



CITY OF EL PASO  
COHEN ENTERTAINMENT DISTRICT VISION BOOK



AUGUST 29, 2018





swa

mycotoo  
The entertainment development company

HLB



# EXECUTIVE SUMMARY

The City of El Paso has commissioned SWA to prepare Design Standards for the Cohen Entertainment District, located at 9700 Gateway N. Boulevard, El Paso, Texas. As a very important precursor to this endeavor, a clear vision needs to be established, one that sets the tone and the direction for future development to be high in quality and cohesive in all elements comprising the built environment: from the architecture, its style and aesthetic, to the lighting types and landscape elements carefully arranged to create beautiful public spaces. In addition, the Cohen Entertainment District is to be a place where the elements of entertainment bring people together to join in an experience, to create memories in a well-executed project, one where the selected activities on offer, whether part of private or public initiatives, are inviting and specific, a place that brings the community together; a destination in its own right.

The team involved in this wonderful opportunity to support the city in its ideation of an entertainment center, comprised of three firms: Mycotoo, SWA and HLB Lighting. Mycotoo lead the efforts for the vision, creating the identity for this

unique place. From establishing the “look and feel” of the District, to creating a robust master plan with a Guest User Experience, its own branding and wayfinding. These efforts are contained in this Vision Book, and in the following pages presented in large part through imagery / mood boards, which allude to and give direction on the intent.

SWA and HLB supported Mycotoo in their vision, through their specialty: SWA in landscape architecture and through guiding principles for sustainable placemaking; HLB through contributing in their lighting expertise to help create safe areas, responsive to the intended character and vision. Both SWA and HLB will continue on to prepare the Design Standards which will take the contents of this Vision Book, and with greater refinement and detail, establish a road map to achieve the vision through the standards. Details of the Design Standards will be included in that document, while this document, the Vision Book, will serve as a reference, available as the constant, which holds the vision; the intent and the aspirational qualities of this very special place in El Paso.





The Cohen Entertainment District will be an active place; a place to go and do things, a place to find new events; and inviting district which is safe at night and a place for people of all ages.



The Cohen Entertainment District will provide access and facilities to those interested in exploring the district by foot or bike, or using public transportation so as not to limit the experience to a vehicular one.







The Cohen Entertainment District will be desirable; a destination which attracts the local community, and extends its reach to regional areas and even across the border to those in Ciudad Juarez and beyond.









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# VISION BOOK PURPOSE

- Sets clear the Vision, Branding and Wayfinding for the site and its development.
- It is a stand-alone document which supports and precedes the Design Standards which will be used by the City of El Paso, and others (artists, architects, developers, investors, to name a few) interested in its design, performance, entertainment offer and implementation process.
- Relies heavily on 'mood boards' and imagery to convey the desired aesthetic, style, 'look and feel' and branding of the development.







# I. GUIDING PRINCIPLES







Cohen Entertainment District will become a retail entertainment destination that will attract sports aficionados, families, business travelers and outdoor enthusiasts.

Design Standards will be created to strengthen the identity and brand of Cohen and uses Guiding Principles to inform the creation of these complementary elements:

1. Cohesive Master Plan & Guest Experience
2. Landscape Design and Site Development
3. Environmental and Architectural Lighting





## 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 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 PLACE FOR ALL



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

## A RESILIENT SYSTEM



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

## GREAT ACTIVE FIELDS AND OPEN SPACES



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

## 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).



## 2. VISION



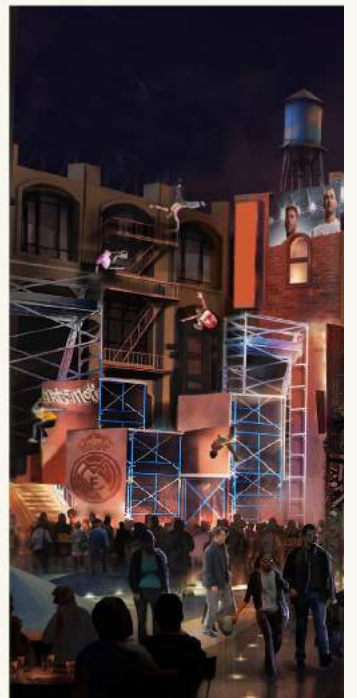
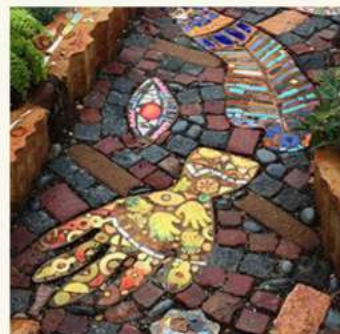


# HONORING LEGACY THROUGH INTEGRATED ENTERTAINMENT





SNAPSHOTS OF THE COHEN ENTERTAINMENT DISTRICT





## Background

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.



## 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.

Come for a day or come for a weekend.

Follow one of our paths or make your own.

Cohen Entertainment District is a story just starting to be told.



# 3. THE SITE







## CITY OF EL PASO

- 1 Site (Cohen Stadium)
- 2 Fort Bliss Military Reservation
- 3 Franklin Mountains
- 4 Biggs Army Airfield
- 5 Fort Bliss
- 6 El Paso International Airport
- 7 Downtown El Paso
- 8 El Paso Zoo
- 9 Upper Valley
- 10 Ciudad Juarez, Mexico

The site is located along the 54 Highway (Patriot Freeway), next to the parallel road: Gateway North Boulevard in the corner with Cohen Avenue. It is east of the Franklin Mountains, close to Highway 375 (East / West), which traverses the city and links to the Upper Valley. Its location, so close to the intersection where these major roads meet, is ideal for accessing from different parts of the city.

With easy access from the North / South 54 Highway, visitors crossing from the border at Ciudad Juarez, or arriving in a nearby airport can easily take the road directly to this wonderful destination. Some 20 minutes away by car, it is not long before one reaches the site from historic Downtown or other city attractions, such as the El Paso Zoo.

In addition, the site is part of an area, between the 54 and the 54 (bus) Highways, that supports nearby residential and institutional zones. Since the Biggs Army Airfield and Fort Bliss are in the vicinity to the East, the site as it rolls away from the Franklin Mountains, offers expansive views to the natural landscape, less densely developed.

The Castner Range - Fort Bliss Military Reserve on the base of the Franklin Mountains to the West, also offers a beautiful protective landscape to regard.

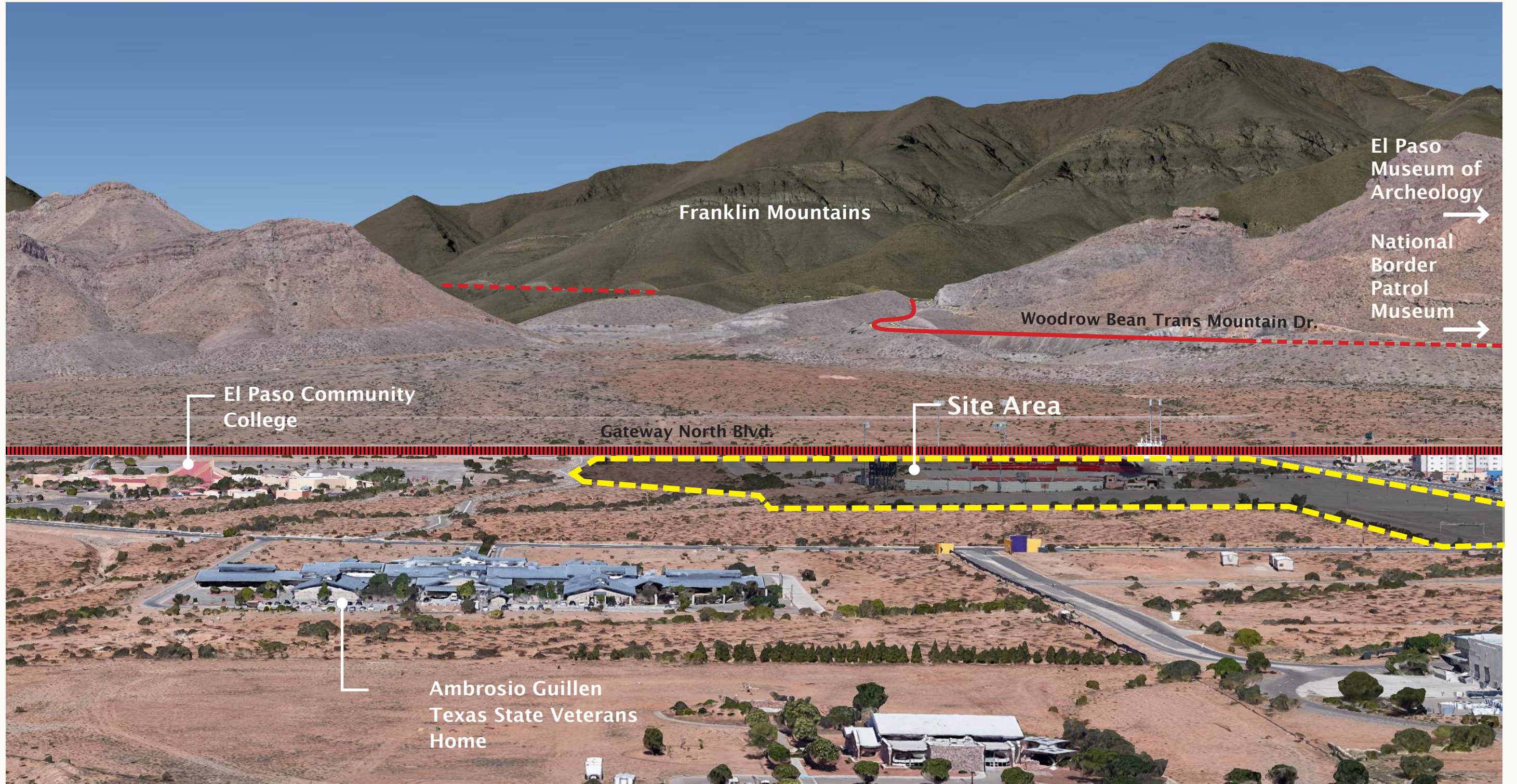


The site is located in the current Cohen Stadium and surrounded on three sides by major roads. The setting of the site is heavily influenced by the beauty of the Franklin Mountains, which rise right behind it. These mountains will create a backdrop and constant reminder to being in El Paso, the “sun city”, while engaging in outdoor recreational and entertainment activities.



COHEN STADIUM SITE





Franklin Mountains

El Paso Museum of Archeology

National Border Patrol Museum

Woodrow Bean Trans Mountain Dr.

El Paso Community College

Site Area

Gateway North Blvd.

Ambrosio Guillen Texas State Veterans Home





# 4. PRELIMINARY MASTER PLAN

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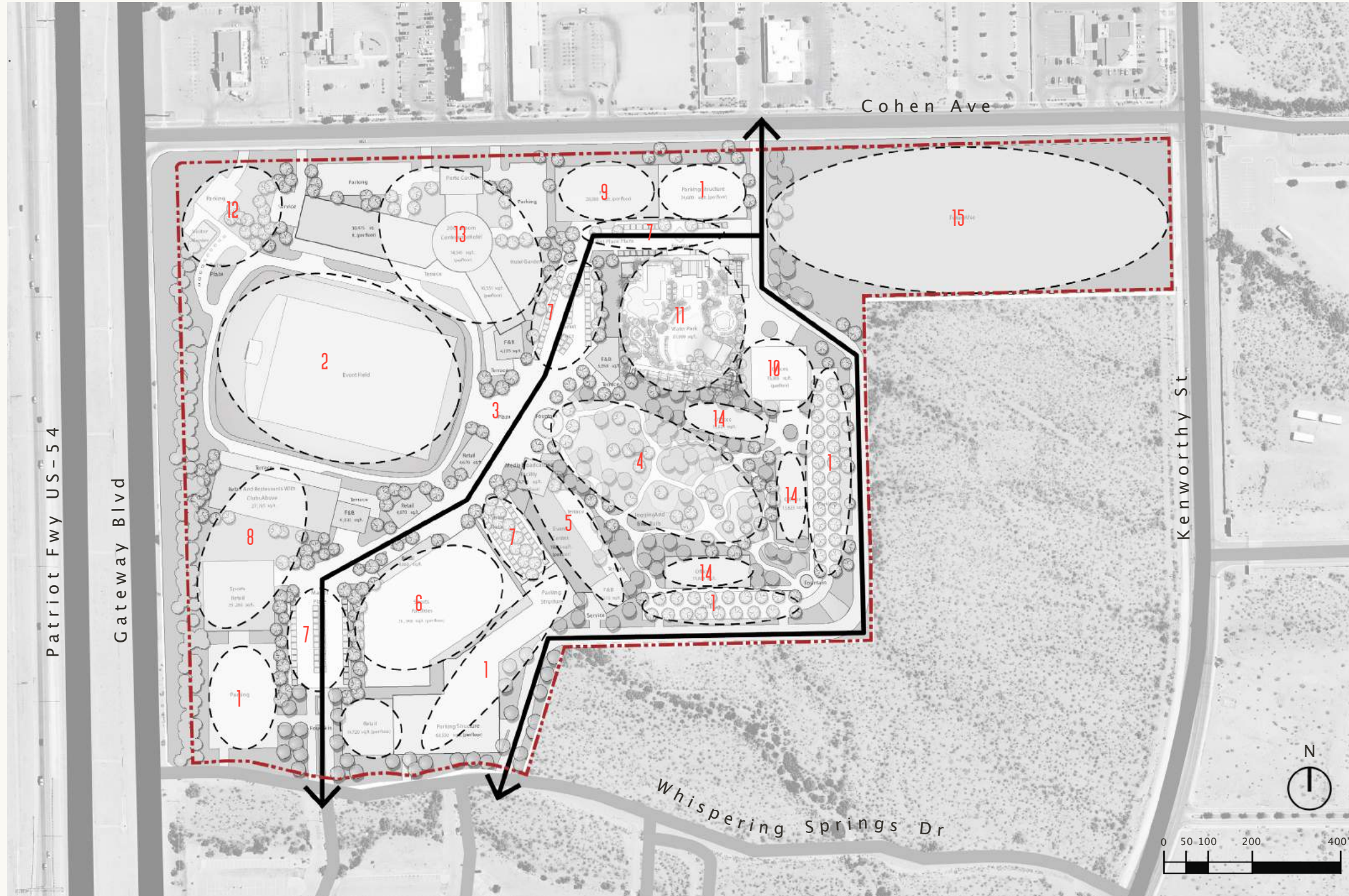
The master plan was created after an analysis of the site conditions and careful attention to the programmatic requirements of an entertainment district. A few diagrams to follow include strategies used to create the master plan, and these include the Cohen Entertainment District's:

- Bubble Diagram
- Zones
- Program Breakdown
- Program Matrix
- Private vs Public Spaces
- Circulation and
- Grading Plan.

An overlap of the strategies above integrate to form the Preliminary Master Plan.



# COHEN ENTERTAINMENT DISTRICT – BUBBLE DIAGRAM

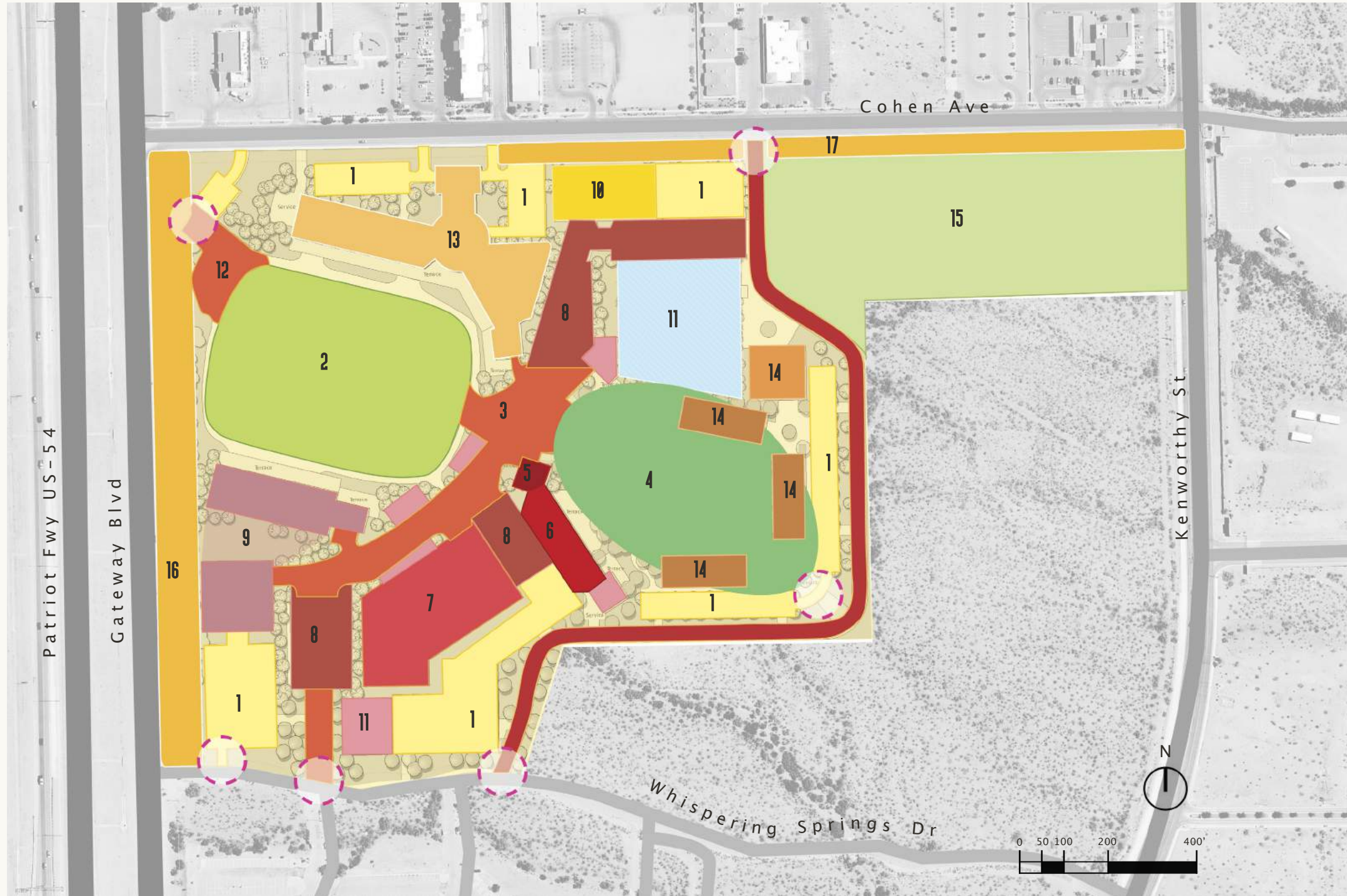


## List of Major Offerings:

1. Parking and Entrances
2. Cohen Field
3. Cottontail Plaza and Promenade
4. Cottontail Park
5. Keystone Events Hall
6. Arroyo Leagues Sports Complex
7. Mercado de Cohen
8. Acacia Square
9. The Family Room
10. Torbellino Neighborhood Water Park
12. Cohen Plaza
13. Hotel
14. Start-Up/Incubator Spaces
15. Future Use



# COHEN ENTERTAINMENT DISTRICT – ZONES

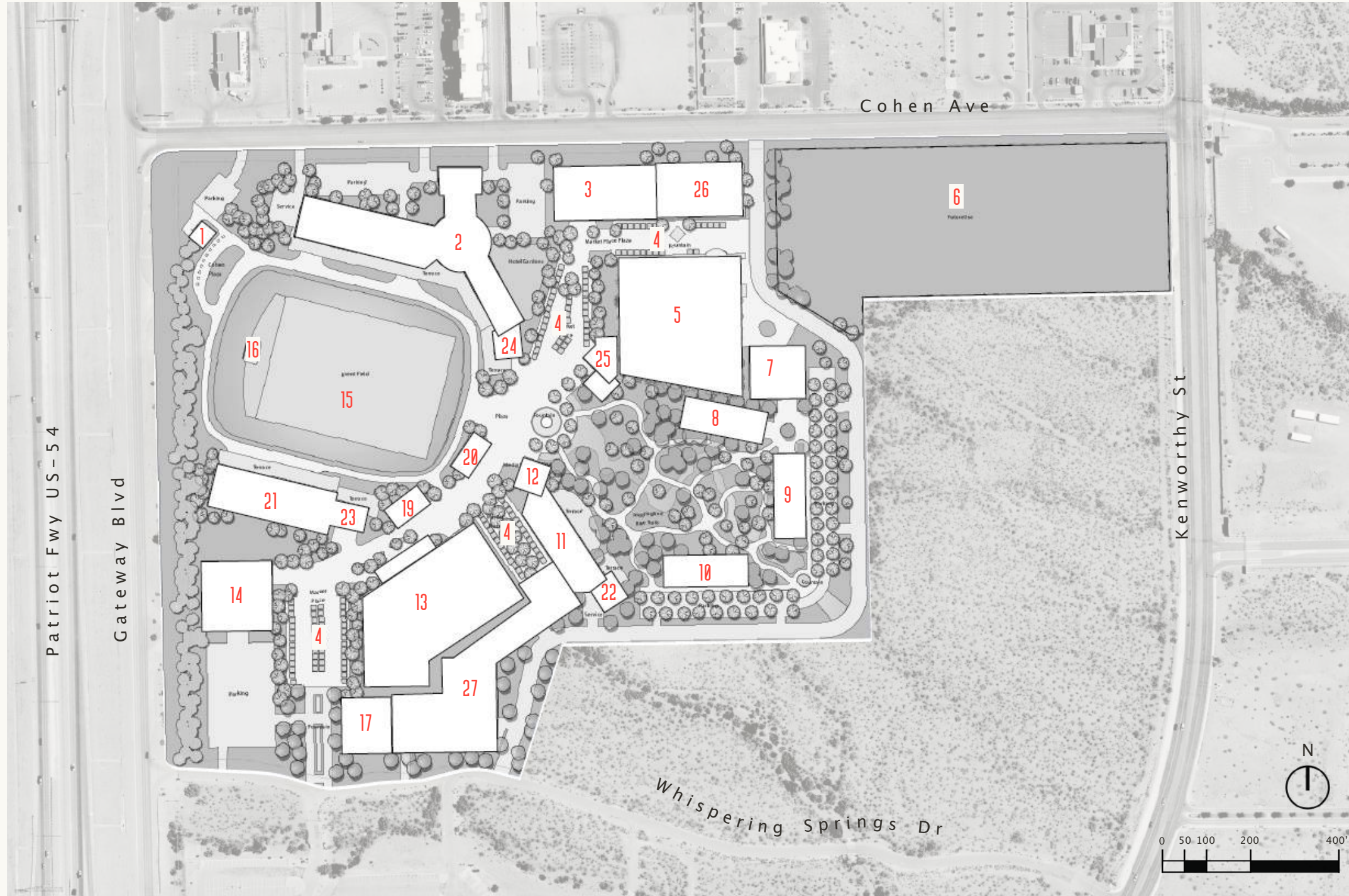


## List of Major Offerings:

1. **Parking and Entrances** – Accented wayfinding moments entries
2. **Cohen 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. **Future Use**
16. **Site Buffer Zone** – Freeway screening and signage
17. **Site Buffer Zone** – Landscaped areas, seating and shade



# COHEN ENTERTAINMENT DISTRICT — PROGRAM BREAKDOWN





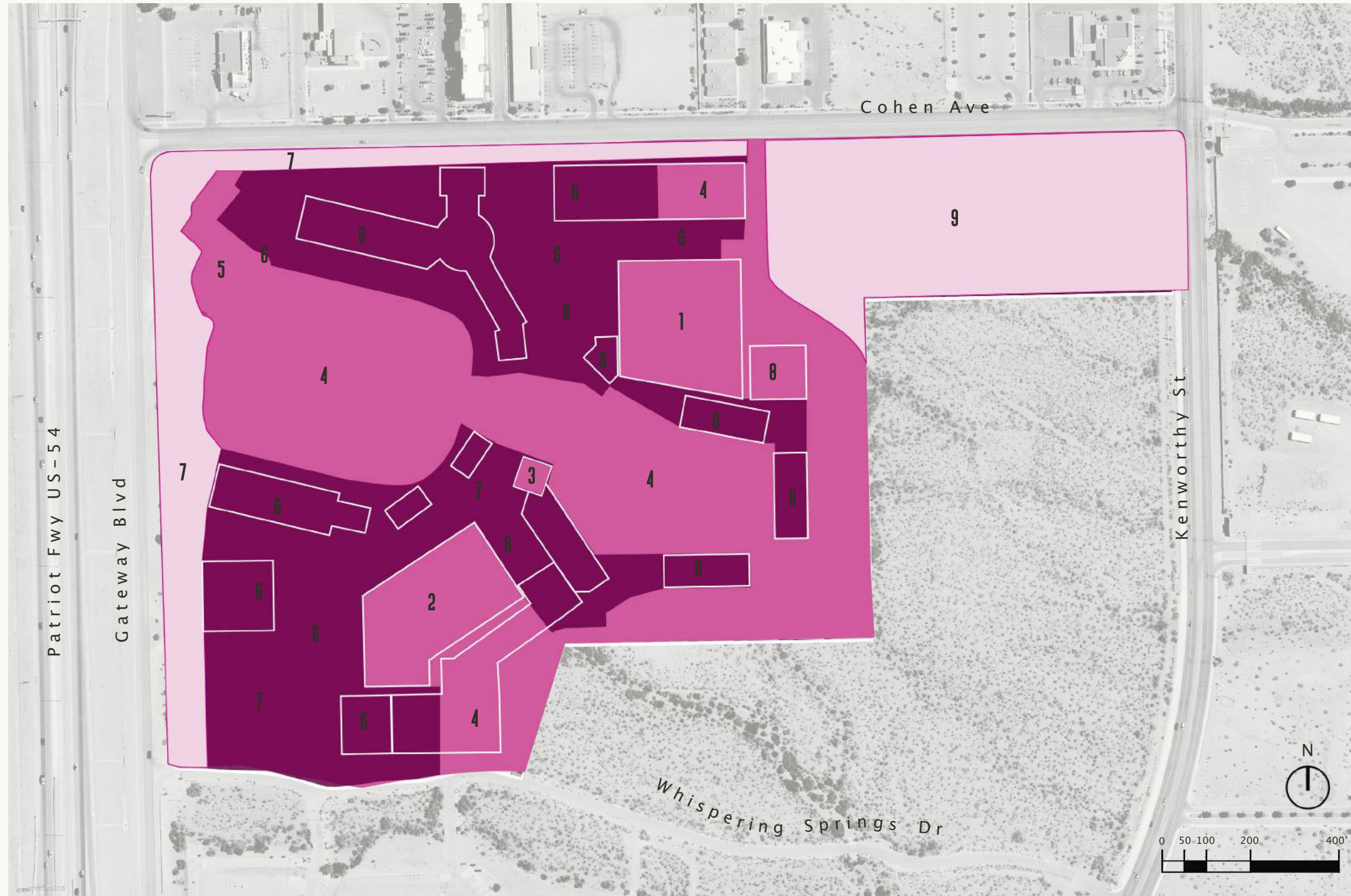
# COHEN ENTERTAINMENT DISTRICT – PROGRAM MATRIX

Location Key	Description	Footprint (sf)	Notes
1	Cohen Visitor Plaza	2,000	
2	Hotel	55,575	180–200 keys, includes conference facility Master plan assumption: some subterranean parking. Note that subterranean parking does not necessarily need to be fully subterranean – part of it could daylight in spots, which would eliminate the need for mechanical ventilation
3	The Family Room	28,890	Master plan assumption: Two level, including underground parking linked to the northeast parking lot.
4	Mercado De Cohen	19,872	12'x12' stalls. 138 stalls total. Total footprint of stalls is shown
5	Neighborhood Waterpark	81,000	
6	Future Use Area	300,000	
7	Office 1	15,385	
8	Office 2	13,825	
9	Office 3	13,825	
10	Office 4	13,825	
11	Keystone Events Hall	19,215	Master plan assumption: Event center is 2 levels – the lower level is at grade at the southern end of the building and is subterranean at the north end
12	Media Broadcasting Studio	4,754	
13	Sports Complex	75,900	Master plan assumption: the sports facility is 2 levels with both levels opening at grade. The lower level opens to the bottom level of the parking structure to the east and the upper level opens to the upper level of the parking structure to the east as well as the promenade to the west.
14	Sports Retail	25,280	
15	Event Field	122,700	

Location Key	Description	Footprint (sf)	Notes
16	Stage	1,670	Adjacent to event field
17	Retail 1	14,720	
18	Retail 2	4,360	
19	Retail 3	4,670	
20	Retail 4	4,670	
21	Retail and Restaurants with Clubs Above	27,785	Master plan assumption: 2 floors
22	Food and Beverage 1	4,515	
23	Food and Beverage 2	4,535	
24	Food and Beverage 3	4,135	
25	Food and Beverage 4	5,050	
26	Parking Structure 1	24,600	Master plan assumption: 2 levels shown on the plan with direct at-grade access to both of these levels. The east portion of the bottom level is at grade while the west end is subterranean due to the topography. If this structure is to support the waterpark, a portion of the marketplace and The Family Room, it may need to grow to as many as six levels. Will need to be reassessed once program is further defined.
27	Parking Structure 2	63,550	Master plan assumption: 2 levels with the bottom level at grade and the upper level at the promenade level. There may be more levels of parking required as the project program becomes more defined. The plan depicts the key parking levels required to provide direct access to all aspects of the project. If the project is phased, there may be no need for parking structures initially.



# COHEN ENTERTAINMENT DISTRICT – PUBLIC VS PRIVATE SPACES



## City Scope (Public)

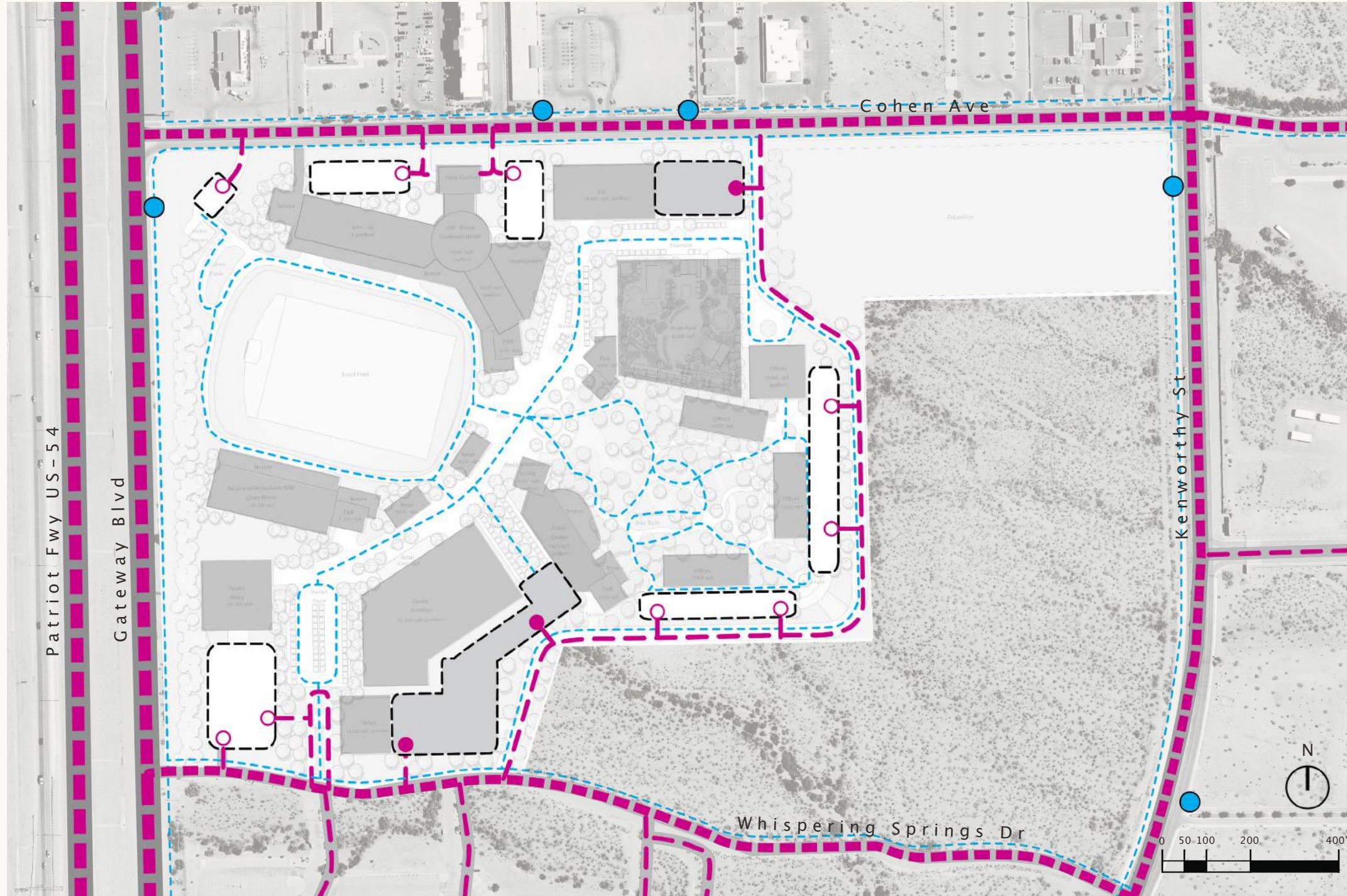
- 1. Water Park
- 2. Athletic Facility
- 3. Media Facility
- 4. Site Development
- 5. Cohen Facility

## Commercial Scope (Private)








- 6. Commercial / RD&E Facilities
- 7. Site Development
- 8. Offices
- 9. Future Use



# COHEN ENTERTAINMENT DISTRICT – CIRCULATION



Key:

-  Vehicular Circulation – Primary Road
-  Vehicular Circulation – Secondary Road
-  Vehicular Circulation – Local Road
-  On Grade Parking Entrance
-  Parking Garage Entrance
-  Pedestrian Circulation
-  Bus Stop





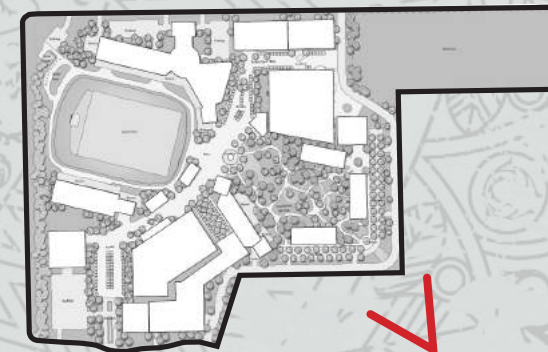


# COHEN ENTERTAINMENT DISTRICT – MASTER PLAN





# 5. INTRODUCING COHEN ENTERTAINMENT DISTRICT

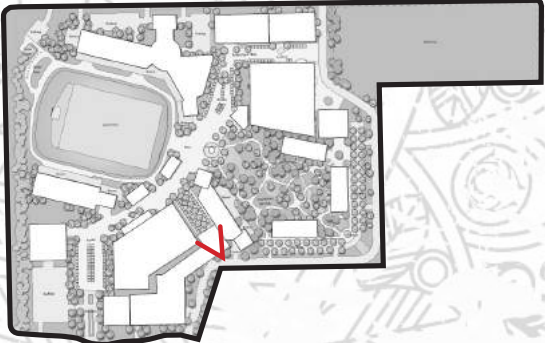








# PARKING AND ENTRANCES









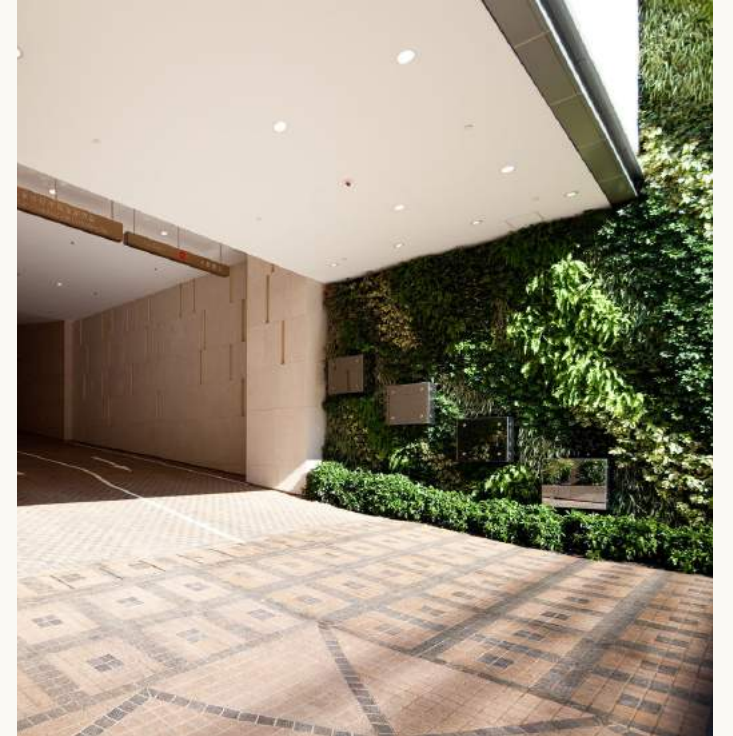
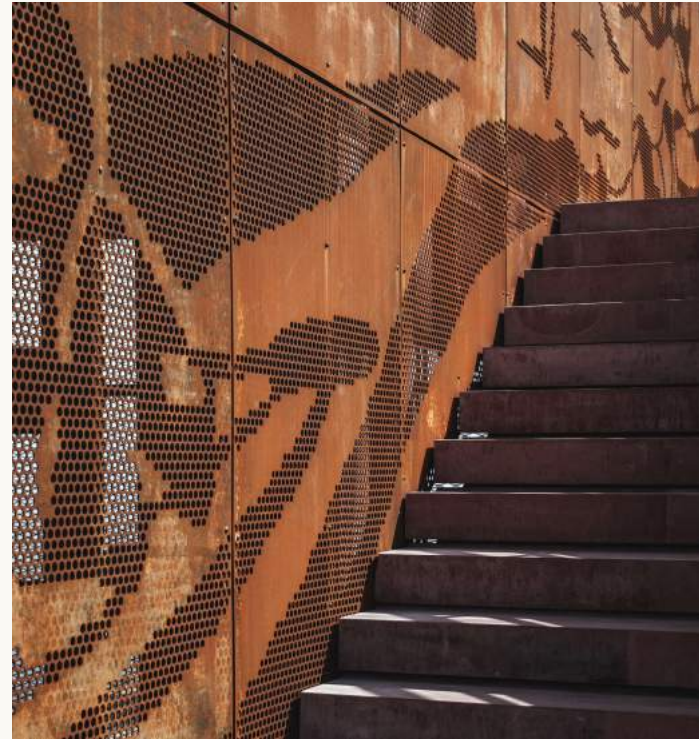
# PARKING AND ENTRANCES

As guests drive down the main entry road, they encounter powerful arrival statements – branded wayfinding and visually captivating entry icons. Guests traveling to Cohen Entertainment District have a couple of convenient, stress-free options for arrival. With their choice of above-ground and underground parking, guests enter at the celebratory Southside marquee [driving entry] or the slightly more subdued North entrance [walking entry]. On both ends, Cohen Entertainment District is perfectly poised to celebrate the Franklin Mountains, with memorable view sheds no matter the time of day or level of sun.



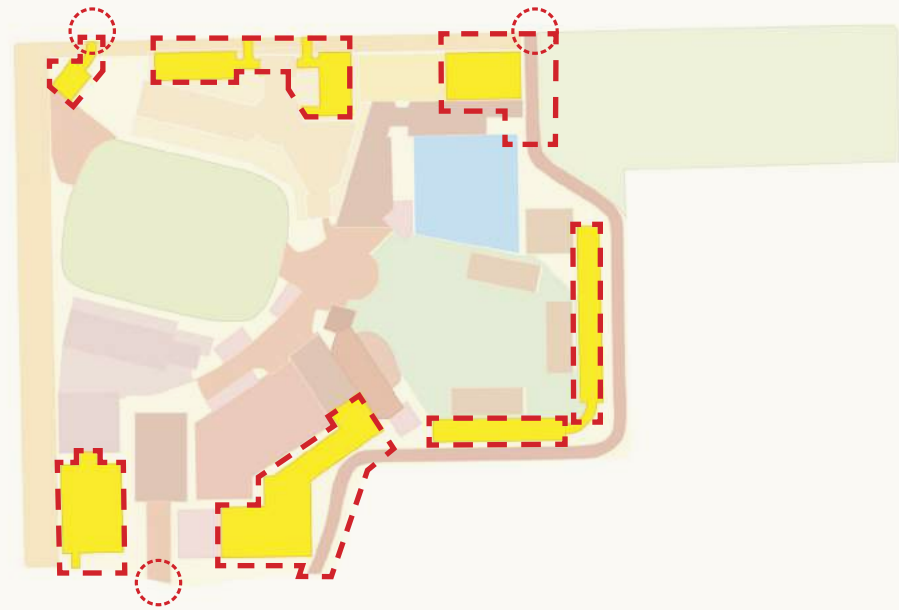


# PARKING AND ENTRANCES | PLACE





# PARKING AND ENTRANCES | PROGRAM & EVENTS

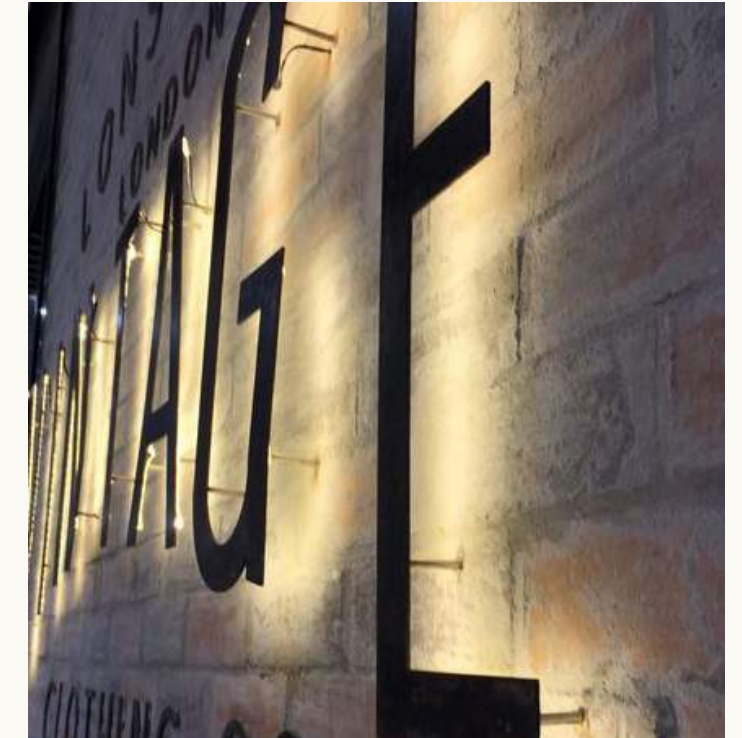




# PARKING AND ENTRANCES | EVENING

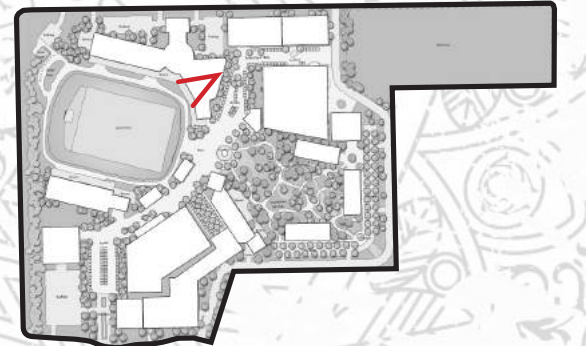
## Lighting Strategy:

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.





# COHEN FIELD







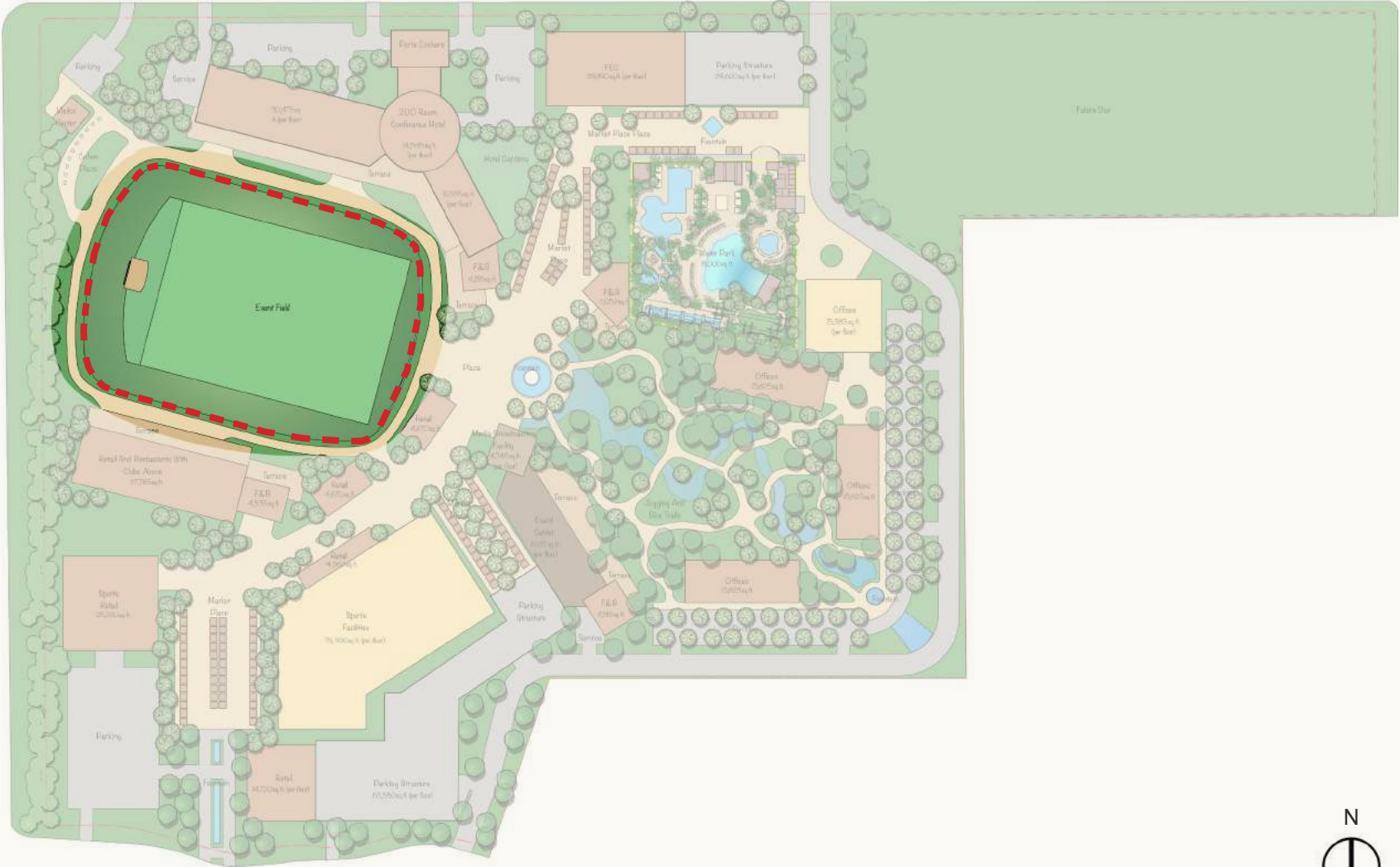


# COHEN FIELD

Cohen Field is the multipurpose centerpiece of Cohen Entertainment District. It is a large-scale, uncovered field purpose-built for Cohen Entertainment District. The field has several unique features which differentiate it from comparable stadiums.

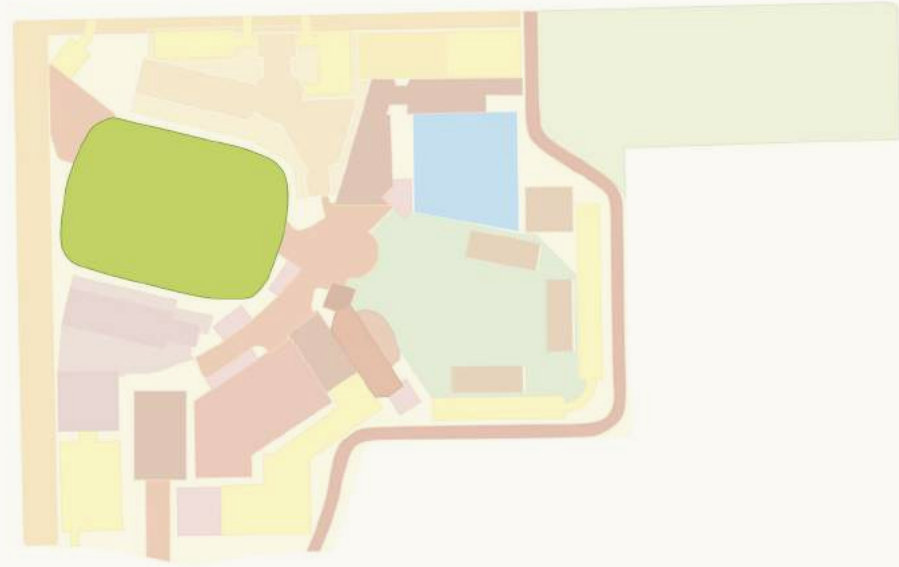
Guests will not find standard bleachers here. Once again commenting on the neighboring Mountains, seating is terraced and naturalistic.

Beyond reservation slots for community practice, the venue is purposed for entertainment events and concerts, including a large-scale media screen for branded content and music experiences. It is the ideal place for community lawn-based events, such as a Dog Adoption Day, an evening Lantern Festival, or simply watching a movie together under the stars.



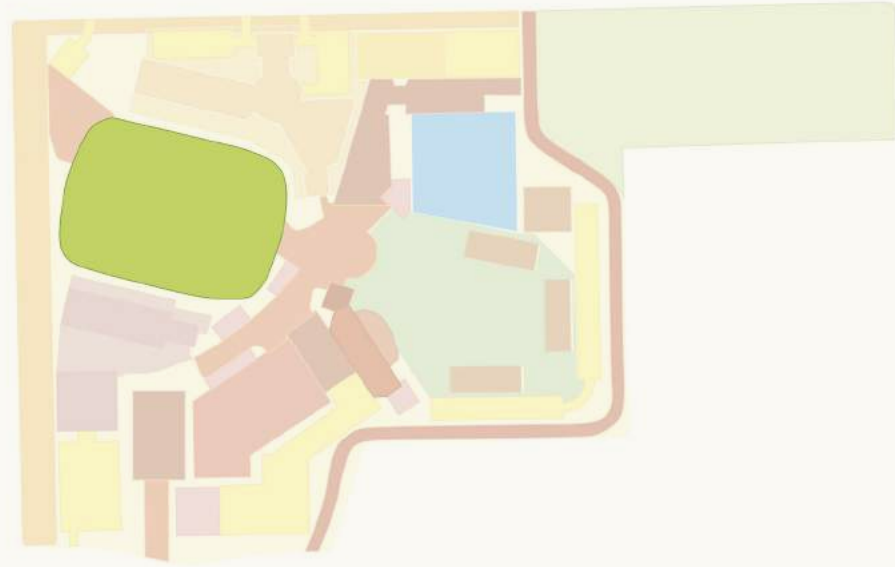


# COHEN FIELD | PLACE





# COHEN FIELD | PROGRAM AND EVENTS

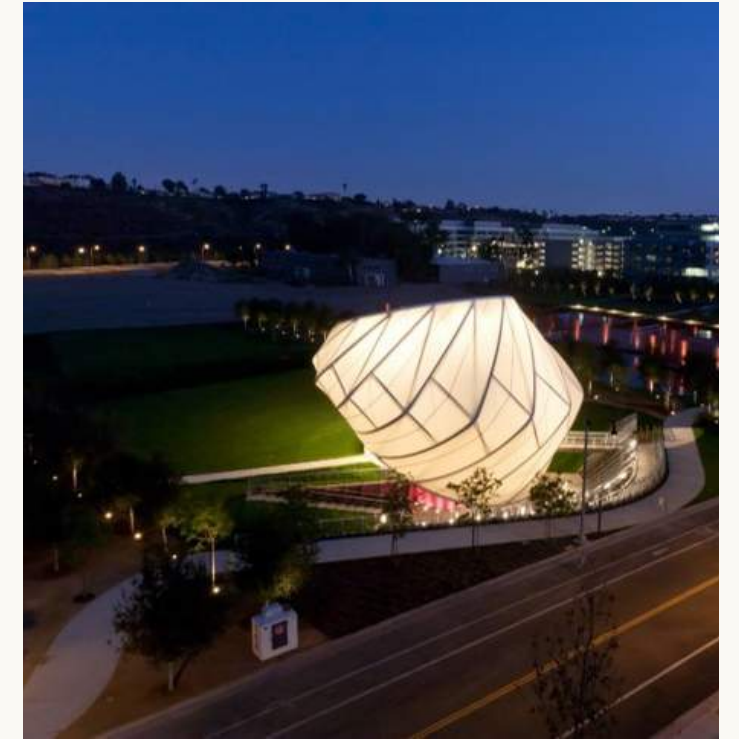




# COHEN FIELD | EVENING

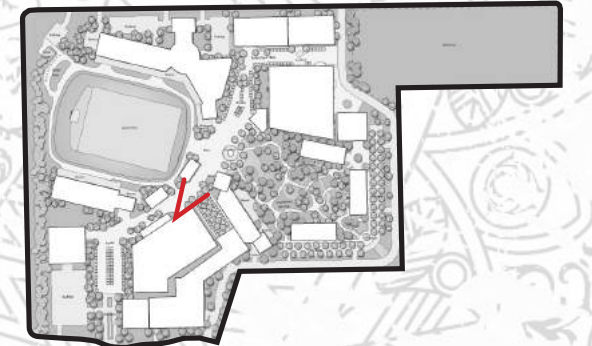
## Lighting Strategy:

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.





# COTTONTAIL PLAZA AND PROMENADE









# COTTONTAIL PLAZA AND PROMENADE

Following arrival wayfinding, the Park gives way to a Plaza that serves as a serene gathering place with greenery, artistic water features, and seating. Standing here, guests may see a tiered view of the sunrise, trees, and sleek buildings. This is one of numerous “postcard moments” which are deeply embedded in Cohen Entertainment District’s DNA.

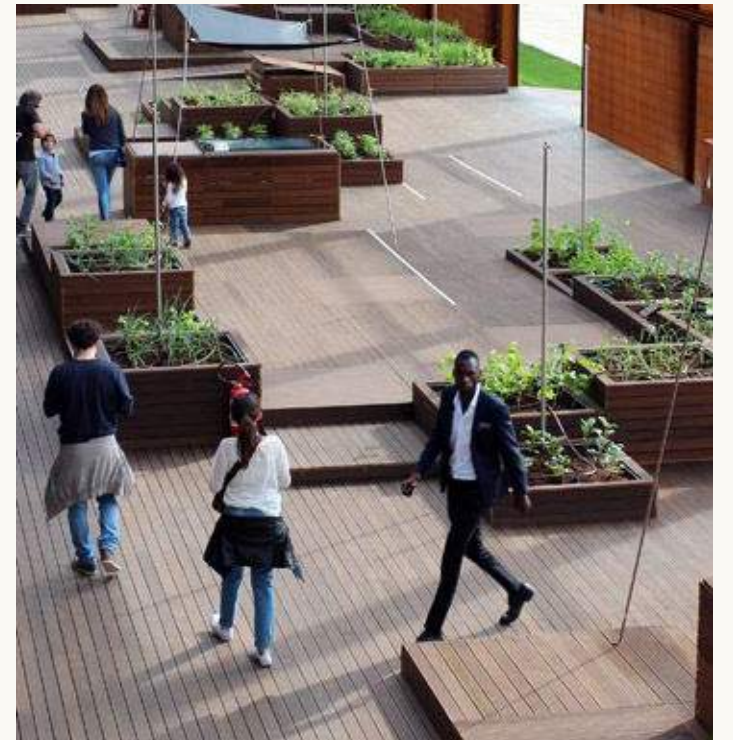
Throughout the day, this Plaza plays host to several pockets of activity that are entertainment-driven. Live music, art festivals, and additional surprises are programmed into the day. Seasonal events and 5K Runs treat this Plaza as a major artery. As night draws in, guests may return to the Plaza for a poignant Tree Lighting Ceremony.

From the Plaza, guests can depart in many directions depending on their mood and plans.





# COTTONTAIL PLAZA AND PROMENADE | PLACE



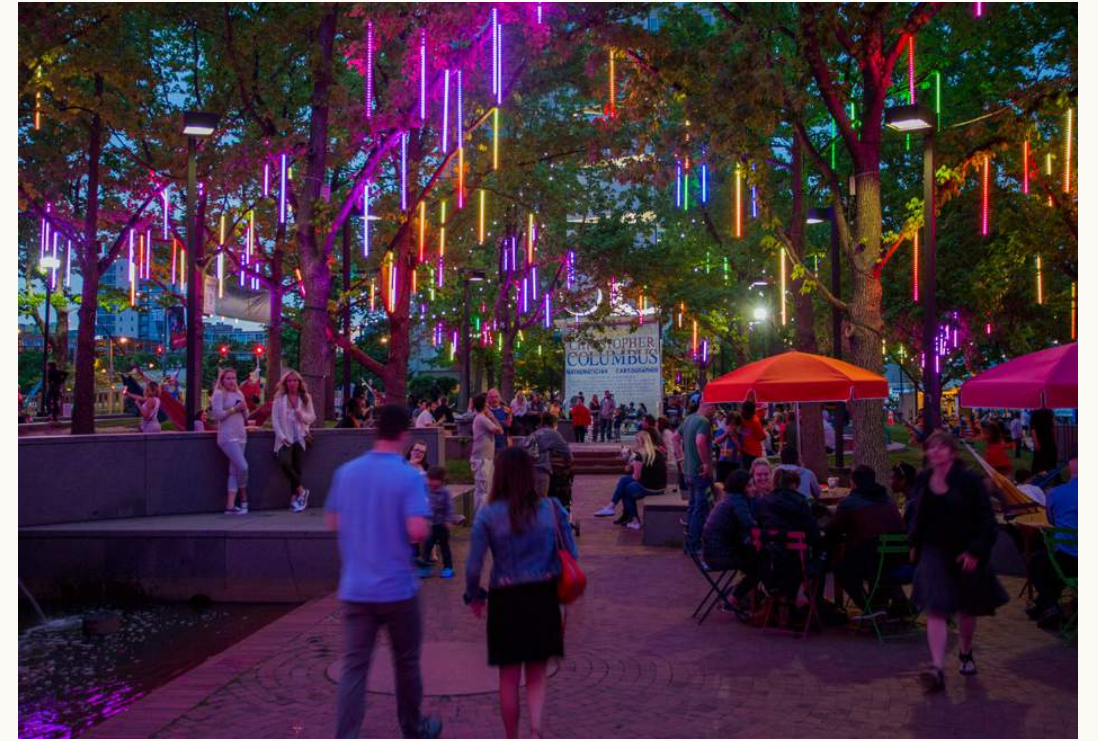


# COTTONTAIL PLAZA AND PROMENADE | PROGRAM AND EVENTS



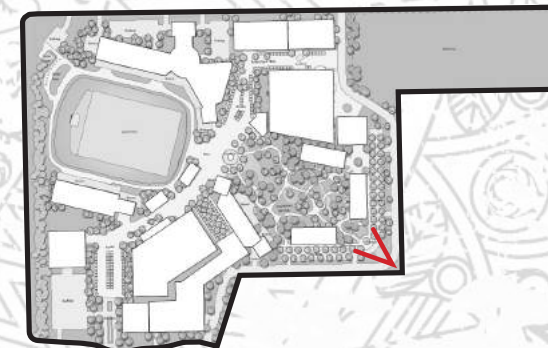


# COTTONTAIL PLAZA AND PROMENADE | EVENING





# COTTONTAIL PARK









# COTTONTAIL PARK

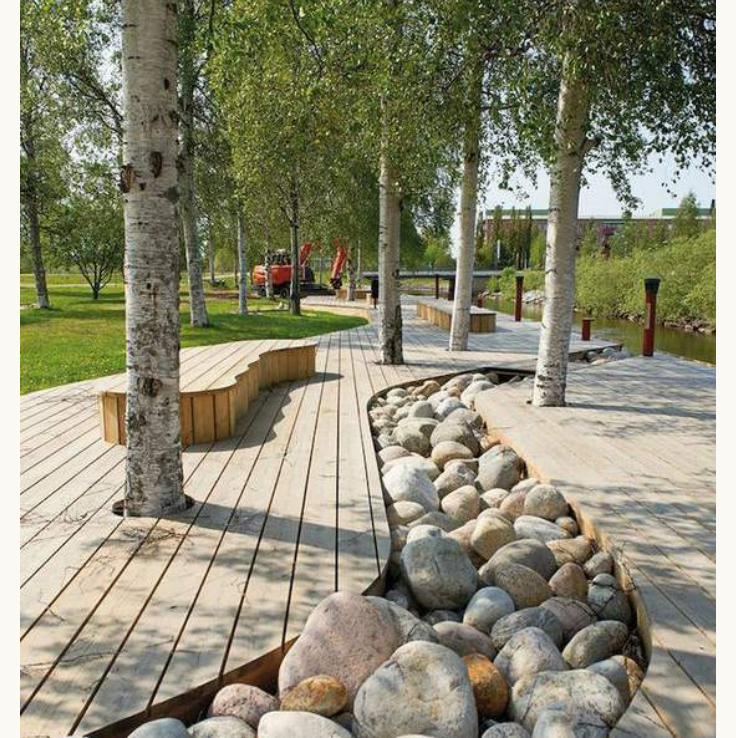
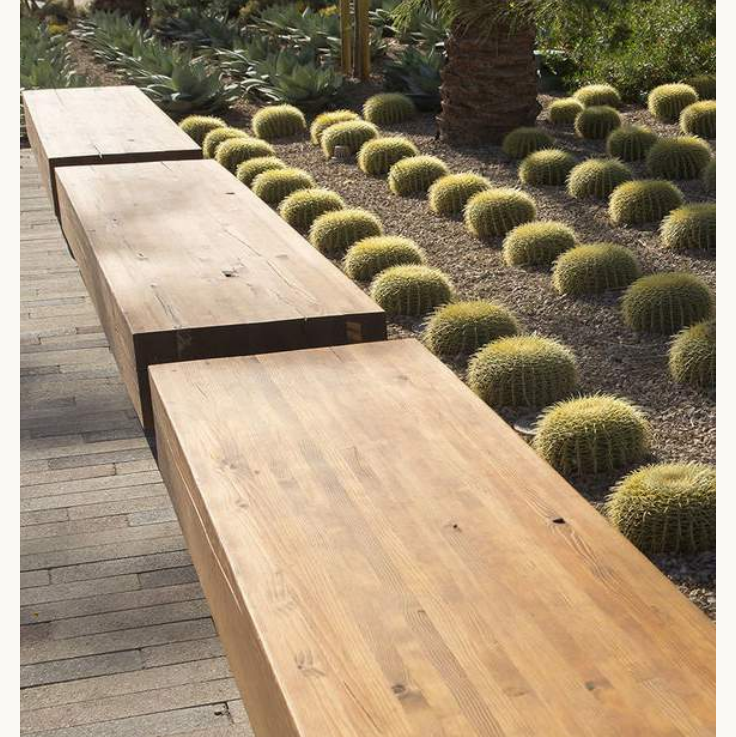
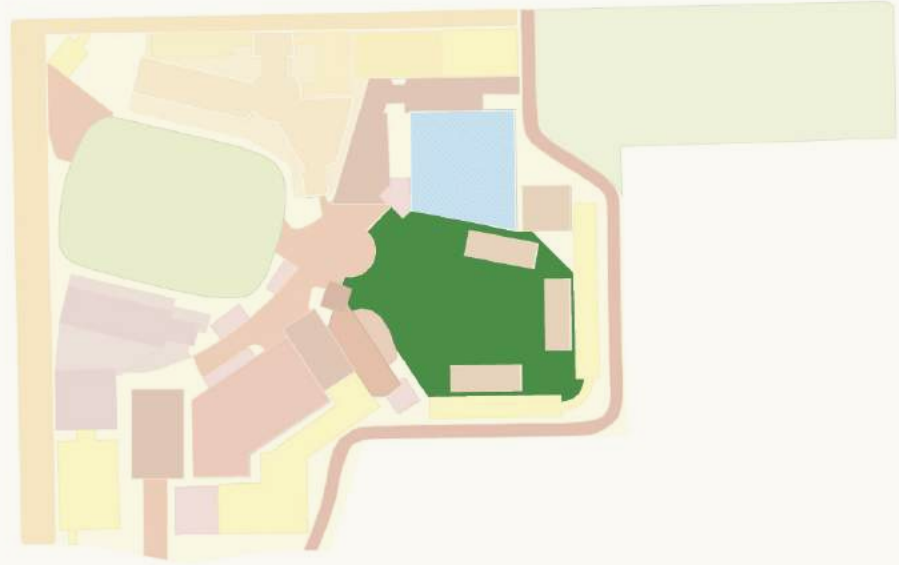
From the moment guests arrive at Cohen Entertainment District, their expectations are playfully upended. Perhaps expecting an un-themed, simple drag to the signature Cohen Field, they will first engage with a whimsical Entry Park of shared grass areas. Cottontail Park includes landscaped alcoves for shaded seating, taking in sights, yoga demonstrations, holistic instructor-led events, and more. Guests are delighted to see things like 10' x 10' shipping containers repurposed as part of a natural scenic panorama, now markers on a jogging course. At dusk, these elements come alive with artful nighttime programming and interactive light installations.

Cottontail Park is not a straight promenade – it causes guests to slow down and appreciate their surroundings. Forms comment on the natural undulations of local arroyo river beds, with walkways and water features. Guests will also find a naturalistic playground and arrival retail and dining options. All elements of Cottontail Park ruminate on the concept of wellness.



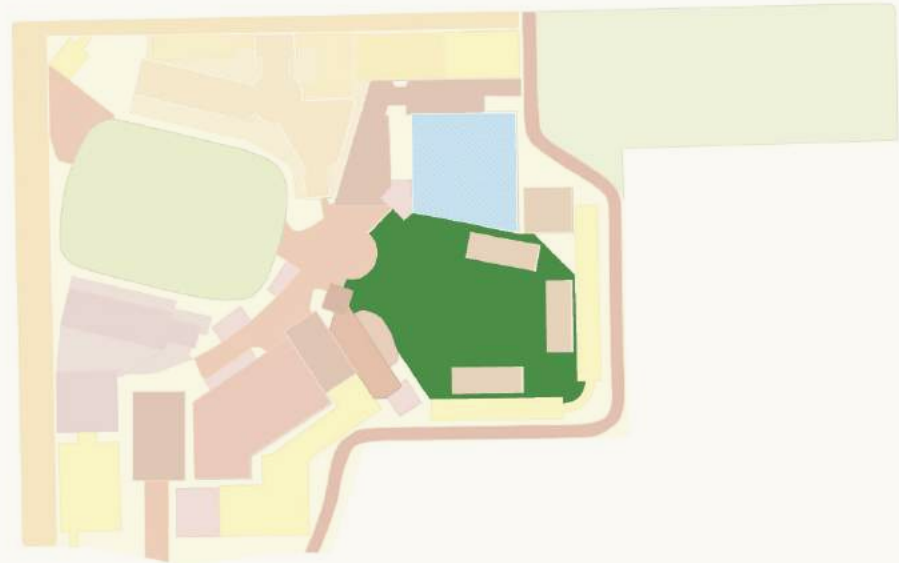


# COTTONTAIL PARK | PLACE





# COTTONTAIL PARK | PROGRAM AND EVENTS





# COTTONTAIL PARK | EVENING

## 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.





# MEDIA BROADCASTING STUDIO

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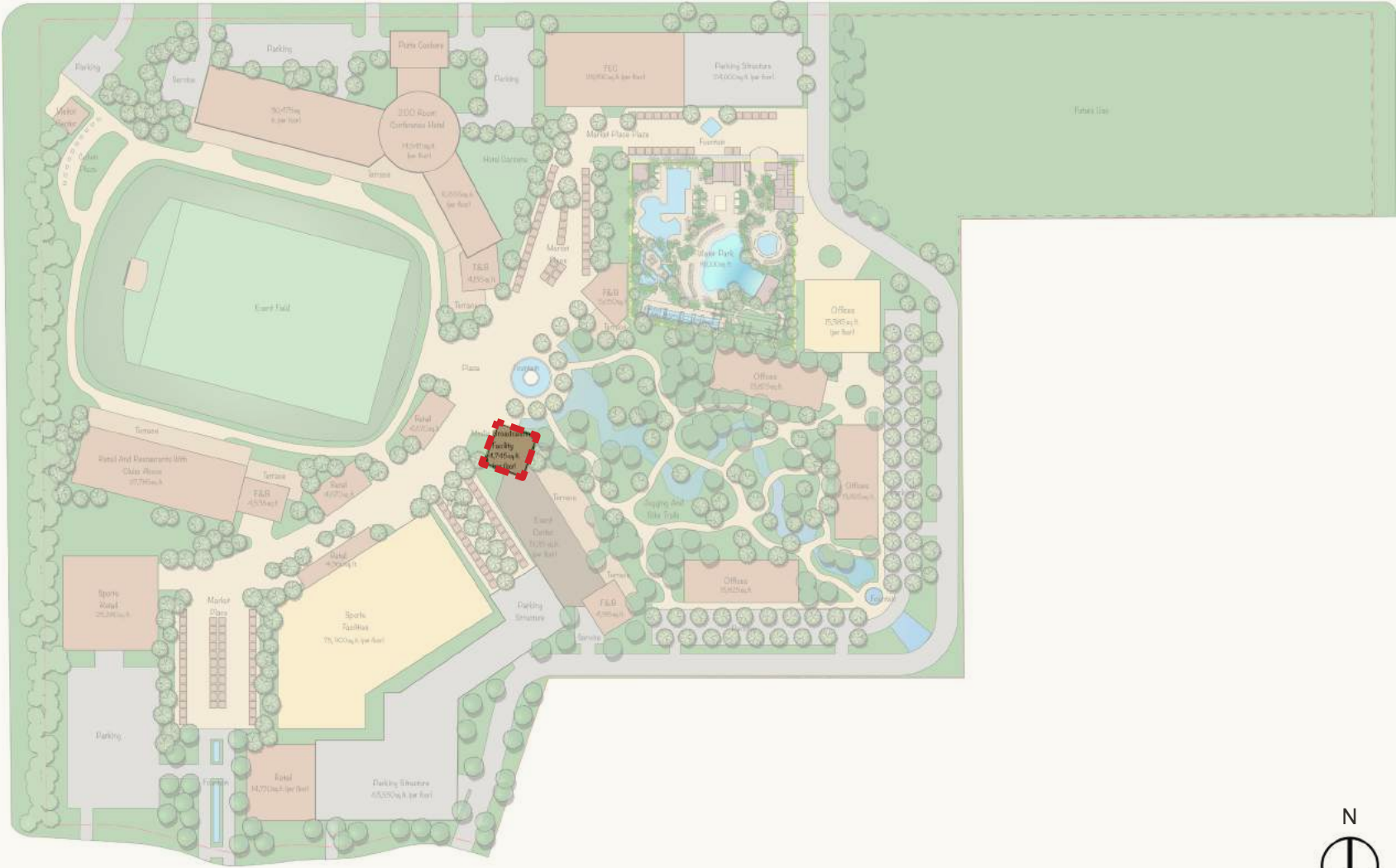




# MEDIA BROADCASTING STUDIO

Perched near the Sports Complex, with crystal clear views to Cohen Field and the bustling Plaza, is a cutting-edge Media Broadcasting Studio with unprecedented access to all the tools and techniques of broadcast journalism. Visitors can expect to see dynamic live coverage of any event happening on the property.

This Studio is action-packed with a rotating calendar of programming which focuses on student-led content creation. This is a learning and technology hub, a savvy “maker lab” that can host University-sponsored media training initiatives and contests.



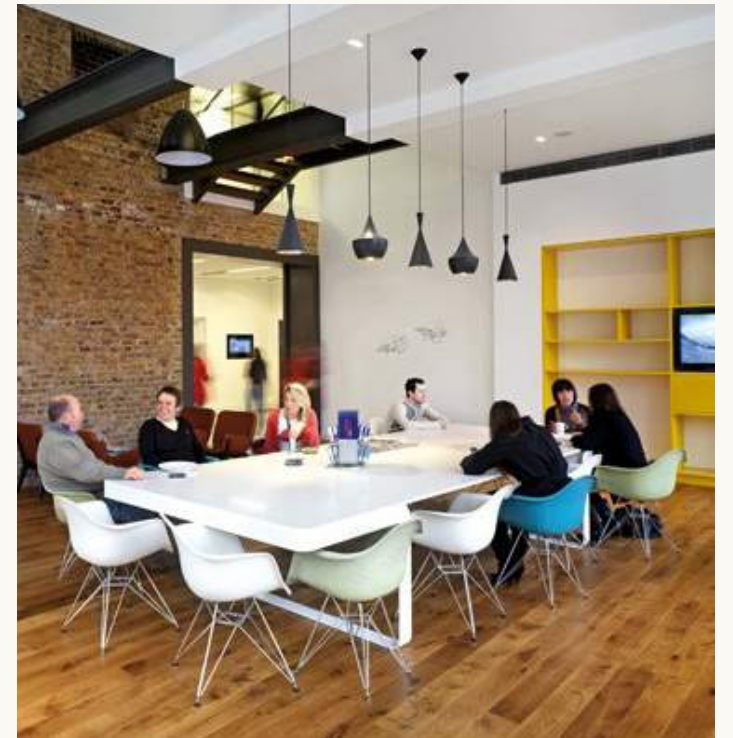
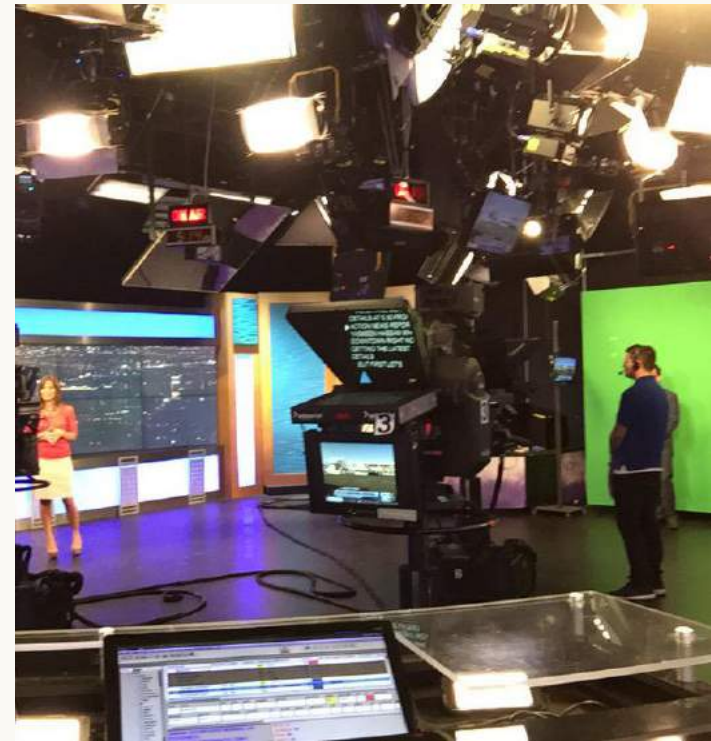


# MEDIA BROADCASTING STUDIO | PLACE



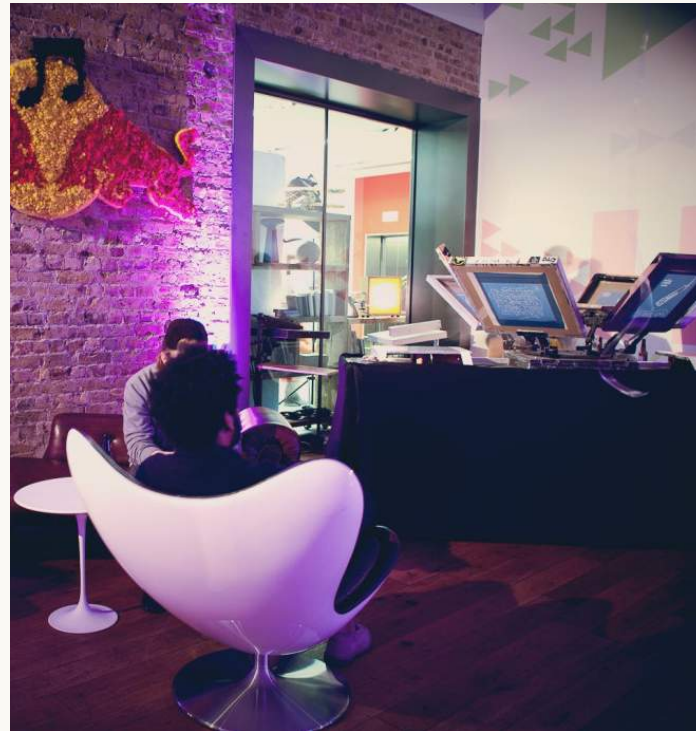


# MEDIA BROADCASTING STUDIO | PROGRAM & EVENTS





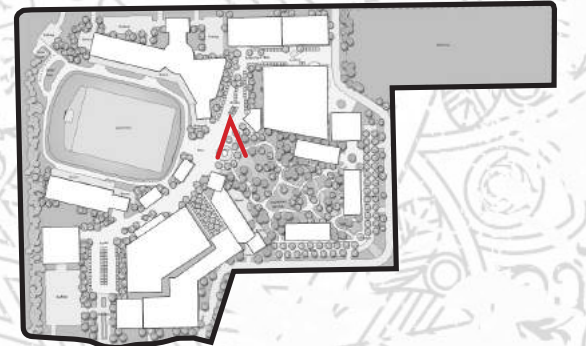
# MEDIA BROADCASTING STUDIO | EVENING





# KEYSTONE EVENTS HALL

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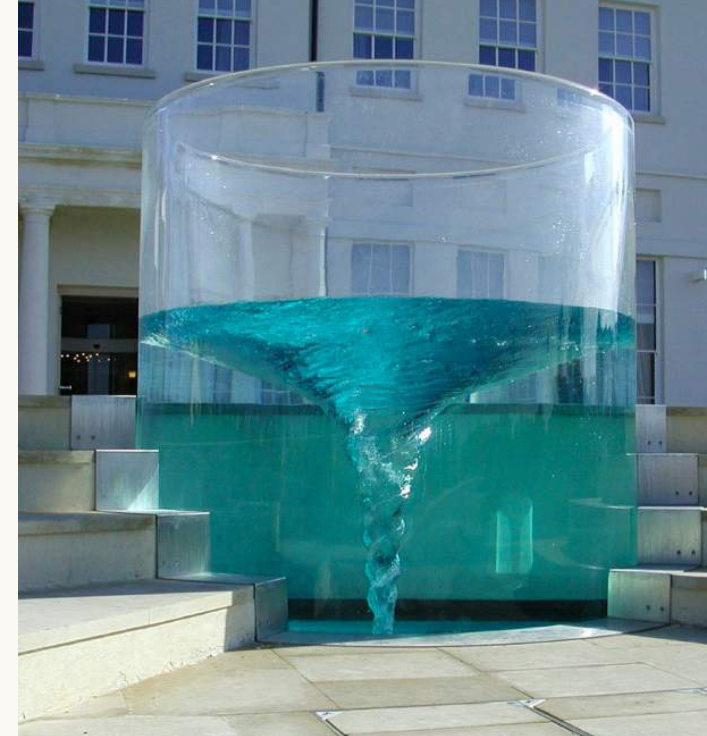
# KEYSTONE EVENTS HALL

Cohen Entertainment District also leaves room for the future with a fully-equipped Events Hall *Flex Space*, with ample interior square footage for seasonal events, stylish social media photo installations, and visiting touring attractions. With this gesture, Cohen Entertainment District makes it clear that this destination property depends on contemporary *collaboration*. El Paso welcomes exciting new offerings and community participation which will give visitors even more reasons to return again and again.





# KEYSTONE EVENTS HALL | PLACE





# KEYSTONE EVENTS HALL | PROGRAM & EVENTS





# KEYSTONE EVENTS HALL | EVENING





# ARROYO LEAGUES SPORTS COMPLEX

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# ARROYO LEAGUES SPORTS COMPLEX

The large-scale Arroyo Leagues Complex is a must for the City of El Paso, which will manage facilities for an indoor fitness center, volleyball, basketball, and other touring league sports. There is even room for a roller rink in the off season. Arroyo Leagues is sure to be humming with activity 365 days a year, but in addition to offering practice and game space it also advertises a multi-specialty gym, with memberships and incentives for local visitors.

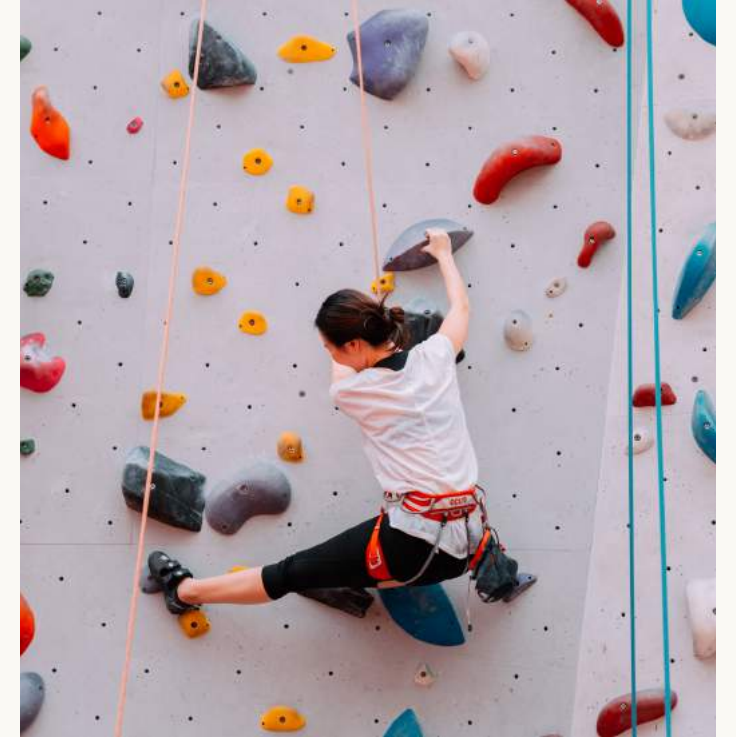
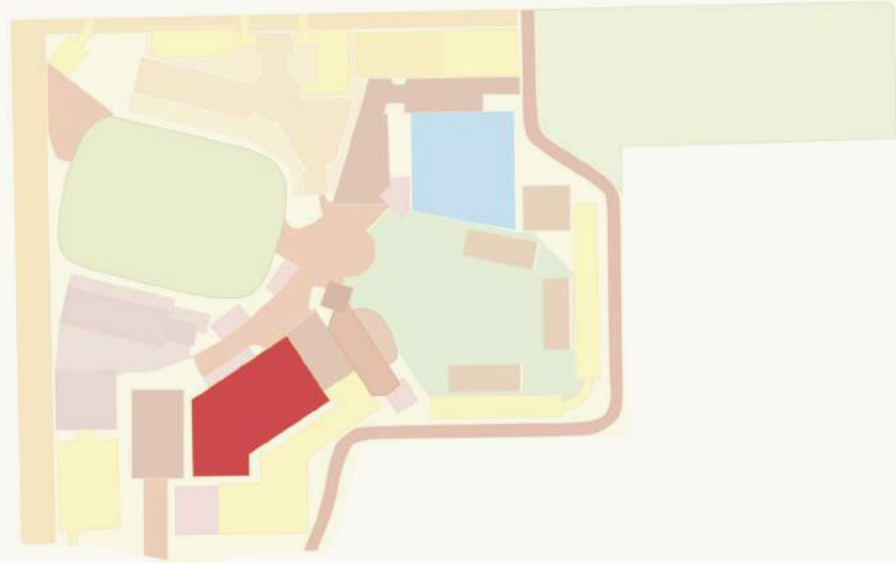
Continuing Cohen Entertainment District’s dance with nature, the high-end design of this space looks to bring the “outside in” at many junctures. An exterior food and beverage footprint is connected, so that this kiosk can service both outdoor and indoor guests.

Facilities have sun-soaked window space and surprising touches like moss-covered interior walls, organic dark wood benches, lifestyle vending machines, and an expansive roof deck. The Complex’s sensibility is enhanced with Texan and Mexican pop art accents and temporary installations from visiting artists.





# ARROYO LEAGUES SPORTS COMPLEX | PLACE





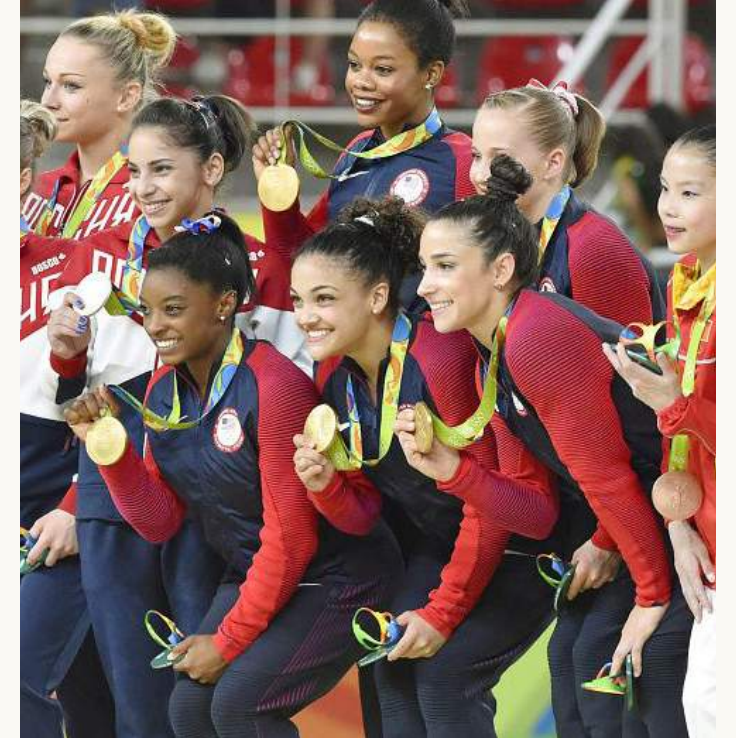
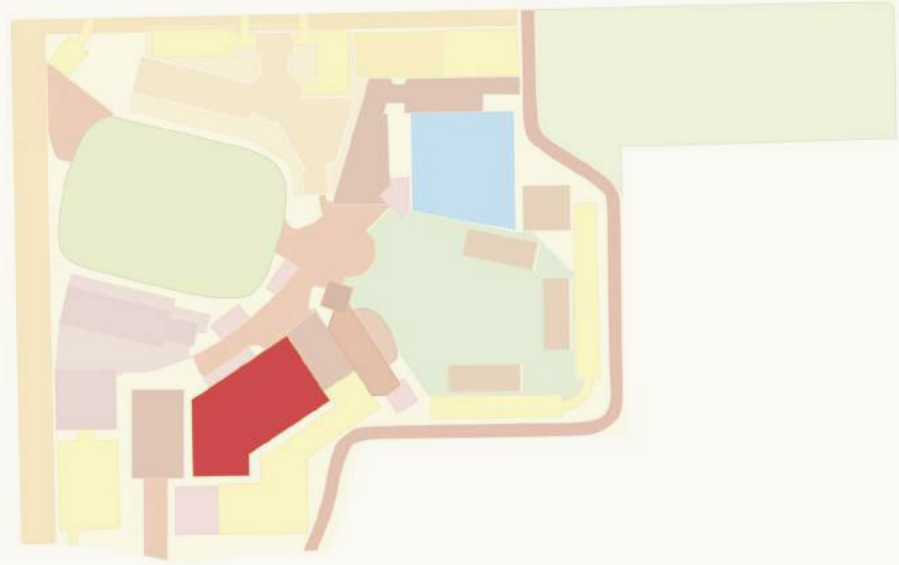
# ARROYO LEAGUES SPORTS COMPLEX | PROGRAM & EVENTS

As one of Cohen Entertainment District's major attractions, Arroyo Leagues proudly directs visitors' attention to a connective lane which snakes between the facility and the Torbellino Neighborhood Waterpark. This key circulation path makes it easy for guests to stroll from one corner of Cohen Entertainment District to the other and, at its center point, is a kinetic water feature which guests use as a frequent meeting place.



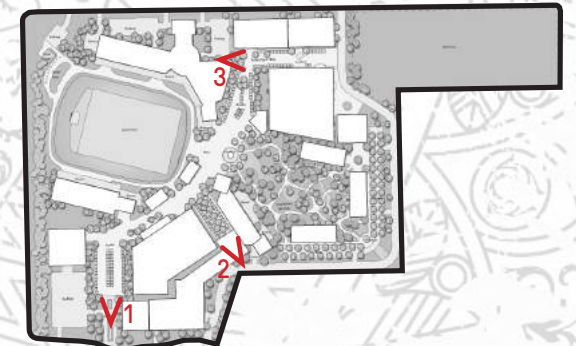


# ARROYO LEAGUES SPORTS COMPLEX | EVENING





# MERCADO DE COHEN







COHEN







# COHEN







# FAMILY ROOM





# MERCADO DE COHEN

Meandering away from the Plaza, guests can find three distinct Markets along main pathways. These Markets activate and engage what would ordinarily be simple transitional paths. Varied market stalls act as connective tissue, uniting several walkways in the Cohen Entertainment District plan.

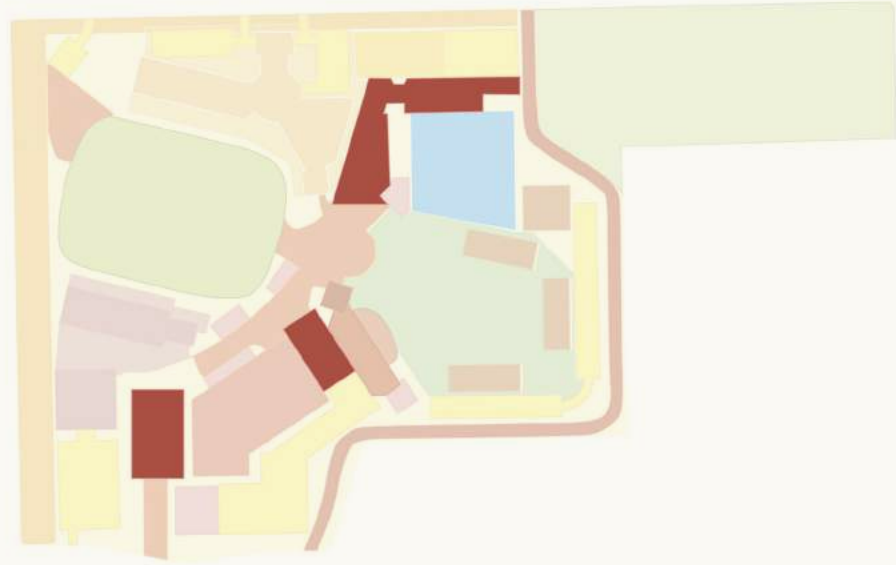
These fully-integrated, immersive marketplaces each have unique layouts and character: the first arcade gives the impression of a quaint local market which, over time, has been roofed and enhanced with a graceful archway. The second is a free flow thoroughfare with pockets of connected themed façades. The third Market offers several stalls with unique identities. Programming for all three Markets within Mercado de Cohen is diverse, a hybrid of Food Hall and Retail Boutique.

Because the Mercado de Cohen Markets are fully outfitted with lighting and sound system infrastructure, they also present seasonal themed lightscapes for evenings and holiday events.





# MERCADO DE COHEN | PLACE





# MERCADO DE COHEN | EVENING

In addition to the presence of the Markets, the pedestrian paths from the Plaza to the rest of Cohen Entertainment District are dotted with picturesque Food and Beverage Kiosks, themed as eclectic Food Halls with a fun, “plug and play” style. These Kiosks serve rotating menus of everything from street food to “pub grub.” These enhancements contribute to a sense of family gathering and community.





# MERCADO DE COHEN | EVENING

## Lighting Strategy:

In addition to any proposed lighting pole or standard, retail storefront and signage lighting (or even building-mounted sconces), that would provide the general ambient lighting in the retail and social gathering spaces, a variety of additional layers of light are strongly recommended.

Effective options include overhead point sources or “sparkle” lighting in the form of festoons; judicious use of landscape accents, within trees and at planting material in the ground plane; low level illumination at seating and benches, re-interpretation of “Living Room” lighting to create areas of personal intimacy... even surprising placement of lighting in areas programmed for interaction to name a few.

There are many opportunities for “magical” lighting in this dynamic heart of the development.





# ACACIA SQUARE









# ACACIA SQUARE

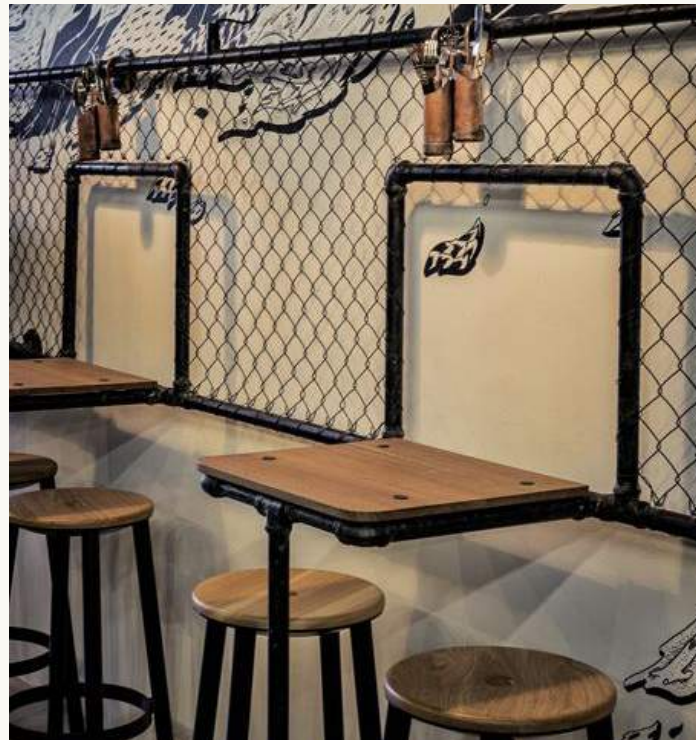
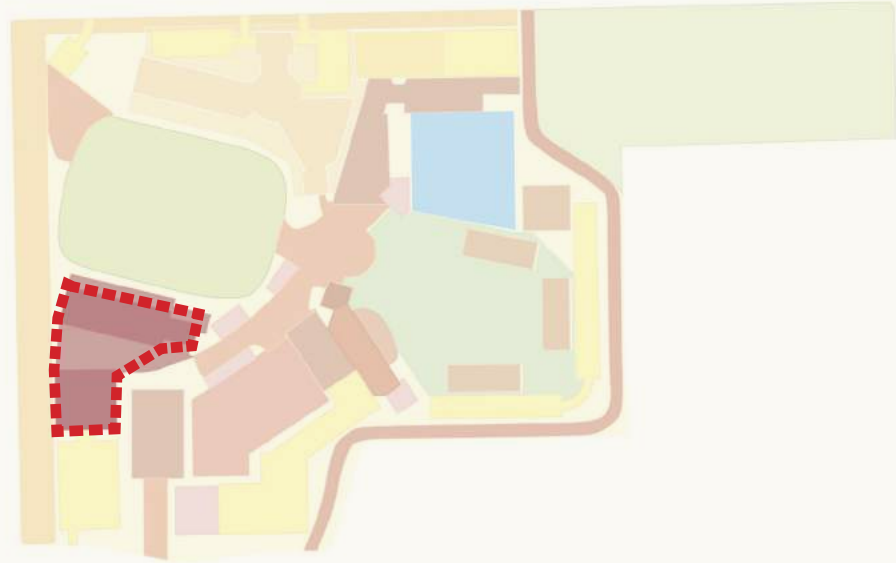
Acacia Square is integrated with a distinct look and feel for shared social spaces. It makes a refined statement for guests approaching from the southwest side of the property. Organic, repurposed materials form architecture and seating. Wherever possible, natural elements echo throughout the layout.

By composing this cool, non-traditional environment for dining and retail, Cohen Entertainment District aims to attract influential companies and brands that could flourish in a place like this. From a programming perspective, Acacia Square will thrive when the right developer and like-minded tenants join in its mission to offer families safe, fun leisure in a refreshingly natural context. Acacia Square reflects a seamless integration of retail and outdoor brand activation/immersive experiences.





# ACACIA SQUARE | PLACE





# ACACIA SQUARE | PROGRAM AND EVENTS

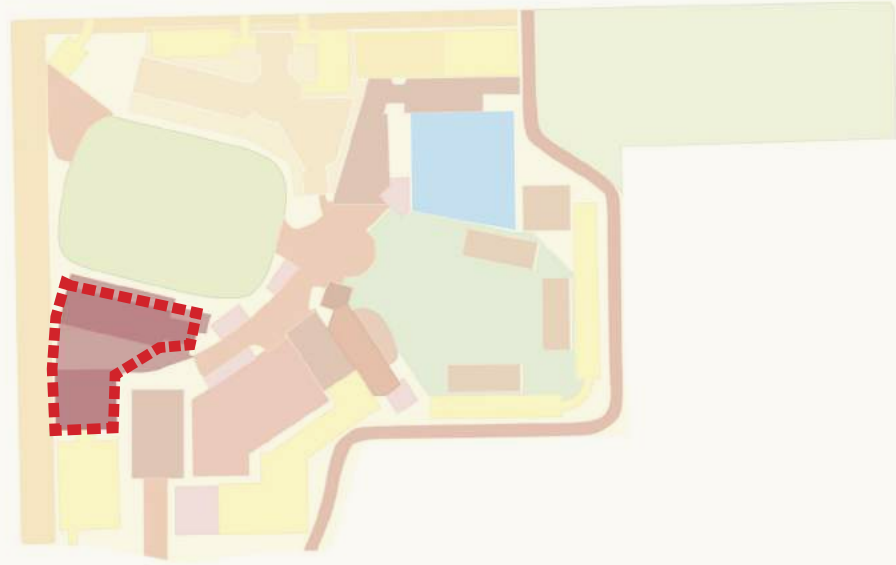
Spaces in Acacia Square seek to bring the “outdoors in” with their designs and layouts. “Industrial chic” found materials become the foundation for high-energy, funky pop-up shops, as well as seasonal events such as a Food & Wine Festival and an Artisanal Pub Crawl. Acacia Square’s south end can even be sectioned off for special events.

As with the Hotel below, Acacia Square boasts terraced seating which looks towards Cohen Field.



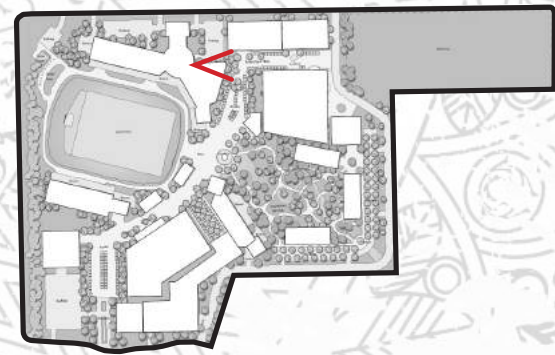


# ACACIA SQUARE | EVENING





# THE FAMILY ROOM







# FAMILY ROOM

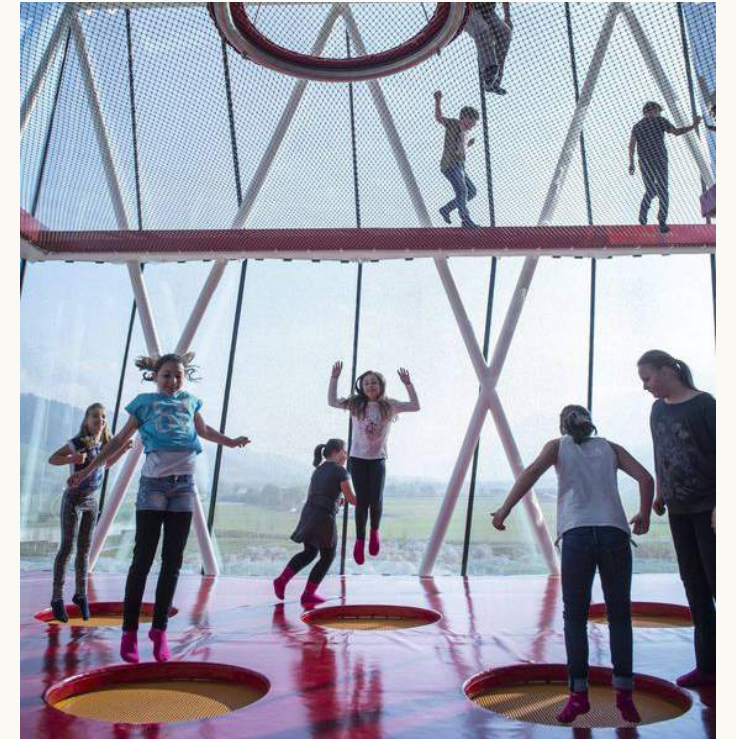
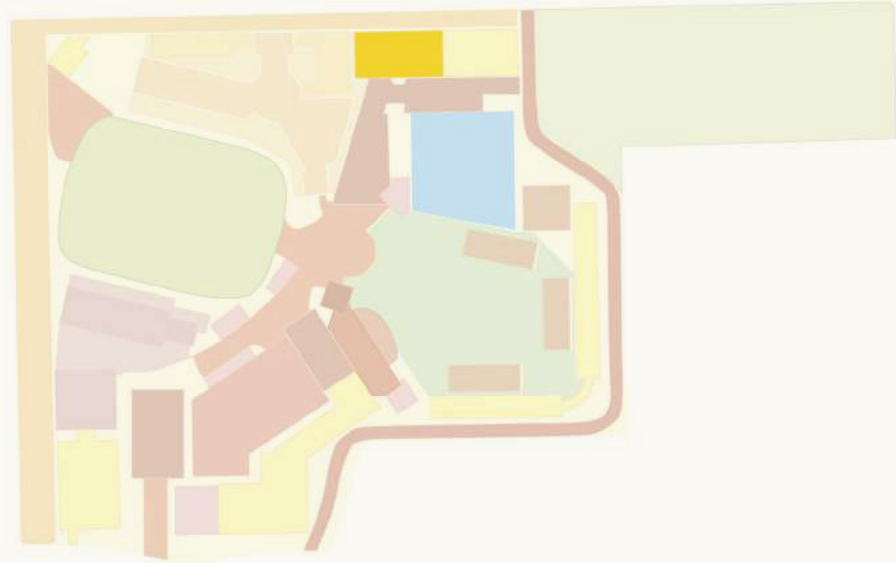






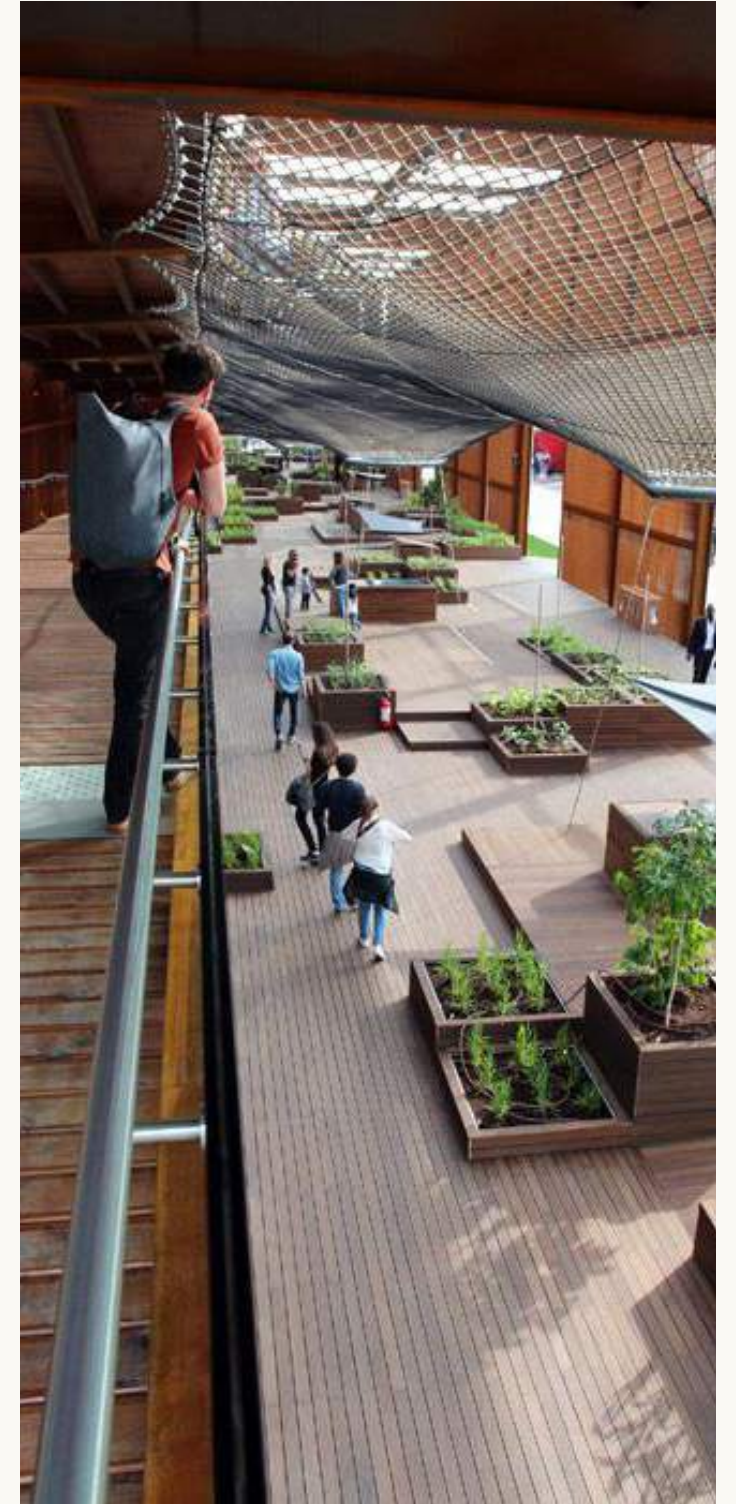
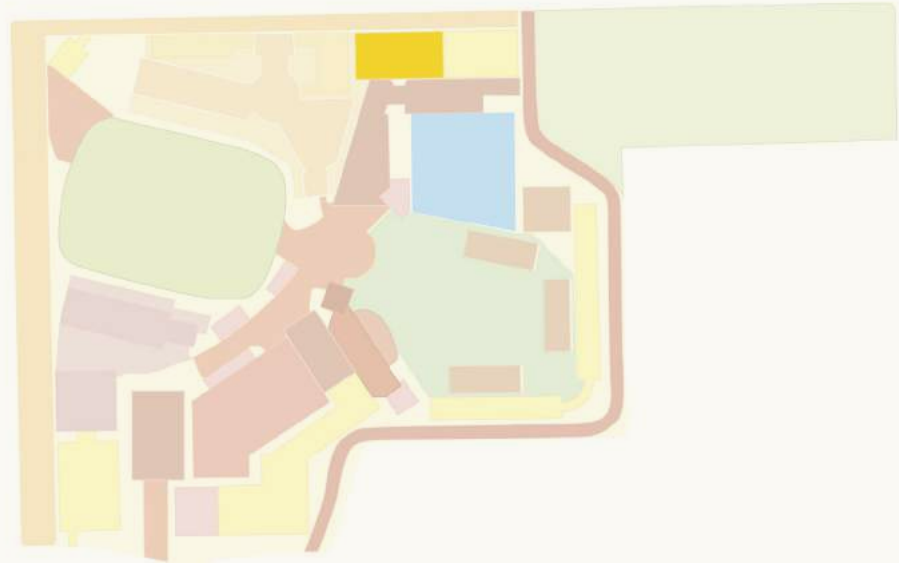


# THE FAMILY ROOM | PLACE



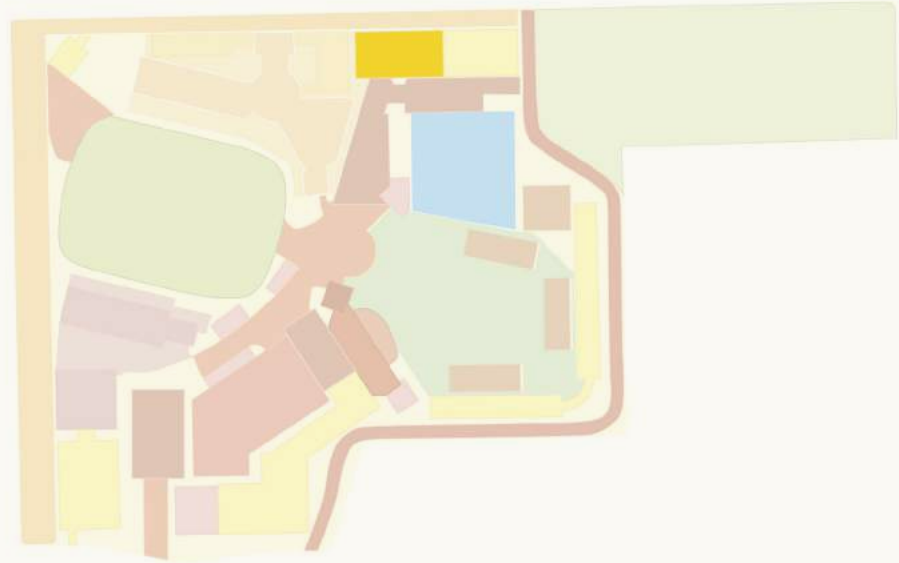


# THE FAMILY ROOM | PROGRAM AND EVENTS





# THE FAMILY ROOM | EVENING







# TORBELLINO NEIGHBORHOOD WATER PARK

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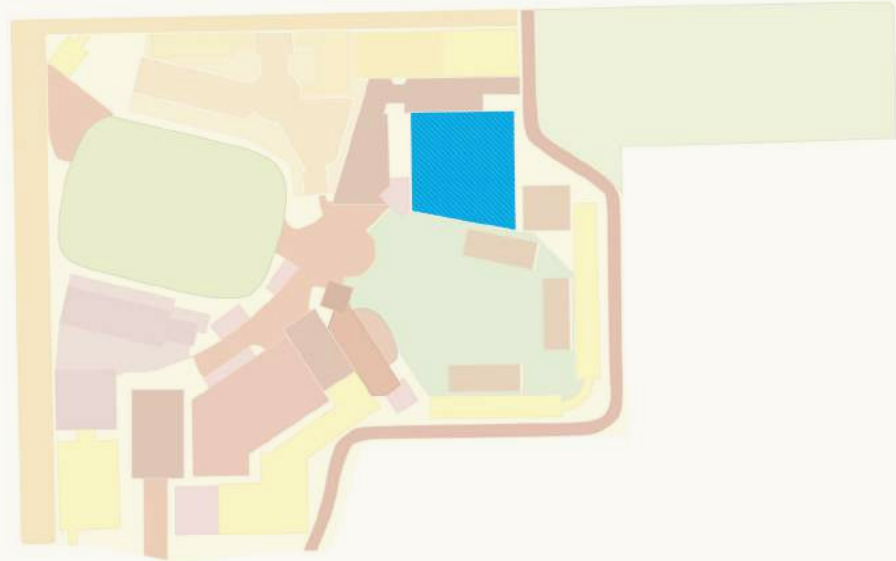
# TORBELLINO NEIGHBORHOOD WATER PARK

With adventure around every corner, guests experience a Neighborhood Waterpark like no other. Murals around the park depicting outdoor elements and activities like rock climbing and bouldering put guests in a sporty state of mind. Torbellino is the coolest neighborhood water park, themed to champion water-based leisure sports, including exciting attractions such as a water play obstacle course, a wave pool, water cannons, and more. It also features a more intimate, dedicated Food & Beverage location and rent-able private Cabanas.



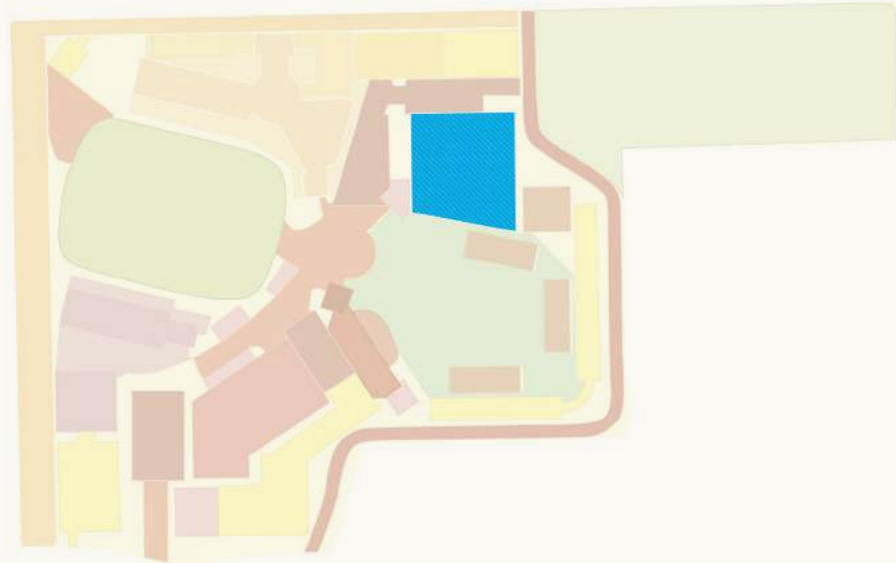


# TORBELLINO NEIGHBORHOOD WATER PARK | PLACE





# TORBELLINO NEIGHBORHOOD WATER PARK | PROGRAM AND EVENTS





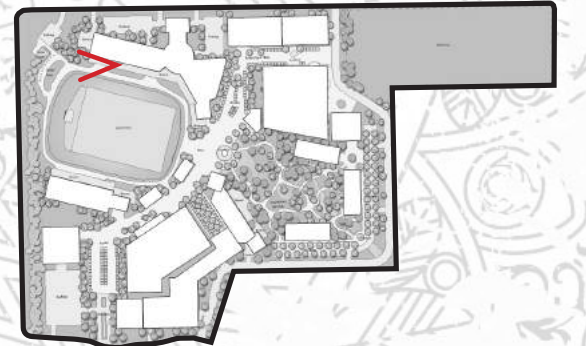
# TORBELLINO NEIGHBORHOOD WATER PARK | EVENING





# COHEN PLAZA

கொஹன் பிளாஸா







DIRECTORY

arspici volupta es  
um corissum qui-  
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aecti squudent.  
ped itiorit iationseque dent  
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endi con ratem labo. hat.  
sent occullesit utet lat qua  
sam nimporem idisto vole  
quam quamus.  
errum enducip sapiet pen  
sam voluptat.  
sua dolunid ciazere

IN THIS CORNER, GREAT  
PETER'S STUDENT'S PEAR TREE  
RECALLED TO HOLLAND IN 1664  
ON HIS RETURN  
HE BROUGHT THE PEAR TREE  
AND PLANTED IT  
AS HIS MEMORIAL  
TO HIS LAND HE PUT HIS NAME  
ON IT. HE REMEMBERED  
THE PEAR TREE GROWN  
AND HERE FRUIT FOR OVER  
THIRD PLANTED YEARS.  
THE TREE IS PLANTED BY  
THE HOLLAND SOCIETY  
IN 1964





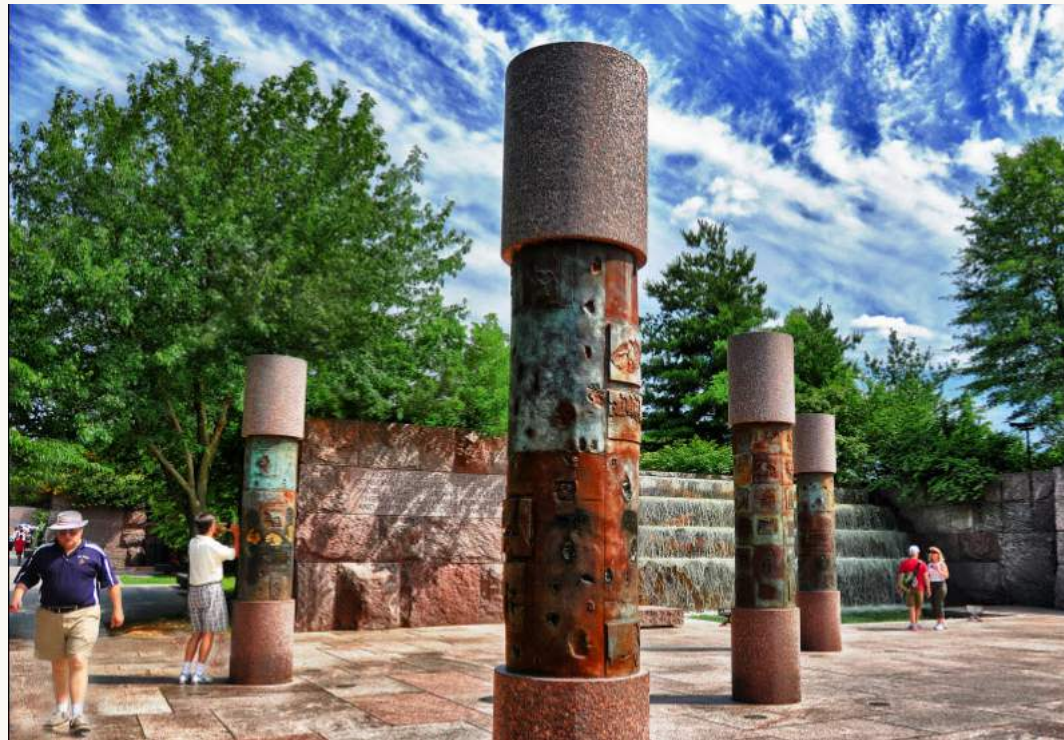
# COHEN PLAZA

At the North entrance, Cohen Entertainment District honors the Cohen brothers with an august Visitors' Center Plaza, which includes a shaded arrival area, a memorial statue with placards for fans, and a salvaged items from the Cohen baseball stadium. Guests may pause here to appreciate the tremendous past of the City of El Paso, in a humble yet inspirational park which sets the tone for many of Cohen Entertainment District's great adventures.





# COHEN PLAZA | PLACE





# COHEN PLAZA | PROGRAM AND EVENTS

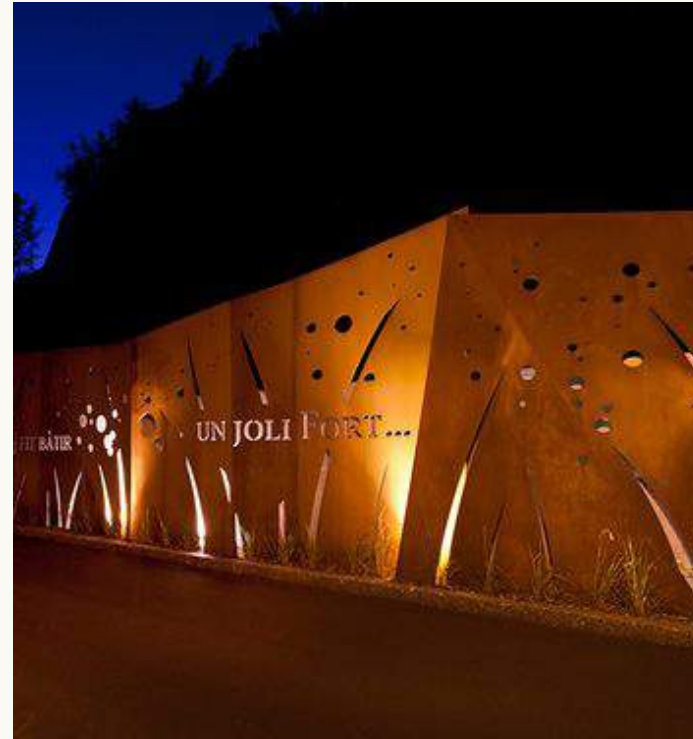




## COHEN PLAZA | EVENING

Attention to the lighting experience at the surrounding roadway and intersections and street level can serve to identify this development as being unique. The visitor can be informed that Visitors should immediately sense that they have entered a special place, a destination.

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





The image features a complex, multi-layered circular mandala design. The background is filled with intricate patterns, including repeating floral motifs, geometric shapes like zig-zags and chevrons, and dense scrollwork. A large, light-colored circle is centered on the page, serving as a frame for the text. Inside this circle, the word "HOTEL" is written in a bold, black, sans-serif font. Below the word is a decorative horizontal flourish consisting of stylized leaves and flowers. The overall aesthetic is elegant and traditional, reminiscent of classic book cover designs or vintage stationery.

**HOTEL**





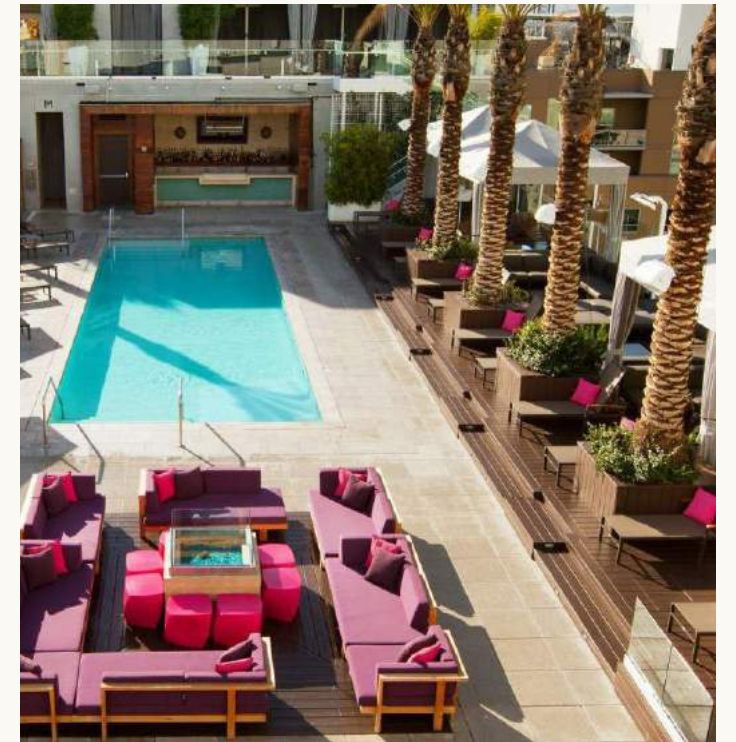
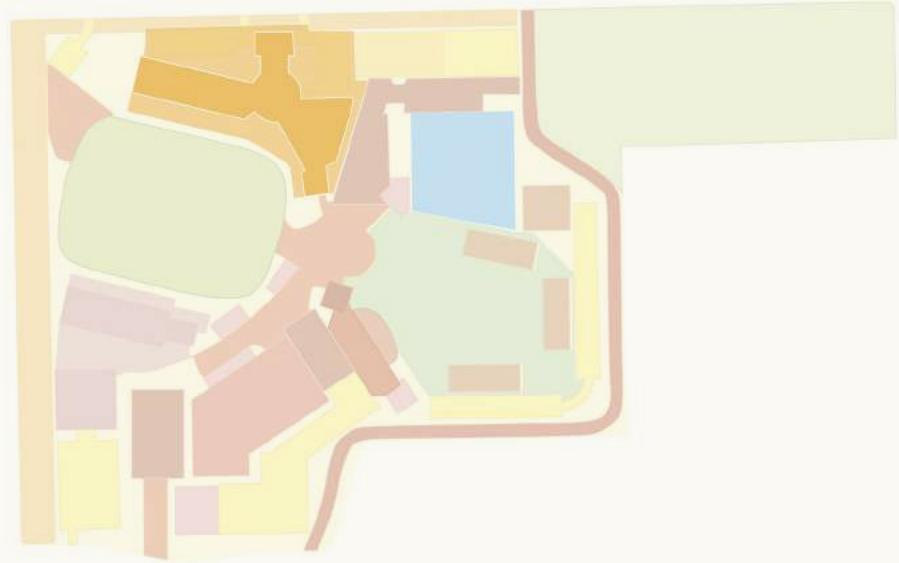






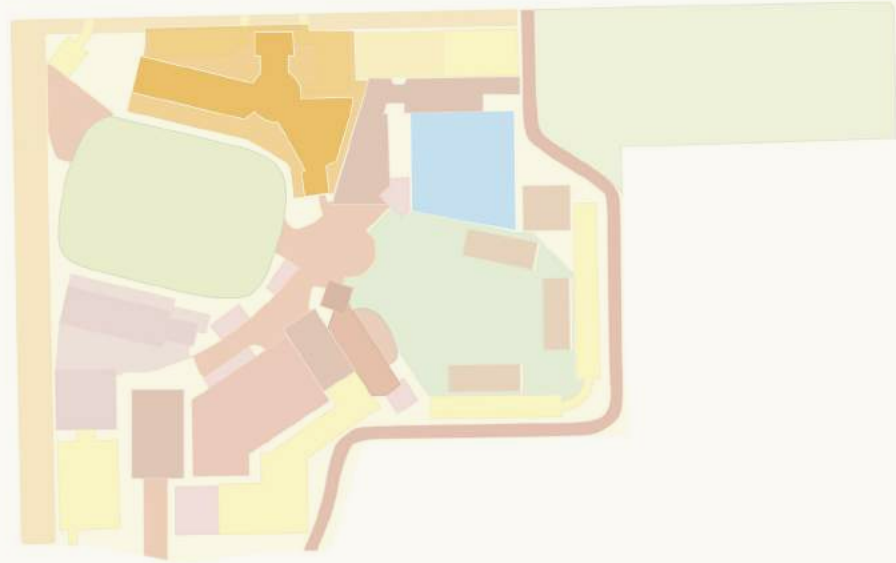


# HOTEL | PLACE



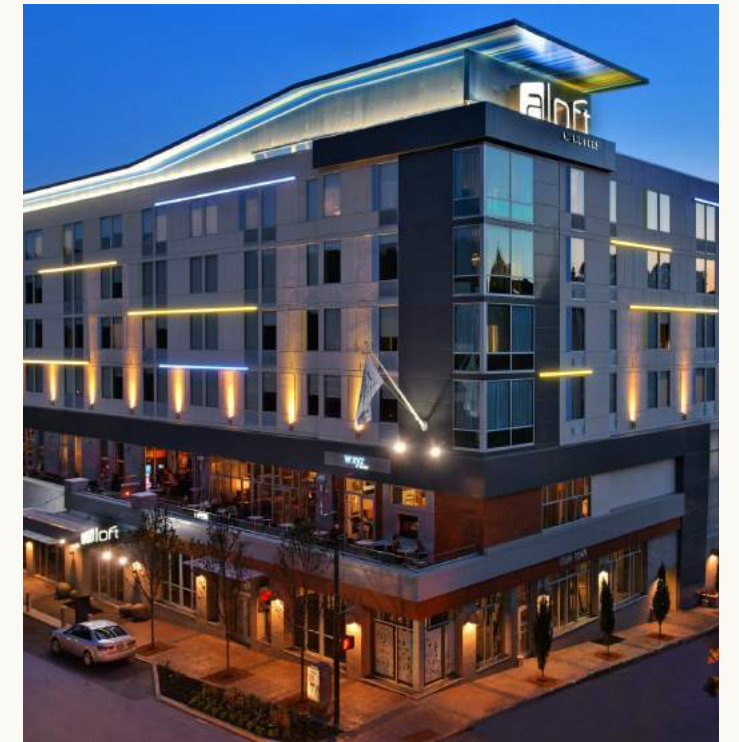
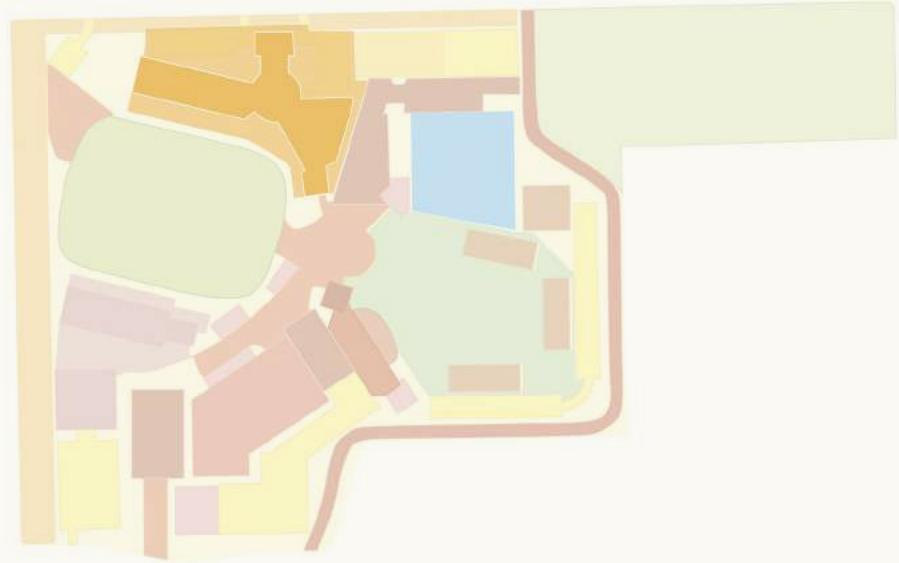


# HOTEL | PROGRAM & EVENTS





# HOTEL | EVENING





# INCUBATOR SPACE









# INCUBATOR SPACE

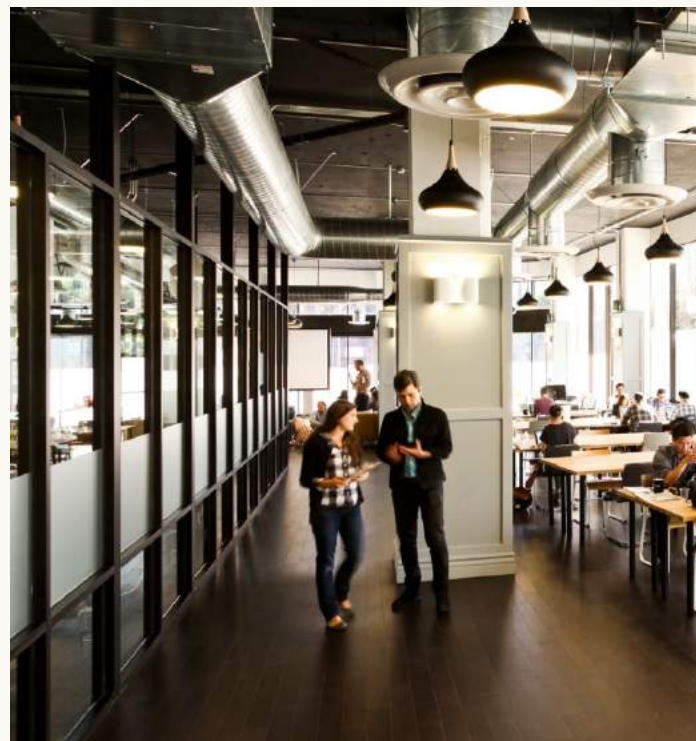
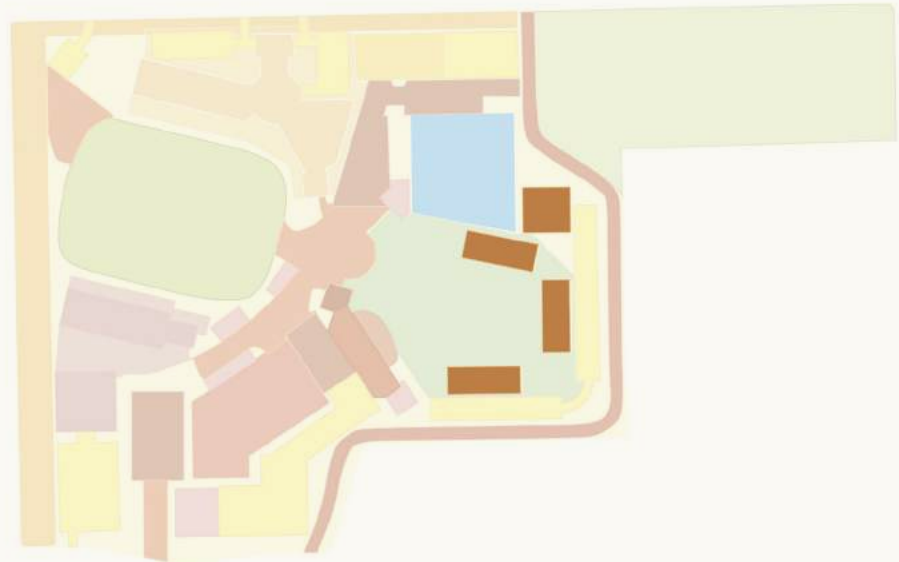
Next to the waterpark, but affording the privacy and focus needed, Cohen Entertainment District places the spacious Incubator-Style Offices, a polished, modern headquarters for the entrepreneurs, creative start-ups, and professional services. The incubator spaces are their own ecosystem, with multiple floors attending to the various functions required for a semi-professional squad.

In the upper reaches of the tower, tenants will find compulsory amenities create a home-away-from-home for administrative personnel associated with the outdoors lifestyle.



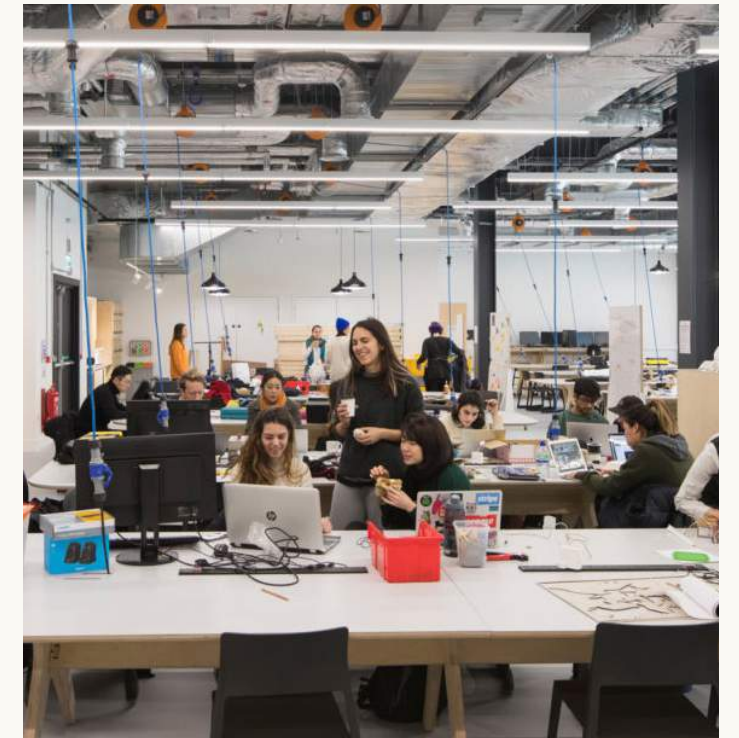
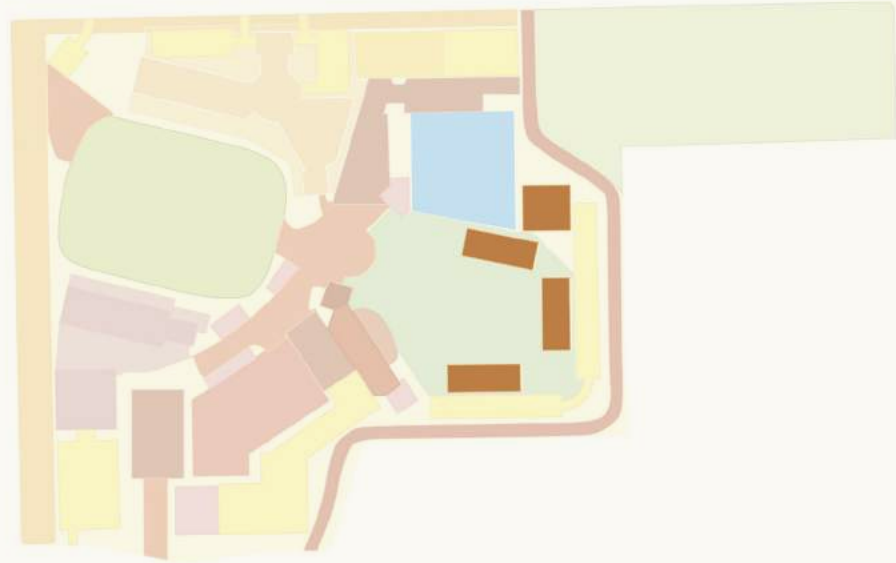


# INCUBATOR SPACE | PLACE



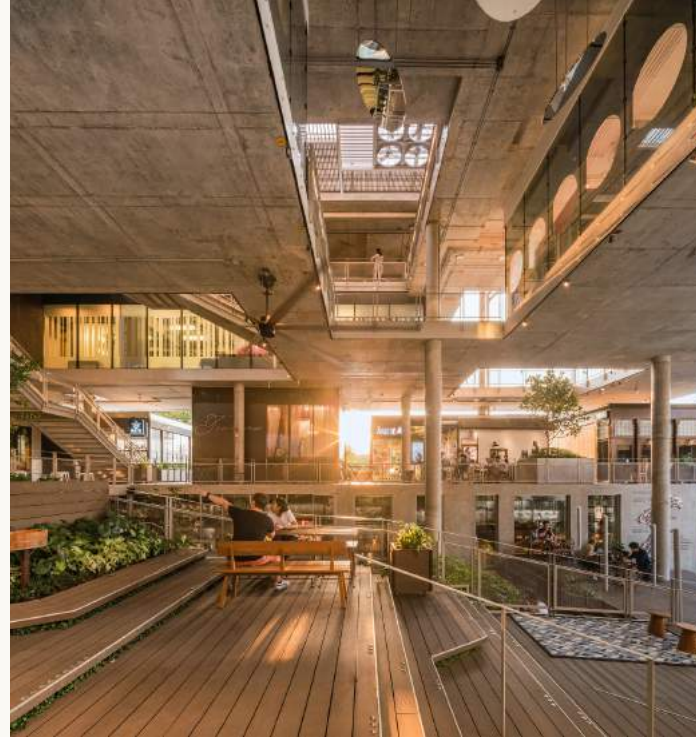
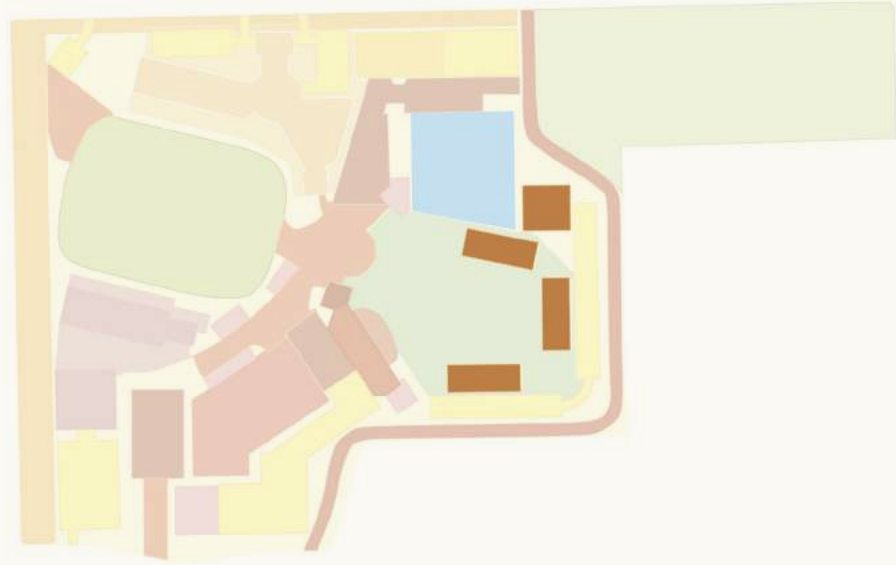


# INCUBATOR SPACE | PROGRAM & EVENTS





# INCUBATOR SPACE | EVENING





The image features a complex, multi-layered mandala pattern in a light gray color on a white background. The pattern consists of several concentric rings of geometric and floral motifs, including zig-zags, leaves, and circular designs. In the center of the image is a large white circle. Inside this circle, the words "BUFFER ZONE" are written in a bold, black, sans-serif font. Below this, the Odia word "ଶୁଭାକାଂକ୍ଷା" (Shubhakaṅkṣā) is written in a stylized, black Odia script.

**BUFFER ZONE**

ଶୁଭାକାଂକ୍ଷା







# BUFFER ZONE

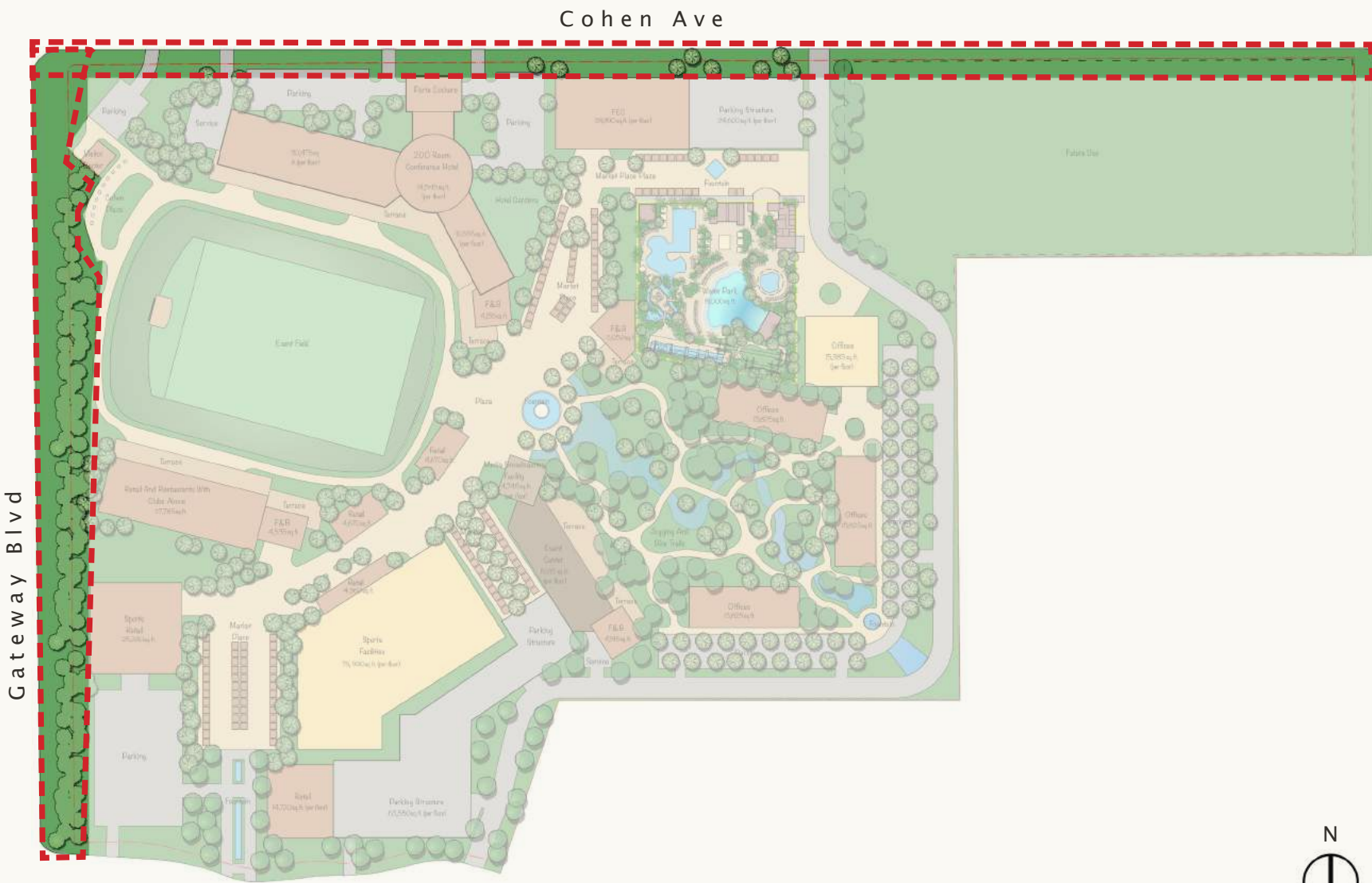
## Gateway North Boulevard

The buffer area creates a strong bold presence through the use of environmental markers which traverse the length of the site. The use of colored vertical piers / markers creates a rhythm giving presence to the site. These markers, clearly visible while driving along the north-south highway, have dynamic lighting, continuously creating a colorful and magical effect.

The buffer area here is also complemented with beautifully arranged desert landscape, carefully arranged in geometric patterns. These landscape features integrate seamlessly with the pedestrian / bike path, weaving a natural and distinctive tapestry.

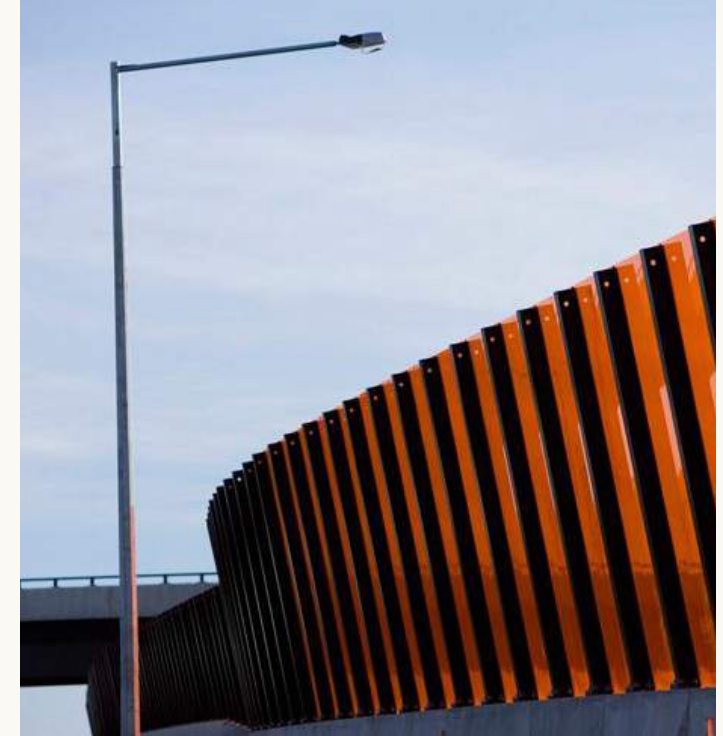
## Cohen Avenue

This buffer area and streetscape is made up of a wide path, ample enough for pedestrians, seating, and effective shade elements (trees and structures) giving this area a leisurely and informal feel; amicable to families and crowds to linger and wait for a ride, have a sandwich or just pass the time between events.



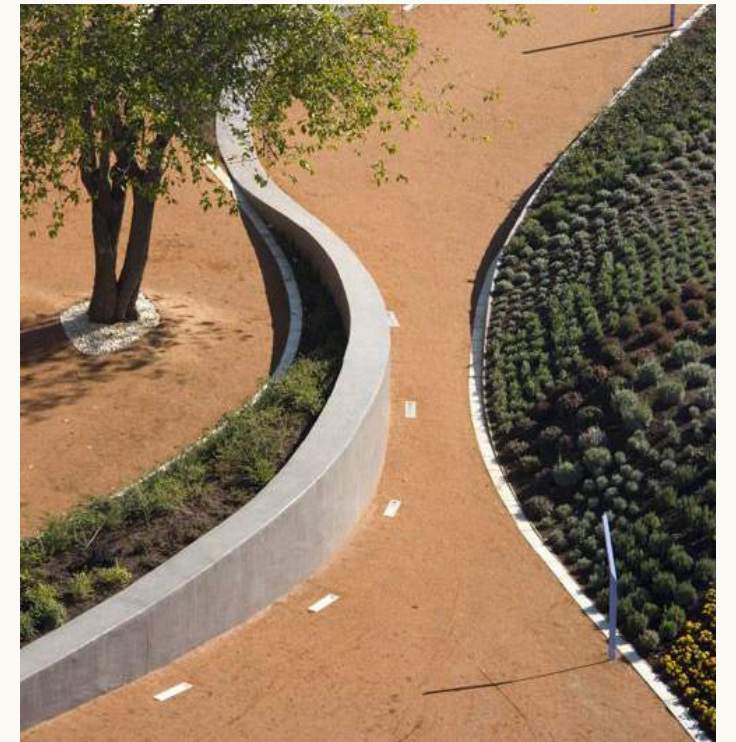


# BUFFER ZONE: HIGHWAY | PLACE





# BUFFER ZONE: COHEN AVE. | PROGRAM & EVENT





# BUFFER ZONE | EVENING







# **BOULEVARD, STREETS, PUBLIC WAY**





# BOULEVARD, STREETS, PUBLIC WAY | EVENING

## 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.





# 6. 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

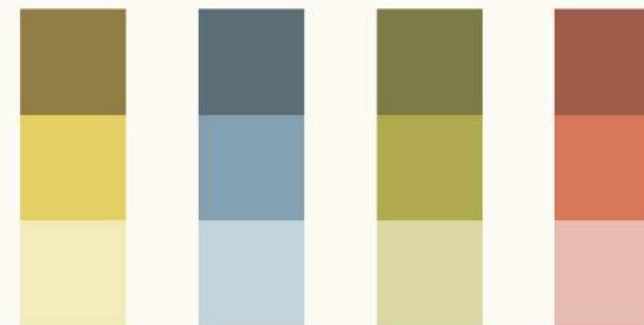


HTF GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

HTF GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

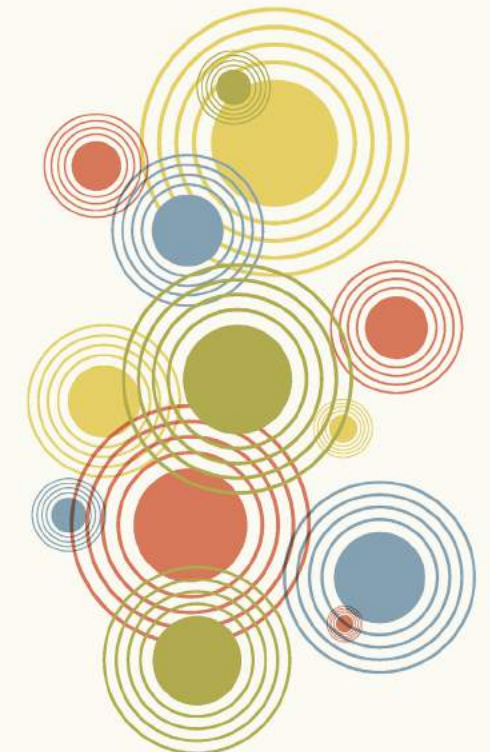


Sol

Cielo

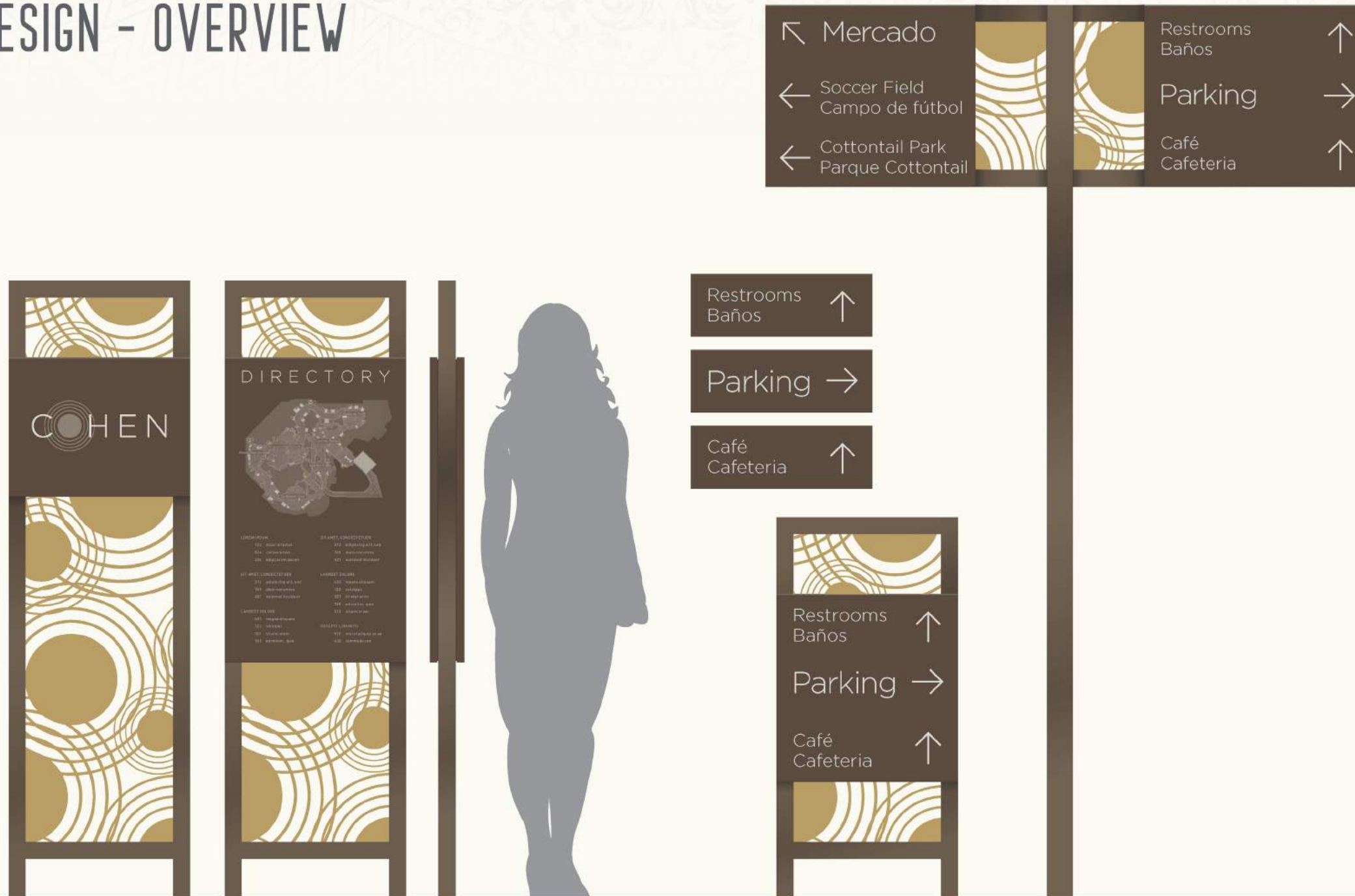
Palo Verde

Red Yucca

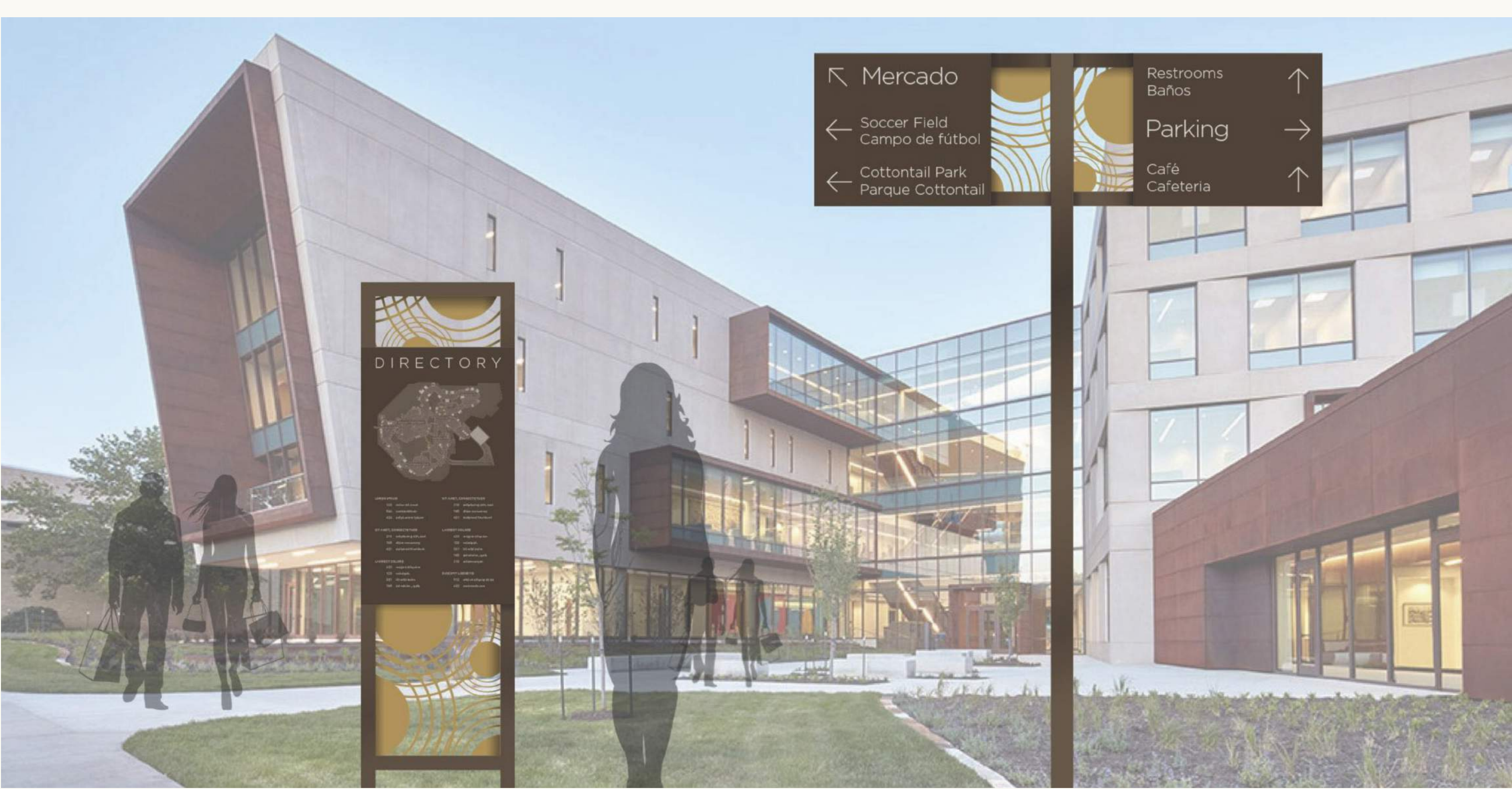




# WAYFINDING DESIGN - OVERVIEW







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

**DIRECTORY**

<p><b>LEVEL 1</b></p> <ul style="list-style-type: none"> <li>100 Lobby</li> <li>110 Retail</li> <li>120 Office</li> </ul>	<p><b>LEVEL 2</b></p> <ul style="list-style-type: none"> <li>200 Office</li> <li>210 Office</li> <li>220 Office</li> </ul>	<p><b>LEVEL 3</b></p> <ul style="list-style-type: none"> <li>300 Office</li> <li>310 Office</li> <li>320 Office</li> </ul>	<p><b>LEVEL 4</b></p> <ul style="list-style-type: none"> <li>400 Office</li> <li>410 Office</li> <li>420 Office</li> </ul>
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# WAYFINDING DESIGN - PARKING GARAGE





# CONCEPT 1 - GRAPHIC ELEMENTS

## Recommended Fonts

HTF GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

HTF GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Recommended Colors

Based on Pantone color system



## Environmental Accent Graphics

Circle cluster pattern



## Recommended Materials and Processes

CNC Cut Metal



Powder Coated Metal



Vinyl Graphics



Sintra PVC Board







# IDENTITY DESIGN EXPLORATION


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# 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





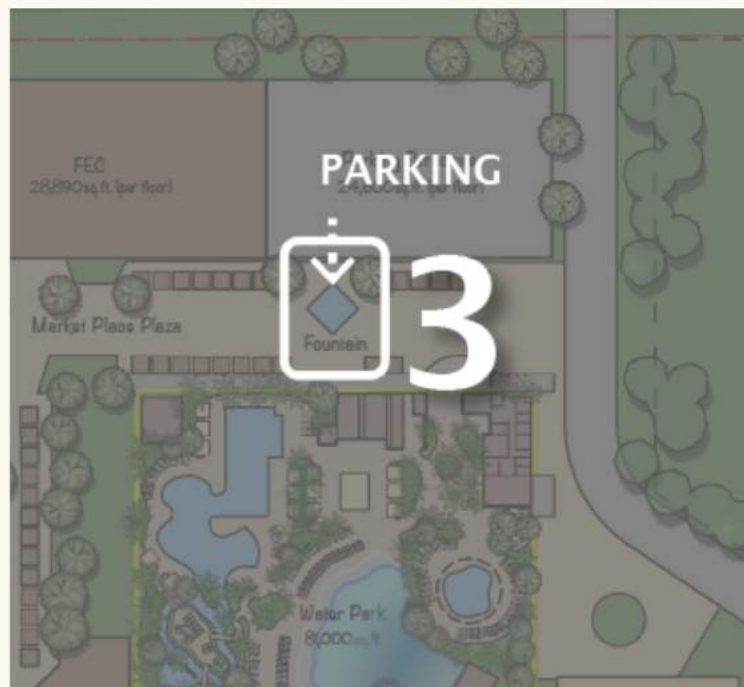
# INSPIRATION FOR ENVIRONMENTAL GATEWAY CONCEPT, AREA 3





# 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

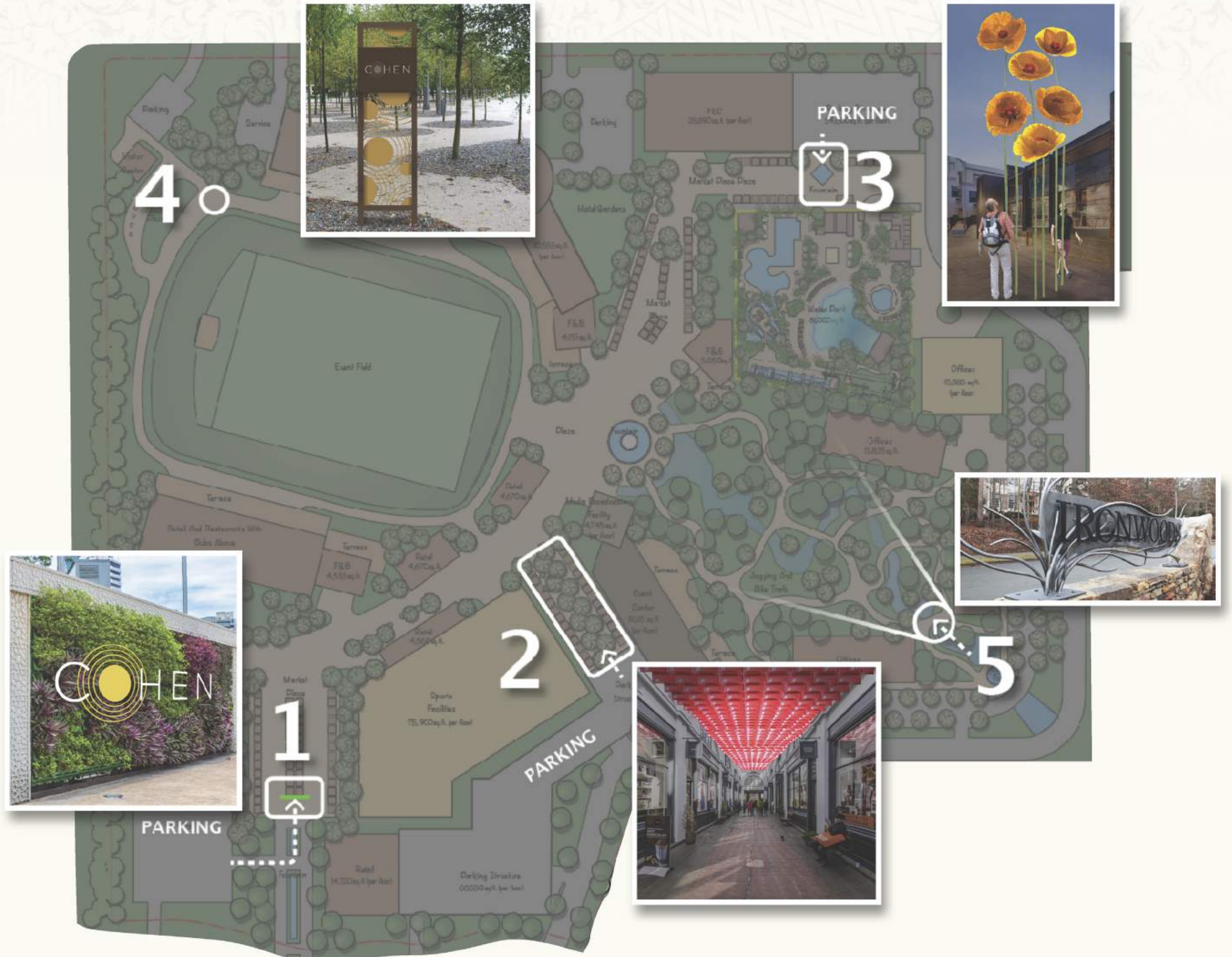
- Unique gateway sign announces Cottontail Park and provides photo opportunity with arroyo in background
- POV desert garden view–shed provides spectacular view





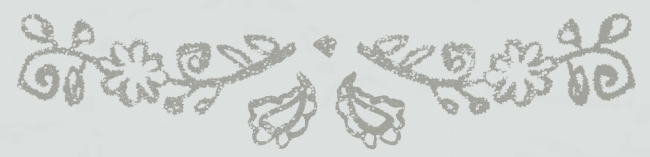
# COHEN ARRIVAL 'MOMENTS' OVERVIEW

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





# 7. CONCLUSION







The City of El Paso would like to realize this Vision for the Cohen Entertainment District. With this Vision Book, we hope that in times to come, and as days become years, that this Vision Book will help to guide the aesthetic, look and feel of the district as it pertains to the built environment, the landscape and the entertainment programs on offer.

As investment and public and private interest begin to shape the future of this district, the aim is that it will be a unified development which reads as one District, not only on its opening day, yet in all its phases of the development process, and as the project matures into longevity.

To properly ensure consistency of design intent, architecture and construction, the Cohen Entertainment District Design Standards should also be followed.

The appointed team will continue to collaborate and ensure the Design Standards stay true to the Vision and Guiding Principles presented in this book, so that the City of El Paso will soon have the tools it needs to execute this great entertainment district.



# COHEN ENTERTAINMENT DISTRICT



swa

mycotoo

HLB