



# City of Scottsdale Civic Center Masterplan

Public Meeting #1 | 28 October 2015

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# Introduction

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## 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.

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# 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 – January, 2016
- Municipal Use Master Site Plan process – Spring 2016
  - Development Review Board
  - Planning Commission
  - City Council



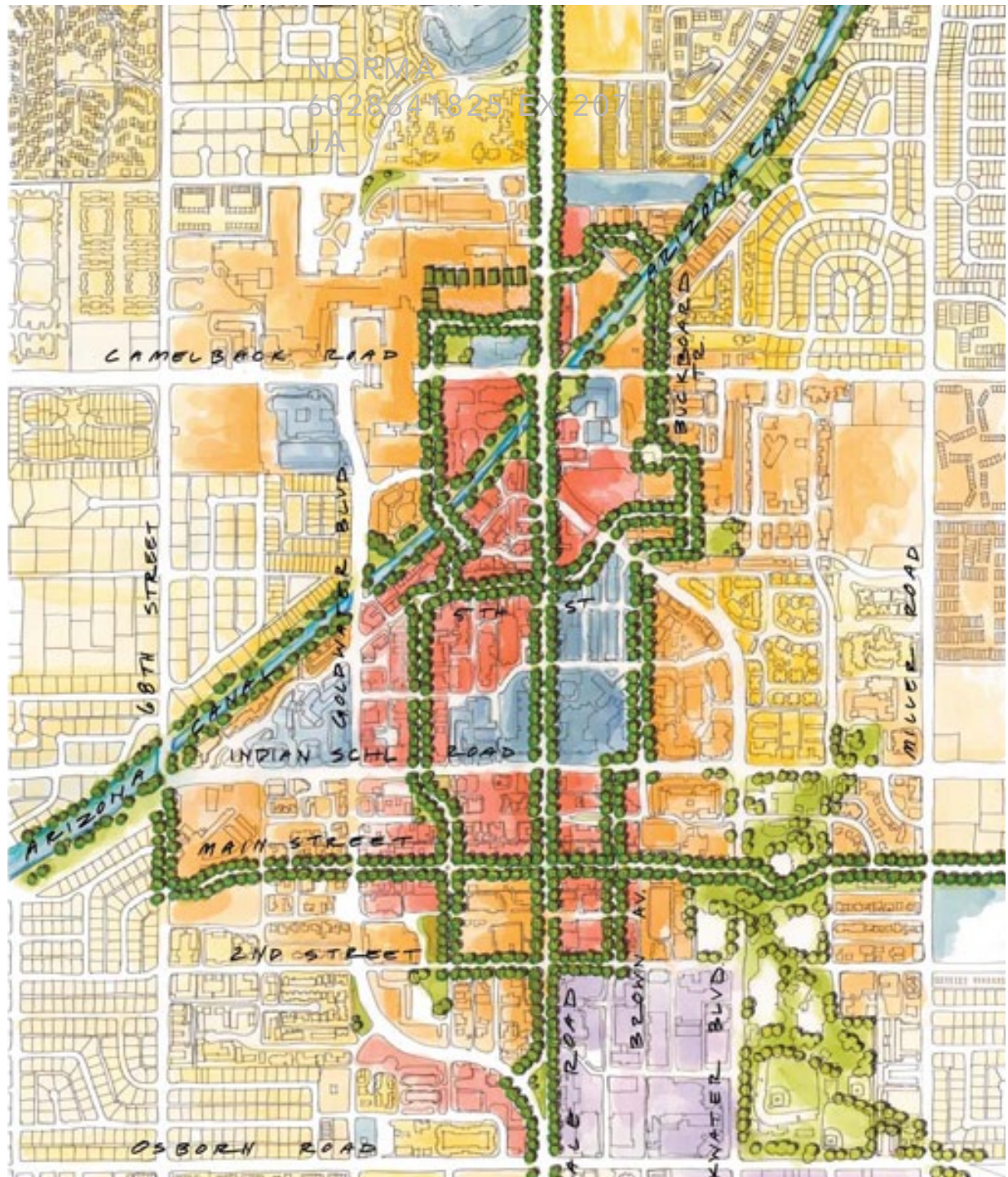
Scottsdale today | starting point





## 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



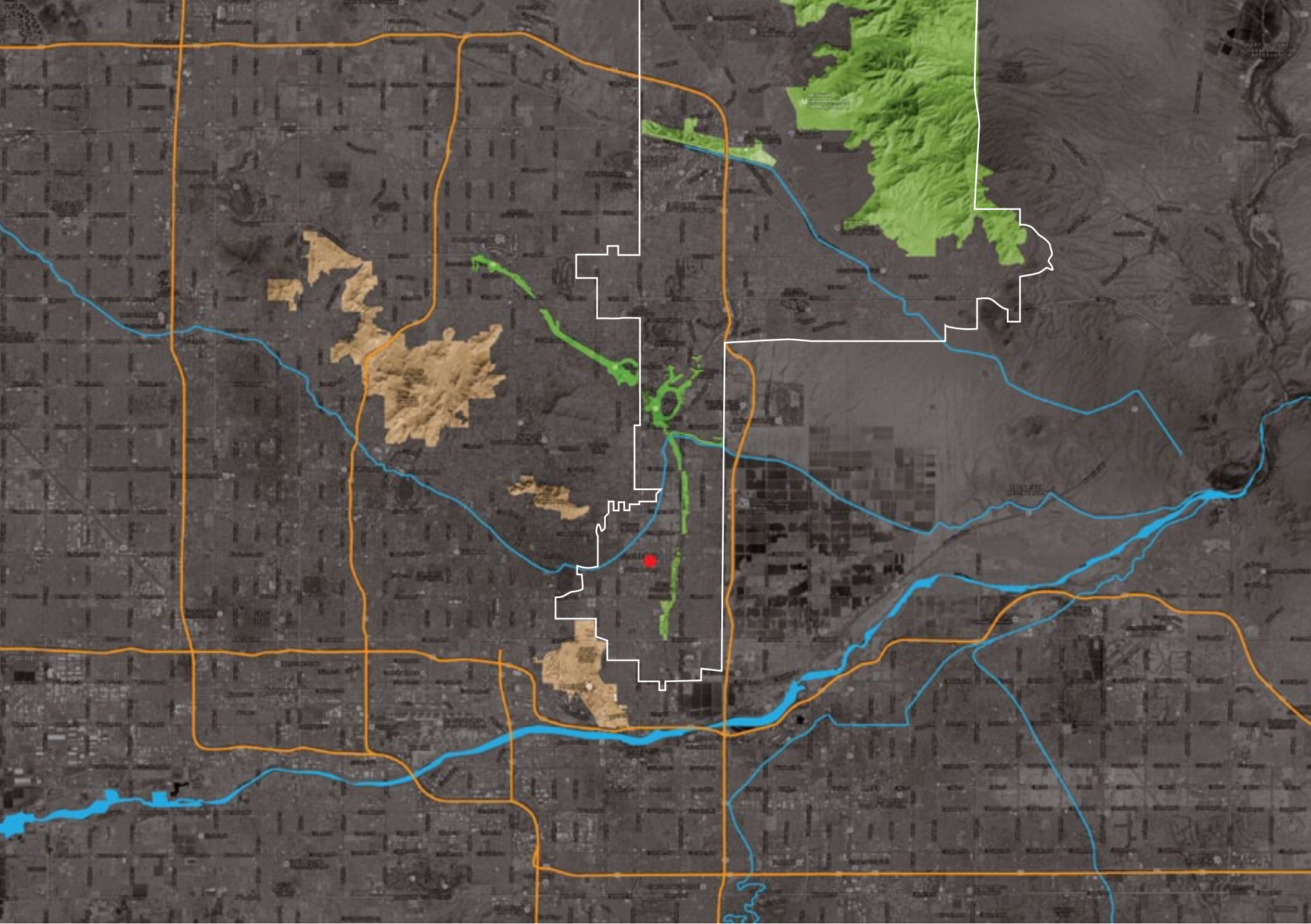
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**context** | natural features, major investments, Scottsdale Civic Center Mall site

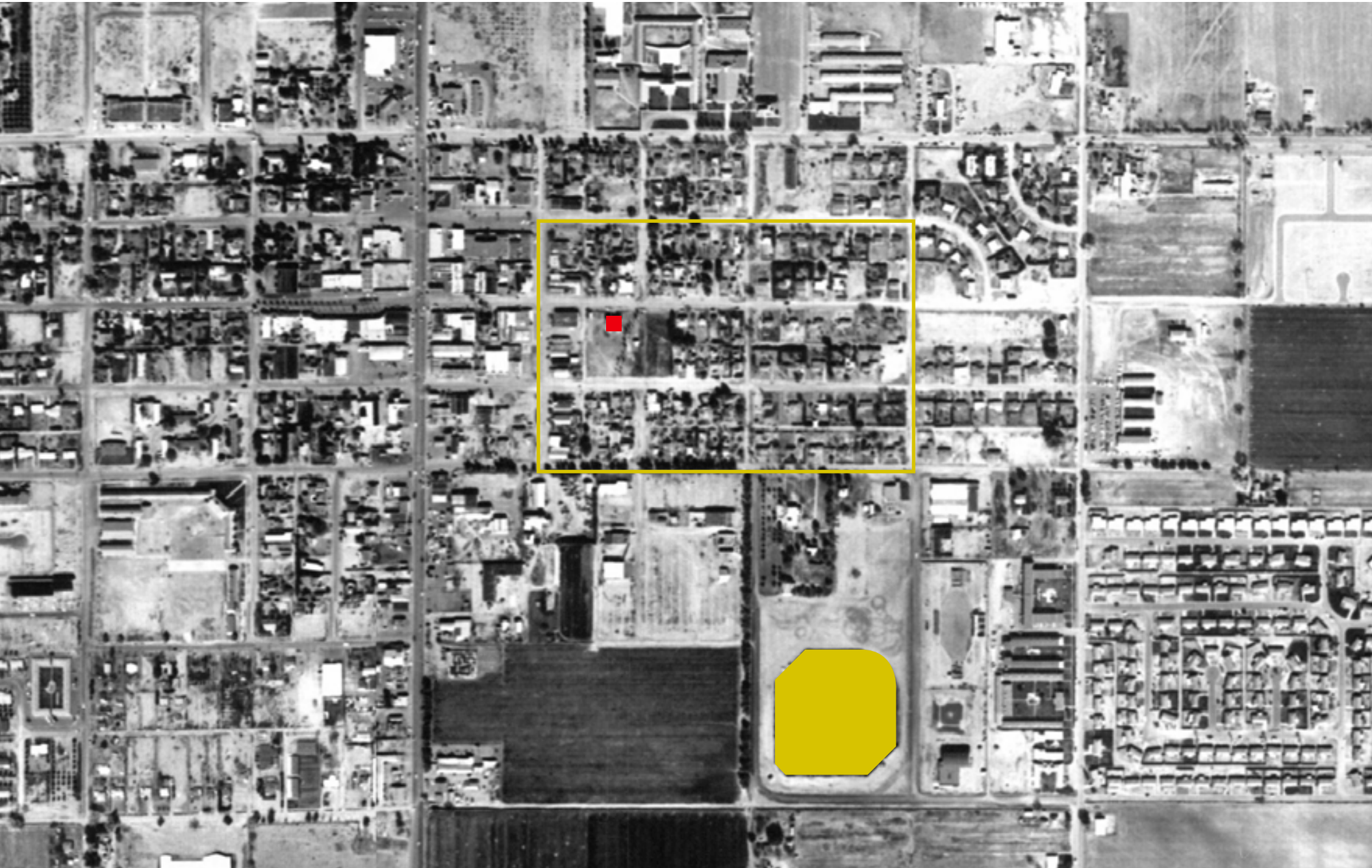


urban context | uses

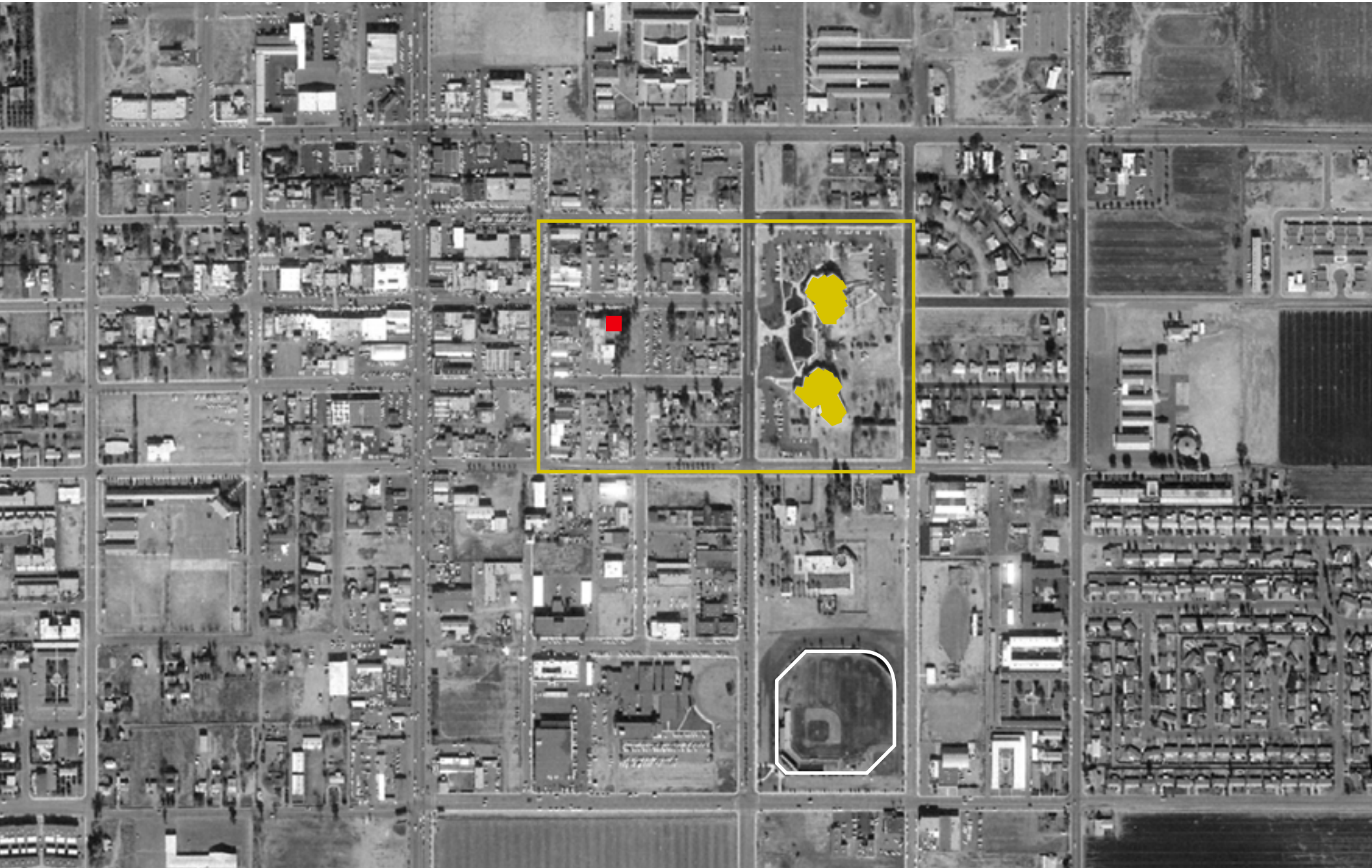
<b>2010</b>	<b>2015</b>	<b>2020</b>
2900 units	4800 units	6700 units

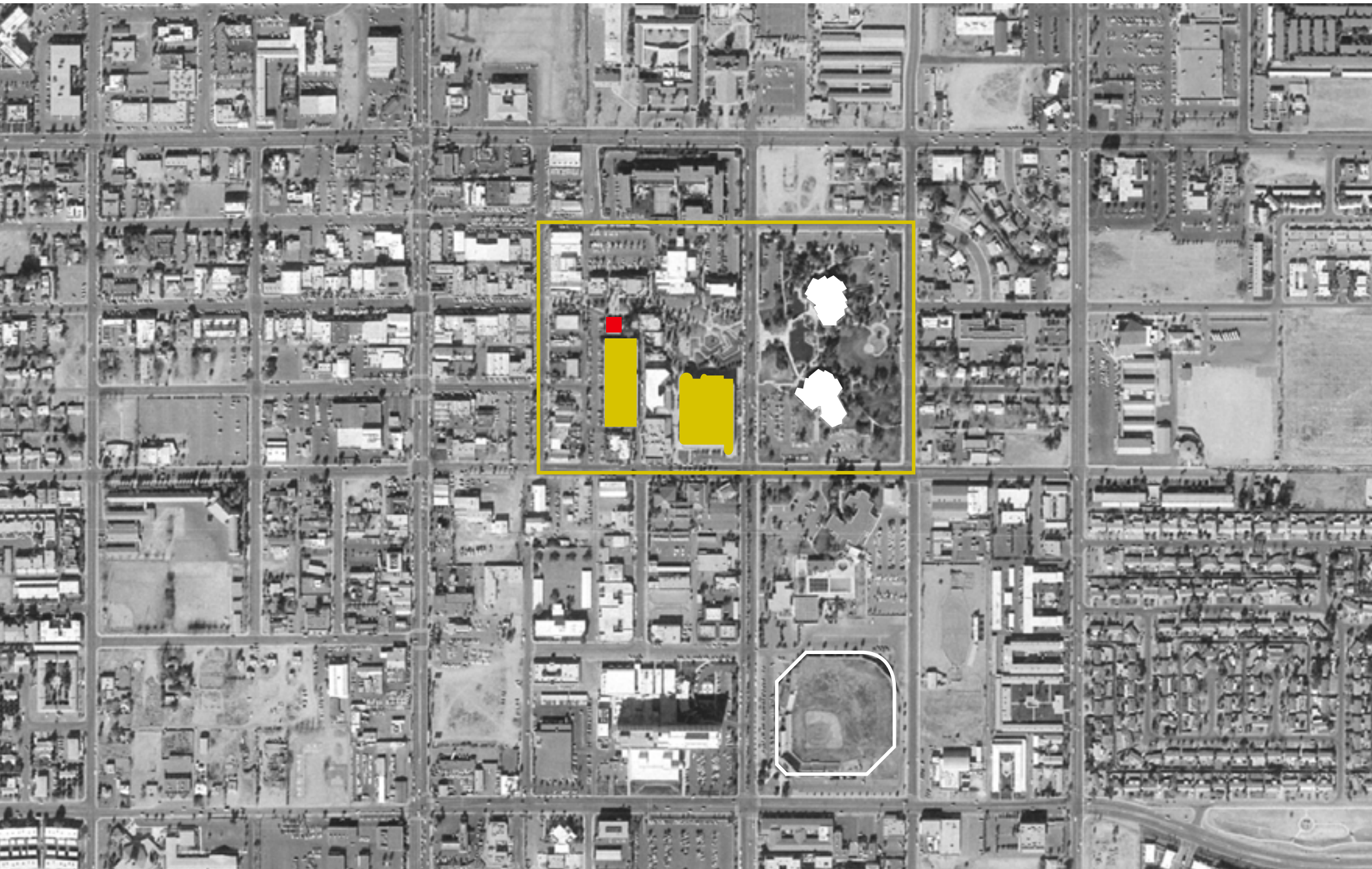


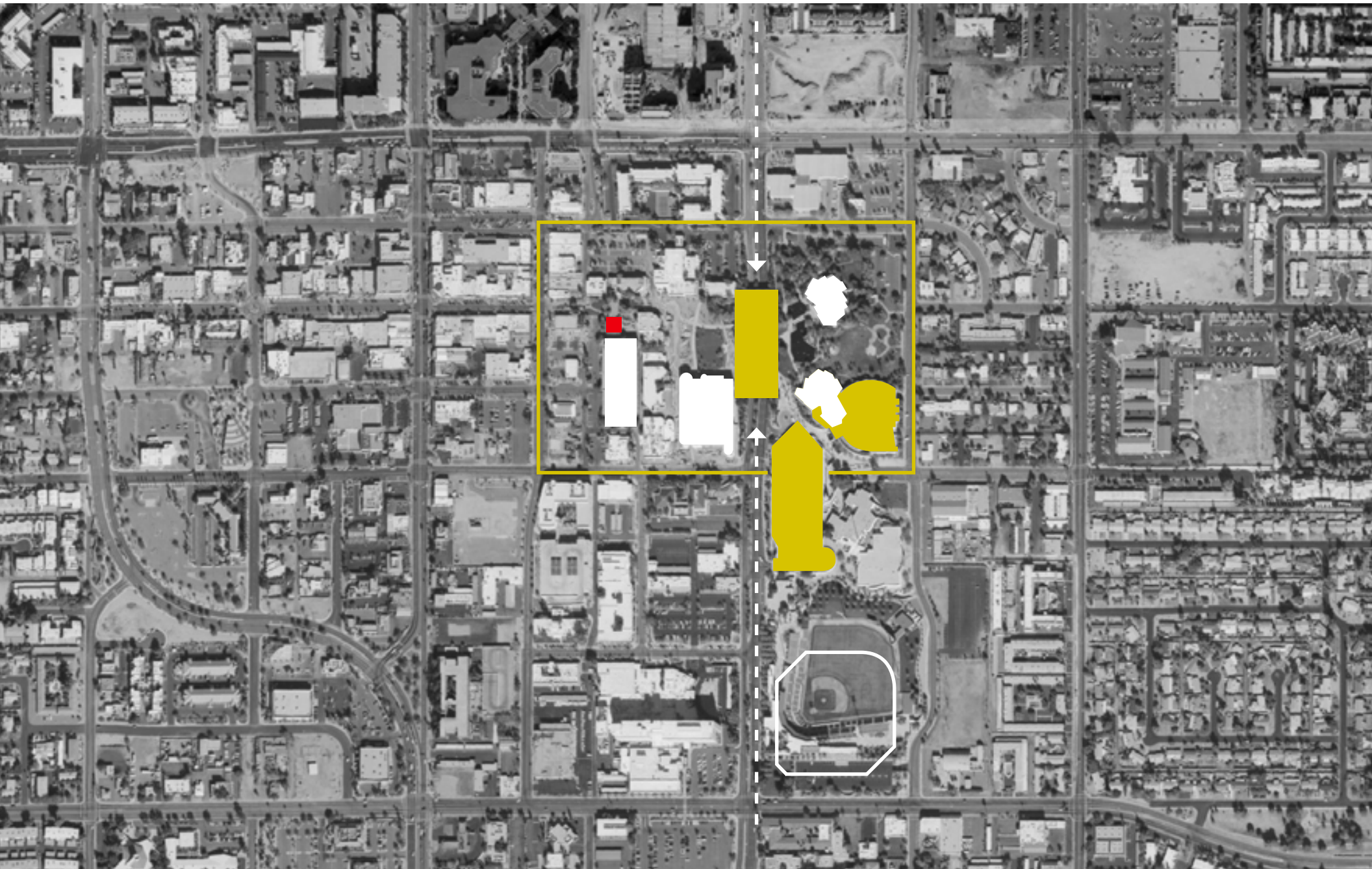






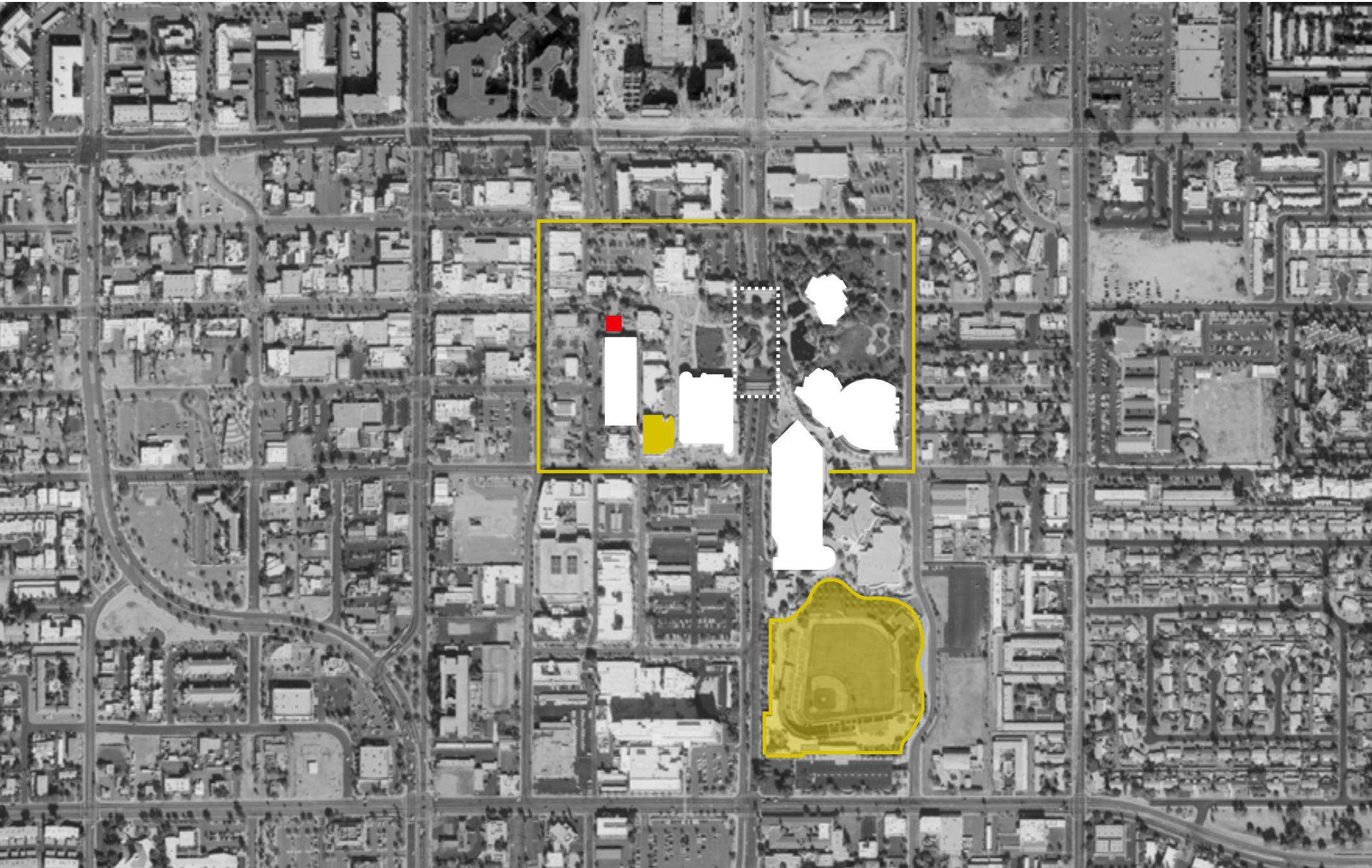






aerial | bridge, parking structure + Library expansion

1989



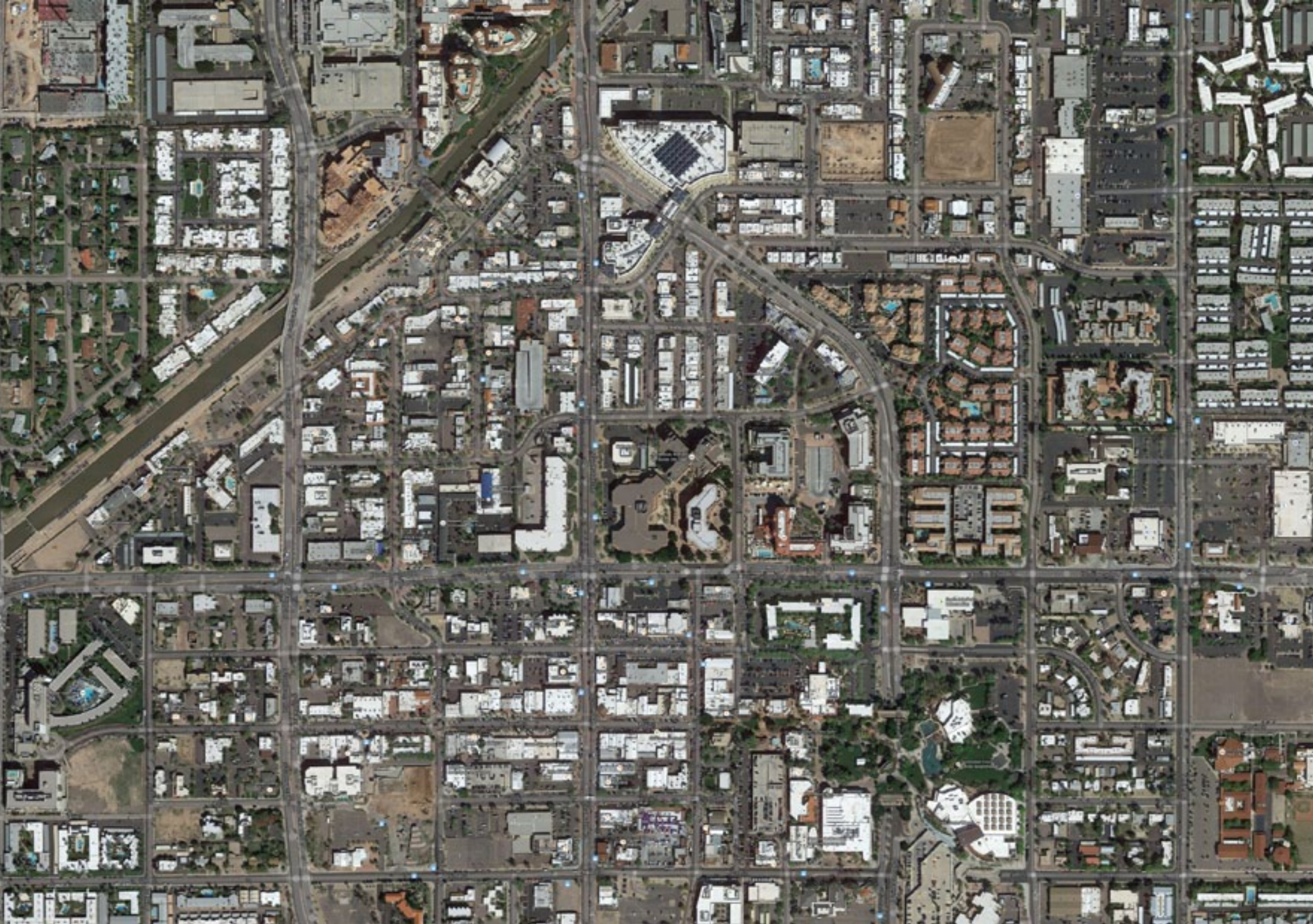
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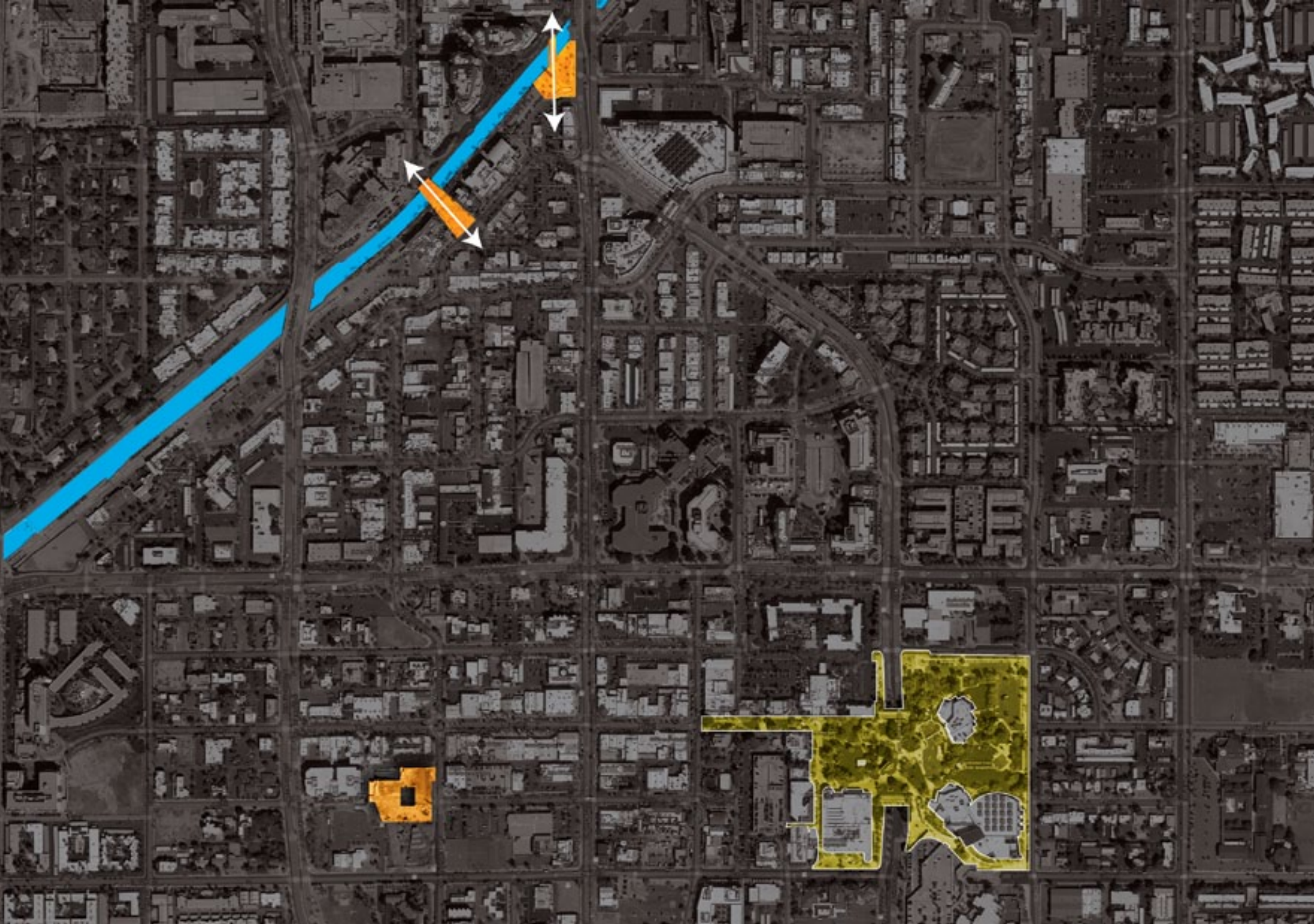
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**urban context** | Downtown Scottsdale today

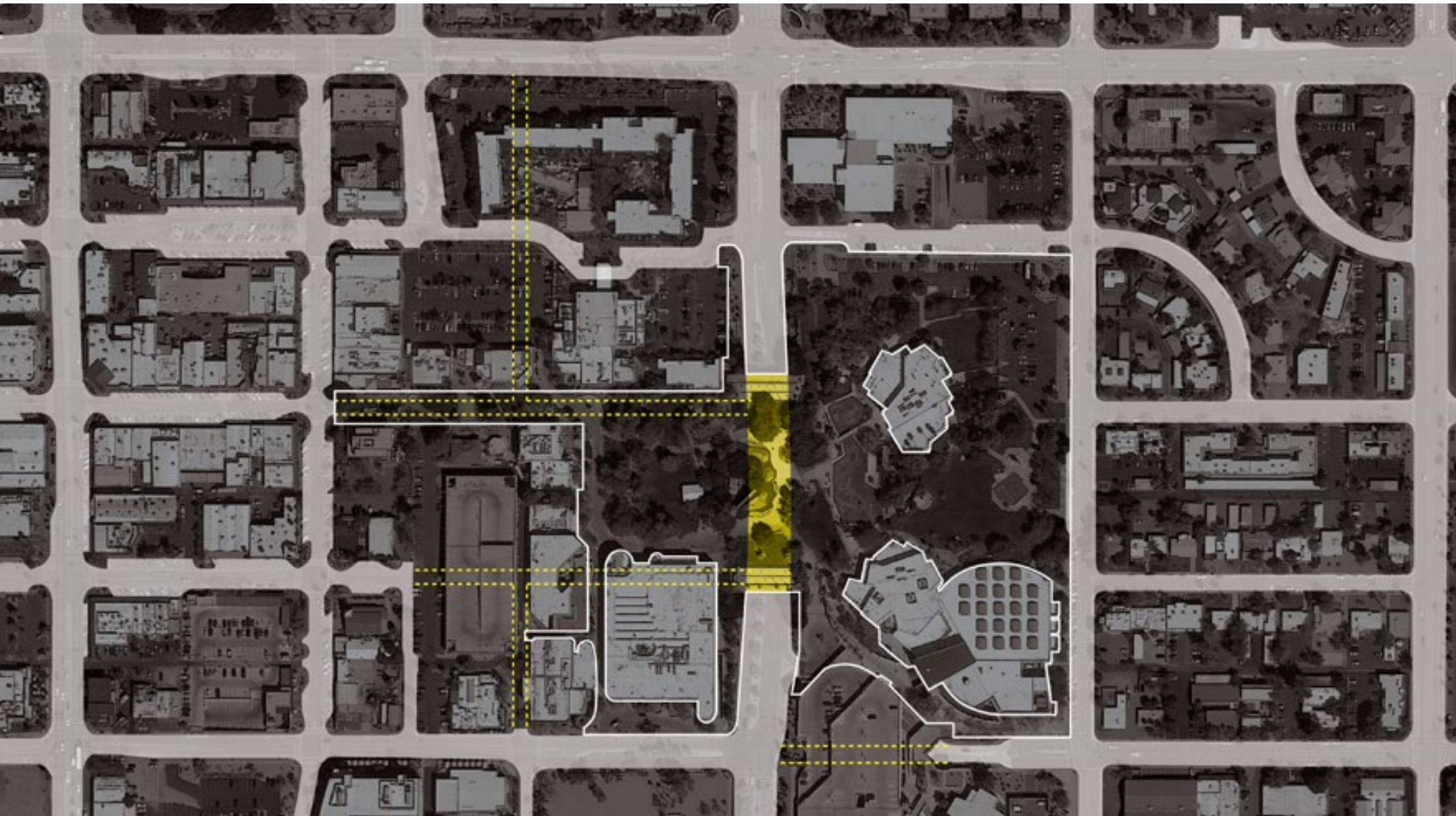


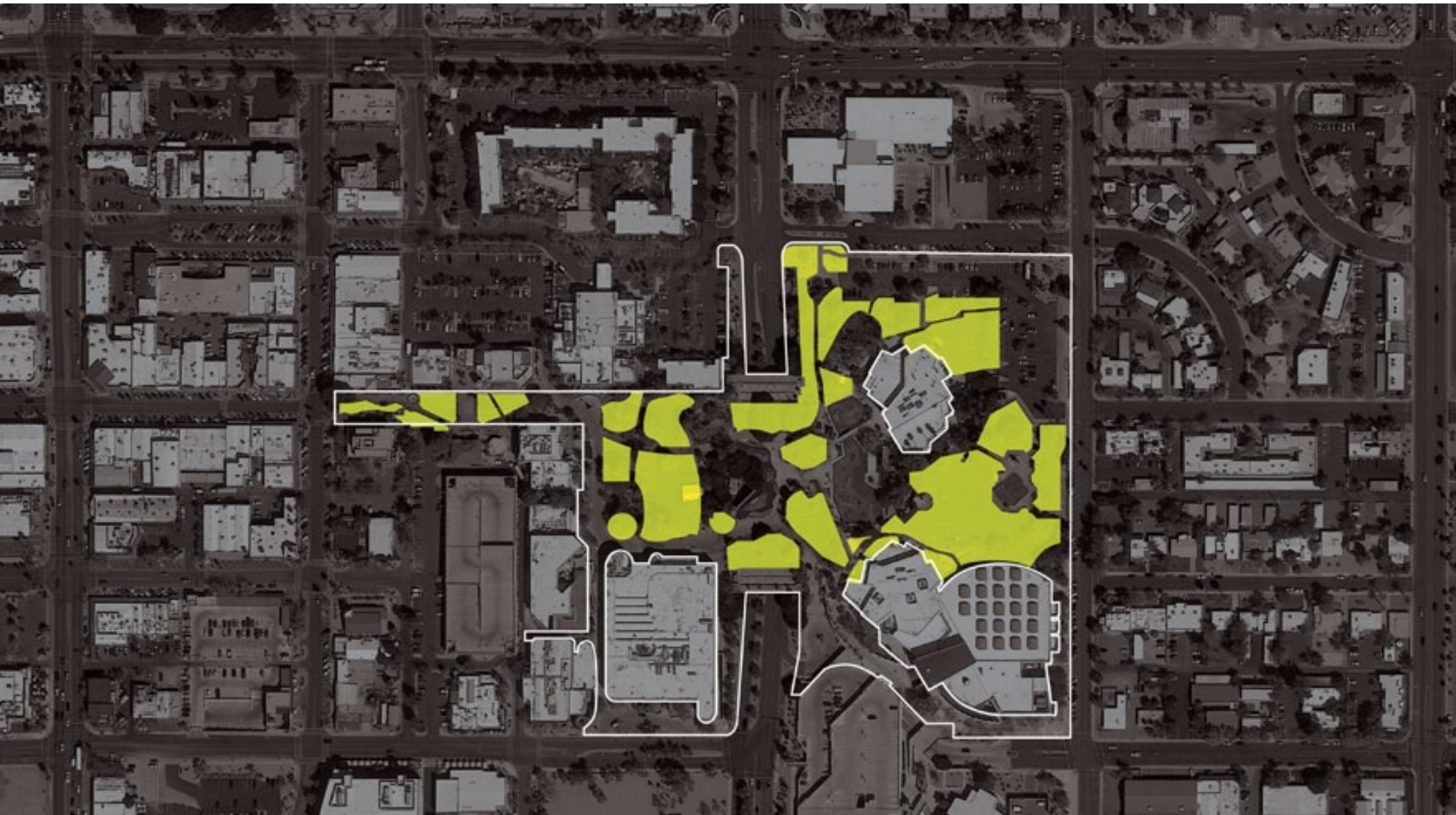


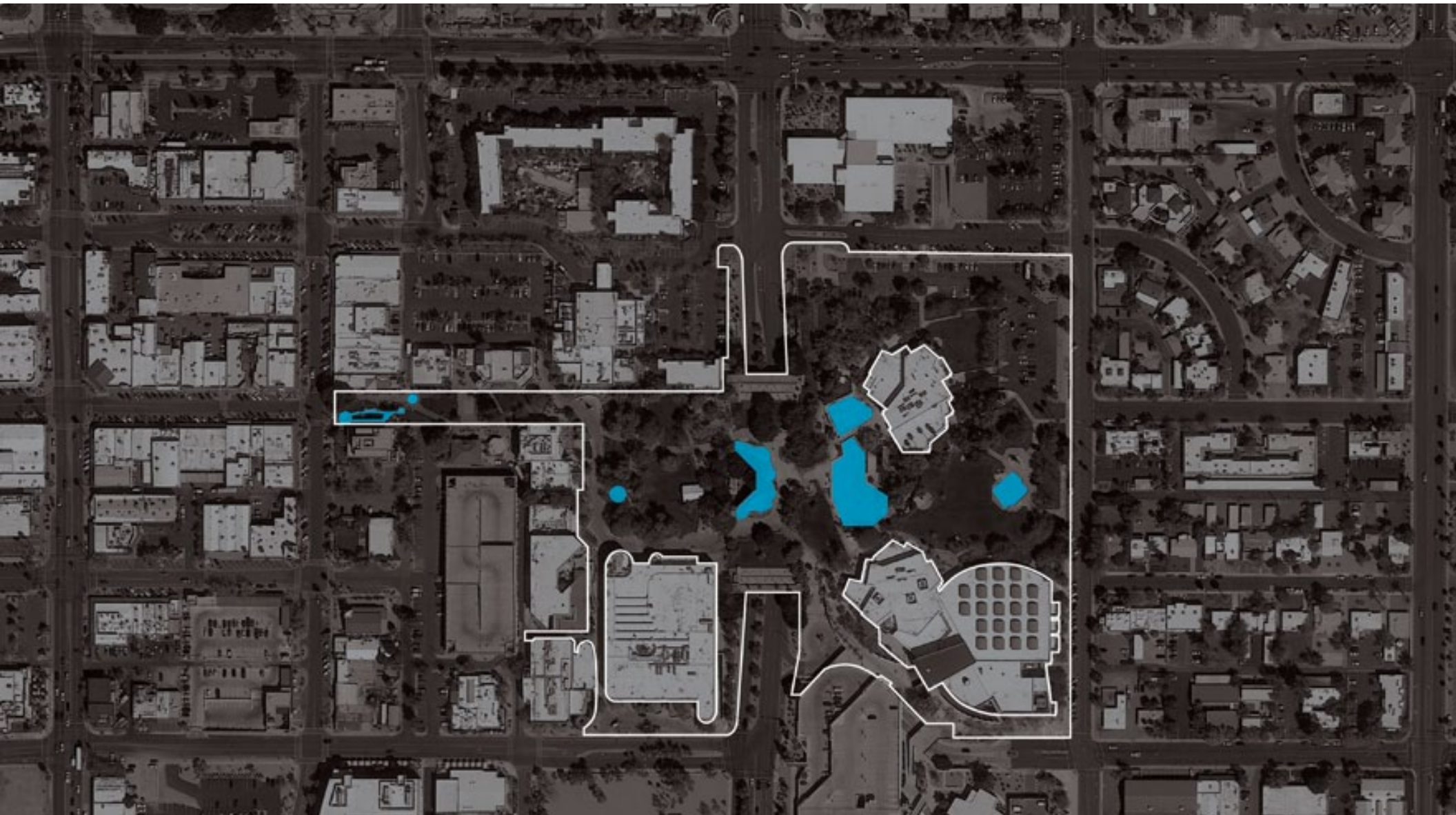
site analysis | Civic Center Mall

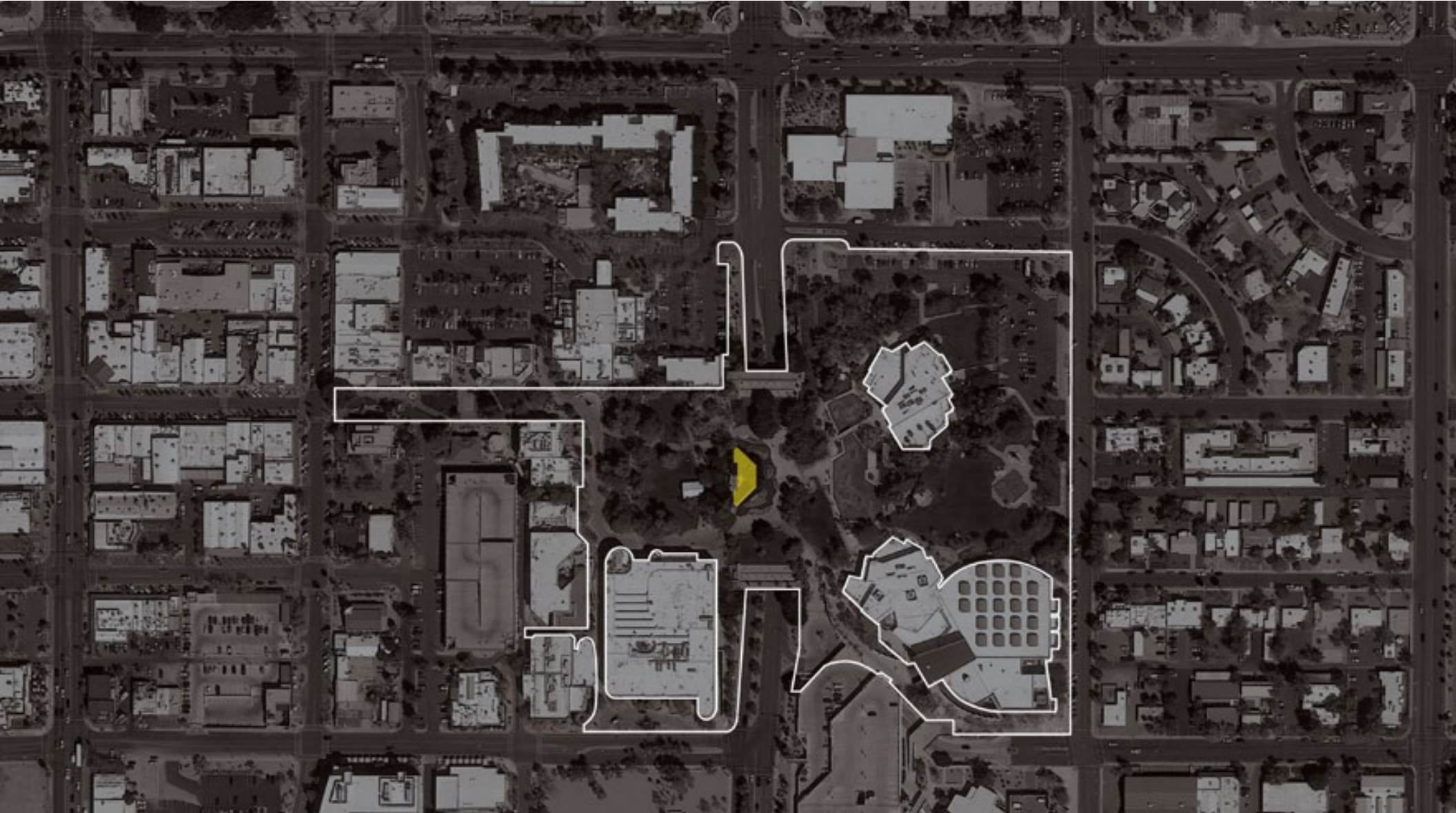




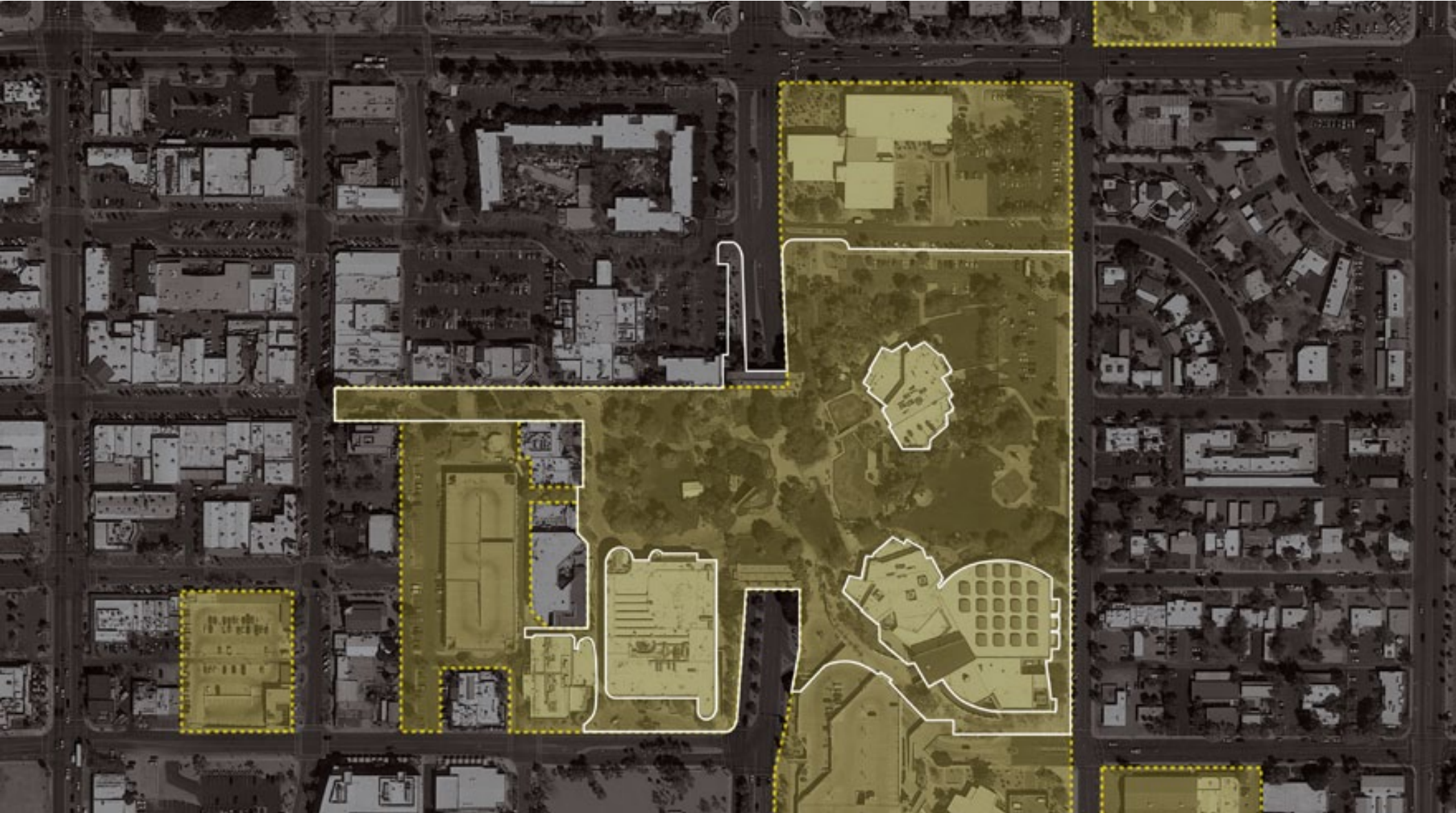








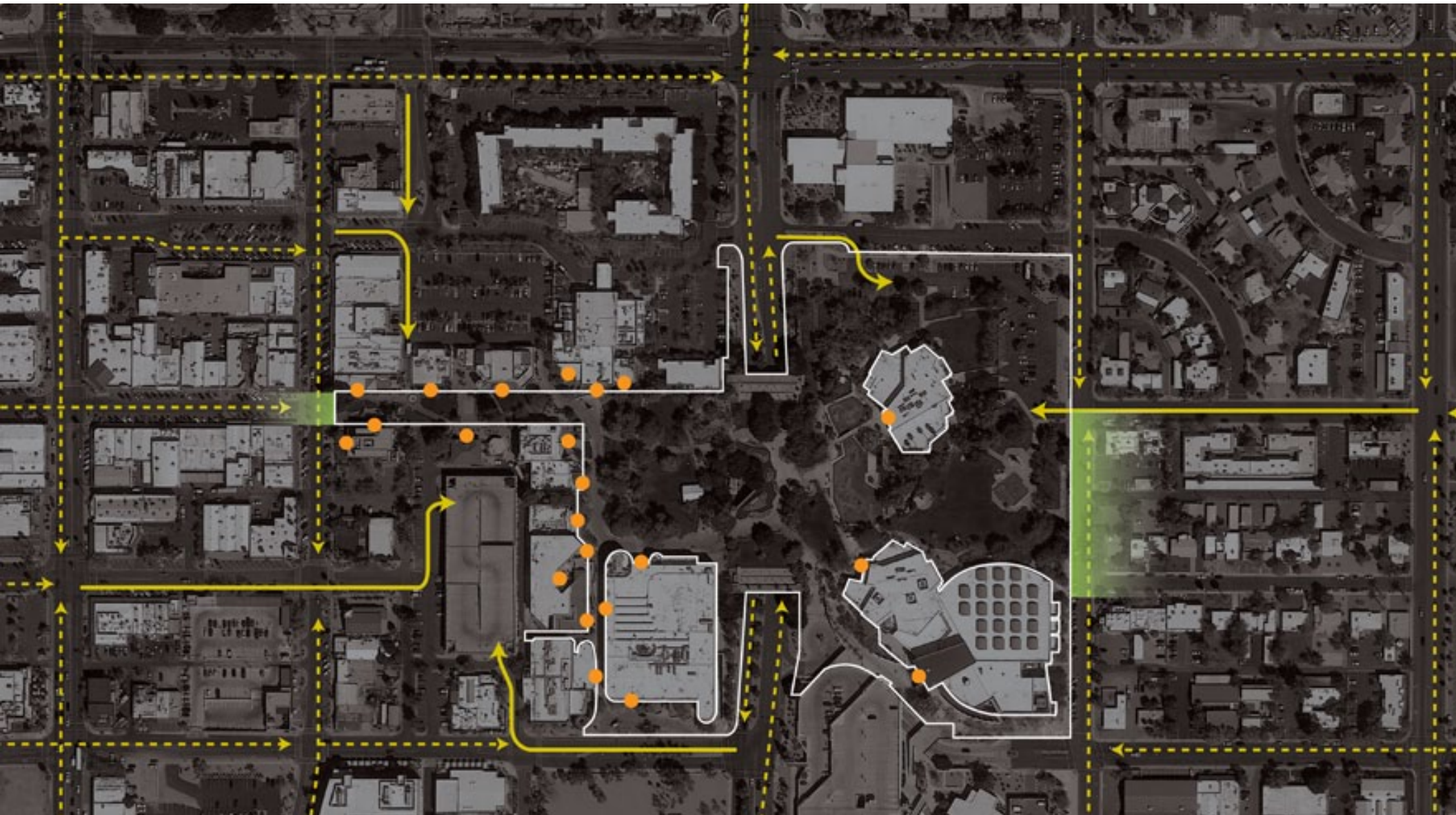




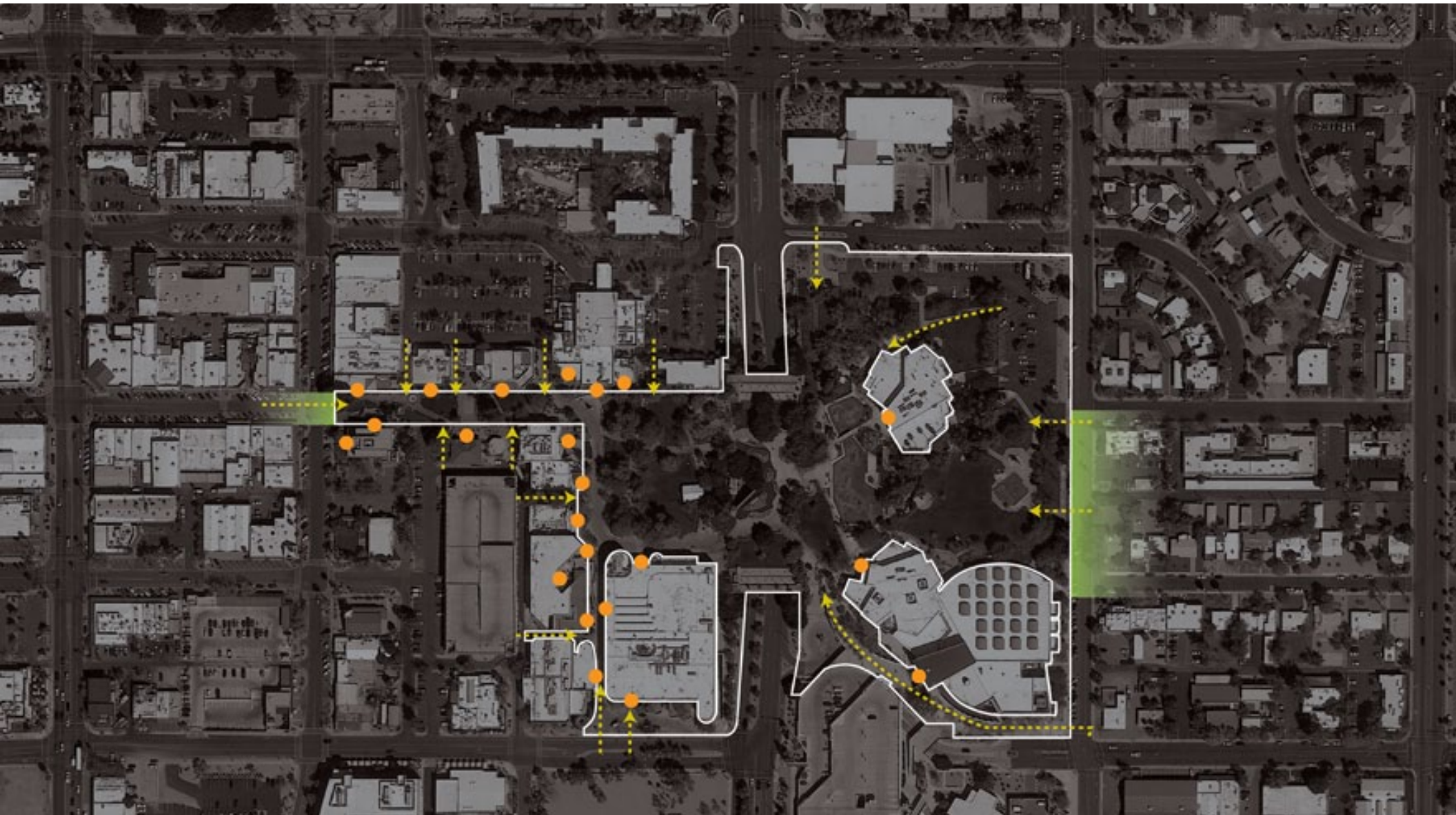


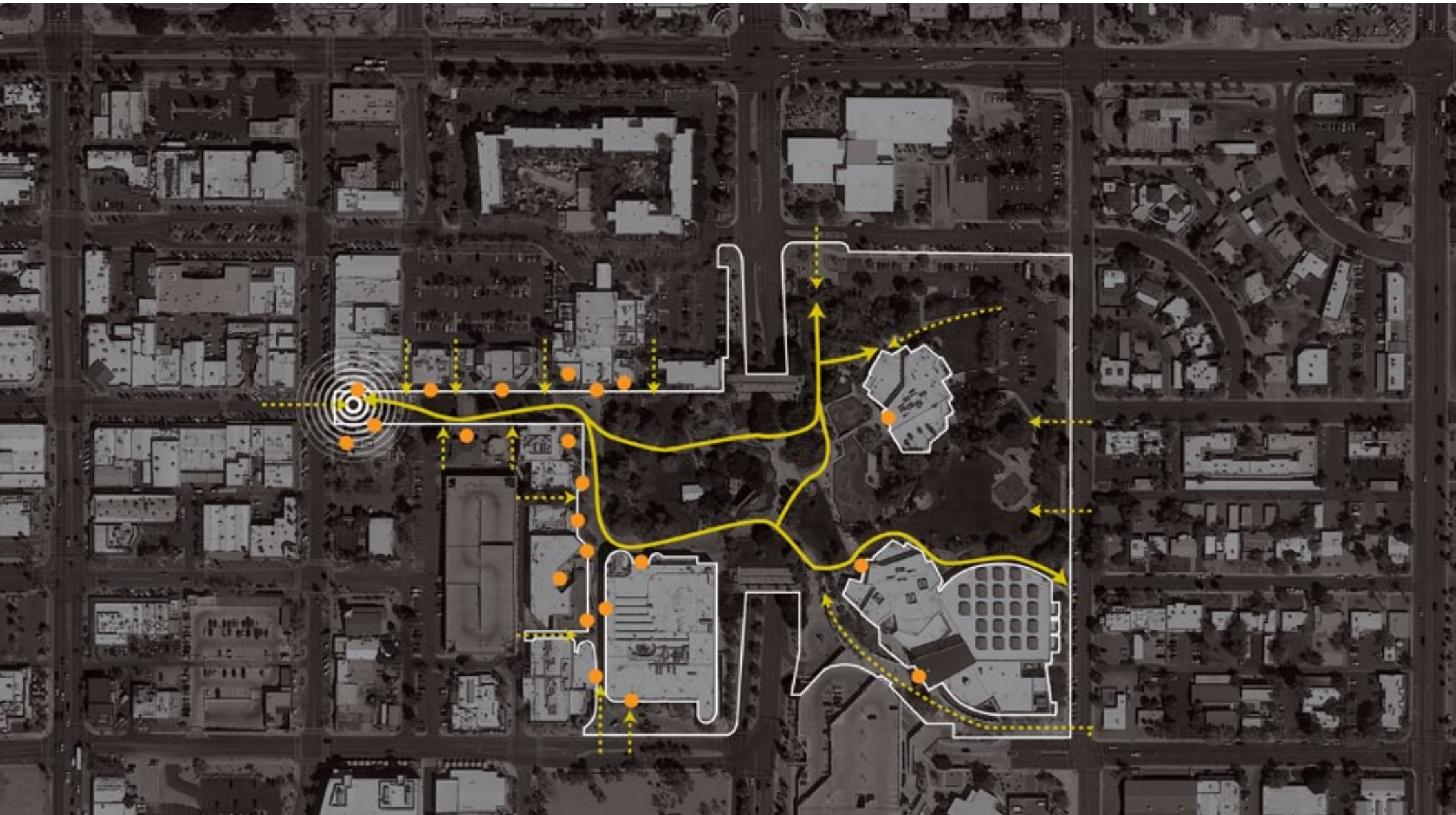




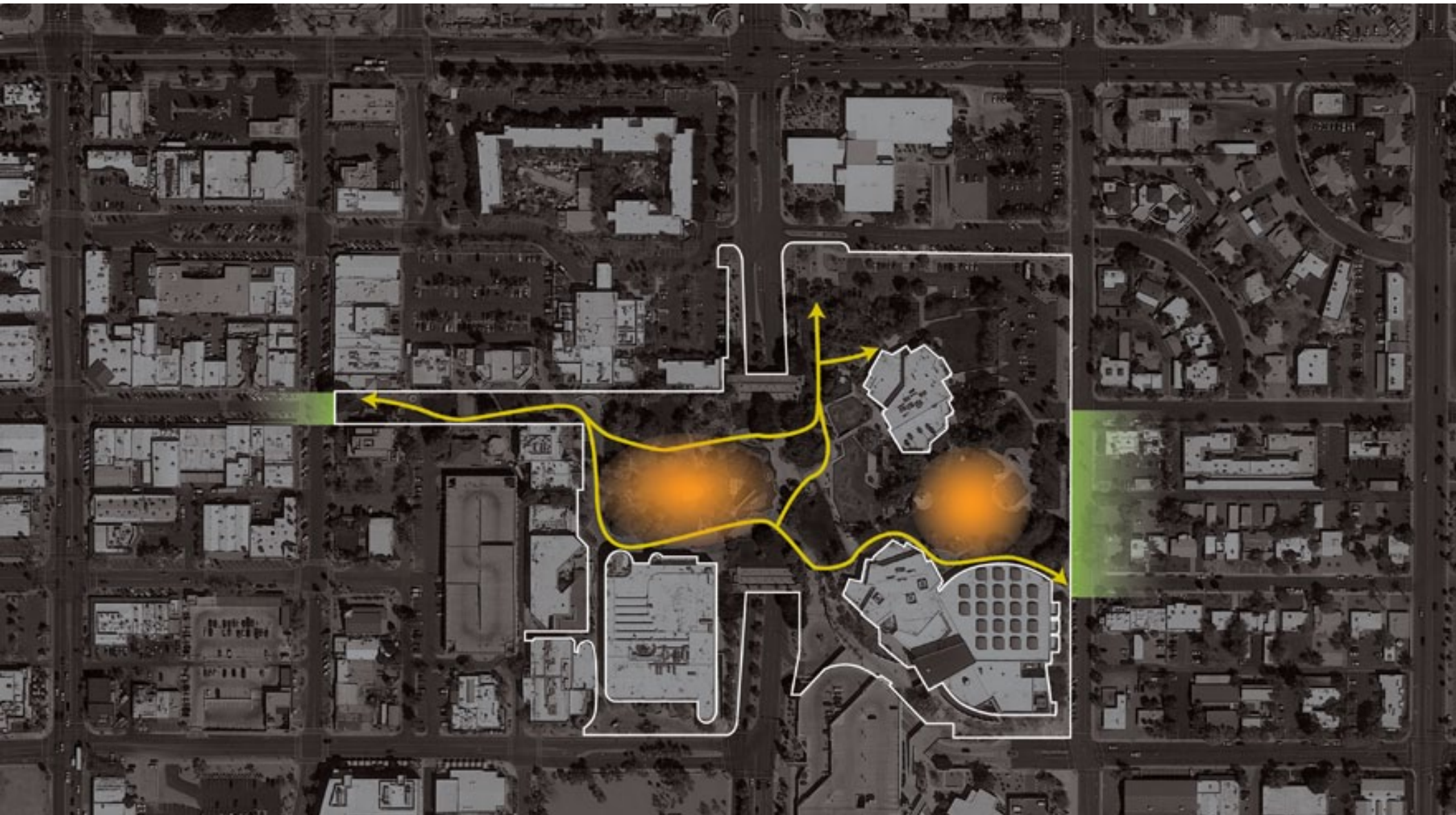


site analysis | vehicular entry access





site analysis | primary path through civic center



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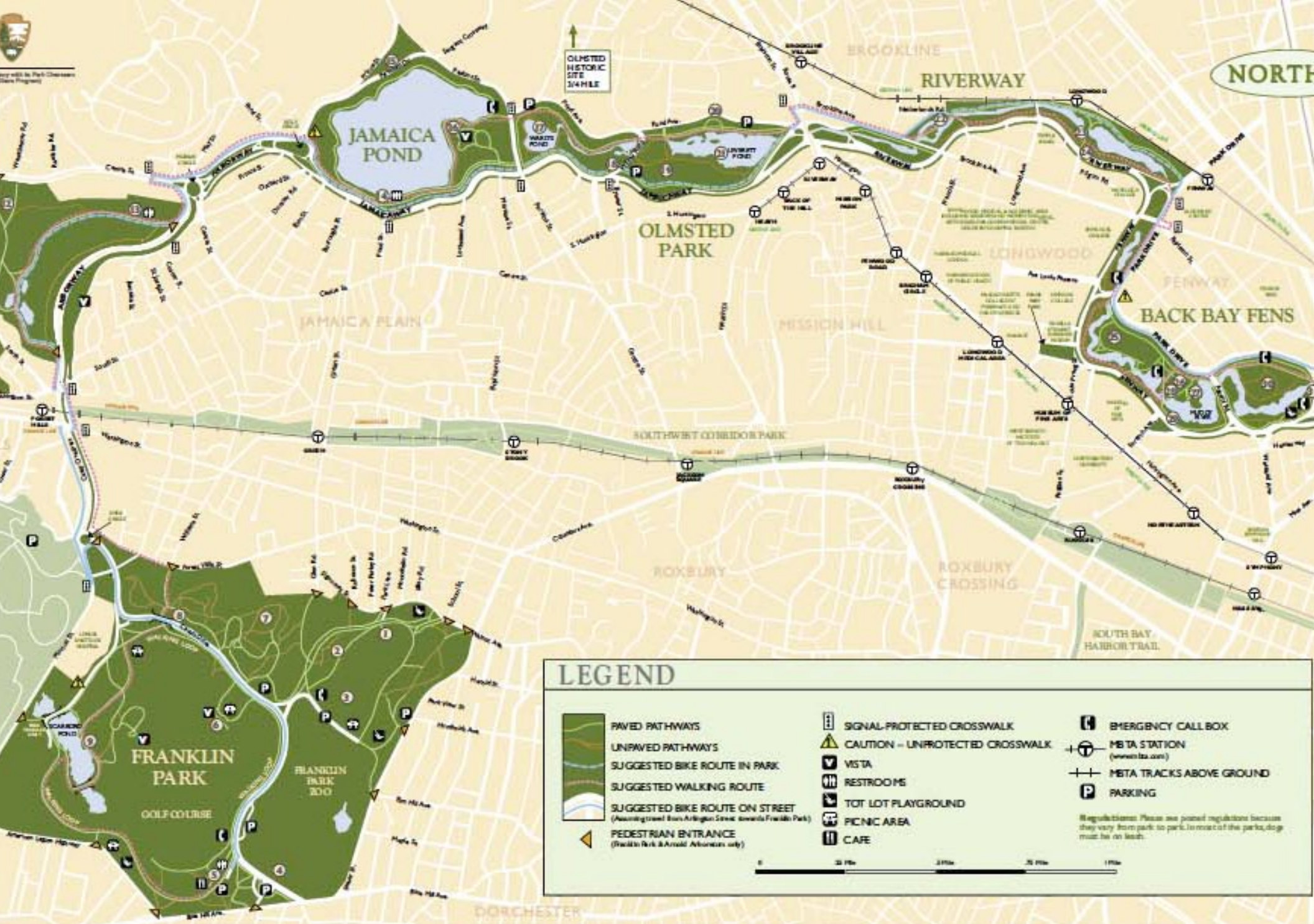
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**Precedent**  
**large scale**



precedent | Emerald Necklace: city connections





**precedent** | Millennium Park: culture + performance



**precedent** | High Line Park: re-imagined infrastructure

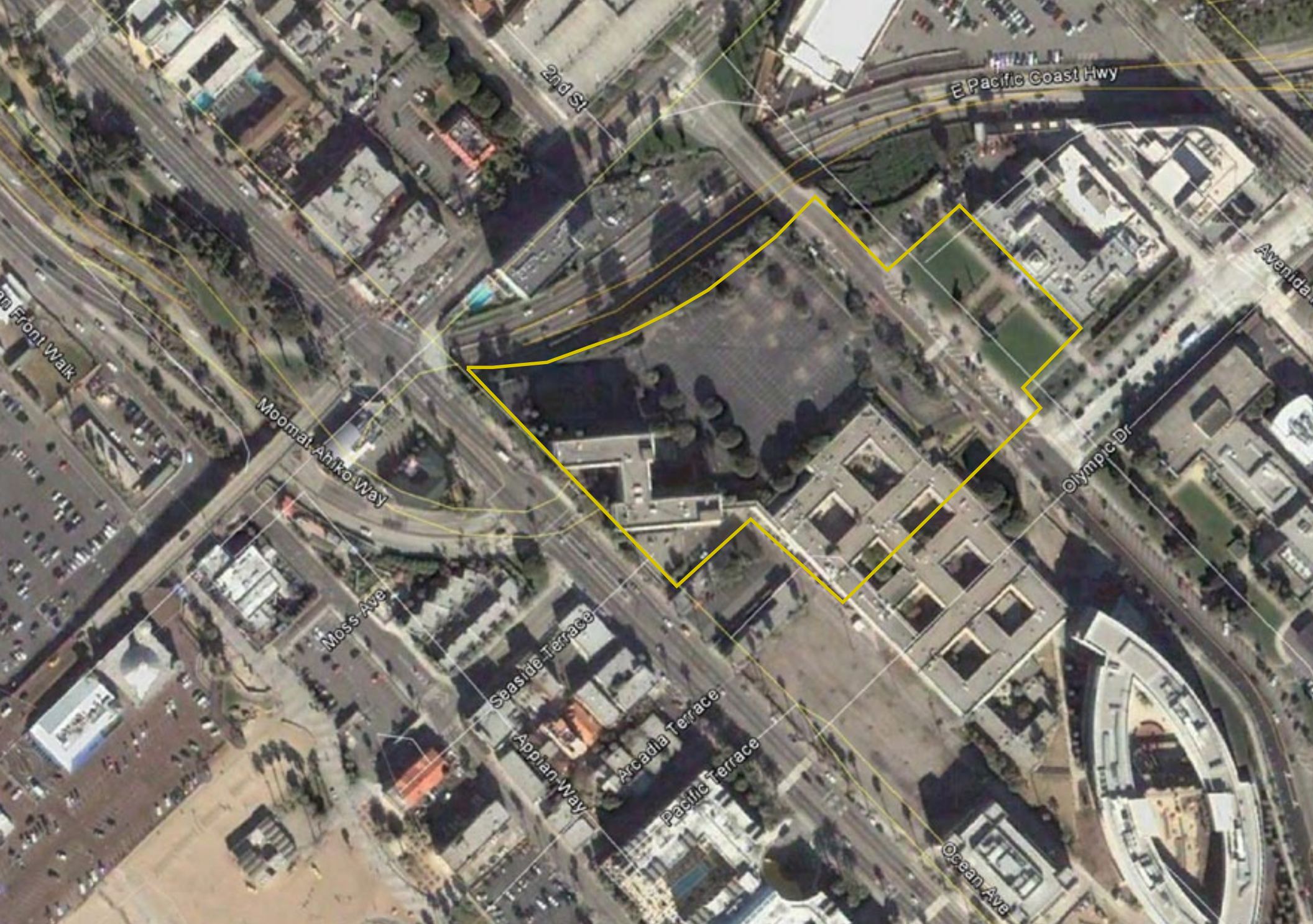


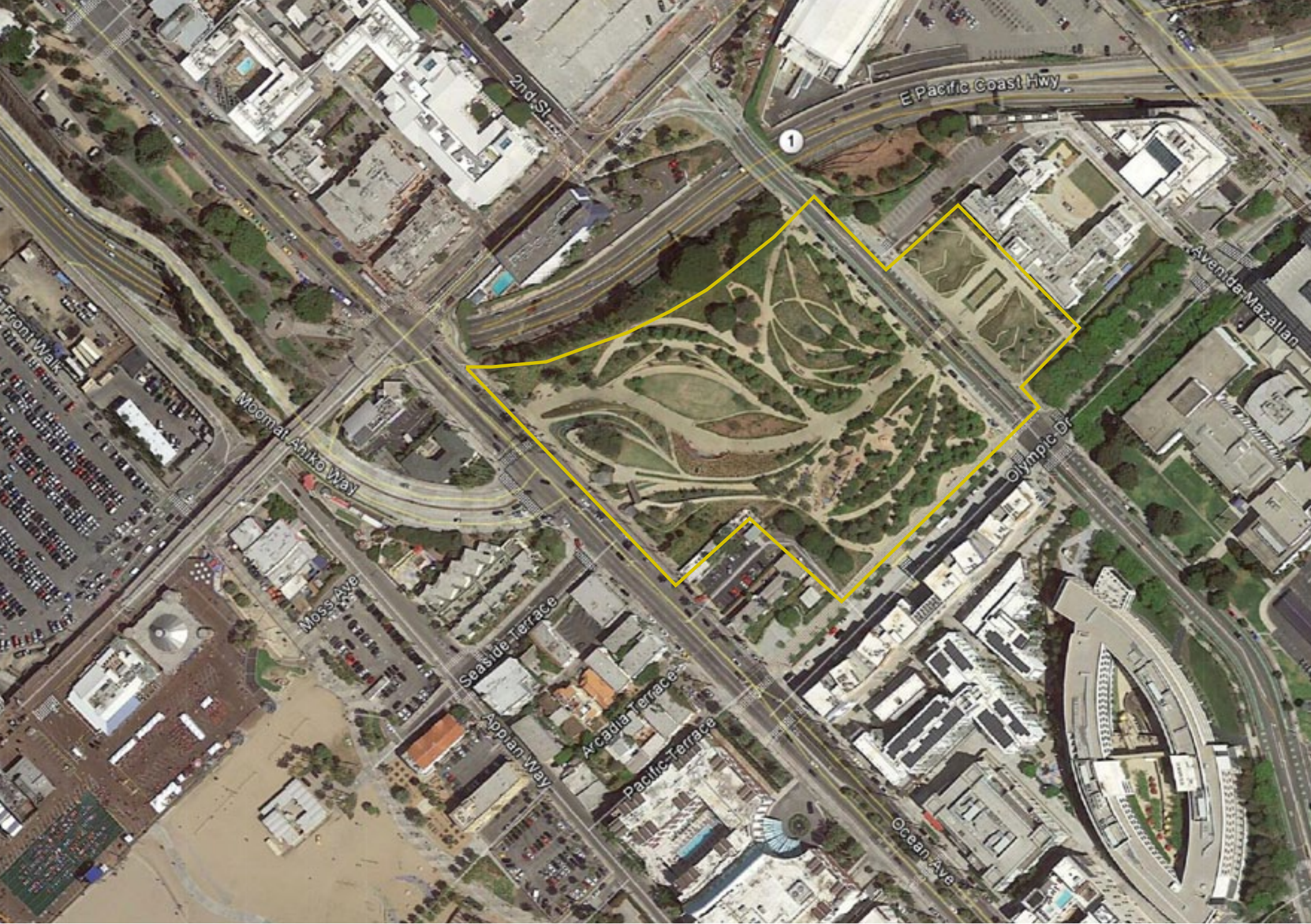
precedent | Washington National Mall: civic pride

**Precedent**  
**relevant scale**



**precedent** | Santa Monica: Tongva Park + Ken Genser Square







Transforms vacant building past its lifespan and large asphalt parking lot into public space to connect City Hall and downtown Santa Monica with the Pacific Ocean. Provided Opportunity for Redevelopment Parcel.



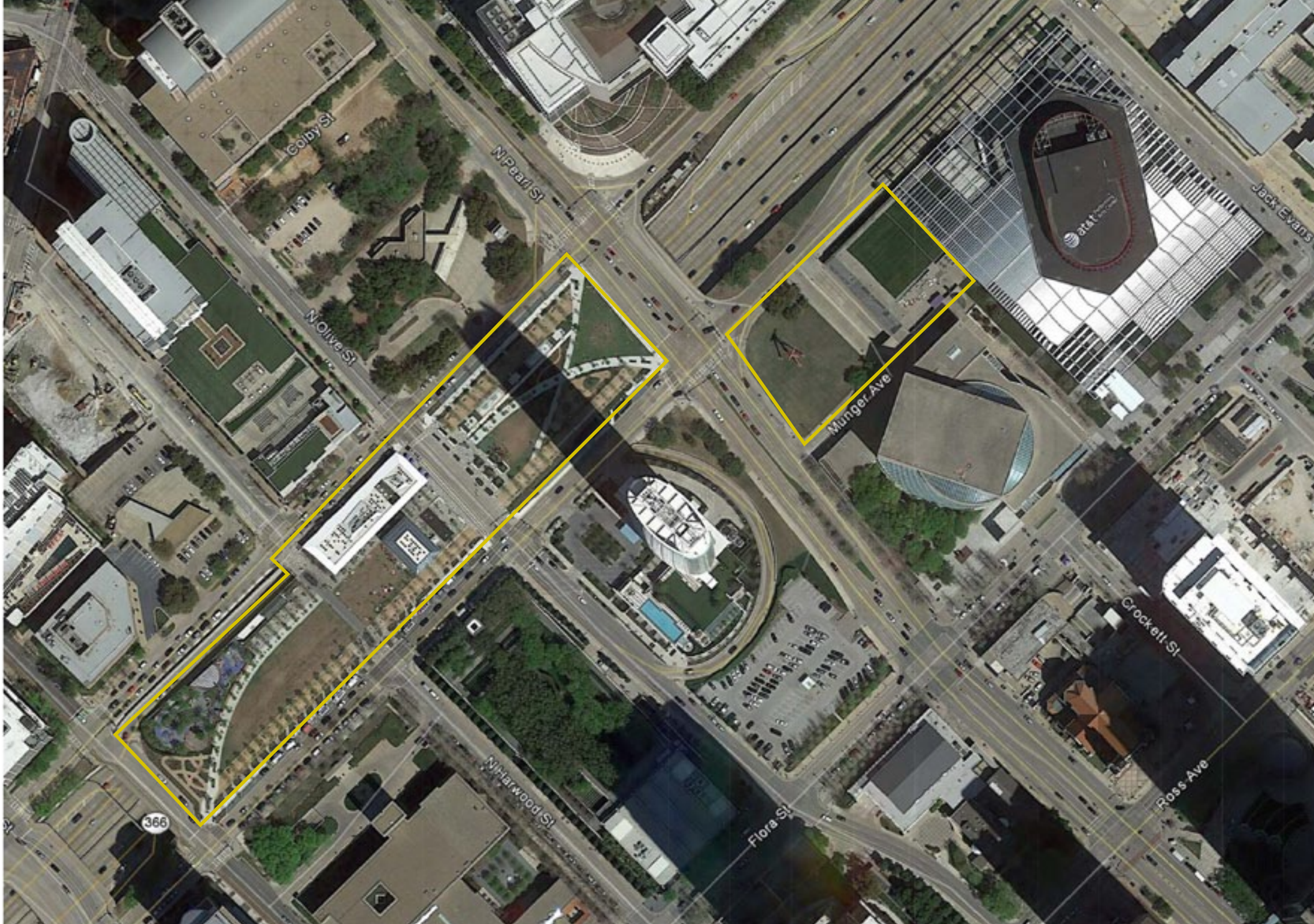


precedent | Santa Monica: Tongva Park + Ken Genser Square **6.2 Acres** - **SCC Overlay**



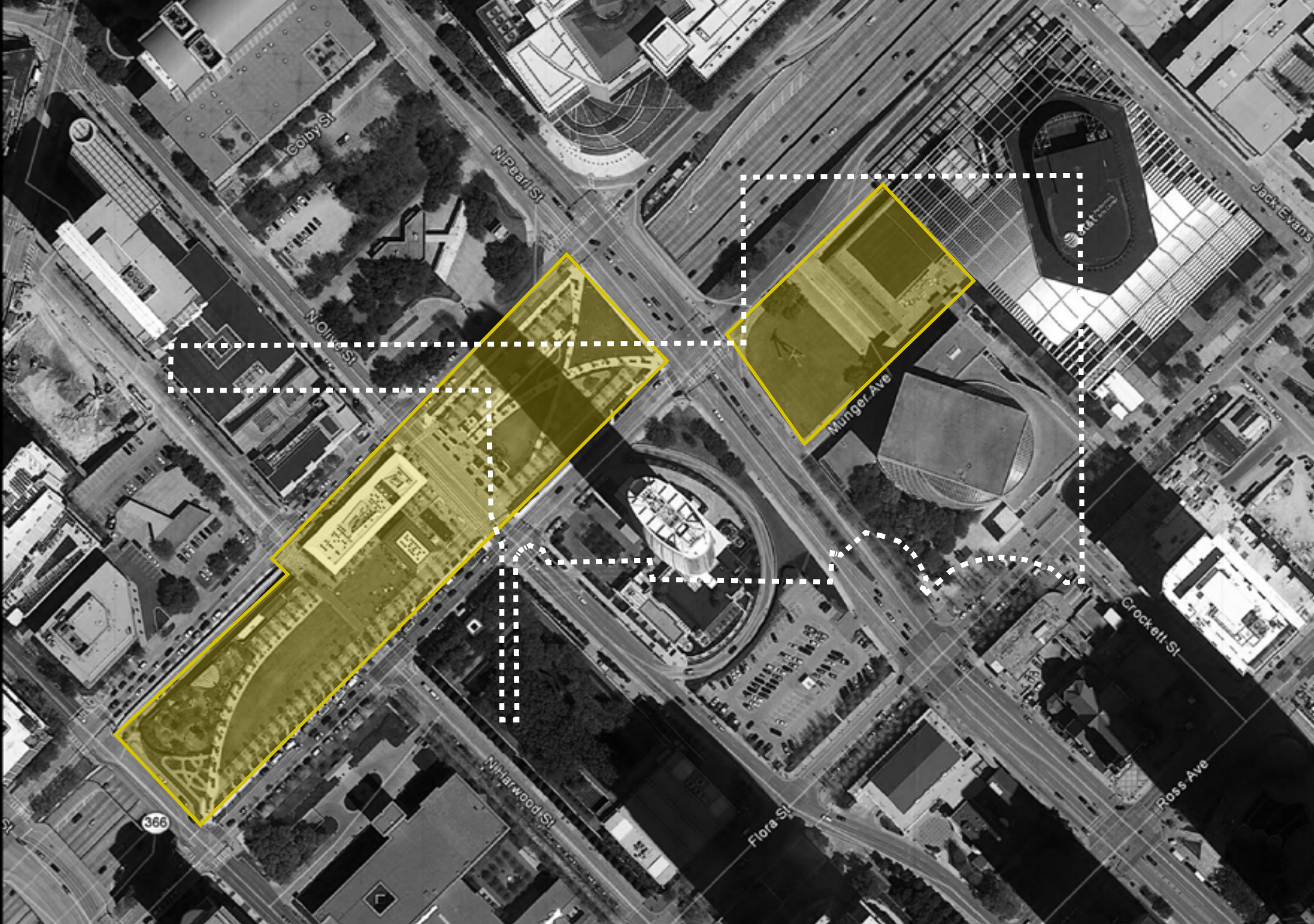
**precedent** | Dallas: Klyde Warren + AT&T Park







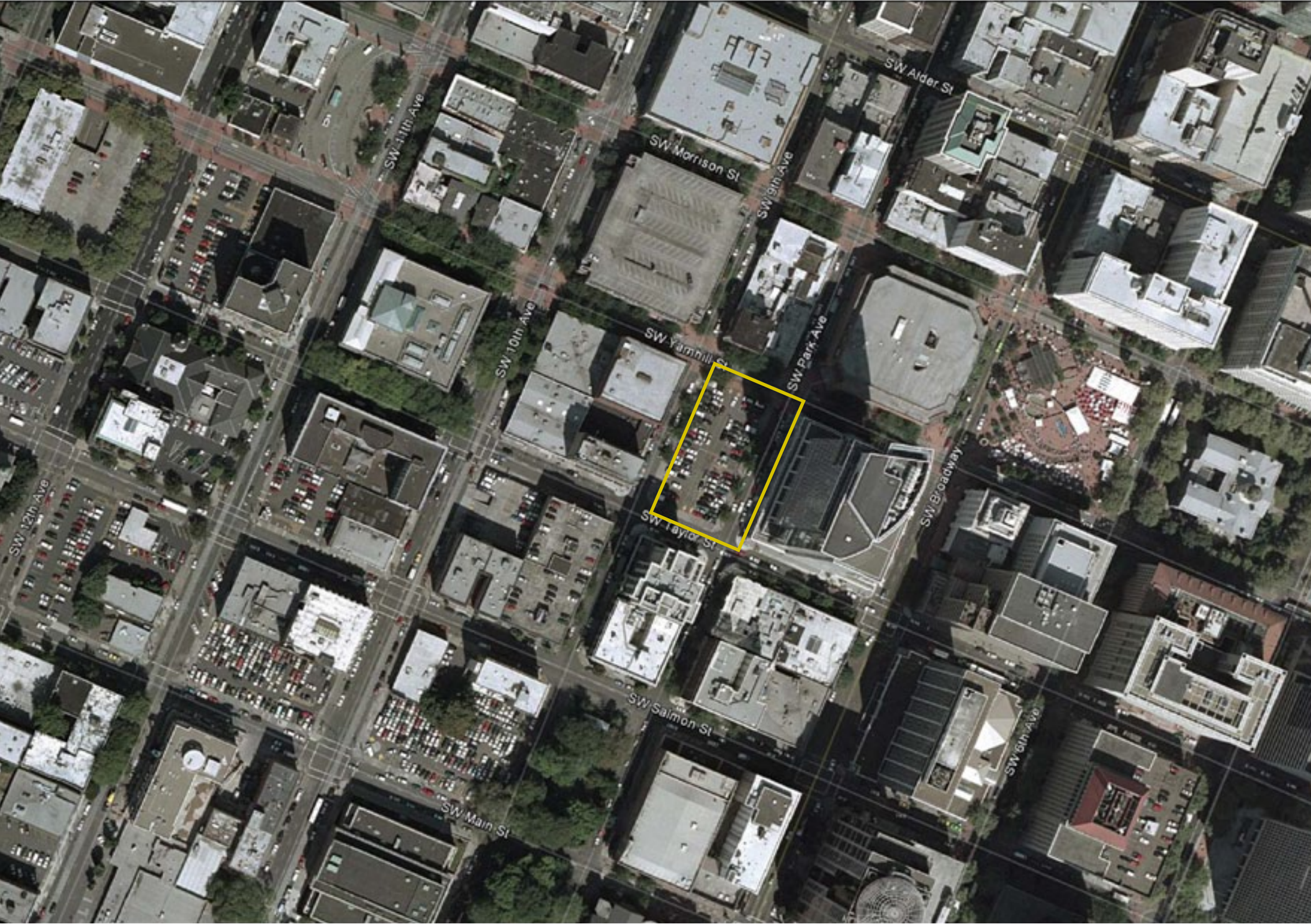
Developed as a bridge over Woodall Rodgers Freeway to knit together two neighborhoods.



precedent | Dallas: Klyde Warren + AT&T Park

9 Acres [6+3] - SCC Overlay











Significant environmental benefits achieved thru sustainable strategies that include water harvesting, no potable water needs for landscape and stores 2080 lbs of carbon per year.





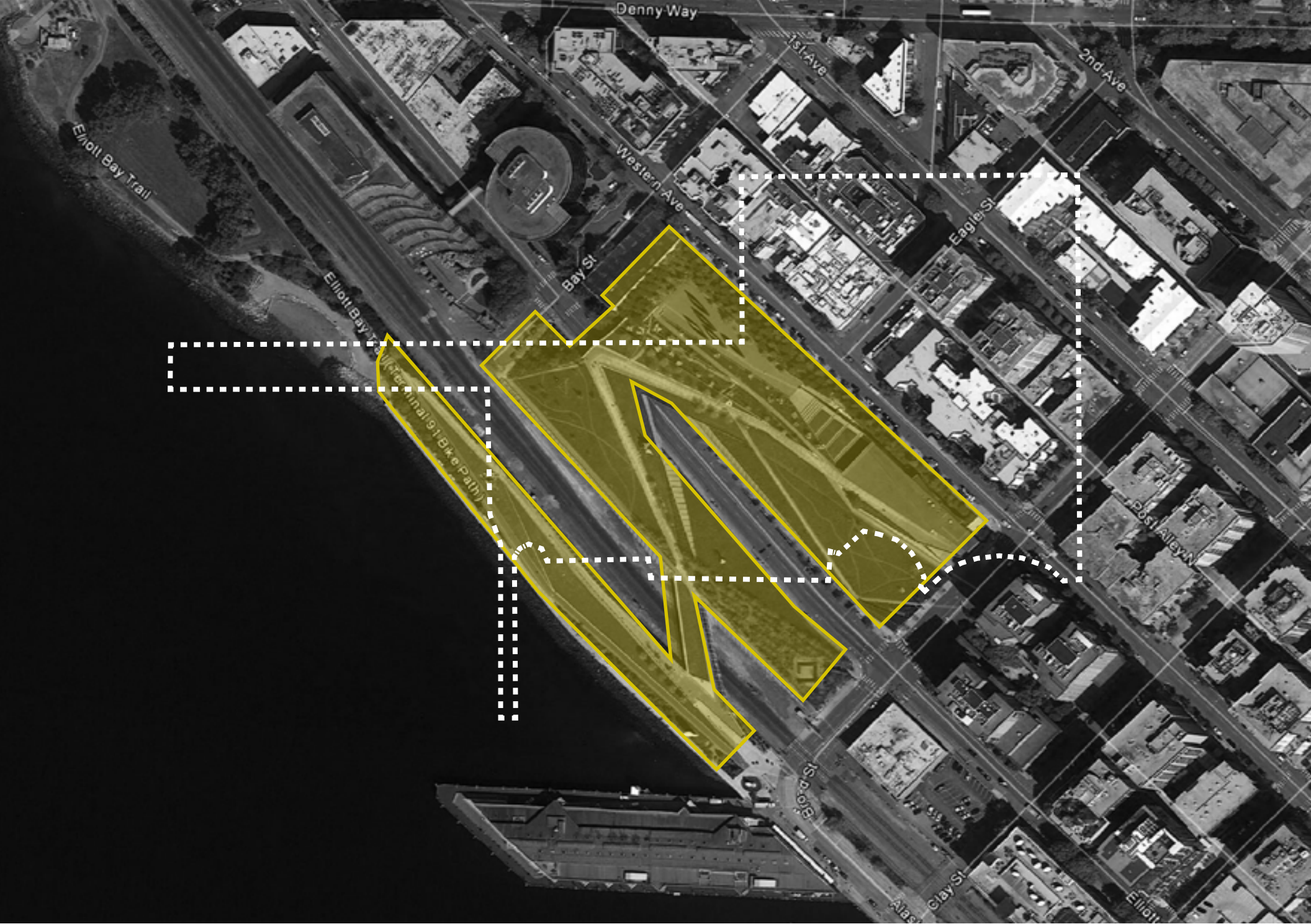
**precedent** | Seattle: Olympic Sculpture Park







Knits together the urban fabric of Seattle with the only physical connection to the Puget Sound. Built over a rail yard and roadway.



precedent | Seattle: Olympic Sculpture Park

9 Acres - SCC Overlay



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playspace



dining room



pantry



living room

precedent | people in everyday public spaces



fisherman's wharf, sf



quincy marketplace, boston



covent garden, london



tanglewood, berkshires, ma

precedent | people in sometimes public spaces

**SCOTTSDALE**  
**THINKS BIG**



**Think Big** | Indian Bend Wash



**Think Big** | McDowell Sonoran Preserve



**Think Big** | WestWorld of Scottsdale



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





**Think Big** | Arizona Canal Trail / Scottsdale Waterfront

**THINK BIG**  
**CIVIC CENTER**

**THINK BIG**

