



Thank you for joining us!

- 1 There will be 2 opportunities for Q&A, after each of the two brief presentations
- 2 If you want to comment or ask a question, we respectfully ask you raise your hand, and each person will be given 3 min. to give everyone an opportunity to speak.
- 3 For virtual participants, we ask that questions and comments are placed in the chat, which we will read out loud and respond.



Meet the Team

Site/Program/Urban Design/Master Plan | Gensler

Market/Economic Assessment | CSL/Legends

Architectural/Structural Assessment | Countryman & Co. Walter P. Moore/Mijares-Mora/Rider Levett Bucknall Ltd.

Gensler

- Brian Nicodemus
- Barry Hand
- Kim Dresdner
- Bonnie Reese
- Kevin Turner



City of El Paso

- Daniela Quesada
- Daniel Garcia
- Marcella Attolini
- Appolonia Roldan
- Tammy Fonce



- Michael Delano (LPD)
- Jay Lenhardt (CSL)
- Adam Kerns (CSL)





Council Directive

Council approved the study in April 2022 by hiring Gensler and Associates, an architect-led consulting team, to continue a positive step forward in the City's voter-approved signature bond project. The multi-phase study kicked off in May 2022.

Results are expected to be presented to Council in early 2023.



The professional services agreement awarded to Gensler and Associates will explore:

- Financial models that include estimates of capital and operating costs
- Public-private opportunities
- Opportunities for preservation of existing buildings and the historic character of the neighborhood
- Recommendations on how to safeguard dilapidated buildings, and options for funding sources that align with the current status of the litigation



Meeting Agenda

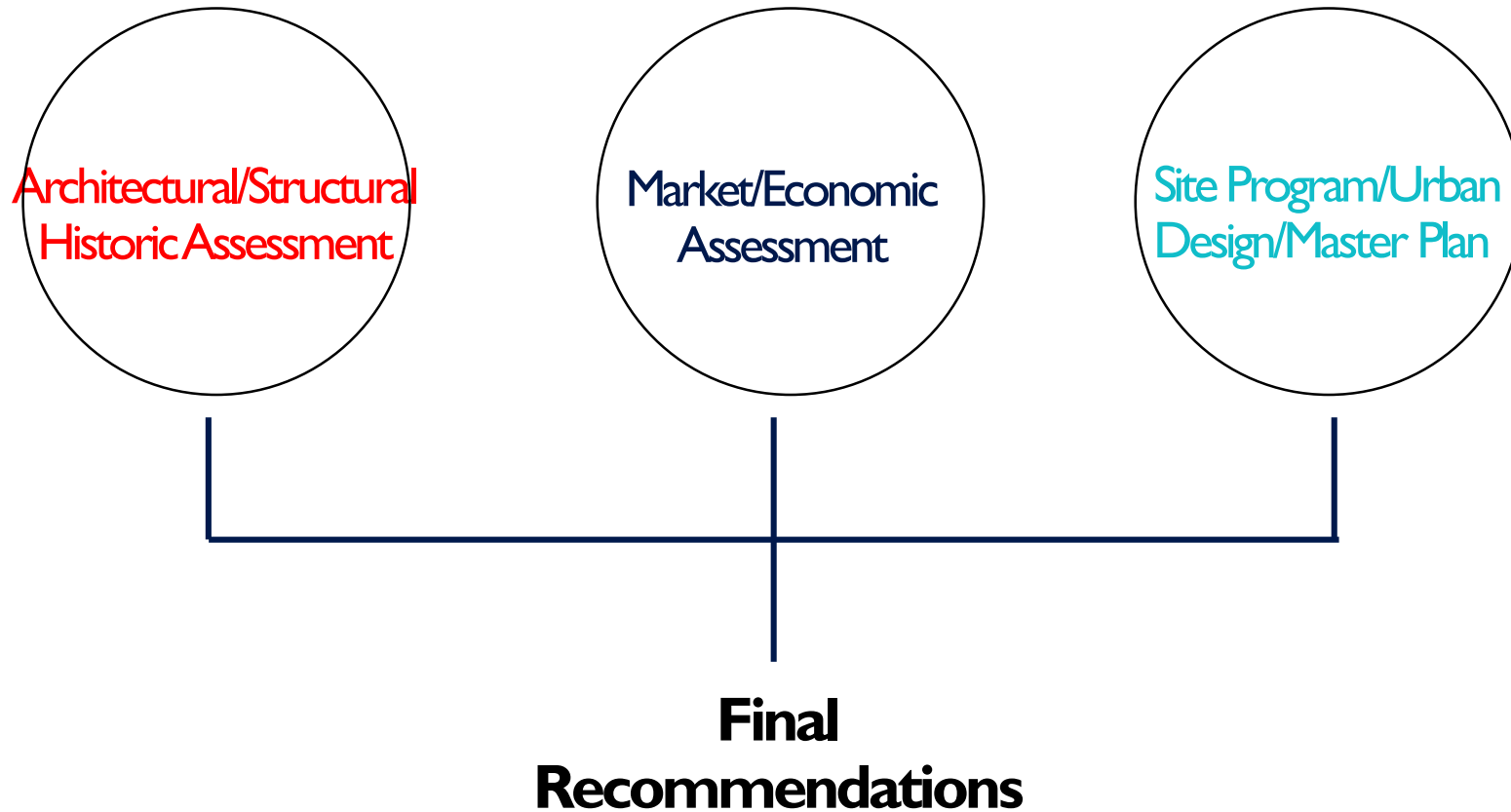
- Understanding Feasibility Study
- Data Driven Process
- Project Schedule
- First Q&A (15 min.)
- Steering Committee Vision Session
- Final Q&A





Understanding The Feasibility Study

Process & Approach





Understanding The Feasibility Study

- *Economic Findings*
- *Analysis of Potential Program Siting*
- *Venue requirements/programming*
- *District development*
- *Open space options*
- *Feasibility of buildings*
- *Community Engagement*
- *Traffic & transit plan*
- *Infrastructure framework*
- *Economic & Branding strategy*

MASTER PLAN & PROJECT AREA



MASTER PLAN AREA
 PROJECT AREA



Data Driven Process

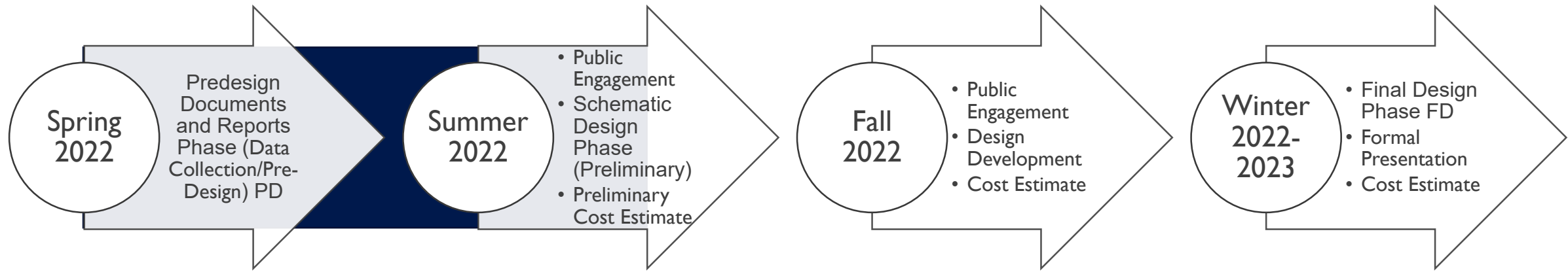
- Market Assessment
- Economic Impact Analysis
- Existing Conditions/Technical feasibility
- Immediate and Long-Term Operations/Maintenance
- Public Input
- Potential Partnerships





Project Schedule

NTP 05/09/2022





Q & A

<https://stopwatchtimers.com/timer/?t=00:03:00>





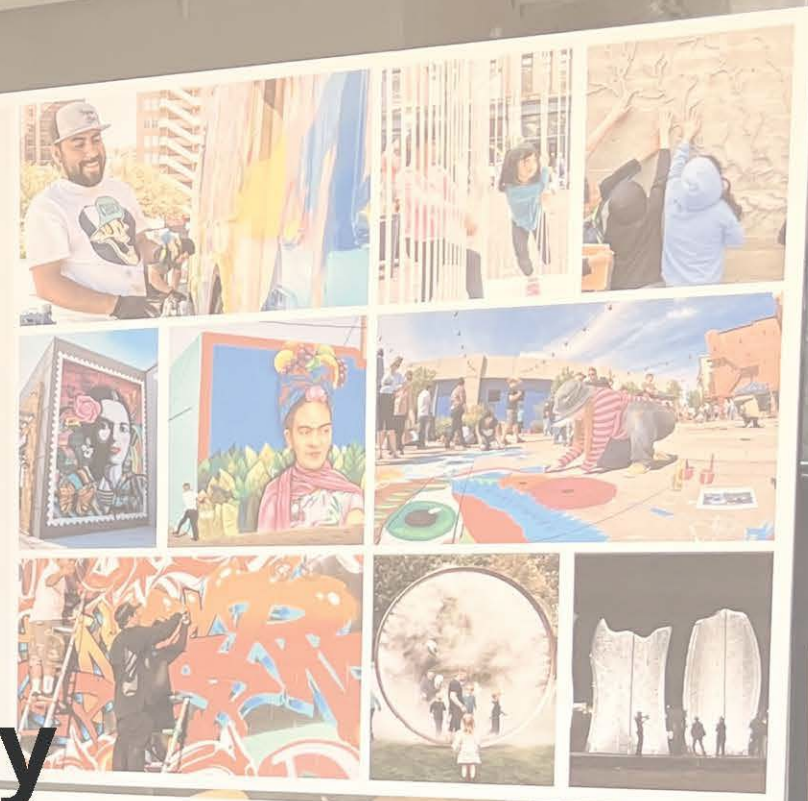
June 23, 2022

El Paso MPC Feasibility Study SteerCo Vision Session



EXPAND YOUR PALETTE AT THE ART SPOT

Consider a varied arts-focused environment for curation, creation, and exploration. View different art displays and performances by locals or create your own artwork.



COOL OFF AT THE DOWNTOWN OASIS

Consider an accessible space for patrons of all ages to cool off in and around refreshing water features and displays.




Working together to craft a vision

Steering Committee 1


Our first steering committee meeting brought together a range of community leaders to collaboratively craft inputs to inform the project brief.

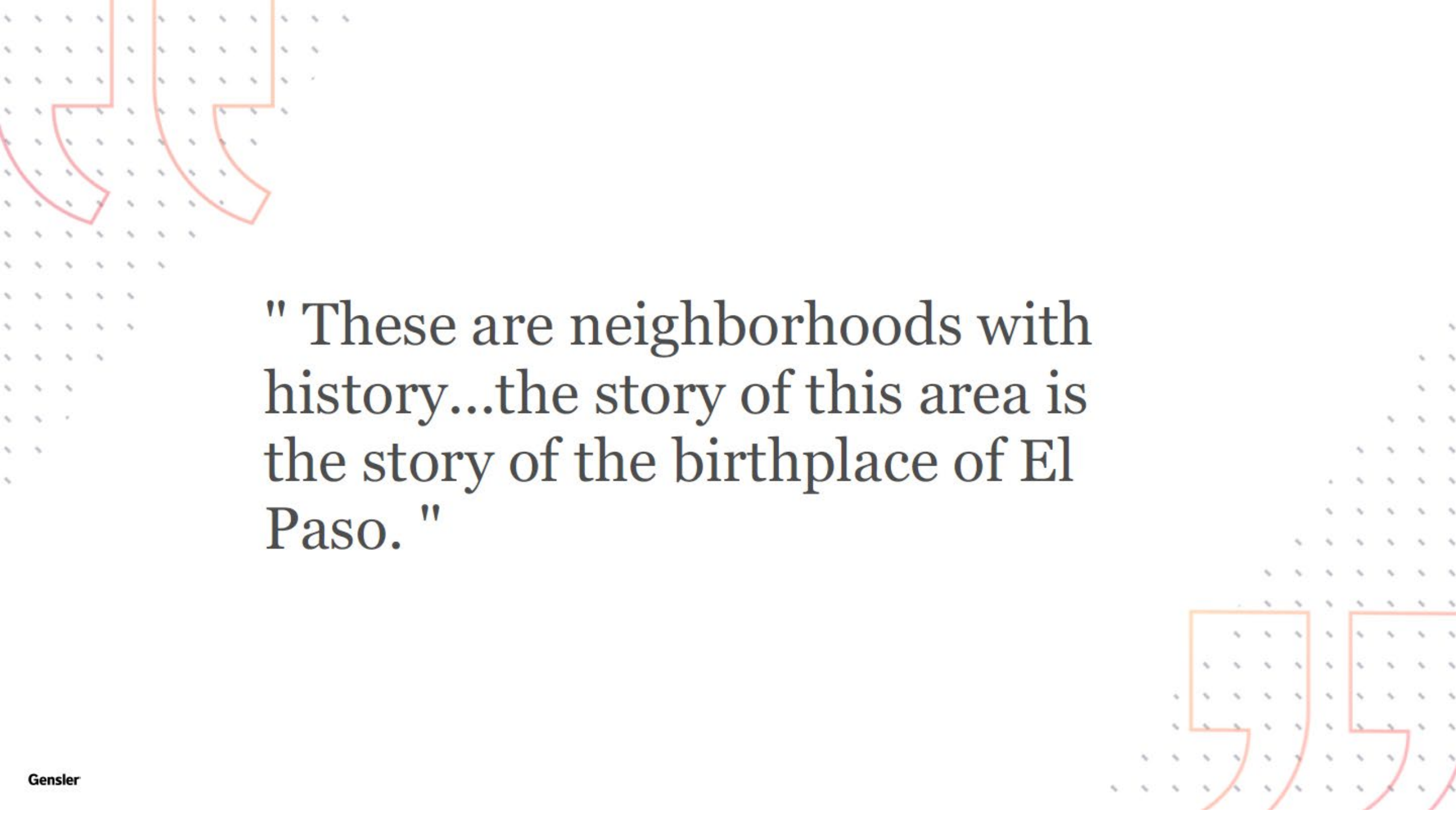
The pages that follow are attempts to synthesize these inputs into a cohesive vision.






" I'd want downtown to be a place
for everybody, that draws different
people together. "






" These are neighborhoods with history...the story of this area is the story of the birthplace of El Paso. "



" We should consider events and programming that can draw people (and funds) from outside El Paso. "





The Vision

This district should **breathe new life into downtown** drawing people from all different walks of life to performances, green spaces and food options in the district. At the heart of the district is a multipurpose venue that acts as a concert venue at night but can **also support local markets, family events and related local businesses** at other times. The venue/site itself should be **porous and integrative**, connecting to the community on all sides with passthroughs for pedestrians and bikes and pocket parks that support community **wellbeing and connection**, while also understanding the story of the area it is sited in.

The district should be viewed as an asset to the community, a place where children can **play and learn**, friends can **share a meal**, local businesses can **incubate** and out-of-towners can **marvel** at El Paso.



Design Considerations

The site should ...

- Respond to the Surrounding Context
- Respect the Neighborhood's Scale
- Take Structures of Cultural Significant into Account
- Generate the Vibrant Street Life that the Area was Known For
- Provides Opportunities for Local Businesses and Organizations to Flourish
- Enable Access for El Pasoans Across the Socio-Economic Spectrum
- Draw Investment and be Financially Viable

The site should not be ...

- A Monolithic structure disconnected from the context
- An entirely new place that disregards local history
- Flashy or exclusive

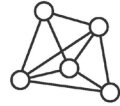


Guiding Principles for Design



Authentic

Retain connections to history and enable organic growth.



Integrated

Take cues from the existing neighborhood scale and context to be connecting and enhancing.



Generative

Provide new community assets and resources and grow new businesses and connections.



Flexible

Draw people from morning till night with spaces that can serve different needs at different times.



Inviting

Welcome people from different walks of life with many ways to access and engage.



Vibrant

Celebrate El Paso's rich culture and natural beauty.

Goals of the Multipurpose Venue and District



Connect

People and Neighborhoods



Entertain

Inside and outside the venue



Nourish

The body and soul

Next Steps

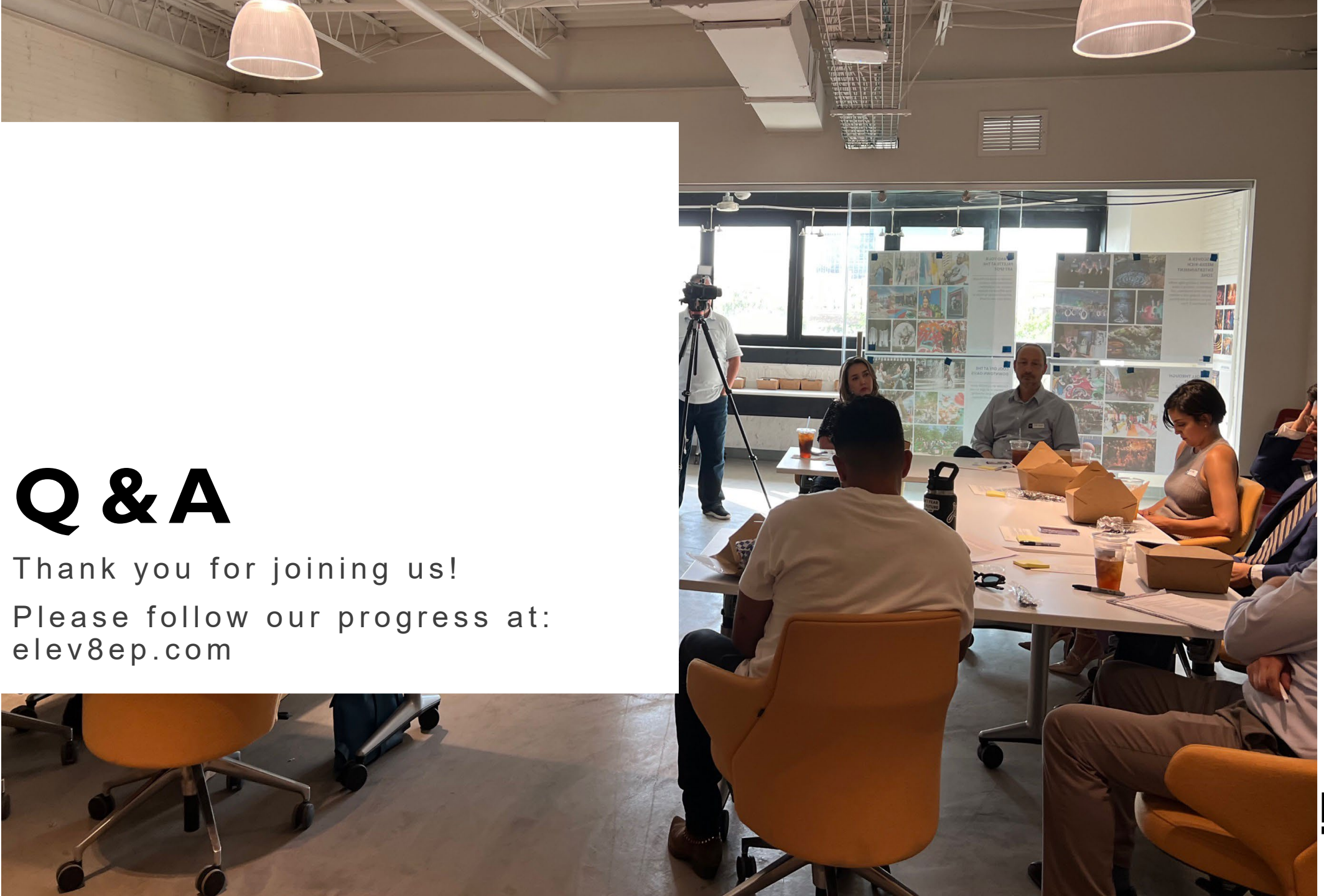
- Take inputs from both Steering Committee sessions as inputs to inform Design and Feasibility studies.
- We will provide 2 read-outs during the design process (dates TBD).



Q & A

Thank you for joining us!

Please follow our progress at:
elev8ep.com





Thank you

