

A Once-in-a-Generation Opportunity

El Paso's Deck Plaza will provide a range of economic, social and environmental benefits.



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 increase is expected for properties within a ¼ mile radius, as well as more development within a 1/2 mile radius.



VIBRANCY ATTRACTS MORE VISITORS

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



NEW PARK-ORIENTED DEVELOPMENT

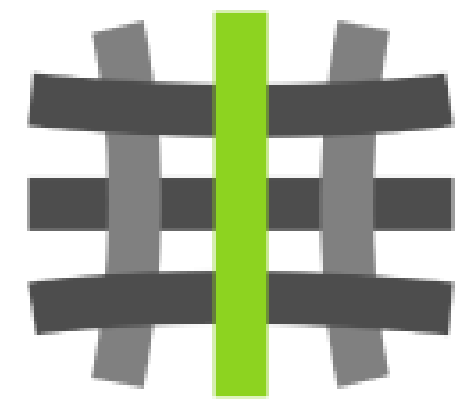
Paired with the right development incentives, the Deck Plaza could catalyze new housing and commercial development nearby.



COMMUNITY BENEFITS

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





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

The Impact Study conducted by HR&A Advisors showed the Deck Plaza would generate nearly **\$1 billion** in total economic output over 30 years.

Highlights
include:



CONSTRUCTION PHASE

\$310M } **\$100M** in wages
jumpstart in economic activity, which includes } and
1,850 construction-related jobs

\$1.2M expected in City sales tax revenue

AND

\$400,000 in County sales tax revenue



LONG-TERM IMPACT

\$660M } **\$203M** in wages
in economic activity, which includes } and
300 permanent jobs over 30 years

\$9-10M expected in City sales tax revenue

AND

\$3-3.4M in County sales tax revenue



VISITORS

1 to 1.5 MILLION VISITORS each year
including both residents and tourists.



HOUSING DEVELOPMENT

1,707 NEW affordable HOUSING UNITS
immediately adjacent and within a 1/2 mile radius.



PROPERTY VALUES

5-10% short-term VALUE INCREASE
expected for properties within a 1/4 mile radius and potential development within a 1/2 mile radius.

* Wages are included within the economic output. Sales tax revenue includes anticipated onsite and offsite spending. The range accounts for low and high estimates of visitors making purchases off-site.

Source: HR&A 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.

Read the full report here: downtowndeckplaza.org/impactstudy



A Healthier Community

The Deck Plaza will increase the quality of life for residents and businesses with greater access to green space and recreational amenities.

AN ATTRACTIVE PLACE FOR FAMILIES



The proposed Deck Plaza will **increase available park space** per resident in Downtown El Paso **by 60%**.



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



Across the US, cities with **greater park investment per capita** have **2-4% more housing units** developed over the last decade than the national average.

A HEALTHIER COMMUNITY

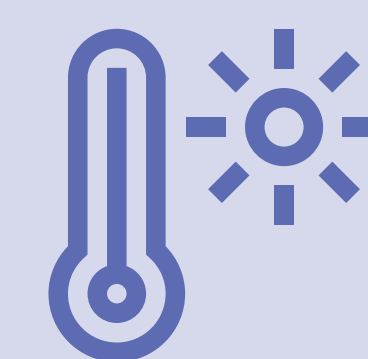


Residents in cities with **better parks** access have more physical activity and **better health quality**.



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

IMPROVED ENVIRONMENTAL RESILIENCY



Urban parks can **lower temperatures** across different US cities **by 4-8°F**.



Increased vegetation in parks has been found to **reduce up to 30% of airborne pollutants**.



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

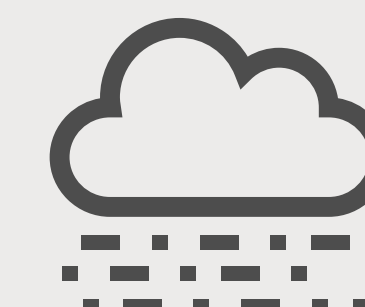
PARKS CAN REDUCE DUST AND IMPROVE AIR QUALITY*

Did you know?

In 2025, El Paso experienced over **34 dust events** within the first five months, significantly higher than the historic average of **22 per year** which elevates the risk of health issues.



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 I-10.





Image Source: Downtown Deck Plaza Feasibility Study

Learn more at: downtowndeckplaza.org

El Paso Deck Plaza | Proposed Urban Design

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