

# ALTERNATIVE SITE SELECTION

## Council Directive

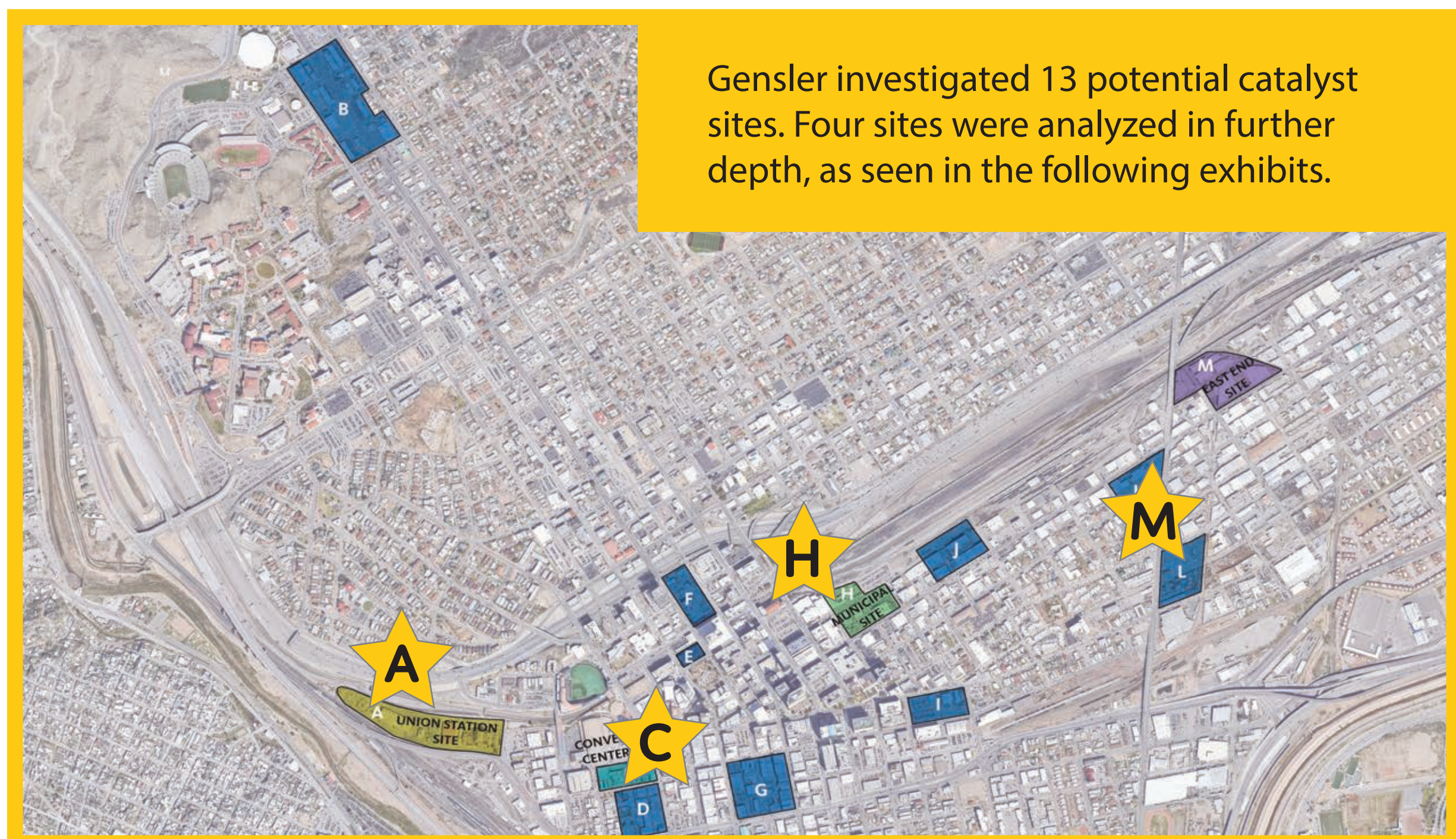
5th and Final Motion - January 3, 2023



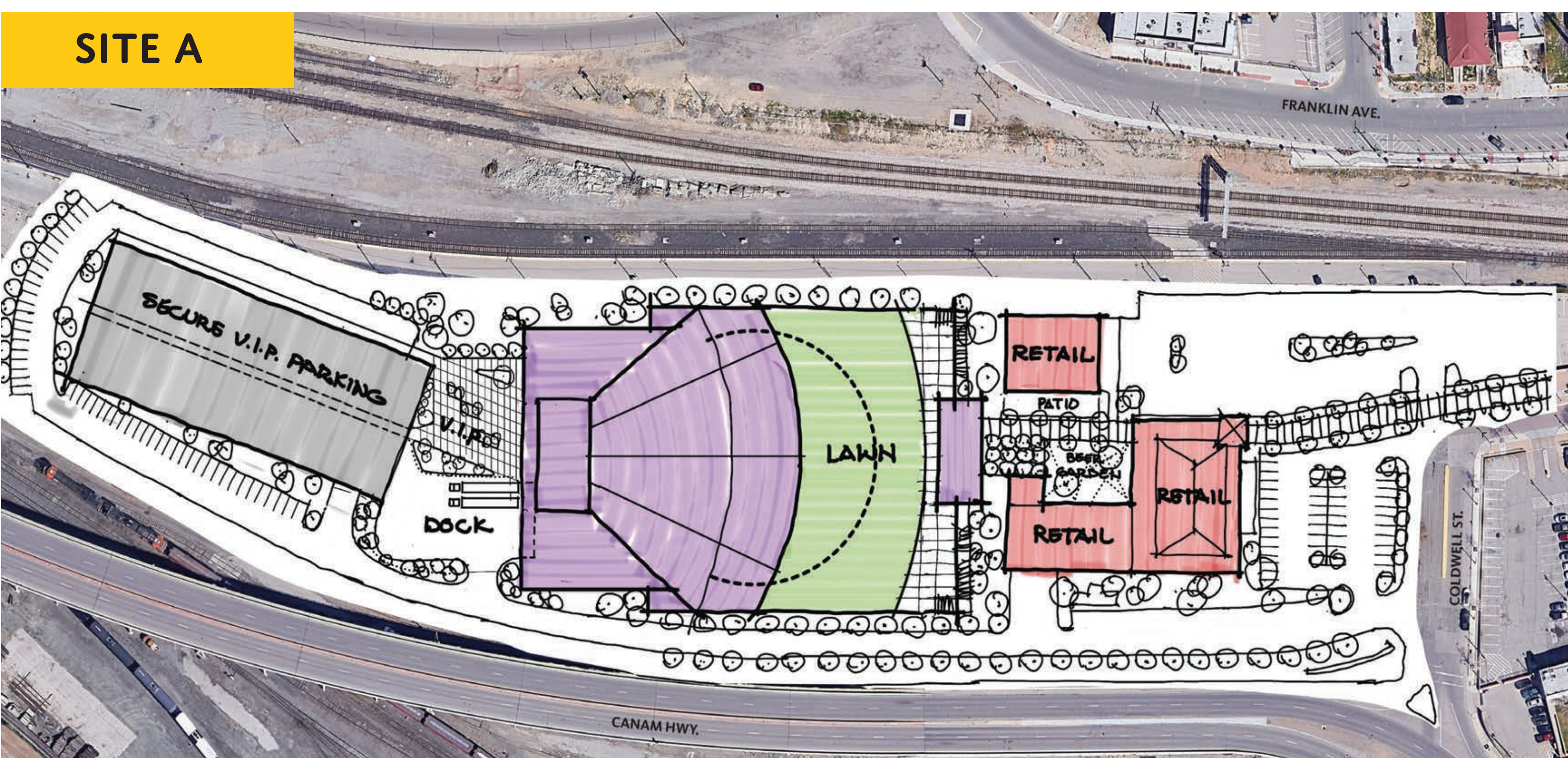
Motion made by Rep. Anello, seconded by Rep. Molinar, and carried that the City of El Paso **RE-EVALUATE AND REPURPOSE** as appropriate the now-insufficient funds for constructing a new Multipurpose Performing Arts and Entertainment Center, any sports facility or other building within the area bounded by West Overland Ave. to the north, South Santa Fe St. to east, West Paisano Drive to the south, and Leon St. to the west and that no buildings within this area be condemned or demolished, and to begin examining the use of these funds specific to what the voters approved within existing City facilities that may be renovated or upgraded to honor the will of the voters.

First round of criteria informed by key findings of the feasibility study.

The sites A, C, H and M identified as most feasible per the criteria established through the feasibility study.



Gensler investigated 13 potential catalyst sites. Four sites were analyzed in further depth, as seen in the following exhibits.



### S

**Strengths**

- City currently owns the land - allows for a **speed to market approach**.
- Within walking distance to existing entertainment.
- Ample parking within walking distance.
- Ability to use the train station as a food and beverage destination and as part of the entry sequence.
- Ample land to create a VIP amenities on the west side of the site.
- Views of the mountains.
- The site is **culturally distinguished with historic character that sets it apart from any other venue in the country**.
- Allows for a multi-modal access experience. Amtrak stop remains.
- Adaptive reuse of the historic building and other existing buildings features this site as a sustainability champion.

### W

**Weaknesses**

- The site layout produces a longer view corridor to the stage, although it is still within industry standard.
- Ingress and egress are primarily isolated to the east side.
- Currently four different lease agreements/tenant contracts active on the property.**
- Clearance from the FTA may or may not be needed.

### O

**Opportunities**

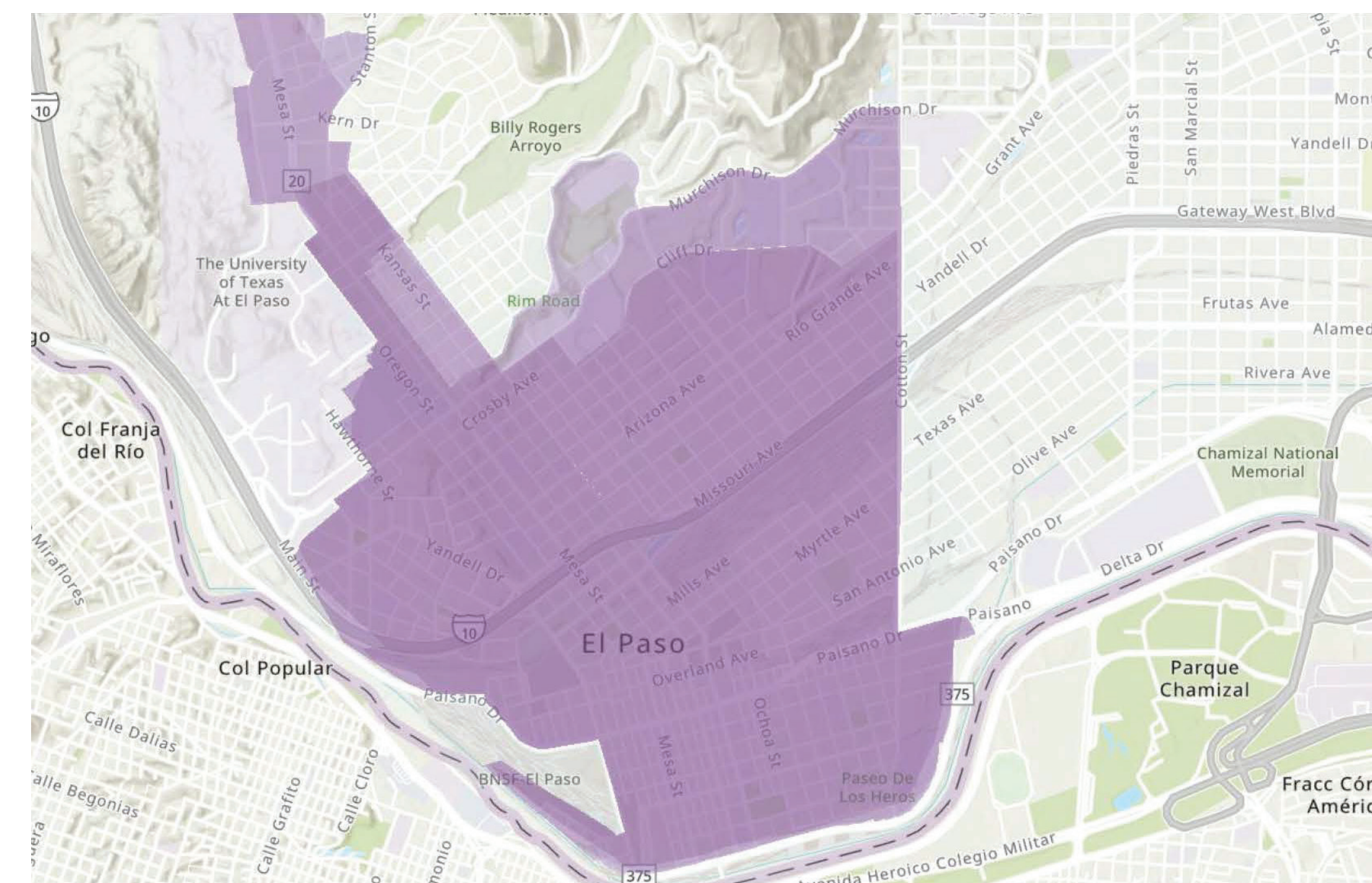
- The use of the existing historic train station as a branding opportunity.**
- A unique digital experience can be incorporated into the facade of the venue to create an engaging experience for vehicular and train traffic flanking the site.
- Venue becomes an **anchor to reinforce the area as an entertainment district**.
- Economic development opportunity from hotel taxes with the adjacent hotels.
- Ability to monetize the VIP parking area.
- Potential partner opportunity with railroad provider for a unique guest experience.**
- Close proximity to the Convention Center to be considered an expansion and partner use for additional convention space.

### T

**Threats**

- Noise from the highway and railroad may impair the entertainment venue.
- Adaptive reuse of a nationally registered historic place could be polarizing to the community.
- A transit-oriented use reportedly must remain on the site.**
- Potential environmental impacts from a past spillage may require hazardous materials remediation.

## DOWNTOWN & UPTOWN AREA MAP



### New Expanded Downtown Plan Area:

We first looked at the original downtown plan area boundary, but when the Downtown & Uptown and surrounding neighborhood plan was adopted on July 5, 2023, we looked at the updated extended boundary to capture more potential options.



### SITE C

**Key Takeaways**  
Most compressed site, requires all new land acquisition

#### Strengths

- Immediate adjacency to the Convention Center and adjacent parking.
- Within walking distance to existing entertainment.
- Views of the mountains.
- The site is surrounded by a variety of uses within a three to five block radius, allowing the venue to piggy back the existing urban momentum.
- Existing infrastructure is generally capable of handling heavy volumes of traffic.
- Adjacent to major transit corridors and would enable this site to be featured as a sustainability champion through proximity to existing transit.
- Partial street closure of St. Antonio Ave. allows for a marketing performance experience between Overland Ave. and St. Antonio Ave.

#### Weaknesses

- Back of house logistics are tight and/or non-existent for buses and large trucks.
- Complexity of navigating a public utility in the footprint of the proposed MPA & EC.
- The site layout produces a longer view corridor to the stage, although it is still within industry standard.
- Site would require land assembly.
- Traffic pattern to St. Antonio Ave. will be impacted by the partial street closure.

#### Opportunities

- Close proximity to the Convention Center allows the facility to be marketed as an expansion of the entertainment district.
- Existing infrastructure allows the venue to be featured as a sustainability champion through proximity to existing transit.
- Expanded VIP experience would need to occur on nearby parking property.
- Opportunity for a unique branding experience with the Convention Center.
- Reduction of the bus terminal to another site allows land to be developed for higher and better use.

#### Threats

- Existing buildings on and adjacent to the site have historic character that may polarize the community.
- The existing infrastructure may be inadequate if multiple events are concurrent.

### SITE H

**Key Takeaways**  
Would require additional site acquisition, would be disruptive to city hall functions during NOW

#### Strengths

- Proximity to downtown Union Plaza and downtown amenities.
- Adjacent to existing transit infrastructure near the site.
- Within walking distance to existing food & beverage and entertainment venues.
- Highly visible on the building that is being repurposed.
- Easy access to I-10.
- Existing infrastructure is generally capable of handling heavy volumes of traffic.
- Layout of venue allows for seating to be visible proximity to the stage.

#### Weaknesses

- Views to the mountains are obstructed.
- Multiple land owners make land acquisition more challenging.
- Site location is not clear for branding and marketing purposes.
- Leaving the venue open to City Hall can impact existing City Hall operations.
- Venue location impacts emergency circulation to City Hall and City Hall from parking lot to the east.

#### Opportunities

- Excellent development opportunity from hotel taxes with the adjacent hotels.
- Site is located four blocks away from the Convention Center.
- Could support City Hall space needs for large events, training, conferences, etc.
- Potential for a unique branding experience with the Convention Center.

#### Threats

- Potential noise from the railroad.
- Demolition will potentially have negative impacts on City activities.

### SITE M

**Key Takeaways**  
Requires all new land acquisition, isolated to existing activity/momentum and no parking infrastructure

#### Strengths

- Appropriate land use in the area compared to other sites in Downtown.
- The site is a new build, which may make land acquisition a faster process compared to working to acquire multiple parcels.
- Easy access to I-10.
- Entertainment venue near the Convention Center.
- The highest level of land use in the right site (the highest level of land use in the right site).
- Higher and better use for a building that is being repurposed.
- Existing infrastructure is generally capable of handling heavy volumes of traffic.
- Layout of venue allows for seating to be visible proximity to the stage.

#### Weaknesses

- Need to have proximity to existing activity/momentum in Downtown.
- No current parking strategy.
- Requires land acquisition.
- Significant demolition of existing building would be required.
- Venue location does not provide itself to be used as an expansion/adjacent space of the Convention Center.
- Lack of existing context makes the site more vulnerable to future use or potential re-orientation.

#### Opportunities

- Ability to create a unique branding opportunity with the Convention Center.
- The City could partner with a third party to develop an amenitized parking structure.
- Ability to continue the open scale development occurring further west on Stage Ave.
- Potential revitalization champion within the City.

#### Threats

- Don't know if the current land owner is willing to sell.
- May require controversial demolition.

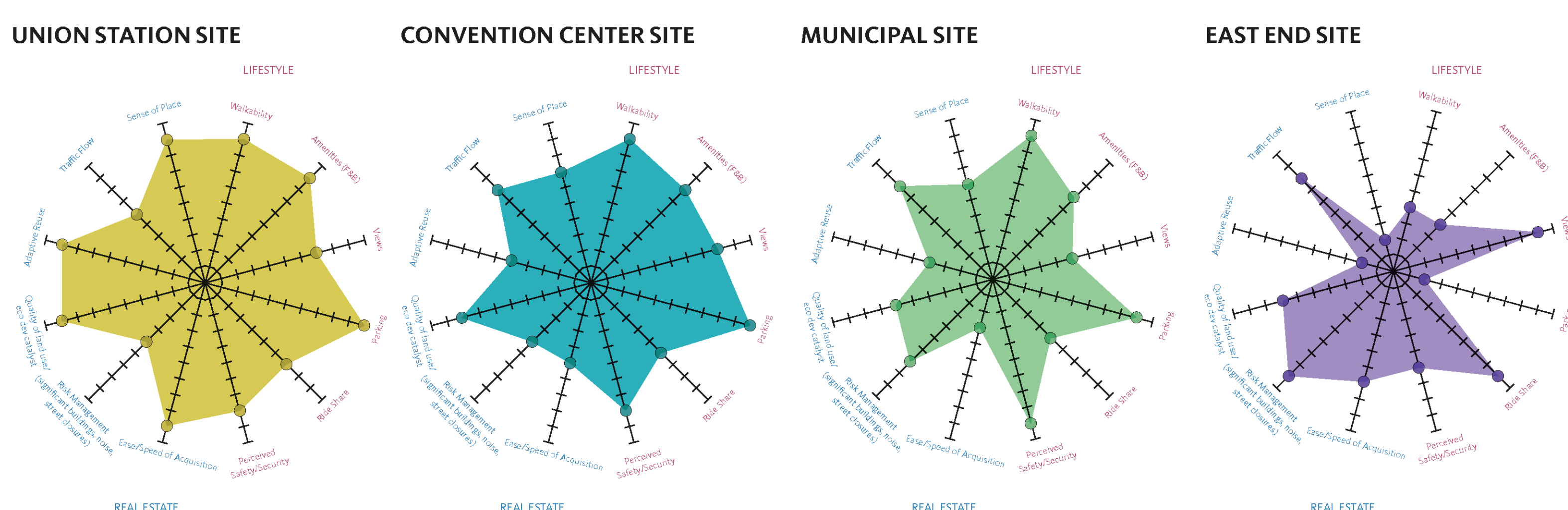
## GENSLER FEASIBILITY STUDY

## KEY TAKEAWAYS

- ★ There is a market need for a MODERN facility in the 8,000 - 12,000 seats size
- ★ Cost for hybrid facility (4,000 indoor/4,000 outdoor) is within voter-approved budget
- ★ Operating models estimate a yearly profit for the operation
- ★ Contributes to the revitalization of Downtown & Union Plaza
- ★ Incorporates this area into the Convention Center Campus for additional meeting space
- ★ Speed to Market crucial; Cost estimates assumes FY24 construction
- ★ Site and Facility must be developed to meet Guiding Design Principles established through community engagement process



## Site Comparison: Spider Map



## Site Comparison: Heat Map

	EL PASO MPA & EC CHARACTER DISTRICT ISSUES	Site A	Site C	Site H	Site M
Lifestyle	Walkability	9	9	9	4
	Amenities (F&B)	9	8	7	4
	Views	7	8	5	9
	Parking Infrastructure	10	10	9	2
	Ride Share	7	7	5	9
	Perceived Safety/Security	8	8	9	6
Real Estate	Ease/Speed of Acquisition	9	5	3	7
	Risk Management (significant buildings, noise, street closures)	5	5	7	9
	Quality of Land Use/Economic Development Catalyst	9	8	6	7
	Adaptive Reuse	9	6	4	2
	Traffic Flow	6	8	8	8
	Sense of Place	9	8	6	2
<b>OVERALL SCORE</b>		<b>8.08</b>	<b>7.50</b>	<b>6.50</b>	<b>5.75</b>