



PUBLIC OPEN HOUSE

Our Future in Progress

Scottsdale Museum of the West

Building concepts designed with a vision of a world-class destination that showcases the west of the past and the present and serves as a gathering place for community events and corporate functions. The mission of this facility is to:

- **Feature innovative, immersive, and interactive “edutainment” exhibits;**
- **Provide educational and public programming,** and special events to recount the history of the West;
- **Showcase the many transformations of the West** from past to present through the visual, literary, and performing artists, cultural material, and the stories of the region’s peoples; and
- **Offer a unique sense of place** -- “Where the old West meets the New West.”
- Applicant: City of Scottsdale

I. BACKGROUND:

The 'rezoning' request relates to placement of the building on the property and the massing of the proposed building; the current zoning allows for a cultural use.

II. PROPOSED PROJECT CONCEPT:

Proposed building concept:

- **SQUARE FOOTAGE:** 45,000
- **BUILDING HEIGHT:** 54', 3 floors above ground; one below.
- **SETBACKS VARY** -- The building has significant setbacks at the ground floor and roof. The ground floor is setback to provide a deep shaded, “front porch” like entry experience. The roof mechanical/ solar collector systems are setback 10'-20' from the buildings edge. The 2nd and 3rd floors are even with the sidewalk at the street and alley sides.

THE REZONING APPLICATION IS TO: **amend the site development standards for a 0.78 net acre site located on the northwest corner of North Marshall Way and East First Street and within the previously approved Main Street Plaza (Loloma) Planned Block Development (2-ZN-2000).**

THE PROPERTY IS ZONED:

- **Downtown Residential/Hotel – Type 2 Planned Block Development/Downtown Overlay (D/RH-2 PBD/DO).** This district allows residential, hotels, and municipal uses. Cultural facilities are also allowed subject to the approval of a Conditional Use Permit. The Conditional Use Permit (9-UP-2000) for the Cultural facility (Museum) was approved by the city council on March 11, 2002.

III. CONTEXT AND EXISTING CONDITIONS:

THE SITE IS LOCATED:

- immediately north of the Loloma Transportation Station and is surrounded by a variety of multi-storied residential and commercial properties.
 - within Scottsdale's arts district that is located along East Main Street and North Marshall Way. Scottsdale's arts district is comprised of more than 100 galleries that range from Native American and early American folk art to Contemporary art. As such, the proposed Scottsdale Museum of the West site is uniquely positioned in Scottsdale's vibrant and active downtown to provide residents and visitors exposure to western art as reflected in the diverse culture, art and architecture of the American West. The museum will be an amenity for the residents and visitors as well as serve as a destination that will benefit nearby businesses and galleries.
- **The site benefits from the adjacent access to public parking and the Loloma Transit Station that serves as a hub for the Scottsdale Trolley and Valley Metro buses that provide transit access to and from Scottsdale.**
- **A pedestrian plan has been developed to link the project with the adjacent transit station, residential, galleries, and commercial areas. Public plazas and gathering areas have been incorporated into the site to house special events and community functions.**
- **The design of the museum is heavily invested in sustainability and green building principles that are integral to Scottsdale's heritage and legacy.**
- **The proposed building will address the Leadership in Energy and Environmental Design (LEED) standards and is designed to maximize the use of solar energy and to include features that provide shade and respite from the desert sun.**
- In addition to being an appropriate land use, considerable design work has been undertaken to insure the site fits into the context of the adjacent development.

IV. ARCHITECTURE/DESIGN FEATURES:

Design Philosophy

The new Scottsdale Museum of the West aspires to engage its visitors in the ever-evolving narrative of the Southwest, inviting them to discover in themselves the qualities that shaped this special region of the country – courage, audacity, creativity, resilience, and integrity. Great artists and their art are intertwined with the history of the time and place in which they lived. The museum weaves these stories together for present and future generations from the region and around the world. Scottsdale is the community in the Southwest where art meets history. This is where cowboys, ranchers, families, and business entrepreneurs mingle with gallery owners and art.

The proposed architecture of the Scottsdale Museum of the West responds to the local desert climate and the architectural history of the west. It connects to Scottsdale in both the past and the future via its commitment to a "Desert Modern" style of architecture where high performance, materials clad the skin of the building – providing shade and visual interest on all four sides. The proposed project serves as a

significant public gathering space via a network of outdoor ramadas, pedestrian pathways, and a mixture of interior spaces that include an orientation theater, an experiential/participatory learning center, changing exhibits, gallery of icons of the west and terrace and sculpture garden (on the rooftop level). The proposed museum concept is based on its proposed role as hub/gateway for the downtown and as a landmark identifier for the arts & gallery districts.

Building Design Features:

- **Inspired by a broad range of great western buildings;**
- Three floors of space dedicated to a unique and engaging visitor experience is **wrapped on 4 sides by an undulating sun screen that opens up when natural light is needed;**
- When the interior function is light sensitive, it closes up to block the sun;
- **The most dynamic expression of this sun screen is at the south side atrium.** This space is a grand, shaded, exterior front porch for the building. Here the visitor or casual passer-by is connected visually to all 3 floors of the buildings exhibits and galleries. Capping the 3 floors is a roof terrace that is shaded by a ramada of energy producing photo voltaics. This space will be multi-functional and provide views of the surrounding valley.
- **The choice of buildings materials was influenced by great western buildings including ancient Native-American cliff dwellings, old West towns, and ranches with old barns, where streaming sunlight illuminates a shady interior.**
- **Paolo Soleri and Frank Lloyd Wright** also provided a great source of inspiration via creative utilization of materials and adapted building techniques;
- Celebrate the use of **common building materials such as concrete, glass and stone** in the same manner the Native-Americans used the stone of the mountain they built upon to make something extraordinary.
- **The undulating sun screen that wraps the building is made of a wood composite board that will weather naturally, providing a connection to the buildings of the past** without degrading over time. Also, the proposed building borrows from the neighboring plaza, utilizing the **existing Cantera stone for the entire ground floor** – inside and outside of the new museum.
- To integrate into the urban context of downtown Scottsdale, **the building is designed to be approached from many directions.** There will be no “backside” at the museum;
- **Emphasis is placed on a "human scale"** that is both welcoming and engaging to the down town visitor. Arriving from the east, on Marshall Way, the guest is greeted by a large covered "front porch" and an outdoor gathering space adjacent to the interior lobby. As the front entry recedes from the street, it affords respect to an existing visual connection through the site to the adjacent transit station and its dynamic clock tower. If arriving from the existing underground parking garage to the west, the guest ascends an existing stair shaded by the new building. Emerging from below they are greeted by a vibrant plaza activated by a new Museum cafe and retail shop. The west entry to the museum is at the opposite end of the plaza.

Sustainable Architecture:

With global environmental awareness in mind, The Scottsdale Museum of the West adopts sustainable local response through reference to the LEED guidelines, institutes programs that save energy, reduce water consumption, and reduce solid waste. The development focuses on issues such as:

- **Sustainable site development and efficient land use;**
- **Community connectivity** is demonstrated in the pedestrian plan and complemented by the adjacent transit center
- **Energy efficiency** through optimizing energy performance and through renewable energy source (use of photovoltaic canopy)
- **Water efficient** landscaping and water conservation
- **Indoor environmental quality control** – low VOC, use of natural light and thermal comfort

V. CONCLUSION:

Contributing to the revitalization of the Downtown and in particular the historic Arts District, this project will introduce a **dynamic new cultural center** into the community and will serve as a **landmark anchor for the existing developments in this area** including the transportation center, multiple residential projects and a wide variety of retail/commercial developments. The architectural design and use of the museum fulfills the proposed development standards. Approval of this request will result in a host of benefits including a **destination attraction that reflects Scottsdale's western heritage** and an integral infill project that will provide an essential link from the city's Arts District to other Downtown districts.