

COHEN ENTERTAINMENT DISTRICT



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mycotoo
The entertainment development company

HLB

INTRODUCTION: CITY OF EL PASO



COHEN STADIUM SITE









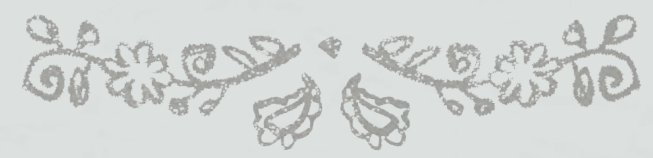


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1. Vision
2. Guiding Principles
3. Preliminary Master Plan
4. Introducing Cohen Entertainment District
5. Cohen Brand Identity
6. Conclusion



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.



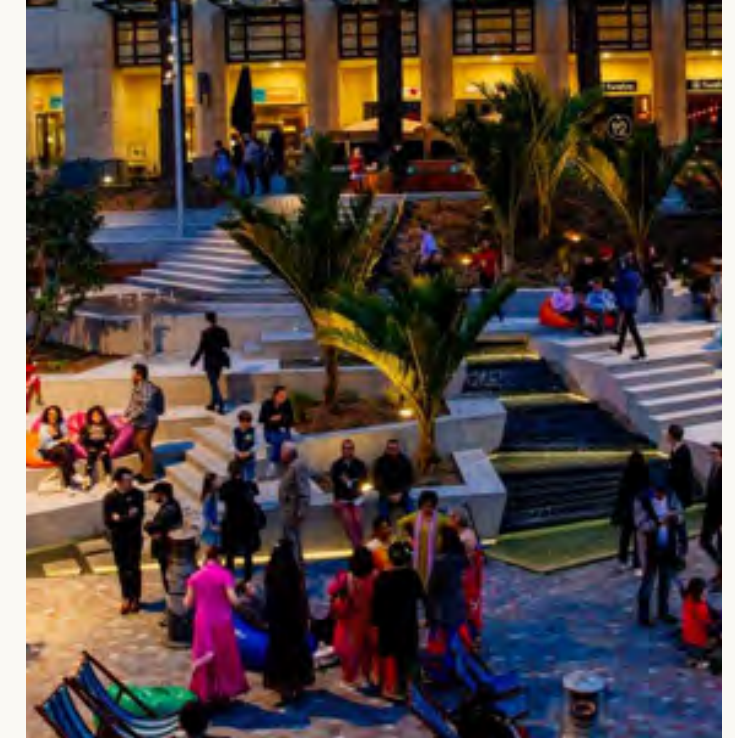


Cohen Entertainment District is an immersive, integrated series of landscapes that celebrates socialization, fun, and bringing people together in public spaces. With a name honoring beloved El Paso legends, the Cohen brothers of Major League Baseball fame, the Cohen Entertainment District is the emblem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

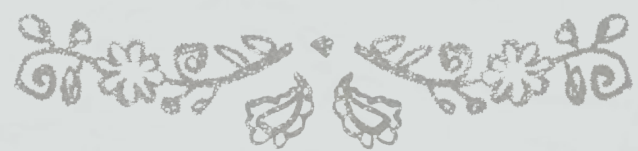


Cohen Entertainment District will become a retail and recreation destination that will attract sports aficionados, families, business travelers and outdoor enthusiasts. The Design Standards will be created to strengthen the identity and brand of Cohen and will take the form of:

- 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.



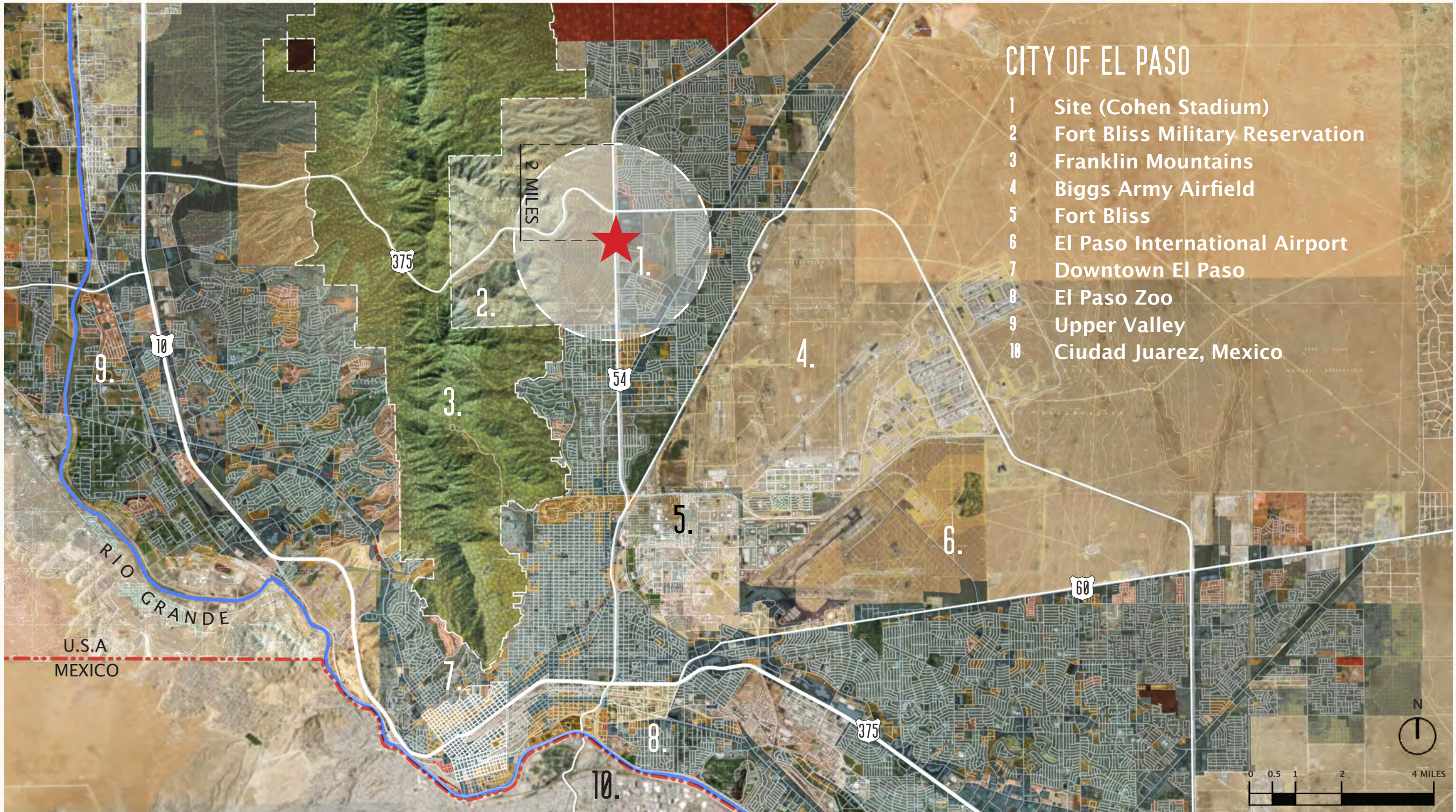
A COHEN LEGACY

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).

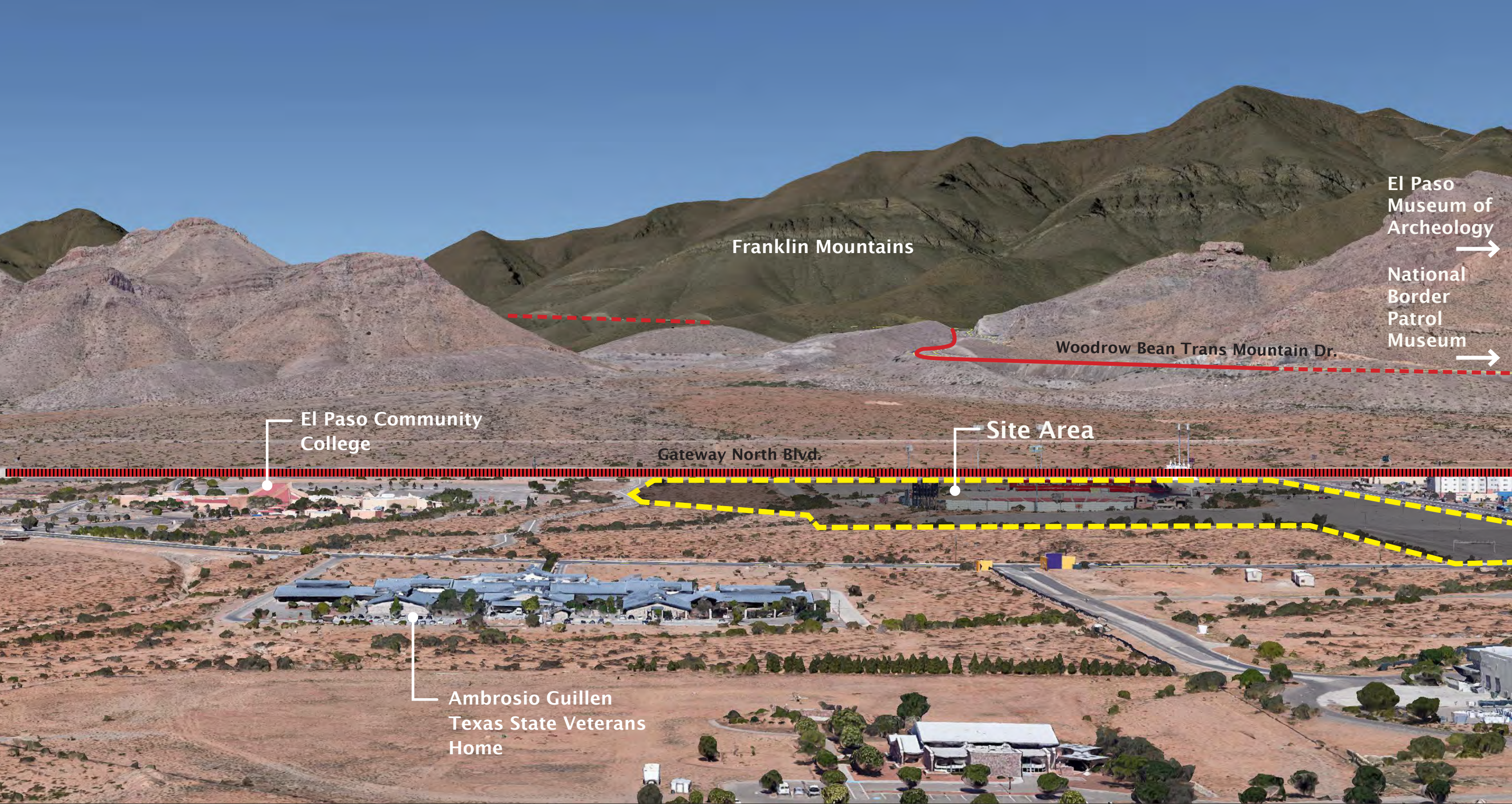


3. PRELIMINARY MASTER PLAN









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

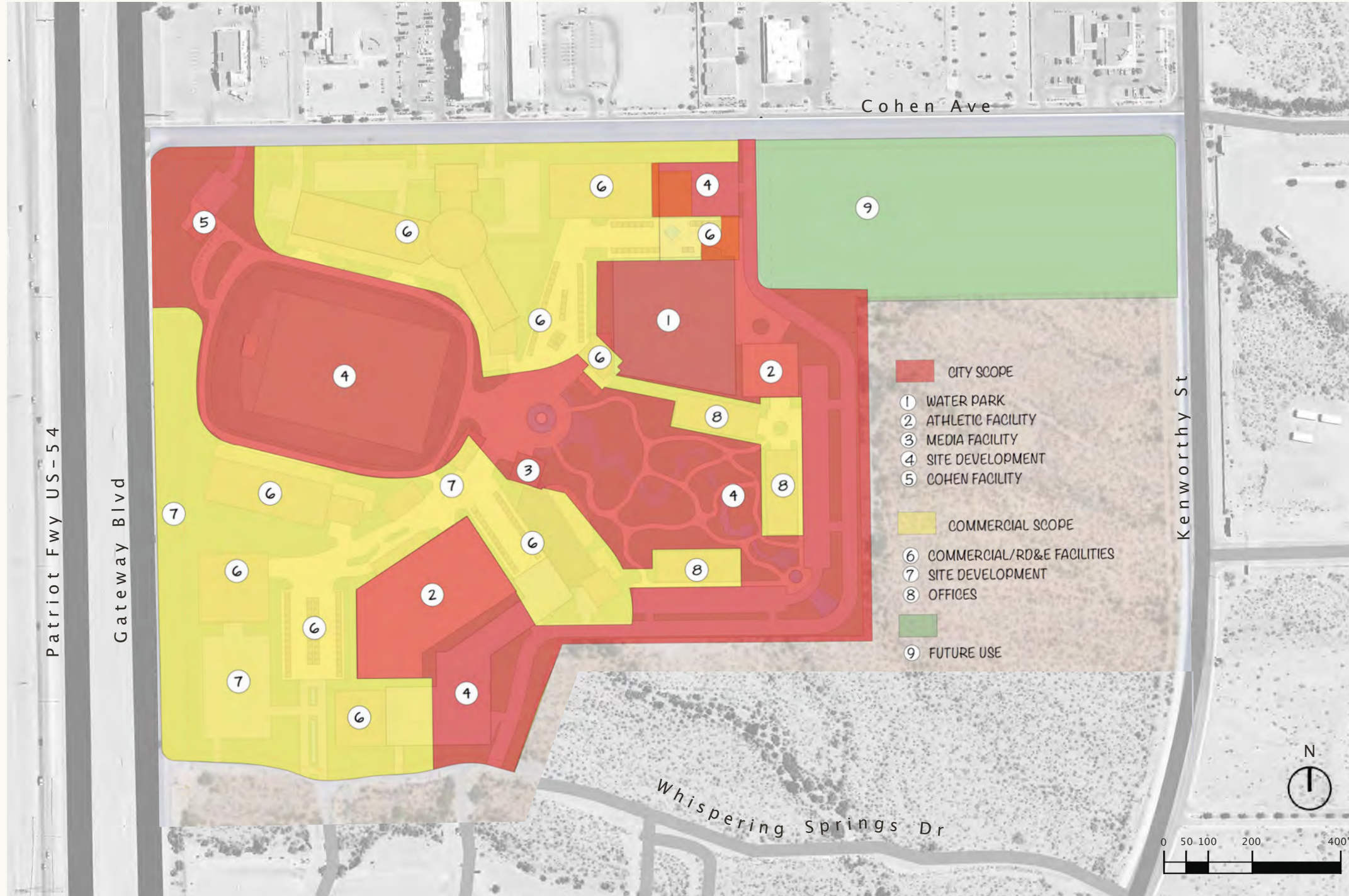
COHEN ENTERTAINMENT DISTRICT – ZONES



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



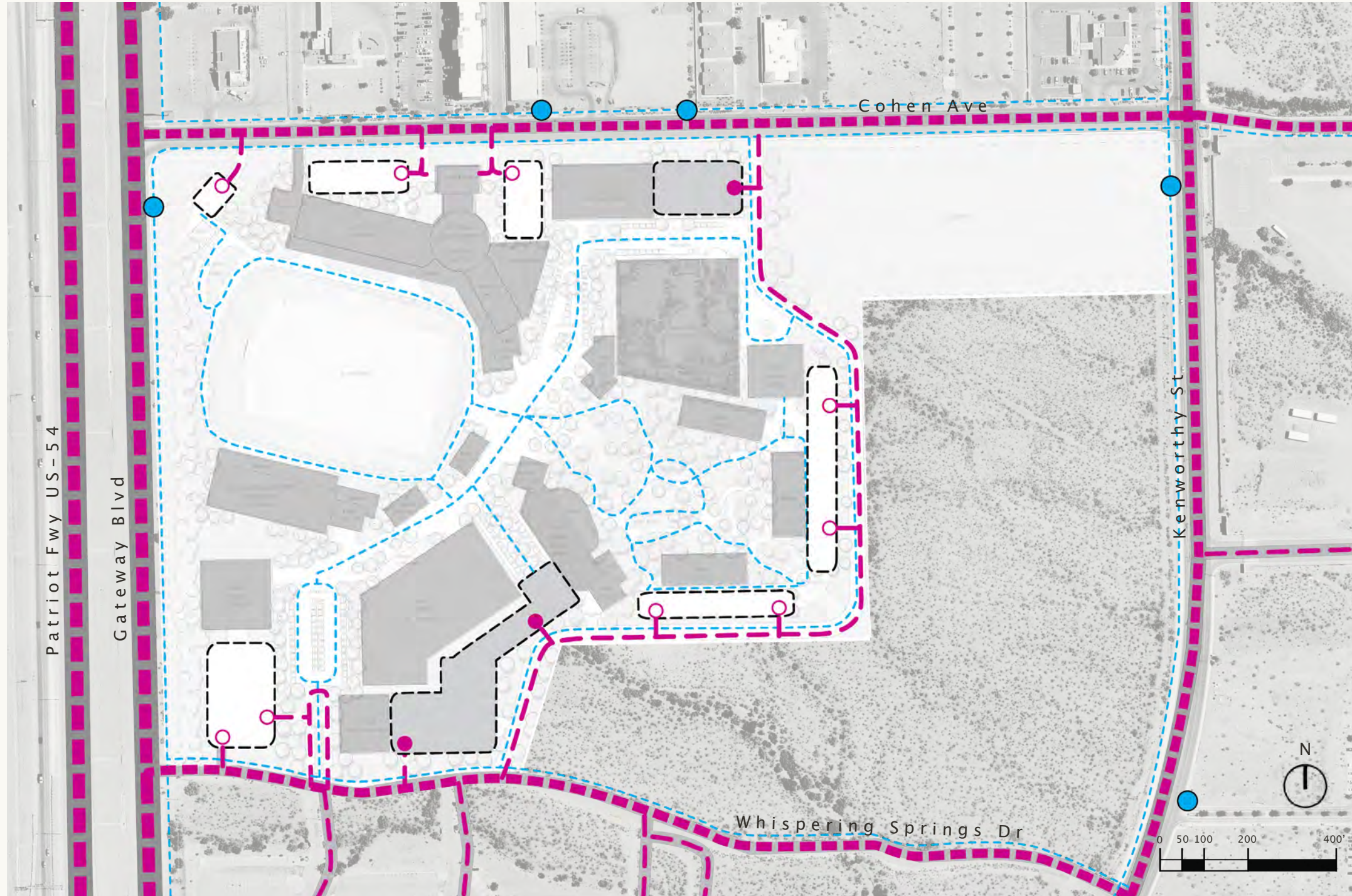
CITY SCOPE

- 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

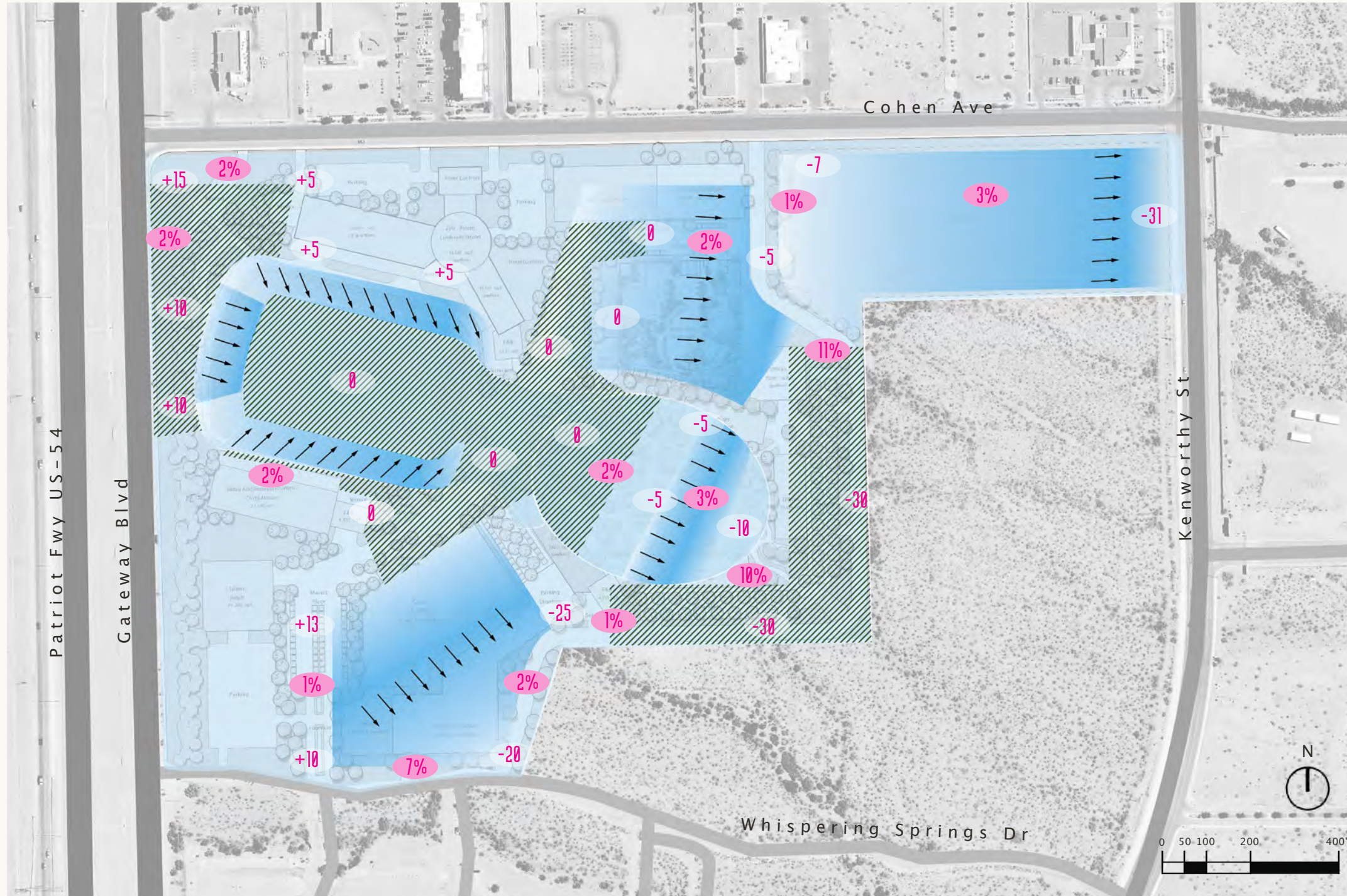
COHEN ENTERTAINMENT DISTRICT – CIRCULATION





Key:

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

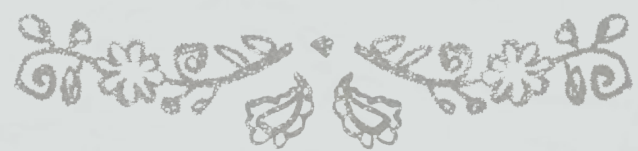
COHEN ENTERTAINMENT DISTRICT – GRADING PLAN



Key:

-  Top of Slope
-  Direction of Slope
-  Level Ground
-  Elevation in Feet
0 (base)= 4015 ft
-  #% Percentage (slope)

4. INTRODUCING COHEN ENTERTAINMENT DISTRICT





PARKING AND ENTRANCES



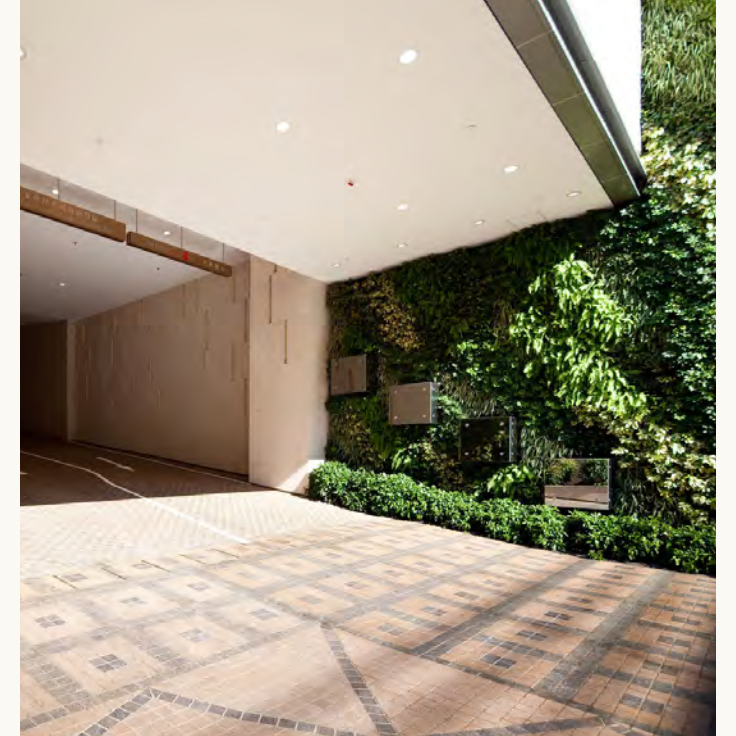
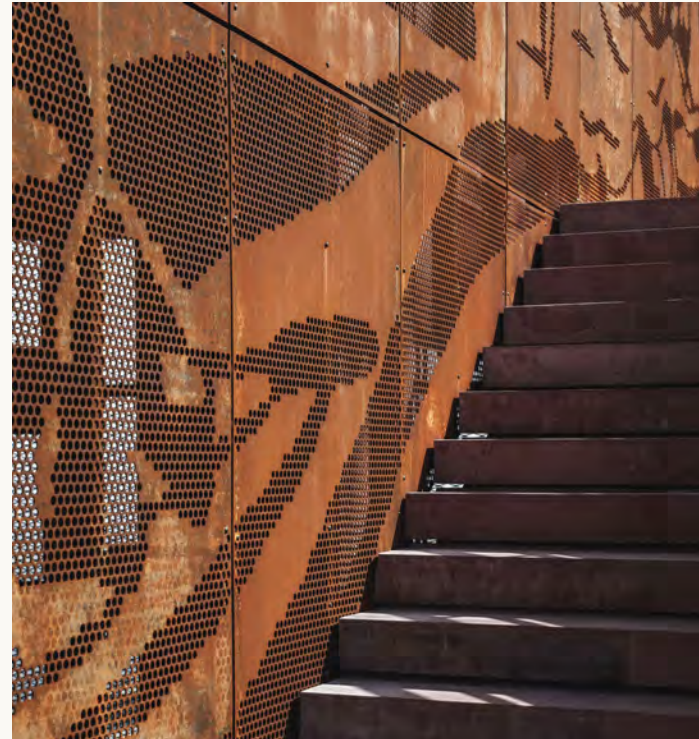
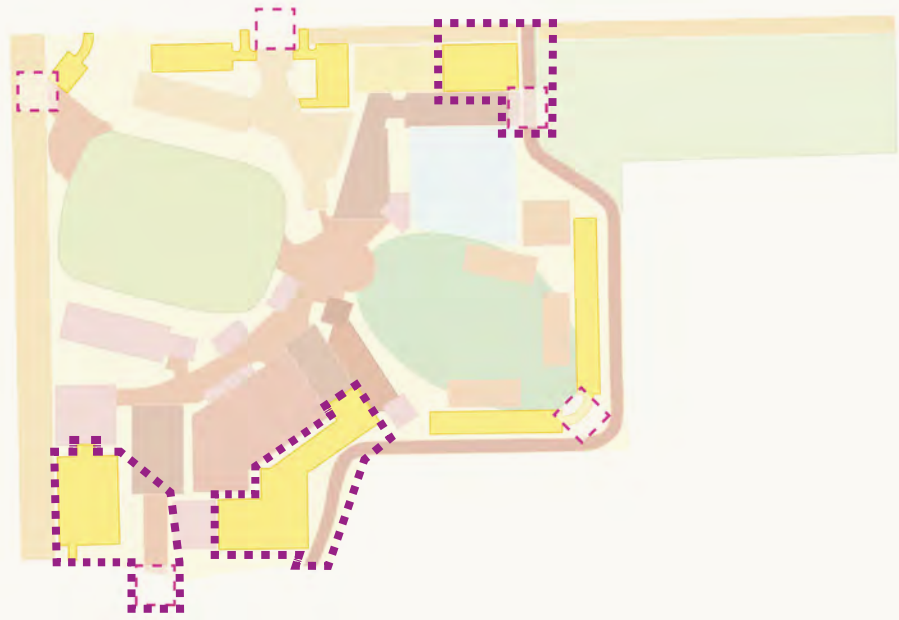




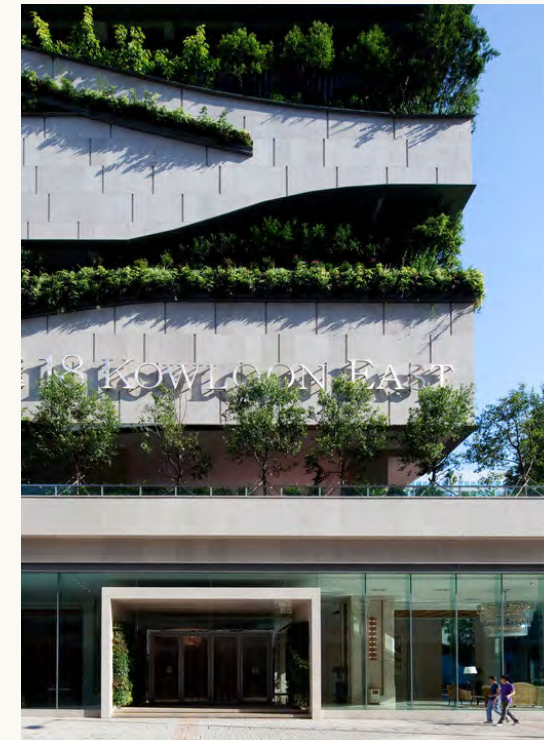
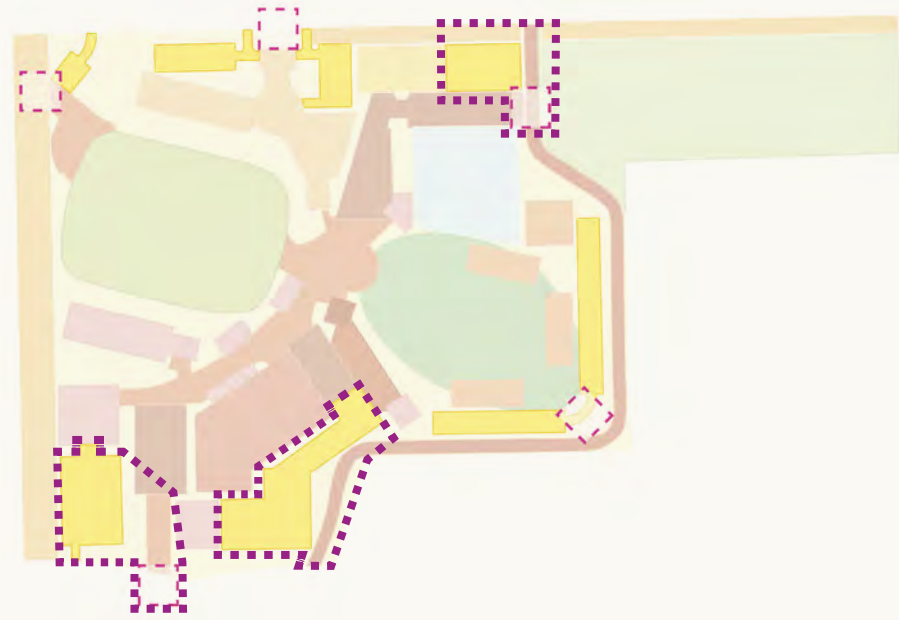
PARKING AND ENTRANCES

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



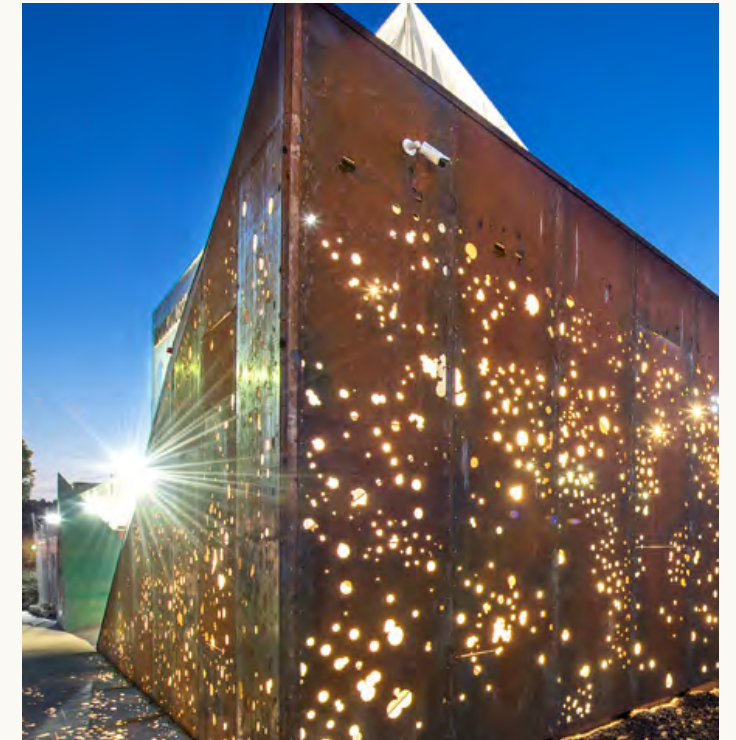
PARKING AND ENTRANCES | PROGRAM & EVENTS



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



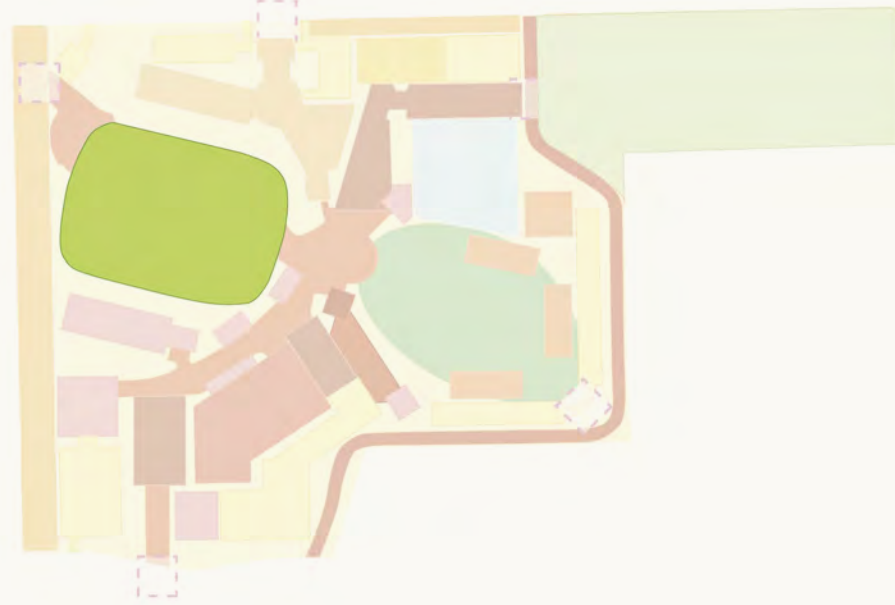




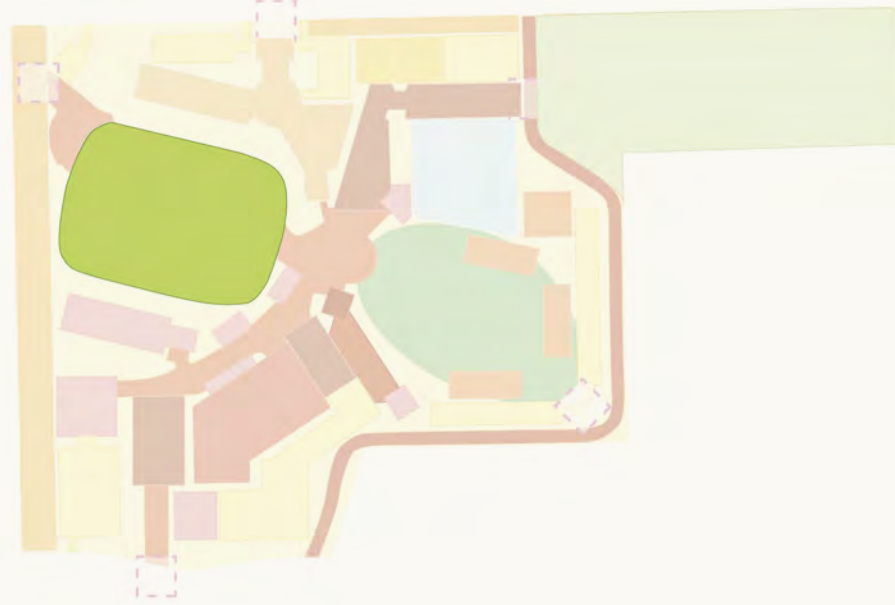
COHEN FIELD

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



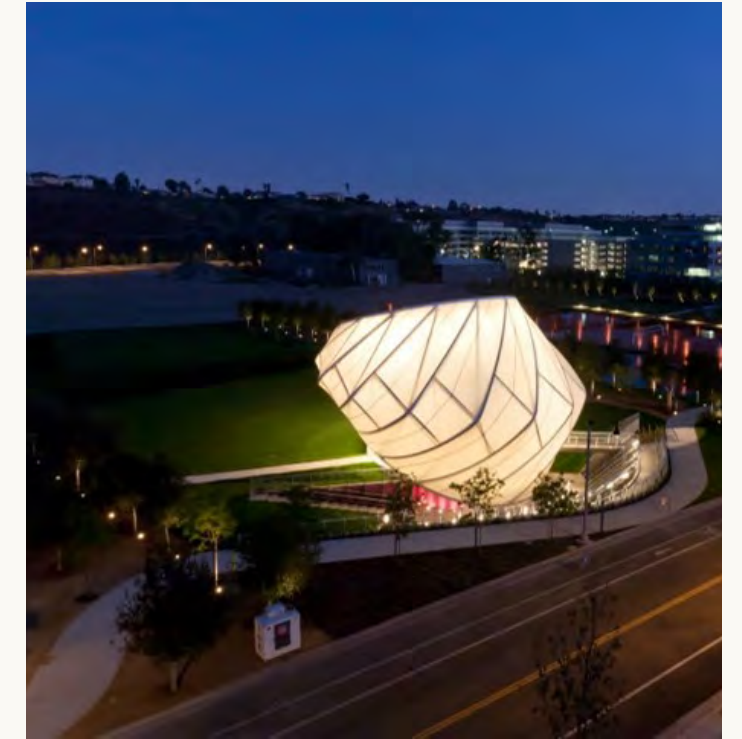
COHEN FIELD | PROGRAM AND EVENTS



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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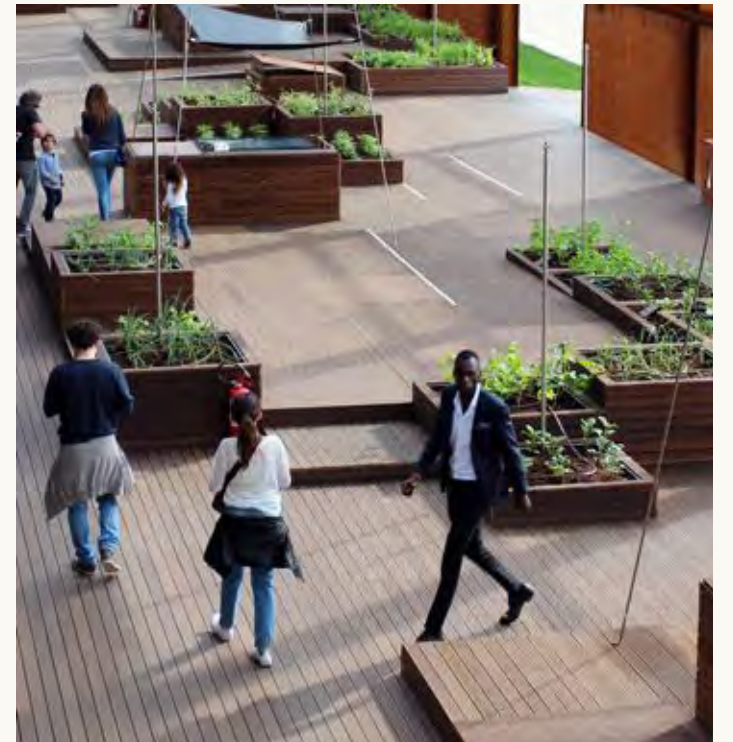
COTTONTAIL PLAZA AND PROMENADE

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.

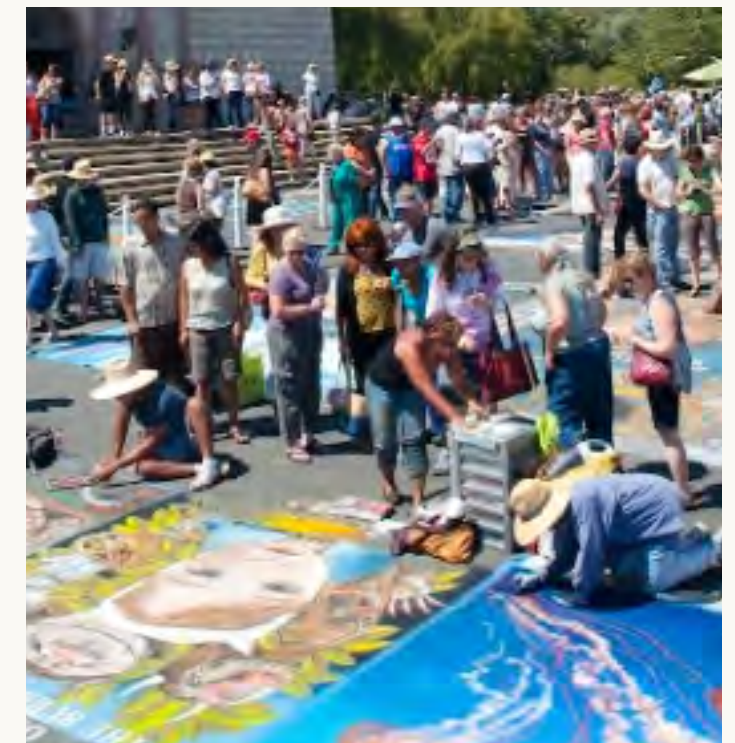
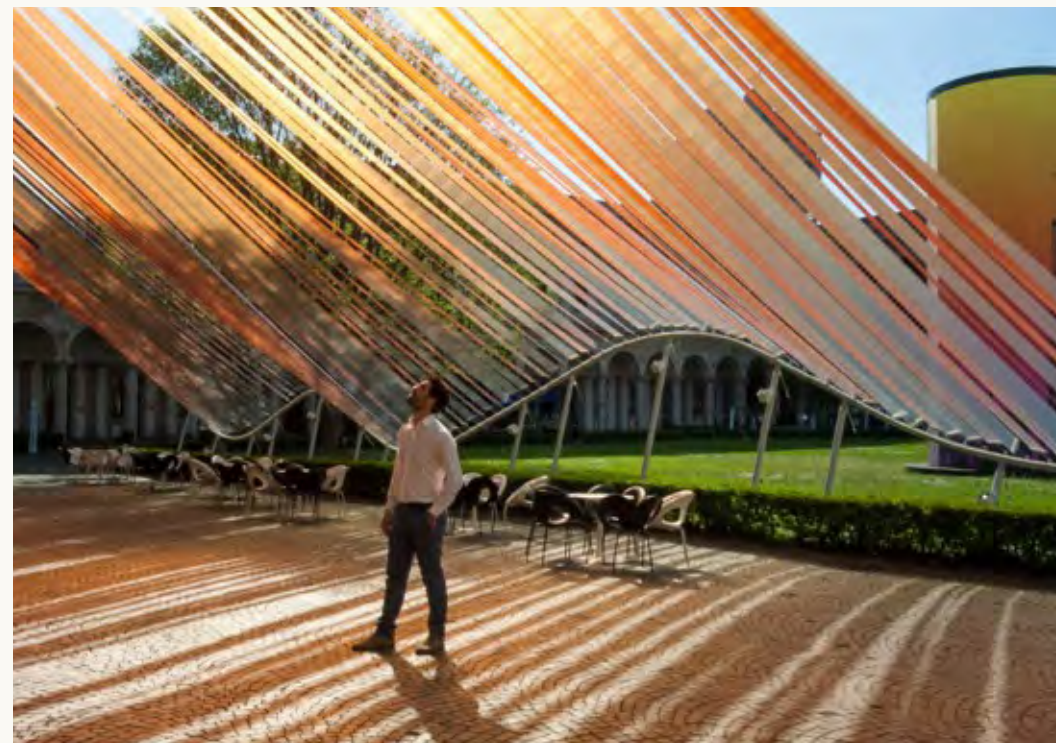
As night draws in, guests may return to this Plaza for a poignant Tree Lighting Ceremony. Throughout the day, this Plaza plays host to several pockets of activity that are entertainment-driven. Music, live art, and additional surprises are programmed into the day.

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



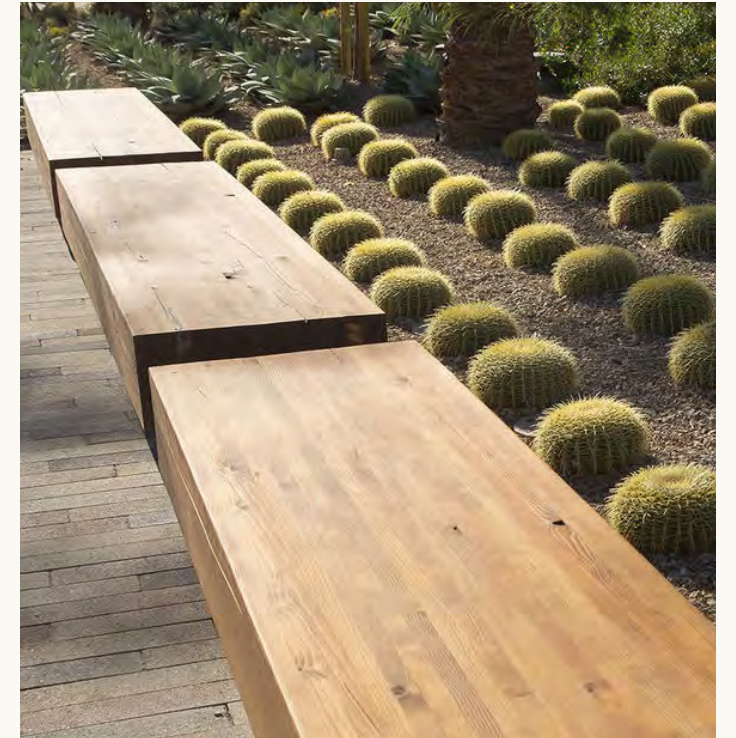
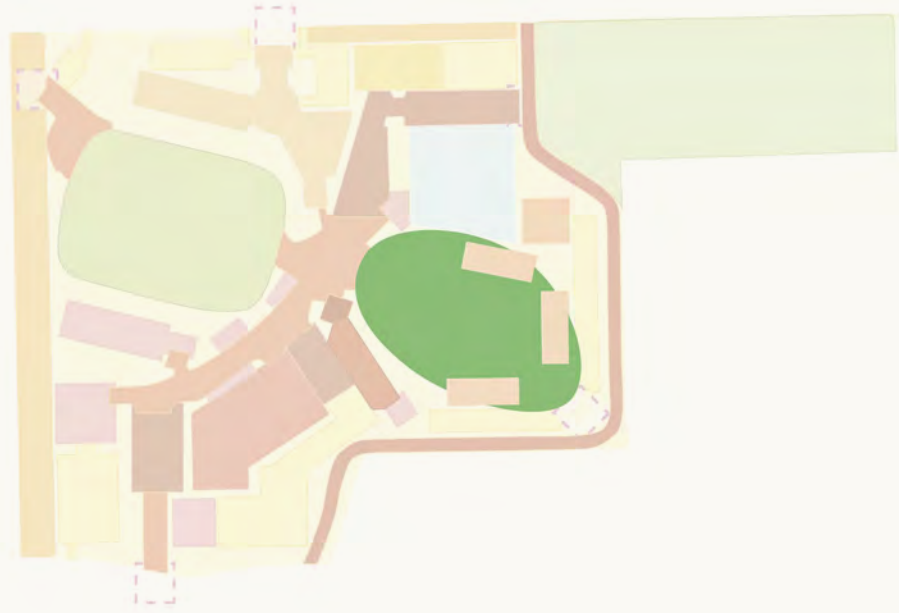




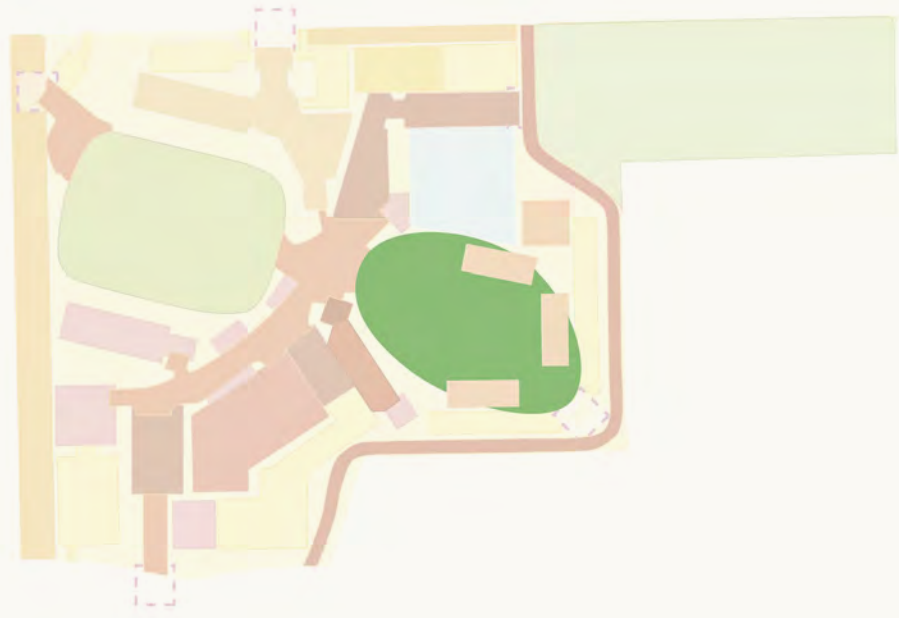
COTTONTAIL PARK

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

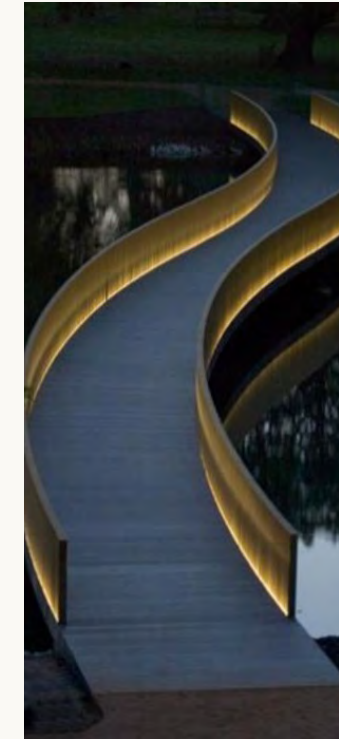


COTTONTAIL PARK | EVENING

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.

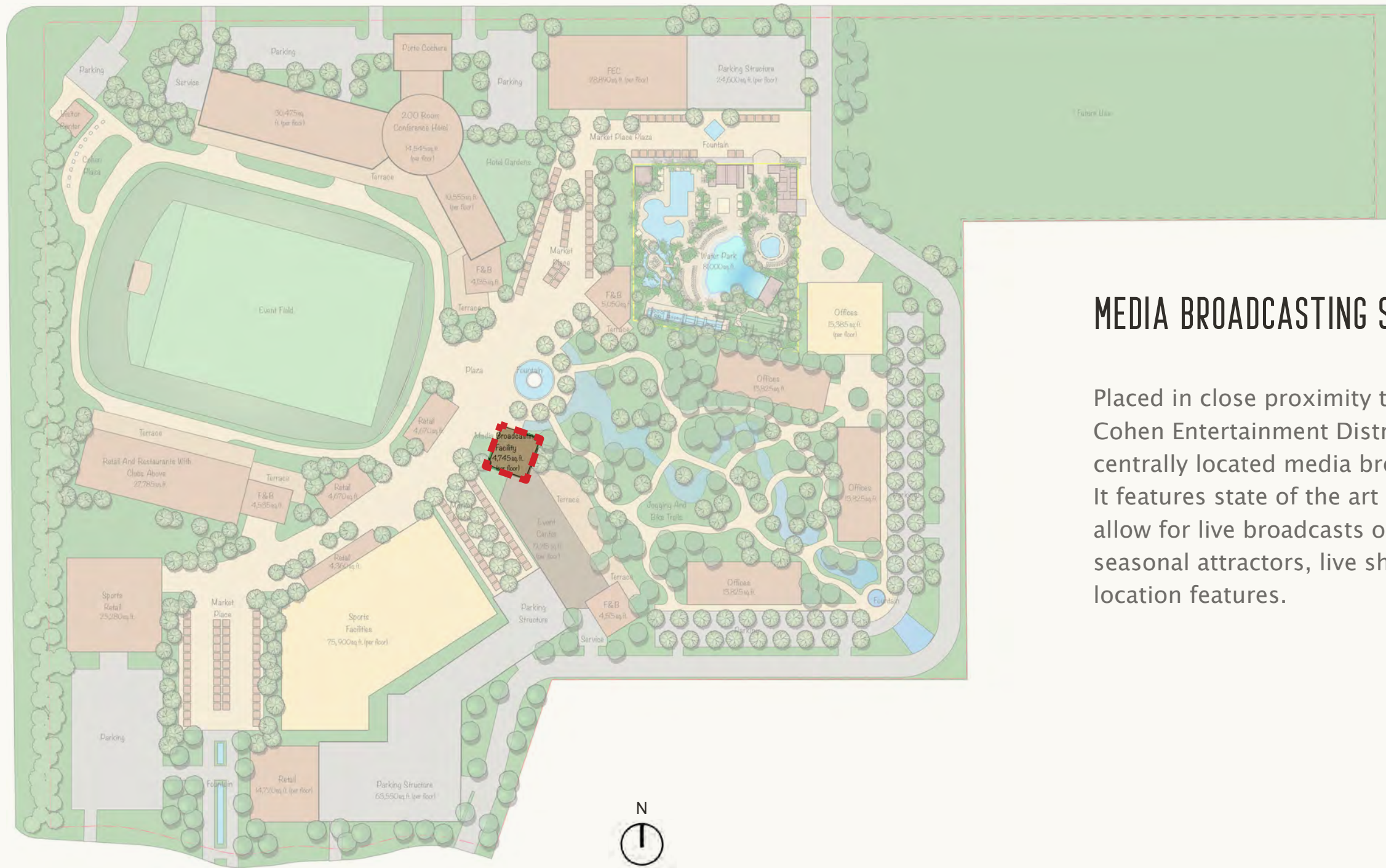
Another way to express this is by emphasizing an approach of putting light where it is needed, creating a visual backdrop and de-emphasizing the utilitarian.



MEDIA BROADCASTING STUDIO

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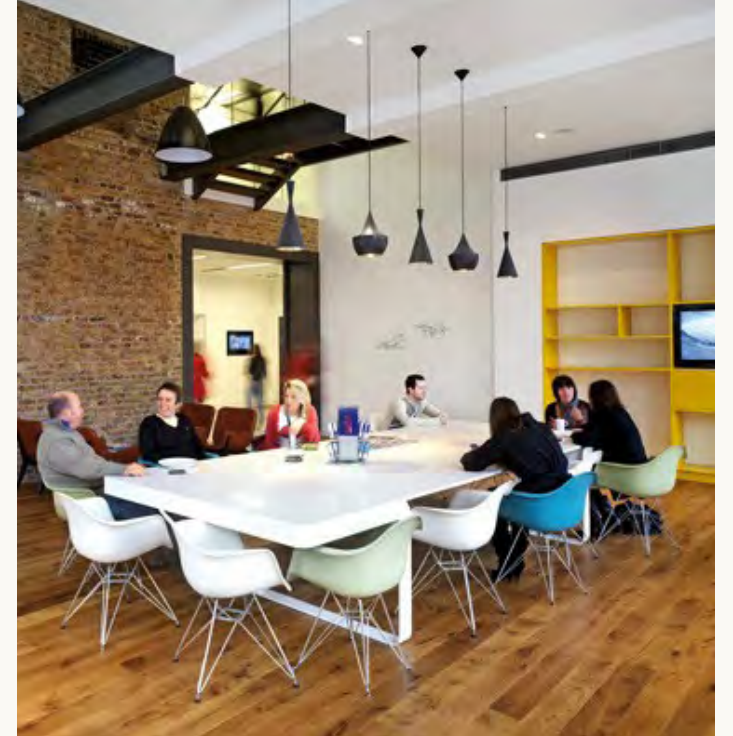
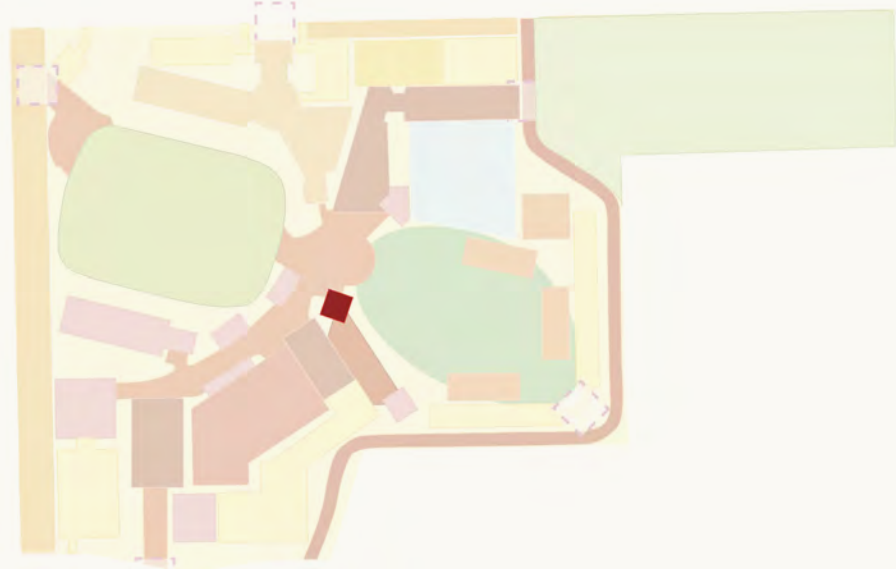
MEDIA BROADCASTING STUDIO

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

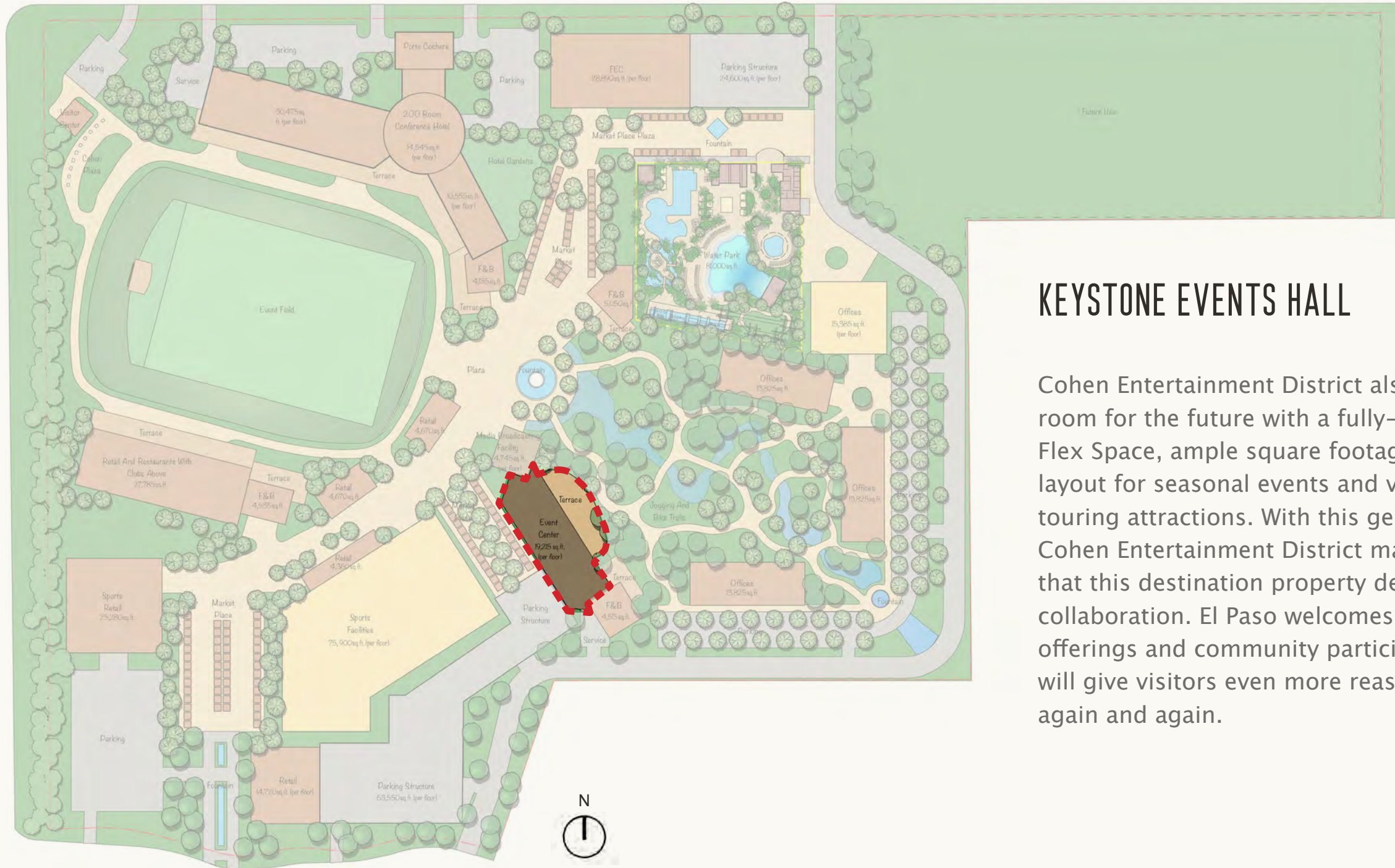




KEYSTONE EVENTS HALL

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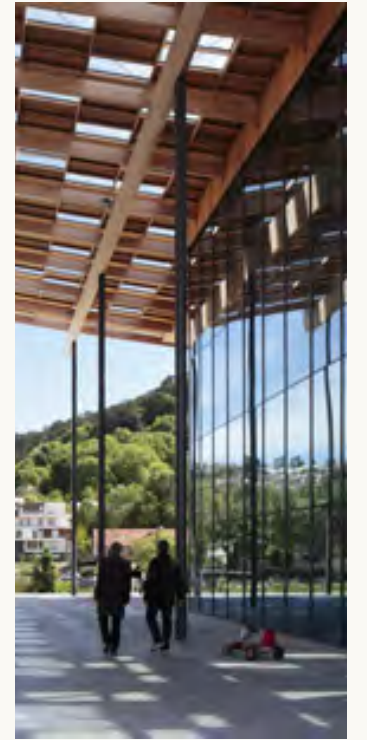
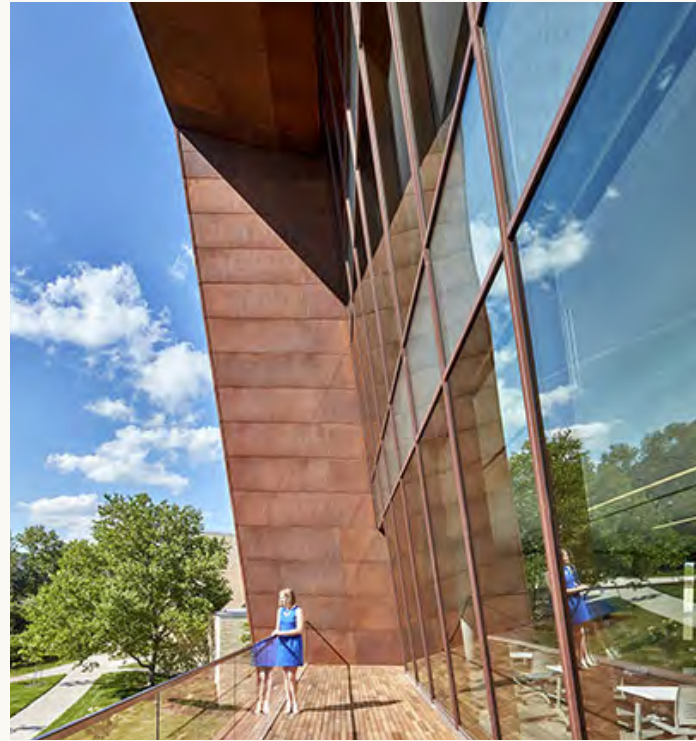




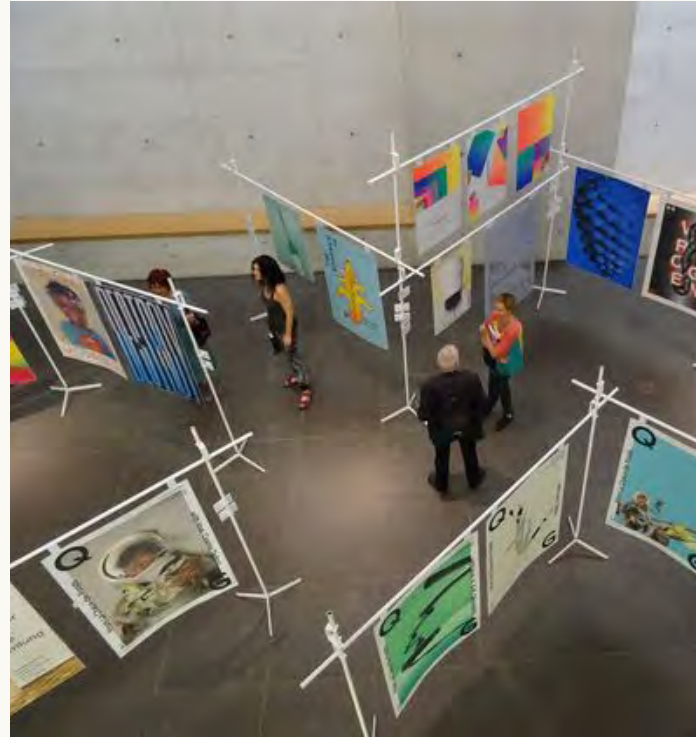
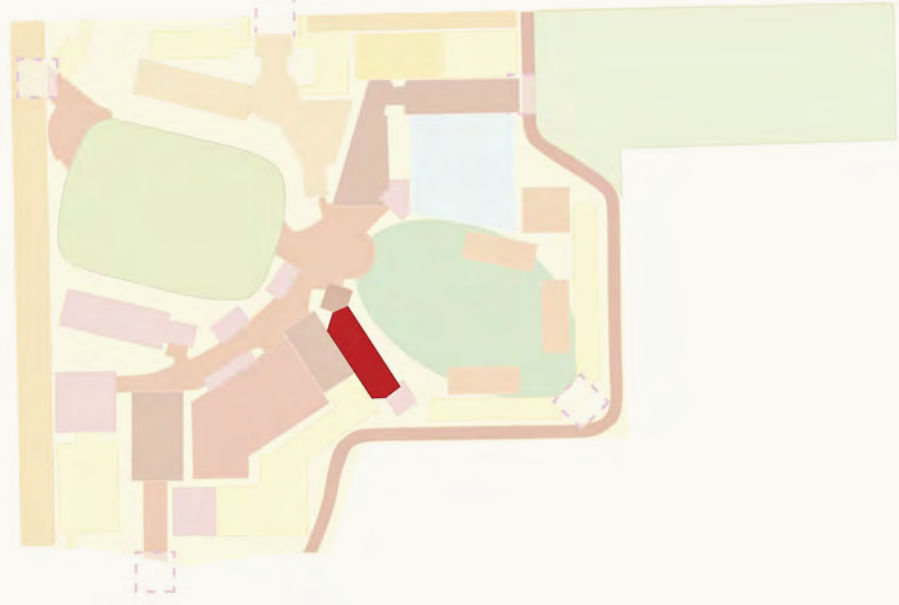
KEYSTONE EVENTS HALL

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.

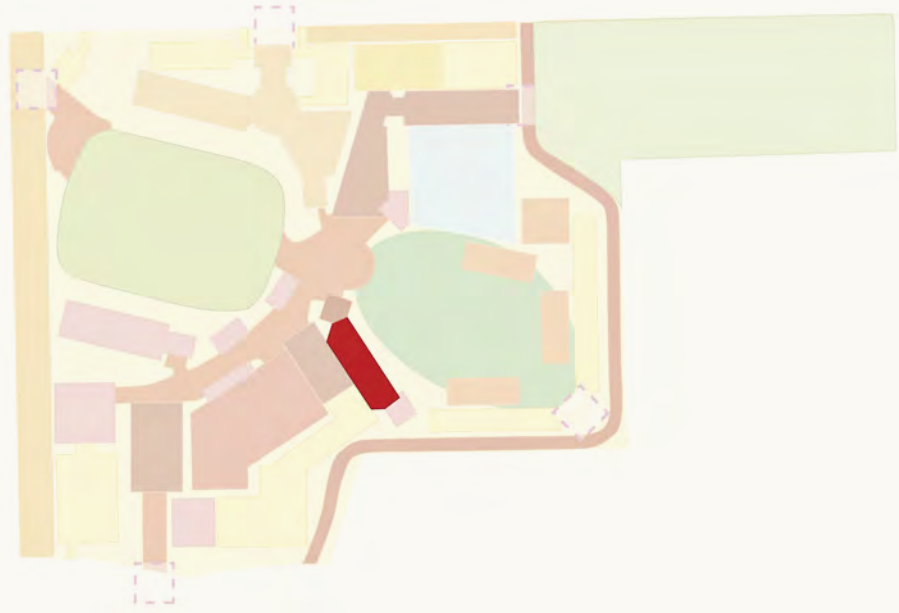
KEYSTONE EVENTS HALL | PLACE



KEYSTONE EVENTS HALL | PROGRAM & EVENTS



KEYSTONE EVENTS HALL | EVENING



ARROYO LEAGUES SPORTS COMPLEX

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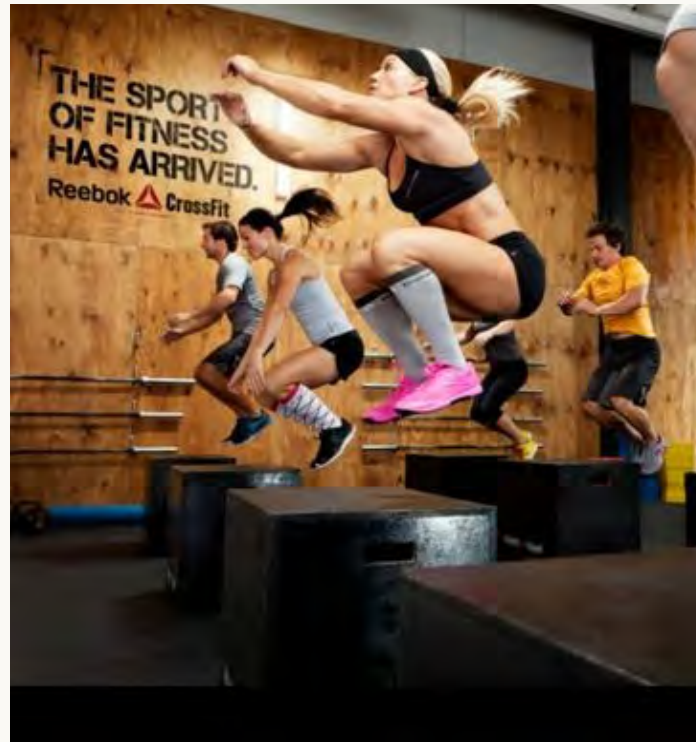
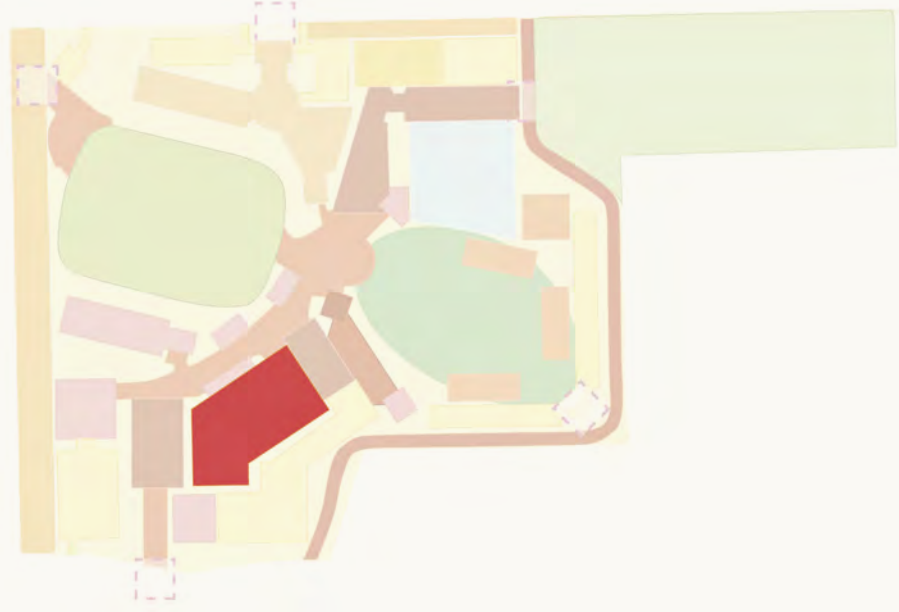




ARROYO LEAGUES SPORTS COMPLEX

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.

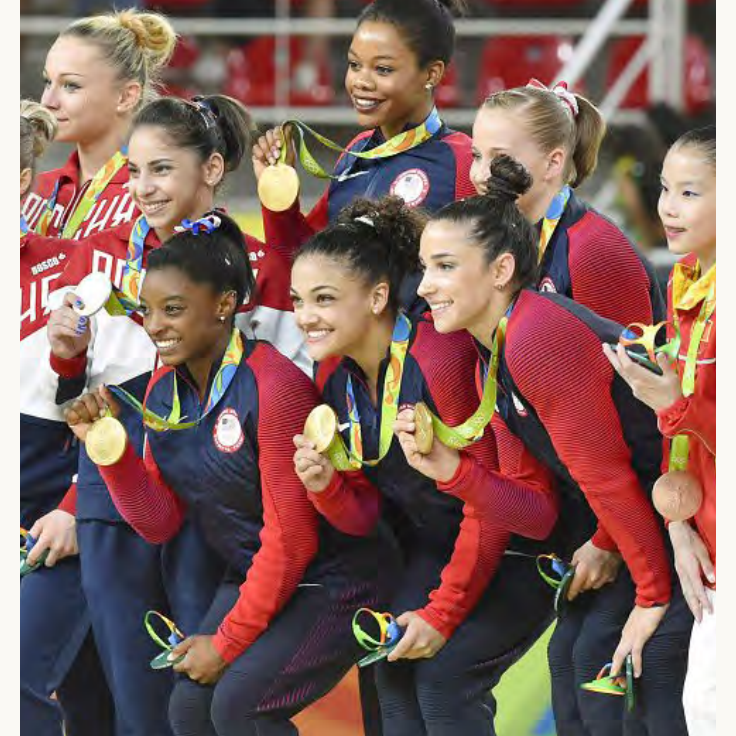
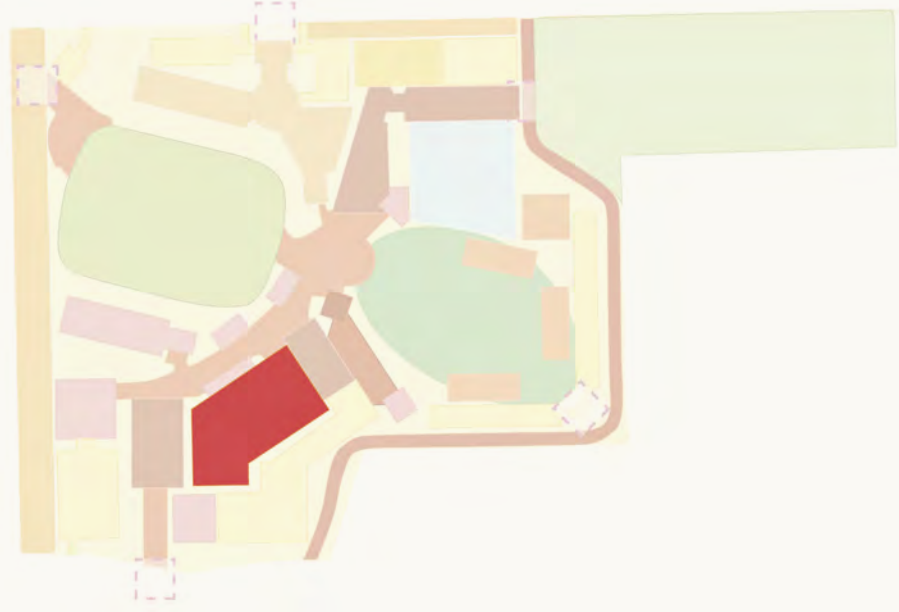
ARROYO LEAGUES SPORTS COMPLEX | PLACE



ARROYO LEAGUES SPORTS COMPLEX | PROGRAM & EVENTS



ARROYO LEAGUES SPORTS COMPLEX | EVENING



MERCADO DE COHEN



