



# City of Scottsdale Civic Center Masterplan

Public Meeting #2 | 18 November 2015

Holly Street Studio Architects *with* Floor Associates

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**

# **Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**



# OVERVIEW

The Civic Center Mall Renovation Project will provide the necessary documents to update physical elements Scottsdale's Civic Center Mall based on input gathered from an extensive internal and external outreach process. **The goal is to create a more desirable and useful city center including an "event ready" venue which will allow the destination to be competitive in attracting large scale tourism events, and reboot the Scottsdale Civic Center as the city's epicenter** for open public space, municipal buildings, arts+culture, public gatherings, and special events.

**Outreach efforts will gather past, present, and future narratives of the City of Scottsdale** to incorporate 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 for the SCC Area of Influence, the new Master Plan and Conceptual Design **will incorporate and align with recommendations from both City of Scottsdale's Downtown, Economic Development Strategic Plan, and the Hospitality and Tourism 5-yr Strategic Plan.**

The result will be a visual, phased planning document that outlines both needs and aspirations of the City of Scottsdale for its central civic space in the form of a **Municipal Use Master Site Plan (MUMSP) Update and Conceptual Design.** It will reflect necessary improvements, upgrades, and expansion of uses for both citizens and visitors from near and far for both small informal activities, and grand formal events.



# PRIORITIES | AREAS of IMPROVEMENT

Infrastructure / Services

Address Deferred Maintenance / Deficiencies

Public Space / Activation

Improve Public Park Amenities

Event Venue / Gathering

Expand Performance/Festival Capabilities

Point of Pride / Identity

Create Destination Point/City Epicenter

Economic Catalyst / Growth

Spark Economic Prosperity

# SCHEDULE

- Public Meeting #1 – October 28, 2015 (gather input)
- Public Meeting #2 – November 18, 2015
- Public Meeting #3 – First Quarter, 2016
- Municipal Use Master Site Plan process – Spring 2016
  - Development Review Board
  - Planning Commission
  - City Council



**Scottsdale today** | starting point

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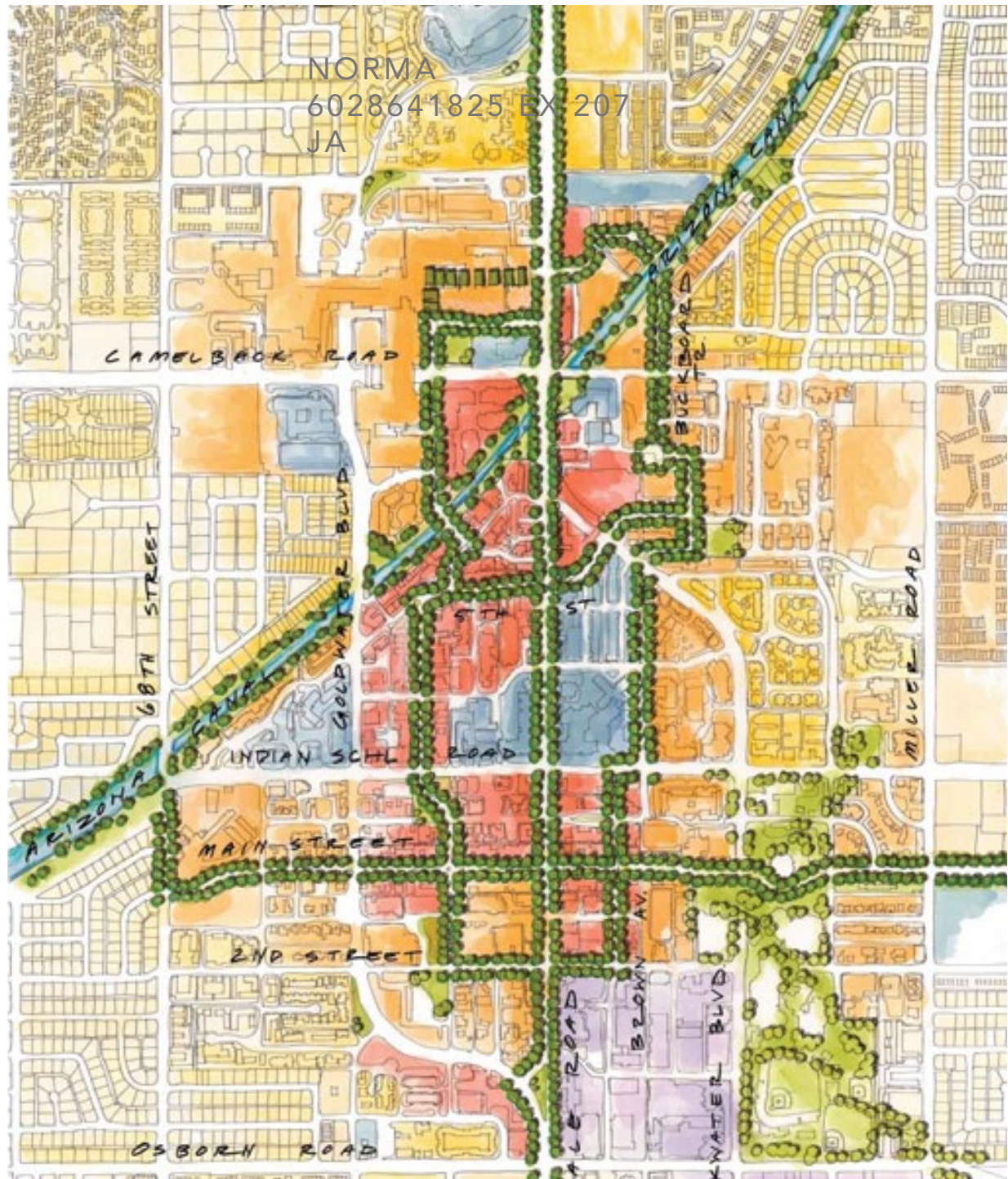
**Scottsdale today** | users today

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## PAST STUDIES

- 2009 Downtown Scottsdale Character Area Plan
- 2011 Scottsdale Cultural Facilities Master Plan
- 2012 Scottsdale Hospitality & Tourism Five Year Strategic Plan
- 2012 Scottsdale Public Art Master Plan
- 2015 Scottsdale Strategic Plan for Economic Development



# Introduction / Recap

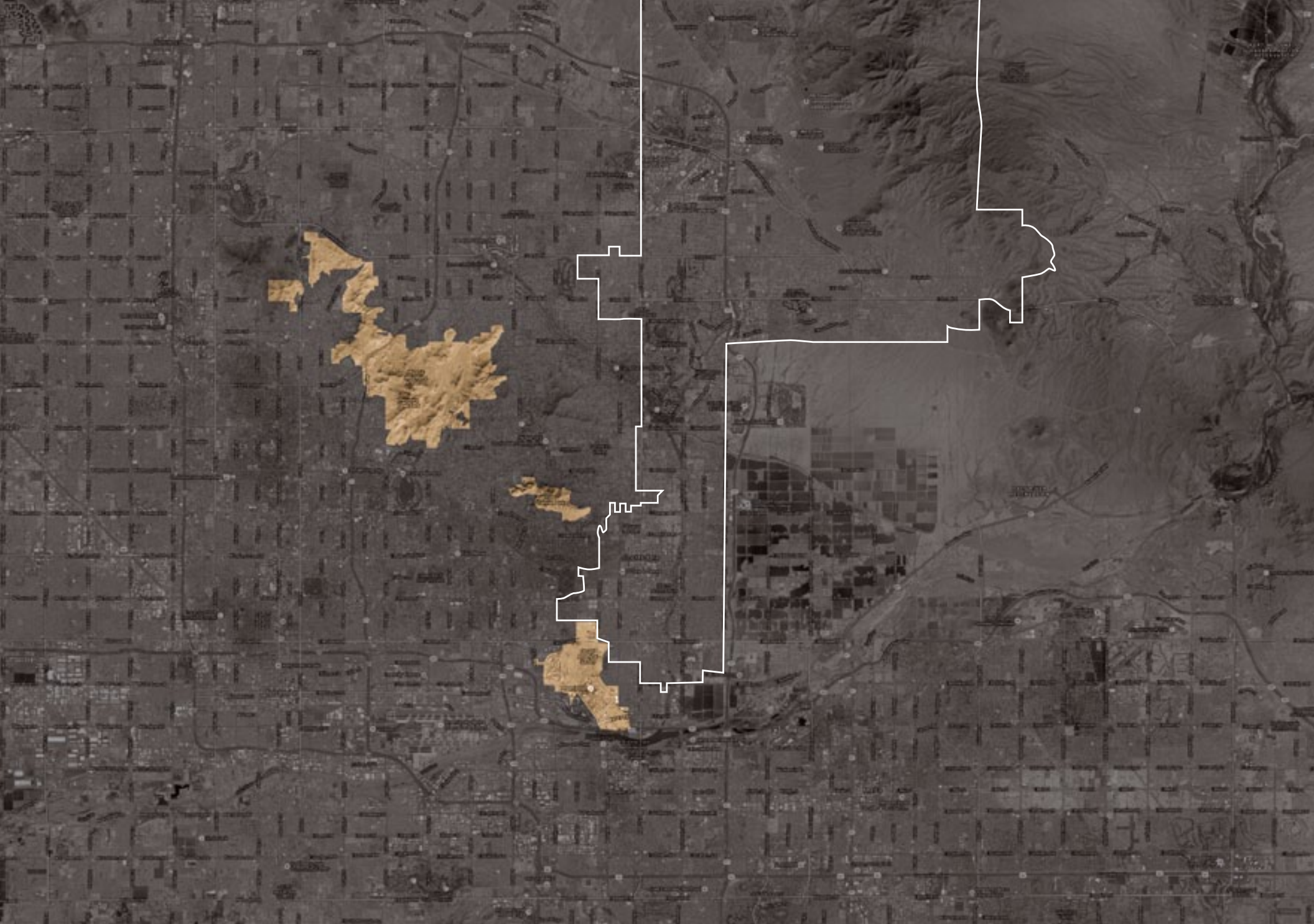
## History





**context** | City of Scottsdale: limits

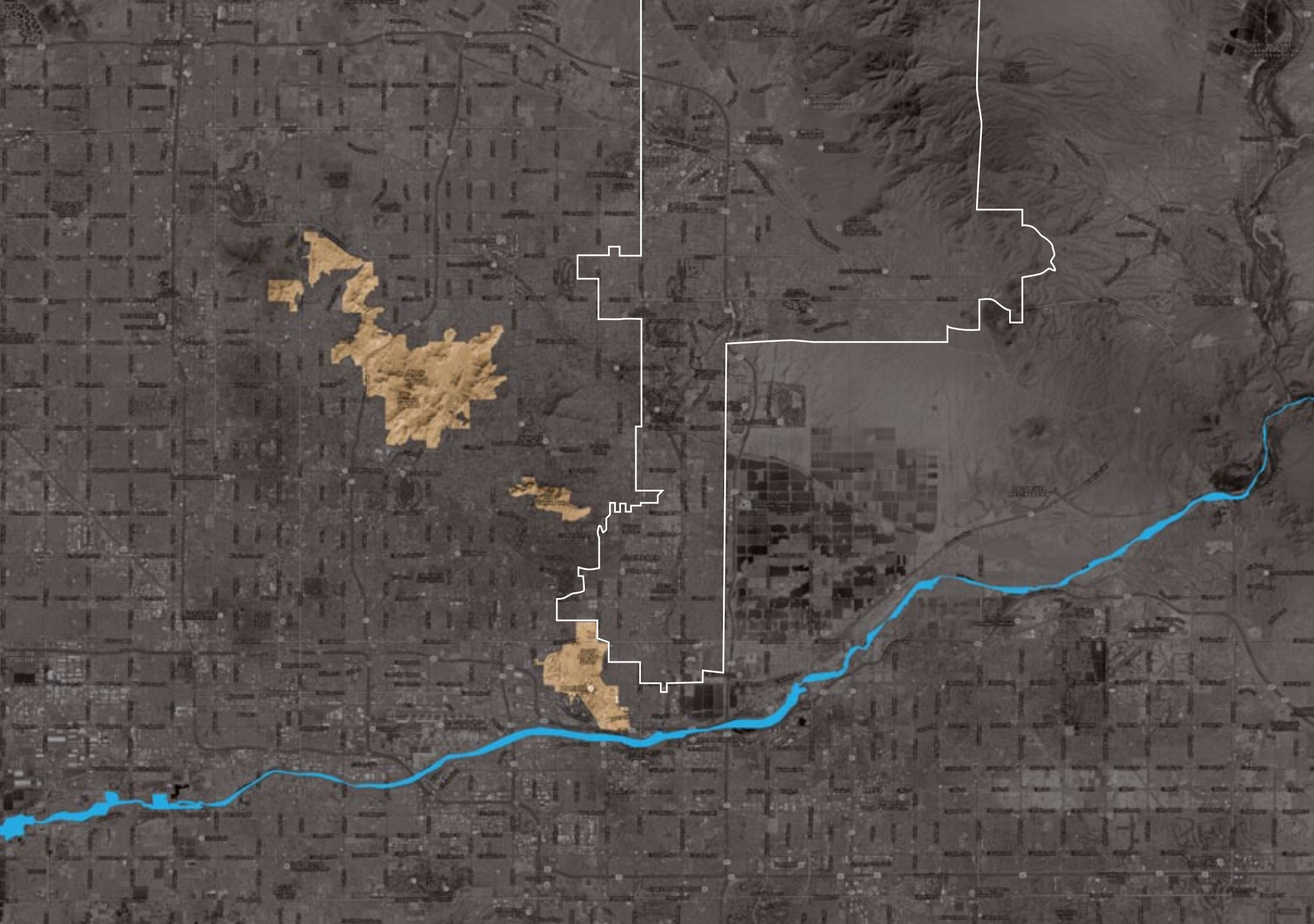
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**context** | natural features: Piestewa Peaks, Camelback Mountain, Botanical Garden

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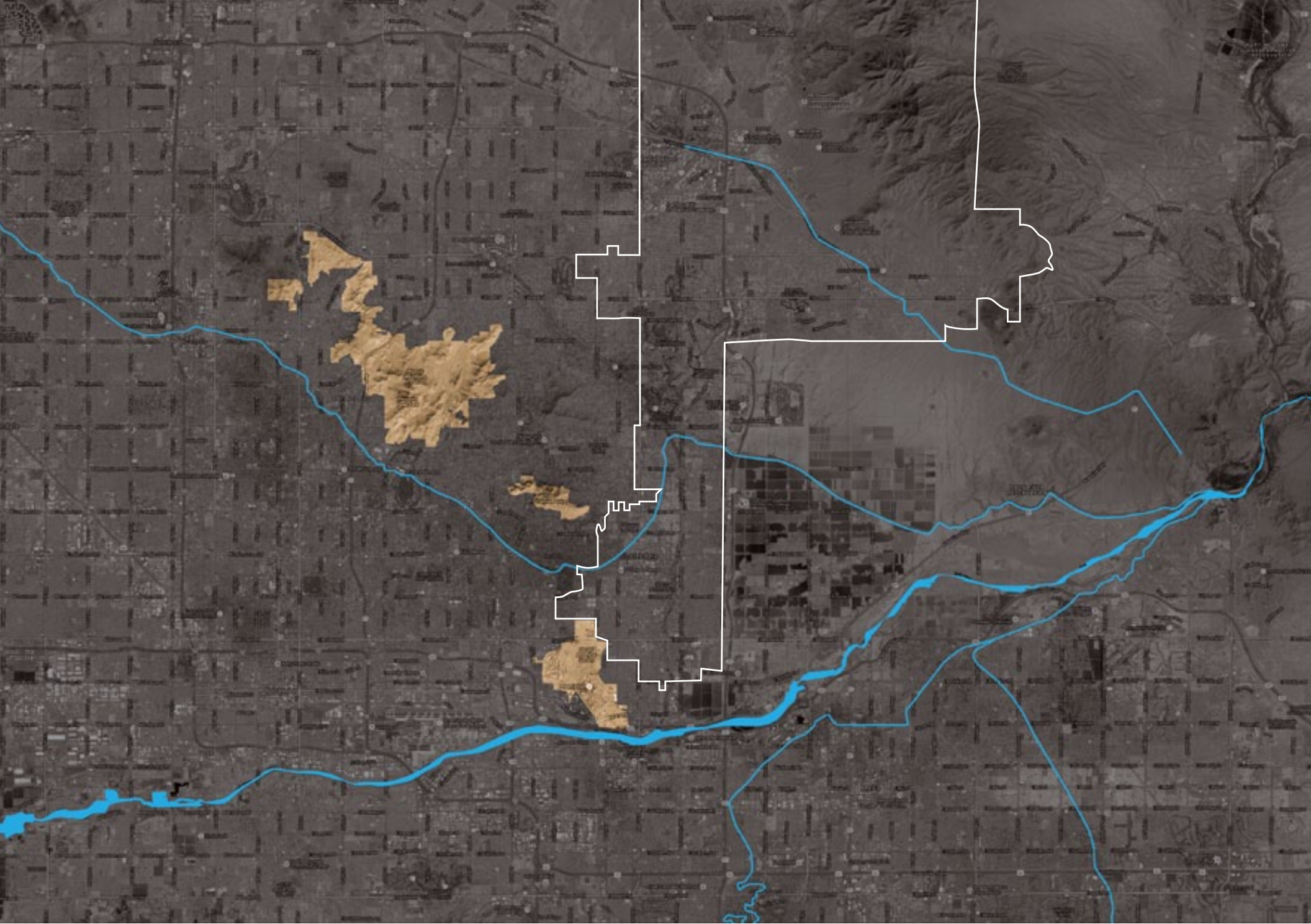




**context** | Salt River

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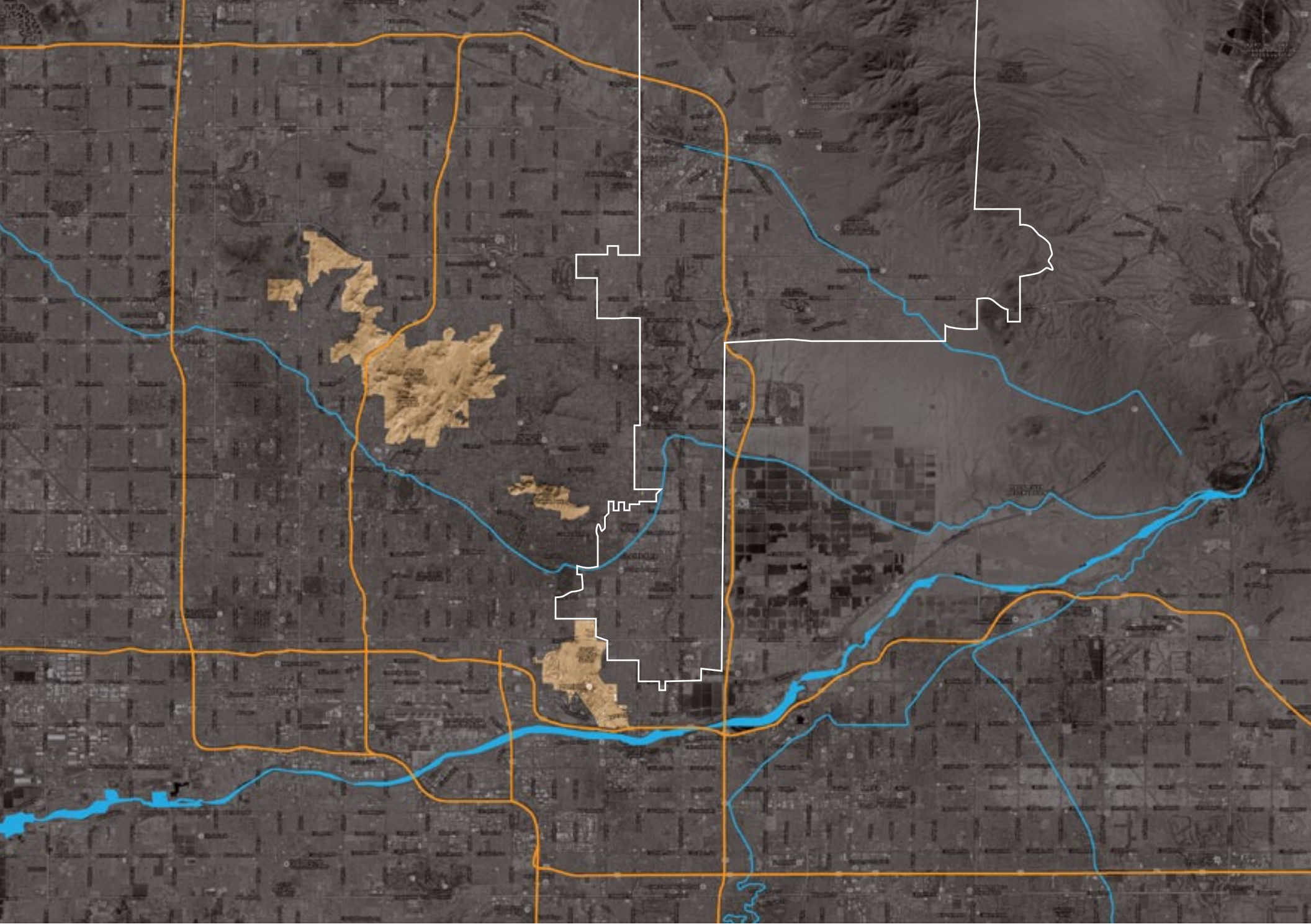




**context** | canal system

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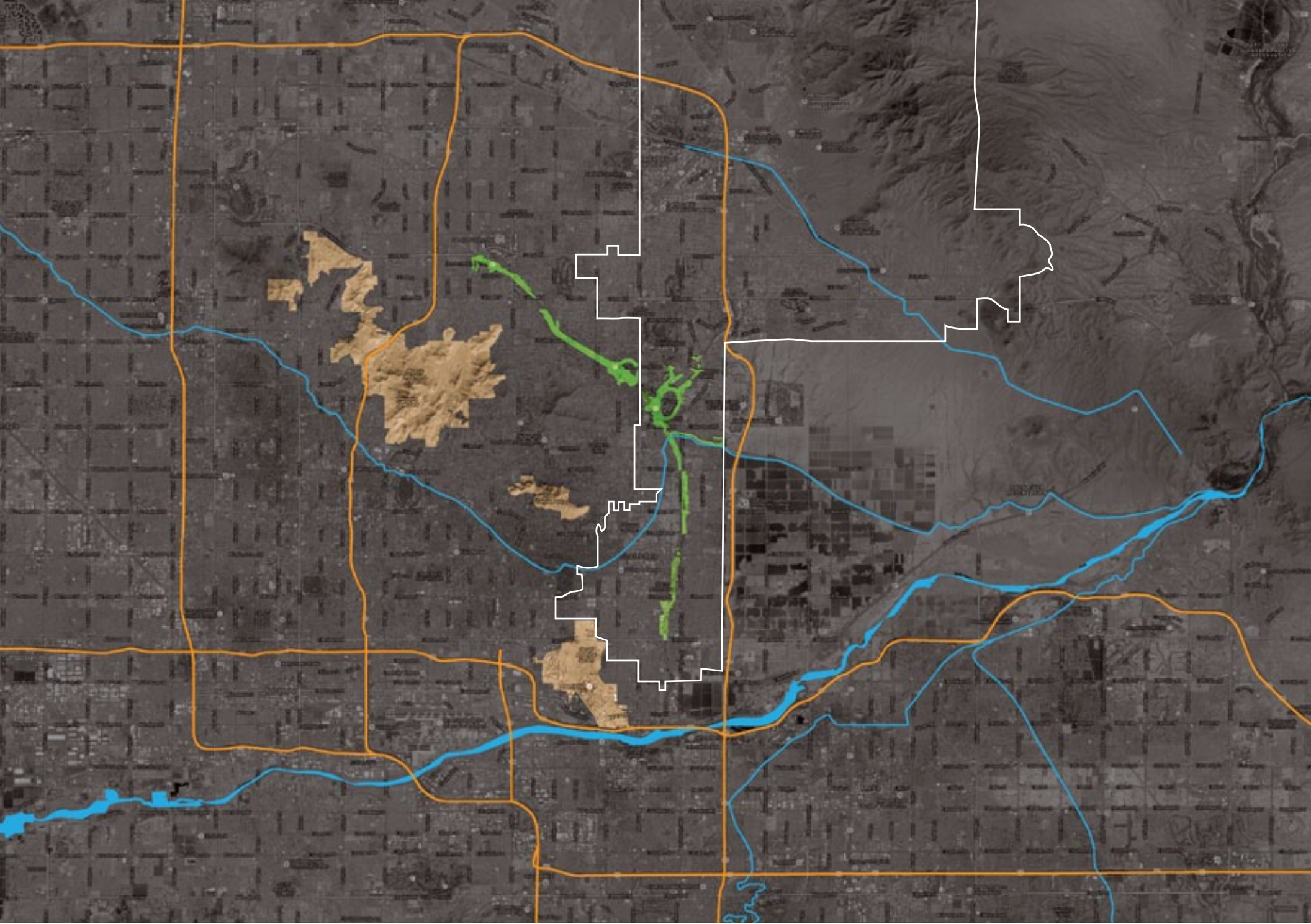




**context** | highways system

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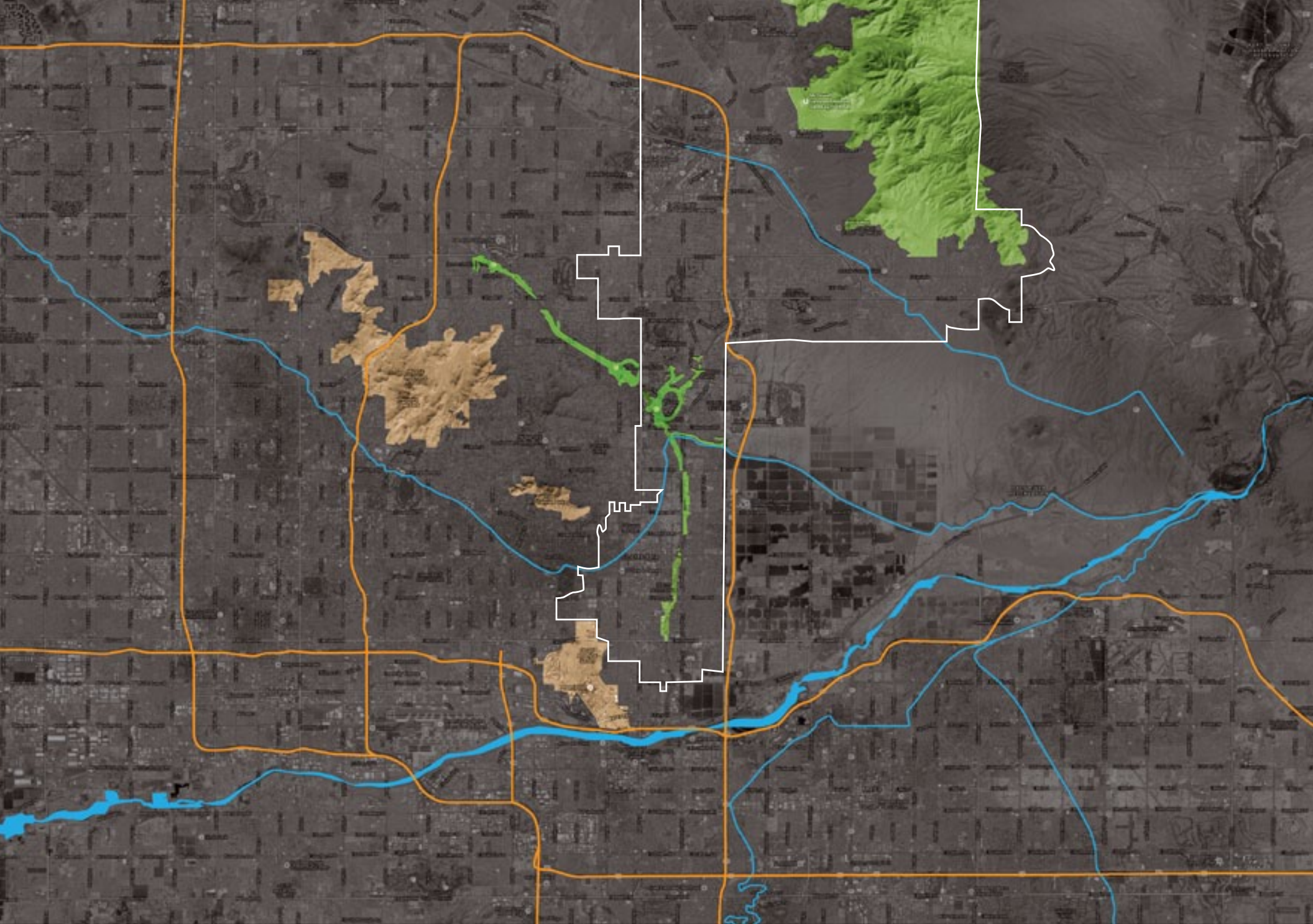




**context** | Indian Bend Wash

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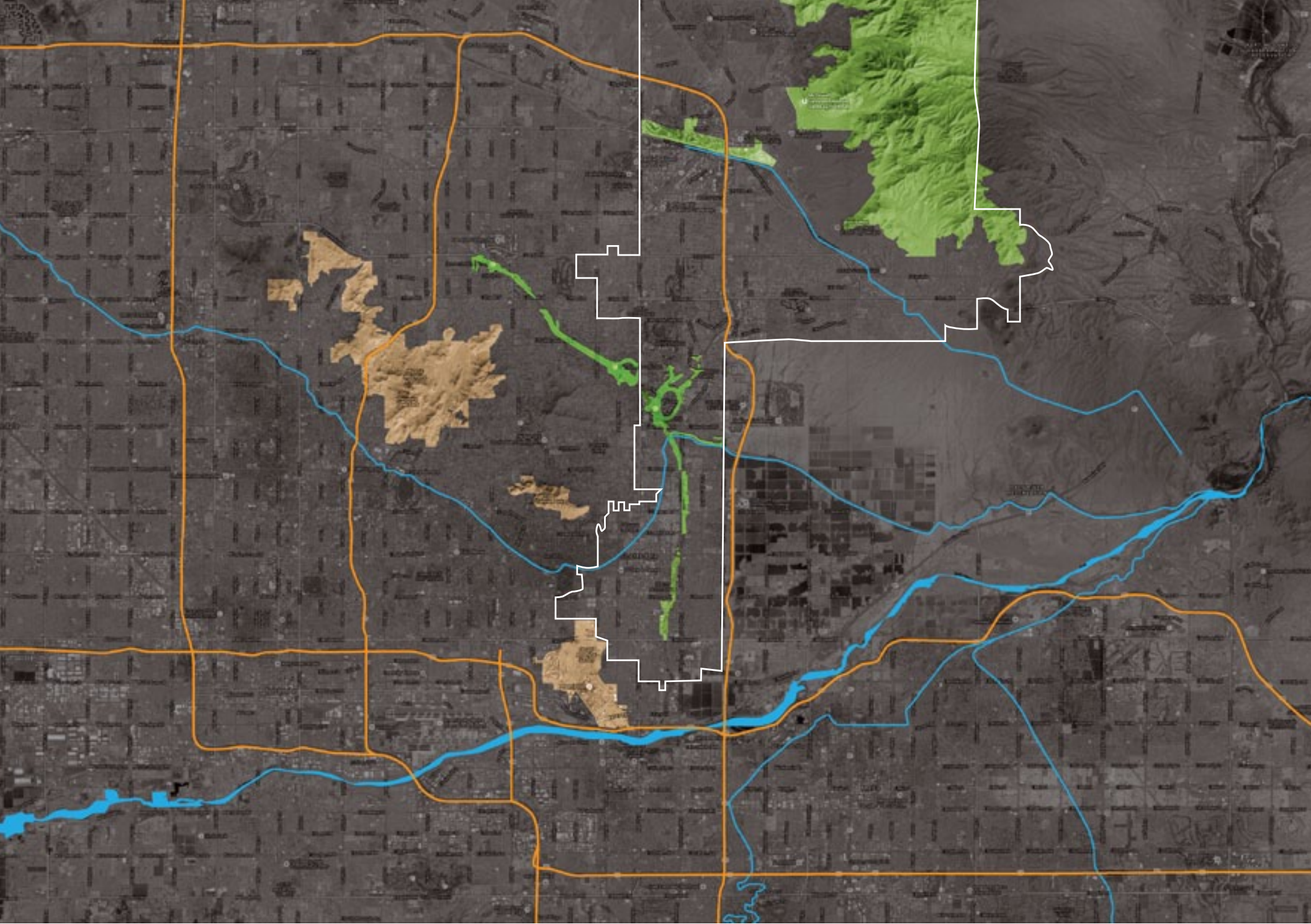




**context** | McDowell Sonoran Preserve

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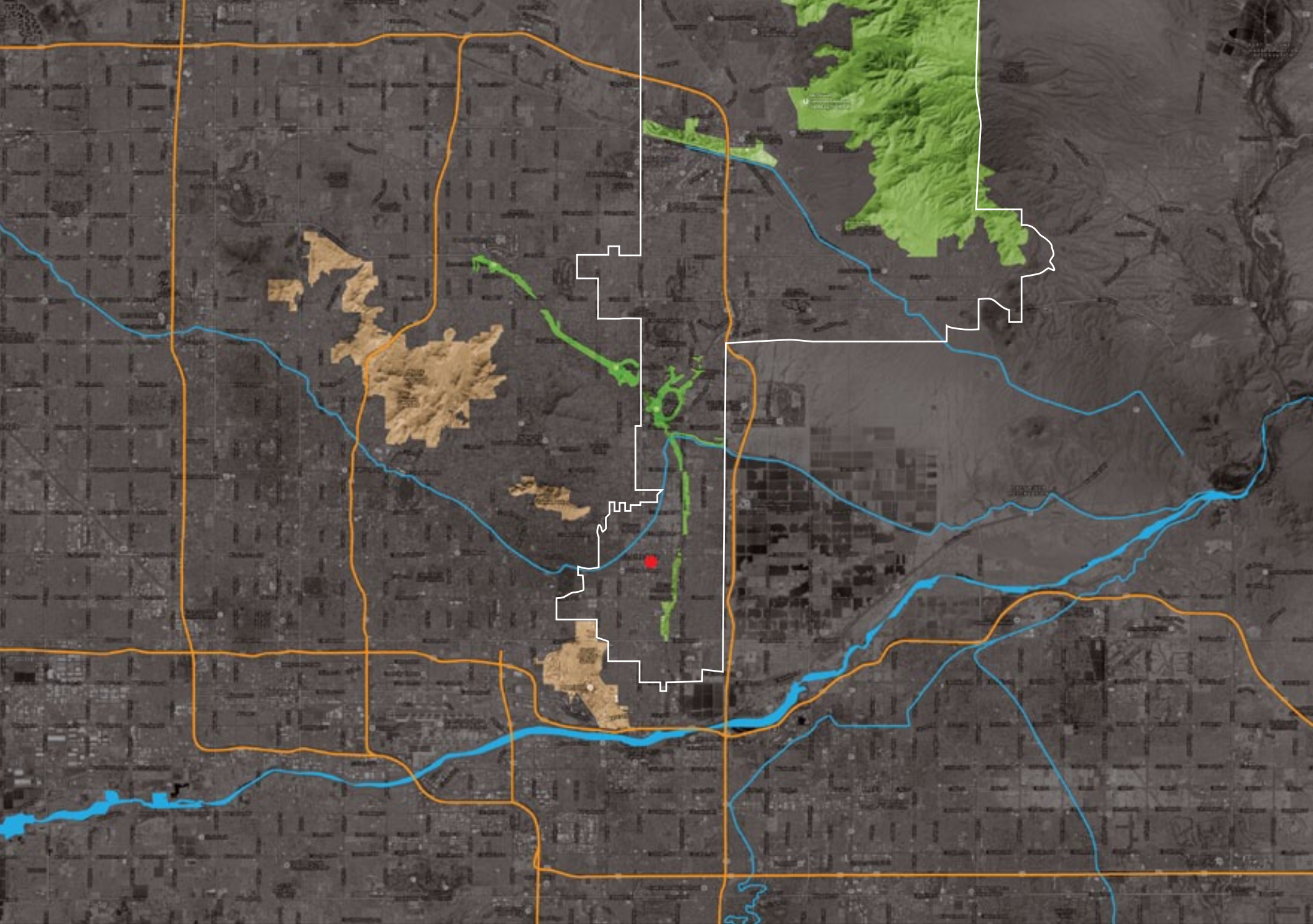




**context** | WestWorld + TPC

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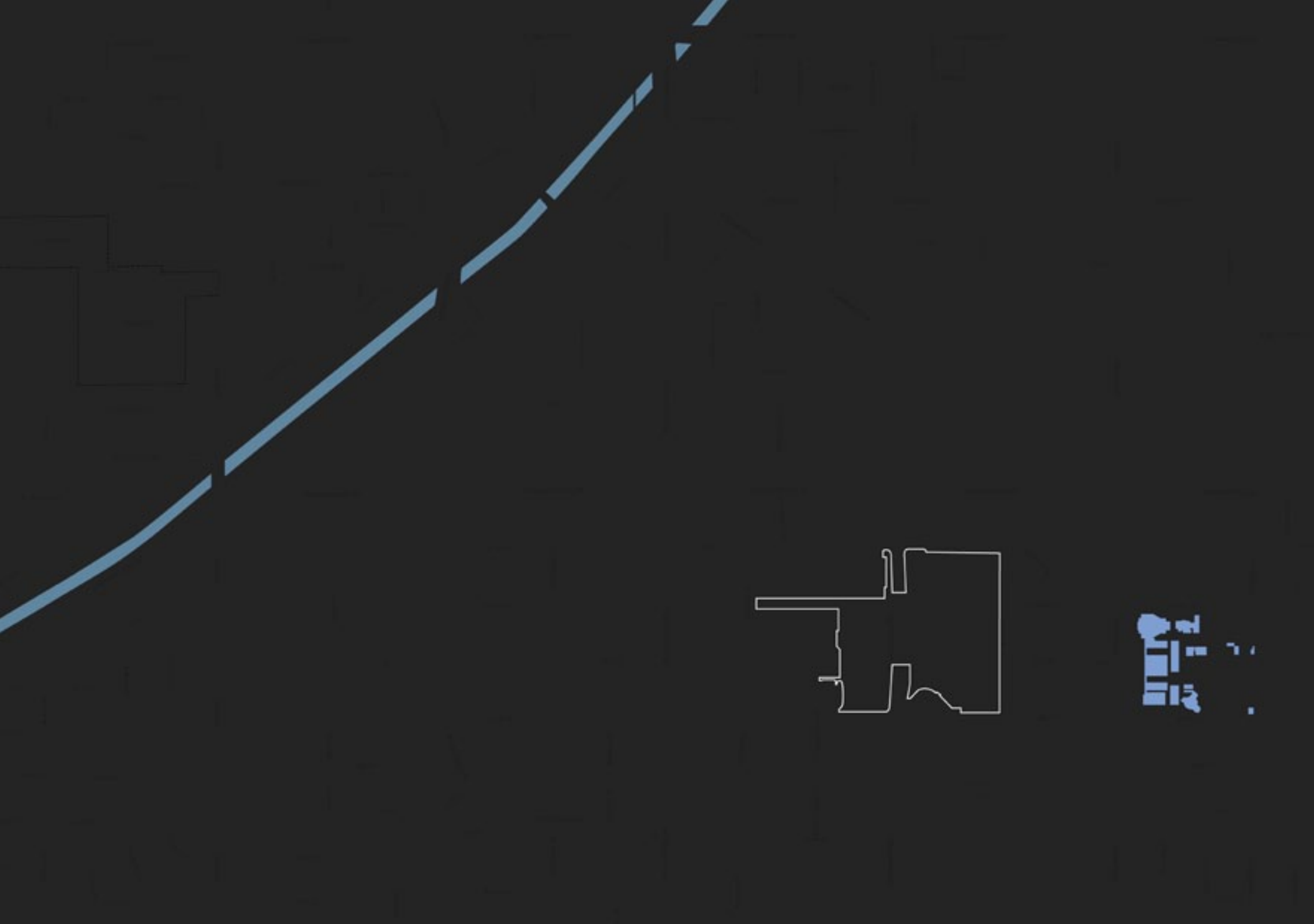




**context** | Scottsdale Civic Center Mall site

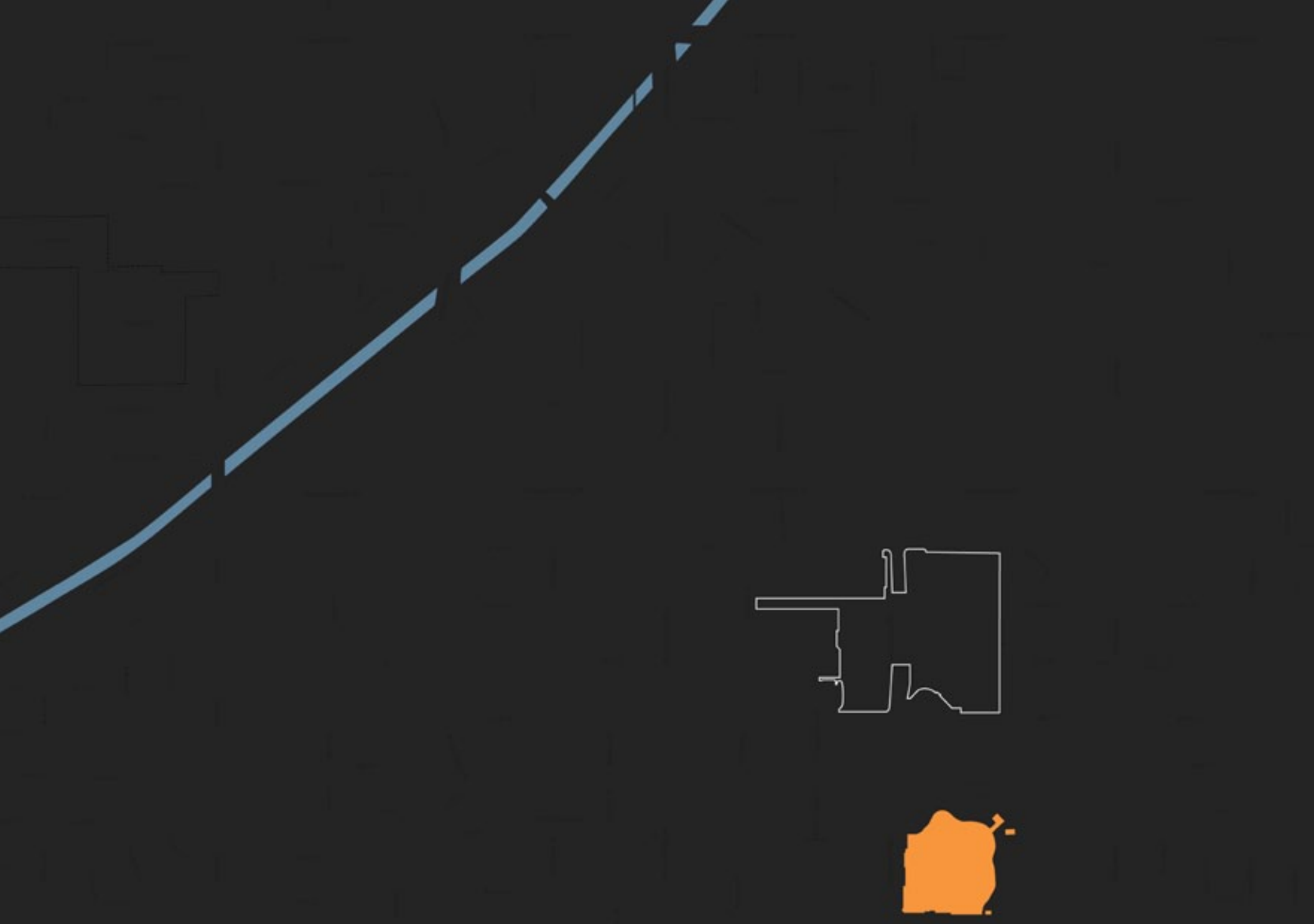
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**urban context** | religious

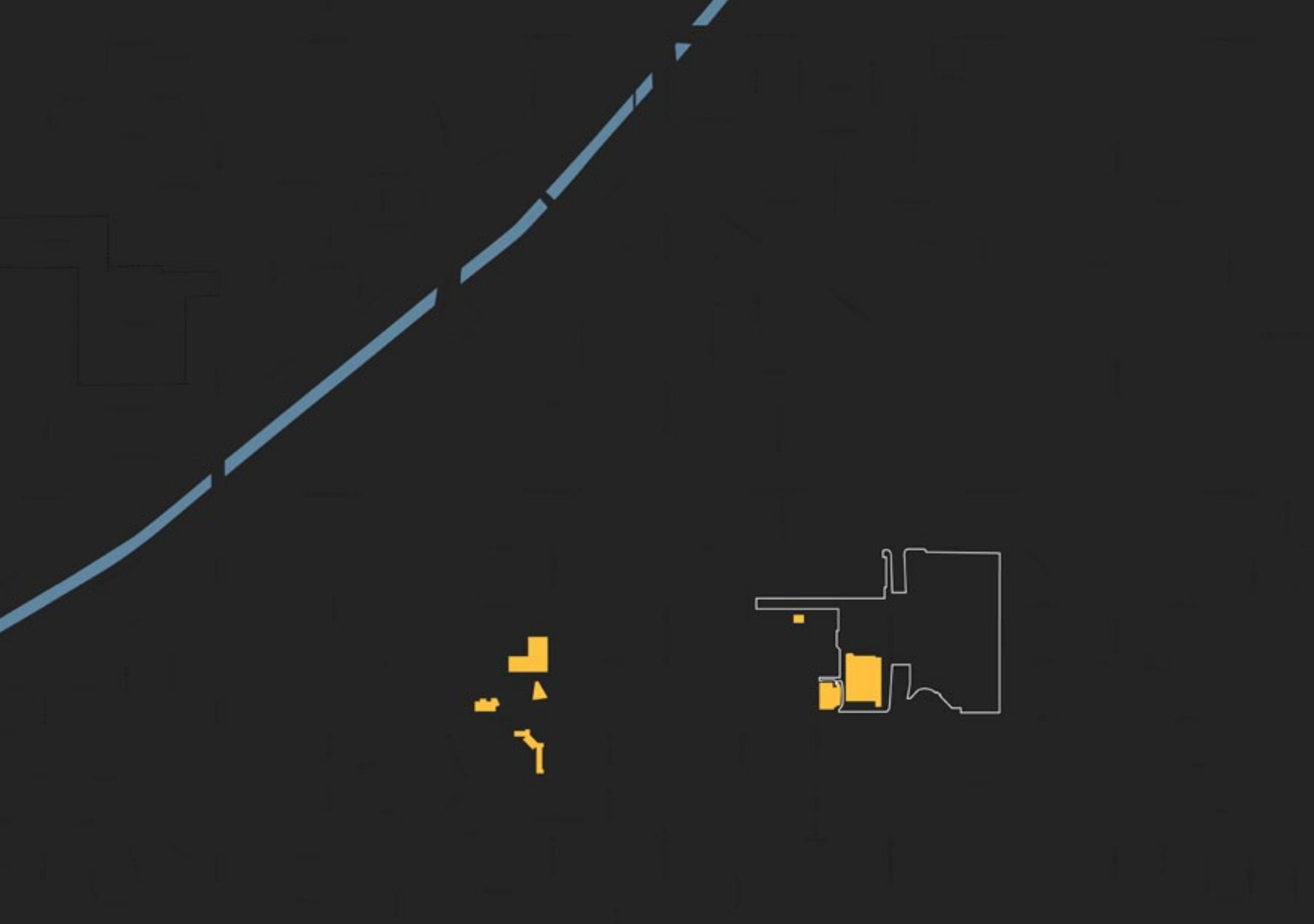
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**urban context** | sports

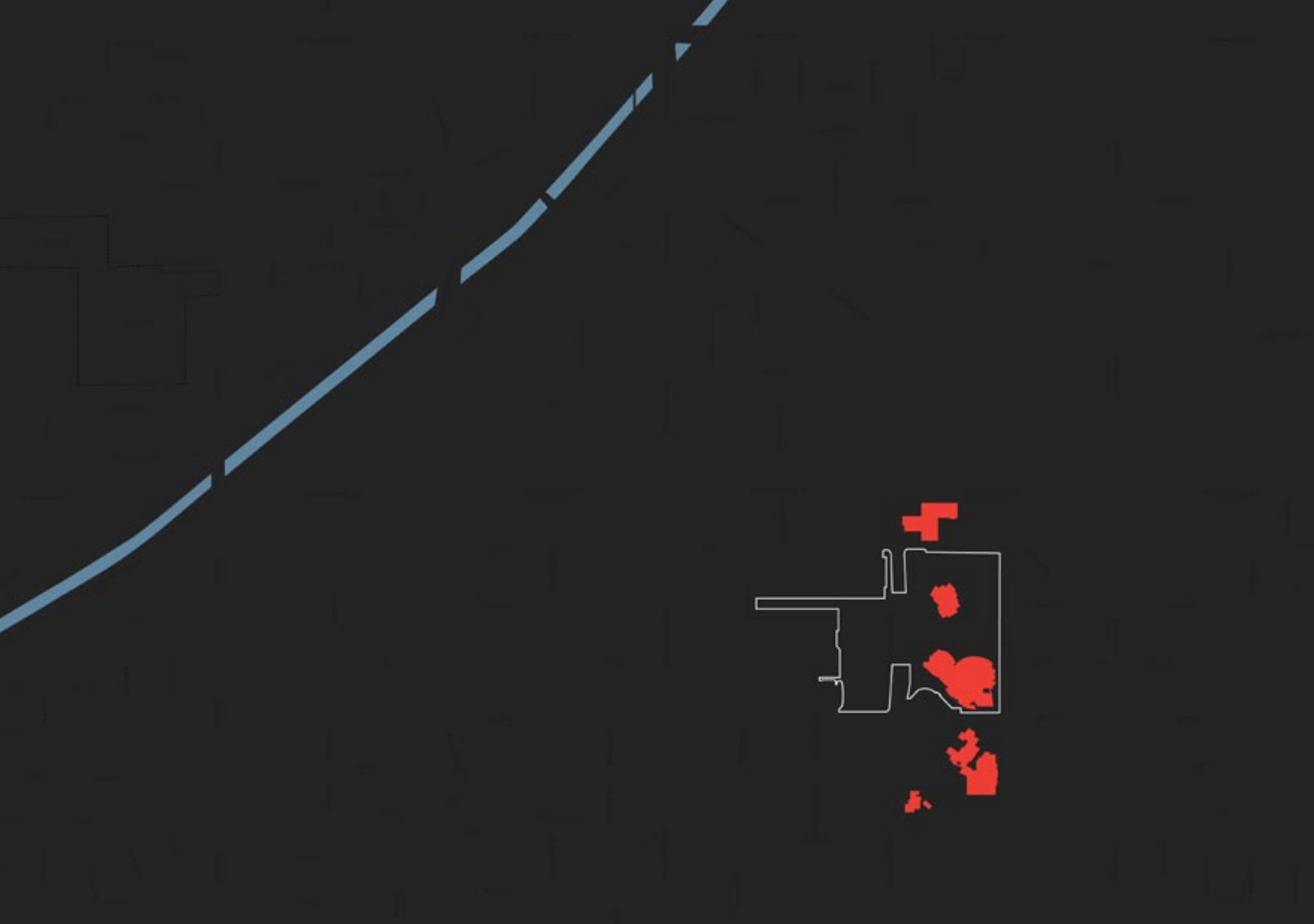
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**urban context** | arts / culture

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**urban context** | civic

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**urban context** | medical

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**urban context** | small-scale commercial

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**urban context** | large-scale commercial

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**urban context** | single-family residential

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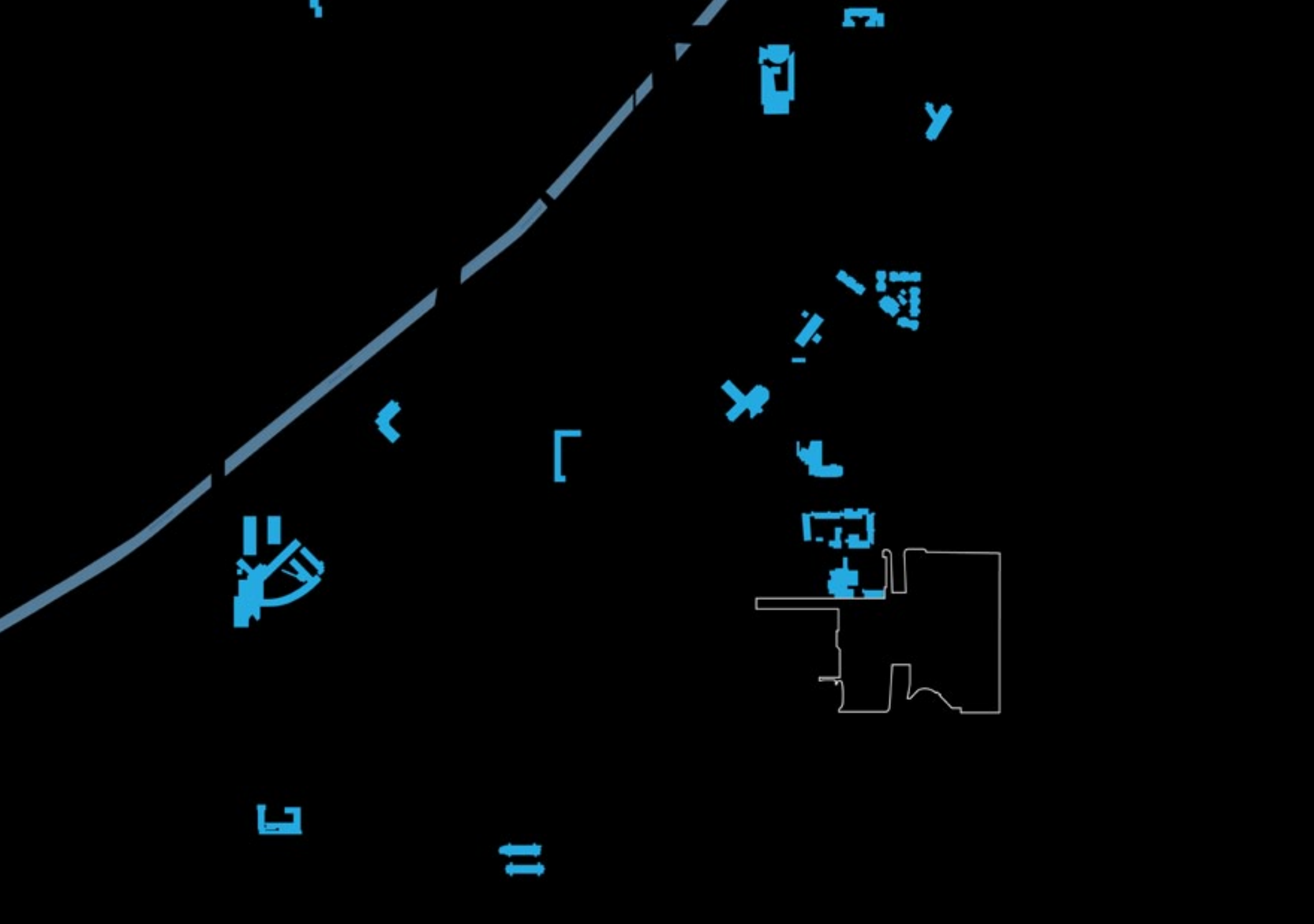




**urban context | multi-family residential**

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2010	2015	2020
2900 units	4800 units	6700 units



**urban context** | hospitality

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urban context | uses

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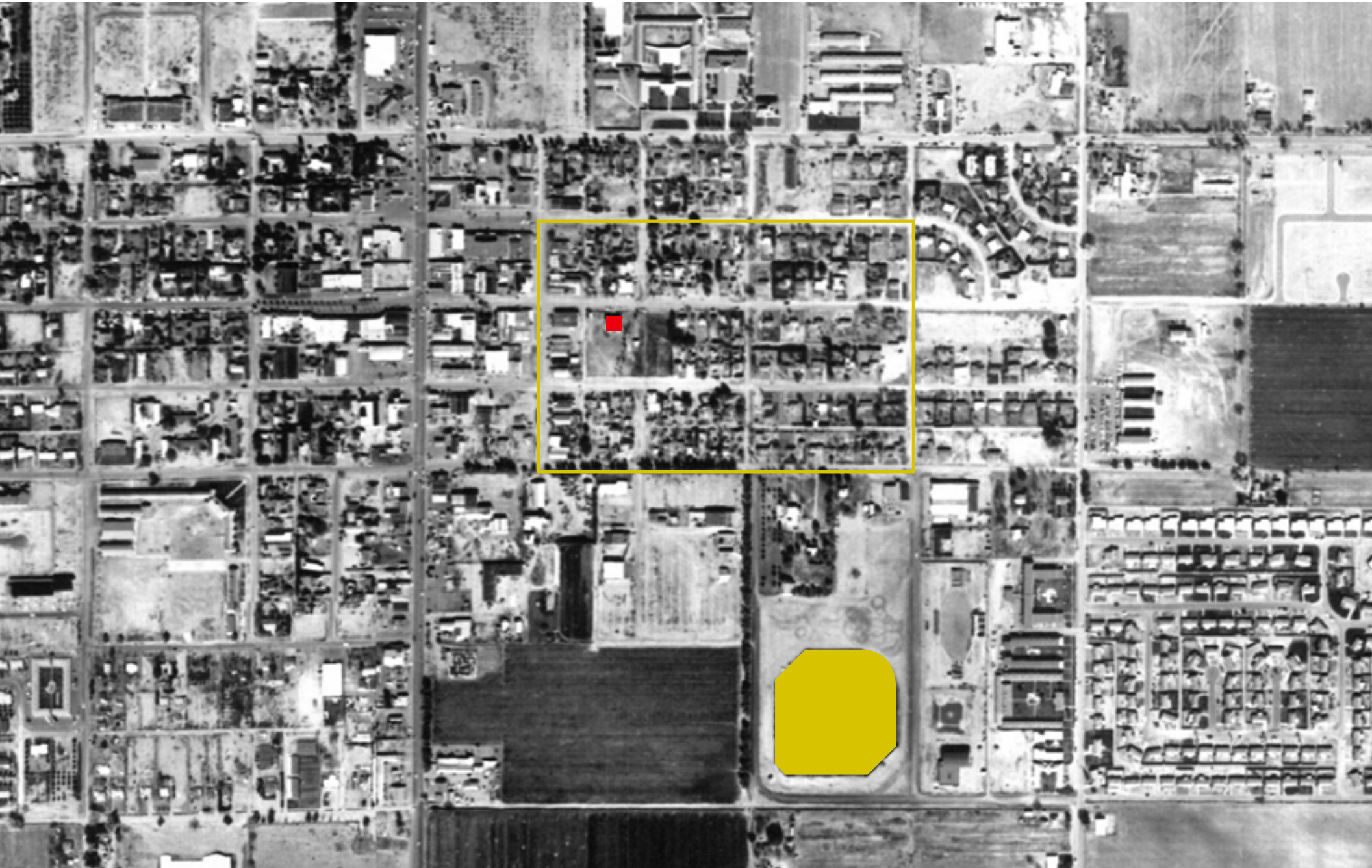


**aerial** | Little Red Schoolhouse

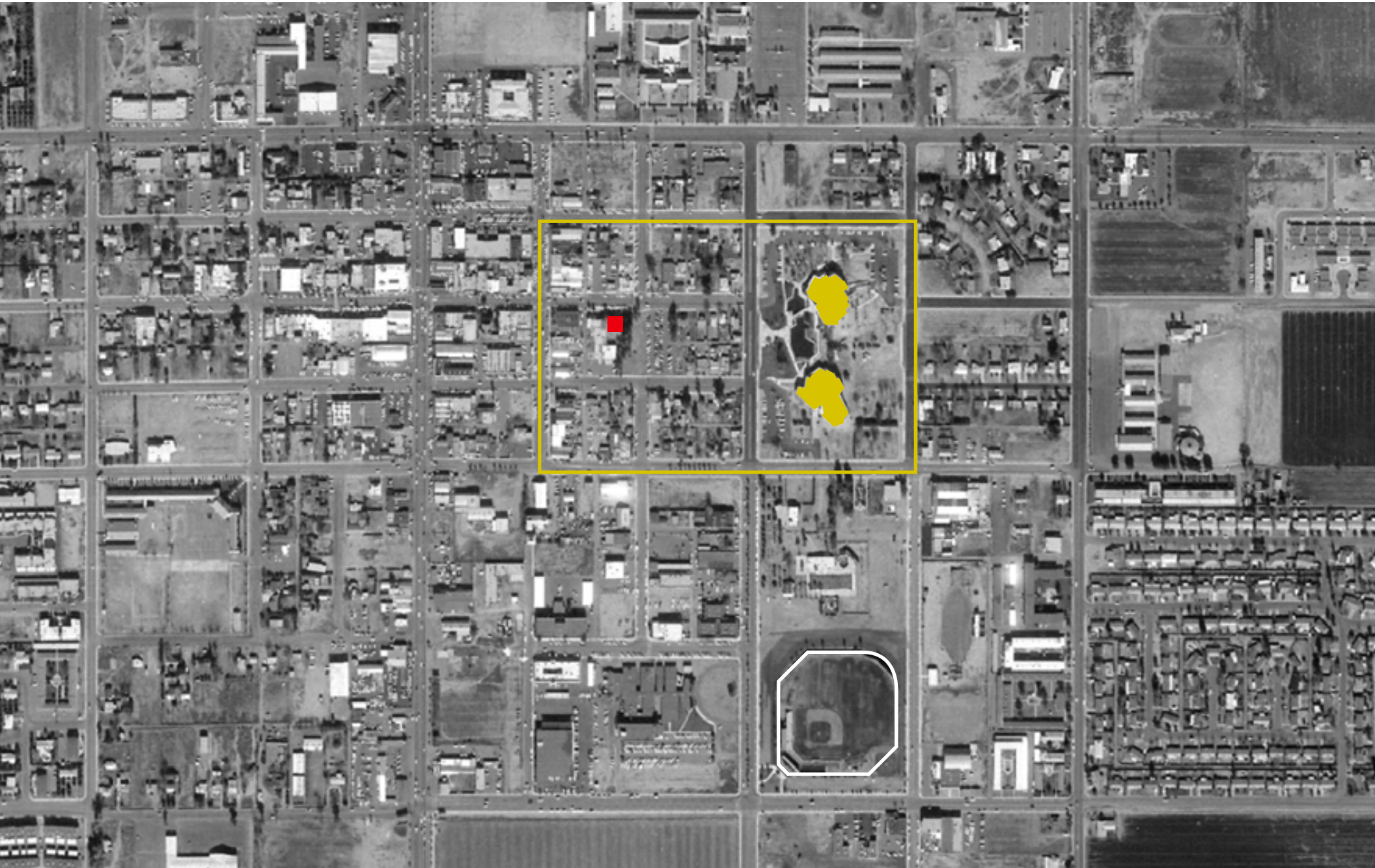
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**1949**

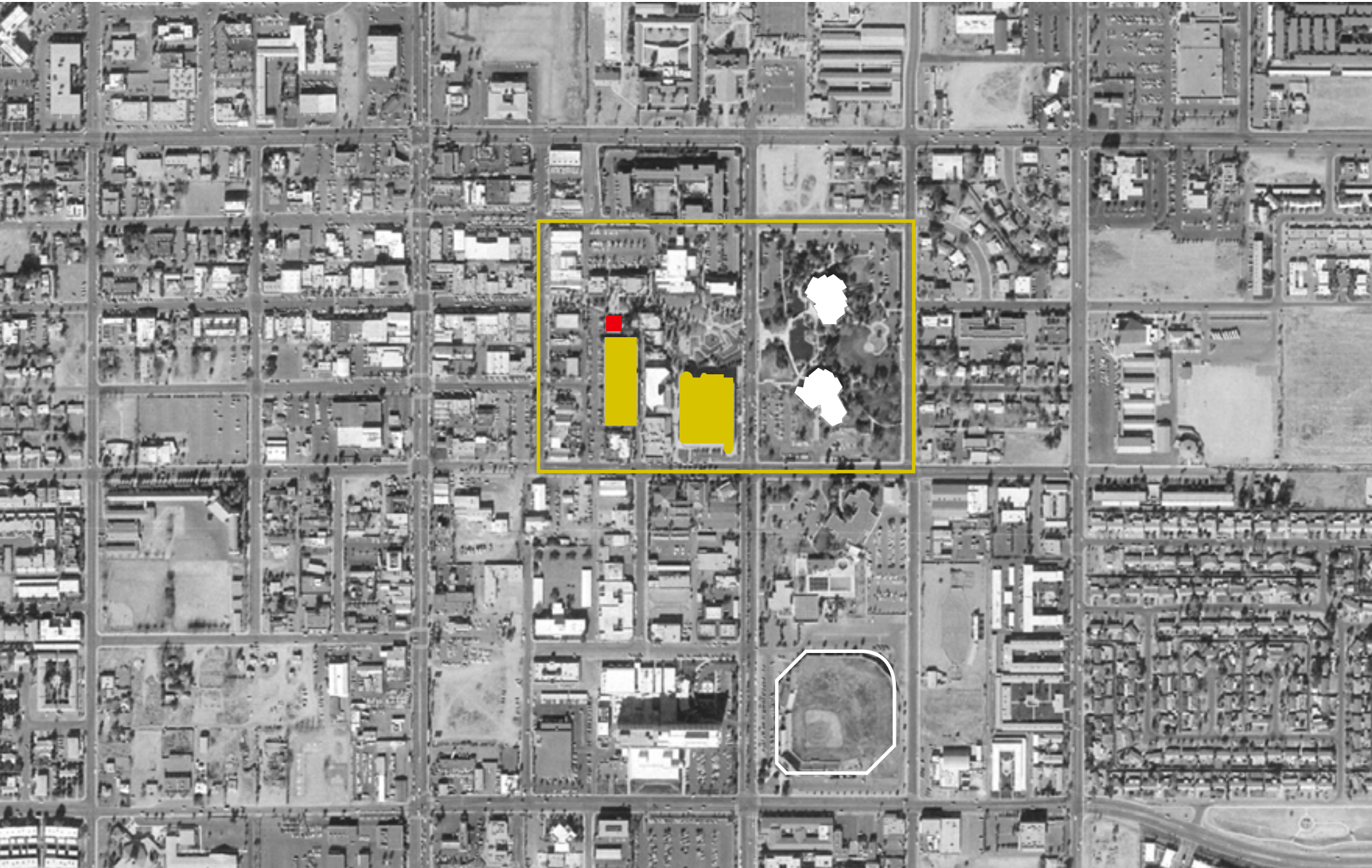










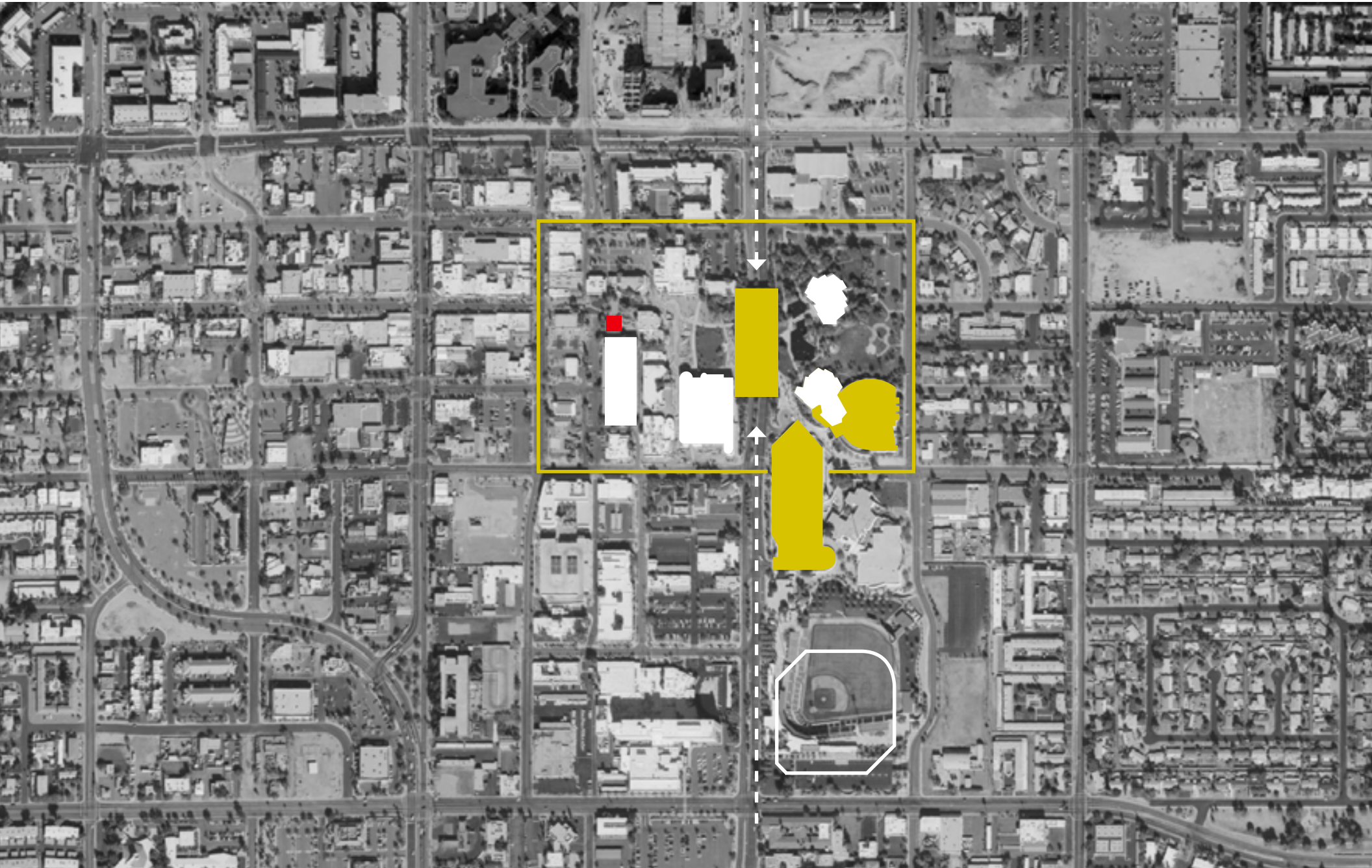


**aerial** | Center for the Performing Arts

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**1979**



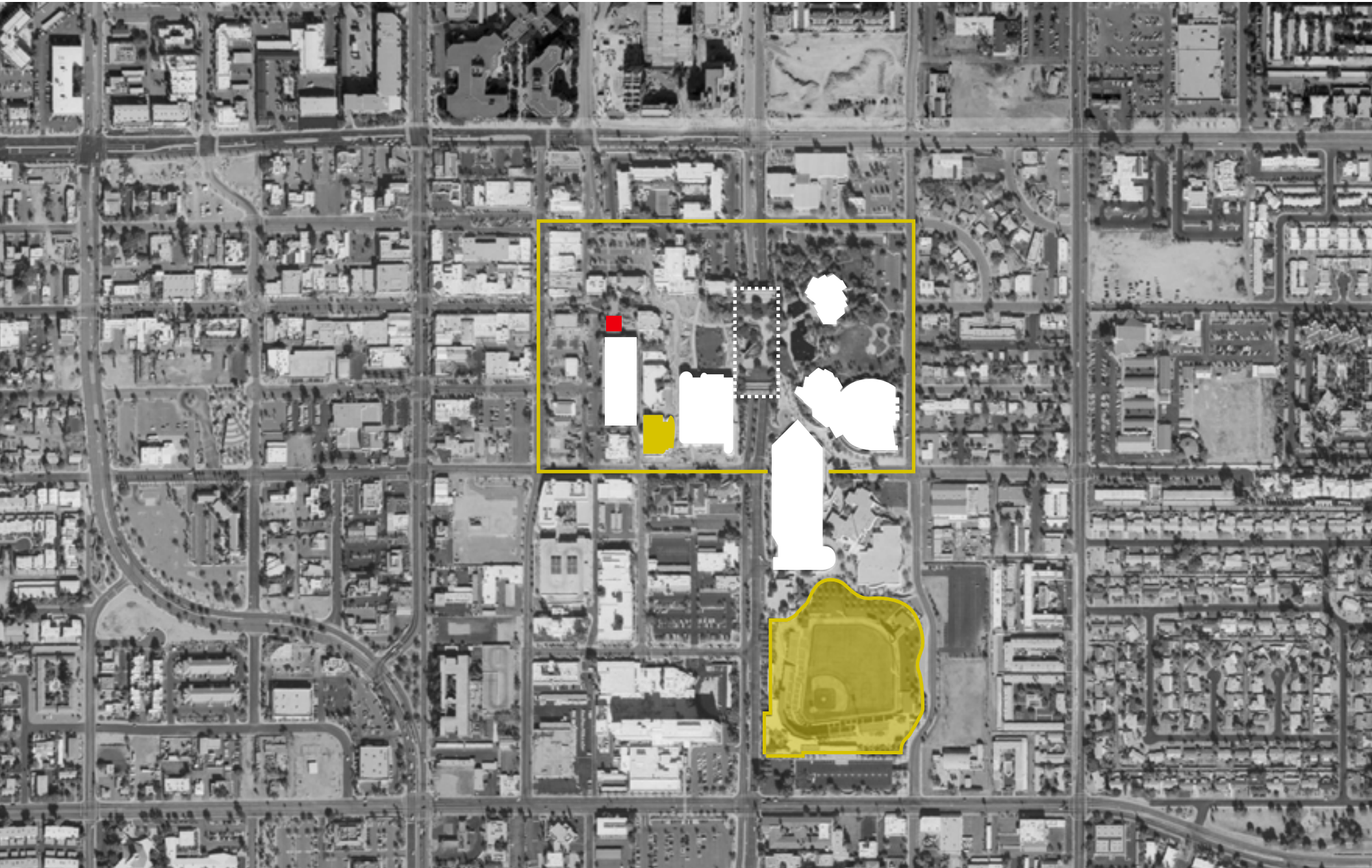


**aerial** | bridge, parking structure + Library expansion

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**1989**





**aerial** | SMOCA + Giants Stadium Expansion

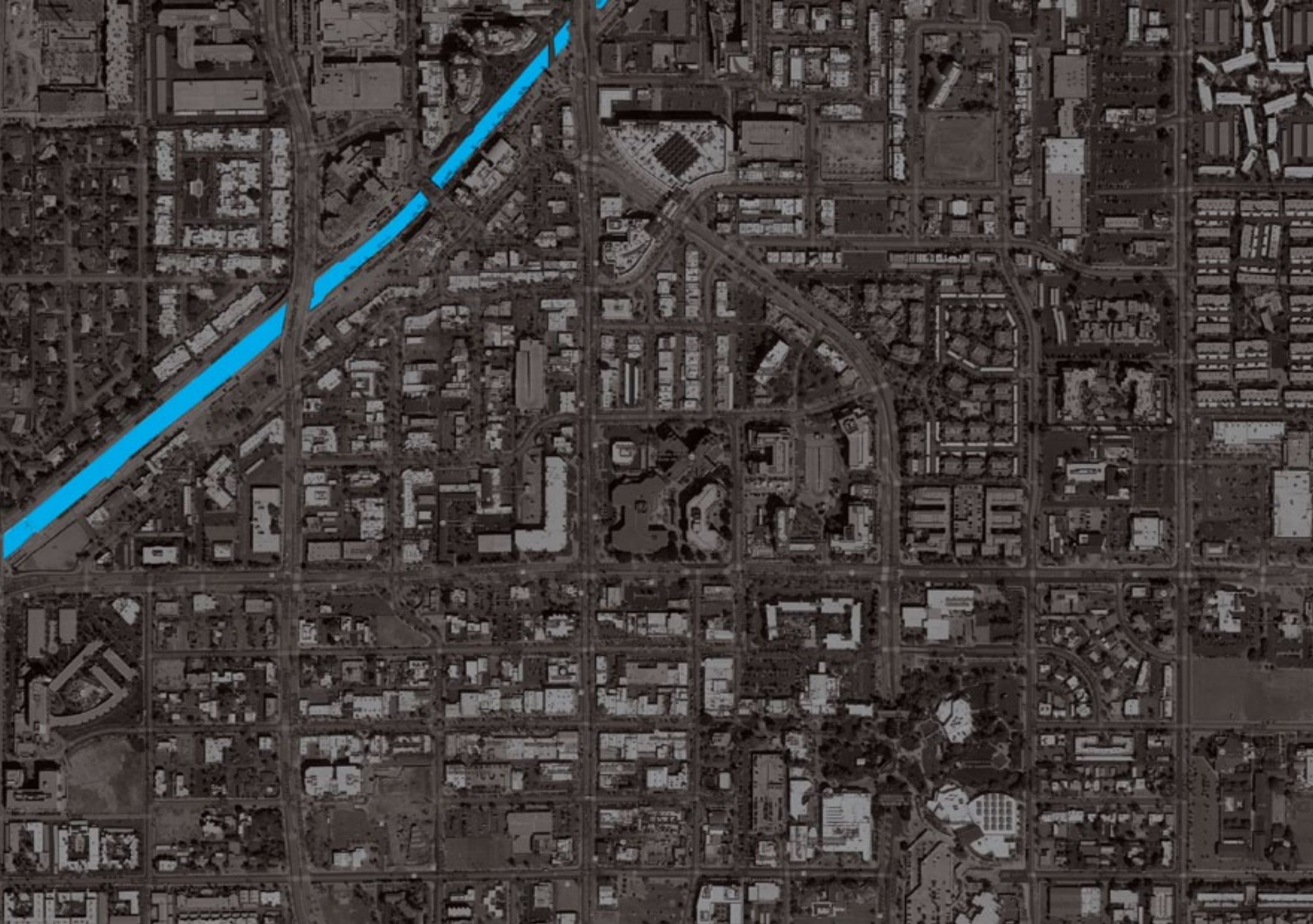
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**1999**



# Introduction / Recap

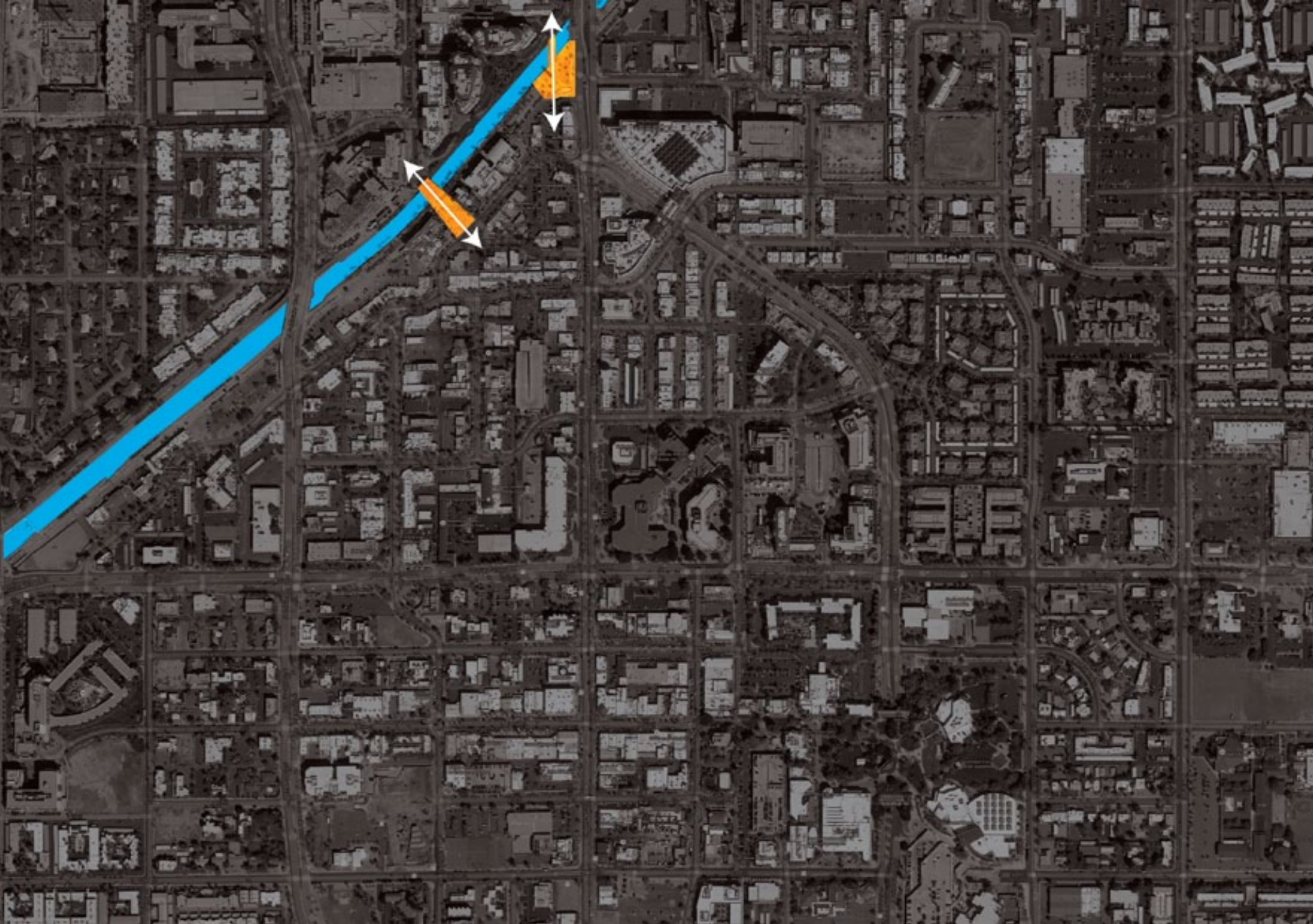
## Current Conditions



**urban context** | canal

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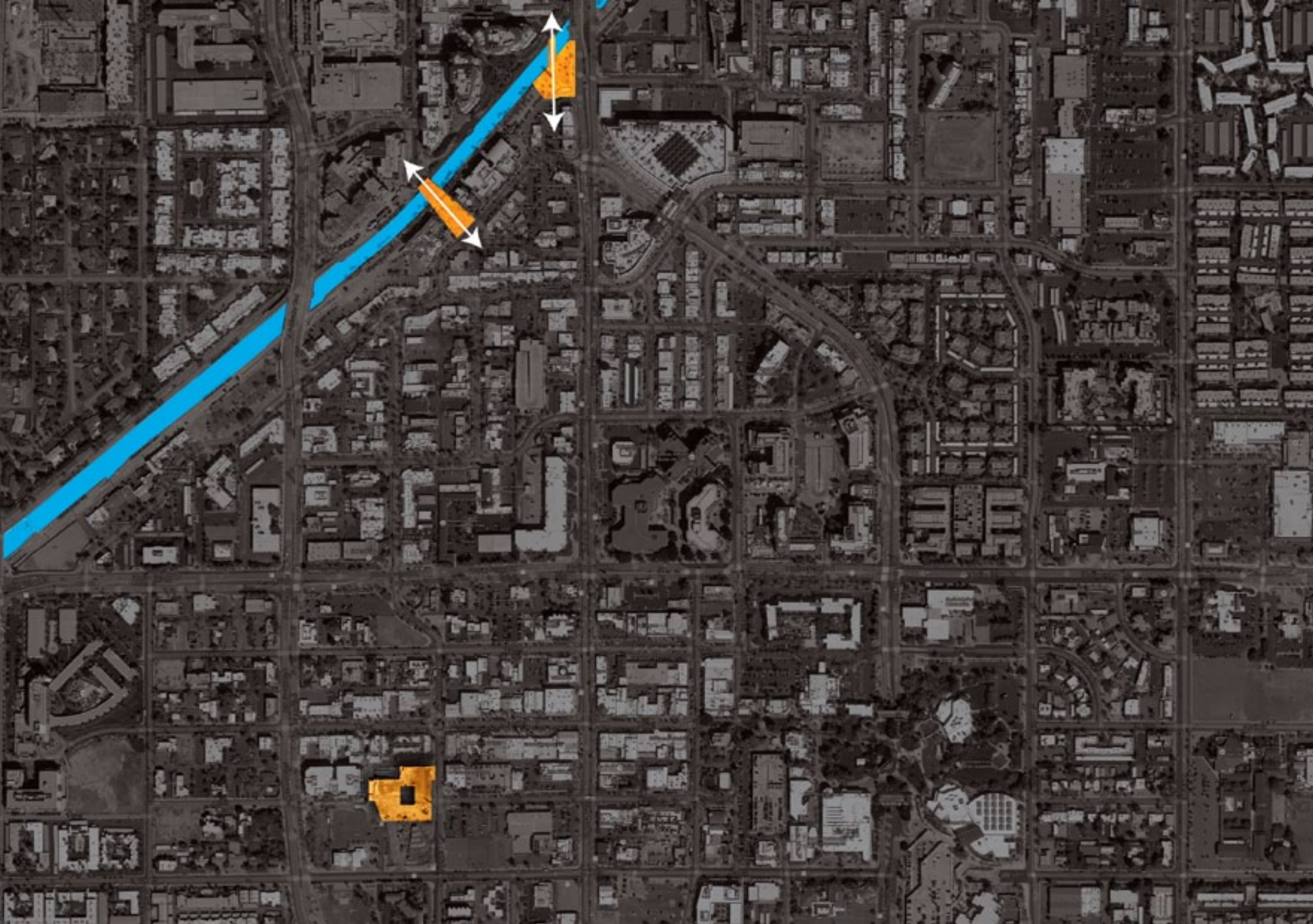




**urban context** | pedestrian bridges: Marshall + Soleri

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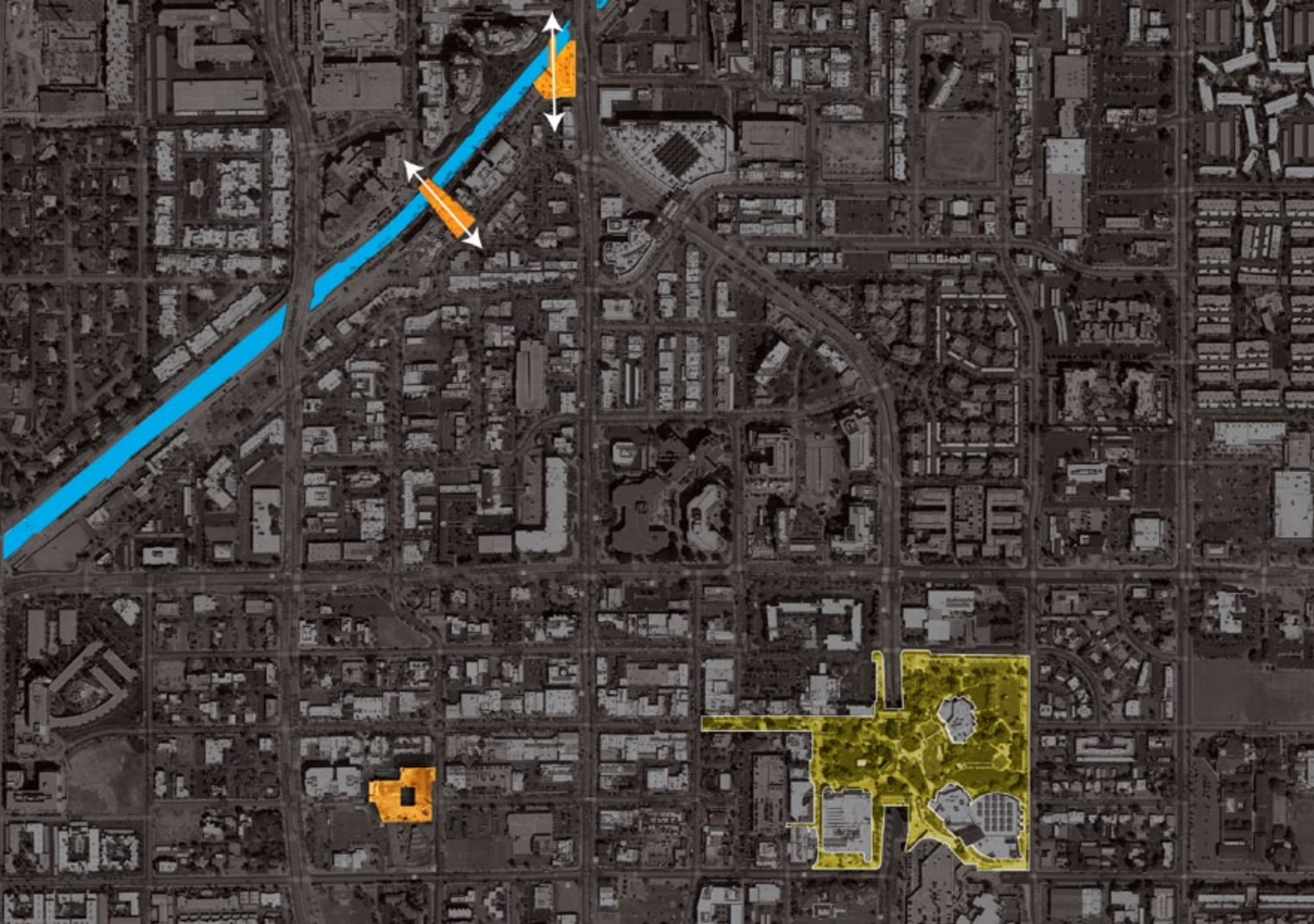




urban context | SMoW

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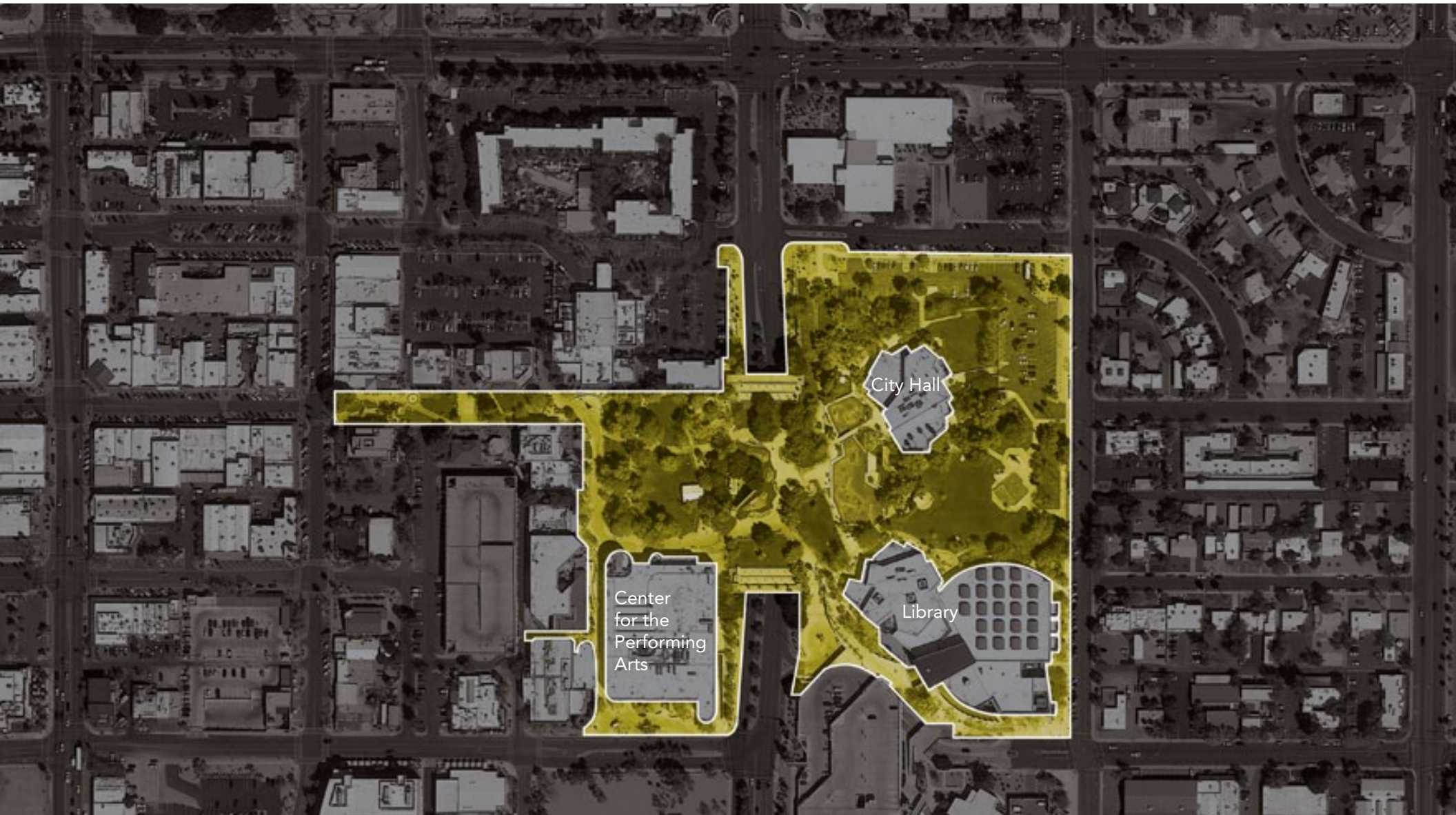




**urban context** | civic area

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site analysis | site

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+/- 11.5 acres



**SCOTTSDALE**  
**THINKS BIG**



## Think Big | Indian Bend Wash

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**Think Big** | McDowell Sonoran Preserve

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**Think Big** | WestWorld of Scottsdale

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## Think Big | Scottsdale TPC: Waste Management Phoenix Open

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## Think Big | Arizona Canal Trail / Scottsdale Waterfront

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matrix										
area	infrastructure			public space / activation			gathering	point of pride		economic catalyst
framework	services	connection	activation	amenities	amenities (water)	amenities (landscape)	events	visibility	identity/experience	economic
<p>civic center:</p> <ul style="list-style-type: none"> <li>- hasn't been a city priority</li> <li>- evaluate asset maintenance</li> <li>- issues with paving</li> <li>- grade change reassessment</li> </ul>	<p>access:</p> <ul style="list-style-type: none"> <li>- visual access</li> <li>- vehicular/bike access</li> <li>- openness</li> <li>- CPTED</li> </ul> <p>Healthcare 25-yr plan</p> <ul style="list-style-type: none"> <li>- tour buses</li> <li>- wide ramps to bridge</li> </ul>	<p>connections to:</p> <ul style="list-style-type: none"> <li>- primary roads: Indian School, Drinkwater</li> <li>- secondary roads: 2nd street, 75th street, Brown</li> <li>- neighborhoods</li> <li>- new development</li> <li>- Giants stadium</li> <li>- entertainment district</li> <li>- indian bend wash</li> <li>- downtown</li> <li>- hotels: Saguaro, Hilton, Hotel Indigo</li> </ul>	<p>programming:</p> <ul style="list-style-type: none"> <li>- passive vs. active</li> <li>- multi-generational</li> <li>- interactivity</li> <li>- civic space vs. public park</li> <li>- support plans</li> <li>- implement "Meet me on Mondays" Tour</li> <li>- encourage music bands</li> <li>- Farmer's Market</li> <li>- food trucks</li> <li>- movie nights</li> <li>- daily uses: food/activities</li> <li>- lightshows</li> <li>- original/leg attraction</li> <li>- interesting to visitors</li> <li>- no "bar-carts"</li> <li>- circulation/transitions</li> <li>- Third Thursday's</li> </ul>	<p>seating:</p> <ul style="list-style-type: none"> <li>- flexible/permanent</li> <li>- shaded</li> <li>- materials (no metal or concrete)</li> </ul> <p>biking:</p> <ul style="list-style-type: none"> <li>- allow vs. deter</li> <li>- parking racks</li> <li>- well defined paths/routes</li> <li>- throughfares/multi-purpose access</li> <li>- safety/barriers</li> </ul>	<p>features:</p> <ul style="list-style-type: none"> <li>- elimination vs. preservation</li> <li>- important to keep as an element</li> <li>- attraction/photo-opp</li> <li>- historic value</li> <li>- fauna</li> <li>- function</li> <li>- interactive vs. visual: (splash pad, dancing fountains)</li> <li>- not interesting</li> <li>- evaluate current scales</li> <li>- currently hidden</li> <li>- negative impact when turned-off</li> </ul>	<p>user:</p> <ul style="list-style-type: none"> <li>- demographic</li> <li>- age-appropriate (splash pad)</li> <li>- safety</li> </ul> <p>recreation:</p> <ul style="list-style-type: none"> <li>- events/performance</li> <li>- "do facts dog park"</li> <li>- "look at or be on grass"</li> <li>- tent location</li> </ul>	<p>attendance:</p> <ul style="list-style-type: none"> <li>- goals</li> <li>- record</li> <li>- demographics</li> </ul> <p>event organization:</p> <ul style="list-style-type: none"> <li>- designate one source</li> <li>- policy/process</li> <li>- schedule (events, spring training, festivals, etc)</li> <li>- rent costs</li> <li>- vendor parking cost</li> <li>- day vs night needs</li> <li>- summer vs winter needs</li> <li>- security (property/people)</li> </ul>	<p>visibility:</p> <ul style="list-style-type: none"> <li>- bridge is a barrier</li> <li>- hard to find</li> <li>- from corridors/streets</li> <li>- internal retail impact</li> <li>- impact on activity/activation</li> <li>- safety issues</li> <li>- lower grade</li> <li>- infrastructure elimination</li> <li>- Benne Cocales Buildings concealed by parking structure</li> </ul>	<p>identity:</p> <ul style="list-style-type: none"> <li>- representative of city's vision</li> <li>- recognizable architecture</li> <li>- civic space vs public park</li> <li>- neighborhood vs urban</li> <li>- 1996 plan</li> <li>- identity crisis</li> <li>- branding: change name</li> <li>- create a unique space</li> <li>- draw from city heritage (i.e. western, old town)</li> <li>- downtown epicenter: canal vs civic center</li> </ul>	<p>economic vitality:</p> <ul style="list-style-type: none"> <li>- community space vs. economic development</li> <li>- employment draw</li> <li>- revenue generation</li> <li>- rates</li> <li>- park activation = merchant activation</li> <li>- promotion/advertising</li> <li>- event sponsorship</li> <li>- central location</li> <li>- conference center</li> <li>- reutil land use east of 75th</li> <li>- event impact on businesses: positive + negative</li> </ul>
<p>bridge:</p> <ul style="list-style-type: none"> <li>- elimination vs. integration</li> <li>- privacy vs. visibility</li> <li>- elevate Drinkwater Blvd, lower park</li> <li>- activate</li> <li>- address "pat"</li> <li>- water damage</li> <li>- cracking</li> <li>- not structurally designed for vehicular access</li> </ul>	<p>maintenance:</p> <ul style="list-style-type: none"> <li>- vehicular access</li> <li>- bollards (problematic)</li> </ul>	<p>interior relationships:</p> <ul style="list-style-type: none"> <li>- SMOCA + CPA</li> <li>- restaurants</li> <li>- retail shops</li> <li>- city hall + city council</li> </ul>	<p>time:</p> <ul style="list-style-type: none"> <li>- day/night</li> <li>- season/year-round</li> <li>- recurring</li> </ul>	<p>shade:</p> <ul style="list-style-type: none"> <li>- large groups</li> <li>- climate</li> <li>- natural shade vs. built forms</li> <li>- extend shoulder season</li> <li>- retractable vs. fixed</li> </ul>	<p>maintenance:</p> <ul style="list-style-type: none"> <li>- cost</li> <li>- water damage</li> <li>- water quality</li> <li>- management</li> <li>- repairs</li> </ul>	<p>landscape:</p> <ul style="list-style-type: none"> <li>- tree preservation vs. elimination</li> <li>- desert plants vs. garden</li> <li>- rolling hills retain vs level</li> </ul>	<p>venue:</p> <ul style="list-style-type: none"> <li>- undefined</li> <li>- permanent vs. temporary</li> <li>- multiple events/overlap</li> <li>- scale/expansion</li> <li>- main stage/shell</li> <li>- amphitheater</li> <li>- needs to be "event ready"</li> <li>- level areas at stage location</li> <li>- "green room"</li> <li>- grade changes as a challenge</li> </ul>	<p>experience:</p> <ul style="list-style-type: none"> <li>- unappealing alleys from SMOCA parking structure ("back of house")</li> <li>- perception: "lovely, lonely, boring"</li> <li>- "don't change it"</li> </ul>	<p>cost:</p> <ul style="list-style-type: none"> <li>- maintenance</li> <li>- funding</li> <li>- resources</li> </ul>	
<p>transportation:</p> <ul style="list-style-type: none"> <li>- light-rail</li> <li>- trolley</li> </ul>	<p>trash collection:</p> <ul style="list-style-type: none"> <li>- vehicular access</li> <li>- ability to recycle/compost</li> <li>- evaluate if alley is closed</li> </ul>	<p>grand civic mall:</p> <ul style="list-style-type: none"> <li>- Civic center to AZ Central</li> <li>- connect Indian Bend Wash and Arizona Canal</li> </ul>	<p>public art:</p> <ul style="list-style-type: none"> <li>- functional</li> <li>- changing</li> <li>- landmark/attraction</li> <li>- photo-opp</li> <li>- sculpture garden</li> <li>- spread the art throughout</li> <li>- yearlings</li> </ul>	<p>sustainability:</p> <ul style="list-style-type: none"> <li>- water use</li> <li>- system</li> <li>- technology</li> </ul>	<p>maintenance:</p> <ul style="list-style-type: none"> <li>- elimination vs. management</li> <li>- overspending</li> <li>- use policies</li> <li>- event schedule/conflicts</li> <li>- cost (vendor/funding)</li> <li>- improvements</li> </ul>	<p>event needs:</p> <ul style="list-style-type: none"> <li>- storage</li> <li>- lighting</li> <li>- power accessibility</li> <li>- utility access</li> <li>- generators</li> <li>- cabling</li> </ul>	<p>arrival sequence:</p> <ul style="list-style-type: none"> <li>- front needs to be on street</li> <li>- identify entrances</li> <li>- no sense of arrival</li> <li>- West Entry is main entrance; still weak</li> <li>- create gateways</li> </ul>	<p>wayfinding:</p> <ul style="list-style-type: none"> <li>- well-defined entrance</li> <li>- clarity</li> <li>- landmarks</li> <li>- internal addressing/confusing</li> <li>- parking</li> <li>- google map issues</li> <li>- sign locations</li> </ul>	<p>merchants:</p> <ul style="list-style-type: none"> <li>- outreach</li> <li>- support</li> <li>- seasonal vs. annual</li> </ul>	
<p>expansion:</p> <ul style="list-style-type: none"> <li>- Saguaro Hotel</li> <li>- 2nd St properties</li> <li>- surrounding parcels</li> </ul>	<p>first responders:</p> <ul style="list-style-type: none"> <li>- maximum access</li> <li>- emergency vehicles access</li> </ul>	<p>Fire lane:</p> <ul style="list-style-type: none"> <li>- west access point at Peppercorn</li> <li>- east access point at 75th street</li> <li>- south access along west side of PCA</li> </ul>	<p>technology:</p> <ul style="list-style-type: none"> <li>- strong public wifi</li> </ul>	<p>cultural assets:</p> <ul style="list-style-type: none"> <li>- Cavaliere</li> <li>- Mission</li> <li>- SMOCA</li> <li>- CPA</li> <li>- Library</li> <li>- Historica Museum ("little red schoolhouse")</li> </ul>	<p>sustainability:</p> <ul style="list-style-type: none"> <li>- water use</li> <li>- exten/ functionality</li> </ul>	<p>tents:</p> <ul style="list-style-type: none"> <li>- quantity</li> <li>- locations</li> <li>- layout</li> <li>- set-up areas (75th/parking)</li> <li>- scale</li> <li>- blocking</li> <li>- don't work on Main Street</li> <li>- vehicle access challenging</li> </ul>	<p>parking:</p> <ul style="list-style-type: none"> <li>- scarcity during events</li> <li>- shared parking/public transit</li> </ul>	<p>comments</p>	<p>SMOCA parking structure:</p> <ul style="list-style-type: none"> <li>- elimination vs. integration</li> <li>- underground option</li> <li>- mixed-use structure (retail)</li> <li>- access vs. occupancy</li> <li>- traffic flow is strange</li> <li>- maintenance: repaint</li> <li>- relocate to City Hall</li> </ul>	<p>SMOCA parking structure:</p> <ul style="list-style-type: none"> <li>- elimination vs. integration</li> <li>- underground option</li> <li>- mixed-use structure (retail)</li> <li>- access vs. occupancy</li> <li>- traffic flow is strange</li> <li>- maintenance: repaint</li> <li>- relocate to City Hall</li> </ul>
<p>restrooms:</p> <ul style="list-style-type: none"> <li>- more = better</li> <li>- improved visual and physical access</li> <li>- eliminate "bunker restroom"</li> <li>- Brown + Main restroom hidden</li> </ul>	<p>surrounding structures:</p> <ul style="list-style-type: none"> <li>- deterioration, "expanded their lifespan"</li> <li>- orientation ("face the park")</li> </ul>	<p>SMOCA parking structure:</p> <ul style="list-style-type: none"> <li>- elimination vs. integration</li> <li>- underground option</li> <li>- mixed-use structure (retail)</li> <li>- access vs. occupancy</li> <li>- traffic flow is strange</li> <li>- maintenance: repaint</li> <li>- relocate to City Hall</li> </ul>	<p>Center for Performing Arts:</p> <ul style="list-style-type: none"> <li>- Black Box</li> <li>- Event Space</li> <li>- second performing arts with SMOCA</li> <li>- indoor/outdoor experience</li> <li>- rooftop event space/garden</li> <li>- more programming</li> <li>- sunday affair</li> <li>- music nights</li> <li>- open toward Drinkwater;</li> <li>- showcase activity inside</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	
<p>One Civic surface parking:</p> <ul style="list-style-type: none"> <li>- opportunity to expand</li> <li>- used for events</li> <li>- temporary restroom/waste management</li> </ul>	<p>One Civic:</p> <ul style="list-style-type: none"> <li>- elimination vs. repurposing</li> <li>- connect to public space</li> <li>- needs attention</li> <li>- move east of KIAA</li> </ul>	<p>One Civic:</p> <ul style="list-style-type: none"> <li>- elimination vs. repurposing</li> <li>- connect to public space</li> <li>- needs attention</li> <li>- move east of KIAA</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	<p>SMOCA:</p> <ul style="list-style-type: none"> <li>- second story</li> <li>- roof garden</li> </ul>	
<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	<p>city hall:</p>	

# what we heard | matrix summary

Holly Street Studio Architects with Floor Associates

**What We Heard**  
**"What We Like"**





## **“what we like”** | Bennie Gonzales Buildings

Holly Street Studio Architects *with* Floor Associates





## “what we like” | Lawn

Holly Street Studio Architects with Floor Associates





“what we like” | garden character





“what we like” | trees





“what we like” | yearlings





**“what we like”** | Schoolhouse

Holly Street Studio Architects with Floor Associates





**“what we like”** | free parking

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**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**



# Existing Challenges Identity



**existing challenges** | identity

Holly Street Studio Architects *with* Floor Associates



**Existing Challenges**  
**Visibility**



**existing challenges** | visibility: hidden gem

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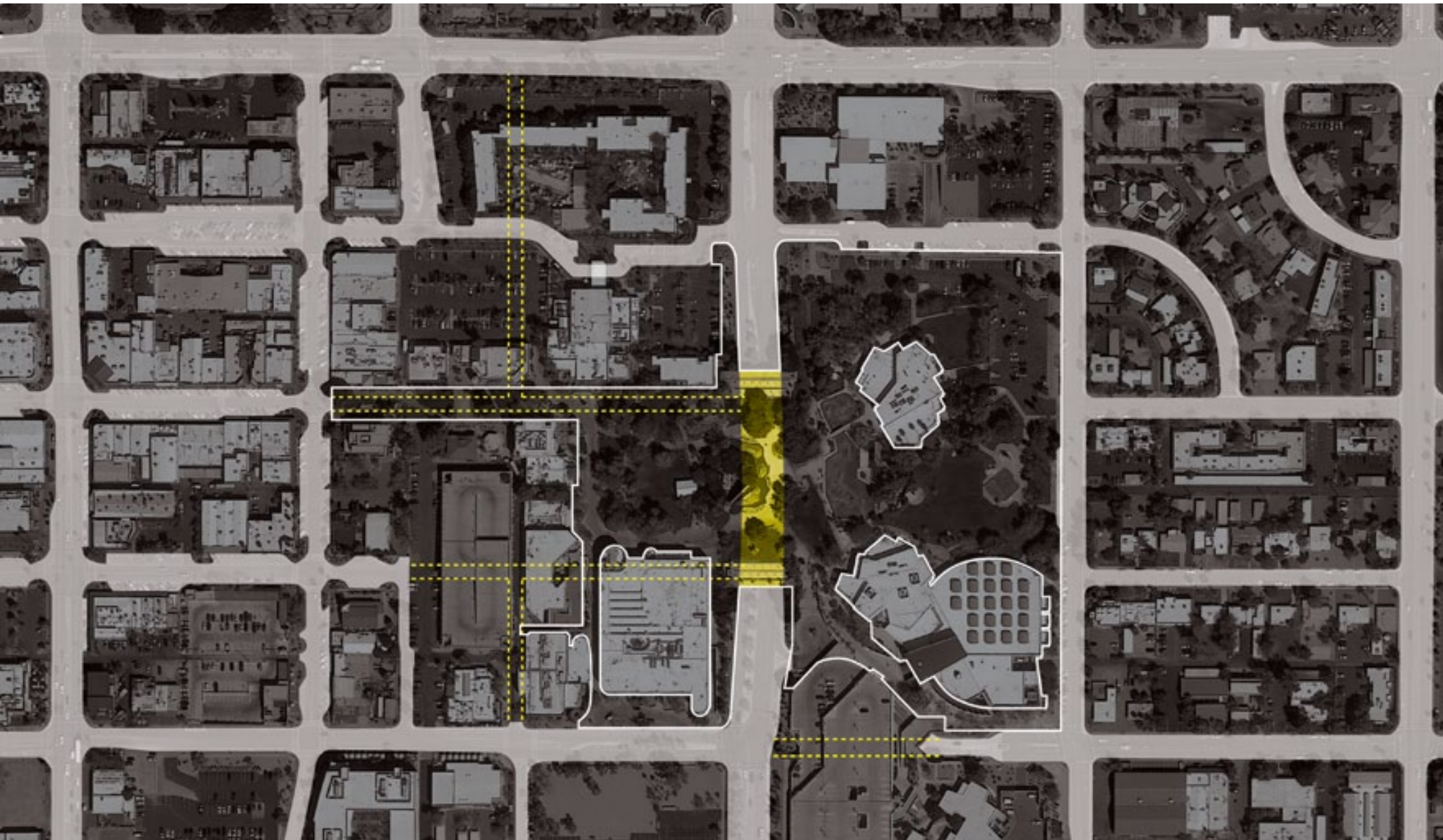


**existing challenges** | park does not touch the city fabric [street presence]

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**Existing Challenges**  
**Connection to City**





**site challenges** | disconnected from the street

Holly Street Studio Architects *with* Floor Associates

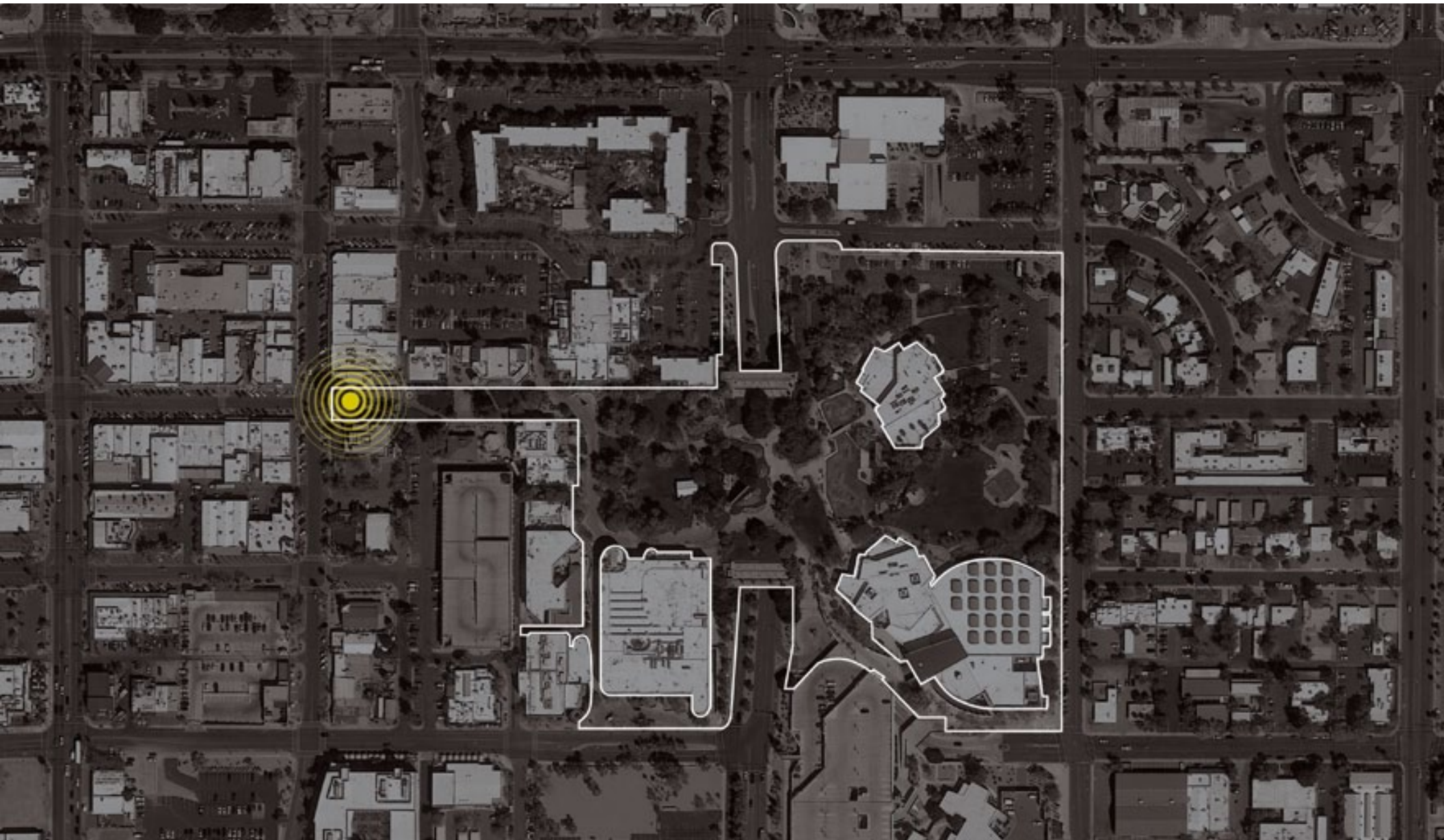




**existing challenges** | civic buildings and entrances are hidden from the public

Holly Street Studio Architects with Floor Associates





**existing challenges** | non-existing entry experience / portals to the park

Holly Street Studio Architects with Floor Associates

# Existing Challenges

## Access

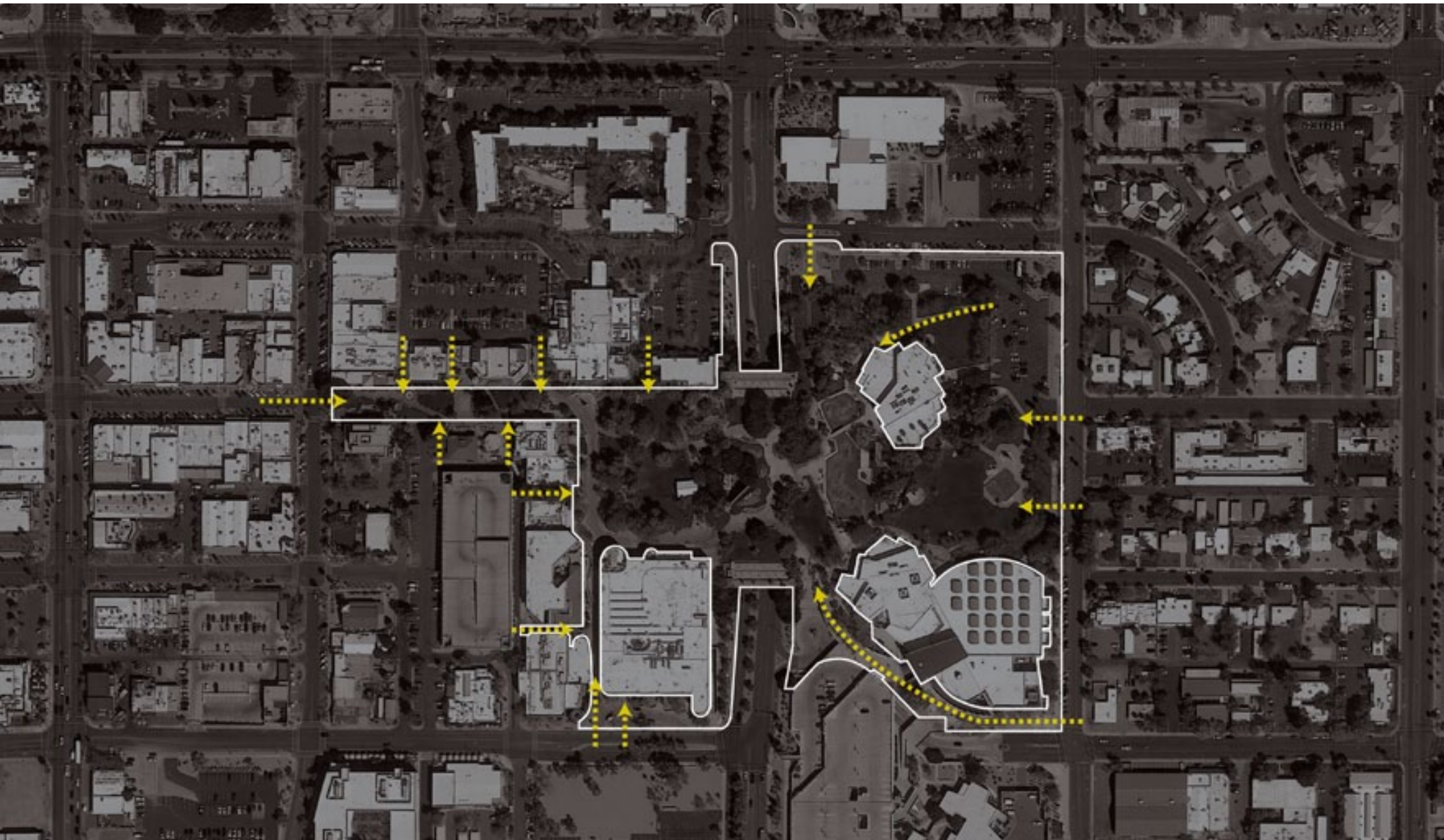




**existing challenges** | access: drive + park [limited visible and accessible parking]

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**existing challenges** | access: pedestrian

Holly Street Studio Architects with Floor Associates

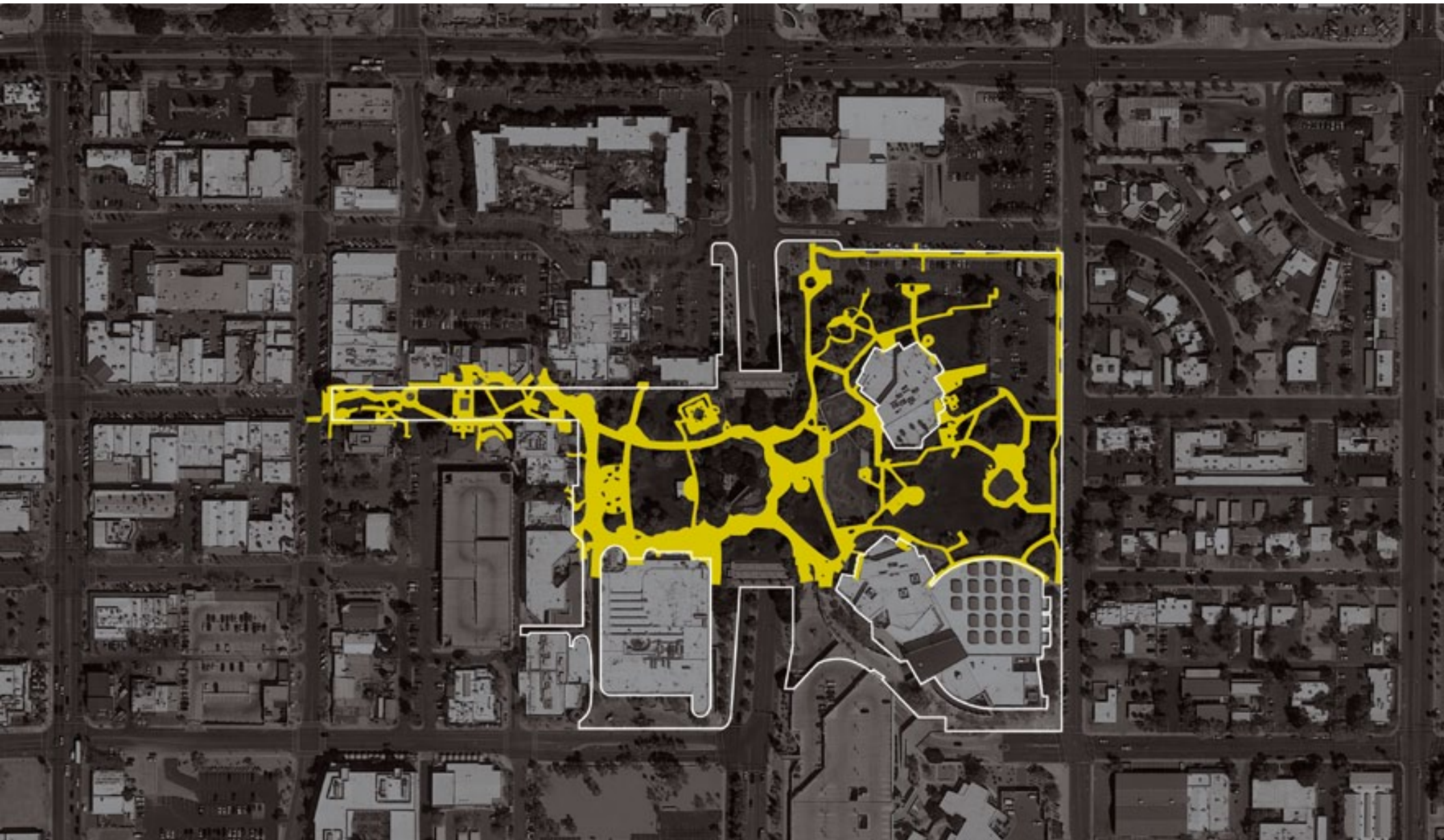




**existing challenges** | access: riding

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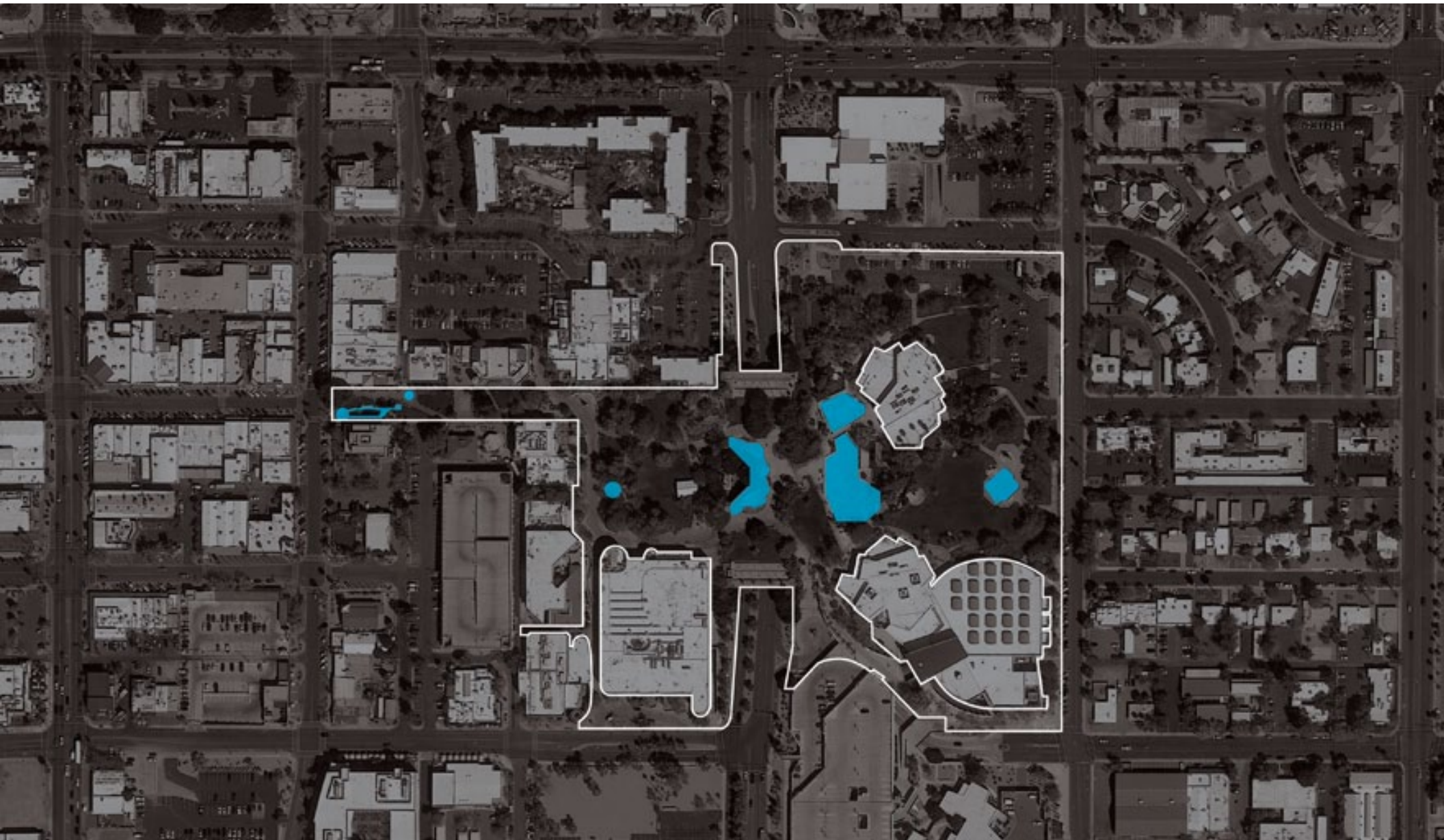


**existing challenges** | wayfinding: getting around

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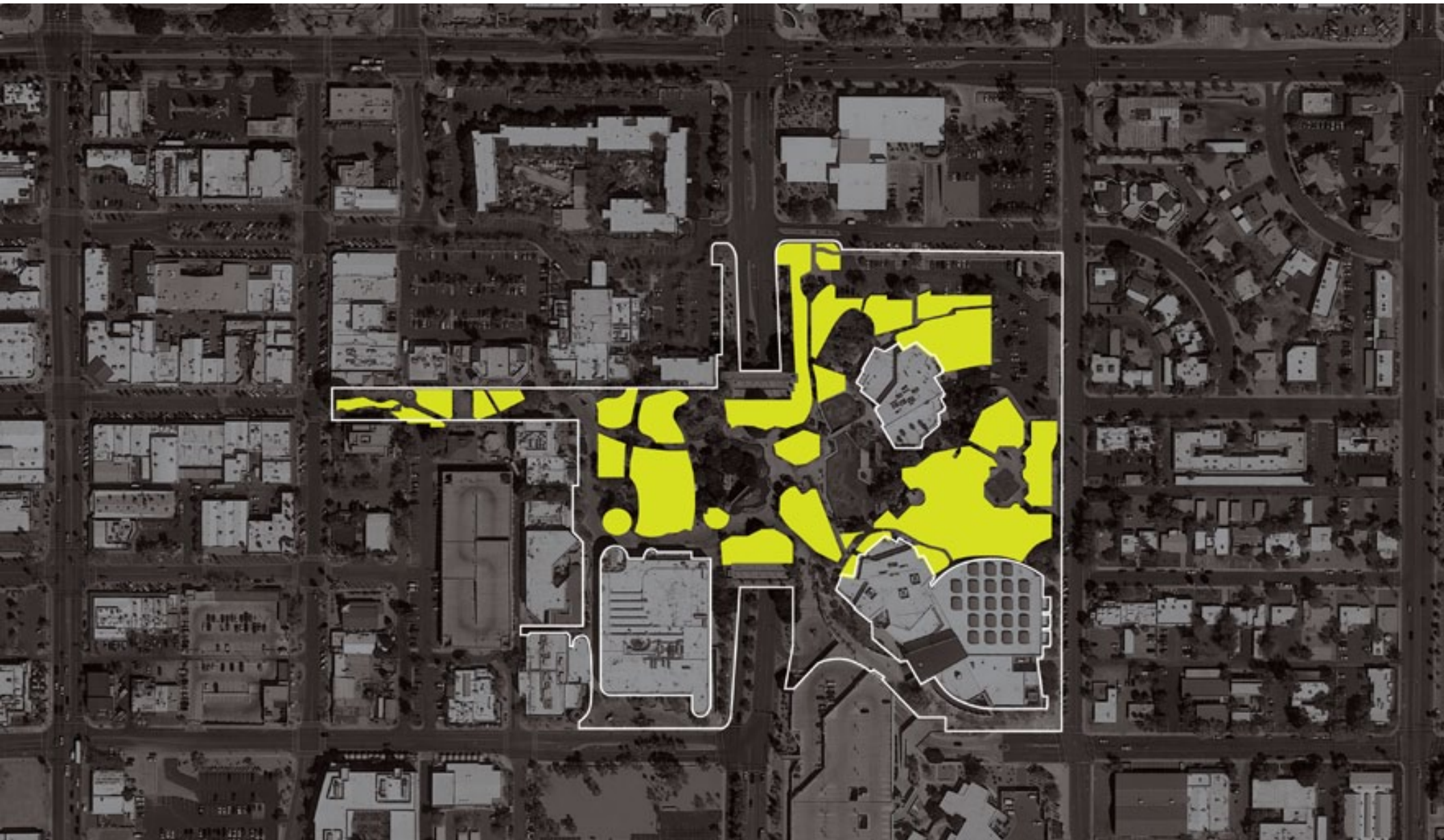
# Existing Challenges Elements



**existing challenges** | water: ineffective use of water features

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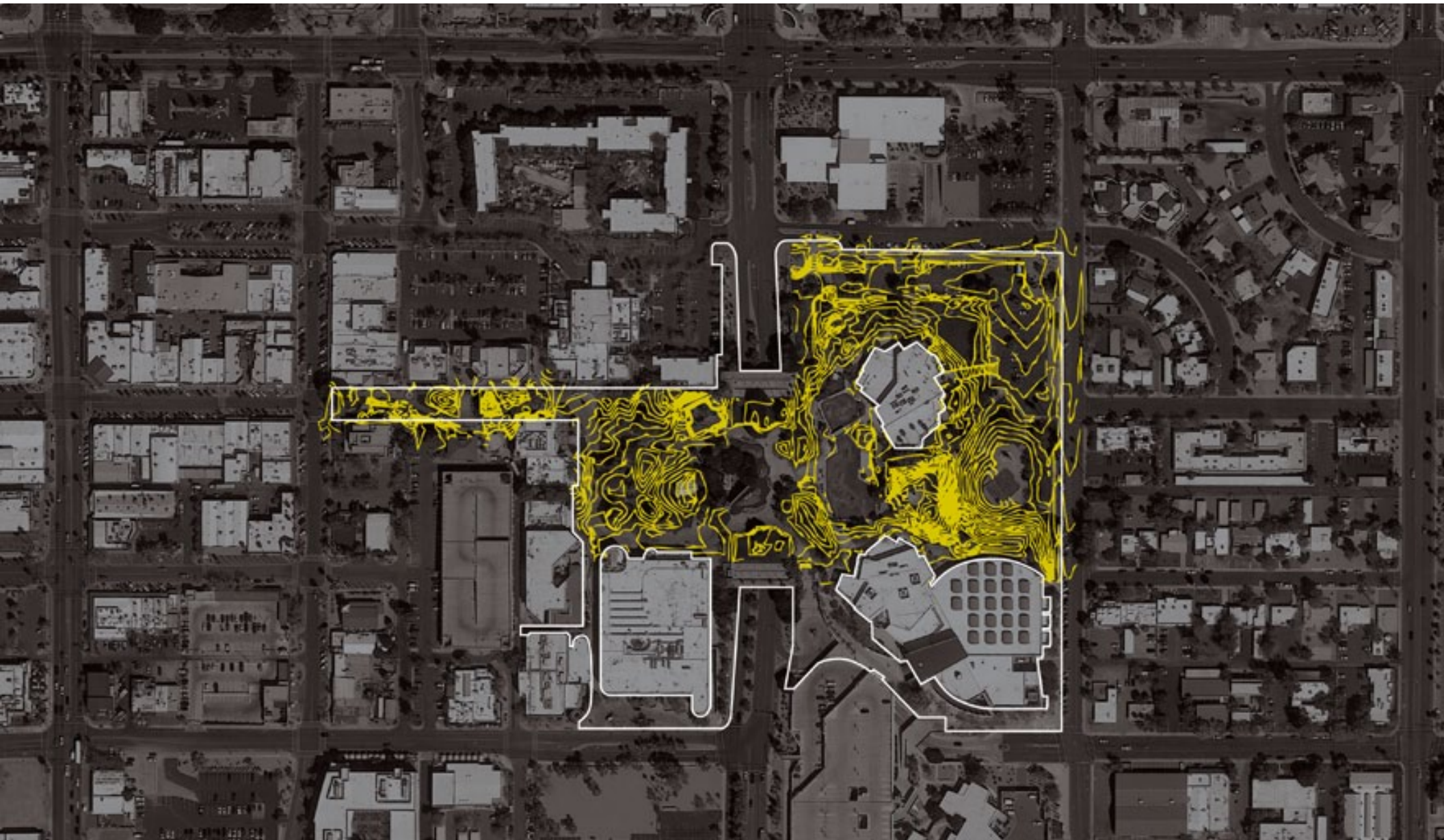




**existing challenges** | grass: disconnected lawn areas

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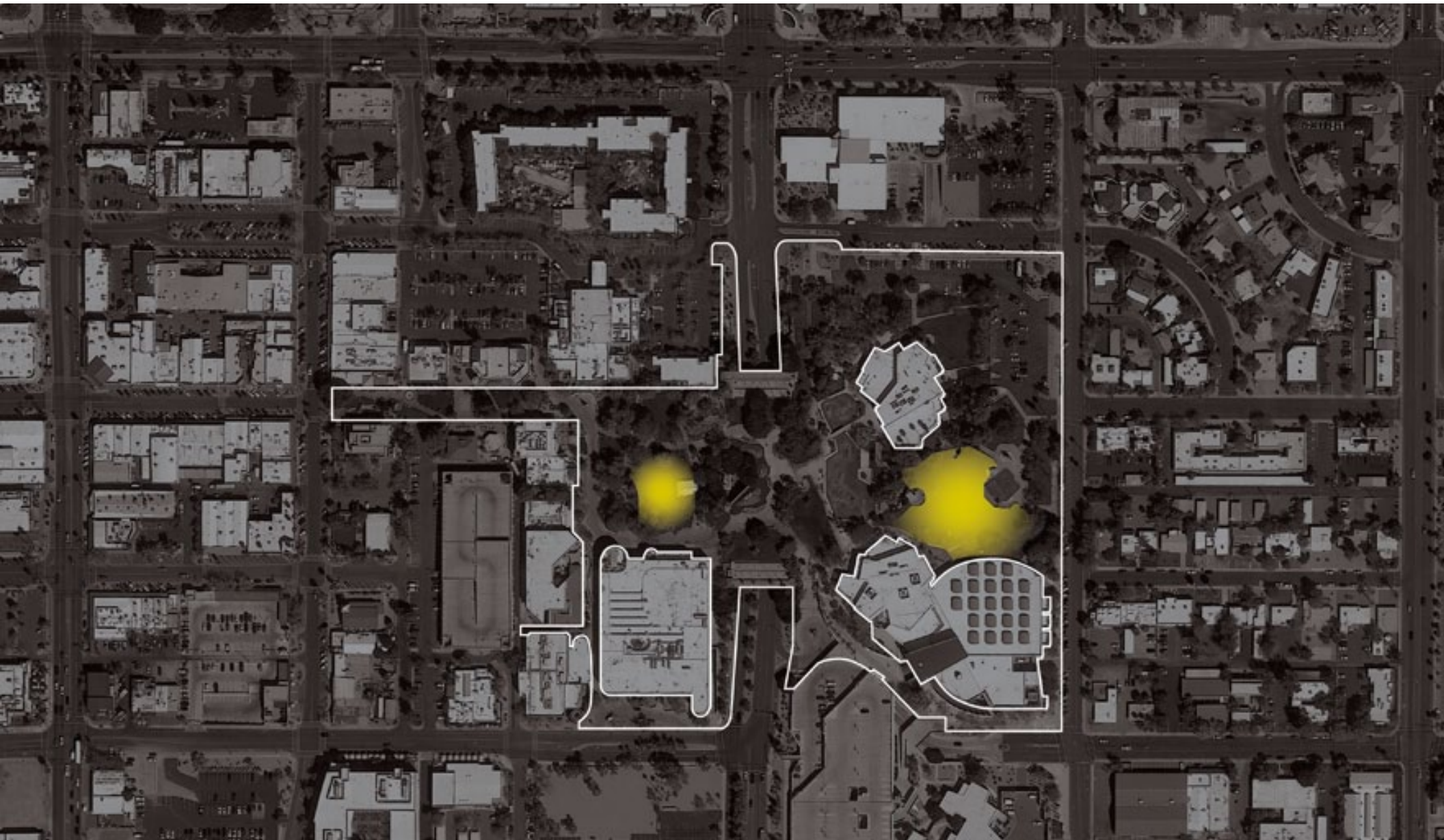




**existing challenges** | grade: not purposeful or unusable surface changes

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**existing challenges** | disconnected event space

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# Existing Challenges Activity





existing site challenges | no perceived vibe





existing site challenges | dead in the summer





**existing site challenges** | cannot have events during planting season

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**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**



identity

food + beverage

movement

overlook

great lawn

shade

garden

pedestrians + bikes

access

connect to Indian School

civic entries

parking

arts

passive spaces

interactive water features

visibility

wayfinding

Festivals

restrooms

discovery zone

performance pavillion

connect to Old Town

entry

connections

children's discovery zone

outdoor activities

passive spaces

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**





potential activities:

**Family oriented**

- Mommy & me
- Reading Room
- Story time
- Games
- Stroller boot camp
- Saturday splash day

**Food and Beverage**

- More options
- Grab and go

**Scheduled Activities**

- Festivals
- Events
- Food markets
- Yoga / Pilates
- Movie nights
- Music nights and lunches
- Food trucks
- Poetry Slam
- Book signing
- Spanish classes
- Chess matches
- Simulcast events
- Piano day
- Sound and light show

**Open programming**

- Wifi



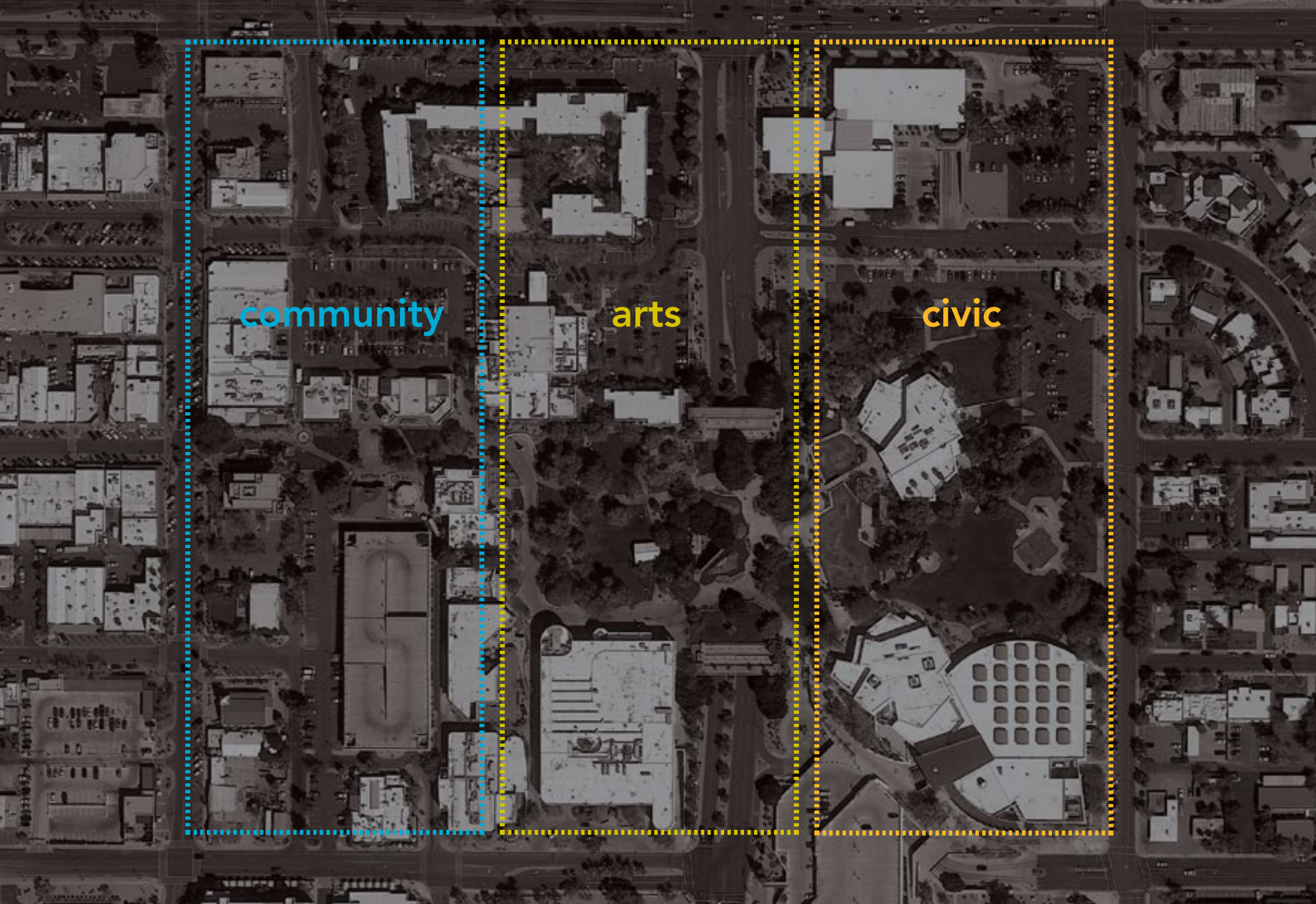
An aerial photograph of a campus with various buildings, parking lots, and green spaces. A dashed white border highlights a central portion of the campus. The text "how are they to be organized?" is overlaid in white on this central area.

how are they to be organized?

**possibilities | organization**

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community

arts

civic

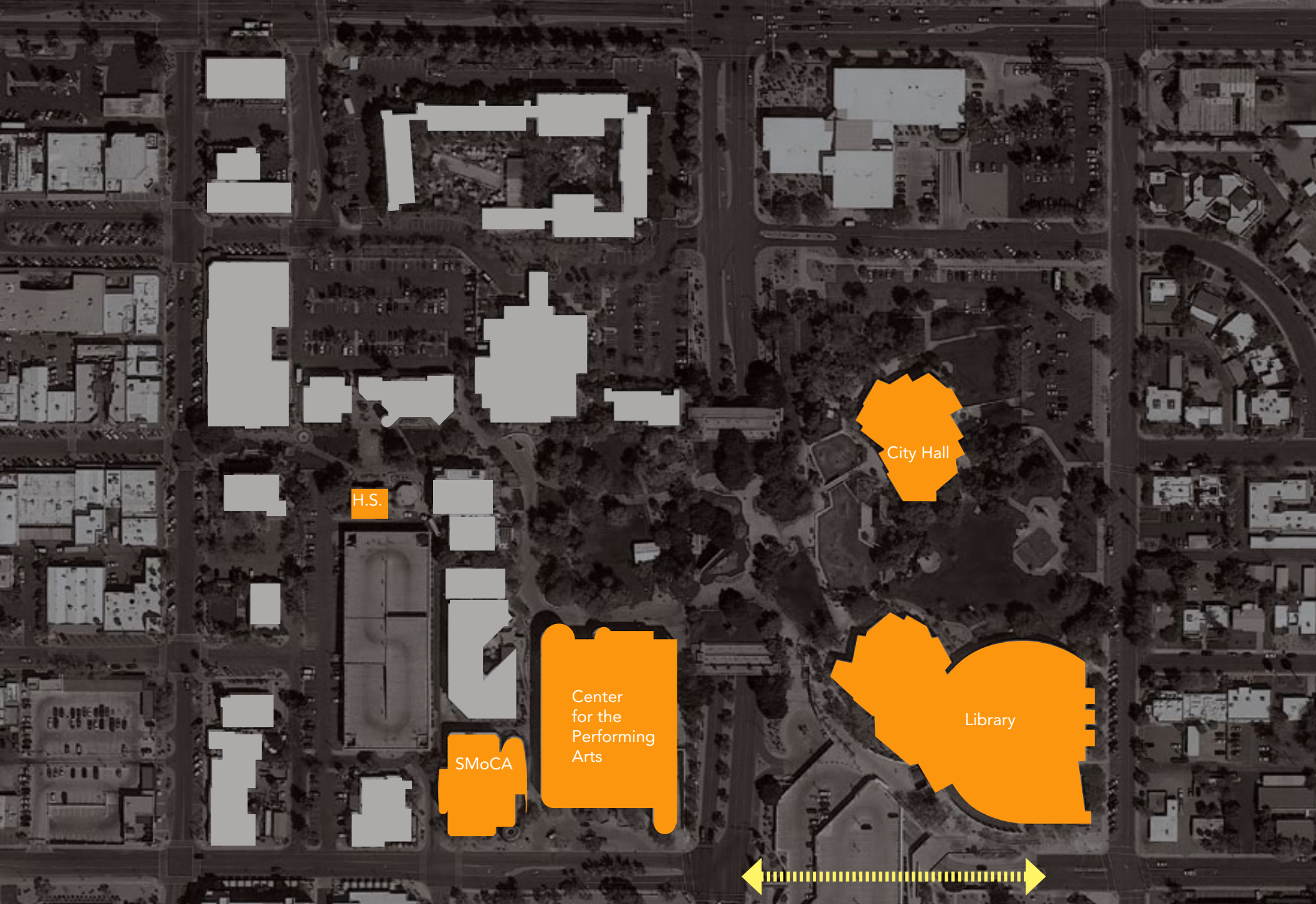
**possibilities** | organization: zones

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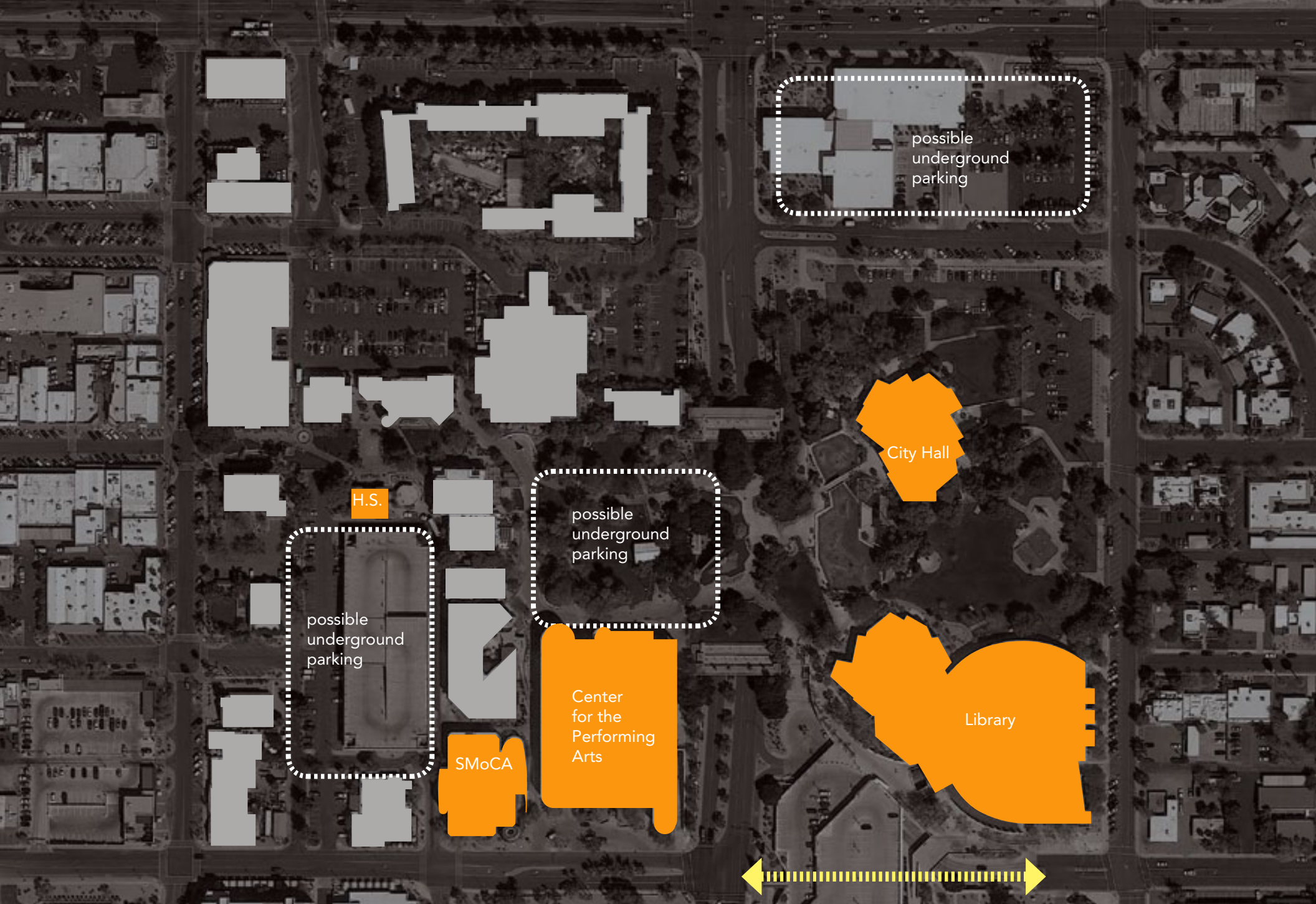




**possibilities** | reconnect 2nd Street

Holly Street Studio Architects with Floor Associates





possible  
underground  
parking

City Hall

H.S.

possible  
underground  
parking

possible  
underground  
parking

Center  
for the  
Performing  
Arts

SMoCA

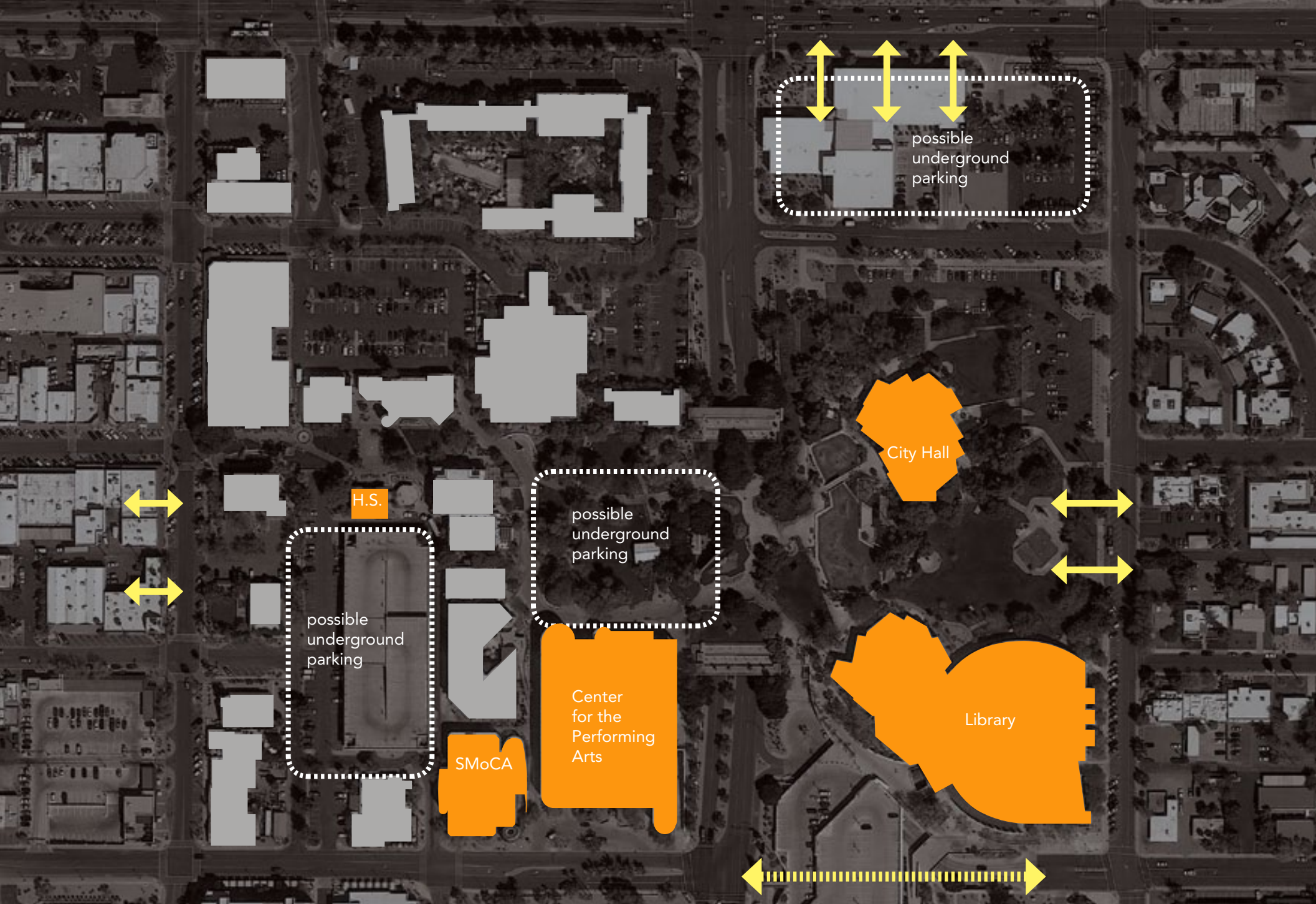
Library



# possibilities | underground parking

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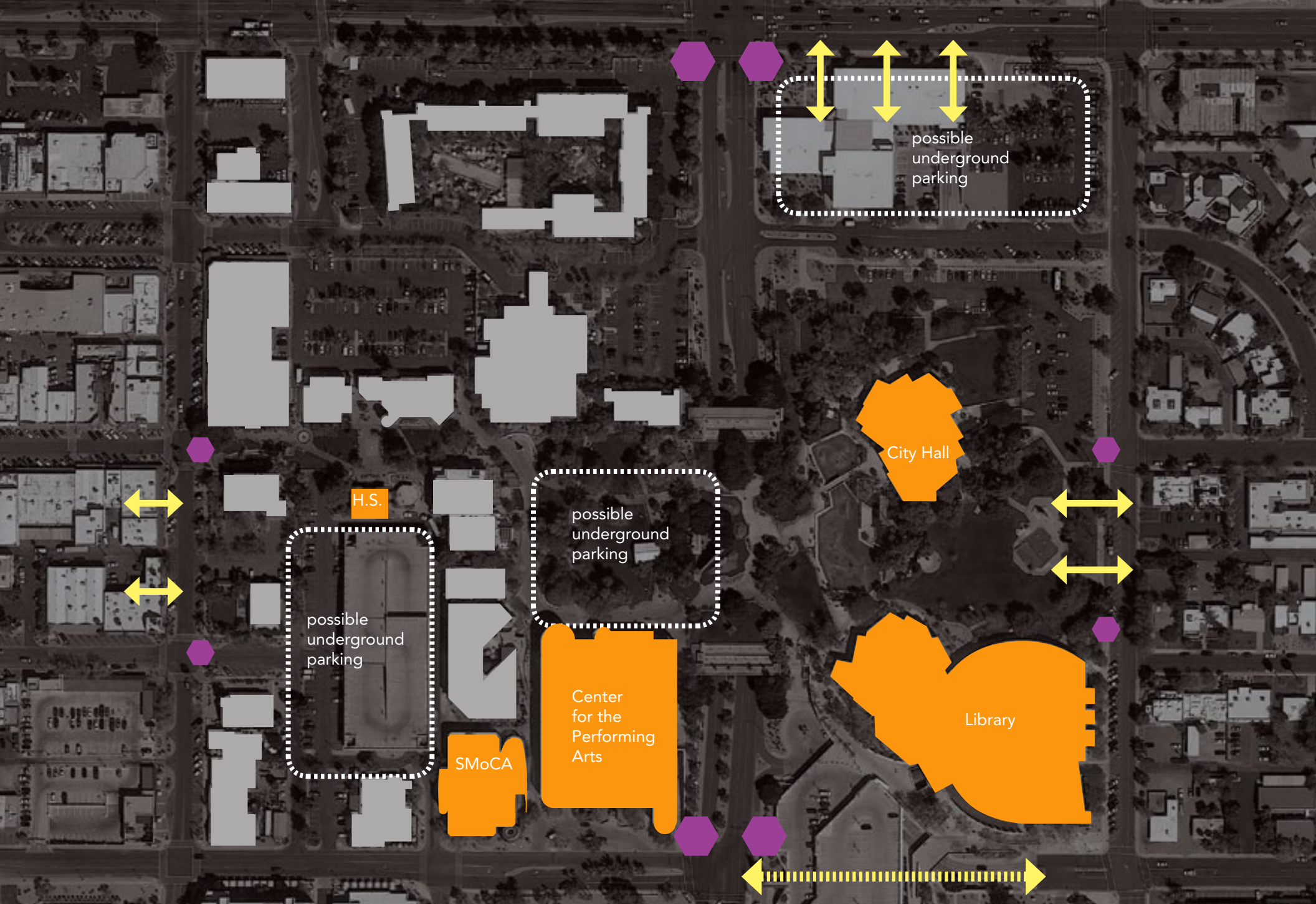




**possibilities** | connect to street

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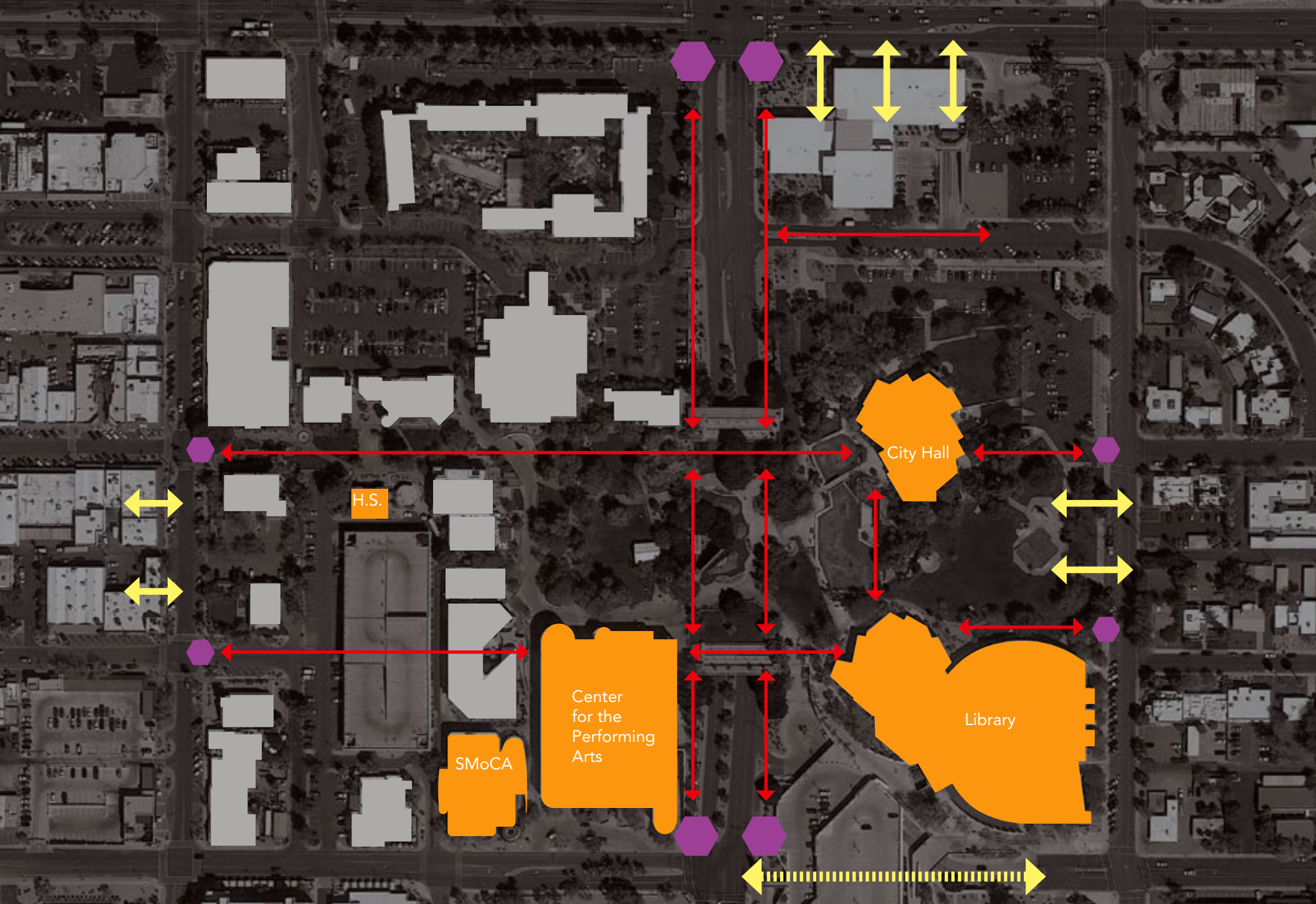




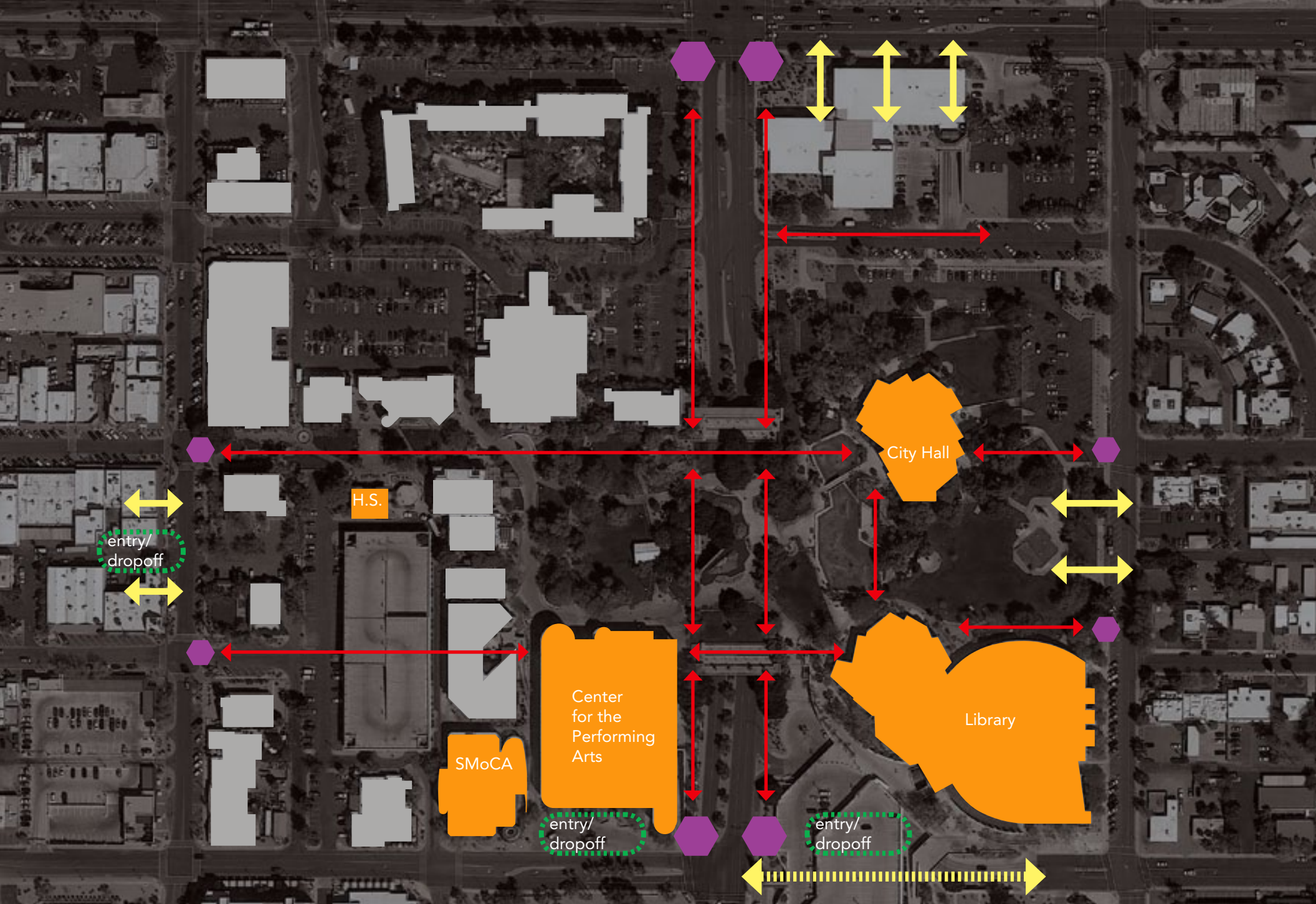
**possibilities | gateways**

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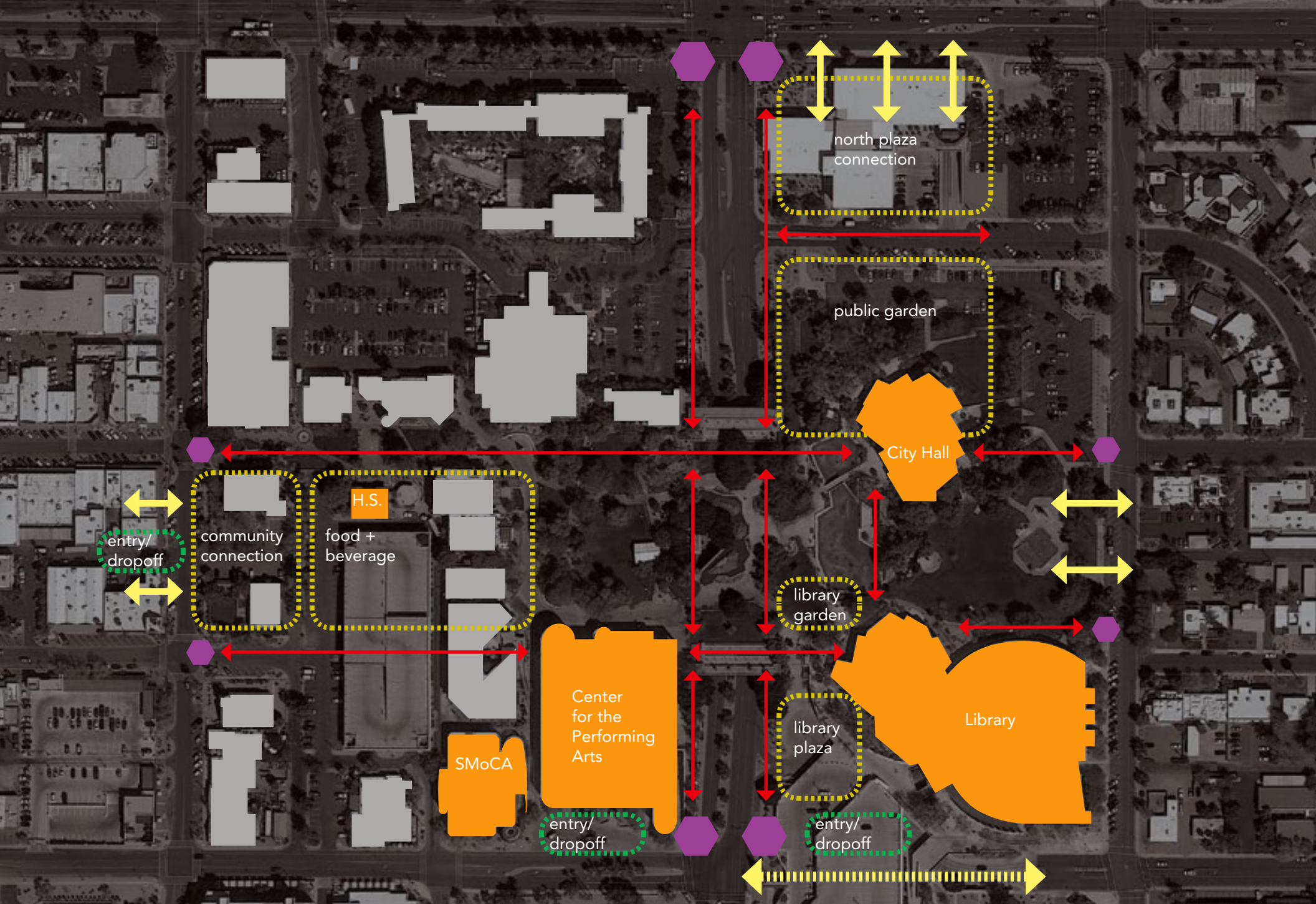




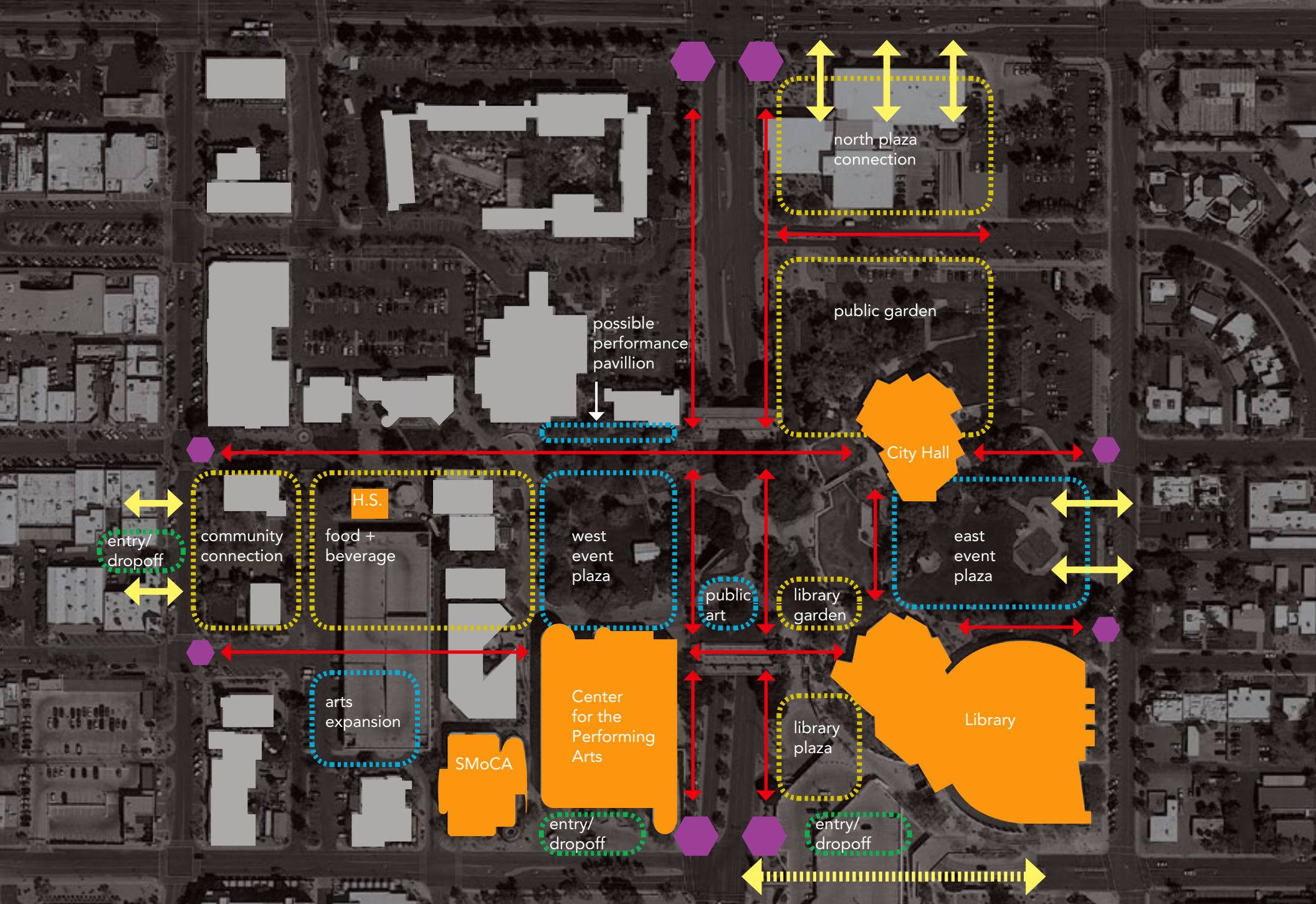
**possibilities | entry / drop-off**

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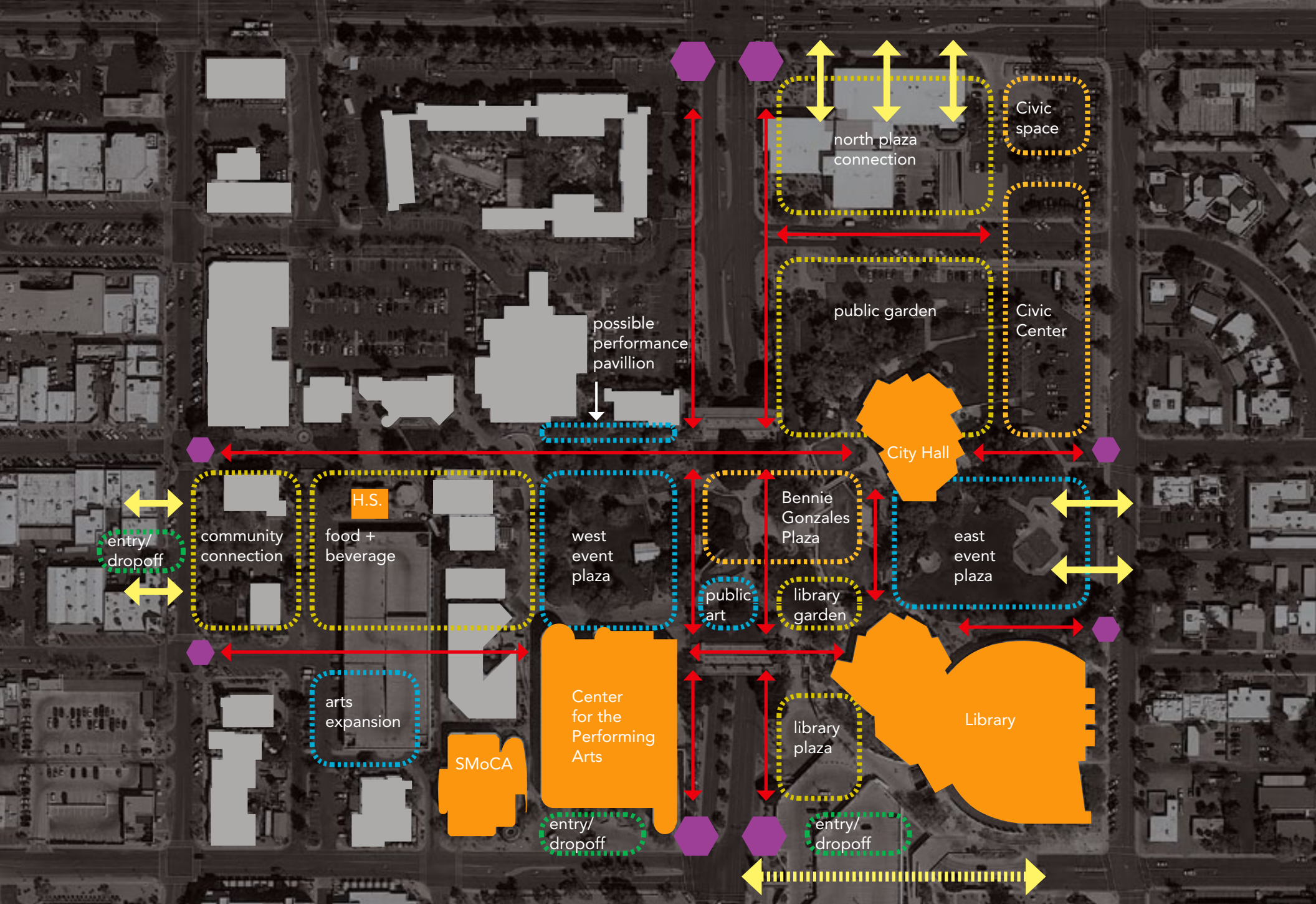




**possibilities | arts**

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**possibilities** | conceptual site diagram

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