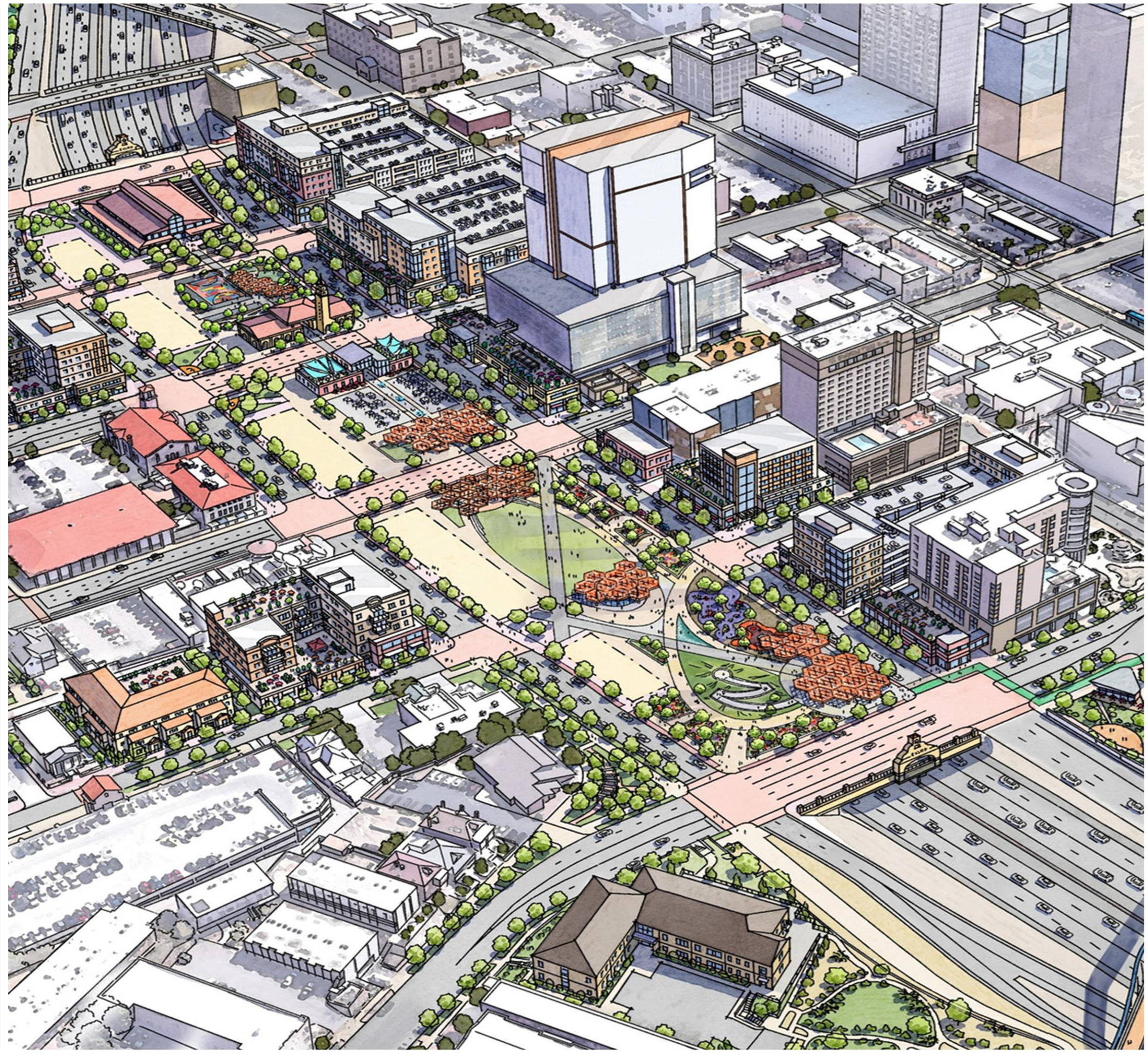


Downtown Deck Plaza Update



Downtowndeckplaza.org



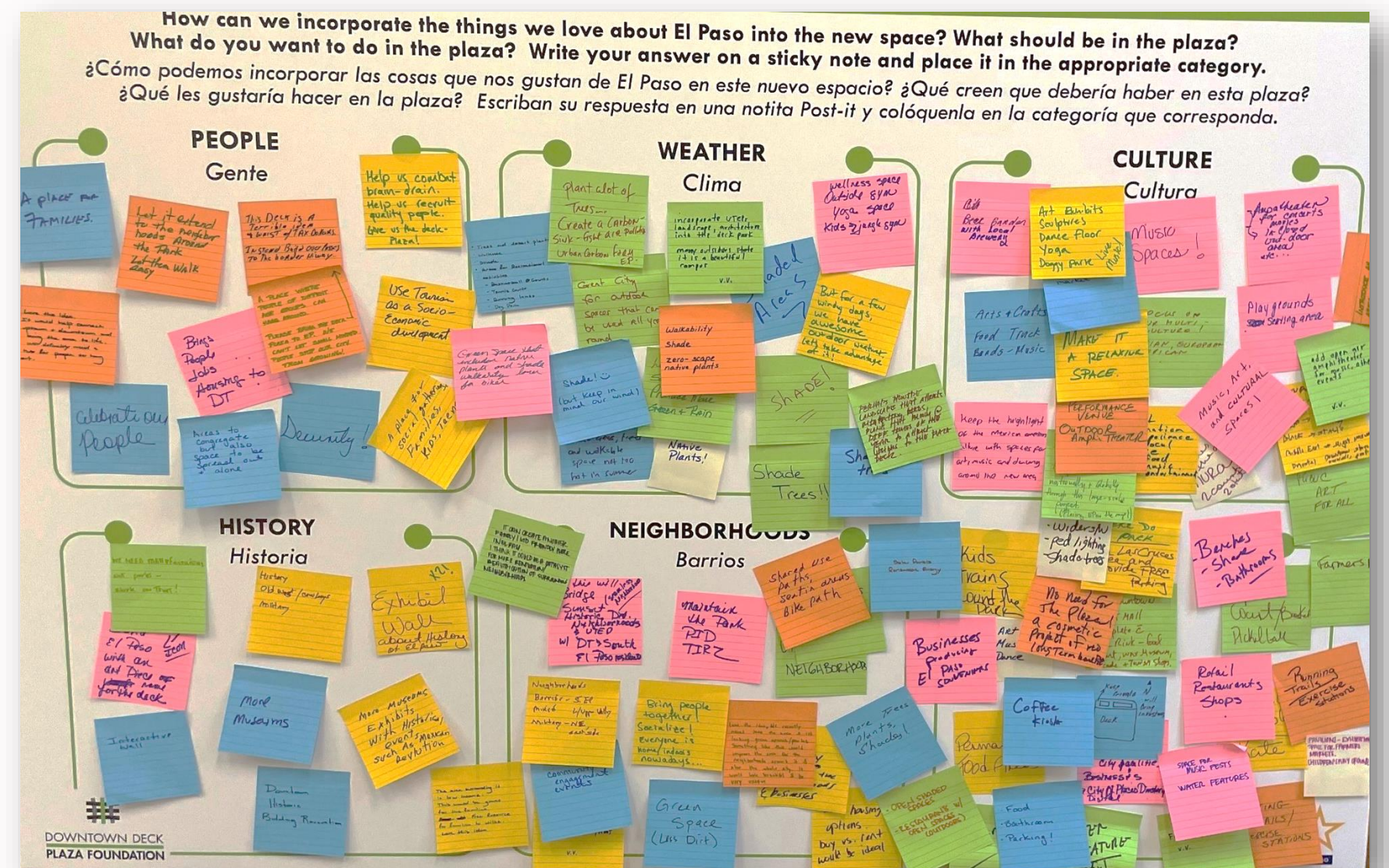
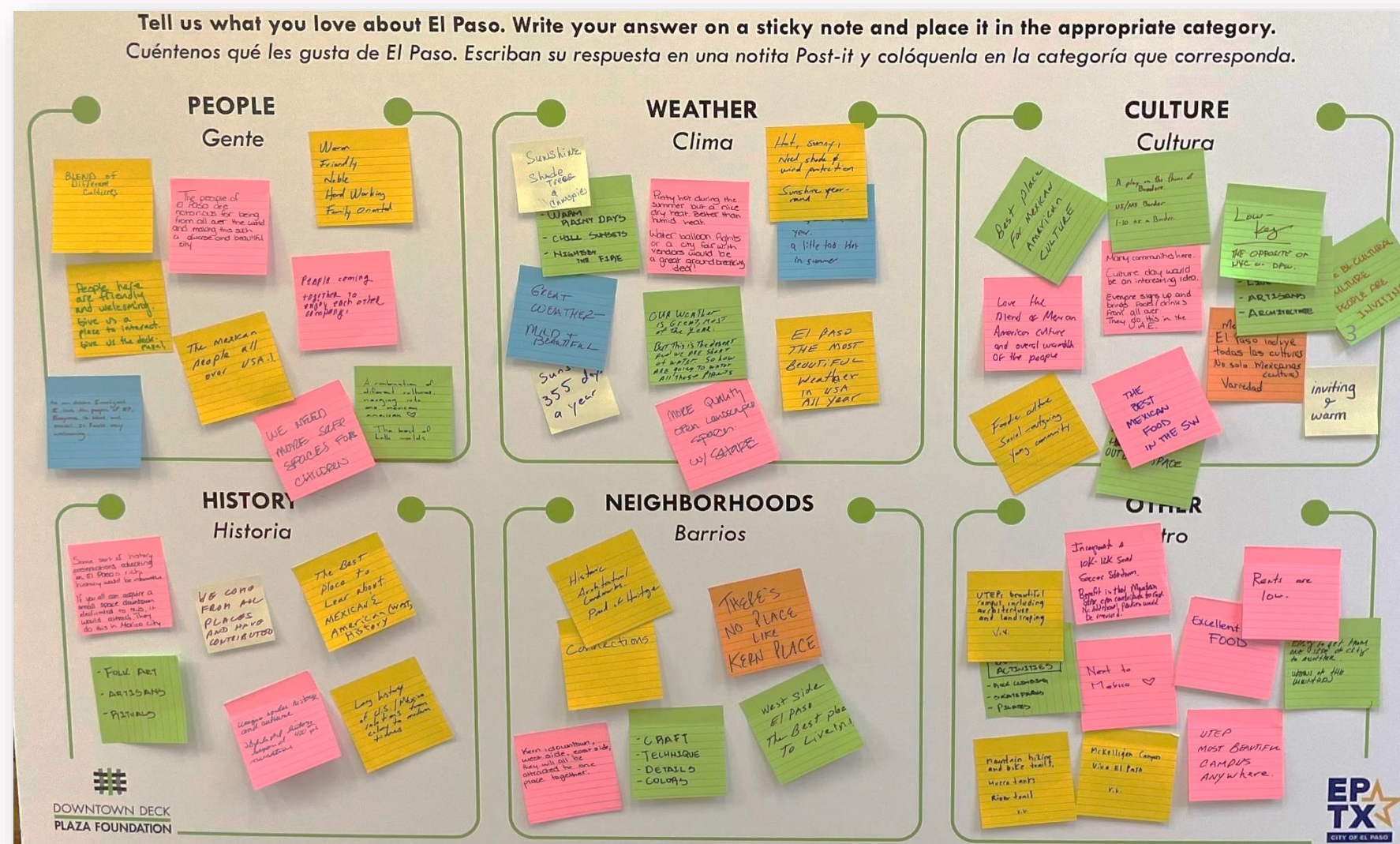
History of 1-10



- In 1969, work to build 1-10 disrupted the heart of Downtown El Paso and the fabric of El Paso's urban core with a sunken freeway.
- Every 50 years or so, highways have to be rebuilt.
- With the reconstruction of Interstate 10, we have a **once-in-a-generation opportunity** to reclaim this public space.

Feasibility Study

- In 2023, in collaboration with the City of El Paso, we conducted a feasibility study to help create a plan to construct a deck plaza over I-10. Input was provided through a Community Advisory Committee and community engagement meetings. The Study was made possible via a \$900,000 RAISE Grant. Final Feasibility Study can be found at downtowndeckplaza.org/engagement



What did we hear?

Authentic Cultural Crossroads

Gathering Space, Symbolism, Heritage, Contemporary Culture, Common Ground, Connecting Neighborhoods

Inviting Sense of Place

Active Edges, Amenity and Programming Variety, Shade, Green Space, Native Trees/Plants, Vendor Spaces, Food Trucks, Performance Spaces, Safety, Noise Mitigation

Enhanced Accessibility/Connectivity

Street Grid, Walkability, ADA Access, Bike-ability, Transit Access, Vehicular Access, Parking

Inclusive Economic Development

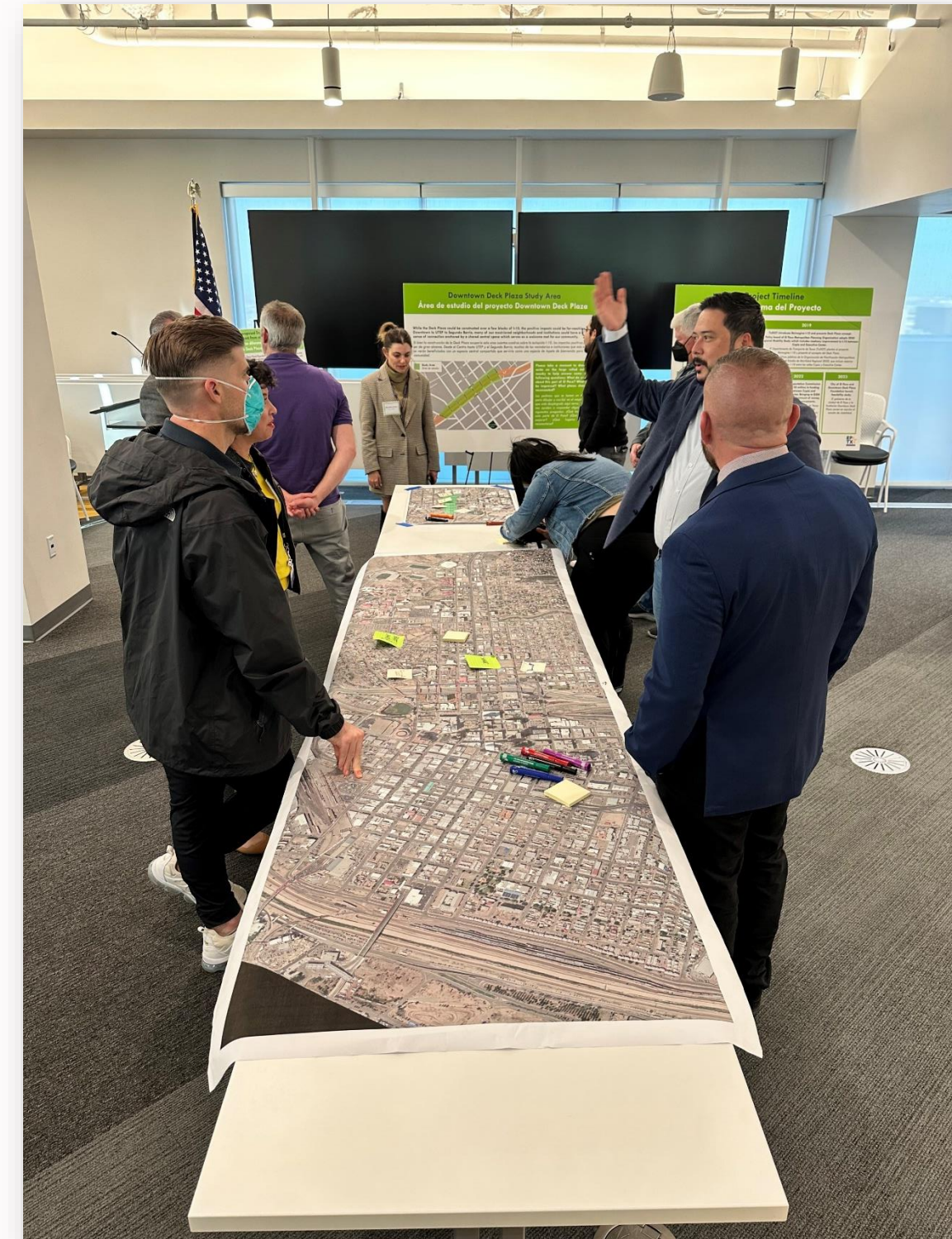
Local Business, Local Institutions, Added Affordable Housing, Minimize Displacement

Sustainability/Climate Action

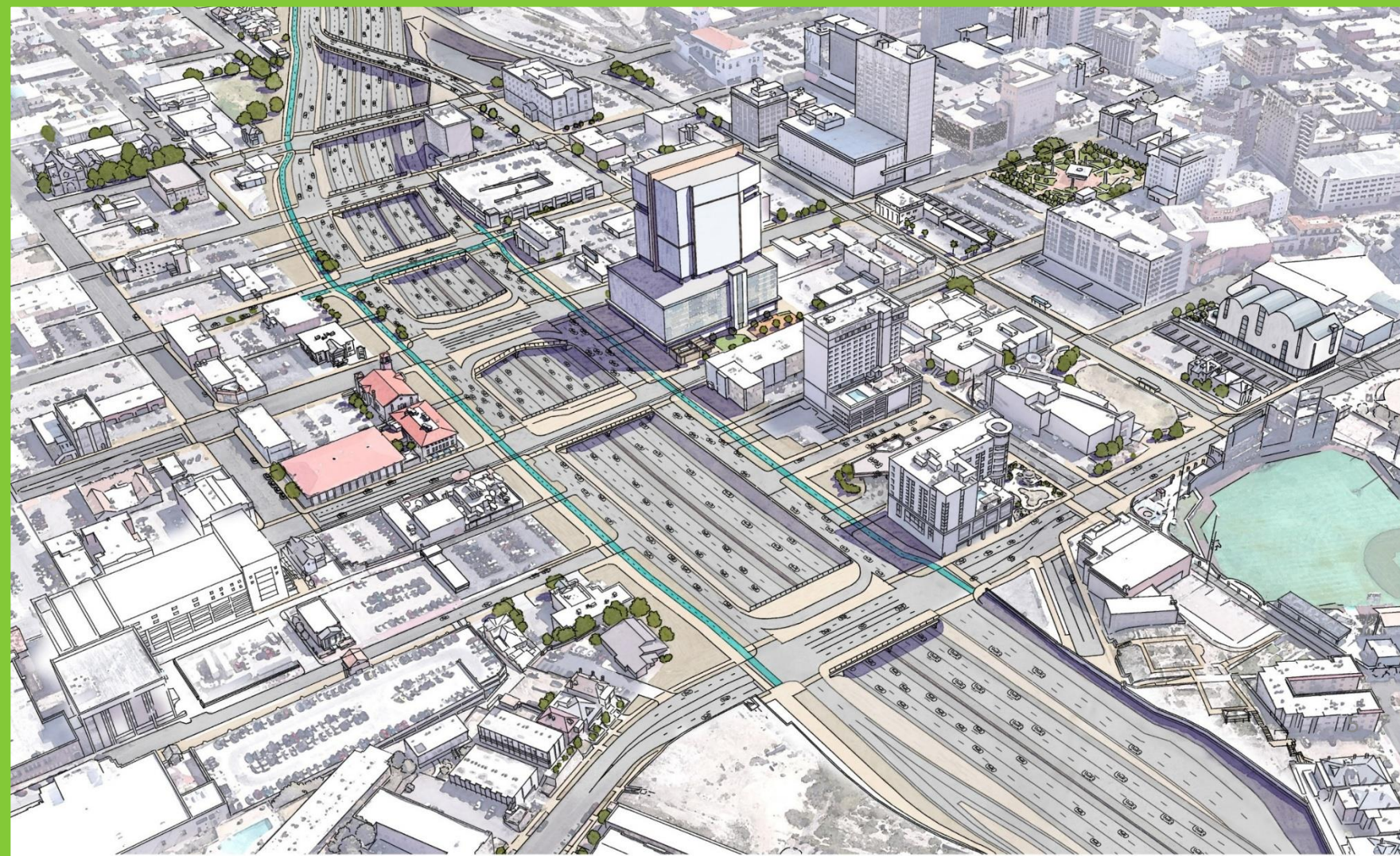
Native Planting, Water Conservation, Heat Island Reduction, Energy Conservation, Improved Air Quality

Implementation Feasibility

Constructability, Infrastructure, Compatibility, TxDOT Alignment, Traffic Capacity Thresholds, Cost, Phasing, Value Capture



Vision

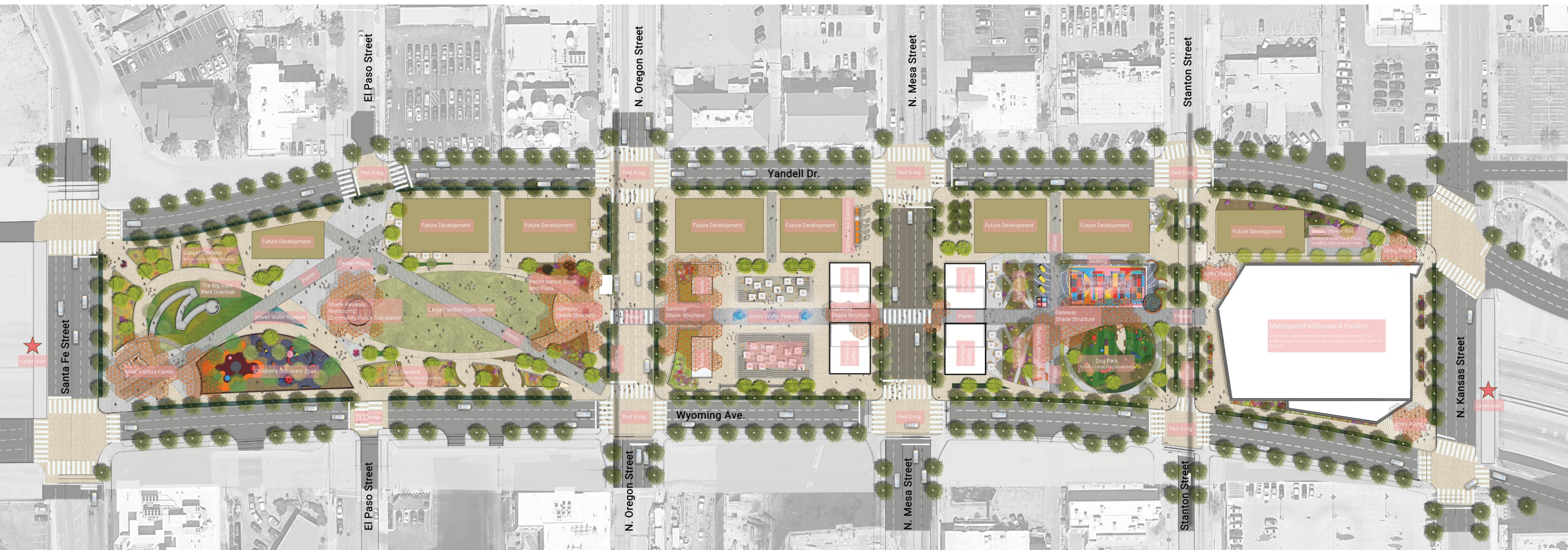


El Paso Deck Plaza | TxDOT Proposed Alt. 1

FOR DECK PLAZA ILLUSTRATION PURPOSES ONLY: The visual representation provided herein is solely for illustrative purposes and is based upon the Texas Department of Transportation's Alternative 1. The deck plaza's depicted location, dimensions, and design features are conceptual and subject to change without notice due to ongoing analysis, design refinement, stakeholder input, and other determinative factors. No warranty or representation is made, express or implied, regarding this illustration's finality, accuracy, or completeness. Reliance upon this illustration for any purpose by any party shall be at the sole risk of that party and without liability on the part of the creator, authors, or any affiliated entities.



- 6.5 acres of park (\$207 M + \$32.6 M Retailing Walls)
- 1.7 acres for mixed-income development (\$204 M)
- ~\$6 M cost for annual Operations and & Maintenance



El Paso Deck Plaza | Schematic Plan | Stantec Landscape Architecture | Urban Design | Planning



- Park amenities were determined through community input (amphitheater, field house, dog park, playground, light retail, etc).
- We are now asking for input on activities and events at the future park.

Economic Impact

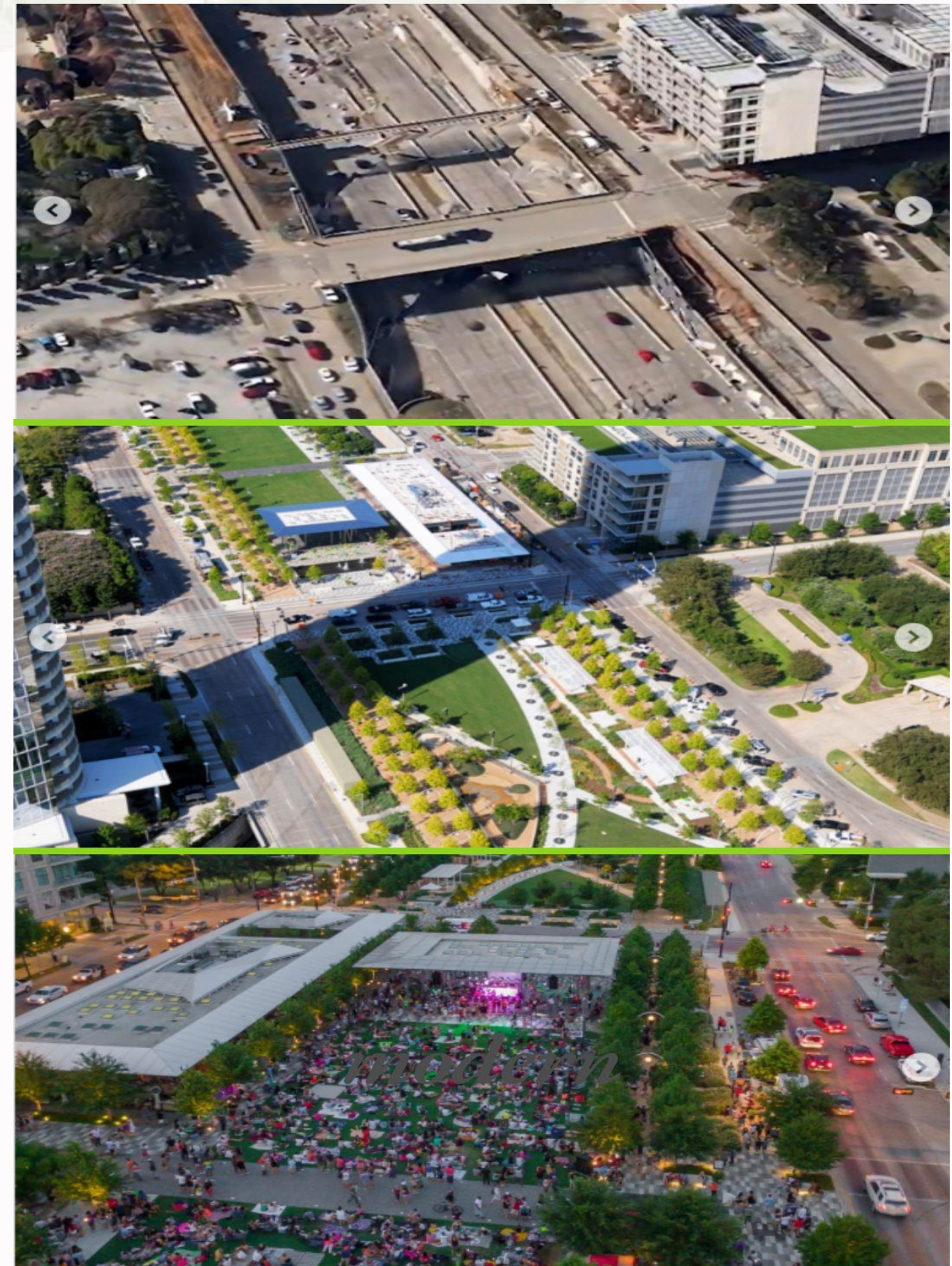
Deck plazas in other cities have proven economic returns, from increased tourism and foot traffic to higher property values and new housing and commercial development.



Economic Impact

Klyde Warren Deck Park in Dallas (5.2-acres):

- Since its opening in 2012, the project saw an increase of \$2.5 B to \$5.2 B in Public Improvement District values from 2014 to 2019.
- Dallas went from having 500 residents in the greater Downtown area 20 years ago to 40,000 residents within a 2-mile radius of the park.
- This economic impact has catalyzed another 2-acre expansion of the park.



Economic Impact

Halperin Park-Southern Gateway in Dallas (5 acres):

- Based on a recent study, the park's economic impact will be approximately \$1 billion during its first 5 years.
- Including \$14 million in property tax revenue and \$325 million in retail/restaurant sales.



Halperin Park Rendering



**“Big Dig” Rose Kennedy Greenway, Boston,
Massachusetts**



After

Millennium Park, Chicago, Illinois

Deck Plaza Projected to Generate \$1 Billion in Economic Output for El Paso

Construction Phase

- \$310 million economic activity which includes \$98 million in wages and 1,850 construction-related jobs
- \$1.6 million sales tax revenue

Long Term Impact

- \$660 million in economic activity which includes \$203 million in wages and 300 permanent jobs over 30 years.
- \$10.8 million sales tax revenue over 30 years

Annual Visitors

- 1 to 1.5 million

Housing Development

- 1,707 new housing units projected near the Deck Plaza
- Could meet 17% of the Downtown Uptown's housing demand of 10,000 units by 2040.
- 5% to 10% property value increase

Additional Revenue

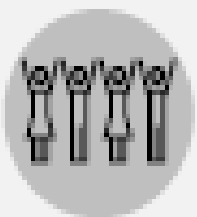
Study does not include additional revenue that could be generated from ticketed events and special programming, which would enhance the park's long-term economic impact and sustainability.

Beyond its economic impacts, the Deck Plaza also provides various community benefits, enhancing the quality of life for residents and park users by expanding access to recreational amenities and green space.

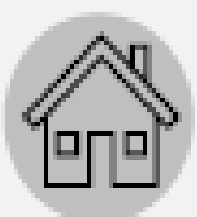
AN ATTRACTIVE PLACE FOR FAMILIES



The proposed Deck Plaza will increase available park space per resident in its half mile radius by 60%

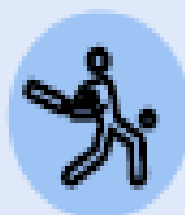


Cities with more parks and child-focused programming can attract more families



Across the US, cities with greater park investments saw 2-4% more housing units developed over the last decade than national average

A HEALTHIER COMMUNITY

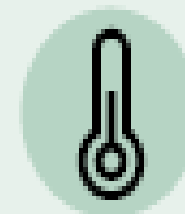


Residents with greater park access tend to be more physically active and have better health quality



By 2040, the proposed Deck Plaza will induce an additional 1.4 million bicycle and pedestrian trips annually

IMPROVED ENVIRONMENTAL RESILIENCY



Urban parks across the US lower nearby temperatures 4-8°F



Increased park vegetation can reduce up to 30% of airborne pollutants

TIRZ REVENUE POTENTIAL

Based on estimated value premiums due to the park and assuming new housing is created nearby, a proposed TIRZ covering the half-mile around the Deck Plaza could generate up to \$45M in revenue over 20 years.

	Moderate Growth	High Growth
20-Year NPV of property tax revenues	\$30M-47M	\$35M-\$55M
20-Year NPV of abatements	(\$3M-\$5M)	(\$3M-\$5M)
20-Year NPV of TIRZ5 commitments (thru 2036)	(\$3M-\$5M)	(\$3M-\$5M)
20-Year NPV for property tax revenue from a new TIRZ with half-mile radius boundaries	\$24M-\$37M	\$29M-\$45M

Potential Phases & Funding

Phase 1: \$20M

Final design of project with construction documents.

Phase 2: \$42.6M

Construction of retaining walls and center columns.

Possible Phase 3: \$80M

Construct the Cap after support structures are in place, the cap structure over the freeway will be built, creating a platform for the future public space.

Possible Phase 4: \$97M

Develop the amenities once the cap is complete (amphitheater, field house, gardens, pathways, markets, light retail, dog parks, playgrounds etc).

Philanthropy has committed at least \$35M for amenities.

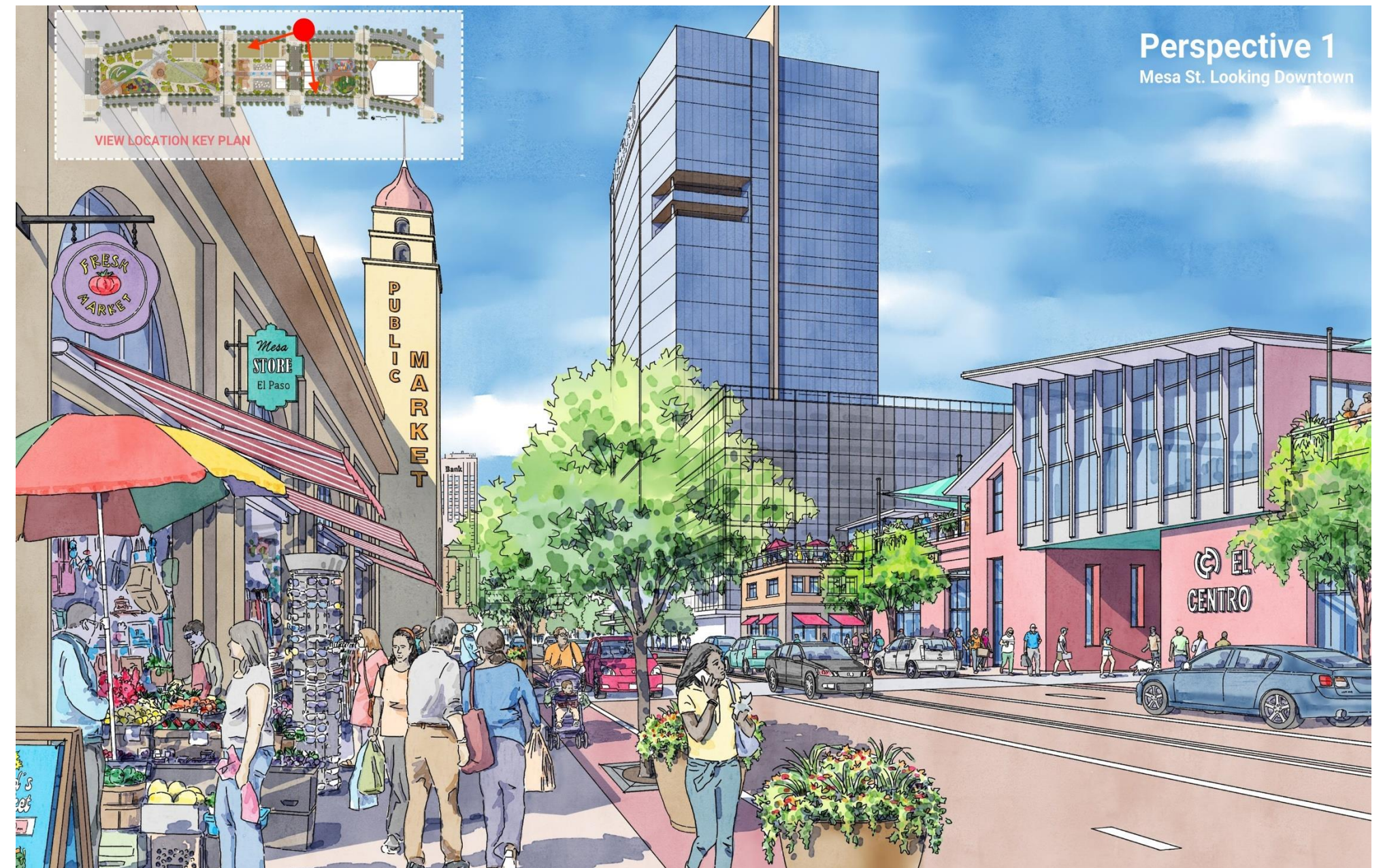


Source: StarNews Online-Wilmington, North Carolina

Mixed Retail/Housing Development

\$204 Million Private Investment

Pending TxDOT decision, we can use right-of-way space for mixed use retail and housing. This would be done through the private and public sector. This will be a separate project from the park.



El Paso Deck Plaza | Proposed Urban Design

FOR DECK PLAZA ILLUSTRATION PURPOSES ONLY - The visual representation provided herein is solely for illustrative purposes and is based upon the Texas Department of Transportation's Alternative 1. The deck plaza's depicted location, dimensions, and design features are conceptual and subject to change without notice due to ongoing analysis, design refinement, stakeholder input, and other determinative factors. No warranty or representation is made, express or implied, regarding this illustration's finality, accuracy, or completeness. Reliance upon this illustration for any purpose by any party shall be at the sole risk of that party and without liability on the part of the creators, authors, or any affiliated entities.

Stay Connected



@Downtown Deck Plaza
Foundation



@ddpfoundation

Email:

downtowndeckplaza@pdnfoundation.org

Website:

Visit us at DowntownDeckPlaza.org



Call to Action