

An aerial rendering of the El Paso Deck Plaza project. The image shows a large, open plaza area with a winding path, a playground with colorful equipment, and a large, modern building with a distinctive geometric, lattice-like roof structure. The surrounding area includes green spaces, trees, and a road with a few vehicles. The overall scene is presented in a muted, blue-toned color palette.

HR&A



El Paso Deck Plaza

Impact Analysis

September 2025

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01

Executive Summary

EXECUTIVE SUMMARY

Park investments can result in a range of benefits, some of which can be quantified.



**PROPERTY VALUE
PREMIUMS**



**JOB
CREATION**



**ENVIRONMENTAL
BENEFITS**



**PARK-ORIENTED
DEVELOPMENT**



**PARK OPERATOR
SPENDING**



HEALTH



**WORKER RETENTION
& ATTRACTION**



**VISITOR
SPENDING**



**EQUITY &
ACCESSIBILITY**

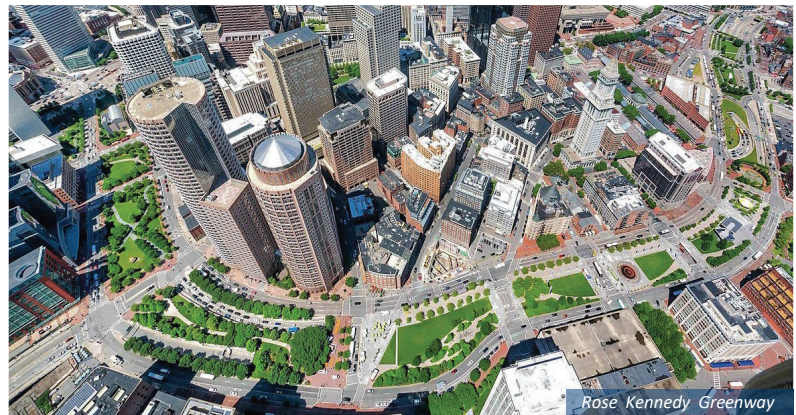
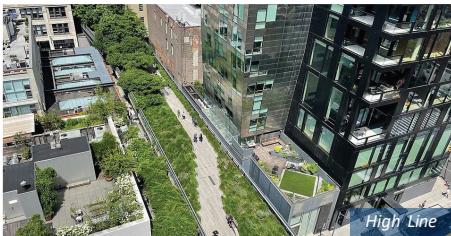
EXECUTIVE SUMMARY

Well-designed and operated parks lead to economic development not only in terms of surrounding real estate, but also long-term regional competitiveness.



EXECUTIVE SUMMARY

Actively programmed, signature open spaces in general, and deck parks over existing highways in particular, have a proven return on investment.



Images: Friends of the High Line, Discovery Green, City of Chicago, ArchDaily, Greenway Conservancy

EXECUTIVE SUMMARY

The creation of a signature park can help elevate the overall downtown experience, contributing to broader economic growth.

Example Case Study

Opened in 2004, **Campus Martius** kickstarted a **focus on placemaking in Downtown Detroit** that eventually led to a renewed vibrancy. Beyond construction of the 1.6-acre park and its eventual 0.75-acre addition, pedestrian-friendly streetscaping was invested in, supporting **greater walkability**.

4.5 Million

Residents, workers, and visitors who visit annually, in part due to its range of 1,200 free events offered year-round at the park.

\$4 Billion

Invested in Downtown Detroit real estate since 2004, alongside the return of major employers, restaurants and retailers to formerly vacant spaces.



Source: Downtown Detroit Partnership

EXECUTIVE SUMMARY

The El Paso Deck Plaza has the potential to serve as a landmark and economic catalyst for the City and County, reforging linkages between urban neighborhoods and downtown, while also expanding access to high quality green space for the region.

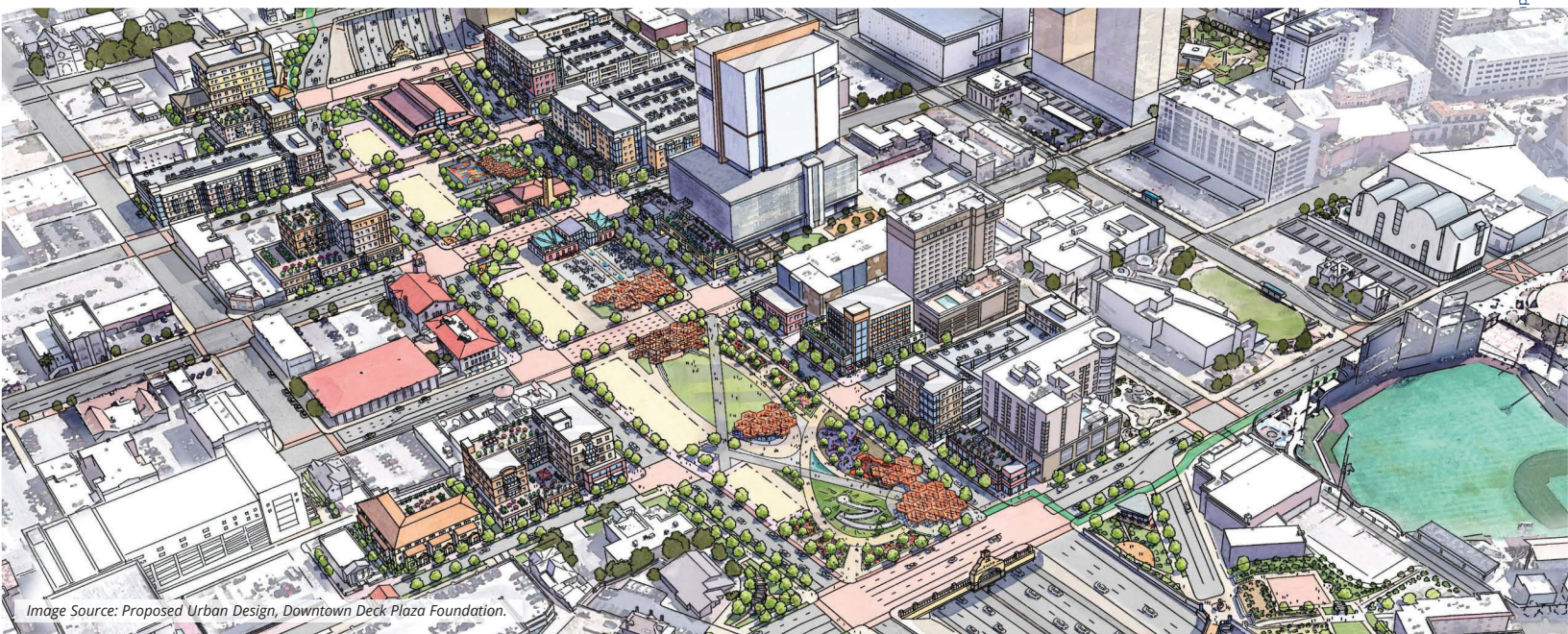
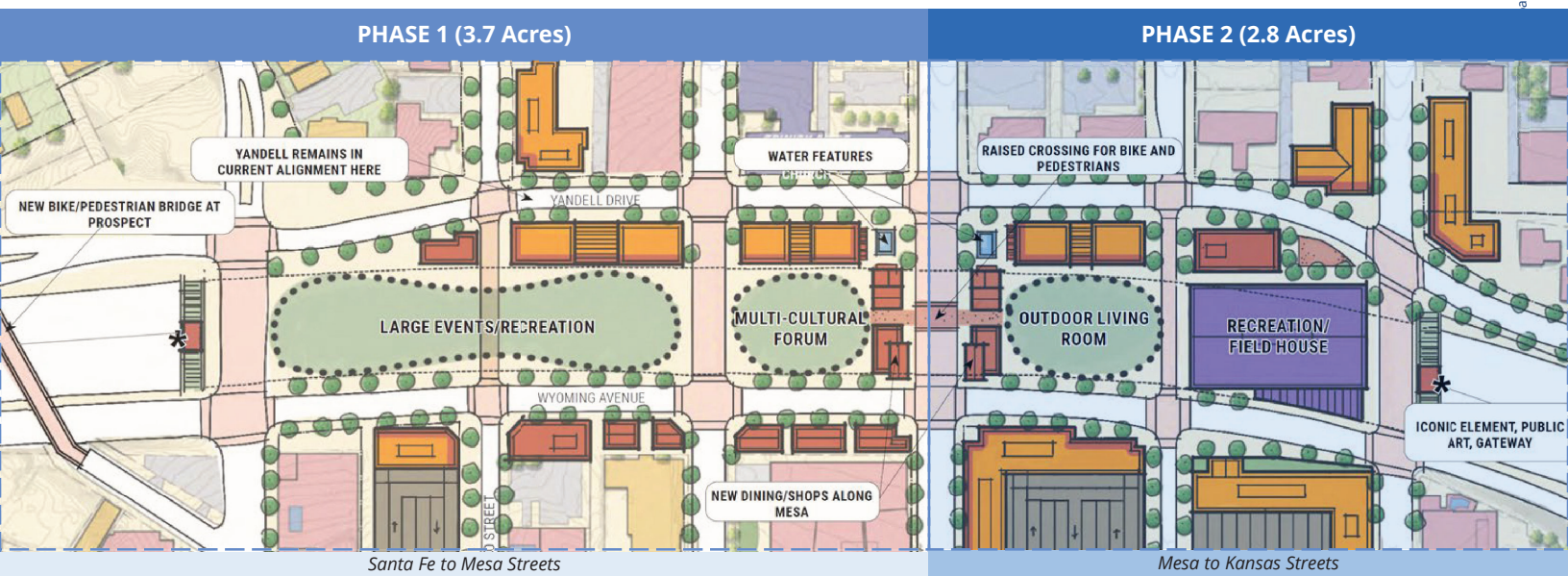


Image Source: Proposed Urban Design, Downtown Deck Plaza Foundation.

EXECUTIVE SUMMARY

The 6.5-acre Deck Plaza will create a gathering place that serves residents and visitors, adding over 315K square feet of parkland, ~12K square feet of retail, and a 39K square feet Fieldhouse for recreational uses.



EXECUTIVE SUMMARY

Potential Deck Plaza impacts can be understood by evaluating direct, indirect, and multiplier effects from estimated construction costs and spending during operations.

	PHASE 1 CONSTRUCTION COSTS (2025\$)	PHASE 2 CONSTRUCTION COSTS (2025\$)	TOTAL (2025\$)*
Infrastructure	\$89.3M	\$57.5M	\$146.8M
Park	\$5.3M	\$2.2M	\$7.6M
Mesa St. Parkside Gallery	\$4.6M	\$4.6M	\$9.3M
Café Kiosks	\$2.2M	\$2.2M	\$4.5M
Fieldhouse	-	\$29.1M	\$29.1M
Total	\$101.5M	\$95.8M	\$197.2M

Estimated 2030 Completion**

Estimated 2031 Completion**

*All soft costs, such as design and construction contingencies and general permit fees, are included.

**For analytical purposes, HR&A assumed full construction of the Deck Plaza and its park amenities would be complete by 2031. For further assumptions, please see the Appendix.

Source: Stantec. Numbers are rounded to the nearest 100,000.

EXECUTIVE SUMMARY

El Paso's Deck Plaza will provide a range of economic and social benefits that support an enhanced living and working environment, as envisioned in El Paso's Downtown + Uptown & Surrounding Neighborhoods Plan.



JOBS & ECONOMIC OUTPUT CREATION

Construction and ongoing operations will generate one-time construction and permanent operations jobs and spending.



EXPANDED FISCAL REVENUES

Construction and ongoing operations will increase City and County sales and property tax revenues.



INCREASED PROPERTY VALUES

A 5-10% value premium is expected for properties within a 1/4 mile of the Deck Plaza, as well as a 1-2% increase within a 1/2 mile.



INCREASED VISITATION & VIBRANCY

The deck plaza is estimated to attract 1-1.5 million visitors, some of whom could then increase off-site local spending.



NEW PARK-ORIENTED DEVELOPMENT

Paired with the right development incentives, the Deck Plaza could catalyze new housing and commercial development nearby.



COMMUNITY BENEFITS

Increased access to open space will improve local quality of life and deliver positive health, environmental, and social impacts.

EXECUTIVE SUMMARY

Development and ongoing operations of the Deck Plaza and its amenities will strengthen the City's economy through the generation of one-time and ongoing jobs, spending, and sales tax revenues.

	ONGOING CITY IMPACTS	ONE-TIME CITY IMPACTS	TOTAL
	290 Ongoing City-Wide FTE Jobs	1,650 FTE Construction Job-Years Supported	
	\$598M 30-Year NPV Economic Output (2025\$)	\$275M One-Time Economic Output from Construction (2025\$)	\$873M Total 30-Year NPV Economic Output (2025\$)
	\$7.5-8.1M 30-Year NPV Sales Tax Revenue (2025\$)	\$1.2M One-Time Sales Tax Revenue from Construction (2025\$)	\$8.6-9.3M Total 30-Year NPV Sales Tax Revenue (2025\$)

* Note that wages are included within the economic output and sales tax revenue includes anticipated onsite and offsite spending. The range accounts for low and high estimates of visitors making purchases off-site. NPV = Net Present Value (the value over time in today's dollars) using 5% as a discount rate, and 3% for inflation. FTE- Full Time Equivalent.

Source: HR&A Analysis, IMPLAN, Downtown Deck Plaza Feasibility Study. Impact numbers reflect total direct, indirect, and induced impacts on the City of El Paso. All numbers are rounded.

EXECUTIVE SUMMARY

The County will also see one-time and recurring economic benefits from the construction and operations of the Deck Plaza.

	ONGOING COUNTY IMPACTS	ONE-TIME COUNTY IMPACTS	TOTAL
	300 Ongoing County-Wide FTE Jobs	1,850 FTE Construction Job-Years Supported	
	\$660M 30-Year NPV Economic Output (2025\$)	\$310M One-Time Economic Output from Construction (2025\$)	\$970M Total 30-Year NPV Economic Output (2025\$)
	\$2.5-2.7M 30-Year NPV Sales Tax Revenue (2025\$)	\$400K One-Time Sales Tax Revenue from Construction (2025\$)	\$2.9-3.1M Total 30-Year NPV Sales Tax Revenue (2025\$)

* Note that wages are included within the economic output and sales tax revenue includes anticipated onsite and offsite spending. The range accounts for low and high estimates of visitors making purchases off-site. NPV = Net Present Value (the value over time in today's dollars) using 5% as a discount rate, and 3% for inflation. FTE- Full Time Equivalent.

Source: HREA Analysis, IMPLAN, Downtown Deck Plaza Feasibility Study. Impact numbers reflect total direct, indirect, and induced impacts on the County of El Paso and are inclusive of City impacts except for sales tax revenue impacts. All numbers are rounded.

EXECUTIVE SUMMARY

The construction of the proposed Deck Plaza could make new development more compelling, especially if paired with incentives and policies that address some of the existing challenges for new housing development in El Paso.

Anticipated New Housing Development

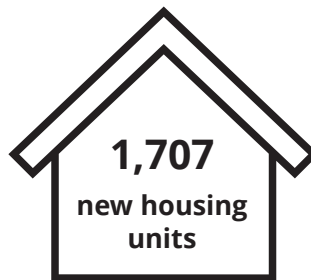
1,075 units

Developed on adjacent soft sites*

632 units

If catalyst sites** from within a half mile are fully realized

(Assuming some financial support for new housing initially)



The Downtown Uptown Master Plan found **demand for up to 10,000 new housing units by 2040.**

Deck parks are known to spur park-oriented development. Given the El Paso market today, development incentives are assumed to be needed, at least in the short term, to realize the area's full development potential.

If realized, the anticipated new housing in the half mile around the Deck Plaza could **fulfill 17% of the demand from the Downtown Uptown Master Plan.**

*Based on soft site capacity, as developed by Stantec.

**This assumes nearby catalyst sites from the Downtown Uptown Plan are developed to their full potential. This includes 440 multifamily units at 401 Mesa St and 192 units at 205 Ange St.

Source: *Downtown Deck Plaza Feasibility Study, Downtown Uptown Master Plan*

EXECUTIVE SUMMARY

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.

	MODEST GROWTH SCENARIO	HIGH GROWTH SCENARIO
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 (expiring 2036)	(\$3M - \$5M)	(\$3M - \$5M)
20-Year NPV for property tax revenue from a new TIRZ with half-mile boundaries	\$24M - \$37M	\$29M - \$45M

Revenues vary based on estimated value premium with a quarter and half mile radius of the proposed Deck Plaza, as well as City or County contributions. For more information, see section starting slide 48.

All numbers are rounded to the nearest million. This lower end of the range in each scenario is based on the City contributing 100% of its increment and the higher end assumes the City and County contribute 100% of their increments. This also assumes that properties with homestead exemptions take the maximum exemption at 20% of assessed value.

NPV = Net Present Value (the value over time in today's dollars) using 5% as a discount rate, and 3% for inflation. TIRZ = Tax Increment Reinvestment Zone.

Source: City of El Paso, HR&A Analysis

EXECUTIVE SUMMARY

Beyond its economic impacts, the Deck Plaza also provides various community benefits, enhancing the quality of life for existing residents and other 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**

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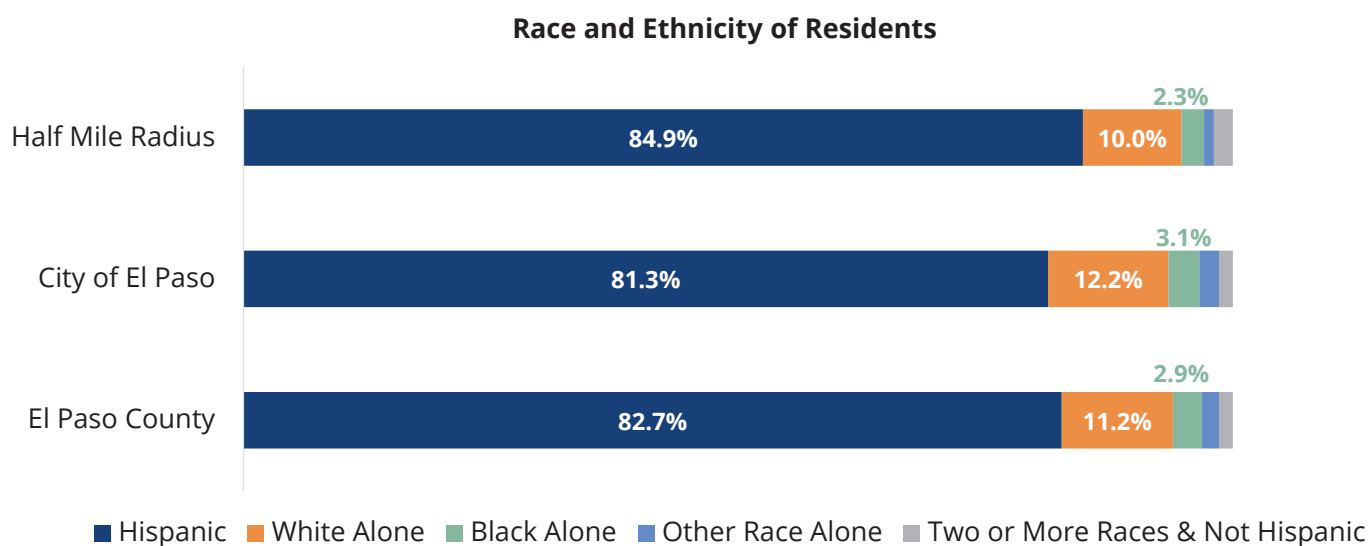
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Project Context

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PROJECT CONTEXT | NEIGHBORHOOD

The proposed Deck Plaza will reconnect downtown to urban neighborhoods long divided by the I-10 freeway and composed of predominately Hispanic residents.

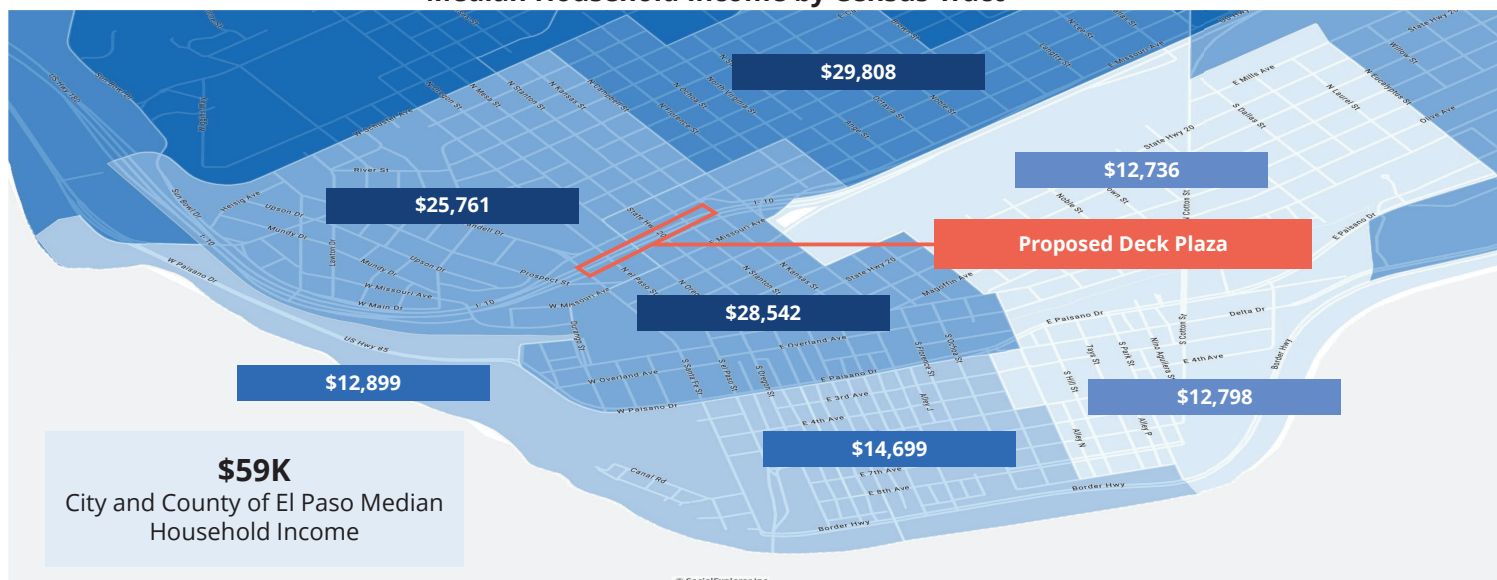


Source: ACS 2023 5-year Estimates, ArcGIS Business Analyst. Note the total population for each geography has been rounded to the nearest 10.

PROJECT CONTEXT | NEIGHBORHOOD

Compared to the rest of the City and County, neighborhoods around the Deck Plaza have significantly lower median household incomes and are primarily renter-based.

Median Household Income by Census Tract



Source: ACS 2023 5-year Estimates, ArcGIS Business Analyst.

PROJECT CONTEXT | VISION

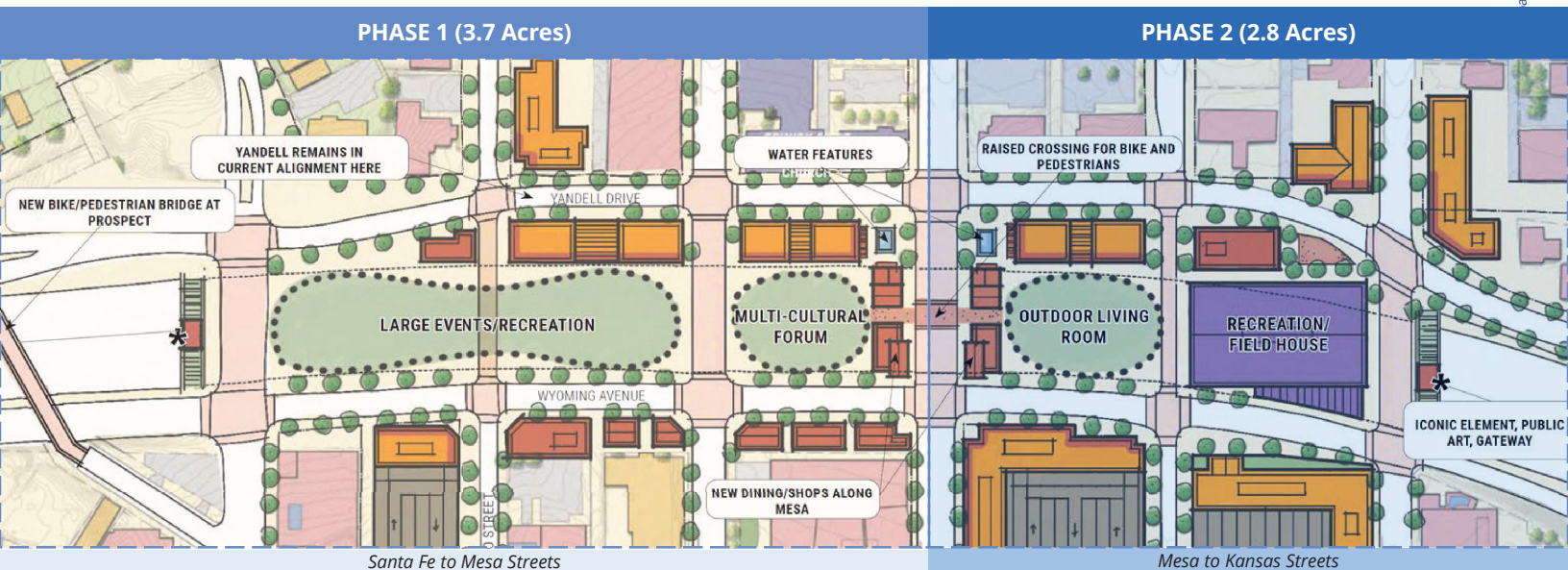
The Deck Plaza offers an unprecedented opportunity to create a space that touches the lives of every El Pasoan by celebrating El Paso's rich heritage, vibrant cultures, and distinctive high desert ecosystem.



Locally inspired food, music, art, gardens, recreation, and similar experiences will invite residents and visitors from across the region to come together and celebrate the unique richness of their shared community.

PROJECT CONTEXT | PHASING

The 6.5-acre Deck Plaza is envisioned to be built out across two phases, providing 315K+ square feet of parkland and 12K+ square feet of retail along Mesa St by completion, along with a 39K square foot Fieldhouse in the second phase.



PROJECT CONTEXT | *TIMELINE AND COSTS*

The estimated cost for constructing both phases of the Deck Plaza is approximately \$197M in today's dollars.

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Estimated 2030 Completion**

Estimated 2031 Completion**

*All soft costs, such as design and construction contingencies and general permit fees, are included.

**For analytical purposes, HR&A assumed construction of the park and its direct amenities would be complete by 2031. For further assumptions, please see the Appendix.

Source: Stantec. Numbers are rounded to the nearest 100,000.

PROJECT CONTEXT | *ENGAGEMENT & PROGRAMMING*

The Deck Plaza will host an array of engagement & programming activities to activate the park, serve nearby residents, and attract visitors.

Regular programming

Larger events

CORE PROGRAMMING



- Park Calendar of Events
- Horticultural and Gardening

WORKSHOPS



- Fitness Classes
- Yoga
- Arts & Culture Workshops
- Movie Nights
- Walking Club

WEEKLY PROGRAMMING



- Movie Nights
- Children's Storytime
- Music Concert Series
- Dance Nights
- Reading and Lecture Series
- Farmer's & Craft Market
- Arts & Crafts Classes
- Happy Hour
- Dog Owner Socials
- Language Classes

MONTHLY PROGRAMMING



- Music and Cultural Performances
- Specialty Markets
- Health & Wellness Classes & Seminars
- Book Club
- Cooking Classes
- Sound & Light Show

SPECIAL EVENTS



- Large Concerts
- Holiday Events
- Festivals

PROJECT CONTEXT | OPERATING BUDGET

The estimated operating and maintenance cost for creating a highly-activated Plaza will cost approximately \$1M per acre of park space annually.

	PHASE 1 (3.7 Acres)	FULL BUILDOUT (6.5 Acres)
Maintenance	\$1,225,000	\$2,550,000
Administration	\$1,400,000	\$2,925,000
Programming	\$875,000	\$1,825,000
Total	\$3,500,000	\$7,300,000
	\$975,000 per acre	\$1,120,000 per acre

Source: 2024 Implementation and Funding Strategy from HR&A; for this analysis, we assumed the higher end of the full buildout expenses and that 60% of O&M expenses would result in spending within the City and County.

03

Proven Deck Park Impacts

PROVEN IMPACTS

Reconnecting communities via a signature public open space can transform a locally negative land use into a catalytic positive.



Klyde Warren Park (Dallas)

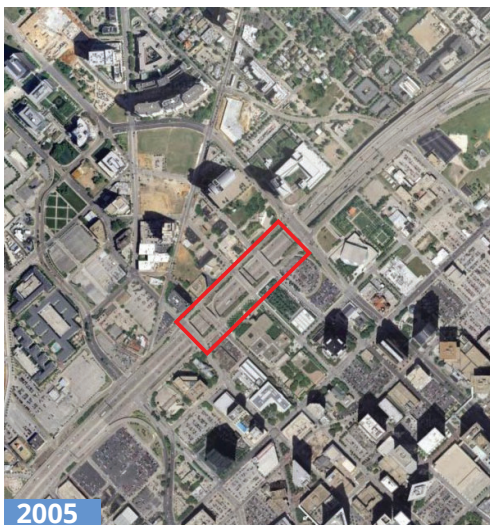


Rose Kennedy Greenway (Boston)

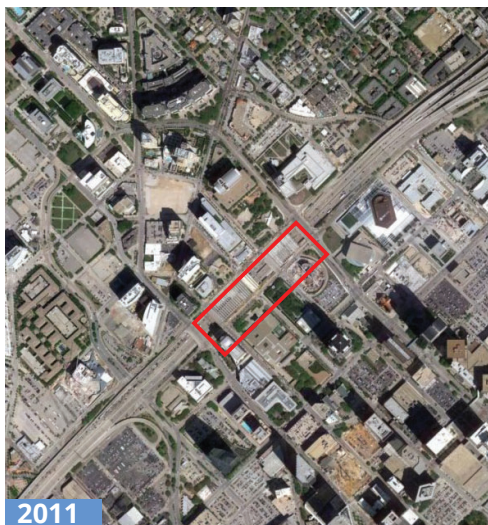
Images: Klyde Warren Park, Rose Kennedy Greenway Conservancy.

PROVEN IMPACTS | *KLYDE WARREN PARK*

Klyde Warren Park is a 5.4-acre park created over the eight-lane Woodall Rogers Freeway that has been a critical part of the area's infill and revitalization.



Before construction



During construction



10 years after opening

PROVEN IMPACTS | KLYDE WARREN PARK

Klyde Warren Park reconnected Dallas' Uptown and Downtown neighborhoods, catalyzing real estate development in a previously underinvested area.

+212%

Increase in property values within
KWP Public Improvement District
2013-24 (\$2.57B to \$8.04B)¹

\$700M

Additional tax revenues
generated 2013-24
(to City, County, DISD, Dallas College,
Parkland Hospital District)¹

Examples of Recent Construction Around KWP (as of 2023)²



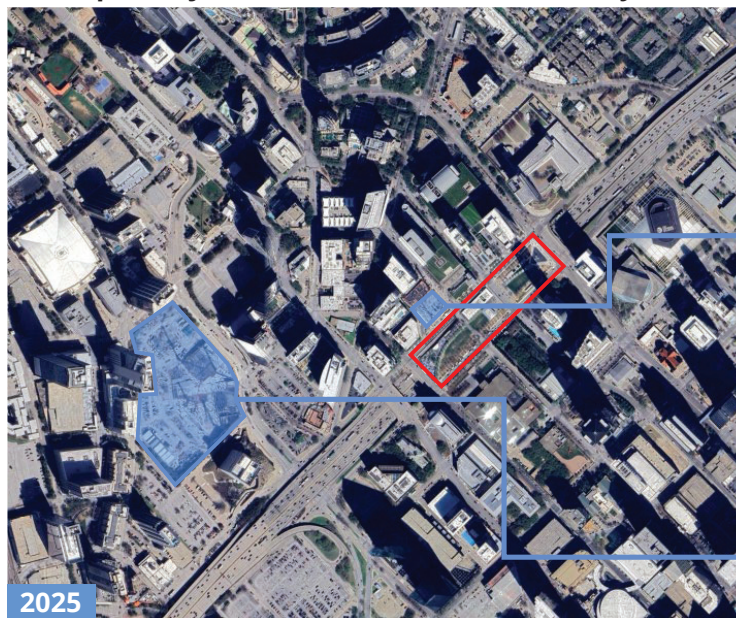
Sources: (1) [Woodall Rodgers Park Foundation](#). (2) Development websites.
Image: Google Earth (including data from Landsat/Copernicus, Airbus, DataSIO, NOAA, U.S. Navy, NGA, GEBCO).

PROVEN IMPACTS | KLYDE WARREN PARK

The park continues to attract new real estate development nearby more than a decade after opening in 2012.

Bank of America's Dallas President told the Dallas Business Journal about their forthcoming space, **"The site overlooking Klyde Warren Park, amid an abundance of walkable Uptown Dallas amenities, is an ideal space to bring our team together in a central location."**

Example Projects Under Construction Nearby



Bank of America Tower at Parkside¹

- 500K SF office tower
- Broke ground: 2023
- Expected completion: 2027



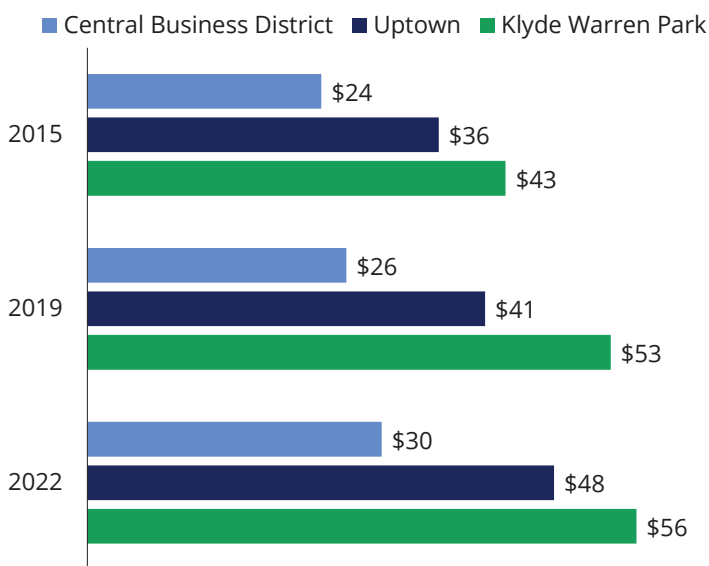
New Goldman Sachs Campus²

- 800K SF office campus
- Broke ground: 2023
- Expected completion: 2027

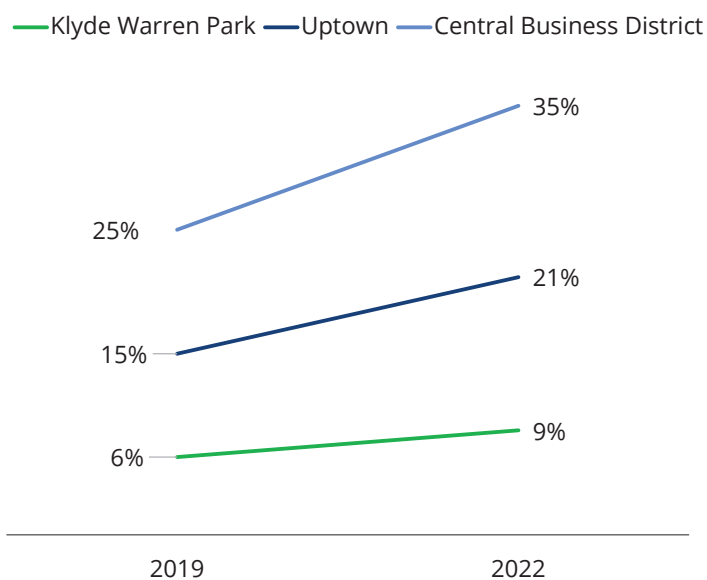
PROVEN IMPACTS | KLYDE WARREN PARK

The area around Klyde Warren proved more resilient than comparable office spaces in nearby neighborhoods during the pandemic, with under a third of the vacancy of the CBD.

Class A Office Gross Rents (2015 – 2022)



Class A Office Vacancy Rates (2019 – 2022)



PROVEN IMPACTS | KLYDE WARREN PARK

Klyde Warren Park's amenities and programming have created a destination for locals and tourists alike, attracting millions of visitors and associated spending to the city.

1.5M

Annual visits to KWP¹

+335%

Growth of mixed beverage sales
within ¼-mile of KWP (2012-2024)²
(compared to +109% in Downtown/Uptown,
+97% citywide)

\$1.3B

Overall economic impact to
Dallas (2009-2015)²



Nancy Best Fountain



Sheila and Jody Grant
Children's Park



Fitness Classes



Reading Room

Sources: (1) Klyde Warren Park, (2) Texas Open Data Mixed Beverage Gross Receipts.
Images: Klyde Warren Park.

PROVEN IMPACTS | KLYDE WARREN PARK

Klyde Warren Park has contributed significantly to improving the local community and environment.



Hosted over **1 million park visitors** in the first year of the park opening



90.9% of surveyed park users responded that their quality of life has significantly improved by the addition of the park



Klyde Warren Park has become a top visitor destination and contributed to a **61% increase in streetcar ridership** along the M-Line



Close to 250 trees in the park capture over **18,500lbs of carbon dioxide** annually



Increased trees and vegetation reduced annual **stormwater drainage by 64,200 gallons**



As an urban oasis, the park **reduced temperatures** in the vicinity of the park by **4-6°F**

PROVEN IMPACTS | KLYDE WARREN PARK

The resounding success of Klyde Warren has fueled the advancement of and funding for the park's expansion.

Phase 2 will expand the park by 1.7 acres, capping the remaining sunken portion of the Woodall Rogers Freeway. On July 7, 2025, Dallas City Council unanimously approved the expansion plans, including \$40M of previously approved public funds (\$10M from City Bonds, \$30M from NCTCOG)

Nearby property owners continue to be willing to pay for the benefits of KWP and its expansion through special assessments.

- Consented to PID creation in 2014 and renewal in 2021, despite overlap with Uptown and Downtown PIDs
- Assessment increase to finance \$20M in KWP Phase 2 costs petitioned for and currently under City Council review

Rendering of KWP Phase 2



PROVEN IMPACTS | ROSE KENNEDY GREENWAY

The 17-acre Rose Kennedy Greenway was created from land freed up by tunneling a portion of I-93, reconnecting downtown Boston to its waterfront.



2001
Before greenway construction but after the Big Dig begins 1991



2004
Heavy construction in future greenway area 2000-2005



2010
2 years after opening (greenway improvements installed 2005-2008)



2024
16 years after opening

Image: Google Earth.

PROVEN IMPACTS | ROSE KENNEDY GREENWAY

The Greenway significantly changed the feel of the neighborhood, catalyzing nearby development, rent premiums, and property tax increases.

1.9X

Growth in apartments/condos ¼ mile from Greenway vs. Downtown Boston overall (2008 to 2024)¹

+11%

Office rent premium ¼ mile from Greenway vs. downtown Boston overall (2024)¹

\$84M

Incremental property tax revenue from commercial real estate growth near the Greenway (2005-2009)²



Sources: (1) CoStar; (2) HR&A Analysis. Image: Rose Kennedy Greenway.

PROVEN IMPACTS | ROSE KENNEDY GREENWAY

By moving the highway underground and placing a series of parks at street level, the Rose Kennedy Greenway unlocked real estate potential in several Boston neighborhoods.

Examples of Properties Built or Under Construction Near Rose Kennedy Greenway Since 2005



Sources: (1) CoStar; (2) HR&A Analysis. Image Sources: Google

PROVEN IMPACTS | ROSE KENNEDY GREENWAY

Nearby property owners recognize that the Rose Kennedy Greenway draws visitors and visitor spending downtown. In 2018, the Greenway BID was formed, and its assessment revenues contribute substantially to the Greenway's operations and maintenance.

1.6M

Annual trackable Greenway visitors (2019)
(Millions more visit the Greenway without signing up for or purchasing something)

\$1M

In Greenway earned revenue in FY2024
from beer gardens, carousel, promotional
fees *(16% over 2023)*

22%

Of Greenway's FY24 operating budget
funded by Greenway BID assessment
revenues (\$1.7M)



The Greenway Carousel



Beer Garden



Splash Fountain



Dewey Square

PROVEN IMPACTS | ROSE KENNEDY GREENWAY

The Rose Kennedy Greenway is not just physical infrastructure – it is a public asset that supports locals and tourists alike with its extensive community programming.

In 2024 alone, the Rose Kennedy Greenway:



Hosted **400+ free events** including markets, fitness classes, movies, and performances.



Served as an **incubator to 100+ small businesses** through food truck program, fitness series, beer gardens, and artisan markets.



Provided **600+ volunteers opportunities to contribute 3,000+ hours** to Greenway beautification.

04

El Paso Deck Plaza Estimated Impacts

Economic & Fiscal Impacts

ESTIMATED IMPACTS | ECONOMIC & FISCAL IMPACT METHODOLOGY

HR&A used the industry-standard input-output IMPLAN model to evaluate the economic and fiscal impacts of completing the proposed El Paso Deck Plaza for the City and County.

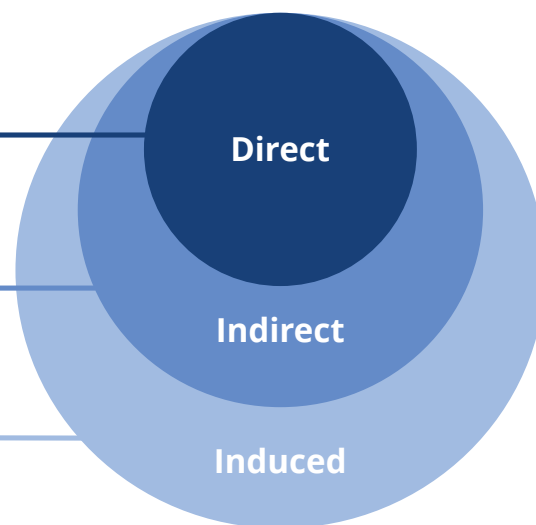
Economic impacts are divided into three categories:

DIRECT impacts are immediately associated with the conversion (e.g., spending on construction).

INDIRECT impacts represent business spending resulting from direct spending (e.g., spending by suppliers and vendors supporting construction).

INDUCED impacts represent household spending resulting from direct spending (e.g., construction workers' spending on local goods and services).

MULTIPLIER impacts



ESTIMATED IMPACTS | ECONOMIC & FISCAL IMPACT METHODOLOGY

The analysis considered jobs, income, and economic output impacts in two time periods: one-time construction impacts and ongoing annual impacts.



ONE-TIME CONSTRUCTION IMPACTS

Economic activity associated with the work required to execute the conversion.



ONGOING ANNUAL IMPACTS

Economic activity resulting from the attraction of net new residents and visitors to the park and its surrounding area.

MEASURES OF ECONOMIC BENEFITS:



Jobs



Income



Economic Output

ESTIMATED IMPACTS | JOB CREATION & ECONOMIC OUTPUT

 The construction and ongoing operations of the Deck Plaza is estimated to generate significant jobs and economic output for the City.



ONGOING CITY IMPACTS



290

Total Ongoing City
FTE Jobs



\$186M

30-Year NPV Total Ongoing
City Wages (2025\$)



\$598M

30-Year NPV Total Ongoing
City Econ Output (2025\$)



ONE-TIME CITY IMPACTS



1,650

Total One-Time City FTE
Construction Job-Years
Supported



\$88M

Total One-Time City
Construction Job Wages
(2025\$)



\$275M

Total One-Time City Output
from Construction (2025\$)

* Note that wages are included within the economic output and sales tax revenue includes anticipated onsite and offsite spending. The range accounts for low and high estimates of visitors making purchases off-site. NPV = Net Present Value (the value over time in today's dollars) using 5% as a discount rate, and 3% for inflation. FTE- Full Time Equivalent.

Source: HREA Analysis, IMPLAN, Downtown Deck Plaza Feasibility Study. Impact numbers reflect total direct, indirect, and induced impacts on the City of El Paso. All numbers are rounded.

ESTIMATED IMPACTS | JOB CREATION & ECONOMIC OUTPUT

 Beyond the City's impacts, the County is estimated to experience an increase in jobs and spending from both construction and over time from regular operations.



ONGOING COUNTY IMPACTS



300

Total Ongoing
County FTE Jobs



\$203M

30-Year NPV Total Ongoing
County Wages (2025\$)



\$660M

30-Year NPV Total Ongoing
County Econ Output (2025\$)



ONE-TIME COUNTY IMPACTS



1,850

Total One-Time County
FTE Construction Job-
Years Supported



\$98M

Total One-Time County
Construction Job Wages
(2025\$)



\$310M

Total One-Time County
Output from Construction
(2025\$)

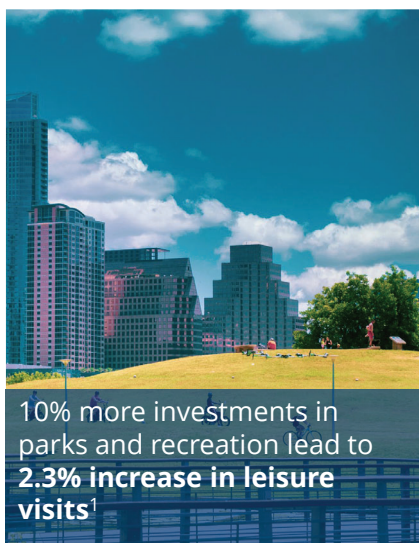
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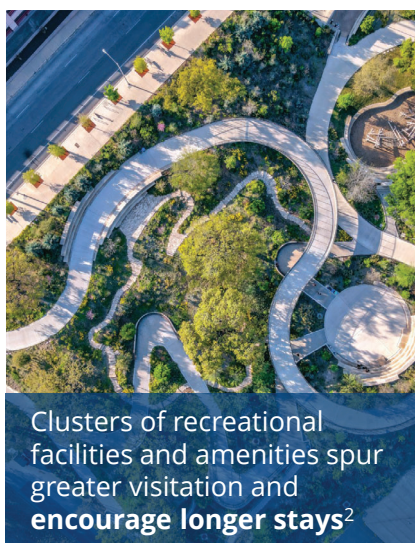
ESTIMATED IMPACTS | OFFSITE SPENDING



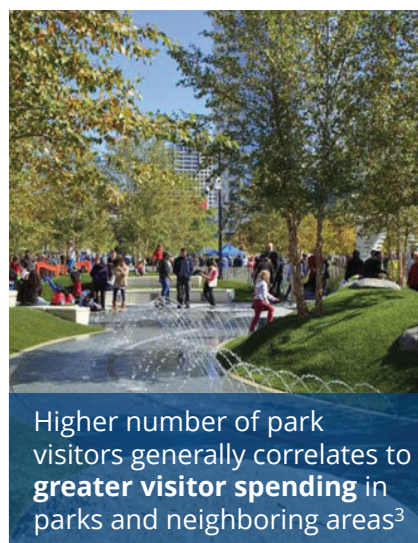
Parks also support increased visitation to and associated spending in the surrounding neighborhoods and downtown.



10% more investments in parks and recreation lead to **2.3% increase in leisure visits**¹



Clusters of recreational facilities and amenities spur greater visitation and **encourage longer stays**²



Higher number of park visitors generally correlates to **greater visitor spending** in parks and neighboring areas³

Source: (1) City Lab, "The Beauty Premium: How Urban Beauty Affects Cities' Economic Growth," 2019; (2) American Planning Association, "How Cities Use Parks to Promote Tourism," 2019, 2023 BLS Consumer Expenditures Survey, 2013 City of El Paso CVB Budget, 2011 ICSC Office Worker Retail Spending in a Digital Age, 2024 Deck Plaza Feasibility Analysis. Image Sources: Unsplash/Herve, Flickr/Wally Gobetz. (3) National Park Service, 2023 National Park Visitor Spending Effects.

ESTIMATED IMPACTS | VISITOR SPENDING



Increased visitation and associated spending is estimated to generate City and County sales tax revenues.

Estimated annual visits to the Deck Plaza from nearby and regional residents, nearby workers, and tourists

1M – 1.5M*

	ONSITE VISITOR SPENDING	OFFSITE VISITOR SPENDING
Total Estimated Annual Spending	\$17.1M	\$2.1M - \$3.0M
Estimated City Sales Tax Revenues Over 30 Years (NPV)	\$6.2M	\$1.3M - \$1.9M

**Based on comparable downtown precedents and increasing annual downtown visitation.*

Source: Annual onsite visitor spending assumes retail spending in a stabilized year per square foot based on industry-standard Retail Maxim report for deck park retail, recreation, and limited-service food and beverage. Annual offsite spending is based on assumed spending per visit for downtown residents, regional residents, workers, and tourists based on El Paso Convention Bureau data, Dallas visitor spending data, 2023 annual consumer expenditures, and ESRI retail spending. Assuming 10% of downtown resident and worker visits and 15% of regional/tourist visits would result in some sort of net new offsite spending.

ESTIMATED IMPACTS | FISCAL REVENUES



City and County sales tax revenues are also estimated to increase due to spending on construction materials in addition to ongoing onsite and offsite purchases.

CITY SALES TAX REVENUE IMPACTS

\$7.5M-\$8.1M

30-Year NPV for Ongoing City Sales Tax Revenue (2025\$)*



\$1.2M

NPV for One-Time City Sales Tax Revenue from Construction (2025\$)

\$8.7M- \$9.3M

Total NPV City Sales Tax Revenue Expected Over 30 Years (2025\$)

COUNTY SALES TAX REVENUE IMPACTS

\$2.5M-\$2.7M

30-Year NPV for Ongoing County Sales Tax Revenue (2025\$)*



\$400K

NPV for One-Time County Sales Tax Revenue from Construction (2025\$)

\$2.9M-\$3.1M

Total NPV County Sales Tax Revenue Expected Over 30 Years (2025\$)*

*Ongoing sales tax revenue includes anticipated onsite and offsite spending. The range accounts for low and high estimates of visitors making purchases off-site. NPV = Net Present Value using 5% as a discount rate, and 3% for inflation.

Source: HR&A Analysis, IMPLAN, Downtown Deck Plaza Feasibility Analysis. Impact numbers reflect total direct, indirect, and induced impacts on the City and County of El Paso.

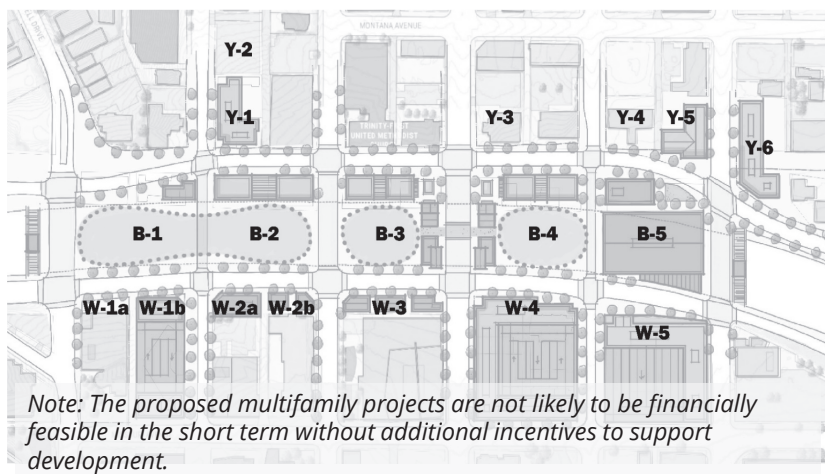
Property Value Impacts

ESTIMATED IMPACTS | NEW DEVELOPMENT



The Deck Plaza could support the construction of new development nearby if paired with incentives and policies that address the existing challenges for new development, especially housing, in Downtown El Paso.

Proposed Soft Sites (W + Y) for Park-Oriented Development



Anticipated New Development



1707 units*

Housing



25K SF

Retail on & Adjacent to the Plaza



39K SF

Fieldhouse



19K SF

Innovation/Art/Community Space on the Plaza

*This includes 1,075 multifamily units adjacent to the plaza and the full realization of both catalyst sites from the Downtown Uptown Plan within a half mile radius: 440 multifamily units at 401 Mesa St and 192 units at 205 Ange St. For further assumptions, see the Appendix for the property value analysis and new development assumptions.

Source: Downtown Deck Plaza Feasibility Study, Downtown Uptown Master Plan

ESTIMATED IMPACTS | PROPERTY VALUES



Like other signature parks, the Deck Plaza could also increase nearby property values, with a premium of up to 10% in a quarter mile possible.



12.75% assessed property value premium for properties within a 750 ft buffer & **5.75% premium** for a ½ mile buffer



6 - 20% assessed property value premium in nearby Travis and Barton neighborhoods

ESTIMATED IMPACTS | PROPERTY VALUE GROWTH



We anticipate property value premiums around the park can be applied to a baseline of historic growth and phase in completely after 5 years.

Estimated Value Premiums

- Rents for existing properties surrounding the proposed Deck Plaza historically have grown **2.9% annually**.
- In a **modest growth** scenario, properties in the **quarter mile radius** of the park are estimated to see an annual growth **increase of 5% above the historic baseline** over a 5-year period.
 - Properties within **the quarter to half mile radius** of the park are estimated to see an annual growth **increase of 2% above the historic baseline** over a 5-year period.
- In a **high growth** scenario, properties in the **quarter mile radius** of the park are estimated to see an annual growth **increase of 10% above the historic baseline** over a 5-year period.
 - Properties within the **quarter to half mile radius** of the park are estimated to see an annual growth **increase of 5% above the historic baseline** over a 5-year period.

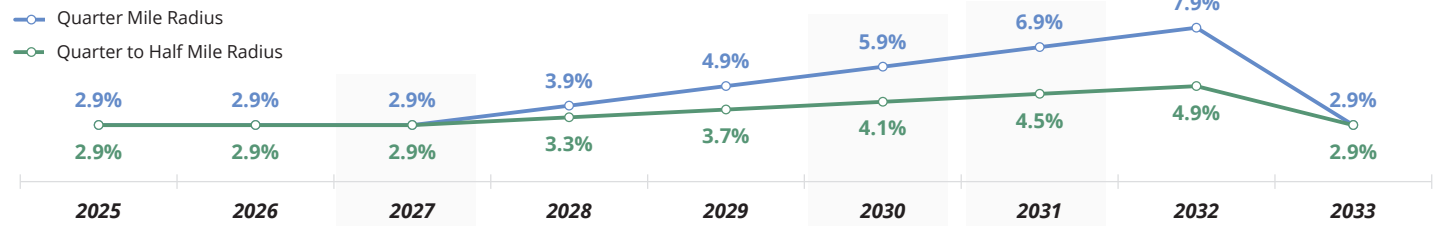
*Based on conversations with the City of El Paso and prior HR&A analysis on park value premiums.

ESTIMATED IMPACTS | PROPERTY VALUE GROWTH

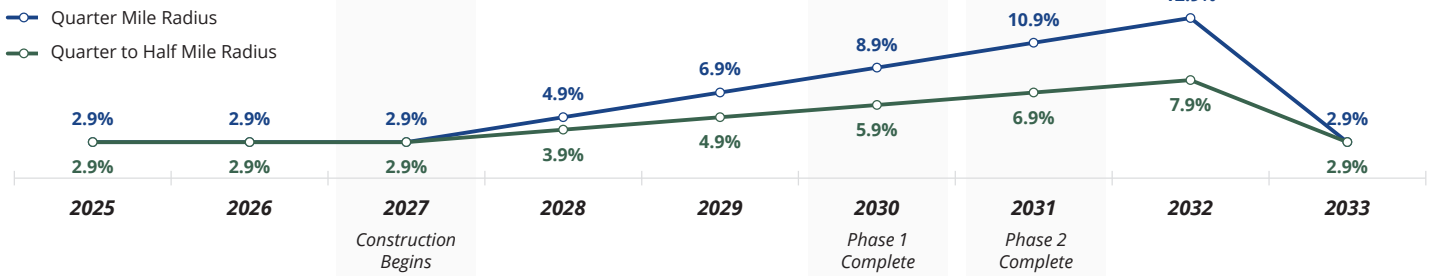


Property value premiums are likely to start slowly after construction begins and gradually increase through at least two years after Deck Plaza construction.

Annual Assessed Value Growth for Modest Growth Scenario



Annual Assessed Value Growth for High Growth Scenario

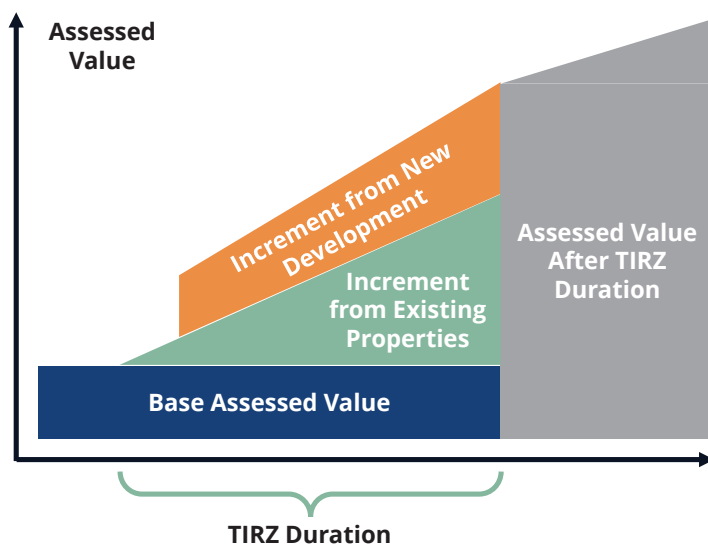


*Based on 5.75% value premium found within a half mile buffer for Klyde Warren Park found through prior HR&A analysis.

ESTIMATED IMPACTS | TAX INCREMENT FINANCING



The construction of the park is estimated to create additional property tax revenue in the area, creating an opportunity for value capture. A tax increment financing (TIF) district is a tool that allows participating entities to allocate a share of their incremental property tax towards a specific project without adding an additional fee.



Tax increment is generally generated by two sources. First, the value appreciation of **existing properties** over the base assessed value at the creation of the district. Second, the value of **new development** in the district after the district is created.

Tax Increment Reinvestment Zones (TIRZs) are a type of TID district in Texas used to pay for improvements in the zone, leading to business attraction and new development.

Their durations vary in El Paso, but the current political environment favors shorter durations, around 20 years.

ESTIMATED IMPACTS | PROPERTY VALUES



To leverage the anticipated growth around the Deck Plaza for broader City benefits, a new half-mile radius Tax Increment Reinvestment Zone (TIRZ) could be established.

1,825

Parcels within a half mile radius

\$1.26 billion

Total assessed value of half mile as of FY2024

237

Parcels within a quarter mile radius could see a large park premium

\$295 million

Total assessed value of quarter mile as of FY2024

1,588

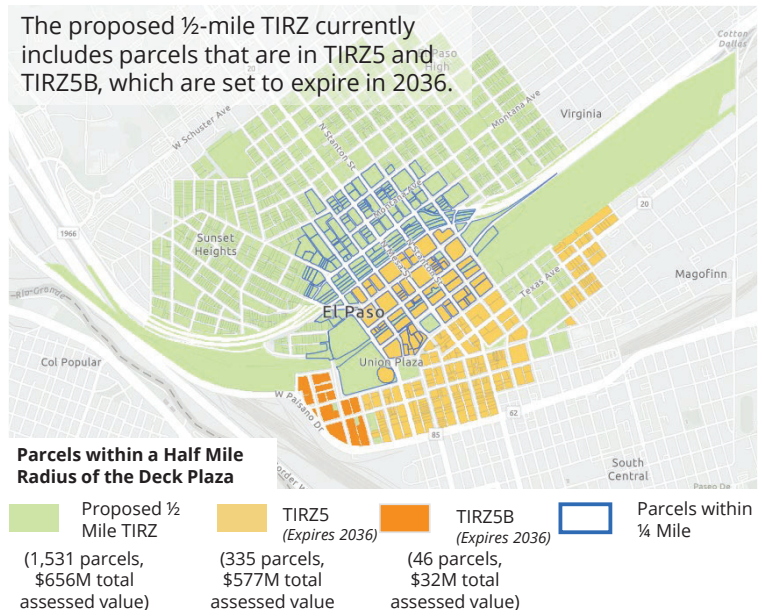
Parcels within in quarter to half mile radius could see a smaller park premium

\$924 million

Total assessed value of half mile as of FY2024

Note: Properties within a quarter mile will see the highest value premiums due to park construction, but properties further out could still see some increases.

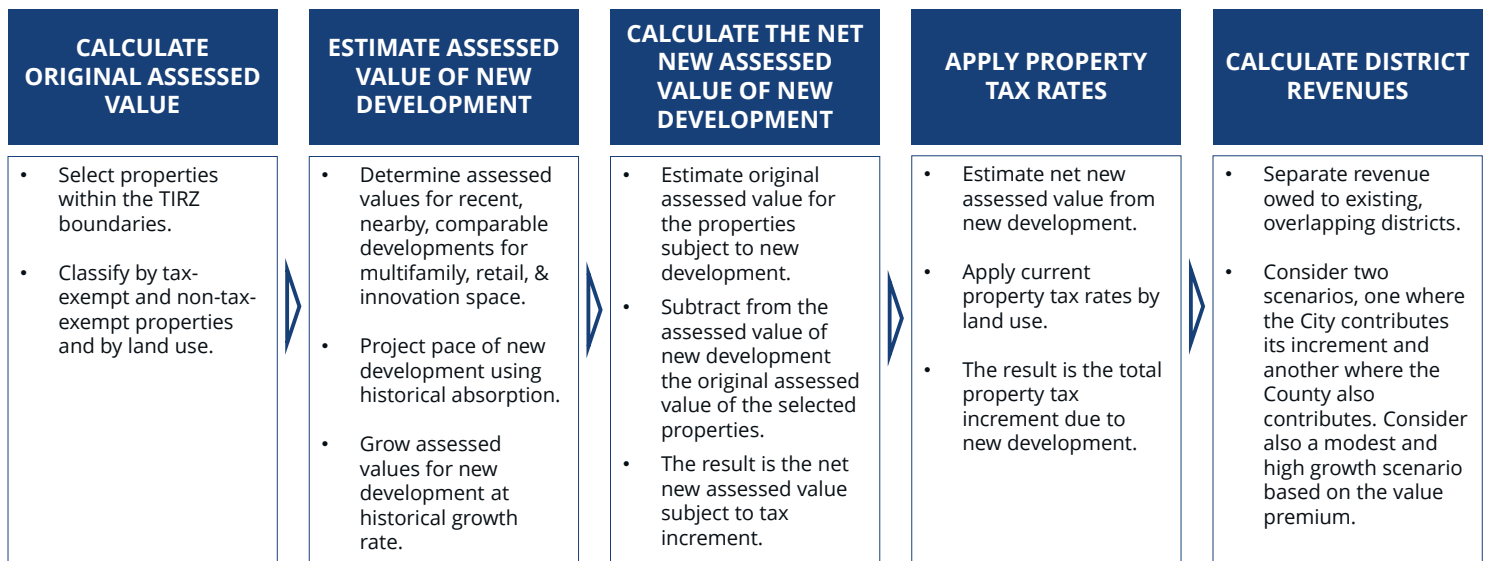
Source: City of El Paso.



ESTIMATED IMPACTS | TIRZ IMPACTS METHODOLOGY



Our analysis established a baseline value for a proposed half-mile TIRZ and then used market data to inform assumptions on value appreciation and new development attributed to the TIRZ.



ESTIMATED IMPACTS | POTENTIAL TIRZ REVENUE WITH ONLY CITY CONTRIBUTIONS



When the City contributes 100% of their increment and all 1,707 potential nearby housing units are developed, 20-year revenue for a proposed half mile TIRZ is estimated to range from \$24M to \$29M depending on the assumed value premium.

Note that ensuring lower-income property owners understand their eligibility for abatements could help those owners stay in their houses without a burdensome property tax increase. This analysis assumes a high level of exemptions are taken.

	MODEST GROWTH SCENARIO	HIGH GROWTH SCENARIO
20-Year NPV of property tax revenues	\$30M	\$35M
20-Year NPV of abatements	(\$3M)	(\$3M)
20-Year NPV of TIRZ5 commitments (expiring 2036)	(\$3M)	(\$3M)
20-Year NPV for property tax revenue from a new TIRZ with half-mile boundaries	\$24M	\$29M

All numbers are rounded to the nearest million. Note this assumes the City contributes 100% of its increment and the County does not contribute any of its increment. This also assumes that properties with homestead exemptions take the maximum exemption at 20% of assessed value. Existing TIRZ commitments do not include TIRZ2-3 and TIRZ2-4 as bond obligations are paid off and it is our understanding those districts are soon to be retired. These numbers use a 5% discount rate for the Net Present Value (NPV).

Source: HREA Analysis

ESTIMATED IMPACTS | POTENTIAL TIRZ REVENUE WITH CITY & COUNTY CONTRIBUTIONS



When the City and County **both** contribute 100% of their increments, and new housing is built, 20-year revenue for a new half mile TIRZ is estimated to range from \$37M to \$45M.

Note that ensuring lower-income property owners understand their eligibility for abatements could help those owners stay in their houses without a burdensome property tax increase. This analysis assumes a high level of exemptions are taken.

	MODEST GROWTH SCENARIO	HIGH GROWTH SCENARIO
20-Year NPV of property tax revenues	\$47M	\$55M
20-Year NPV of abatements	(\$5M)	(\$5M)
20-Year NPV of TIRZ5 commitments (expiring 2036)	(\$5M)	(\$5M)
20-Year NPV for property tax revenue from a new TIRZ with half-mile boundaries	\$37M	\$45M

All numbers are rounded to the nearest million. Note this assumes that properties with homestead exemptions take the maximum exemption at 20% of assessed value. Existing TIRZ commitments do not include TIRZ2-3 and TIRZ2-4 as bond obligations are paid off and it is our understanding those districts are soon to be retired. These numbers use a 5% discount rate for the Net Present Value (NPV).

Source: HREA Analysis

Community Impacts

ESTIMATED IMPACTS | HEALTH, ENVIRONMENTAL, SOCIAL



The Downtown Deck Plaza can create opportunities for surrounding neighborhoods to enjoy critical health, environmental, and social benefits of open spaces.

AN ATTRACTIVE PLACE FOR FAMILIES



A highly activated and quality open space in Downtown El Paso can help **attract and retain more young families to stay**

A HEALTHIER COMMUNITY



Proximity to open spaces and regular programming can **promote healthier communities** in El Paso

IMPROVED ENVIRONMENTAL RESILIENCY



Increased open spaces and vegetation can **mitigate urban heat effects and dust storms**

ESTIMATED IMPACTS | AN ATTRACTIVE PLACE FOR FAMILIES



The Deck Plaza will strengthen El Paso as an attractive and welcoming place to live, work, and play by increasing access to highly activated open space.



Within a half-mile radius of the proposed deck plaza there are 12 existing urban parks with **10.2 acres**.



These parks have **limited programming and spaces for recreation**

**28 park sf/
resident**

Half-Mile Average

**2,047 park
sf/ resident**

El Paso Average

**44 park sf/
resident**

National Average

The proposed Deck Plaza will **increase the amount of park space per person 60% in this neighborhood**, from 28 to 45 sq ft of park space per person, which is comparable to the national average.

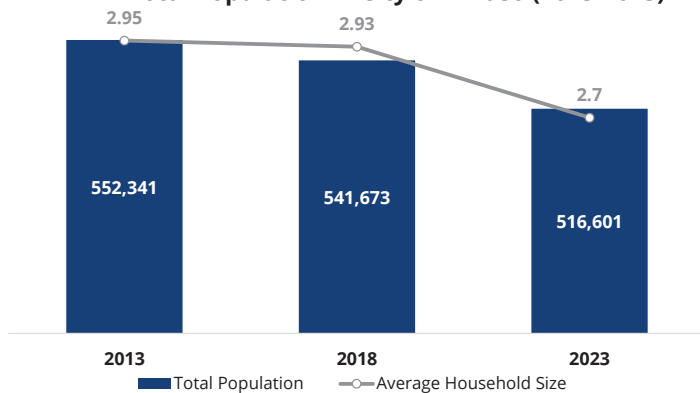
ESTIMATED IMPACTS | AN ATTRACTIVE PLACE FOR FAMILIES



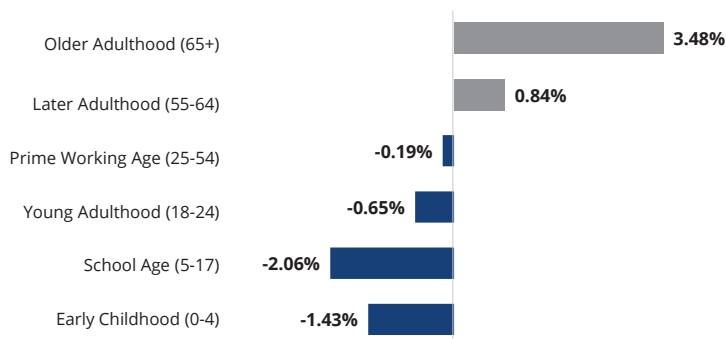
The City of El Paso is currently facing a declining birth rate and significant out-migration. National research shows that open space is a key factor in retaining and attracting families and businesses.

The City of El Paso's population has been **shrinking over the past decade**, particularly **younger demographics**. The share of households with children fell from 42% in 2013 to 33% in 2023. On the other hand, the **County population has increased by 8.4% since 2019**, suggesting that residents and new residents are finding more attractive living places outside of the City.

Total Population in City of El Paso (2013-2023)



Difference in Share of City Population by Age Cohort (2013-2023)



Sources: ACS 2023 5-Year Estimates, US Census Population Estimates Program

ESTIMATED IMPACTS | AN ATTRACTIVE PLACE FOR FAMILIES

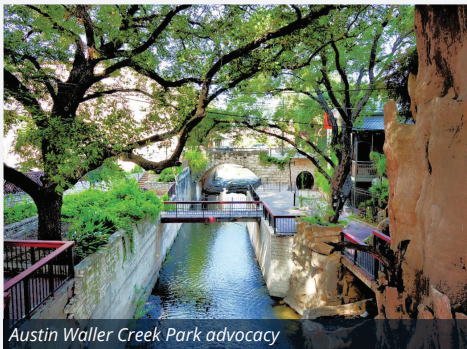


Families and workers want to be near high quality outdoor spaces.

Place-based investments are as much as

50%

more important to young workers than to older workers.



Austin Waller Creek Park advocacy

Open space is the

#5

driver of site selection for commercial tenants and investors.



Google Office in Austin

Population in Boise, ID grew by

12%

as young professionals & families seek economic opportunities and easy access to outdoor spaces.



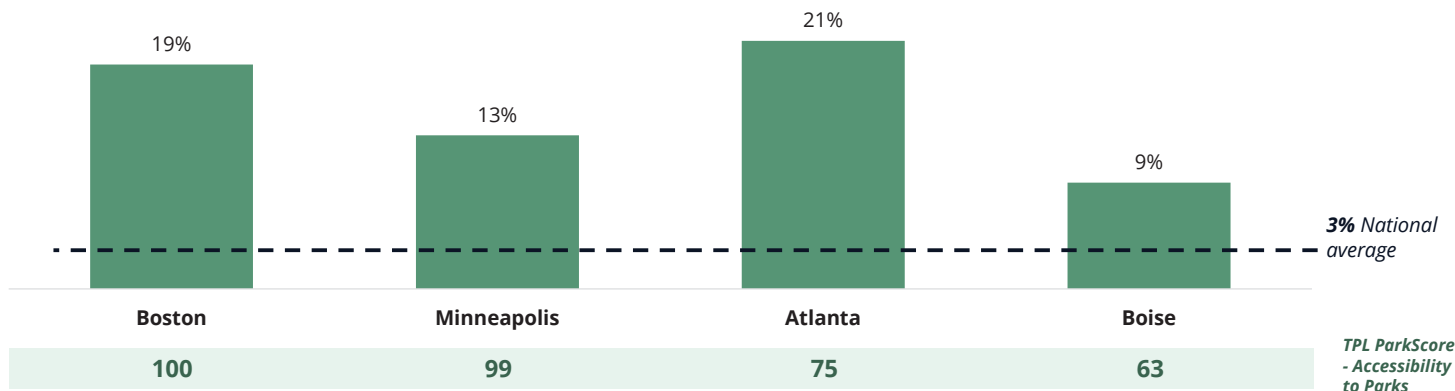
Ann Morrison Park in Boise

ESTIMATED IMPACTS | AN ATTRACTIVE PLACE FOR FAMILIES



Greater park accessibility and park investments are correlated with more young workers and families.

**Change in Total Prime Working Adult Labor Force
(Aged 25-54)
2011-2021**

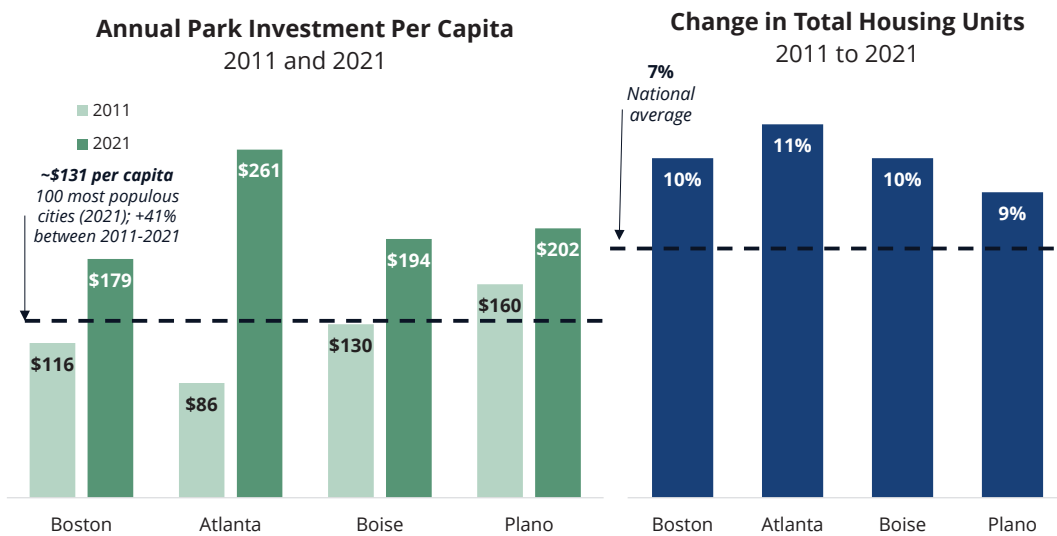


Sources: ACS 2021 5-Year Estimates. TPL ParkScores.
Image sources: Visit Plano

ESTIMATED IMPACTS | AN ATTRACTIVE PLACE FOR FAMILIES



US cities with more park investments and child-focused programming are considered more child-friendly and can attract and retain more families. This could help contribute to increased housing development.



Paired with the right policy updates to address development barriers and protect legacy residents, the creation of new open space can act as a catalyst for housing production without displacing anyone.

ESTIMATED IMPACTS | A HEALTHIER COMMUNITY



Increased open space and recreational programming can also support existing public health intervention efforts across the urban core of El Paso.



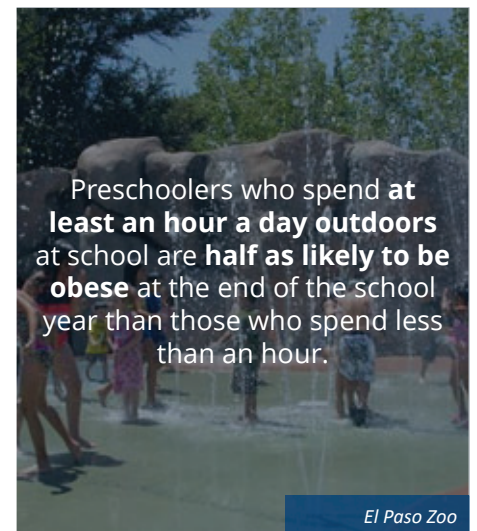
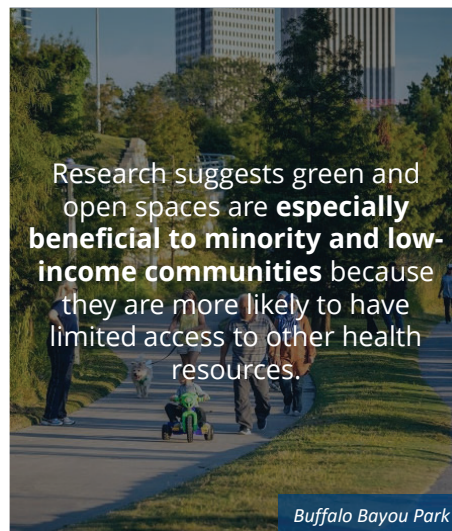
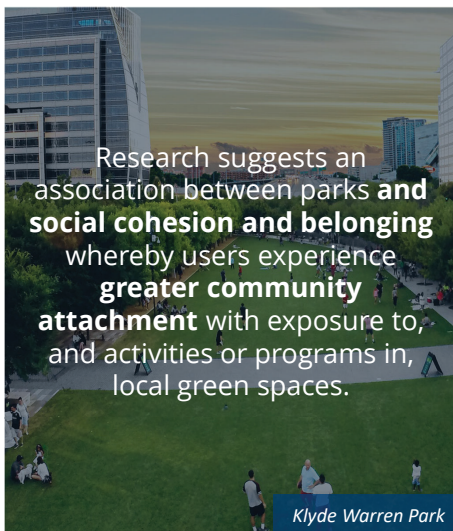
El Paso County Community Health Assessment 2022

- Downtown El Paso is identified as a priority health area for the County. The highest-impact interventions suggested include **promoting regular physical activity and exercise** to produce better physical and mental health outcomes.
- Key chronic health issues in El Paso are related to **obesity**, including cardiovascular health, diabetes, and hypertension. **34% of all adults in El Paso County are obese.**
- There is an average of **4.2 mentally unhealthy days across El Paso County residents**, which is higher than the Texas average of 3.9 days.
- Hispanic populations, which form the majority of El Paso, are likely to **have significantly lower access to mental health services** than their peers.

ESTIMATED IMPACTS | A HEALTHIER COMMUNITY



Parks provide physical and mental health benefits for communities due to increased physical activity, greater social cohesion, reduced stress levels, and improved environmental health.



ESTIMATED IMPACTS | A HEALTHIER COMMUNITY



Peer cities with better composite Park Scores tend to have lower physical inactivity rates, which is a factor leading to better physical health outcomes.

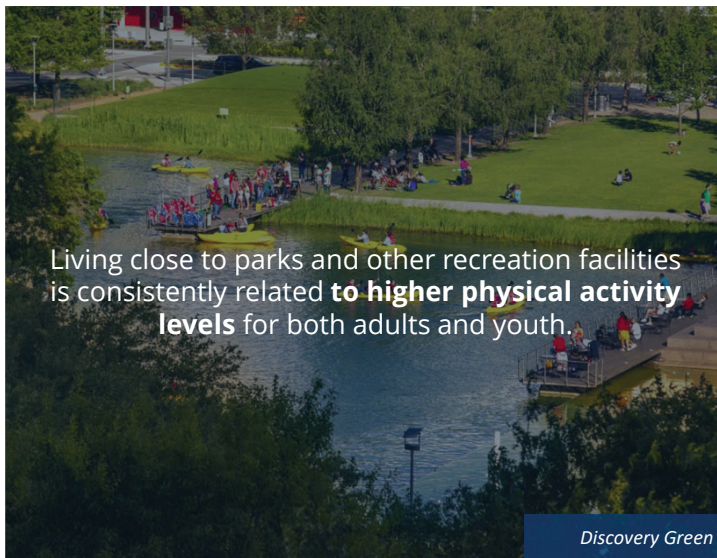
		Atlanta GA	Albuquerque NM	Kansas City MO	Dallas TX	San Antonio TX	El Paso TX	Houston TX	Oklahoma City OK
Health Metrics	Physical Inactivity (%)	23.1	19.8	21.7	23.2	27.6	31	29.2	27.9
	Poor Physical Health (%)	17.4	17.8	17.6	16.6	23.5	28.2	24.5	19.2
Park Quality	ParkScore	67.3	66.3	63.2	61.2	50.6	47.8	47.7	36.4
	Ranking (Top 100)	21	24	27	34	57	65	66	95

Sources: CDC's PLACES: Local Data for Better Health; TPL ParkScore

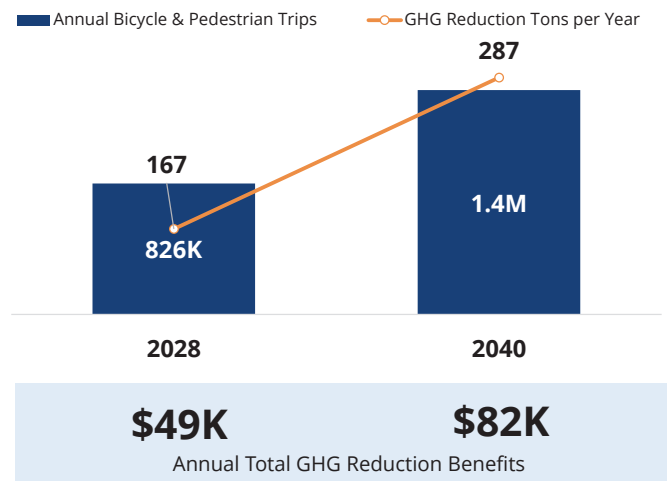
ESTIMATED IMPACTS | A HEALTHIER COMMUNITY



The proposed Deck Plaza could induce up to 1.4 million annual bicycle and pedestrian trips by 2040, improving the health of residents living around the park and reducing greenhouse gas emissions by over 280 tons a year.



Annual Induced Bicycle and Pedestrian Trips by Proposed Deck Plaza

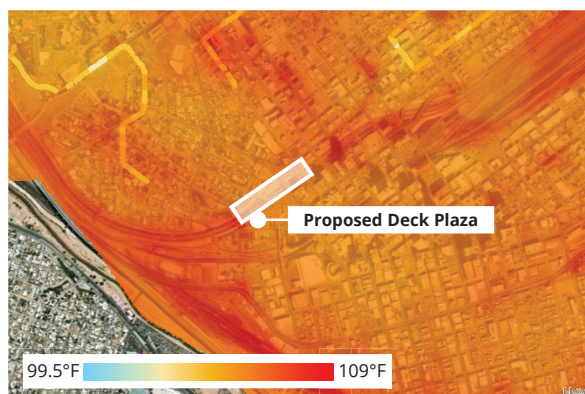


ESTIMATED IMPACTS | IMPROVED ENVIRONMENTAL RESILIENCY



Beyond individual health impacts, the proposed Deck Plaza could help the City as it contends with increasing daytime temperatures and dust storm occurrences.

INCREASING DAYTIME TEMPERATURES



El Paso is the **3rd fastest warming city** in the US over the past three decades, with summers being **+6°F** warmer compared to the 1970s.

FREQUENT DUST STORMS



Within the first five months of 2025, El Paso experienced over **34 dust events**, significantly higher than the historic average of 22 per year. Dust storms elevate the risk of health issues.

ESTIMATED IMPACTS | IMPROVED ENVIRONMENTAL RESILIENCY



The Deck Plaza can help to mitigate local heat impacts by adding more shade and vegetation.

URBAN PARKS CAN LOWER TEMPERATURES IN CITIES

Research have shown that urban parks can lower the temperatures in cities significantly from the **additional shading, transpiration, and overall cooling benefits** of additional trees and plants.



Klyde Warren Park (Dallas)
- 4-6°F



The High Line (NYC)
- 8°F



Railroad Park (Birmingham)
- 8°F



The 606 (Chicago)
- 6-8°F

ESTIMATED IMPACTS | IMPROVED ENVIRONMENTAL RESILIENCY



Vegetation also can mitigate the impacts of increasing dust storm occurrences in El Paso.

PARKS CAN REDUCE DUST AND IMPROVE AIR QUALITY



Additional trees and vegetation in parks will **reduce loose, dry dust** from being swept up by winds

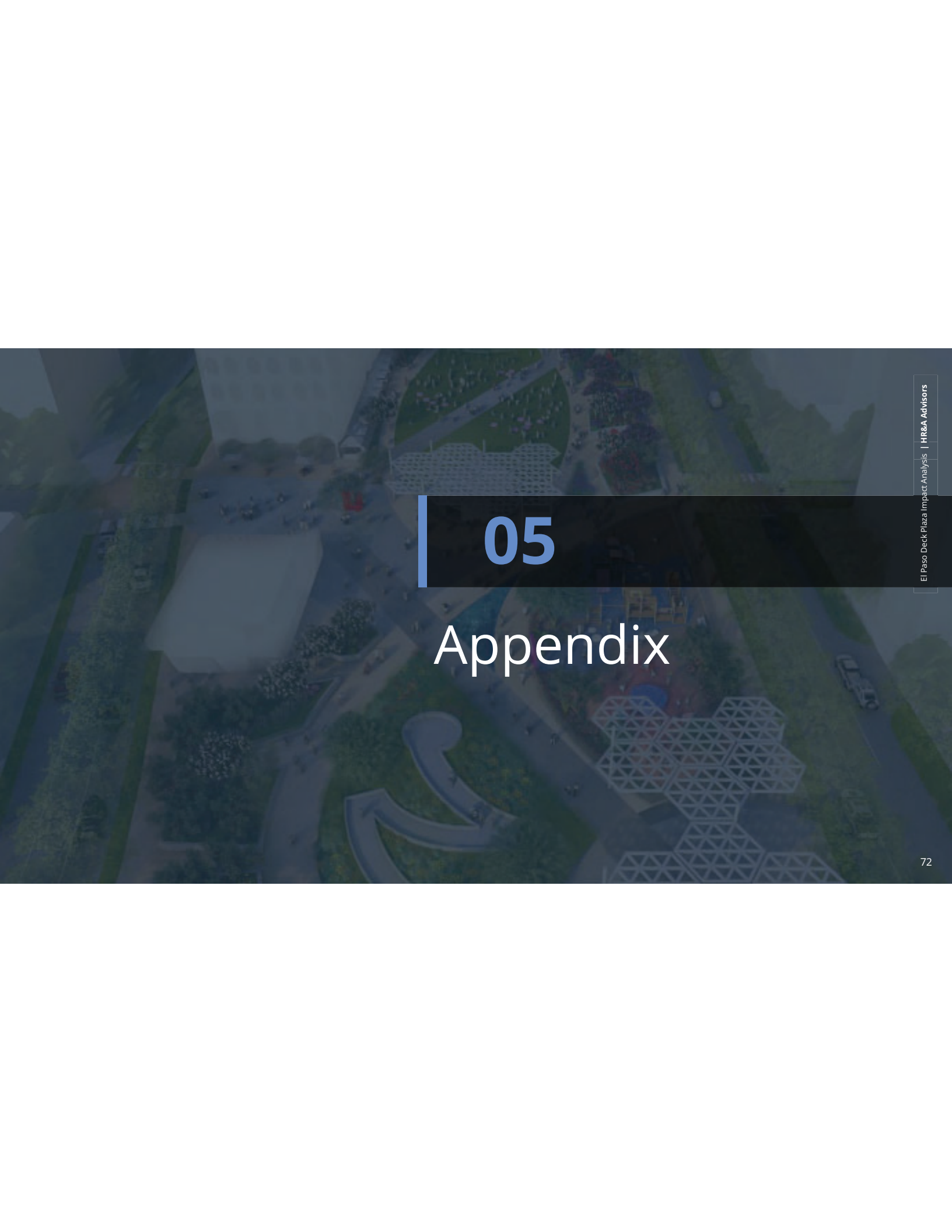


Vegetation can **reduce up to 30% of airborne pollutants** by absorbing and filtering the air.



Cleaner air can **mitigate the harmful impacts of polluted air on health conditions like asthma**, particularly for lower-income households who live closer to the I-10.

Sources: EPA Benefits of Trees and Vegetation; National Park Service "Air pollution removal by urban forests"; Duniway et al. 2019 "Wind erosion and dust from US drylands: a review of causes, consequences, and solutions in a changing world."



05 Appendix

GENERAL IMPACT ANALYSIS ASSUMPTIONS

HR&A used IMPLAN, an industry standard input-output model, to estimate the economic impacts of the development and operation of the proposed Deck Plaza on the local economy.

HR&A conducted its analysis using the IMPLAN input-output model for the zip codes that make up the city of El Paso and El Paso County. IMPLAN analysis traces the pattern of commodity purchases and sales between industries that are associated with each dollar's worth of a product or service sold to a customer, analyzing interactions among 528 industry sectors. The model makes adjustments to exclude spending that takes place outside of the study area.

In addition to overall economic output, the IMPLAN input-output model also produces estimates of the number of jobs supported and compensation. It includes wage and salary income plus benefits and employer paid taxes, in addition to income earned by independent proprietors.

A full description of IMPLAN and its data methods and sources can be found at www.implan.com.

Economic impacts are measured in terms of direct, indirect, and induced employment, labor income, and economic output (spending) generated.

Employment: The number of jobs (both full- and part-time) in the area of analysis.

Labor income: Includes wages and benefits received by workers and income received by independent proprietors and contractors in the area of analysis.

Economic output: The total value of production across all industries. It is equivalent to the aggregate spending in the area of analysis.

GENERAL IMPACT ANALYSIS ASSUMPTIONS

To understand potential impacts, we simplified the development program to reflect uses with differing job creation and spending potential. The economic impact analysis does not take into account the construction of park-adjacent soft sites.

Program (GSF)	Park	Parkside Gallery/ Mesa St Pavilion	Café Kiosks	Fieldhouse	Total
Phase 1	208,885	6,200	2,500	-	217,585
Phase 2	106,743	6,200	2,500	39,000	154,543
Total	315,628	12,400	2,500	39,000	372,128

Phasing Schedule	Start Year	Completion Year	Stabilized Year
Phase 1	2027	2030	2031
Phase 2	2028	2031	2032
Total	2027	2031	2032

Inflation

Annual Inflation Rate	3%
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Note that the calculations of economic and fiscal impacts are based on the construction and operations of the park and its direct amenities, and do not take into account the construction of park-adjacent soft sites.

INFRASTRUCTURE & DEVELOPMENT COST ASSUMPTIONS

Construction Costs (2025\$)	Infrastructure	Park	Parkside Gallery/Mesa St Pavilion	Café Kiosks	Fieldhouse	Total
Phase 1	\$89,269,428	\$5,336,323	\$4,629,850	\$2,240,250	-	\$101,475,851
Phase 2	\$57,545,104	\$2,219,356	\$4,629,850	\$2,240,250	\$29,123,250	\$95,757,810
Total	\$146,814,532	\$7,555,679	\$9,259,700	\$4,480,500	\$29,123,250	\$197,233,661

These numbers are based on the July 2024 budget estimate created by Stantec, which aligns with the budget estimate in the April 2025 Feasibility Study. One typo has been corrected to assume that the kiosks are the same cost for Phase 1 and Phase 2. All soft costs have been included, including 15% for general conditions, fees, permits, insurance and mobilization; 20% for a construction contingency; and 10% for a design contingency. Numbers are inflated from 2024\$ to 2025\$ using a 3% inflation rate.

ONSITE SPENDING AND DIRECT EMPLOYMENT ASSUMPTIONS

Anticipated Offsite Spending (2025\$)	Park	Parkside Gallery/ Mesa St Pavilion	Café Kiosks	Fieldhouse
Spending PSF	\$16*	\$325	\$694	\$280
Spending PSF Source	60% of 2024 high scenario estimated operating expenses with inflation to 2025	Retail Maxim 2021 Sales for soft goods, with inflation to 2025	Retail Maxim 2021 Sales for limited service food and beverage, with inflation to 2025	Retail Maxim 2021 Sales for niche sports and fitness spending, with inflation to 2025
Associated IMPLAN Code	483 (Parks, Museums, etc.)	395 (Retail – Miscellaneous)	492 (Limited Service Restaurants)	486 (Other Amusement & Recreation)
GSF Per Worker	11,000 – 12,000 GSF	300 – 350 GSF	300-350 GSF	1,150 – 1,200 GSF
GSF Per Worker Source	Klyde Warren Park, HR&A Assumptions	NY Economic Development Corporation Survey, HR&A Assumptions	NY Economic Development Corporation Survey, HR&A Assumptions	NY Economic Development Corporation Survey, HR&A Assumptions

*The estimation of park spending at \$16/SF is based on the 2024 Funding and Implementation Strategy Memo prepared by HR&A for the feasibility study, which estimated at full buildout, O&M expenses would cost \$1,150,000/acre. HR&A assumed 60% of those expenses would be spent within the City and County.

OFFSITE SPENDING ASSUMPTIONS

Anticipated Offsite Spending (2025\$)	Spending Per Visit**	Share of Visitors Spending Off-Site
Downtown Core Residents	\$11.60	10%
Regional Residents	\$11.60	15%
Workers	\$17.90	10%
Tourists	\$21.00	15%

***Spending for residents is based on the Bureau of Labor Statistics consumer expenditure survey and its estimate of food away from home, assuming 5% of residents visiting the park buy food off-site (buying food within the park is already accounted for with the park spending analysis). Spending for workers is based on a study done by the International Council of Shopping Centers on office worker retail spending in a digital age (2011), using 2025\$. Tourist spending is based on a 2013 City of El Paso Convention and Visitors Bureau budget report that found tourists spend \$180 (2013\$) on average a day in El Paso. We got the tourist spending per visit by assuming for 10% of tourist visitors, an activity at the park could extend their stay 2 hours, thus increasing their spending potential.*

TAX ASSUMPTIONS

County Taxes

Sales and Use Tax – applicable for Construction and Ongoing Sales	0.5%
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City Taxes

Sales and Use Tax – applicable for Construction and Ongoing Sales	1.0%
City Transit Department Sales Tax	0.5%

Property Tax Juris	2024 Rate
City of El Paso Property Tax	0.76%
County of El Paso Property Tax	0.43%

PROPERTY VALUE ANALYSIS ASSUMPTIONS

TIRZs in the Half Mile Around the Deck Plaza	Base Year	End Date	Taxing Unit
TAX INCREMENT REINVESTMENT ZONE 2 CORRIDOR 3	2010	9/15/2040	City of El Paso
TAX INCREMENT REINVESTMENT ZONE 2 CORRIDOR 4	2010	9/15/2040	City of El Paso
TAX INCREMENT REINVESTMENT ZONE 5	2006	12/31/2036	City of El Paso
TAX INCREMENT REINVESTMENT ZONE 5B	2006	12/31/2036	City of El Paso

It is our understanding that TIRZ2-3 and TIRZ2-4 are soon to be retired and their bond obligations are paid off. As such, we assumed that the only existing TIRZ commitments to account for when thinking about a new proposed TIRZ in the half-mile radius around the Deck Plaza were related to TIRZ5.

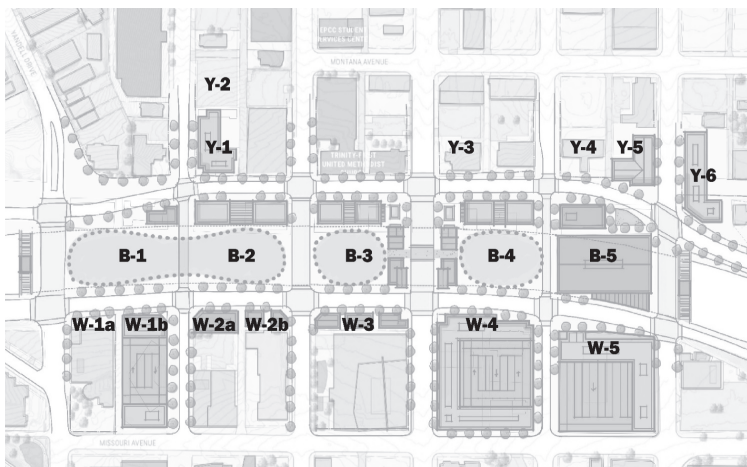
Exemptions	Type	Full or Partial	Exempt Portion
EX-XV	Other Exemptions (including public property, religious organizations, charitable organizations, and other property not reported elsewhere)	Full	
EX-XJ	Private schools	Full	
HT	Historical	Full	
HS*	Homestead	Partial	Up to 20%
AB	Abatement	Partial	

**For properties with multiple partial exemptions including HS, we calculated a maximum potential exemption based on the homestead categorization. Knowing that the exemption applications vary year to year, the potential tax is thus based on all homestead properties getting that maximum 20% exemption as a conservative estimate.*

PROPERTY TAX ANALYSIS AND NEW DEVELOPMENT ASSUMPTIONS

To understand revenue potential of a new TIRZ, HR&A considered how the plaza might spur the construction of new development in line with the initial Feasibility Study as well as the Downtown + Uptown Master Plan.

Proposed Soft Sites for Development



Considering the capacity of the soft sites and the needs of the surrounding market, we are forecasting significant high quality, multifamily development around the deck park and within a half mile if sufficient incentives are provided for initial development.

Anticipated New Development

- Fully realized catalyst sites with 440 multifamily units at 401 Mesa St and 192 units at 205 Ange St.
- 1,075 multifamily units adjacent to the plaza
- 25,400 SF of standalone retail on and adjacent to the plaza
- 18,800 SF of standalone innovation/ art/ community space on and adjacent to the plaza
- 39,000 SF fieldhouse/ recreation space on the plaza

NEW DEVELOPMENT ASSUMPTIONS

These new developments will generate value within a TIRZ. Our model estimates the future taxable value by looking at comparable developments over the past five years. Our model also considers the pace of development, looking at historical absorption for these product types.

~110 Units

Projected Annual Multifamily Absorption

80 Units

*Average Annual Multifamily Absorption in El Paso
(2019-2023)*

We assume absorption of the new development over 10 years, averaging 110 units per year. This is slightly above the market average, but we expect the new development around the deck to be top-of-the-line product in El Paso.

We looked at recent developments in downtown El Paso to understand how the proposed developments could be assessed. While there are no direct comps, we looked at multifamily projects like Martin Lofts and Blue Flame Apartments and retail and innovation space like Downtown Spaces. These values may be changed upon discussion with the City.

New Development Value Generation

Land Use	Assessed Value Per Unit
Mixed-Use Multifamily	\$80,000 per Unit
Standalone Retail	\$85 per SF
Standalone Innovation or Fieldhouse Space	\$220 per SF

NEW DEVELOPMENT ASSUMPTIONS

Recent development in downtown El Paso has relied on the support of tax abatements or other subsidies to be feasible. Given construction costs, developers would have to achieve rents, before land acquisition costs, of \$2.30 per SF per month, **13% higher than existing market rents of \$2.10 per SF per month**, for projects to be feasible.

Looking at the proposed soft site development program at a high level, based on recent developments and market characteristics, a multifamily project would require a subsidy to be feasible for a developer.

Theoretical Development Prototype

Referring to Parcel W-5

- 67,000 Lot Area
- 5-story stick-build multifamily building
- 122 Market Rate Units
- 122 Structured Parking Units

Theoretical Feasibility Assessment

\$36.8M Total Project Value +
 (\$41.3) Total Project Cost

(\$4.5M) Residual Land Value

Assumptions:

- Market Rent = \$2.05 SF/ month
- Net Operating Income = \$1.6M, \$14 PSF/ year
- Hard Construction Costs = \$180 PSF
- Multifamily Cap Rate = 5.0%
- Developer Profit = 10%

NEW DEVELOPMENT ASSUMPTIONS

Given current market conditions, the proposed projects are not likely to be financially feasible without additional tools to support development.

One of the tools available is the County's Infill Development Property Tax Rebate program, tiered depending on the level of investment. A project in this development program would fall into the Commercial Investment, \$275,000+ tier, which follows a five-year rebate schedule.

Given the scale of these development projects, additional incentives could be offered, but our analysis uses this schedule as a conservative baseline.

Infill Development Rebate Schedule

Year 1	2	3	4	5
75%	60%	50%	25%	25%

WestStar Tower Deal (Completed 2021)

262,000 rentable square feet of Class A office space, 13,000 square feet of ground-level office and retail space and 735 parking spaces



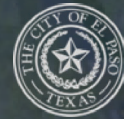
- Received \$2.9 million in tax incentives from the County, \$3.5 million in rebates from the City
- Additional \$2 million in development grant payments, \$4.76 million in annual payments tied to tax abatements over 10 years, and \$787,000 in sales tax rebates over 15 years.

GENERAL AND LIMITING CONDITIONS

1. Any person who relies on or otherwise uses this Study is required to have first read, understood and accepted the disclosures, limitations and disclaimers herein, and will, by reason of such reliance or other use, be deemed to have read, understood and accepted the same.
2. HR&A Advisors, Inc. (HR&A) has been engaged and compensated by the Downtown Deck Plaza Foundation to prepare this Study. In preparing this Study, HR&A has used its independent professional judgment and skills in good faith, subject to the limitations, disclosures and disclaimers herein.
3. This Study is based on estimates, assumptions and other information developed by HR&A and the foundation. Every reasonable effort has been made to ensure that the data contained in this Study are accurate as of the date of this Study; however, factors exist that are outside the control of HR&A and that may affect the estimates and/or projections noted herein. HR&A neither guarantees any results nor takes responsibility for their actual achievement or continuing applicability, as actual outcomes will depend on future events and circumstances beyond HR&A's control.
4. HR&A reviewed the information and projections provided by third parties using its independent professional judgment and skills in good faith, but assumes no liability resulting from errors, omissions or any other inaccuracies with respect to the information provided by such third parties referenced in this Study.
5. HR&A also relied on data provided by or purchased from the U.S. Census, American Community Survey, IMPLAN, and discussion with staff at the Downtown Deck Plaza Foundation and the City of El Paso. HR&A assumes no liability resulting from errors, omissions or any other inaccuracies with respect to the information provided by these parties.
6. In addition to relying on data, information, projections and forecasts of others as referred to above, HR&A has included in this Study estimates and assumptions made by HR&A that HR&A believes are appropriate, but HR&A makes no representation that there will be no variances between actual outcomes and such estimates and assumptions.
7. No summary or abstract of this Study, and no excerpts from this Study, may be made for any purpose without HR&A's prior written consent.
8. HR&A has provided estimates of potential tax impacts in El Paso based on our experience and familiarity with national best practices. HR&A is not a licensed real estate appraiser and makes no further representations regarding such estimates.
9. No opinion is intended to be expressed and no responsibility is assumed for any matters that are legal in nature or require legal expertise or specialized knowledge beyond that of a real estate consultant.
10. Many of the figures presented in this report will be rounded. HR&A disclaims any and all liability relating to rounding errors.
11. This Study may be relied on and otherwise used only by persons who receive this Study from HR&A or with HR&A's prior written consent and only for the purpose stated in writing in conjunction with such receipt or consent. No reliance on or other use of this Study by any person or for any purpose other than as stated in the previous sentence is permitted. HR&A disclaims all responsibility in the case of any reliance on or other use of this Study in conflict with the above portions of this paragraph.
12. If the Study is referred to or included in any offering material or prospectus, the Study shall be deemed to have been included for informational purposes only and its use shall be subject to these General and Limiting Conditions. HR&A, its directors, officers and employees have no liability to recipients of any such offering material or prospectus. HR&A disclaims any and all liability to any party.
13. This Study is qualified in its entirety by, and should be considered in light of, these General and Limiting Conditions. By use of this Study, each party that uses this Study agrees to be bound by all of the General and Limiting Conditions stated herein.

An aerial rendering of the El Paso Deck Plaza project. The image shows a large, open plaza area with a winding path, a large circular structure, and a large, multi-level building with a grid-like facade. The plaza is surrounded by greenery and a road with a car. The background is a dark, textured surface.

HR&A



El Paso Deck Plaza

Impact Analysis

September 2025