

# Appendix

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# Appendix A: Project Team

## SWABACK PARTNERS, PLLC

Swaback Partners is a team of dedicated individuals providing services in special case architectural design and planning, interior design, environmental and graphic design, and community development services. The firm was founded in 1978 and currently practices throughout the United States and worldwide.

Inspired by an uncommon association with Frank Lloyd Wright and over 30 years of study and preparation, Vernon D. Swaback sought to create an Architectural and Planning practice, which would provide individualized work for demanding clients. The firm has now grown to include John E. Sather and Jon C. Bernhard as partners along with a staff of 30 individuals.

The experience of the firm has included designing the only true Discovery Center built in Arizona in the last ten years. Kartchner Caverns Discovery Center was built to budget and has proven itself with the test of time after ten years and over one million visitors. It continues to be a profitable operation for the State of Arizona.

In 2008 the firm was recognized by the AIA for their design of the Univision building which was cited as one of the 18 Greatest Architectural Achievements in the State of Arizona. Other important City of Scottsdale projects include our own Studio office building, Scottsdale Visioning, Chaparral Water Treatment plant, DC Ranch, Hangar One, and numerous desert dwellings throughout the City.

## CONSULTECON, INC.

ConsultEcon, Inc. is an economic research and management/consulting firm serving the museum, attractions, and tourism industry domestically and internationally. They specialize in providing consulting and advisory services for new museums and for renovations and expansion of existing museums and attractions.

The firm's market and economic studies have been the basis for major investments and organizational improvements in museums, attractions, and performance venues. Outcomes based on our objective project reviews include site selection, project justification, planning development strategies, operating plans, and project funding.

Their clients benefit from a breadth of practice that includes all types of museums, aquariums, zoos, performing arts, cultural districts, heritage parks, and comprehensive master planning. They serve large and small museums, established institutions, and start-ups. The firm maintains strict standards for each assignment to ensure that our work is timely, accurate, and respected by clients, funders, professionals, and public reviewers.

## EXHIBIT DESIGN ASSOCIATES (EDA)

EDA was founded in 1992 by Russ Peterson, a career educator whose post-classroom pursuits led him into the world of exhibit design. The firm has been under the leadership of William (Biff) Baird since 2002. The focus of EDA's work has been primarily on informing and educating visitors to public lands throughout the American West. The firm has created exhibits, films, publications and other interpretive media for land management agencies at every level of government, and has significant experience in the planning, development and implementation of communication strategies for non-profit organizations such as scenic byways and museums as well as corporate clients. EDA personnel regularly work on interdisciplinary planning teams that include professionals ranging from architects and engineers to economists and biologists.

EDA has a proven capability to design and execute events intended to involve communities in planning processes, and is skilled at building consensus among diverse stakeholder groups. The firm has earned a reputation for exceptional scholarship and research that includes the capability to work with American Indian communities in the interpretation of native cultures. The exhibit design work of the firm has consistently demonstrated exceptional skills in the visual arts, and an ability to create engaging, enjoyable, educational experiences for visitors of all ages and ability levels.

# Appendix A: Project Team

## BRC IMAGINATION ARTS

Founded in 1981, BRC has become a world leader in creating inspiring, educational experiences for some of the most distinguished museums, visitor centers, cultural heritage organizations and attractions around the globe. BRC's strength lies in designing and producing compelling and emotionally engaging experiences using a variety of experiential, environmental, film and theatrical techniques. They have a unique talent for taking difficult and complex information and transforming it into dynamic experiences for diverse audiences and a wide range of different learning levels.

BRC's role on the Swaback Team will be to develop concepts for the crucial, must-see experiences in the Desert Discovery Center. The experiences that will be critical for the economic success of this project.

## TEN EYCK LANDSCAPE ARCHITECTS, INC.

The office of Ten Eyck Landscape Architects, inc. (Ten Eyck), created in 1997, is a nine-person Phoenix landscape architecture firm whose focus is providing quality design services for project types ranging from large-scale master planning and urban design to highly detailed landscape architectural projects. These outdoor environments have been inspired by the Sonoran Desert, the canals and orchards of the early agricultural history of Phoenix, the pre-historic, historic and contemporary architecture of Arizona and the firm's clients and their sites.

Ten Eyck comes to the Swaback Team tasked with the role of creating a magical transitional landscape and hard-scape environment between the built environment of the Desert Discovery Center and its natural setting. The firm believes in collaborating with other design disciplines to create teams that are tailor-made for each project. Services the firm provides are planning and landscape architecture.

## RENAISSANCE COMPANIES

The Renaissance Companies (Renaissance), founded in 1991 and based in Scottsdale, is a full service construction firm committed to constructing private and public sector projects that consistently exceed expectations in cost, time and quality.

Renaissance will perform cost estimating services for the Swaback Team. Their extensive experience in the current Scottsdale construction market will prove critical in accurately predicting the costs associated with the preliminary designs produced in this phase of the work. In addition, Renaissance maintain an up-to-date database which aides them in their ability to accurately forecast expenses and to carefully examine cost saving alternatives.

# Appendix B: Exhibit Design Workshop Notes

## DESERT DISCOVERY CENTER

9 – 12 a.m.

### *Swaback Partners*

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John Sather

Brent Harris

### *EDA*

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Biff Baird

Larry Borowsky

### *Guests*

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Linda Butson..... COS, *Facilities Management Director, Public Works*

Tina Wilson.....*Director of Education, Desert Botanical*

Russ Haughey.....*Executive Director, CNUW (and Scottsdale CC)*

Margaret Bruning..... *Associate Director, Scottsdale Pub*

Linda Searles..... *Exec Director, SW Wildlife*

Debbie Gibson..... *PHX herpetology*

Jana Weldon.....*Scottsdale Public Art*

Jesus Murillo.....*Planner, COS Current Plan*

Steve Geiogamah..... *Tourism Development Coordinator, COS EV*

Terri Belisle.....*CNUW/SCC*

### **John - Welcome / Overview**

Swaback was selected in Dec 2009 to conduct phase 2 of this project. It's a really important piece to moving things forward. The general idea of this phase is to build upon phase 1 and advance the idea to a point that everybody can answer the question, "What is the DDC?" Right now that consensus doesn't exist. We're defining it, testing it w/ focus groups and surveys, and have some validity to the fact that we're building toward a success — something that will be attractive to everyone within PHX metro, and all the tourists who come here.

The broad idea today is to get some feedback and gain a broad sense of where we are on the right track, and where we need to course-correct.

Phase I was completed in 2007. That phase was to ask if people were interested in doing a DDC, an idea that has been around for years and years. The idea became bigger; land was allocated, etc etc. But nobody could answer the question: What is this thing? Is it a small trailhead / visitor center? Is it a major tourist destination? Or something in between?

### *PHASE II OBJECTIVES ARE MANIFOLD:*

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Buildings at a conceptual level

Economics / marketing

Furthering the interpretive planning / concepts, educational programs, etc. —

ie answering the question, "what are we 'discovering' at the discovery center?"

What's the experience, what's the takeaway, what do people learn / feel?

Currently we're about 1/2way through phase 2. We'll make a presentation to city council in early june with an overview of where things stand, and today's meetings will inform that presentation.

### **Biff**

This meeting is about us listening to you. Jump in at any time.

Phase I was done in conjunction w/ ConsultEcon. We ran an interpretive planning process with a higher degree of public involvement than we typically would. We asked the question: "What's unique, special, important about the McDowell Sonora Preserve?" we asked that in a number of workshops, involving a number of stakeholders; also had face to face interviews, open houses, various interfaces w/ the public, etc etc.

We came up w/ a set of interpretive themes to drive the rest of the process —

- 7 statements of significance
- Central interpretive theme
- 7 primary interpretive themes
  - Biodiversity
  - Edge ecology
  - Water
  - Sustainability
  - Urban Wildlife Interface
  - Geology / cultural geography
  - archaeology

Biological / ecological themes rose to the top in our testing process — all scored at least 4 on a 5-point scale

Cultural themes (history, archaeology, etc etc) sank to the bottom

Sustainability was the #1 most popular theme, ergo it is strongly reflected in the central theme

We also tested facility scale, and the results were emphatic: the community didn't merely want an "expanded trailhead" — they wanted to see a large destination attraction

We also designed and tested prototypical exhibit design concepts, and the results were somewhat surprising. Most favorite was a raised-relief map of the McDowell Mtns. The least favorite is a suspended globe illustrating deserts around the world. The takeaway? Local focus: people want the exhibits to focus on local area, rather than a broad global set of themes.

The building design should be the same. The buildings are exhibits in and of themselves — they should reinforce the themes of sustainability, water use, creative adaptation, etc etc.

We found little interest in history of architecture, history of ranching, settlement patterns, urban development, etc. The DDC should be primarily a nature center — not just a small local one, but a large ambitious one.

People wanted the DDC to be a gathering place, where people can get together without paying admission. They want to be able to meet friends, have a cup of coffee, have a meal, without paying admission fee. Green building is also a very strong sentiment. People said, "If you're not going to do this first-rate, world-class, then don't bother doing it at all."

EDA conducted 40 personal interviews, 3 open houses and workshops, and that's how we got a handle on what the community wants. The data aren't scientific at all, but it is still important input.

### **John: evolution of the process vis-à-vis buildings**

Swaback partners hesitated at first because they weren't sure the city would commit the resources to make it world-class — and swaback didn't want to be involved unless it would be world-class

But we realized that Scottsdale isn't shy about big ideas, and this is one of the biggest ideas Scottsdale has ever had — might even be the biggest expenditure of money ever, except for roads. We saw a commitment to do this

on the scale it deserves.

The big question is: what will draw people to this place, and what will inspire them to come back? That speaks not only to quality but also to the economics. The place needs to be so dynamic that people will go there a lot — that it will merit repeat attendance and have enough to offer.

Before designing the building, we focused on the experience. I wanted to change the vocabulary, drop the word “building” and “major tourism attraction.” That language didn’t feel right to me. We needed a new vocabulary that was a better fit.

Phase I had produced a rough description of the experience: 1.5- to 3-hour stay, 3D theater, 200-seat amphitheatre, 40K to 70K sf bldg, high attendance potential, iconic attraction w/ high national profile. We wanted something that met a very high bar: an experience you can only get here and nowhere else in the world, and if you want to get it again you have to come back. Creature comforts were part of the discussion too.

“Adaptation” became an overarching theme early in phase I — the umbrella of “adaptation” to the desert by plants, animals, and humans. Then we started thinking through how this facility would interact w/ (“adapt to”) the desert. We had a specific location, and there was a very strong consensus about that location (the gateway to the preserve). The facility that’s there now is the gateway trailhead, a well-thought-out bldg that earned a platinum LEED award.

From that starting point, we brainstormed. If you’re interpreting the desert and adaptation, feeding everyone into a refrigerated box isn’t the right thing to do. Looking at the desert through a glass window didn’t seem like the right thing to do. We evolved an idea in which this whole environment is based on linked desert pavilions. These facilities, or pavilions, create a feeling of extreme indoor/outdoor experience. There’s a sense of openness and adaptation. The process was to follow a discovery path through these linked pavilions, and the pavilions set them up through major interp themes.

The experience of the pavilion would simply be to walk in and to walk out. The spaces would be designed to be “appropriate” to the desert — adaptations. We wanted the bldgs to represent world-class responses to adaptation to the desert. Ergo, we had to integrate the facilities w/ the desert, incorporate the desert into the experience — we couldn’t just plunk a bldg down on the earth.

We concluded, we’re not building buildings; we’re building an environment that’s woven together. The pavilions are there, but not there. We’re here to interpret and love the desert, and putting up a Walmart-sized bldg and parking lot doesn’t achieve this. We need a facility that’s invisible, yet also as high-profile as the Guggenheim and the Bilbao. We have to create an experience that’s worthy of the environment, the sonoran desert (the finest desert in the world).

The term “world-class” gets overused. Hospitality industry wants to call it “five-star.” Education community wants it to be “the Harvard” of desert interpretation.

Swaback played around w the space and flow of different buildings / pavilions / functions, to create a plan of a building that we ultimately know could become an environment (“not a building”).

That’s the process that led us to our current place. We now have a floor plan, a set of walkways, woven together w/ landscaping, pathways, etc. We’re building off the current parking area and the existing facility. That bubble is 6 to 7 acres of land, containing about 60,000 sf of buildings, all told; plus 800 to 900 parking stalls.

It will link directly into the hiking trails, which are already very popular.

We’re bringing you into the environment in a very welcoming way — “welcoming hands” in the welcoming plaza. Compares it to Mather Point at the grand canyon — an arrival point view terrace that announces, “here you are.” Great view of the mcdowells.

The current experience is free, and it’s very successful. There’s a model of the preserve, a few exhibits, and off you go. It’s free, and it’s very popular. We wanted to keep that success, which is based on openness and accessibility. So our design is open, welcoming, accessible.

We want a human touch that includes greeters (tap the docents who already work at the preserve). It’s designed on a free-flow, spoke and hub theory of experience, so that in the peak seasons people can forge their own paths — it’s not point A to point B to Point C, it’s more free flow. There may be a wayfinding mechanism to steer you toward a “preferred route,” but basically people will have the opportunity to make their own way and explore on their own terms.

Lighting will be very important — all will have a form of daylighting, and some will have controlled lighting (some will even be dark). This is key to creating the sense of openness. Building designs will include a lot of elements that don't touch — walls that don't close at the corners, roofs that are slightly detached from the walls — openness.

We don't want this to be static. It's part of what inspires people to return — it's dynamic, things change from season to season, and each time you come back you have a slightly different experience

Desert “great room” — something that's so cool, so unique, that people will come to Scottsdale specifically to have their event here. an imaginative, dynamic environment that's so incredibly cool people will seek it out. (Not your typical hotel ballroom . . . .)

There will be a multimedia immersive experience as well, which BRC is going to handle. It's the emotional, inspirational piece of this that allows you to experience all the times of year, times of day, etc etc.

The landscaping (both preserved and restorative) should tell a story as well. Our landscape architect will weave things in.

The buildings would tell a story of adaptation. We hope they too will win platinum LEED awards.

### **Biff**

It's very important that the various pavilions unify in a single experience. the pavilions aren't meant to be discrete experiences, rather they're points on a continuum — one blends into another. The interstitial spaces carry interpretation and messaging forward, they're not merely dead space.

The spiral exhibit in the welcoming area reinforces this idea — it doesn't have start/end points but rather is a cyclical, circular exhibit, an unbroken line.

The interpretation does have bookends — where we draw our lines biologically. We had to draw them somewhere. The lower Colorado river biome is where the entry gates are. But we're right on the boundary of the AZ upland biome, a very different community. We're in an ecotonal area, a transition zone. Our focus had to be very strictly local, to focus on the plants / animals that are specific to the preserve.

### **Russ**

The transitions between day and night are the most important times of day for predators — the times when animals are most active.

### **Biff**

A good point. That is built into our concept, that there's a transitional “space” within the pavilion to represent dusk and dawn.

### **John**

The hours of operation may even reflect that — it may be that we are open early and late. It's an idea that is on the table.

### **Biff**

Our tough crowd is not the tourists. We're firmly convinced we can get tourists to come here. our tough crowd is the locals. How can we get them to come here, and come back. We feel like we need to provide a high level of personal services — docent-led interpretation, programming, etc etc., there are things going on throughout the day. We need really really good personal interpreters.

### **John**

We want to make these docents “stars.” That's the way this becomes more dynamic. They may be very scholarly, they may be great communicators, they may be great showmen, or people with a long history of living here and a great store of personal knowledge. These people already exist in Arizona; we simply tap them and give them a platform. They make our pavilions come alive in a way beyond what design and exhibitry can do.

### **Russ**

The water fountain is risky. Great concept, but something that bothers people around here is water being wasted in a sculptural element of this type. It's going to draw opposition.

### **John**

We'd be remiss in not talking about water and telling the story of water. We want/need to talk about it in a way that's understandable, compelling, and acceptable. This is not a fountain; it's an educational tool.

**Russ**

Another way to do that would be to have water for wildlife. People don't think about what we're conserving the water for. They want to conserve water to support the natural ecosystem, not to support another condo development.

**John**

We think the element can model good conservation practice. We can design it in conjunction w/ Scottsdale Water to show what they're doing, and want to show what we're doing within our own facility.

**Steve**

I think it's a really important story to tell. How that story is told is very important. I like the concept.

I also hope you won't shy away from telling the story of local native Americans (ie, out of desire not to compete w/ the Heard). The Heard is a different type of facility, you can tell this story here w/out stepping on the Heard's toes and I hope you will.

**Linda Searles**

Don't worry about competing with this community. We're in a race against time to save the ecosystem. This is our chance to tell the story and change attitudes.

**Jana**

Re fear of having a fountain: you're going to have a problem w/ this, because a citizen is going to complain to their councilperson and you're going to have to justify it. A lot of people who fought for this preserve aren't going to like the fountain; that's just a warning. Politically it could be a big problem.

**John**

This is not a fountain; it's a technical exhibit that's somewhat artistic in nature, but it's not going to look / smell / feel like a fountain. We'd be really remiss if we didn't talk about water in the ultimate way — with a water exhibit.

**Jana**

You're talking to the choir; understood. But somebody's going to call it a fountain, and that's going to get into the paper. You need to be prepared for it.

P.S. — I totally agree w/ the idea that live docents can make all the difference. That gibes w/ my personal experience (ie, at highgate cemetery in London, where I've had my own favorite interpreter for the last 20+ years).

**Debbie Gibson**

These people are under your nose, and you don't even know it sometimes. I have repeat business, over and over — local people — who, when their families are in town, they come back to see a particular docent. These people make it an experience. I have it every day. And we're just a small facility.

**John**

The desert living center in las vegas is a negative example of this; they have guards in all the exhibit spaces instead of welcoming docents.

**Debbie Gibson**

The personal one-on-one feedback is what makes it. People can ask questions, they can learn everything they want, it's very interactive — they can feed the snakes, they can see them up close and out of their cages. You have people out there who have so much knowledge.

**Biff**

It's a management challenge because volunteer labor is not free. Not everybody is good at it. But we can create some local stars. This personal experience is absolutely vital. The best exhibits in the world can't match a skilled human interpreter who can adjust to his audience. An exhibit can't think on its feet and respond to the audience.

**John**

So how do we evolve this experience to make it one-of-a-kind — you can only get that experience here — and how do we attract special events that would only be here, but wouldn't be right at the botanical gardens or the zoo, etc etc. ??? We want to have four brand-new experiences that don't exist in Scottsdale right now, but that

are right for Scottsdale.

**Russ**

Like a monsoon party ?

**John**

Exactly. Or there's an event in Acadia national park, a popover festival, that is extraordinarily popular — people come there specifically for that event. What can we create that has that type of singular appeal?

**Margaret Bruning**

We shouldn't downplay weather as one of our cultural touchstones, esp in regard to the heat and that mirage that occurs. I'd encourage people to come to this facility during the heat of the day and encourage people to experience that sense of cooking in the desert.

I would hope this place works in tandem w/ our other desert appreciation centers, and I also would hope that it challenges us to expand who we think we are. Whenever we ask the public what it wants, they naturally respond from a place of comfort — ie what we already know. Maybe we need to bring people along. I appreciate the specifics about the sonoran community, but desert communities can learn from each other — we should not exclude the broader context.

**Russ**

We have a lot of things in common w/ other deserts.

**Margaret**

We are light-years behind in terms of sustainability, with respect to other desert communities. Other people have made adaptations that we haven't gotten yet. We need people to be inspired to do better for the desert, and better for ourselves. That's a bigger worldview.

Skilled interpreters help us connect to our deep history. Interpreters can help us do that. This place has a beautiful history as well as a beautiful landscape. Where does time begin and where does it end? History doesn't begin and end w/ human beings. There are other communities (plant, animal) here.

Re the water exhibit, it makes us bristle at the idea that we're glorifying human interventions.

**John**

This makes me excited — this could be edgy, controversial, but “done right” water feature. If water always has been, and always will be, a controversial element, then let's make this the ultimate water exhibit that generates and focuses the conversation / controversy.

**Margaret**

But if you did the water exhibit from the point of view of a rattlesnake, it would be a different type of exhibit.

**John**

Where can you go in Scottsdale to learn about water?

**Russ**

SRP

**John**

But SRP does it in a different way.

**Margaret**

Mining is another story that's important. We shouldn't gloss over it just because the public says we want more of the stuff that we like to look at. If there was mining here, then we should learn about it. It's part of the continuum.

**Russ**

You can't talk about the desert out there without talking about grazing, because the vegetation on the McDowell preserve has been affected strongly by grazing.

**Biff**

You pegged it by reminding us that we're taking an anthropomorphic perspective. It's true that history didn't

begin when humans showed up. At the same time, the point of this facility — the mission — is to explore human adaptation.

**Margaret**

But the caution is that we don't want to glorify the ways in which people came in and conquered the desert.

**Biff**

Agreed. We should be questioning that assumption about conquest here at the desert — we should be engaging that debate and educating people about it. One of the key points is that modern culture changed the desert to make it more comfortable for humans. We engineered the desert. That's a big takeaway.

**Margaret**

But that's not the end of the story. We have to understand where we go moving forward.

**Linda Butson**

I'm wondering by, if creating smaller spaces that are singular usage, you have limited how you can approach the future. I've heard here today a number of times about adaptability, and I know from my experience you often have to adapt a facility from one purpose to another. I want to make sure you haven't limited yourself.

**John**

We think that adaptability has been enhanced by what we have done. We have a campus of structures. We have plans that show how these could be added onto. We can have that debate. Short of saying, "the most efficient shape is a rectangle," then you're into a debate about balance. It's clearly on our agenda to ensure that these are reusable buildings in other forms, as this evolves. The word "dynamic" isn't merely about telling new stories, but also about how the facility itself can grow and morph.

We call all our buildings 100-year buildings.

**Linda Butson**

One of the other things I was hoping you would consider — I would like to see the natural desert breezes be used as part of the pavilions.

**John**

We call them pavilions because they can be open, you can capture the air and the natural circulation. And then we want to tell the story about it — create it, and then make sure that people understand what they're looking at.

**Jana**

Beware of creative exhibits that undermine or degrade the preserve itself. The theatre, e.g., undermines the nature of your resource because they detract from the meditative experience. It's a diversion, geared for short attention spans, etc etc. the nature preserve has to be experienced in a meditative way, it requires time and engagement. You can't condense it into five minutes.

This actually works against you — you're developing an audience that won't come back to the preserve, and won't engage with the preserve. You're catering to their worst impulses — giving them what they want instead of challenging them, giving them a click-fest infotainment experience that undermines you philosophically.

Why do you create a play structure for the kids, a faux-desert ?? let them run around in the real desert.

**Biff**

There's an empathic experience to this. E.g., kids will be able to crawl into a hole and pretend they're a burrowing animal. That's not something you can do in the real desert.

**Debbie Gibson**

But then you're encouraging kids to crawl into holes when they're in the real desert. You're teaching them to run around in the desert fearlessly and teaching them that it is a harmless playground, when in fact they should be learning that the desert is fragile and dangerous. It's the wrong message — ie, the message is that the desert is a playground.

I agree w/ Jana's point about authentic vs. simulated experiences. There was a guy who did a star talk — at night, under the stars — and I heard about that for months. It wasn't a movie, it wasn't "virtual" — it was the real thing, and that's what is now exotic and new to people. It's what they crave.

I totally agree w/ the heat of the day — bring people in when its 110 degrees outside. Make that activity about how to cope w/ the heat of the day.

**Margaret**

Re the playground, I think it's more engaging to give kids a creative outlet as opposed to just stuff to climb around on

**John**

I'm role playing here a little bit. There's another side to this, I think, that others might have. We have a joint subcommittee made up of tourism commission, preservation commission, etc. I myself have had your thoughts about the Magical World (the multimedia experience), contrasted against the types of authentic experiences you're talking about.

But the question is, do we have a broader audience of people who won't come back at 5 a.m., or won't come back in the heat of the day, or won't come back in all 4 seasons. The question is — can you deliver that experience to people without requiring them to come out at 5 a.m. ?? And the question is can you have balance — can you do both ?? Can you offer authentic experiences for those who want them, and mediated experiences for those who don't want to?

**Jana**

I don't think you can.

**Biff**

I think we're talking about two different audiences. The person who you're imagining, who will be offended by the mediated experience, and who is open to having the pure authentic experience you're describing — they don't need us to interpret for them. We have nothing to offer to them. They just need a trailhead, and off they go. The question is, can we reach an audience that otherwise wouldn't have these experiences, and inspire them to seek those experiences out?? Can we both cater to their desires, and challenge them to stretch ??

**Jana**

If you cater to the quick attention span, it's self-fulfilling — you'll ensure that nobody goes out to the desert, nobody goes out there in the heat of the day in august or at 5 a.m. you'll offer an experience that they already want, and won't challenge them to get outside themselves. It becomes a self-fulfilling, self-defeating prophecy.

**Margaret**

It's also a place to educate people. We do need to help people use their imagination, and have experiences they couldn't get by walking out on the trail — ie, to have the experience of being a bird, or of being a snake, etc etc.

**Russ**

You have to guard against making this a Disney desert type of place. The SW Center for Biological Diversity is the most radical environmental group here in Arizona. I sometimes ask, what would those guys think about my idea? If you can make something they like, then you've done well.

**Biff**

But wouldn't they criticize the very fact of it?

**Russ**

Yeah, they probably would.

**John**

It's a fine balance, and we're groping for it. I respect the purist point of view. I don't want to undermine that. But we can't just preach to the choir.

**Russ**

We're trying to reach beyond the purists, that's true.

**Jana**

I want to reiterate the book publishing industry. They've killed their own audience by catering to the short-attention span and getting away from good books, instead of focusing on good literature. They haven't cultivated an audience for good literature, and therefore it doesn't exist. They've cultivated an audience of people w/ short

attn spans who don't really love to read.

**Linda Searles**

To get people to care about a place and save it, they have to get out and see it first-hand. Getting people out there is critical, so they appreciate the desert and are motivated to save it. They have to see the flowers, breathe the air, see the animals. It's a magical place as it is, so just focus on the magic of the sonoran desert.

**Biff**

What role should live animals play at the DDC? I'd like to hear your opinion about whether it's appropriate or inappropriate, and if it is appropriate then to what extent?

**Linda Searles**

There are animals that are appropriate for that, and others that aren't.

**Biff**

Are you suggesting that on a rotating, temporary exhibit we bring animals in? the last thing we want is a depressing exhibit, like a caged zoo animal.

**Debbie**

The whole animal thing is a lack of education. People who live in this desert don't understand the role this animals play. They don't understand what role the snakes play. I know people who live in gated communities who have all the rattlesnakes exterminated, and then they end up w/ a terrible packrat problem — and then they want to exterminate the packrats.

People like hands-on experiences with animals. If you provide hands-on experiences, you'll have a big hit. Let people get close to the desert. But it all comes back to education. It's easy to put a rattlesnake on display, but it's more difficult for a bobcat or mountain lion. For those animals, you need an exhibit that's built for that animal — but that probably means it's not accessible to be seen by the public.

People need to understand the whole circle, the whole ecosystem. You can't keep the cute bunnies but get rid of rattlesnakes. You don't get to choose. It's a package deal.

**John**

This is like a training center about living in the desert. It's a go-to place, linked with other organizations that support this. I don't think we're the Mother Ship necessarily, but we tell the whole story here.

Re landscaping: We're at the base of the mountain, so we have to let water flow through. That's another benefit of the pavilion model, it's open and water can flow through it. Second, we want to create microclimates that model adaptations — something as simple as using shade. We want to stimulate all five senses and have that be part of our landscape forms. We want to model animal habitats as well.

Parting words: Are we generally on the right track?

**Debbie**

I'm excited about it. I think we're on the right track. There are some areas that need to be addressed and maybe modified, refined. There are some changes that need to be made, but we're definitely on the right track and off to a good start.

**Russ**

Gotta make sure it doesn't get loved to death.

**Debbie**

What are you putting in place to mitigate the damage to the desert that will occur during construction? What about the rattlesnakes who are being displaced, the bobcats who will lose hunting grounds (even temporarily), etc etc. ??

**John**

I can't answer you specifically yet, but I have dealt w/ these problems before and they will be addressed. Mitigation will have to be a part of the construction process. We'll use that as an educational tool, so people understand that we practiced what we preached.

**Debbie**

You should use that to your advantage — you can document what you do and hold it up as a model for the future.

**Tina**

Are you on the right track? I still don't know what makes the DDC unique, from a messaging perspective. I see the uniqueness in technology and scale. But I'm not sure what it is that you do, and do best.

**John**

We give the comprehensive story. None of the other facilities brings the complete story to the table. We'll be the complete package. The dominant theme is adaptation — that's what we bring to the table.

**Tina**

I'm not getting that message. That needs to be increased.

**Margaret**

Maybe those ideas are in there, but perhaps there's more massaging that can happen in terms of the context of life in the desert for both the animals and the people. I'm looking at staying alive, for example — the life and death of the desert, the extremes. But I don't think we're seeing the whole picture yet. There are gaps to be filled in.

**Linda Searles**

You're trying to be all things to all people. You need more of a focus on the Sonoran desert.

**Steve**

I think you're doing great. I'd like to see more programming maybe — stuff for people who can't, or won't, get out onto that trail. Hands-on activities for kids would be another thing to add.

**John**

This has been really good — a take-off-the-gloves assessment. We've got enough on the table for people to really sock us, rather than just hand out accolades. We didn't get the constructive criticism from our focus groups back in March. We got some very tough questions today. I don't have all the answers yet. But our next step will be to react and make sense of what we've heard, and we'll stand on the shoulders of what we've heard.

Phase 2 is a feasibility study. There's a tremendous amount of community support to get this to the finish line, but we want to get it done right. That's an incredible balancing act — design, messaging, education, marketing, financing, everything else. Our next big public act will be to make a midpoint presentation to city council in early June. That'll be a benchmark point.

*2 - 5 p.m.*

- 
- Yvonne Massmann . . . . . COS, *Rec Leader, Comm Svcs*
  - Bill Murphy . . . . . COS, *Executive Director, Community Services*
  - Robin Schweizer . . . . . COS, *Preservation Coordinator, Planning*
  - Claire Miller . . . . . COS, *Preservation Coordinator, planning*
  - Scott Hamilton . . . . . COS, *Sr Trails Planner, planning*
  - Dan Gruber . . . . . McDowell Sonoran Conservancy
  - Brian Dygert . . . . . COS, *GM WestWorld*

**Biff**

In phase 1 (late 2006 to June 2007), we did a basic interp planning / economic feasibility process. The interpretive process led to the following outcomes ---

- Sustainability and Adaptation are the key themes
- Destination attraction is the desired scale

Adaptation is a robust theme not only for the interpretive context, but also for the educational and the architectural contexts. It has very strong traction.

**John**

It's the training center for how we live in the desert.

**Biff**

The other marching orders we got from Phase I was that we had strong support for common areas — gathering places that offered food / recreation but did not require an admission fee. People didn't mind if scale and perspective were manipulated. People wanted it to be exceptionally high quality, or don't bother. And they wanted it to be an example of environmentally friendly building — they want the center to model the themes.

**John**

We want to answer this question today: what will draw people to this place, and what will draw them back ??

**Biff**

We got a little hamstrung in phase 1 w/ people asking, "What's the WOW??" We don't design that way. We are process-driven. We have a strong conservation stewardship message that we want to deliver, but not in a didactic way; we want to lead people to that conclusion. We want to show them, not tell them.

Our tough crowd are the locals. The tourist crowd will show up if we build a good facility. The local people will come once for sure. What we want to do is get them to come back. We've asked ourself that question continuously — how do we get them to come back?

Part of the answer is programming (docents, personal interpreters, etc). . . .

Yvonne

Does it have to be called the Desert Discovery Center? Because there's already something called the Desert Center at Pinnacle Peak, so it's confusing.

**Biff**

The name Desert Discovery Center has been around for so long that it has a certain "brand recognition" . . . . except that it doesn't, because many/most people don't know that name.

**Brent**

For that matter, what is McDowell Sonoran preserve? People don't recognize that one either.

**Biff**

The name is up for grabs. It doesn't identify w/ Scottsdale, the mcdowell mountains, or the sonoran desert — so maybe it is worth reconsidering the name of it. It is not set in stone.

**John**

I think 3 words is too many. I think it should be 1 word, and it should be an intriguing word. I don't think "desert discovery center" is very intriguing, but it's so deeply entrenched that maybe it's too late to change.

**Yvonne**

Desert holes should be part of the "staying alive" exhibit — we get tons of those questions all the time. People want to know who made the hole, what's it for, etc etc. People are fascinated by that.

**Biff**

Might be a good fit for the "children of tomorrow" area.

**John**

Re the saguaro exhibit: should we have a fake saguaro in the "children of tomorrow" area, or should we send the kids outside to look at real cacti?

**Claire**

there is so much happening on the outside of the plant that you can see, but you can't see all the things that are happening on the inside. So the exhibit of a sliced-open cactus is compelling, because you can see things that aren't visible in the real world.

**Dan**

It's not one or the other — you can do both. Once you've learned what to look for, you see different things. That's very powerful.

**Claire**

The educational experience impacts the stewardship attitude — people are better stewards when they understand more.

**John**

In the time machine piece, you can challenge the kids to build their own future — one that builds upon the good things our generation has done to adapt, but takes things that much further. It's a way for the children to imagine and express how their future will look.

**Dan**

To focus a little bit more on messaging: one of the things that strikes me as you've gone through all these elements is that there are a lot of explorations of specific examples that could be used to generalize to larger spheres. But in my mind it raises the question of whether people will connect the dots and walk away w/ explicit messages ?? is it sufficient for the messages to be implicit ? or do we need to make the messaging a little more explicit? Do we need to spoon-feed them the takeaway, or can we be confident that people (esp kids) will draw the generalized conclusions we want them to draw?

**Biff**

I can't answer you directly, but I think it would be a mistake to assume that implicit messaging is sufficient. We probably need to make the messages explicit in some way / shape / form. When we get to the exhibit-design phase, we have to figure out how to do that. For that matter, we're not necessarily formulating messages to implant into people's heads. We're formulating specific objectives, which include cognitive, emotional, and behavioral outcomes, and then designing to those outcomes. As we go through this process, we need to write down the outcomes we're trying to achieve and then design to those outcomes.

**Dan**

The reason this is "the mother ship" is that you're talking about the interrelationships of everything (living and not) with everything else. This is an ecological center, fundamentally — it's all encompassing. Other venues take one slice of the ecosystem; this area takes the whole thing.

This has meta-messages — messages that are sprinkled throughout the various exhibits, in various ways and various places. Some of them are:

What is a desert?

Why do desert creatures need to make these extraordinary adaptations? What is so challenging about it?

Evolution — this is the mechanism of adaptation. What drives change? How does change occur? How come some things change and some die?

So how do you tie these things together? How do you ensure that people walk out w/ the messages you want them to walk out with ??

**Biff**

A lot of people look at animal adaptations as if the animal made a conscious choice to do things a different way. When in reality it's just serendipity, and it's a numbers game.

**Dan**

You've got animals that have evolved fundamental changes in metabolic processes that were hundreds of millions of years old. That's what is necessary to survive in a desert environment. That's the drastic extent of adaption necessary to survive here.

**Larry**

Is the connection that, unlike animals, humans can make a conscious choice to adapt? Animals have made

these very drastic adaptations via evolution, natural selection; humans may be called upon to make conscious adaptations (choices) that are just as drastic.

**Dan**

There are different ways to link things together in this center — it's an informational web, and people can navigate their way through the exhibits and connect things up in different ways.

**Yvonne**

We don't have to give them chapter and verse; we can't provide every detail. We have to inspire people, give them enough information where they can get interested / excited, and then are inspired to learn more on their own.

**Bill**

When you talk about human adaptation, you have a desert area there that is seriously pristine. How are you going to maneuver and work all this magic and still preserve all of that? How do you get that to happen? How do you hide the parking? Can you go underground?

The more you can involve (the theme of) adaptation, the better.

**John**

We do have an underground option for parking — one of 5 options. (the other 4 are surface parking, in phased layouts)

**Scott**

Also voices concerns re parking

**Biff**

The way the parking is approached may be part of the educational milieu — it can carry messaging about adaptation, if it's done right.

**Dan**

This site has always been meant to carry this load. As long as it is done aesthetically and sustainably, then we are not violating any ideals nor breaking faith w/ longstanding intent. We can't let parking drive the design of this facility. The finished products, and even the process by which we get there, are part of the messaging.

**John**

There's a community aspect to this. This should be a community gathering place — education, celebration, adaptation. It's about pure enjoyment of great beauty. This is another thing we can offer that is part of the experience that draws people to the site, and draws them back.

**John**

So let's take stock: are we on the right track or what? If not, what do we need to change?

**Yvonne**

Taking the saguaro exhibit, I'm not sure that people are moved by an exhibit of a fake plant. I think they're moved by getting to experience the real thing.

**Dan**

You've made an incredible effort to meld the inside and the outside. But maybe that process is not done yet. For an example: is it possible to ensure that while you're experiencing an exhibit of a plant, there is a sightline built in (using windows, etc) to the real plant ??

There are other parts of the facility too, not just the exhibits — is there a way to treat the other parts of the facility almost as if they are exhibits ?? Make them in some more direct way a part of the experience and the meta-messaging.

Ie, can you put glass walls on things that are normally closed off (ie, the back of the house) to create more of a sense of community?? Eg., real scientists in a real lab, working behind glass.

There are spaces in the facility that aren't exhibits per se, but can be woven into the educational / communal experience.

**Yvonne**

The name “magical world” is too Disney-like. You need to change that name.

**Biff**

Question for the crowd: what’s the appropriateness (or not) of live animal displays at the DDC? If they are appropriate, what animals? How? And above all, why?

In phase 1, it was strongly expressed that people don’t want this place to be a zoo, or to have a collection function. Unless live animals are extremely well done, my sense is that it’s not appropriate. My preference would be to avoid displaying birds, live mammals, etc etc — there’s the maintenance issue, space issue, and above all the fact that we all hate to see animals in cages.

That said, I’ve rarely seen a good job done of displaying insects. We could do an effective job of displaying certain sonoran bugs, in a way that’s consistent w/ our thematic foundation.

**Dan**

How does this expand ??

**John**

We’ve got expansion drawings that show how they expand. Either we add new pavilions, or we expand the existing ones. Either thing can happen. We have thought that through.

**Yvonne**

Those canvas shade things will not work. Every time there’s a big wind, they’ll fly off.

**John**

There’s a lot of research into that issue, and tensile structures can deal w/ wind loads a lot more effectively now. I wouldn’t toss that idea out. It’s a challenge, but those challenges can be met a lot more effectively these days.

There are various forms of shade — trees, roof overhangs, tensile structures, etc., all create microclimates that help to model and represent the way we adapt sustainably to life in the desert.

**Scott**

Expresses concerns about the landscaping — esp concerned about having plants that are in anomalous locations, or that are ecologically “incorrect” or “impure.” he cites the standards that are applied re landscaping / planting at trailheads on the preserve, to ensure that plants are not misplaced or put into environments where they don’t belong — and to ensure that microclimates aren’t destroyed or altered. This environment is so sensitive to sunlight, soil, slope, wind, drainage, etc etc — within a space of 20 to 30 feet, the entire world can change.

**Dan**

I don’t think we should freight down the DDC with the idea that it has to uphold ecological purity, or that it has to uphold the same standards of preservation that are applied elsewhere on the preserve. The decision was made 25 years ago to build this facility as a teaching tool. So let’s use it as a teaching tool — let’s build it, build the plant palette purposefully, and use that to teach people about the incredible sensitivity of the microclimates.

**Biff**

The decision was made to purchase 36,000 acres as a preserve, and to spend 6 acres of that land capital on conservation education. That doesn’t seem inappropriate.

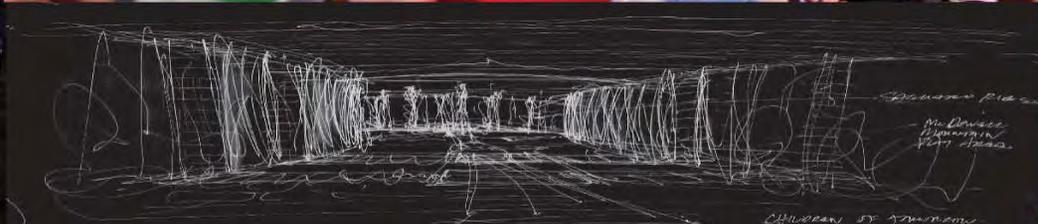
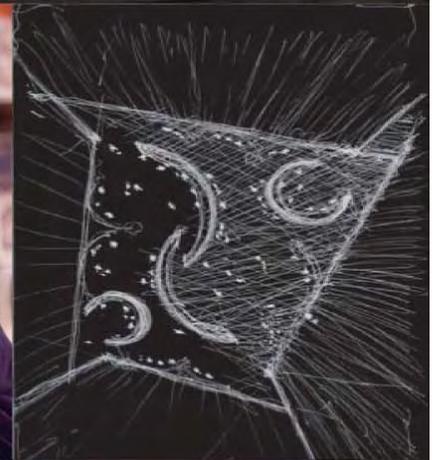
**John**

There is a “let’s get real” part of this. You can’t build anything without altering microclimates. You can be sensitive; you can do it sustainably. Or you can just not build it at all, and have a pure and pristine and untouched environment.

# Appendix C: City Council Powerpoint Presentation

# Desert Discovery Center Feasibility Study: Phase II

Progress Report to City Council | June 15, 2010



# DDC Consultant Team

- **Swaback Partners, pllc** - *Architecture*
- **ConsultEcon, Inc.** - *Economic Consultants*
- **Olinger Group** - *Market Research*
- **BRC Imagination Arts** - *Experience Design*
- **Exhibit Design Associates (EDA)** - *Exhibit Design*
- **Ten Eyck Landscape Architects, Inc.** - *Landscape*
- **Renaissance Companies** - *Cost Estimation*

# DDC Contract Tasks

- **Task 1 - Define & Finalize the DDC Concept**
- **Task 2 - Market Survey, Concept Testing & Refinement**
- **Task 3 - Preliminary Architectural Design**
- **Task 4 - Preliminary Project Cost Estimates**
- **Task 5 - Preliminary Business/Marketing Plan/Budget**
- **Task 6 - City Meetings**

**DRAFT**

# Desert Discovery Center Mission Statement

The Desert Discovery Center is a magical place providing a culture of educational wonder and recreational insights, inspiring both residents and visitors to understand, appreciate, sustain, and return to the McDowell Sonoran Preserve and the world's richest, most amazing desert, which is its home.

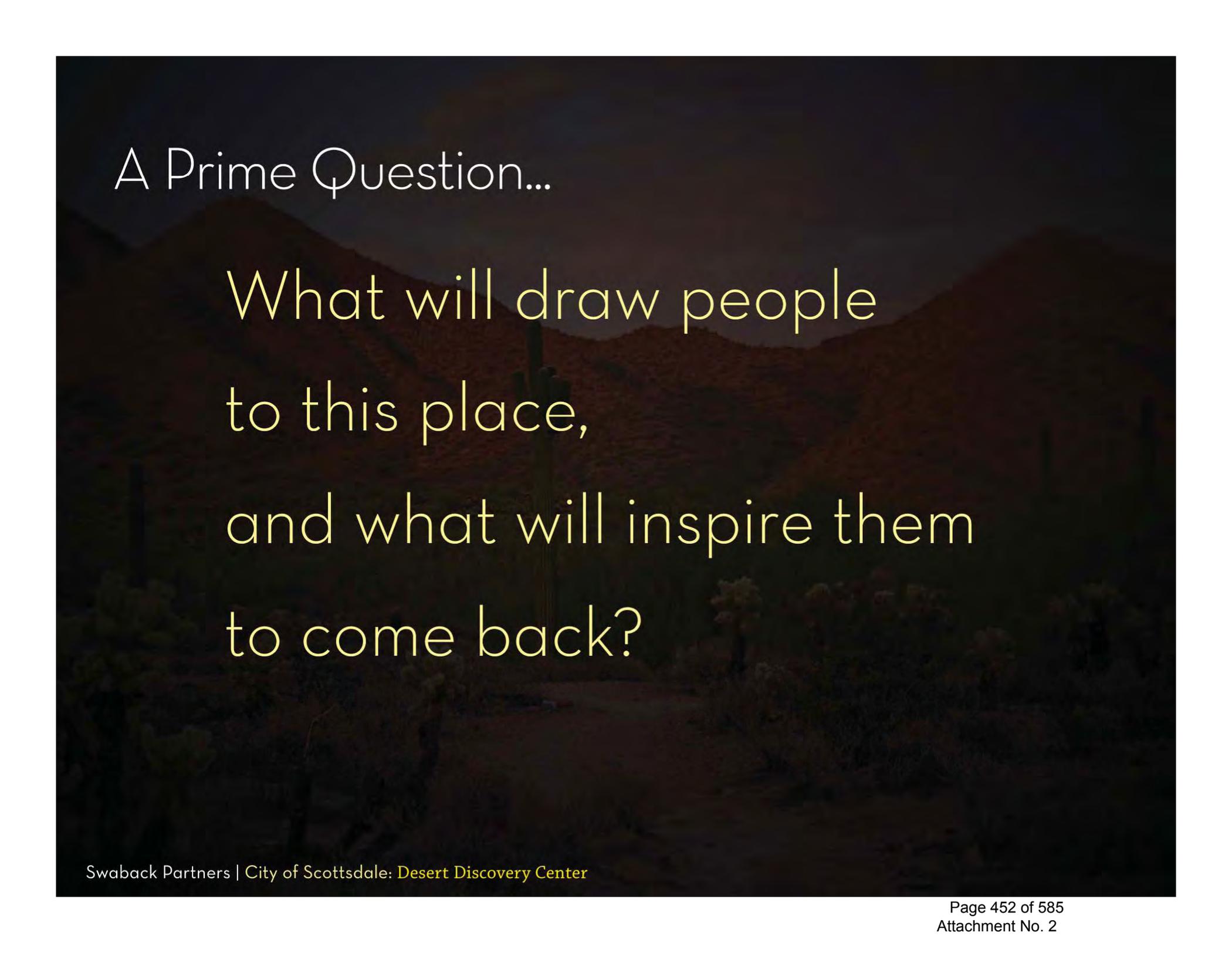
# Previous Phase I Feasibility Study Program Conclusions

## **Exhibition Sonora: *A destination attraction***

- In-depth exhibits 1½ - 3 hour length of stay
- Exhibits are also a stand-alone experience
- 120-seat 3D theater; 100-seat planetarium w/ observatory
- Destination-themed retail shop and café
- 40-70,000 square foot building
- 200-seat outdoor amphitheater
- Many public programs and substantial sponsored research
- Serves regional residents, schools and tourists
- Adult admission: \$10-20. Substantial discount for Scottsdale residents
- High attendance potential; Iconic attraction with high national profile
- Capital development costs: +/- \$50 million
- Significant new job creation and economic impacts

# DDC Public Outreach

- **Joint Sub-Committee**
- **McDowell Sonoran Preservation Commission**
- **Tourism Development Commission**
- **McDowell Sonoran Conservancy**
- **Focus Groups**
- **Public Open Houses**
- **On-Line Surveys**



A Prime Question...

What will draw people  
to this place,  
and what will inspire them  
to come back?

# Program of Spaces

## ***Welcome Pavilion***

Public Restrooms  
Public Lockers  
Vending  
Concierge Station  
Ticketing  
Security Desk

## ***Desert Great Room***

Event Pavilion  
Catering Kitchen  
Bar Storage  
Restrooms  
Lobby

## ***Hospitality Pavilion***

Sonoran Market  
Desert Cafe

## ***Discovery Portals***

History of the McDowell  
Sonoran Preserve  
Orientation to the DDC

## ***Resources***

Volunteer Room  
Library

## ***Administration***

18 Offices  
2 General Work Areas  
Reception  
20 Work Spaces  
Staff Breakroom/Kitchen  
Employee Locker Room  
Staff Bathrooms

## ***Back of House***

Curatorial/Exhibit Shop  
Storage  
Landscape Maintenance Bldg.  
Other/Mechanical

## ***Exterior Spaces***

Welcome Terrace  
Orientation Courtyard  
Event Terrace  
Connecting Passages  
Desert Dining Garden  
View Terrace  
Amphitheater  
Group/School Kids' Orientation

## ***Seasons of the Sonoran Desert***

Spiral Sculpture of the  
Seasons: A Year in the Life  
Many-Colored Desert  
Tom's Thumb Theater  
Cacti/Agave Gallery  
Woody Plant Gallery  
Herbaceous Plant Gallery

## ***Staying Alive***

The Desert After Dark  
Airborne Enemy  
Twilight Wall  
Dawn Wall  
Couch's Spadefoot Sculpture  
Grasshopper Mouse/  
Darkling Beetle Sculpture  
Tortoise Combat Sculpture  
Costa's Hummingbird at  
Chuparosa Sculpture

## ***Human Adaptation***

Water Allocation  
Hohokam Environment  
Cowboy Environment  
Fifties Environment  
Contemporary/ Near-Future  
Environment (Sustainability)

## ***The Tomorrow Pavilion***

Walk-in Saguaro Cactus  
Interactive Floor  
Time Machine  
Free Learning Space  
Terrarium Listening Station  
Small Animal Habitats

## ***Hidden Desert***

World Beneath Our Feet  
Wildlife Cams  
Snake's Eye View Theater  
The Secret Sex Lives of Plants  
Ant Habitat  
Bee Habitat  
Reptile Habitat

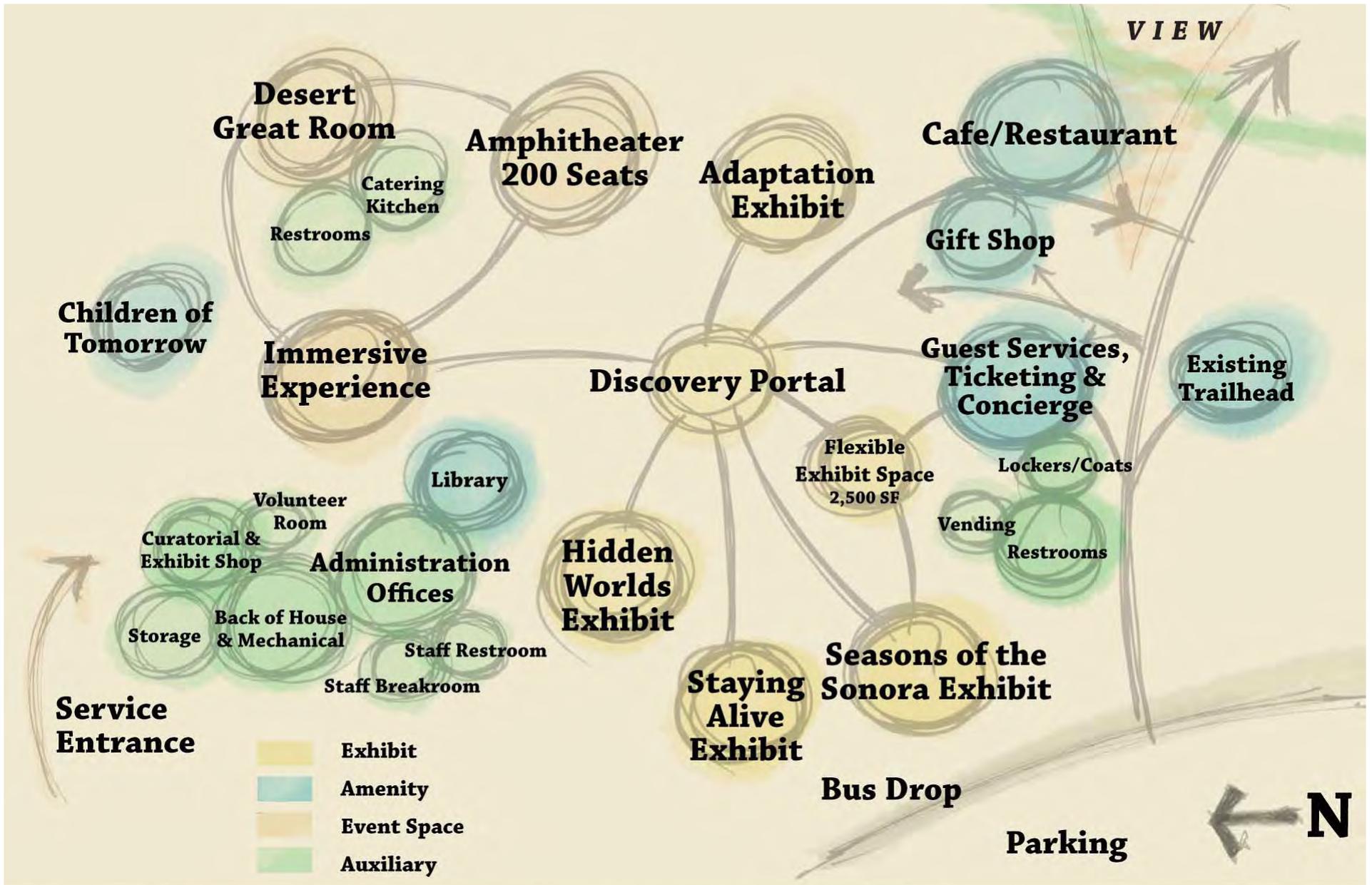
## ***Mysterious World Exhibit***

## ***Rotating Exhibits***



# Existing Gateway Site

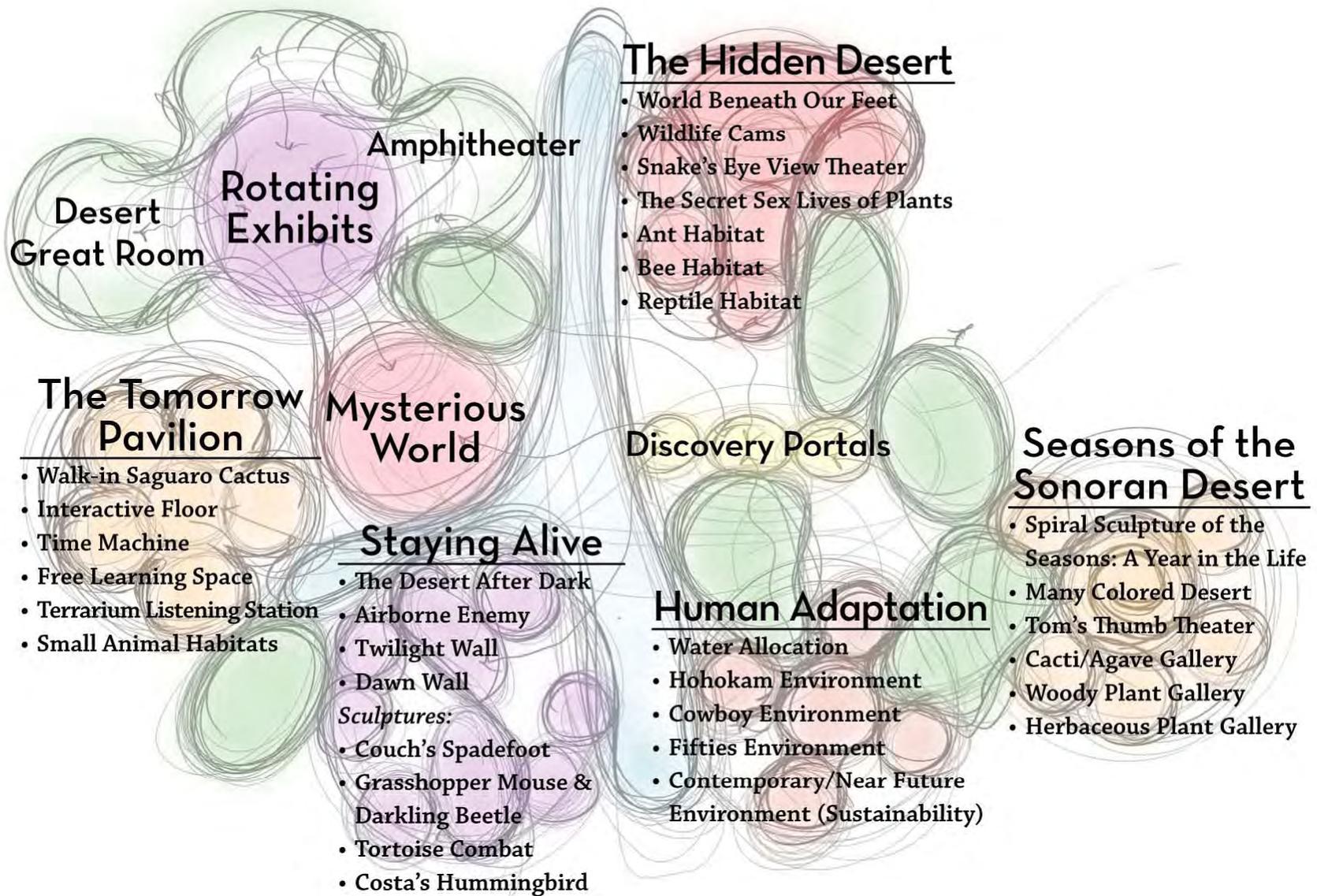
Swaback Partners | City of Scottsdale: **Desert Discovery Center**



# Space and Flow Diagram

# DDC Phase 1 - Interpretive Themes

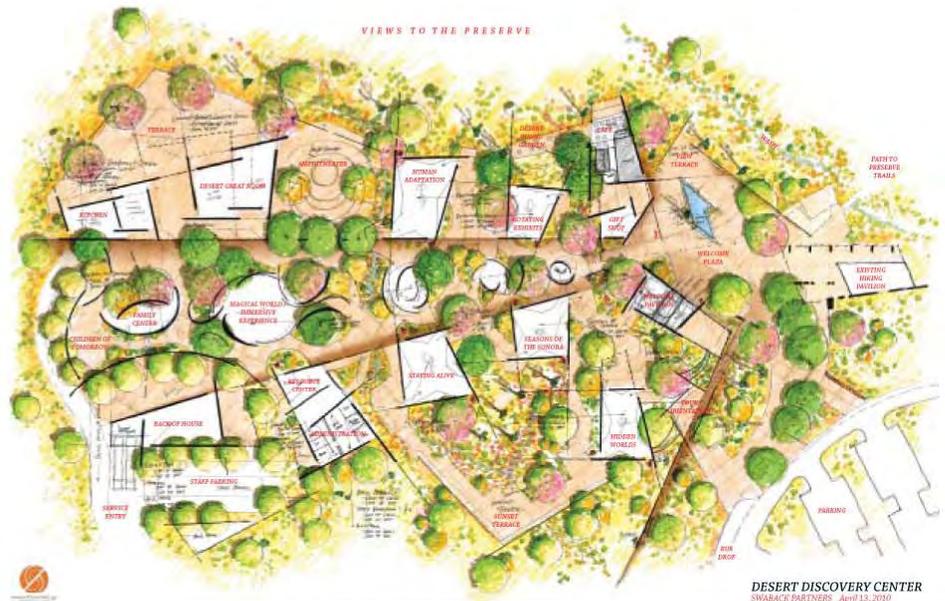
- **Adaptation**
- **Biodiversity**
- **Edge Ecology**
- **Urban / Wildland Interface**
- **Archaeology**
- **Geology / Cultural Geography**
- **Sustainability**



# DDC Phase II - Interpretive Themes & Exhibits

# DDC Landscape Interpretive Themes

- **Water**
- **Microclimates**
- **Adaptation**
- **Plant Biomes**
- **Animal Habitats**
- **Senses of the Desert**



DESERT DISCOVERY CENTER  
SWABACK PARTNERS April 13, 2010

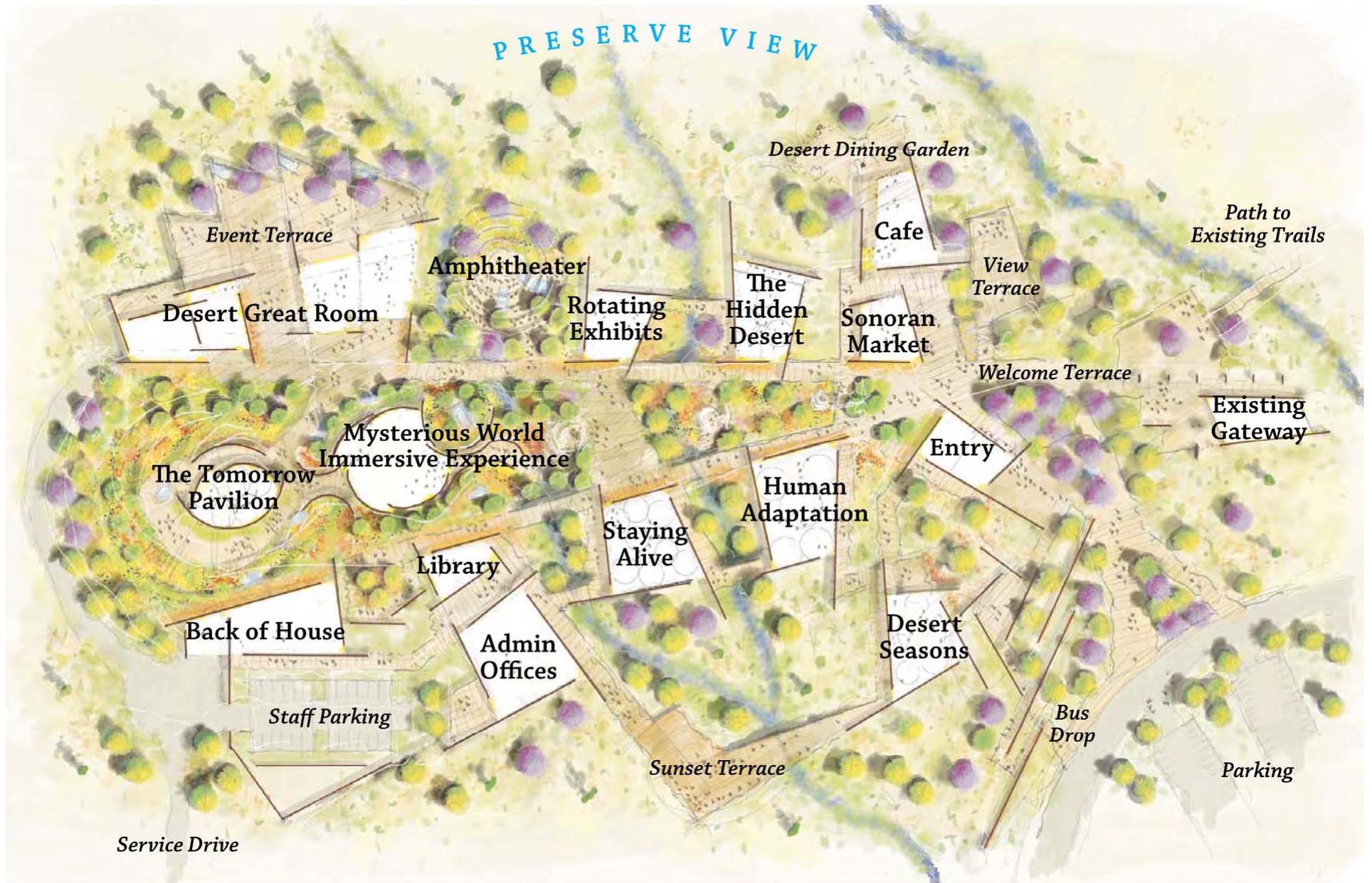
# Concept Plan Study

Swaback Partners | City of Scottsdale: Desert Discovery Center



# DDC Evolving Conceptual Plan

Swaback Partners | City of Scottsdale: *Desert Discovery Center*



# DDC Evolving Conceptual Plan

Swaback Partners | City of Scottsdale: **Desert Discovery Center**



# DDC Evolving Conceptual Roof Plan

Swaback Partners | City of Scottsdale: *Desert Discovery Center*



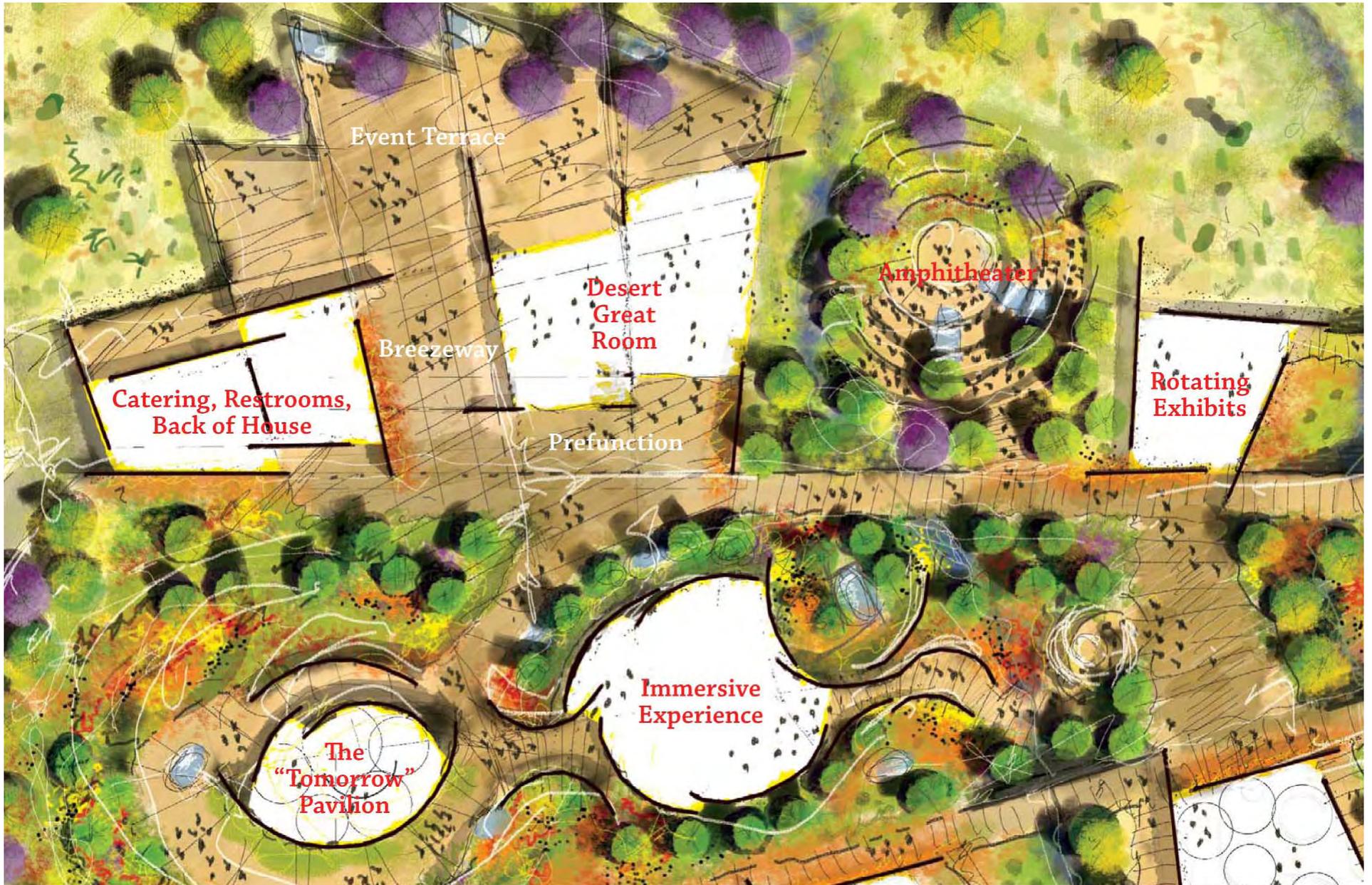
# The Welcome Plaza

Swaback Partners | City of Scottsdale: Desert Discovery Center



# Linked Desert Pavilions

Swaback Partners | City of Scottsdale: Desert Discovery Center



# Desert Great Room, Amphitheater, Immersive Experience

Swaback Partners | City of Scottsdale: Desert Discovery Center



# Existing Trail Connections

Swaback Partners | City of Scottsdale: *Desert Discovery Center*



# Outdoor Environment

Swaback Partners | City of Scottsdale: **Desert Discovery Center**



# Entry Perspective

Swaback Partners | City of Scottsdale: **Desert Discovery Center**



# “Desert Seasons” Exhibit Pavilion

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



# Interconnecting Shaded Passages

Swaback Partners | City of Scottsdale: *Desert Discovery Center*



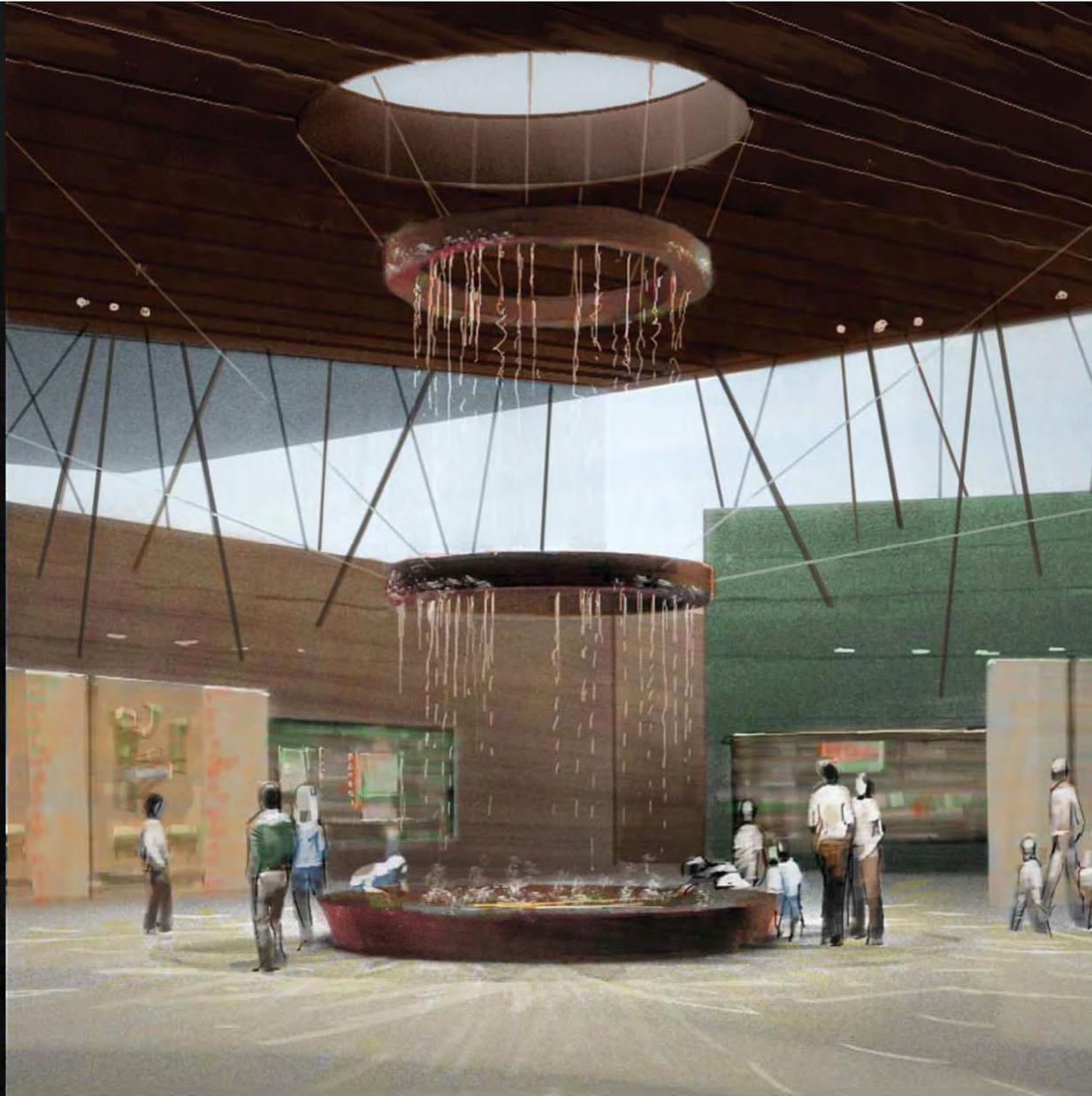
# “The Hidden Desert” Exhibit Pavilion

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



# “The Tomorrow Pavilion” - Children’s Exhibit

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



# “Human Adaptation” Exhibit Pavilion

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



# “Mysterious World” - Immersive Experience

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



# “Mysterious World” Immersive Experience

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



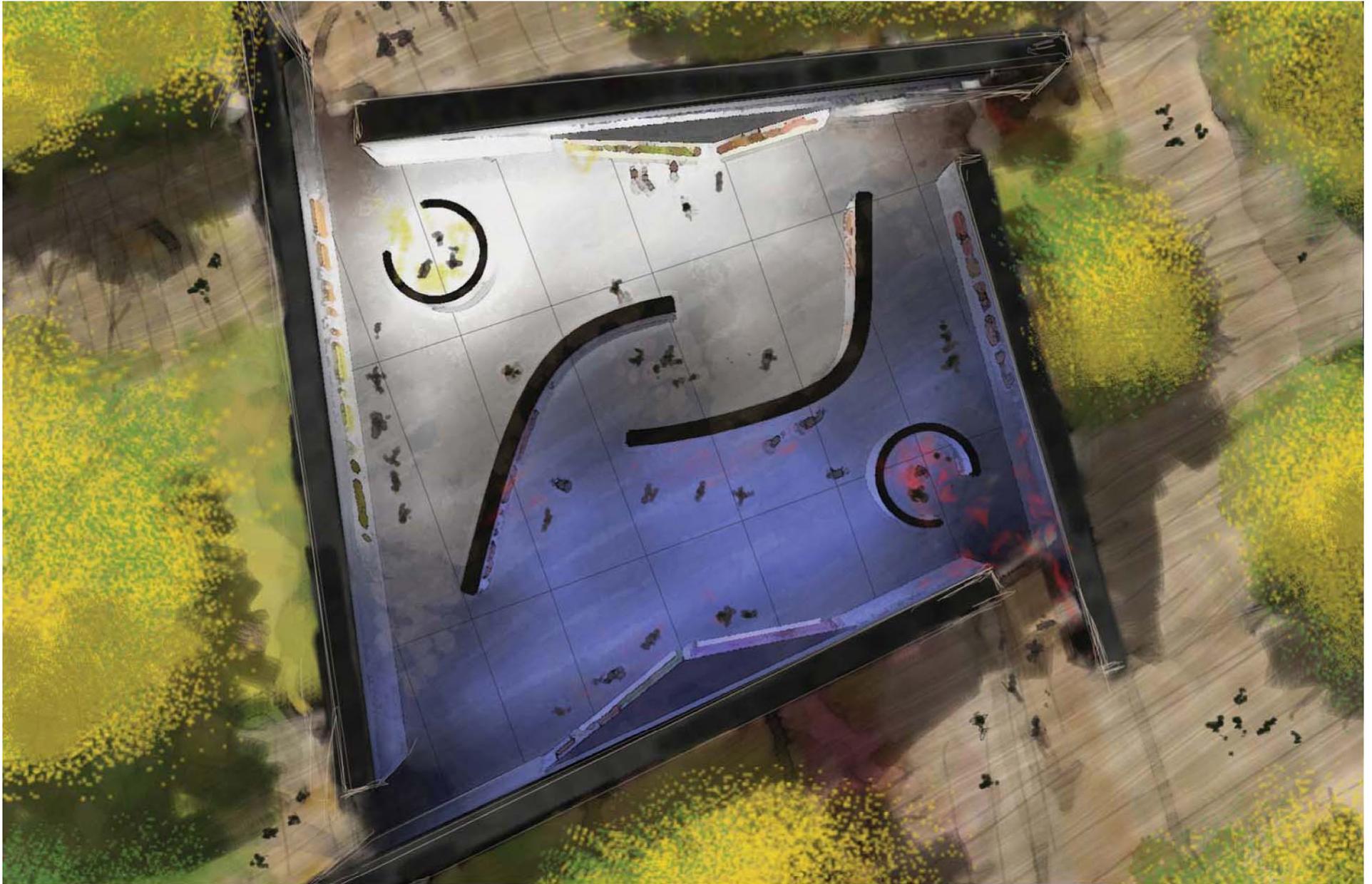
# “Mysterious World” Immersive Experience

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



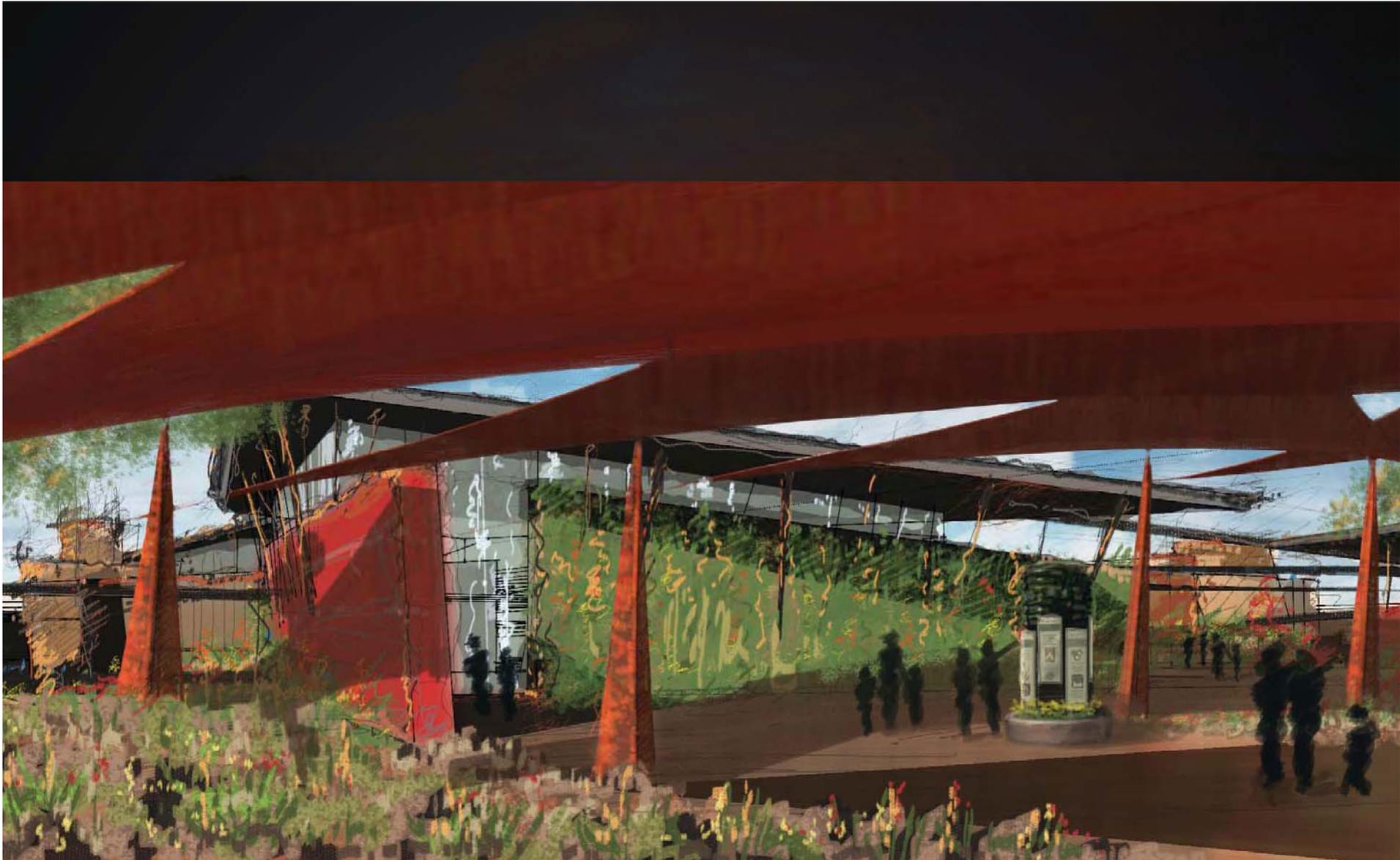
# “Mysterious World” Immersive Experience

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)

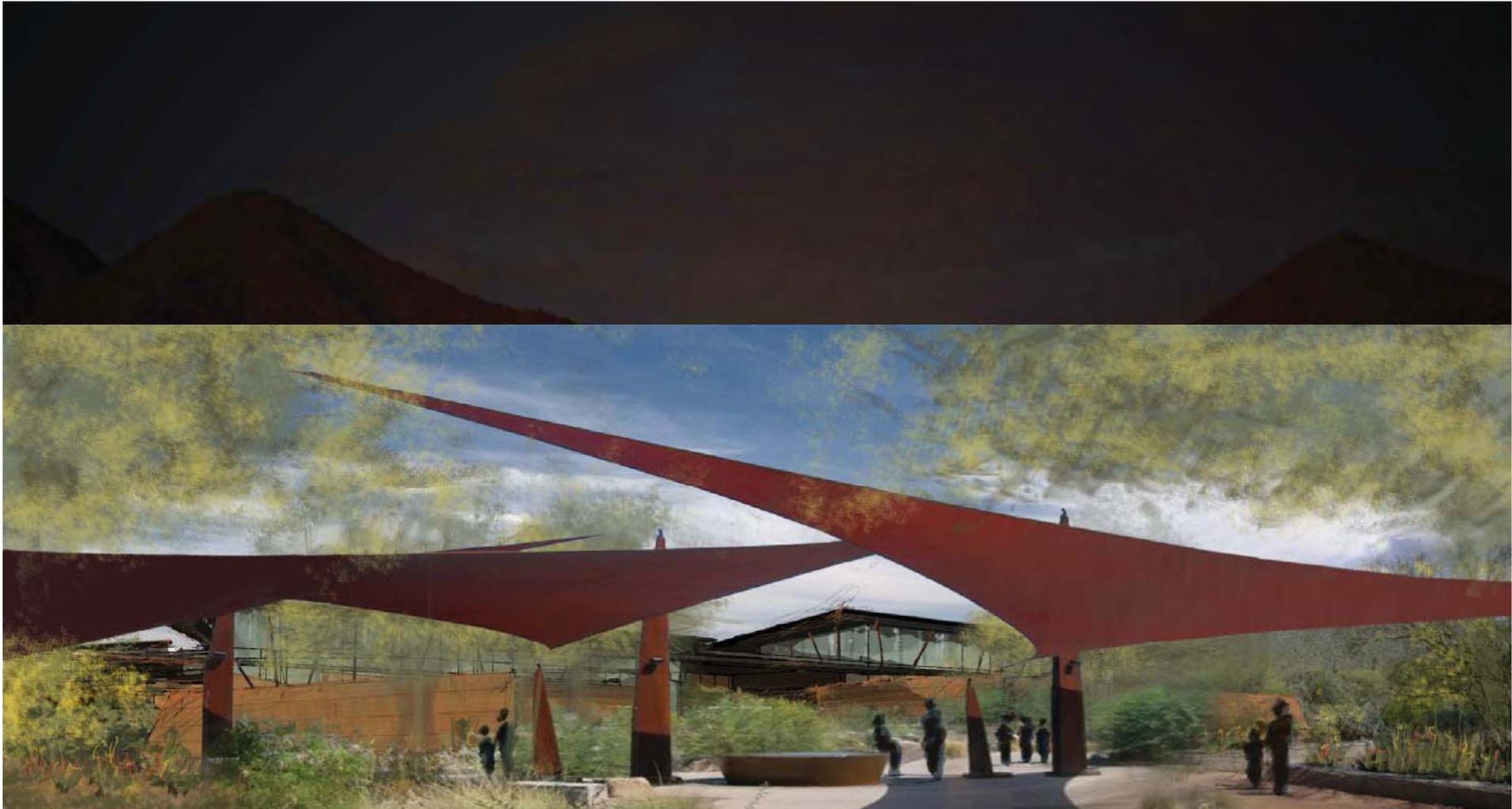


# “Staying Alive” Exhibit Pavilion

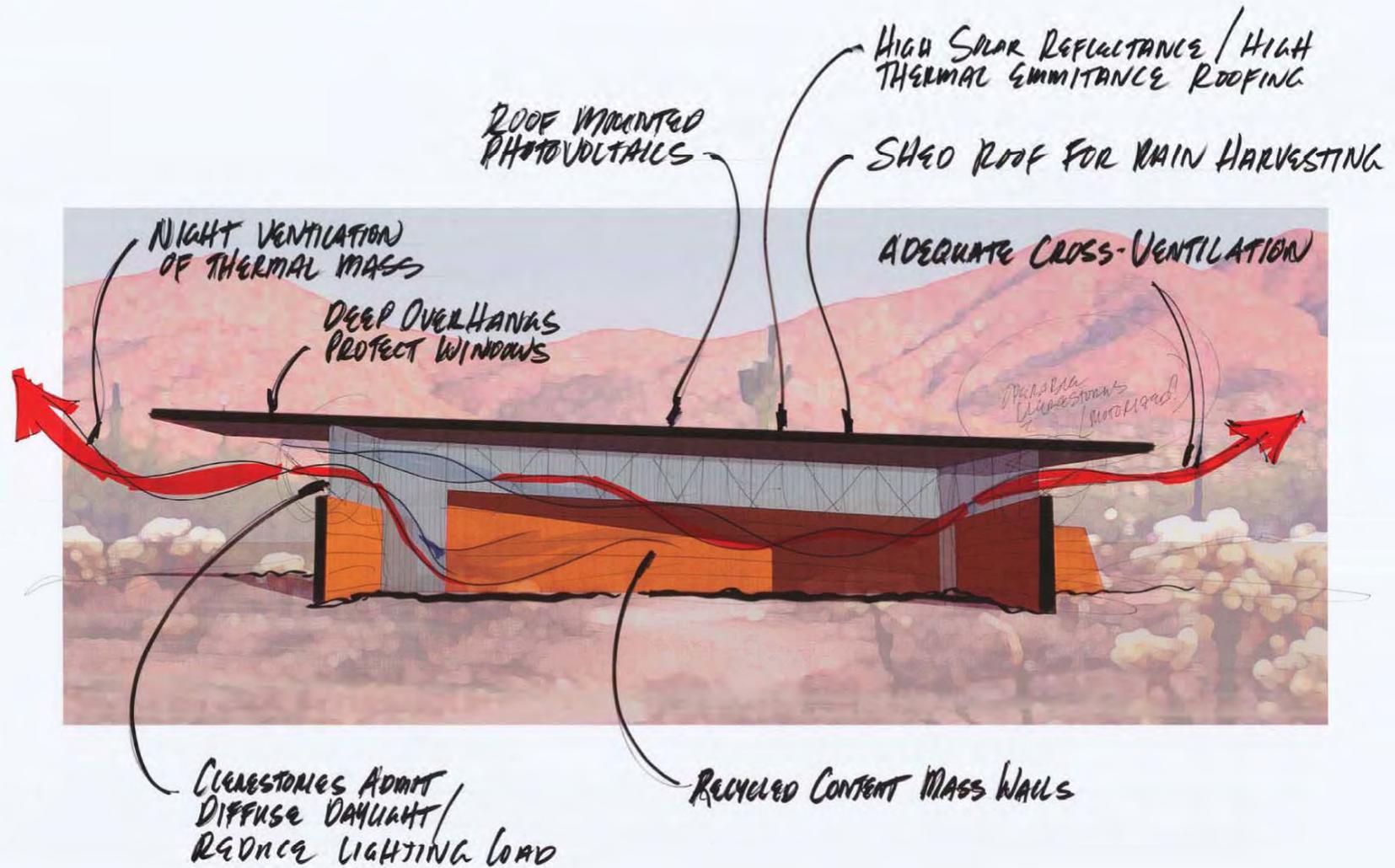
Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



## Shaded Event Terrace



# The Desert Great Room



Desert Discovery Center  
Sustainable Strategies

05-12-10

# DDC Emerging Sustainability Strategy

Swaback Partners | City of Scottsdale: **Desert Discovery Center**

# DDC Emerging Sustainability Strategy

## How Will the Desert Discovery Center...

### *maintain a **Sustainable Site?***

- By Selecting and Developing the Site Wisely
- By Reducing Emissions Associated with Transportation
- By Protecting Surrounding Habitats
- By Managing Stormwater Runoff
- By Reducing the Heat Island Effect
- By Eliminating Light Pollution
- By Planting Sustainable Landscapes

### *integrate **Water Efficiency?***

- By Reducing Indoor Potable Water Consumption
- By Reducing Water Consumption to Improve Environmental Well-Being
- By Monitoring Water Consumption Performance
- By Practicing Water Efficient Landscaping

### *propose **Innovation in Design?***

- By Proposing Desert Roofscapes
- By Proposing Desert Living Walls

### *conserve & protect **Energy & Atmosphere?***

- By Improving Energy Performance
- By Tracking Building Energy Performance Through Design, Commissioning & Monitoring
- By Managing Refrigerants to Eliminate CFC's
- By Using Renewable Energy

### *ensure **Indoor Environmental Quality?***

- By Managing Air Contaminants
- By Specifying Less Harmful Materials
- By Allowing Occupants to Control Desired Settings
- By Providing Daylight and Views
- By Improving Ventilation

### *conserve **Materials and Resources?***

- By Selecting Sustainable Materials
- By Practicing Waste Reduction
- By Reducing Waste at Its Source
- By Reusing and Recycling

# Next Steps...

Swaback Partners | City of Scottsdale: Desert Discovery Center

# DDC Next Steps

- **Survey and Focus Group Results**
- **Continued Study of Other Facilities**
- **Further Building Concept Design Refinement**
- **Further Interpretive Concept Refinement**
- **Cost Estimates**
- **Business Plan**
- **Operations Plan**
- **Marketing Plan**
- **Final Report in Late July / Early August**



# Desert Discover Center Design Studio

Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)



Swaback Partners | City of Scottsdale: [Desert Discovery Center](#)

# Appendix D Study Sketches

## 1. ARCHITECTURAL SITE PLANS



# Appendix D Study Sketches

## 1. ARCHITECTURAL SITE PLANS



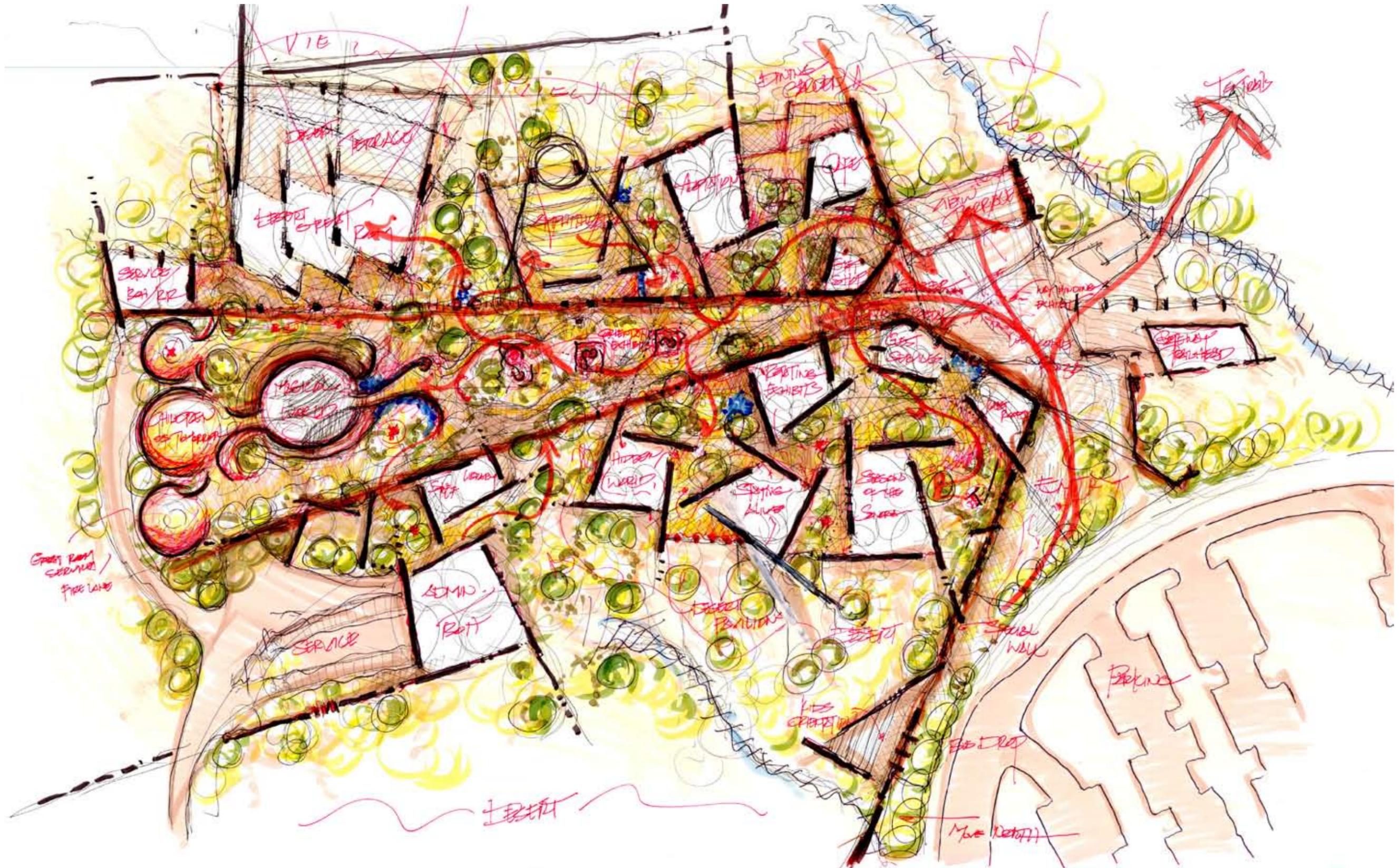
# Appendix D Study Sketches

## 1. ARCHITECTURAL SITE PLANS



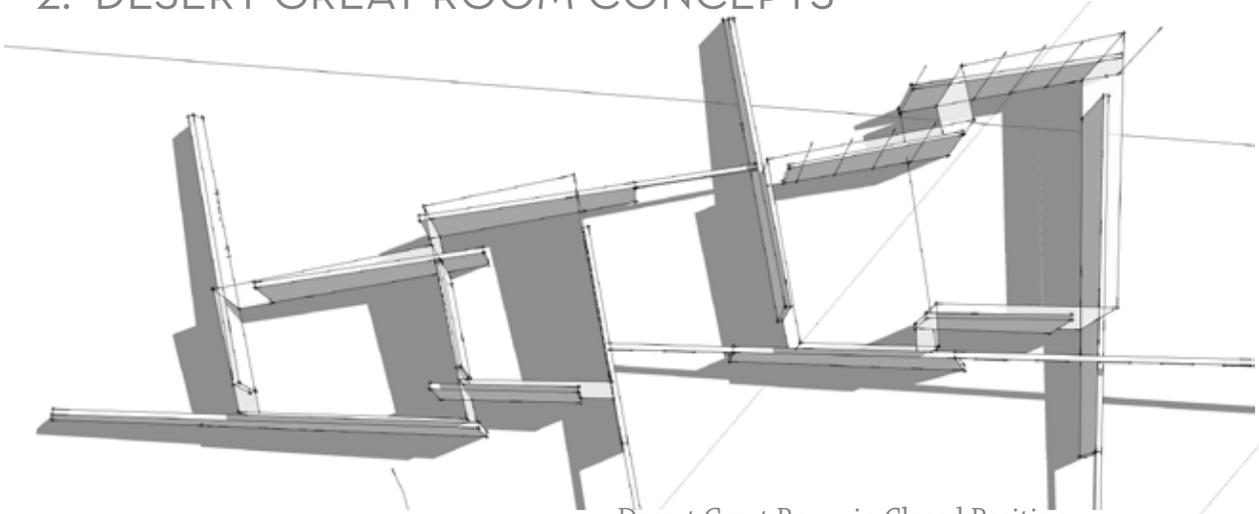
# Appendix D Study Sketches

## 1. ARCHITECTURAL SITE PLANS

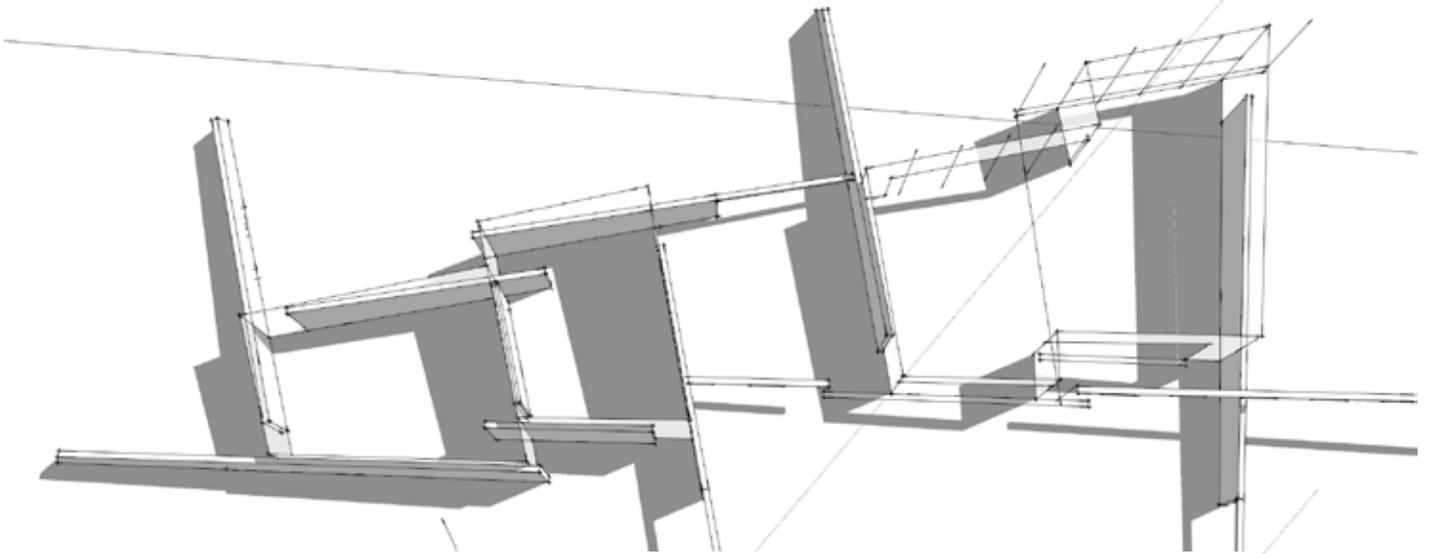


# Appendix D: Study Sketches

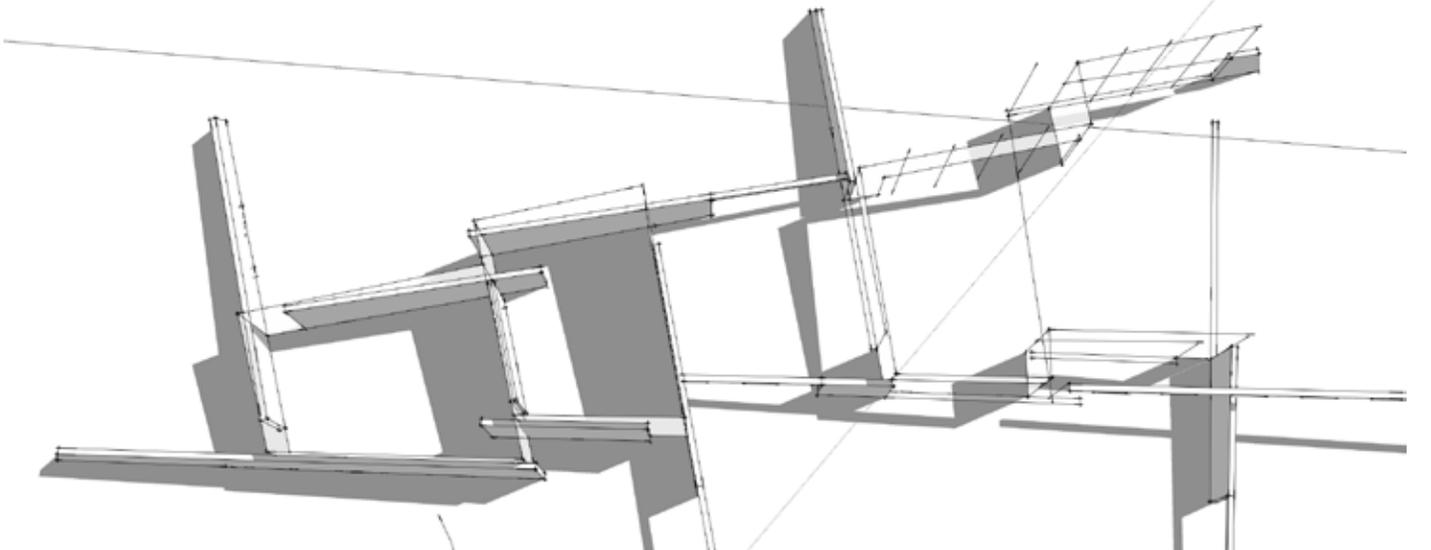
## 2. DESERT GREAT ROOM CONCEPTS



Desert Great Room in Closed Position



Desert Great Room in Partially Open Position



Desert Great Room in Open Position

# Appendix D: Study Sketches

## 3. CONCEPTUAL LANDSCAPE PLANS



OUTDOOR SPACE SCALE COMPARISON  
ENTRY PLAZA: PHOENIX ART MUSEUM  
15,000 SQ. FT.



desert discovery center entry  
1\"/>

# Appendix D: Study Sketches

## 3. CONCEPTUAL LANDSCAPE PLANS



OUTDOOR SPACE SCALE COMPARISON  
AMPHITHEATRE: DESERT BOTANICAL GARDEN  
250 PERSON CAPACITY - 4 SEATING TIERS - 70' RADIUS



# Appendix D: Study Sketches

## 3. CONCEPTUAL LANDSCAPE PLANS



OUTDOOR SPACE SCALE COMPARISON  
ENTRY PLAZA: DESERT BOTANICAL GARDEN  
16,000 SQ. FT.



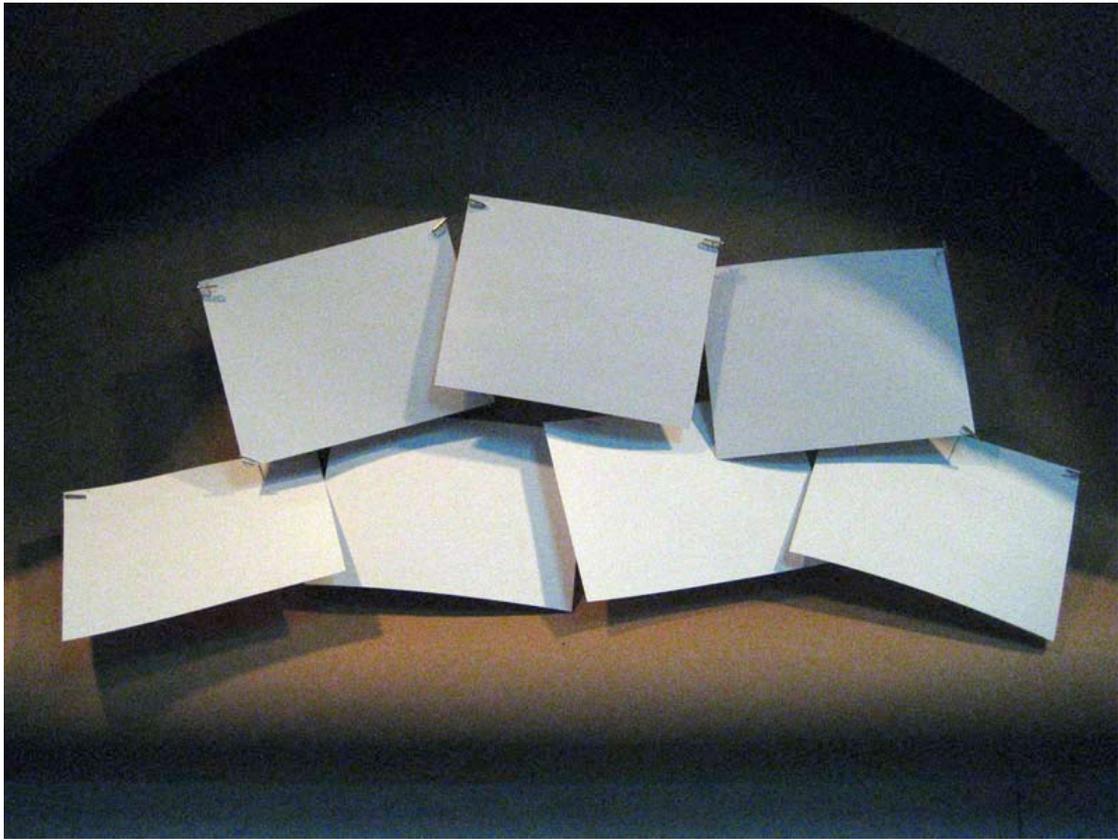
# Appendix D Study Sketches

## 3. CONCEPTUAL LANDSCAPE PLANS



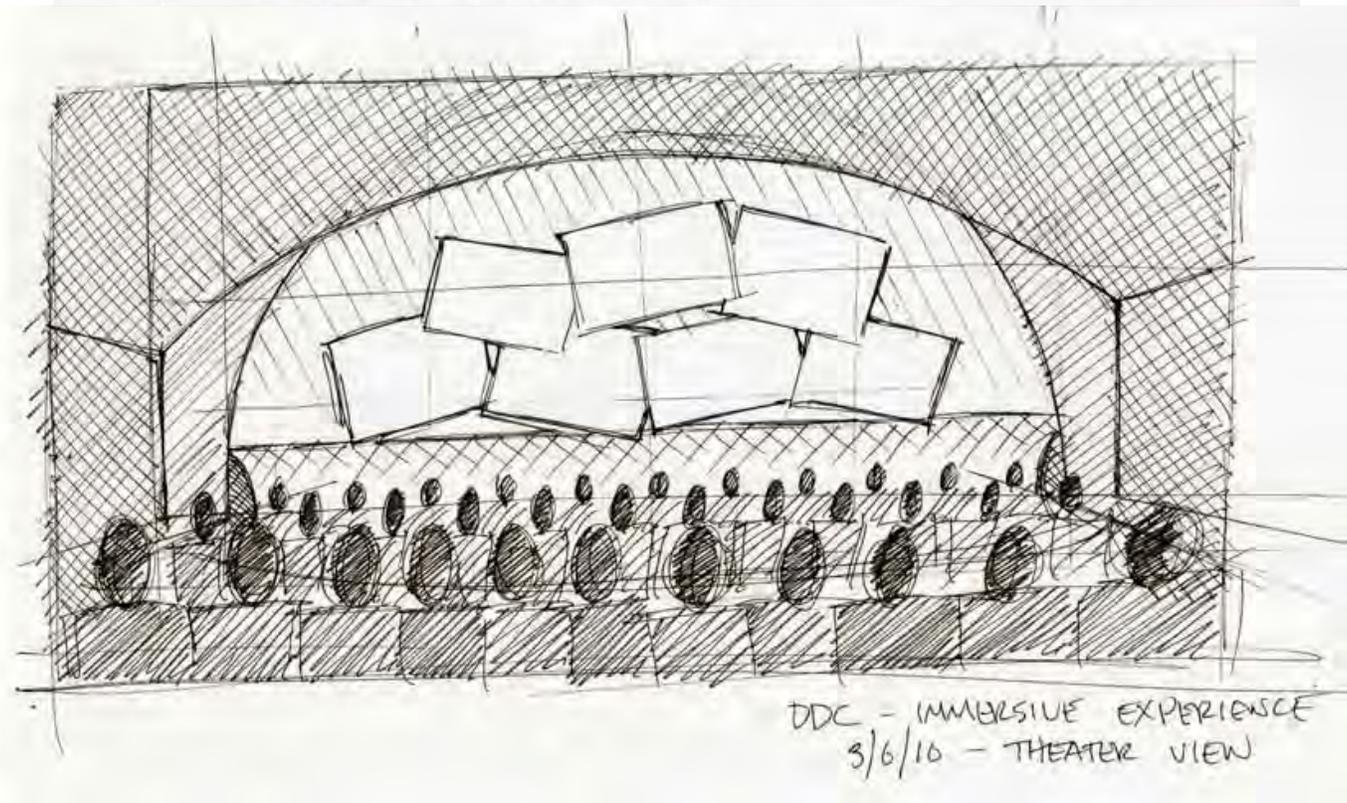
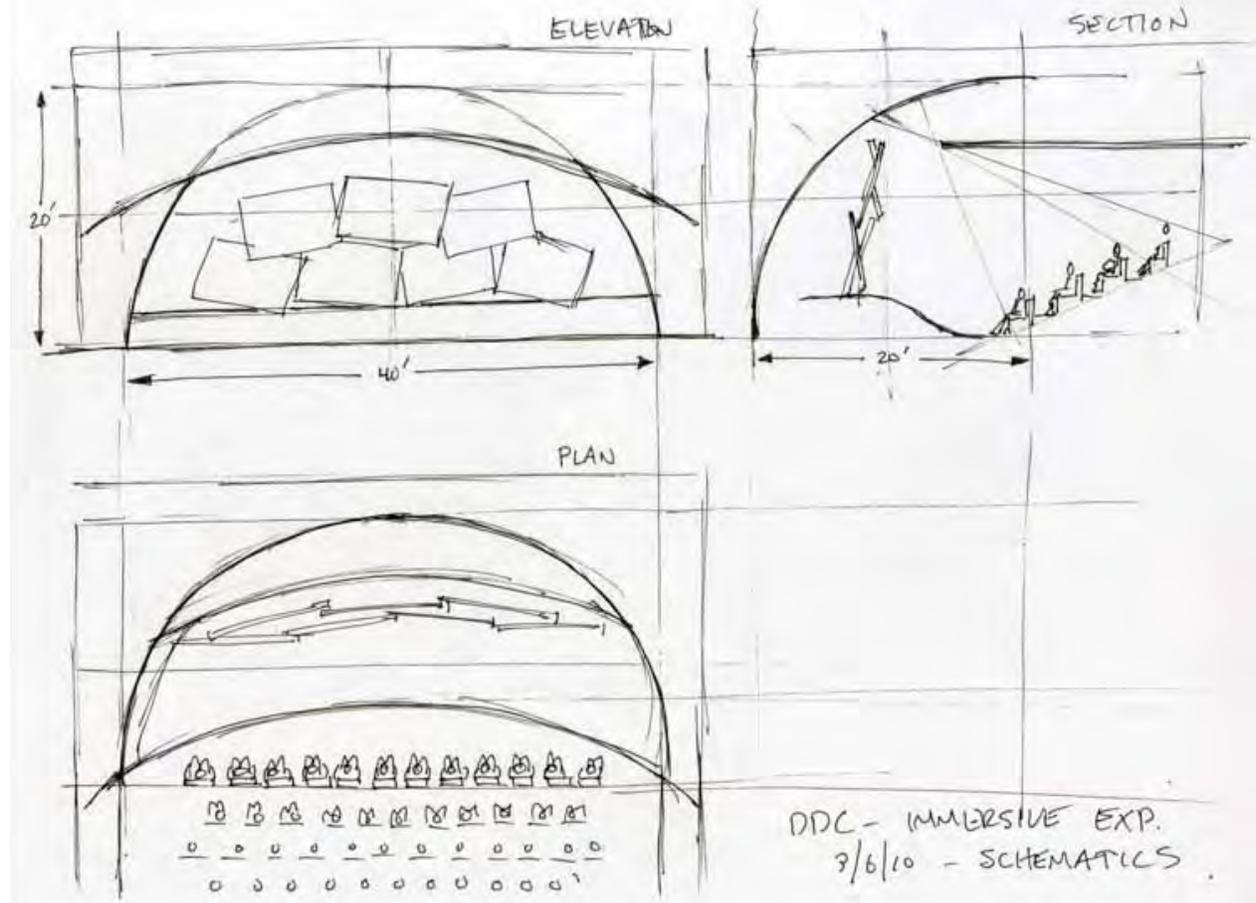
# Appendix D: Study Sketches

## 4. IMMERSIVE EXPERIENCE DIAGRAMS



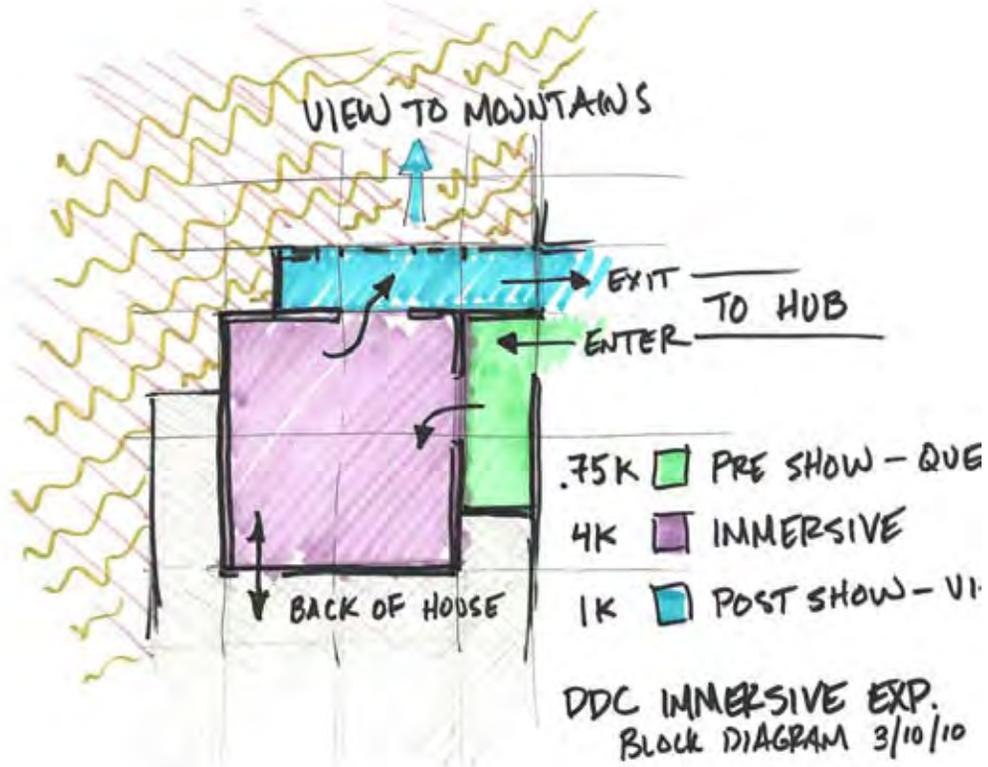
# Appendix D: Study Sketches

## 4. IMMERSIVE EXPERIENCE DIAGRAMS



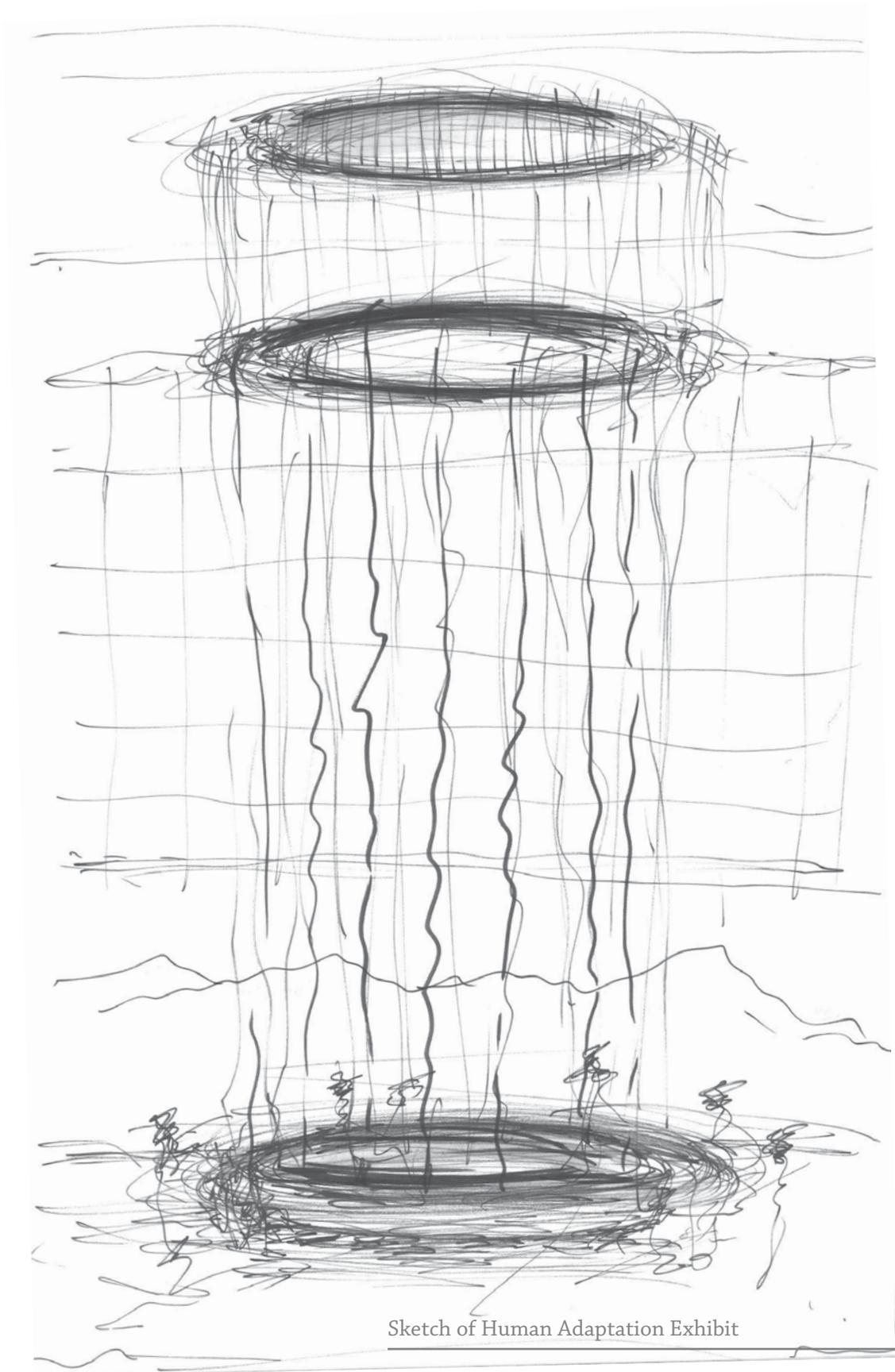
# Appendix D: Study Sketches

## 4. IMMERSIVE EXPERIENCE DIAGRAMS



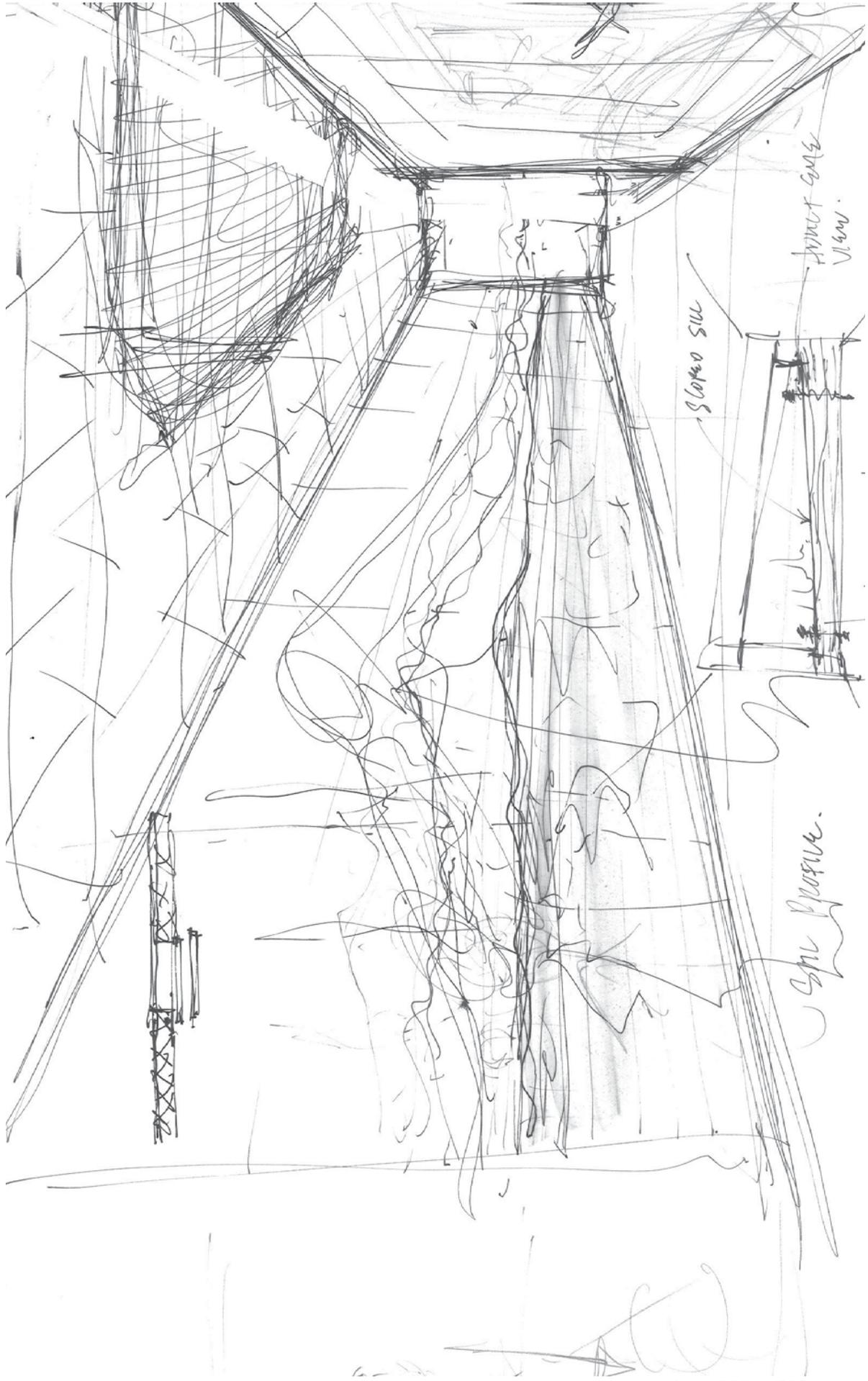
# Appendix D: Study Sketches

## 5. EXHIBIT CONCEPT SKETCHES



# Appendix D: Study Sketches

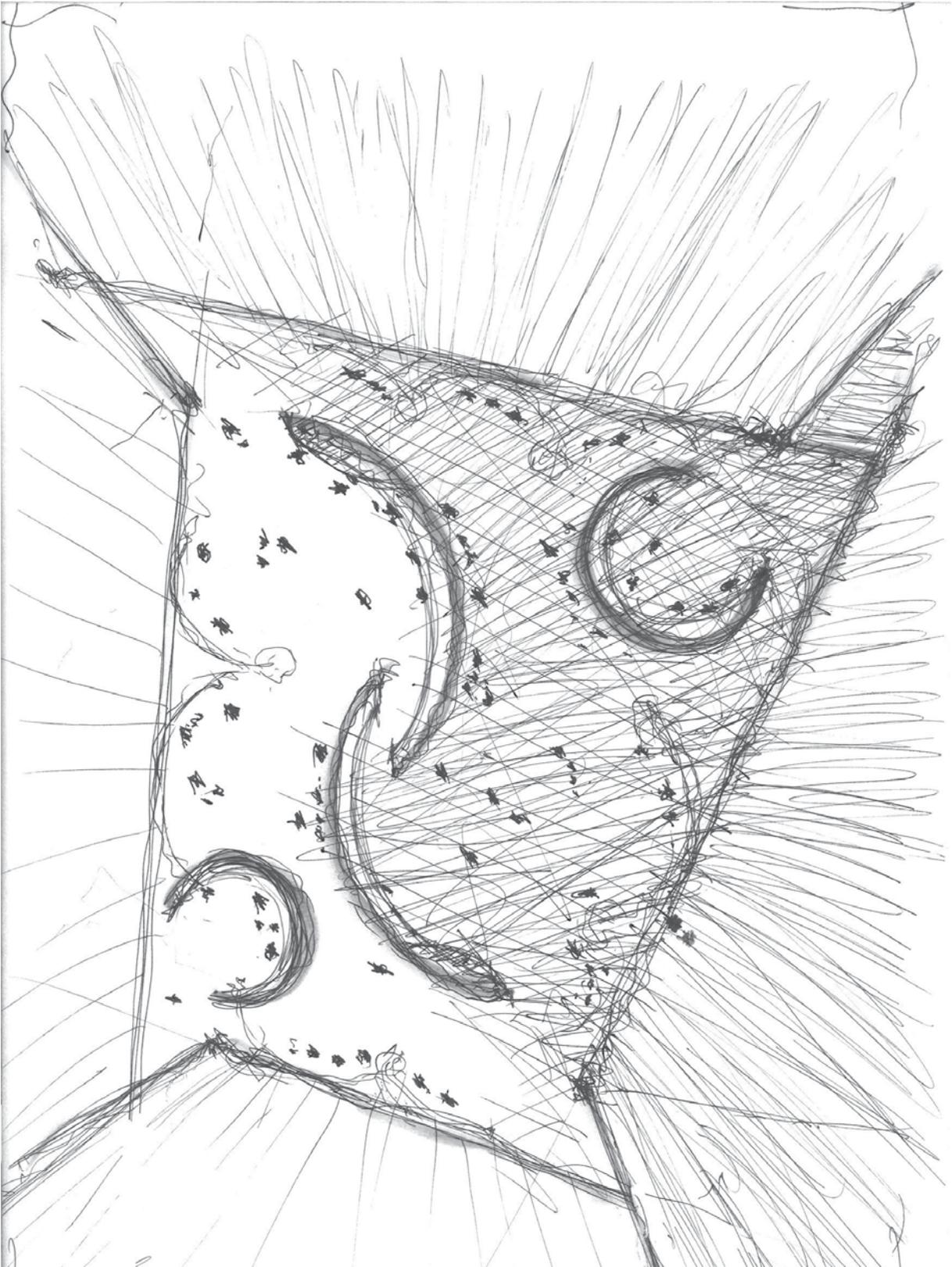
## 5. EXHIBIT CONCEPT SKETCHES



Sketch of the Hidden Desert Pavilion

# Appendix D: Study Sketches

## 5. EXHIBIT CONCEPT SKETCHES



Sketch of Staying Alive Pavilion

# Appendix D: Study Sketches

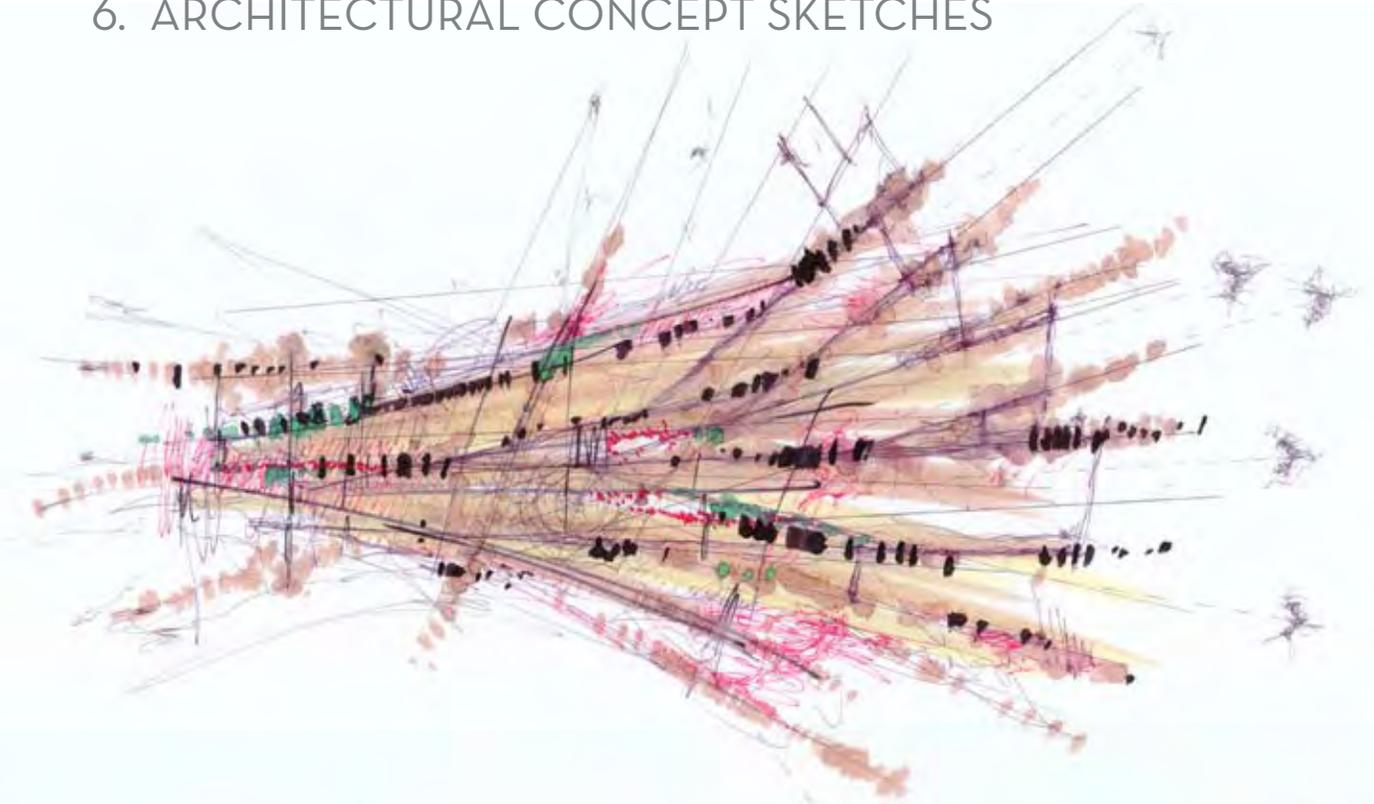
## 5. EXHIBIT CONCEPT SKETCHES



Sketch of the Children of Tomorrow Exterior Courtyard

# Appendix D: Study Sketches

## 6. ARCHITECTURAL CONCEPT SKETCHES



Study Sketch of Conceptual Layout

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Study Sketch of Conceptual Layout

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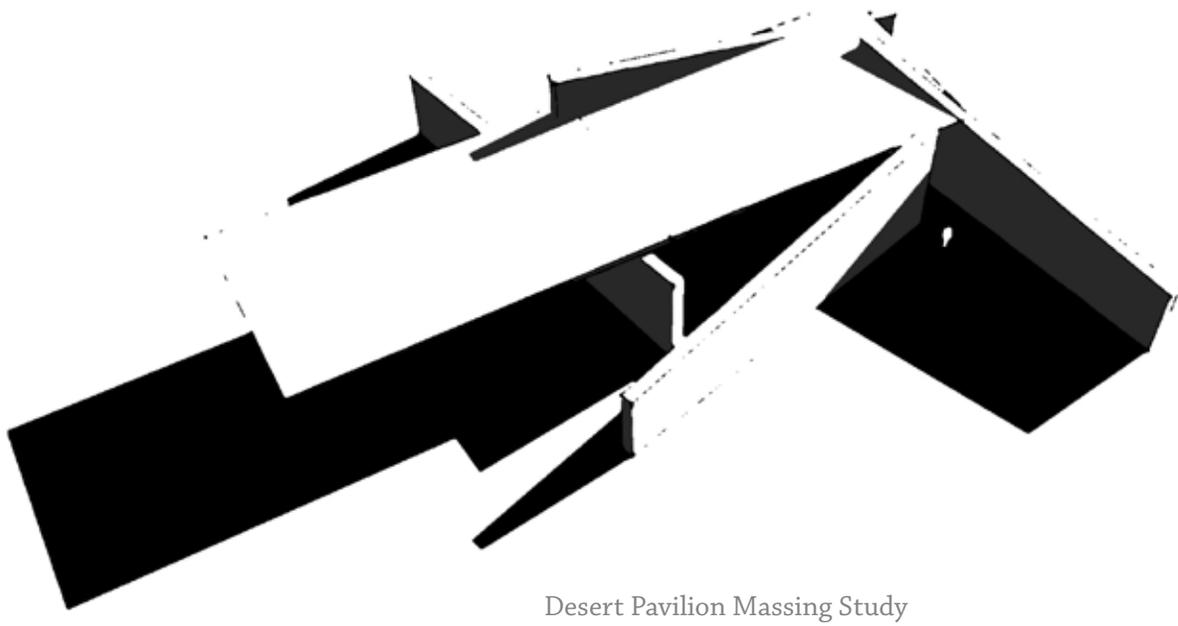


Study Sketch of Conceptual Layout

---

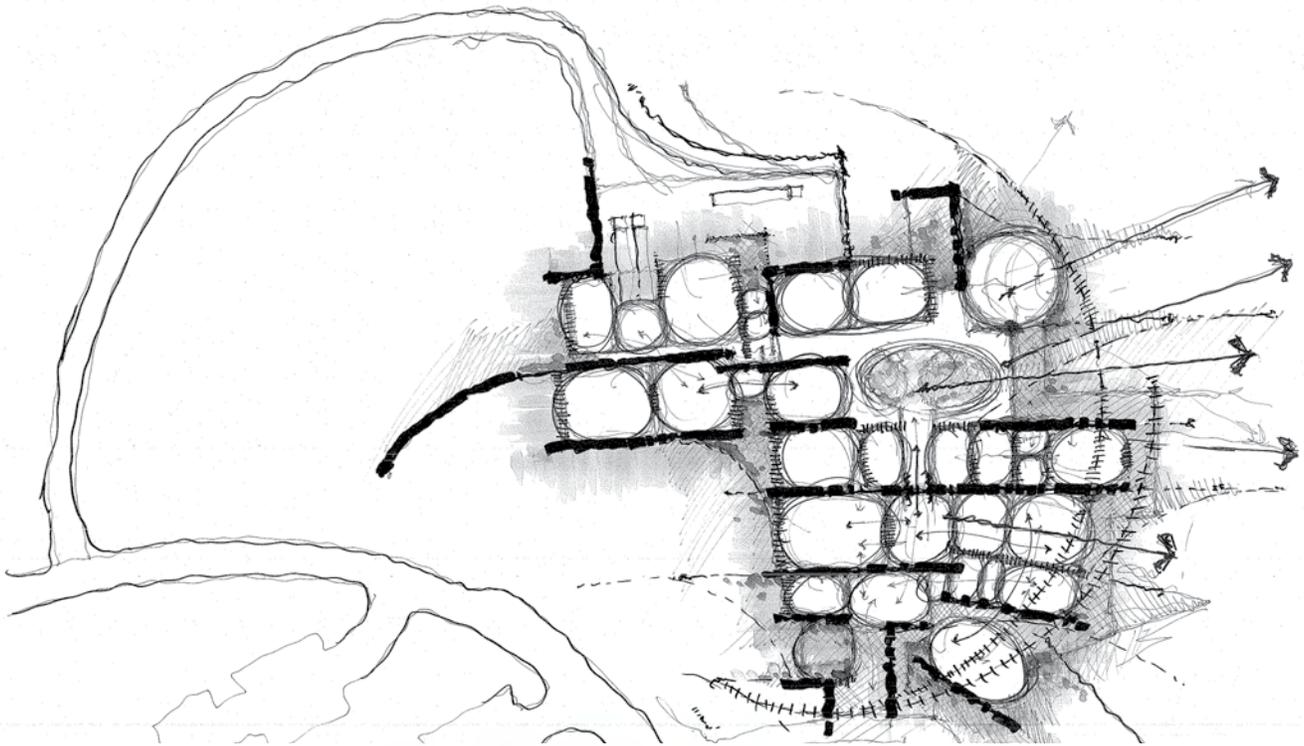
# Appendix D: Study Sketches

## 6. ARCHITECTURAL CONCEPT SKETCHES

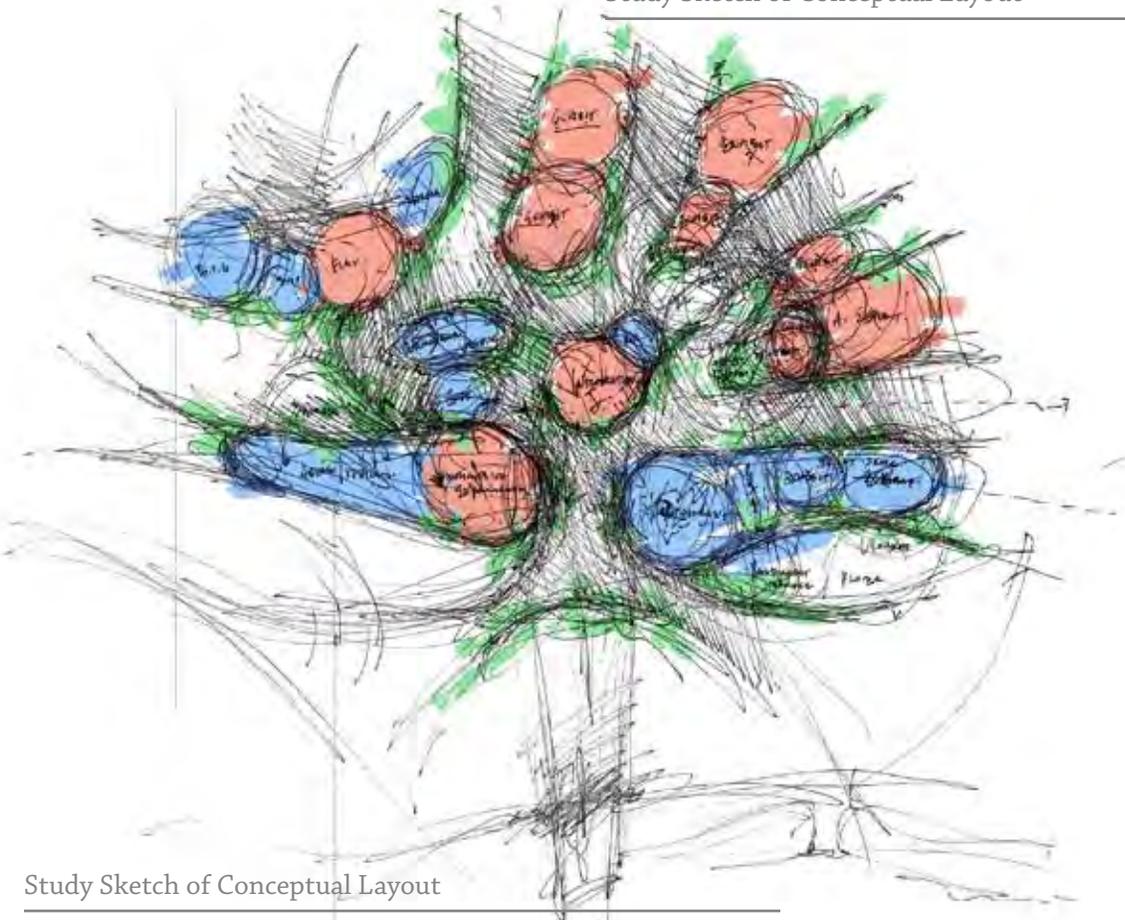


# Appendix D: Study Sketches

## 6. ARCHITECTURAL CONCEPT SKETCHES



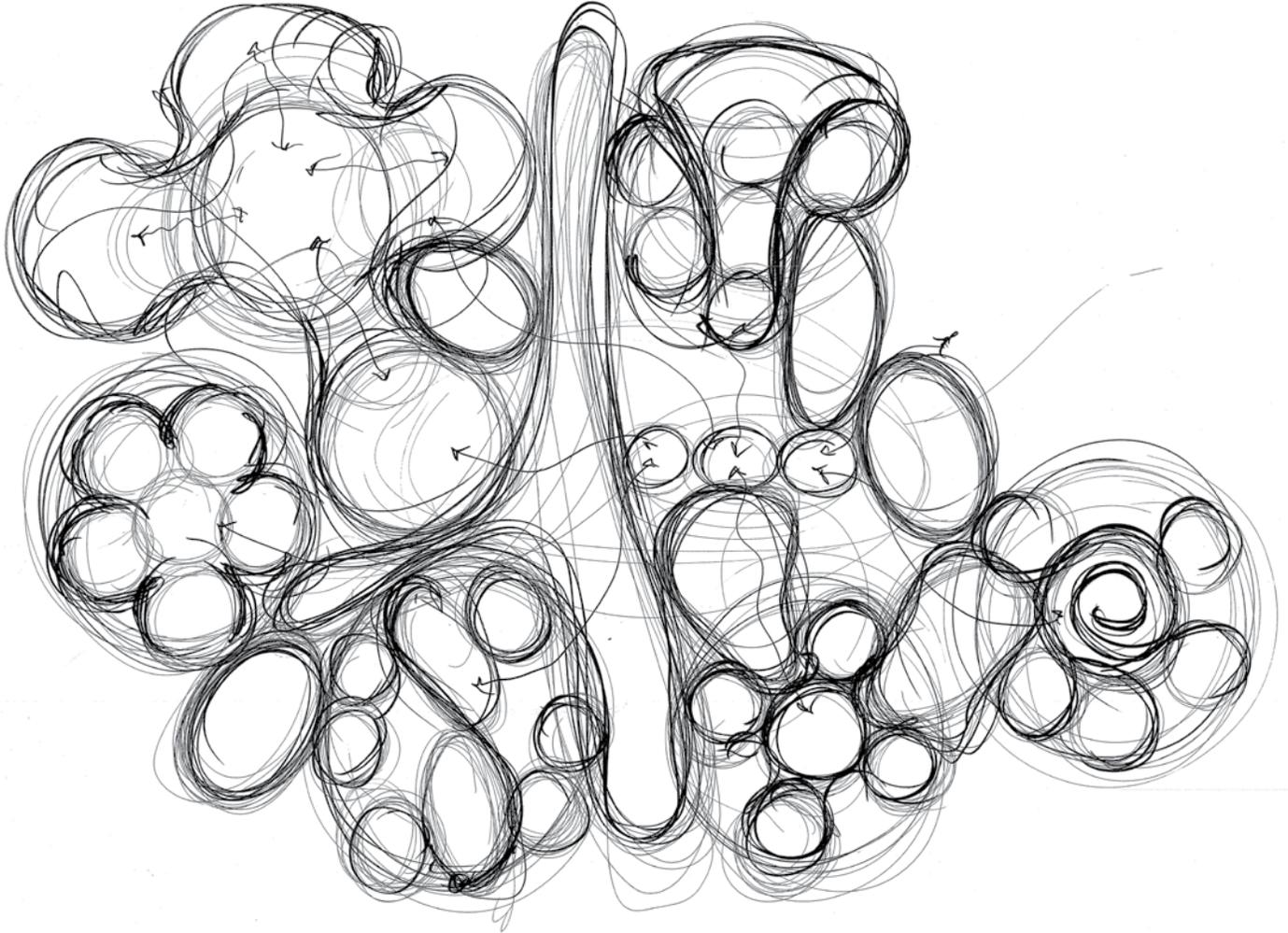
Study Sketch of Conceptual Layout



Study Sketch of Conceptual Layout

# Appendix D: Study Sketches

## 6. ARCHITECTURAL CONCEPT SKETCHES



Flow Diagram Showing Relationship of Exhibit Spaces

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# Appendix D: Study Sketches

## 6. ARCHITECTURAL CONCEPT SKETCHES

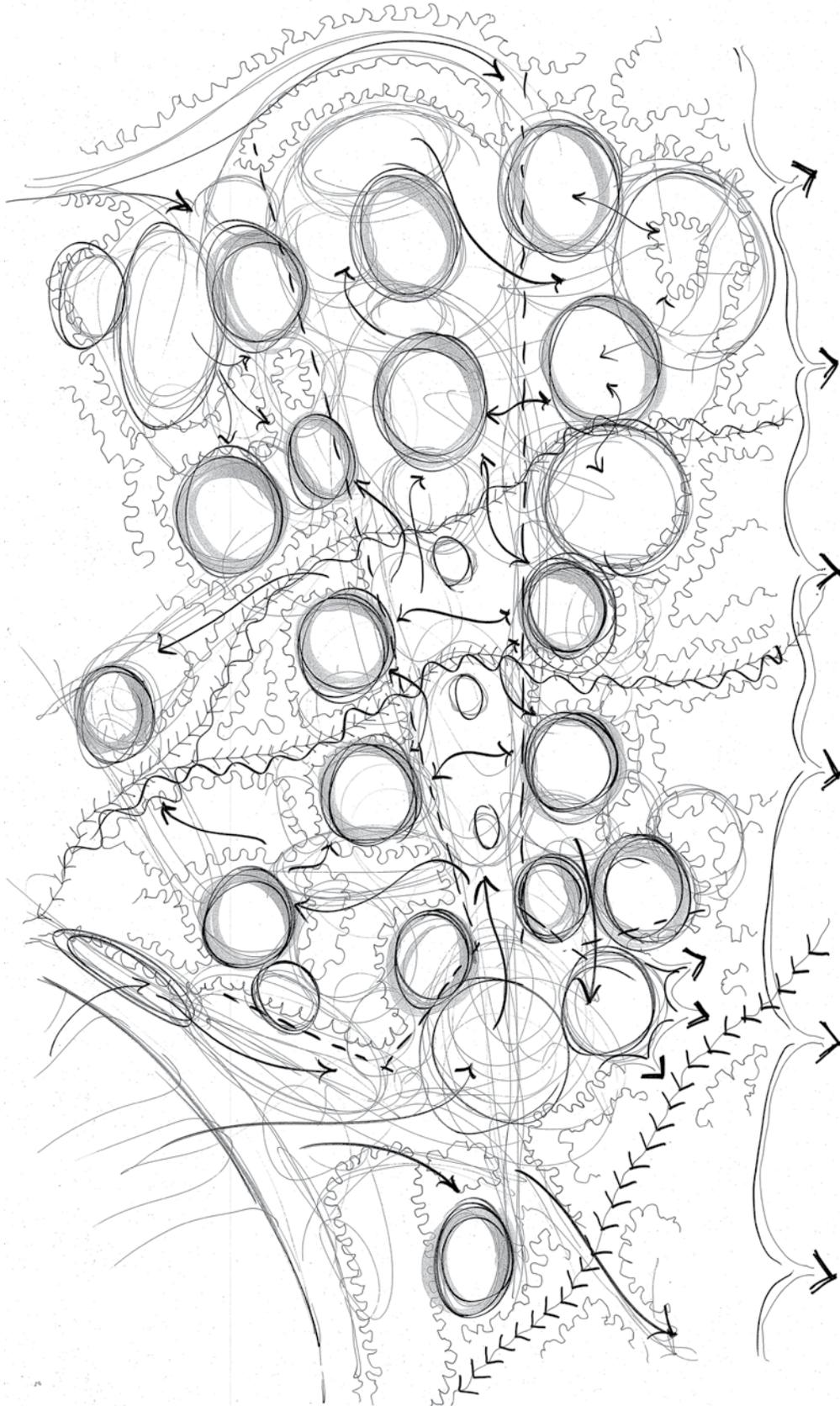


Diagram Studying Visitor Flow

# Appendix E: Open House Attendees and Comments



## Desert Discovery Center

### Public Meeting

July 13, 2010

## Sign-In Sheet

NAME	ADDRESS	E-MAIL
Aron & Char Bunn	9866 E Pini Valley Rd. Scottsdale	cb@cbinteriors.net
Judi Irons	7614 E Via del Placito Scottsdale, AZ 85258	biogjudi@yahoo.com
Beverly + Jerry Weiss	10323 N. 104 <sup>th</sup> Hwy	beverlyweiss@aol.net
Zelfred M. Potter, M.D.	10801 E Happy Valley Rd #74	zumpine@aol.net
Howard Myers	6631 E. Horned Owl Dr.	howard.myers@cox.net
CARYL CARPENTER	20001 N 90th Pl #267 85255	<del>ss</del> carylca@aol.com
Katie Nutts	10074 E South Bend Dr 85255	katienuutter@excite.com
Dee Dee Castelo	7340 E. Whaling Woodway 85255	Dee725@aol.com
Joel & Susan Salembier	7932 E. San Miguel, Scotts 85250	ssalembier@hotmail.com
ALISA McMAHON	7454 E. Camino Rayo de Luz 85266	
Tracy Steptman	7869 E. VACUOSA Scottsdale 85758	
Leslie Austin	10407 E. Rosemarry Ln.	Laustin37@cox.net
SUE LIVINGSTON	18230 N. 41 <sup>st</sup> St PHX 85032	SJLPHOENIX@AOL.COM



# Desert Discovery Center

## Public Meeting

July 13, 2010

### Sign-In Sheet

NAME	ADDRESS	E-MAIL
Camille Schmidt	19868 N. 84 <sup>th</sup> WY 85255	camischmidt@cox.net
Shelley Kalin	4208 W Misty Willow 85310	phxapts@gmail.com
Julie Stanton	2031 E Solano Phx 85016	julie@stephusar.com
KATHI DULEY	7100 E. Main St Scotts 85251	kdulay@lycos.com
Cinda McClain	9723 E Wood Drive Scottsdale 85260	
Stephanie Helfman	17807 N. 100 <sup>th</sup> Way Scottsdale 85255	Shelfman@discounttitle.com
Joyce Smuck	16548 N 109 PL	jps356@yahoo.com
Mary Lou Mulloy	13981 E Geronimo Rd. Scottsdale, AZ 85259	
Bob & Kathy Littlefield	8926 E. Sheene DR. Scottsdale AZ 85260	
Bob Miller	34242 Boulder View Dr. Scottsdale 85262	ram7470@msn.com
DOV BIRMAN	9340 E Redondo Rd. Scottsdale 85250	
Lisa James	9113 E. Mohawk Ln Scottsdale 85255	ArizonaLJ@Gmail.com



# Desert Discovery Center

Public Meeting  
July 13, 2010

## Sign-In Sheet

NAME	ADDRESS	E-MAIL
Diana V. Allen Winston	9668 E Diamond Run Dr.	winston.diana@gmail.com
Anne Driscoll	DC Ranch PR mgr	anne.driscoll@dcranchinc.com
Deke Jeralmon	13920 E. Kal. Ave	jeralmon@cox.net
Dee Mancini	10003 E. Saddlehorn	d7mar16@yahoo.com
Barb Salenko	9989 E. Vogel Ave	salenkoalacarte@corp.net
Maryanne Mason	15757 N 90th Pl.	maryanne.e.mason@gmail.com
Seth Haul	16447 N. 91st St. #101	seth@aaa-adventures.com
SETH DODD	10304 E CLINTON ST.	SETHDODD@COX.NET
Tom Headley	9820 E. Thompson Pl. Pkwy. 4732, Scottsdale 85255	tom.headley@dcranch
Joyce Lew	19860 N. 97th St. Scottsdale Az 85255	good presentation



# Desert Discovery Center

## Public Meeting

July 13, 2010

### Sign-In Sheet

NAME	ADDRESS	E-MAIL
PETER CASS	10889 E. DETOUR DR. SCOTTSDALE 85255	PETCACASS@COV.UT
Milt & Stein Charles Stein	19550 N. Graham Pr. 85255	jerseygirl@aol.com
Dennis Haberer	7329 E. Carol Way 85260	
MICHAEL ENGLAND	8850 E KALIL 85220	michael.england@att.net
Stan & Mary Schloz	10050 E. Sonoran Vista Circle 85255	
Sonnie Firthley	8507 E Highland	sonnie@cox.net
Steve & Joyce Yahner	10070 E Sonoran Vista 85255	stevayahner@cox.net
SCOTT MACPHERSON	RIDER LEVEL BUCKNAM 4343 E. CAMELBACK RD #350 PHOENIX, ARIZONA 85018	Scott.macpherson@us.rlb.com
JERRY BIANCO	17060 N THOMPSON PEAK	JERRY BIANCO@BYBEE DEVELOPMENT.COM
Aed & Carol O'Hearn	8926 E. Carol Way 85260	



# Desert Discovery Center

## Public Meeting

July 13, 2010

### Sign-In Sheet

NAME	ADDRESS	E-MAIL
Wayne Draggou	please send address info	draggo@cox.net
Tom HEIDEMAN	thaze@aol.com	mickTABBY@yahoo.com
Micki Butcher		
ARLEIGH MEINERS	8862 E. CHOLLA SCOTTSDALE, AZ 85260	ARLEIGH.MEINERS@COX.NET
BETTY & BILL THOMAS	5818 E. Sunyside Dr SCOTTSDALE AZ 85260	bill.gecko@q509.com
WAYNE & MARTHA ECTON	3801 N. GOLDWATER BLVD #403 7705 E. VISTA BONITA DRIVE, SCOTTSDALE	johnmcentree@earthlink.net
TRICK McENROE		cm1@dealquarters.com
Con Englehorn	25229 N Raging Rd	
Dan Gruber	7420 N 58th Pl., PV, AZ	dgruber@alum.mit.edu
MARLENE BOWEN	10861 E. Cosmos	ADMIRASOL@HOTMAIL.COM
Richard & Jill Wenn	16299 N 108th PL, Scottsdale	flyteleder@cox.net
Harry Sherwood	810 W. First St. Tempe, AZ 85281	harry.sherwood@dsdb.com
SUSAN JORESEN	15095 N. THOMPSON PEAK PKWY #1068 SCOTTSDALE	JORSUEAN@GMAIL.COM
Linda Whitehead	9681 E Chuckwagon 85062	LWhitehead@Cox.net
Sheila Grinell	4112 E Sunyside Dr., PHX 85028	sheilagrinello@cox.net



# Desert Discovery Center

## Public Meeting

July 13, 2010

### Sign-In Sheet

NAME	ADDRESS	E-MAIL
Sue Ritchie	Scottsdale CVB 4343 N. Scottsdale Rd. Ste. 170 Scottsdale, AZ 85251	sritchie@scottsdale cvb.com
Amanda Proschak	4739 E MOUNTAIN VISTA DR. PHOENIX, AZ 85048	mbiroshak@gmail.com
LARRY MANROSS MARY MANROSS	10415 N 81 ST SCOTTSDALE, AZ 85258	MARYMANROSS @ HOTMAIL.COM
Will Ryczek	2333 E Southern Ave. #1025 Tempe, AZ 85282	wryczek@asu.edu



# Desert Discovery Center

Public Meeting

July 13, 2010

## Sign-In Sheet

NAME	ADDRESS	E-MAIL
Paula Monroe	18650 N Thompson Peak #1030	prm47 @aol.com



# Comments Please!

GREAT PRESENTATION + Q/A SESSION!

SCOTT MARRINGTON

RIDER LEAST EVIL MAN

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# Comments Please!

I love the idea of separate pavilions + buildings instead of one huge indoor building.

Isn't wait to actually be able to hike outdoors + then take the center.

FANTASTIC project!

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# Comments Please!

An Exciting Concept  
 IT will put Scottsdale further on the  
 Tourist map..

Bravo

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# Comments Please!

Public Parking Q: With the  
 Amphitheater & the Extension  
 facility in the SW NE corner how  
 will large amounts of people be  
 moved from the parking lot?

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# Comments Please!

- 1) Heights of buildings critical to integrating them into the setting (should be LOWER than Native Trees)
- 2) color of brick walls
- 3) materials used for Roof
- 4) Plants - should only have plants native to this Area.

Desert Discovery Center

Public Meeting

July 13, 2010

Jerry Bird DAZ@scottsdale.gov

6) This is a perfect location too!



# Comments Please!

- 1) If ideal: Awesome - I can't wait! The planning & level of expertise involved is outstanding and that is an understatement. Every presentation is so impressive.
- 2) Question - with such an open design, how do you control access, when people need to pay?
- 3) Want: With the best Bot Garden negotiate a partnership for a JF/Ginkgo Membership. We would benefit from coordinating and not competing.
- 4) Suggestion: Start a Bldg Fund - Now - and line up Corporate Sponsors to do matching donations.
- 5) Want: Along with the Cafe, also need a Gift Shop. I would expect hit by supplies, and to use it as a source of gifts/presents.

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### Comments Please!

*3 The plans look fantastic!  
I don't have anything negative to say  
about it.*

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### Comments Please!

*I love it -- I  
hope it happens!!*

Desert Discovery Center      Public Meeting      July 13, 2010



# Comments Please!

7/13/2010

I'm thrilled that the City of Scottsdale takes time to present to the public w/ facts and sharing of information to better understand the process of projects. It's a commitment of community and improving together for the future of all. I'm excited!

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July 13, 2010

*Jan.*  
I live here!



# Comments Please!

Parking along service road does not show path to entrance, see point.  
 Where do school buses park for field trips?  
 The view from the mountains looking down on the desert is great. Consider a "tower" structure to give visitors that view who do not want to hike up into the mountains.

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July 13, 2010



### Comments Please!

Please don't call it a Resource Center. No one knows what that is. If it's a library, please call it a library.

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Public Meeting

July 13, 2010



### Comments Please!

Adults would be interested as much as the children in their exhibit.  
Emphasize sustainability - solar + water.

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July 13, 2010



### Comments Please!

Center looks nice but is  
twice as large as is needed - too  
big for community - will disrupt  
Neighbors. - too much time to see

Desert Discovery Center

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instead of walking in desert.



### Comments Please!

Please please please keep  
the emphasis on conservation  
& ecological responsibility.  
No amusement park please.

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### Comments Please!

Consider Enlarging ~~the~~ Amphitheatre  
 for Shakespeare in the Park type Public  
 Access Events during <sup>(Present)</sup> Early Summer

Desert Discovery Center                      Public Meeting                      July 13, 2010



### Comments Please!

I think its too big  
 for the neighborhood

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### Comments Please!

I respect and like your design and concepts but I can't support this location. I would no longer be drawn to the Gateway, a place I love for its peace, quiet and instant connection with nature untouched!

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### Comments Please!

The project is worthwhile. Pls keep up the good work. your mission will be positive for wild life & people.

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# Comments Please! Exhibits

The Flow of water in The Desert & how it supports both plant and animal life is crucial. How flood plains work to support life & why it is crucial to maintain them. How to blend the built environment into the desert.

Desert Discovery Center      Public Meeting      July 13, 2010



# Comments Please!

I HAVE MUCH MORE POSITIVE FEELINGS ABOUT THIS PROJECT NOW THAT I SEE THAT THIS IS THE SAME ARCHITECT THAT DESIGNED THE GATEWAY. THE ONLY CONCERN I HAVE IS REGARDING PARKING. WE DON'T WANT HIKERS GETTING IN THE WAY OF TOURISTS, AND VICE VERSA. OTHERWISE, I APPROVE OF THE IDEAS DISPLAYED.

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### Comments Please!

I'm very impressed w/ all the Scottsdale staff that have put hard work into this project. The process is challenging but the public benefits once it's at the stage that is visually easy to see why the Center is so well coming to everyone from

hikers to tourist. I think donations from

Desert Discovery Center

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ell/

the big builders or business that are here to benefit needs to pitch in with moneys to help maintane / support such a positive project! Advertise thru the R&Y ... store ... that would help educate & publize the center to draw people here. to enjoy the area, spread the news that this exist. Our young generation will truly cherish the legacy about wild life & nature

2072



# Comments Please!

201

I would like to see the LEED/ green aspects of the "buildings" themselves highlighted in other words, I would like to see the green aspects be non-transparent. Green building is part of promoting sustainable living in the desert and the "buildings" can demonstrate those principles, techniques, etc. better than any exhibit! The Desert Living Center in Las Vegas does a great job of this. One example of how it's done there is the "Interpretive Sculptures" mentioned on the attached. That's just one way of doing it! Sorry I didn't print up pictures. I didn't realize there would be a way to leave written input like this.

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Thanks for the opportunity!

## Desert Living Center at the Springs Preserve, Las Vegas, NV

### How Do Visitors Know?

A lot of work went into reducing the environmental impact of these five buildings that house a number of environmental education program spaces and interpretive exhibits. But how do visitors know that the buildings themselves are energy-efficient? The client wanted to be able to use their own buildings to teach visitors about sustainable building principles—and show that they were practicing what they preached. The DLC Inside Out project presented here is designed to accomplish just that.

### Interpreting the DLC's Sustainable Building Features

The DLC Inside Out project includes a Welcome Gallery that provides an in-depth overview of the sustainable building techniques used at the site. The exhibit also includes 25 whimsical, interpretive sculptures scattered throughout the site that call attention to significant energy-saving components of the architecture. Discovering interpretive sculptures throughout the site delights visitors who have spent time in the Welcome Gallery, and intrigues those who have not.

### Welcome Gallery

The Welcome Gallery is designed to feature a scale model of the site surrounded by pivoting touch-screen monitors. Visitors can manipulate the screen to discover the sustainable features found throughout the campus.

### 25 Interpretive Sculptures

The exhibit designers worked with the architects to build 25 interpretive sculptures into the buildings' architecture and site. Visitors exploring the site discover these intriguing sculptures that highlight the energy-saving aspects of the architectural design, such as cool towers, solar chimneys, reclaimed water, and straw bale and rammed earth walls.

Kids on scavenger hunts scour the site for these playful treasures, while architecture students use them as an educational tool, providing clues to the energy-saving architectural techniques being used.

### Materials and Rationale

The designers used waste building materials like rebar, structured steel and glass to maintain the buildings' LEED standards, while creating a distinct visual language. Red and blue finishes symbolize hot and cold, formed rebar represents wind direction, and recycled glass symbolizes water, creating sculptures that interpreted escaping heat, trickling water and moving air — events that are otherwise invisible.

2072

# Appendix F: On-Line Survey Conducted by the Olinger Group



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## SONORAN SURVEY 2010

**Thank you for agreeing to participate in this survey regarding the Sonoran Desert. This research is designed to understand your opinions about the Scottsdale's McDowell Sonoran Preserve.**

---

**We appreciate your participation and ask that you read all questions carefully and take your time to answer thoughtfully and thoroughly.**

**Please be advised that this survey is for research purposes only, no sales are involved and no one will contact you as a result of your participation or answers. Your contact information will go to no third parties. Your answers will be kept anonymous and strictly confidential.**

**Please enter your password:**

*We suggest that you utilize the full screen view for the survey and use the sliders to scroll, especially when answering questions with a drop-down set of choices.*



*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).



---

## SONORAN SURVEY 2010

In what year were you born?

How many children under 18 years old are living with you in your home?



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).

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## SONORAN SURVEY 2010

[QUOTA: QuotaOldYoung]

[QUOTA: QuotaChildren]



**Note:**

This page only contains quota information and only appears in preview mode.

0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingroup.com](mailto:surveysupport@olingroup.com).



## SONORAN SURVEY 2010

What is your zip code?

Do you live in...

- The City of Scottsdale, Arizona
- Elsewhere in the Greater Phoenix Metro-Area
- Neither of these

[QUOTA: QuotaResident]



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).



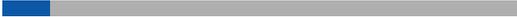
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## SONORAN SURVEY 2010

How many years have you lived in The City of Scottsdale?

Years



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingroup.com](mailto:surveysupport@olingroup.com).

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## SONORAN SURVEY 2010

How many years have you lived in the greater Phoenix metropolitan area?

Years



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).

---



## SONORAN SURVEY 2010

How often have you traveled to, or visited, Phoenix/Scottsdale in the last ten years?

Visits

In total, about how many days have you visited, or stayed in Phoenix/Scottsdale on those trips?

Days

How likely are you to travel to Phoenix/Scottsdale in the next five years?

Very Likely    Likely    Neither    Unlikely    Very Unlikely



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingroup.com](mailto:surveysupport@olingroup.com).



## SONORAN SURVEY 2010

**For what reasons have you, or will you travel to Phoenix/Scottsdale?**

*(Select all that apply)*

- Business
- Leisure tourism
- Visit family or friends
- Meeting or convention
- Other



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).



## SONORAN SURVEY 2010

**Which of the following Arizona attractions have you heard of or do you know about?**

*(Select all that apply)*

- |   |   |
|---|---|
| <input type="checkbox"/> Arizona Museum of Natural History        | <input type="checkbox"/> McDowell Sonoran Preserve                    |
| <input type="checkbox"/> Arizona Science Center                   | <input type="checkbox"/> Phoenix Art Museum                           |
| <input type="checkbox"/> Arizona State University Art Museum      | <input type="checkbox"/> Phoenix Museum of History                    |
| <input type="checkbox"/> Arizona-Sonora Desert Museum near Tucson | <input type="checkbox"/> Phoenix Zoo                                  |
| <input type="checkbox"/> Casa Grande                              | <input type="checkbox"/> Pinnacle Peak Park                           |
| <input type="checkbox"/> Cave Creek Regional Park                 | <input type="checkbox"/> Pueblo Grande Museum and Archaeological Park |
| <input type="checkbox"/> Children's Museum of Phoenix             | <input type="checkbox"/> Scottsdale Museum of Contemporary Art        |
| <input type="checkbox"/> Desert Botanical Gardens in Phoenix      | <input type="checkbox"/> South Mountain Park                          |
| <input type="checkbox"/> Grand Canyon                             | <input type="checkbox"/> Squaw Peak Preserve                          |
| <input type="checkbox"/> The Heard Museum                         | <input type="checkbox"/> Taliesin West                                |
| <input type="checkbox"/> Heard Museum-North                       | <input type="checkbox"/> Other (Specify) <input type="text"/>         |
| <input type="checkbox"/> Kartchner Caverns                        | <input type="checkbox"/> None of these                                |



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olinger.com](mailto:surveysupport@olinger.com).



## SONORAN SURVEY 2010

You say you have heard of some of these Arizona attractions.

Which have you visited? And, which do you plan to visit in the future?

	Have Visited	Plan to Visit
Arizona Museum of Natural History	<input type="checkbox"/>	<input type="checkbox"/>
Arizona Science Center	<input type="checkbox"/>	<input type="checkbox"/>
Arizona State University Art Museum	<input type="checkbox"/>	<input type="checkbox"/>
Arizona-Sonora Desert Museum near Tucson	<input type="checkbox"/>	<input type="checkbox"/>
Casa Grande	<input type="checkbox"/>	<input type="checkbox"/>
Cave Creek Regional Park	<input type="checkbox"/>	<input type="checkbox"/>
Children's Museum of Phoenix	<input type="checkbox"/>	<input type="checkbox"/>
Desert Botanical Gardens in Phoenix	<input type="checkbox"/>	<input type="checkbox"/>
Grand Canyon	<input type="checkbox"/>	<input type="checkbox"/>
The Heard Museum	<input type="checkbox"/>	<input type="checkbox"/>
Heard Museum-North	<input type="checkbox"/>	<input type="checkbox"/>
Kartchner Caverns	<input type="checkbox"/>	<input type="checkbox"/>
McDowell Sonoran Preserve	<input type="checkbox"/>	<input type="checkbox"/>
Phoenix Art Museum	<input type="checkbox"/>	<input type="checkbox"/>
Phoenix Museum of History	<input type="checkbox"/>	<input type="checkbox"/>
Phoenix Zoo	<input type="checkbox"/>	<input type="checkbox"/>
Pinnacle Peak Park	<input type="checkbox"/>	<input type="checkbox"/>
Pueblo Grande Museum and Archaeological Park	<input type="checkbox"/>	<input type="checkbox"/>
Scottsdale Museum of Contemporary Art	<input type="checkbox"/>	<input type="checkbox"/>
South Mountain Park	<input type="checkbox"/>	<input type="checkbox"/>
Squaw Peak Preserve	<input type="checkbox"/>	<input type="checkbox"/>
Taliesin West	<input type="checkbox"/>	<input type="checkbox"/>
Other (Specify) <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of these	<input type="checkbox"/>	<input type="checkbox"/>



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When you complete a screen, click the forward arrow button.

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## SONORAN SURVEY 2010

Do you or your family and friends participate in any of the following outdoor activities related to or made possible by the desert environment?

*(Select all that apply)*

- Equestrian trail riding
- Hiking
- Bird watching
- Mountain biking
- Backpacking
- Other (Specify)
- None of these



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*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

**How informed are you about the unique Sonoran Desert ecosystem in which Phoenix/Scottsdale is located?**

- Completely Informed
- Very Informed
- Somewhat Informed
- Neither Informed, Nor Uninformed
- Somewhat Uninformed
- Very Uninformed
- Completely Uninformed



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*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

How interested are you in learning more or having greater access to the Sonoran Desert environment?

Very Interested    Interested    Neither    Uninterested    Very Uninterested



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

**Do you know or have you heard about the City of Scottsdale's plans to make greater public use of its McDowell Sonoran Preserve?**

Yes    No



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingroup.com](mailto:surveysupport@olingroup.com).



## SONORAN SURVEY 2010

**How do you feel about The City of Scottsdale planning to make greater public use of its McDowell Sonoran Preserve?**

Strongly Support

Support

Neither Support, Nor Oppose

Oppose

Strongly Oppose



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

Why do you [SSI Script] Scottsdale's plans for its McDowell Sonoran Preserve?



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*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

**How much do you know or have you heard about a proposed Desert Discovery Center in Scottsdale, Arizona?**

- Nothing at all
- Heard about it but no details
- Just a few details
- Quite a bit
- Following it closely



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

The City of Scottsdale is considering the creation of a Desert Discovery Center at the Gateway to the McDowell Sonoran Preserve.

How do you feel about such a proposed Desert Discovery Center?

Strongly Support    Support    Don't Know or Can't Say    Oppose    Strongly Oppose

Why do you feel this way about a proposed Desert Discovery Center?



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

What do you think should be the single most important FUNCTION or GOAL of a new Desert Discovery Center (located at the gateway to the McDowell Sonoran Preserve) being planned by the City of Scottsdale?

I do not know.

My idea about functions or goals...

Do you support the creation of a Desert Discovery Center as a desert-themed destination attraction at the McDowell Sonoran Preserve in Scottsdale?

Strongly Support

Support

Don't Know or Can't Say

Oppose

Strongly Oppose



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

The proposed Desert Discovery Center will be the primary gateway into the McDowell Sonoran Preserve, which offers 16,000 acres of wilderness including breathtaking mountain peaks and vast expanses of natural Sonoran Desert, one of the most diverse and certainly one of the world's most amazing deserts.



These photographs, taken at or near the site of the proposed Desert Discovery Center, showcase its natural setting. The structure in #3 is the existing trailhead pavilion.

Which ONE of these photos makes you most interested in getting into or visiting the McDowell Sonoran Preserve?

(Select only one)

- 1     3     5     7     9     11  
 2     4     6     8     10     None of these



0%  100%

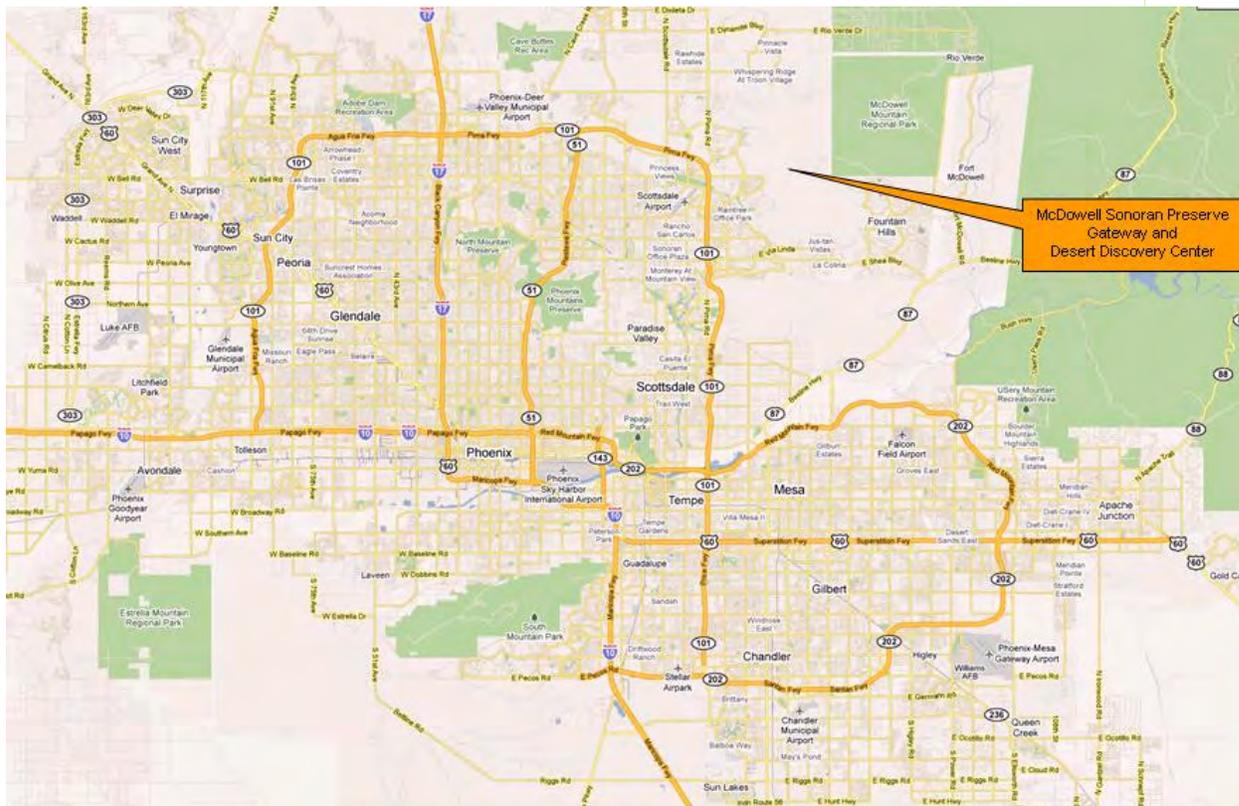
When you complete a screen, click the forward arrow button.

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## SONORAN SURVEY 2010

This first map shows the location of the McDowell Sonoran Preserve and the proposed Desert Discovery Center.



How desirable is this proposed location for a destination attraction Desert Discovery Center?

- Very Desirable
- Desirable
- Don't Know If It Is
- Undesirable
- Very Undesirable



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When you complete a screen, click the forward arrow button.

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## SONORAN SURVEY 2010

As a local area resident is this location likely to increase or decrease your usage of the facility?

Increase     No effect     Decrease



0%  100%

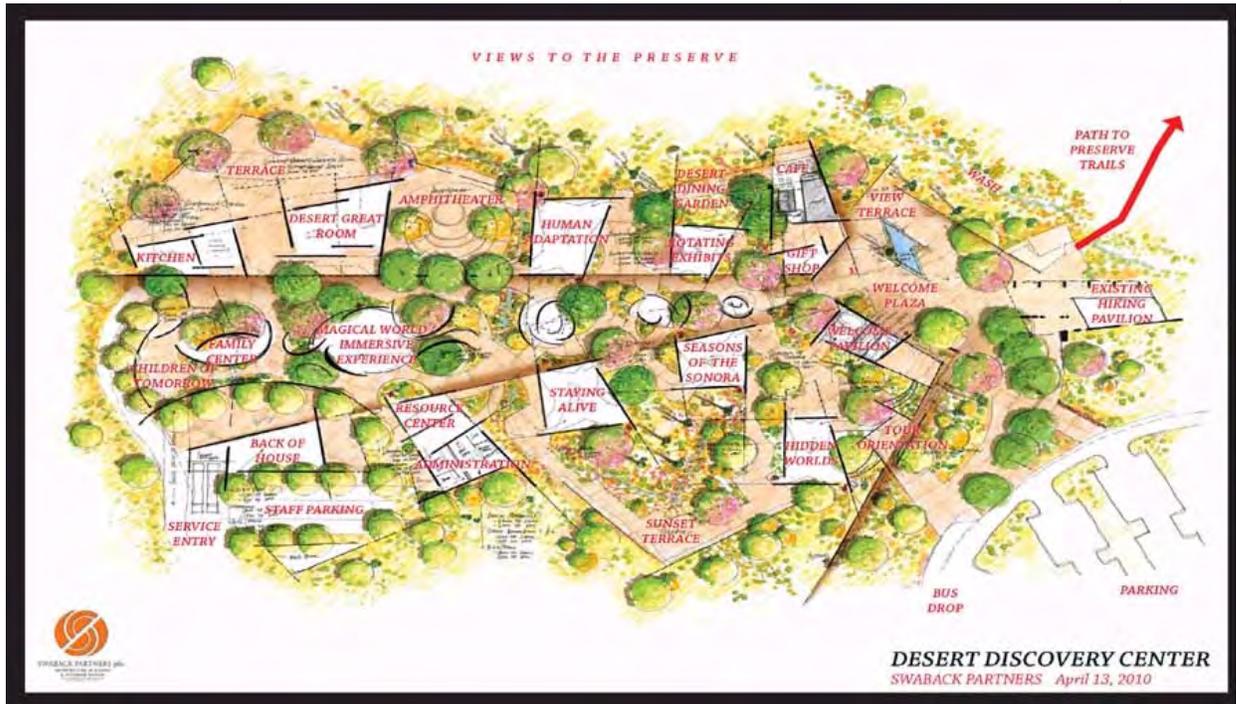
*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

This rendering provides a vision of an expansive indoor-outdoor layout for the proposed Desert Discovery Center.



The Desert Discovery Center will cover about 5 acres and be a collection of indoor/outdoor desert pavilions set within lush desert landscaping. The pavilions, totaling 30-50,000 square feet under roof, will be connected by a series of heavily shaded courtyards, providing an oasis effect in the midst of the desert. Materials will be rugged and desert like, yet refined and selected to blend with the desert. The various pavilions will be sculptural in nature, reflecting the fractured geometry of the mountain backdrop. Some pavilions will be set low into the earth and some will have soaring cantilevered roof forms. All structures will reflect the character of the desert. Water elements will add to the cooling effect of the courtyards, capturing rainwater and reusing water from the Desert Discovery Center.

How desirable is this indoor/outdoor layout for the proposed Desert Discovery Center?

- Very Desirable    Desirable    Neither    Undesirable    Very Undesirable



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## SONORAN SURVEY 2010

The Desert Discovery Center will be a world-class example of how to integrate a built environment into the pristine Sonoran Desert setting. These depictions show it to be a new benchmark of green and sustainable site design and architecture, celebrating the beauty of the Sonoran Desert.



How desirable is this vision for the proposed Desert Discovery Center?

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

How likely are you to visit an indoor/outdoor attraction like this during different seasons of the year?

	Very Likely	Likely	Neither	Unlikely	Very Unlikely
January – March	<input type="radio"/>				
April – June	<input type="radio"/>				
July – September	<input type="radio"/>				
October – December	<input type="radio"/>				



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## SONORAN SURVEY 2010

Please take a few moments to read over the goals currently planned for the Desert Discovery Center.

### **Desert Discovery Center GOALS**

#### **INCREASE**

Appreciation and understanding of desert and its ecosystem.

#### **ENHANCE**

Quality of life and Tourism.

#### **INSPIRE**

Use, Enjoyment, and Conservation.

#### **SERVE**

Area residents of Scottsdale and Greater Phoenix.

#### **PROVIDE**

Gateway to McDowell Sonoran Preserve,  
Immersive desert experiences,  
Educational programs,  
Superior visitor amenities.



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## SONORAN SURVEY 2010

Indicate which of the goals you think are **MOST IMPORTANT** and **LEAST IMPORTANT** for a Desert Discovery Center at Scottsdale's McDowell Sonoran Preserve.

Check the three most important goals in the first column and the three least important goals in the second column.

*(You must check three in each column.)*

	Most Important Goals	Least Important Goals
Provide gateway to McDowell Sonoran Preserve	<input type="checkbox"/>	<input type="checkbox"/>
Provide superior visitor amenities	<input type="checkbox"/>	<input type="checkbox"/>
Enhance tourism	<input type="checkbox"/>	<input type="checkbox"/>
Inspire conservation and sustainability	<input type="checkbox"/>	<input type="checkbox"/>
Enhance quality of life	<input type="checkbox"/>	<input type="checkbox"/>
Provide educational programs	<input type="checkbox"/>	<input type="checkbox"/>
Serve greater Phoenix area residents	<input type="checkbox"/>	<input type="checkbox"/>
Inspire enjoyment of the desert	<input type="checkbox"/>	<input type="checkbox"/>
Inspire use of the desert	<input type="checkbox"/>	<input type="checkbox"/>
Serve Scottsdale residents	<input type="checkbox"/>	<input type="checkbox"/>
Provide immersive desert experiences	<input type="checkbox"/>	<input type="checkbox"/>
Increase understanding of desert and its ecosystem	<input type="checkbox"/>	<input type="checkbox"/>
Increase appreciation of desert and its ecosystem	<input type="checkbox"/>	<input type="checkbox"/>



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## SONORAN SURVEY 2010



Help us better understand what you think and how you feel about Scottsdale's proposed Desert Discovery Center. Based on what you have seen so far tell us how well each of the following statements reflects your impressions of the proposed Desert Discovery Center.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Looks cool and refreshing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blends appropriately with the desert environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showcases the desert flora	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pavilions are themselves works of art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grounds are easy to navigate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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## SONORAN SURVEY 2010

Many of the pavilions will offer exhibits about the local Sonoran Desert environment. Next is a description of an immersive experience which will be the center piece of the Desert Discovery Center. This immersive experience will give visitors a multi-media multi-sensory introduction encapsulating all of the Sonoran Desert experience at one time.

Now, we want to show you a short video describing the planned immersive experience which will be the center piece of the Desert Discovery Center.

**Make sure your sound is turned on and is set at a comfortable level.**

The video clip (hosted by YouTube) should appear below. Please click the play button to make the clip start. Do not click on the screen after clicking play as it will take you away from the survey.  
Please do not continue to the next page until the video clip has finished.



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*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010



### Magical World

Set in the Sonoran Desert, Scottsdale's Desert Discovery Center's signature attraction, "Magical World," will be an introduction and invitation to the Sonoran Desert and its ecosystem.

The experience choreographs video projections, theatrical lighting, dramatic music, surround-sound and physical effects such as vibration, wind and heat. The main area is dominated by a dynamic composition of projection screens. These screens "float" in front of a seamless backdrop capable of creating sunrise, daytime, sunset and starry night. The message is, "There's so much out there to explore – discover the magic of the desert for yourself".

How desirable do you think it is to incorporate such an immersive multi-media experience into a destination attraction at the McDowell Preserve in Scottsdale?

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable



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*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010



*Sunrise*



*Sunset*



*Desert at Night*



*Geologic Time*

The drama of **SUNRISE** in the Sonoran Desert. Vivid sky-shades of cobalt blue and shimmering gold (back screen) shine on a desert filled with radiant wildflowers (front screens) in luminous shades of red, pink, orange, yellow and green. As the sunrise illuminates the desert, the field of flowers grows and grows until it fills the theater – the audience is engulfed in a rainbow of colorful flora.

How desirable is a segment like **SUNRISE** as part of the immersive experience Magical World?

- Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

The desert at “magic time” -- **SUNSET**. Artists come here from all over the world to capture this bewitching, radiant, ephemeral shade of amber-gold light. Audience members find themselves bathed in this light, and become part of this magic moment in the dramatic change from day to night.

How desirable is a segment like **SUNSET** as part of the immersive experience Magical World?

- Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

The unexpected wonders of the **DESERT AT NIGHT**, when the land comes alive. This night time world is illuminated by a radiant full moon, and billions of stars that spill off the screen, immersing the audience. The light reveals a magic domain of wild creatures. A coyote howls at that moon, and then races after a jackrabbit. Saguaro flowers bloom, inviting long-nosed bats to suck their nectar. Wood rats nibble at the spiny pads of prickly pears. It all seems to happen at once, all around us.

How desirable is a segment like **DESERT AT NIGHT** as part of the immersive experience Magical World?

- Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**GEOLOGIC TIME** shows how the Sonoran Desert came to be. The dynamic geologic history of 40 million years is telescoped into seconds. Volcanoes explode with atomic force, generating red-hot liquid rock that flows off the screens into the audience. The land rumbles and rips apart, producing new mountains and valleys. This whole fiery story is in the rock, if you know how to ‘read’ it...

How desirable is a segment like **GEOLOGIC TIME** as part of the immersive experience Magical World?

- Very Desirable    Desirable    Neither    Undesirable    Very Undesirable



0% 100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

How desirable do you think it is to incorporate THIS immersive multi-media experience into a destination attraction at the McDowell Preserve in Scottsdale?

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

Is there some other theme that you think should be included in a Desert Discovery Center immersive experience?



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

**In addition to this center piece multi-media multi-sensory immersive experience, other pavilions will offer other immersive exhibits to introduce visitors to the local Sonoran Desert environment. Here are some of the proposed exhibit concepts.**

**To fully understand the nature and scope of each exhibit take a few moments to read the brief description of each one as it is presented on the next few screens.**



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*When you complete a screen, click the forward arrow button.*

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SONORAN SURVEY 2010

**SEASONS OF THE SONORA (3500 SQ. FT.)**

- **Spiral Sculpture of the Seasons:  
A Year in the Life**
  - Rhythms of nature, climate, plant ecology
- **Interactive Map of the Sonoran Desert**
  - Biomes and ecotones
  - Confluence and connection
- **Cactus/Agave Gallery**
  - Icons of Sonora
- **Woody Plant Gallery**
  - Adapting to extremes
- **Herbaceous Plant Gallery**
  - Cornucopia of color
- **Tom's Thumb Theatre (named for the local peak)**
  - Powers that shape our planet



*Seasons of the Sonora* has an interactive map, sub-galleries with large-scale images of desert plants, learning stations, and a brief immersive theater experience about geology housed in a scale model of a rock formation. A feature exhibit is a spiral-shaped structure that offers a tour of a year in the desert. Interactive, three-dimensional exhibits along the spiral depict weather patterns, imagery of the diverse flora in bloom, and migratory birds all changing throughout the year.

How desirable do you think it is to incorporate such a *Seasons of the Sonora* exhibit into a destination attraction at the McDowell Sonoran Preserve in Scottsdale?

- Very Desirable  
  Desirable  
  Neither  
  Undesirable  
  Very Undesirable



0%  100%

When you complete a screen, click the forward arrow button.

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## SONORAN SURVEY 2010

### STAYING ALIVE (4500 SQ. FT.)

- **The Desert After Dark**
  - predators and prey in the night
  - virtual hunting experience
- **Day Tripper Gallery**
  - the struggle to survive
  - virtual hunting experience
- **Nocturnal Animal Sculpture**
  - grasshopper mouse/darkling beetle (or scorpion)
  - Couch's spadefoot toad seeking mate
- **Arthropoda Gallery**
  - bewildering diversity, astonishing success
- **Herptilia Gallery**
  - survivors of ancient extinctions
  - serendipity of evolution
- **Mammalia Gallery**
  - adapting to desert climate
  - finding food, avoiding predation and reproducing
- **Diurnal Animal Sculpture**
  - tortoises in combat
  - hummingbird feeding
- **Avia Gallery**
  - making a living
  - migrations and mysteries
  - cycles of the seasons
  - beauty of birdsong



Image is bird's eye view of exhibit pavilion with roof removed.

*Staying Alive* shows adaptations used to survive in a harsh, arid landscape, hot in summer and freezing in winter. Curving walls separate the experience into night and day since so many desert animals are nocturnal. Half of the space will be dim, cool, and mysterious. The other half will be bright, warm and airy. Touch screen computer stations help visitors understand the adaptations animals must make to survive climatic extremes, find food, reproduce, and avoid predation. Also offered are learning stations and large-scale imagery to learn more about desert animals. Dynamic, realistic, large-scale sculpture of various animals will be transitions between learning experiences about adaptation strategies.

How desirable do you think it is to incorporate such a *Staying Alive* exhibit into a destination attraction at the McDowell Sonoran Preserve in Scottsdale?

- Very Desirable
  Desirable
  Neither
  Undesirable
  Very Undesirable



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SONORAN SURVEY 2010

## HIDDEN WORLDS (3500 SQ. FT.)

● **Interactive Soil Profile**

- World beneath our feet

● **Wildlife Cams**

- Real-time video of Preserve life
- On-demand archival footage

● **Pollination Gallery**

- The secret sex lives of plants
- Weird and wonderful

● **Ant Habitat**

- Underground societies
- Specialization and cooperation

● **Bee Habitat**

- Solitary in Sonora

● **Gila Monster Habitat**

- North America's only venomous lizard and
- Arizona icon



*Hidden Worlds* shows the natural world typically unseen: burrowing animals, microscopic soil life and various live insects and reptiles. One wall of transparent plexiglass provides a close-up view of the soil behind. Visitors see animals in burrows; activate video showing microscopic soil life; learn how the soil layers are formed; and why hikers need to stay on trails to avoid damaging the desert environment. Monitors show live images and archival footage from cameras in the Preserve including infrared nighttime footage from watering stations. The Snake's Eye View Theatre offers an immersive experience from a snake's perspective. Live reptiles, amphibians and arthropods will be displayed in small habitats.

How desirable do you think it is to incorporate such a *Hidden Worlds* exhibit into a destination attraction at the McDowell Sonoran Preserve in Scottsdale?

- Very Desirable  
  Desirable  
  Neither  
  Undesirable  
  Very Undesirable



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When you complete a screen, click the forward arrow button.

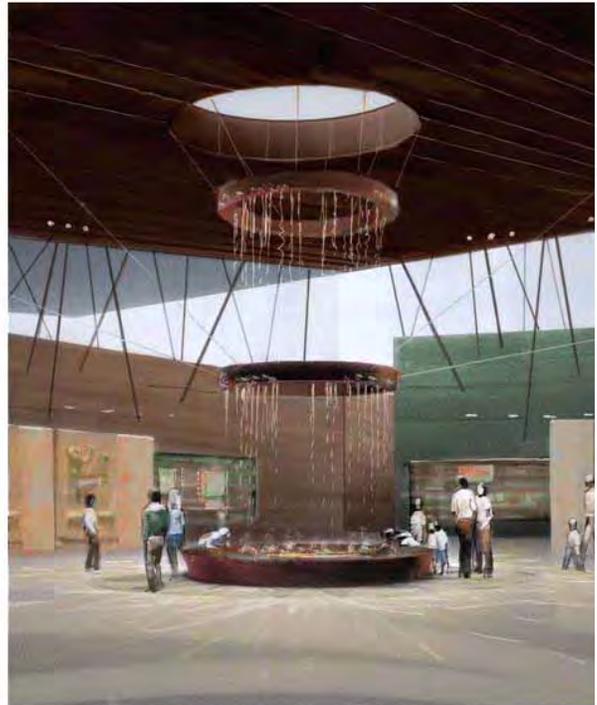
If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).



SONORAN SURVEY 2010

## HUMAN ADAPTATION (5000 SQ. FT.)

- **Interactive Water Sculpture**
  - Wedding of water, art and interactive experience
- **Hohokam Environment**
  - How the valley's first inhabitants manipulated water
- **Cowboy Environment**
  - Importing EuroAmerican land use models into the McDowells
- **Fifties Environment**
  - Boomtown
  - Air-conditioning and urban sprawl
  - Adapting the desert to suit human needs
- **Contemporary/Near-Future Environment (Sustainability)**
  - Adapting human society to meet desert extremes



*Human Adaptation* shows adaptations used to survive in a harsh, arid landscape, hot in summer and freezing in winter. Curving walls separate the experience into night and day since so many desert animals are nocturnal. Half of the space will be dim, cool, and mysterious. The other half will be bright, warm and airy. Touch screen computer stations help visitors understand the adaptations animals must make to survive climatic extremes, find food, reproduce, and avoid predation. Also offered are learning stations and large-scale imagery to learn more about desert animals. Dynamic, realistic, large-scale sculpture of various animals will be transitions between learning experiences about adaptation strategies.

How desirable do you think it is to incorporate such a *Human Adaptation* exhibit into a destination attraction at the McDowell Sonoran Preserve in Scottsdale?

- Very Desirable
  Desirable
  Neither
  Undesirable
  Very Undesirable



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SONORAN SURVEY 2010

### CHILDREN OF TOMORROW (3000 SQ. FT.)

- **3-D Map of McDowell Mountains**
  - Free play space
- **Walk-in Saguaro Cactus**
  - Interactive rib structure
  - Bird's nest from the inside-out
- **Identification Station**
  - Learning to listen to the desert world
- **Time Machine**
  - See how a great American city evolves and shapes possible futures
- **Tortoise Habitat**
  - Protection of threatened species
- **Butterfly Habitat**
  - Beauty and metamorphosis



In this especially-for-kids space, the target audience of kids ten and under can walk into a giant saguaro cactus, trace its root system through floor lighting; or try to identify desert animals from the sounds they make. A desert “time machine” takes kids on a trip to witness (for instance) what the Valley of the Sun was like before air-conditioning, or make choices in the present day, then travel into the future to see the consequences. Kids can also climb a 3D scale model of the McDowell Mountains.

How desirable do you think it is to incorporate *Children of Tomorrow* exhibit like this into a destination attraction at the McDowell Preserve in Scottsdale?

- Very Desirable  
  Desirable  
  Neither  
  Undesirable  
  Very Undesirable



0% 100%

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## SONORAN SURVEY 2010

Having learned about some of the possible exhibits proposed for the Desert Discovery Center...

Which of these exhibit themes would you most want to experience? Which of these exhibit themes would you least want to experience?

	Most Want to Experience	Least Want of Experience
Children of Tomorrow	<input type="radio"/>	<input type="radio"/>
Human Adaptation	<input type="radio"/>	<input type="radio"/>
Hidden Worlds	<input type="radio"/>	<input type="radio"/>
Staying Alive	<input type="radio"/>	<input type="radio"/>
Seasons of the Sonora	<input type="radio"/>	<input type="radio"/>



0%  100%

*When you complete a screen, click the forward arrow button.*

If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).



## SONORAN SURVEY 2010

Of the exhibit themes remaining, which would you most want to experience and which would you least want to experience?

	Most Want to Experience	Least Want to Experience
Children of Tomorrow	<input type="radio"/>	<input type="radio"/>
Human Adaptation	<input type="radio"/>	<input type="radio"/>
Hidden Worlds	<input type="radio"/>	<input type="radio"/>
Staying Alive	<input type="radio"/>	<input type="radio"/>
Seasons of the Sonora	<input type="radio"/>	<input type="radio"/>

Thinking about The Desert Discovery Center and these exhibits....

Is there anything about the exhibits that you think is particularly interesting or important?

Is there anything about the exhibits that you think is missing and should be added?

Is there anything about the exhibits that you think should be changed or dropped?

*If you have no further thoughts or comments about the proposed exhibits, click the arrow to move on to the next question.*



0% 100%

*When you complete a screen, click the forward arrow button.*

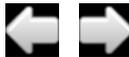
If you have any questions or problems while completing the survey, please contact [surveysupport@olingergroup.com](mailto:surveysupport@olingergroup.com).



## SONORAN SURVEY 2010

Next, tell us how desirable you think the Desert Discovery Center will be for...

	Very Desirable	Desirable	Neither	Undesirable	Very Undesirable
Tourists	<input type="radio"/>				
Visiting friends and relatives	<input type="radio"/>				
School outings	<input type="radio"/>				
Educational programs about the desert and its ecosystem	<input type="radio"/>				
Children	<input type="radio"/>				
Adults	<input type="radio"/>				



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*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

Now please consider some other potential OFFERINGS at the proposed McDowell Sonoran Preserve Desert Discovery Center.

How likely are you and people you know to use each of the following OFFERINGS ?

	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Mountain bike rentals	<input type="radio"/>				
Gift shop	<input type="radio"/>				
Hiking supplies	<input type="radio"/>				
Local arts and crafts	<input type="radio"/>				
Books and other Educational materials	<input type="radio"/>				
Access to Preserve and the hiking trails	<input type="radio"/>				



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

The proposed Desert Discovery Center will be a place of community gathering and entertainment. A restaurant and cafe will feature indoor seating as well as a unique desert-dining garden for enjoying alfresco meals. Have a snack or meal throughout the day, relax and refresh after a hike, or gather with friends and family for coffee or a refreshing drink on a warm evening.

How likely are you and people you know to use each of the following food and beverage offerings?

	Very Likely	Likely	Neither	Unlikely	Very Unlikely
Casual café breakfast	<input type="radio"/>				
Casual café lunch	<input type="radio"/>				
Casual dinner	<input type="radio"/>				
Table cloth dinner	<input type="radio"/>				
Beverages - Coffee / Tea / Juices	<input type="radio"/>				
Beer / Wine / Cocktails	<input type="radio"/>				



0%  100%

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## SONORAN SURVEY 2010

**Given what you know and have learned about the the proposed Desert Discovery Center and its location, how desirable will it be for you and people like you...**

**As a destination experience with family or friends (1 to 3 or more hours)**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**As a sightseeing attraction or opportunity for friends and relatives visiting from elsewhere**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**For a day long outing including a Desert Discovery Center visit and a hike**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**For a few hours of outdoor activity, like hiking, at the Preserve but not visiting the Desert Discovery Center**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**For a drink with friends**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**After work to socialize with friends or co-workers**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**For a social event such as a wedding reception or holiday party**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**As an attraction for tourists staying in Scottsdale**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable

**As an attraction for tourists visiting the Phoenix area**

Very Desirable    Desirable    Neither    Undesirable    Very Undesirable



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

How much time do you think you will spend on a typical visit to Desert Discovery Center visiting exhibits and other offerings?

Hours

If you visit, do you think you would want to return again?

Yes  No

How many times per year do think you will visit the Desert Discovery Center?

visits in a typical year

All things considered, and based on what you now know about this *Desert Discovery Center* destination attraction Scottsdale proposes to create for the Gateway to the McDowell Sonoran Preserve,

How do you evaluate the SIZE and SCOPE of the project for each of the following?

	Too Small	Just Right	Too Big
For the Desert Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For The City of Scottsdale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For the Greater Phoenix-Scottsdale Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much would you expect to pay for one adult admission to this proposed Desert Discovery Center?

\$



0% 100%

When you complete a screen, click the forward arrow button.

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## SONORAN SURVEY 2010

At what price for admission would you consider the Desert Discovery Center to be **TOO EXPENSIVE** that you would not consider visiting?

\$

At what price for admission would you consider the Desert Discovery Center to be priced so low (**TOO CHEAP**) that you would begin to question its quality?

\$

At what price for admission would you consider the Desert Discovery Center to start getting **EXPENSIVE**, but still a possible destination?

\$

At what price for admission would you consider the Desert Discovery Center to be a **BARGAIN** – a great deal for the money?

\$



0%  100%

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## SONORAN SURVEY 2010

Does the Desert Discovery Center sound like a place you would consider renting for a social event or occasion?

Yes  No

Does the Desert Discovery Center sound like a place where you would want to attend a social or business event?

Yes  No



0%  100%

*When you complete a screen, click the forward arrow button.*

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## SONORAN SURVEY 2010

How likely would you be to purchase an annual family Membership that includes unlimited visits during the year for this proposed Desert Discovery Center?

Very Likely    Likely    Neither    Unlikely    Very Unlikely

How likely would you be to join a "Friends of the Scottsdale Desert Discovery Center" that supports the Desert Discovery Center through volunteering or fundraising?

Very Likely    Likely    Neither    Unlikely    Very Unlikely



0%  100%

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## SONORAN SURVEY 2010

**Thank you for your participation in the survey.**

0%  100%

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## SONORAN SURVEY 2010

**We are sorry, but you do not qualify to participate in this survey.**

**PLEASE CLOSE YOUR BROWSER.**

0%  100%

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## SONORAN SURVEY 2010

Unfortunately, we have already received enough responses from respondents in this group. Thank you for your time.

0%  100%

*When you complete a screen, click the forward arrow button.*

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# Developing a destination

Scottsdale hopes Desert Discovery Center will lure tourists to preserve

By Beth Duckett  
THE ARIZONA REPUBLIC

Excitement is building in Scottsdale over a proposed multimillion-dollar Desert Discovery Center that could bring more tourists and exposure to the city's McDowell Sonoran Preserve.

Planners say the center would be like nothing else in the Valley, luring residents and out-of-town visitors who already flock to regional attractions such as the Desert Botanical Garden in Papago Park and Tucson's Arizona-Sonora Desert Museum.

But the city has yet to pin down funding for the project. A consultant's report due out this summer will estimate the costs to build and operate, which have ranged from \$30 million to \$70 million.

Scottsdale wants to construct the showpiece at the preserve's Gateway trailhead on Thompson Peak Parkway near Bell Road, a roughly 30-minute drive from downtown Phoenix.

See PRESERVE Page B3

VISITING THE PRESERVE NOW ...



KARA HOROWITZ/THE ARIZONA REPUBLIC

... AND IN THE FUTURE



RENDERING BY SWABACK PARTNERS

**Above:** Hikers use a trail in the McDowell Sonoran Preserve in Scottsdale to pass through rock formations to reach a lookout point to view the preserve and the Valley.

**Left:** An artist's conception shows the Hidden Desert pavilion, part of the preserve's proposed Desert Discovery Center. Planners say the center will lure more visitors to the area.

## City aims to make preserve a destination

**PRESERVE**  
Continued from B1

Plans call for pavilion-style structures at the base of the McDowell Mountains that would house exhibits and galleries to teach visitors about the Sonoran Desert.

In May, the discovery center was left off a list of bonding projects the city has scheduled for its fall ballot. Elected officials agreed to a trimmed-down bond package that would appeal more to voters, they said.

City commissions have recommended that Scottsdale pursue bonding for the center in 2011. "The big issues will be who's going to pay for it?" said Gerald Miller, chairman of the city's McDowell Sonoran Preserve Commission. "There are issues having to do with governance (and) how will it be interfaced with the rest of the preserve."

Options include public-private partnerships and fundraising, said Krory Ekblaw, the city's strategic-projects director.

Ekblaw said the Phase 2 report, due out in early August, will focus solely on the project's feasibility.

An earlier report detailing concepts came out in 2008.

The Desert Discovery Center was well-received by focus groups, whose feedback will be included in the coming report, said John Sather, lead architect for the project.

"The majority of the (focus) group was saying they would go as many as four times a year," Sather said. "We almost never heard, 'I would go once.'"

More than 100 people gathered at a Desert Discovery Center open house on July 1 to hear about the project.

Sather, who led presentations and answered questions, said the exhibits will be interactive, highlighting the experience of human adaptation in the Arizona desert.

"We think it can be the No. 1 tourist attraction in the city," said Oliver Smith, chairman of the McDowell Sonoran Conservancy, a non-profit organization that supports the city's nature preserve.

Members of the business community say the center would be a regional draw to further Scottsdale's efforts as a competitive tourist destination.

"Not to have something that celebrates and educates others regarding the Sonoran Desert would be a crime," said Rick Klöpper, president and CEO of the Scottsdale Area Chamber of Commerce.

While the project's timeline hasn't been pinned down, Sather said these types of structures typically take 18 to 24 months to build.

The nature of the project requires "a bit of care and a little longer construction," he said.

"It's worth it," Sather said. "What we believe now is that the energy level around this is building and this could become very much a reality in the near future."

### Desert Discovery Center

The center would teach visitors about the Sonoran Desert in Scottsdale's McDowell Sonoran Preserve.



NEWS/ARIZONA REPUBLIC

# Great questions could fulfill Discovery Center dream

John Slather is an architect. But when he won the job of planning the Desert Discovery Center, design was the last thing on his mind.

Instead, he spent time at the McDowell Sonoran Preserve's Gateway access where the long-dreamed-of center is supposed to go.

"I wanted to think about it as the experience rather than as designing a building," Slather said. "What are we discovering?"

It is a great question. Asking it led Slather, a partner at Swaback Partners, to an unconventional design with roots in his student days at Taliesin West, living in a tent and walking between buildings.

"It's such an indoor/outdoor experience," Slather said. "The idea of going into a big refrigerated box doesn't help us define the overarching theme of ad-

aptation."

So instead of one large structure, Slather proposed 14 smaller ones. They wouldn't be traditional boxes but pavil-

## REPUBLIC COLUMNIST

ions with sharply pitched, floating roofs and walls set at odd angles to each other. During nice weather, they would be open. Birds could fly in and out.

"Animals will be invited in just like humans," Slather said. "It embraces the desert."

The walk-in rattlesnake is gone. The new centerpiece is the "Mysterious World" pavilion, which would feature a multimedia presentation that Slather described as "emotional, powerful, with sounds, the senses, vibrations."

As envisioned, it would include an artist talking about the beauty of the desert, a fun-loving teacher giving scientific details, a grandparent speaking about the importance of preserving the land and a Native American discussing

traditional ways of living. The narration could be on the video. Or it could come from actors providing live narration.

"We want this whole place to be as human as possible," Slather said. Which is also how he sees addressing a challenge facilities like this share — avoiding stagnation and giving people a reason to return.

The exhibits could change as often as daily, with the stewards of the McDowell Sonoran Conservancy playing a major role as docents.

"These are real people who really love the desert. They can be creative and passionate," Slather said. Some could achieve such a reputation that resorts would tell guests which ones not to miss.

That would be one way to draw residents and visitors back.

So would making the idea of adaptation part of its operations. If you drive by the dog park during the cool hours of 5:30 or 6 in the morning this time of

year, you'll see scores of people and dogs.

"That's a classic case of adaptation," Slather said. "Maybe the center should open at 5:30 a.m. in the summer."

You won't find that at any nature center in the Midwest.

Slather's design was inspired by a smart question — what are we discovering?

Everything that follows is inspired by another question.

"How do we create an experience again you have to come back?" Slather said. "I think about that in every aspect."

The questions are great guides. They've already produced a design that is worth getting excited about. They're putting the city on the right path to finally making this dream come true.

Contact Opinions Editor Robert Leger at 602-444-6805 or robert.leger@arizonarepublic.com.



ROBERT LEGER