

**Simulations**  
**Photos**  
**All Graphics (no plans)**



City  
Offices

Library  
Expansion

Cultural  
Arts  
Exhibition

Office/Retail

City  
Office/Court  
Expansion

High Density  
Residential

Justice  
Court

Stadium/Multi-Use Facility

- Urban Park Character
- Mall Architectural Vocabulary
- Depressed Activity Field
- Earth Bermed Seating
- Perimeter Vista
- Private/Public Development
- Phased Implementation

High  
Density  
Residential

- Year Round Multi-use Activity
- Baseball
  - Civic Events
  - Concerts
  - JCs/Boys Club
  - Civic Multi-Purpose
  - Retail/Entertainment
  - Media/TV Studio

**CIVIC CENTER CONCEPTUAL MASTER PLAN**

# Conceptual Site Plan/Open Space Plan

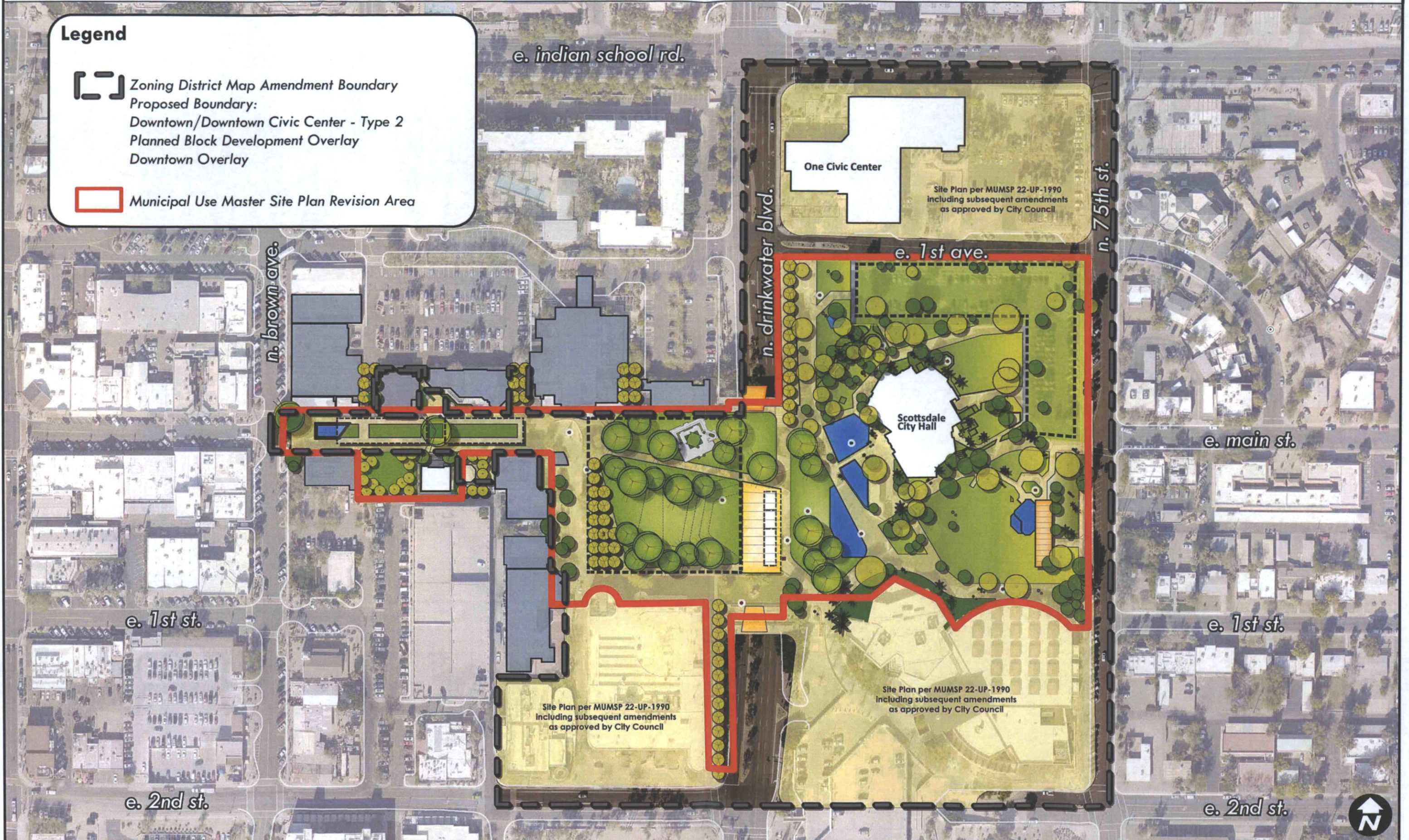
## Legend

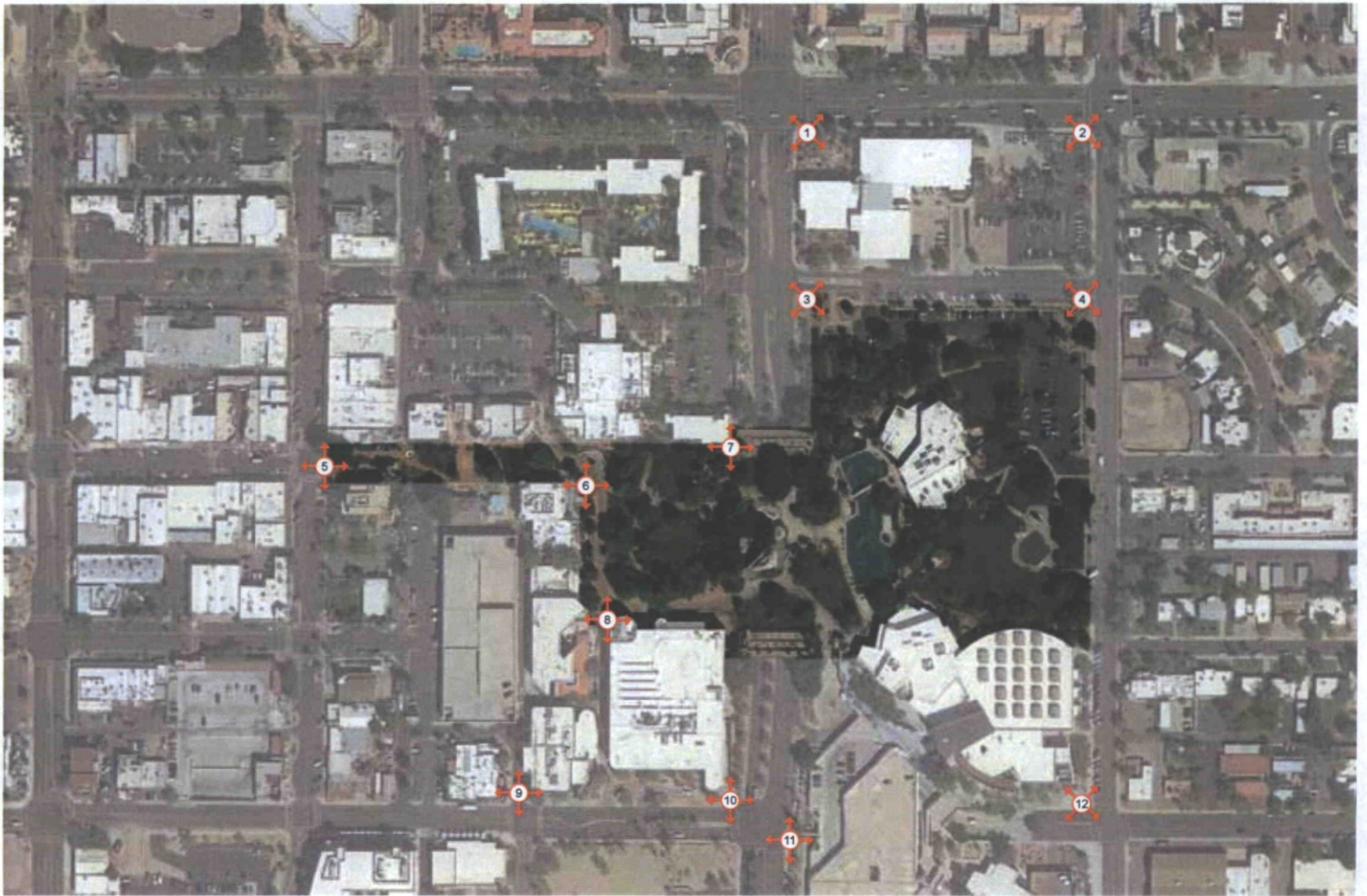


Zoning District Map Amendment Boundary  
Proposed Boundary:  
Downtown/Downtown Civic Center - Type 2  
Planned Block Development Overlay  
Downtown Overlay



Municipal Use Master Site Plan Revision Area





**22-UP-1990#2**  
**03/20/17**

# 1 SEC of Indian School Road & Drinkwater Blvd



Looking North West



Looking North East

# 1 SEC of Indian School Road & Drinkwater Blvd



Looking South East



Looking South West

## 2 SWC of Indian School Road & 75th Street



Looking North West



Looking North East

# 2

## SWC of Indian School Road & 75th Street



Looking South East



Looking South West

# 3

## SEC of 1st Street & Drinkwater Blvd



Looking North West



Looking North East

# 3

## SEC of 1st Street & Drinkwater Blvd



Looking South East



Looking South West

# 4 SWC of 1st Street & 75th Street



Looking North West



Looking North East

# 4 SWC of 1st Street & 75th Street



Looking South East



Looking South West

# 5

## East Side of Brown Ave & Main Street



Looking North



Looking East

# 5

## East Side of Brown Ave & Main Street



Looking South



Looking West

## 6 NEC of The Clayton at the Park



Looking North



Looking East

# 6

## East Side of Brown Ave & Main Street



Looking South



Looking West

# 7 North end of Civic Park Deck



Looking North



Looking East

# 7 North end of Civic Park Deck



Looking South



Looking West

# 8

## NWC of Scottsdale Center for the Arts



Looking North



Looking East

# 8

## NWC of Scottsdale Center for the Arts



Looking South



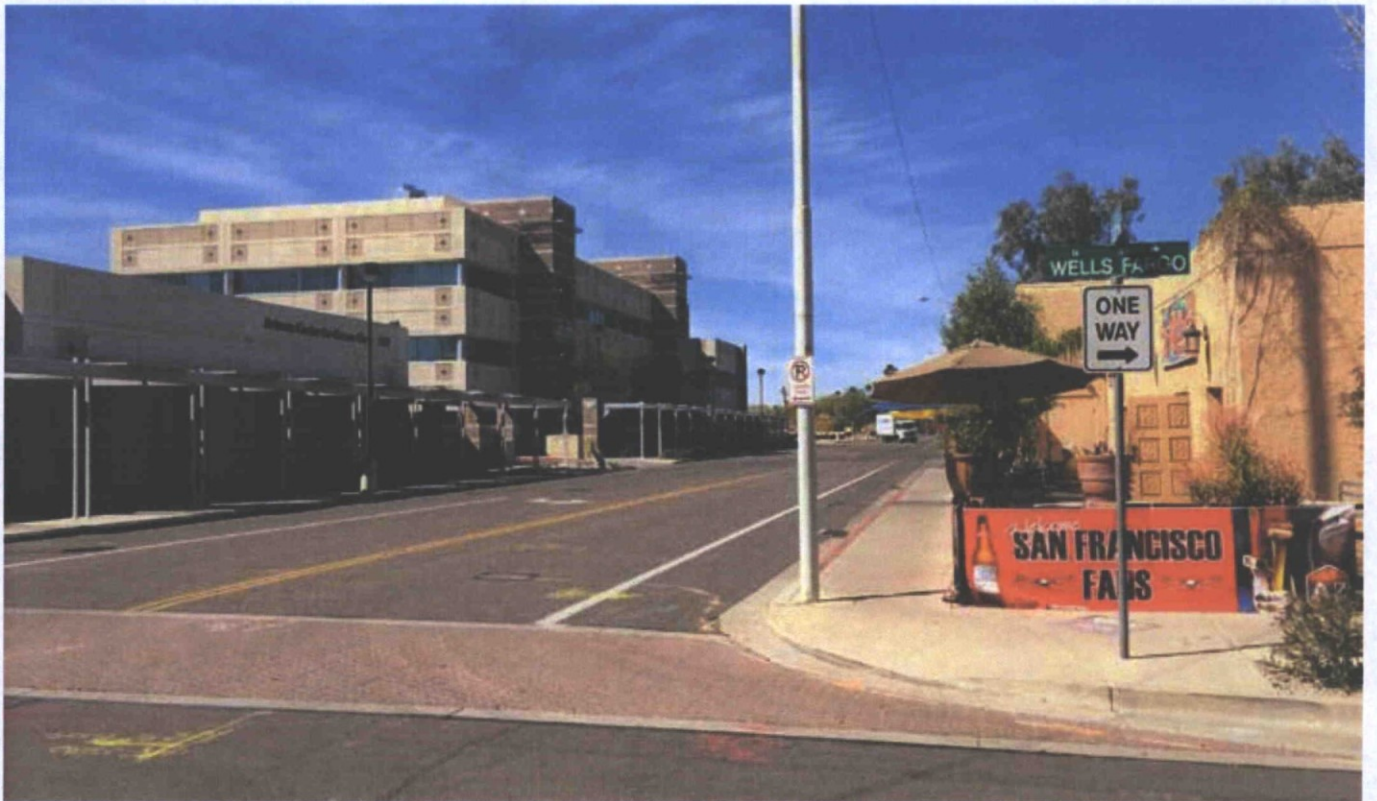
Looking West

9

NEC of 2nd Street & Wells Fargo Ave



Looking North



Looking East

# 9

## NWC of Scottsdale Center for the Arts



Looking South



Looking West

# 10 NWC of 2nd Street & Drinkwater Blvd



Looking North



Looking East

# 10 NWC of 2nd Street & Drinkwater Blvd



Looking South

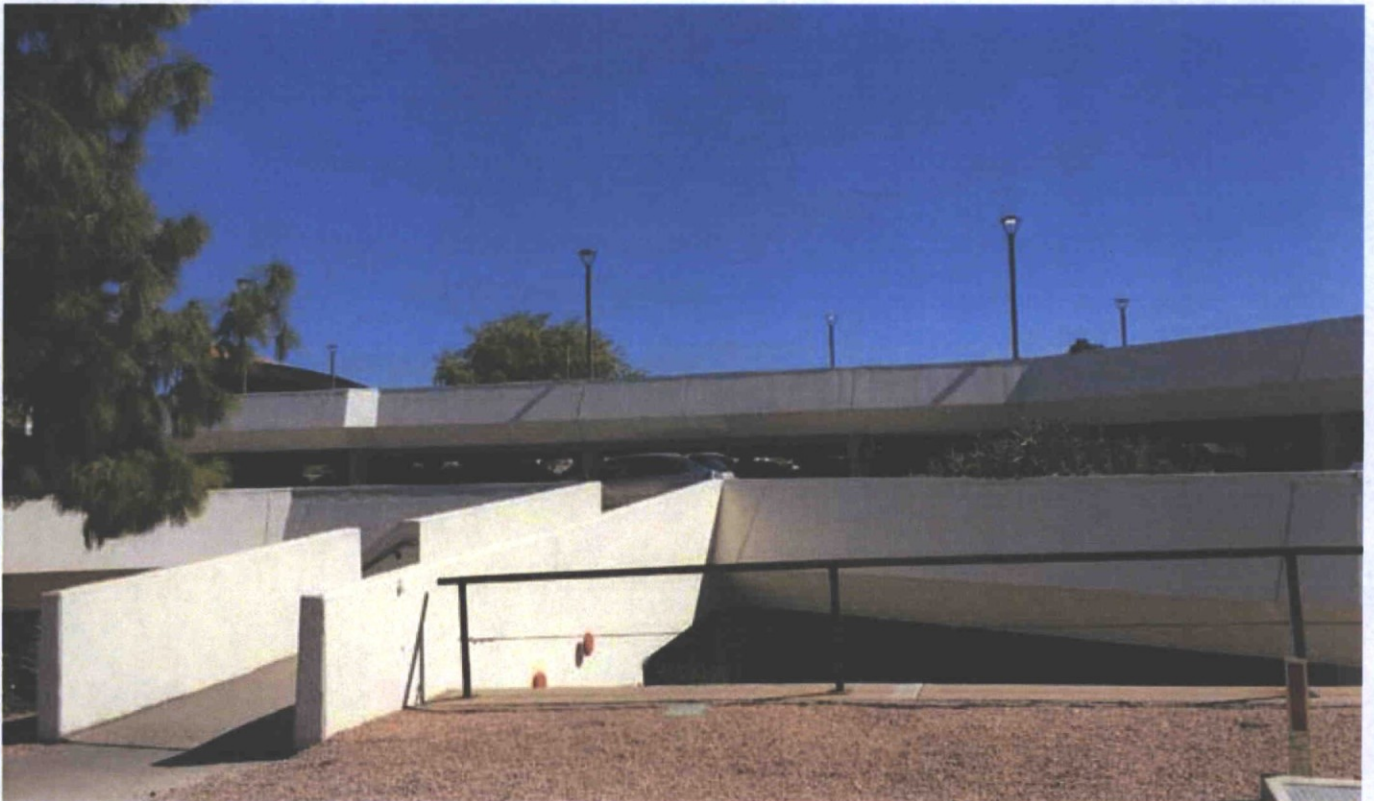


Looking West

# 11 East side of 2nd Street & Drinkwater Blvd



Looking North



Looking East

# 11 NWC of 2nd Street & Drinkwater Blvd

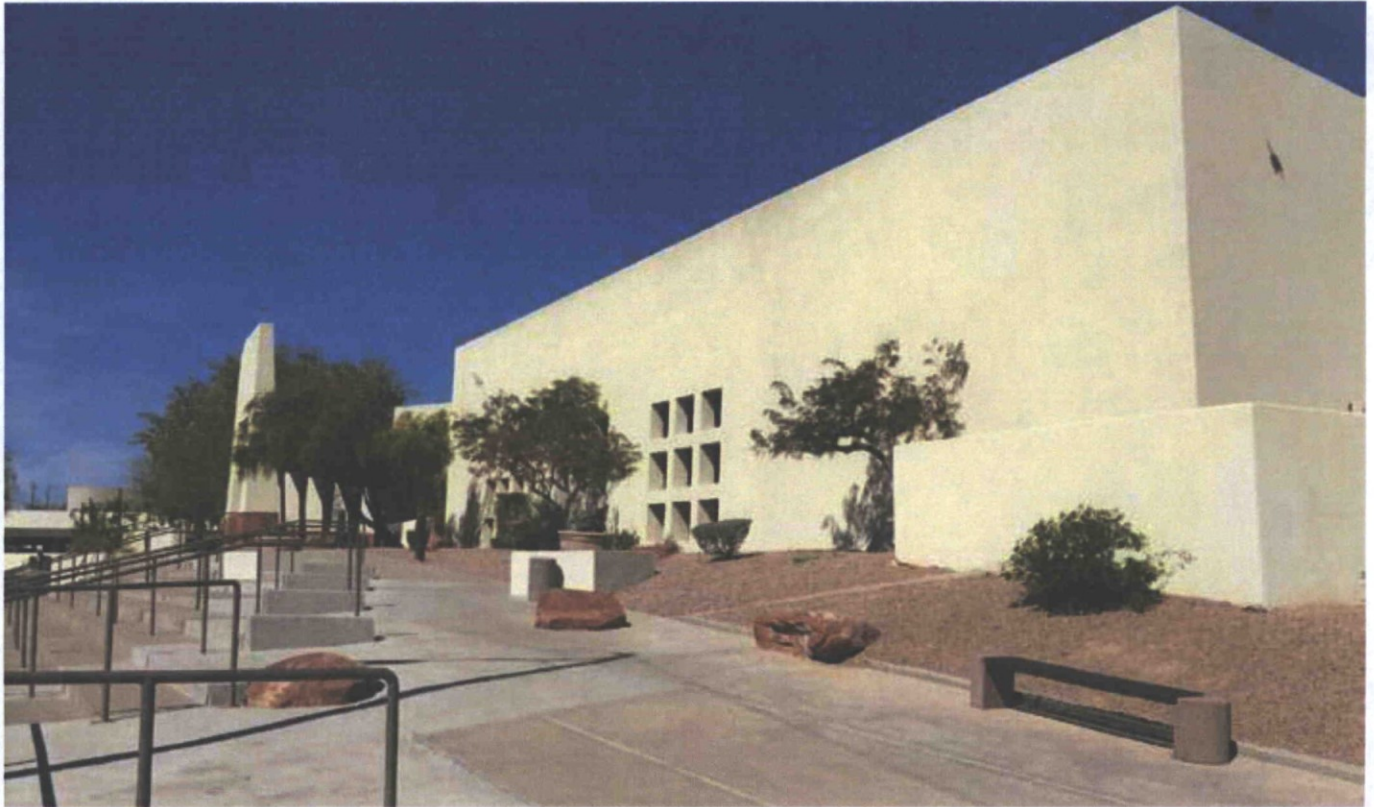


Looking South



Looking West

# 12 NWC of 2nd Street & 75th Street



Looking North West



Looking North East

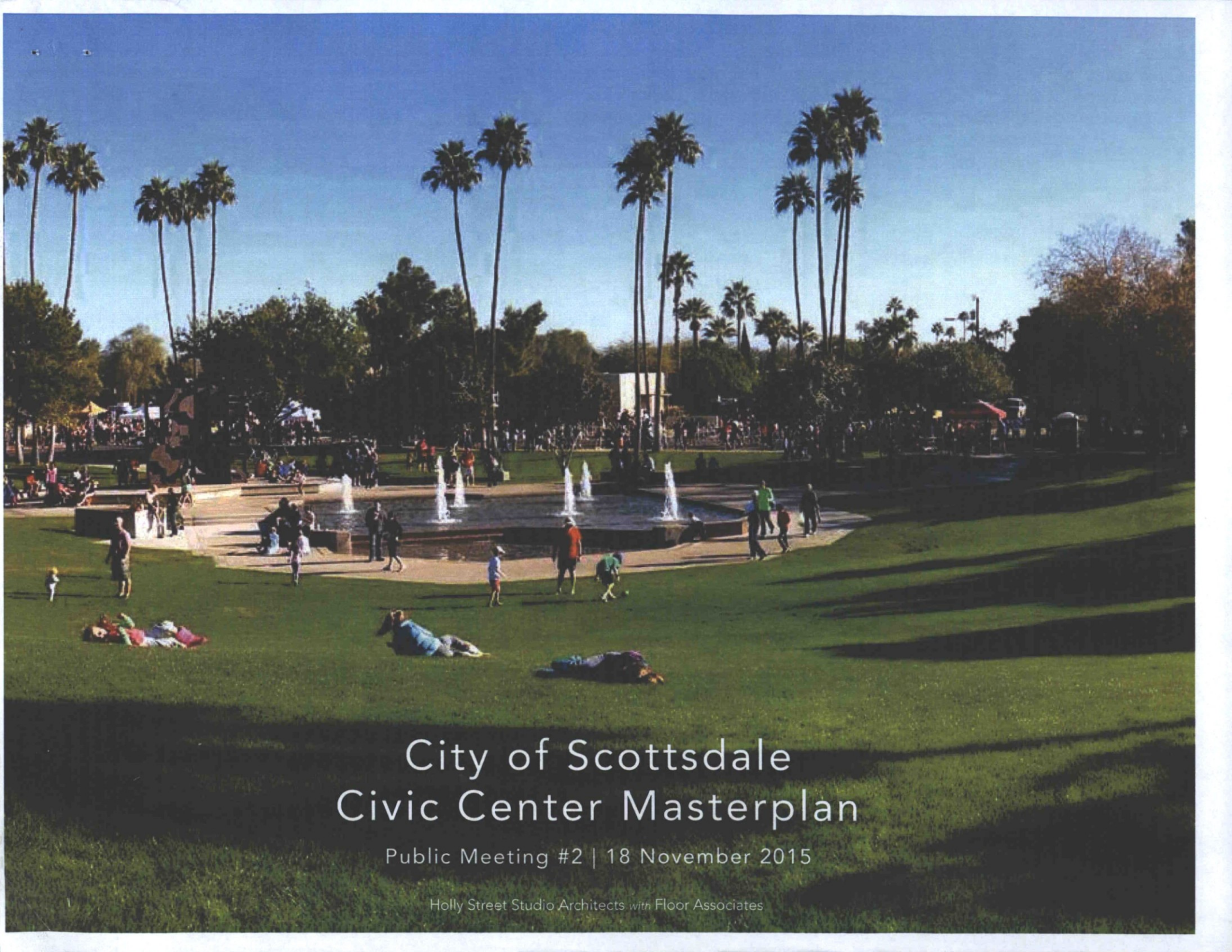
# 12 NWC of 2nd Street & 75th Street



Looking South East



Looking South West



# City of Scottsdale Civic Center Masterplan

Public Meeting #2 | 18 November 2015

Holly Street Studio Architects *with* Floor Associates

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**

## 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.

## PRIORITIES | AREAS of IMPROVEMENT

Infrastructure / Services

Address Deferred Maintenance / Deficiencies

Public Space / Activation

Improve Public Park Amenities

Event Venue / Gathering

Expand Performance/Festival Capabilities

Point of Pride / Identity

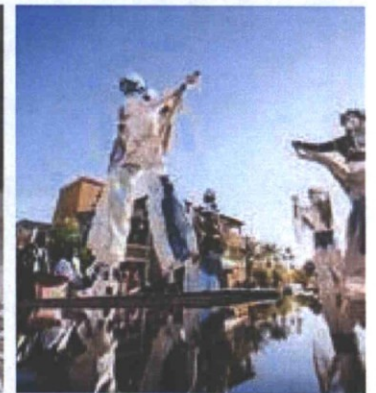
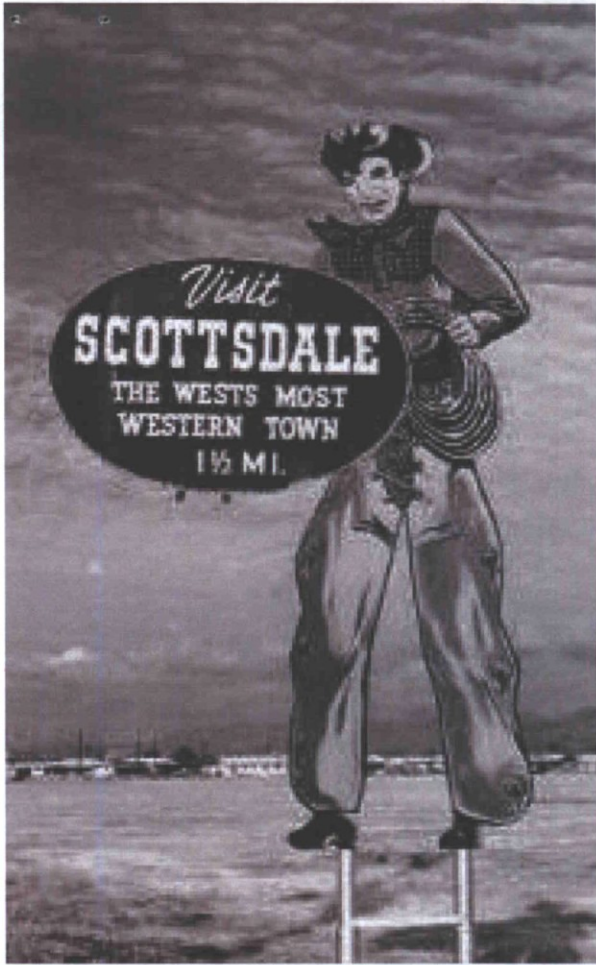
Create Destination Point/City Epicenter

Economic Catalyst / Growth

Spark Economic Prosperity

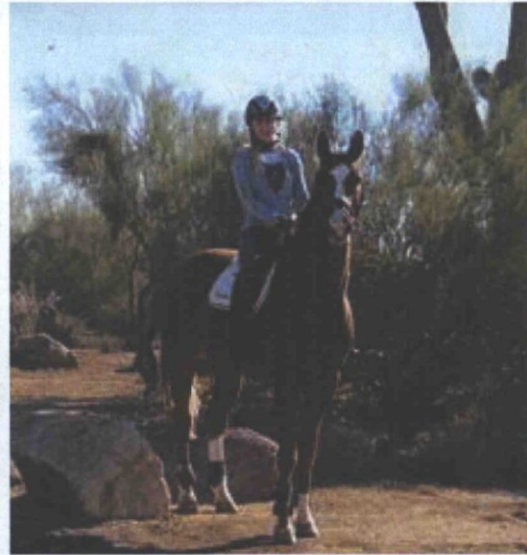
## SCHEDULE

- Public Meeting #1 – October 28, 2015 (gather input)
- Public Meeting #2 – November 18, 2015
- Public Meeting #3 – First Quarter, 2016
- Municipal Use Master Site Plan process – Spring 2016
  - o Development Review Board
  - o Planning Commission
  - o City Council



## Scottsdale today | starting point

Holly Street Studio Architects with Floor Associates

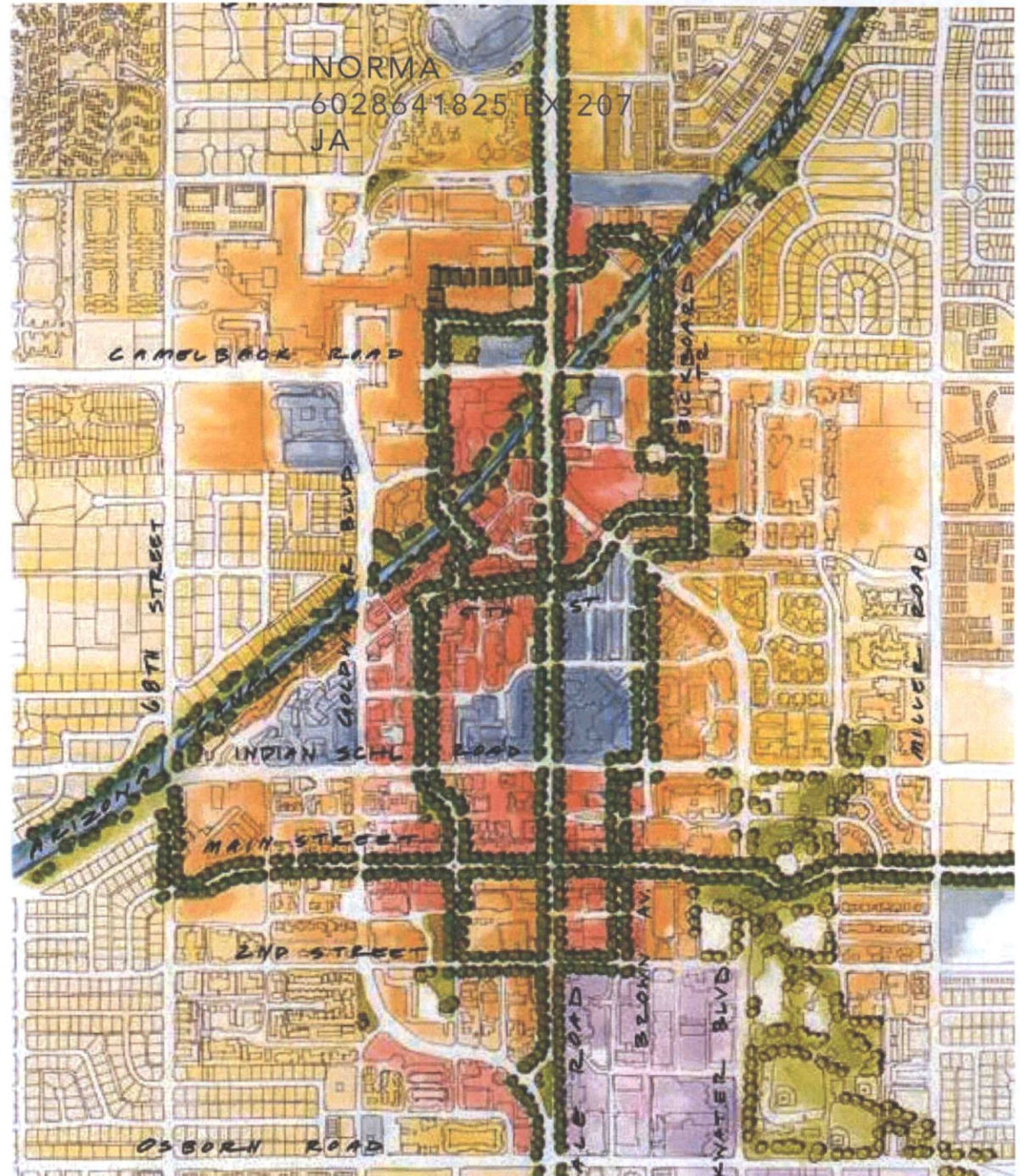


## Scottsdale today | users today

Holly Street Studio Architects with Floor Associates

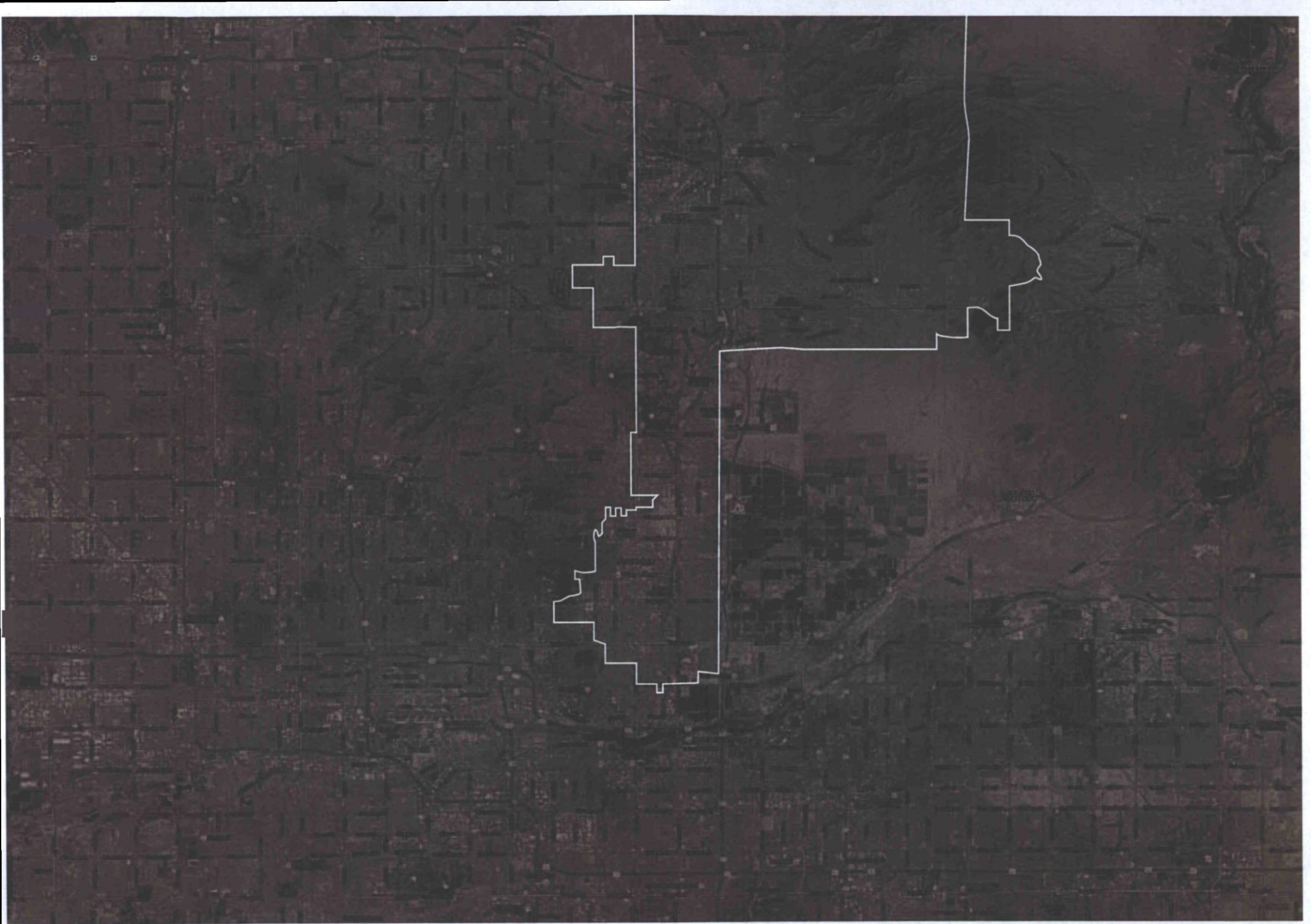
## PAST STUDIES

- 2009 Downtown Scottsdale Character Area Plan
- 2011 Scottsdale Cultural Facilities Master Plan
- 2012 Scottsdale Hospitality & Tourism Five Year Strategic Plan
- 2012 Scottsdale Public Art Master Plan
- 2015 Scottsdale Strategic Plan for Economic Development



# Introduction / Recap

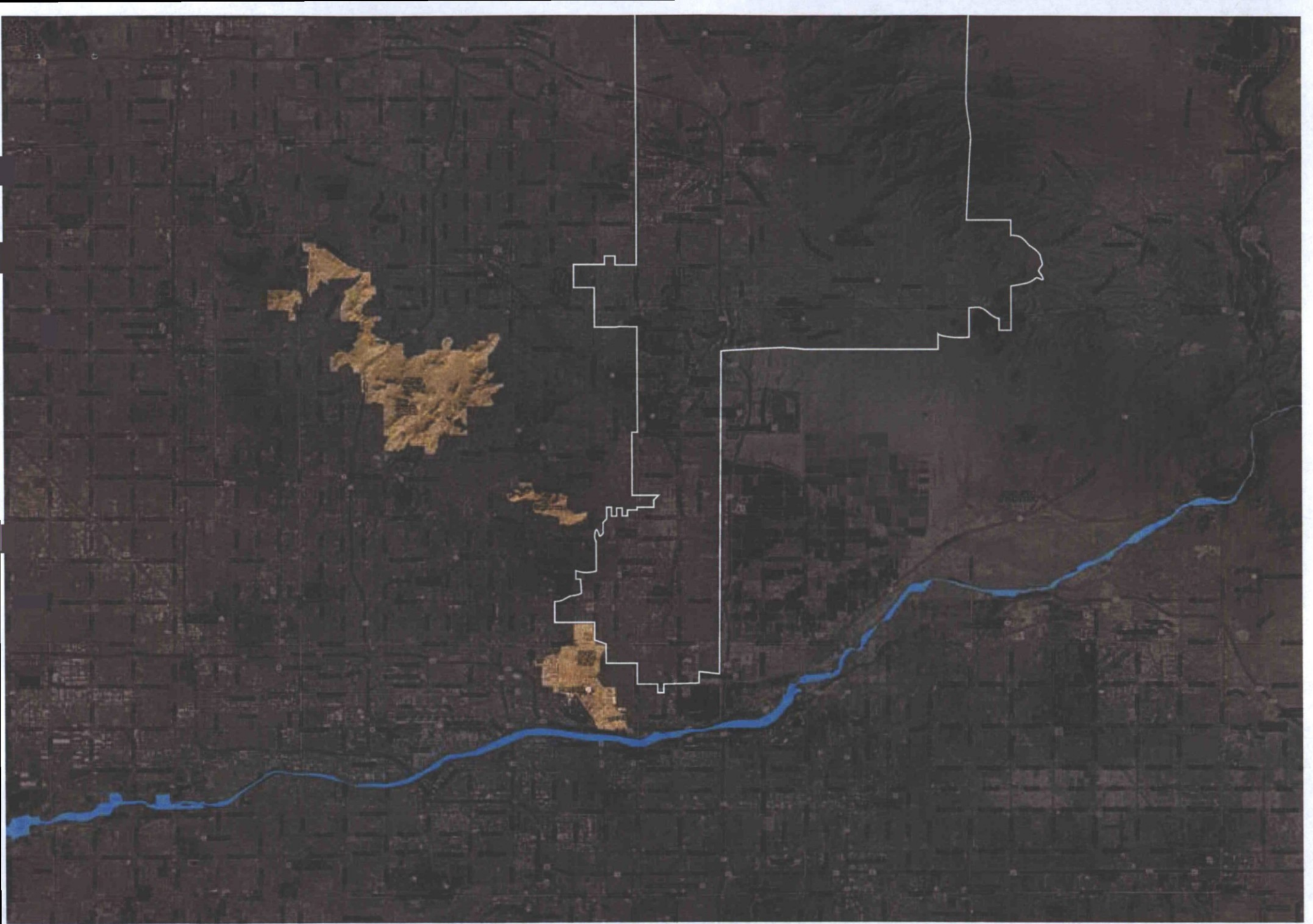
## History



**context** | City of Scottsdale: limits

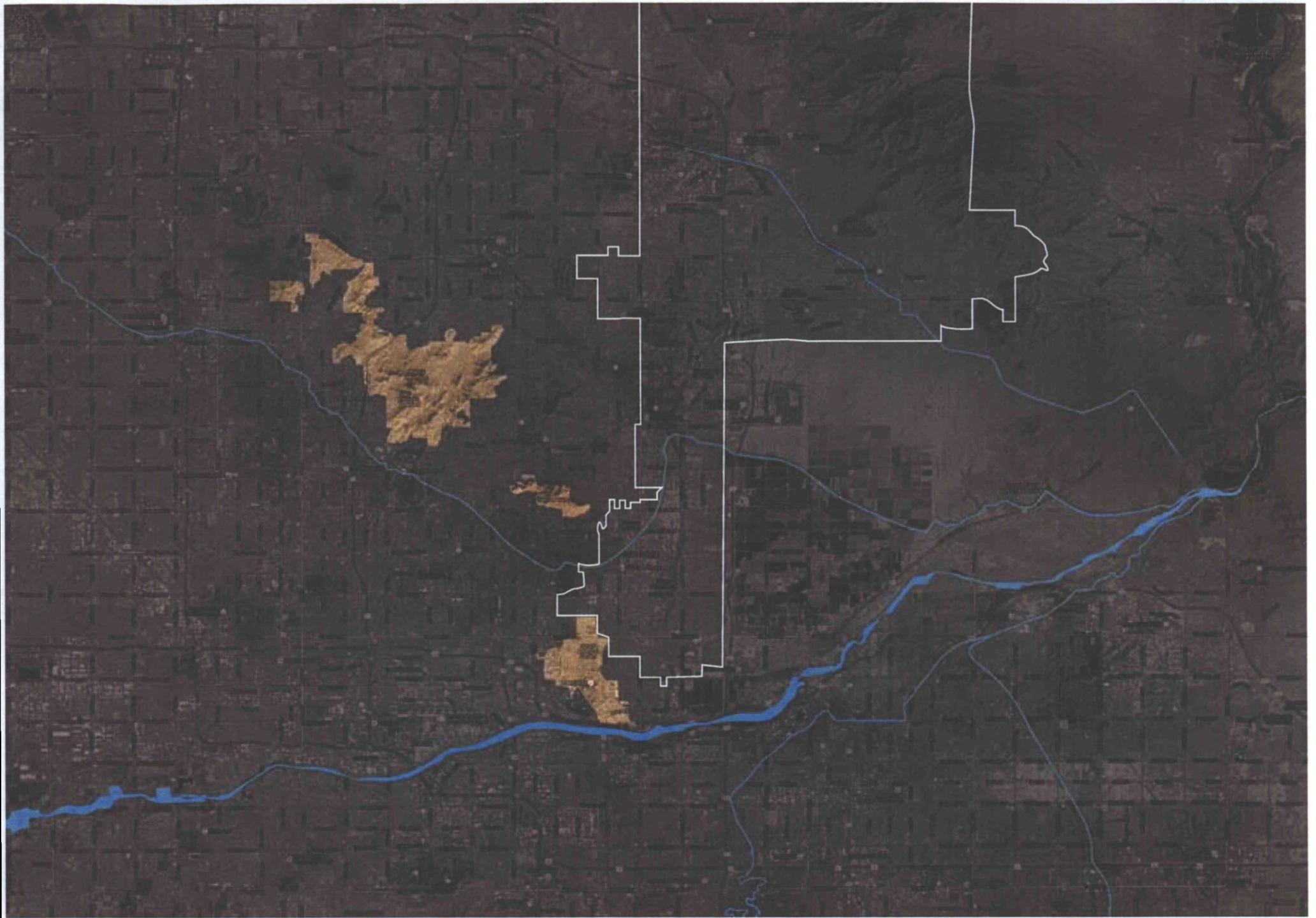
Holly Street Studio Architects with Floor Associates





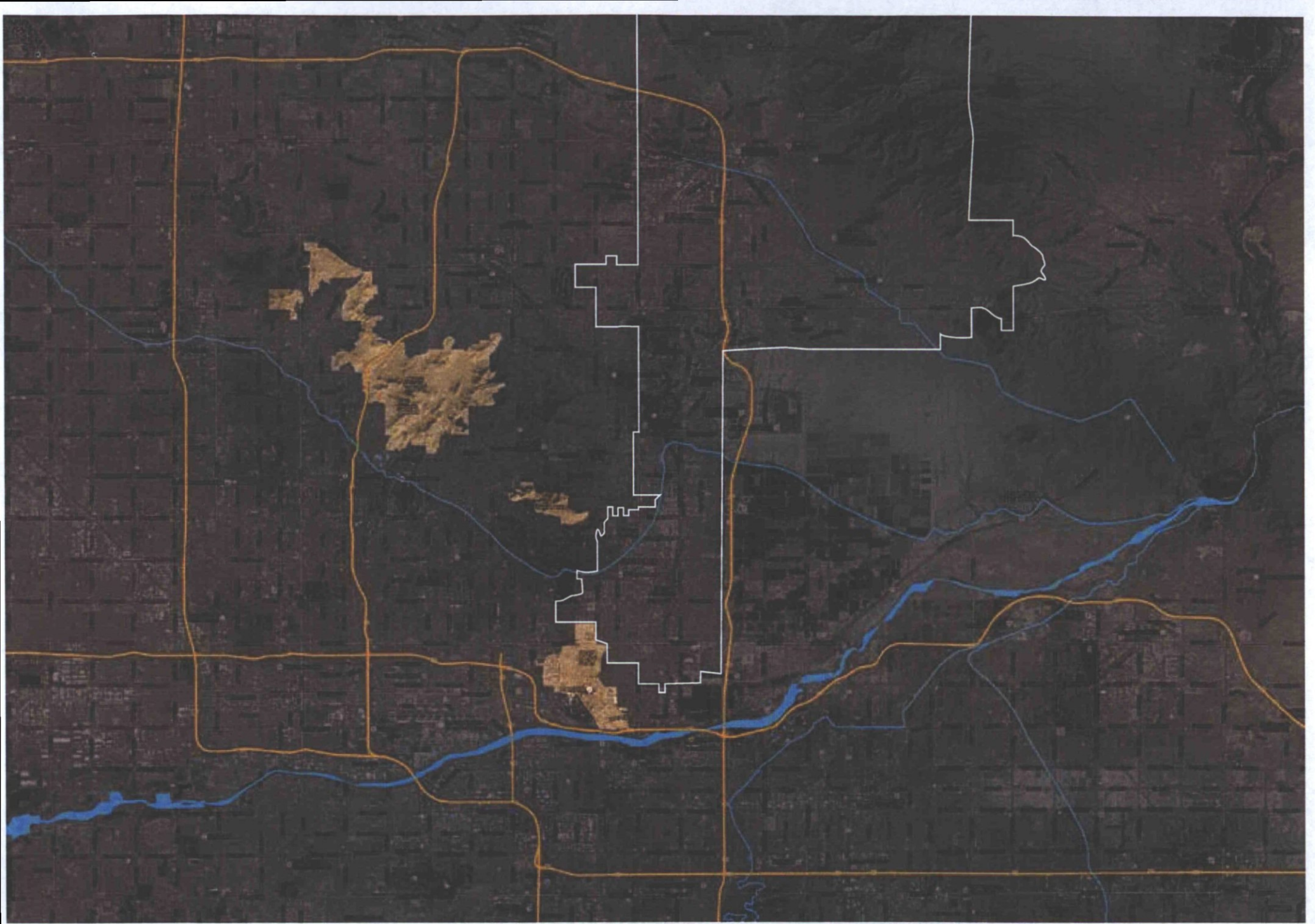
**context |** Salt River

Holly Street Studio Architects *with* Floor Associates



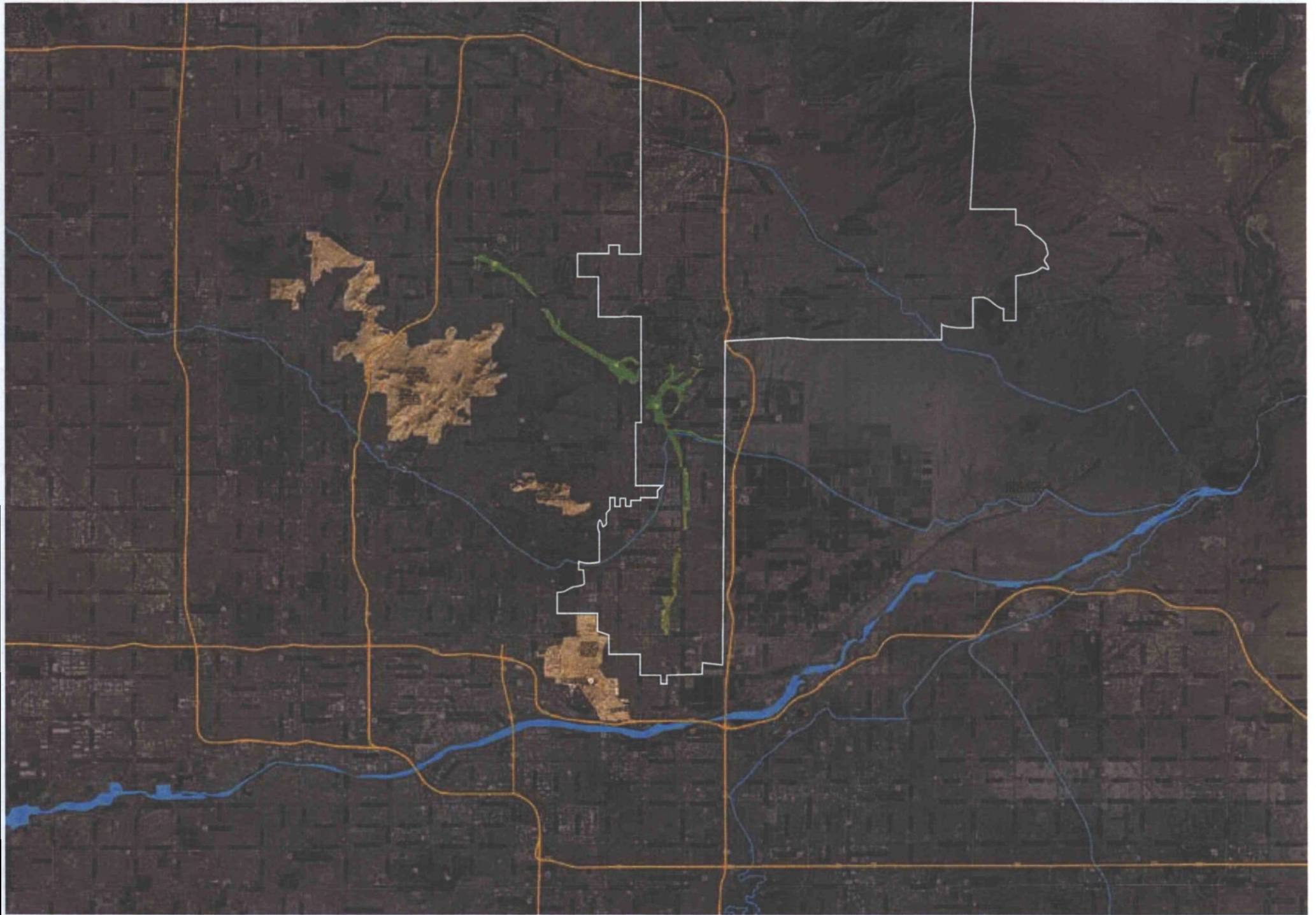
**context | canal system**

Holly Street Studio Architects with Floor Associates



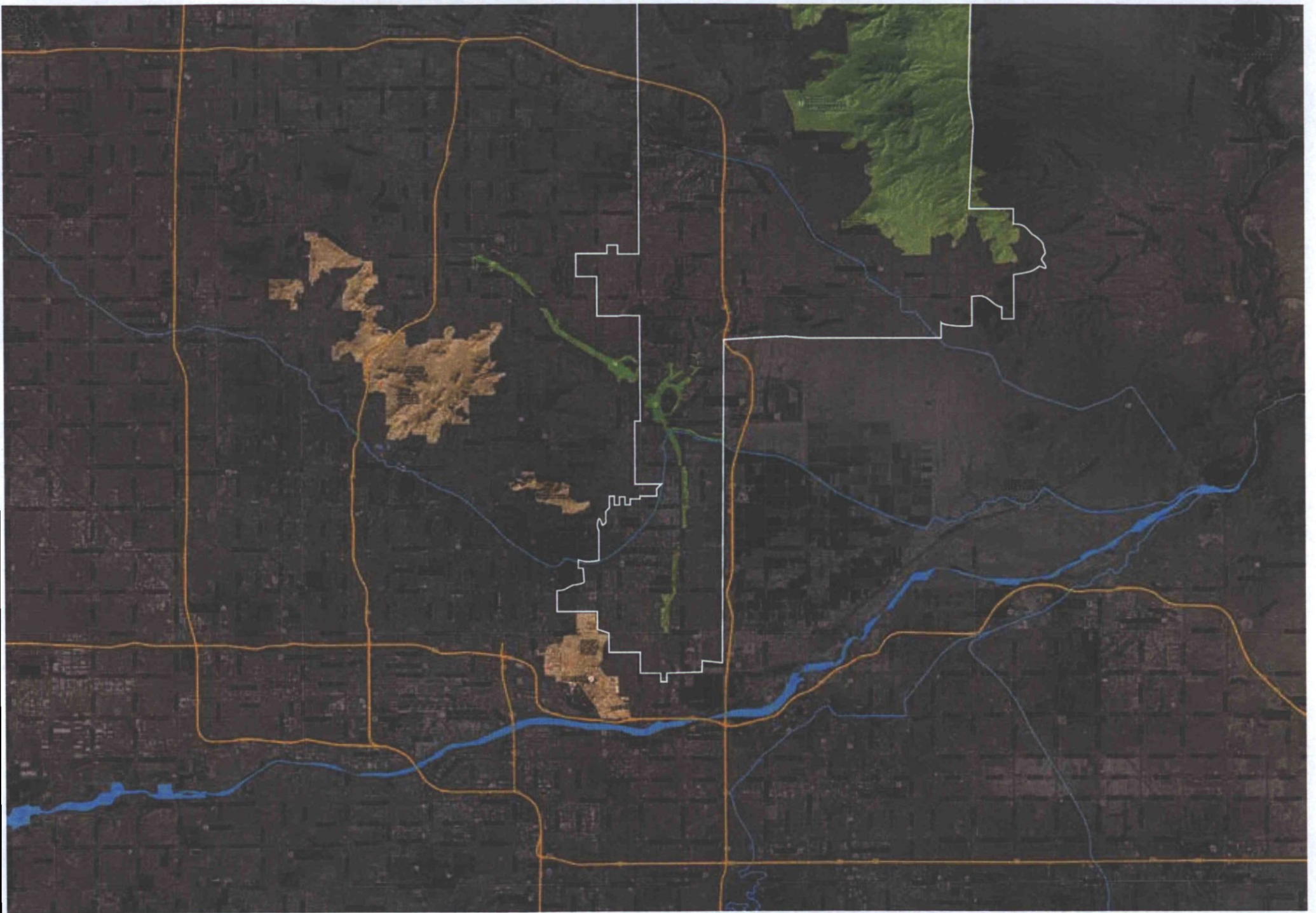
**context | highways system**

Holly Street Studio Architects *with* Floor Associates



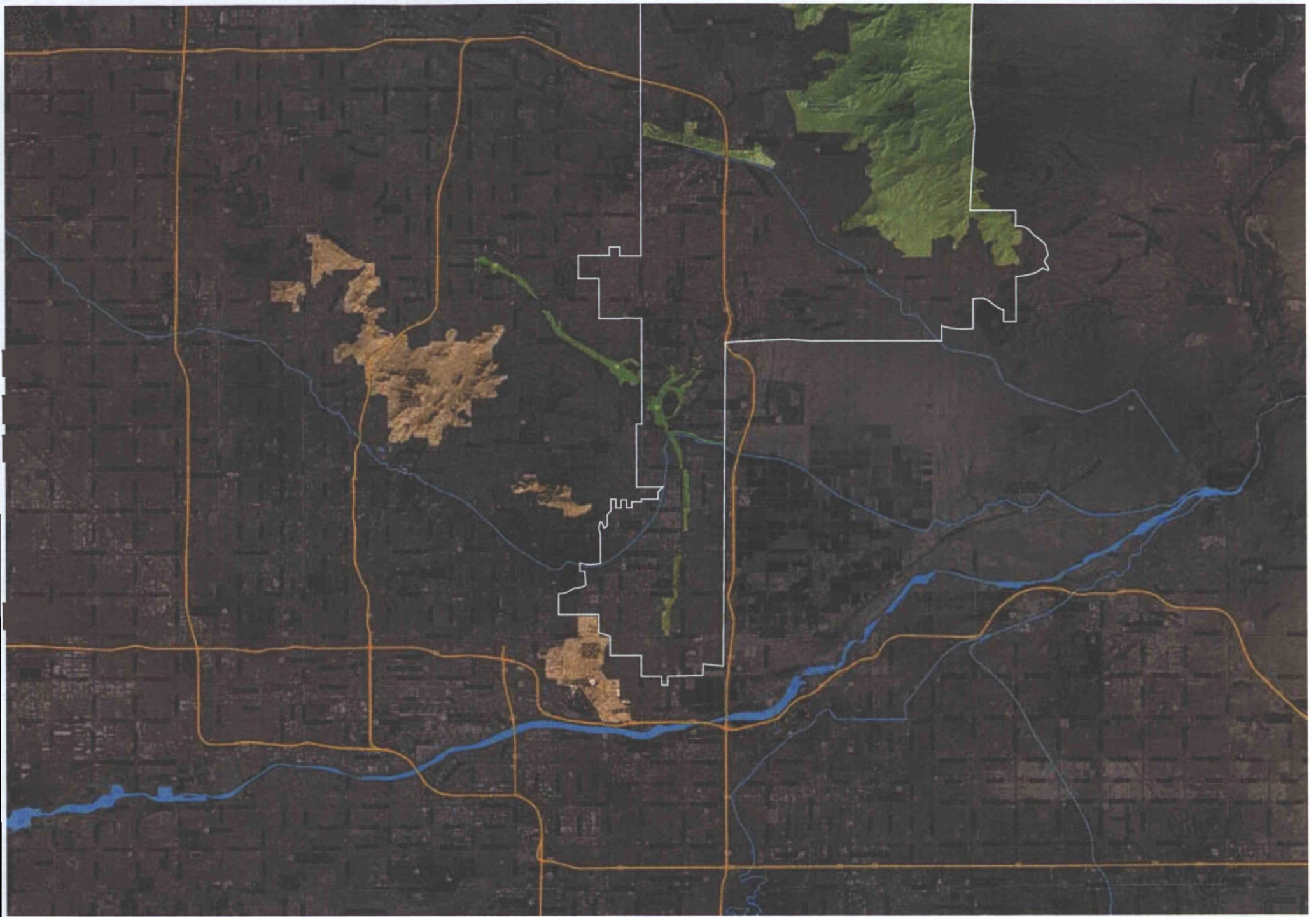
**context** | Indian Bend Wash

Holly Street Studio Architects with Floor Associates

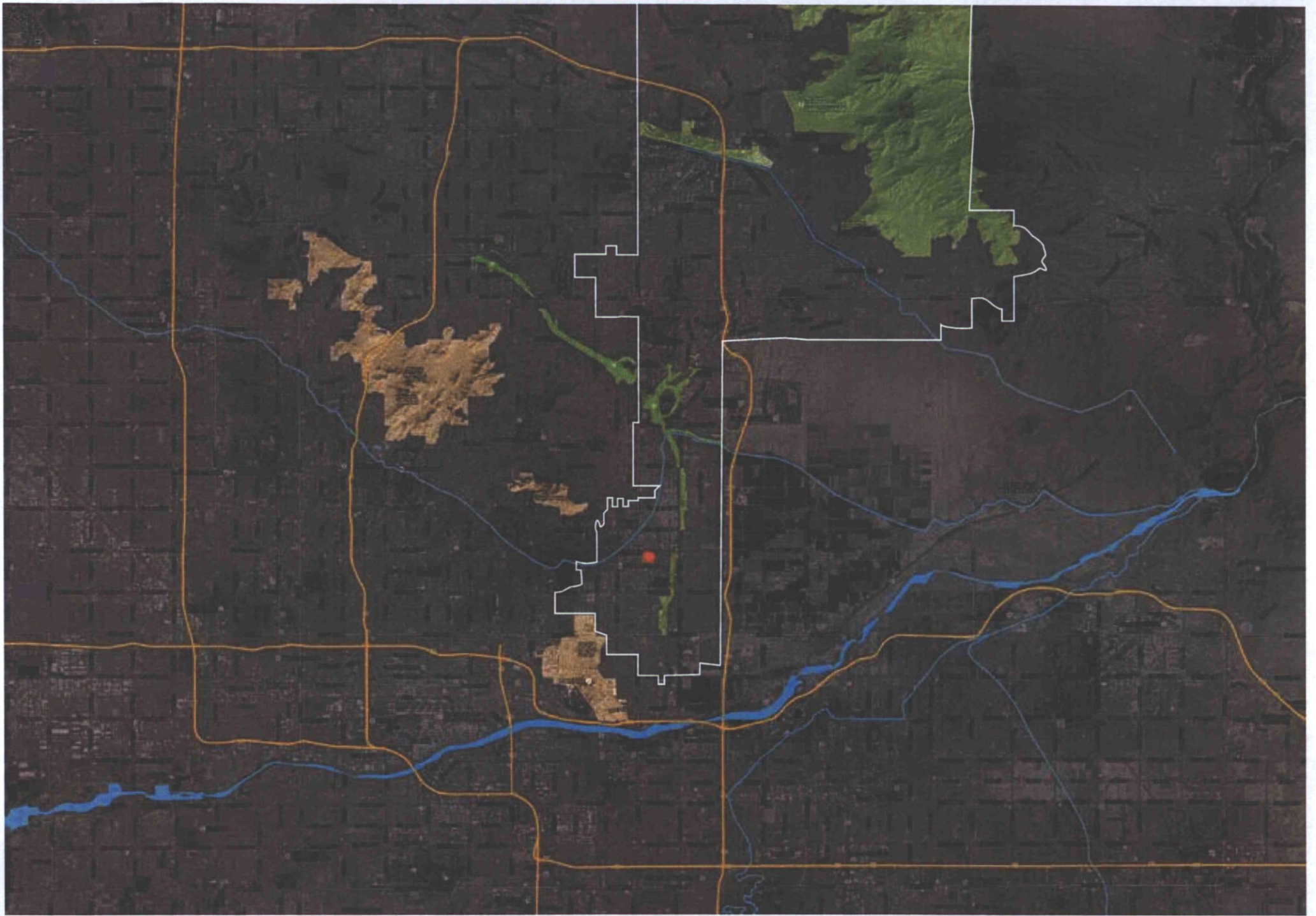


**context** | McDowell Sonoran Preserve

Holly Street Studio Architects *with* Floor Associates

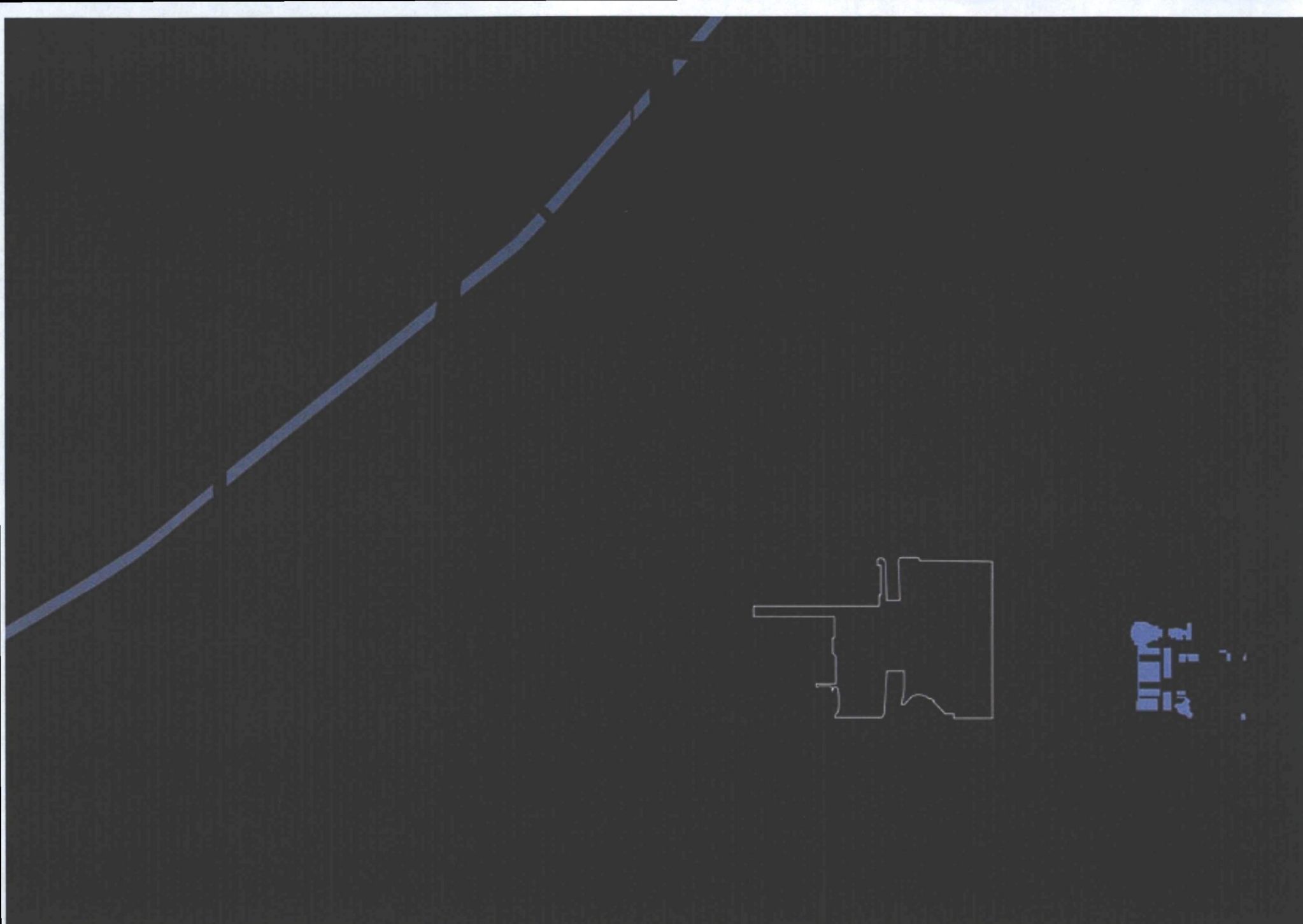


**context** | WestWorld + TPC  
Holly Street Studio Architects with Floor Associates



**context** | Scottsdale Civic Center Mall site

Holly Street Studio Architects with Floor Associates



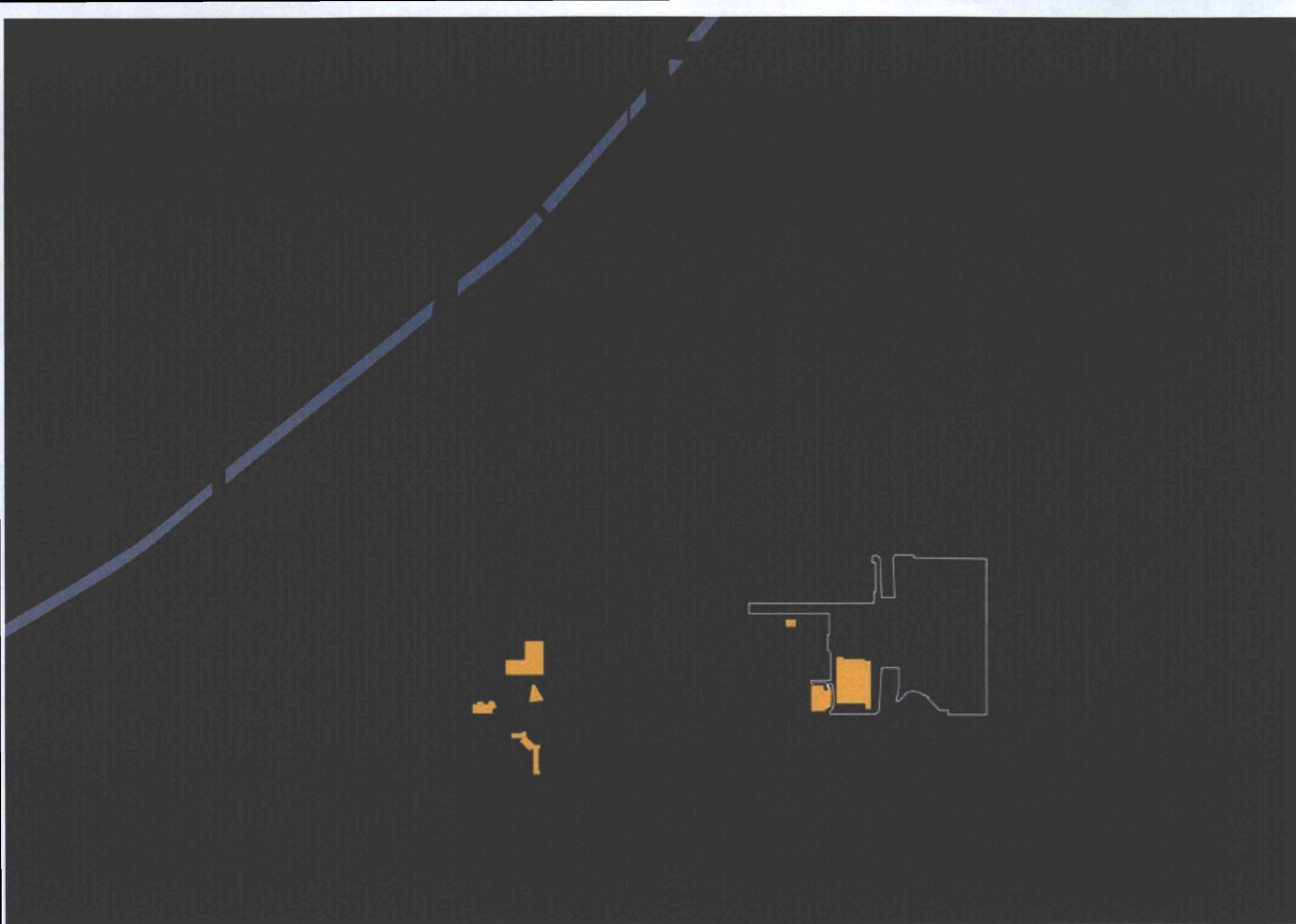
**urban context | religious**

Holly Street Studio Architects with Floor Associates



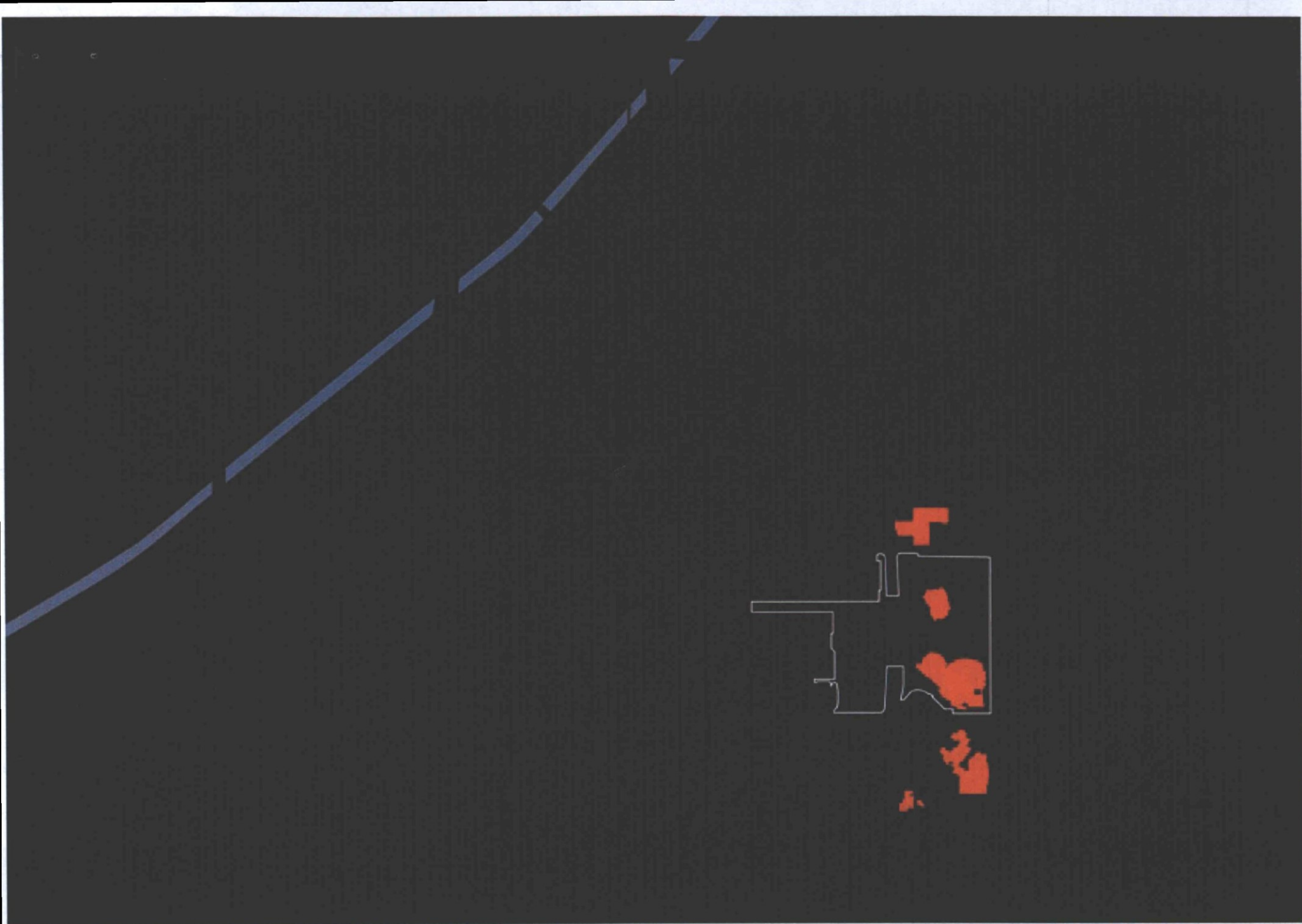
**urban context | sports**

Holly Street Studio Architects *with* Floor Associates



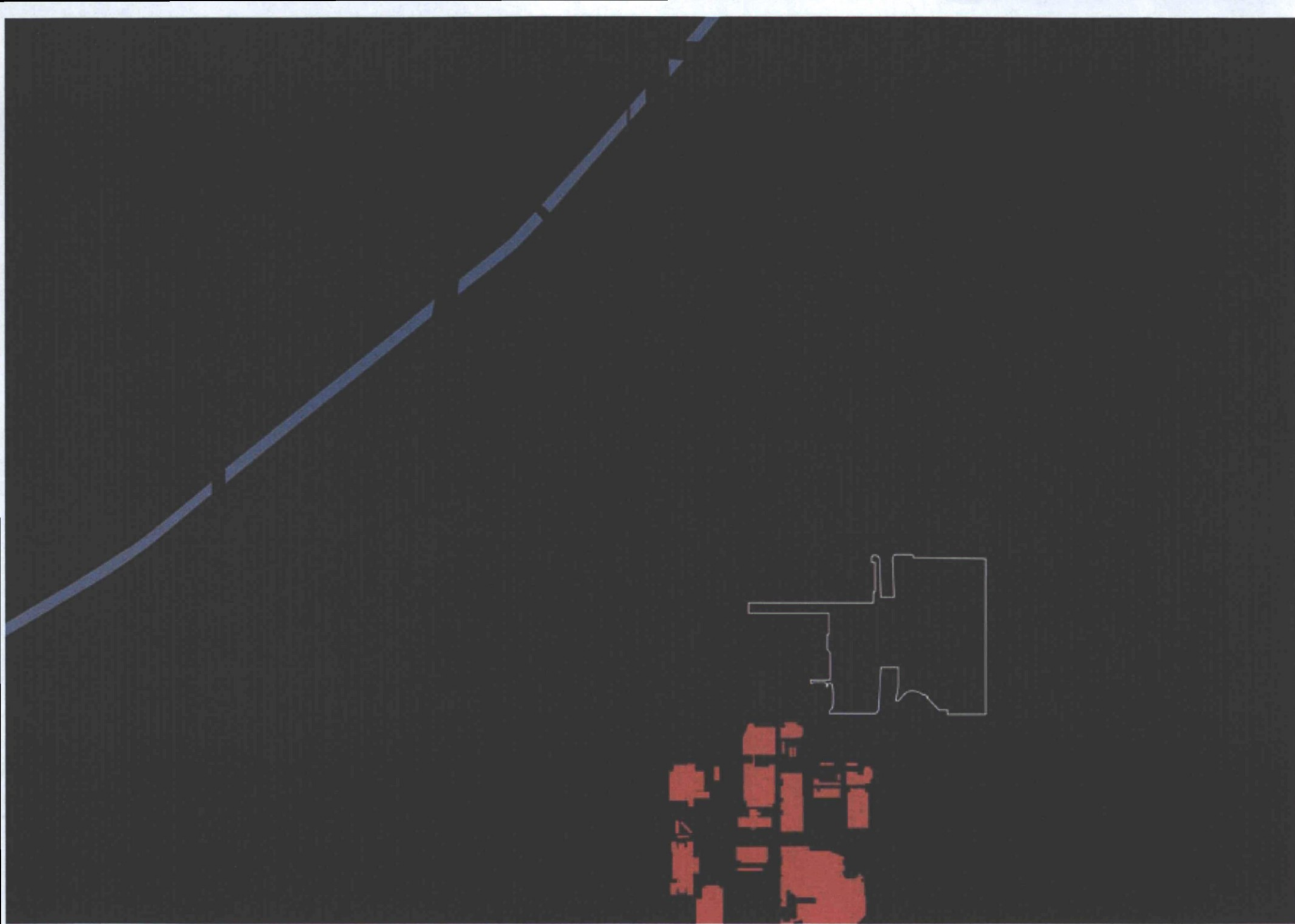
**urban context** | arts / culture

Holly Street Studio Architects with Floor Associates



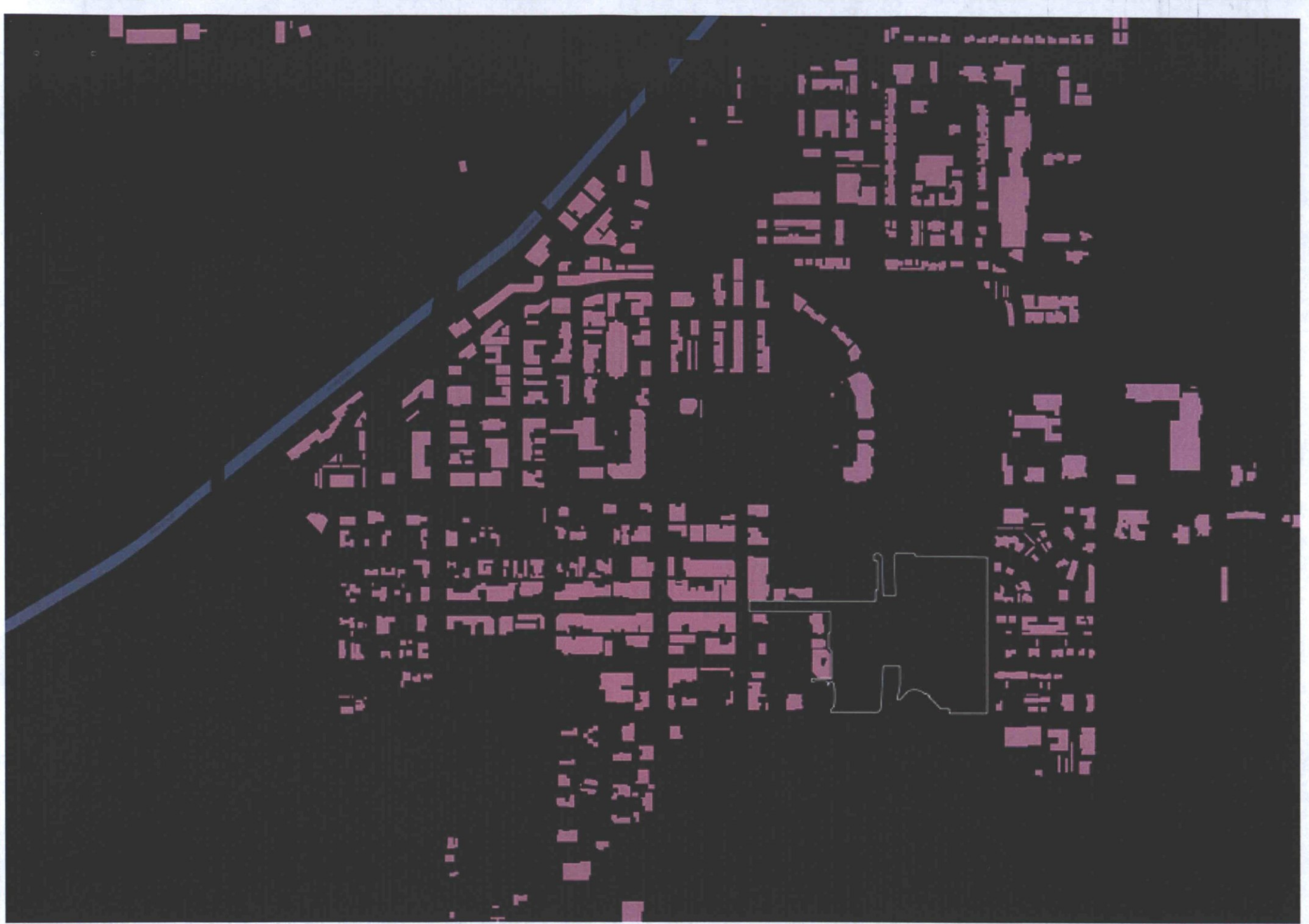
**urban context | civic**

Holly Street Studio Architects with Floor Associates



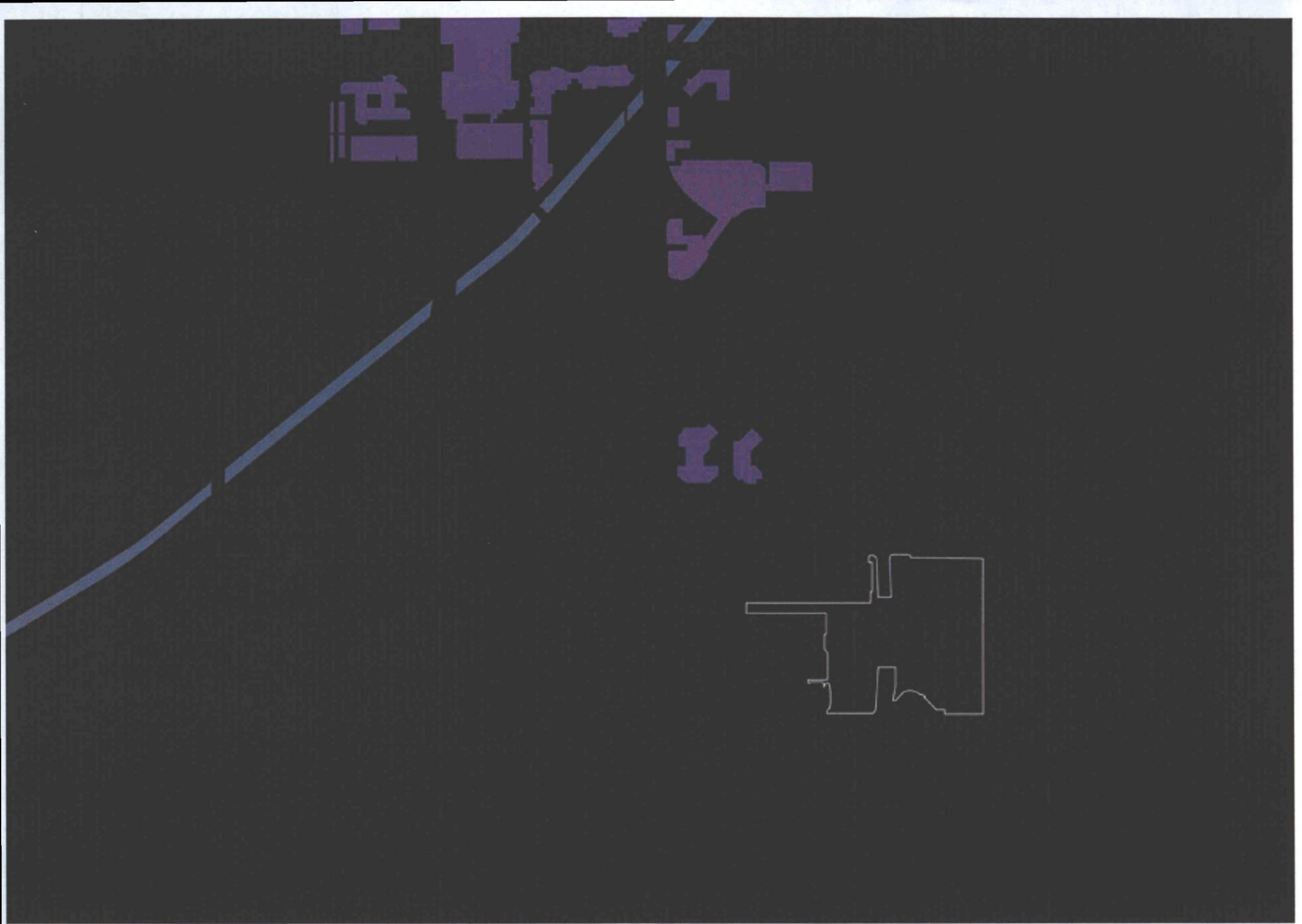
**urban context | medical**

Holly Street Studio Architects with Floor Associates



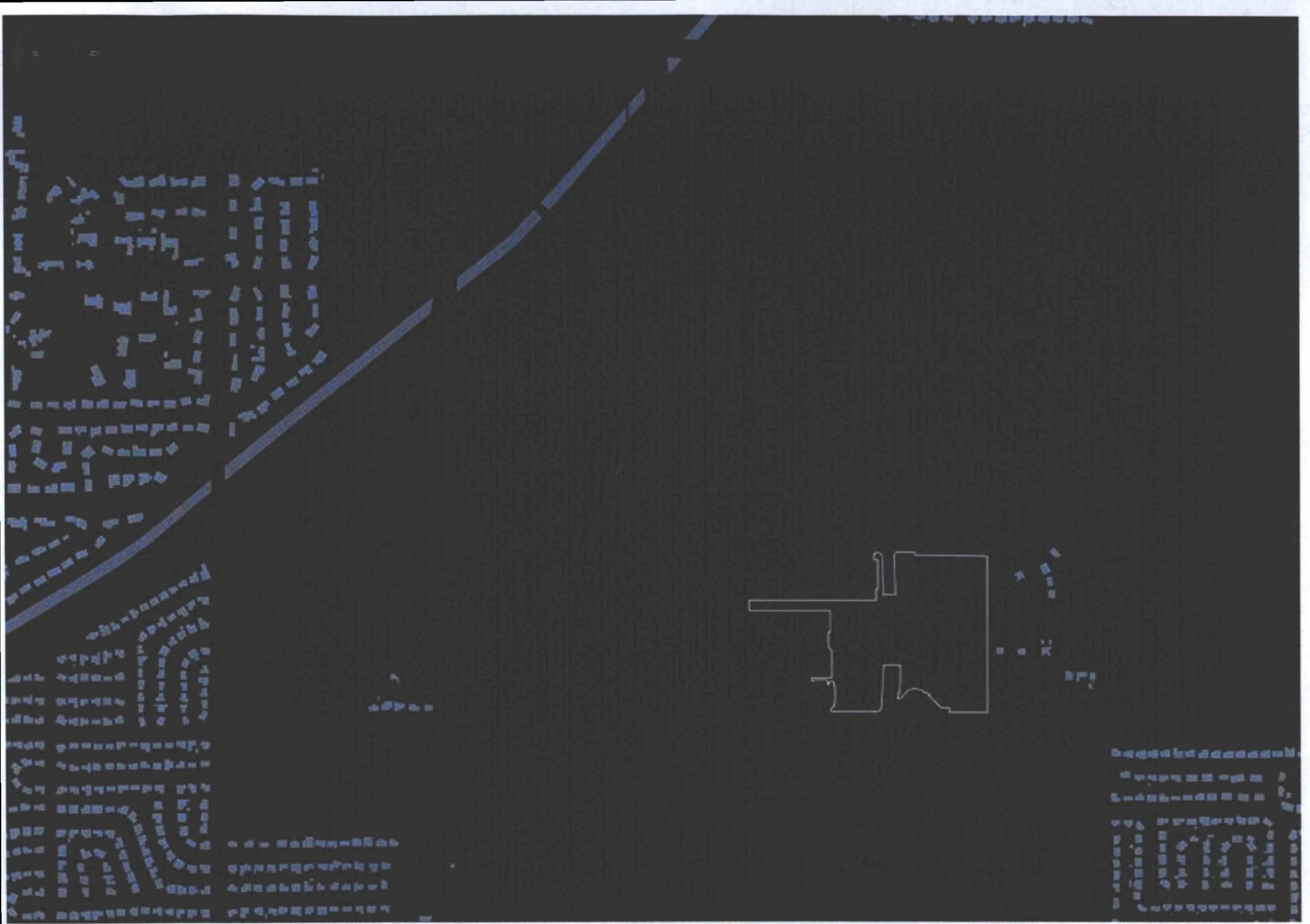
**urban context | small-scale commercial**

Holly Street Studio Architects with Floor Associates



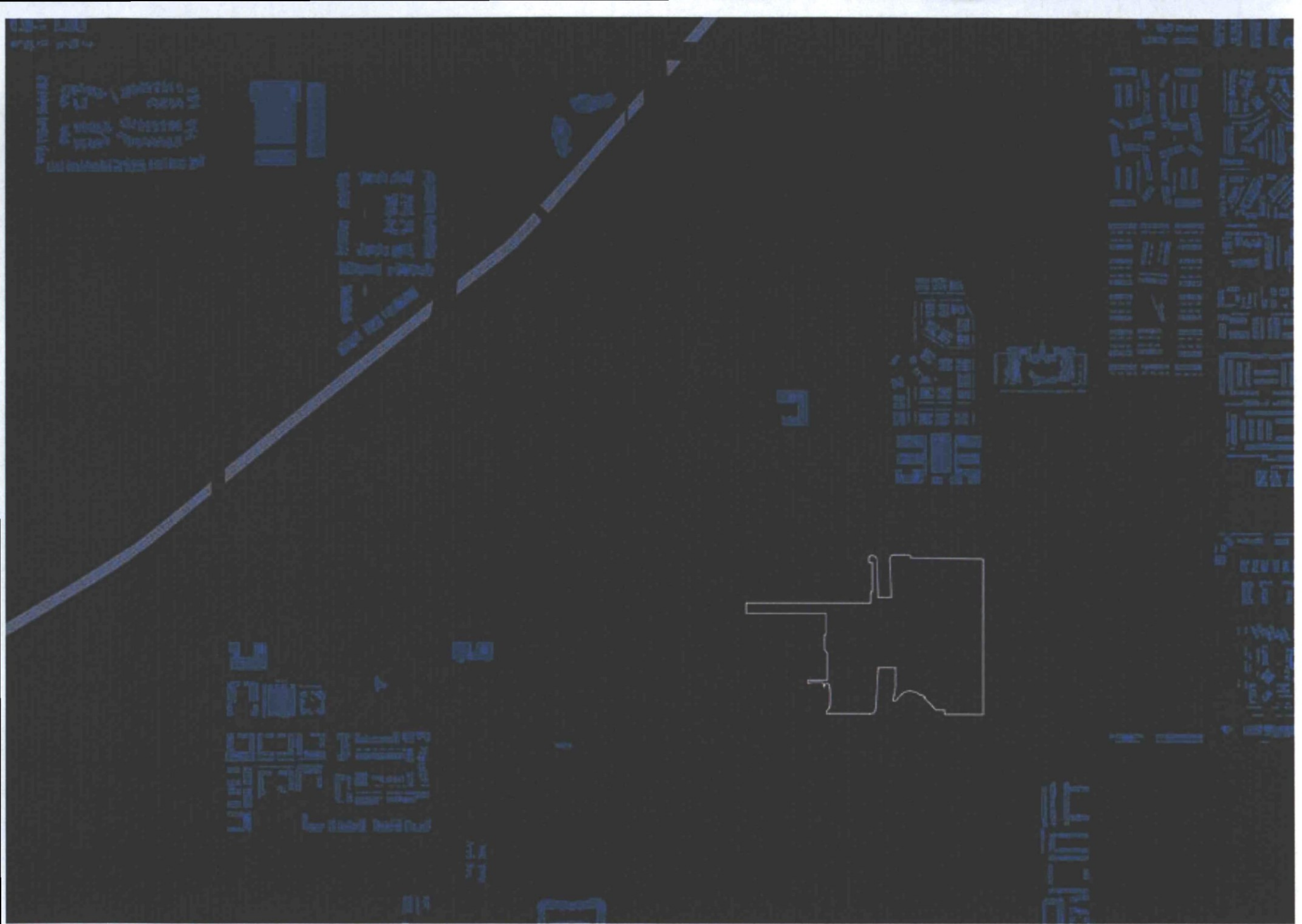
**urban context** | large-scale commercial

Holly Street Studio Architects with Floor Associates



**urban context |** single-family residential

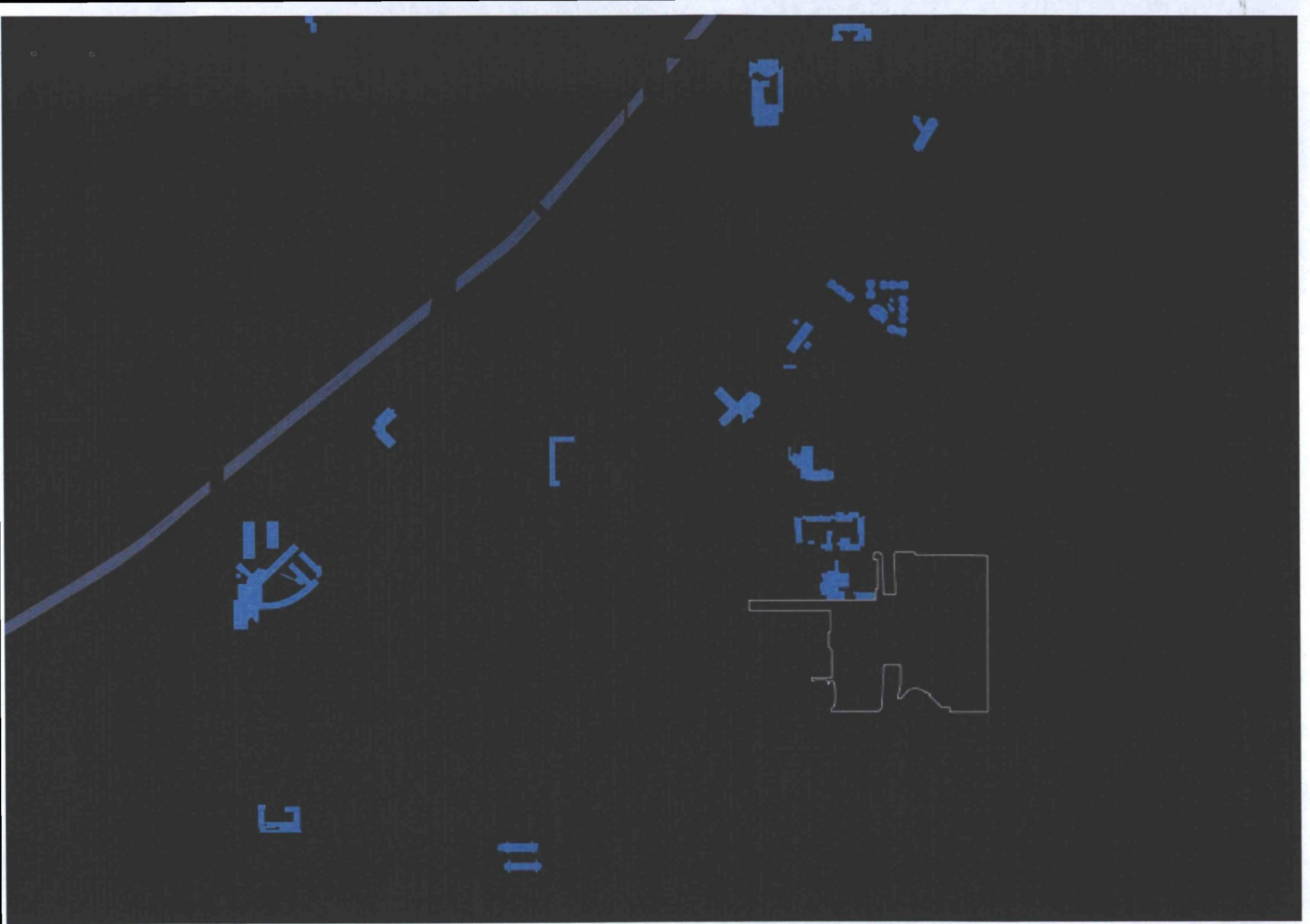
Holly Street Studio Architects *with* Floor Associates



**urban context | multi-family residential**

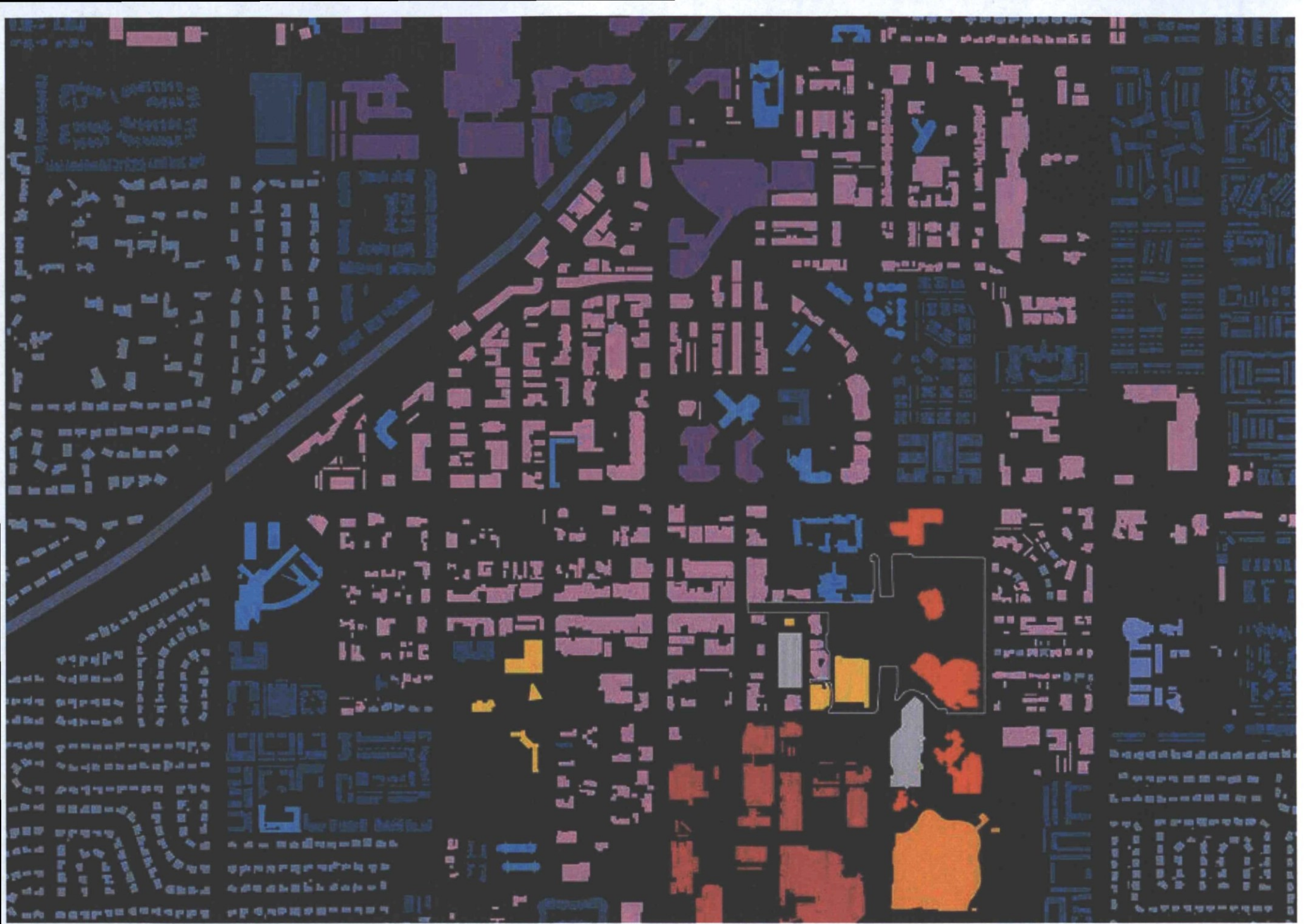
Holly Street Studio Architects with Floor Associates

2010	2015	2020
2900 units	4800 units	6700 units



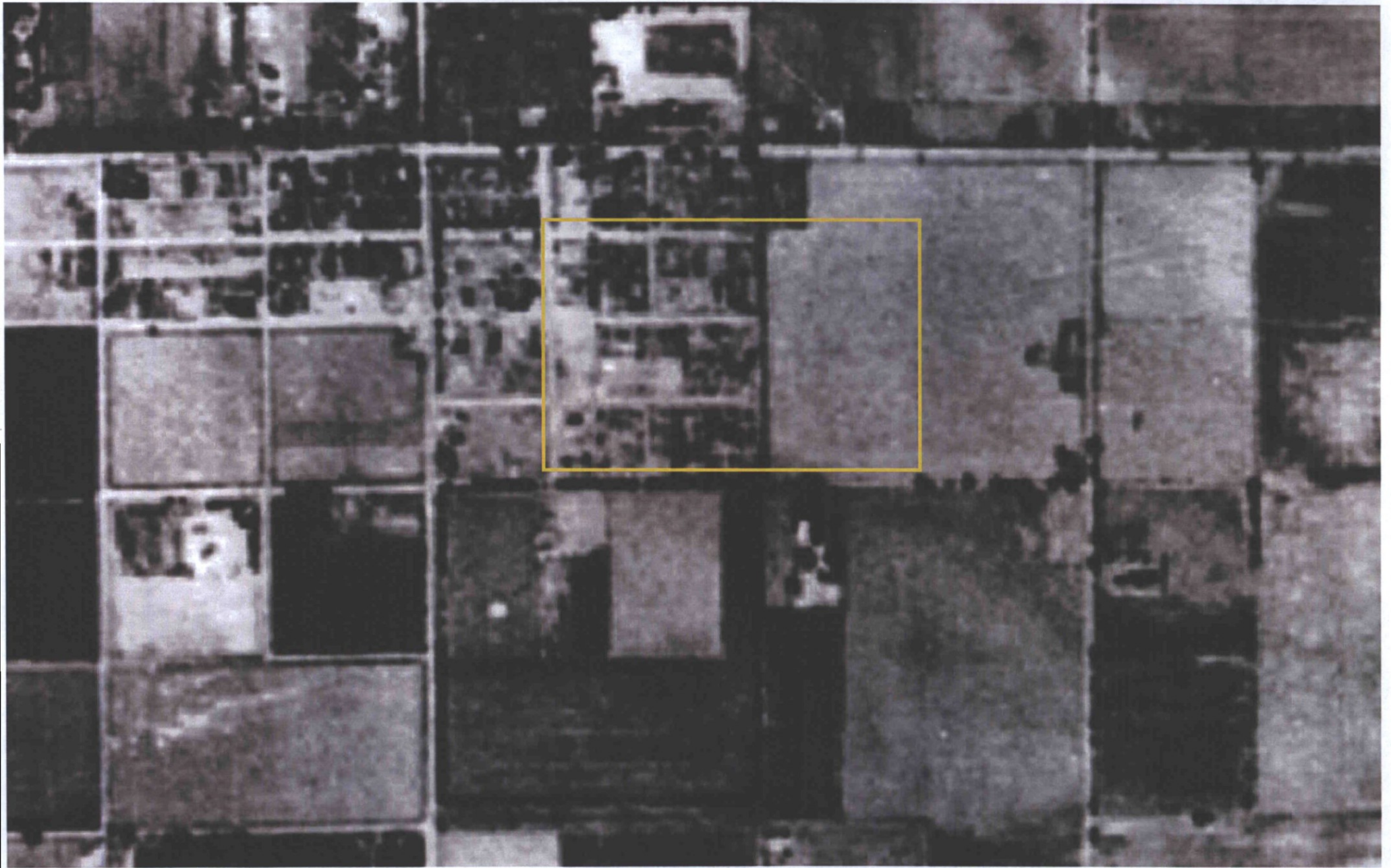
**urban context |** hospitality

Holly Street Studio Architects *with* Floor Associates



## urban context | uses

Holly Street Studio Architects with Floor Associates



**aerial** | rural

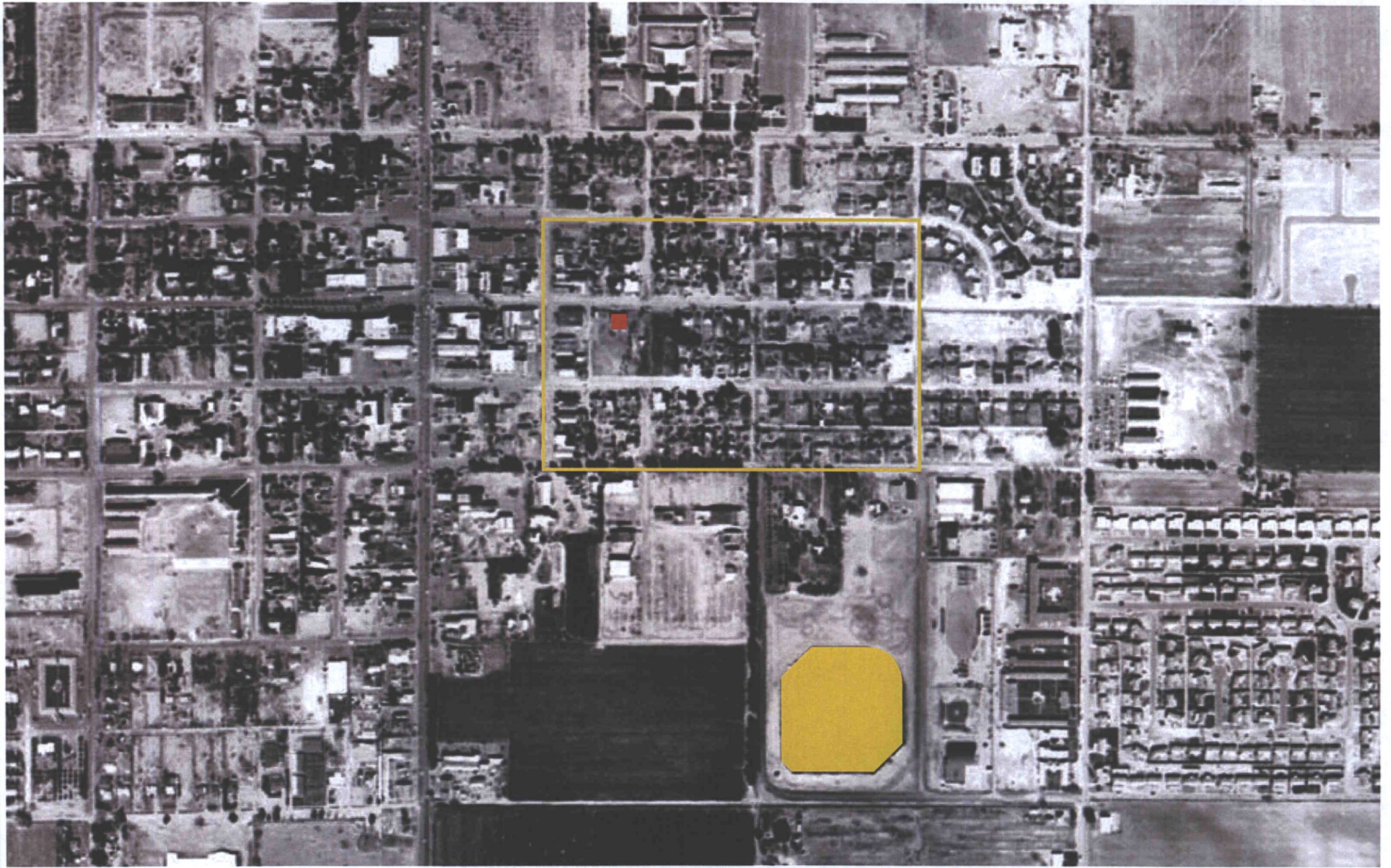
Holly Street Studio Architects *with* Floor Associates

**1935**



**aerial** | Little Red Schoolhouse  
Holly Street Studio Architects with Floor Associates

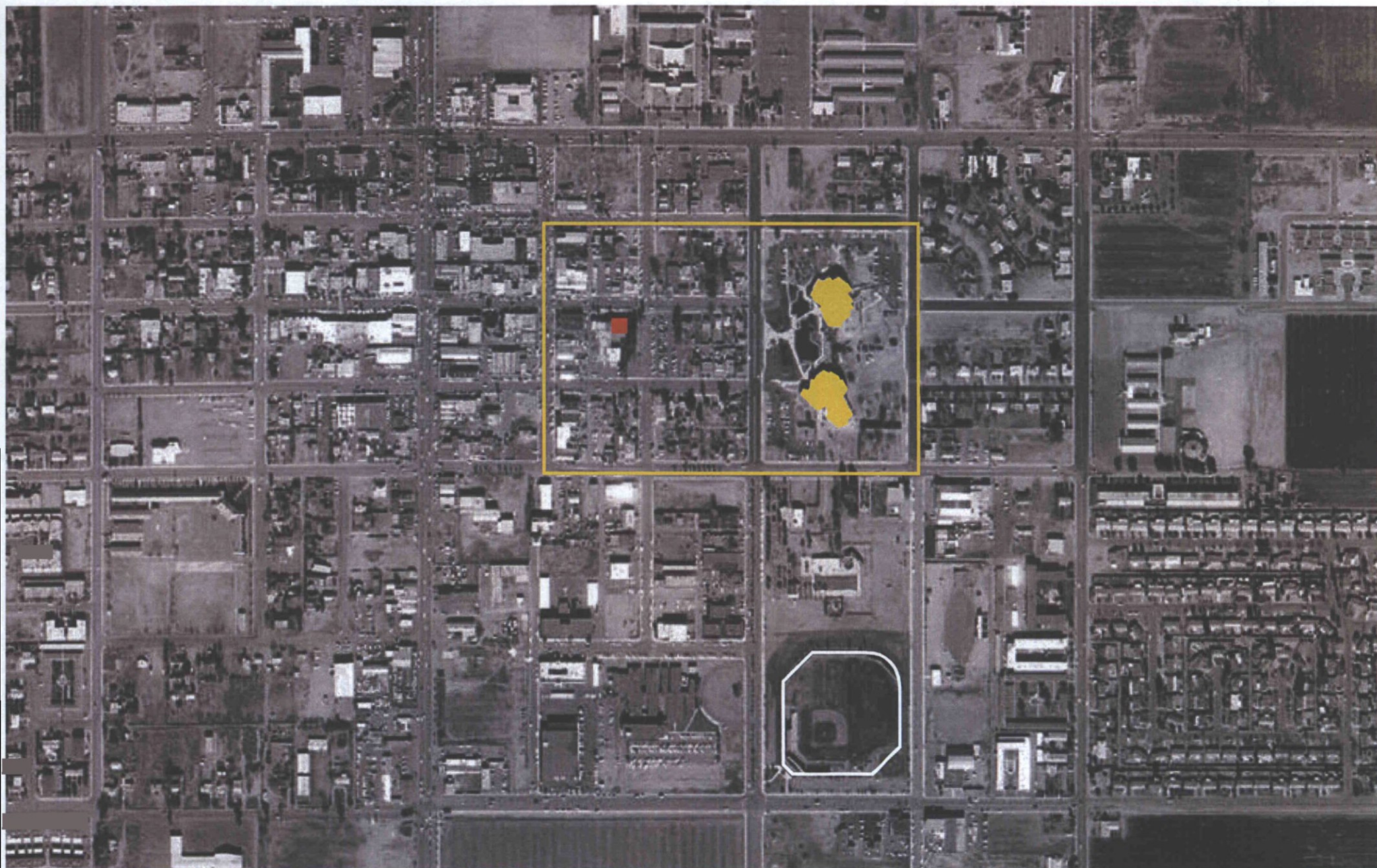
1949



aerial | stadium

Holly Street Studio Architects with Floor Associates

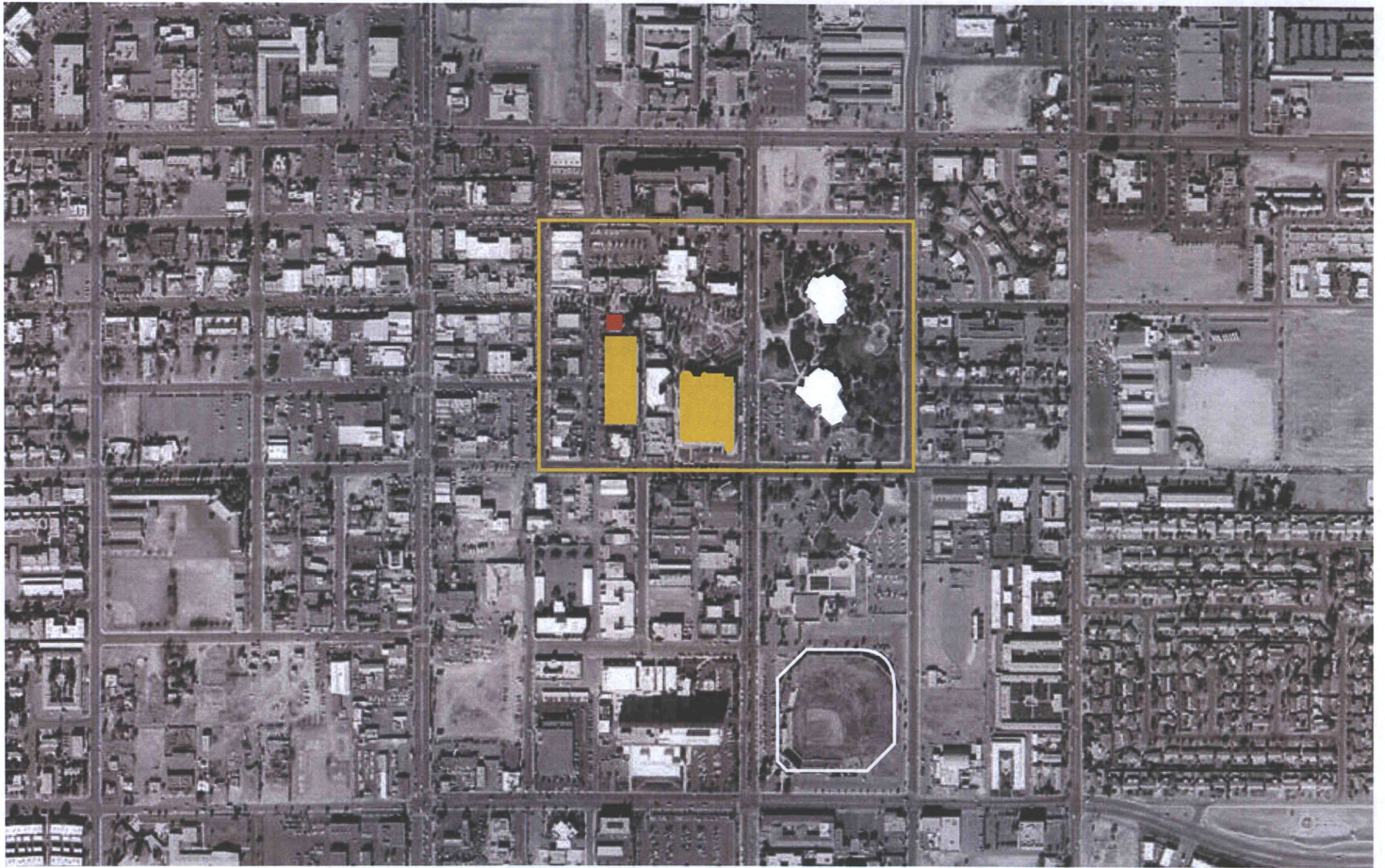
1959



**aerial** | City Hall + Library

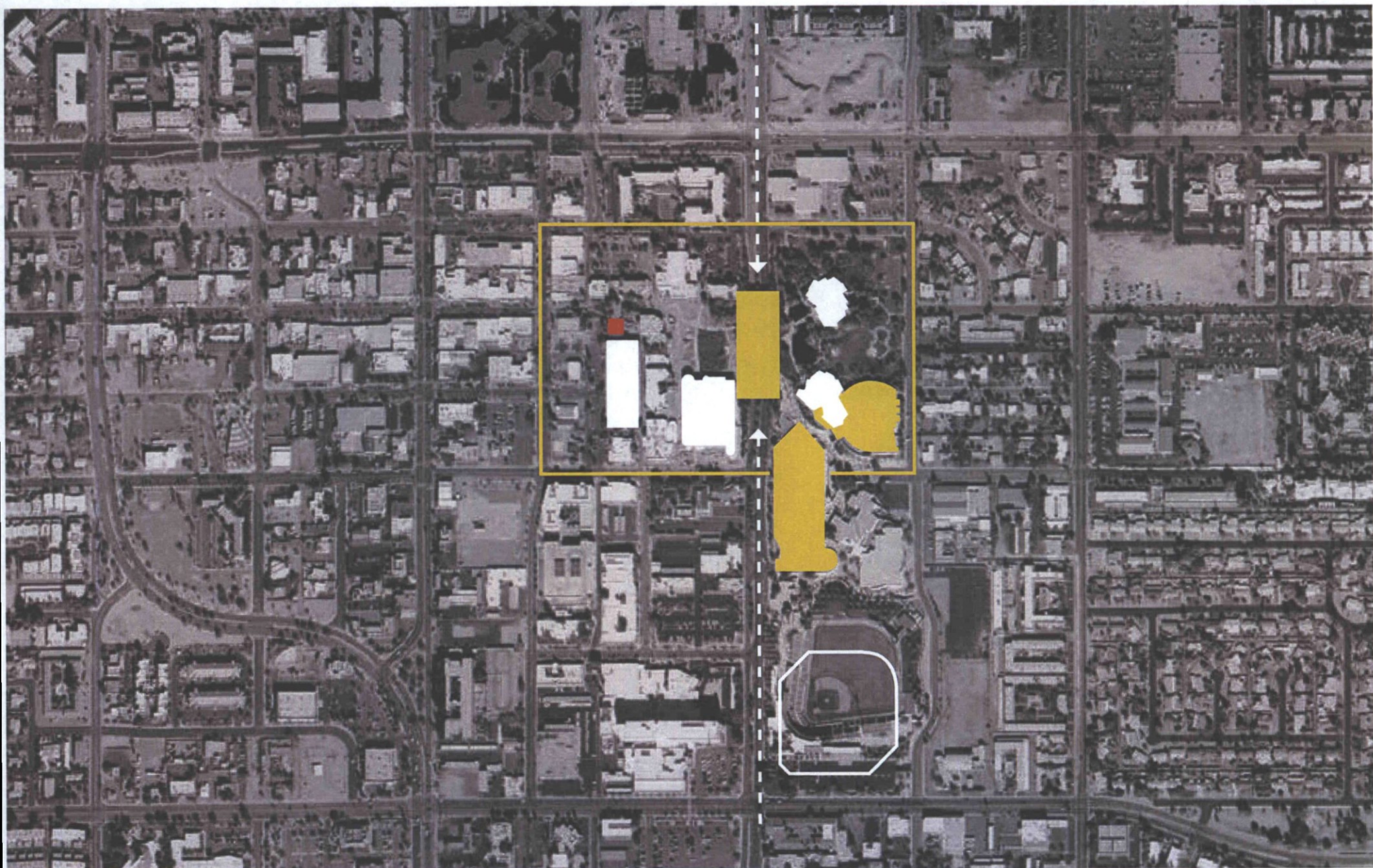
Holly Street Studio Architects with Floor Associates

1969



**aerial** | Center for the Performing Arts  
Holly Street Studio Architects with Floor Associates

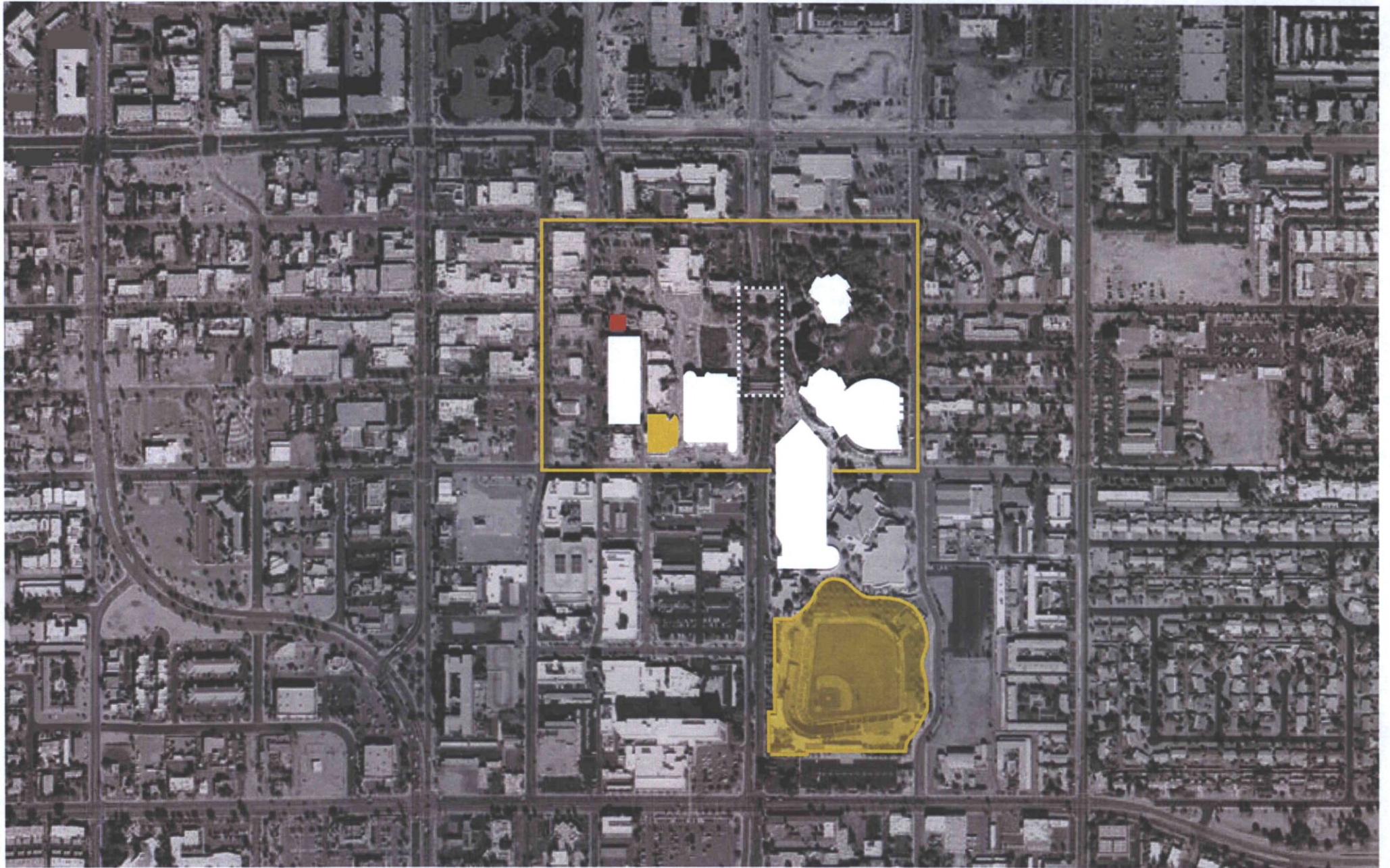
**1979**



**aerial** | bridge, parking structure + Library expansion

Holly Street Studio Architects with Floor Associates

1989



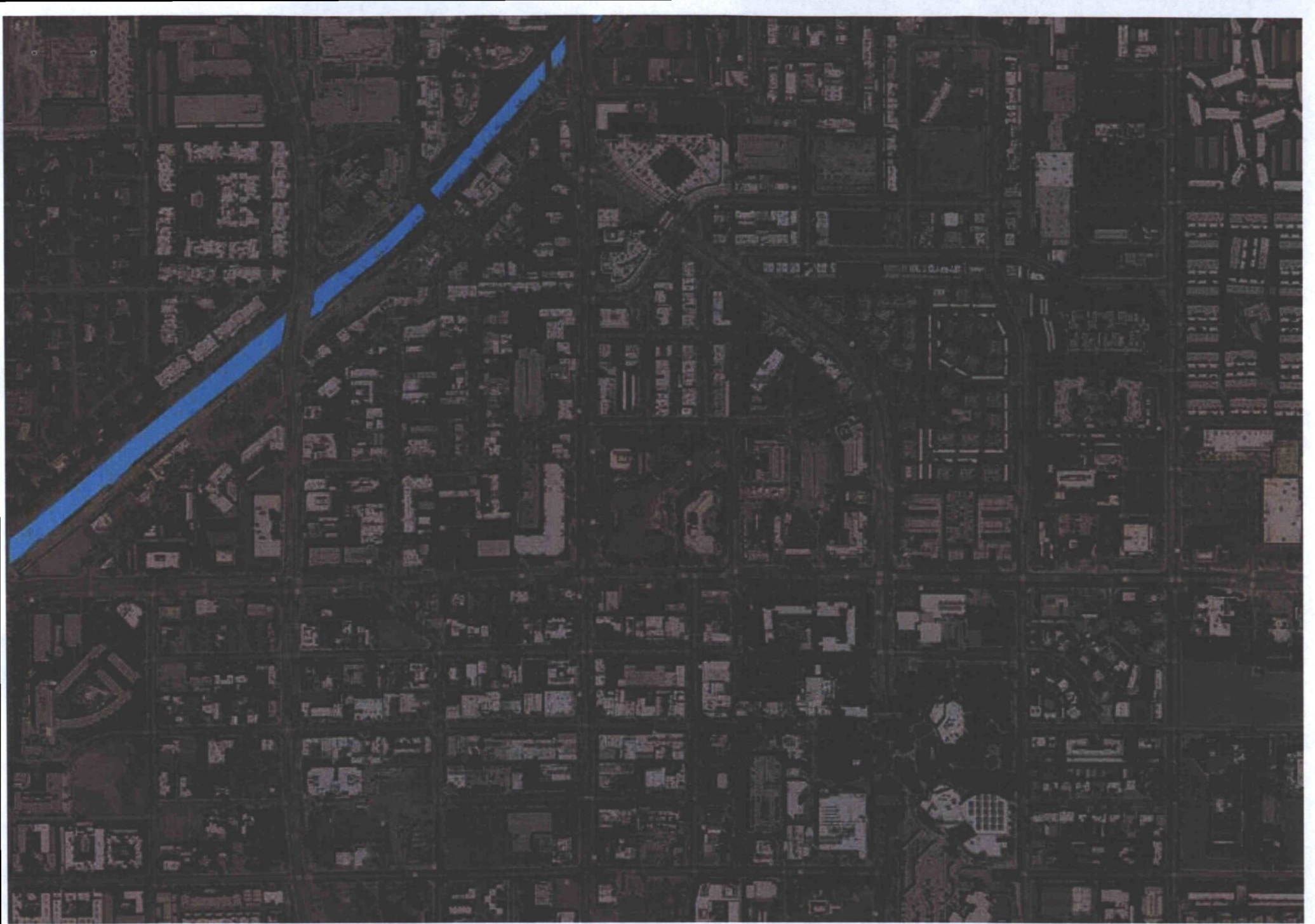
**aerial** | SMOCA + Giants Stadium Expansion

Holly Street Studio Architects with Floor Associates

**1999**

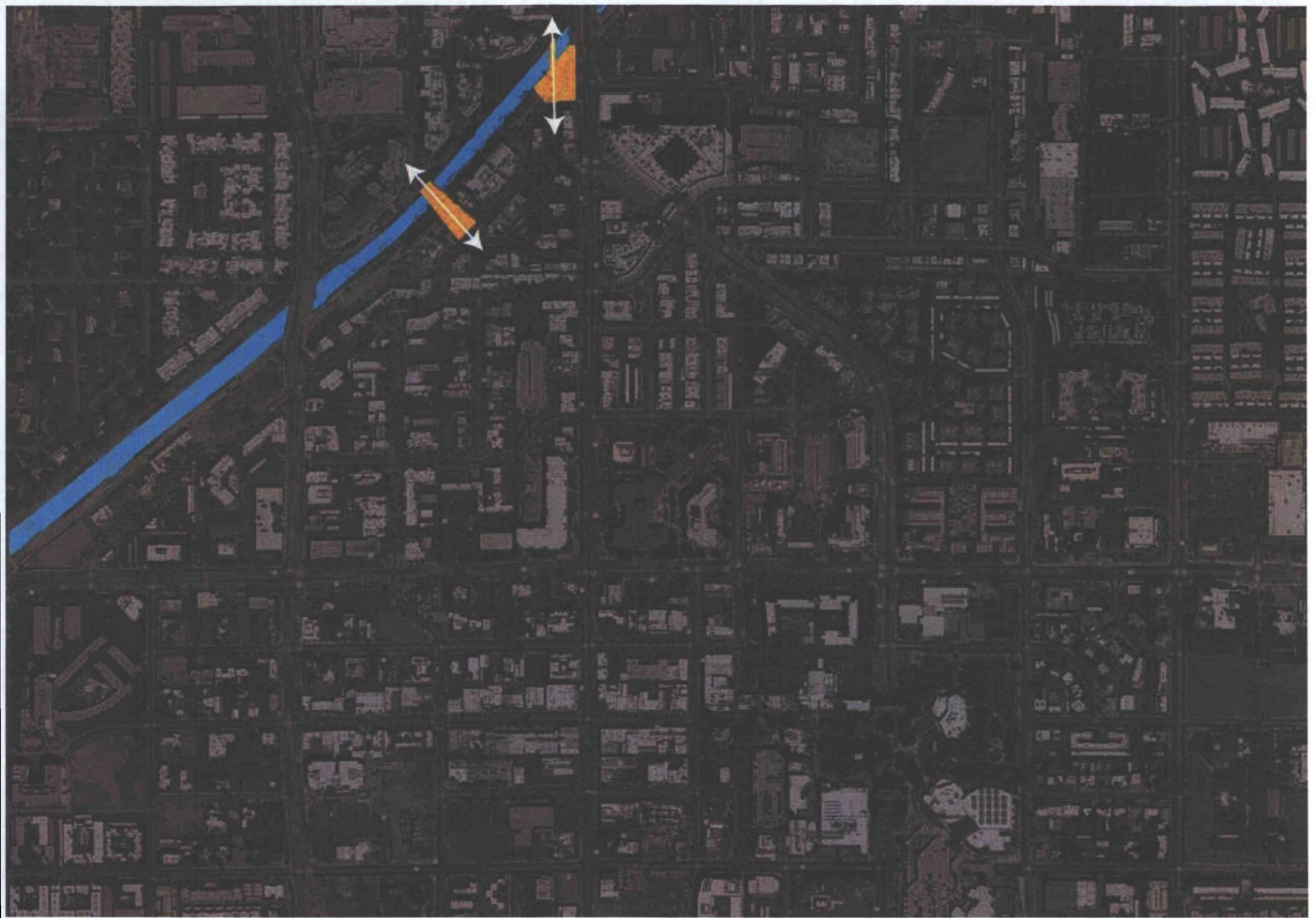
# Introduction / Recap

## Current Conditions



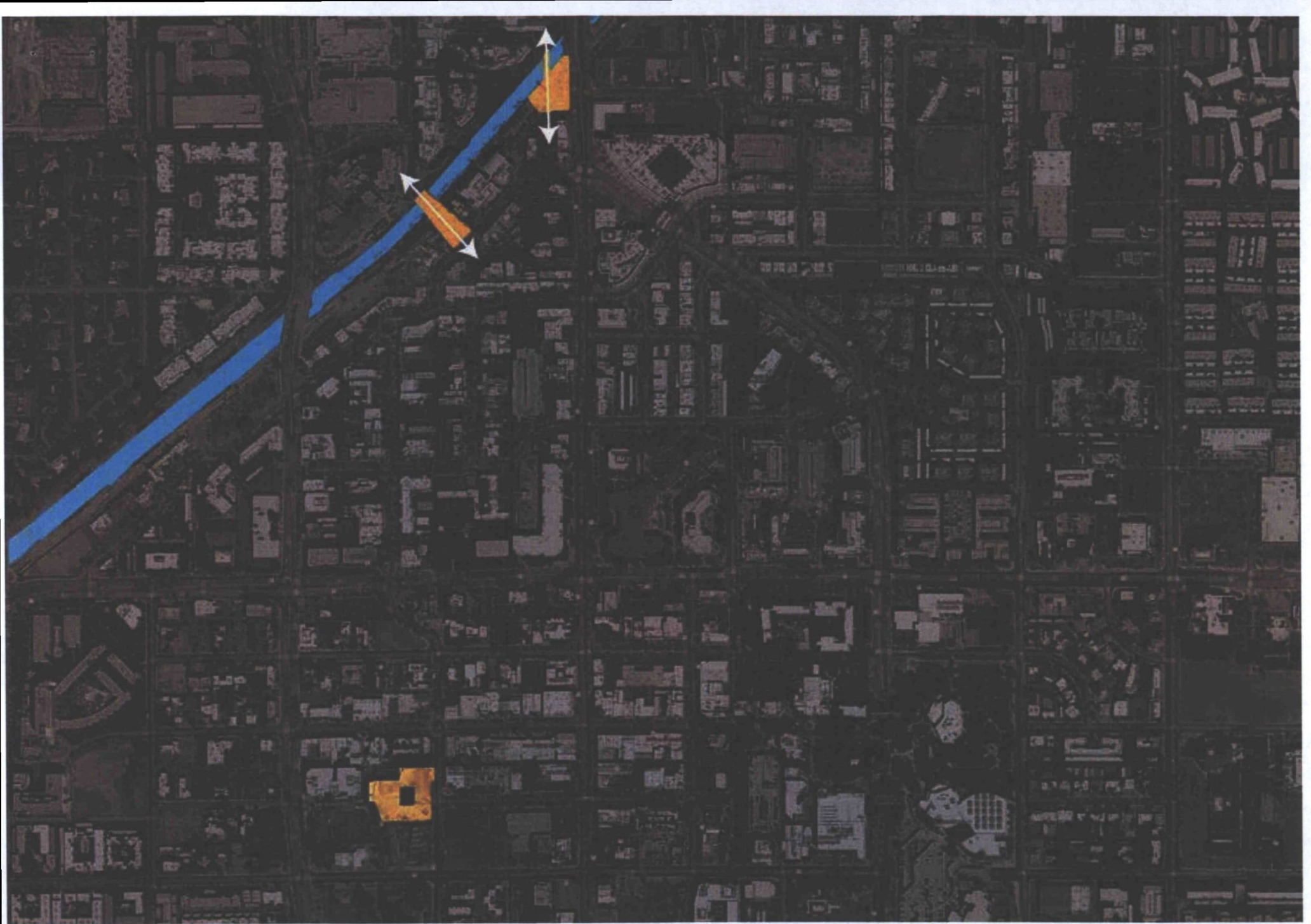
**urban context | canal**

Holly Street Studio Architects with Floor Associates



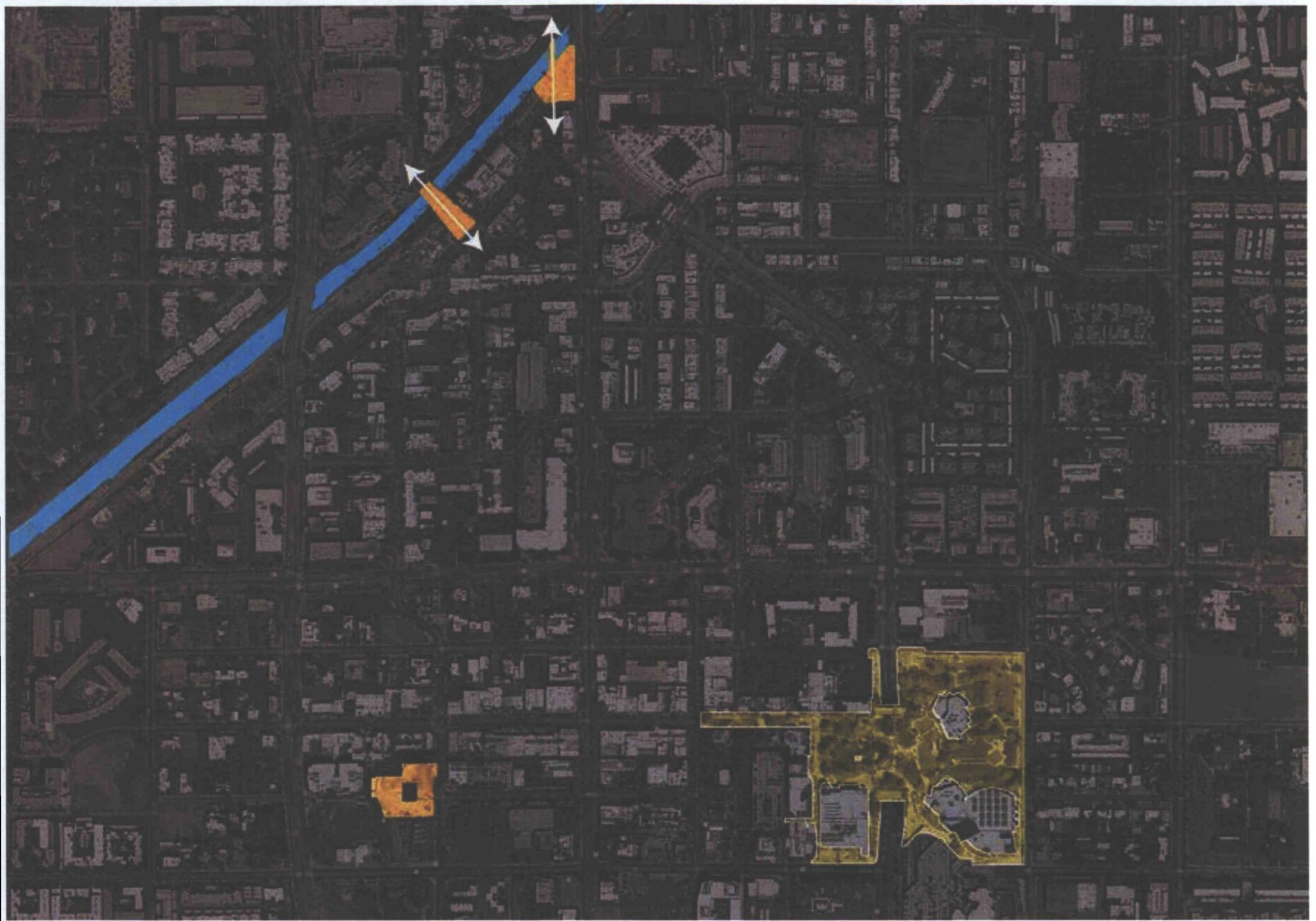
**urban context** | pedestrian bridges: Marshall + Soleri

Holly Street Studio Architects with Floor Associates



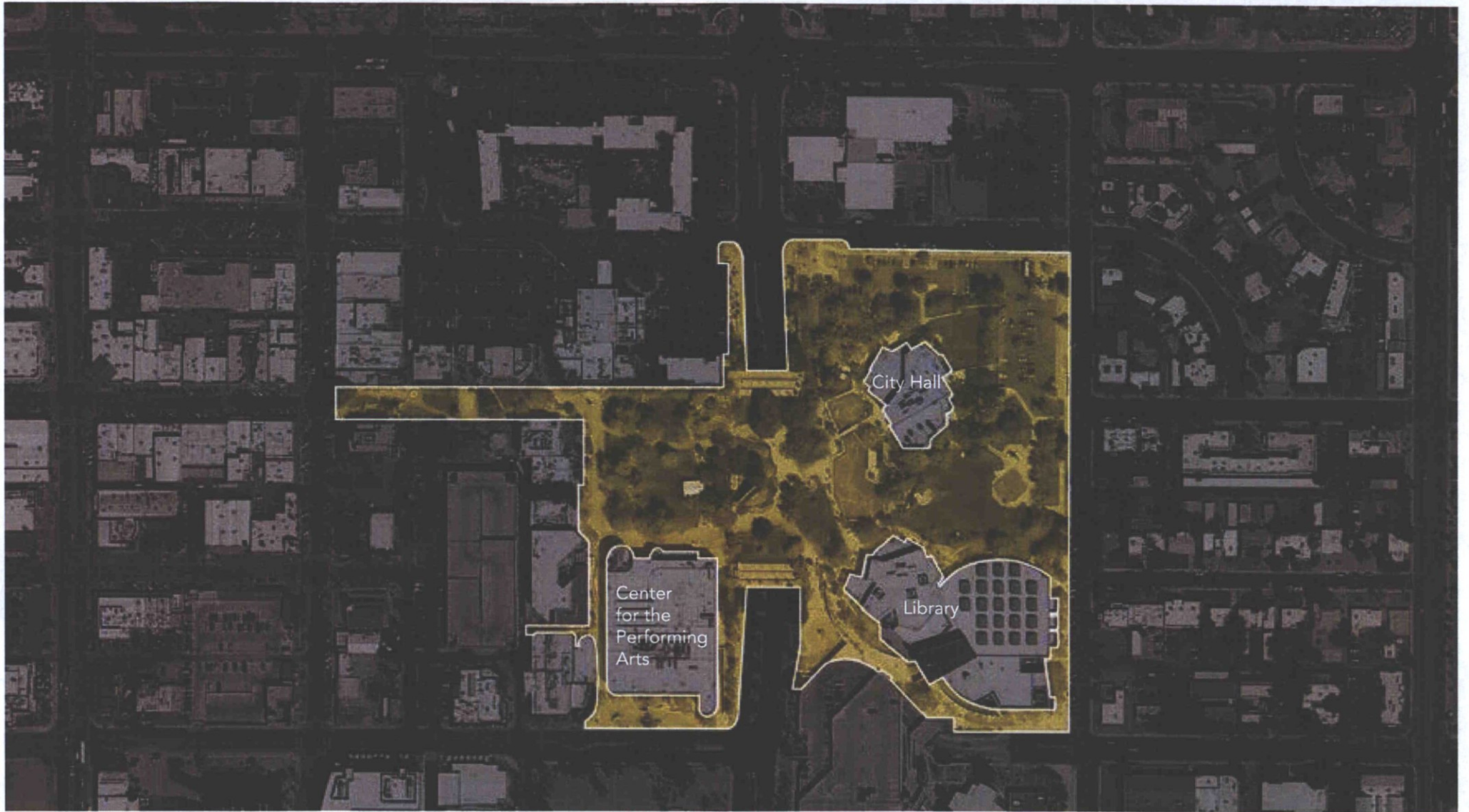
**urban context | SMoW**

Holly Street Studio Architects with Floor Associates



**urban context** | civic area

Holly Street Studio Architects with Floor Associates

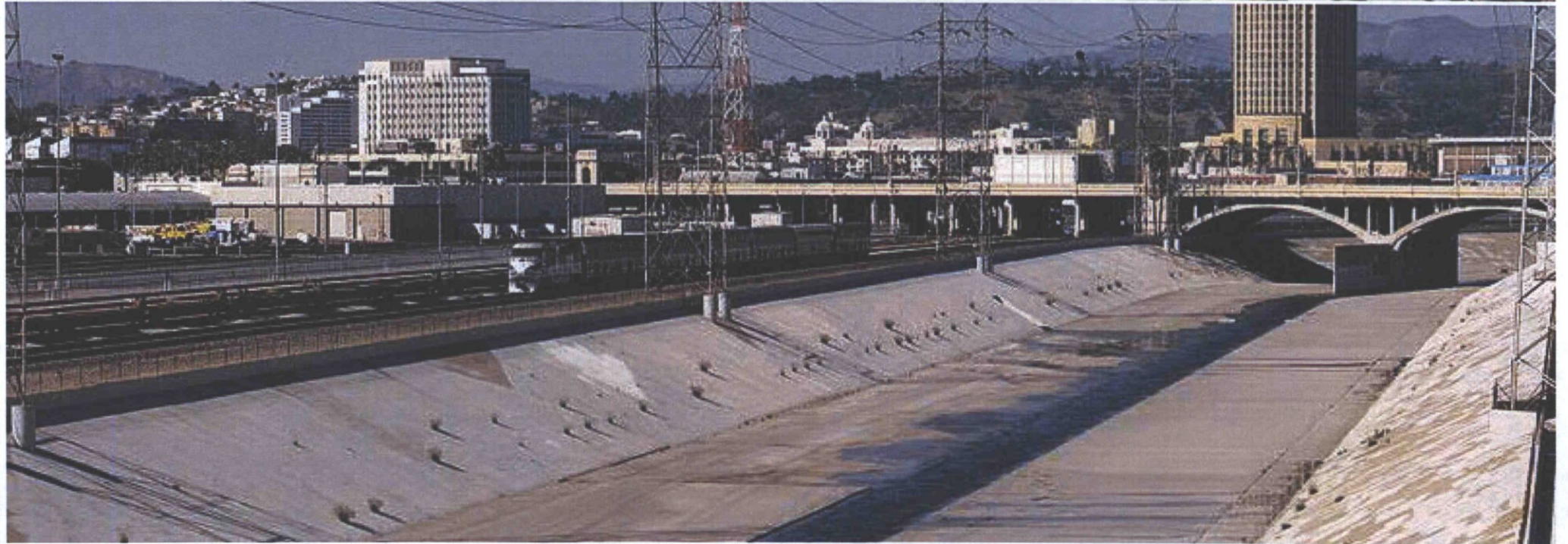


site analysis | site

Holly Street Studio Architects with Floor Associates

+/- 11.5 acres

**SCOTTSDALE**  
**THINKS BIG**



## Think Big | Indian Bend Wash

Holly Street Studio Architects with Floor Associates



**Think Big** | McDowell Sonoran Preserve

Holly Street Studio Architects with Floor Associates



**Think Big | WestWorld of Scottsdale**

Holly Street Studio Architects with Floor Associates



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

Holly Street Studio Architects with Floor Associates



## Think Big | Arizona Canal Trail / Scottsdale Waterfront

Holly Street Studio Architects with Floor Associates

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**

## LARGE :

What is the role of Scottsdale's Civic Center?  
 What is the role of public space in the city?



City of Scottsdale Civic Center Masterplan

Cultural Council

## MEDIUM :

What is the visitor's experience like?  
 What do you want to do when you are there?



City of Scottsdale Civic Center Masterplan  
 HOLLY STREET STUDIO Architects with FLOOR Associates

Community Services with Community + Economic Development

## SMALL :

What needs to be fixed today?  
 Name immediate challenges - how do they guide future interventions?



City of Scottsdale Civic Center Masterplan  
 HOLLY STREET STUDIO Architects with FLOOR Associates

Public Facilities + Public Services

## LARGE :

What is the role of Scottsdale's Civic Center?  
 What is the role of public space in the city?



City of Scottsdale Civic Center Masterplan  
 HOLLY STREET STUDIO Architects with FLOOR Associates

Event Producers

# what we heard | feedback

Holly Street Studio Architects with Floor Associates



**What We Heard**  
**"What We Like"**



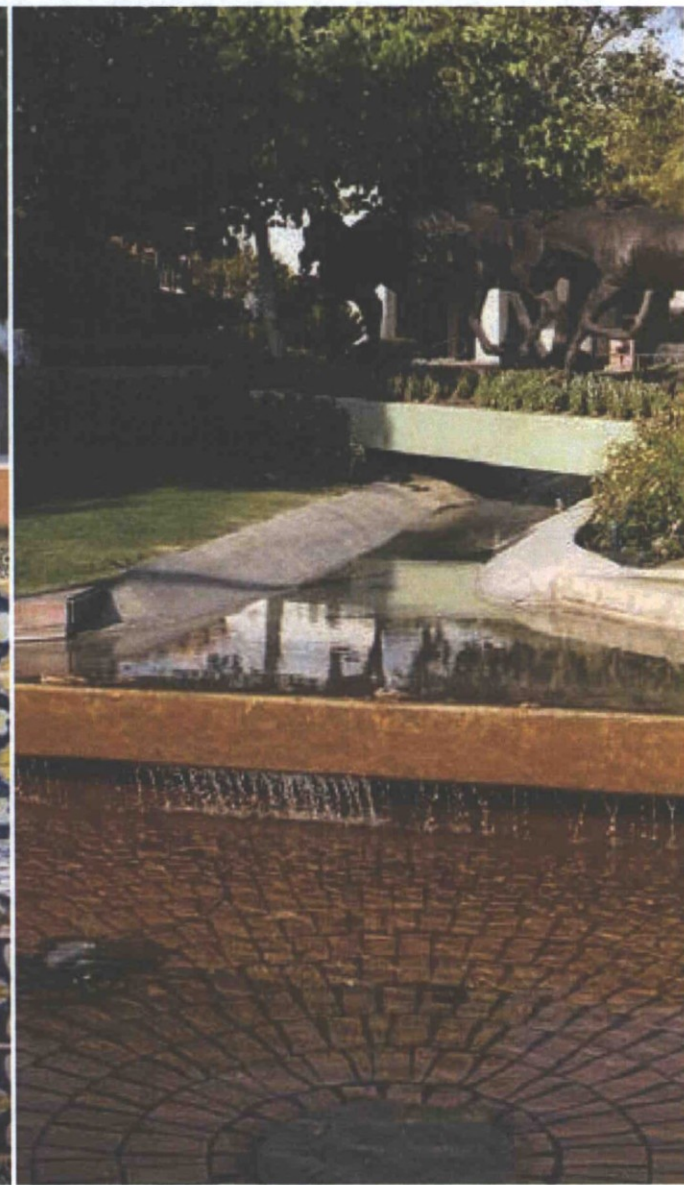
## "what we like" | Bennie Gonzales Buildings

•Holly Street Studio Architects with Floor Associates



## “what we like” | Lawn

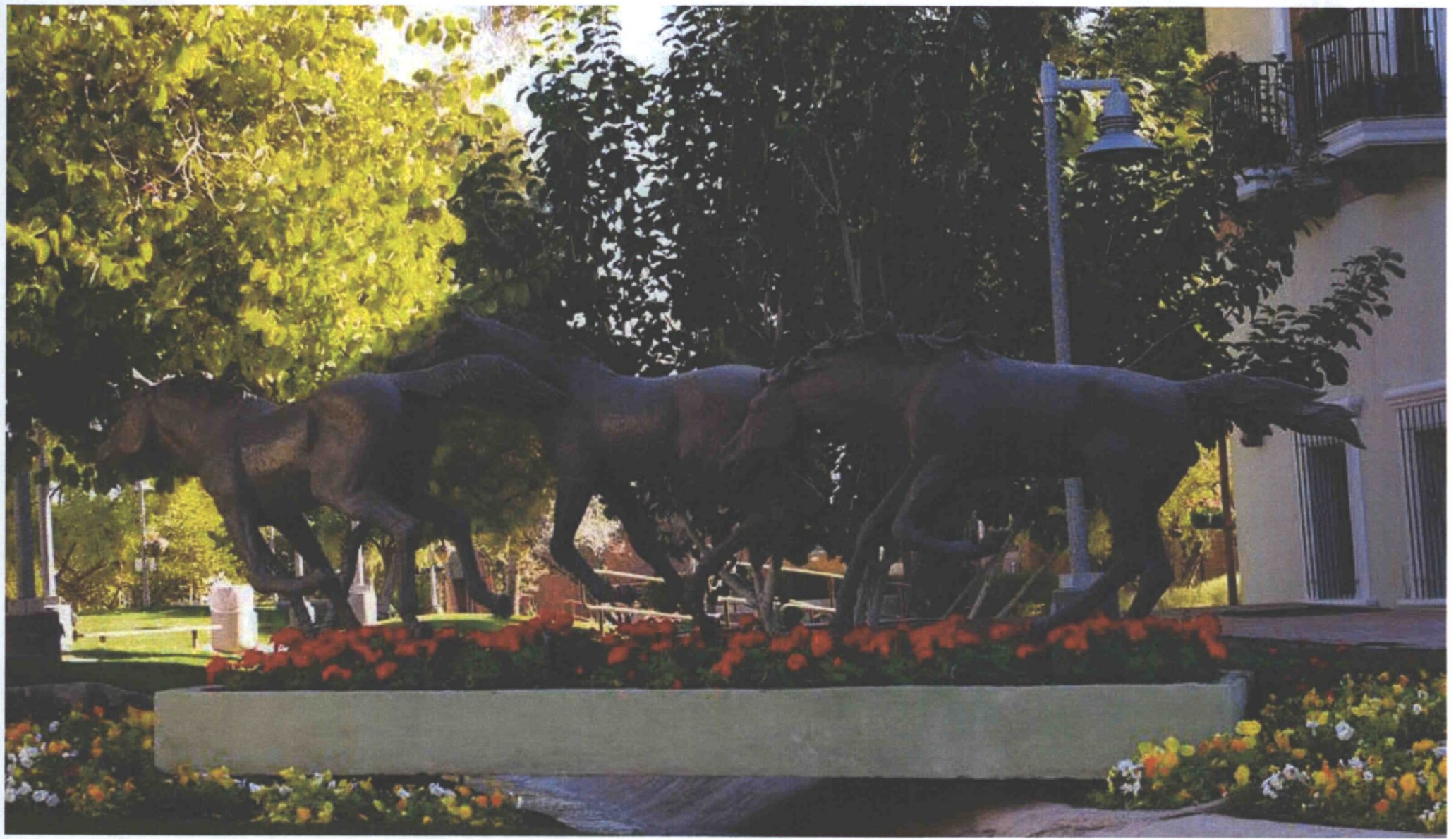
Holly Street Studio Architects with Floor Associates



"what we like" | garden character



“what we like” | trees



“what we like” | yearlings



**"what we like" | Schoolhouse**

Holly Street Studio Architects *with* Floor Associates



**“what we like”** | free parking

•Holly Street Studio Architects with Floor Associates

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**

**Existing Challenges**  
**Identity**



**existing challenges | identity**

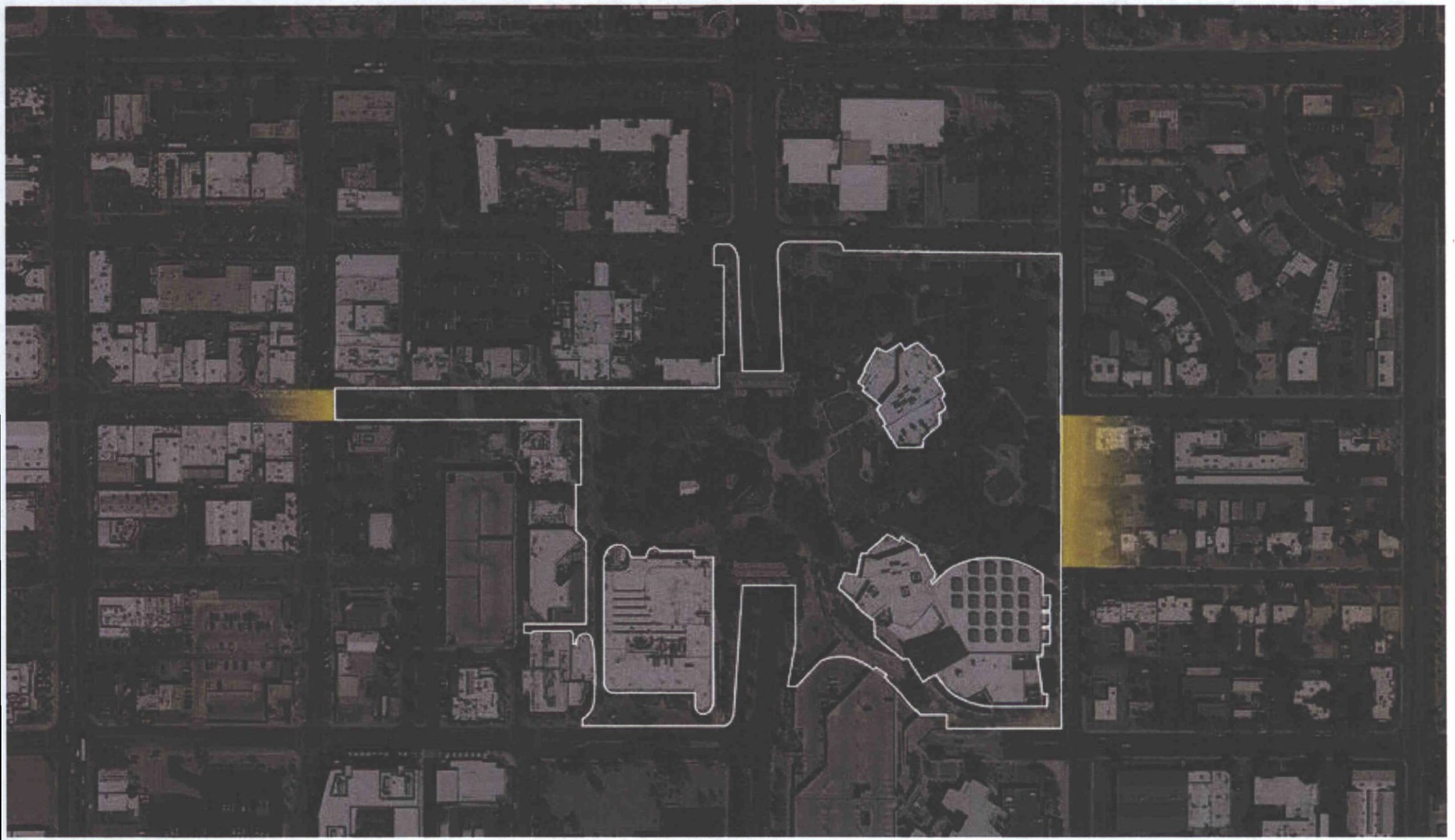
Holly Street Studio Architects with Floor Associates

**Existing Challenges**  
**Visibility**



**existing challenges** | visibility: hidden gem

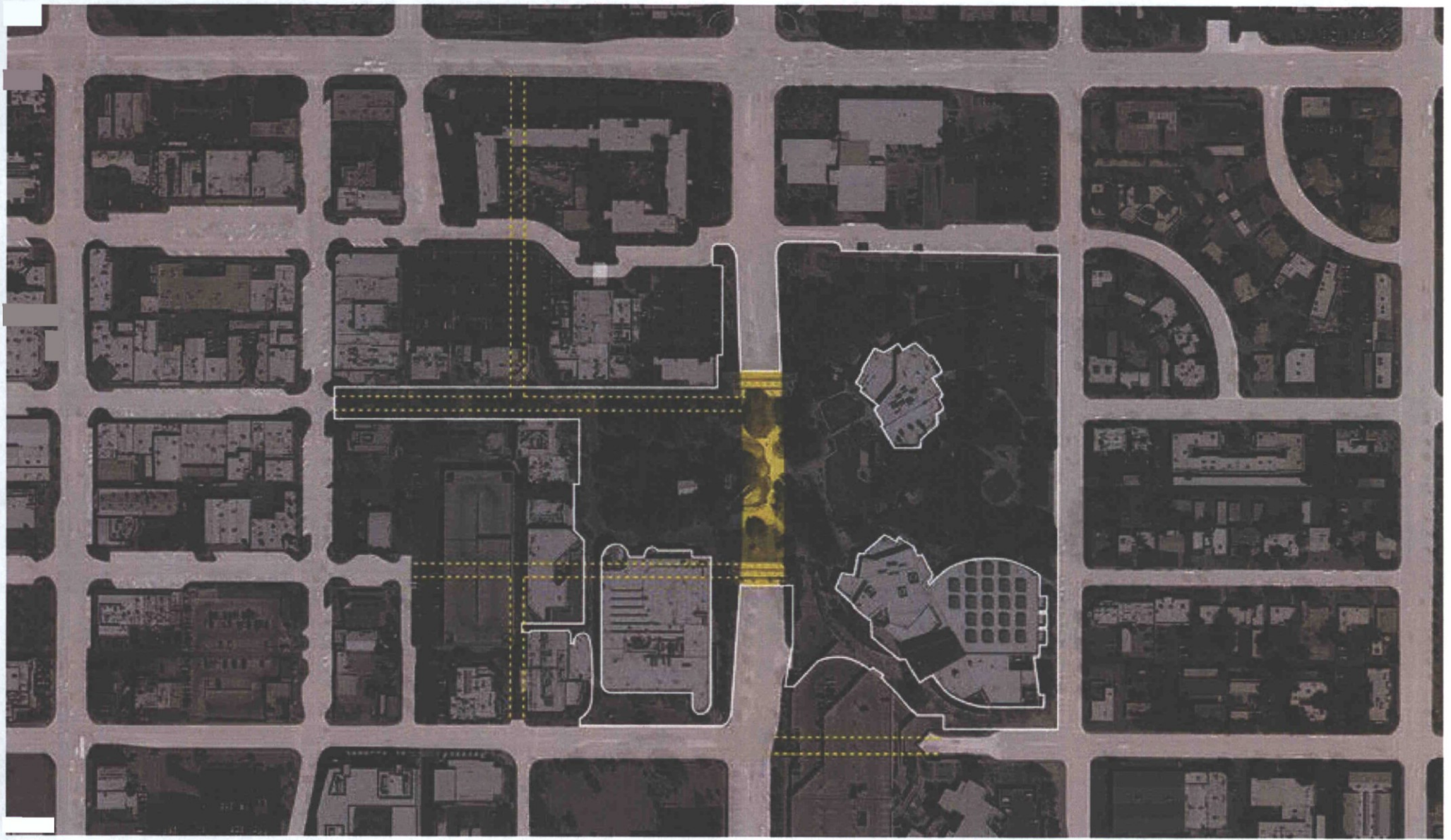
Holly Street Studio Architects with Floor Associates



**existing challenges** | park does not touch the city fabric [street presence]

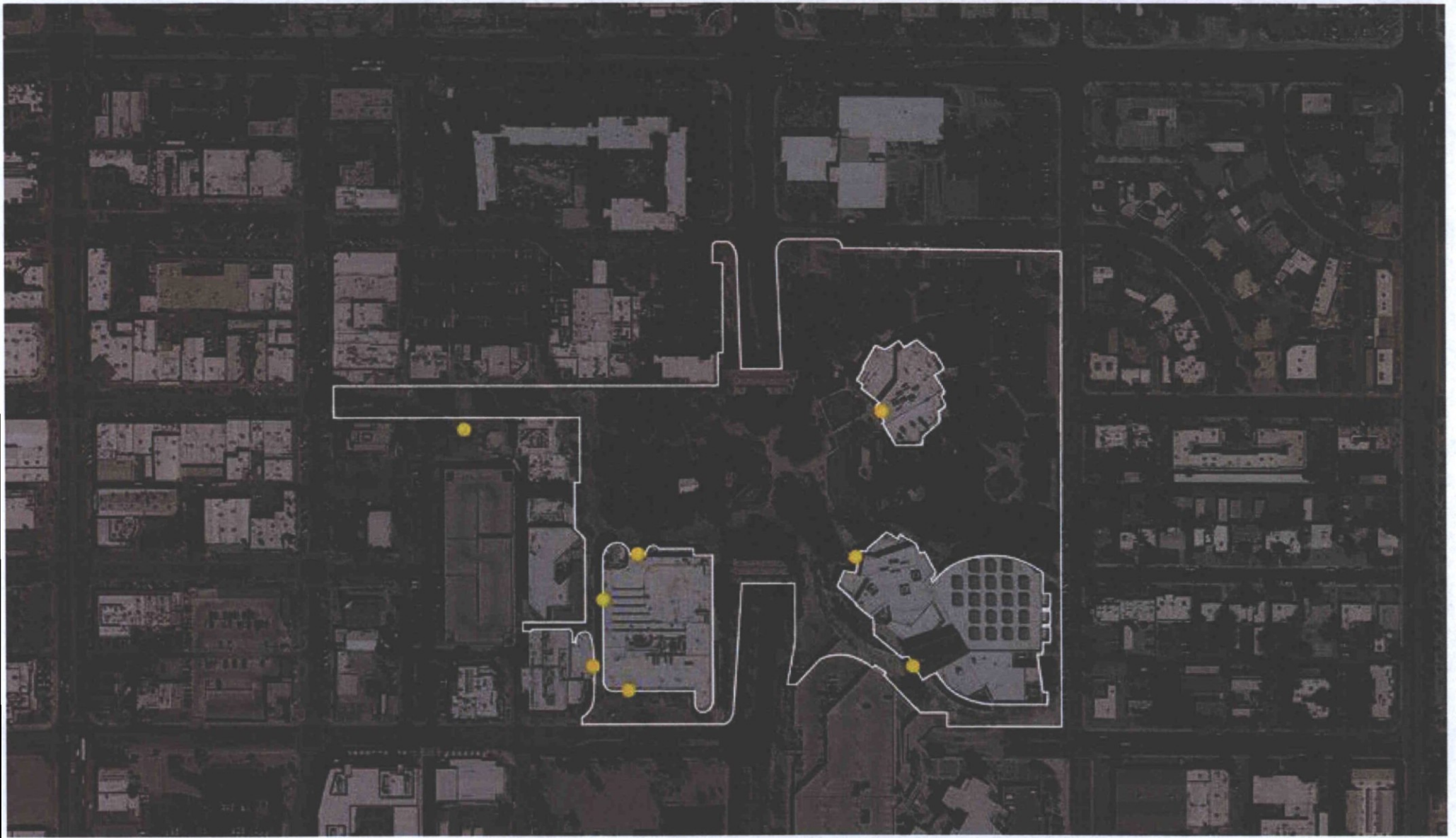
•Holly Street Studio Architects with Floor Associates

**Existing Challenges**  
**Connection to City**



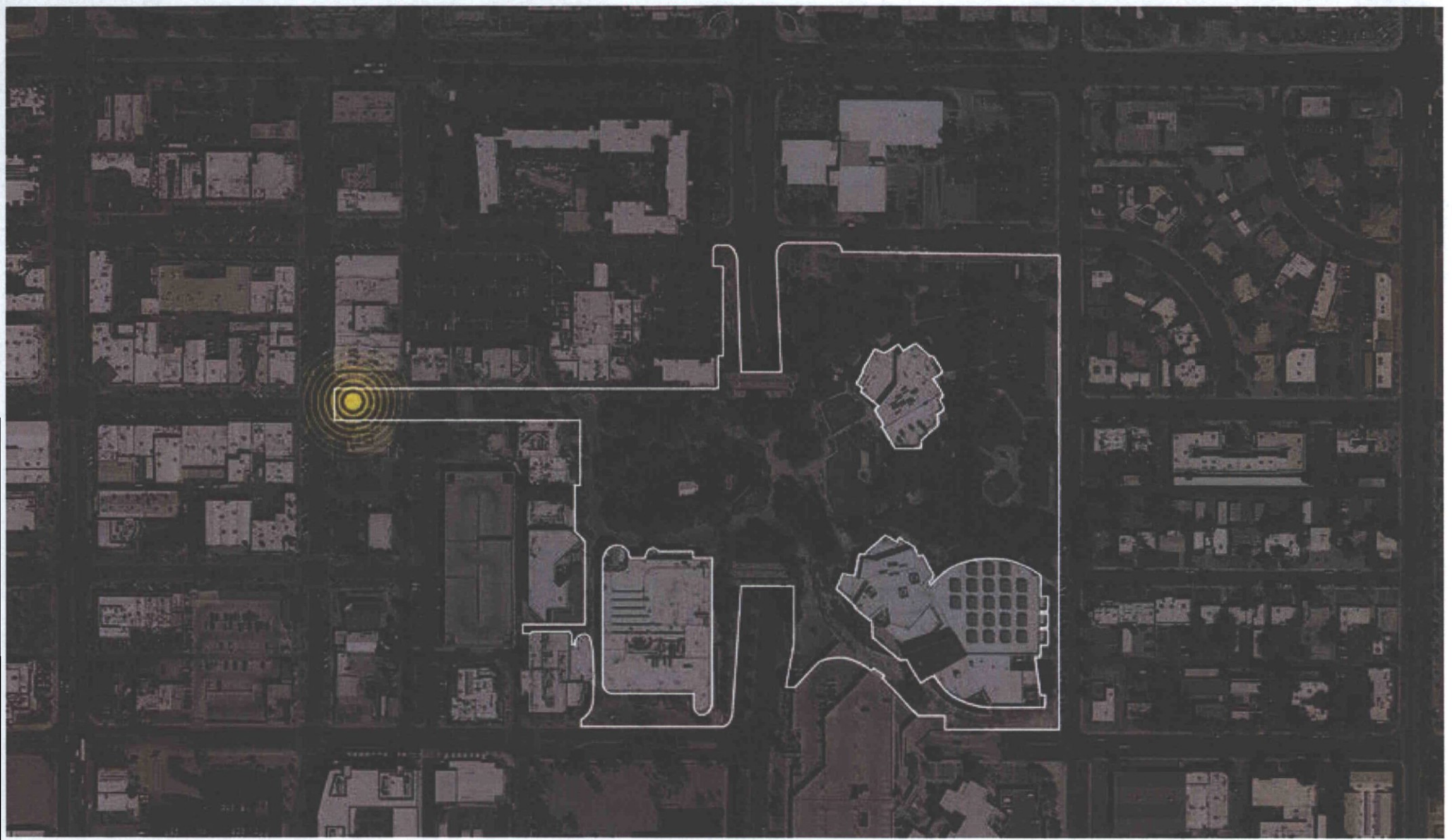
**site challenges** | disconnected from the street

• Holly Street Studio Architects with Floor Associates



**existing challenges** | civic buildings and entrances are hidden from the public

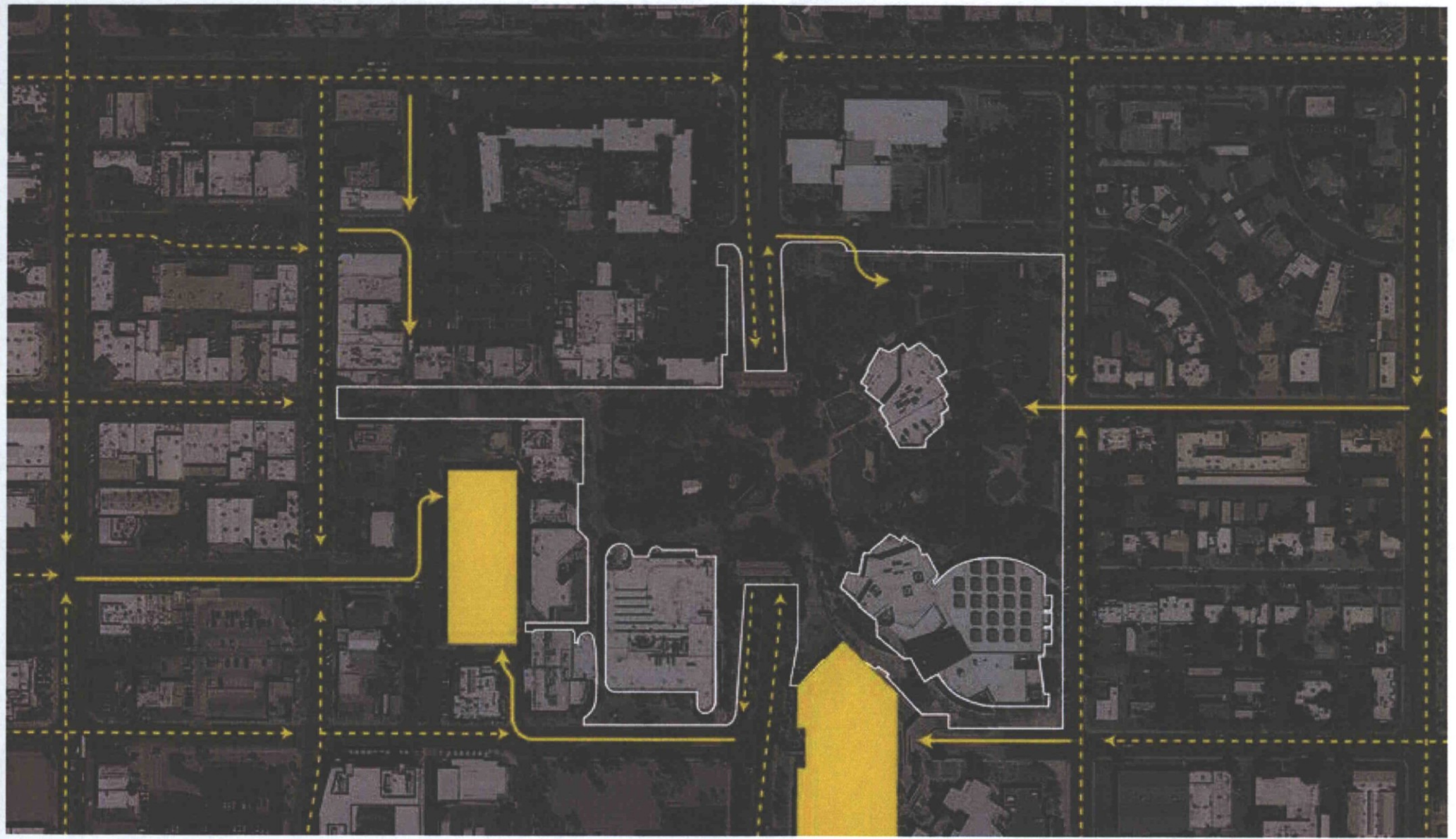
Holly Street Studio Architects with Floor Associates



**existing challenges** | non-existing entry experience / portals to the park

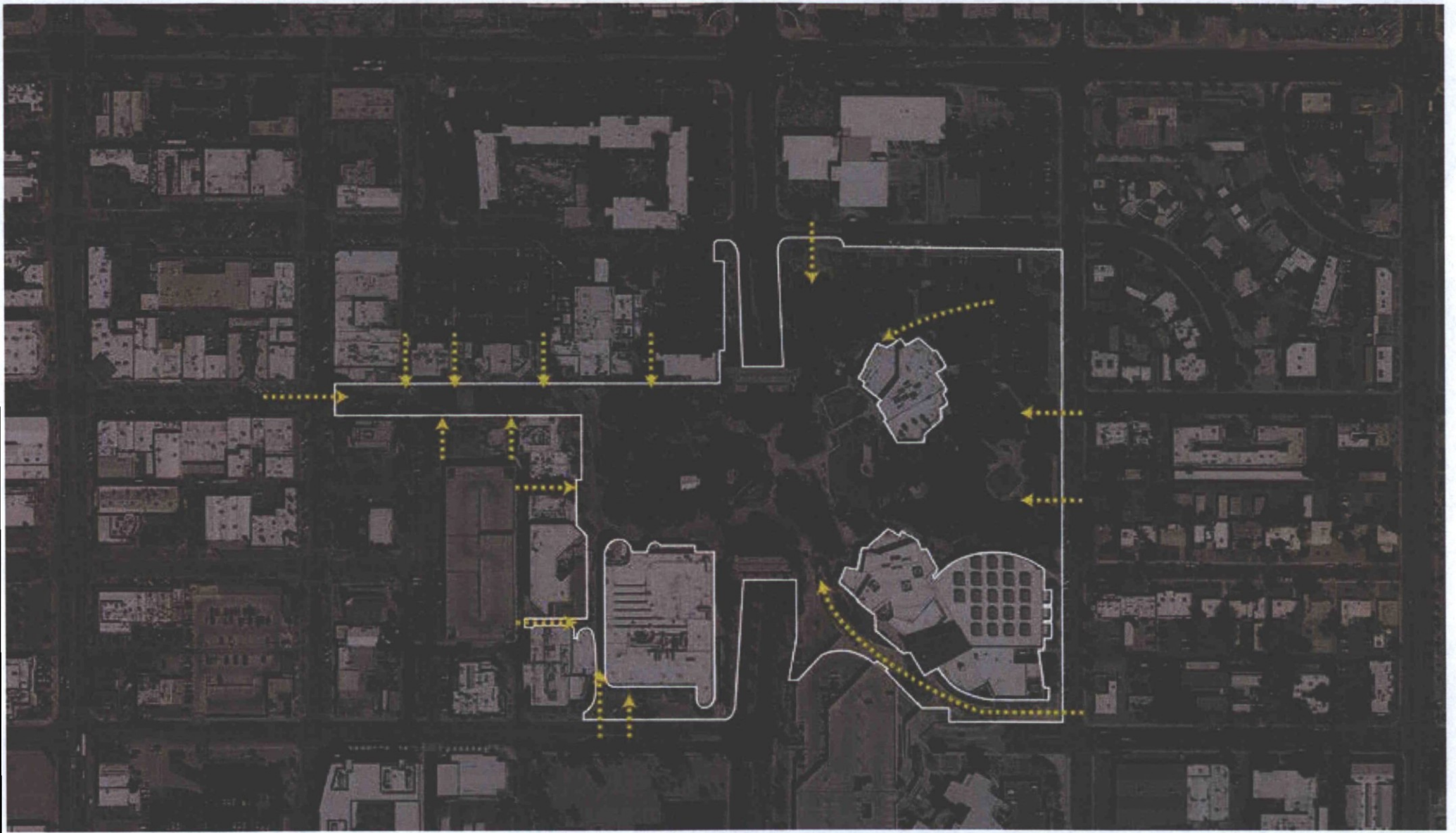
• Holly Street Studio Architects with Floor Associates

**Existing Challenges**  
**Access**



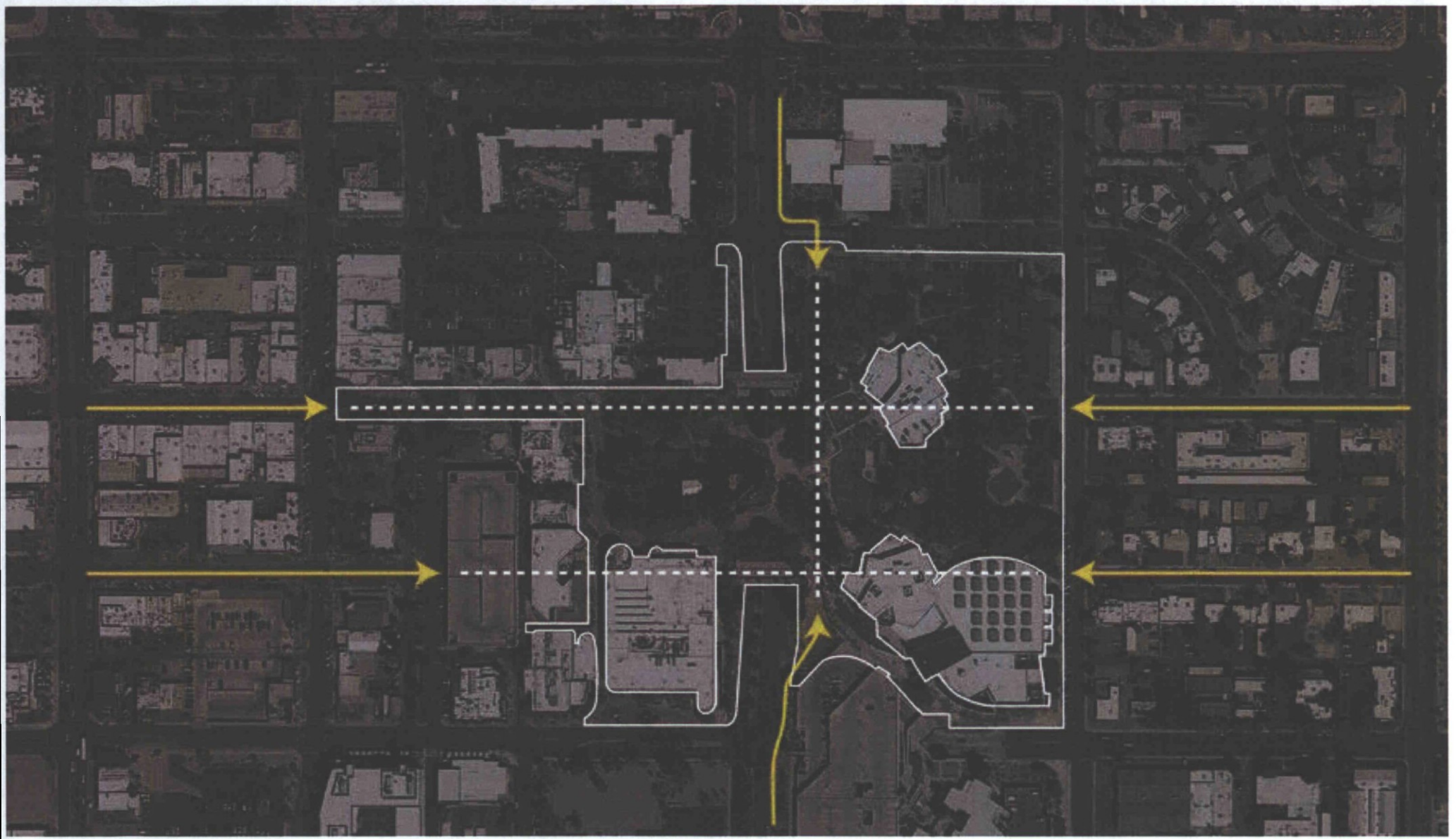
**existing challenges** | access: drive + park [limited visible and accessible parking]

•Holly Street Studio Architects with Floor Associates



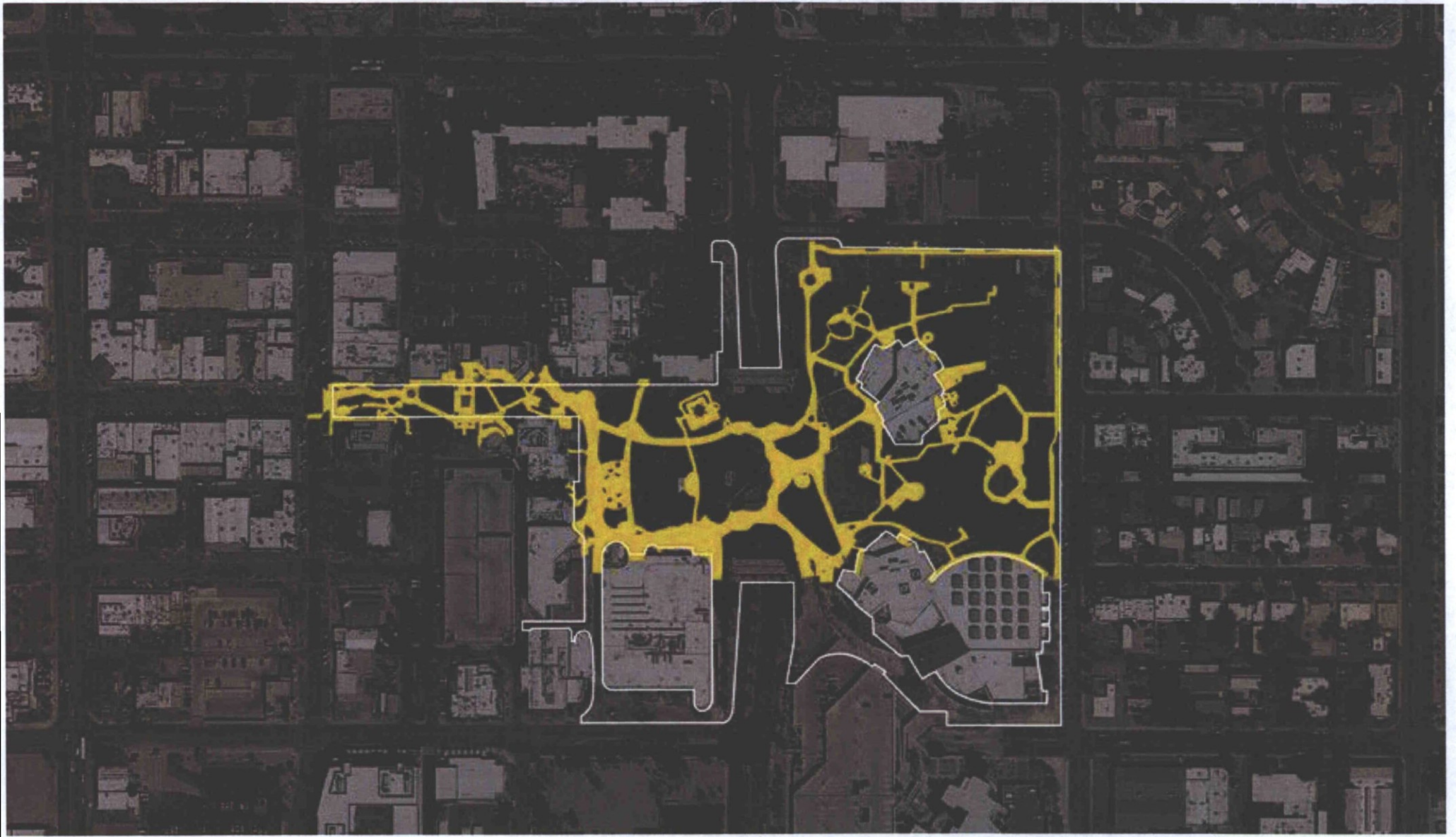
**existing challenges | access: pedestrian**

Holly Street Studio Architects with Floor Associates



**existing challenges | access: riding**

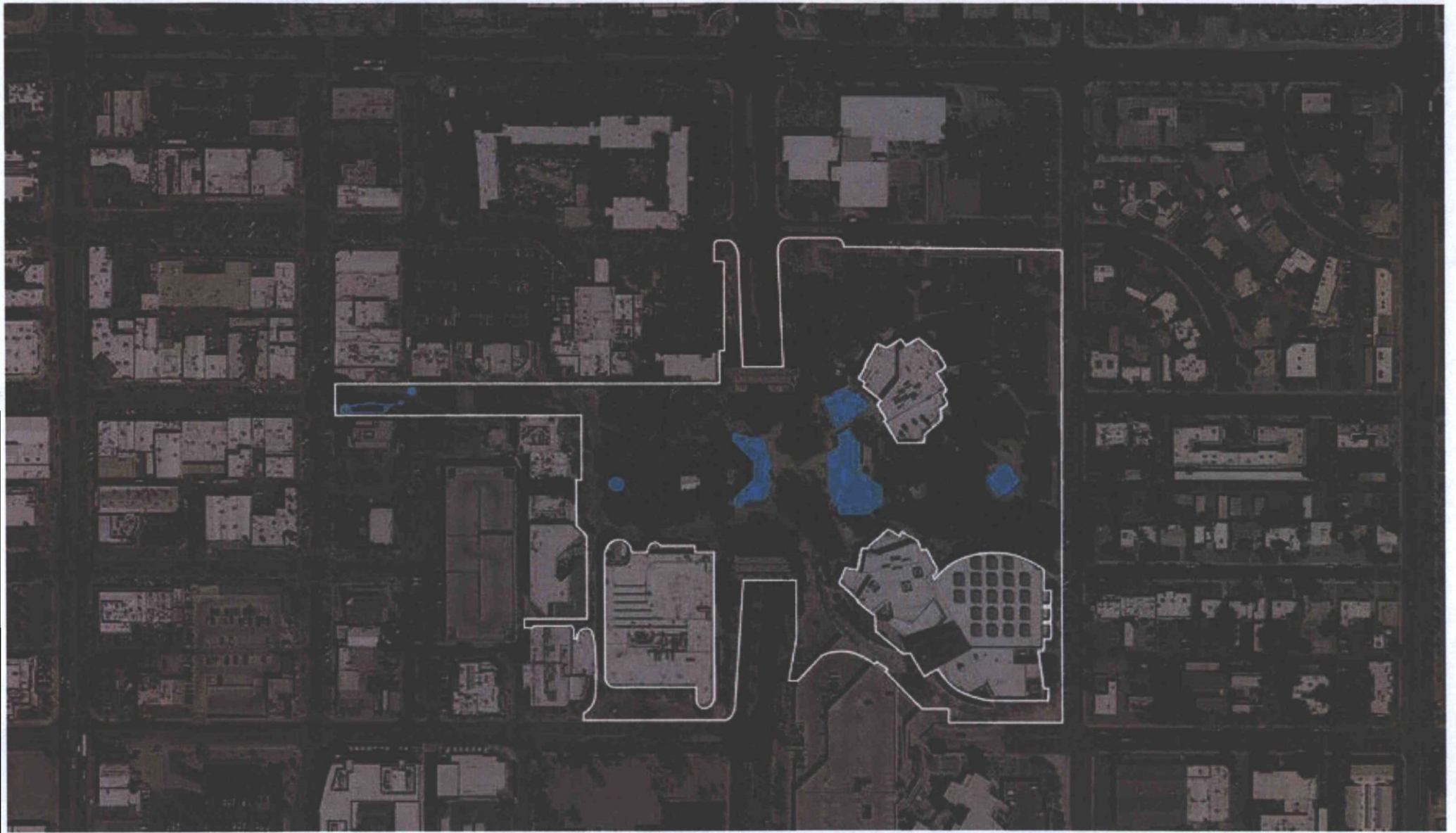
• Holly Street Studio Architects with Floor Associates



**existing challenges | wayfinding: getting around**

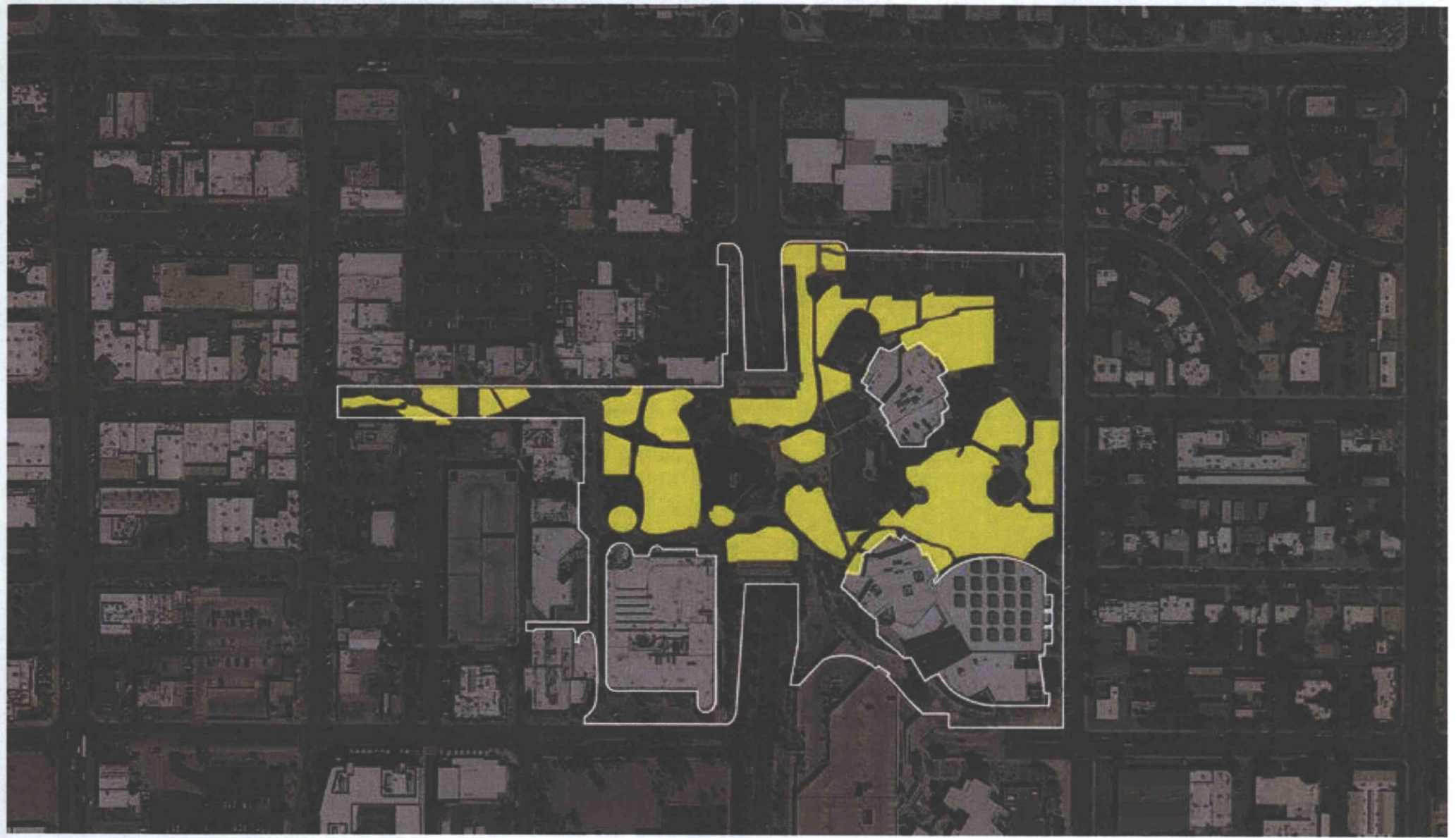
Holly Street Studio Architects with Floor Associates

**Existing Challenges**  
**Elements**



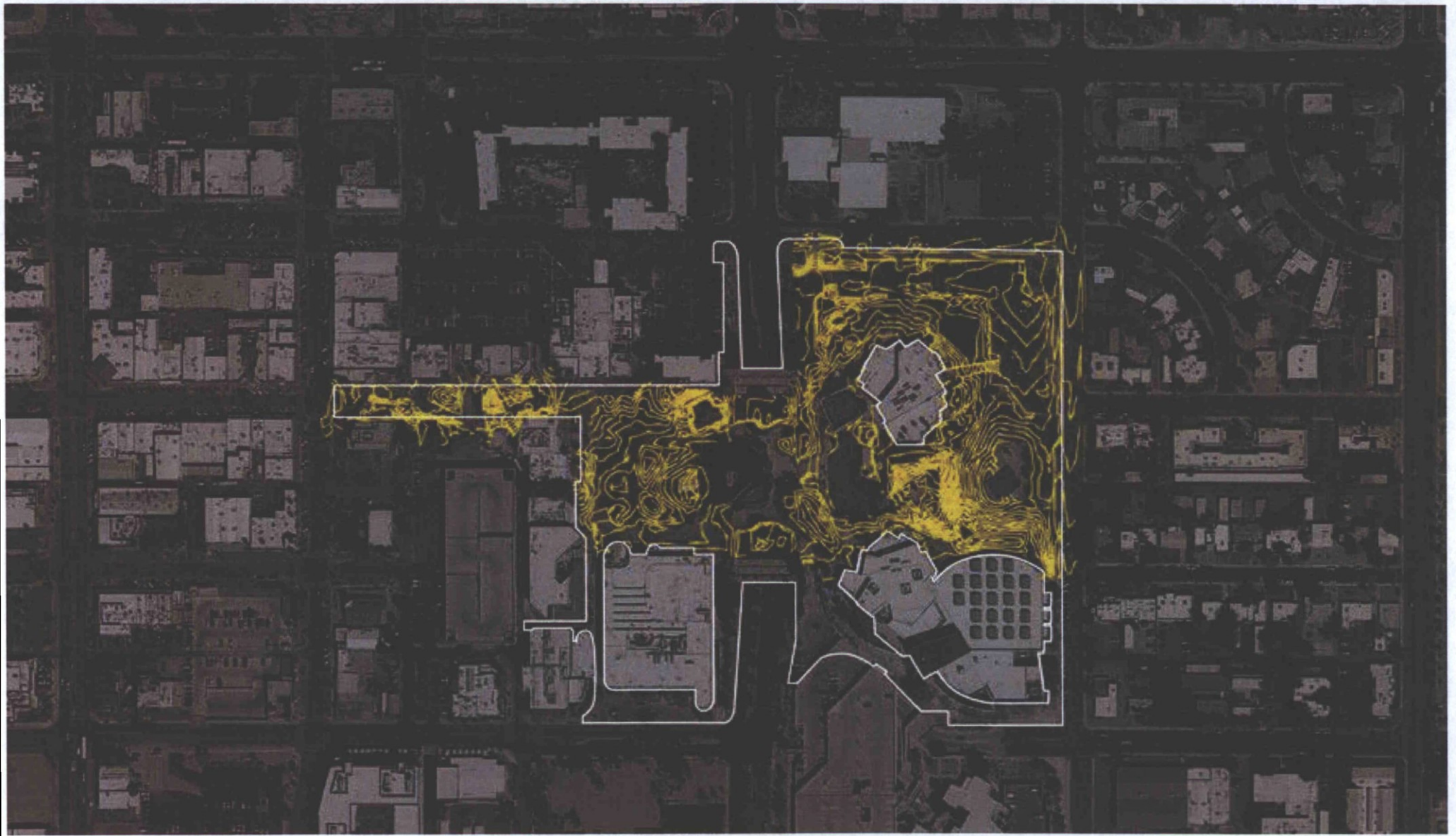
**existing challenges | water: ineffective use of water features**

Holly Street Studio Architects with Floor Associates



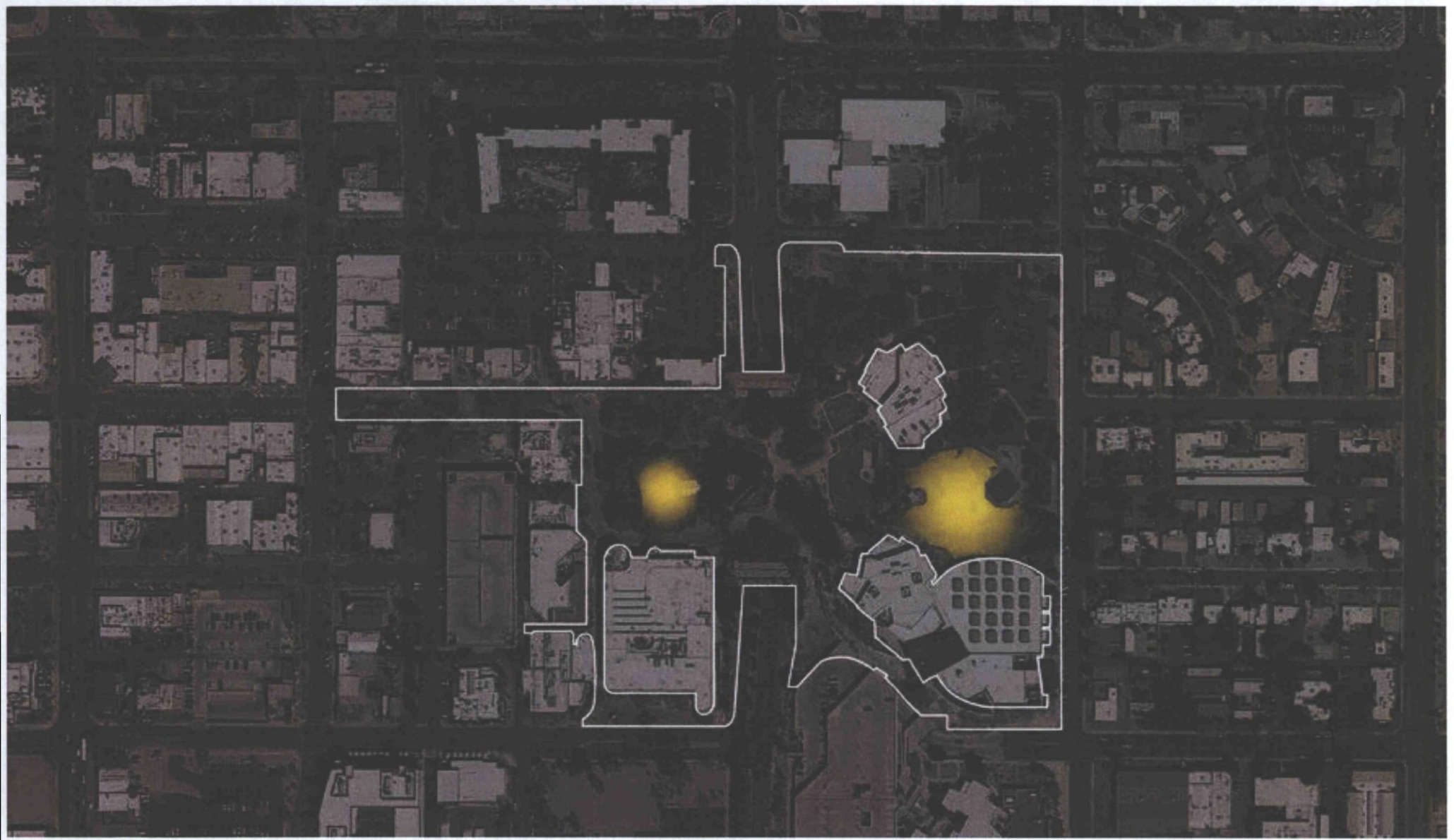
**existing challenges** | grass: disconnected lawn areas

• Holly Street Studio Architects with Floor Associates



**existing challenges** | grade: not purposeful or unusable surface changes

Holly Street Studio Architects with Floor Associates



**existing challenges** | disconnected event space

• Holly Street Studio Architects with Floor Associates

**Existing Challenges**  
**Activity**



existing site challenges | no perceived vibe



existing site challenges | dead in the summer



**existing site challenges** | cannot have events during planting season

• Holly Street Studio Architects with Floor Associates

**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**

identity

food + beverage

movement

overlook

great lawn

shade

garden

pedestrians + bikes

access

connect to Indian School

civic entries

parking

arts

passive spaces

interactive water features

visibility

wayfinding

Festivals

restrooms

discovery zone

performance pavillion

connect to Old Town

entry

connections

children's discovery zone

outdoor activities

passive spaces

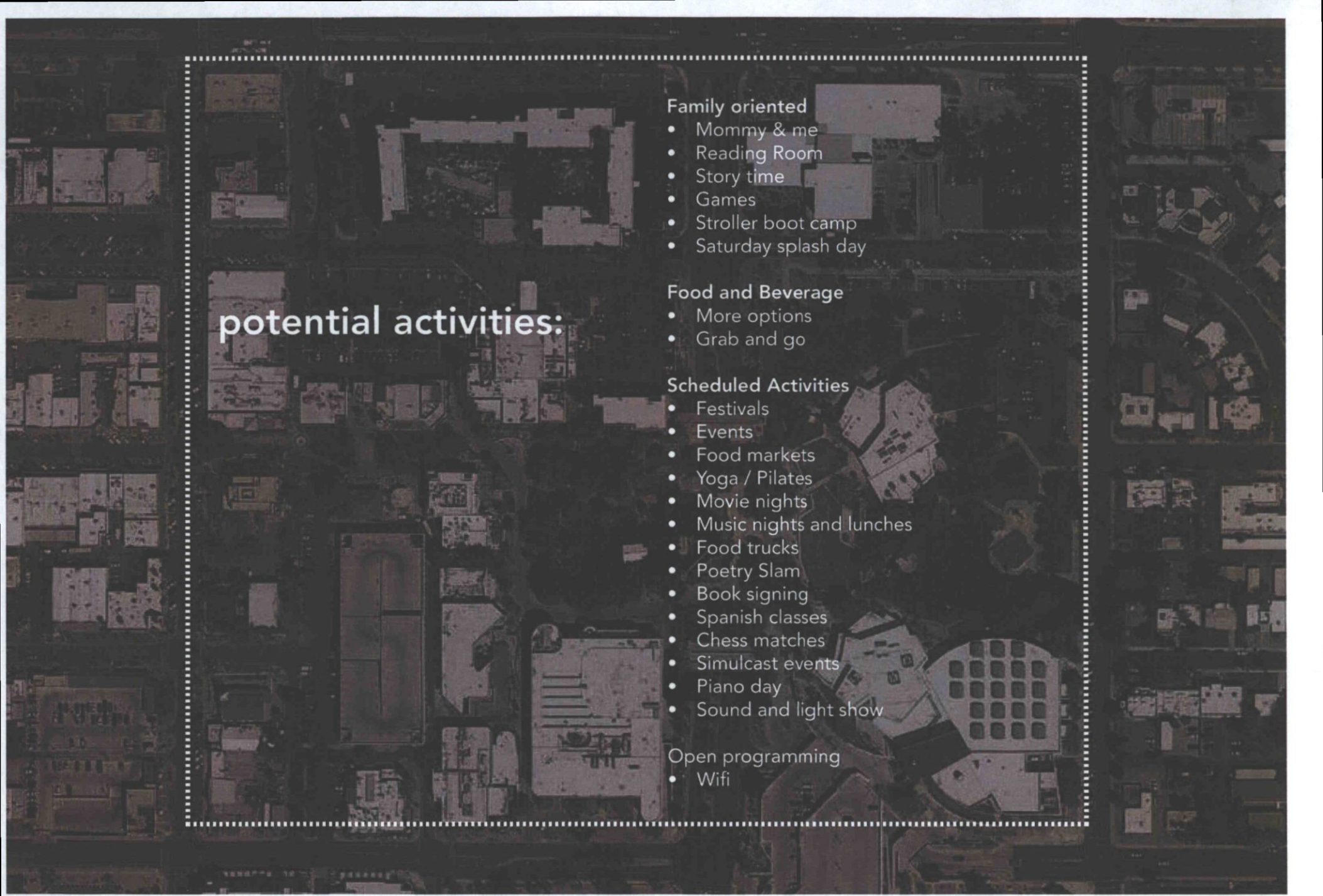
**Introduction / Recap**

**What We Heard**

**Existing Challenges**

**Missing Pieces**

**Possibilities**



**potential activities:**

**Family oriented**

- Mommy & me
- Reading Room
- Story time
- Games
- Stroller boot camp
- Saturday splash day

**Food and Beverage**

- More options
- Grab and go

**Scheduled Activities**

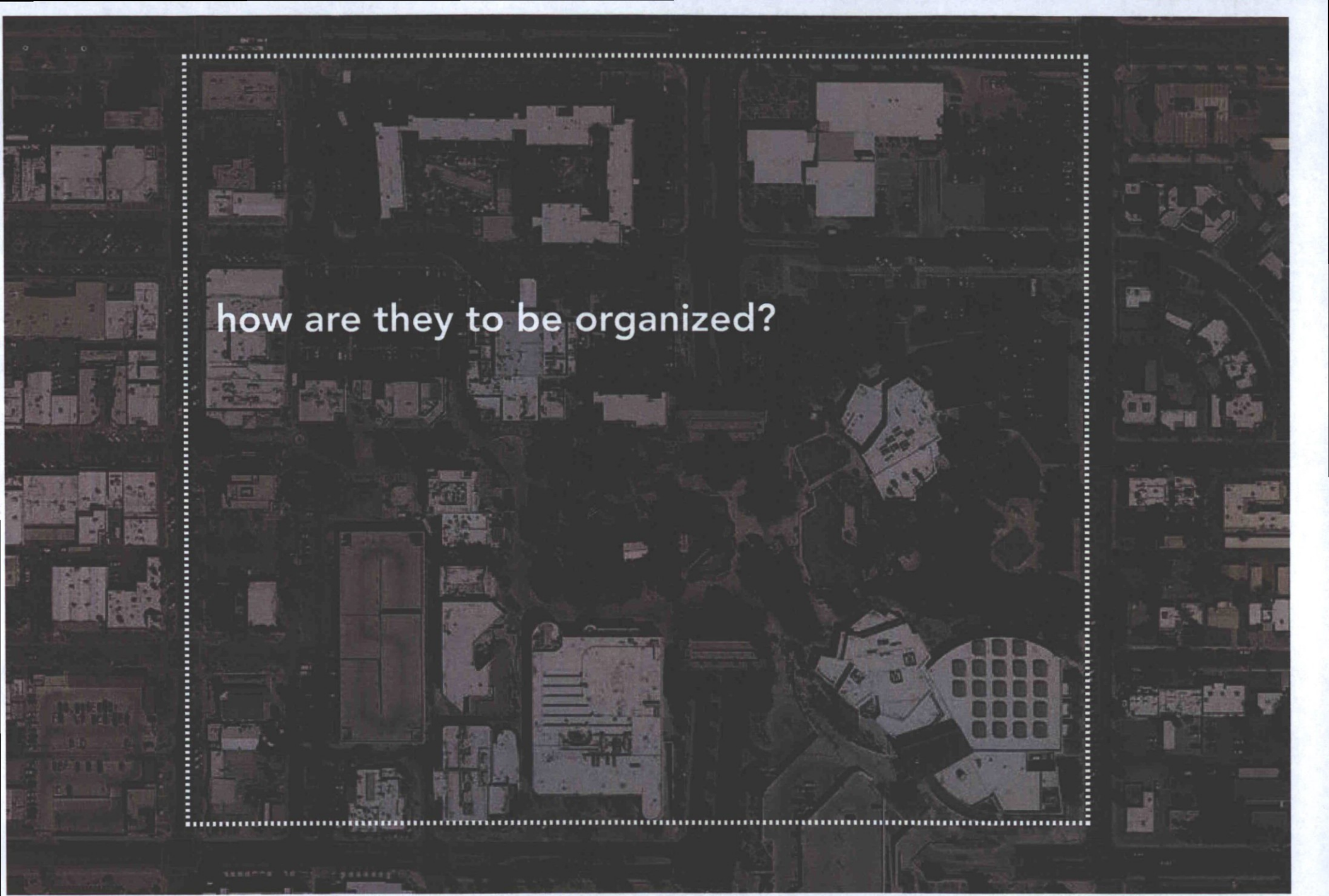
- Festivals
- Events
- Food markets
- Yoga / Pilates
- Movie nights
- Music nights and lunches
- Food trucks
- Poetry Slam
- Book signing
- Spanish classes
- Chess matches
- Simulcast events
- Piano day
- Sound and light show

**Open programming**

- Wifi

**possibilities | goal: activation**

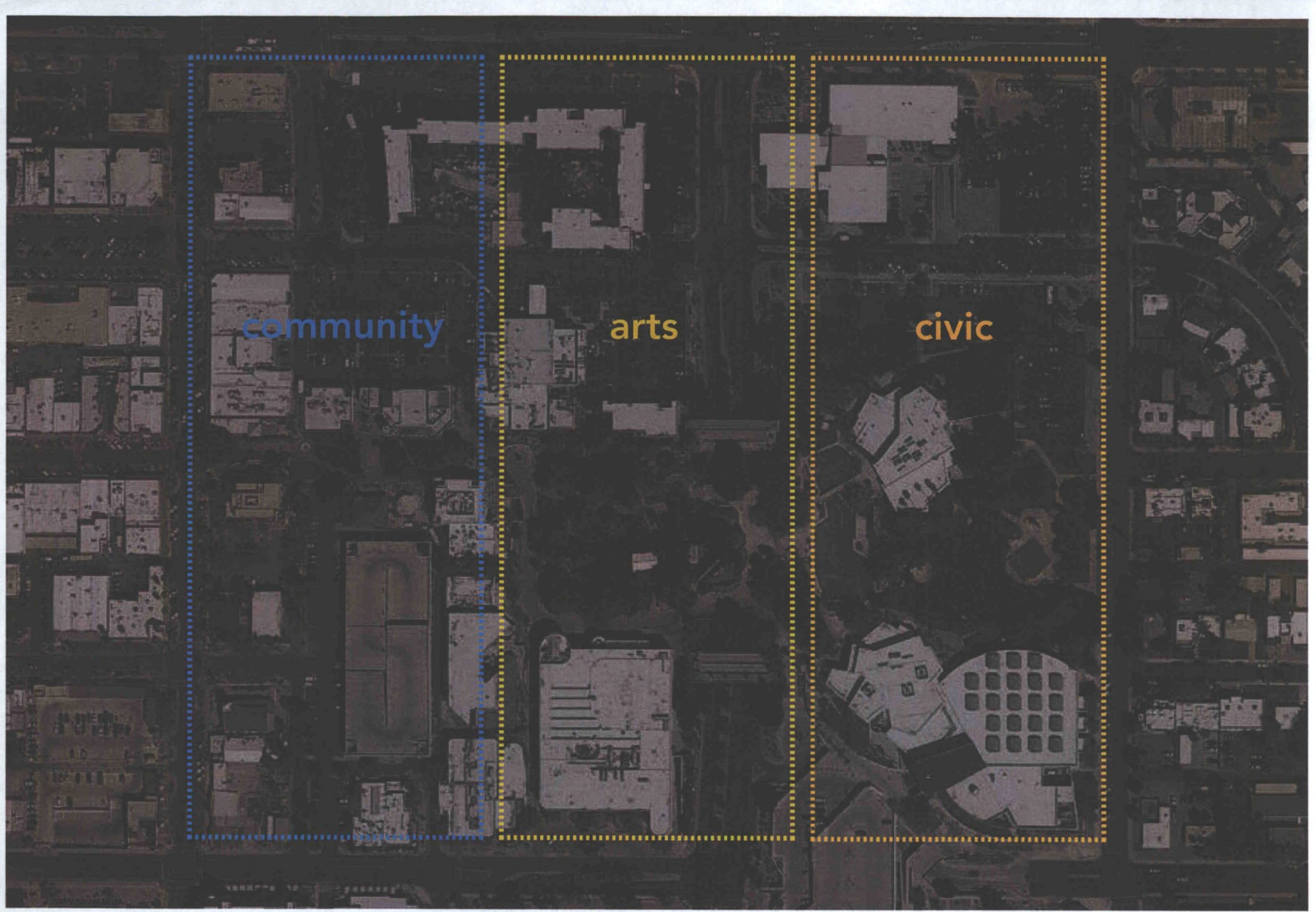
• Holly Street Studio Architects with Floor Associates

An aerial photograph of a city block, showing various buildings and streets. A white dotted border is drawn around a central portion of the block, highlighting a specific area. The text "how are they to be organized?" is overlaid in white on this central area.

how are they to be organized?

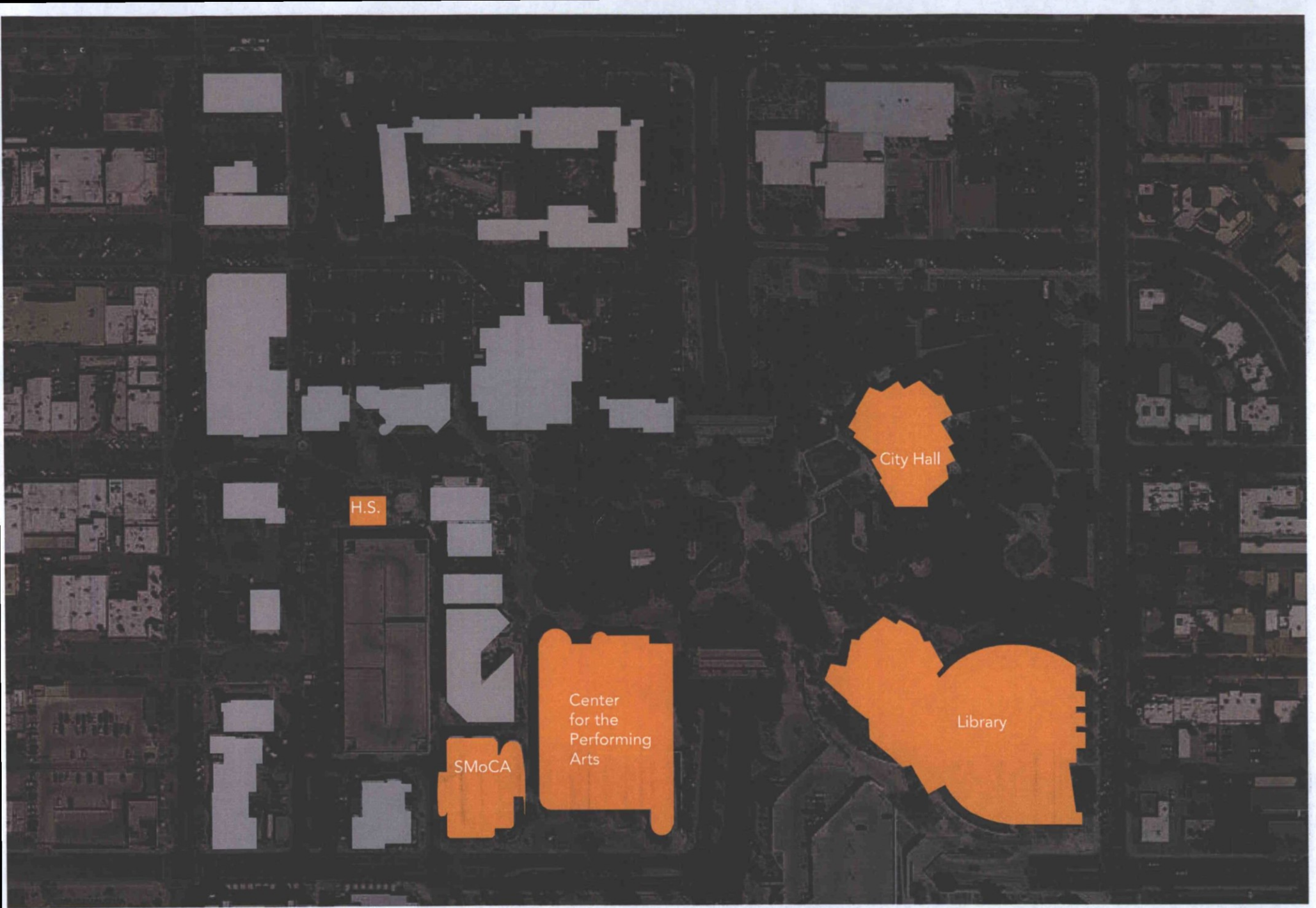
**possibilities | organization**

Holly Street Studio Architects *with* Floor Associates



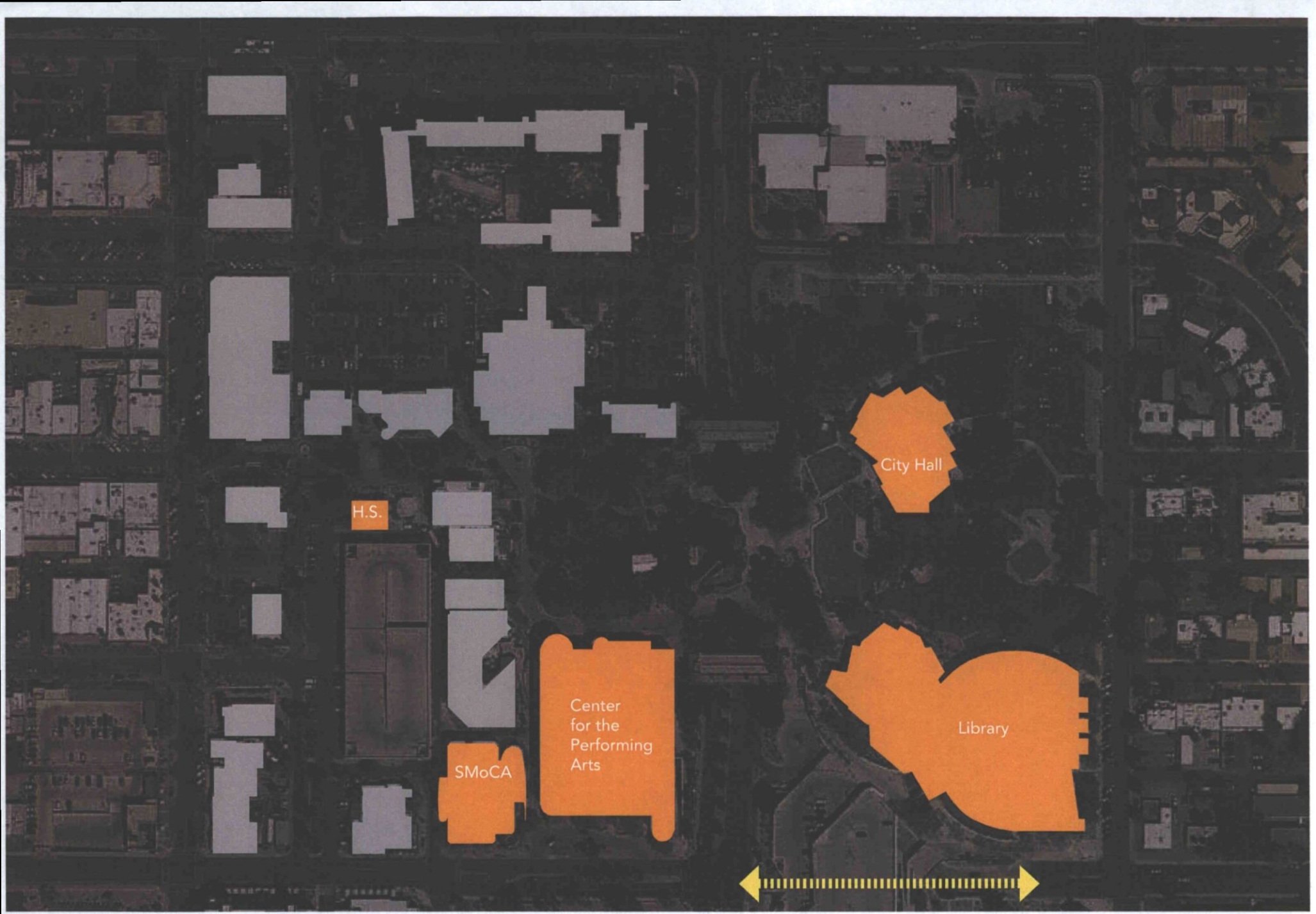
**possibilities | organization: zones**

• Holly Street Studio Architects with Floor Associates



**possibilities | cultural assets**

Holly Street Studio Architects *with* Floor Associates



**possibilities | reconnect 2nd Street**

• Holly Street Studio Architects with Floor Associates



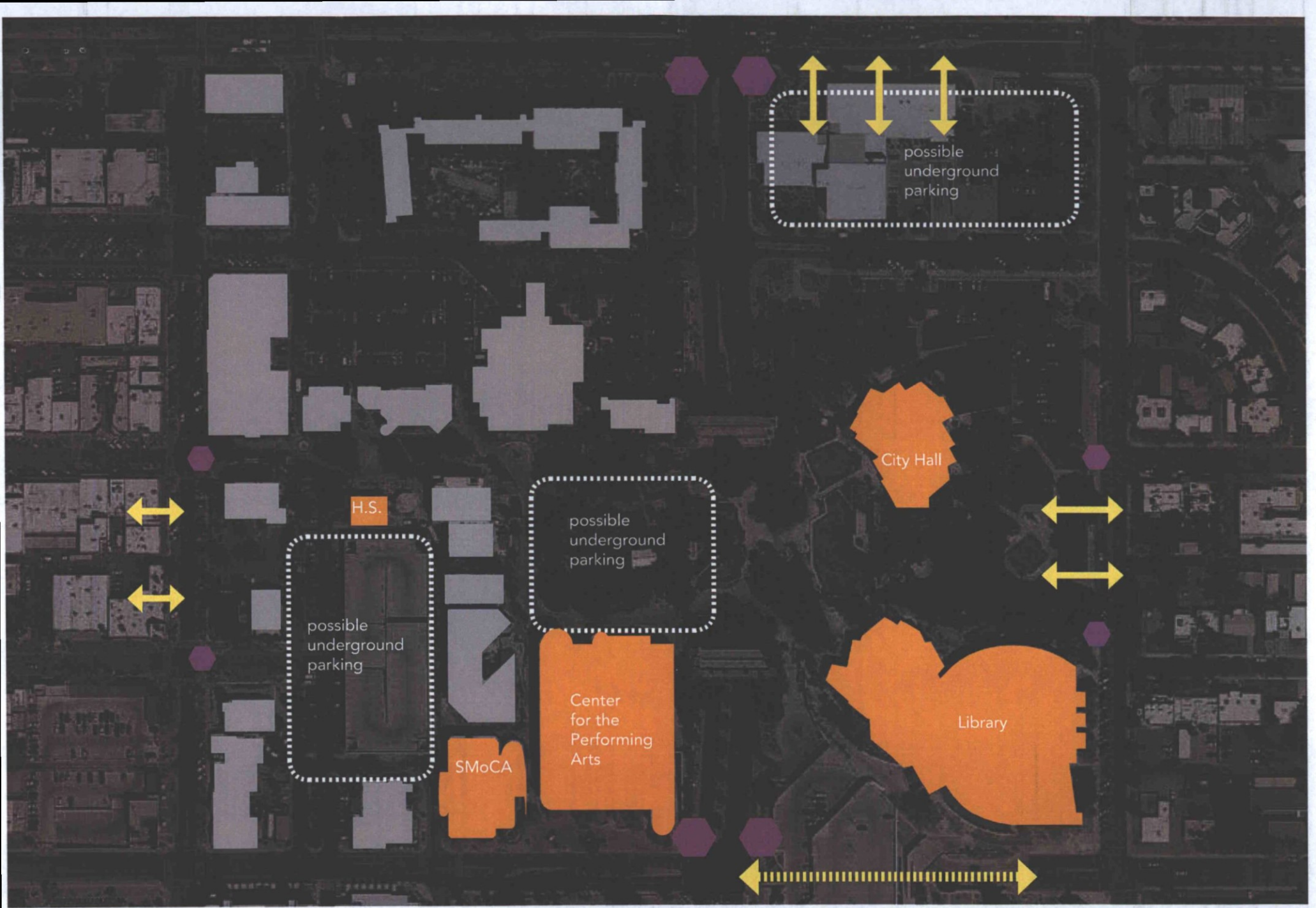
# possibilities | underground parking

Holly Street Studio Architects with Floor Associates



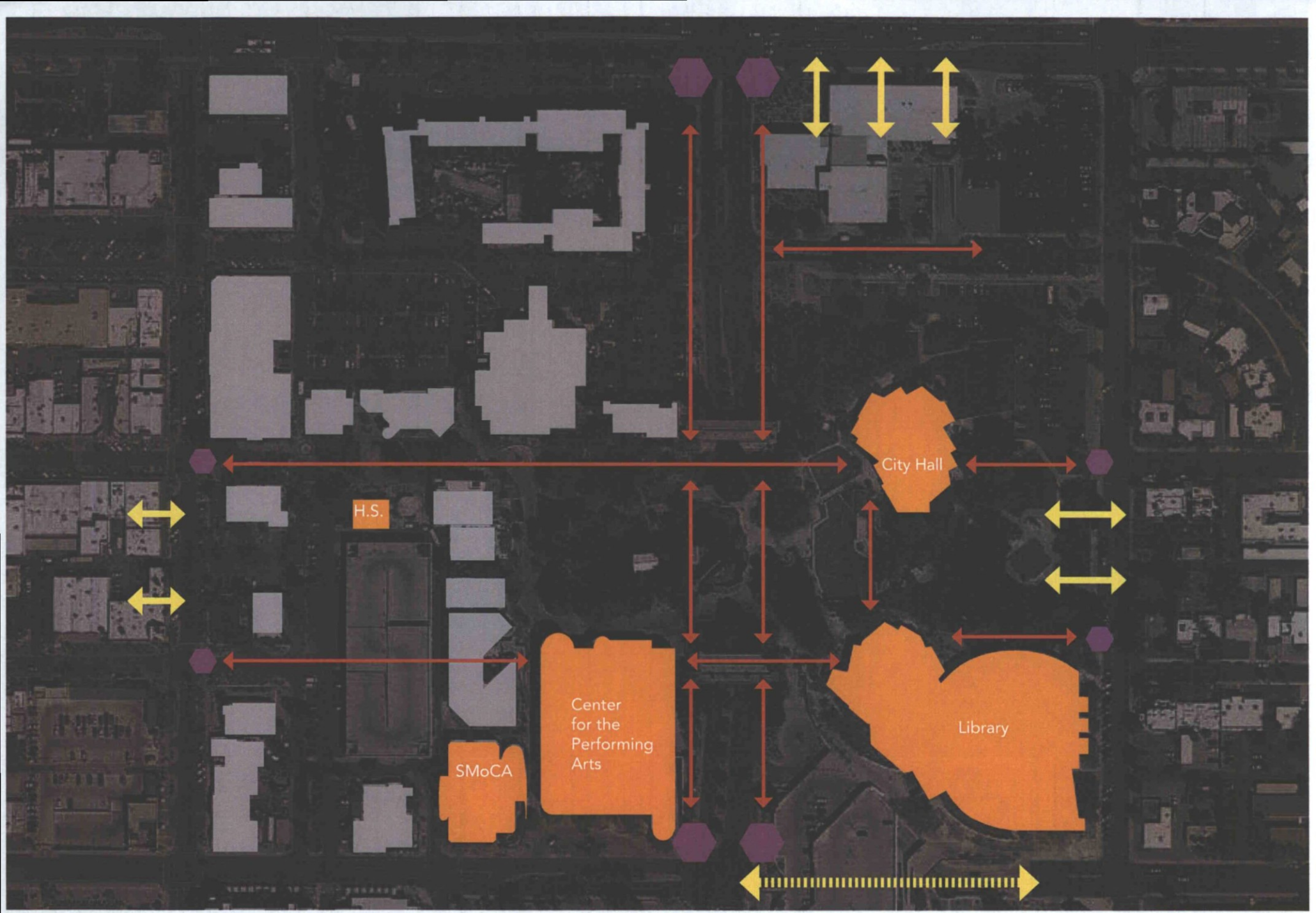
**possibilities | connect to street**

• Holly Street Studio Architects with Floor Associates



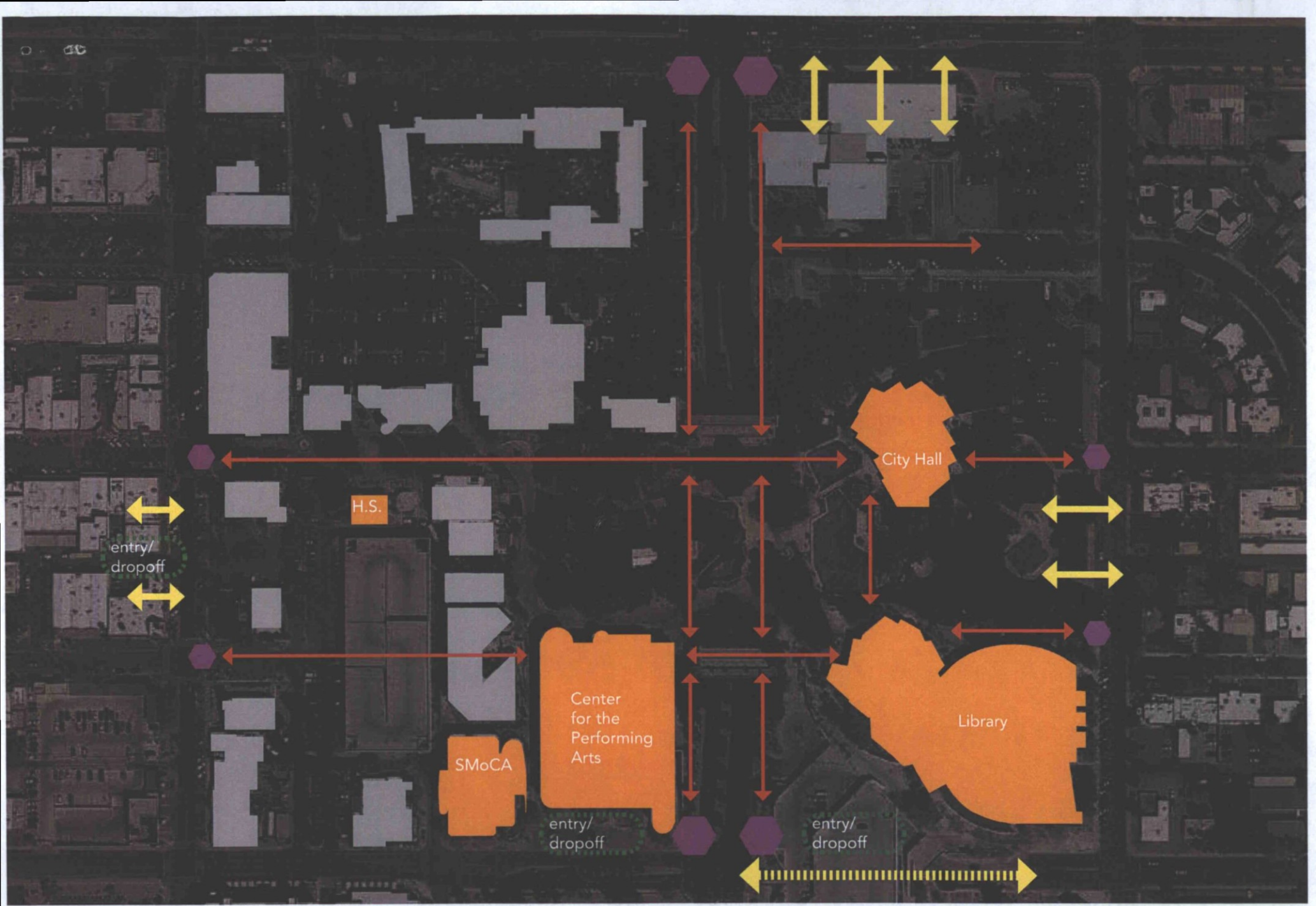
## possibilities | gateways

Holly Street Studio Architects with Floor Associates



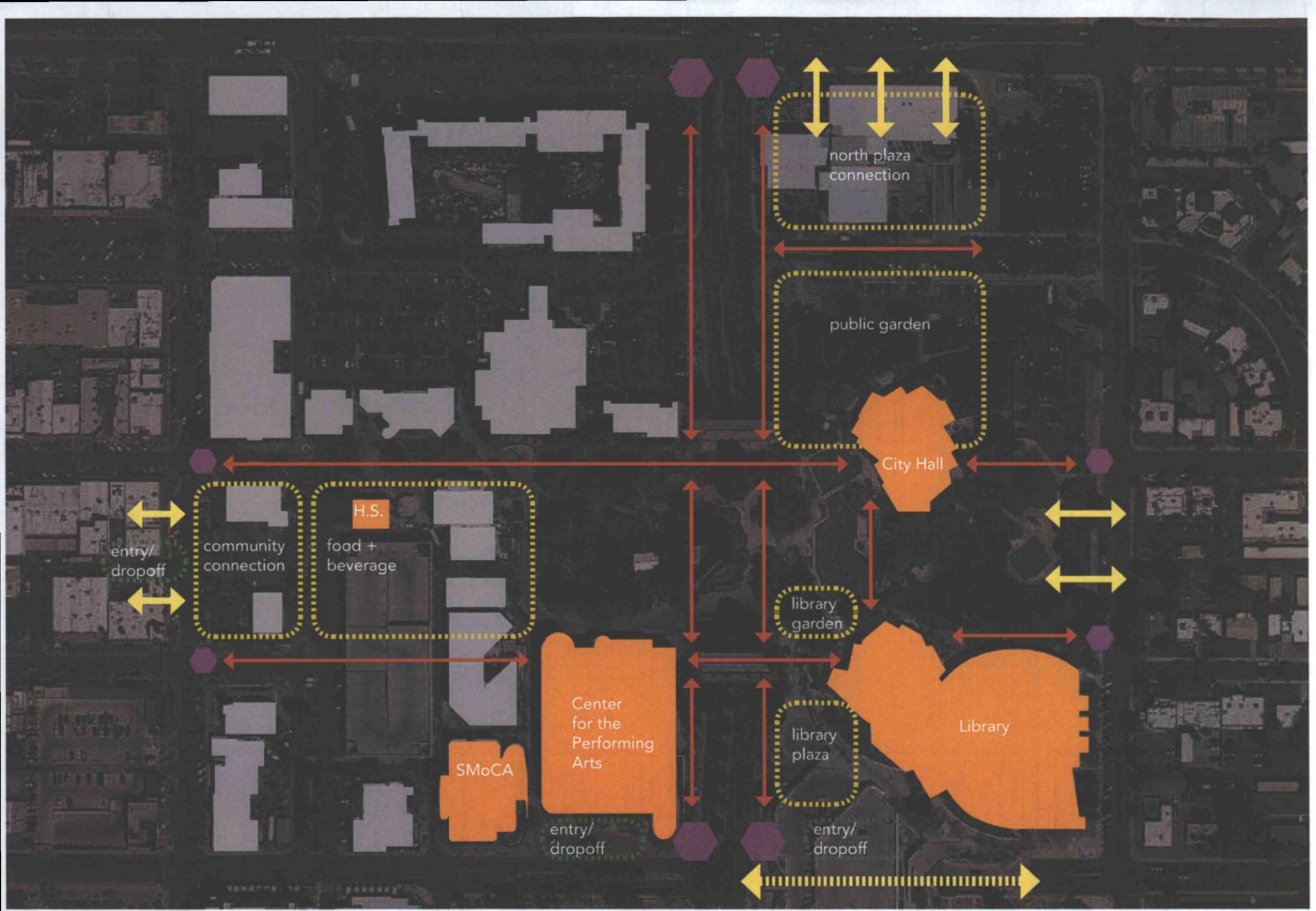
**possibilities | connections**

Holly Street Studio Architects with Floor Associates



**possibilities | entry / drop-off**

Holly Street Studio Architects with Floor Associates



**possibilities | community**

Holly Street Studio Architects with Floor Associates