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**Holly Street  
Studio**

# Scottsdale Civic Center | **Design Concept Report**

City of Scottsdale, Capital Projects Management

Prepared by:  
Floor Associates  
**HOLLY STREET STUDIO**  
19 December 2018



# Civic Center Design Concept Report

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## 2. Executive Summary

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This report summarizes efforts by the City of Scottsdale Capital Projects Management, Scottsdale Arts, and Scottsdale Facilities Staff from 2016 to 2018 to create a comprehensive roadmap for the renovations & infrastructure update to Scottsdale's iconic Civic Center.

Contained within are summaries of history, purpose and aspirations for the public space which simultaneously serve as municipal seat, arts & culture home base, and village/community green. The DCR lays the groundwork for a new masterplan, with major and minor repairs to infrastructure, addition of vital amenities, and a roadmap for future improvements as funding becomes available. Catering to a growing audience comprised of new residents, commercial tenants and visitors, along with an increased appetite for outdoor performances and festivals, the city of Scottsdale remains committed to park improvement across each quadrant in the current Master Plan.

Decidedly valuable to this wide cross-section of user groups the Design Concept Report relies of public input and expert consultation toward readying the park for the next 50 years.



## 2. Introduction

Bennie Gonzales' Winning Competition Entry & Scottsdale's Town Enrichment Program

*"In the late 60s, architect Bennie Gonzales competed with 36 design firms to create a plan for a Scottsdale civic center that would include a library and city hall. The purpose was to provide an area where people could congregate to learn, appreciate the arts, and discuss civic issues. As the winner of the competition, Bennie designed the civic center to be inviting and easily accessible to the public through its many entrances. The sculpted, adobe-styled, double-thick concrete walls and recessed windows of the civic buildings are both appealing and protective from the summer heat. Existing shades of white were too bright for the effect he wanted, so he formulated his own "Navajo white" paint. The open interior of city hall is circular with a recessed floor, modeled after the Native American Kiva, and ideal for gatherings and civic dialog. The ceiling lets in light through colorful stained glass panels that were created by local Scottsdale artisan Glassart Studio.*

Scottsdale Civic Center Mall was initially developed as the result of the City's first Scottsdale Town Enrichment Program (STEP) which created the initial framework for a civic center that contains government building and park facilities. The initial master plan was developed in 1966 by Bennie M. Gonzales Associates. Many of the buildings and park facilities were constructed in the mid 1960's and early 1970's. Various modifications to Civic Center have been constructed thereafter.

Harper's Magazine praised the structures, "The Scottsdale City Hall and Library are a pair of the most gratifying and under publicized civic buildings in America." (December 1969). They received three AIA awards. The Scottsdale Public Library entry way and interior have since been altered, but the City Hall remains relatively intact. In 1974, Bennie designed the Scottsdale Center for the Arts (SCFA), a modern building with massive walls, within the Scottsdale Civic Center area. The building includes a main theater, a smaller theater, atrium and gallery space for exhibitions. It is environmentally sound and naturally illuminated by skylights. The AIA recognized its excellence in 1977. Recently, The SCFA has been renovated and upgraded but not changed from its original design."

Johanna Haver, Bennie Gonzales Archive, ModernPhoenix.net



## 2. Introduction

### Legacy & Preservation

*“On August 7, 1990, Scottsdale City Council approved the first major update to the Civic Center’s initial Master Plan (Case No. 22-UP-1990). This plan contemplated modifications to Civic Center Library, Scottsdale Stadium, the Police station (Scottsdale Courthouse), additional government office space, the park facilities. In addition, the east couplet through Downtown was created along North Drinkwater Boulevard (formerly Civic Center Plaza) with the intent that it would give the Civic Center Mall increased visibility. The modifications envisioned in the 1990 update were implemented throughout the 1990’s (at that time, most of Scottsdale Civic Center Mall was zoned Central Business (C-2) and Highway Commercial (C-3) in 1958 and 1962). In 2003, the property was later zoned to include stimulations of the Downtown Overlay (DO) as well. This zoning district served to implement the Downtown Plan pertaining to the Civic Center Mall and was adopted in 1984, and modified in November 2012. To date, none of the Civic Center Mall has been rezoned to align with the overlay. The purpose of this Design Concept Report and preceding Municipal Use Master Site Plan update is to bring Scottsdale Civic Center into its appropriate zoning classification as well as delineate future phases for renovation/upgrades necessary to serve both citizens and visitors of Scottsdale.*

*On August 2, 2015, the City of Scottsdale initiated a work order with Holly Street Studio Architects & Floor Associates Landscape Architects to amend the existing Civic Center Mall master plan. The effort will document appropriate zoning designation in line with Downtown Character Area Plan, its current and past use, and continued service as open public space for which it was intended. Current conditions challenge these goals due to technical capabilities, outdated amenities, lack of open space for events and connection to other city focal points and engagement with adjacent businesses.”*

Scottsdale City Staff 2017

The following document contains the updated and approved Municipal Use Master Site Plan (MUMSP), which was approved by city council on May 1st 2018, and the next phase of work, the Design Concept Report (DCR) highlighting necessary improvements for the use and enjoyment of the Civic Center for future generations to come.





### 3. Public Outreach Summary

#### Design Concept Report

The Scottsdale Civic Center Design Concept Report is the result of an extensive internal and external outreach process with Scottsdale Citizens, Civic Center Operations Team, Scottsdale Arts, Local Businesses and City Leadership. The documentation of this input allowed for creation of a conceptual plan that upgrades the current facility without extensive changes to its familiar and well-regarded characteristics. **The goal of these recommended modifications is to create a more desirable and useful city center with multiple "event ready" venues functioning at high efficiency. This will reboot Scottsdale Civic Center as the city's premier destination for arts+cultural events, urban open space, and essential municipal functions.**

Outreach efforts gathered past, present, and future narratives of the City of Scottsdale incorporating multiple perspectives, including those of governmental agencies, special task forces, adjacent commercial and residential neighbors and the public at large.

Through the documentation of direct needs and aspirations of all stakeholders, the new Master Plan and Conceptual Design incorporates recommendations from the City of Scottsdale's Downtown Economic Development Strategic Plan and the Hospitality and Tourism 5-year Strategic Plan, ensuring consistent approaches to the stewardship of open public space.

The following Design Concept Report (DCR) is a visual, prioritized, planning document effort that outlines necessary improvements, upgrades, and expansion of uses for citizens and visitors, for small informal activities, as well as grand formal events.

#### Priorities & Design Opportunities based on Outreach

##### Infrastructure: **Deferred Maintenance**

- ADA Access
- Grading and Drainage
- Underground Utilities
- Drinkwater Bridge Structural Repairs
- Visibility & Wayfinding
- Electrical Upgrades [power + lighting]
- Fountain Repair
- Existing Turf Issues
- New Landscape Solutions

##### Public Space: **Improve Public Park Amenities**

- Improved Flexibility
- Public Restrooms
- Visibility & Wayfinding - On Site
- Visibility & Wayfinding - From Downtown
- Hardscape
- Multimodal Circulation
- Shade: Natural and Constructed

##### Event Venue: **Expand Capabilities**

- Performance Stage(s)
- Storage
- Power, Lighting and Sound
- Accommodation of 25,000 people [200,000 sq ft]
- Flexibility, Ease of Set Up / Take Down for Events
- Delivery Access
- Security, Fencing
- Maintenance Plan

##### Point of Pride: **City Epicenter**

- Revitalization of 'Village Green'
- Define Scottsdale's New Downtown Image
- Establish 24/7 Destination
- Weekday Amenity

##### Economic Catalyst: **Spark Prosperity**

- Premier Address & Visitor Destination
- Support of Local Businesses
- Corporate Engagement
- Attraction for International Events
- Spark Local Infill and Adaptive Re-Use.
- Activated Urban Space - Weekday Use

##### Environmental Stewardship

- Example of 'City in the Desert' - Micro Climate
- Native Landscaping - Responsible Water Use
- Shade Structure Design
- Opportunity for Energy Regeneration
- Walkable, Bikeable Hub
- Urban Habitat

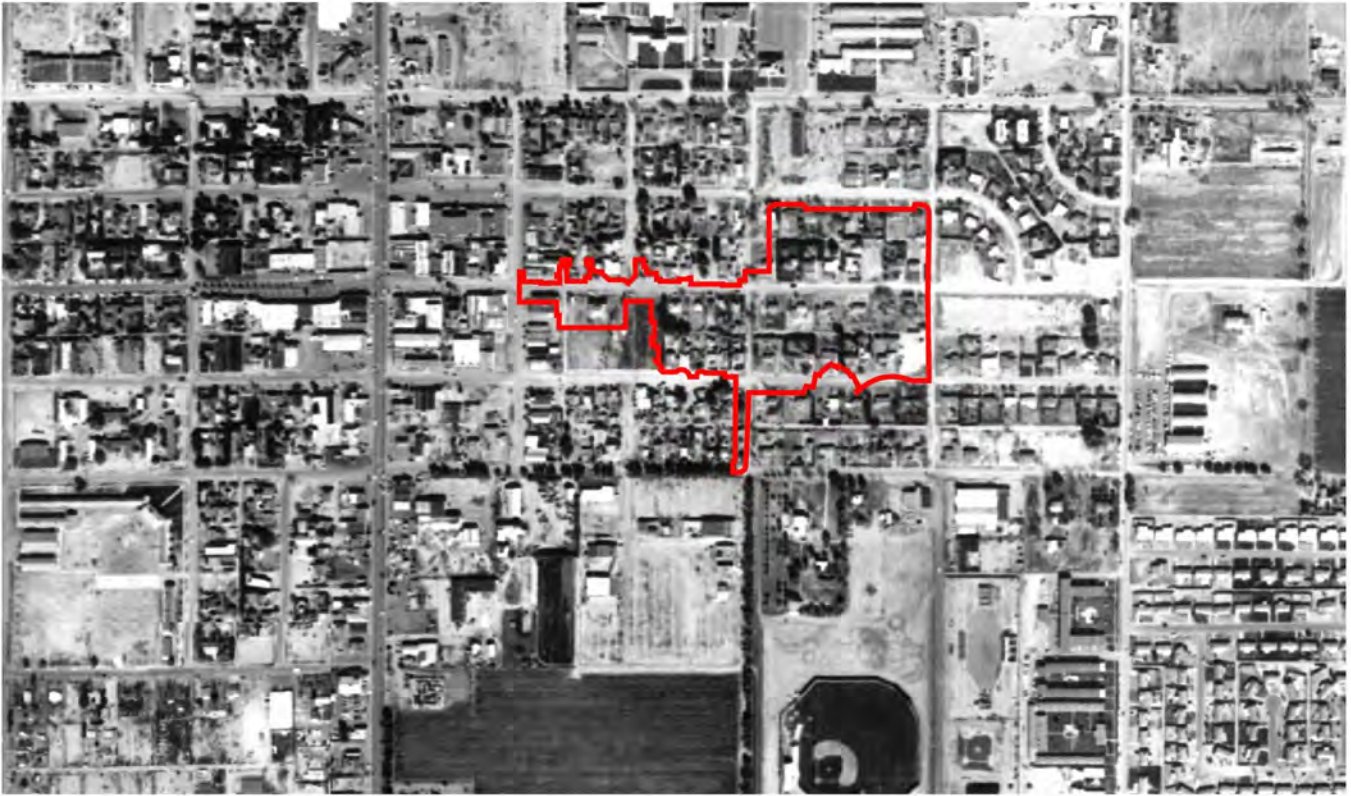
##### Improved Quality of Life

- Multi-Generational Gathering Space
- Outdoor Living & Activity Zones
- Connection to Arts + Culture
- Walkable, Bikeable Hub
- Urban Habitat

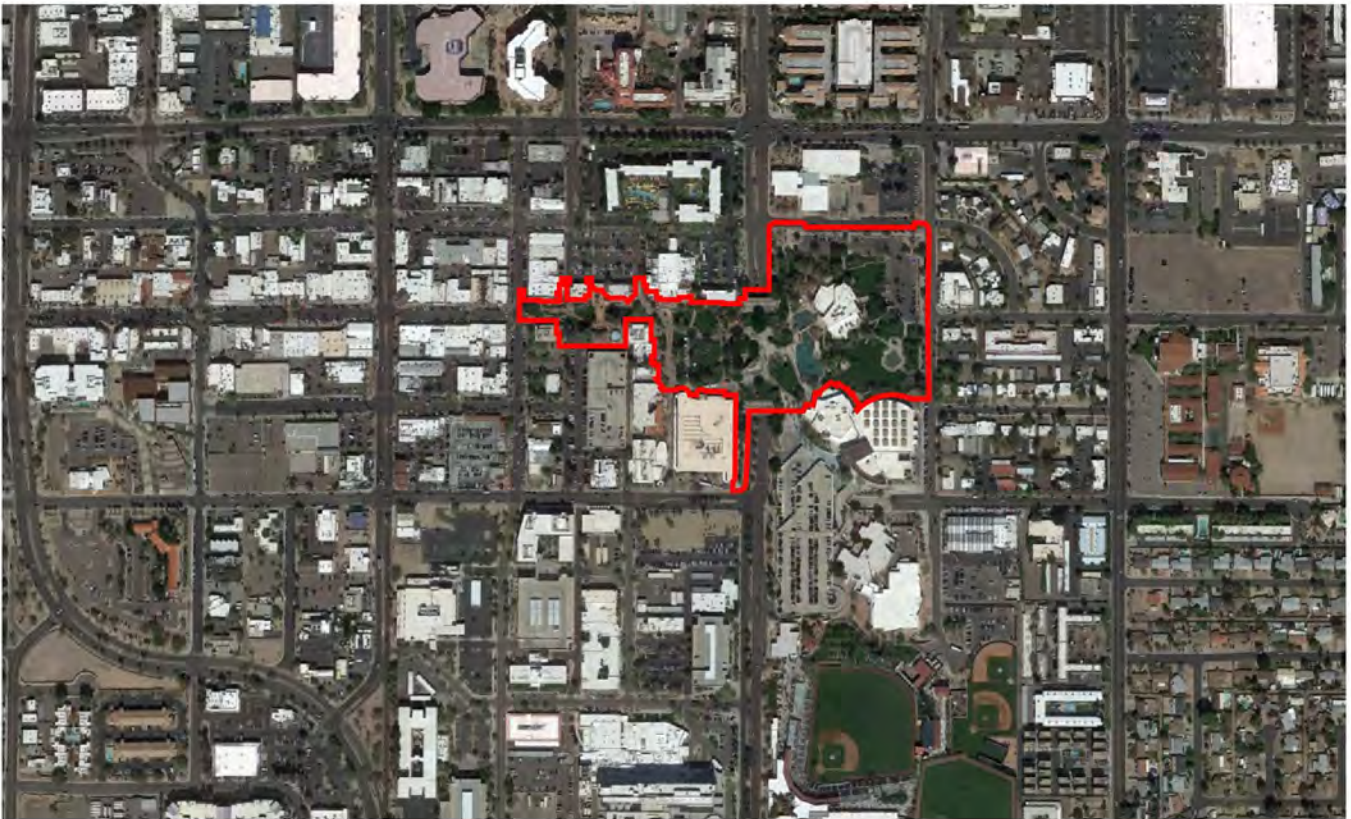
## 4. Masterplan

### Historic and Existing Context

Historic Context - 1959 Aerial



Existing Context - 2018 Aerial



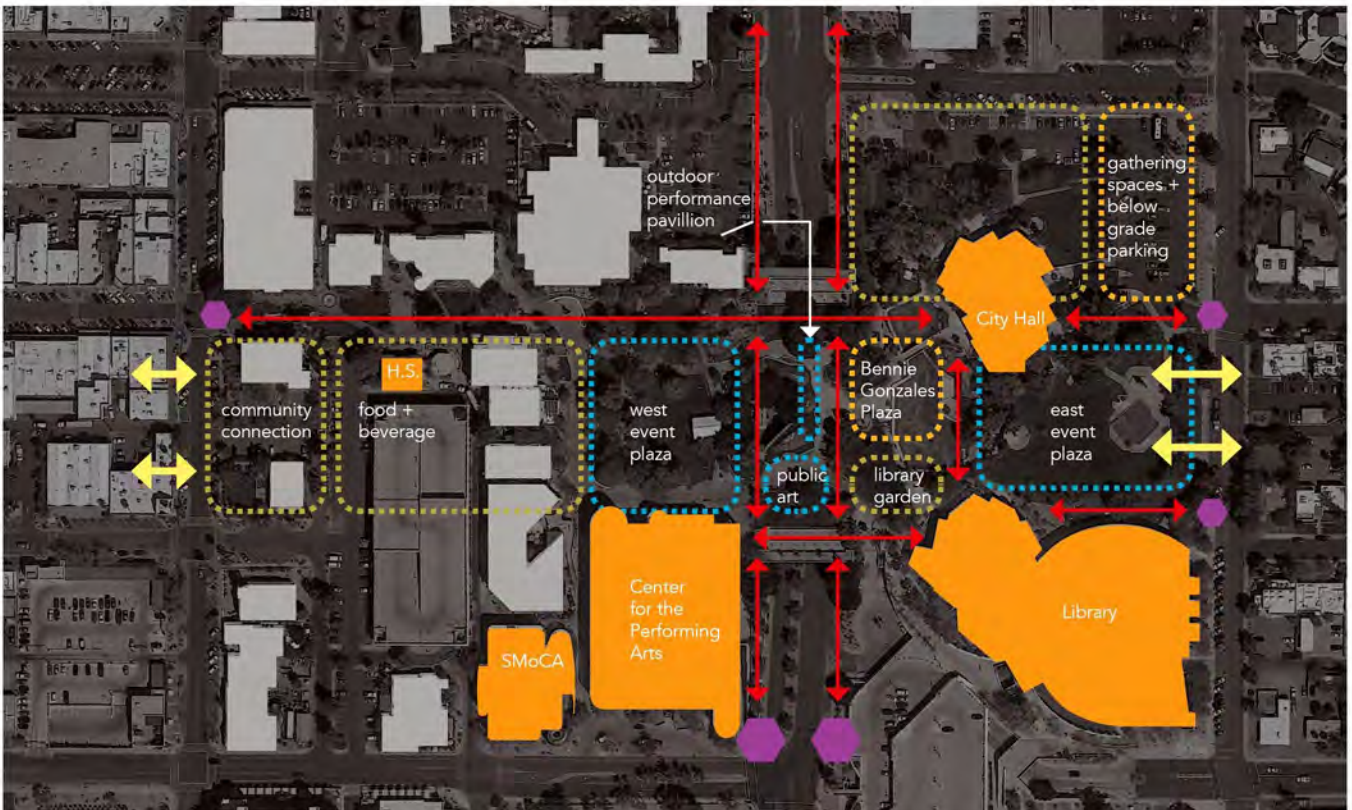
## 4. Masterplan

### Scope of Work and Program Analysis

Program Analysis Diagram - Existing Building Uses + Desired Activities

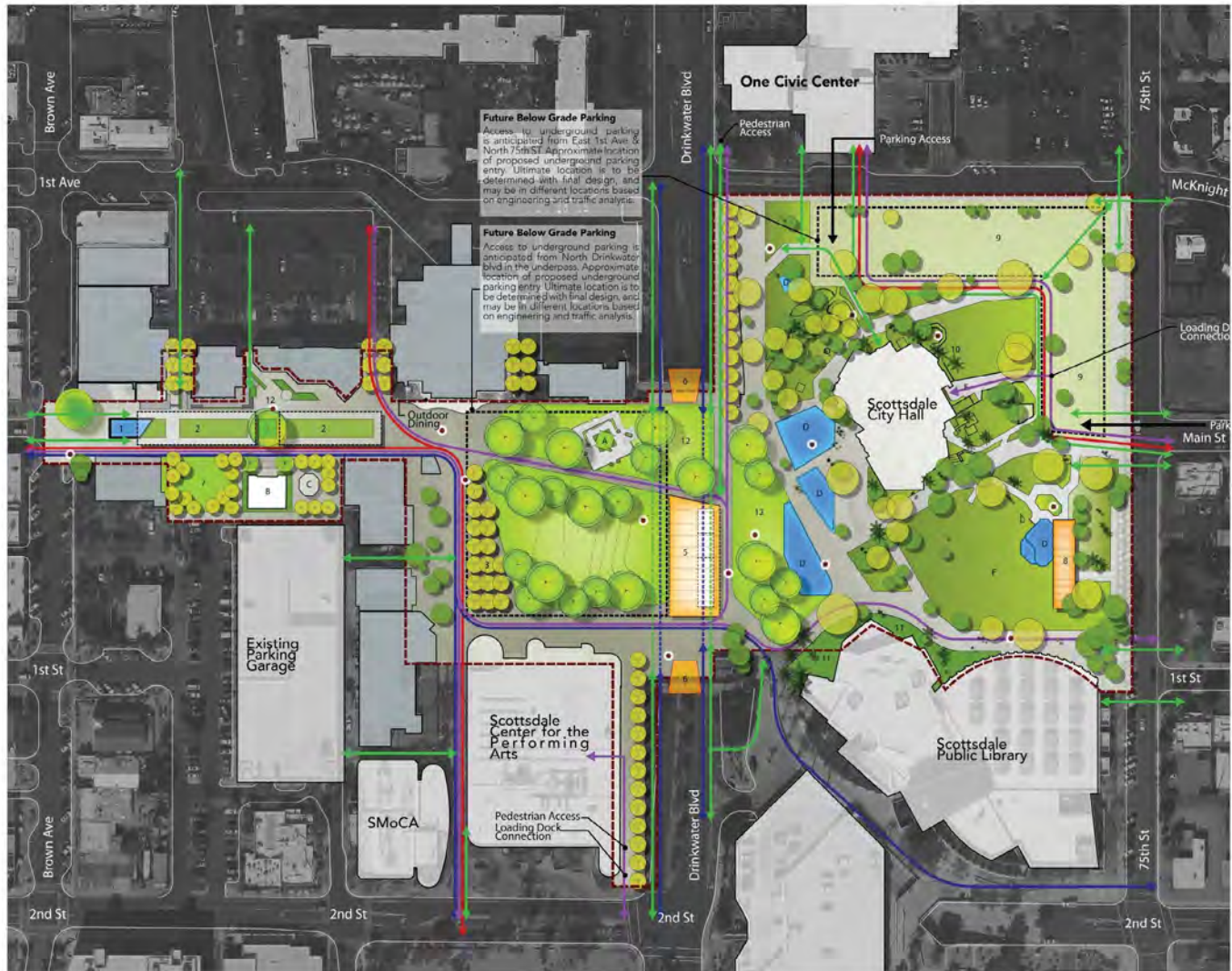


Program Analysis Diagram - Existing Building Uses + Desired Activities



## 4. Masterplan

Municipal Use Master Site Plan (MUMSP) \*Approved by City Council on May 1st 2018



### GENERAL NOTES

- Re-Align Primary Pedestrian Access from City Walks
- All proposed improvements are conceptual and are subject to individual approval processes prior to construction.
- Fire lanes to conform to existing ordinances.  
See complete application & project narrative for additional information.

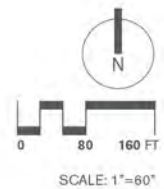
### EXISTING SITE AMENITIES

- A. Rose Garden
- B. Scottsdale Historical Museum
- C. Restroom
- D. Water Feature
- E. Loading Dock
- F. Event Lawn
- Art Pieces to Remain in Place or relocated within Scottsdale Civic Center Mall

### PROPOSED SITE AMENITIES

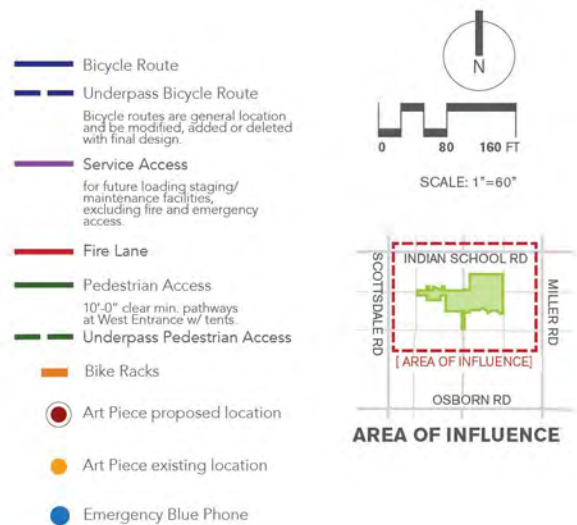
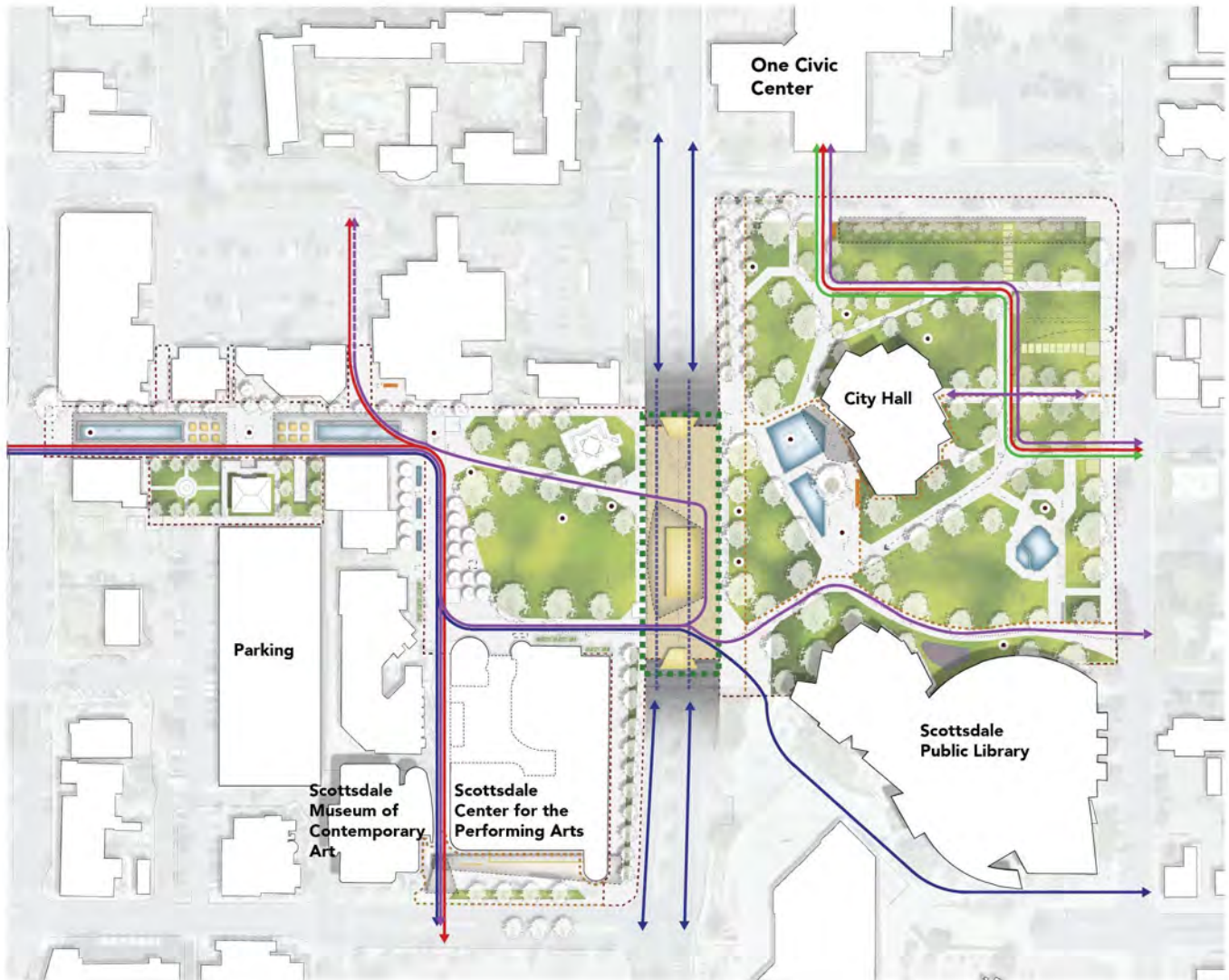
1. Water Feature | Yearling Relocation
2. Gardens with Shade Canopy
3. Tree Grove | Festival Tent Space Set Up
4. Main Event Lawn | Amphitheater
5. Main Performance Pavilion | Stage | Restrooms | Support Facilities
6. City Overlook
7. Landscaped Plaza
8. Small Event Pavilion | Stage | Small Event Plaza
9. Landscape Open Space  
(Current parking - approximately 90 spaces to be replaced and increased by below-grade parking in future phases)
10. Memorial
11. Children's Garden
12. Updated Plaza | Green Space

- Bicycle Route
- Underpass Bicycle Route  
Bicycle routes are general location and be modified, added or deleted with final design.
- Service Access  
for future loading staging/maintenance facilities, excluding fire and emergency access.
- Fire Lane
- Pedestrian Access  
10'-0" clear min. pathways at West Entrance w/ tents
- Underpass Pedestrian Access
- Private Ownership



# 4. Masterplan

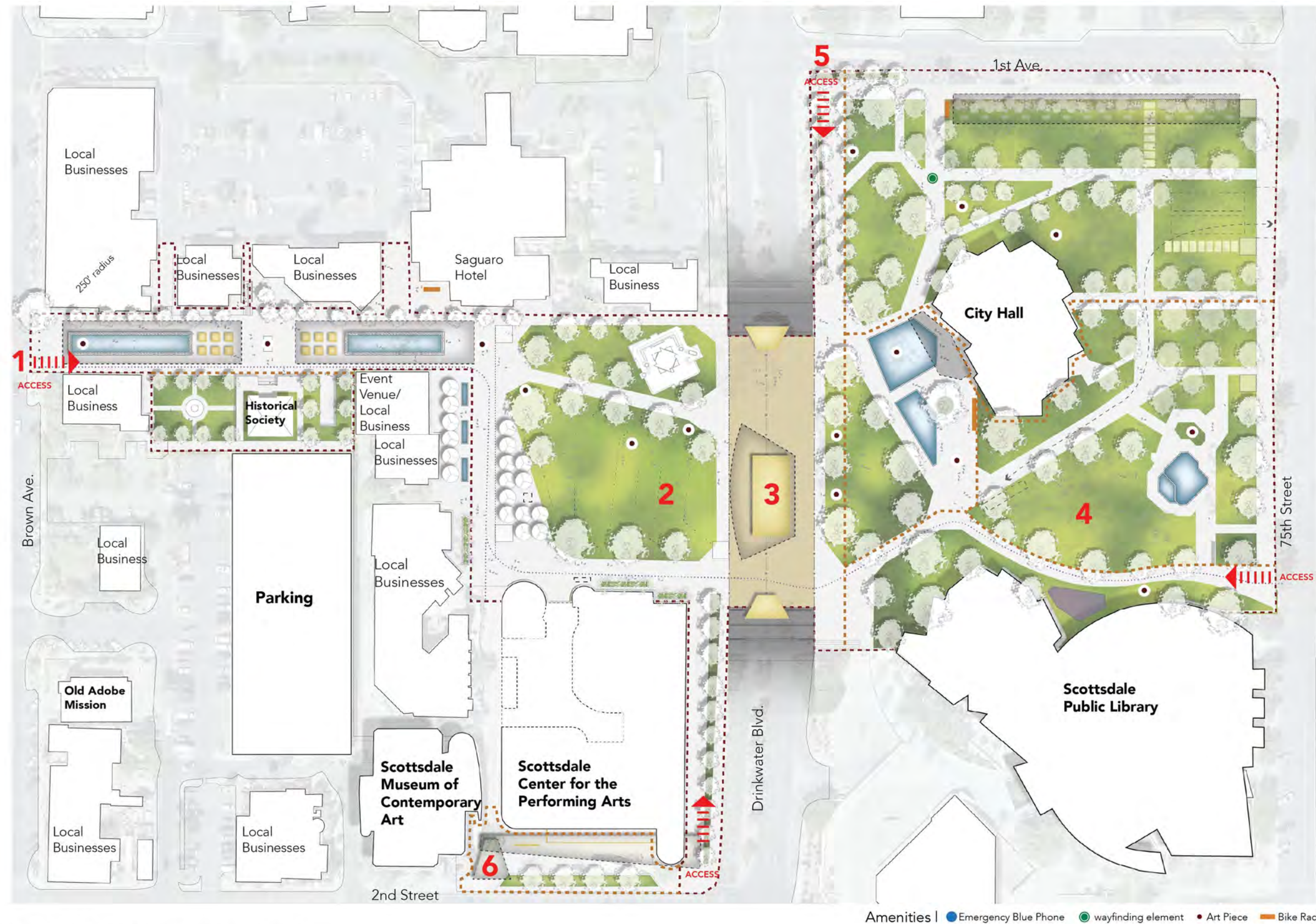
## Design Concept Report (DCR) Site Plan \*with overlay of MUMSP circulation requirements





## 4. Masterplan

### Design Concept Report: Overall Site Plan



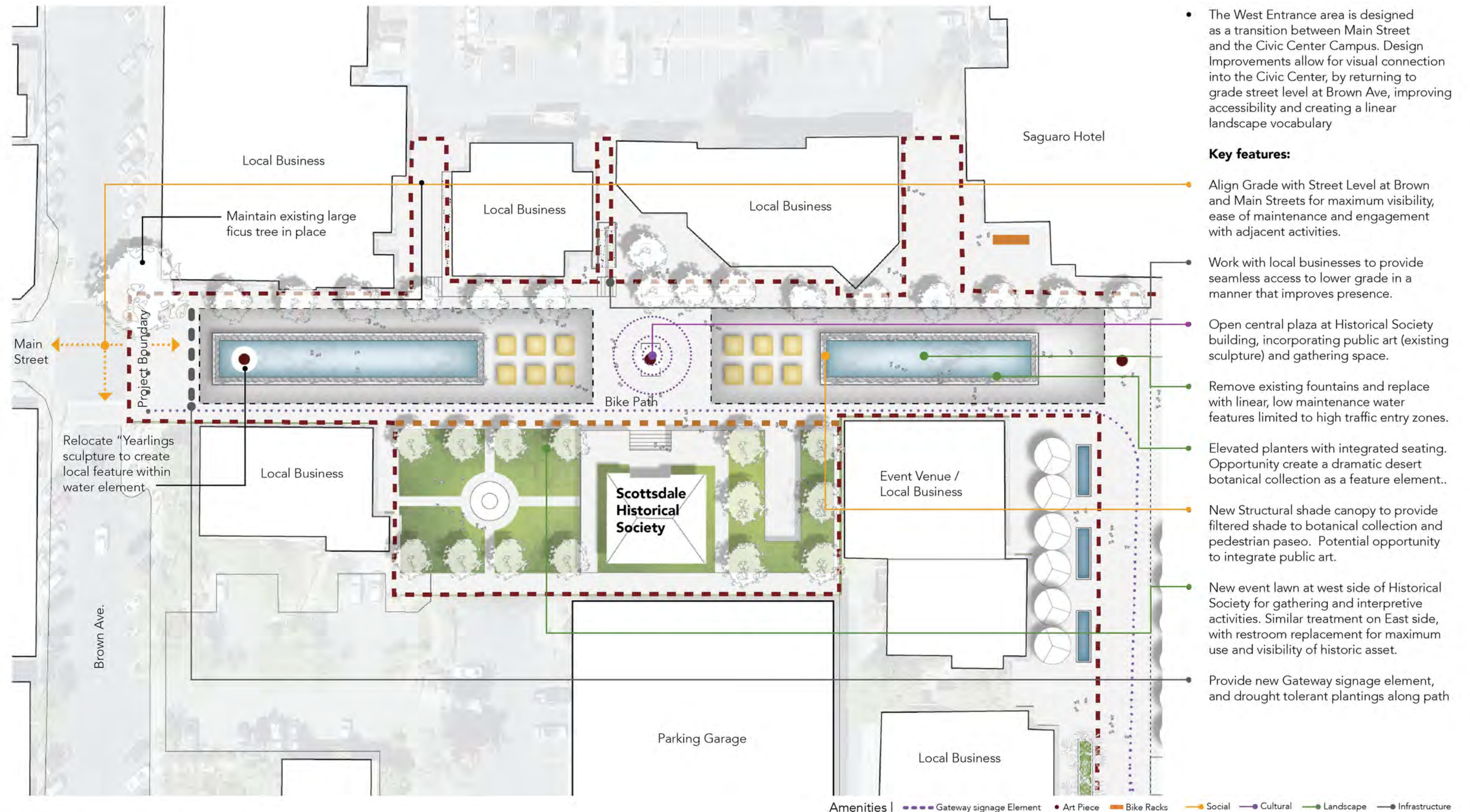
#### Focus Areas

- 1. West Entrance Improvements**
  - The West Entrance area is designed as a transition between Main Street and the Civic Center Campus. Design Improvements allow for visual connection into the Civic Center, going back to street level grading, improving accessibility.
- 2. Center Lawn**
  - The Center Lawn serves as the main public event space in the Civic Center for performances, outdoor gathering, festivals, picnics and special programs.
- 3. Bridge Pavillion**
  - The Bridge Pavillion acts as both a linear walkway through the park and a performance space for Central Lawn. Program elements include an event stage, public restrooms, and storage space.
- 4. East Lawn**
  - The East Lawn is located in front of/to the North Scottsdale Public Library and it conserves the majority of the existing infrastructure. The existing lawn remains in place for smaller events and local neighborhood activities.
- 5. Northeast Entrance**
  - Currently an open parking lot, the north east portion of the Civic Center is a key point of entry to the campus. Existing parking would go underground allowing for better pedestrian access and greater open public space..
- 6. Second Street Entrance**
  - The Second Street Entrance allows for greater access and visibility for both pedestrian and vehicular traffic entering the Civic Center complex from the south. The drop-off includes multiple lanes for ease of use, a shade canopy and new signage to promote performances and events.

Amenities | ● Emergency Blue Phone ● wayfinding element ● Art Piece ● Bike Racks

## 4. Masterplan

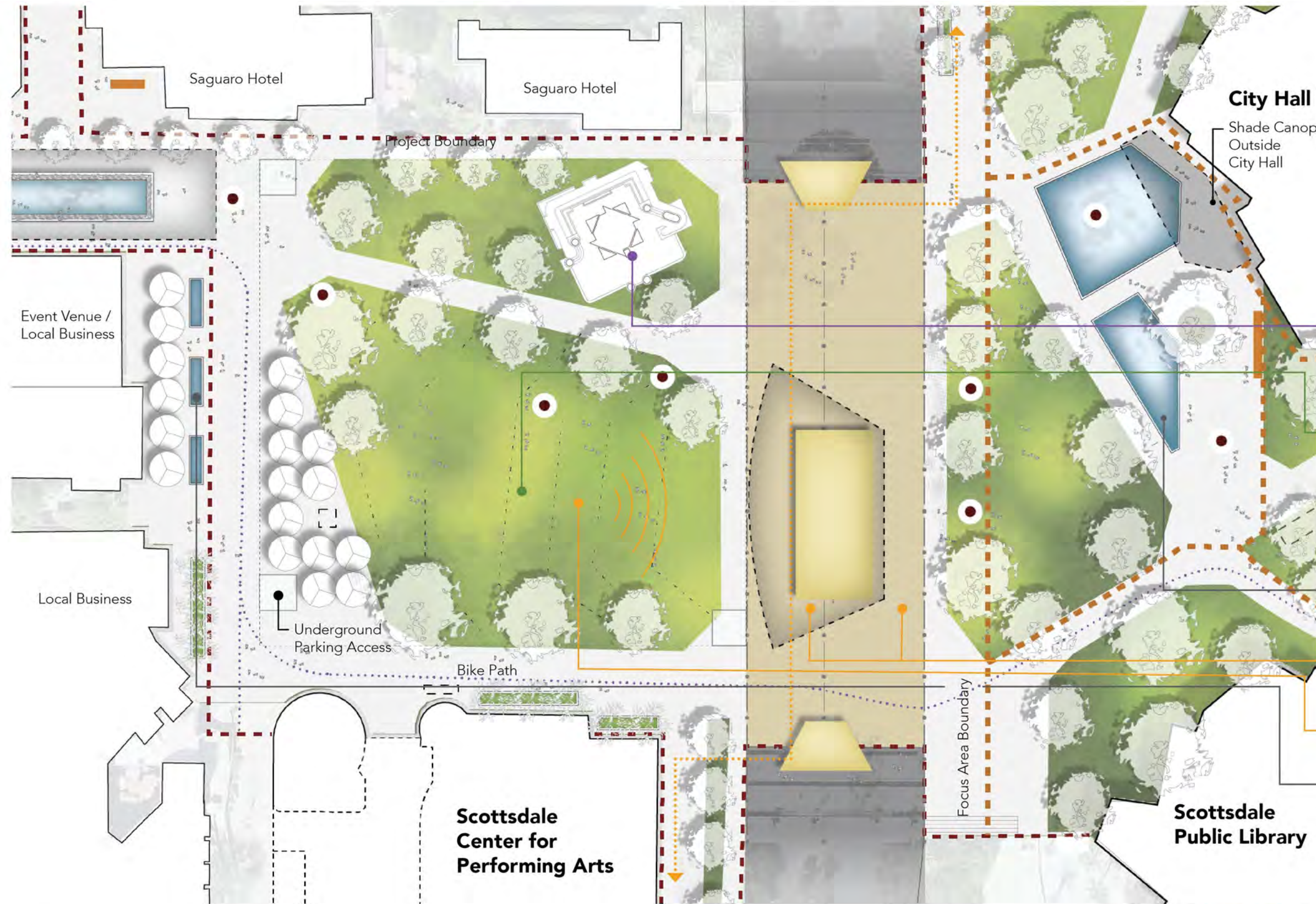
### Focus Area 1: West Entrance Improvements





#### 4. Masterplan:

##### Focus Area 2 & 3: Center Lawn and Bridge Pavilion



- The Center Lawn serves as the main public/event space in the Civic Center for performances, outdoor gathering, festivals, picnics and special programs.
- Grading and drainage to create gentle slope for preferred sight lines and dispersion of water below grade.
- The Bridge Pavilion acts as a performance space stage and shade canopy directed toward central lawn. Program elements include power and lighting hookups, raised platform, and mounting devices for props and equipment.

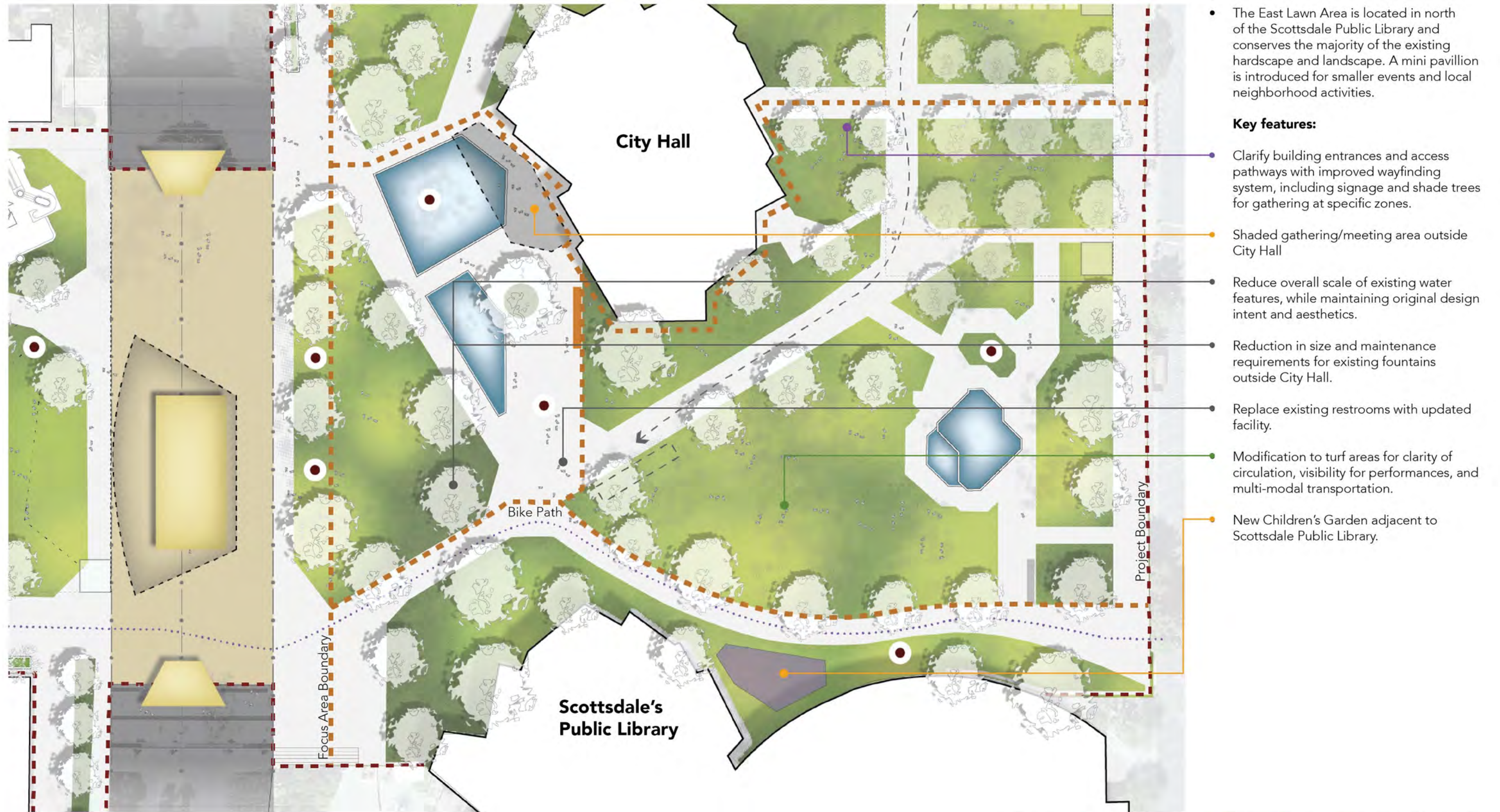
#### Key features:

- Maintain "lush" ornamental landscape aesthetic, including original Rose Garden, while transitioning to long term plant palette of lower water intensive and lower maintenance materials.
- Modification to turf areas for clarity of circulation, visibility for performances, and multi-modal transportation. Reduce overall turf while maintaining open areas for concert seating, festivals and events. Provide combination of deciduous and non-deciduous trees to provide year round shade and filtered winter shade
- Reduce overall scale of existing water features, while maintaining original design intent and aesthetics.
- Integrate stage element with new bridge paving material, building repairs, and landscape modifications.
- Improved visibility toward East Lawn and 75th Street.
- Clarify hardscape edges to adjacent development areas that include seating, public art, possible water features.
- Improved pedestrian access from North and South portions of Drinkwater Boulevard.

Amenities | • Art Piece • Bike Racks • Social • Cultural • Landscape • Infrastructure

## 4. Masterplan

### Focus Area 4: East Lawn



- The East Lawn Area is located in north of the Scottsdale Public Library and conserves the majority of the existing hardscape and landscape. A mini pavillion is introduced for smaller events and local neighborhood activities.

#### Key features:

- Clarify building entrances and access pathways with improved wayfinding system, including signage and shade trees for gathering at specific zones.
- Shaded gathering/meeting area outside City Hall
- Reduce overall scale of existing water features, while maintaining original design intent and aesthetics.
- Reduction in size and maintenance requirements for existing fountains outside City Hall.
- Replace existing restrooms with updated facility.
- Modification to turf areas for clarity of circulation, visibility for performances, and multi-modal transportation.
- New Children's Garden adjacent to Scottsdale Public Library.

Amenities | • Art Piece • Bike Racks • Social • Cultural • Landscape • Infrastructure

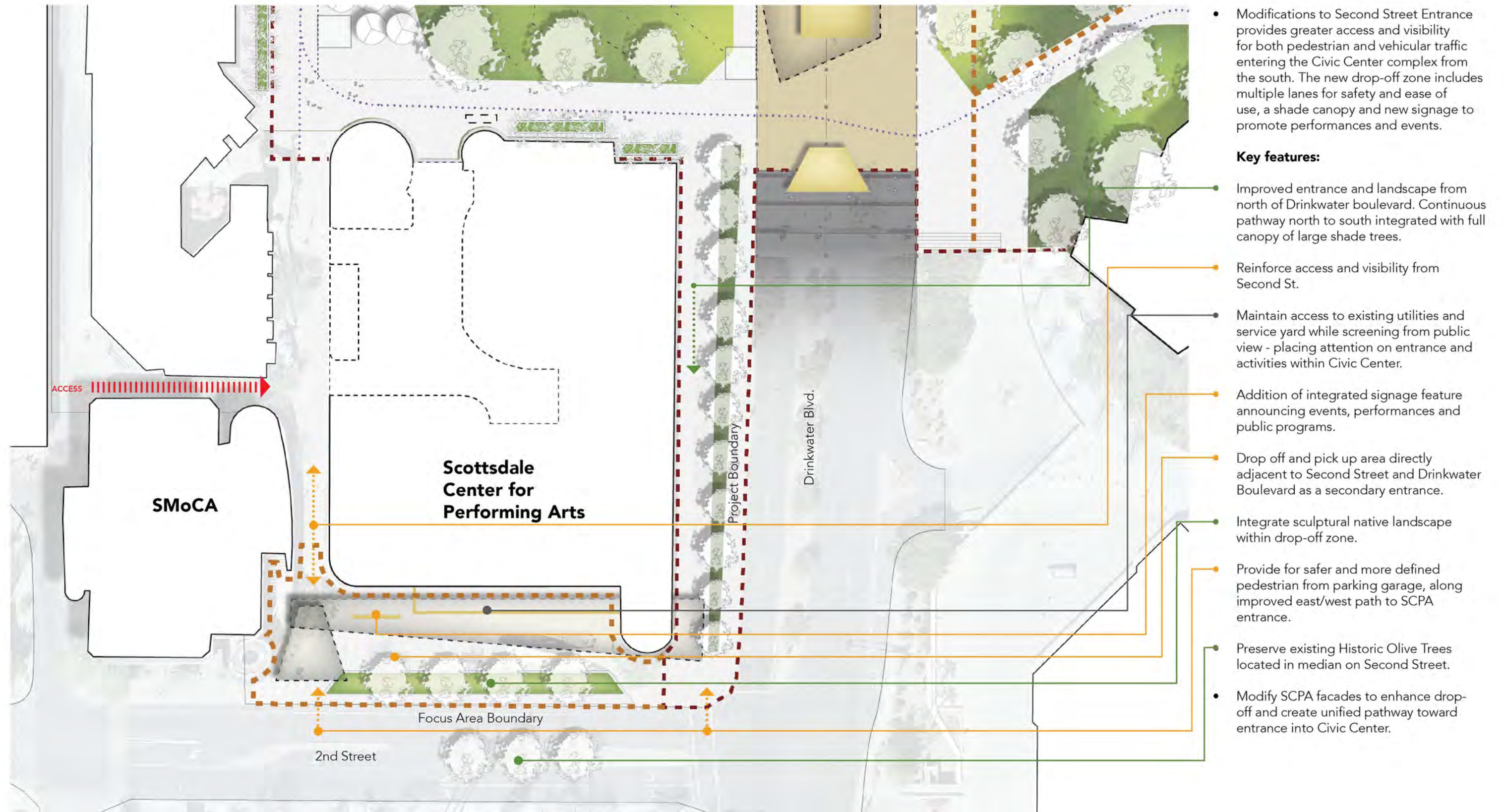
## 4. Masterplan

### Focus Area 5: Northeast Entrance



#### 4. Masterplan

##### Focus Area 6: Second Street Entrance (Separate project, re: Appendix G)



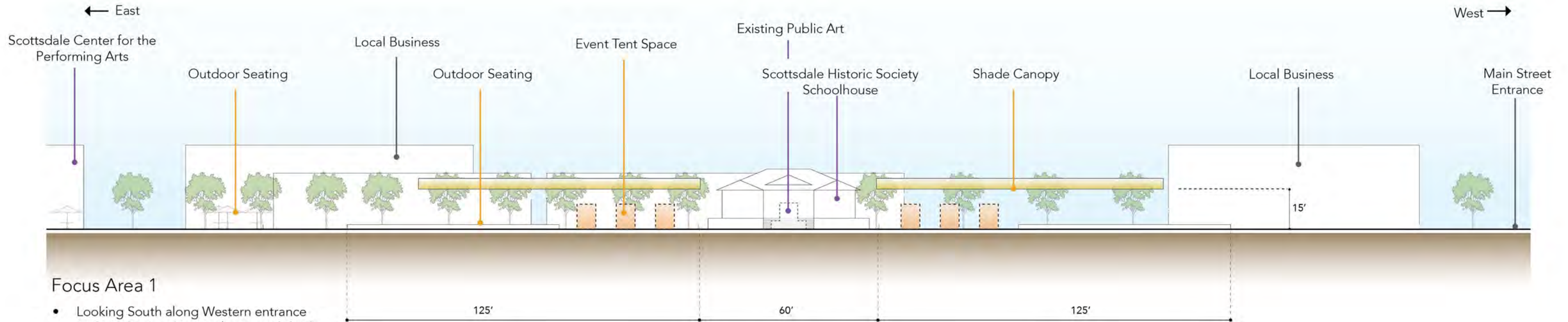
- Modifications to Second Street Entrance provides greater access and visibility for both pedestrian and vehicular traffic entering the Civic Center complex from the south. The new drop-off zone includes multiple lanes for safety and ease of use, a shade canopy and new signage to promote performances and events.

#### Key features:

- Improved entrance and landscape from north of Drinkwater boulevard. Continuous pathway north to south integrated with full canopy of large shade trees.
- Reinforce access and visibility from Second St.
- Maintain access to existing utilities and service yard while screening from public view - placing attention on entrance and activities within Civic Center.
- Addition of integrated signage feature announcing events, performances and public programs.
- Drop off and pick up area directly adjacent to Second Street and Drinkwater Boulevard as a secondary entrance.
- Integrate sculptural native landscape within drop-off zone.
- Provide for safer and more defined pedestrian from parking garage, along improved east/west path to SCPA entrance.
- Preserve existing Historic Olive Trees located in median on Second Street.
- Modify SCPA facades to enhance drop-off and create unified pathway toward entrance into Civic Center.

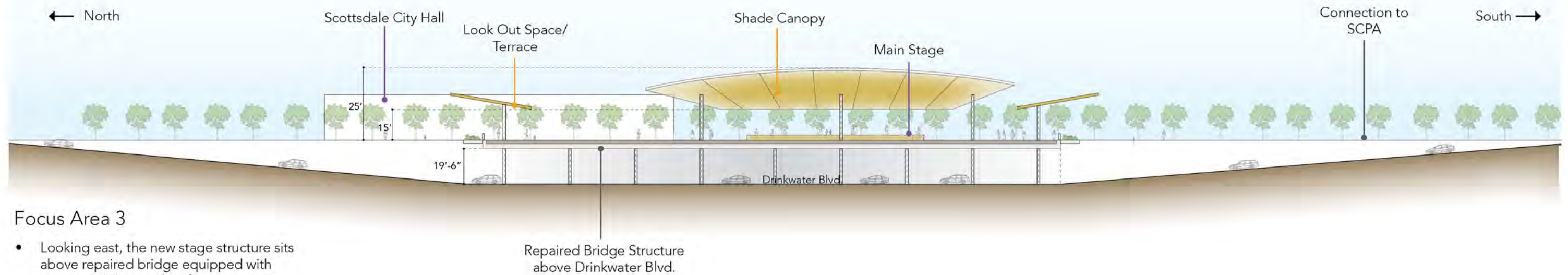
Amenities | • Art Piece ■ Bike Racks ■ Social ■ Cultural ● Landscape — Infrastructure

## 4. Masterplan



### Focus Area 1

- Looking South along Western entrance to Civic Center. Linear planter and shade structure placed at grade, ties into Brown Ave. and Old Town. Planter to provide space for interpretive Desert Botanical exhibit



### Focus Area 3

- Looking east, the new stage structure sits above repaired bridge equipped with power and data outlets for conversion from stage canopy to performance pavilion. Weight is carried to columns below to maintain central location. Elevated platform with ramp access for improved sightlines and gathering area

— Social — Cultural — Landscape — Infrastructure



## 4. Masterplan

### Design Concept



Overall North View Looking South



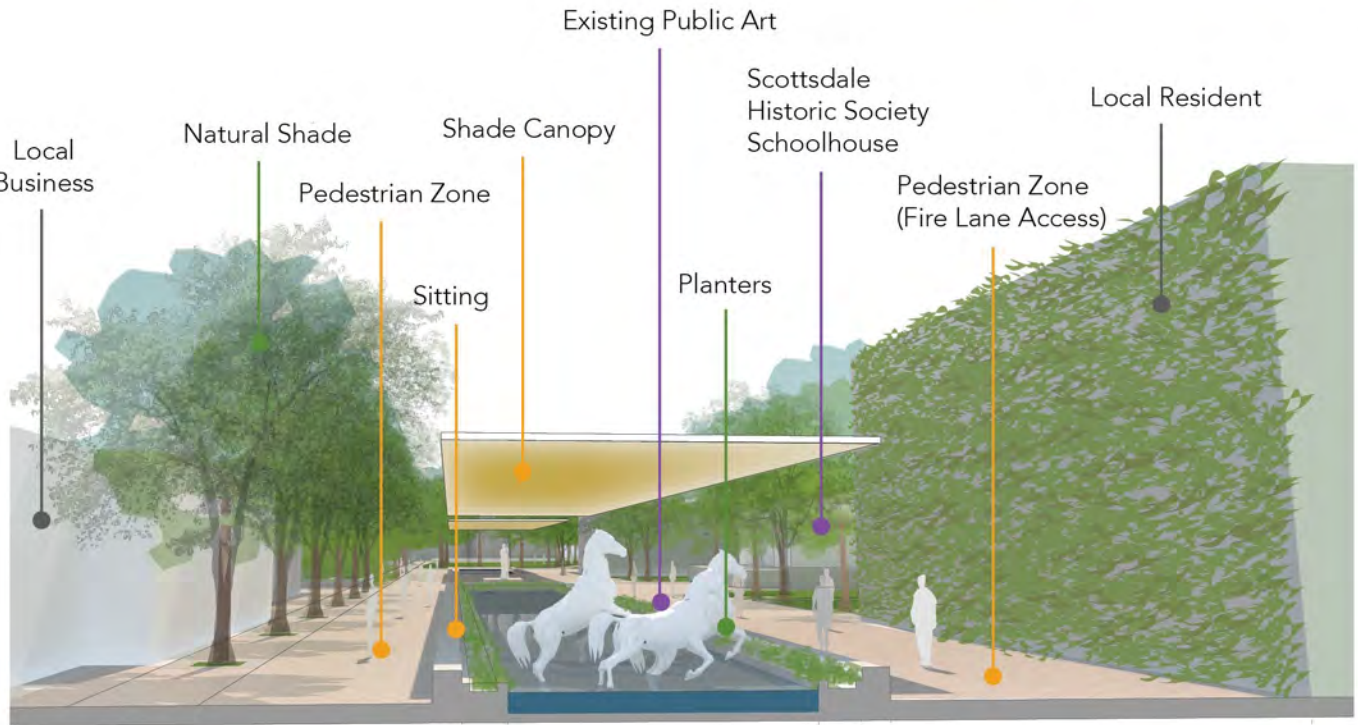
Overall West View Looking East

— Social — Cultural — Landscape

## 4. Masterplan

### Design Concept

—●— Social —●— Cultural —●— Landscape



Focus Area 1: Looking East



Focus Area 1: Looking South

—●— Social —●— Cultural —●— Landscape



## 4. Masterplan

### Design Concept



Focus Area 1: Looking South



Focus Area 6: Looking North (Separate project, re: Appendix G)

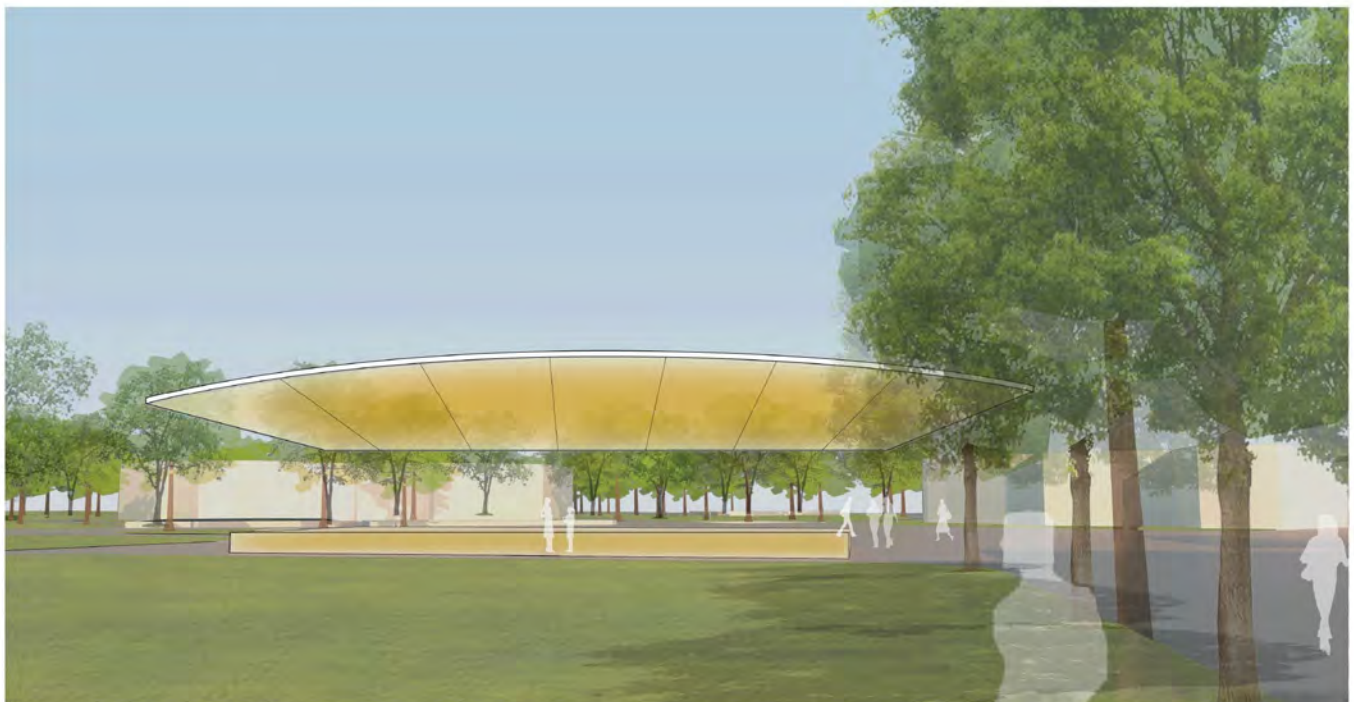
— Social — Cultural — Landscape

## 4. Masterplan

### Design Concept



Focus Area 2: Looking East

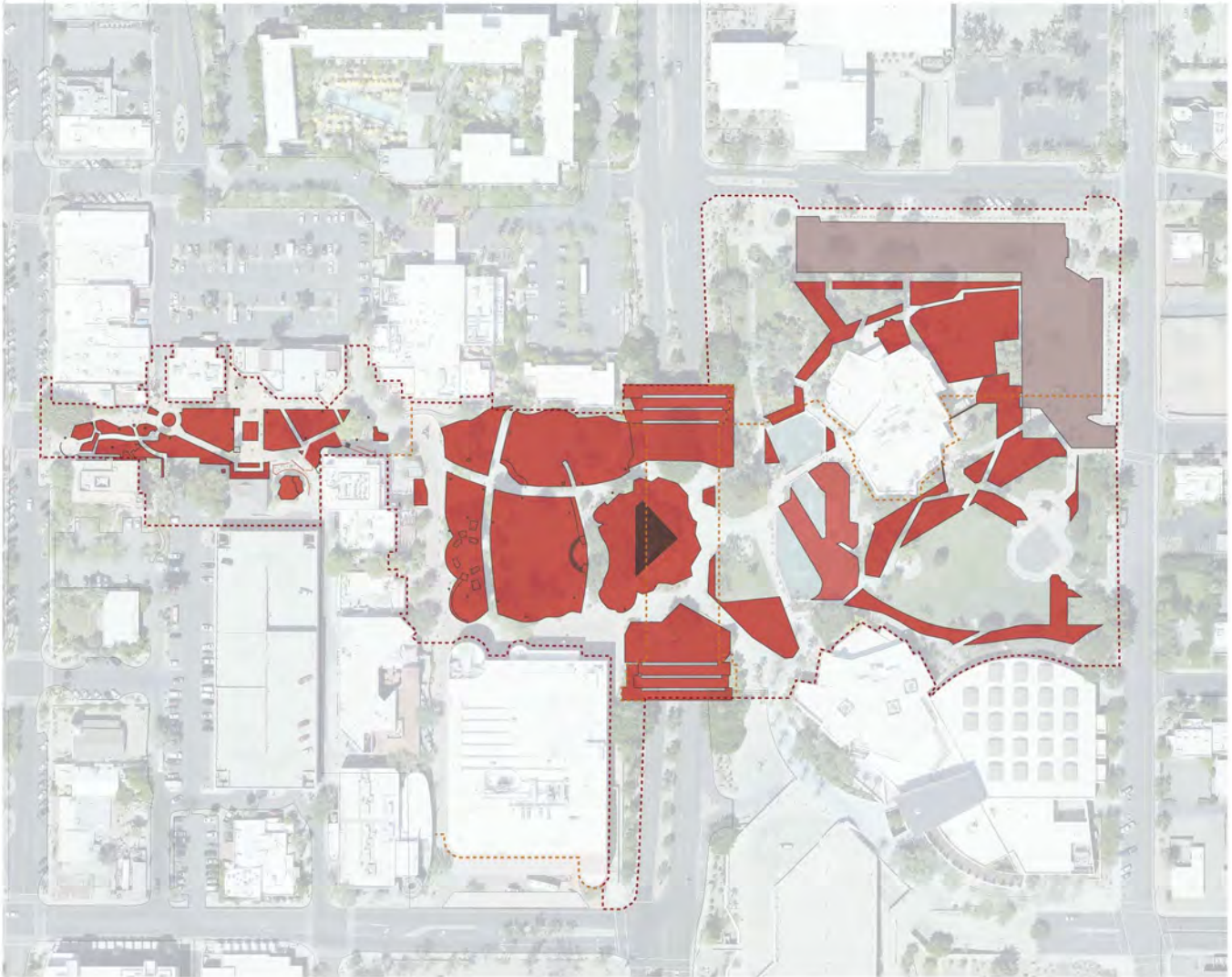


Focus Area 2: Looking East

—●— Social —●— Cultural —●— Landscape

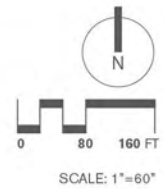
## 5. Implementation

### Conceptual Demolition Plan



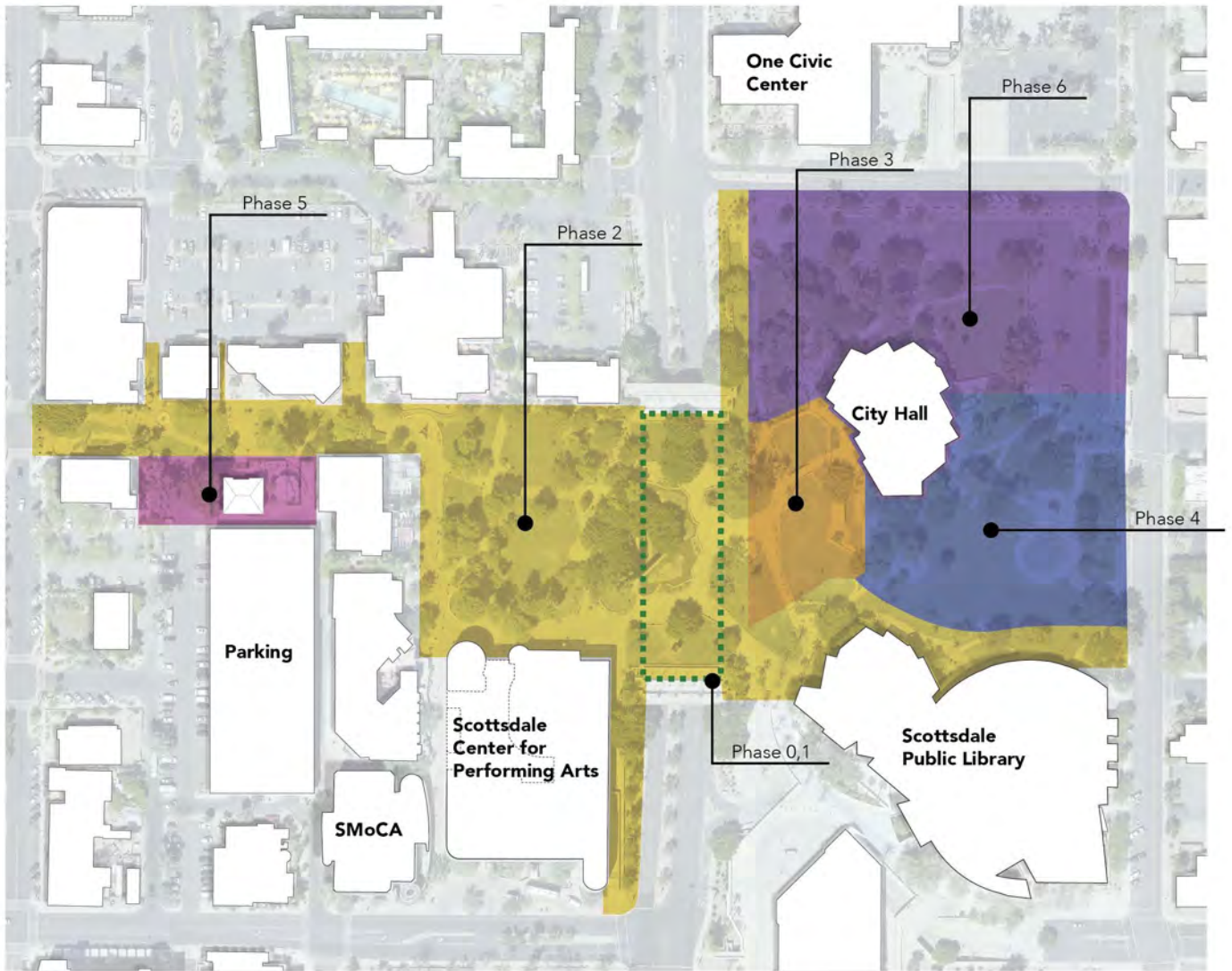
#### GENERAL NOTES

- Remove existing planters/hardscape and vegetation on site, prepare for development.
- Cover existing aperture.
- Remove portion of water feature.
- Relocate existing parking underground. (if decided in Phase 5)



## 5. Implementation

### Phasing Plan (existing)



#### Phase 0,1

- Bridge Repair
- Enclose bridge gap

#### Phase 2

- Access - Public
- Center Stage / Bridge Plaza
- Center Lawn
- Access - SCPA Ramp

#### Phase 3

- Reduce/Re-imagine City Hall lagoon/plaza

#### Phase 4

- East Lawn
- Performance Structure

#### Phase 5

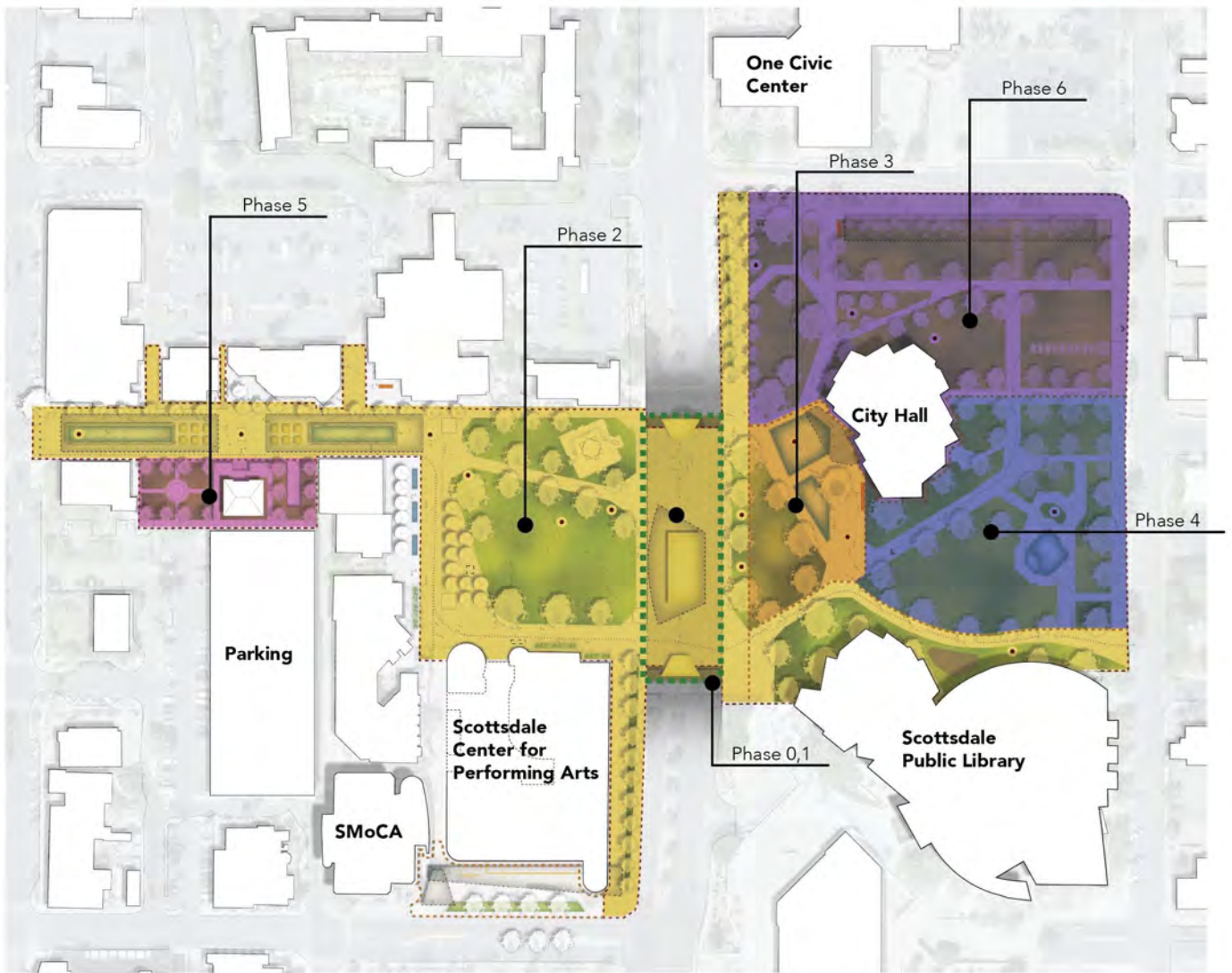
- West Entrance Pocket Park
- Restroom Renovation or Removal

#### Phase 6

- Northeast Entrance
- Underground Parking + Campus Improvements

## 5. Implementation

### Phasing Plan (proposed)



#### Phase 0,1

- Bridge Repair
- Enclose bridge gap

#### Phase 2

- Access - Public
- Center Stage / Bridge Plaza
- Center Lawn
- Access - SCPA Ramp

#### Phase 3

- Reduce/Re-imagine City Hall lagoon/plaza

#### Phase 4

- East Lawn
- Performance Structure

#### Phase 5

- West Entrance Pocket Park
- Restroom Renovation or Removal

#### Phase 6

- Northeast Entrance
- Underground Parking + Campus Improvements

## 5. Implementation

Cost Estimate (To be developed in conjunction with Hayden Construction)

### Available Funds

City allocated budget	TBD
Private Investment / Donations	TBD
total	TBD

### Phase 1 Improvements

bridge renovations / maintenance  
Infill opening at bridge  
demolition + re-grading  
art protection and relocation  
hardscape improvements  
fountains and site built features  
landscaping  
signage / wayfinding  
utility replacement / improvements

---

sub total

### Phase 2 Improvements

stage  
canopy / trellis structure  
fire sprinklers  
demolition + re-grading  
utility replacement / improvements  
elevated walkways to Drinkwater Blvd.  
fountain renovations / improvements  
art storage / protection and relocation  
hardscape improvements  
right-of-way improvements at street level  
landscaping + irrigation  
ALTERNATE SCOPE subterranean parking structure

---

sub total

### Phase 3 Improvements

demolition + re-grading  
Infill opening at bridge  
art storage / protection and relocation  
elevated walkways to Drinkwater Blvd.  
fountain renovations / improvements  
hardscape improvements  
utility improvements

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sub total

### Phase 4 Improvements

demolition + re-grading  
art storage / protection and relocation  
hardscape improvements  
landscaping + irrigation  
restroom building

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sub total

### Phase 5 Improvements

demolition + re-grading  
hardscape improvements  
landscaping + irrigation  
right-of-way improvements

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sub total

### Phase 6 Improvements

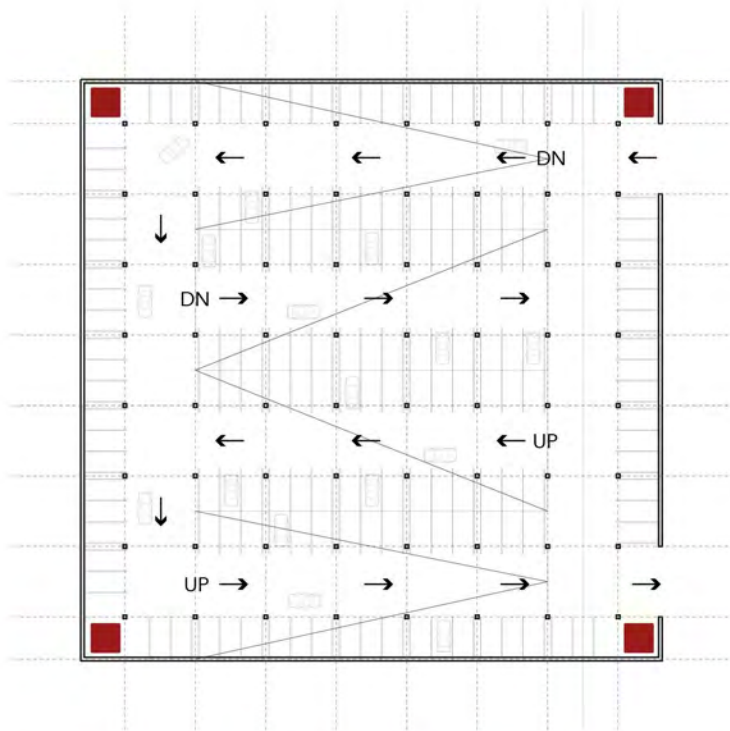
demolition + re-grading  
art storage / protection and relocation  
hardscape improvements  
landscaping + irrigation  
canopy / trellis structure  
right-of-way improvements  
ALTERNATE SCOPE subterranean parking structure

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sub total

## 5. Implementation

### Underground Parking Studies



**Location:** Focus Area 2 (Central Lawn)

**Total Floor Area:** 61, 256 ft<sup>2</sup>

**Total # of Parking Stalls:** 465

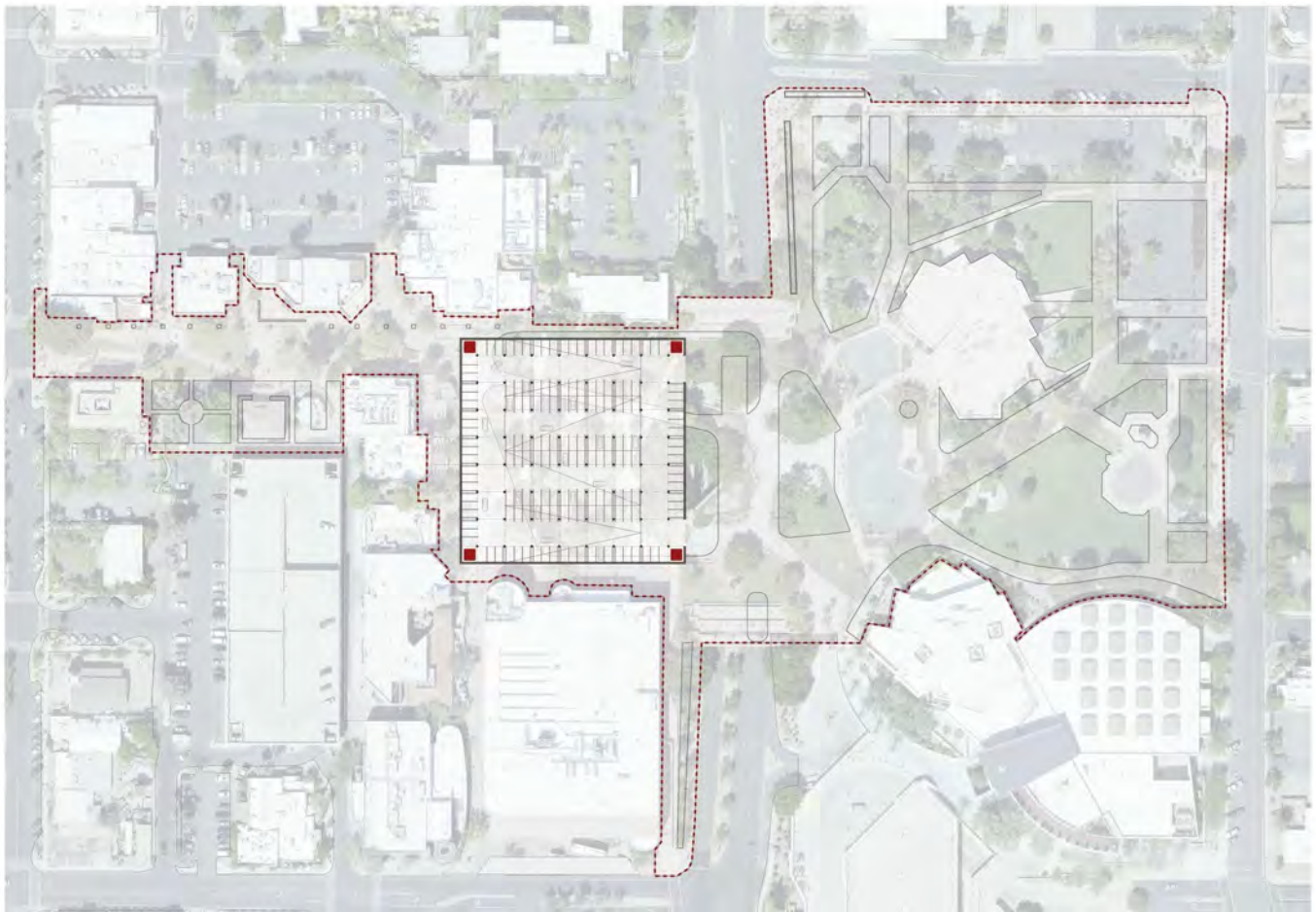
**Total Floors:** 4

**Total Depth:** 40'

**Assumptions:**

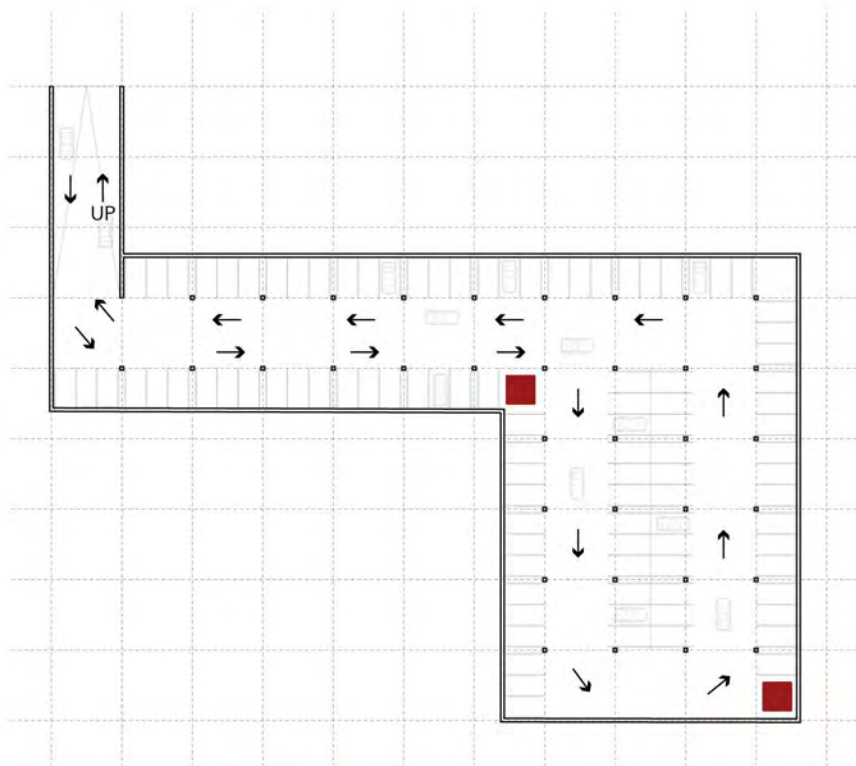
- 30' x 30' structure layout grid
- 9' x 18' parking space
- 24' driving isle
- 8' clear floor to ceiling

\*Layouts and stalls are approximate for visualization only



## 5. Implementation

### Underground Parking Studies



**Location:** Focus Area 5 (NE Lawn)

**Total Floor Area:** 40,609 ft<sup>2</sup>

**Total # of Parking Stalls:** 100

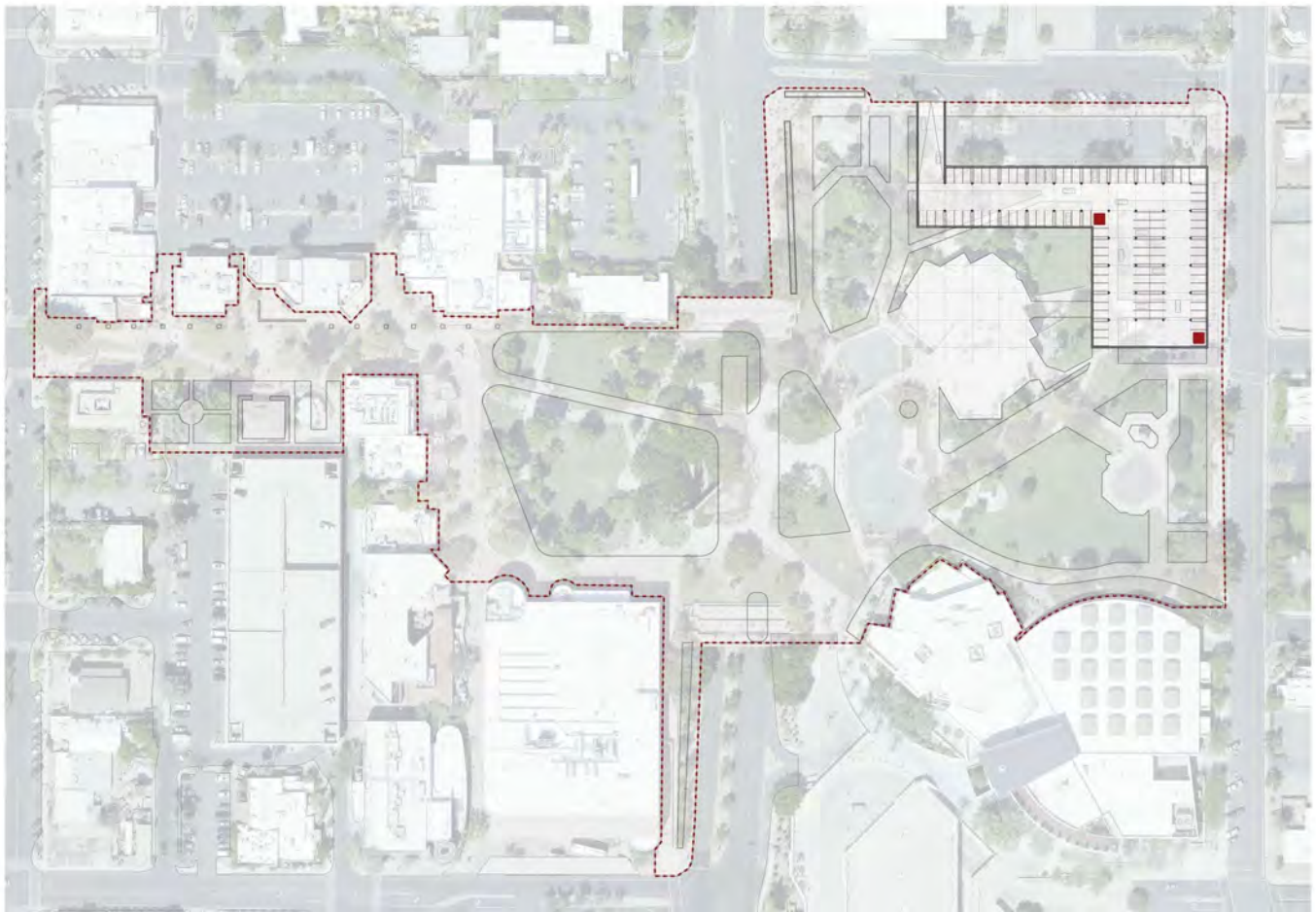
**Total Floors:** 1

**Total Depth:** 10'

**Assumptions:**

- 30' x 30' structure layout grid
- 9' x 18' parking space
- 24' driving isle
- 8' clear floor to ceiling

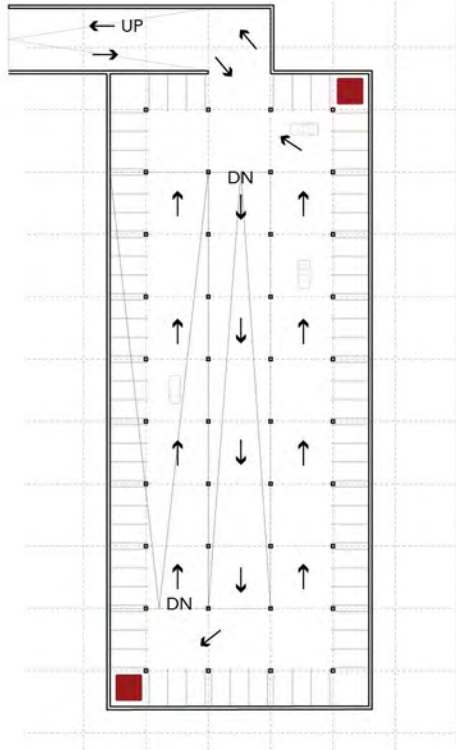
\*Layouts and stalls are approximate for visualization only





## 5. Implementation

### Underground Parking Studies



**Location:** Focus Area 5 (NE Lawn)

**Total Floor Area:** 43, 210 ft<sup>2</sup>

**Total # of Parking Stalls:** 228

**Total Floors:** 4

**Total Depth:** 40'

**Assumptions:**

- 30' x 30' structure layout grid
- 9' x 18' parking space
- 24' driving isle
- 8' clear floor to ceiling

\*Layouts and stalls are approximate for visualization only

