



City of Scottsdale Civic Center Masterplan

25 January 2017

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.

CIVIC CENTER | PLANNING PROCESS

PUBLIC MEETING #1

28 October 2015

PUBLIC MEETING #2

18 November 2015

STAKEHOLDER MTGS.

Extensive Public Outreach + Discussions

- ON HOLD -

Downtown Public Space Master Plan Discussion(s)

PUBLIC OUTREACH #3

25 January 2017 - **Tonight**

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

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**Improved permanent stages (2) + Power, Lighting, Sound System, Storage
+ Truck Access**

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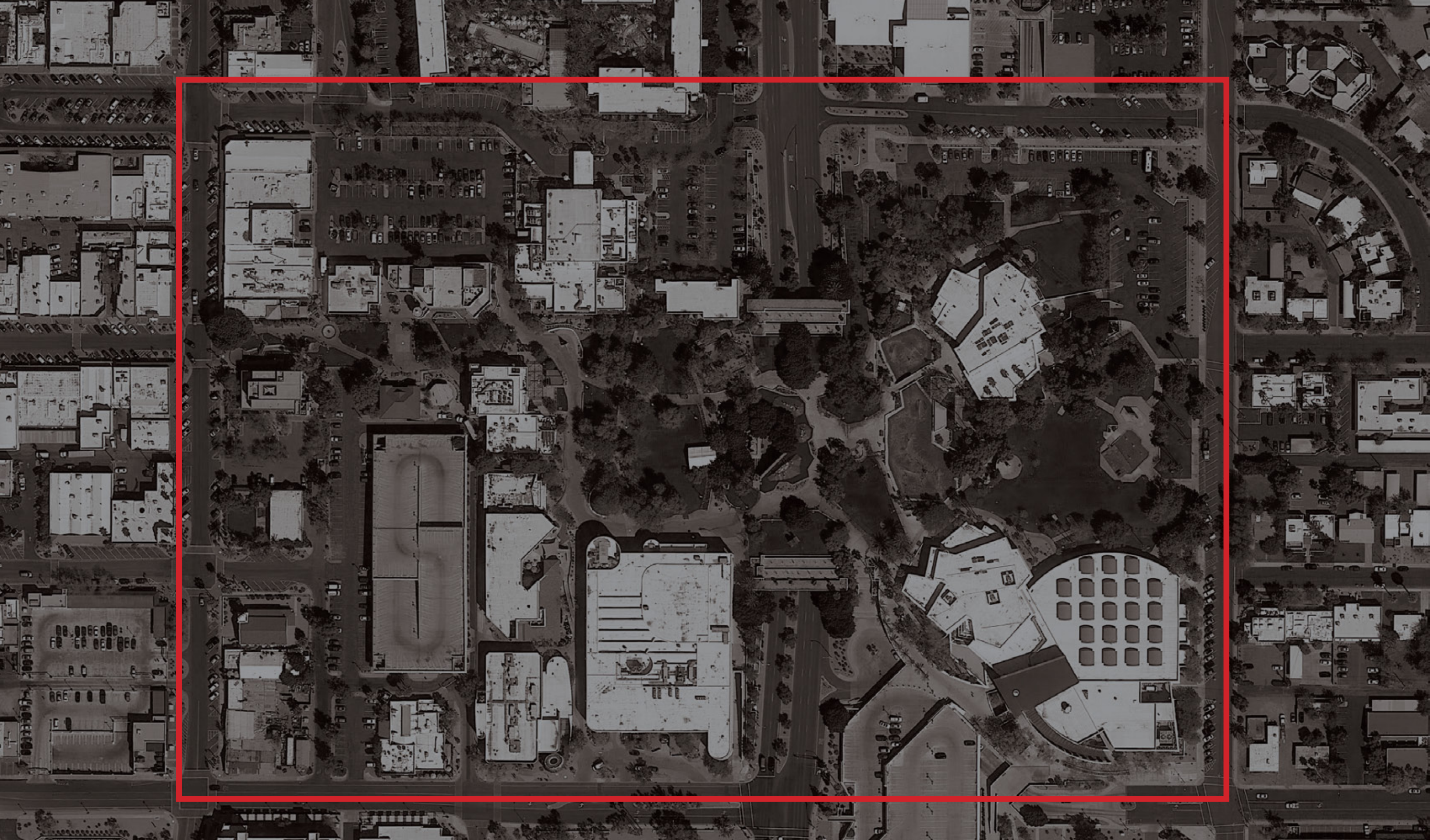
**Circulation + Wayfinding + Accessibility + Drainage + Visibility (Brown to Main)
+ Resolve Bridge Deterioration Issues + Reduce Fountains/Water Surface**

CITY OF SCOTTSDALE CONNECTIVITY

Downtown Scottsdale Public Space Masterplan

CIVIC CENTER





CIVIC CENTER: EXISTING AERIAL VIEW



CIVIC CENTER: USE DIAGRAM



MUMSP PROJECT AREA



DETAIL: WEST ENTRANCE

NEXT STEPS:

MUMSP Update (Approvals)

**Municipal Use Master Site Plan
Development Review Board
Planning Commission
City Council**

CIVIC CENTER

Maintaining its history as Scottsdale's "Central Park", proposed changes to the Civic Center largely consist of maintenance and improvement of existing favorites: open green space, arts & culture gathering areas, meandering walkways, water features, native gardens, and connections to retail and municipal establishments. Proposed updates transform a series of outdoor rooms into a unified city green, currently hidden among numerous structures and modifications since the 1960's. New opportunities for open space will be created through various underground parking strategies, replacing the outdated West Parking Garage, and directly connected to the park by above-ground pavilions.

- ① new development opportunity
- ② below grade parking access
- ③ proposed below grade parking
- ④ new elevated walk
- ⑤ Scottsdale Historical Society
- ⑥ public art at overlook
- ⑦ large event lawn
- ⑧ new performance pavilion
- ⑨ renovated water features
- ⑩ medium event lawn
- ⑪ small event lawn
- ⑫ shade pavilions + parking access
- ⑬ children's reading garden
- ⑭ new library plaza + public art pad





Brown Ave

RECONNECT 1ST AVE

Main Street

City Hall KIVA

Bennie Gonzales Garden

Existing Historic Retail

Los Olivos

SMOCA

Scottsdale Center for the Performing Arts

Scottsdale Library

Drop Zone

2nd Street

Drop Zone

Drinkwater Blvd

RECONNECT 2ND STREET