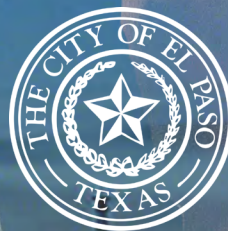


COHEN ENTERTAINMENT DISTRICT



swa

mycotoo
The entertainment development company

HLB

INTRODUCTION: CITY OF EL PASO



COHEN STADIUM SITE











CONTENTS

1. Vision
2. Guiding Principles
3. Preliminary Master Plan
4. Introducing Cohen Entertainment District
5. Cohen Brand Identity
6. Conclusion



1. 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 five neighborhood waterpark development initiative. The crown jewel of this entire cohesive venture, however, is The Cohen Entertainment District, a sports and leisure destination for a new age.



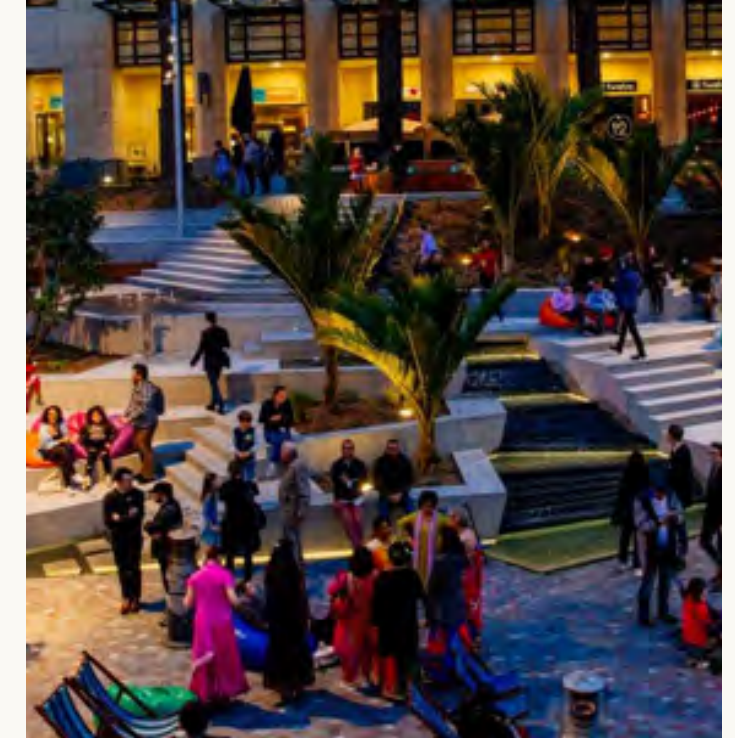


Cohen Entertainment District is an immersive, integrated series of landscapes that celebrates socialization, fun, and bringing people together in public spaces. With a name honoring beloved El Paso legends, the Cohen brothers of Major League Baseball fame, the Cohen Entertainment District is the emblem of heritage, adventure, family, striking landscapes, and burgeoning industry.

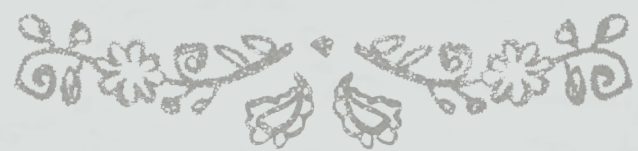


Cohen Entertainment District will become a retail and recreation destination that will attract sports aficionados, families, business travelers and outdoor enthusiasts. The Design Standards will be created to strengthen the identity and brand of Cohen and will take the form of:

- Cohesive Master Plan & Guest Experience
- Landscape Design and Site Development
- Environmental and Architectural Lighting



2. GUIDING PRINCIPLES



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. Additionally 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 city) and provide for suitable trees and planting based on site and micro-climate.



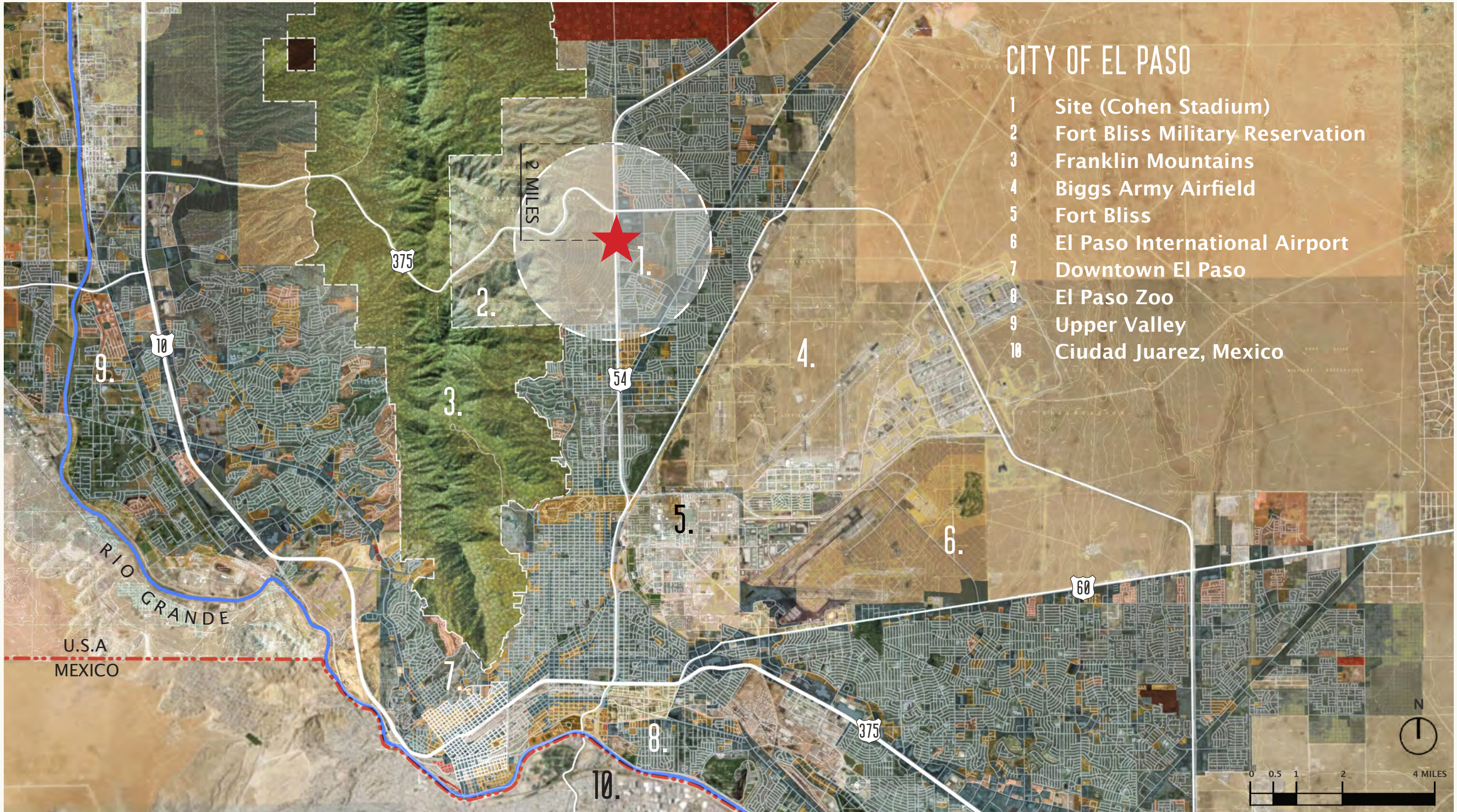
A COHEN LEGACY

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).

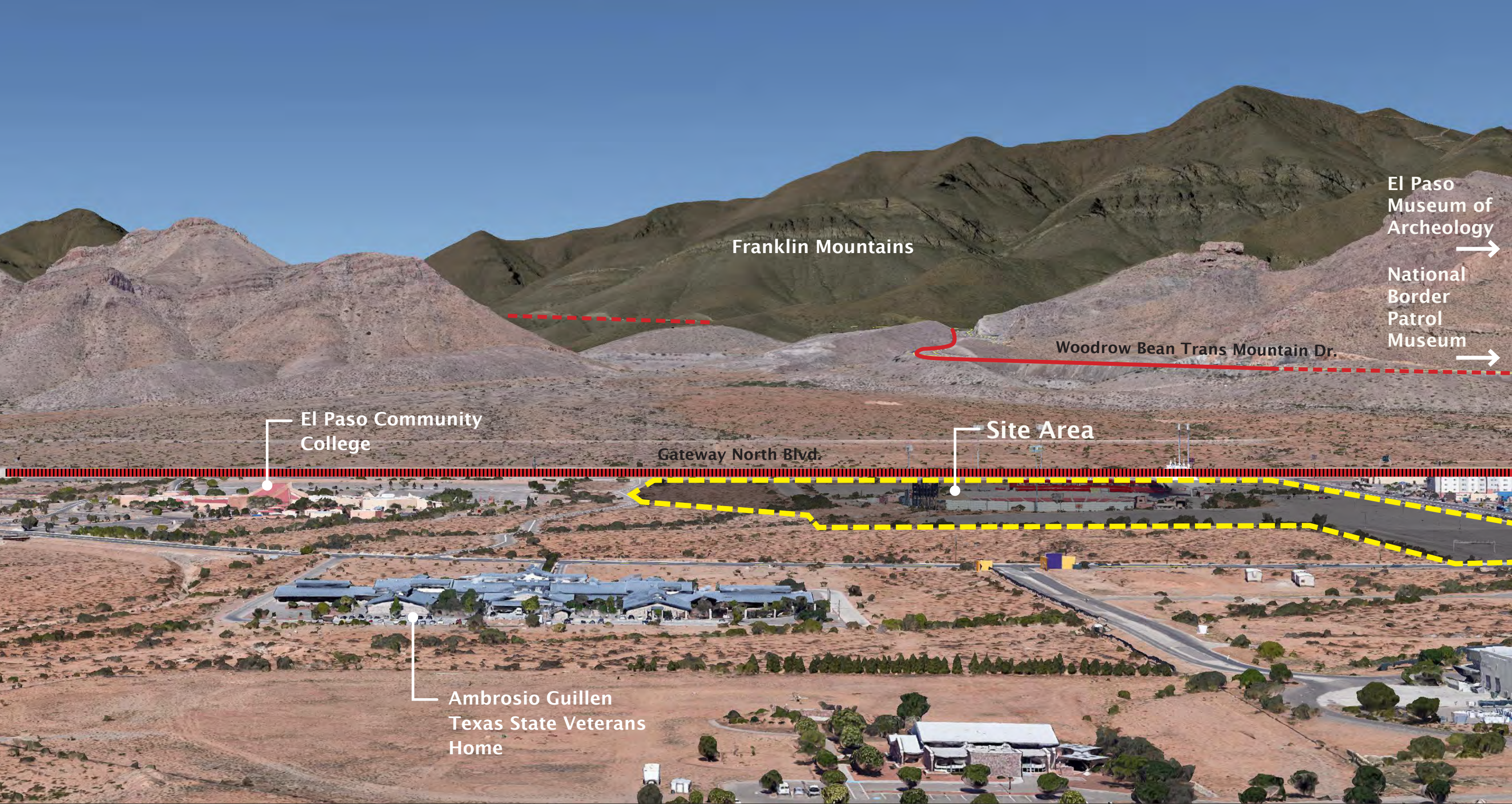


3. PRELIMINARY MASTER PLAN









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

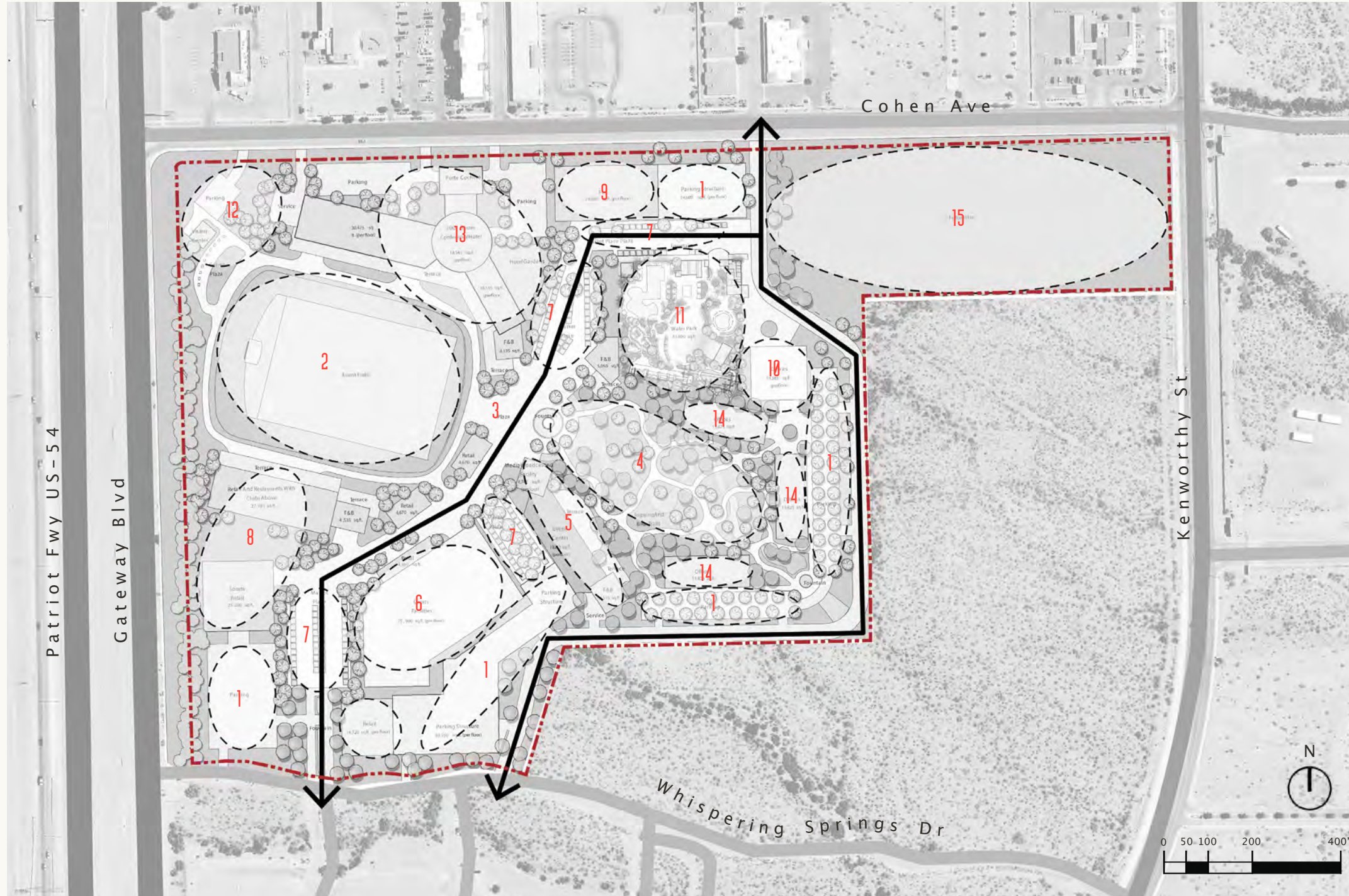
3. PRELIMINARY MASTER PLAN

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celebration
fitness
health
wellness
sports
seasonal
social
lifestyle
festival
events
happiness
wellbeing
gathering
Entertainment
family
ATMOSPHERE
relaxation
freedom
excitement
leisure
iconic
wonder
moments
ADVENTURE
story
discovery
legacy
texture

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. Sports Complex
7. Mercado de Cohen
8. Acacia Square
9. Family Entertainment Center
10. Commercial Buildings
11. Neighborhood Water Park
12. Cohen Plaza
13. Hotel
14. Start-Up/Incubator Spaces
15. Future Use

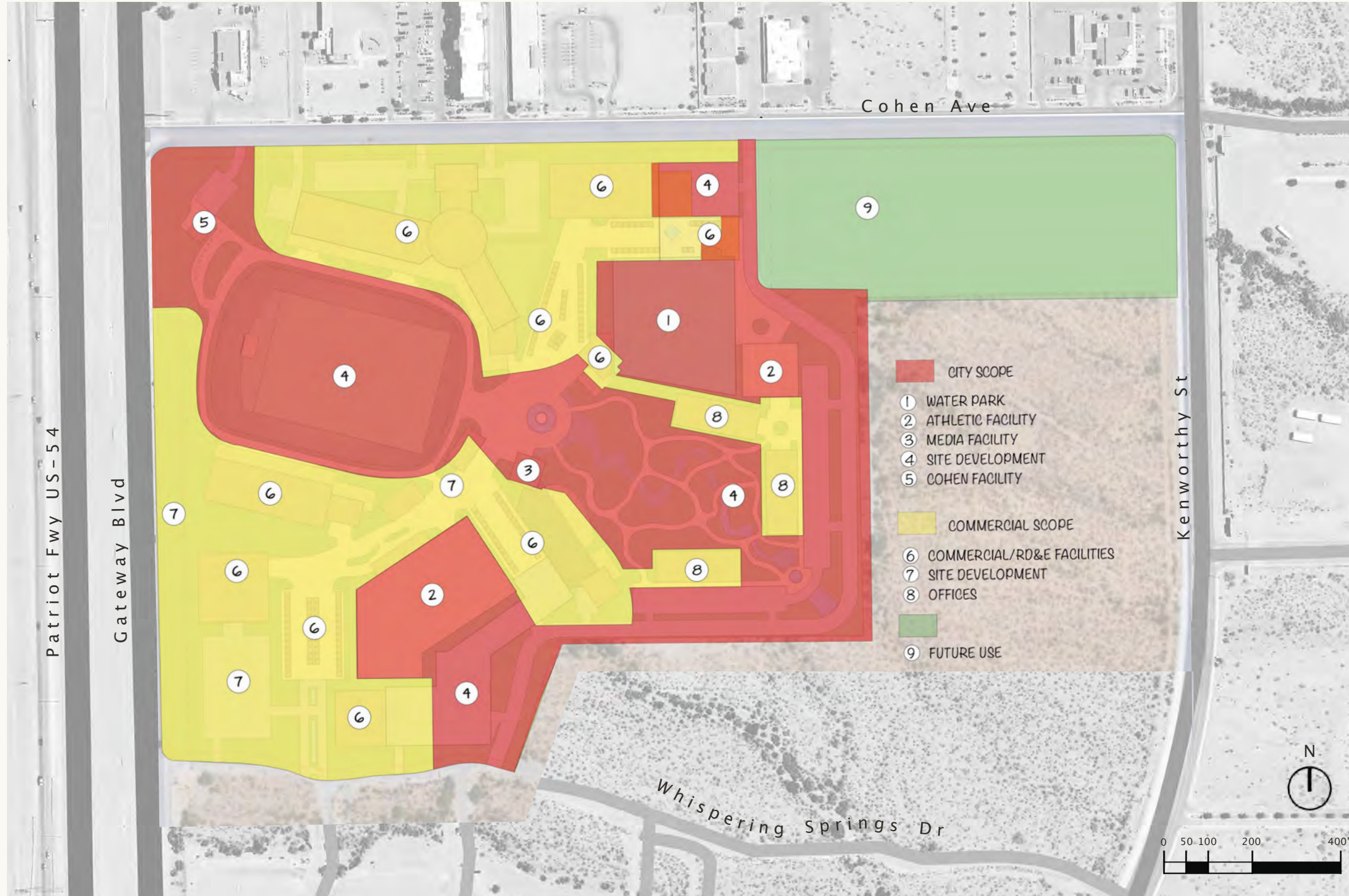
COHEN ENTERTAINMENT DISTRICT – ZONES



List of Major Offerings:

1. **Parking and Entrances** – Accented wayfinding moments entries
2. **Cohen Field** – Central Open-Air Events Field
3. **Cottontail Plaza** – 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** – On site media center
6. **Keystone Events Hall** – Multi-Use Flex Space for seasonal events and touring attractions
7. **Sports Complex** – Volleyball, Basketball, and More
8. **Mercado de Cohen** – Vibrant “Food Hall” Alley and Farmer’s Market-style
9. **Acacia Square** – Retail and Dining Venue
10. **Family Experience Center** – Indoor Family Entertainment Center
11. Commercial Buildings
12. **Torbellino Neighborhood Waterpark** – Sports and Leisure inspired Waterpark
13. **Cohen Plaza** – Arrival Plaza that celebrates the Cohen brothers with prominently featured design display
14. **Hotel** – Hotel with Conference Rooms
15. **Start-Up/Incubator Spaces** – Flexible Co-working Spaces
16. Future Use
17. **Site Buffer Zone** – Freeway screening and signage
18. **Site Buffer Zone** – Landscaped areas, seating and shade

COHEN ENTERTAINMENT DISTRICT – PRIVATE VS PUBLIC SPACES



CITY SCOPE

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

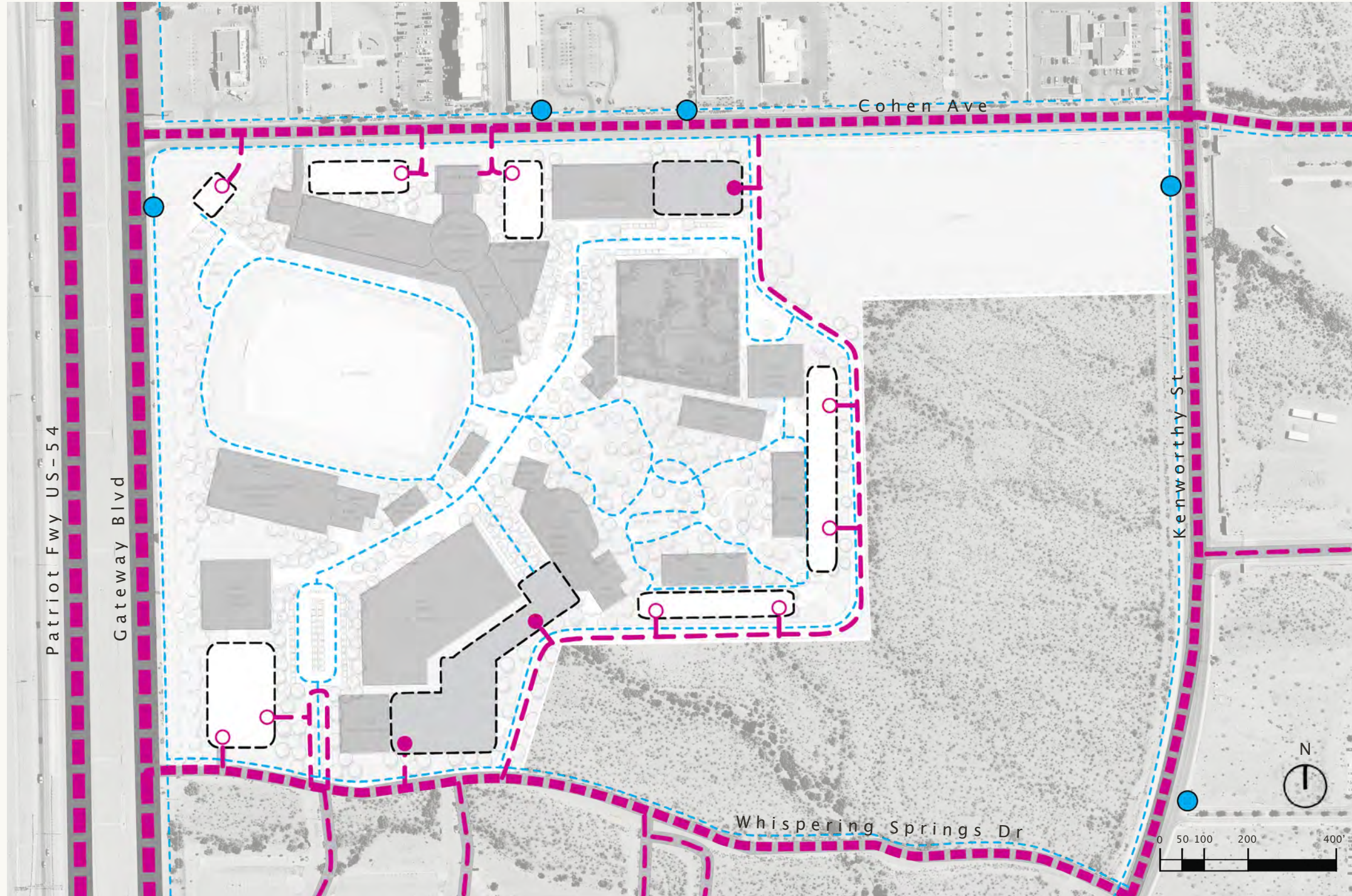
COMMERCIAL SCOPE

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








COHEN ENTERTAINMENT DISTRICT – MASTER PLAN



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

4. INTRODUCING COHEN ENTERTAINMENT DISTRICT





PARKING AND ENTRANCES



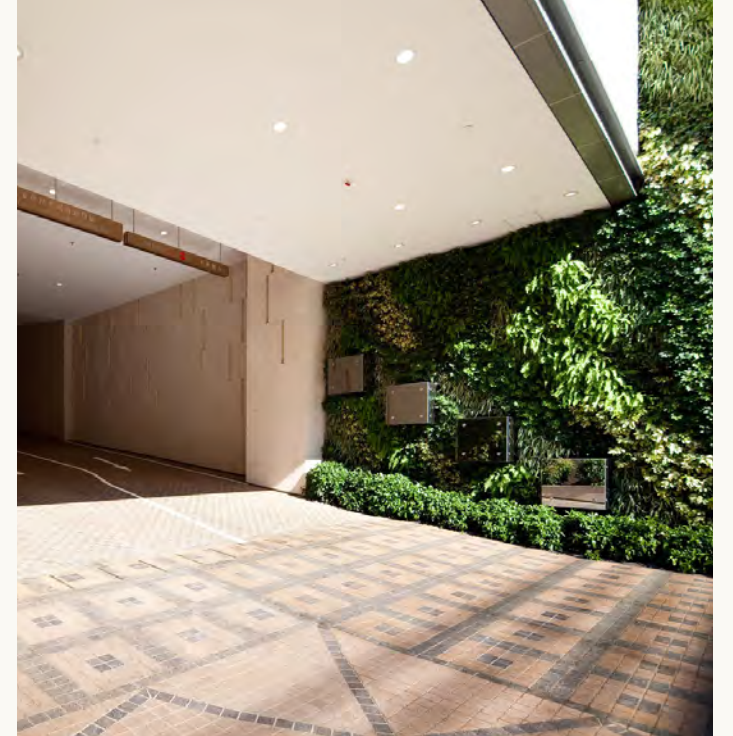
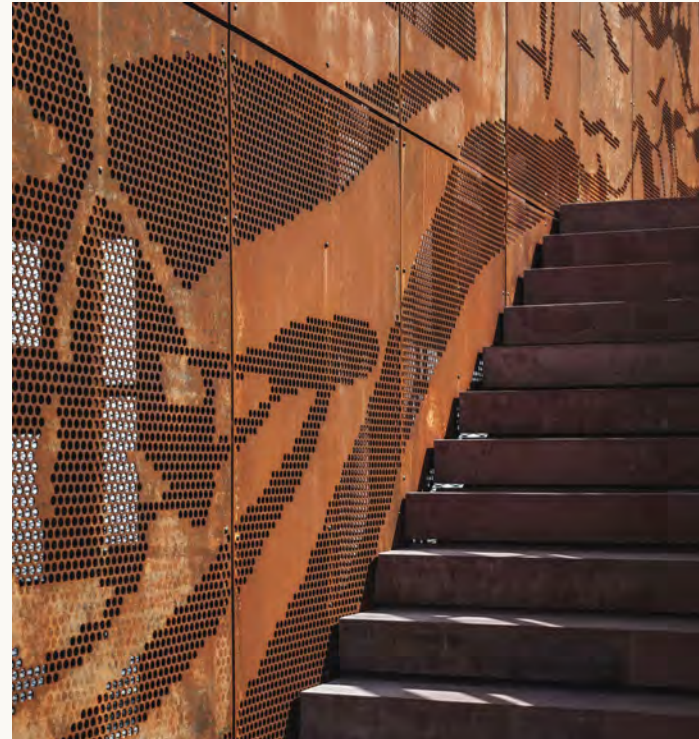
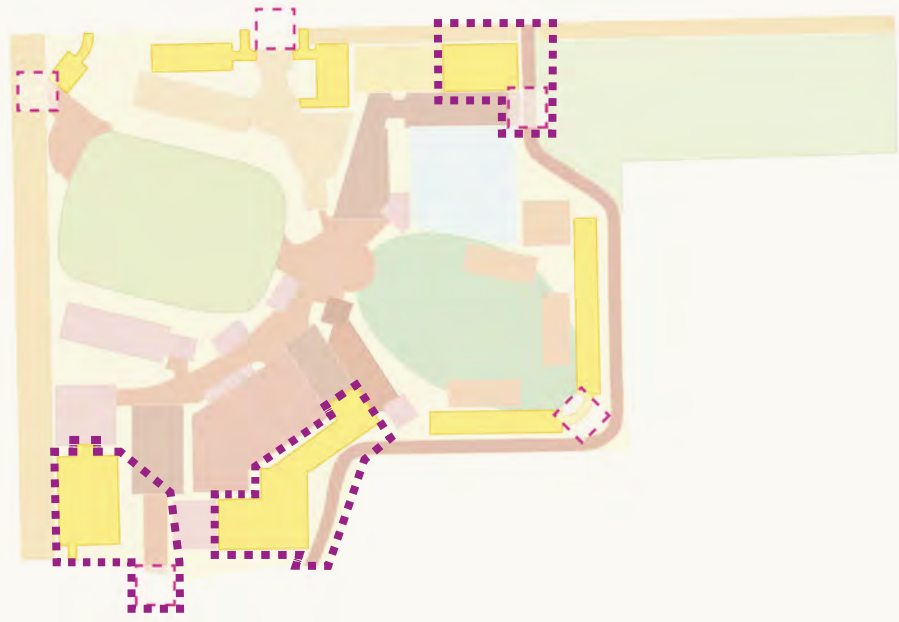




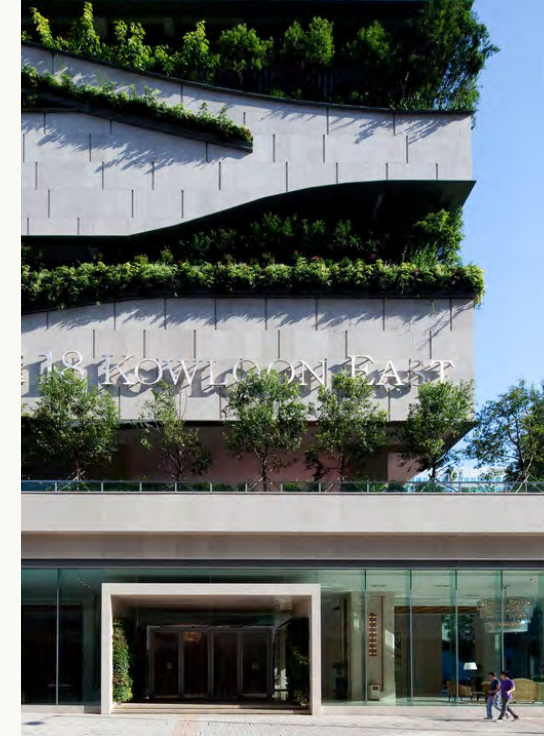
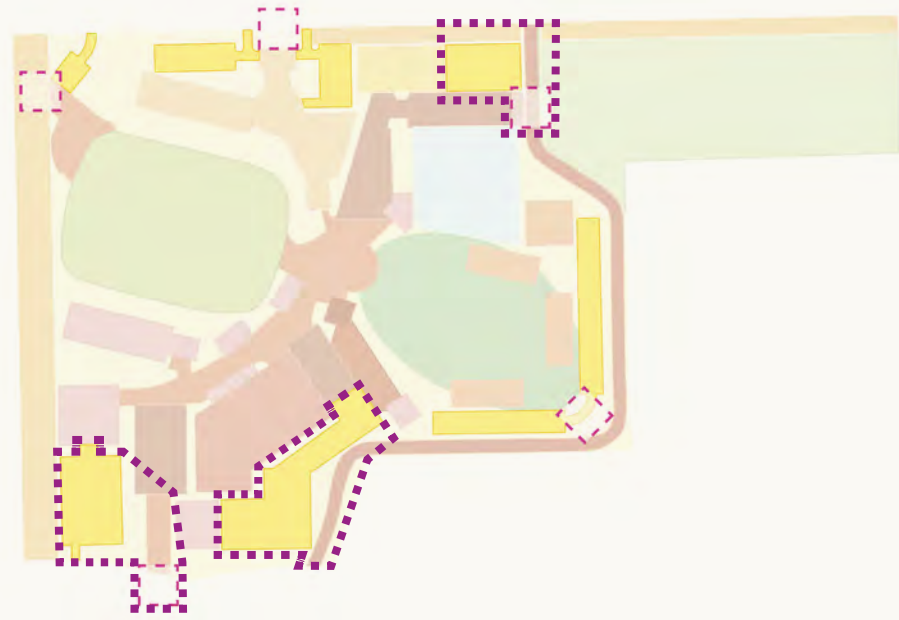
PARKING AND ENTRANCES

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



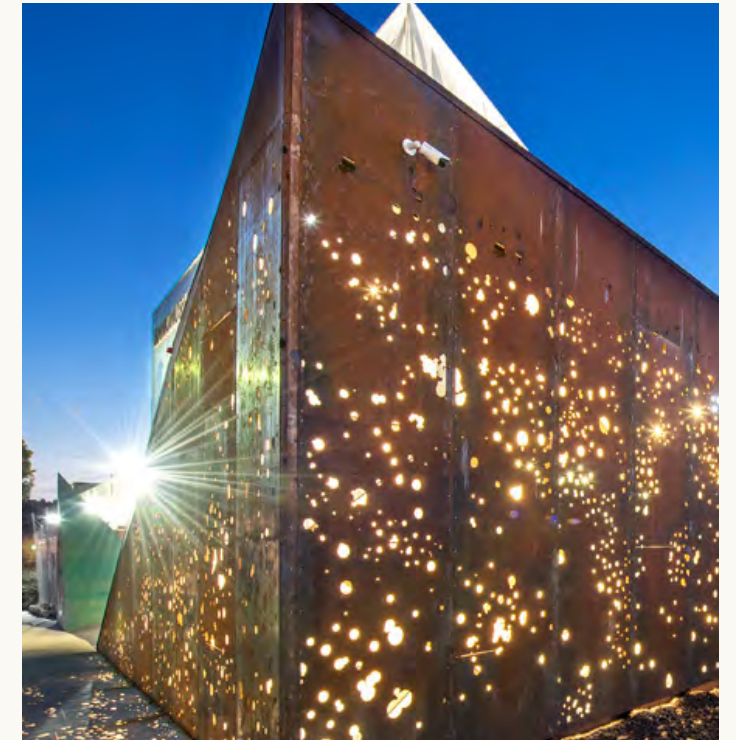
PARKING AND ENTRANCES | PROGRAM & EVENTS



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



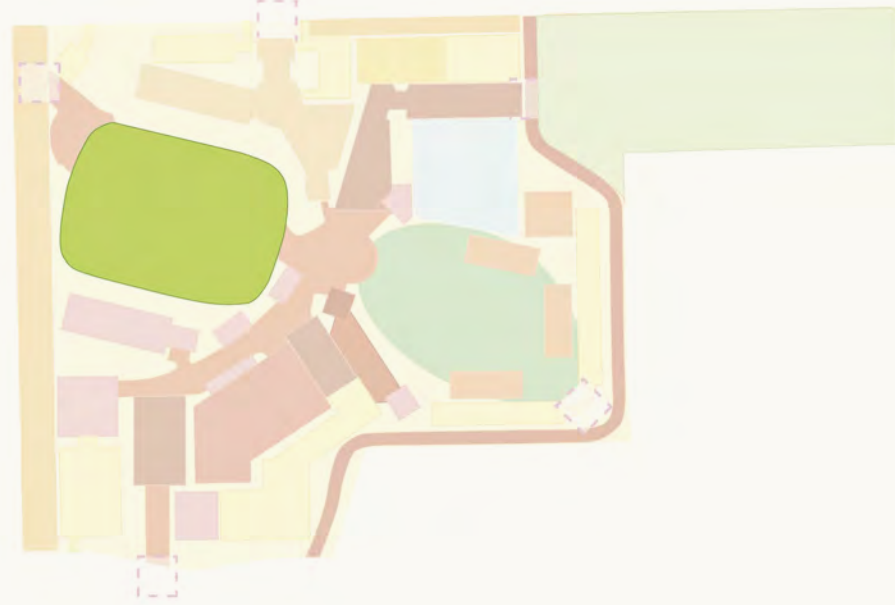




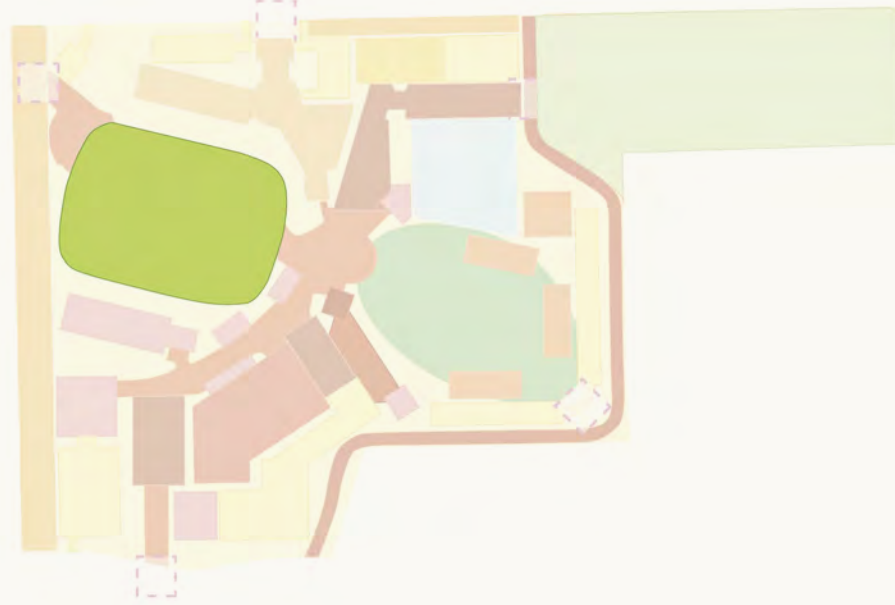
COHEN FIELD

Cohen Field is the multipurpose centerpiece of Cohen Entertainment District. It is a large scale, Event Field built for Cohen Entertainment Districts' many festivals and entertainment spectacles. The Field has several unique features which differentiate it from comparable large open spaces: guests will find bermed landscape areas and plenty of nature to take in amidst the active social retail and food areas. Once again, commenting on the neighboring Mountains, seating is terraced and naturalistic.

COHEN FIELD | PLACE



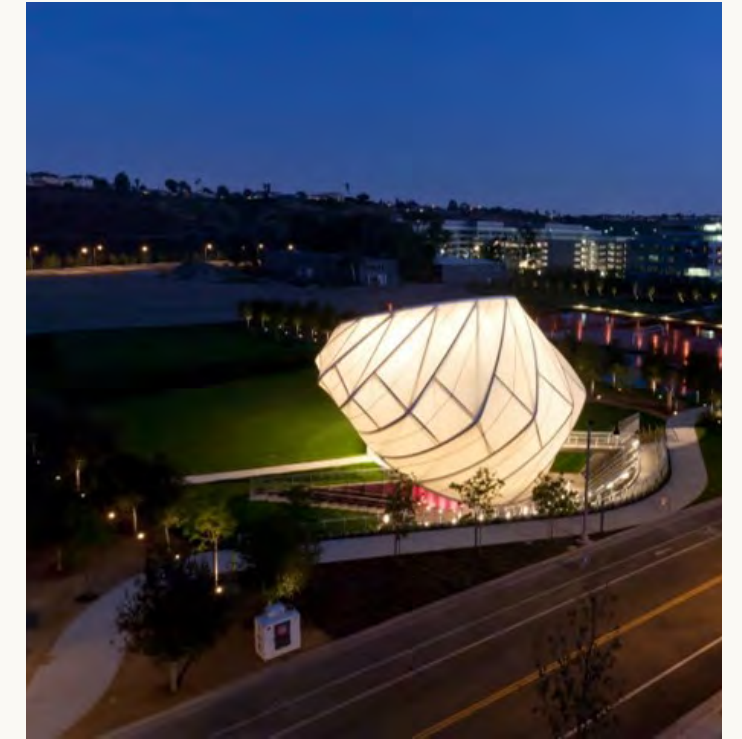
COHEN FIELD | PROGRAM AND EVENTS



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

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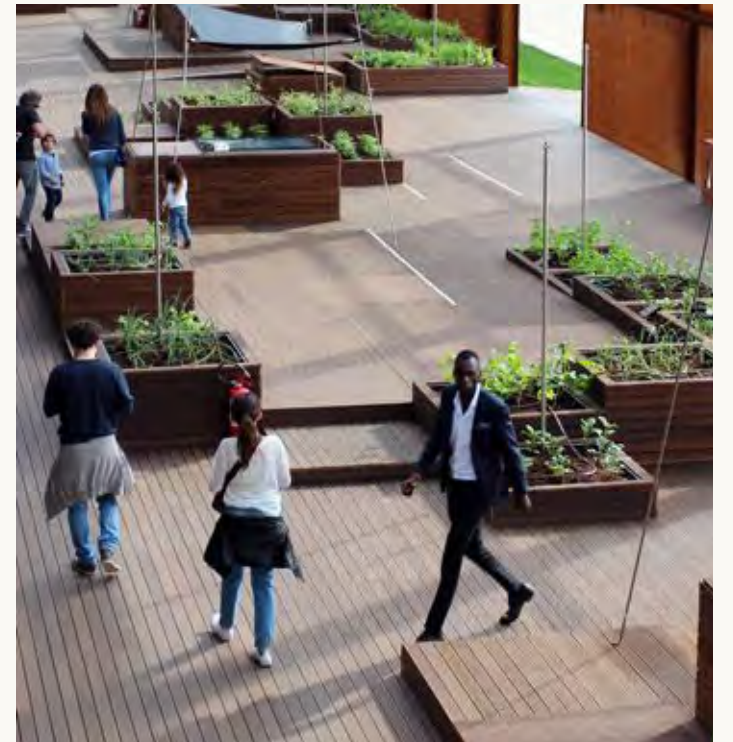
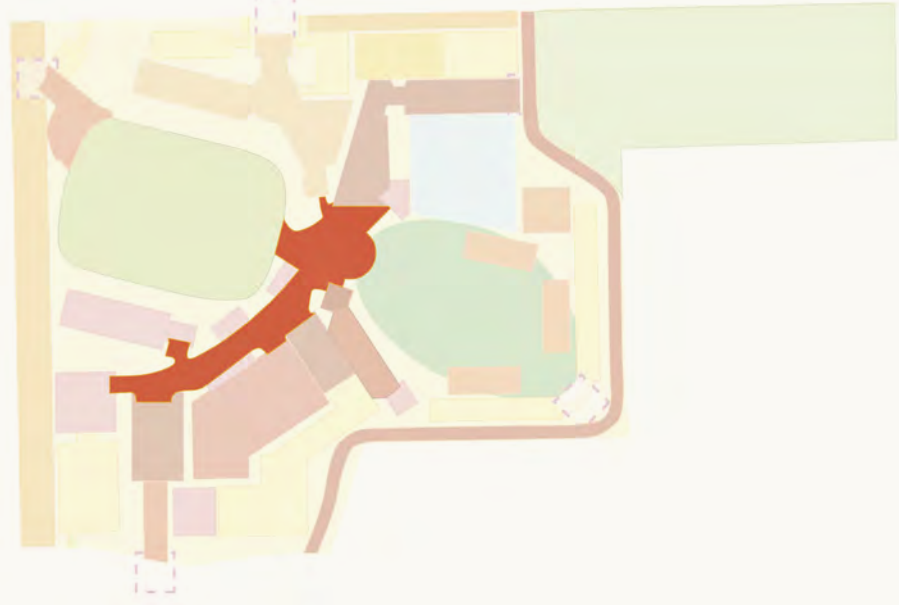
COTTONTAIL PLAZA AND PROMENADE

Following arrival wayfinding, the Park gives way to an open Plaza and Promenade that serves as a serene gathering place. 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 Districts’ DNA.

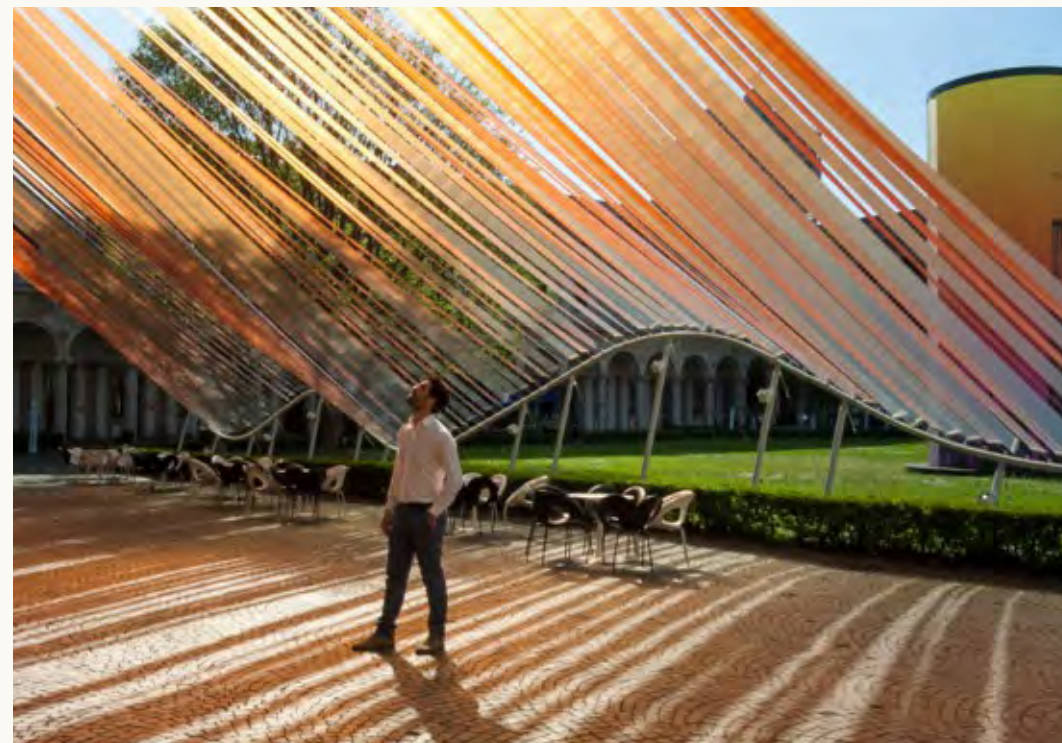
As night draws in, guests may return to this Plaza for a poignant Tree Lighting Ceremony. Throughout the day, this Plaza plays host to several pockets of activity that are entertainment-driven. Music, live art, and additional surprises are programmed into the day.

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

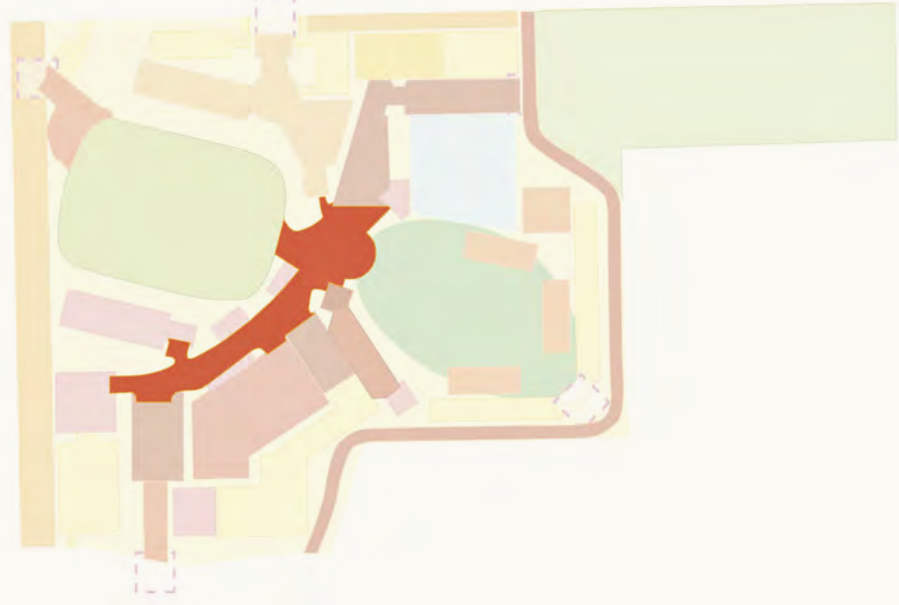
COTTONTAIL PLAZA AND PROMENADE | PLACE



COTTONTAIL PLAZA AND PROMENADE | PROGRAM AND EVENTS



COTTONTAIL PLAZA AND PROMENADE | EVENING



COTTONTAIL PARK



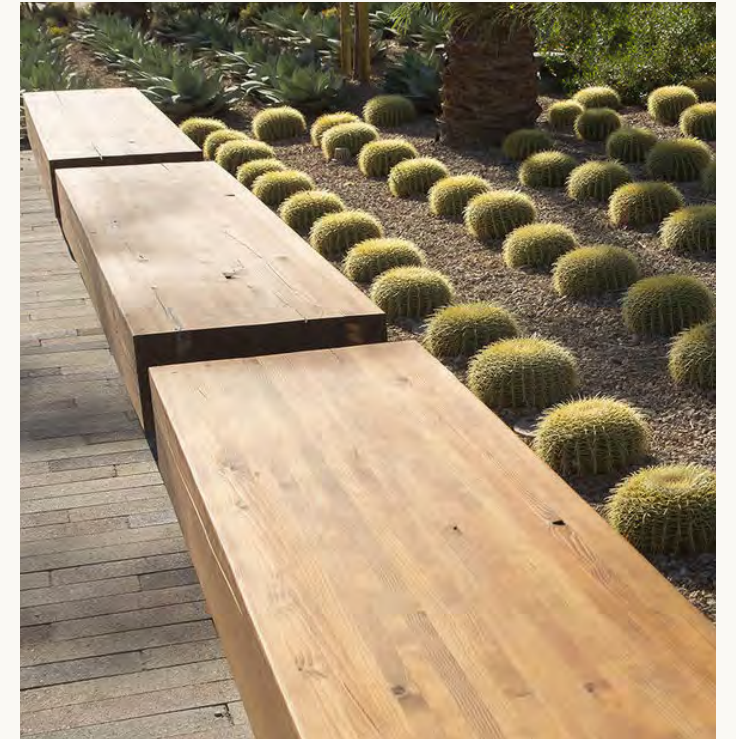
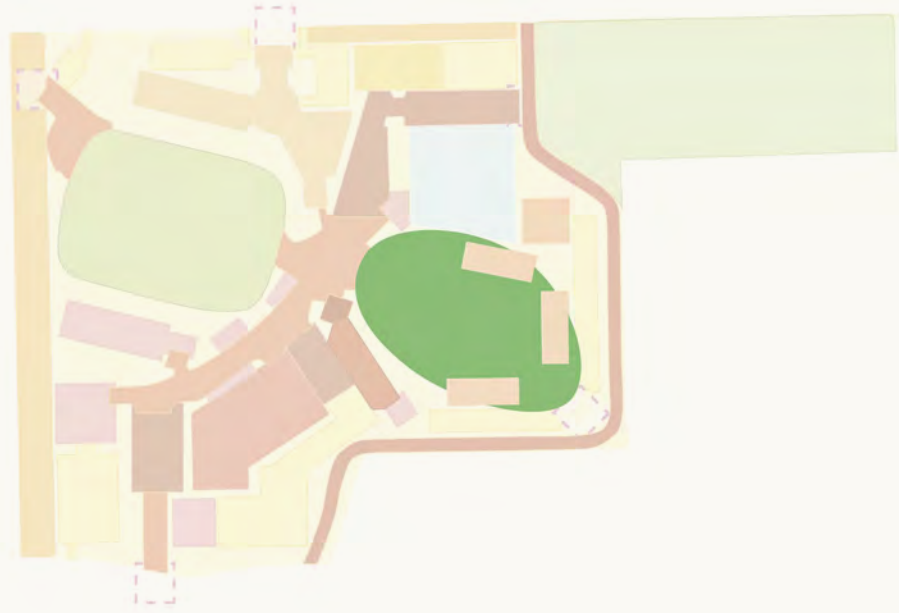




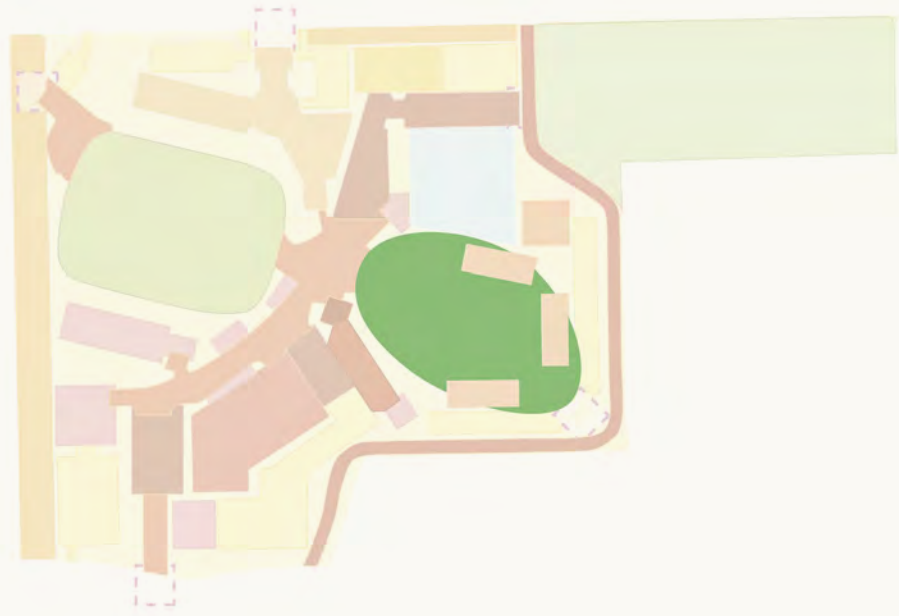
COTTONTAIL PARK

Cottontail Park includes plentiful landscaped alcoves for shaded sitting, taking in sights, yoga demonstrations, holistic instructor-led events, and more. Guests are delighted to see things like re-purposed food and beverage carts as part of a natural scenic panorama, now, markers on a winding jogging course. Cottontail Park is not just a winding promenade – it causes guests to slow down and appreciate their surroundings. Forms comment on the natural undulations of local “arroyo” river beds, with bridges and water features.

COTTONTAIL PARK | PLACE



COTTONTAIL PARK | PROGRAM AND EVENTS

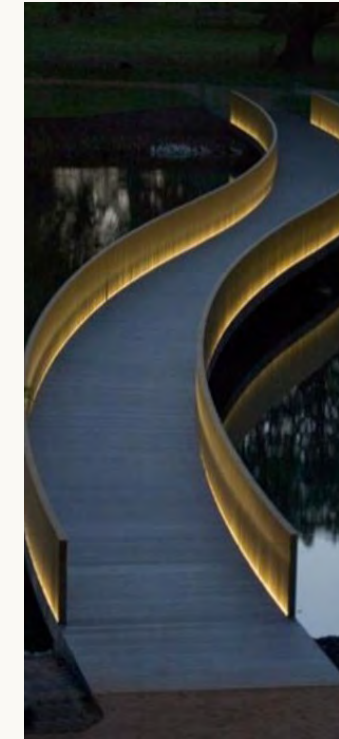


COTTONTAIL PARK | EVENING

Lighting Strategy:

Vertical illumination is often more useful in creating the perception of brightness in landscaped areas. Vertical 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.

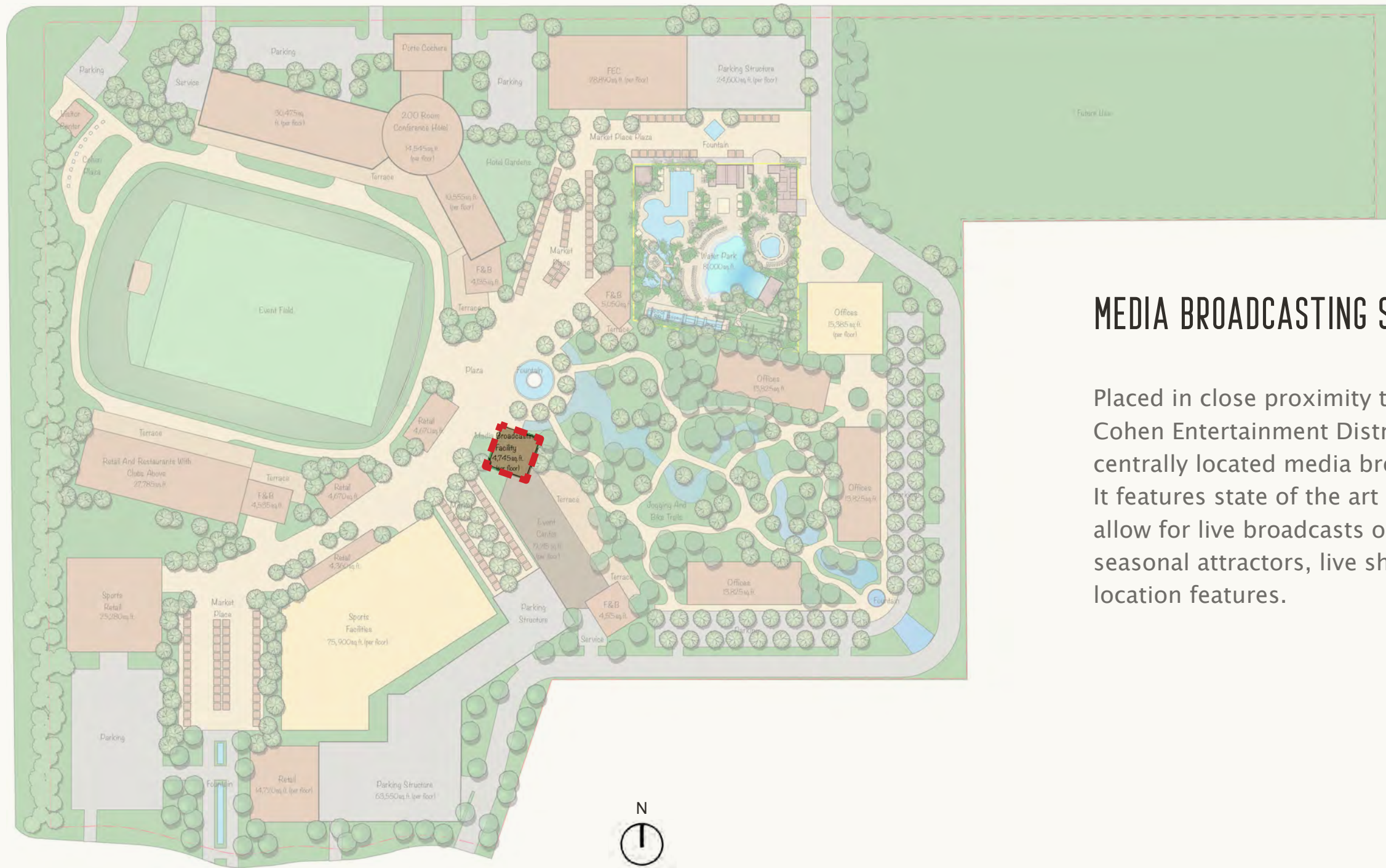
Another way to express this is by emphasizing an approach of putting light where it is needed, creating a visual backdrop and de-emphasizing the utilitarian.



MEDIA BROADCASTING STUDIO

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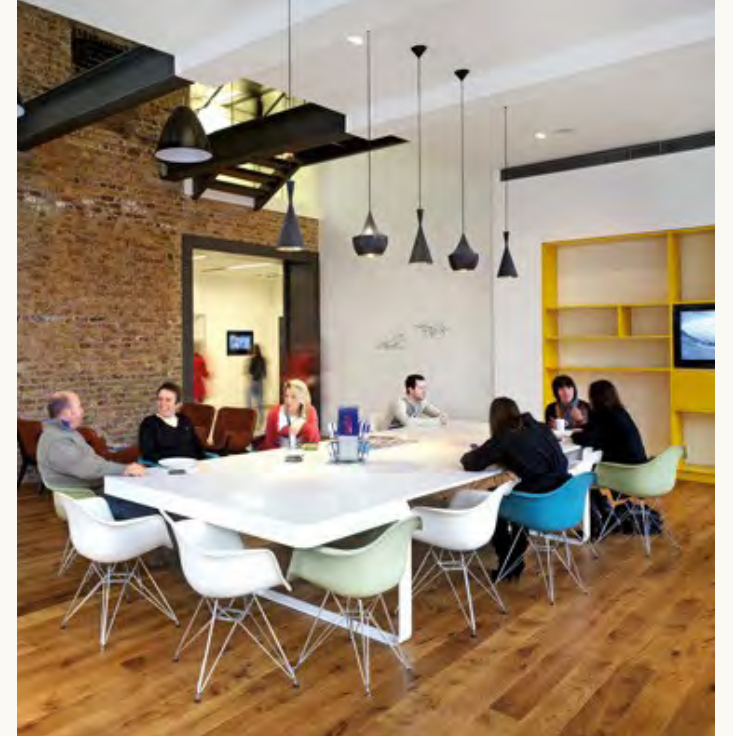
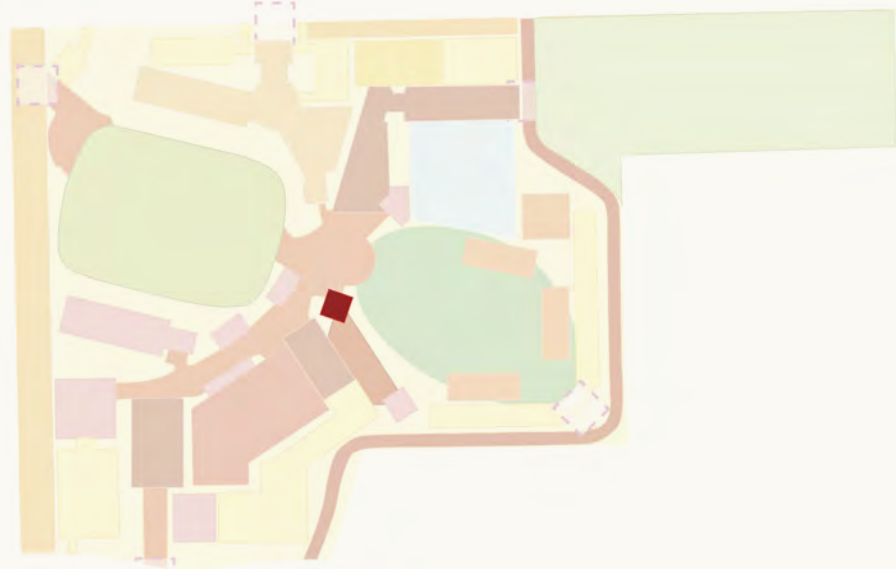
MEDIA BROADCASTING STUDIO

Placed in close proximity to Cohen Field, Cohen Entertainment District features a centrally located media broadcasting studio. It features state of the art equipment to allow for live broadcasts of sports events, seasonal attractors, live shows and on-location features.

MEDIA BROADCASTING STUDIO | PLACE



MEDIA BROADCASTING STUDIO | PROGRAM & EVENTS



MEDIA BROADCASTING STUDIO | EVENING

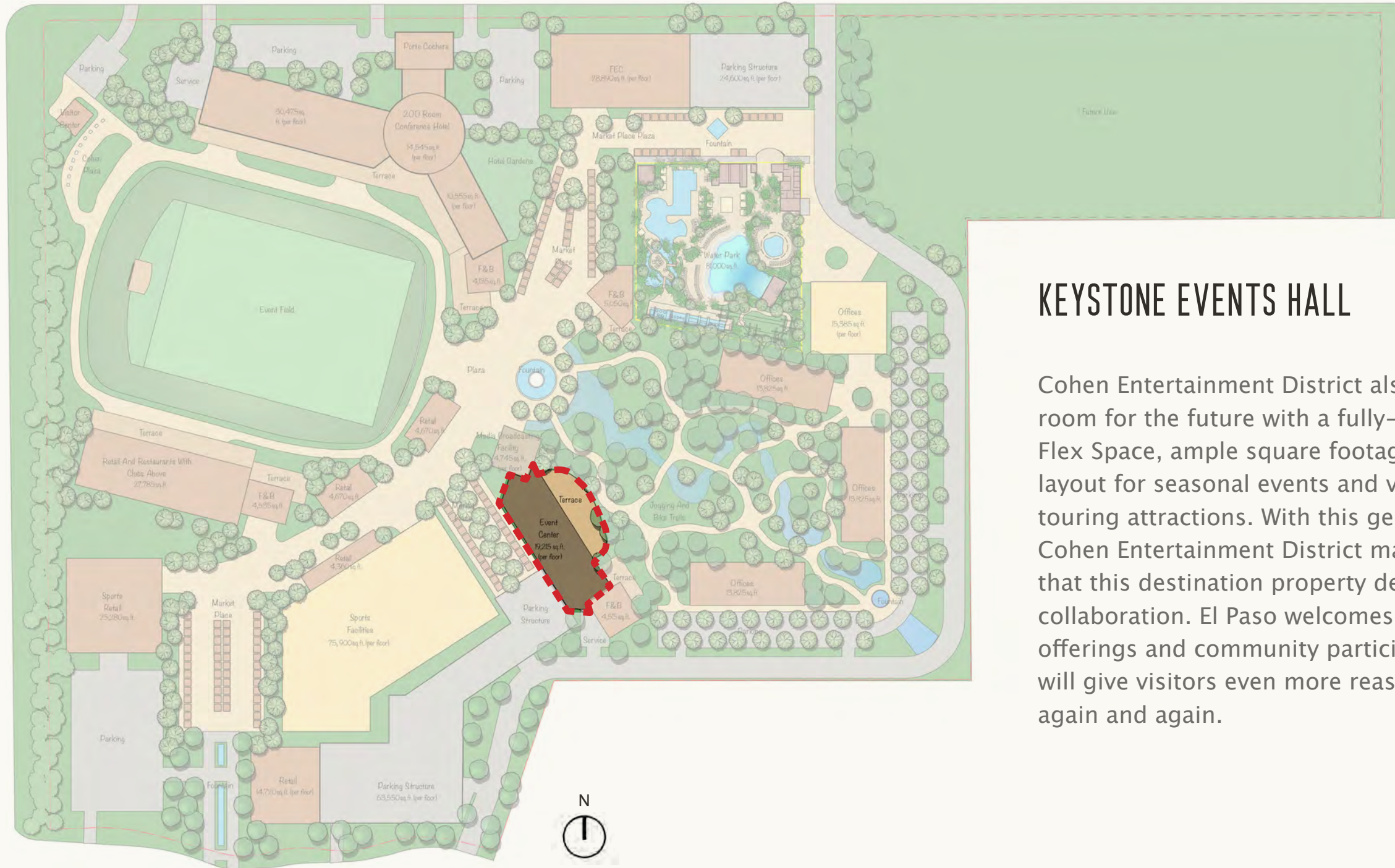




KEYSTONE EVENTS HALL

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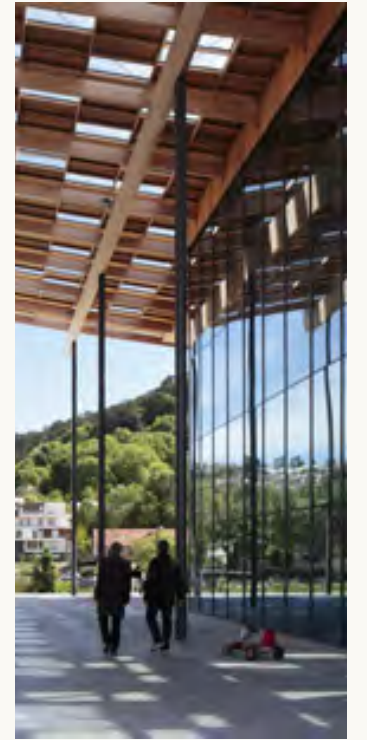
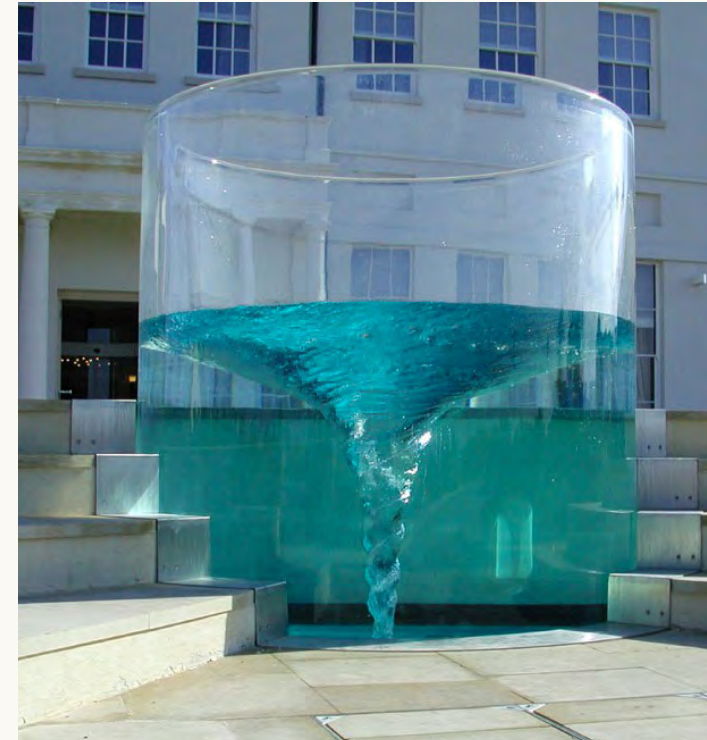
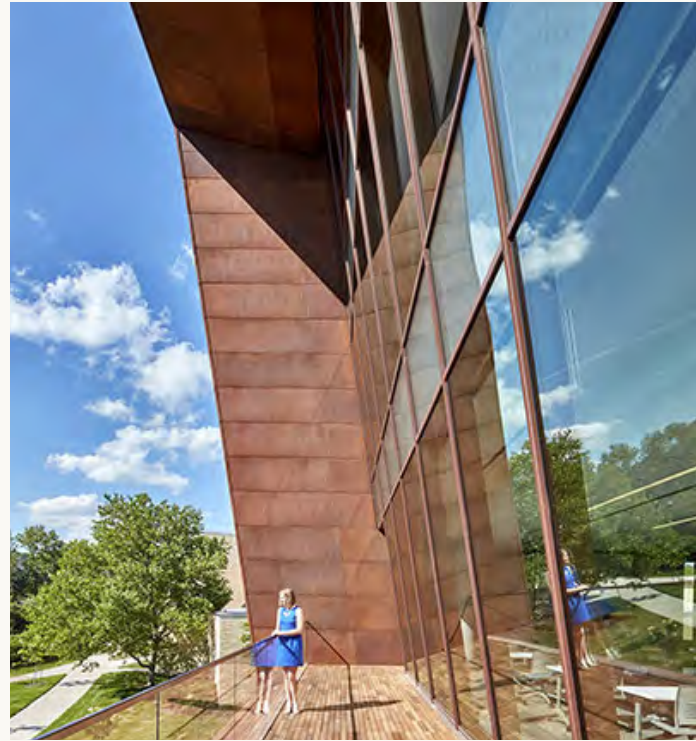




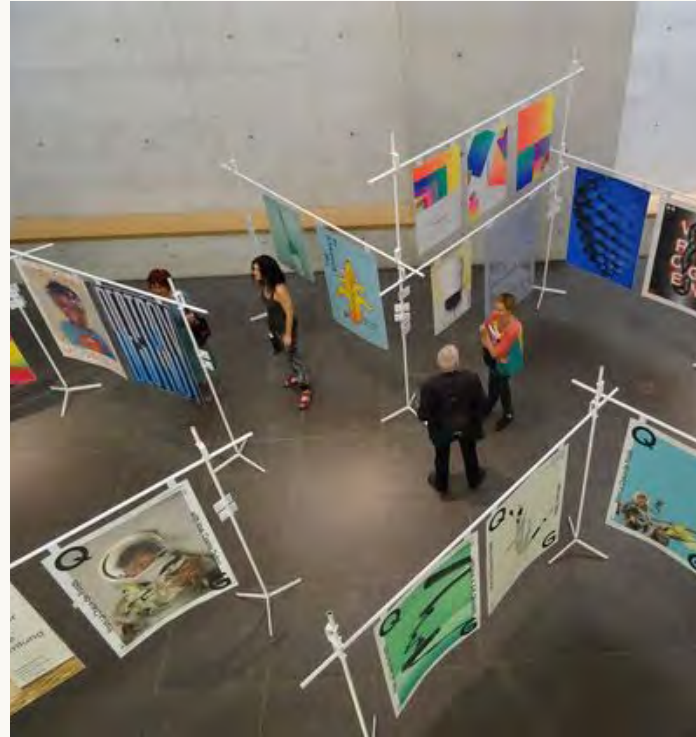
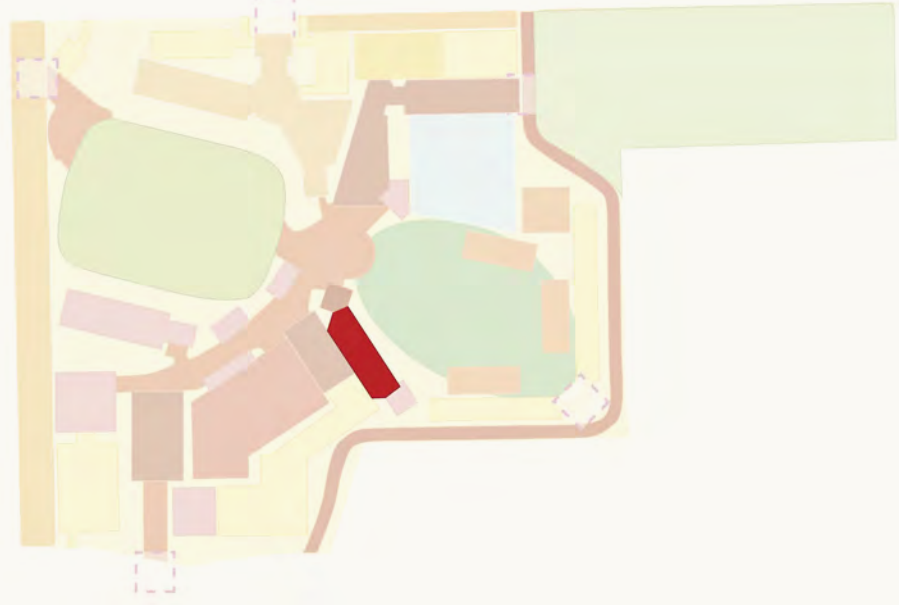
KEYSTONE EVENTS HALL

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

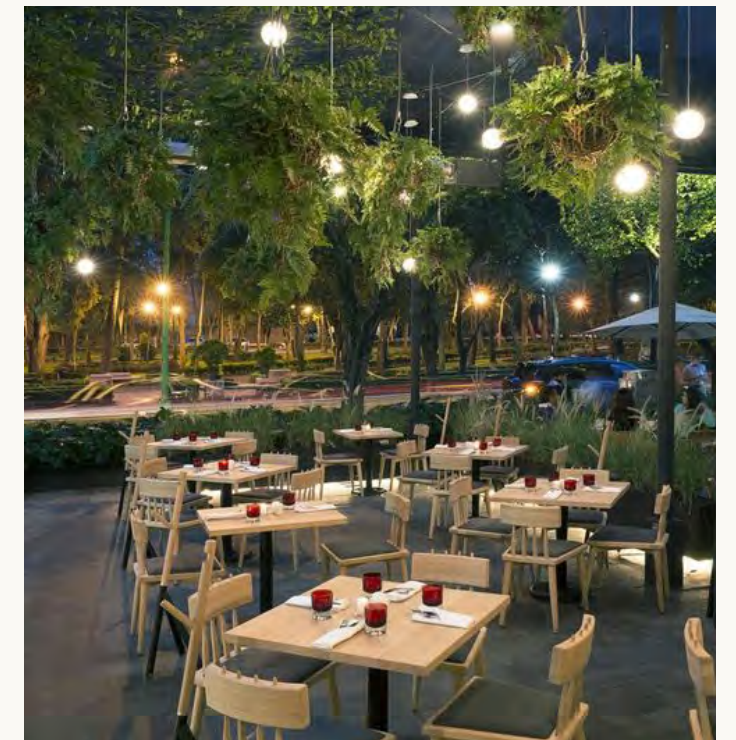
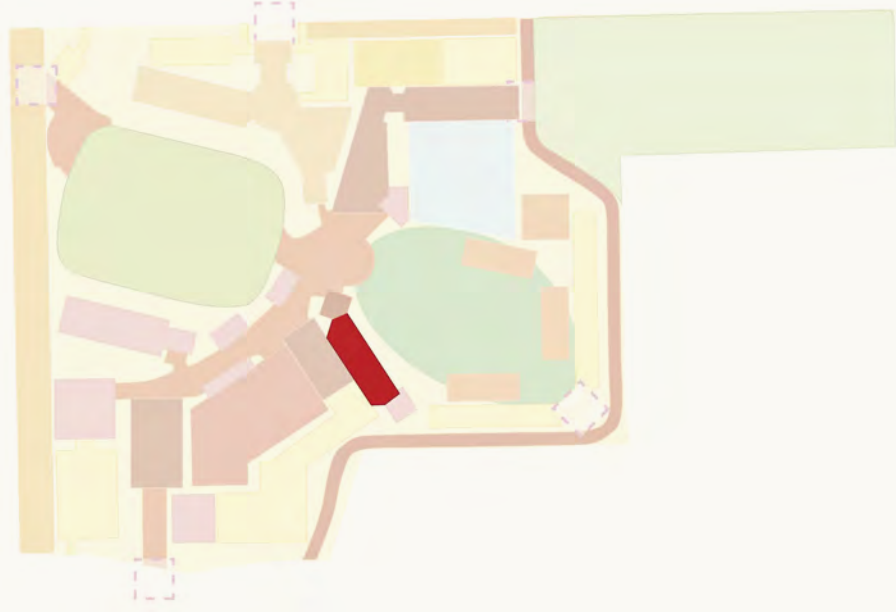
KEYSTONE EVENTS HALL | PLACE



KEYSTONE EVENTS HALL | PROGRAM & EVENTS



KEYSTONE EVENTS HALL | EVENING



ARROYO LEAGUES SPORTS COMPLEX

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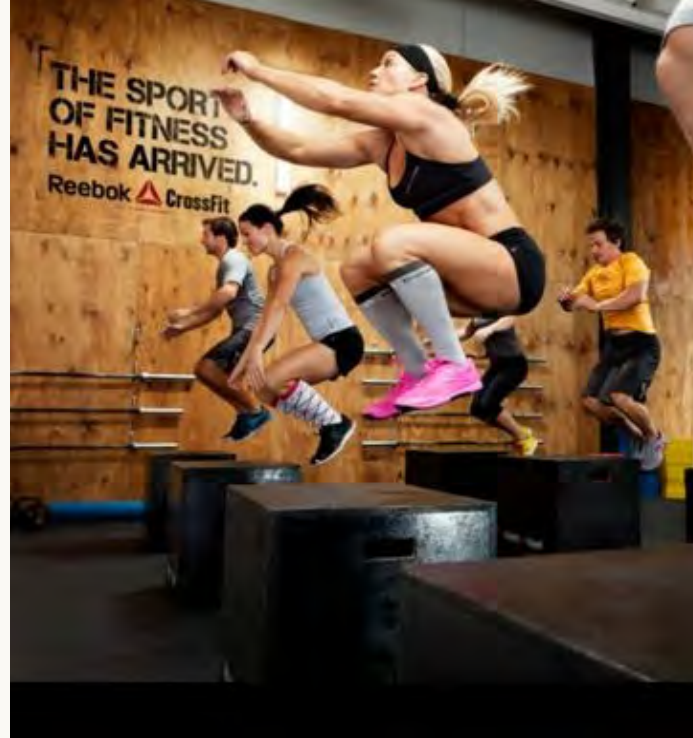
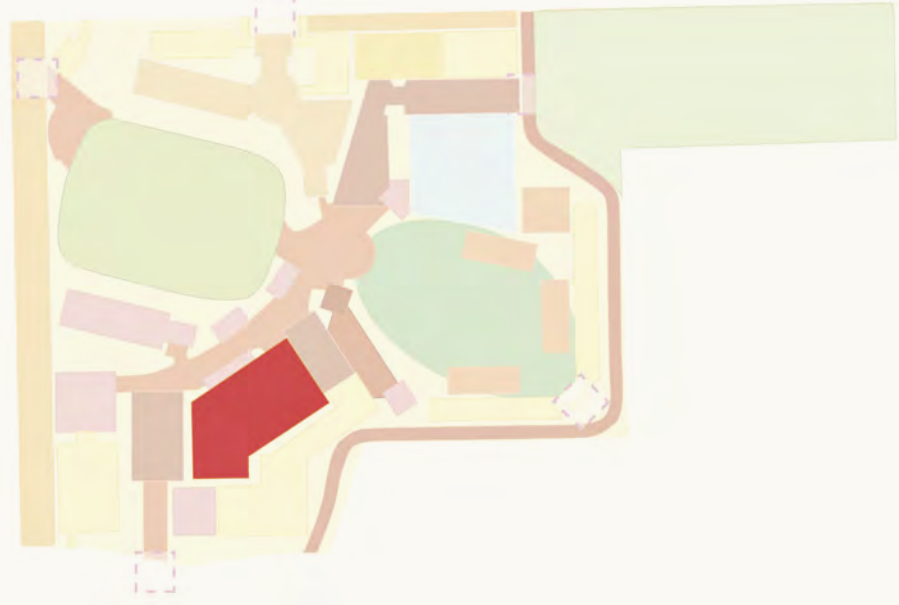




ARROYO LEAGUES SPORTS COMPLEX

As a sports haven, The Cohen Entertainment District includes room for many kinds of sport. The 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. Arroyo Leagues is sure to be humming with activity 365 days a year, and in addition to offering practice and game space it also advertises a multi-specialty Gym, with memberships and incentives for local visitors.

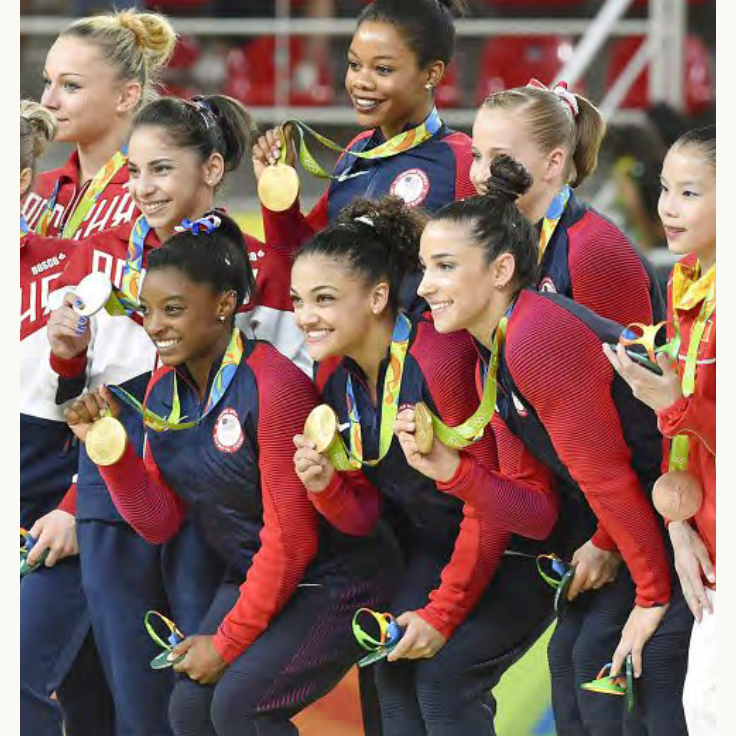
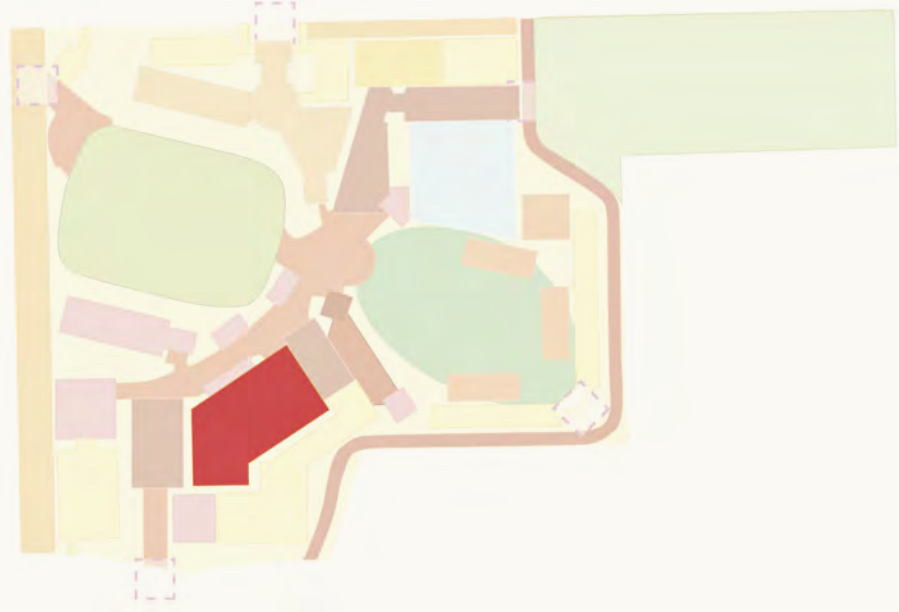
ARROYO LEAGUES SPORTS COMPLEX | PLACE



ARROYO LEAGUES SPORTS COMPLEX | PROGRAM & EVENTS



ARROYO LEAGUES SPORTS COMPLEX | EVENING



MERCADO DE COHEN







COHEN





FAMILY ROOM

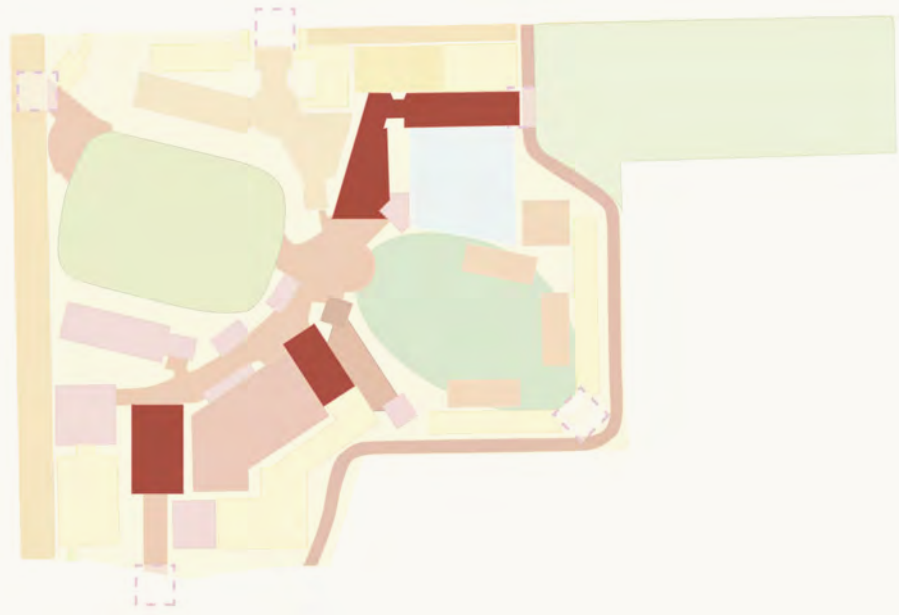


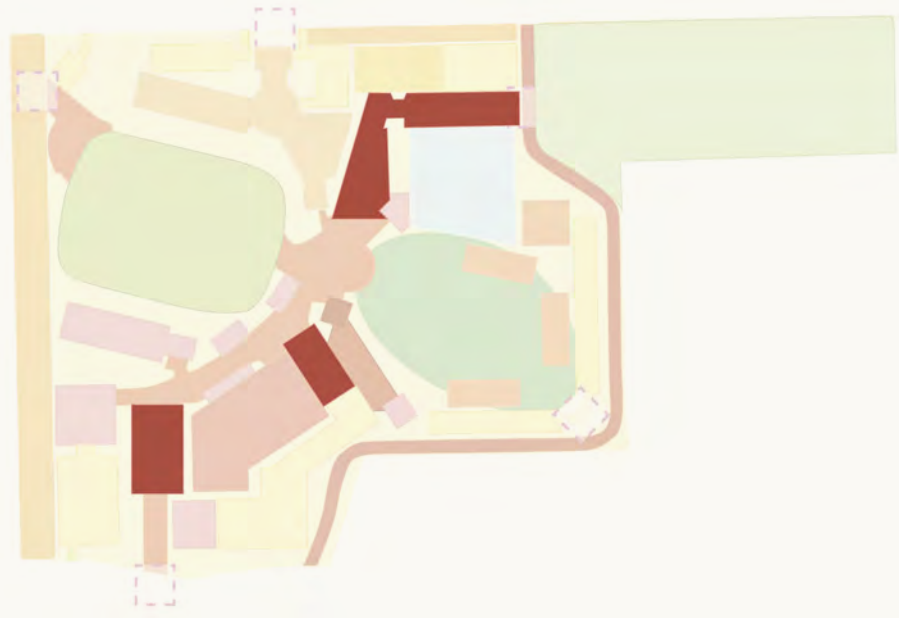


MERCADO DE COHEN

Guests find a fully-integrated, immersive marketplace. This arcade gives the impression of a quaint local farmer's market which, overtime, has been roofed and enhanced. Unlike similar offerings elsewhere, Mercado de Cohen lives directly on the main thoroughfare. It activates and engages what would ordinarily be a simple transitional path. Varied market stalls act as connective tissue, uniting several paths in the Cohen Entertainment District plan.

MERCADO DE COHEN | PLACE





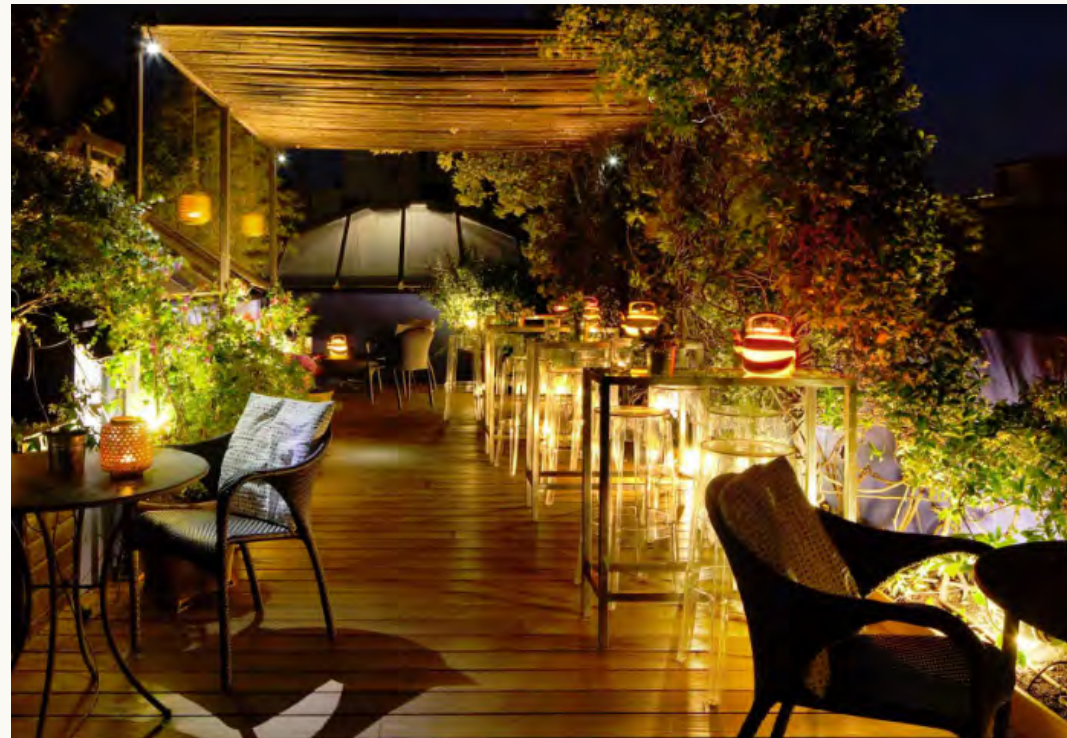
MERCADO DE COHEN | EVENING

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.

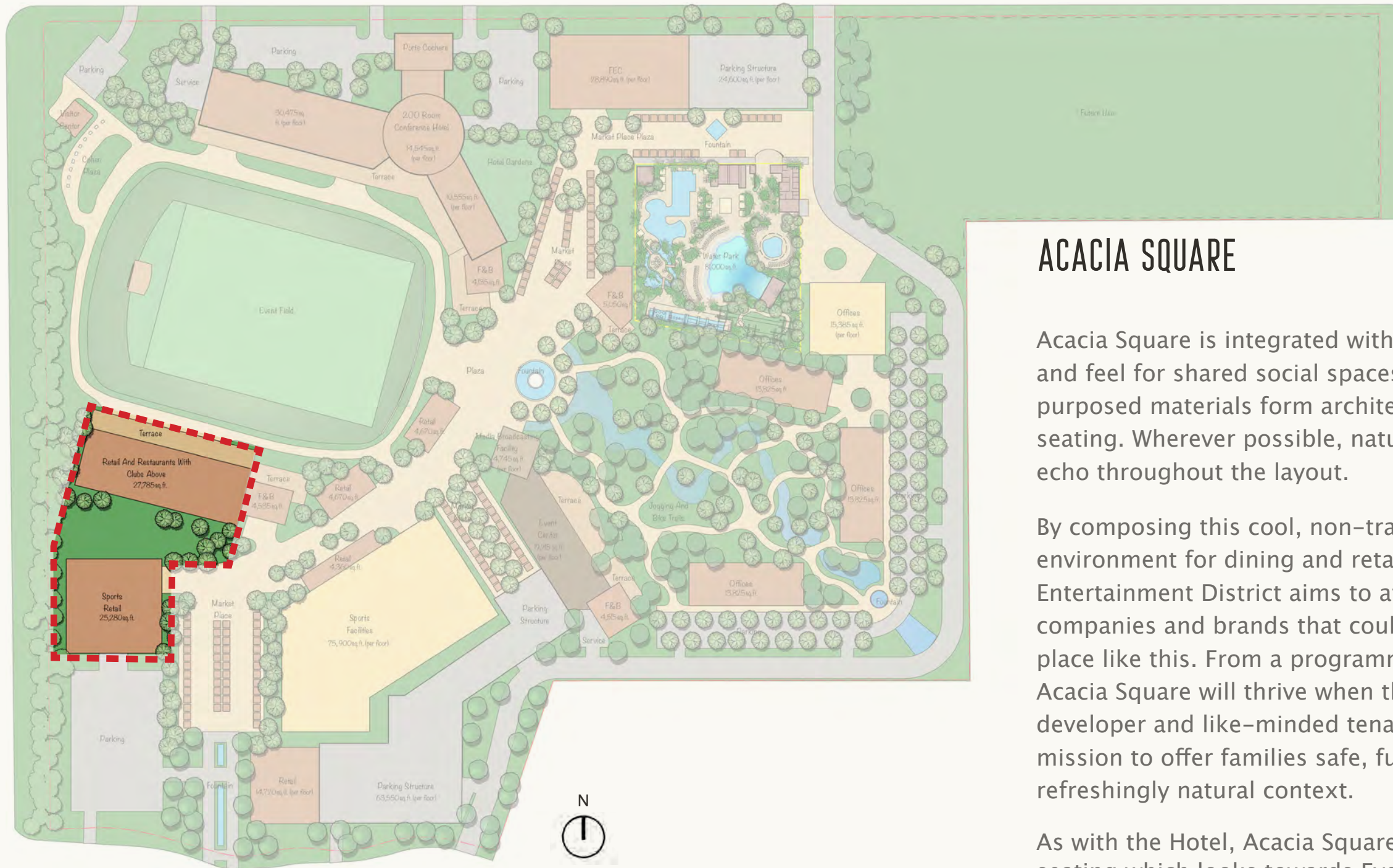
There are many opportunities for “magical” lighting in this dynamic heart of the development.



ACACIA SQUARE







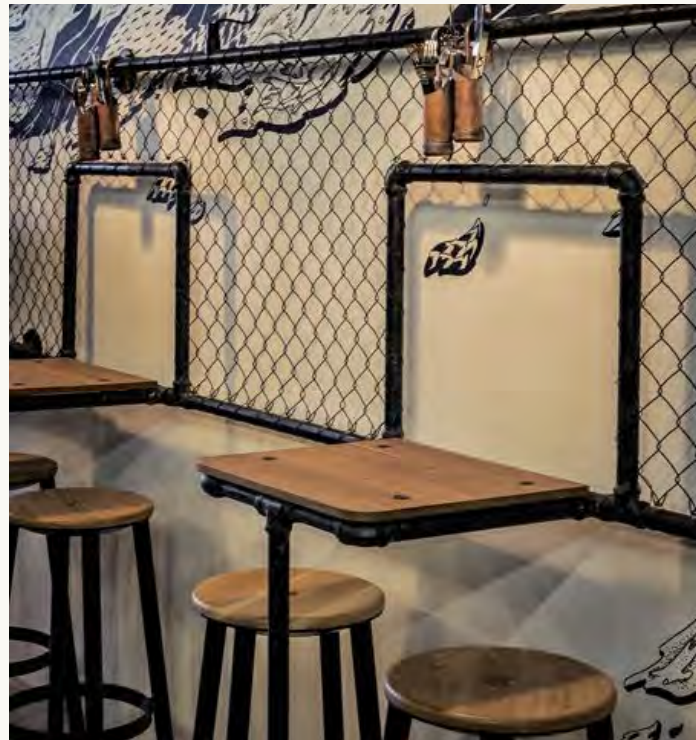
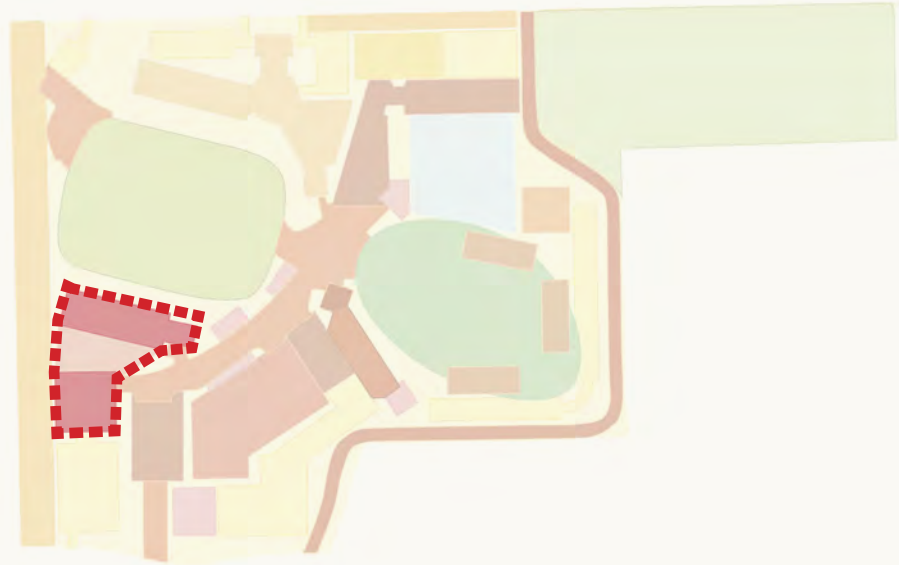
ACACIA SQUARE

Acacia Square is integrated with a distinct look and feel for shared social spaces Organic, re-purposed materials form architecture and seating. Wherever possible, natural elements echo throughout the layout.

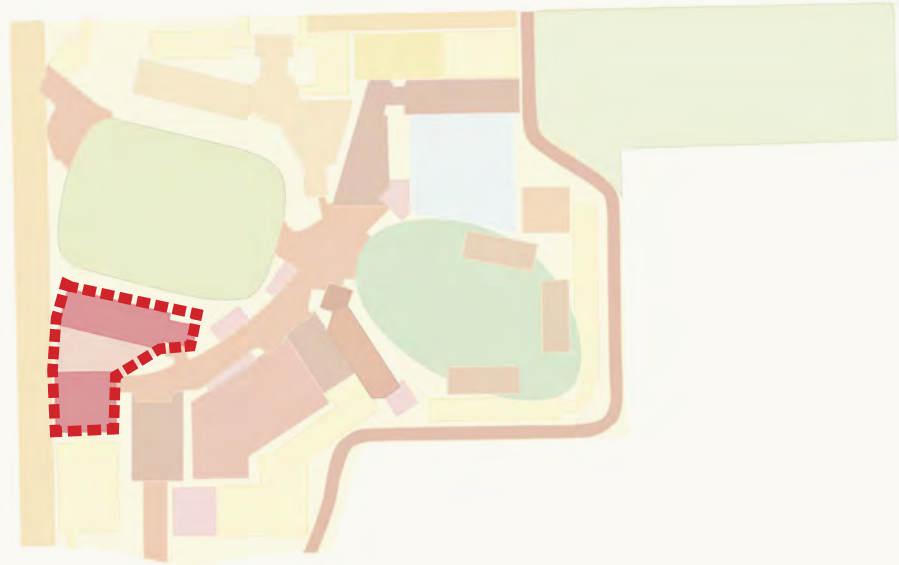
By composing this cool, non-traditional environment for dining and retail, Cohen Entertainment District aims to attract influential companies and brands that could flourish in a place like this. From a programming perspective, Acacia Square will thrive when the right developer and like-minded tenants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

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

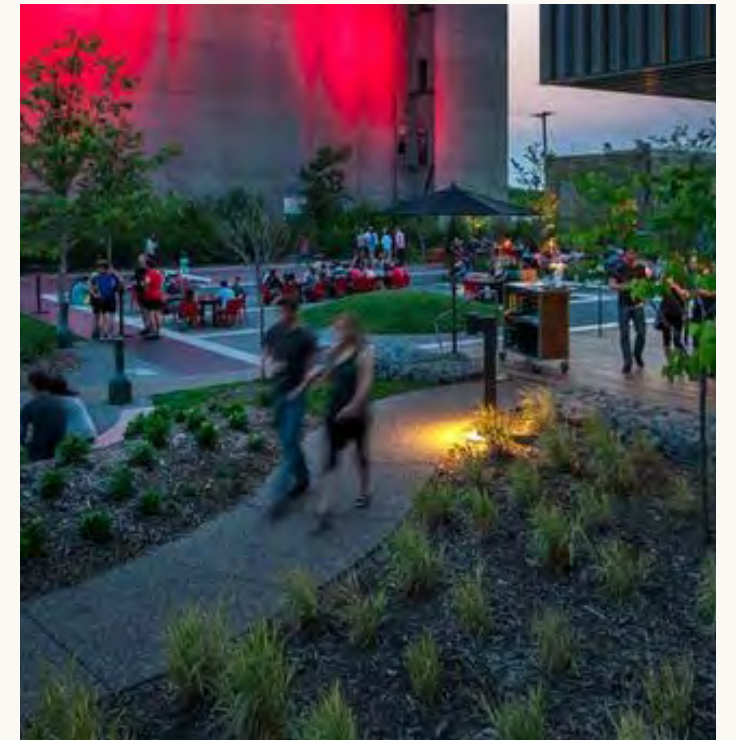
ACACIA SQUARE | PLACE



ACACIA SQUARE | PROGRAM AND EVENTS



ACACIA SQUARE | EVENING





FAMILY ENTERTAINMENT CENTER

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FAMILY ROOM

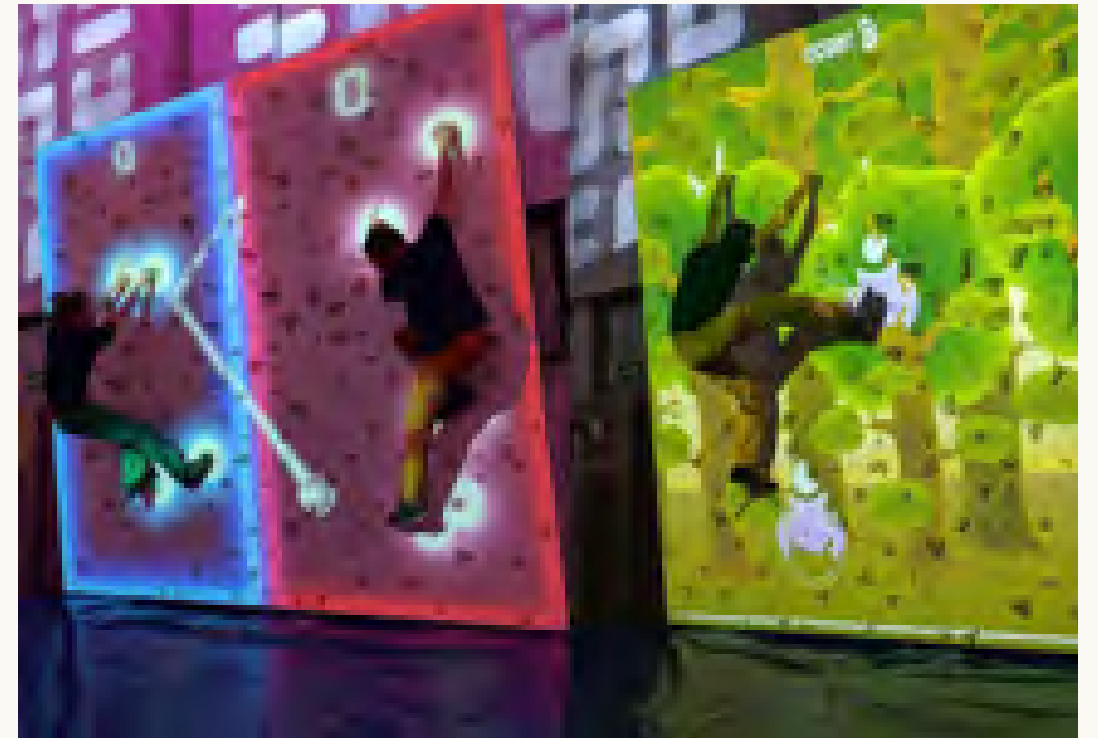
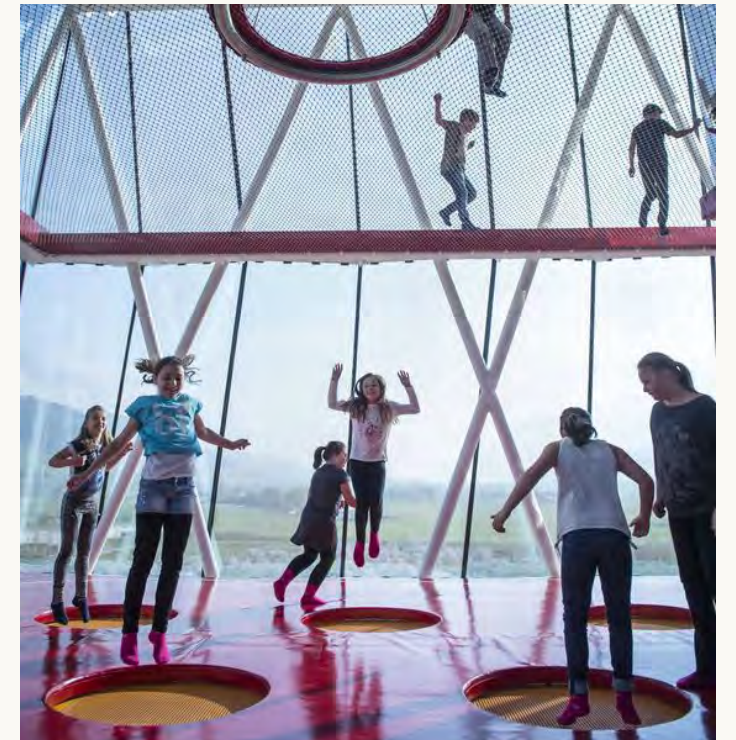
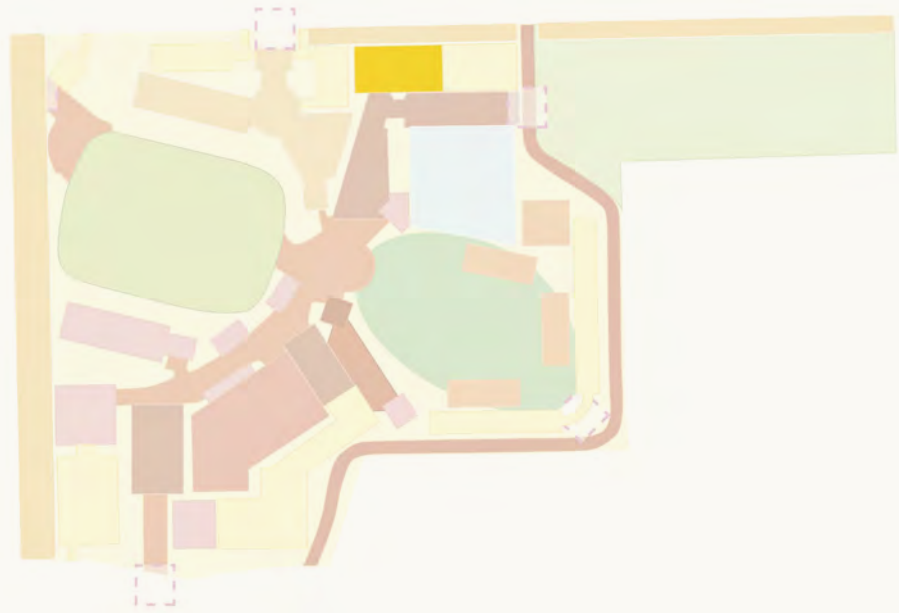




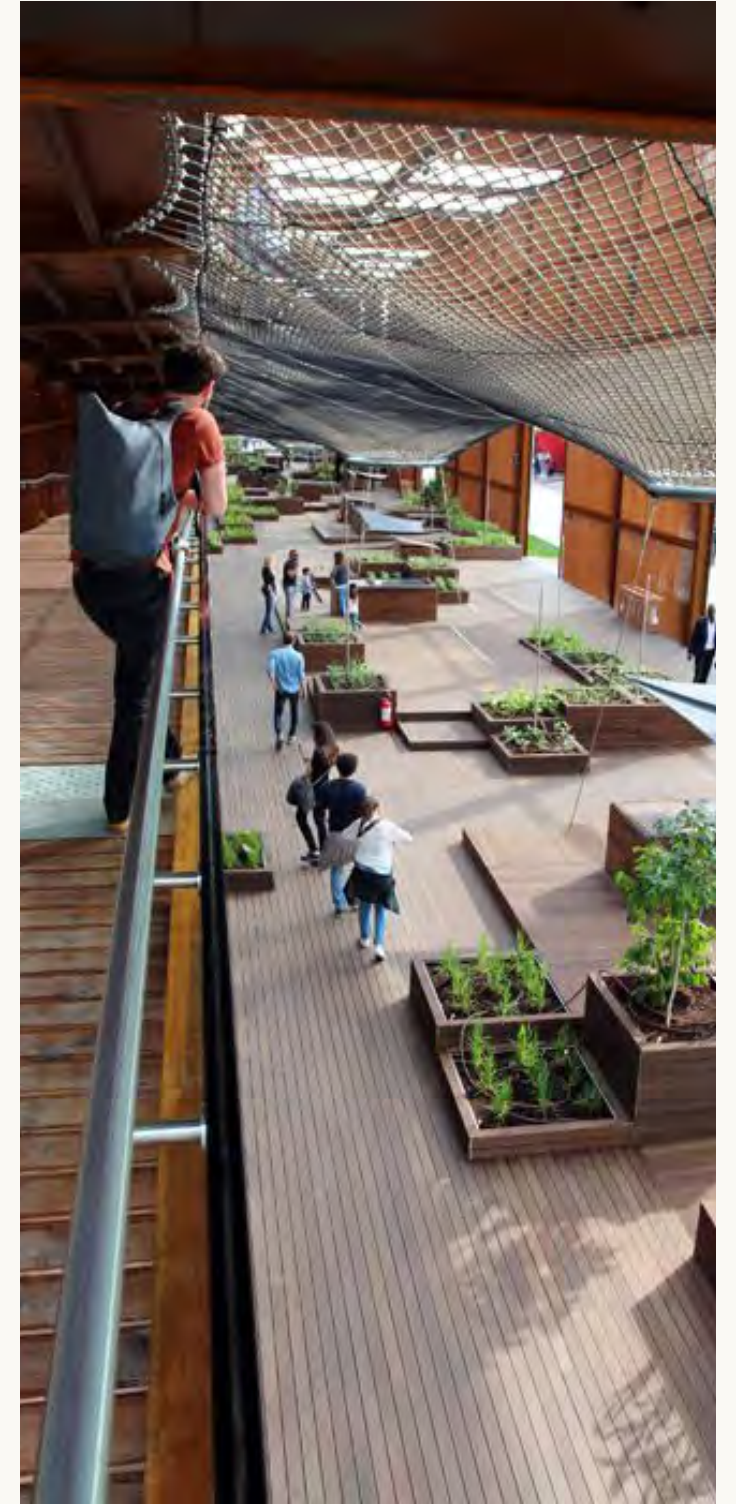
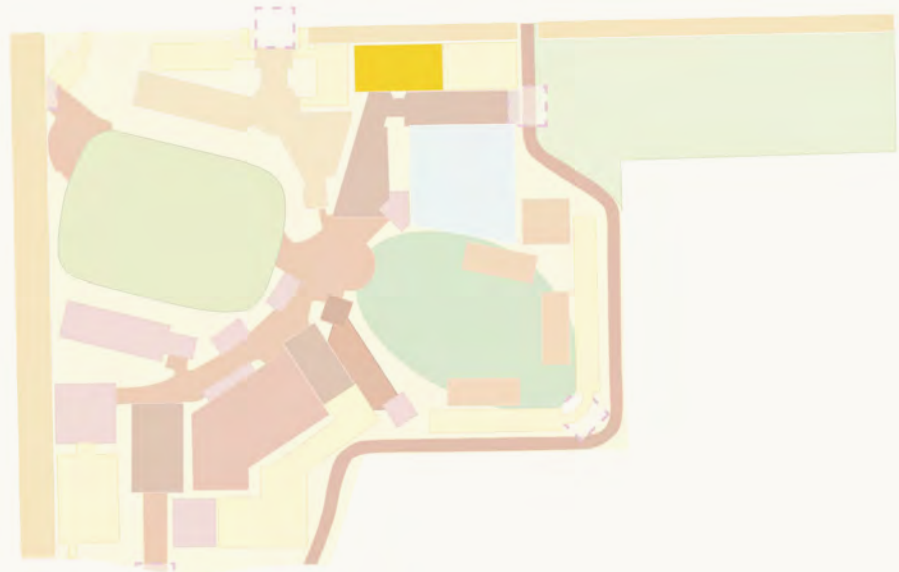
FAMILY ENTERTAINMENT CENTER

As guests should notice throughout their visit, Cohen Entertainment District places a premium focus on family. Within this Family Entertainment Center on the edge of the property, families will find a safe, delightful outlet to explore and discover interactive installations and playground structures which drive home the dynamic cultural landscape of El Paso. This new family entertainment experience includes activities that both children and parents will appreciate, set in a thematic overlay of a stylized mid-century modern home.

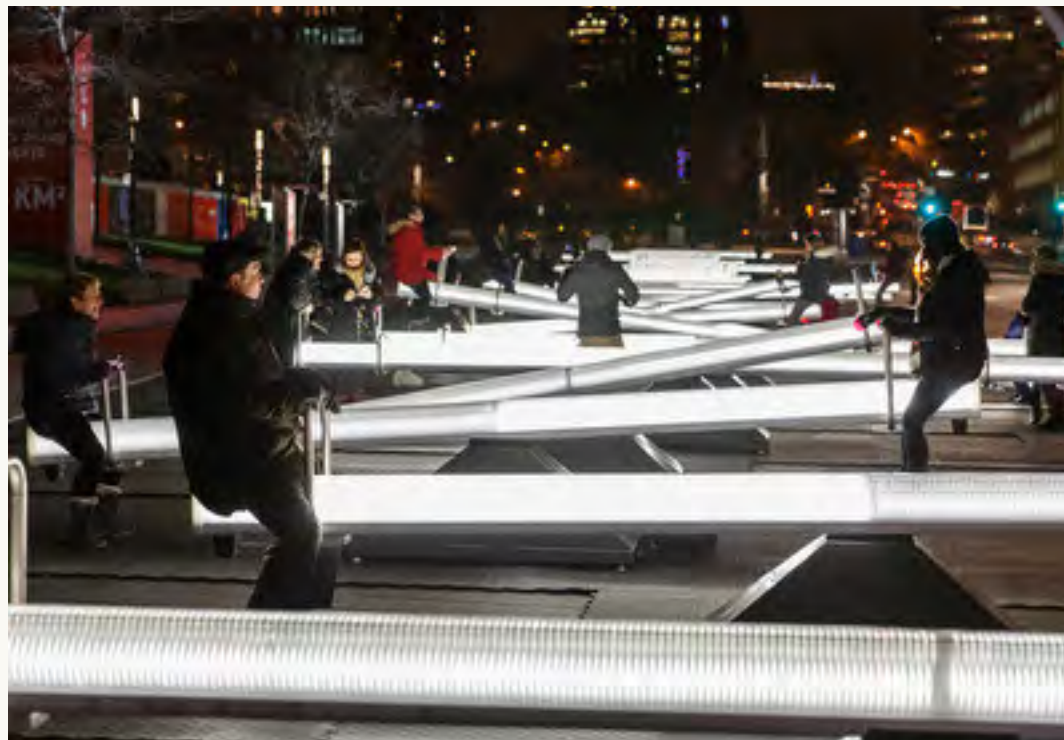
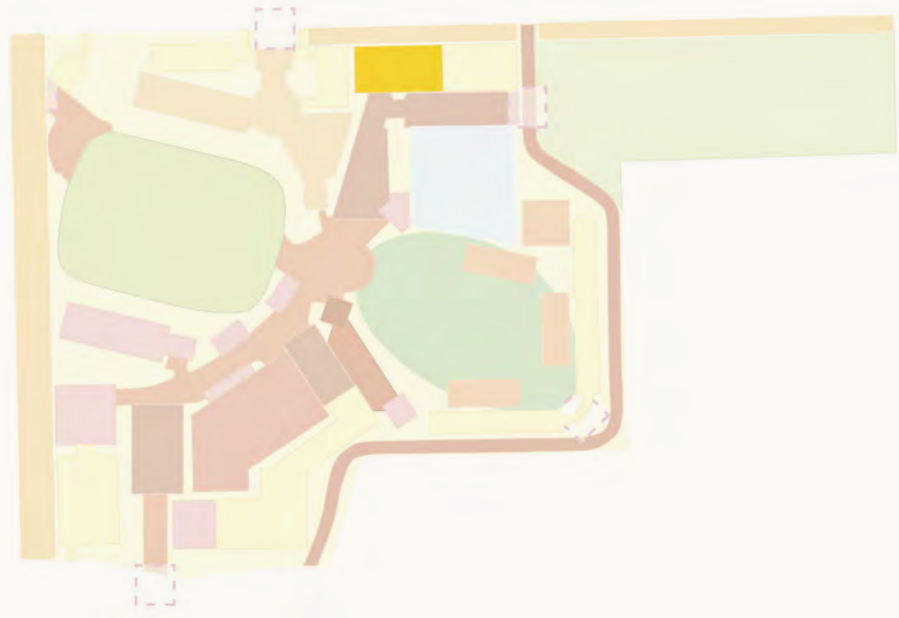
FAMILY ENTERTAINMENT CENTER | PLACE



FAMILY ENTERTAINMENT CENTER | PROGRAM AND EVENTS



FAMILY ENTERTAINMENT CENTER | EVENING

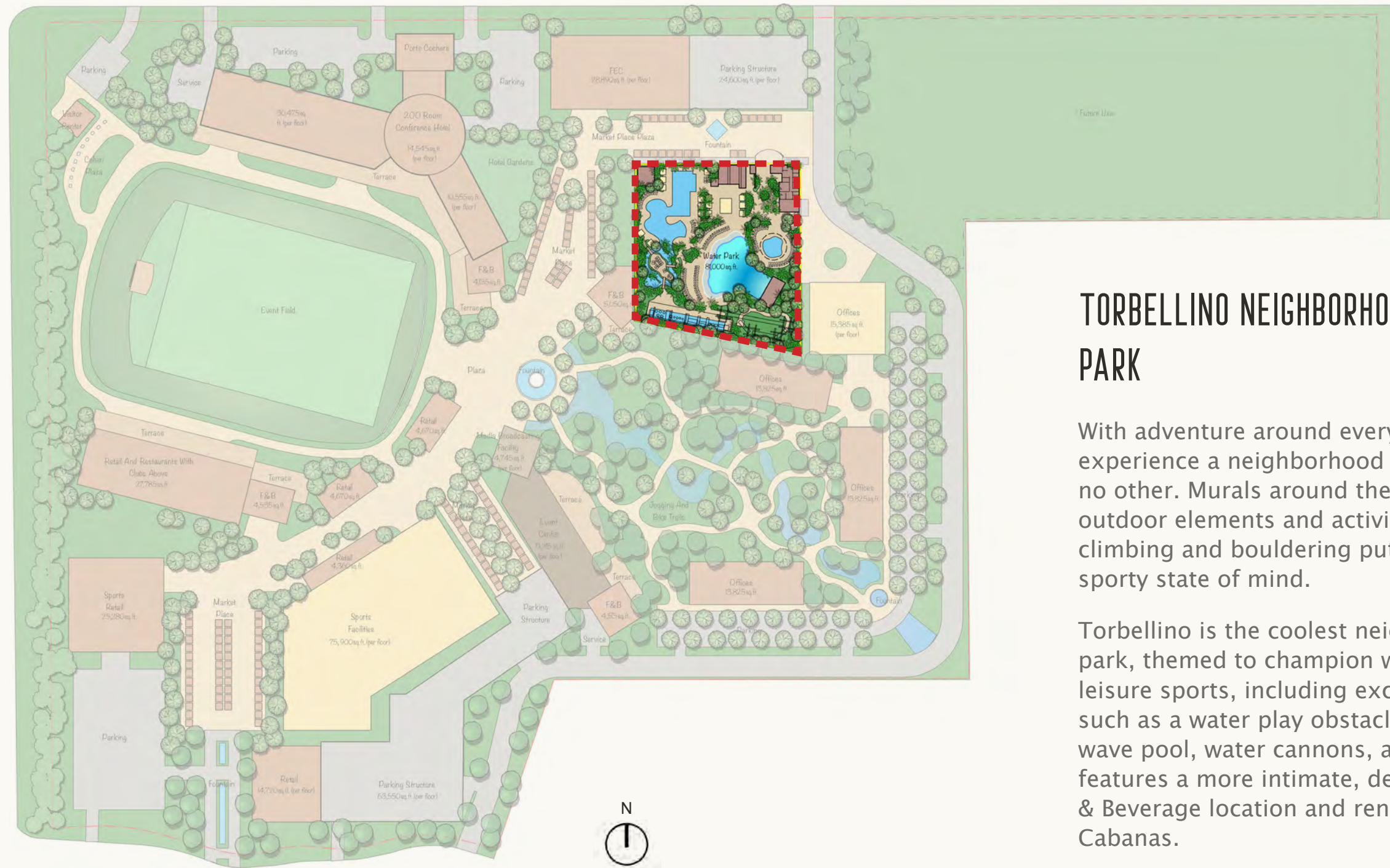




TORBELLINO NEIGHBORHOOD WATER PARK

तोरबेल्लिनो नैबरहुड वॉटर पार्क



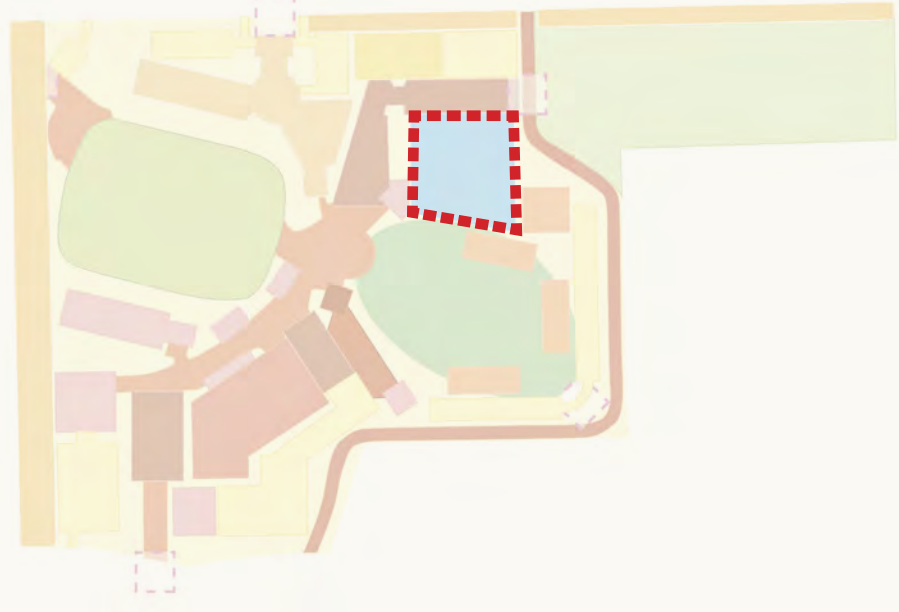


TORBELLINO NEIGHBORHOOD WATER PARK

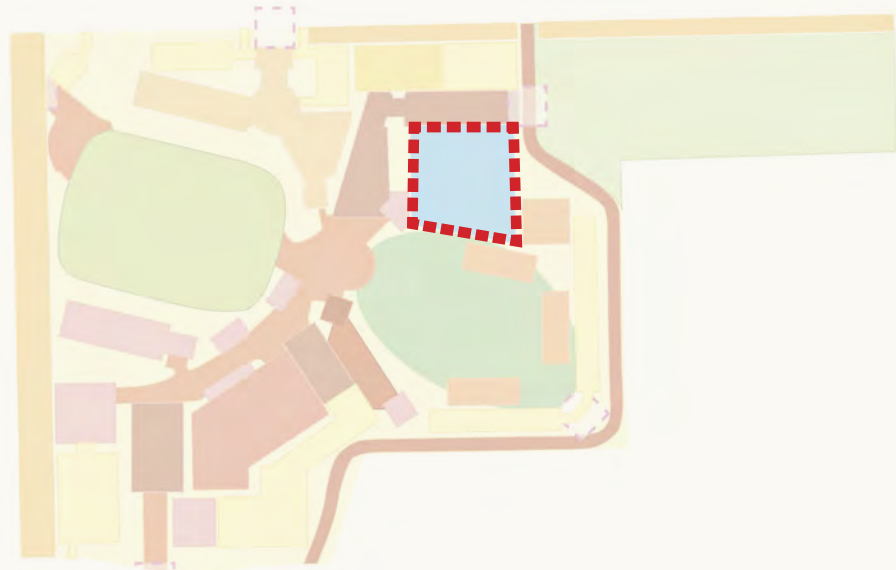
With adventure around every corner, guests experience a neighborhood water park like no other. Murals around the park depicting outdoor elements and activities like rock climbing and bouldering put guests in a sporty state of mind.

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.

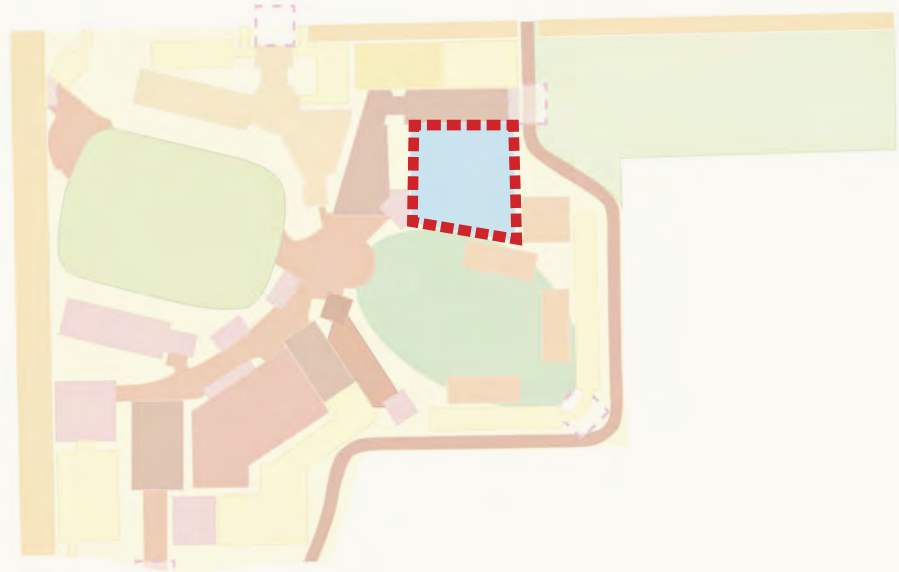
TORBELLINO NEIGHBORHOOD WATER PARK | PLACE



TORBELLINO NEIGHBORHOOD WATER PARK | PROGRAM AND EVENTS



TORBELLINO NEIGHBORHOOD WATER PARK | EVENING





COHEN PLAZA

கோன் பிளாஸா



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 pattern. At the center is a plain white circle containing the word "HOTEL" in a bold, black, sans-serif font. Below the text is a decorative horizontal flourish with symmetrical floral and leaf-like motifs. This central circle is surrounded by several concentric rings of intricate line art. The innermost ring consists of repeating leaf shapes. The next ring out is a series of small circles. The outer rings feature more complex patterns, including zig-zags and dense floral scrollwork. The entire design is rendered in a light gray or off-white color against a white background.

HOTEL





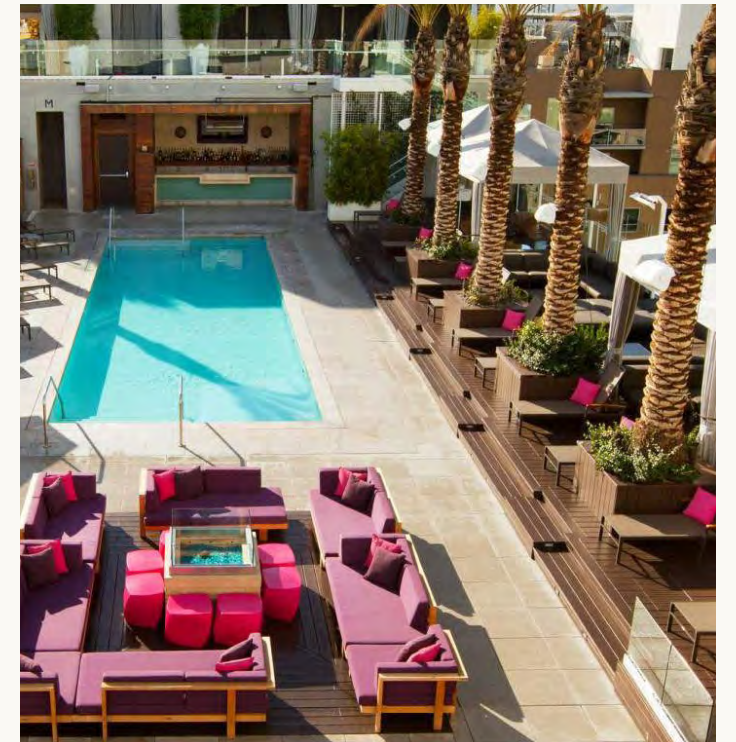


HOTEL

Placed in close proximity to the Event Field, the 200-Room deluxe hotel features terraced seating and balconies for unmatched views of Cohen Entertainment District’s events field and entertainment.

While the Hotel welcomes both professionals and visiting tourists, it is equipped with ample Conference Room flex space, intended to allow guests to have one-off meetings before participating in the entertainment on site, celebratory banquets, weddings, reunions, and corporate events.

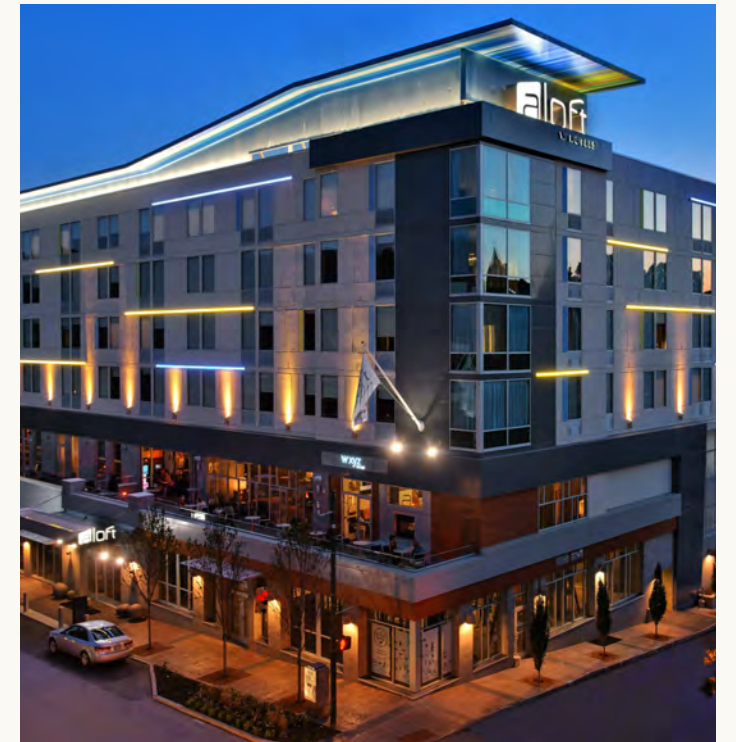
HOTEL | PLACE



HOTEL | PROGRAM & EVENTS



HOTEL | EVENING



START-UP / INCUBATOR SPACE





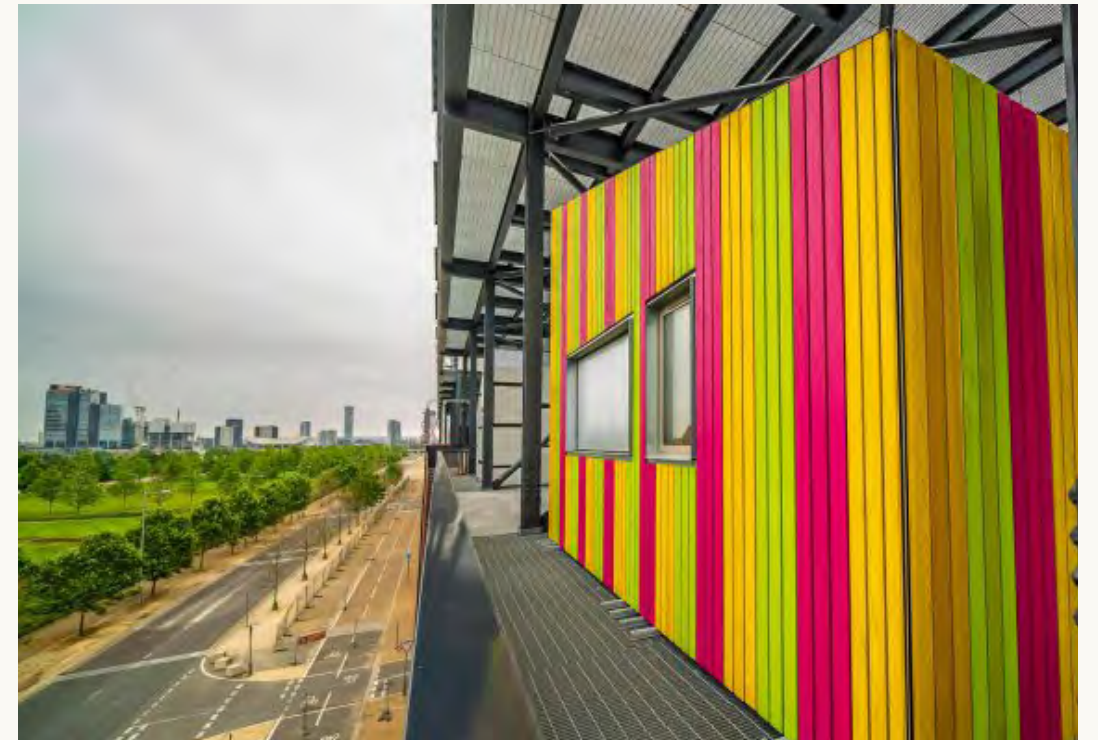
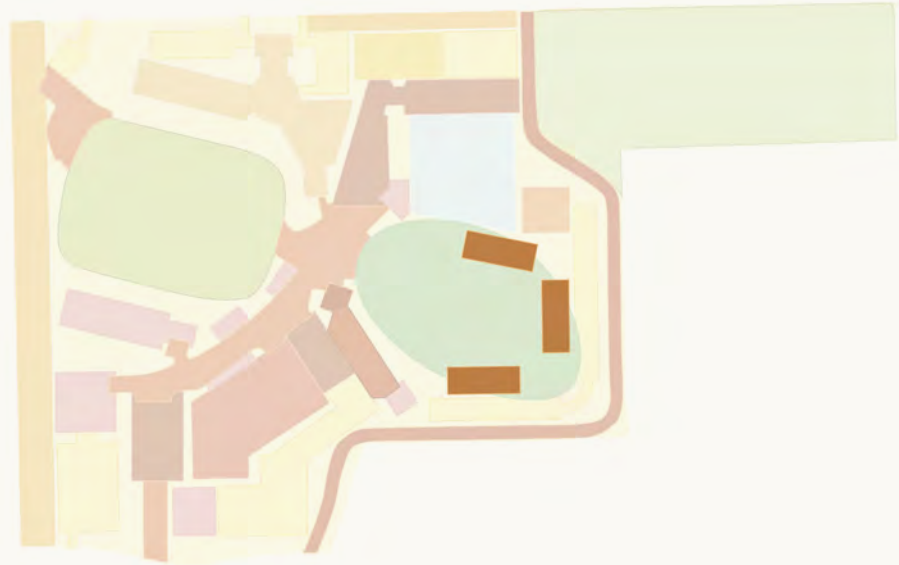


START-UP / INCUBATOR SPACE

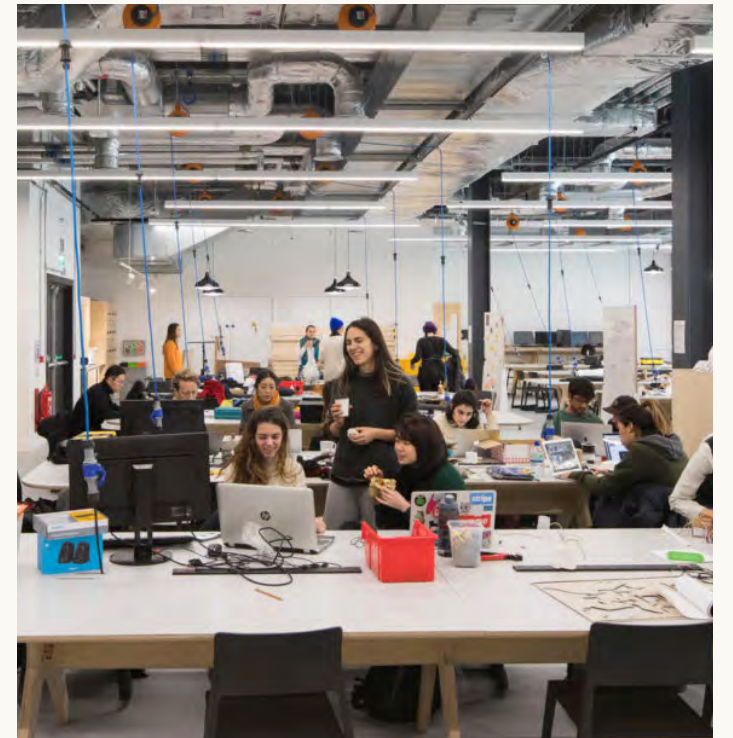
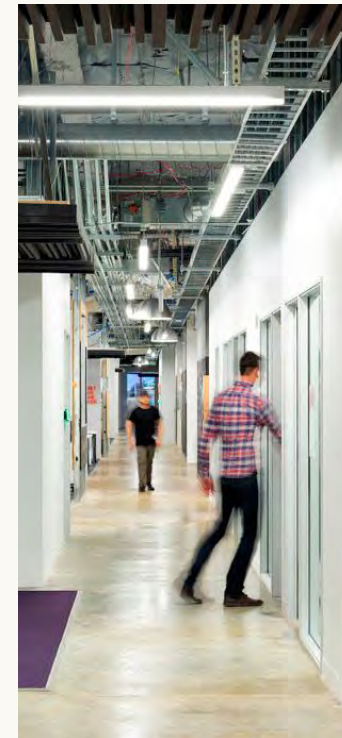
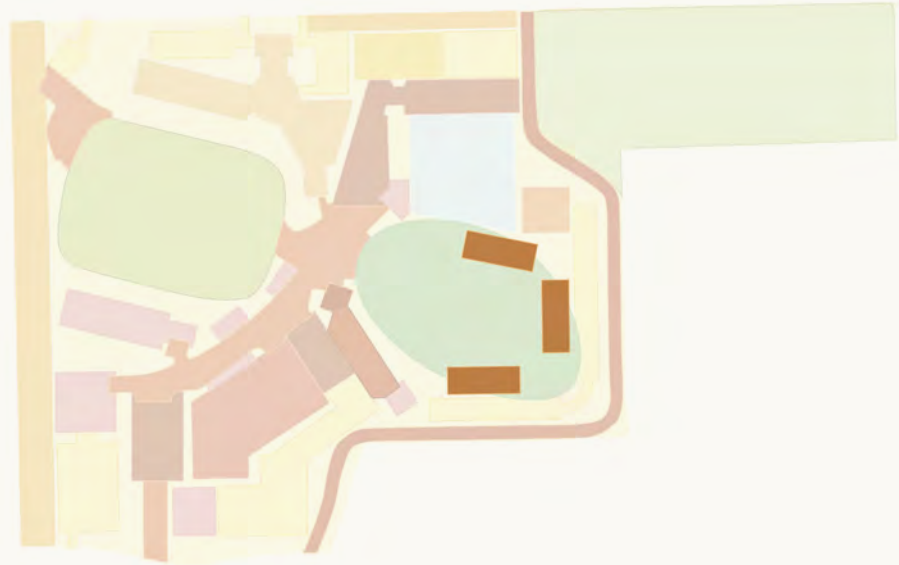
The start-up and incubator spaces sit dispersed across Cottontail Park. Open and flexible

working spaces are available for short and long term leases. The working environment is bright and lush, with the programs from the park blurring into the office space and vice-versa. Each space is characterized and customized as the working entity. These spaces will demonstrate state of the art healthy working environments, in close proximity to nature, healthy food and culture.

INCUBATOR SPACE | PLACE



INCUBATOR SPACE | PROGRAM & EVENTS



INCUBATOR SPACE | EVENING

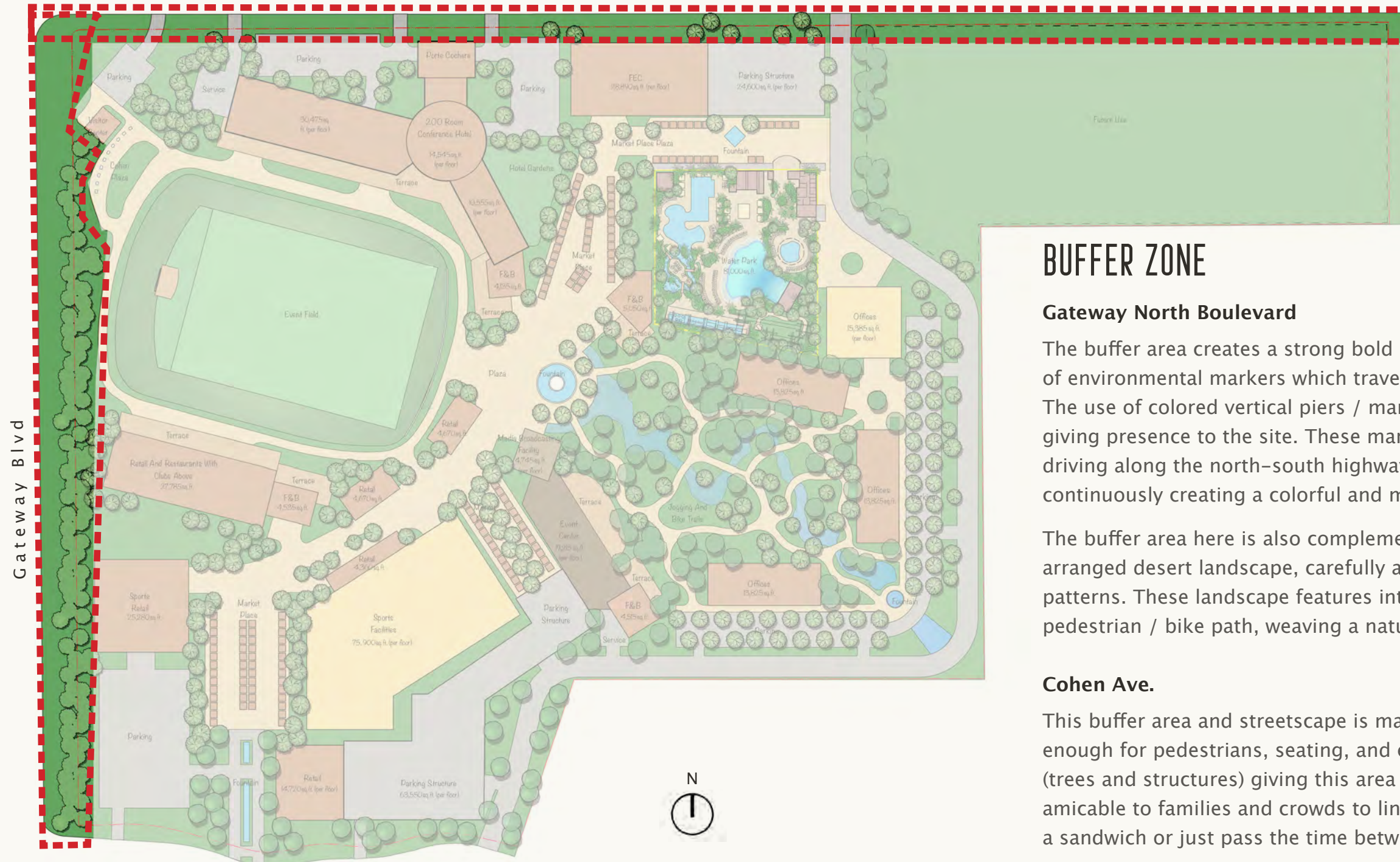


The image features a complex, multi-layered mandala pattern in a light gray color on a white background. The pattern consists of several concentric rings of geometric and organic shapes, including zig-zags, leaves, and floral motifs. In the center of the image is a large white circle. Inside this circle, the words "BUFFER ZONE" are written in a bold, black, sans-serif font. Below this, the Odia word "ଶୁକ୍ରାକାଶ" (Shukraakash) is written in a stylized, metallic-looking font with a slight shadow effect.

BUFFER ZONE

ଶୁକ୍ରାକାଶ





BUFFER ZONE

Gateway North Boulevard

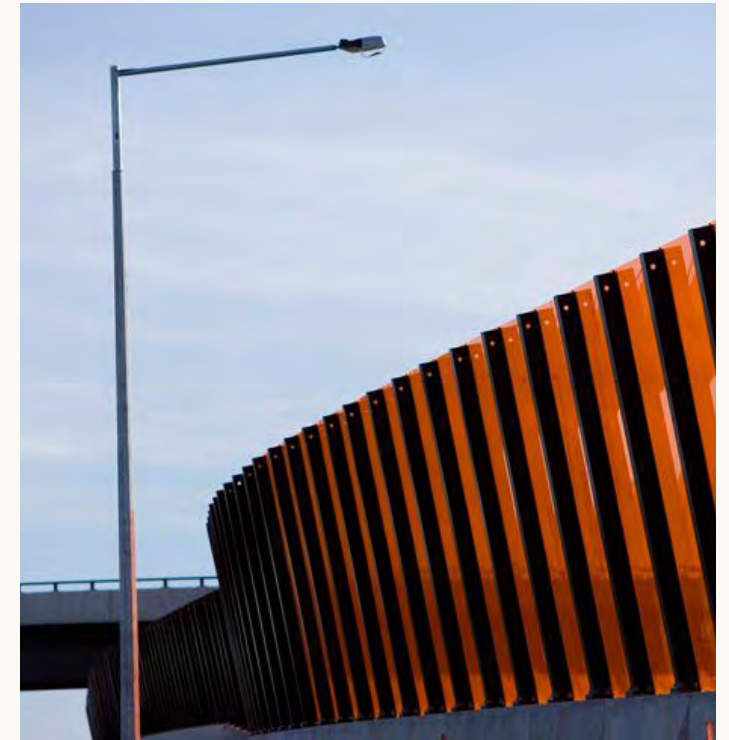
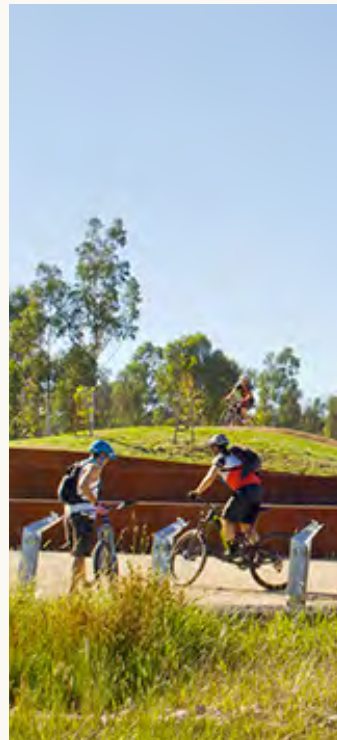
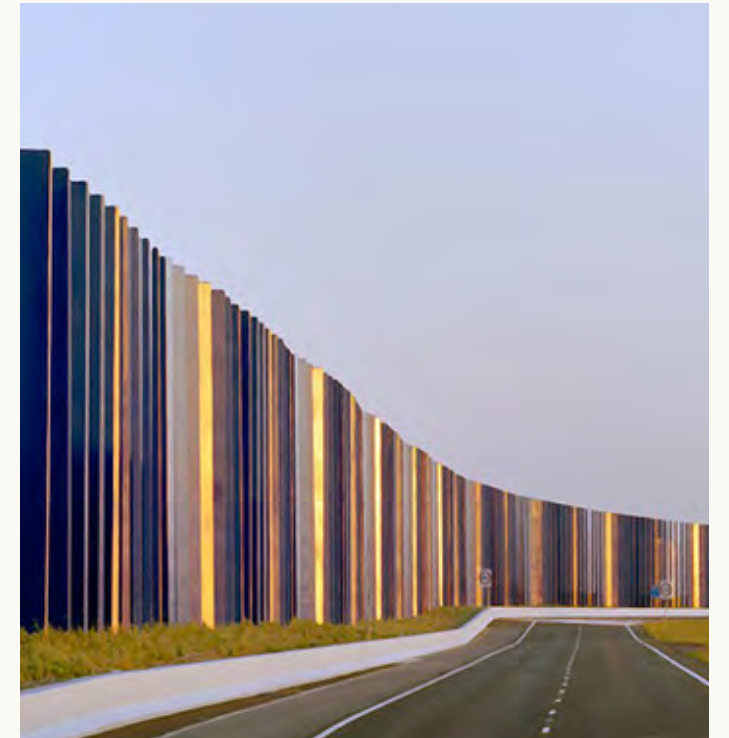
The buffer area creates a strong bold presence through the use of environmental markers which traverse the length of the site. The use of colored vertical piers / markers creates a rhythm giving presence to the site. These markers, clearly visible while driving along the north-south highway, have dynamic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

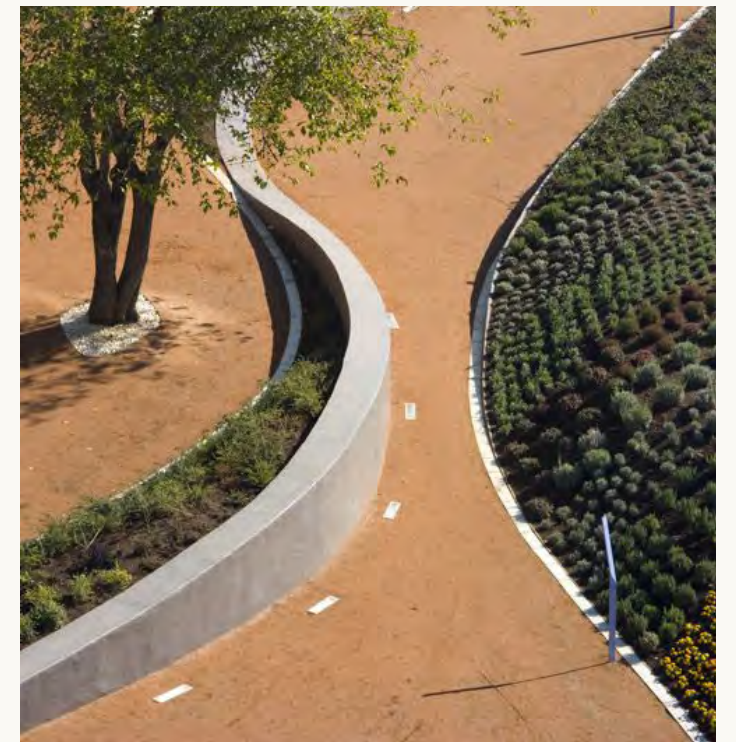
Cohen Ave.

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.

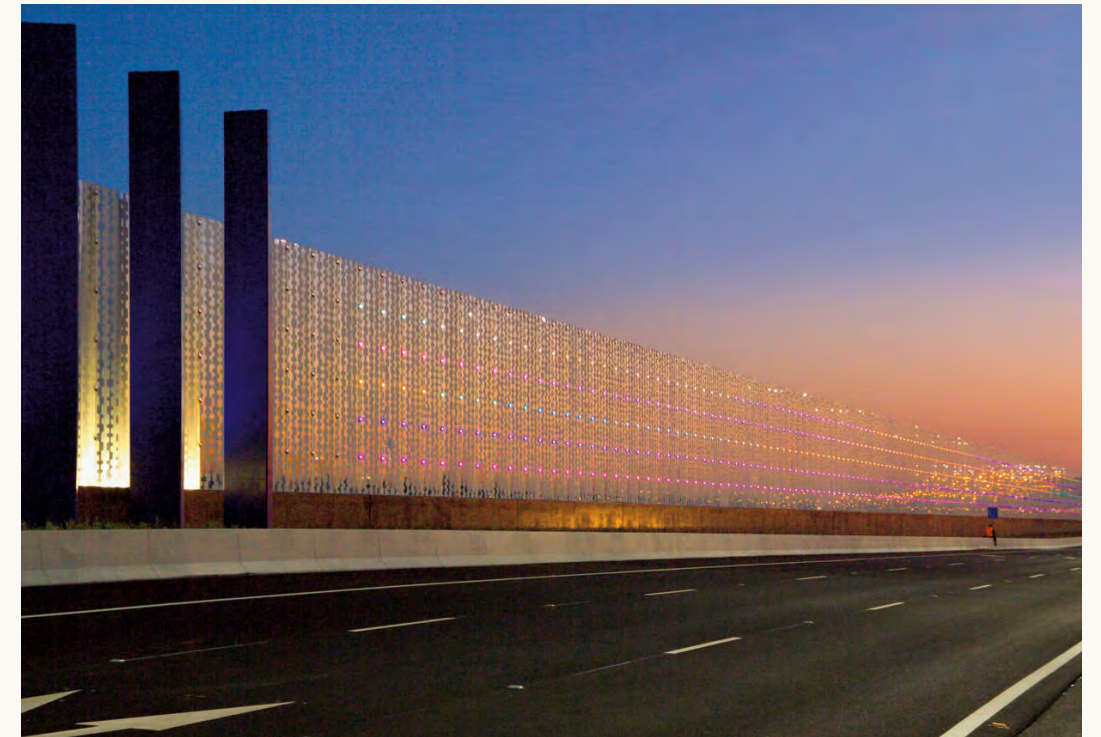
BUFFER ZONE: HIGHWAY | PLACE



BUFFER ZONE: COHEN AVE. | PROGRAM & EVENT



BUFFER ZONE | EVENING





BOULEVARD, STREETS, PUBLIC WAY

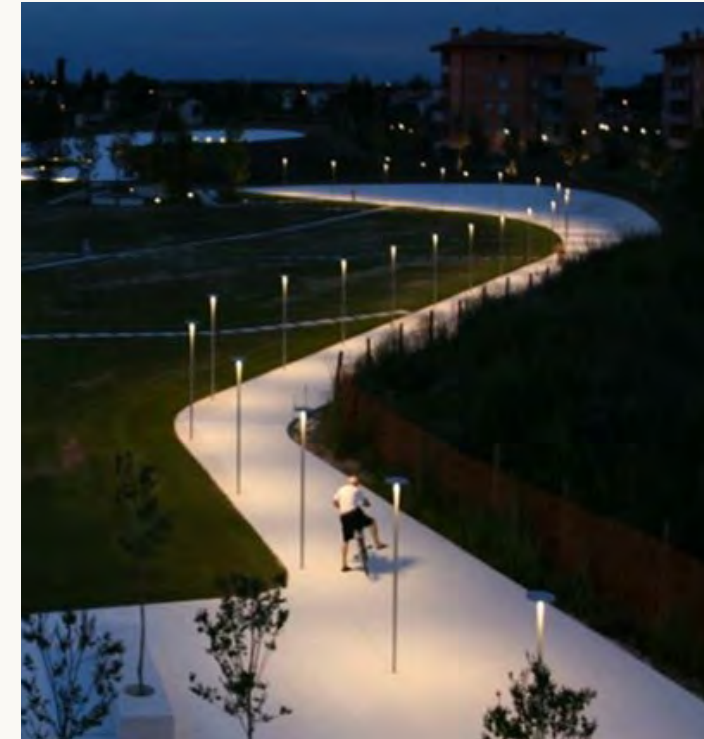


BOULEVARD, STREETS, PUBLIC WAY | EVENING

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. The visitor can be informed that Visitors should immediately sense that they have entered a special playdards of a special design specific to the district or a sensitivity to lighting levels distinct from adjacent neighborhoods (or even the color temperature of the light) that “announce” entries or special vehicular and pedestrian access points and integrating architectural and landscape lighting into a composition that enhances a “brand”.

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



5. 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

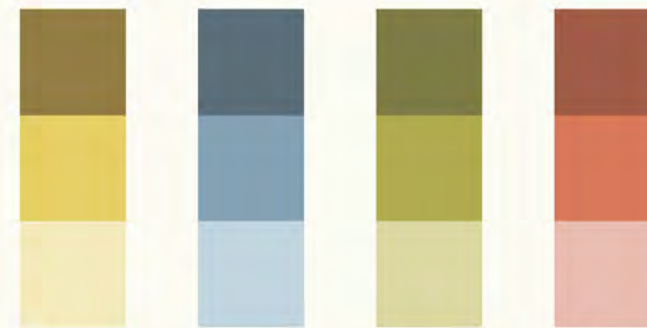


HTF GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

HTF GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



Sol

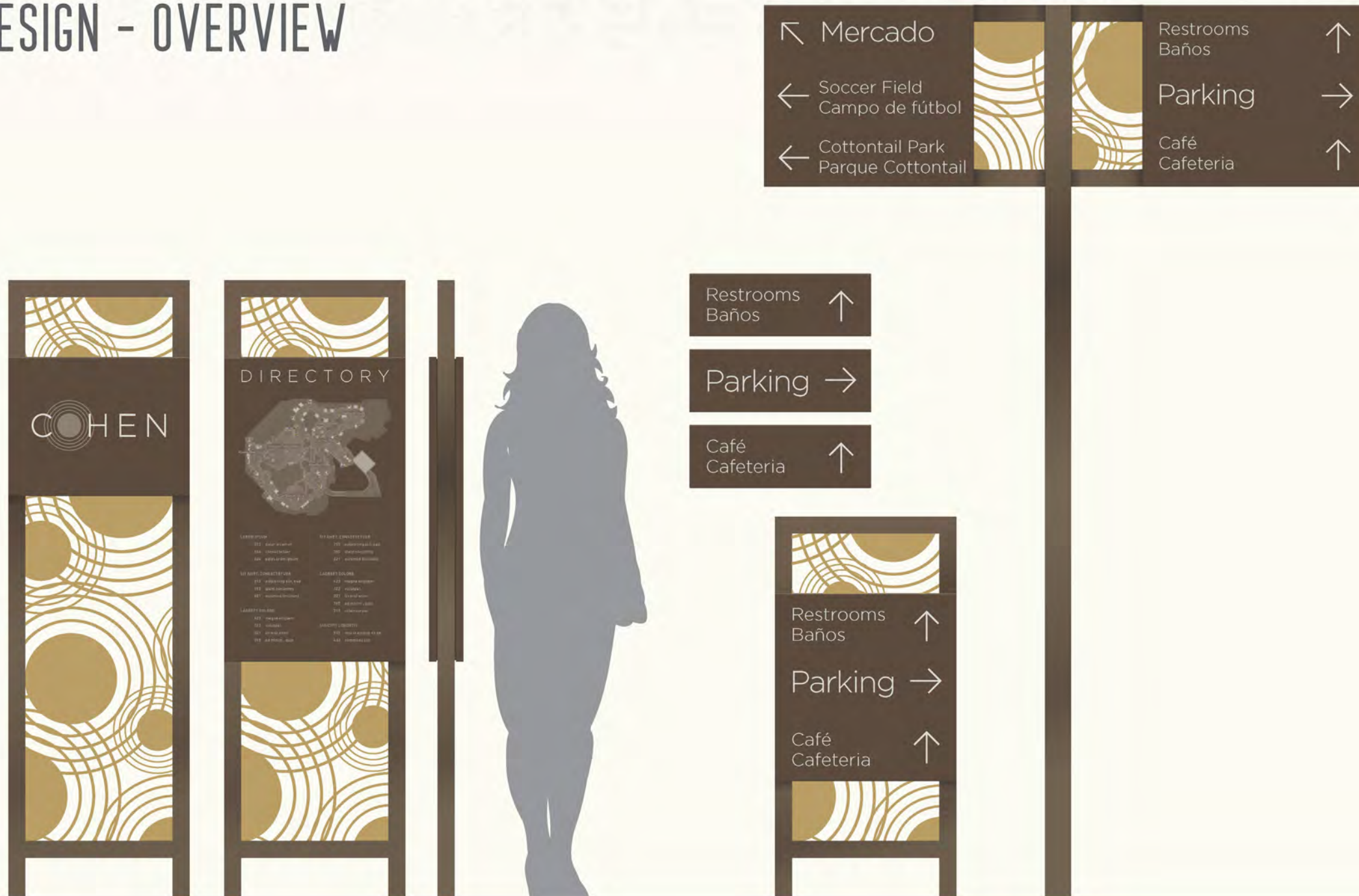
Cielo

Palo Verde

Red Yucca



WAYFINDING DESIGN - OVERVIEW





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

DIRECTORY

LOBBY LEVEL	1ST FLOOR
100 Ticket Box Office	210 Amphitheater
110 Concessions	220 Film Screening
120 Gift Shop	230 Outdoor Theater
2ND FLOOR	3RD FLOOR
310 Amphitheater	410 Amphitheater
320 Film Screening	510 Theater
330 Outdoor Theater	610 Outdoor Theater
4TH FLOOR	5TH FLOOR
410 Amphitheater	510 Amphitheater
420 Film Screening	520 Amphitheater
430 Outdoor Theater	530 Amphitheater



WAYFINDING DESIGN - PARKING GARAGE



CONCEPT 1 - GRAPHIC ELEMENTS

Recommended Fonts

HTF GOTHAM LIGHT

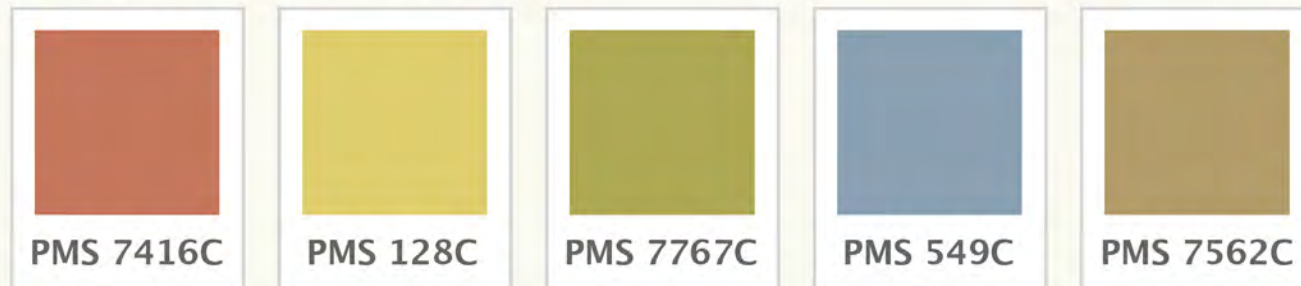
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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

PRELIMINARY CREATIVE - BRAND IDENTITY





ARRIVAL STATEMENT CONCEPT

INSPIRATION FOR ENVIRONMENTAL GATEWAY CONCEPT, AREA 1

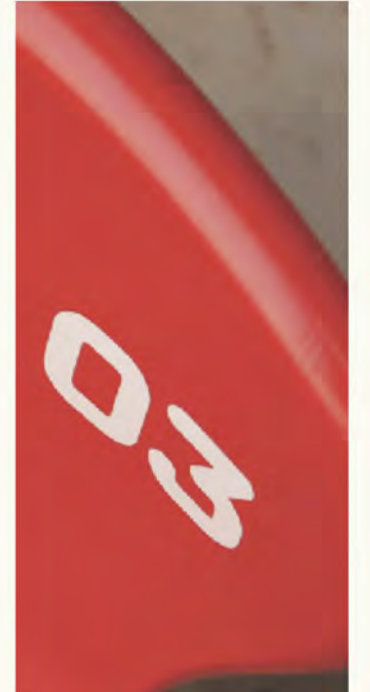
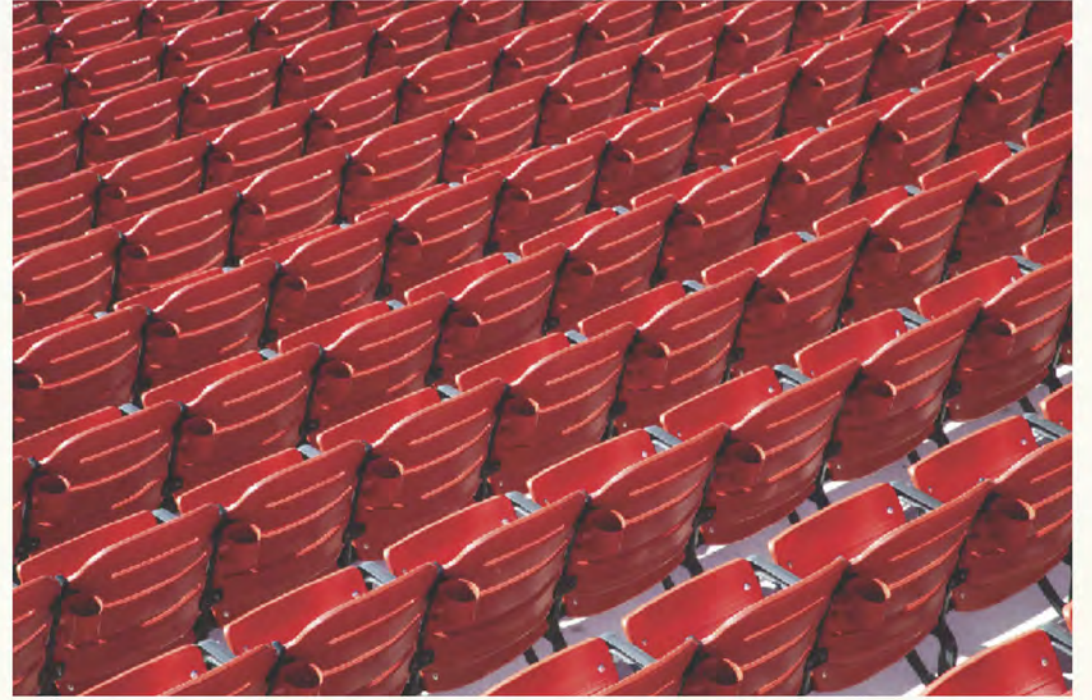


ENVIRONMENTAL GATEWAY CONCEPT, AREA 1

- 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

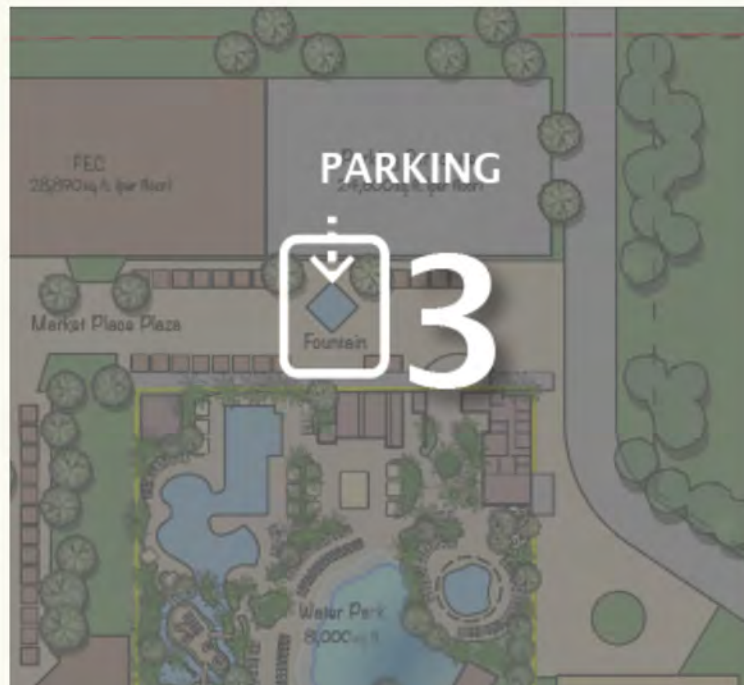


INSPIRATION FOR ENVIRONMENTAL GATEWAY CONCEPT, AREA 3



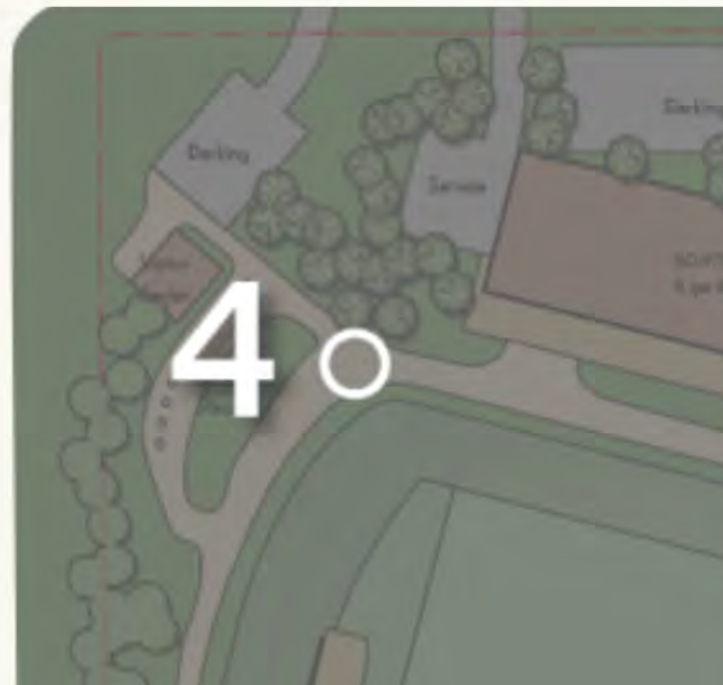
ENVIRONMENTAL GATEWAY CONCEPT, AREA 3

- 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



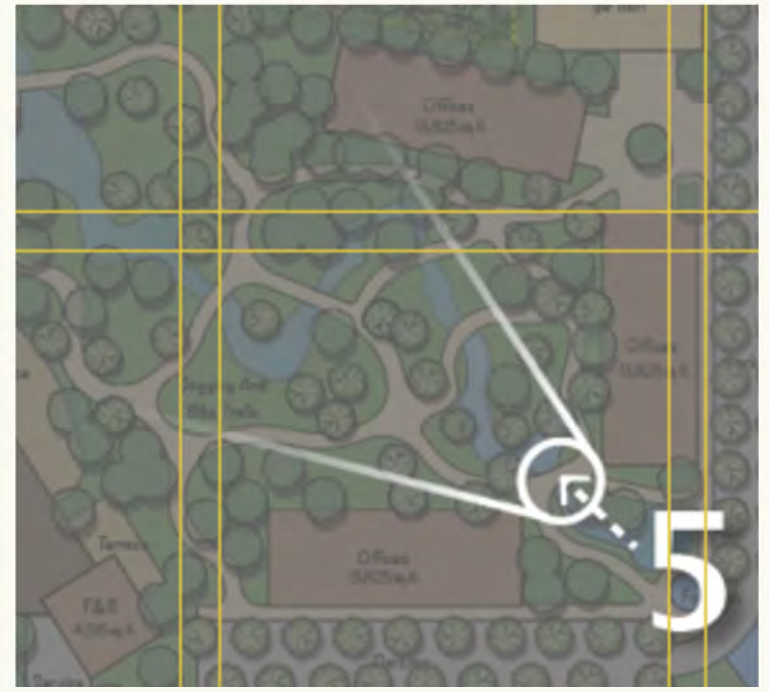
ENVIRONMENTAL GATEWAY CONCEPT, AREA 4

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



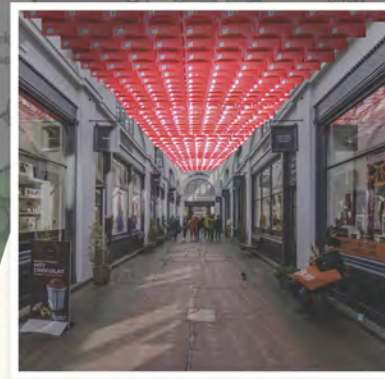
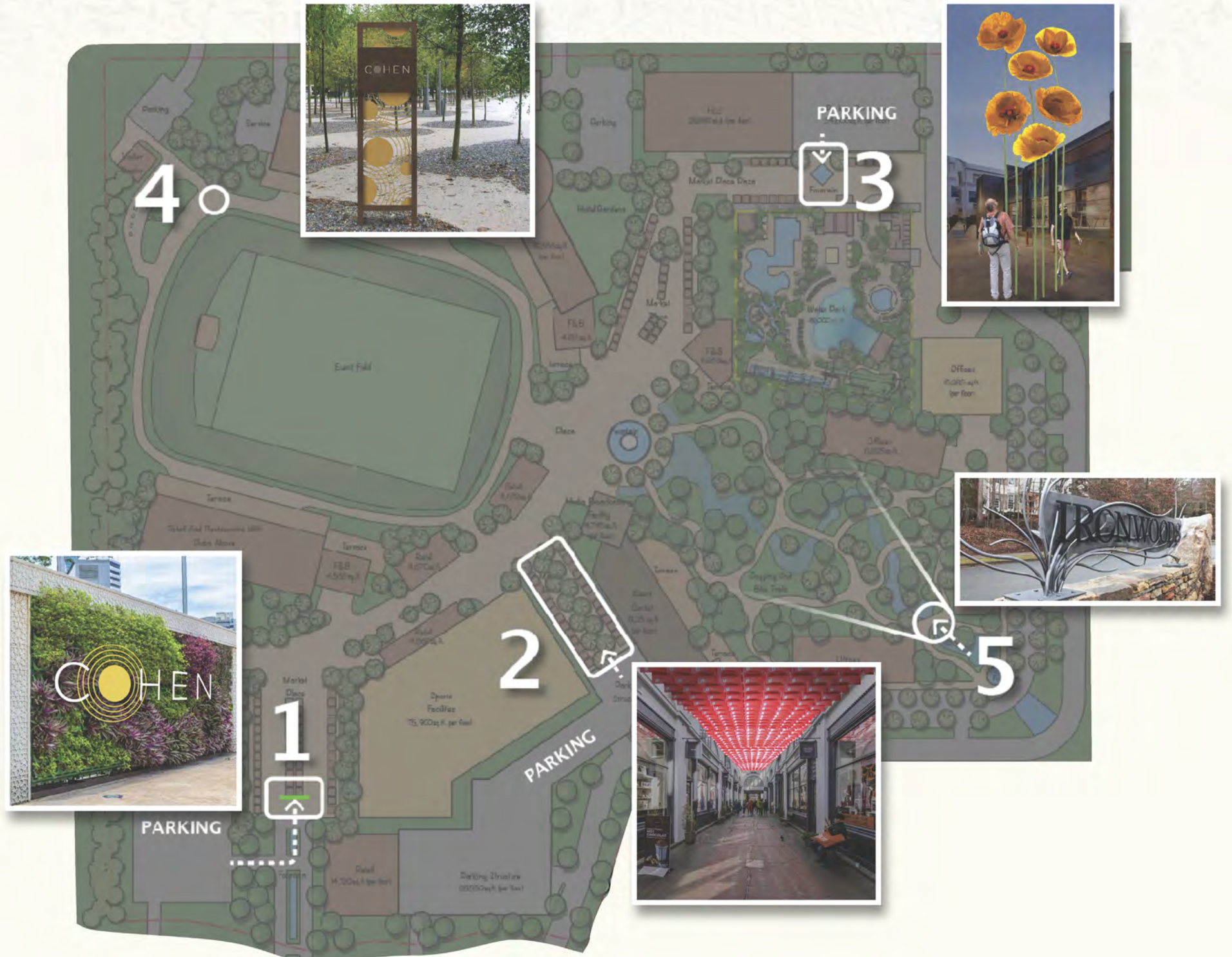
ENVIRONMENTAL GATEWAY CONCEPT, AREA 5

- 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



6. CONCLUSION





COHEN ENTERTAINMENT DISTRICT



swa

mycotoo

HLB