OVERVIEW

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

Outreach efforts will gather past, present, and future narratives of the City of Scottsdale to incorporate multiple perspectives, including those of governmental agencies, special task forces, adjacent commercial and residential neighbors and the public at large.

Through the documentation of direct needs and aspirations for the SCC Area of Influence, the new Master Plan and Conceptual Design will incorporate and align with recommendations from both City of Scottsdale’s Downtown, Economic Development Strategic Plan, and the Hospitality and Tourism 5-yr Strategic Plan.

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

PUBLIC MEETING #1                  28 October 2015
PUBLIC MEETING #2                  18 November 2015
STAKEHOLDER MTGS.                  Extensive Public Outreach + Discussions
- ON HOLD -                         Downtown Public Space Master Plan Discussion(s)
PUBLIC OUTREACH #3                 25 January 2017 - Tonight
PRIORITIES | AREAS of IMPROVEMENT

Infrastructure / Services
- Address Deferred Maintenance / Deficiencies

Public Space / Activation
- Improve Public Park Amenities

Event Venue / Gathering
- Expand Performance/Festival Capabilities

Point of Pride / Identity
- Create Destination Point/City Epicenter

Economic Catalyst / Growth
- Spark Economic Prosperity
## PRIORITIES | AREAS of IMPROVEMENT

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**Improved permanent stages (2) + Power, Lighting, Sound System, Storage + Truck Access**
PRIORITIES | AREAS of IMPROVEMENT

**Infrastructure / Services**
- Address Deferred Maintenance / Deficiencies
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- Expand Performance/Festival Capabilities
- Create Destination Point/City Epicenter
- Spark Economic Prosperity

**Circulation + Wayfinding + Accessibility + Drainage + Visibility (Brown to Main)**
- + Resolve Bridge Deterioration Issues + Reduce Fountains/Water Surface
Repair and Open Plaza to Street Level

New Gathering Spaces + Below Grade Parking

New Performance Pavilion and Gathering Space

New Veterans' Plaza

New Fountains

Shade Canopy

City Hall Plaza Parking

Bennie Gonzales Garden

Public art at overlook

Rose garden

New Bike Path

New Shade Canopy

Public parking

SMOCA

Main Street

Drinkwater Blvd

Scottsdale Library

City Hall

Existing one civic center

Existing public art + memorials to remain

“Love” sculpture

“Windows to the west” sculpture

Children’s Garden

New Bike Path

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NEXT STEPS:

MUMSP Update (Approvals)

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

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

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

1. Scottsdale Center for the Performing Arts
2. SMOCA
3. Los Olivos
4. Scottsdale Library
5. Bennie Gonzales Garden
6. Drop Zone
7. Drinkwater Blvd
8. RECONNECT 1ST AVE
9. RECONNECT 2ND STREET
10. Brown Ave
11. 2nd Street
12. Main Street
13. Brown Ave
14. Drinkwater Blvd