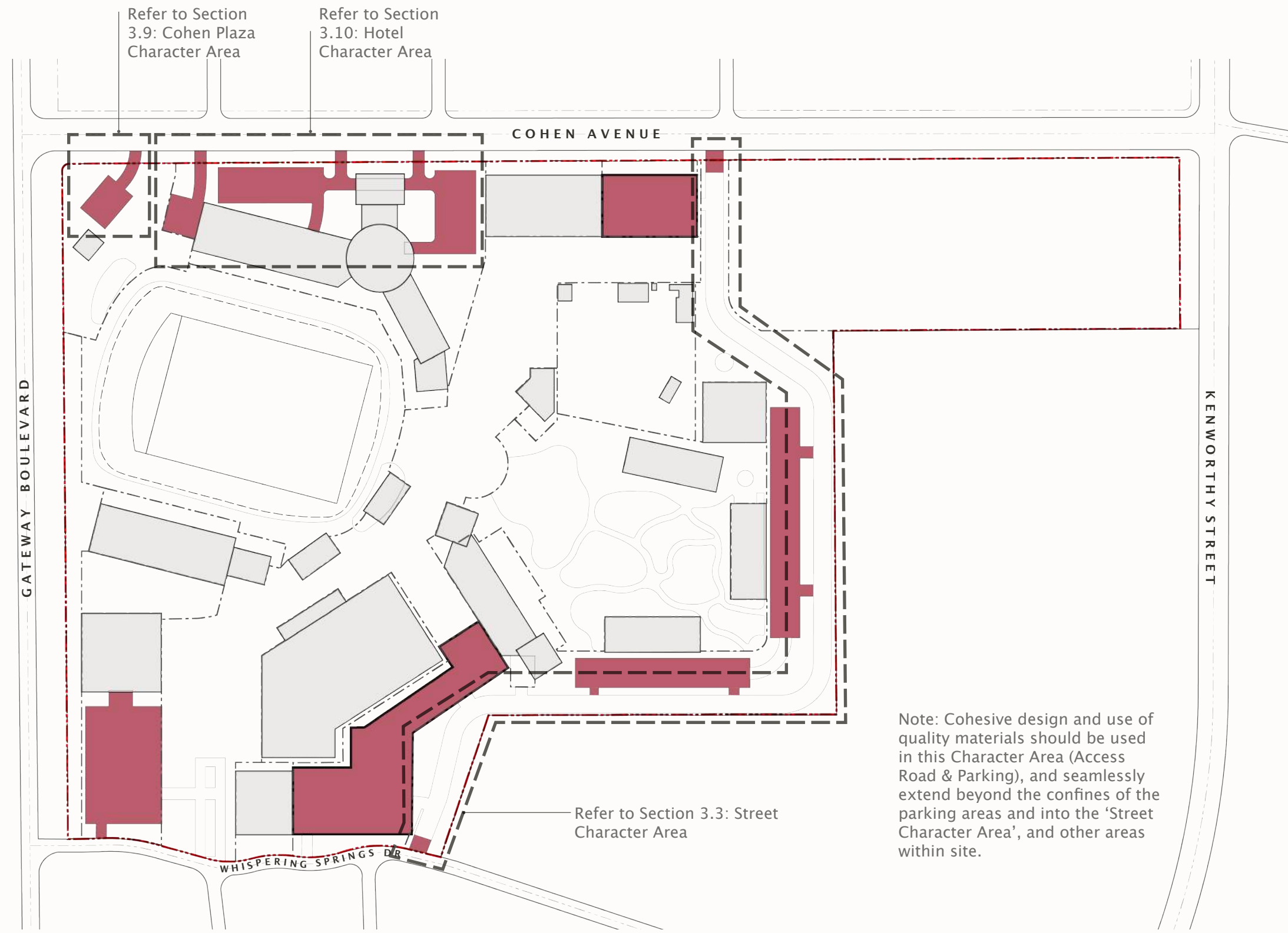


Use of art on select walls, per diagram – 1. Example of architectural metal fabric on façade at San Jose Airport: "Hands" by Christian Moeller and Fentress Architects; 2. Painted murals by HUEMAN in Los Angeles; 3. Mural by Jessie and Katey (@marylandinstituteofart); 4. Gorilla painting, example of community-organized mural by Creative Kids Art (<https://creativekidsart.org/>)



# 3.2 F. ACCESS ROAD & PARKING — LIGHTING STRATEGY

## LOCATION DIAGRAM





### 3.2 F. ACCESS ROAD & PARKING – LIGHTING

#### Lighting Strategy:

Parking areas and drive paths provide safe uniform lighting, sensitive to a visitors need for orientation, direction and safety. The language of light should be consistent with the intent of the development as a whole; a family of fixtures lends cohesion throughout.





# 3.3 STREET





# 3.3 STREET





## 3.3 A. STREET

### Design Intent

The street encompasses the realm of the right of way, with its pedestrian, cycle and vehicular circulation. This area including the access points (intersections with public roads) are to be treated as one character area and include not only the careful selection of hardscape materials, but of trees and planting as well.

The sidewalks and edges of the site along the road are to have furnishings that are inviting to all users, and the urban design should use universal design principles and tools in the design of its public spaces.

Paving and character-building elements used in the District, in adjacent areas and within the site, should extend into the Street so that these are read as one zone.

In addition to the physical materiality, the experience should be a safe and pleasant one for pedestrians and designed using universal design tools and principles.

### Entrance / Access Area Paving

- Pedestrian access points to the street will have a special paving type, different from the typical pathway, which differentiates the regular paving from the transition zones, demarcating ingress / egress to the site.

### Street Paving

- Robust hardscape materials are to be used and installed with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

### Bike Lane Hardscape

- Bike lanes are to be safe and use contrasting material, either through paving type (different texture and / or color), or use of paint.

### Bicycle Parking

- Bicycle parking to be provided in an area that does not obstruct from pedestrian movement. Amount of bicycle parking along the street to be sufficient for the anticipated traffic entering through this area; consult with traffic engineer to provide adequate bicycle parking in this character area.

### Paths

- There are two main circulation paths; these will be made from durable material and composition. These will differ in paving pattern and hardscape color, yet all will offer high traction and slip resistance surfaces.

### Seating

- Large benches to be used so that these can accommodate large crowds / multiple

groups of people simultaneously. These are to be of accessible heights and have one unifying character.

### Furnishings

- Bike racks, bins, benches are to be positioned so that they do not obstruct pedestrian movement.
- Furnishings are to be integral to the character of the area and complement each other in style and material and be fit for purpose.

### Play Areas

- These are incorporated into areas that expand / extend from the typical width along a pedestrian route. These areas occur in various locations, such as in the zone between the Water park and the incubator buildings, and also between the Sports Field / Practice Field and the incubator building. The zone here could benefit from traffic calming measures, shared surfaces, special paving and shade trees, as well as play equipment and devices / furnishings away from the street.

### Trees

- The tree-lined street is to be part of the experience which encompasses the sidewalk and its access points. Trees are to line either side of the street, as well as the median.
- Contiguous lines of trees are to aid in providing shade and help reduce the ambient temperature, making the outdoor experience more pleasurable, not only due to the visual and auditory properties that trees provide, but also

thanks to its cooling effects in adjacent areas.

### Shade

- Shade structures can be provided where seating areas and play areas are provided.

### Gateway and Fences

- Canopy trees are to emphasize the entrances / gateways into the site on the street. These can be enhanced with low walls, landscape walls and planting provided they are in composition and harmony with the wayfinding and branding guidelines in the Appendix.
- No chain link gates or fences to be used.

### Lighting

- Secure lighting will address pedestrian zones and vehicular zones, as well as emphasize pedestrian entrances and entrances to the site via the street.
- Lighting per the Lighting Guidelines at the beginning of the Document, in Section 3.0, and per this section.

### Signage

- Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



### 3.3 B. STREET — INSPIRATION, CHARACTER & ELEMENTS



▲  
**Inspiration:** Franklin Mountains  
**Application:** Hardscape tones / color



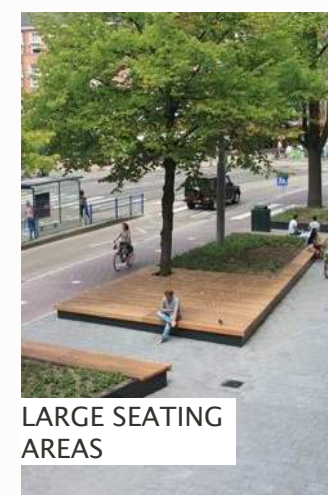
CONTINUOUS  
HARDSCAPE



CONTRASTING  
AREAS



SHADE TREES



LARGE SEATING  
AREAS



STURDY BENCHES

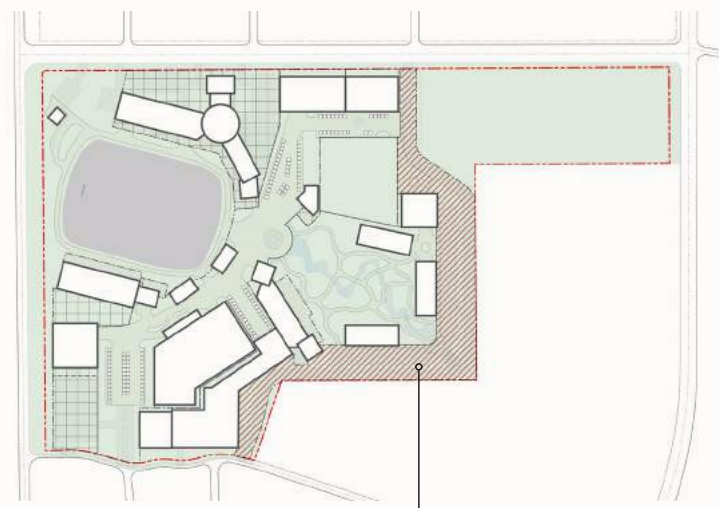


PLANTERS: NATURAL  
MATERIALS

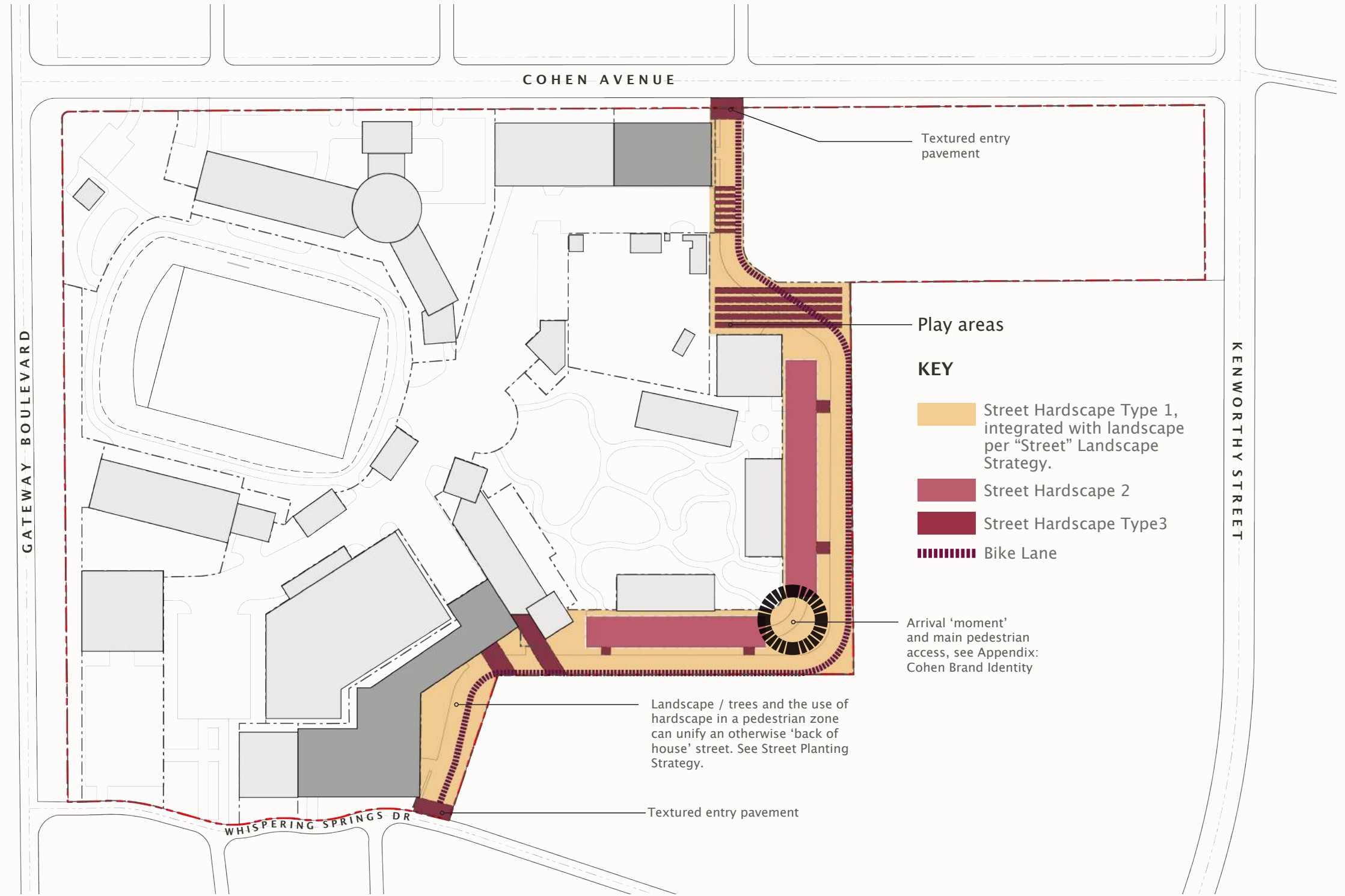
A combination of various planters shapes and sizes made of natural materials



### 3.3 C. STREET – HARDSCAPE & FURNISHING STRATEGY



Street Character Area



Textured entry pavement

Play areas

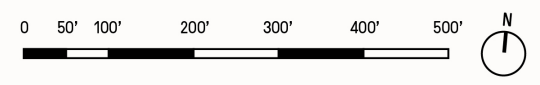
**KEY**

- Street Hardscape Type 1, integrated with landscape per "Street" Landscape Strategy.
- Street Hardscape 2
- Street Hardscape Type 3
- Bike Lane

Arrival 'moment' and main pedestrian access, see Appendix: Cohen Brand Identity

Landscape / trees and the use of hardscape in a pedestrian zone can unify an otherwise 'back of house' street. See Street Planting Strategy.

Textured entry pavement





# 3.3 C. STREET – HARDSCAPE MATERIALS & FURNISHINGS

## HARDSCAPE MATERIAL PALETTES

### Asphalt



Pigmented Asphalt  
Gray

### Stone Pavers



Charcoal

### Concrete Paver

(Pedestrian Links, Crosswalks and Entrances)



Pre-Cast Concrete Linear Paver Bentley White Venetian Finish, (Acker Stone) 4 x 24" Linear Pavers, Hardscape Type 3



Pre-Cast Concrete Linear Paver Espresso Monaco Finish, (Acker Stone) 4 x 24" Linear Pavers, Hardscape Type 3



Pre-Cast Concrete Palazzo Linear Paver Espresso Venetian Finish, (Acker Stone) 4 x 12" Linear Pavers, Hardscape Type 3



Pre-Cast Concrete Palazzo Linear Paver Driftwood Monarco Finish, (Acker Stone) 4 x 12" Linear Pavers, Hardscape Type 3

### Natural Stone



Natural Stone Retaining Walls: Natural stone wall with stone coping. For longevity consider using poured in place concrete walls with stone veneer.



### Furnishings



Trash Bin Concrete with stainless steel top; Metalco Pod litter bin; texture: PSI; color: 101B



Planter Concrete (QCP) Agora Collection – Shiness; Color: Russet Brown Various sizes



Seating Wood



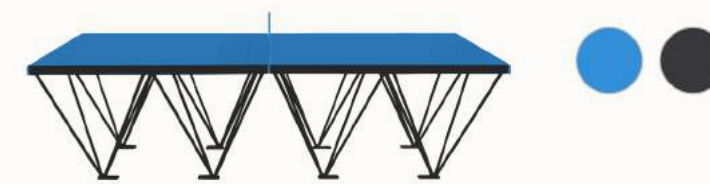
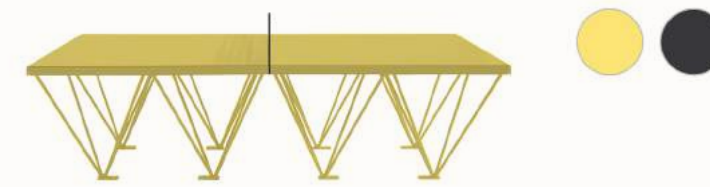
Benches Wood and painted steel; Escofet



### Play



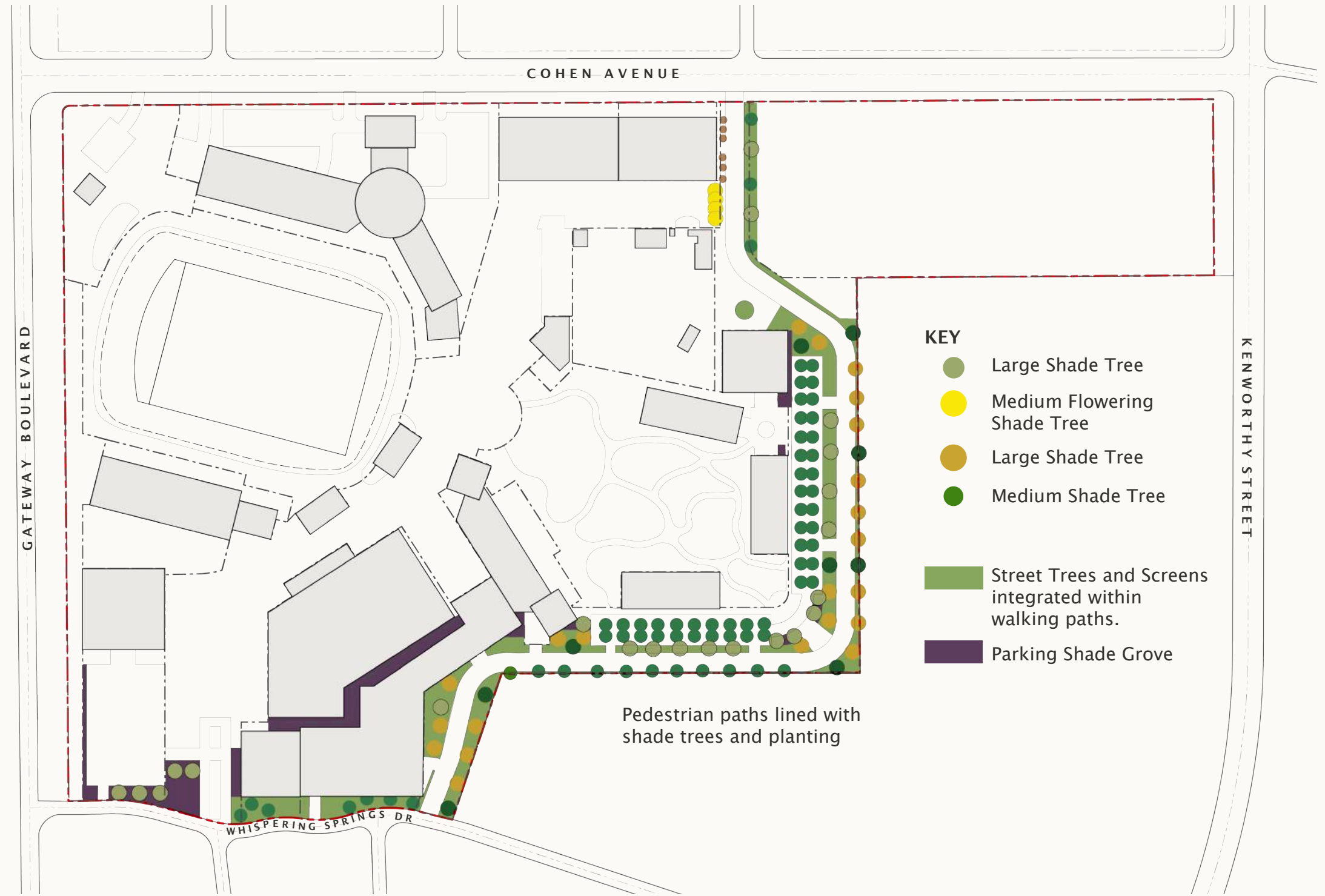
Foosball Table (Janus et Cie)



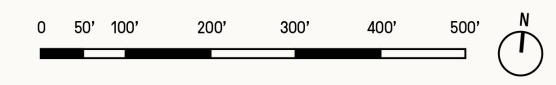
Ping Pong Tables (PoPP)



# 3.3 D. STREET — PLANTING STRATEGY LOCATION DIAGRAM



- KEY**
- Large Shade Tree
  - Medium Flowering Shade Tree
  - Large Shade Tree
  - Medium Shade Tree
  - Street Trees and Screens integrated within walking paths.
  - Parking Shade Grove





### 3.2 D. ACCESS ROAD & PARKING — PLANTING

#### TREE AND PLANTING SELECTION

##### Trees



*Ulmus crassifolia*



*Maclura pomifera*

##### Planting: Street Trees and Screens



*Cotinus coggygia*  
'Royal Purple'



*Artemisia ludoviciana*\*\*



*Atriplex canescens*\*\*



*Bouteloua curtipendula*\*\*



*Nolina microcarpa*\*\*



*Prunus serotina*\*\*



*Chilopsis linearis*\*\*



*Tecoma stans*



*Echinocactus grusonii*



*Euphorbia antisyphilitica*

##### Groundcover



• *Mirabilis multiflora*\*\*



• *Baccharis pilularis*\*

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



### 3.3 E. STREET – ARCHITECTURE: MASSING /FAÇADE STRATEGY

#### Street related Frontages

Primary entrances to focus on are those related to the ‘Street’ – Desert Cottontail Lane, and the frontages related to this area.

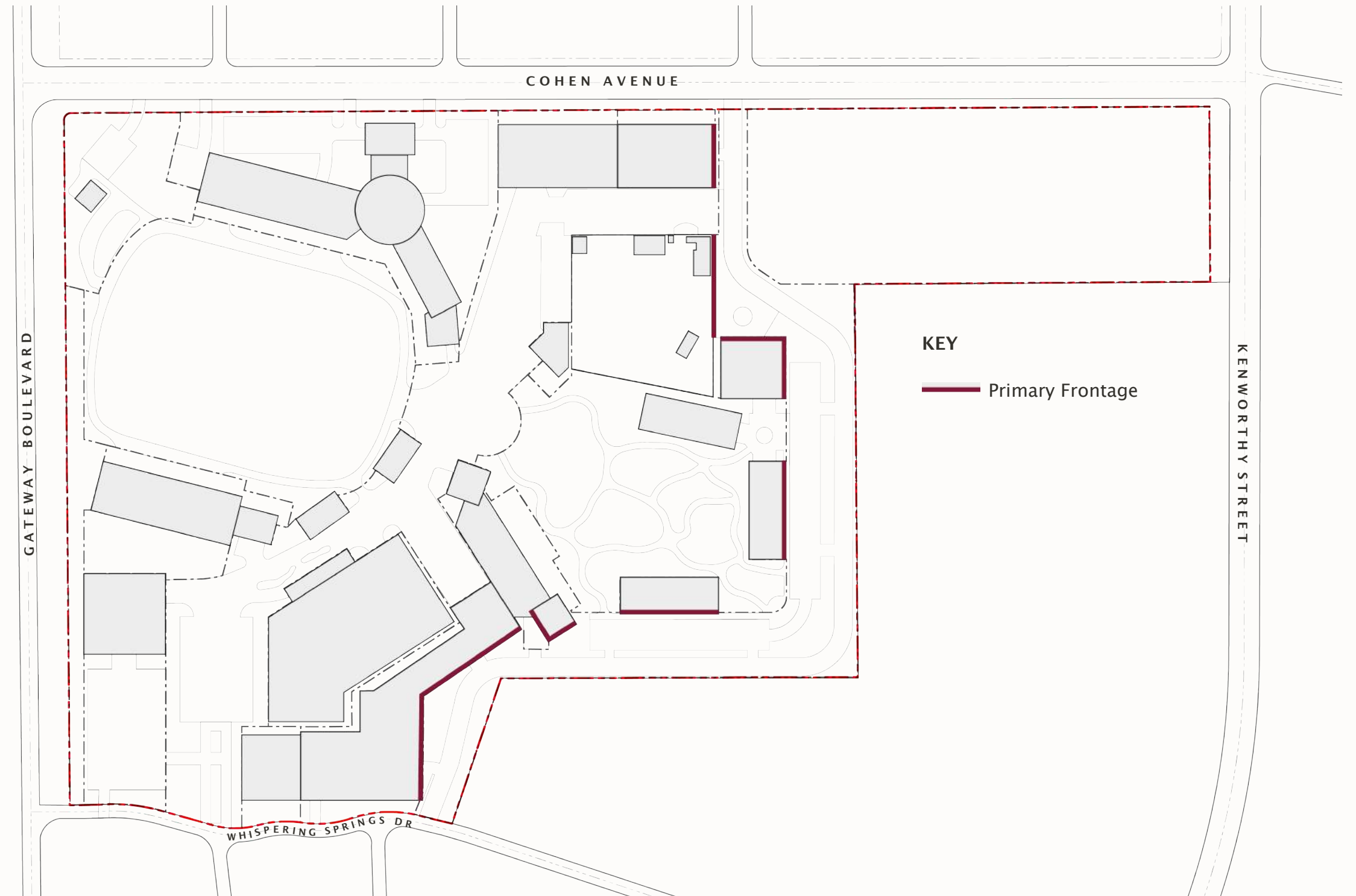
In particular, the following buildings in these plots:

- PKG-01 and PKG-02: Parking Structures
- KEH-01: Keystone Events Hall
- IOF-01, IOF-03, IOF-04: Incubator Spaces
- NWP-01: Torbellino Neighborhood Water Park

Active frontages are encouraged in the facades lining the street and per diagram to the right.

#### Massing

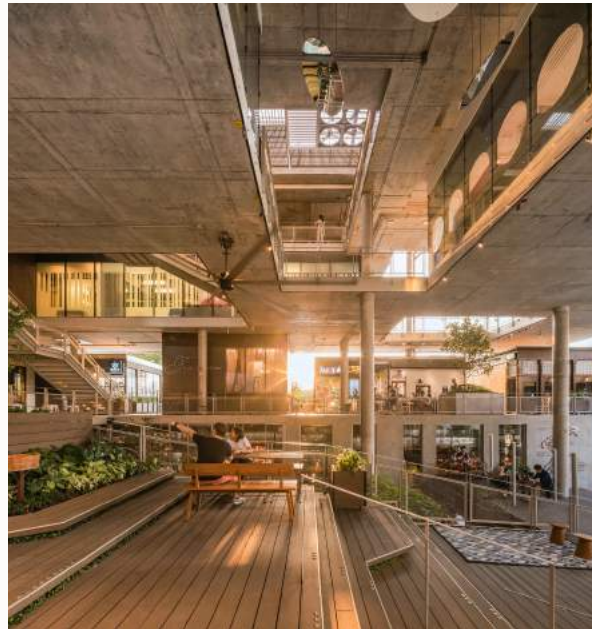
- Buildings to be two to six storeys high.
- Variation in building height to not compromised the street elevation. For example, a two-storey building adjacent to a six-storey building should read a one integrated element, and if not possible, architectural volumes are to avoid blank facades despite drastic changes in building heights, especially where shared walls occur.





### 3.3 E. STREET — ARCHITECTURE: MASSING / FAÇADE

Use of concrete walls, concrete walls with texture or stone block walls to create architecture and building massing. Industrial aesthetic with contemporary expression, high volume floors / ceilings and plenty of outdoor / indoor spaces.



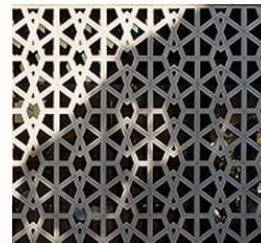
- Active frontages, openings (doors + windows)
- Opportunity to create double-height lobbies and mini-courtyards along entrance



Use of various types of wood and stains to create texture and relief in an otherwise blank or service wall.



Wood and painted steel trellises to complement wood aesthetic on same elevation.



Note: Buildings in this Section are to complement section 3.2, Access Roads and Parking.

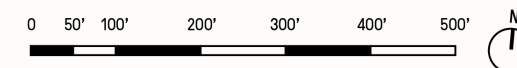
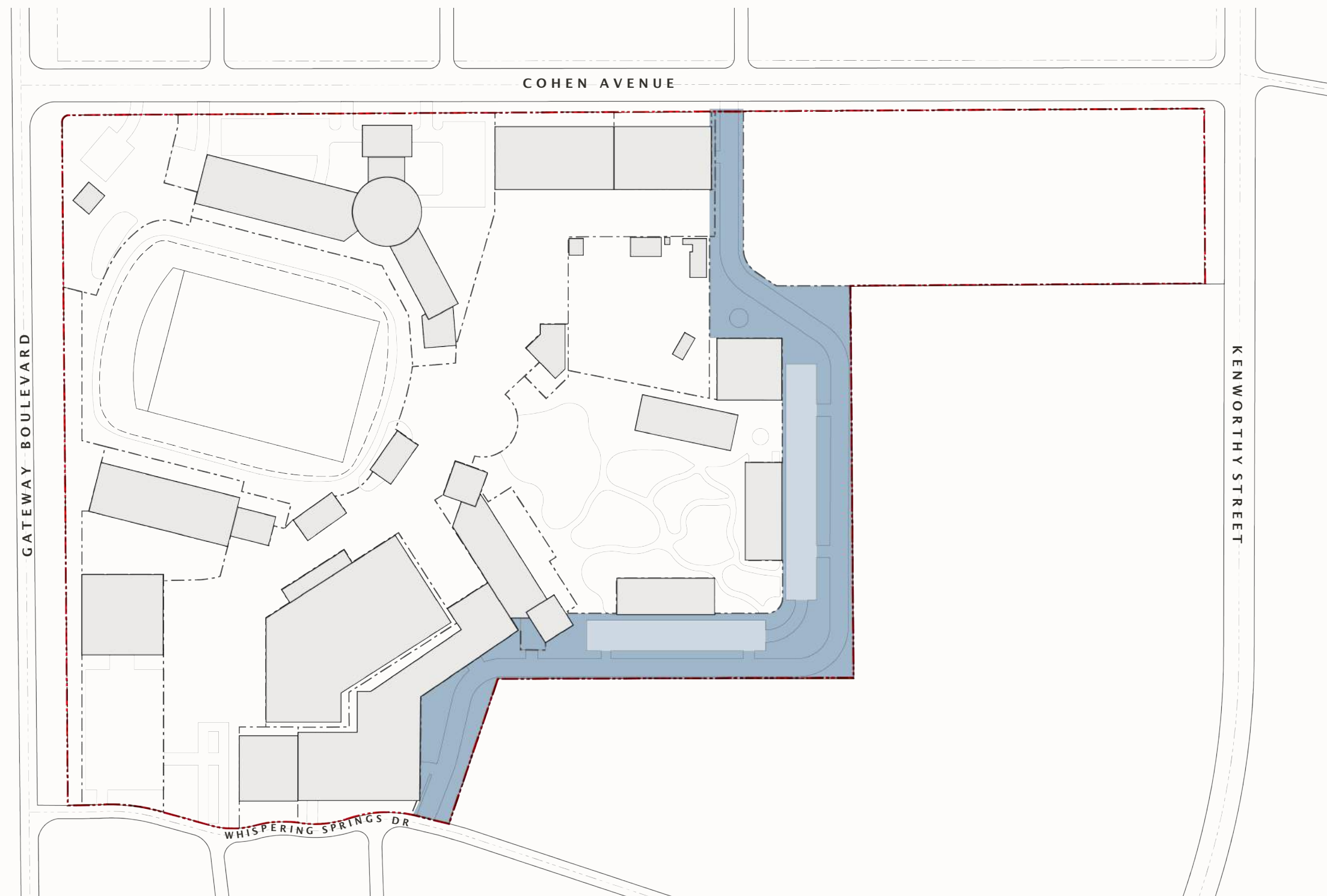


Perforated Concrete Wall Accents allow permeability in façades and / or effect perception of permeability (allow air and light through).



# 3.3 F. STREET — LIGHTING STRATEGY

## LOCATION DIAGRAM





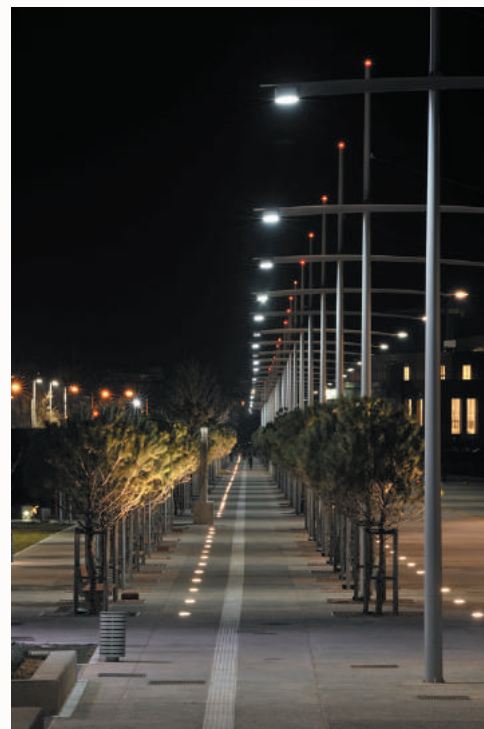
# 3.3 F. STREET — LIGHTING

## LIGHTING FIXTURES

### Boulevard, Streets, Public Way

Attention to the lighting experience at the surrounding roadway and intersections and street level can serve to identify this development as being unique. Visitors should immediately sense that they have entered a special place, one where special design is specific to the district. This can be achieved by providing a strategy where the sensitivity to lighting levels, distinct from adjacent neighborhoods (or even the color temperature of the light) “announce” entries, or special vehicular and pedestrian access points. To make this a success, integrating architectural and landscape lighting into a composition that enhances a “brand” is a must.

This can then set a stage that draws the public into a luminous environment of multi-varied experiences.







# 3.4 EVENT FIELD









## 3.4 A. EVENT FIELD

### Design Intent

The Event Field is the main attractor of the District for events catering for a large percentage of people. Events can be the main anchor and attractor to the Cohen Entertainment District, and as such should be designed and built to be robust without sacrificing quality nor design integrity.

Inspired by the natural landscape and the Franklin Mountains when green and growing under the sky, so too is the experience in the Event Field meant to echo a microcosm of that outdoor lifestyle. Whether in the daytime or at night, the experience of the Event Field should allow framed views to the Mountains and remind the user of which part of El Paso they are visiting.

### Event Field

- All permanent and temporary facilities, structures, shelters, furnishings, lighting, accessories and material selection shall complement each other, and read as part of one cohesive design character per the items in this section.
- Temporary accent items such as structures for cultural celebrations and festivals are allowed and encouraged.

### Access Points

- Pedestrian access points to the Event Field will have a special paving type, different from the regular pathway, which differentiates the regular paving from the transition zones, demarcating ingress / egress to the Event Field.
- Robust hardscape materials and on-site accessories are to be used with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

### Paths

- There are two main circulation paths; these will be made from durable material and composition. These will differ in paving pattern and hardscape color, yet all will offer high traction and slip resistance surfaces.

### Lawn, Seating Areas

Given the need to conserve and preserve water in this drought prone region, yet also looking to provide a natural feel and experience with an outdoor central lawn, natural turf with specialized substrate is recommended, along with strict maintenance requirements.

Consider using both of these strategies to address the water scarcity in the region while providing a healthy green lawn:

- A consultant that utilizes distribution technology to monitor irrigation efficiencies.
- Planting substrate which reduces water consumption, such as a volcanic wool roll (Urbanscapes), or similar.

### Sloped areas and Maintenance

The outer banding of green lawn and open space in the Event Field will be sloped to accommodate the integration of concrete benches set within the landscape, as well as offer greater viewing opportunities of the field.

- Distribution technology is recommended to make best use of water and water filtration in sloped areas to ensure natural grass looks green and in best conditions, year-round.

### Type of Grass

- Bermuda grass is recommended for the main and central Event Field.

### Gates and Fencing

- It is preferred to not use fencing around the Event Field. However, should certain regulations enforce protection from sports balls to the audience, then architectural welded wire mesh should be used. Vertical support post for the mesh should be consistent, painted and tubular, not round.
- No chain link fences to be used.

### Shade and Shading

The Event Field is a large, multi-purpose outdoor space that will be used throughout the year for various types of events, festivals and social gatherings. To capitalize on the maximum use of the field and ensure time spent outdoors is adequate, this area will benefit from site accessories and features that provide human comfort levels through the use of shading devices and techniques.

- A layering approach that uses different types and sizes of shading elements is recommended.
- Examples of shade elements are:
  - Tree canopies around the field
  - Strategic placement of umbrellas on the sloped portion of the open field
  - A permanent shade structure which is architectural in scale: elegant, high quality and robust.

### Lighting

Lighting will be sculptural and per the Lighting Guidelines in this section.

### Signage

Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



# 3.4 B. EVENT FIELD — INSPIRATION, CHARACTER & ELEMENTS

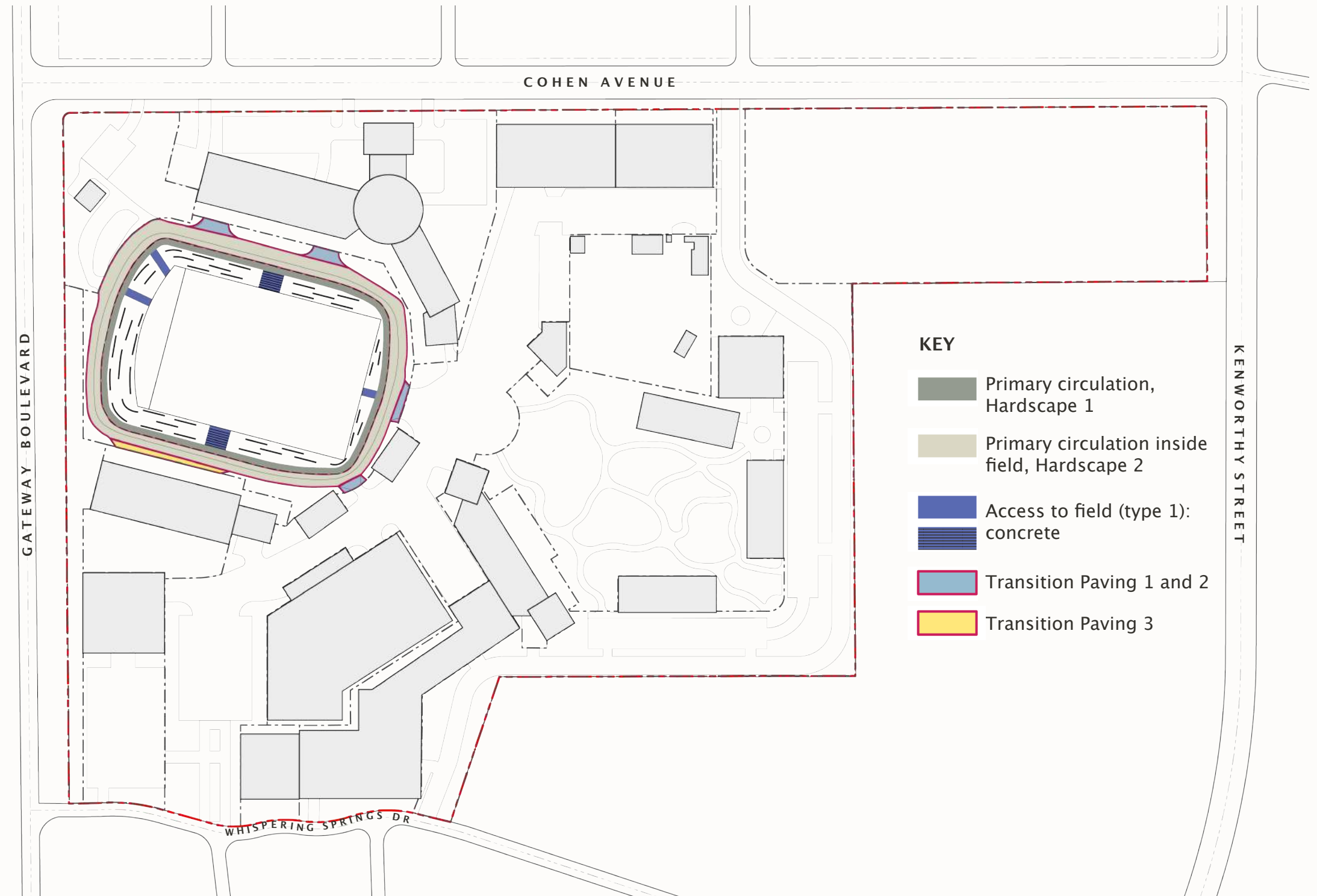


▲  
**Inspiration:** Franklin Mountains  
**Application:** Softscape tones / color





### 3.4 C. EVENT FIELD — HARDSCAPE & FURNISHING STRATEGY

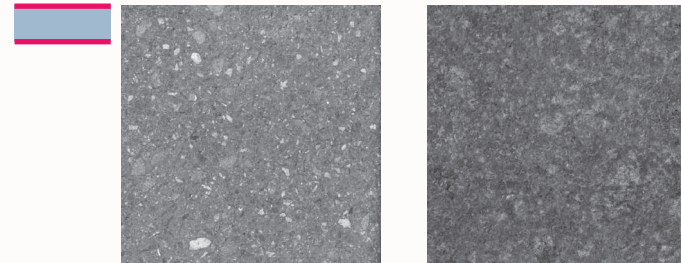




# 3.4 C. EVENT FIELD — HARDSCAPE MATERIALS & FURNISHINGS

## HARDSCAPE MATERIAL PALETTES

### Transitional Paving



**Concrete brick**  
Finish: Ground Tudor  
Matrix #B93099  
'Traditional' Brick  
Hanover  
Transitional Paving 1

**Granite Stone Paver**  
Black granite  
Carbo Flores  
Soli  
Transitional Paving 2  
(Building / perimeter banding)

### Furnishings



**Concrete seating**



**Trash Bin**  
Concrete with stainless steel top; Metalco Pod litter bin; texture: PSI; color: 101B

### Shade Structures



**Umbrella (on turf)**  
White



### Concrete



**Cast In Place Concrete, Lithocrete**  
14-658  
(Shaw&Sons)



**Cast In Place Concrete**  
14-658  
(Shaw&Sons)  
Access Type 1



**Cast In Place Concrete**  
06-110  
Shaw & Sons  
Commercial  
Hardscape 1

### Natural Stone



**Limestone Paver**  
Apollo Limestone  
Split-face  
Soli  
Commercial  
Hardscape 2 (Accent/  
Banding) 12"x24"

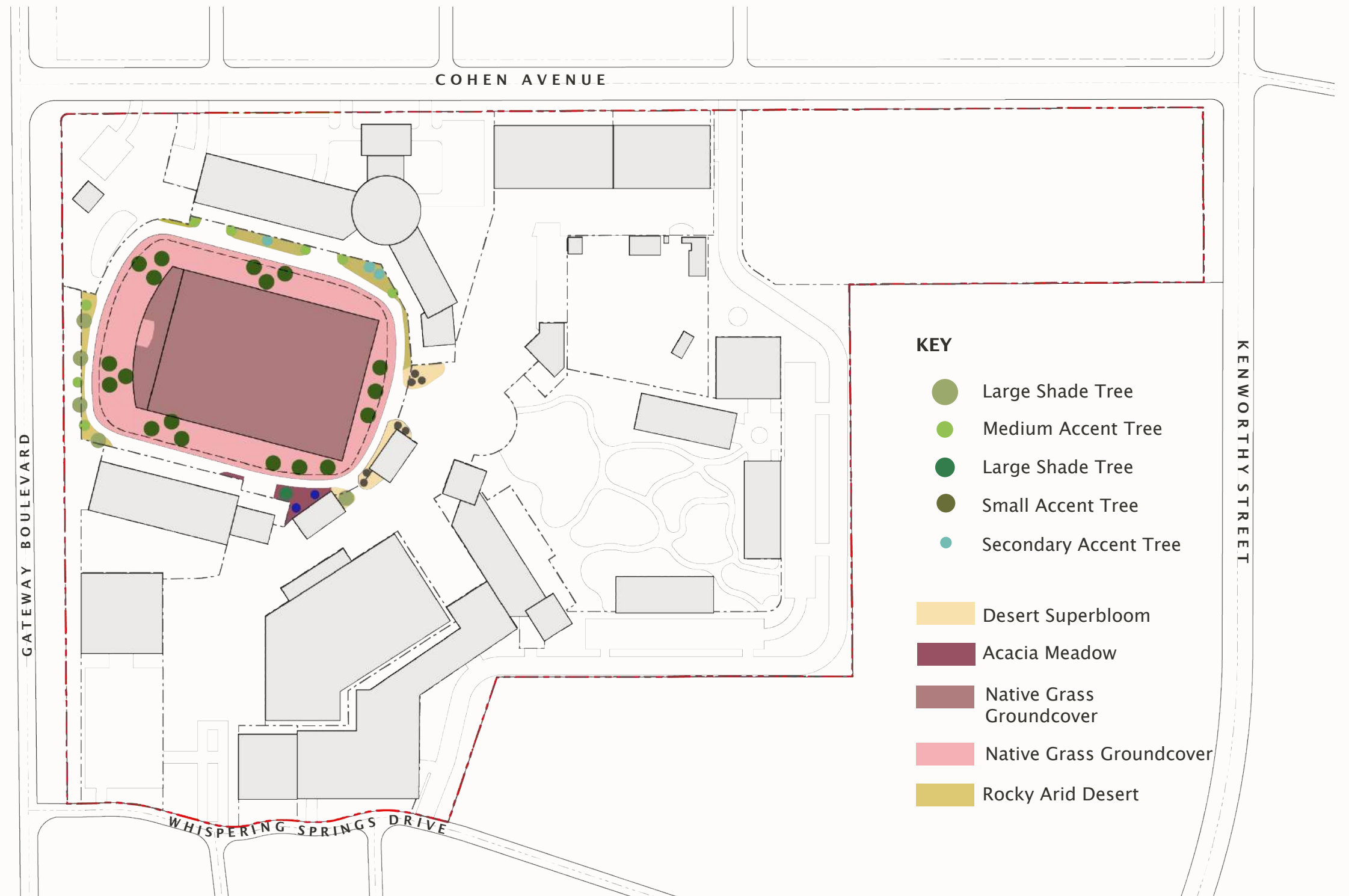


Example of banding:  
Commercial  
Concrete and Stone  
Paving



# 3.4 D. EVENT FIELD — PLANTING STRATEGY

## LOCATION DIAGRAM





# 3.4 D. EVENT FIELD — PLANTING

## TREE AND PLANTING SELECTION

### Grass



Lolium perenne



Buchloe dactyloides



Nolina texana

### Trees



Ulmus crassifolia



Cercidium x 'Desert Museum'



Feijoa sellowiana



Sophora secundiflora



Quercus gravesii

### Planting: Desert Transition



Achnatherum hymenoides



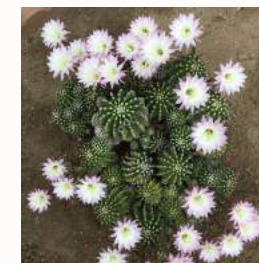
Agave 'Galactic Traveler' or 'Joe Hoak'



Chrysothamnus pulchellus



Echinocactus grusonii



Echinocactus oxygen



Echinopsis pachanoi f. cristata



Euphorbia antisiphilitica



Fallugia paradoxa



Melampodium leucanthum



Mirabilis multiflora



Viguiera stenoloba

### Planting: Southwest Scrub



Agave parryi var. huachucensis



Artemisia filifolia



Chrysothamnus pulchellus



Dasylirion wheeleri



Ferocactus wislizenii



Fouquieria splendens



Euphorbia rigida



Hesperaloe parviflora



Manfreda undulata 'Chocolate Chips'



Psoralea scoparius



Sphaeralcea ambigua



Yucca elata



Yucca pallida

### Planting: Rocky Arid Desert

See 3.1 Buffer Planting Strategy for species recommendations

### Planting: Acacia Meadow

See 3.7 Acacia Square Planting Strategy for species recommendations

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



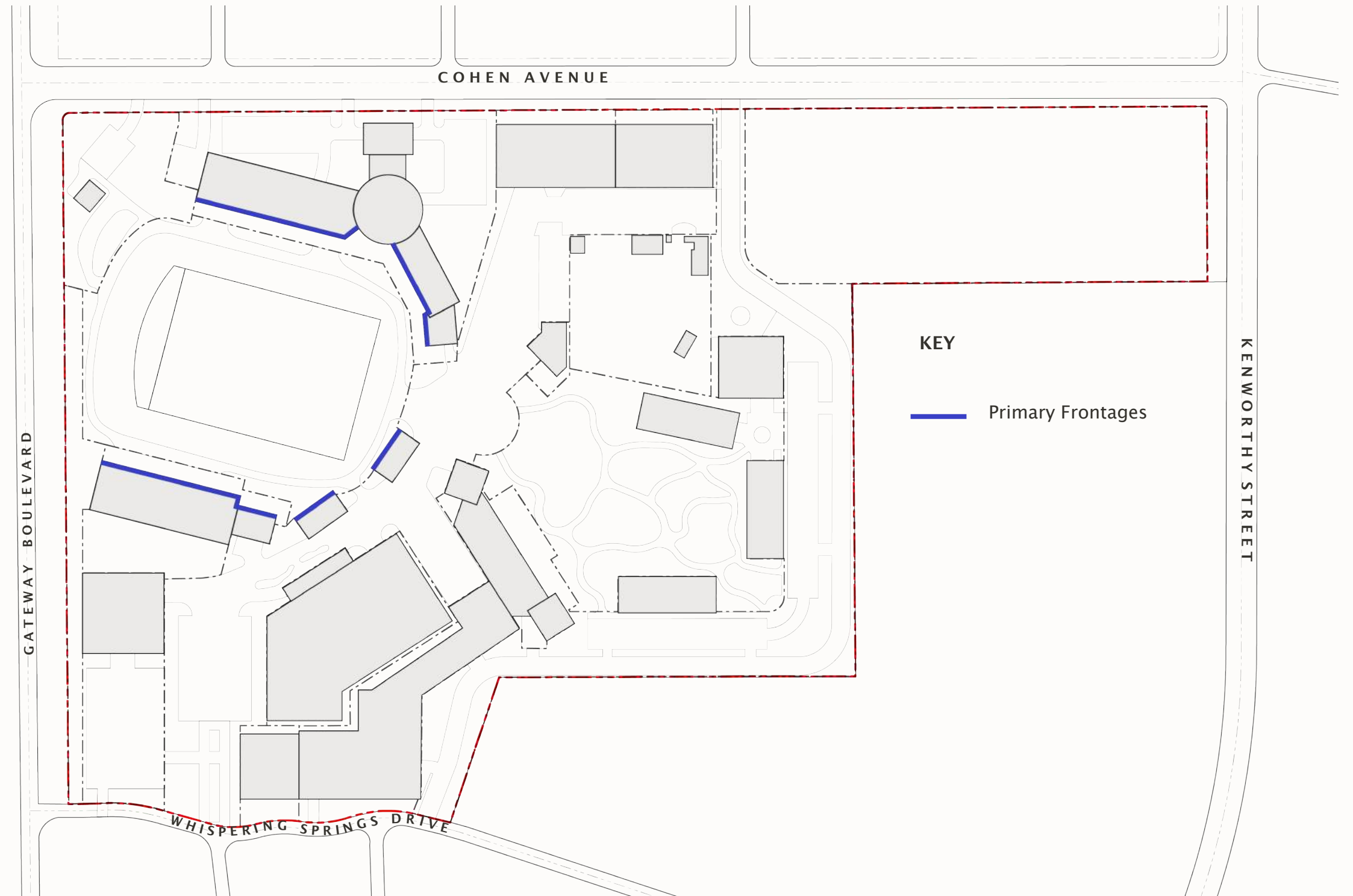
## 3.4 E. EVENT FIELD — ARCHITECTURE: MASSING / FAÇADE STRATEGY

### Event Field related Frontages

Those façades facing and closest to the Event Field

In particular, the following buildings:

- HOT-01: Hotel
- R/E-01: Acacia Square Buildings (North facing)
- RET-02, RET-03: Retail with Terraces





### 3.4 E. EVENT FIELD — ARCHITECTURE: MASSING / FAÇADE



Iconic / sculptural element for performance area and location of jumbo-screen



Clean lines



Fenestration (windows) on areas facing the Event Field, even if no entrances occur.



Earthy tones accented with dark browns, such as painted steel, red brick, integral color for concrete frames, wood panels.



Comfortable seating with colorful shade elements (sturdy umbrellas)



Industrial-inspired look and feel for walls and enclosures to spaces

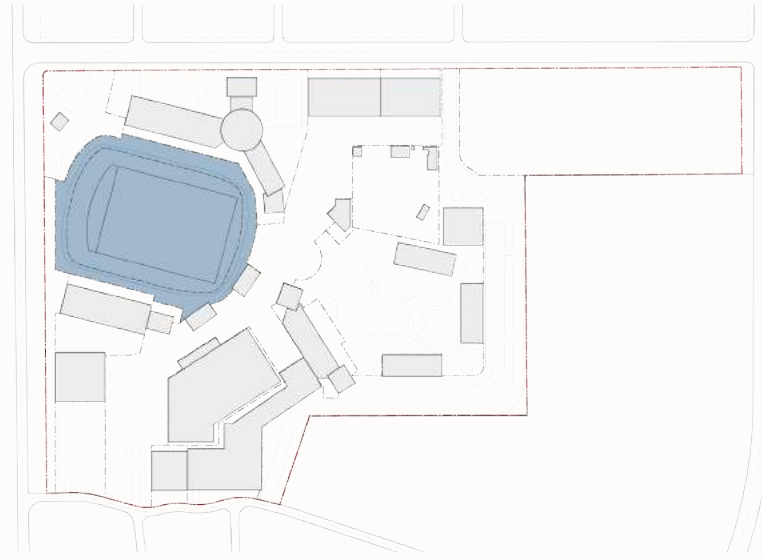




## 3.4 F. EVENT FIELD — LIGHTING STRATEGY

### Lighting Strategy:

Lighting a multi-functional lawn/activity/gathering space for a variety of purposes will require integration of specialized lighting systems. Iconic pole structures could incorporate clusters of smaller amiable lighting sources for general lighting while secondary arrays or alignments of pedestrian scale lighting can be placed at the perimeter for spectators. Coordinating these with the architectural elements of the adjacent building is a recommendation.





# 3.4 F. EVENT FIELD — LIGHTING LIGHTING FIXTURES





## 3.5 COTTONTAIL PLAZA AND PROMENADE









## 3.5 A. COTTONTAIL PLAZA AND PROMENADE

### Design Intent

Cottontail Plaza and Promenade is intended to be the main artery of the District, the central zone which links to all areas on the site. As such, this zone should be accessible and designed with universal design principles for all to enjoy of the experience.

As a combination thoroughfare and social place for gathering, the Plaza and Promenade are to be designed in such a way as to allow for pedestrian movement to happen freely, while allowing for temporary events, markets, food festivals and the like to occur simultaneously.

The Plaza and Promenade should also encourage the public to peruse through the retail and entertainment on offer, and linger in a comfortable shaded outdoor area. The Central Plaza is a special node which offers a beautiful and central water feature; its strategic position is compass-like, aiding in orientation as it allows visual access to the other character areas.

### Paving

- Paving is to be robust in nature, strong and able to take high vehicular and pedestrian traffic, ideally per Hardscape Section, high quality, poured in place concrete or concrete pavers.
- Paving design is to be simple and elegant, and act as a complementary base for the architecture, furnishings and landscape; the paving pattern and color should not distract or compete with the built environment.

### Special Paving

- Areas of differentiation, especially in focus areas, such as in the central Cottontail Plaza, and where the water feature is located, are encouraged. These areas will be more animated and expressive in their hardscape design and treatment.
- Paving quality, craftsmanship and installation is to be robust enough to handle the additional weight and installation of temporary structures and special seasonal event displays, without damaging or affecting the integrity of the paving.
- Accent colors and special paving textures within the general paving areas are to be limited to transition zones, perimeter building border areas and access (ingress / egress) to the Promenade.
- Robust hardscape materials and on-site accessories are to be used with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

### Node and Focal Point

- Cottontail Plaza should have a node / focal point. This can be expressed through the presence of either:
  1. Interactive Water Feature  
Custom designed water element, inclusive for all ages and availabilities. Preference for water jets creating arches, and pedestrian movement to happen through them / within them.
  2. Sculptural Art Piece  
Sculptural art piece offering a different perspective on culture, El Paso, entertainment.

### Temporary Structures

- All permanent and temporary facilities, structures, shelters, furnishings, lighting, accessories and material selection shall complement each other, and read as part of one cohesive design character per the items in this section.
- Temporary accent items such as structures for cultural celebrations and festivals are allowed and encouraged

### Trees

- Trees are to be planted on the ground and in planters.

### Planters

- Planters are to be beautiful and made out of concrete or a combination of concrete and another material to withstand exposure to the elements. The use of concrete should not aim at the selection of a non-beautiful planter design.

### Seating Areas

- Seating areas are to be furnished with beautiful furniture that is comfortable and is resistant to the extreme temperatures of the desert. Wood is not of preference, unless used in small quantities and adequate sealants are used, as well as craftsmanship, installation and continual maintenance is in place.

### Railings

- Railings near the central focus area and Plaza are to be custom, well-designed and integrate with the character of the Plaza / Promenade and of Cottontail Park.

### Gates and Fencing

- Should certain regulations require safety and should stakeholders prefer added security from the Districts pedestrian entry / access points, then gates can be introduced into the Plaza / Promenade areas. These shall be custom, well-designed and beautiful, and be in line with the branding and wayfinding guidelines as expressed in the Cohen Brand Identity, found in the Appendix.
- Fencing, if used, should relate and be of the same 'family' and design expression as the gates. No chain link fences to be used.

### Lighting

- Lighting will be per the Lighting Guidelines in this section and at the beginning of the Document.

### Signage

- Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



# 3.5 B. COTTONTAIL PLAZA AND PROMENADE – INSPIRATION, CHARACTER & ELEMENTS



**Inspiration:** Franklin Mountains  
**Application:** Hardscape tones / color

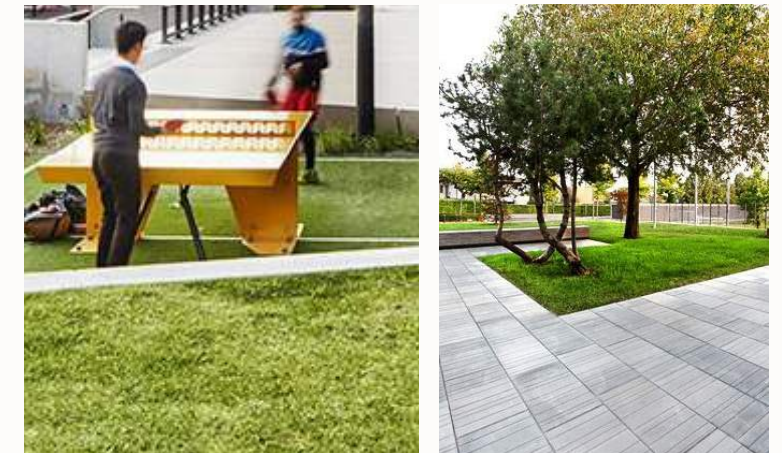
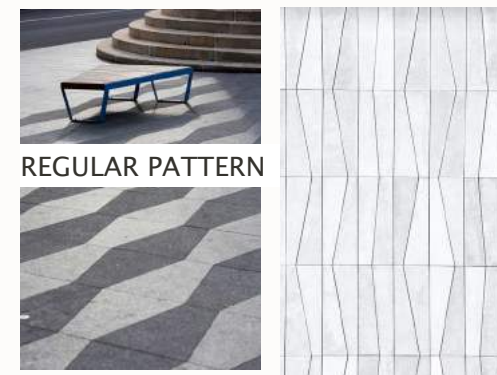
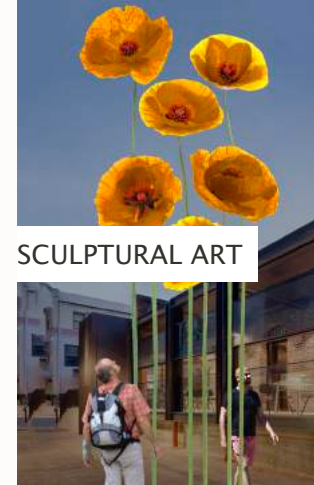


## Softscape



**Inspiration:** Poppies, plus bright colors in the sky and landscape as a festive occasion.

**Application:** Accent colors








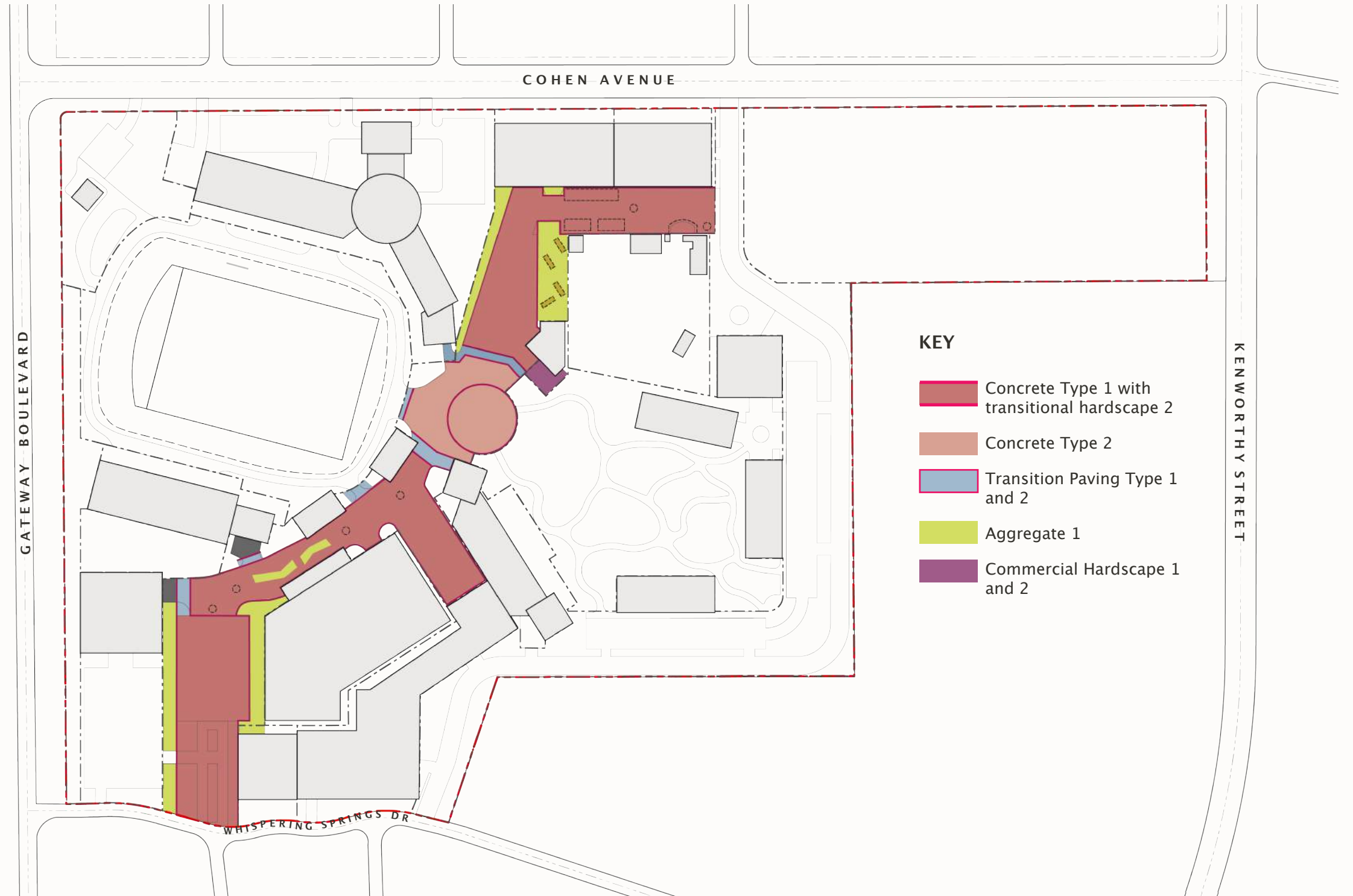


# 3.5 C. COTTONTAIL PLAZA AND PROMENADE — HARDSCAPE & FURNISHING STRATEGY






## LOCATION DIAGRAM

### ZONES

-  Promenade Zone
-  Promenade + Plaza
-  Promenade + Plaza + Transition Zones
-  Promenade + Plaza + Leisure Zones

### KEY

-  Concrete Type 1 with transitional hardscape 2
-  Concrete Type 2
-  Transition Paving Type 1 and 2
-  Aggregate 1
-  Commercial Hardscape 1 and 2





# 3.5 C. COTTONTAIL PLAZA AND PROMENADE – HARDSCAPE MATERIALS & FURNISHINGS

## HARDSCAPE MATERIAL PALETTES

### Concrete



**Cast In Place Concrete**  
18-417  
Shaw & Sons  
Hardscape 1 (Plaza)



**Cast In Place Concrete**  
Color: 18-416  
Shaw & Sons  
Hardscape 2 (Promenade)



**Cast In Place Concrete**  
06-110  
Shaw & Sons  
Commercial  
Hardscape 1

### Natural Stone



**Limestone Paver**  
Apollo Limestone  
Split-face  
Soli  
Commercial  
Hardscape 2 (Accent/  
Banding) 12"x24"

### Furnishings

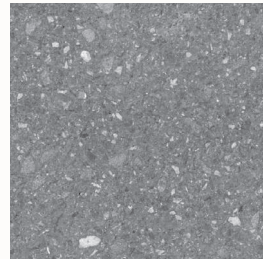


**Trash Bin**  
Concrete with  
stainless steel top;  
Metalco Pod litter  
bin; texture: PSI;  
color: 101B

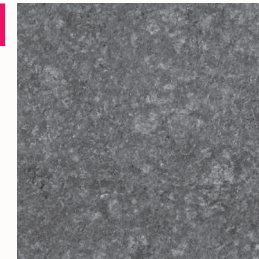


**Planter**  
Concrete  
(QCP) Agora Collection  
– Shiness; Color: Russet  
Brown  
Various sizes

### Transitional Paving



**Concrete brick**  
Finish: Ground Tudor  
Matrix #B93099  
'Traditional' Brick  
Hanover  
Transitional Paving 1



**Granite Stone Paver**  
Black granite  
Carbo Flores  
Soli  
Transitional Paving 2  
(Building / perimeter  
banding)

### Stabilized Aggregate



**Decomposed Granite**  
Aggregate 1



**Bench**  
Wood and Steel

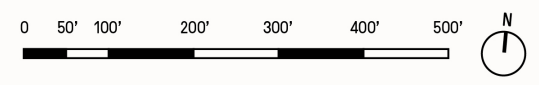
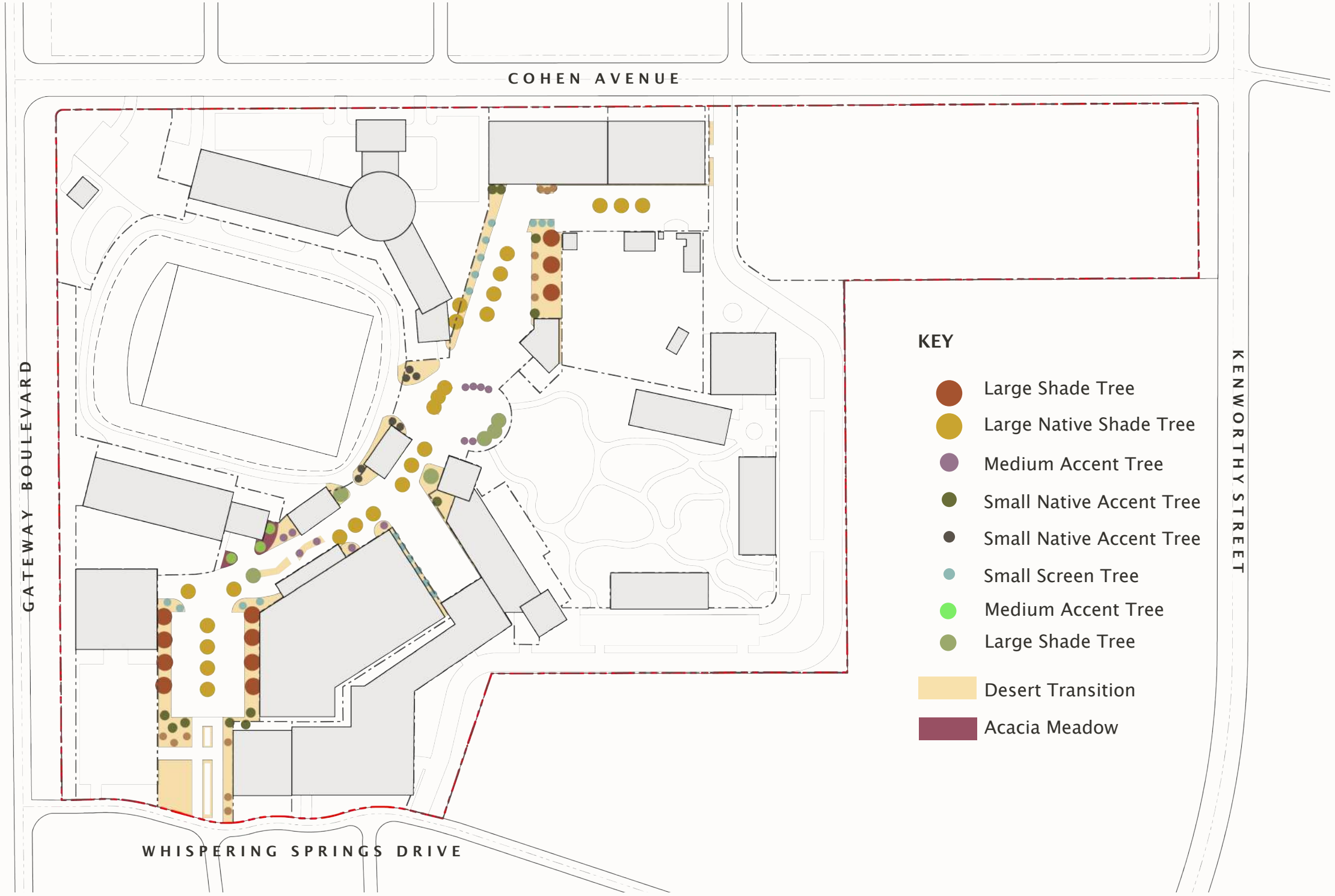




# 3.5 D. COTTONTAIL PLAZA AND PROMENADE — PLANTING STRATEGY

## LOCATION DIAGRAM

Concept Imagery





# 3.5 D. COTTONTAIL PLAZA AND PROMENADE – PLANTING

## TREE AND PLANTING SELECTION

### Trees



Robinia x ambigua



Prunus serotina\*\*



Cercidium x 'Desert Museum'\*



Sophora secundiflora\*\*



Quercus canbyi\*



Fraxinus greggii\*



Ungnadia speciosa\*\*



Ulmus crassifolia

### Planting: Desert Transition



Achnatherum hymenoides\*\*



Agave 'Galactic Traveler' or 'Joe Hoak'



Chrysothamnus pulchellus\*\*



Echinocactus grusonii



Echinocactus oxygen



Echinopsis pachanoi f. cristata



Euphorbia antisyphilitica



Fallugia paradoxa\*\*



Melampodium leucanthum\*\*



Mirabilis multiflora\*\*



Viguiera stenoloba\*\*

### Planting: Acacia Meadow



Artemisia filifolia\*\*



Hesperaloe parviflora\*



Hylotelephium spectabile



Hylotelephium telephium 'Purple Emperor'



Kniphofia uvaria



Muhlenbergia rigida\*\*



Yucca gloriosa

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.5 E. COTTONTAIL PLAZA AND PROMENADE — ARCHITECTURE: MASSING / FAÇADE STRATEGY

### LOCATION DIAGRAM

#### Cottontail Plaza and Promenade related Frontages

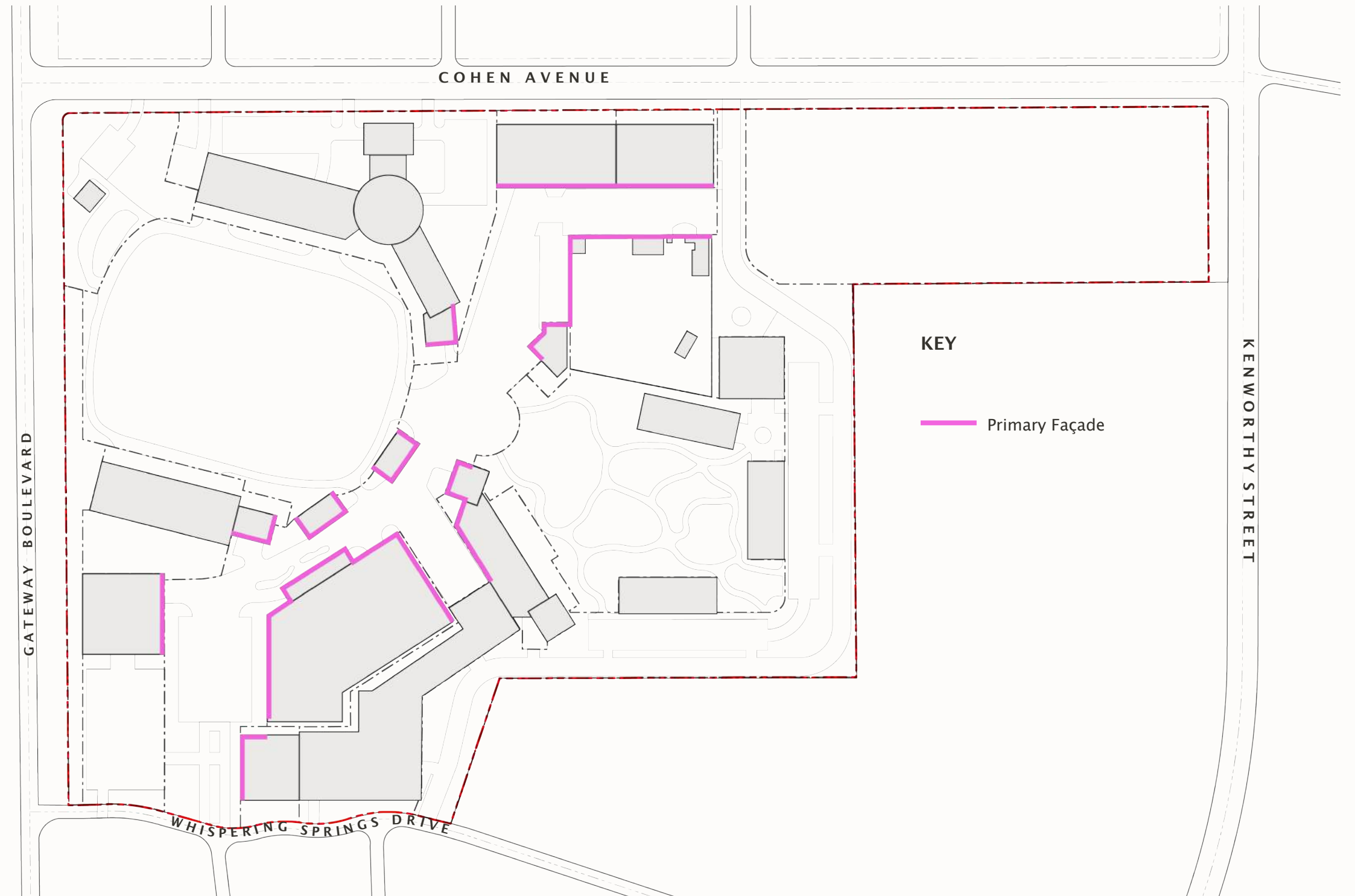
Those façades facing and closest to the Event Field

In particular, the following buildings:

- MED-01: Media Broadcasting Studio
- KEH-01: Keystone Events Hall
- ASQ-01: Media Broadcasting Studio
- R/E-01: Retail / Entertainment
- RET-01, RET-02, RET-03, RET-04, RET05, RET-06: Retail Buildings
- FRM-01: The Family Room
- Parking Structure

#### Massing

- Buildings to be two to six storeys high.
- Variation in building height to not compromised the street elevation. For example, a two-storey building adjacent to a six-storey building should read a one integrated element, and if not possible, architectural volumes are to avoid blank facades despite drastic changes in building heights, especially where shared walls occur.





### 3.5 E. COTTONTAIL PLAZA AND PROMENADE — ARCHITECTURE: MASSING / FAÇADE

Architectural expression



Shade Structures



Storefront and retail



Glazing + industrial inspiration (corrugated sheet metal and steel)



#### Shade and Shading

- Examples of shade elements are:
- Tree canopies around the field
- Strategic placement of umbrellas on the sloped portion of the open field
- A permanent shade structure which is architectural in scale: elegant, high quality and robust.

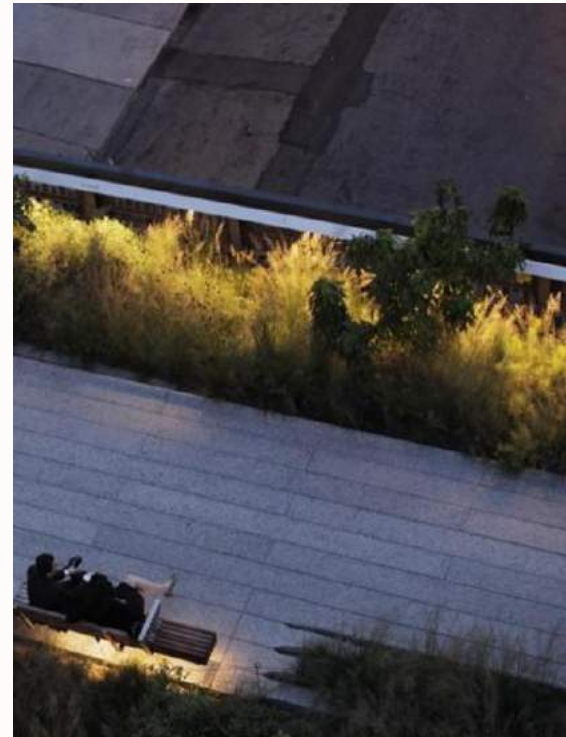


## 3.5 F. COTTONTAIL PLAZA AND PROMENADE — LIGHTING STRATEGY

### Lighting Strategy:

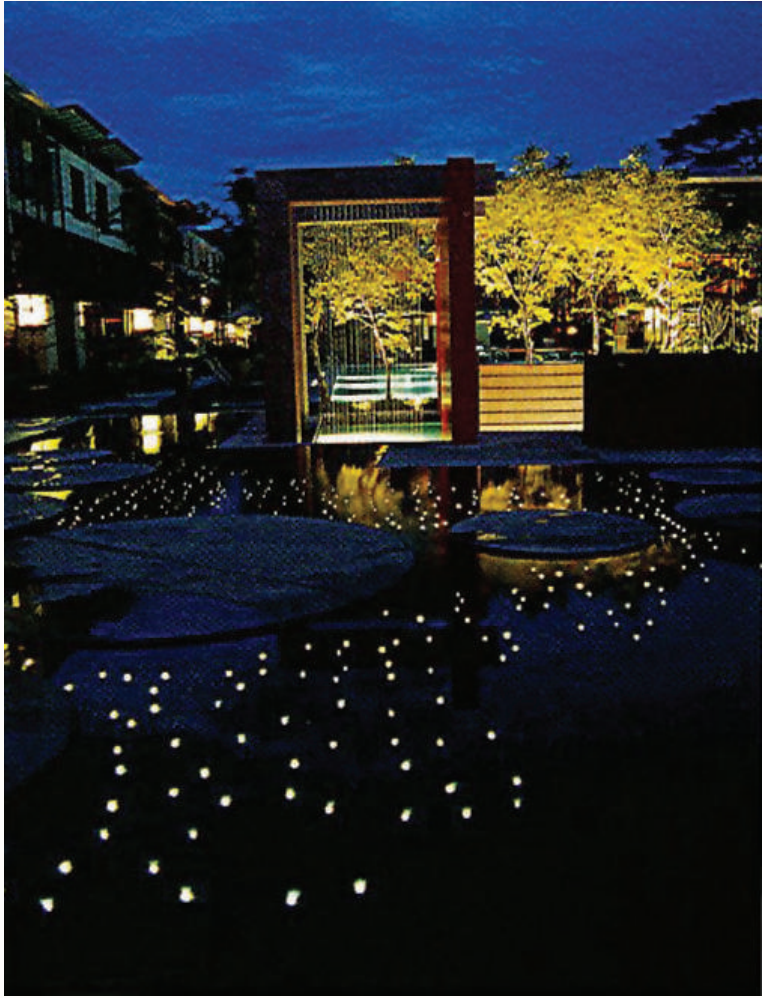
Vertical illumination is often more useful in creating the perception of brightness in landscaped areas. Pathways benefit from a low level approach so that the landscape accents can provide the beauty and excitement. Balancing the light between foreground and background can enhance the feeling of destination and sense of place.

Another way to express this is by emphasizing an approach of putting light where it is needed, creating a visual backdrop and de-emphasizing the utilitarian.



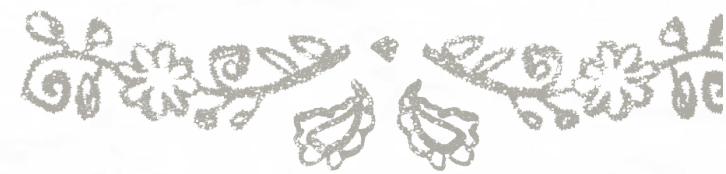


### 3.5 F. COTTONTAIL PLAZA AND PROMENADE — LIGHTING STRATEGY





## 3.6 MERCADO DE COHEN









## 3.6 A. MERCADO DE COHEN

### Design Intent

The Mercado de Cohen is differentiated by its hardscape and color, and is a three-dimensional space that one enters.

This area brings joy to the viewers and allows for the open market to flourish and become alive. Each zone where the Mercado occurs is to read as part within a whole: as in a special ‘carpet’ zone that fits within Cottontail Plaza and Promenade. Though this character area has its own aesthetic, the Mercado de Cohen responds to the existing buildings nearby in a fitting way, in its use of material and the height of its structures.

The Mercado de Cohen is a place for food, music, sitting, watching or just playing under moving shadows created by the structures above.

The Mercado de Cohen is defined by its beautiful encaustic tile, shade structures (some permanent and some temporary) and the uses that activate it (market, events, festivals, community learning sessions).

### Paving

- All permanent and temporary facilities, structures, shelters, furnishings, lighting, accessories and material selection shall complement each other, and read as part of one cohesive design character per the items in this section.
- Temporary accent items such as structures for cultural celebrations and festivals are allowed and encouraged.

### Accent Areas / Encaustic Tile

- Each designated Mercado de Cohen zone within Cottontail Plaza and Promenade should have different colors and patterns so as to create its own wayfinding and branding presence. Though different in color and pattern, paving tiles are to be complementary and work in unison.
- Robust hardscape materials and on-site accessories are to be used with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

### Clear Paths

- Slip Resistant throughout.
- Access around the Mercado the Cohen can be tight when stalls and crowds are present; despite this, the paving and hardscape can be used to delineate zones of density and those of movement.

### Market Stalls / Frame

- Framework – permanent that allows flexibility.

### Furniture – should market stalls not be in business / operation

- When the market is not in operation, there will be ample room to re-define the outdoor spaces created under the shade structures. These areas can house moveable furniture for eating / dining, lingering or other more active uses, such that these can be inviting to all ages.
- There should be a designated storage area located within the site / District that can store additional furniture pieces when needed.

### Areas for Seating

- Seating areas and benches are to be positioned in locations so that access paths are kept clear and allow for movement around them.

### Shade and Shading

- Shading is to be provided at various locations along the Mercado de Cohen in such a way that the shading area / zone creates and defines the Mercado zone. The use of hardscape / tile will also aid in defining this zone and these should be designed and installed as a coherent system.

### Lighting

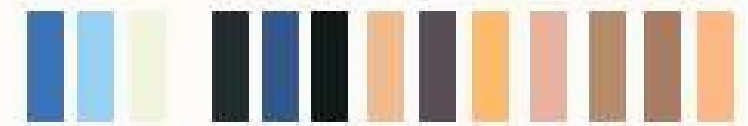
Lighting per Lighting Guidelines in this section and in Section 3.0.

### Signage

Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



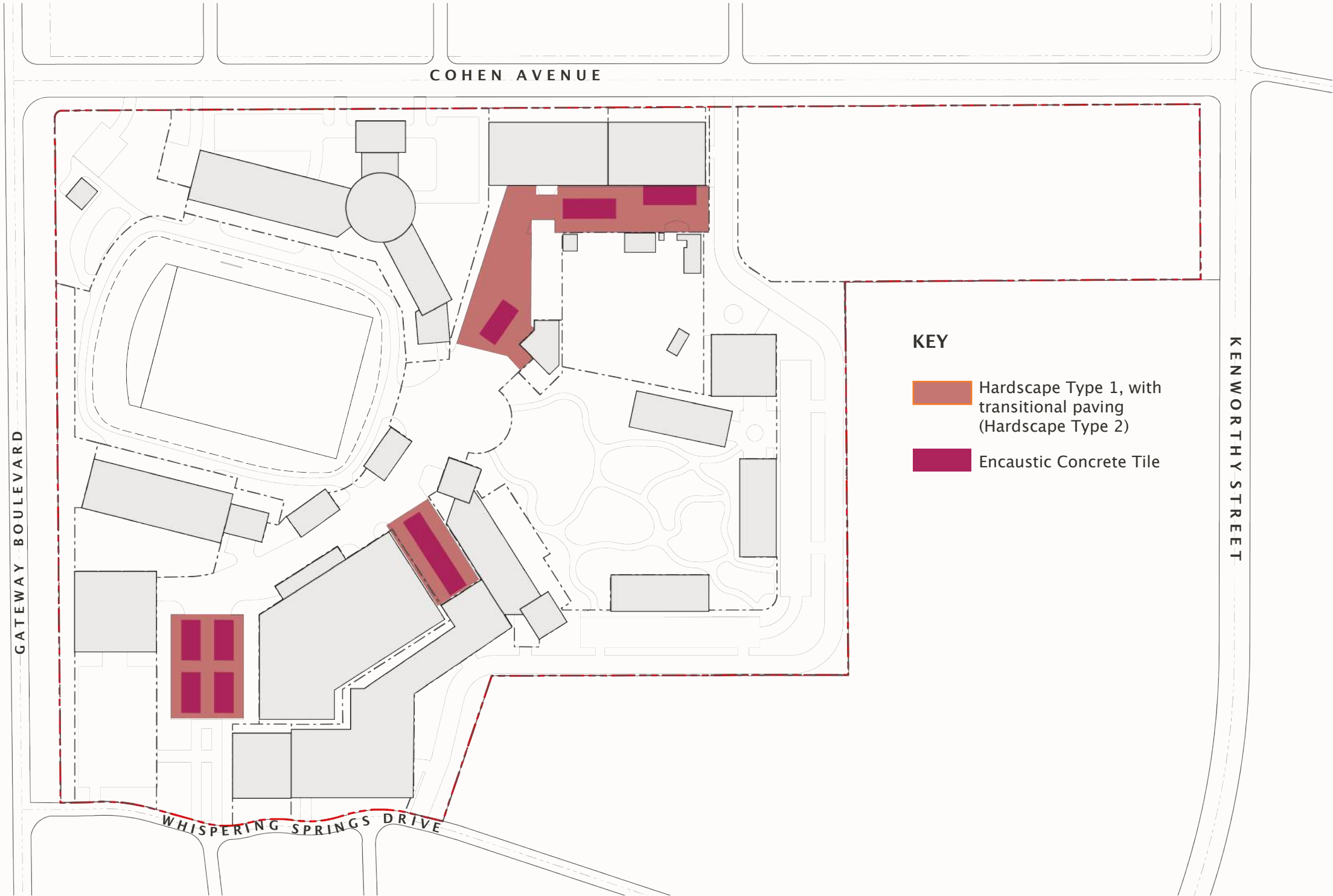
# 3.6 B. MERCADO DE COHEN — INSPIRATION, CHARACTER & ELEMENTS





# 3.6 C. MERCADO DE COHEN — HARDSCAPE & FURNISHING STRATEGY

## LOCATION DIAGRAM





# 3.6 C. MERCADO DE COHEN — HARDSCAPE MATERIALS & FURNISHINGS

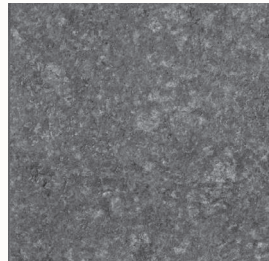
## HARDSCAPE MATERIAL PALETTES

### Concrete



Cast In Place Concrete  
Color: 18-416  
Promenade  
Hardscape Type 1

### Transitional Paving



Granite Stone Paver  
Black granite  
Carbo Flores  
Soli  
Hardscape Type 2  
(Transitional Paving):  
Building / perimeter  
banding.

### Encaustic Concrete



Cement Tile  
Tulum Gray and White  
Grenada  
Option: Rectangle



Cement Tile  
Suffolk  
Granada  
Option: Hexagon

MERCADO AREA 1  
FIRE AND MOON:  
red, white and black



MERCADO AREA 2  
SKY: blue tones,  
white and black



MERCADO AREA 3  
EARTH: brown  
earthy tones and  
its derivatives



Cement Tile  
Examples of 'carpet'  
areas with encaustic tile  
accents in hardscape

### Furnishings

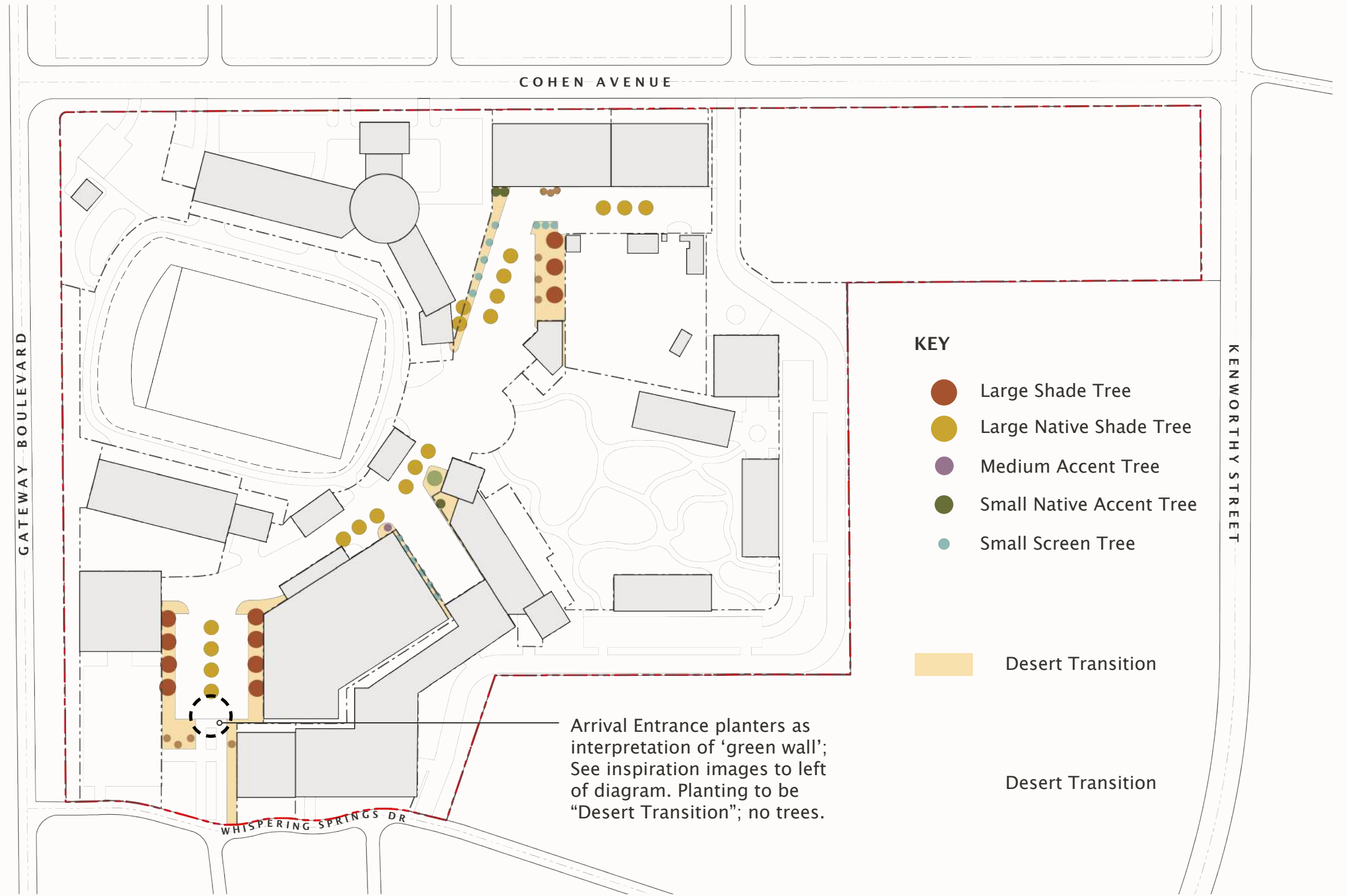


Trash Bin  
Concrete with  
stainless steel top;  
Metalco Pod litter  
bin; texture: PSI;  
color: 101B



# 3.6 D. MERCADO DE COHEN — PLANTING STRATEGY

## LOCATION DIAGRAM

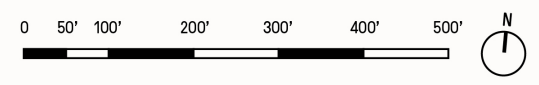


- KEY**
- Large Shade Tree
  - Large Native Shade Tree
  - Medium Accent Tree
  - Small Native Accent Tree
  - Small Screen Tree

Desert Transition

Desert Transition

Arrival Entrance planters as interpretation of "green wall"; See inspiration images to left of diagram. Planting to be "Desert Transition"; no trees.





# 3.6 D. MERCADO DE COHEN — PLANTING

## TREE AND PLANTING SELECTION

### Trees



Robinia x ambigua



Prunus serotina\*\*



Fraxinus greggii\*



Sophora secundiflora\*\*



Quercus canbyi\*

### Planting: Desert Transition



Achnatherum hymenoides\*\*



Agave 'Galactic Traveler' or 'Joe Hoak'



Chrysothamnus pulchellus\*\*



Echinocactus grusonii



Echinocactus oxigon



Echinopsis pachanoi f. cristata



Euphorbia antisyphilitica



Fallugia paradoxa\*\*



Melampodium leucanthum\*\*



Mirabilis multiflora\*\*



Viguiera stenoloba\*\*

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



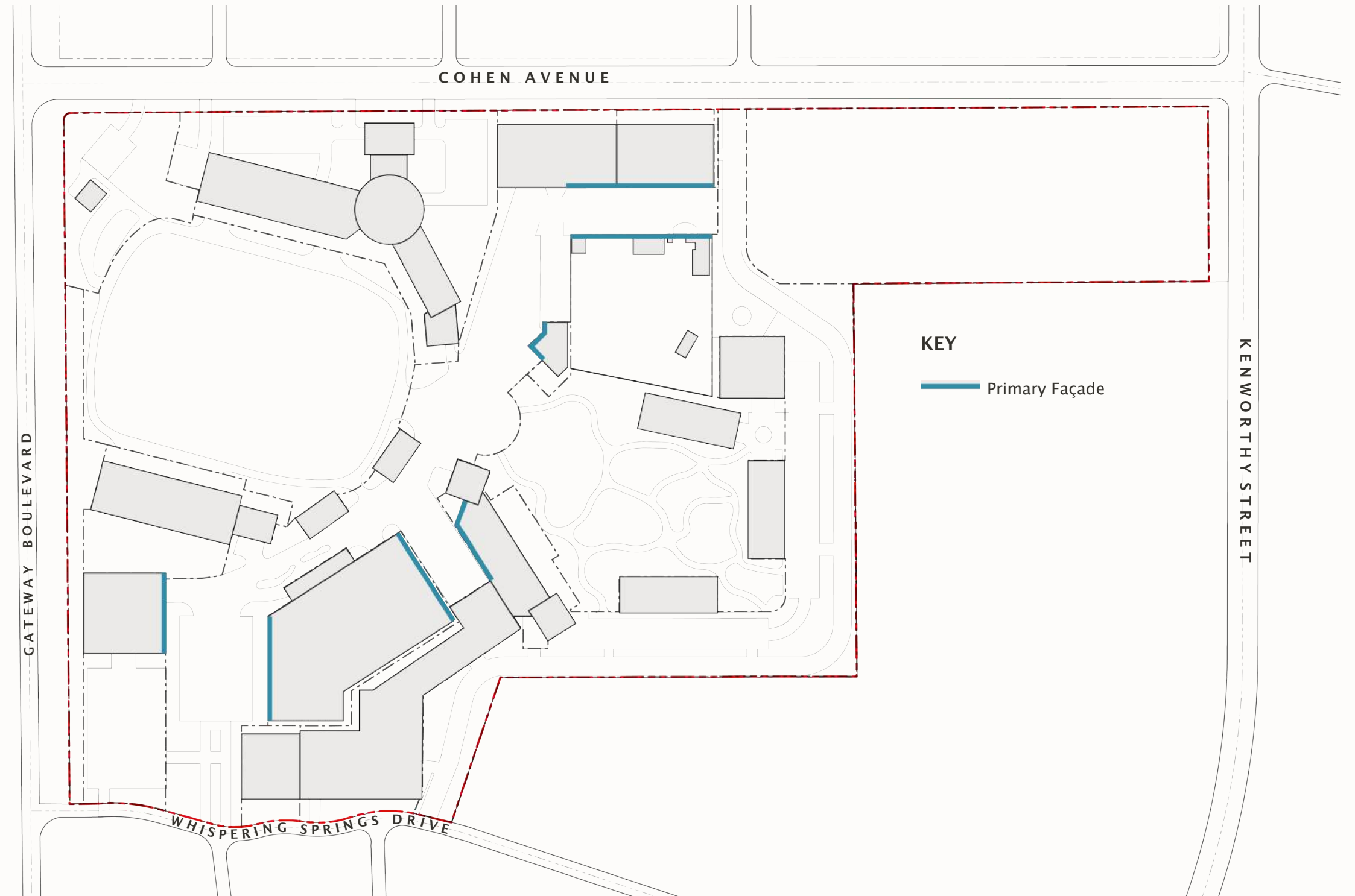
## 3.6 E. MERCADO DE COHEN — ARCHITECTURE: MASSING /FAÇADE STRATEGY

### Mercado de Cohen related Frontages

The facades in this area a sub-group of those within the Cottontail Plaza and Promenade. Yet, the presence of the buildings along the Mercado also have a distinctive character which differentiates as a more colorful and playful area.

In particular, the following buildings and their frontages are influenced by the Mercado Strategy:

- Keystone Events Hall
- The Family Room
- Torbellino Neighborhood Water Park
- Retail
- Parking Structure





# 3.6 E. MERCADO DE COHEN — ARCHITECTURE: MASSING / FAÇADE

## Arroyo Sports Complex



## Shade Structures and Market Stalls



### Permanent Framework

Metal frame (industrial inspiration) allows for 'infill' elements to slot in for temporary markets; allows definition of smaller spaces to add seasonal / event character

## Near Keystone Events Hall:

- High ceilings with floor to ceiling glazing to show what lies inside.
- Use deep set enclosure and overhead shading structures to protect building from sun and overheating.
- Combination of wood, steel and siding which resembles corten steel.
- Vertical expression through glazing and material facade treatment.

## Market Stalls (eating areas)



### Temporary Event Occupation

Market Stalls arranged around pedestrian thoroughfares plug into the permanent framework.



## Family Room and Entrance near Whispering Springs Drive





## 3.6 F. MERCADO DE COHEN — LIGHTING STRATEGY





### 3.6 F. MERCADO DE COHEN — LIGHTING





## 3.7 ACACIA SQUARE





# 3.7 ACACIA SQUARE





## 3.7 A. ACACIA SQUARE

### Design Intent

Acacia Square has the proportions and the activities around it to make it a central zone for gathering, distinct from the hustle and bustle of Cottontail Plaza and Promenade. The intent of this square is to reduce the scale, so that small groups of people can enjoy music outdoors through performances, small shows out in the open, and / or a few rounds of ping-pong / table tennis.

Acacia Square is surrounded by retail frontages on the North and South and by the buffer to the West. Ideally, an anchor point or landmark can be established on this western side to shield the square from the wind and noise from the nearby roads, as well as help provide an added bit of enclosure to complete at least three sides of the square (vs two).

### Access Points

- Access points are via Cottontail Plaza and Promenade and also through buildings such as the one flanking the Northern part of the square, which has commercial and entertainment uses and provides access to the Event Field.
- Robust hardscape materials and on-site accessories are to be used with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

### Lighting

- Lighting is per Section 3.0 in the beginning of the Document and per the Lighting Strategy in this section.

### Signage

- Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.

### 1. ACACIA SQUARE – CENTRAL

#### Paving

- Paving is to be inspired by the textures found in the nearby mountain strata, which shows (through etched stone) the direction of the water currents across the millennium.

#### Backdrop to Buffer (desirable)

- An effort is to be made to shield the western side of Acacia Square as it abuts with the buffer area. There is an opportunity to provide an ‘end wall condition’ with a raised element / platform. This area can be a focal point with a fire pit or other gesture which can be used for public gathering, with seating and which visually shields from the nearby road.

### Fire Pits and Zones

- Stand alone fire pits can be provided by the City of El Paso, along with signage (per Cohen Identity Guidelines) which offers safety precautions and compliance notices per El Paso Code of Ordinances, Section 13.24.150 (Ord. No. 17845, § 1, 7-31-2012).

### Seating and Furnishings

- Moveable seats are to be arranged in the central square so as to allow for flexibility of space and allow for future events and performances to take place.
- Furnishings are to be positioned such that access paths are kept clear and allow for movement around them.

### Shade

- The use of shade and shading devices is to be colorful and layered with tough materials, fabric-like in nature that can move with the wind and diffuse the rays of the sun. Adding color in the vertical dimension, above eating and dining areas and across pedestrian paths will add to the spectacle of the place.
- Temporary accent items such as structures for cultural celebrations and festivals are allowed and encouraged.

### 2. COMMERCIAL ZONES (SOUTH AT ACACIA SQUARE: ADJACENT TO BUILDING RET-06) AND 3. COMMERCIAL ZONES (NORTH: FACING EVENT FIELD)

#### Paving

- All permanent and temporary facilities, structures, shelters, furnishings, lighting, accessories and material selection shall complement each other, and read as part of one cohesive design character per the items in this section.
- Temporary accent items such as structures for cultural celebrations and festivals are allowed and encouraged.

#### Gates and Fencing

- Separation of commercial / dining areas and more heavily occupied areas through the use of defensible space, such as low walls with planters / planting, movable planters and the like. Avoid the use of large walls and / or fences.
- It is preferred to not use fencing around the Event Field. However, should certain regulations enforce protection from sports balls to the audience, then architectural welded wire mesh should be used. Vertical support post for the mesh should be consistent, painted and tubular, not round.

- No chain link fences to be used.

#### Shade and Shading

- The Event Field is a large, multi-purpose outdoor space that will be used throughout the year for various types of events, festivals and social gatherings. To capitalize on the



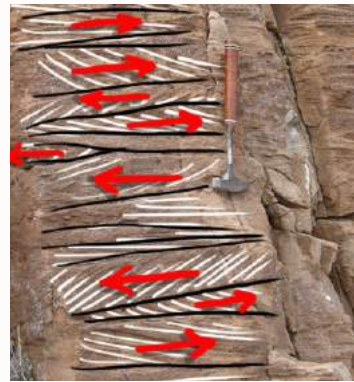
# 3.7 B. ACACIA SQUARE – INSPIRATION, CHARACTER & ELEMENTS



▲ **Inspiration:** Franklin Mountains  
**Application:** Hardscape tones / color



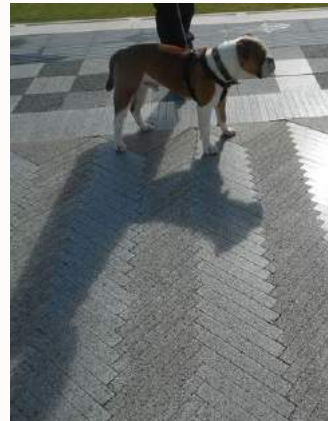
## Hardscape



◀ **Inspiration:** Strata from water currents direction etched on mountain  
**Application:** Hardscape, scoring, paving changing direction.



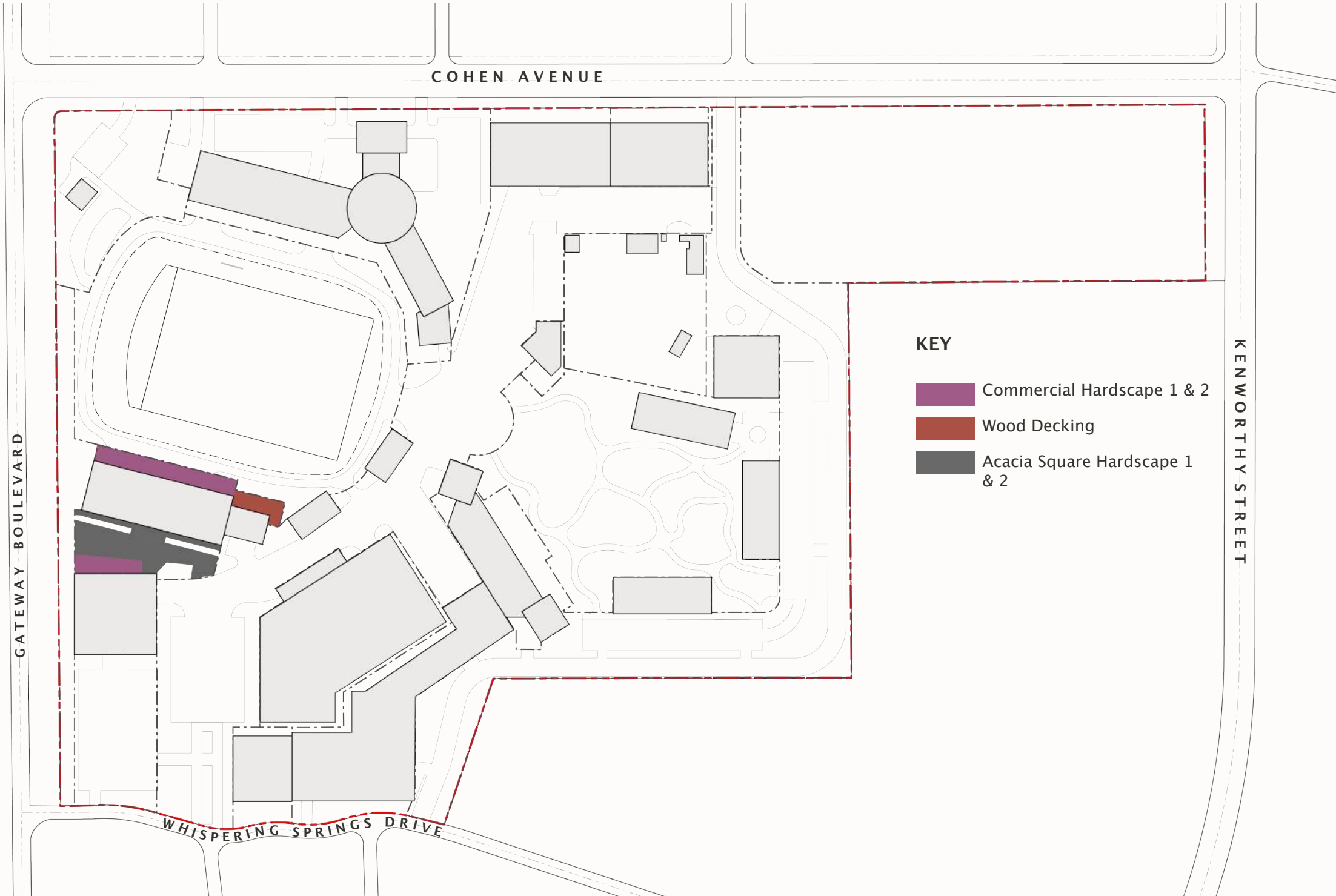
## Softscape



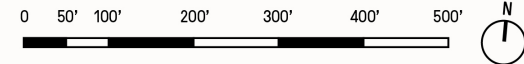


# 3.7 C. ACACIA SQUARE — HARDSCAPE & FURNISHING STRATEGY

## LOCATION DIAGRAM



- KEY**
- Commercial Hardscape 1 & 2
  - Wood Decking
  - Acacia Square Hardscape 1 & 2





# 3.7 C. ACACIA SQUARE — HARDSCAPE MATERIALS & FURNISHINGS

## HARDSCAPE MATERIAL PALETTES

### Concrete



Cast In Place Concrete, or pavers  
Finish No. 5 Base  
Light Gray, Ecocast 3  
Light Grey Integral Color  
(Trademark)  
Acacia Square  
Hardscape



Cast In Place Concrete, or pavers  
Light Grey Integral Color; exposed aggregate through routing / sandblasting  
(Trademark)  
Acacia Square  
Hardscape

### Concrete



Precast Concrete Paver  
06-110  
Shaw & Sons  
Commercial  
Hardscape 1

### Natural Stone



Limestone Paver  
Apollo Limestone  
Split-face  
Soli  
Commercial  
Hardscape 2  
(Accent/ Banding)  
12"x24"



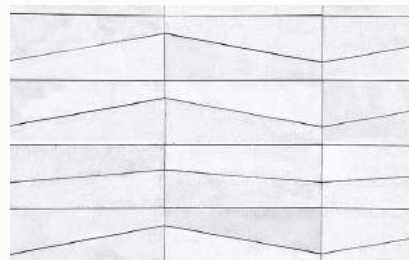
Commercial  
Hardscape use of  
split stone paving

Commercial Hardscape 1, adjacent to Event Field

### Inspiration for hardscape: Southwestern tapestry



Textile 1

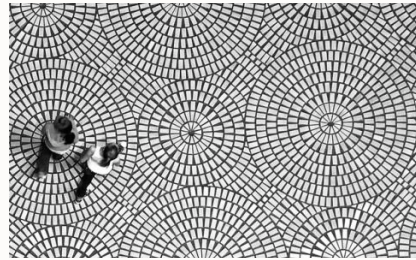


Textile 2



1. Acacia Square: Textile Inspiration for hardscape patterns
2. Commercial Hardscape: Textile Inspiration for hardscape patterns

### Mosaics



Mosaic Pattern Inspiration

Commercial Hardscape 2, adjacent to Acacia Square open space

### Tile (faux "wood")



Rectified Porcelain Tile  
Spice 6 x 36"  
Marazzi American Estates  
Hardscape Type 3

### Furnishings



Trash Bin  
Concrete with stainless steel top; Metalco Pod litter bin; texture: PSI; color: 101B



Planters



Dining Table and chairs



Seating bench  
Wood



Examples of Fire pits  
(Acacia Square)



Foosball Table

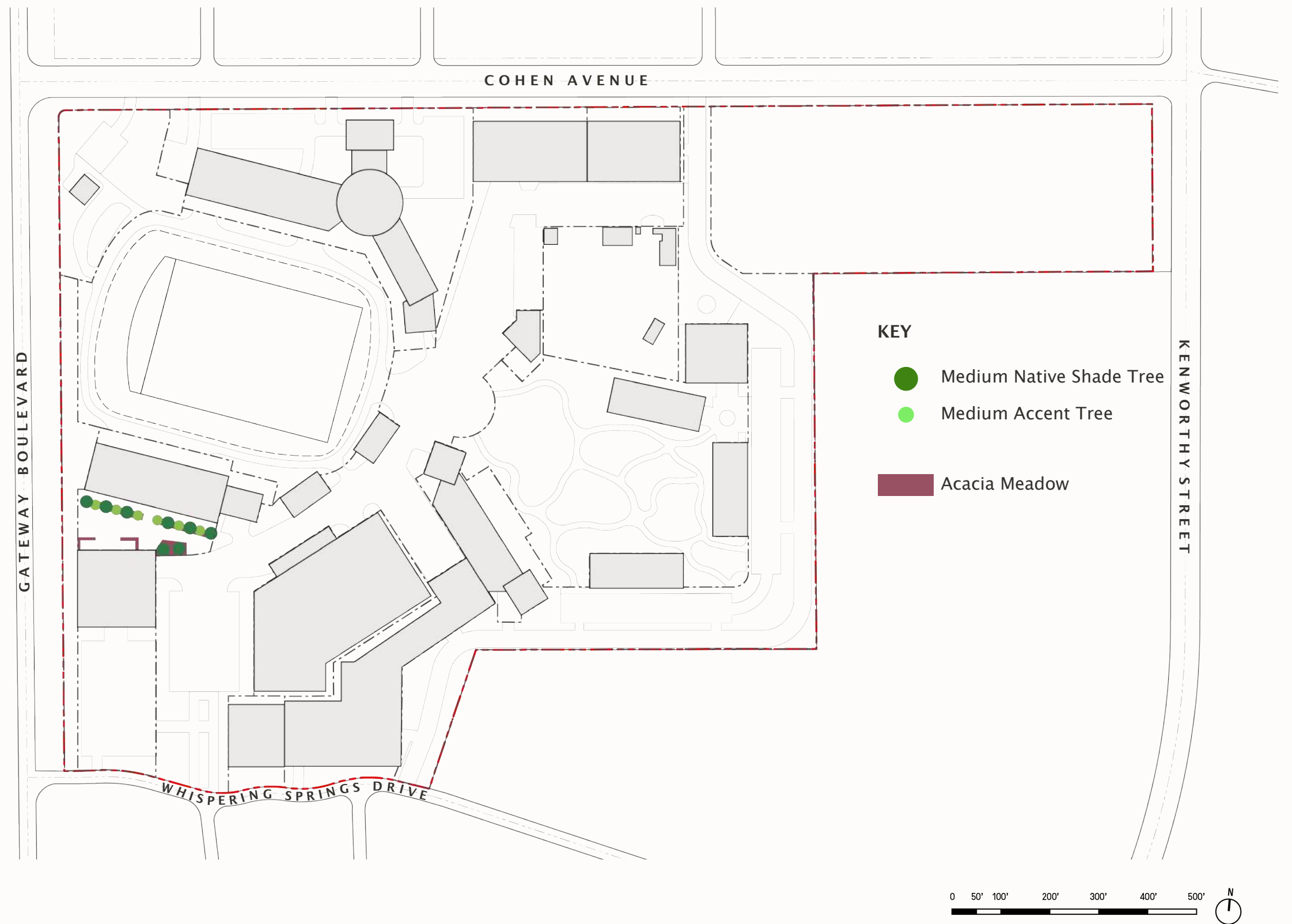


Table Tennis



# 3.7 D. ACACIA SQUARE — PLANTING STRATEGY

## LOCATION DIAGRAM





# 3.7 D. ACACIA SQUARE— PLANTING TREE AND PLANTING SELECTION

## Trees



Cercidium x  
'Desert Museum'\*



Chilopsis  
linearis\*\*

## Planting: Acacia Meadow



Artemisia  
filifolia\*\*



Hesperaloe  
parviflora\*



Hylotelephium  
spectabile



Hylotelephium  
telephium 'Purple  
Emperor'



Kniphofia uvaria



Muhlenbergia  
rigida\*\*



Yucca gloriosa

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.7 E. ACACIA SQUARE — ARCHITECTURE: MASSING / FAÇADE

### LOCATION DIAGRAM

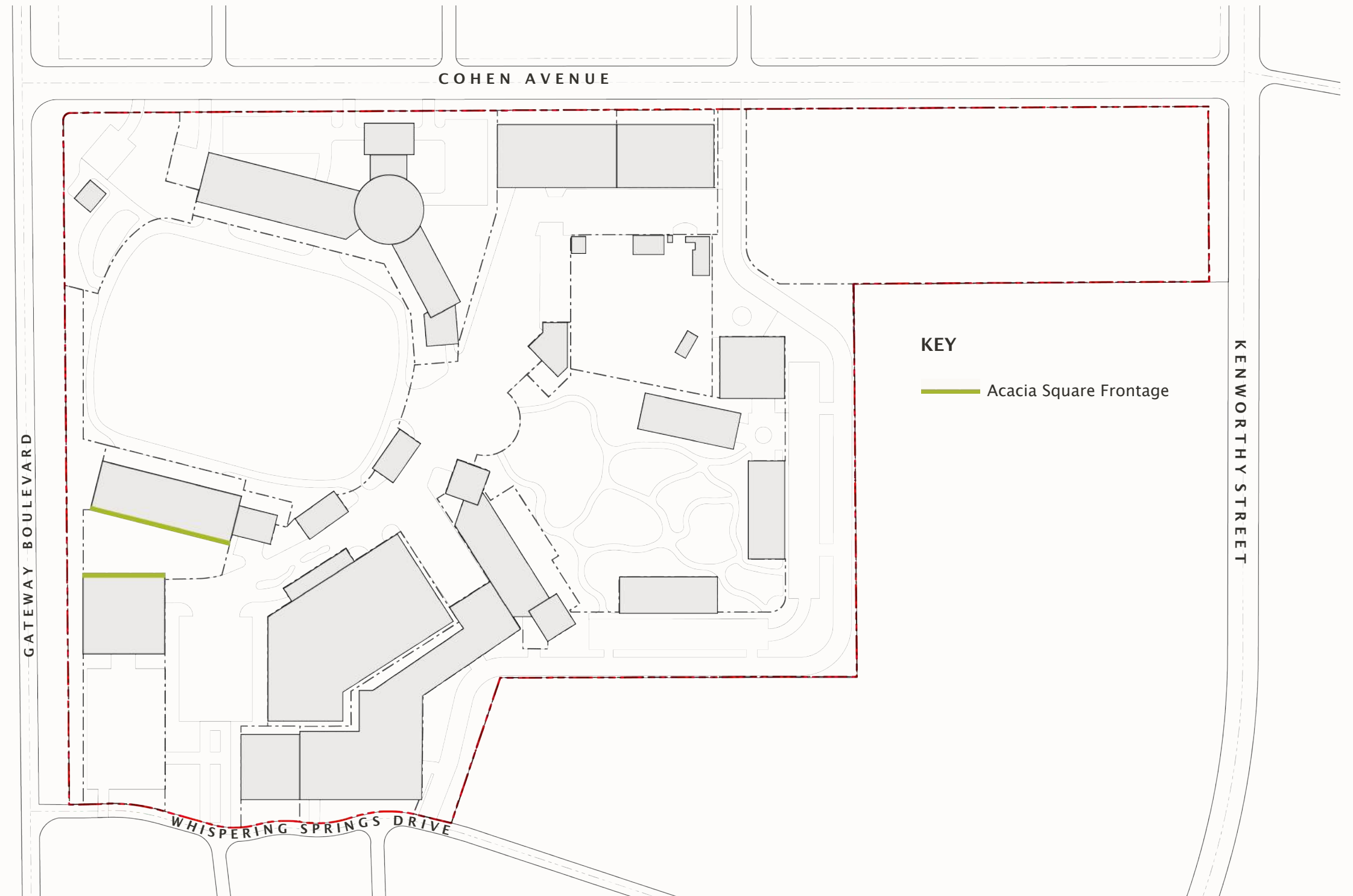
#### Acacia Square related Frontages

Primary entrances to focus on are those façades in the following plots, facing Acacia Square:

- ASQ-01: Acacia Square retail
- RET-06: Retail

#### Massing

- Two-storey buildings including retail and night-club above.
- Storefront glazing (floor to ceiling)
- Indoor/ outdoor architecture
- Shaded outdoor areas with various seating types.
- Industrial, upscaled containers 'look' (corrugated metal paneling)
- Create alcoves, loggia and outdoor terraces on upper levels
- Provide colorful, "fun" element to shading above movable furniture (chairs and tables)
- Provide roll up shades as window treatment to protect from the sun.





### 3.7 E. ACACIA SQUARE — ARCHITECTURE: MASSING /FAÇADE

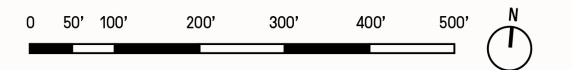
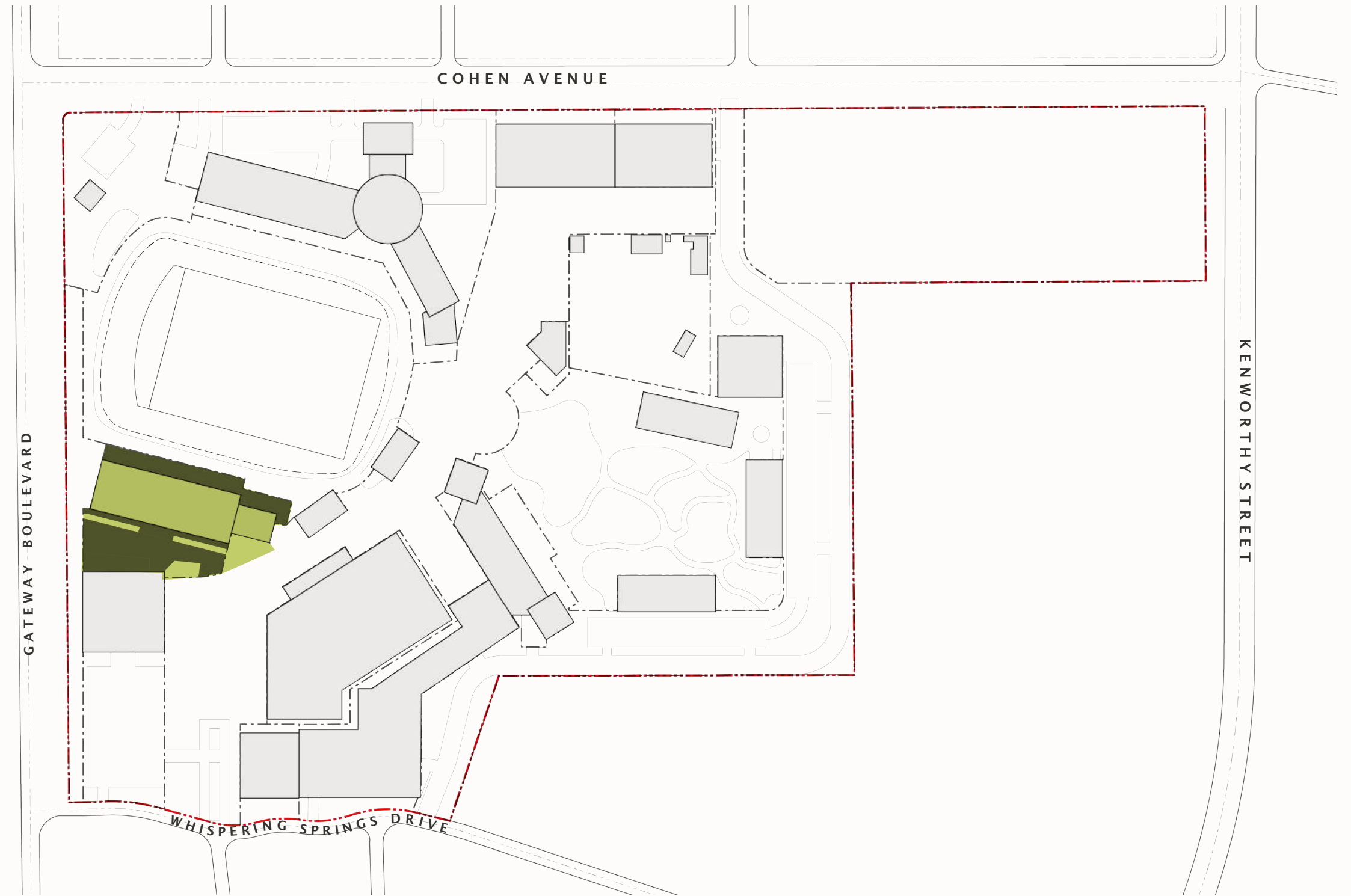
Acacia Square: Entertainment and Commercial Area





# 3.7 F. ACACIA SQUARE — LIGHTING STRATEGY

## LOCATION DIAGRAM



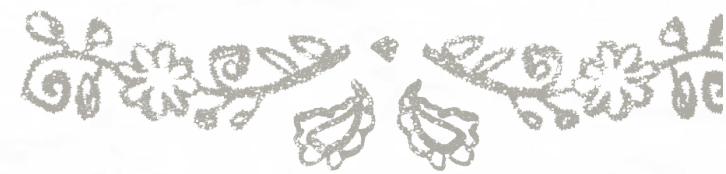


### 3.7 F. ACACIA SQUARE — LIGHTING





# 3.8 COTTONTAIL PARK









## 3.8 A. COTTONTAIL PARK

### Design Intent

Cottontail Park is designed to be an active public space that performs as a complement to the entertainment on offer in the District, and also as a destination. The open space will provide a measure of urban ecological benefits such as improved air quality, an exhibition of native Chihuahuan plants, a feature dry / wet arroyo, and storm-water runoff capacity for the district.

### Shade Structures

Permanent shade structures are to be provided in areas that provide for gathering, such as tables with benches and seating areas.

### Fires and grills

Stand alone barbecue grills can be provided by the City of El Paso, along with signage (per Cohen Identity Guidelines) which offers safety precautions and compliance notices per El Paso Code of Ordinances, Section 13.24.150 (Ord. No. 17845, § 1, 7-31-2012).

Areas for barbecue can occur in special designated areas which allow for gathering; away from performance zones, child play areas and pedestrian paths.

### Benches

Benches will occur at a frequency of no more than one bench per 21,500 sq. ft. of park. These benches will typically occur along the internal park path system.

Other types of seating are encouraged, such as beam bags and self supporting hammocks.

### Paths

A path system shall provide access to all areas of the park and connect the primary gathering spaces.

### Storage enclosures (on or off site)

For park flexibility and use, a storage enclosure or facility is recommended either on site or off site, one that will house movable furniture, performance / theatre props, equipment as well as maintenance tools.

### Recreation and Performance Zones

The park will allow for large lawn areas as well as specific recreational zones which offer play areas for kids and zones for small groups to gather and exercise, such as for yoga, tai chi or cross-fit training.

Other special zones include: an area designated for outdoor performance / theatre, and a flower garden with local blooming species. Ideally, the performance space can be visually connected to the Keystone Events Hall, so that those on the outdoor deck can also enjoy of music and performances in the park.



# 3.8 B. COTTONTAIL PARK — INSPIRATION, CHARACTER & ELEMENTS



◀ **Inspiration:** Natural drainage through site, its trail and vegetation amidst the desert.

**Application:** Focus of early planning layout and introduction of an arroyo which follows the natural contours on site.



▲ **Inspiration:** Interactive musical piece in nature, among a shaded area

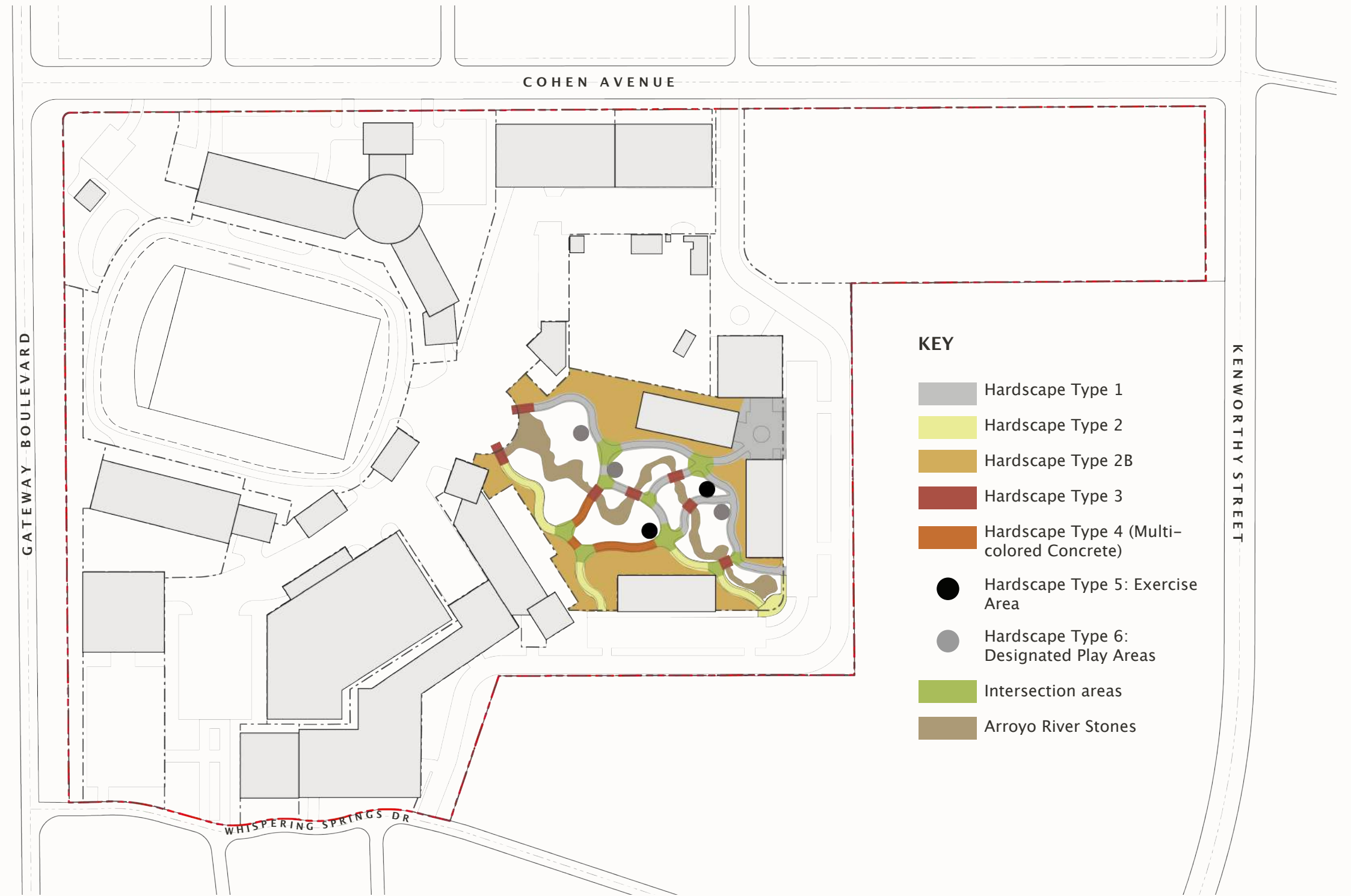
**Application:** Areas for mini-outdoor concerts





# 3.8 C. COTTONTAIL PARK — HARDSCAPE & FURNISHINGS STRATEGY

## LOCATION DIAGRAM



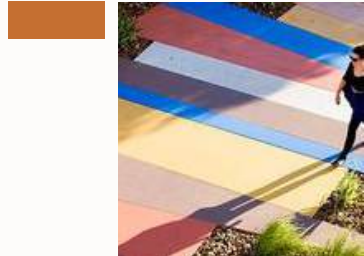


# 3.8 C. COTTONTAIL PARK — HARDSCAPE MATERIALS & FURNISHINGS

## Concrete



Cast In Place Concrete  
14-658 (Shaw&Sons)  
Hardscape Type 1



Precast Pigmented Concrete  
Colors TBD  
Hardscape Type 4

## Stabilized Pebbles



Pebbles  
Grey



Pebbles  
Multi-colored

## Furniture



Picnic Tables  
Color TBD, bright colors encouraged



Seating  
Loll Designs  
Lollygagger Lounge Chair



Benches  
Loll Designs  
Fire bench

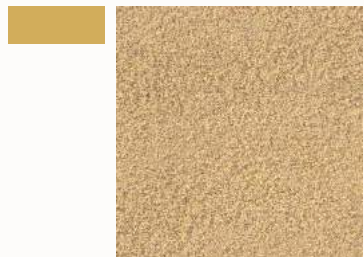
Benches  
Loll Designs  
Picket Low Back

Fatboy Bean bags  
Multiple colors  
Colors TBD

## Stabilized Aggregate



Aggregate  
Decomposed granite  
Houston  
Hardscape Type 2



Aggregate  
Qsys Sydney Sand  
Hardscape Type 2B

## Natural Stone



Small stones  
'Dry' arroyo



Composite Wood  
Mid Brown  
Hardscape Type 3



Benches  
Wood and painted steel; Escofet



Public Hammock



Barbecue  
Corten steel  
Metalco, Staubach & Kuckertz

## Recycled Rubber / safety flooring



Pigmented rubber  
Color TBD  
Exercise Area  
Hardscape Type 5



Pigmented rubber  
Color TBD  
Play Area  
Hardscape Type 6

## Natural Stone



Natural Stone  
Retaining Walls: Natural stone wall with stone coping. For longevity consider using poured in place concrete walls with stone veneer.



Stone seating  
High Performance Concrete: Pietre-di-marmo (PDM) granite, sandblasted surface id created



Litter Bin  
Concrete with stainless steel top; Metalco Pod litter bin



Planter  
Concrete: white or natural Knits, QCP Concrete

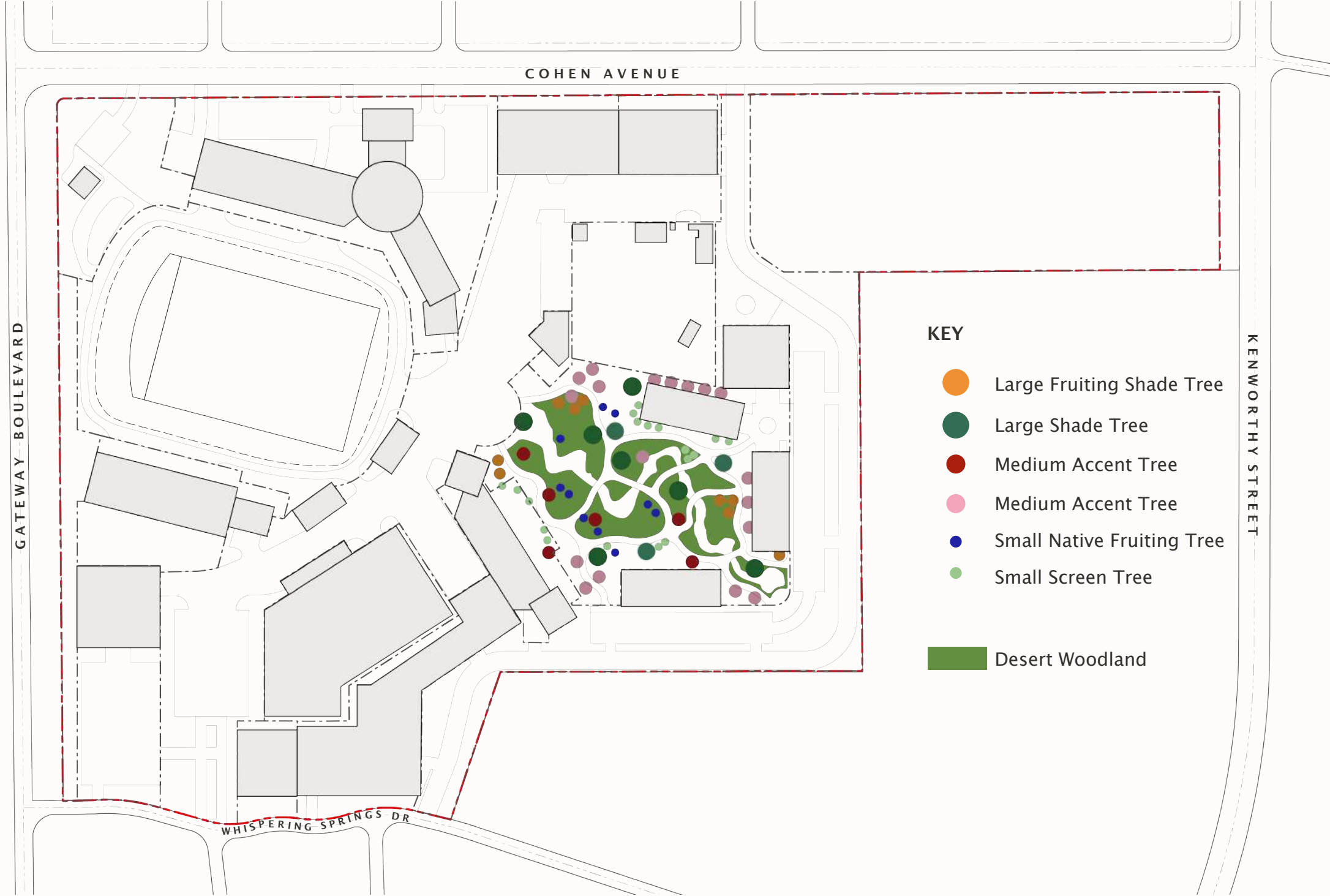


# 3.8 D. COTTONTAIL PARK — PLANTING STRATEGY

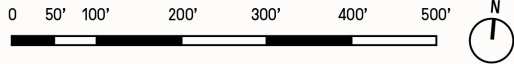
## LOCATION DIAGRAM



Concept Imagery



- KEY**
- Large Fruiting Shade Tree
  - Large Shade Tree
  - Medium Accent Tree
  - Medium Accent Tree
  - Small Native Fruiting Tree
  - Small Screen Tree
  - Desert Woodland





# 3.8 D. COTTONTAIL PARK — PLANTING

## TREE AND PLANTING SELECTION

### Trees



Arbutus xalapensis (var. texana)\*



Diospyros texana\*\*



Maclura pomifera



Robinia x ambigua



Quercus gravesii\*



Fraxinus greggii\*

### Planting: Desert Woodland



Achnatherum hymenoides\*\*



Agave bracteosa



Bouteloua curtipendula\*\*



Dalea formosa\*\*



Dasylirion wheeleri\*\*



Echinocactus grusonii



Echinopsis oxygona



Helianthus maximiliani\*\*



Leucophyllum langmaniae\*



Manfreda undulata 'Chocolate Chips'



Mangave 'Macho Mocha'



Nolina microcarpa\*\*



Nolina texana\*\*



Penstemon ambiguus\*\*



Philadelphus microphyllus\*\*



Poliomintha maderensis\*\*



Psoralea scoparius\*\*



Salvia pinguifolia\*\*



Sphaeralcea incana\*\*



Yucca desmetiana 'Blue Boy'

### Vine



Antigonon leptopus\*

### Turf

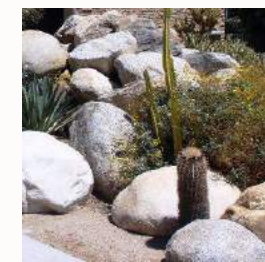


Buchloe dactyloides



Lolium perenne

### Ground Accents



Boulders & River Rocks

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.8 E. COTTONTAIL PARK — ARCHITECTURE: MASSING / FAÇADE STRATEGY

### LOCATION DIAGRAM

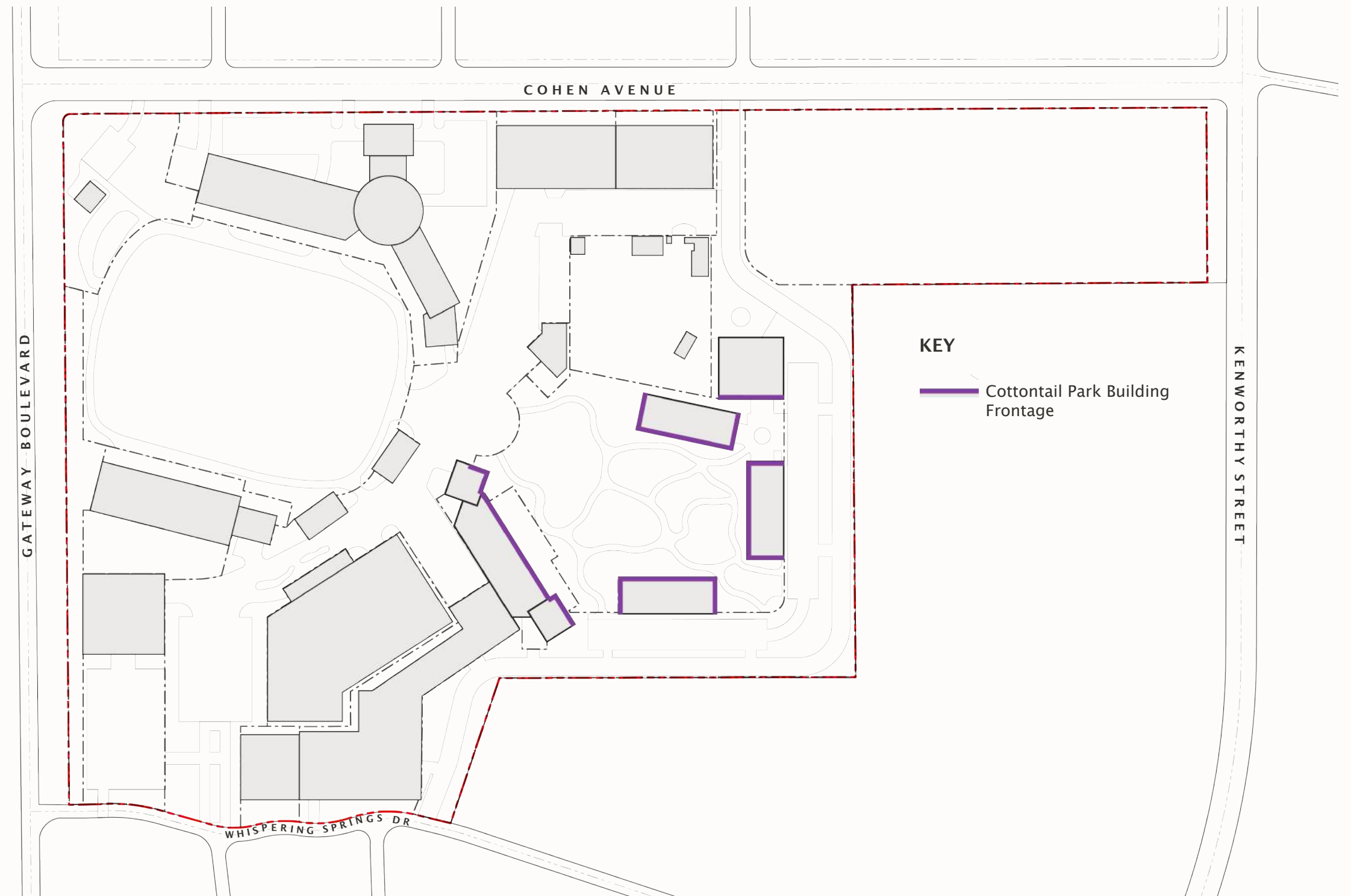
#### Cottontail Park related Frontages

##### Design Intent

Architectural planes and façades facing the park, and within the park's immediate vicinity are to have an industrial look, with adequate shade, providing elements that protect from the sun.

Those façades facing Cottontail Park, in particular, are in the following plots:

- KEH-01: Keystone Events Hall
- IOF-01, IOF-02, IOF-03, IOF-04: Incubator Spaces
- NWP-01: Torbellino Neighborhood Water Park (fence and / or boundary condition to plot).
- MED-01: Media Building.





# 3.8 E. COTTONTAIL PARK — ARCHITECTURE: MASSING / FAÇADE

## Architectural expression



## Wall / fence between Torbellino Neighborhood Water Park and Cottontail Park



Feature Wall: Woven metal wall along Water Park edge.

## Shade Structures



Steel shade frame with rope/webbing canopy



## Railings

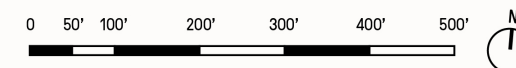
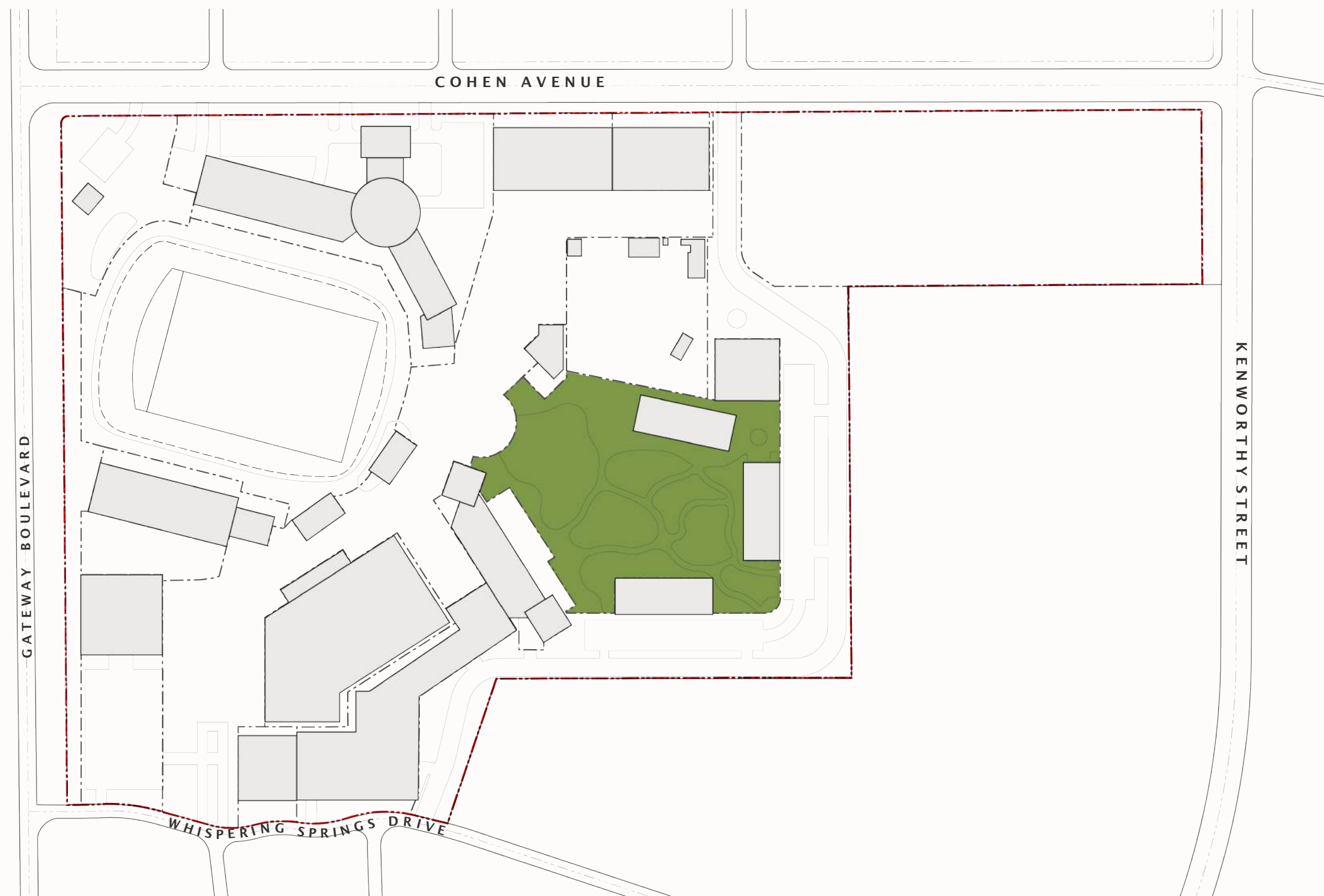


Railing: Corten Steel and Wood



# 3.8 F. COTTONTAIL PARK — LIGHTING STRATEGY

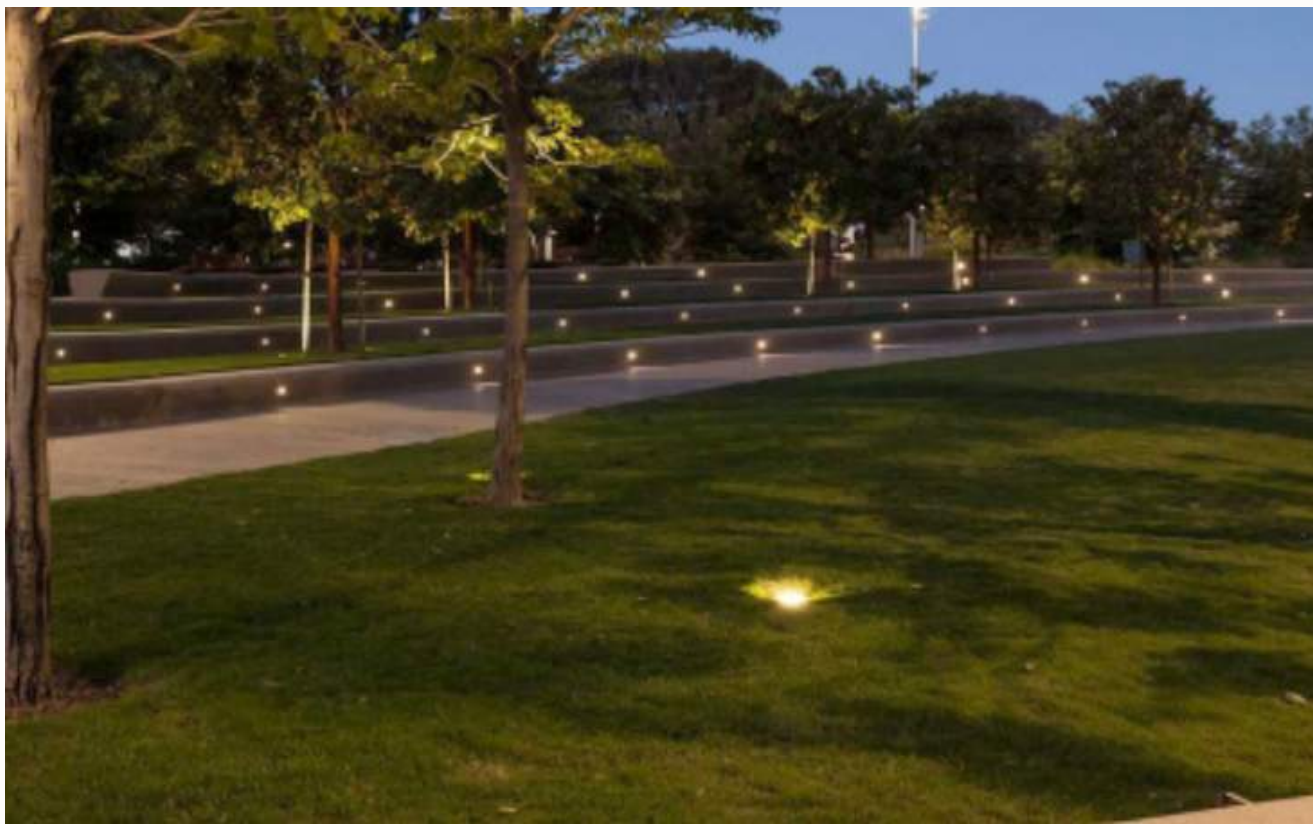
## LOCATION DIAGRAM





# 3.8 F. COTTONTAIL PARK — LIGHTING

## LIGHTING FIXTURES





# 3.9 COHEN PLAZA









## 3.9 A. COHEN PLAZA

### Design Intent

Cohen Plaza acts as many things while occupying a prominent position on the Northwestern corner of the site. This area is intended to read as a pleasant civic plaza that includes mementos and local historical elements that reflect the site's past within El Paso, and the inspiration behind the Cohen Brothers. This part of the site allows guests to linger and discover the history and context of this part of El Paso; its architecture and details are iconic and beautiful; it includes a Gift Shop and Visitor Center, along with other site services.

Due to its location, there is access to a parking area / drop-off zone for private buses and shuttles. As such, this most northern part of the plaza can act as a transition space, allowing guests to enter (or exit) the District and proceed through to the adjacent Event Field, or be the perfect place to learn about the site through haptics, materials, perforations, shadows, lighting, inspirational quotes.

### Lighting

- The lighting in the Cohen Plaza is special, dramatic and iconic. The plaza uses the opportunity to showcase creative lighting that goes beyond function and enters the realm of art, offering statement pieces that attract visitors as a gathering space and through its illuminating properties. This part of the site acts as a beacon for the District, read from within the site and outside of it.
- Secure lighting
- Lighting will be sculptural and per the Lighting Guidelines in this section.

### Shade Structures

The plaza also offers refuge from the sun with its shading elements. Some of these shade elements can double up as lighting structures or vice versa.

Permanent shade structures are to be provided in areas that provide for gathering, such as where tables / benches, and seating occur, as well as occur in a special zone where the lighting structures can also act as a shade element.

### Benches / Seating

Benches and seating will be placed in areas that offer refuge from the sun and allow for universal use, creating a sense of place, allowing for people to see and be seen.

### Paths

A path system shall provide access to the parking / drop-off zone, the iconic Gift Shop and Visitor Center, service amenities, and the Event Field. The paths, along with other surfaces (vertical or horizontal) will be used as 'message boards', offering recorded images, words and quotes – those that inspire learning. These surfaces with messages shall be complementary and read as one theme in a cohesive way.

### Flexible Space / Focal Point

Cohen Plaza will have a designated area that is flexible and allows for transformation of the plaza, recognizable by its different use of hardscape materials as focal point.

The ground treatment can also incorporate the use of landscape architecture and the interplay of various materials, those that can work in harmony with flexible furniture, temporary shade / lighting elements and art pieces.

Flexibility within Cohen Plaza will maximize its use and help create various moods as it responds to the crowds and the seasonal festivities and diurnal / nocturnal changes. The plaza with its particular shape will be designed so that each corner, side and sq. ft. is well-utilized to create a sense of place; no leftover (unusable/ undesirable) zones will be present.

### Signage

- Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



# 3.9 B. COHEN PLAZA – INSPIRATION, CHARACTER & ELEMENTS



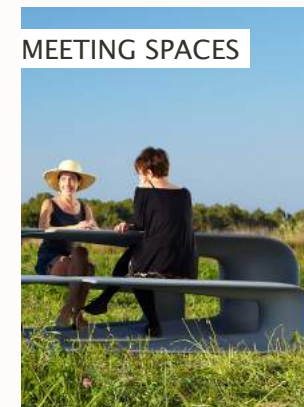
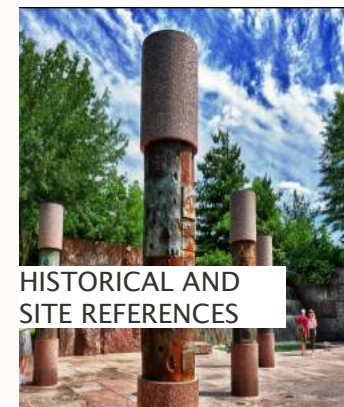
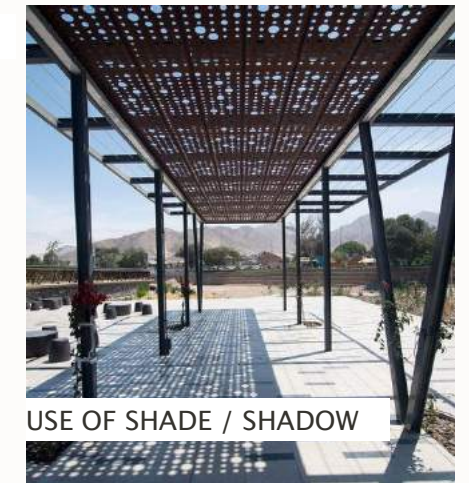
▲ **Inspiration:** Franklin Mountains  
**Application:** Hardscape tones / color

## Hardscape



▲ **Inspiration:** Messages on the ground  
**Application:** Contrasting treatments in hardscape to achieve differentiation

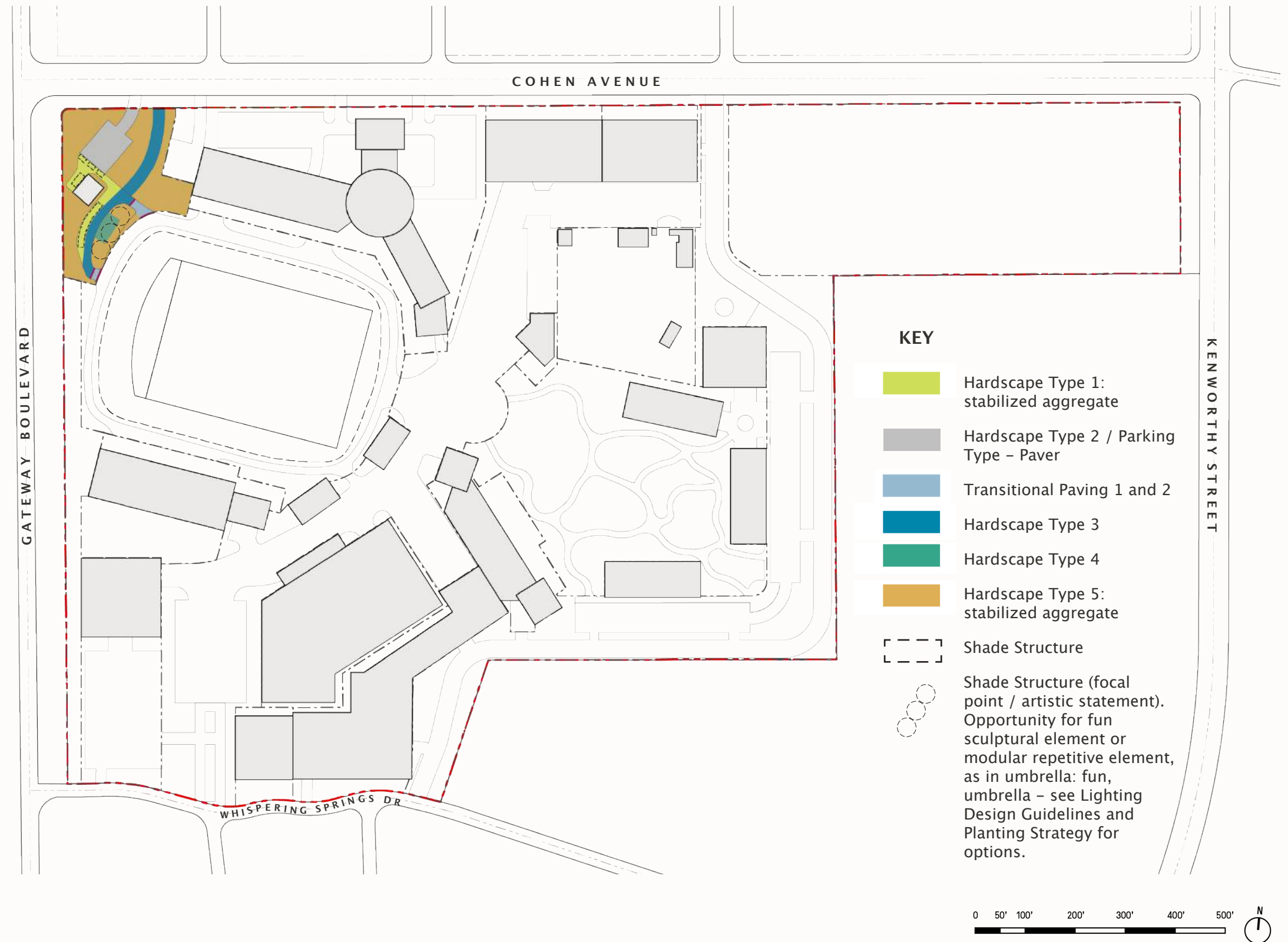
## Planting





# 3.8 C. COHEN PLAZA — HARDSCAPE & FURNISHINGS STRATEGY

## LOCATION DIAGRAM





# 3.8 B. COHEN PLAZA – HARDSCAPE MATERIALS & FURNISHINGS

## Concrete

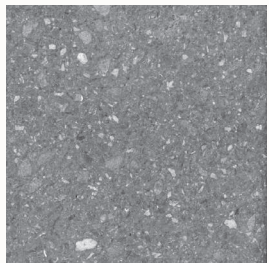


**Paver**  
14-658  
(Shaw&Sons)  
Hardscape Type 2

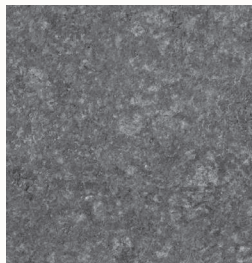


**Cast In Place Concrete**  
14-658  
(Shaw&Sons)  
Hardscape Type 3

## Transitional Paving



**Concrete brick**  
Finish: Ground Tudor  
Matrix #B93099  
'Traditional' Brick  
Hanover  
Transitional Paving 1



**Granite Stone Paver**  
Black granite  
Carbo Flores  
Soli  
Transitional Paving 2  
(Building / perimeter banding)

## Stabilized Aggregate



**Decomposed Granite**  
Houston  
Hardscape Type 1



**Decomposed Granite**  
Misty gray marble  
Hardscape Type 5

## Wood



**Composite Wood**  
Mid Gray  
Hardscape Type 3



Flush wood paving as accent areas

## Metal



**Corten Steel**  
Brown

## Furnishings



**Easy Chair**



**Cafe Table**



**Trash Bin**  
Concrete with stainless steel top; Metalco Pod litter bin; texture: PSI; color: 101B



**Bench**



**Planters**  
Corten Steel as planting edge and planters

## Shade Structures (pathway) [ ] [ ] [ ] [ ]



Perforated corten steel shade canopy with tensile vine trellis

## Shade Structures (focal) ( ) ( ) ( )

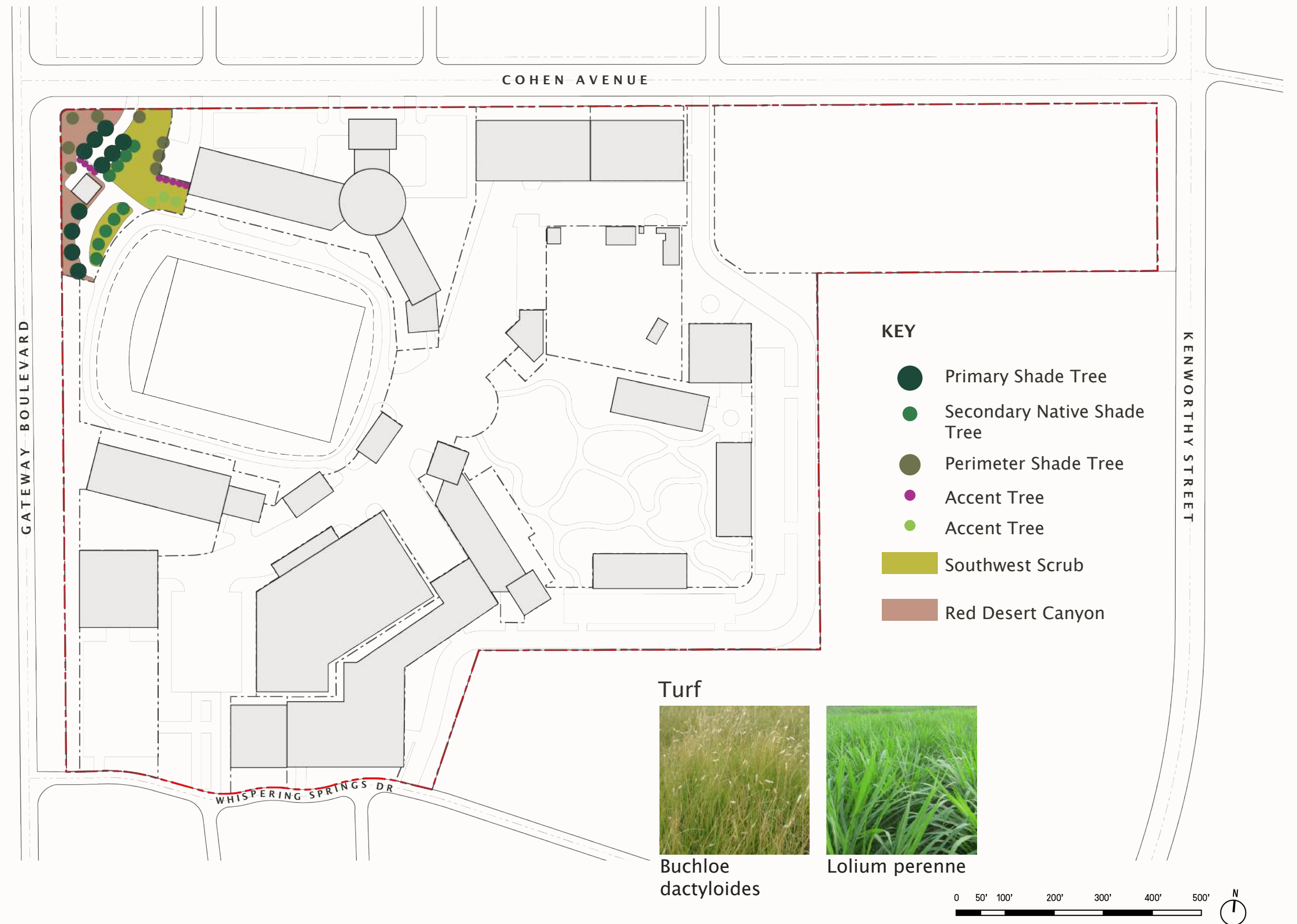




# 3.9 D. COHEN PLAZA — PLANTING STRATEGY

## LOCATION DIAGRAM

### Concept Imagery





# 3.9 D. COHEN PLAZA — PLANTING TREE, SHRUB, AND GROUND SELECTION

## Trees



Pinus edulis\*



Pinus cembroides\*

## Planting: Southwest Scrub



Agave parryi\* var. huachucensis



Artemisia filifolia\*\*



Chrysothamnus pulchellus\*\*



Dasylirion wheeleri\*\*



Ferocactus wislizenii\*\*



Fouquieria splendens\*\*



Euphorbia rigida



Chilopsis linearis\*\*



Quercus gravesii\*



Hesperaloe parviflora\*



Manfreda undulata 'Chocolate Chips'



Psoralea scoparium\*\*



Sphaeralcea ambigua



Yucca elata\*\*



Yucca pallida



Gelsemium sempervirens

## Vine

## Planting: Red Desert Canyon



Quercus buckleyi



Cercidium x 'Desert Museum'\*



Agave americana



Agave lophantha 'Quadricolor'



Artemisia filifolia\*\*



Echinopsis pachanoi



Ferocactus pilosus



Euphorbia antisiphilitica



Opuntia macrocentra\*\*

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.9 E. COHEN PLAZA — ARCHITECTURE: MASSING / FAÇADE STRATEGY

### LOCATION DIAGRAM

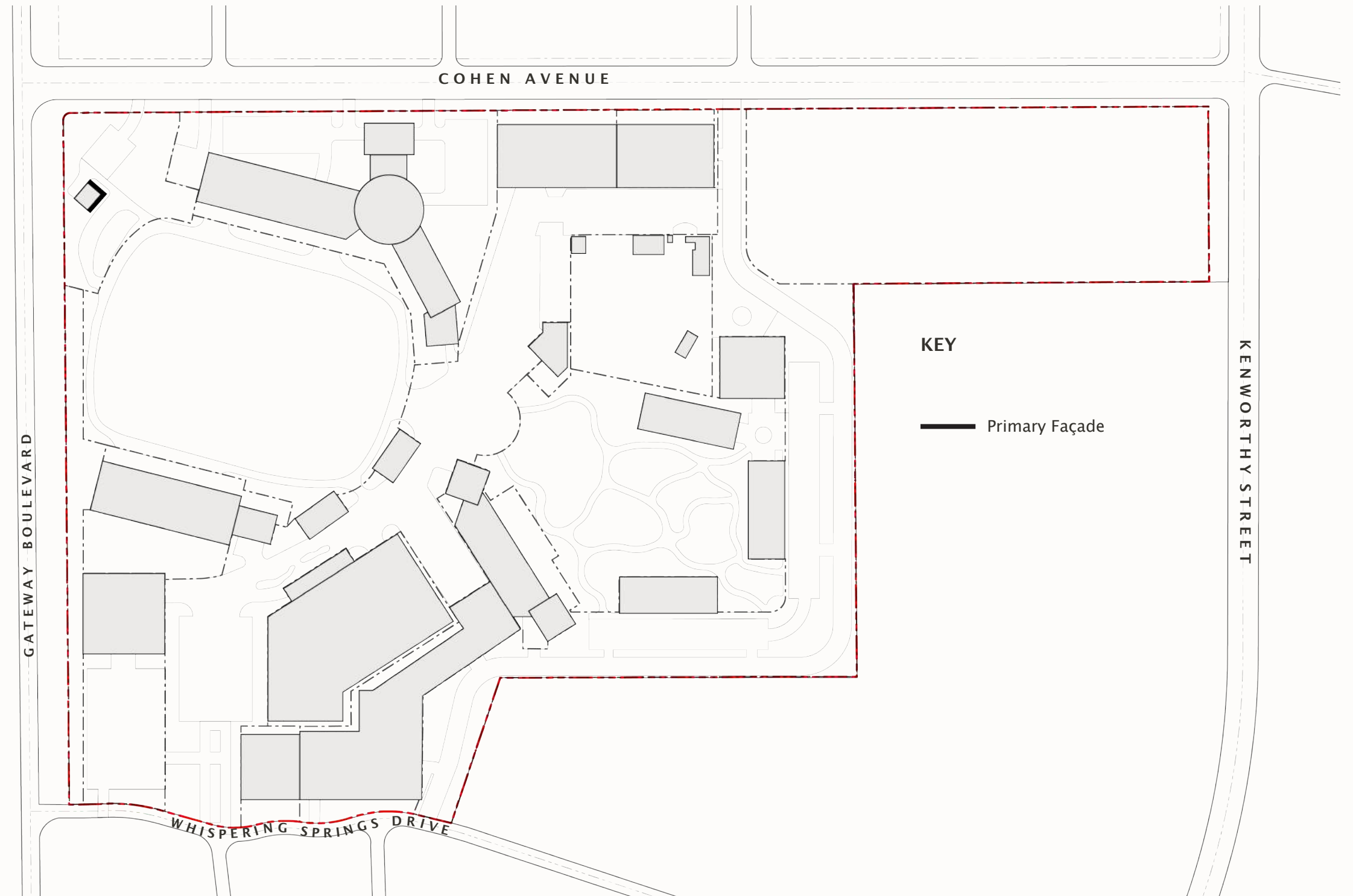
#### Cohen Plaza related Frontages

Main façades to focus on are those facing Cohen Avenue and the actual Plaza. The master plan shows a building with four elevations, two facing the main road: Gateway Boulevard and two facing Cohen Avenue. All elevations are important due to the location of the building, and its situation in a corner on main intersecting roads.

However, active frontages should primarily be those per diagram, those facing the drop-off zone and main Plaza as well as the Event Field.

#### Massing

- Main building is two to three storeys high.
- Building to be iconic and ‘poster’ or ‘postcard’ ready. The architectural massing is to read as one element; one iconic building that is integral to itself, almost sculptural and highly elegant. Use of materials should enforce the buildings unity as one. Though a combination of materials is encouraged, these should not detract from the architectural expression or intent.
- Shade elements to be used within the architecture, either as operable louvers or overhangs.
- Creativity and ingenuity to be used in the architectural expression with such a limited amount of floor area per its use.





# 3.9 E. COHEN PLAZA — ARCHITECTURE: MASSING / FAÇADE

## Architectural expression



Use of double-height spaces with volumes at various levels that offer opportunities to 'see into' the whole space. Storefront glazing with protection from sun.



Architecture that invites. Use of overhangs, contrasting use of materials on facade, from light to heavy; open to screened / solid; glazing to wood. Opportunity for an indoor / outdoor experience.



Bold, geometric shapes for architectural volume: consider corten steel as solid, perforated, with louvers.

## Shade Structures



Use of shade within architecture, glazing, wood and painted steel, in contrast to ground.



Creative treatment of uneven ground via different materials (corten steel, wood) and landscape architecture.



### 3.9 F. COHEN PLAZA— LIGHTING STRATEGY





### 3.9 F. COHEN PLAZA — LIGHTING LIGHTING FIXTURES







# 3.10 HOTEL





# 3.10 HOTEL





## 3.2 A. HOTEL

### Design Intent

The 200-room hotel is deluxe and features beautiful outdoor terraces that are as inviting as the spaces inside the hotel. The intent is for the two main elevations to be active with plenty of terraces treated as outdoor rooms. These main elevations with outdoor terraces face Cohen Avenue to the North and the Event Field to the South.

The hotel has exquisite planting in carefully arranged planters reminiscent of the earth + mountains and its properties: from its heaviness, to its durability and dark tones as if in shadow. These contrast beautifully with the planting and tree selection per the Planting Strategy.

The hotel is meant to receive and attract business travelers and regional / local guests, hence their flexible event spaces can accommodate entertainment on its indoor and outdoor areas, celebratory banquets, weddings, reunions and corporate events.

### Architecture

The architecture is to be high-quality and evocative of a deluxe experience through its amenities, services, architecture, landscape and quality of the outdoor spaces. Private and public guests are welcome to join in the outdoor areas commensurate with the commercial items on offer and per the guest experience the hotel provides.

### Gates and Fencing

- The architecture is to be inviting and not be obstructed by security fences or walls. Should defensible spaces be desired, these are to be designed with adequate level and material changes, lighting, presence of windows / openings, use of landscape and other techniques that allow the property to be and feel inviting for the public and private audiences.
- Should certain regulations enforce protection from sports balls due to the hotels proximity to the Event Field, then these need to be treated with extreme care and designed to be the least obstructive visually and physically.
- No chain link fences to be used.

### Entrance / Access Area Paving

- Entrances and access area paving needs to be robust and resilient to heavy use and traffic, especially on the side that faces the Event Field, as this side is expected to receive more foot traffic, wear-and-tear. Though a robust hardscape material is called for in these outdoor areas, these shall be of the highest grade and quality and a notable upgrade and differentiator from that material used along the Event Field and along the sidewalk facing Cohen Avenue.

- Clear transition areas are to demarcate the hotel property; all other furnishing, gates and outdoor accessories should also reflect the highest quality of craftsmanship and design per the deluxe nature of the hotel.
- The aim of a deluxe, five-star hotel should not in any way impede with the coziness and inviting character of the spaces within the hotel.

### Shade / Shading

Shading is to be provided to block out the sun's rays at peak temperatures during the day. South-facing areas are to use multiple layers of shading elements, from architectural shade structures, to outdoor umbrellas and even roller shades that are 'see through' and complement the colors of the architecture.

### Outdoor Terraces

- Outdoor terraces are to have different characters depending on their orientation. Terraces that are north-facing should respond to the internal arrangement of the architectural plan and offer areas to lounge that are shielded enough from the parking and more utilitarian areas.
- Terraces facing the south are to have a different character, whether they are facing the event field, or closer to Cottontail Promenade.

### Rooftop Terrace

The rooftop is a great place to view sunrises, sunsets and watch the starry sky at night. With this in mind, the rooftop is also carefully treated in its hardscape (ground condition) to be inviting to heavy foot traffic as well as support the many hotel amenities opening up to the roof deck.

### Furnishings and Seating Outdoors

Outdoor furnishings and seating should be durable and hotel quality and should be maintained to look up-kept and new.

### Service Zone

- The service zone and its contents is to be shielded from public view on all sides: from the street (Cohen Avenue), from the outdoor terraces and Event Field, Cohen Plaza and neighboring drop-off parking zones.
- Walls and gates used to protect this zone should be in character with the architecture of the hotel, its materials, color and expression and should read as a backdrop. This area needs to be protected from possible roaming animals (day or night), and should have architectural lighting so that this zone does not appear as a dark spot in the District.

### Parking Paving

- Hardscape in the parking area is to be high quality and distinct from that of the rest of the District, as it should be in-line with the deluxe nature of the hotel. Creative use of paving and hardscape materials is encouraged.
- Parking area is to have planting and trees as well as some areas for shade which protect the cars and the pedestrians.

### Lighting

- Secure lighting
- Lighting will be sculptural and per the Lighting Guidelines in this section.

### Signage

- Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



### 3.2 A. HOTEL — INSPIRATION, CHARACTER & ELEMENTS



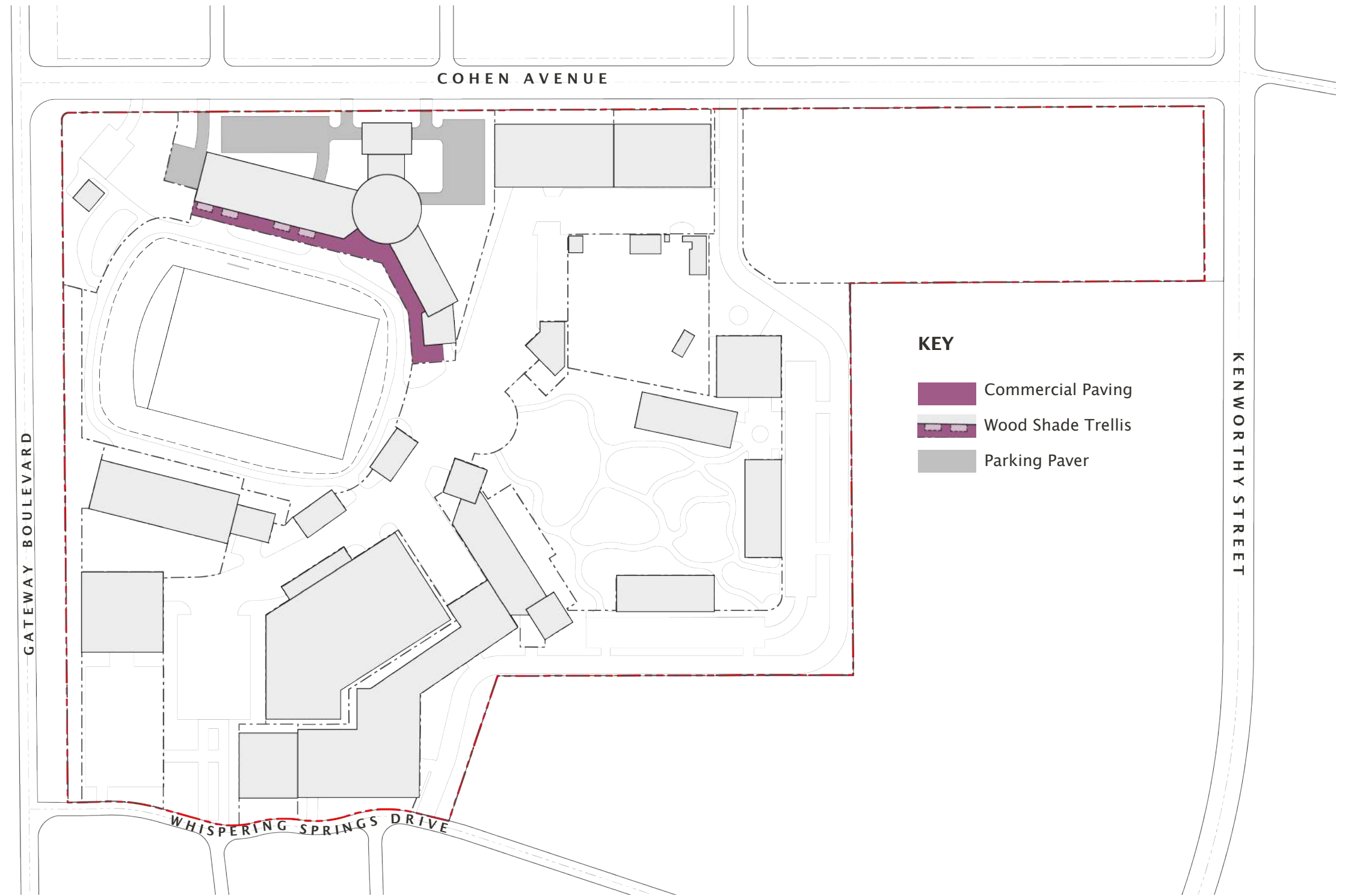
▲  
**Inspiration:** Franklin Mountains:: warm tones against cool tones. Earth against sky.

**Application:** Architectural materials and expression; furniture, hardscape tones / color

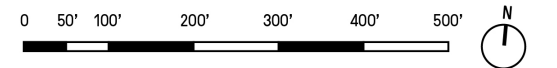




### 3.2 C. HOTEL — HARDSCAPE & FURNISHINGS STRATEGY



- KEY**
- Commercial Paving
  - Wood Shade Trellis
  - Parking Paver





# 3.2 C. HOTEL — HARDSCAPE MATERIALS & FURNISHINGS

## HARDSCAPE MATERIAL PALETTES

### Concrete

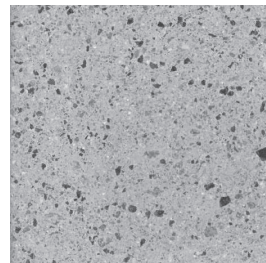


Pre-Cast Concrete Paver (parking)  
3 tones of Tan/Beige (call for colors)  
(Acker Stone) 4 x 24" Linear Pavers  
Hardscape Type 2

### Concrete



Cast In Place Concrete  
Beige

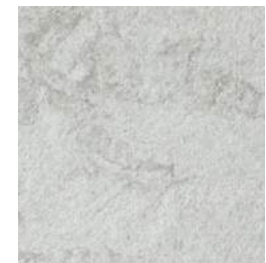


Concrete Paver  
Charcoal

### Porcelain



Porce-Pave – Architectural Porcelain  
Tan-Travertine



Porce-Pave – Architectural Porcelain  
White-Quartzite

### Furnishings



Trash Bin



Planters (various sizes)



Planters



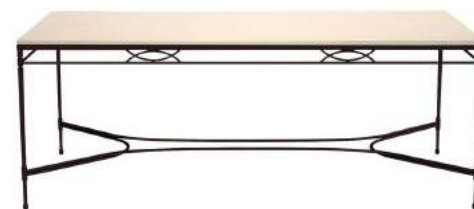
Table and chairs



Umbrella, table and chairs



Chairs

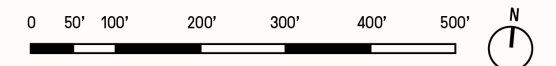
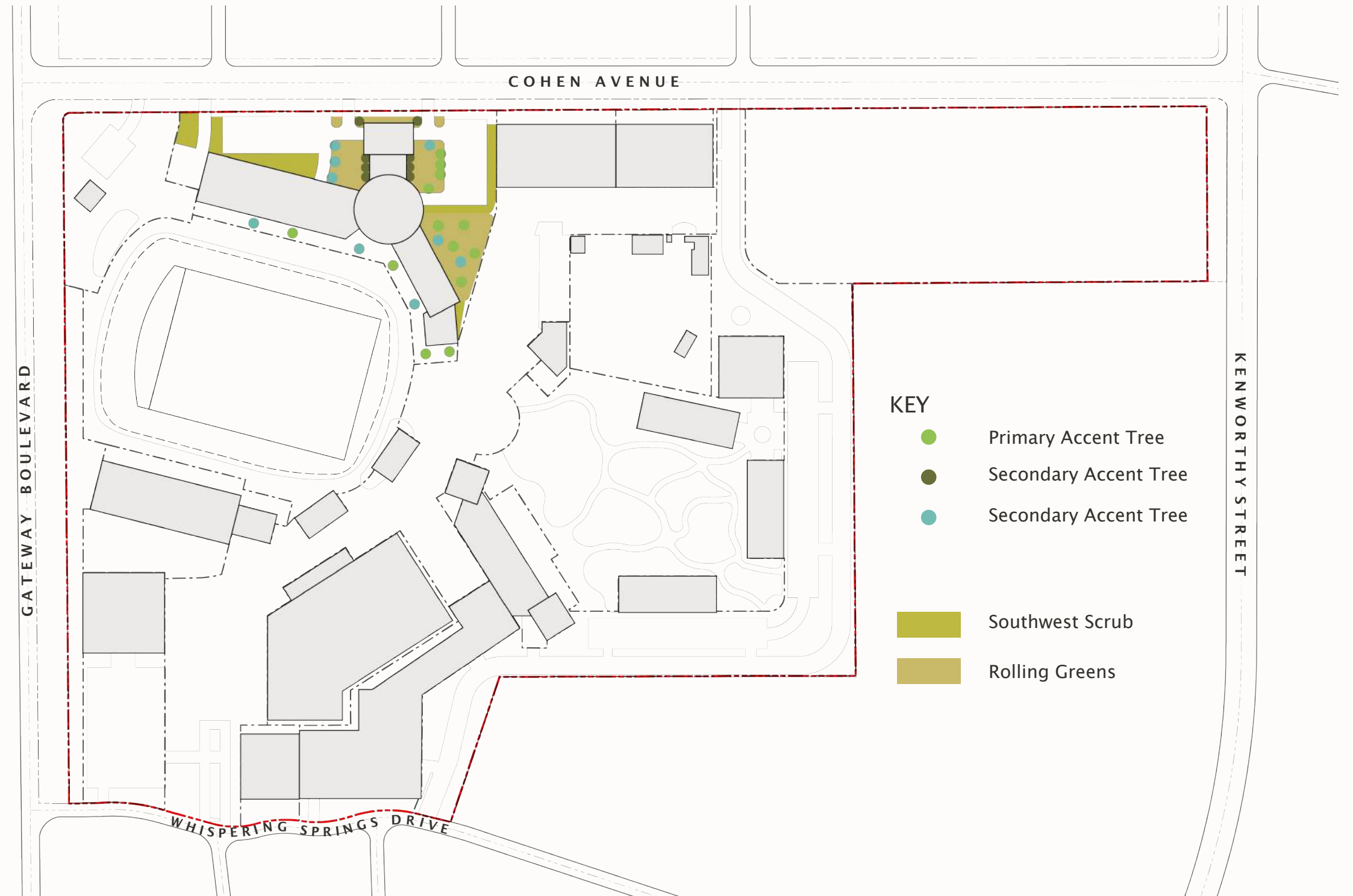


Dining Table  
Stone top; steel



# 3.2 D. HOTEL — PLANTING STRATEGY LOCATION DIAGRAM

## Concept Imagery





# 3.2 D. HOTEL – PLANTING TREE AND PLANTING SELECTION

## Trees



Feijoa sellowiana



Sophora secundiflora

## Planting: Southwest Scrub



Agave parryi\* var. huachucensis



Artemisia filifolia\*\*



Chrysothamnus pulchellus\*\*



Dasylirion wheeleri\*\*



Ferocactus wislizenii\*\*



Fouquieria splendens\*\*



Euphorbia rigida



Cercidium x 'Desert Museum'



Hesperaloe parviflora\*



Manfreda undulata 'Chocolate Chips'



Psoralea scoparius\*\*



Sphaeralcea ambigua



Yucca elata\*\*



Yucca pallida



Gelsemium sempervirens

## Vine

## Planting: Rolling Greens



Agave 'Galactic Traveler'



Agave bracteosa



Baccharis pilularis\*



Cotinus coggygria 'Royal Purple'



Crassula ovata 'Hobbit'



Dasylirion longissimum



Nolina texana\*\*



Sphaeralcea ambigua

\* Recommended plant for Chihuahuan Desert Region  
\*\* El Paso native plant  
- Wynn Anderson; Botanical Curator, University of Texas



## 3.2 E. HOTEL — ARCHITECTURE: MASSING / FAÇADE STRATEGY

### Hotel related Frontages

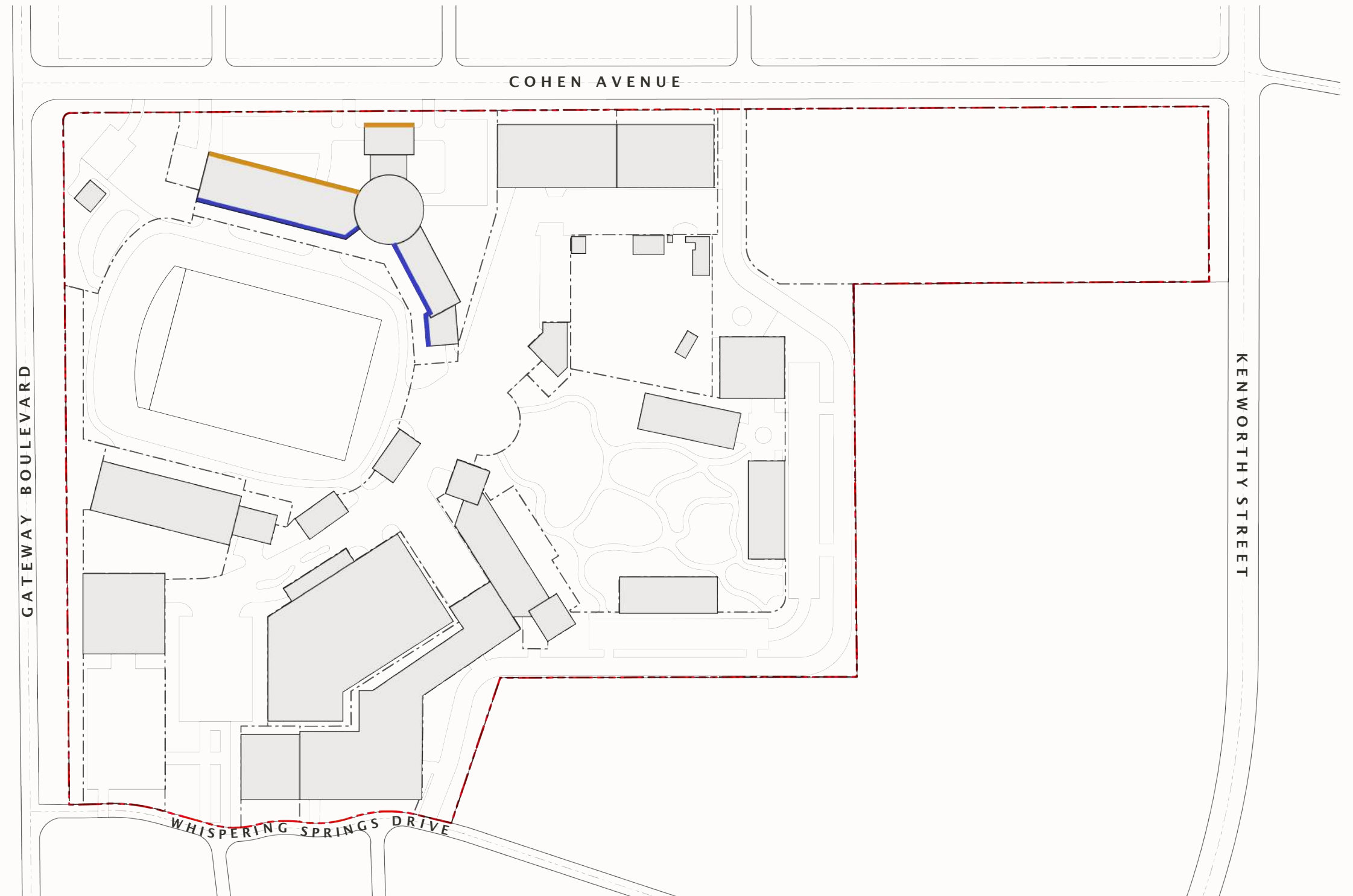
Main façades to focus on are those facing Cohen Avenue and Event Field.

Those façades within the Hotel face various important frontages, such as Cohen Avenue and the Event Field. These façades will relate to those areas per the sections included in this document (Buffer Area and Event Field).

In addition, the character of the hotel itself will be one of distinction with high quality materials which stands-out from the rest of the development.

### Massing

- Main building is to be five to eight storeys high.
- The architecture should have active frontages, in particular in the North and South and the commercial zones, designated for eating, dining and socializing are to be well-furnished with careful lighting and planting. Outdoor terraces are to read as outdoor rooms.
- Shade elements to be used within the architecture, and particular should offer protection from the sun in the southern façades.
- Treatment of rooftop shading elements should be treated as part of the architecture, and be integral to aesthetic and character of the hotel and not read as an afterthought.





### 3.2 E. HOTEL — ARCHITECTURE: MASSING / FAÇADE



- Horizontal breaks with eaves (bottom two floors vs upper levels) as architectural expression
- Street presence with clear entry delineated (roof, carport, other).

Shade elements at terrace



Roof Decks:

Occupiable spaces

Dining areas and leisure spaces: wood siding and light-colored roof deck

- Vertical expression through floor to ceiling siding (wood / composite wood) and glazing
- Exposed structure (steel: painted, or alternative: concrete structure with infill panels)
- Active ground floor with outdoor seating facing the Event Field and Coven Avenue.
- Use of umbrellas to create human-scale experience outdoors





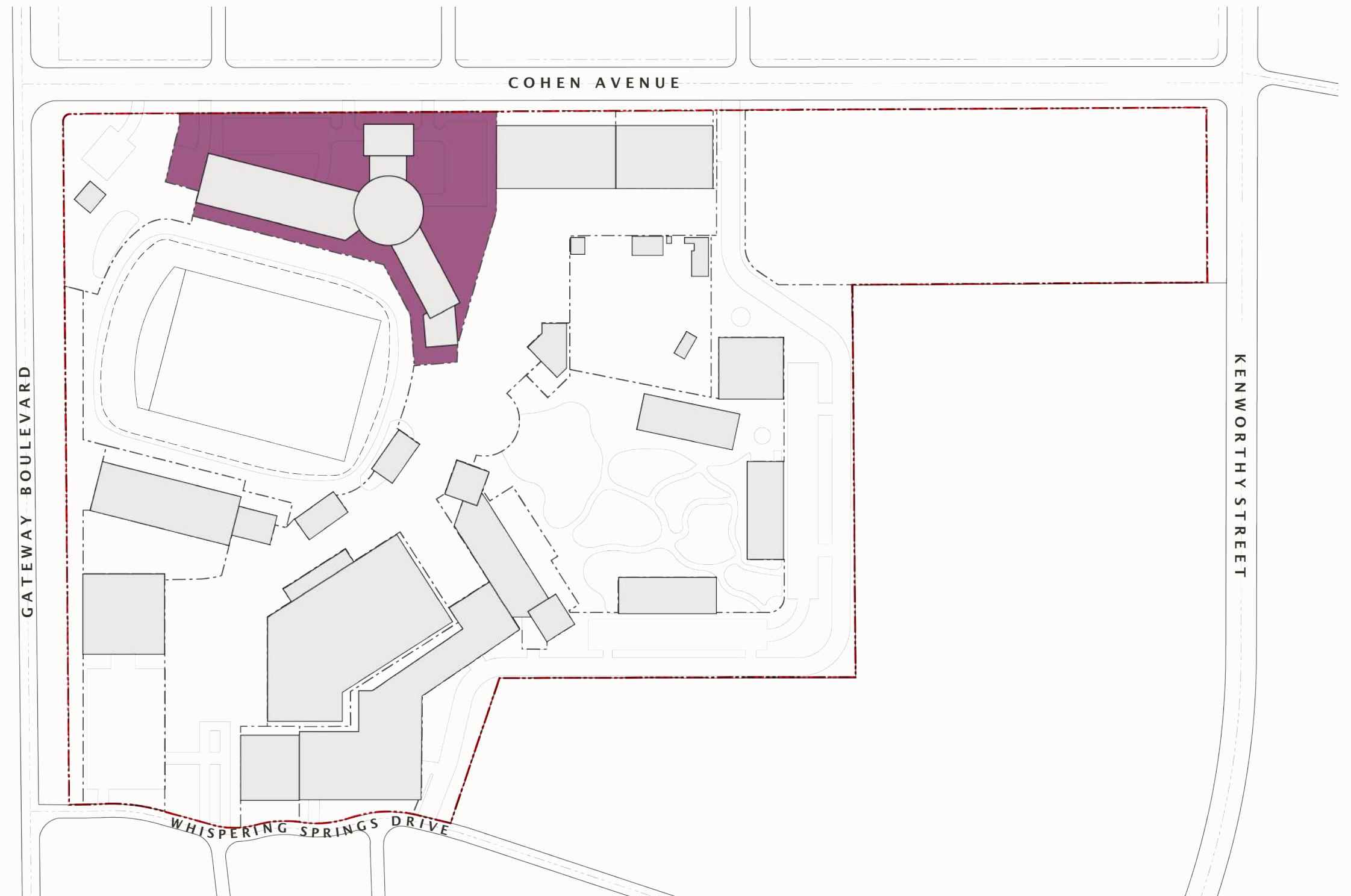
## 3.2 F. HOTEL – LIGHTING STRATEGY

### Hotel Lighting

Lighting in the hotel is to create an ambiance that is desirable in the evening twilight, late at night, and very early in the morning.

The lighting strategy should address pedestrian access routes, entrances, outdoor terraces and roof decks, hotel amenities, parking areas, public areas as well as the architecture itself. The style of the lighting should complement the architectural intent and be consistent in its theme throughout.

Refer to the Lighting Strategy section for more information.





### 3.2 F. HOTEL — LIGHTING





# 3.11 SPORTS FIELD & PRACTICE FIELD





# 3.11 SPORTS FIELD & PRACTICE FIELD





## 3.11 A. SPORTS FIELD AND PRACTICE FIELD — CHARACTER & COMPONENTS

### Design Intent

The design intent of the Sport Field and / or Practice Field is to allow for users to play in the sun and enjoy of the game. Depending on decisions by the City of El Paso, this area might serve to be a sports field for the general public, local schools and or be a practice field for a professional team. Regardless of the private or public nature of the field, this area is to be well maintained and ideally be designed so that it can offer multiple types of games and sports in the field area. This can be done by overlapping requirements of different sports and games and with the intent of making the sport field be protected to users and viewers with a creative and beautiful material quality.

The architectural fencing should allure the spectators or passerbys to witness the sports.

Lighting of this area should respond to that being used in the Event Field, as these two character areas are to be considered an extension of each other.

### Sport and Practice Field

- All permanent and temporary facilities, structures, shelters, furnishings, lighting, accessories and material selection shall complement each other, and read as part of one cohesive design character per the items in this section.

### Access Points

- Pedestrian access points to the Sports Field and Practice Field will have a special paving type, different from the regular pathway, which differentiates the regular paving from the transition zones, demarcating ingress / egress to the Sports / Practice Field.
- Robust hardscape materials and on-site accessories are to be used with high quality craftsmanship to avoid frequent replacement, or premature weathering, wear and tear.

### Paths

- Circulation paths are to be made from durable material and composition. These will differ in paving pattern and hardscape color, yet all will offer high traction and slip resistance surfaces.

### Turf / Grass

Given the need to conserve and preserve water in this drought prone region, yet also looking to provide a natural feel and experience with a playing field, natural turf with specialized substrate is recommended based on the sports that the field will house.

Consider using both of these strategies to address the water scarcity in the region while providing a healthy green lawn:

- A consultant that utilizes distribution technology to monitor irrigation efficiencies.
- Planting substrate which reduces water consumption, such as a volcanic wool roll (Urbanscapes), or similar.

### Type of Grass

- Bermuda grass is recommended for the main and central Event Field.

### Other playing surfaces

- Should design allow for multiple types of games that require a hardscape other than natural turf, such as recycled rubber, then these shall be used so long as the most Eco-friendly material is selected and installed.
- Paint or an alternate material can be used to demarcated the extent of multiple playing areas within the field.

### Gates and Fencing

- Should certain regulations enforce protection from sports balls to the audience and public outside the Sports / Practice field, then architectural welded wire mesh should be used. Vertical support post for the mesh should be consistent, painted and tubular, not round.
- No chain link fences to be used.

### Shade and Shading

- Shading along the perimeter of the site can be used in areas that are outside of the required playing areas.
- Shading elements to match the design intent of the Sports and Practice Fields accessories as well as those of the Event Field.
- Examples of shade elements are:
  - Tree canopies around the field
  - Strategic placement of umbrellas on the sloped portion of the open field
  - A permanent shade structure which is architectural in scale: elegant, high quality and robust.

### Lighting

Lighting will be sculptural and per the Lighting Guidelines in this section.

### Signage

Signage to be congruent with those items found in the Appendix: Cohen Identity and Branding.



### 3.11 B. SPORTS FIELD AND PRACTICE FIELD — INSPIRATION

**Inspiration:**  
Cohen Stadium and the Franklin Mountains

**Application:**  
Red color accents with white



**Inspiration:** Play field with beautiful fence with monochromatic colors; natural wood elements within and around.

**Application:** Similar treatment yet using red and white colors, or other two colors.



Example of architectural mesh / fencing used on a building's roof.



Multi-use play field accommodates many types of sports and games in a hardscaped zone. The entrance and access to the play field is delineated by a fence that is integral to the concept and design of the play area.

Use of monochromatic elements looks elegant and clear in the landscape.

Fencing is architectural and designed to be playful (starts low and 'grows' as one moves into the depths of the playing field).



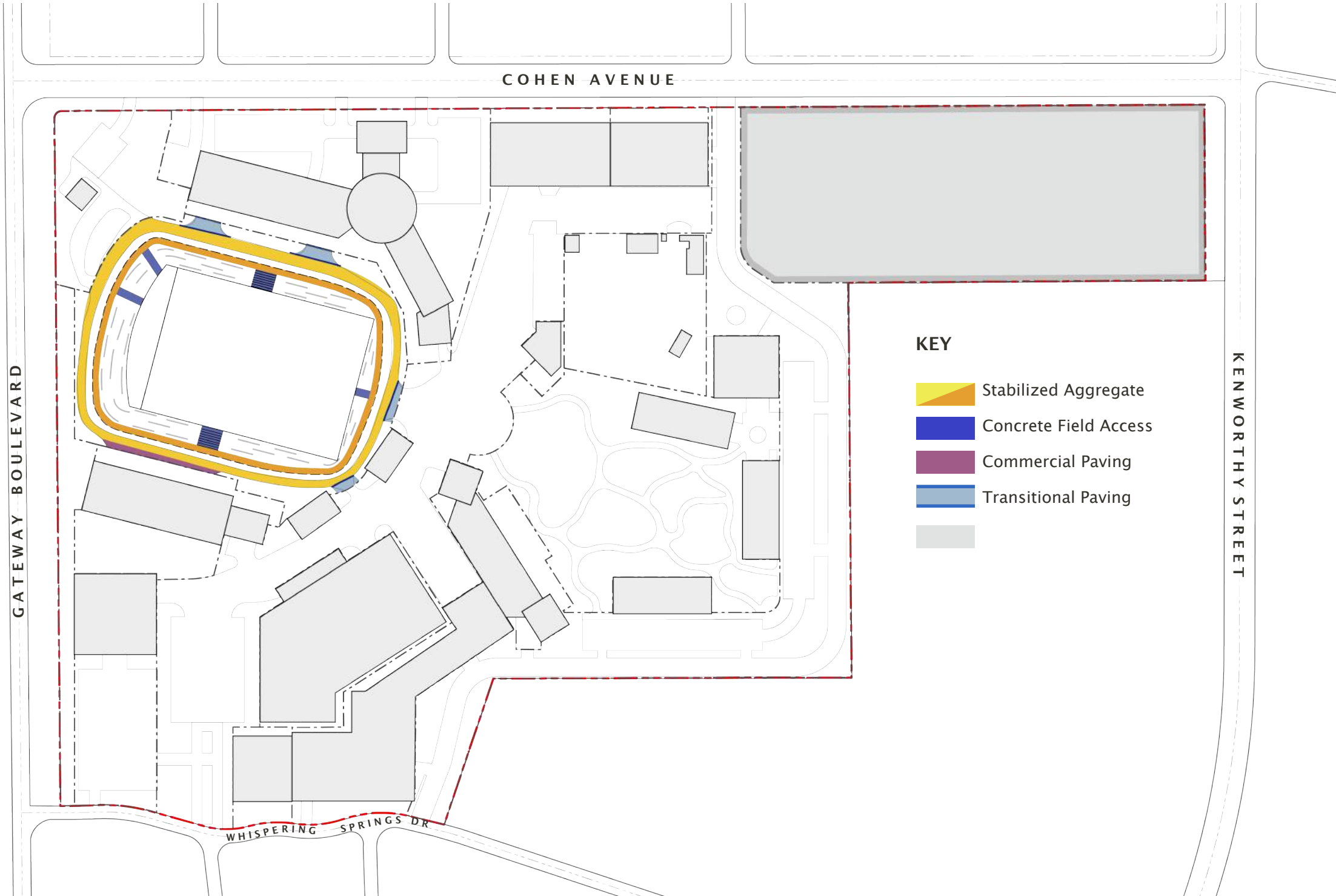
#### Multi-use Play Field

Multi-use play field accommodates many types of sports and games.

The use of color helps differentiate special play zones.

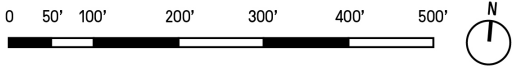


### 3.11 C. SPORTS FIELD AND PRACTICE FIELD — HARDSCAPE & FURNISHING STRATEGY



**KEY**

- Stabilized Aggregate
- Concrete Field Access
- Commercial Paving
- Transitional Paving
- Existing Structures

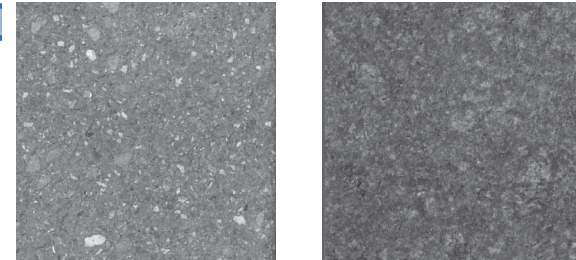




# 3.11 C. SPORTS FIELD AND PRACTICE FIELD — HARDSCAPE MATERIALS & FURNISHINGS

## HARDSCAPE MATERIAL PALETTES

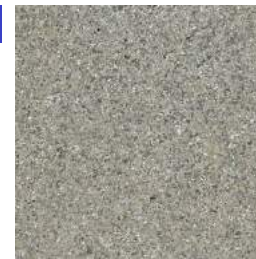
### Transitional Paving



**Concrete brick**  
Finish: Ground Tudor  
Matrix #B93099  
'Traditional' Brick  
Hanover  
Transitional Paving 1

**Granite Stone Paver**  
Black granite  
Carbo Flores  
Soli  
Transitional Paving 2  
(Building / perimeter banding)

### Concrete



**Cast In Place Concrete**  
14-658  
(Shaw&Sons)  
Access Type 1

### Stabilized Aggregate



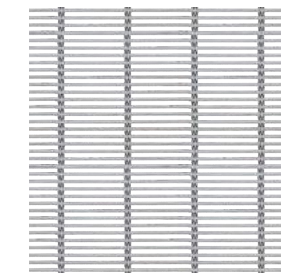
**Decomposed Granite**

### Recycled Rubber / safety flooring



**Pigmented rubber**  
Color TBD  
Exercise Area  
Hardscape Type 5

### Accessories



**Welded wire-mesh**  
Metal



**Trash Bin**  
Concrete with stainless steel top;  
Metalco Pod litter bin;  
texture: PSI;  
color: 101B



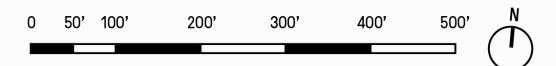
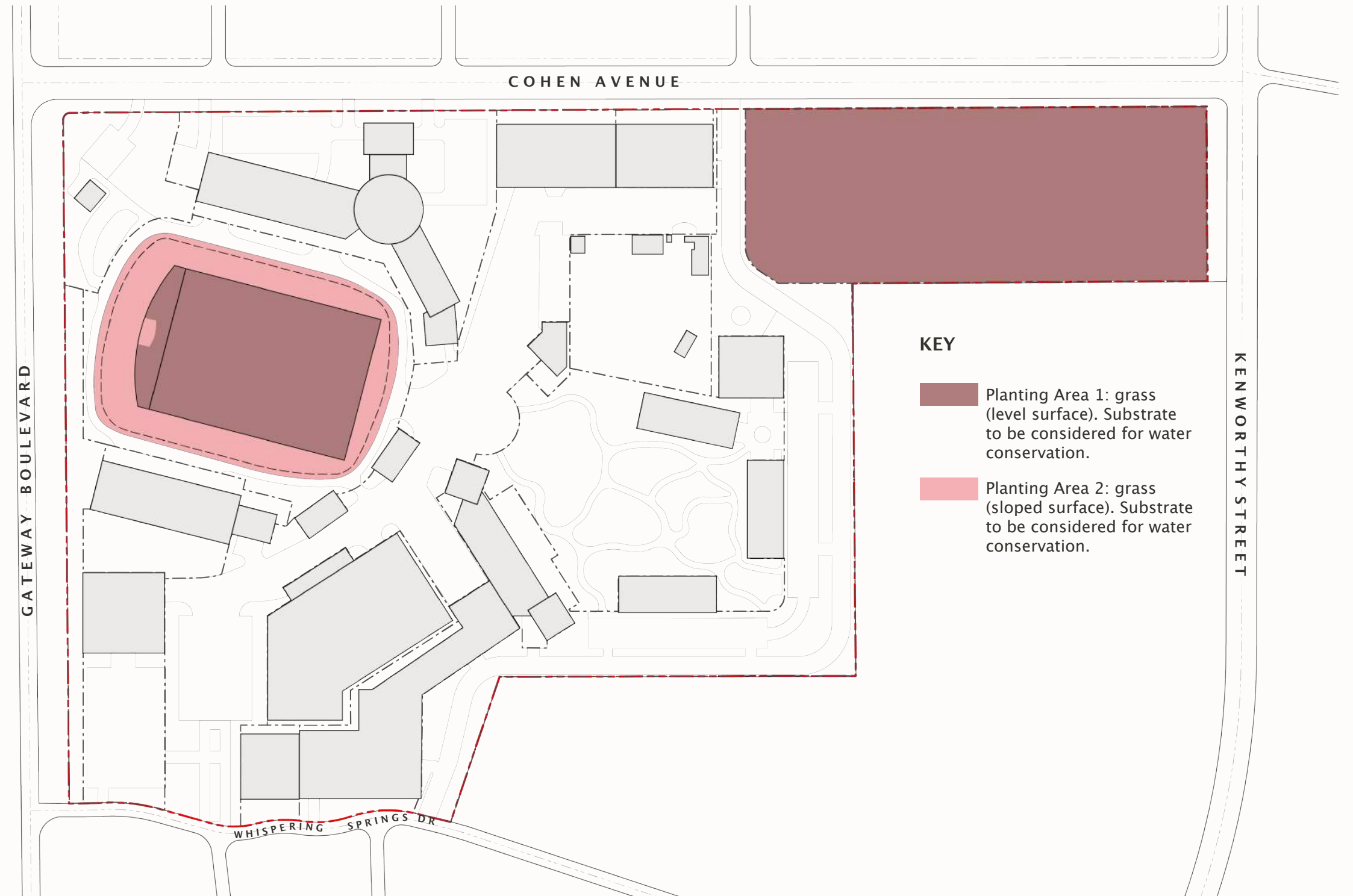
### Multi Use Games Area (MUGA)

Recommend looking into Kompan MUGA sports fields. Sports fields are arranged so that spaces and surfaces can be used for different sports, maximizing space and use.



# 3.11 D. SPORTS FIELD AND PRACTICE FIELD — PLANTING STRATEGY

## LOCATION DIAGRAM





# 3.11 D. SPORTS FIELD AND PRACTICE FIELD — PLANTING

## TREE AND PLANTING SELECTION

### Grass



Cynodon  
dactylon  
Planting Area 1

Buch Dacty  
Planting Area 2

**Note:**

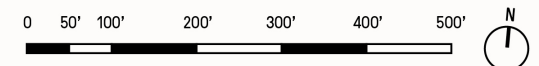
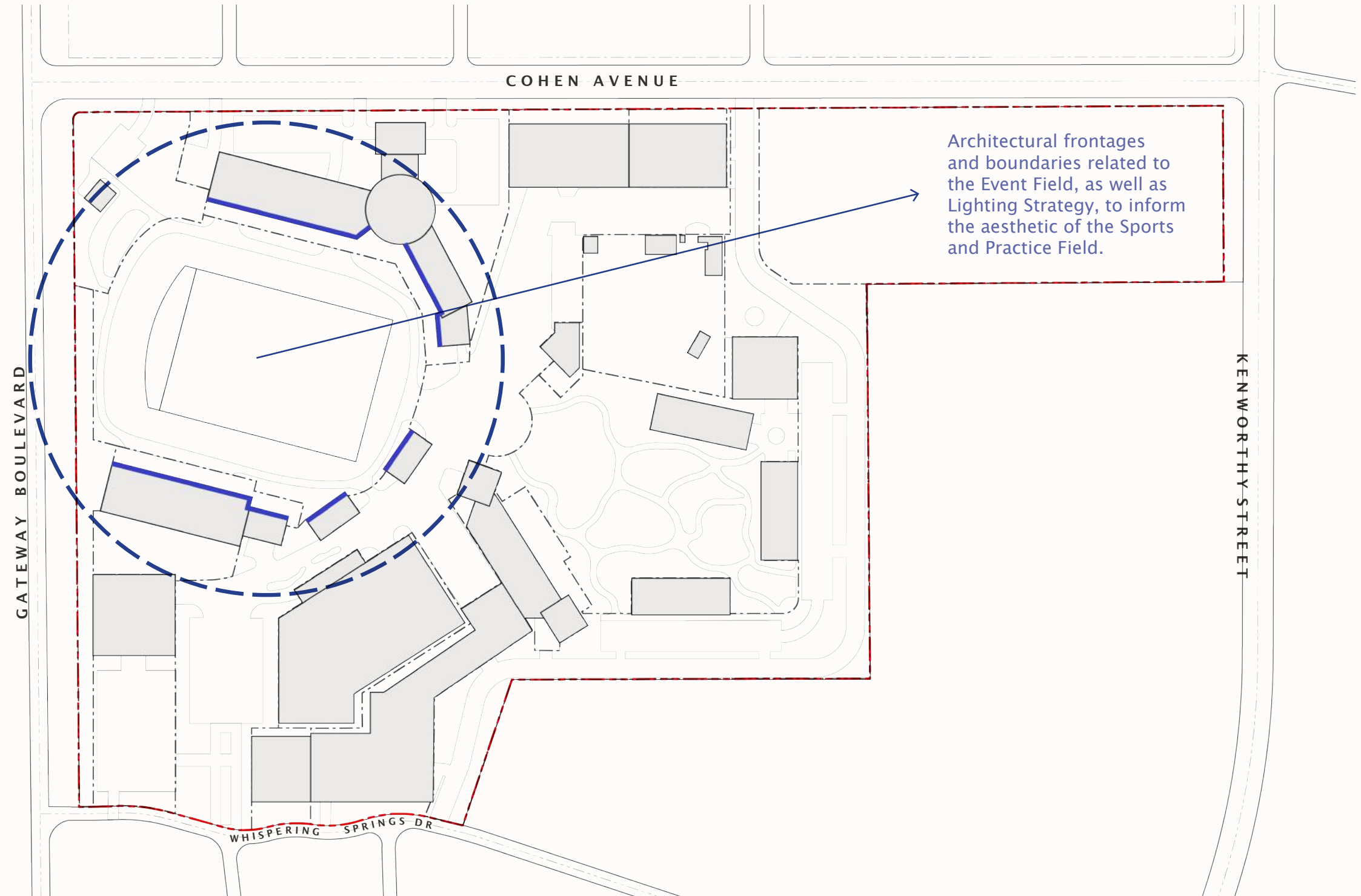
Alternate option to use hardscape rather than softscape for ground treatment to comply with sports requirements based on City of El Paso and Public / private partnership agreements.



### 3.11 E. SPORTS FIELD AND PRACTICE FIELD — ARCHITECTURE: MASSING / FAÇADE STRATEGY

#### Sports Field and Practice Field related Frontages

- No buildings / frontages are included in the Sports Field and / or Practice Fields.
- Site accessories, lighting, furnishing and shade elements should be complementary in style, theme and aesthetic as well as be in line with the character of the Event Field, in particular in elements related to fencing and gates.
- The Sports Field and Practice Field occupy the perimeter of the site, on the Northeast side and the boundary treatment, fencing and / or demarcation of the District should be in line with the overall aesthetic and quality of the site, without reducing craftsmanship or quality in any part of the design and installation.
- Materials to be used are to be robust and Eco-friendly.





### 3.11 E. SPORTS FIELD AND PRACTICE FIELD — ARCHITECTURE: MASSING / FAÇADE



Hardscape per sports requirements.



Softscape per sports requirements.

**Note:**

Alternate option to use hardscape rather than softscape for ground treatment to comply with sports requirements based on City of El Paso and Public / private partnership agreements.

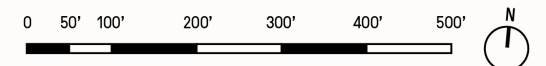
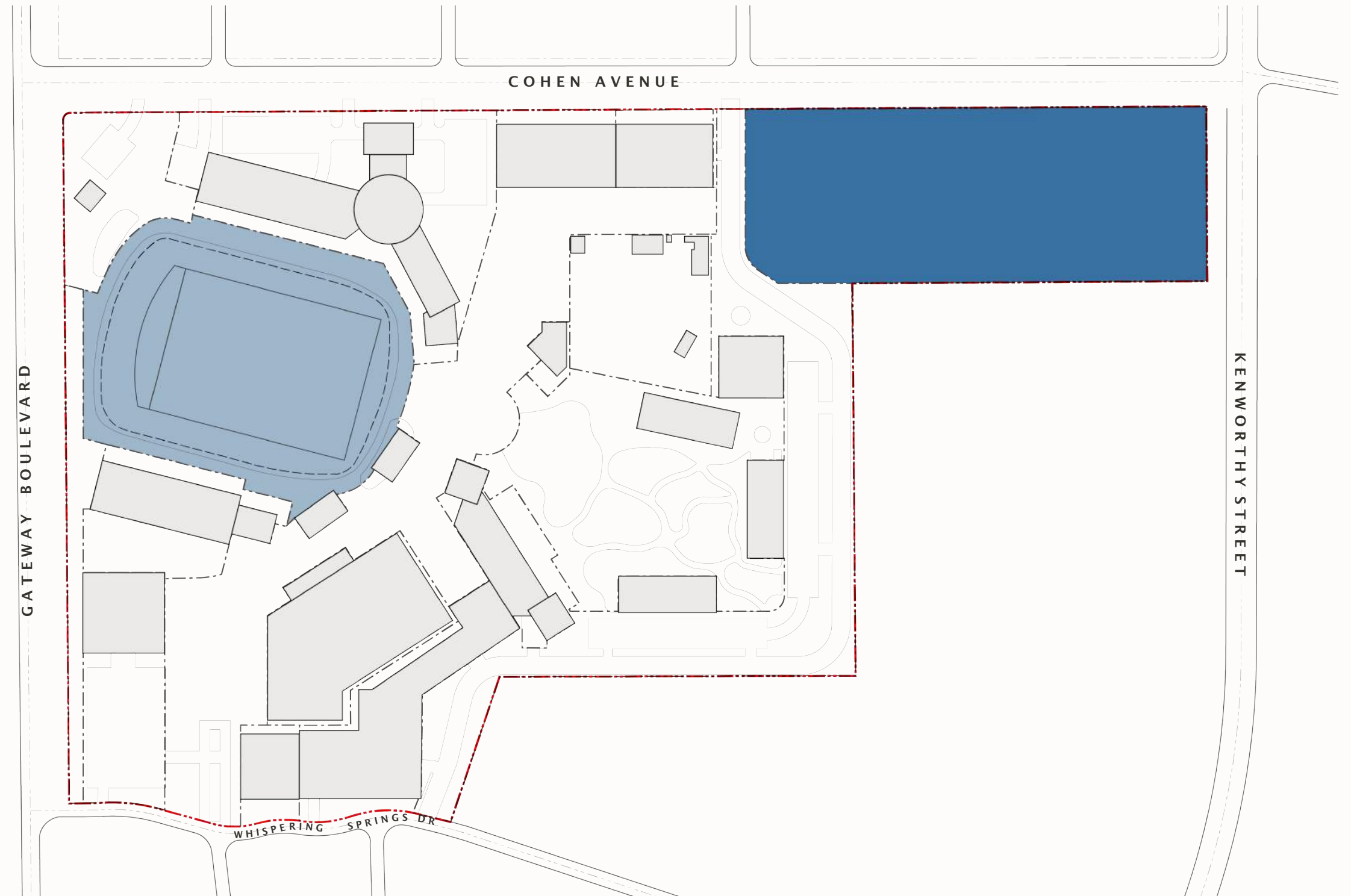


## 3.11 F. SPORTS FIELD AND PRACTICE FIELD— LIGHTING STRATEGY

### LOCATION DIAGRAM

#### Sports Field and Practice Field

- Site accessories, lighting, furnishing and shade elements should be complementary in style, theme and aesthetic as well as be in line with the character of the Event Field, in particular in elements related to fencing and gates.
- The Sports Field and Practice Field occupy the perimeter of the site, on the Northeast side and the boundary treatment, lighting, fencing and / or demarcation of the District should be in line with the overall aesthetic and quality of the site, without reducing craftsmanship or quality in any part of the design and installation.





# 3.11 F. SPORTS FIELD AND PRACTICE FIELD — LIGHTING LIGHTING FIXTURES

Iconic / sculptural lighting to match or be related in design and concept to lighting used in Event Field, and to complement lighting in internal District streetscape nearby.

Lighting to go beyond function and into the realm of art and sculptural element.

Sports and field lighting as well as lighting for public areas, pedestrians and access routes are to be part of the lighting strategy and be treated as a whole.









# CONCLUSION



The City of El Paso has prepared these Design Standards to ensure the Vision for the Cohen Entertainment District is executed successfully with top quality architecture and landscape in a culturally rich and dynamic entertainment zone, year-round. These standards will help guide the design process and ensure the design intent is followed; doing this will allow the project to be read as one seamless District, on opening day, as well as in all its phases of development.

The intent of the Design Standards is to provide a standard framework for design guidelines and ensure the character and aesthetic of the spaces created are cohesive and beautiful, allowing the Cohen Entertainment District to become a timeless gem for the City. The goal is for the Cohen Entertainment District to flourish and grow alongside its user and be ever-relevant: with universal design principles, sustainable measures and amazing public spaces that are inviting, comfortable, fun and safe.

The City of El Paso has spent time with the extended team developing not only these Design Standards, yet also the Vision Book which precedes it. These two documents are meant to be used together as they complement and reinforce each other; the Brand Identity, found in both of them, should also be taken into account in any proposal.

The City of El Paso is committed to realizing this project and as such, will ensure that the design, planning and implementation of the Cohen Entertainment District and its Vision is honored. Through the use of this tool (The Design Standards), the City of El Paso will be able to interpret the relevance of future proposals, and judge whether they are in-line with the guidelines in this Document.

Flexibility is built into this Document and certain design aspects are at the discretion of the City, however, what is not negotiable is the intent of the standards. Future proposals are to provide design solutions that place the District at the highest level of performance, providing a project that reads as one and is built to last.

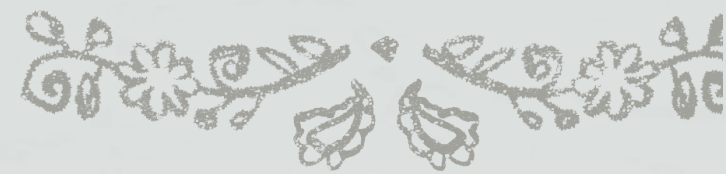
As the City of El Paso continues to commit to its citizens and to its civic values, it will continue to take into account changing community needs, coupled with City goals, resources and time.

The Cohen Entertainment District is in the process of becoming and welcomes its users to aid in the momentum in making this project a reality for the near future.





APPENDIX  
COHEN BRAND IDENTITY





# EVOKING A COHEN BRAND?

Cohen Entertainment District will provide guests, both local or visiting a unique and diverse gathering place under the sun. It will draw from all surrounding regions those seeking to enhance their senses for dining, entertainment, special events, or staying cool on hot sun-shining days.

The brand must also honor the legacy of El Paso as the “Sun City” while also acknowledging the overall district as a communal space for gatherings. Concepts of unity, family and environment were pursued, synthesizing into simpler forms for the districts logo identity.





PRELIMINARY CREATIVE -  
BRAND IDENTITY





# PRELIMINARY CREATIVE - BRAND IDENTITY

Concept 1

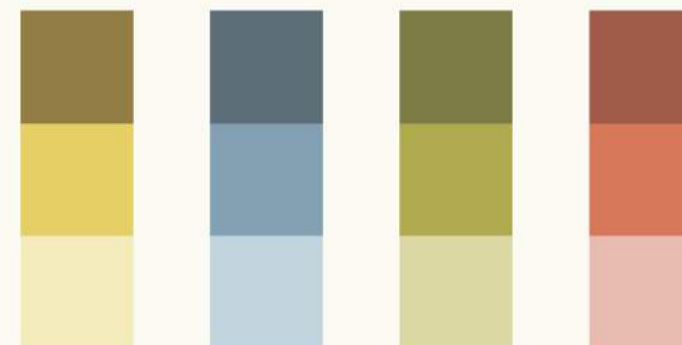


HTF GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

HTF GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

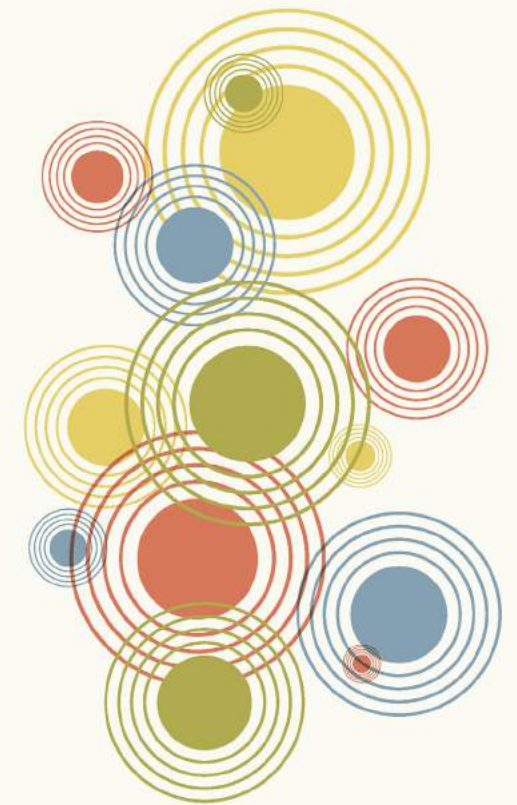


Sol

Cielo

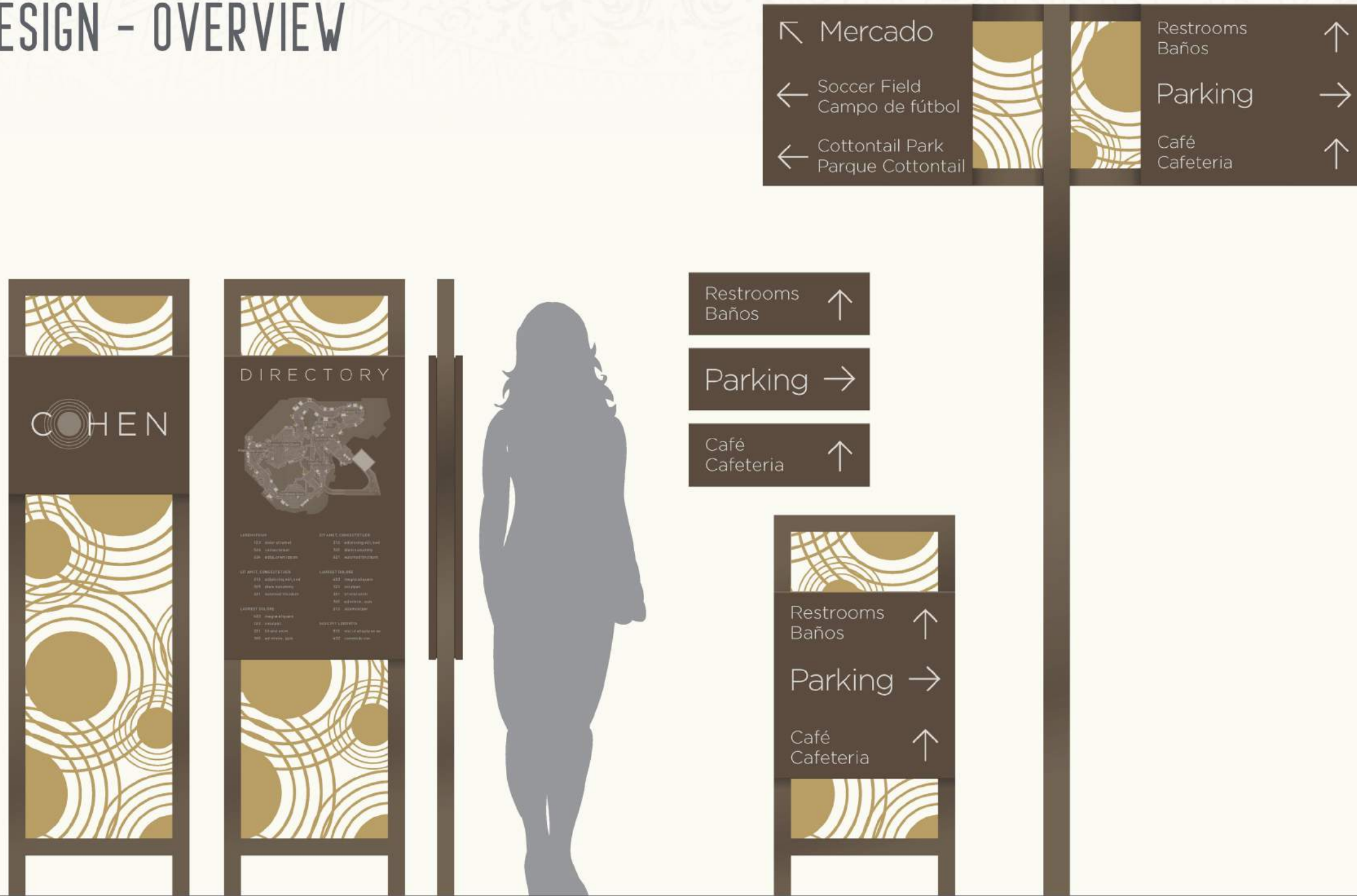
Palo Verde

Red Yucca





# WAYFINDING DESIGN - OVERVIEW







↖ Mercado		Restrooms Baños	↑
← Soccer Field Campo de fútbol		Parking	→
← Cottontail Park Parque Cottontail		Café Cafeteria	↑

**DIRECTORY**

<b>GREEN HOUSE</b>	<b>UP HALL, CONNECTIVE</b>
123 - 1st floor	270 - 2nd floor
124 - 3rd floor	271 - 3rd floor
125 - 4th floor	272 - 4th floor
<b>UP HALL, CONNECTIVE</b>	<b>LOBBY HALL</b>
273 - 1st floor	400 - 1st floor
274 - 2nd floor	401 - 2nd floor
275 - 3rd floor	402 - 3rd floor
<b>LABORATORY</b>	<b>RECEPTION</b>
403 - 1st floor	403 - 1st floor
404 - 2nd floor	404 - 2nd floor
405 - 3rd floor	405 - 3rd floor



# WAYFINDING DESIGN - PARKING GARAGE





# CONCEPT 1 - GRAPHIC ELEMENTS

## Recommended Fonts

HTF GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

HTF GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Environmental Accent Graphics

Circle cluster pattern



## Recommended Colors

Based on Pantone color system



## Recommended Materials and Processes

CNC Cut Metal



Powder Coated Metal



Vinyl Graphics



Sintra PVC Board








# IDENTITY DESIGN EXPLORATION



# PRELIMINARY CREATIVE - BRAND IDENTITY







# ARRIVAL STATEMENT CONCEPT

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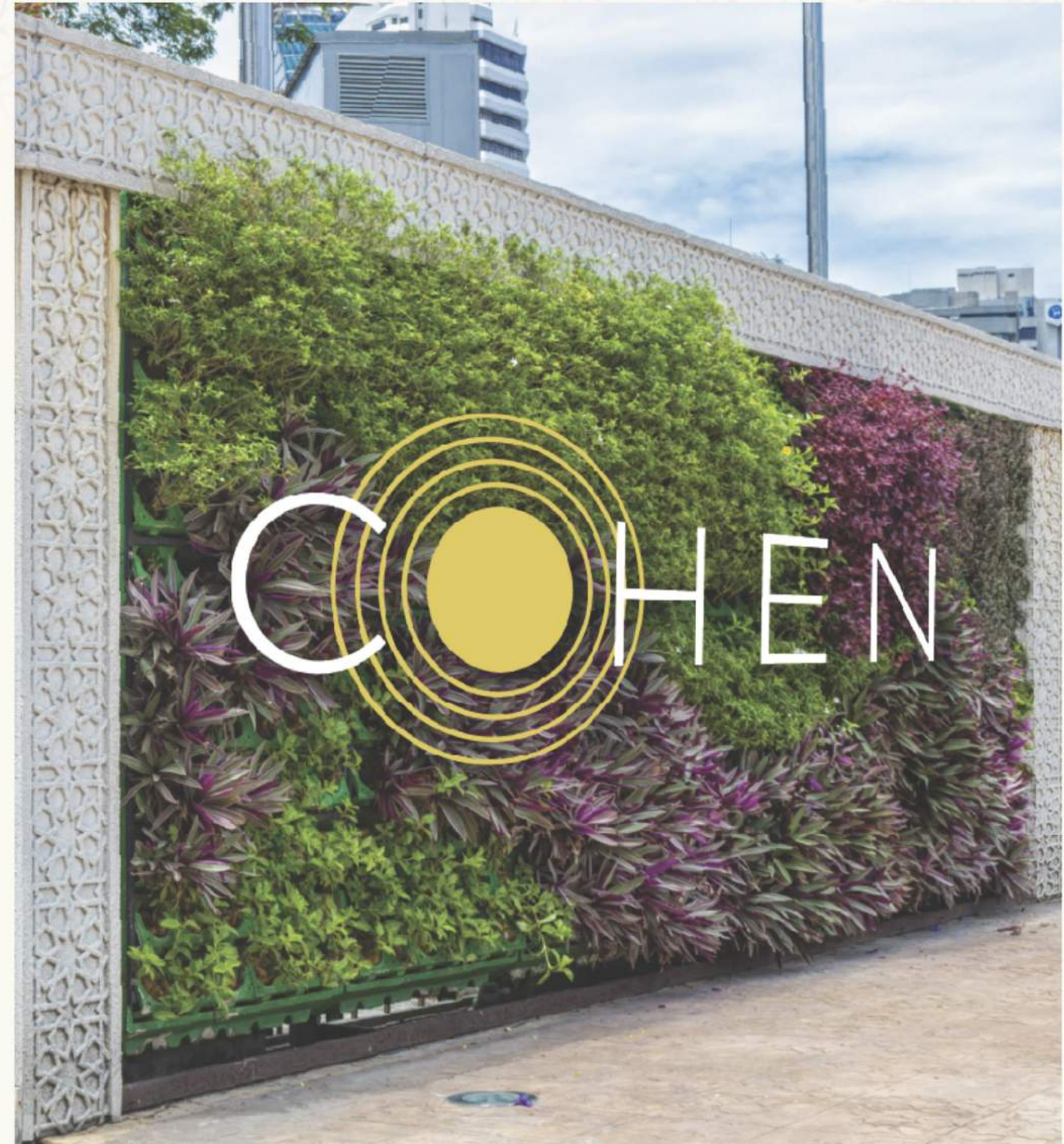
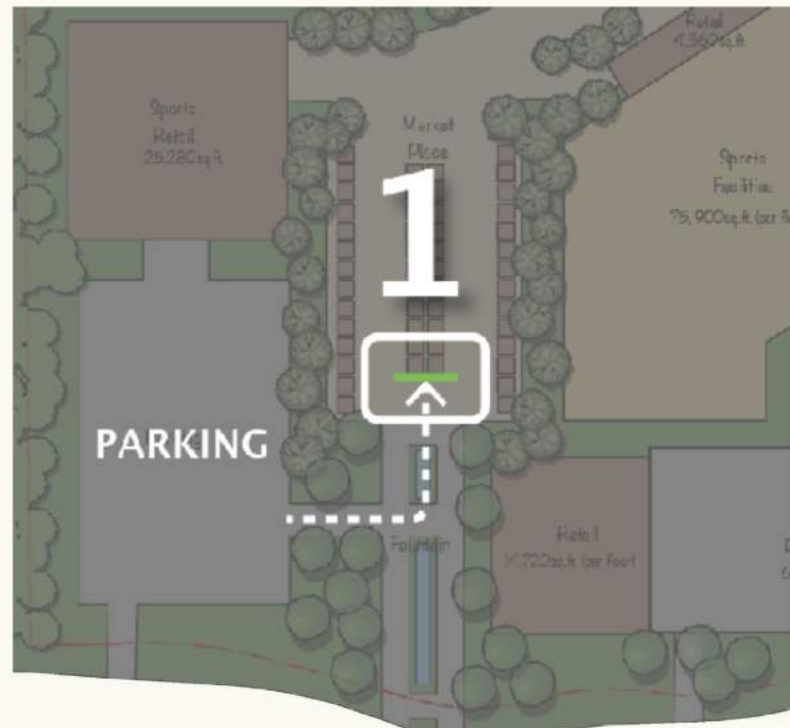
# INSPIRATION FOR ENVIRONMENTAL GATEWAY CONCEPT, AREA 1





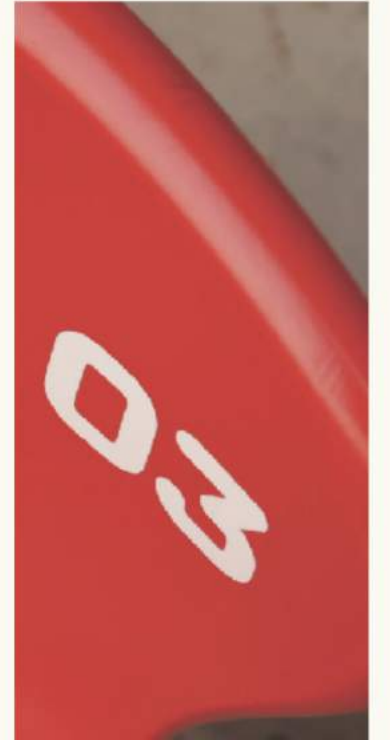
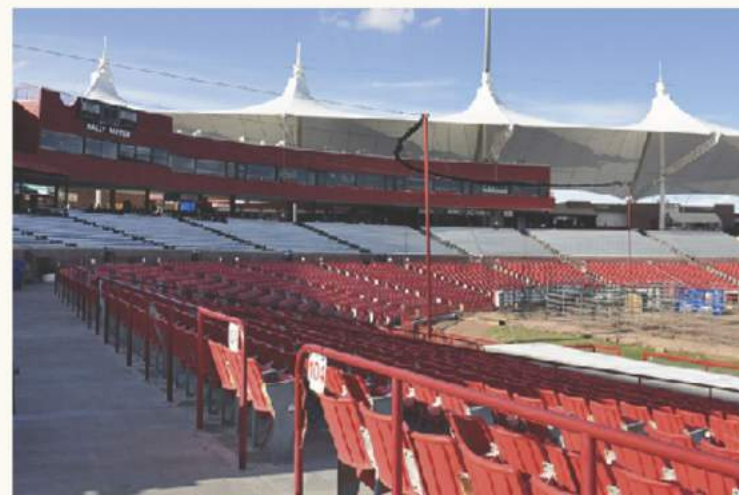
# ENVIRONMENTAL GATEWAY CONCEPT, AREA 1

- Wall is positioned against back-to-back 10'X10' retail units
- Vertical garden comprised of various succulents
- Large Cohen name/logo pin mounted, offset from wall





# INSPIRATION FOR ENVIRONMENTAL GATEWAY CONCEPT, AREA 2





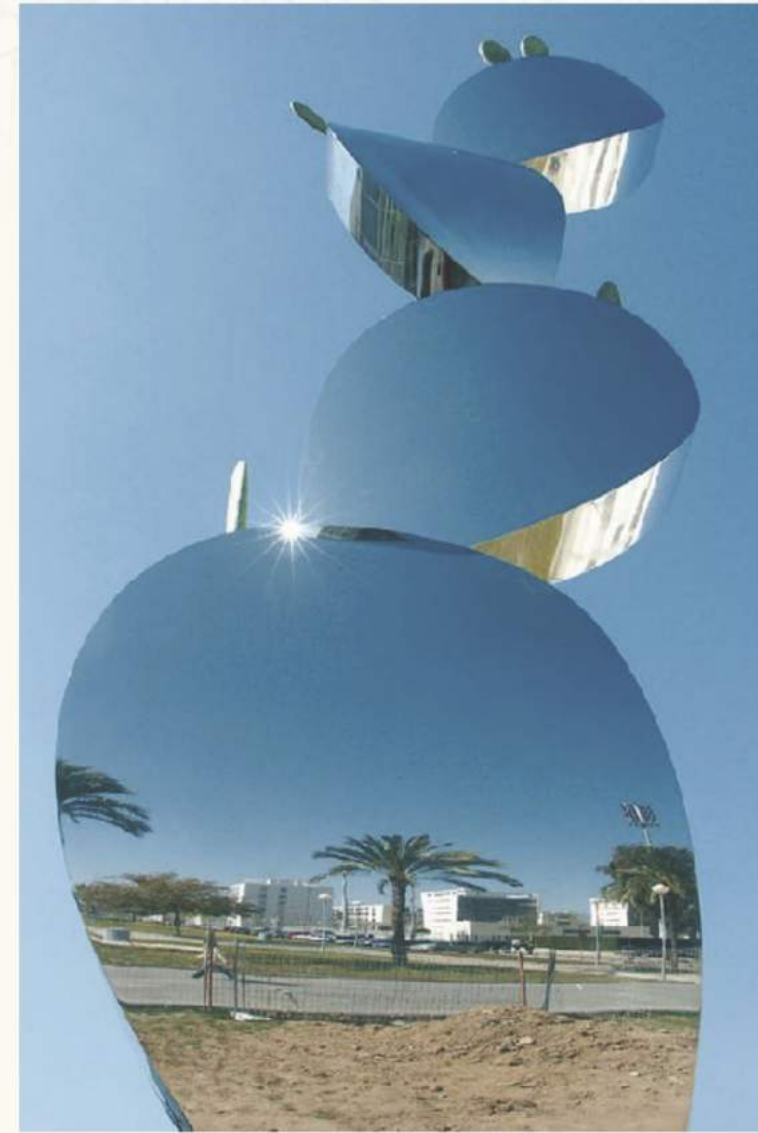
# ENVIRONMENTAL GATEWAY CONCEPT, AREA 2

- Promenade canopy
- Inverted Cohen stadium seating
- Creates unique, Instagram-worthy moment





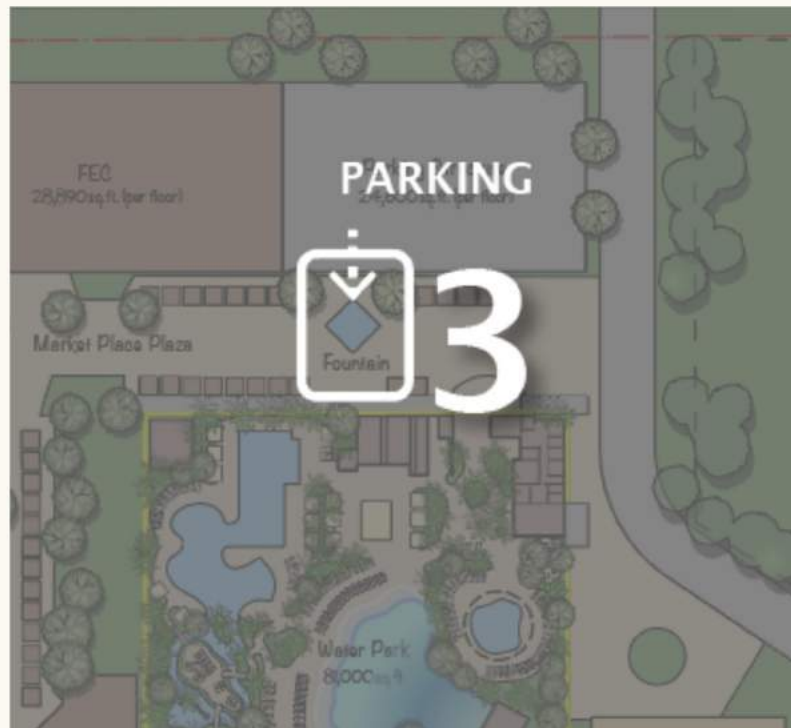
# INSPIRATION FOR ENVIRONMENTAL GATEWAY CONCEPT, AREA 3





# ENVIRONMENTAL GATEWAY CONCEPT, AREA 3

- Large Mexican poppy sculpture
- An ode to the El Paso annual poppy festival
- Pedals would be slightly transparent to hold light
- Evening uplighting creates dramatic arrival





# ENVIRONMENTAL GATEWAY CONCEPT, AREA 4

- Placemaking wayfinding sign
- Simpler environmental design concept from less dense northwest entry





# ENVIRONMENTAL GATEWAY CONCEPT, AREA 5

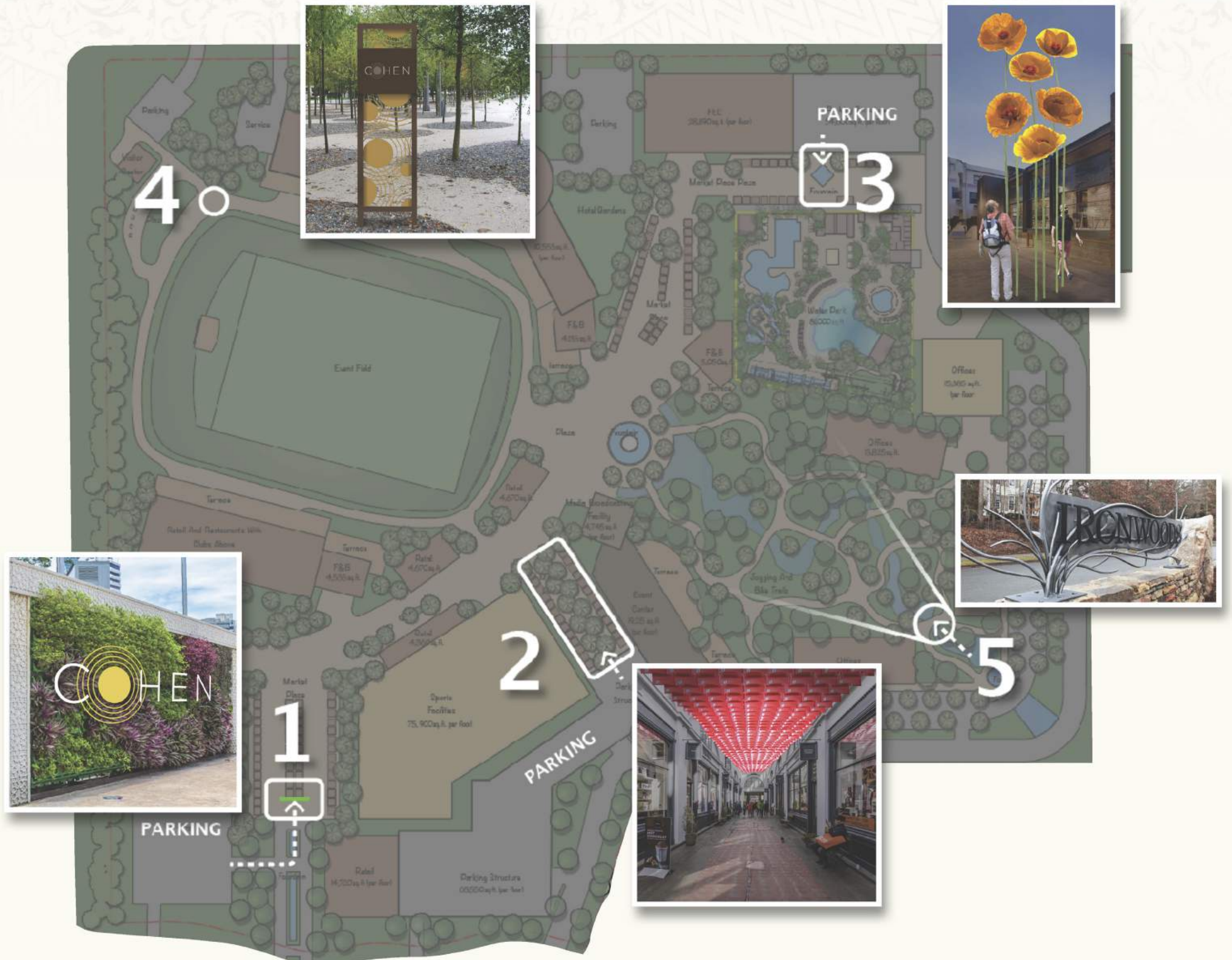
- Unique gateway sign announces Cottontail Park and provides photo opportunity with arroyo in background
- POV desert garden view-shed provides spectacular view





# COHEN ARRIVAL 'MOMENTS' OVERVIEW

- Proposed design concepts of arrival for Cohen Entertainment District are identified at right





CITY OF EL PASO

