

Case Research

To:
Cc:
Subject:

Dan Semenchuk, Donna Isaac
Richard Hayslip; Behring, Fritz; Earle, Derek
Re: Marshall Way Project

(12/12)

Dan, Thank you for keeping me in the loop. As we have discussed, what gets commissioned is the product of the public process and the City contracts with Public Art to manage that process. It is my understanding there was stakeholder input on the project to date. As the projects move along, if there are additional stakeholders who want to weigh in, I know they will have the opportunity.

Linda Milhaven
City Councilwoman

— Reply message —

From: "Dan Semenchuk" <dan@creativeconnect.org>
To: "Donna Isaac" <DIsaac@sccarts.org>
Cc: "Milhaven, Linda" <LMilhaven@scottsdaleaz.gov>, "Richard Hayslip" <RichardH@sccarts.org>
Subject: Marshall Way Project
Date: Wed, Nov 20, 2013 11:10 AM

Donna,

As I've tried to gather information and set meetings with individuals on this project over the last several months, it seems like Economic Vitality defers to Scottsdale Public Art, and Scottsdale Public Art defers back to Economic Vitality. In the meantime, resources continue to be used to move this project forward, as evidenced by Scottsdale Public Art's Facebook post promoting the deadline for the "Marshall Way Entry Feature Call for Artists."

Last night, I spoke with a former Marshall Way merchant, recently re-located to Main St., who stated that this project is primarily being driven by the small "We Are Marshall" group which does not represent all the merchants on that street.

Merchants continue to leave or relocate from Marshall Way, and if we are basing a significant expenditure like this primarily on the opinions of transient merchants and property owners (most of whom I know, and some them live out of state), then the decision-making process appears to be flawed.

On that basis, would you please forward, or direct me to, the public records for this project? Also, would you please let me know the persons from Economic Vitality and Capital Project Management involved in this project?

I'll be meeting with Fritz, and this is one of the projects that I'll be discussing with him.

Thanks,
Dan

Morlarity, Ben

From: Kevin Vaughan-Brubaker <KevinV@sccarts.org>
Sent: Wednesday, October 16, 2013 1:39 PM
To: Morlarity, Ben
Subject: RE: Marshall Way RFQ

Hi Ben,

The call to artists is up and live on callforentry.org.

I am putting together the artist selection panel for this project.

There are 7 slots for the following people:

1 City representative:

You

2 SPA Advisory Board Members:

Kathy Duley
Wayne Ecton

2 Stakeholders:

Our board recommended that we have one business owner and one property owner. Could you recommend two people? We want people who are on the same page as to what the stakeholders are looking for.

1 Neighborhood Revitalization expert:

I'm thinking Don Hadder, Greg Bestien or Bob Woods.

1 Artist:

Chris Alcalde or Tane Clark.

Let me know your thoughts.

Thanks!

Kevin

From: Morlarity, Ben [<mailto:BMorlarity@Scottsdaleaz.gov>]
Sent: Thursday, September 26, 2013 5:36 PM
To: Kevin Vaughan-Brubaker
Subject: RE: Marshall Way RFQ

Kevin,

I distributed the scope to 17 steak holders in the neighborhood for feedback. The feedback I received is listed below for your consideration.

- The current Marshall Way sign can go
- Preference should be given to local artists
- The idea of a piece of art at the 'entry' (Indian School & Marshall Way) with additional pieces that are placed up the street is desirable.
- The piece should not interfere with or cause a hazard to vehicle traffic

Ben Morlarity
Economic Development Specialist

CITY OF SCOTTSDALE
4021 N. 75th Street, Suite 102
Scottsdale, AZ 85251
O: 480-312-2459

[Economic Development E-Newsletter](#)

[Web](#) | [Facebook](#) | [Twitter](#) | [Speak Up Scottsdale](#) | [YouTube](#) | [Google+](#)

CHOOSE SCOTTSDALE



From: Kevin Vaughan-Brubaker [<mailto:KevinV@sccarts.org>]

Sent: Monday, September 09, 2013 3:47 PM

To: Morlarity, Ben

Subject: Marshall Way RFQ

Hi Ben,

Sorry for the delay in getting this to you. I just got back the edits from Donna. Let me know if you have any questions or need anything else from me at the moment.

Cheers,

Kevin

Moriarity, Ben

From: Eberhardt, Cindi L
Sent: Friday, June 14, 2013 7:24 AM
To: Millar, Rob; Moriarity, Ben
Subject: FW: CM/ED Group Meeting Today

Rob, Ben,

Keeping you in the loop.

Cindi L Eberhardt

From: Katsenes, Paul
Sent: Friday, June 14, 2013 7:18 AM
To: Eberhardt, Cindi L; Casey, Danielle; Geiogamah, Steve
Subject: FW: CM/ED Group Meeting Today

This should help for the TDC on Tuesday, eh?

Paul T. Katsenes
Executive Director
Community and Economic Development
City of Scottsdale
480-312-2890
pkatsenes@scottsdaleaz.gov

From: Earle, Derek
Sent: Thursday, June 13, 2013 2:47 PM
To: Katsenes, Paul; Worth, Daniel
Cc: Lipinski, Dave
Subject: RE: CM/ED Group Meeting Today

The emails are correct that the Marshall Way entry feature was proposed by Councilwoman Milhaven and approved by Council as part of the CIP. Council also specified that the project was to be paid out of Bed Tax funds – in this case it would be the carryover funds. The new CIP is entitled “Marshall Way Entry Feature” and will be effective on July 1st. My original intent was to treat this as a public art project and administer it through a CPM project manager. We would sign an MOU with Public Art for their management of the process. You might note that, when I went back to check the Council meeting, this was not specified as an art project, but more as an entry feature. In talking to Linda Milhaven today, she thought that Public Art administration of this might make sense.

There were older plans for an arched entry over Marshall Way at Indian School Road, but I’m not sure if that will be the result of this exercise. If we choose to go the public art route, they will commission an artist, seek public input and design an appropriate piece at the entry. I understand there is much more history behind this, but I only know what has transpired since the Council request to add this. It would appear that any tribal knowledge on this project may no longer be at the city. Even Bill Peifer doesn’t know much about it.

Derek

From: Katsenes, Paul
Sent: Thursday, June 13, 2013 1:54 PM
To: Worth, Daniel; Earle, Derek
Subject: FW: CM/ED Group Meeting Today

Would you mind taking a look at the two emails below.

Derek, do you expect to program the \$150,000 as a capital projects?

Just trying to get a more focused picture here,
Thanks,
paul

Paul T. Katsenes
Executive Director
Community and Economic Development
City of Scottsdale
480-312-2890
pkatsenes@scottsdaleaz.gov

From: Eberhardt, Cindi L
Sent: Thursday, June 13, 2013 1:26 PM
To: Katsenes, Paul; Rimsnider, Rose; Casey, Danielle; Ekblaw, Kroy; Grant, Randy; Moriarity, Ben
Subject: RE: CM/ED Group Meeting Today

No, I apologize for the confusion; we are not adding anything to the agenda but wanting to be prepared for a discussion. The budget was passed last week and Councilwoman Milhaven requested funding for Marshall Way; the City Council agreed and sent direction to the City Manager to allocate funding. It was determined through that process that they want to use bed tax funds but did not go through the TDC for a recommendation. Now, the TDC has heard about it, staff would like to be prepared to answer the questions they may have; they may bring it up during the Bed Tax Proforma discussion.

We are not sure who the city manager assigned this "project" to so that we can go to that person (if Derek or someone in CPM) to understand the plan. The City Manager may already have this worked out and it hasn't filtered down to ED yet, so that is why I suggested it as a topic in today's meeting. Thanks.

Cindi

From: Katsenes, Paul
Sent: Thursday, June 13, 2013 1:05 PM
To: Eberhardt, Cindi L; Rimsnider, Rose; Casey, Danielle; Ekblaw, Kroy; Grant, Randy; Moriarity, Ben
Subject: RE: CM/ED Group Meeting Today

Well, I am now hearing about the need to discuss TDC funding at their upcoming meeting. Deadline for agenda is today?

I think we need to develop a plan quickly to address.

Will you please pull all addressees together to figure out?

Thanks, paul

Paul T. Katsenes
Executive Director
Community and Economic Development

City of Scottsdale
480-312-2890
pkatsenes@scottsdaleaz.gov

From: Eberhardt, Cindi L
Sent: Thursday, June 13, 2013 10:35 AM
To: Rimsnider, Rose; Casey, Danelle; Ekblaw, Kroy; Grant, Randy
Cc: Katsenes, Paul
Subject: RE: CM/ED Group Meeting Today.

The only item I was going to bring up with the recent budget approval for the \$150k for Marshall Way. The City Council designated this to come from the Special Revenue Fund (Bed Tax) and we have a TDC meeting next Tuesday. We expect this will be an issue, that it will come up next Tues morning and we need to know who owns and what the plan is. Could the City Manager provide us some direction that we can inform the TDC? Either I can come for the first few minutes or Paul could address and let me know after his meeting. Thanks.

Cindi

From: Rimsnider, Rose
Sent: Thursday, June 13, 2013 8:48 AM
To: Eberhardt, Cindi L; Casey, Danelle; Ekblaw, Kroy; Grant, Randy
Subject: CM/ED Group Meeting Today
Importance: High

Please let me know if you have items you need to discuss with Dan at the CM/ED group meeting today – Paul would like to use that CM time for a 1:1 discussion. Thanks.

Rose Rimsnider
Administrative Assistant
Community & Economic Development
rrimsnider@scottsdaleaz.gov
480.312.2453

Morlarity, Ben

From: Teresa Lewis <teresa@mineralgallery.net>
Sent: Thursday, September 27, 2012 4:16 PM
To: 'Kim Galat'
Cc: Morlarity, Ben; Jen Parks; Dan Klinski; Wendy Deremiah
Subject: RE: Hello

Thank you Kim. I've made changes to the WAM directory copy that I have and included Jen Parks & Ben Morlarity on this reply as well.

From: Kim Galat [<mailto:gallery@elanbrenda.com>]
Sent: Thursday, September 27, 2012 12:55 PM
To: Teresa Lewis; Dan Klinski
Subject: Hello

I am so excited to be part of the WAM team. Please send all email to Gallery@elanbrenda.com address as the studio@elanbrenda.com is Brenda's email address and I do not always see the emails right away. Thank you!

Kim Galat
Elan Design Studio & Gallery
480-946-7070 Gallery
www.elanbrenda.com

Moriarity, Ben

From: Teresa Lewis <teresa@mineralgallery.net>
Sent: Friday, September 21, 2012 1:42 PM
To: Moriarity, Ben
Subject: We Are Marshall

Hi Ben,

I'm sorry I missed your visit yesterday, but am happy to hear that you had a chance to see the gallery. Don't be a stranger!

I also wanted to give you the updated information for We Are Marshall's board for your records. We've had a couple of changes since Maria Cherry's departure.

President: Dan Klinski – Steven Paul Salons
Mobile: (602) 399-1025
hossdocvetman@cox.net

Vice Pres: Wendy Deremiah – Salon Tru
Salon: (480) 947-4830
momnjordan@yahoo.com

Treasurer: Kim Galat – Élan Studio
Studio: (480) 970-8282
Studio@ElanBrenda.com

Secretary: Teresa Lewis – Touchstone Gallery
Gallery: (480) 874-8385
Mobile: (602) 505-3200
Teresa@mineralgallery.net

And finally, a thank you for all you are doing on behalf of the merchants on Marshall Way. We *do* appreciate it. Hope you have a great weekend.

Cheers,
Teresa

Moriarity, Ben

From: Geiogamah, Steve
Sent: Wednesday, September 19, 2012 1:47 PM
To: Katsenes, Paul; Moriarity, Ben
Subject: Marshall Way Presentation
Attachments: MEMO Marshall Way.doc

Paul, Ben,

Attached is Valerle's comments regarding the issues raised in the Marshall way presentation and discussion.

Steve

MEMO

TO: Steve Geiogamah
FROM: Valeri LeBlanc, Gary Esolen, PLACES Consulting
DATE: 9/18/2012
RE: Marshall Way Presentation

Steve, we wanted to comment on the Marshall Way presentation, not because we understand all of the issues being addressed, but because we think we can contribute a perspective.

As you know, we consider community involvement critical to making good decisions, and the presence of the merchants at the presentation was impressive. It is clear that they are concerned about several things: vacancies on the street (perhaps especially with the recently departed gallery which moved to Phoenix); the lack of foot traffic as they described the problem; the ineffectiveness of Art Walk on Thursday night to add the event feel to the street and promote sales.

The group's presentation was admittedly a non-strategic approach to the problem. Rather it was a list of possible, incremental actions, which they would pursue if the City would indicate their inclination to give assent to the direction. There was an overall statement of outcome, "To make Marshall Way a (famous, top tier, well known) art destination in Scottsdale."

The stated purpose of the activities to create an arts destination using Marshall Way as the journey's end is we think misguided. Here's why. From our experience, the decline of a sector is not as simple as we used to have a lot of people and now we don't. To help understand the problem it would be useful for the art galleries to agree (if this is possible) to allow the City to aggregate sales tax figures over the past 5-10 years by store, only revealing the aggregate by year. Such an inquiry would be useful in the analysis of how to proceed. If there is a trend, it can help people understand some things. In our experience, the best arts areas are complex, including restaurants, other retailers and a high energy environment. It is our opinion that making Marshall Way an arts destination is likely to be less productive for these gallery owners than making downtown a stronger destination within Scottsdale and the region, with Art as a major component of the mix.

Responding to the mix of ideas that were proposed, we found merit in many of them. In our review of the planning documents for downtown, we noted that there are five nodes the planners suggested to focus activity on. We would suggest that these areas be places where art, performances and other activities can happen, whether funded or open to enterprising uses. More animation will draw more people.

The identity of downtown is confusing to us, and the benefits of separation into branded areas does not offer clear distinction commensurate with the effort. It is probably not enough for the identity of the branded area to provide loyalty for merchants,

though it might be useful to understand that. In the end, the question is what does this sector branding do for or to attract the consumer. We don't know. We have heard that the merchants in Old Town are resistant to change, perhaps the Marshall Way folks feel the burden of this if it is true. But the answer is not to make one part of downtown lively and let the consumer sort it out.

The use of more visual cues, temporary or permanent art including murals works, creating an inviting place. The quality of the experience of art is also important. While the social scene can be a draw, the sale of art will also require other components: price, changing exhibits, new (to the scene) artist promotions, etc.

The availability of events space, for small animating events, and the ease of use of that space is very important to making the downtown attractive. An animating events strategy is different from an attraction events strategy. The first helps to attract people downtown, the second to the destination. A declining arts market must first stop the decline before thinking that they are a place for attraction events.



**COUNCIL SUBCOMMITTEE ON ECONOMIC DEVELOPMENT
SUMMARIZED MINUTES**

Tuesday, September 18, 2012

3:00 p.m.

City Hall, Kiva Conference Room
3939 N. Drinkwater Blvd, Scottsdale, AZ 85251

-
- PRESENT:** Mayor W.J. "Jim" Lane
Vice Mayor Dennis Robbins
Councilwoman Linda Milhaven
- STAFF:** Cindi Eberhardt, Economic Development Assistant Director
Paul Katsenes, Executive Director Community & Economic
Development/Planning & Neighborhood Administration
Dave Meinhart, Transportation Director
Ben Moriarity, Downtown Business Specialist
Paul Porell, Traffic Engineering and Operations Manager
Kelly Ward, Senior Assistant City Attorney
- GUESTS:** Bob Hazlett, Senior Engineer Maricopa Association of Governments
Valerie LeBlanc, Places Consulting
Jason Rose, Representative of Marshall Way
- PUBLIC:** Teresa Lewis
Ace Bailey
Dan Klinski
Kraig Foote

Call to Order/Roll Call

Mayor Lane called the regular meeting of the Council Subcommittee on Economic Development to order at 3:05 p.m. A formal roll call confirmed members present as stated above, noting the presence of a quorum.

1. Approval of June 28, 2012 Minutes

VICE MAYOR ROBBINS MOVED TO APPROVE THE MINUTES OF THE JUNE 28, 2012 MEETING OF THE COUNCIL SUBCOMMITTEE ON ECONOMIC DEVELOPMENT. COUNCILWOMAN MILHAVEN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF THREE (3) TO ZERO (0).

2. Potential Loop 101 (Frank Lloyd Wright to Pima/Princess) Access Changes

Paul Porell, Traffic Engineering and Operations Manager, introduced a new concept to address traffic problems along the Loop 101 freeway between the Pima/Princess interchange and the Frank Lloyd Wright interchange. Concerns about the efficiency of the Pima/Princess interchange continue, because previous proposals have all been too costly. More recently, the Maricopa Association of Governments (MAG) presented a more palatable alternative, a diverging diamond interchange (DDI). As part of this modification, staff recognized the opportunity to make related changes to the general access arrangements along that section of the freeway, and in the process provide better access to Tournament Players Club (TPC) and WestWorld.

Bob Hazlett, Senior Engineer with MAG, said the proposed improvements are being considered for the Regional Transportation Plan (RTP), the Freeway Lifecycle Program, and the Arterial Lifecycle Program. DDIs are a new design for Arizona, but they have been used successfully elsewhere. Pima/Princess is currently a diamond interchange, similar to most others used throughout the Valley. Heavy traffic movements during peak periods prompt a breakdown. The heaviest traffic generally flows to and from Pima Road on the north, to and from the Loop 101 on the south. Large directional flyover ramps were studied as a solution, but estimates started at about \$40 million for two of them.

The Arizona Department of Transportation (ADOT) is studying whether to use RTP funds to widen Loop 101 an extra lane in each direction. This prompted Scottsdale to take a fresh look at the problem. A DDI would require fewer modifications to the existing interchange, and would result in improved traffic flows. The first DDI was built in Versailles, France, and the Missouri Department of Transportation has been using them extensively. DDIs improve safety and simplify signalization by briefly switching traffic to the other side of the road, eliminating the need for vehicles to cross opposing traffic when entering the freeway. *Popular Science* gave the design a Best Innovation award in 2010.

Mr. Hazlett noted that DDIs prevent frontage roads from having through movement, but this can be solved by braiding traffic ramps, which will add to the cost, but still result in a considerably cheaper alternative to flyover ramps. If the ramps are reversed, they could provide better access at Bell Road instead of funneling all traffic to Frank Lloyd Wright. This will help separate event traffic from a heavily used commercial area of the city.

U-turn ramps at intersections would also help with traffic flow and dispersion. A study revealed that the proposed changes are possible within the existing right of way, and would improve the situation at Bell Road and FLW. The DDI and various related improvements would cost roughly \$24 million. ADOT is checking to see whether the proposal fits into their parameters, and early indications are that this is a good solution for this location.

Mayor Lane inquired whether the design addresses the difficulty of maneuvering from Pima Road to Bell Road. Mr. Hazlett confirmed that the use of braided ramps would allow entering traffic from Pima to pass over exiting traffic to Bell. Mayor Lane inquired whether MAG has allocated money for this type of improvement. Mr. Hazlett explained that these projects are always considered beyond the scope of the RTP, but MAG is trying to see if it can pay for this project out of savings from the freeway widening project.

Dave Meinhart, Transportation Director, said a similar situation was used to build a direct ramp connection into the University of Phoenix stadium area, which was not part of the original Prop 400 program. He noted that the DDI proposal would change the way some of businesses in the

area would access the freeway. Mr. Hazlett added that Scottsdale's event district is of regional significance, and this project would move event traffic directly onto the freeway, without getting on the frontage road first. This will clear traffic from the area more quickly, but some businesses could potentially be impacted by the change.

Vice Mayor Robbins inquired how the loop around the Airpark would be affected. Mr. Melnhart said this change could affect it, but he doubted it would be dramatic. Vice Mayor Robbins asked about the time frame for the project. Mr. Hazlett explained that the Loop 101 widening is scheduled in this area for 2021. If all the issues can be worked out, the DDI project could be constructed at the same time.

Mayor Lane asked whether these improvements would eliminate the need for extensive rerouting during big events at WestWorld. Mr. Porell responded that major events utilize access routes from both directions. The DDI would improve freeway access from the west along Bell Road, though it would likely not eliminate the need to send some traffic up Thompson Peak Parkway. Mayor Lane said the suggestions appear to be the solution to a number of issues, and as such should be referred to the full Council at some point.

3. Five-Year Tourism Development and Marketing Strategic Plan

Steve Geiogamah, Tourism Development Coordinator, said the first of three planned phases of the Tourism Development and Marketing Strategic Plan is complete. The entire plan will be delivered in early December. It will identify the objectives and tactics that the Tourism Development Commission (TDC) and staff will use over the next five years.

Valerie LeBlanc, from PLACES Consulting, said a five-year plan is an important component of a successful tourism program. The plan is the result of input gathered from 150 tourism industry professionals. During the next six weeks, the consulting team will host a series of strategic planning meetings to identify where Scottsdale can make the biggest impact with the marketing money spent. The last deliverable on the strategic plan is due on December 3, 2012.

Mayor Lane said a major goal over the past few years has been to expand the Scottsdale experience to incorporate as many activities and points of interest as possible and to encourage visitors to extend their stay and use Scottsdale as a home base from which to explore the state. Ms. LeBlanc said Las Vegas was able to lay claim to the Grand Canyon by following a conscious strategy. Now it is time for Scottsdale to claim it back.

Vice Mayor Robbins asked about the outcomes of previous strategic plans. Mr. Geiogamah explained that the last strategic plan identified vision partnerships such as the one established with Sedona, as well as potential capital projects and temporal activities that were not realized because of funding issues. The new plan includes research that the TDC can use throughout the year. It will examine existing venues to see how they can be enhanced and built into the program of work.

Mayor Lane inquired whether the plan would evaluate recent proposals such as the Museum of the West, the Desert Discovery Center, the Tony Nelssen Equestrian Center (TNEC), and TPC Investments to determine what their impact could be. Mr. Geiogamah responded that the consultants are constantly kept abreast of developments and staff hopes to receive some feedback on which projects are most promising. Ms. LeBlanc clarified that the consultants cannot provide economic feasibility information, but can identify the soft partners that exist in the

community that can strengthen the built environment. Having a specialty building like the TNEC that can cross over to other uses strengthens Scottsdale's position. Many destinations have generic multi-use facilities. TNEC, however, offers a specialty use of which there are very few, and it goes right to the heart of Scottsdale's character-of-place. The payback should be very strong, and Scottsdale should be able to hold onto events for a long time.

4. Future of Marshall Way – "We are Marshall"

Ben Moriarty, Downtown Specialist, stated that Marshall Way merchants have prioritized a list of projects they would like to see initiated. Jason Rose, representing Marshall Way merchants and property owners, said this effort grew out of concerns about declining business. Galleries want to ensure that the street is well positioned moving forward. Bentley Gallery, long a mainstay of the street, recently moved to downtown Phoenix. Rather than settling for a clichéd marketing campaign, Marshall Way wants to work with the City to become the most progressive art street in the country. If that can be done, the marketing can take care of itself. Marshall Way is offering aggressive, unconventional ideas, and the group has short, medium, and long-term plans they need the City's help on.

The deterioration of the Art Walk was due in part to bureaucratic hurdles associated with holding events there, as well as burdensome liquor laws. Marshall Way proposes creating a permanent special event zone that would not have to comply with all the usual rules and regulations, and allow event producers to use the street as an event venue unto itself. The street could also be designated as a public recreation area, like a park. This would help create a more permissive, but still responsible, environment regarding liquor laws, and would allow people to walk between galleries with a glass of wine in their hand. These simple changes would give Marshall Way a competitive advantage.

Mr. Rose said the insufficient lighting on Marshall Way has discouraged traffic at night. Mr. Moriarty explained that decorative lighting makes the downtown area a friendly place during the holiday season. The lighting contractor has already put up some of the holiday lighting on Marshall Way and Craftsman Court, and is analyzing possible improvements. Permanent lighting put up five years ago will soon have to be replaced because of deterioration by the elements.

Mr. Rose said great spaces create dynamic experiences. Without exceeding noise ordinance limitations, galleries request the ability to install outdoor speakers and to liberalize restrictions that prevent live music and street performances. These changes would make a more interesting street at very little cost. The City could issue a national RFP to make the marketplace aware of these improvements and get them to think about coming to Scottsdale. Mayor Lane suggested that tourism marketing money could be available to promote the area. Mr. Rose said staff has been very responsive, but Marshall Way wants to solicit City Council reactions to the proposals.

Mr. Rose stated that another idea is to relocate the Public Art Program onto Marshall Way. This would create a lot of energy and programming there, and cost little to implement. If WestWorld hires a special events promoter to attract business to the new facility, they could possibly spare some time to work on Marshall Way as well. A special art event could be developed that would recast Marshall Way and get people to think about it as a great arts street again. The City could liberalize the approval process for business and property owners who want to do something

unusual, like an animated wall, by routing those requests through Public Art, rather than the DRB. The City could also create a more significant entry point to the area, like Main Street has.

Mayor Lane proposed that public art could tie Marshall Way together with the galleries in the Main Street area. Commissioner Milhaven supported the efforts of the Marshall Way merchants and requested updates on developments. She inquired how Scottsdale's gallery community was faring compared to those in other destinations. Teresa Lewis said she has galleries in four different cities, but the one in Scottsdale is really struggling. The downtown area has much less foot traffic than it had years ago. Santa Fe activity, meanwhile, has remained robust.

Commissioner Milhaven felt that the proposals would definitely help, but not be enough without a marketing campaign that more clearly defines Scottsdale nationally as an arts and culture destination. Mayor Lane said the proposals seem reasonable and fairly low cost. He requested an outline prioritizing the changes that would have the greatest impact for the lowest political and financial cost. Mr. Rose felt that the public recreational district had the potential to be the most vibrant idea, though no single idea is the complete answer. The Marshall Way merchants want to know if City Council has any big objections to the concepts before pursuing them. Mayor Lane responded that City Council will want to know that the results will be worth the political capital they would have to expend.

Kraig Foote said he has had a gallery in the area for 19 years. When alcohol was allowed, Art Walk would attract up to 300 people per night, without issue. Once that practice stopped, traffic just dropped. Just six people showed up at his gallery during the last Art Walk.

5. Economic Development Report

Cindi Eberhardt, Economic Development Assistant Director, reviewed the three remaining Subcommittee meetings this calendar year: Wednesday October 17, Thursday November 8, and Thursday December 13.

She reported that the sole respondent to the RFQ for the Western Museum will make a presentation before City Council on October 2 in a work study session. Phoenix Motor Company, a Mercedes Benz dealership, has announced their intention to locate in Scottsdale and they are seeking a conditional use permit. They plan to locate downtown right across from the Scottsdale Fashion Square, making a \$25 million investment in Scottsdale, and bringing 150 jobs. Development is expected to begin this fall.

Ms. Eberhardt said the City of Scottsdale continues to encourage the State Land Department to bring forward development in the north of Scottsdale. On May 15, 30 acres in Crossroads East were auctioned off to a single developer, and nine of them will become the future site of Bell Lexus of Scottsdale.

Ms. Eberhardt reported that staff continues to receive relocation prospects and are working with their direct contacts, along with the BREAD Prospect Report.

Ms. Eberhardt reported that daytime parking is still an issue in downtown Scottsdale. The City is working on a Request for Proposal (RFP) for a parking structure. Simultaneously, the Bond Task Force is being asked to consider a parking structure on their list of projects. Kelly Ward, Senior Assistant City Attorney, explained that the RFP would preserve the existing amount of

parking until a developer is ready to construct. The chosen developer is expected to construct a new project that incorporates a required quota of public parking.

6. **Open Call to the Public**

None.

7. **Future Agenda Items**

None.

Adjournment

With no further business before the Subcommittee, the meeting adjourned at 4:54 p.m.

Respectfully submitted,
AV Tronics, Inc. DBA AVTranz.

Moriarity, Ben

From: Sara Jones <sjones@rosemoserallynpr.com>
Sent: Wednesday, September 05, 2012 2:23 PM
To: Moriarity, Ben
Cc: 'Jennifer Parks'; jrose@rosemoserallynpr.com
Subject: RE: marshall way draft
Attachments: goals slideshow.ppt

My apologies. Here is the presentation.

Sara Jane Jones
Rose+Moser+Allyn Public and Online Relations
7144 E. Stetson Drive Ste. 400
Scottsdale, AZ 85251
Cell: 319-936-4152
SJones@RoseMoserAllynPR.com

From: Sara Jones [mailto:sjones@rosemoserallynpr.com]
Sent: Wednesday, September 05, 2012 2:07 PM
To: 'Ben Moriarity'
Cc: 'Jennifer Parks'; 'jrose@rosemoserallynpr.com'
Subject: RE: marshall way draft

Hi Ben,

Please find our PowerPoint presentation for Marshall Way attached. Please let me know if you have any questions.

Sara Jane Jones
Rose+Moser+Allyn Public and Online Relations
7144 E. Stetson Drive Ste. 400
Scottsdale, AZ 85251
Cell: 319-936-4152
SJones@RoseMoserAllynPR.com

From: jrose@rosemoserallynpr.com [mailto:jrose@rosemoserallynpr.com]
Sent: Wednesday, August 29, 2012 3:13 PM
To: Ben Moriarity
Cc: Jennifer Parks; Sara Jones
Subject: Re: marshall way draft

We will get it done. Thx ben.
Sent via BlackBerry from T-Mobile

From: "Moriarity, Ben" <BMoriarity@Scottsdaleaz.gov>
Date: Wed, 29 Aug 2012 17:23:49 +0000
To: 'jrose@rosemoserallynpr.com' <jrose@rosemoserallynpr.com>
Subject: RE: marshall way draft

Jason,

I have you tentatively scheduled you for the Sept. 18th Economic Development Subcommittee meeting. I will need a PowerPoint and report from you/"We are Marshall" by Sept. 5th for review and distribution to the subcommittee.

The agenda is full so please plan your presentation for 10 minutes. Items that you will be taking forward to other boards or commissions can be mentioned, but will not be considered by the subcommittee for any direction or consent (i.e. the "Spectacle" to TDC and the murals to DRB).

If I don't have the Marshall Way PPT and report by Sept. 5th we will need to schedule Marshall Way for a later date. Please let me know if this will work for you.

Have a great day,

Ben Morlarity
Economic Development
City of Scottsdale
480.312.2459
BMorlarity@ScottsdaleAZ.Gov

Scottsdale Downtown on Facebook

4021 N. 75th Street, Suite 102
Scottsdale, AZ 85251

From: Morlarity, Ben
Sent: Friday, August 17, 2012 3:10 PM
To: 'jrose@rosemoserallynpr.com'
Subject: RE: marshall way draft

Jason,

How is the list of property owners coming together? Could the list please show whether or not the property owners are in support of these proposals? Also, has "We are Marshall" been officially formed? What kind of organization is it (non-profit, LLC, etc.)? and who are the current members of "We are Marshall"?

Regarding the individual items, I have added some input below (in green). I will speak with the Economic Development team in order to target one of the next possible Economic Subcommittee dates for a conceptual discussion of the items that you would like to submit a plan for Council's future consideration.

Please provide a comprehensive plan of the items you would like Council decisions on before we schedule "We are Marshall" to a regular Council meeting. As recommended by planning, good graphics included in the plan go a long way in the understanding of your requests.

MARSHALL WAY IMPROVEMENT PLAN

-DRAFT-

AUGUST 13, 2012

GOAL

ENGAGE IN A SERIES OF SHORT, MEDIUM AND LONG-TERM POLICY AND MARKETING INITIATIVES TO CREATE THE MOST PROGRESSIVE ARTS DISTRICT IN THE COUNTRY IN ORDER TO ATTRACT NEW GALLERIES, TENANTS AND ENERGY TO ONE OF SCOTTSDALE'S SIGNATURE STREETS.

SITUATION ASSESSMENT

FACED WITH PRESSURES FROM THE ECONOMY, ONLINE SALES AND COMPETITION FROM AROUND THE COUNTRY ONE OF SCOTTSDALE'S ONCE GREAT STREETS NEEDS NEW POLICIES AND A SERIES OF PUBLIC AND PRIVATE SECTOR INITIATIVES TO ELEVATE MARSHALL WAY AS ONE OF THE GREAT ARTS STREETS IN AMERICA.

IMPORTANTLY, SOME OF THESE CHANGES COULD BE ENACTED ADMINISTRATELY WHILE OTHERS CAN BE DONE WITH COUNCIL SUPPORT. THIRD PARTY COMMISSIONS AND ORGANIZATIONS WILL PLAY IMPORTANT ROLES TOO.

IT WOULD BE OUR GOAL TO COORDINATE A WORK STUDY PRESENTATION TO THE CITY COUNCIL'S SUBCOMMITTEE ON ECONOMIC DEVELOPMENT IN LATER SEPTEMBER WITH A FULL COUNCIL DISCUSSION IN OCTOBER.

Short-term items currently pursuing (2012-2013)

1. Revitalize Art Walk. City/State Policy Changes To Permit Wine Within Designated Arts District/Marshall Way.

KEY ISSUES:

*Can the city permit special event "wine & cheese" every Thursday for Art Walk, allowing patrons "open containers" (i.e. glasses of wine on Marshall Way from Indian School to 5th Avenue without the erection of fencing or special event barriers?) In practice, Scottsdale PD could cite anyone outside of a designated Marshall Way Arts District. Can this be done administratively?

*Could this same policy be extended for an entire, designated "arts season?"

*A meeting with Scottsdale PD 8/15/2012.
Next step "We are Marshall" meeting with State liquor control.

*What state legislative changes might be needed to provide Marshall Way further allowances in this regard?

2. Lighting & Landscaping Improvements on Marshall Way with the need to increase lighting to avoid a "dark street" is paramount.

KEY ISSUES: The city has already been very responsive to this request and action is pending. When is your expectation that enhanced lighting will be installed?

The lighting contractors will begin the Downtown seasonal lighting installation Sept. 10th

6. Public sound system to articulate music, similar to malls and retail centers

KEY ISSUES: As we understand, any business is free to install speakers immediately so long as they do not violate the noise ordinance.

Will the Marshall Way businesses/property owners be moving forward with the installation of exterior speakers? Planning is willing to help business/property owners through the approval process

8. Continued work with the Economic Vitality Department to foster Gallery/Artist recruitment from around the country

KEY ISSUES: Upon the adoption/progress of this policy document it would be desirable for the city's Economic Vitality Department to issue a national RFP to galleries, gallery organizations and artist organizations around the country. If Scottsdale does indeed work with Marshall Way to permit the most progressive arts street in the country it will have a tremendous recruitment tool. Such an effort will help EXISTING businesses, and do everything possible to create even more of a concentration on Marshall Way.

Are you referring to a Request for Proposals (RFP) through the City's procurement process? The City doesn't own any tenant space on Marshall Way, nor have any funds currently allocated to procuring a tenant. Please elaborate.

9. Permissive rules on performance art.

KEY ISSUES: We understand there are no restrictions for unamplified performances.

Will "We are Marshall" be inviting and scheduling performance art? What type of performers?

11. Relocate Public Art Program/Office onto Marshall Way to create not only creative energy but ongoing exhibits.

KEY ISSUES: With the possible availability of the Bentley Gallery space this request has taken on added urgency. Can we consider this re-location immediately? If not, how soon can it be?

This is a decision for Scottsdale Public Art and the Cultural Council to decide.

12. Targeted special events for/on Marshall Way

KEY ISSUES: We are trying to forge new policies that make events and business easier than anywhere else in the country. To that end, typical policies and procedures are not desired. Can we create a "special events district" for Marshall Way, possibly including the expanded Venue, that will tempt special events and promoters of all kinds to use Marshall Way to occasions large and small that will bring new energy and business to the street?

Please elaborate. What types of policies and procedures are proposed to make it easier? What type of attributes would a "special event district" include?

One of two ways Marshall Way can lure special events is to build consensus among all the business and property owners that makes it easy for an event producer to get approvals to close the street. The other possible way to attract special events to the street would be for Marshall Way to invest in the insurance for the event (similarly to the 5th Ave Merchant Group and the 5th Ave Art Fest events) or to invest in special event equipment to then offer to event producers (Barricades, lattice fencing, generators, etc.) to reduce the production costs.

Items to be planned and submitted for consideration by City boards and commissions

3. "Spectacle." Potential allocation of tourism event funds for a meaningful public art installation to drive awareness and tourists. This will require work with the Scottsdale Convention & Visitor's Bureau as well as the Tourism Development Commission

KEY ISSUES: A meeting has already taken place with Scottsdale Public Art and SCVB. A "spectacle" and artist exhibition that would utilize Marshall Way's street and sidewalks is being pursued. This could be temporary or "permanent." We are awaiting recommendations from Public Art before preparing a proposal for the Tourism Development Commission. Matching or other funds from Public Art may also be pursued for this purpose. Public Art could also oversee a "call to artists" for this purpose as well, in which case encroachment permits may be requested of the City of Scottsdale.

5. Streamlined approval process to allow businesses to do murals on walls at or near businesses. Transition approval from the Design Review Board to Scottsdale Public Art.

KEY ISSUES: As suggested by Planning officials the most expeditious way to implement may be a "master approval" of various walls on Marshall Way, thereby allowing business and property owners to proceed with the approval of Public Art. Street officials to provide Planning Department with master list.

Are street officials representatives from Marshall Way and/or property owners? What is your estimated timeline on submitting the proposal, with property owners consent, to the Planning Department?

Items for City Council consideration and direction

4. Installation of an arch across Marshall Way at Indian School Road to help define street.

KEY ISSUES: A "Community Facilities District" has been suggested for this and other improvements. This should be considered but a street with challenges is not best situated today to further burden business and property owners with more taxes. Instead, we propose that a Marshall Way "arch" at Indian School Road be included in the city's next budget as a capital improvement.

As you may already be aware of, much of the capital improvements that are currently being done are deferred maintenance projects and a high level of need project (i.e. projects that affect the health and safety). In order to make the strongest argument for an "arch" to be constructed more information in the way of design and costs associated to the construction of a Marshall Way arch would be necessary for Council's consideration.

10. Rather than infill incentive district should/can an "arts incentive district" be created?

KEY ISSUES: We understand that Marshall Way already falls within the Infill Incentive District permitting heights of 36-48 feet with accompanying public benefits.

What type of attributes would an "arts incentive district" include? If it's primary role is for marketing the word "incentive" might be too closely related to the Infill *Incentive* District that is a tool for zoning entitlements.

Other items

7. Re-establishment of trolley stop on Marshall Way and Indian School Rd.

KEY ISSUES: The city reported that the traffic stop had very few counts. We will discuss internally and report back on desired changes, if any.

13. Expand Scope of WestWorld Special Events Promoter (If Retained) To Include Marshall Way.

I believe the scope of work for a WestWorld Special Event Promoter would be to attract equestrian, sporting, conventions and trade show events to the future Tony Nelson equestrian center. The Tony Nelson equestrian center venue and the Marshall Way right-of-way are significantly different and the events each would attract are significantly different. I am unsure if a retained promoter could adequately please all parties.

CONCLUSION

IN PART OR IN TOTAL SUGGESTED IMPROVEMENTS WILL CREATE MARKETPLACE AWARENESS LOCALLY, REGIONALLY & NATIONALLY ABOUT MARSHALL WAY FOSTERING NEW PUBLIC RELATIONS, MARKETING & TENANT OPPORTUNITIES

Scottsdale, AZ 85251

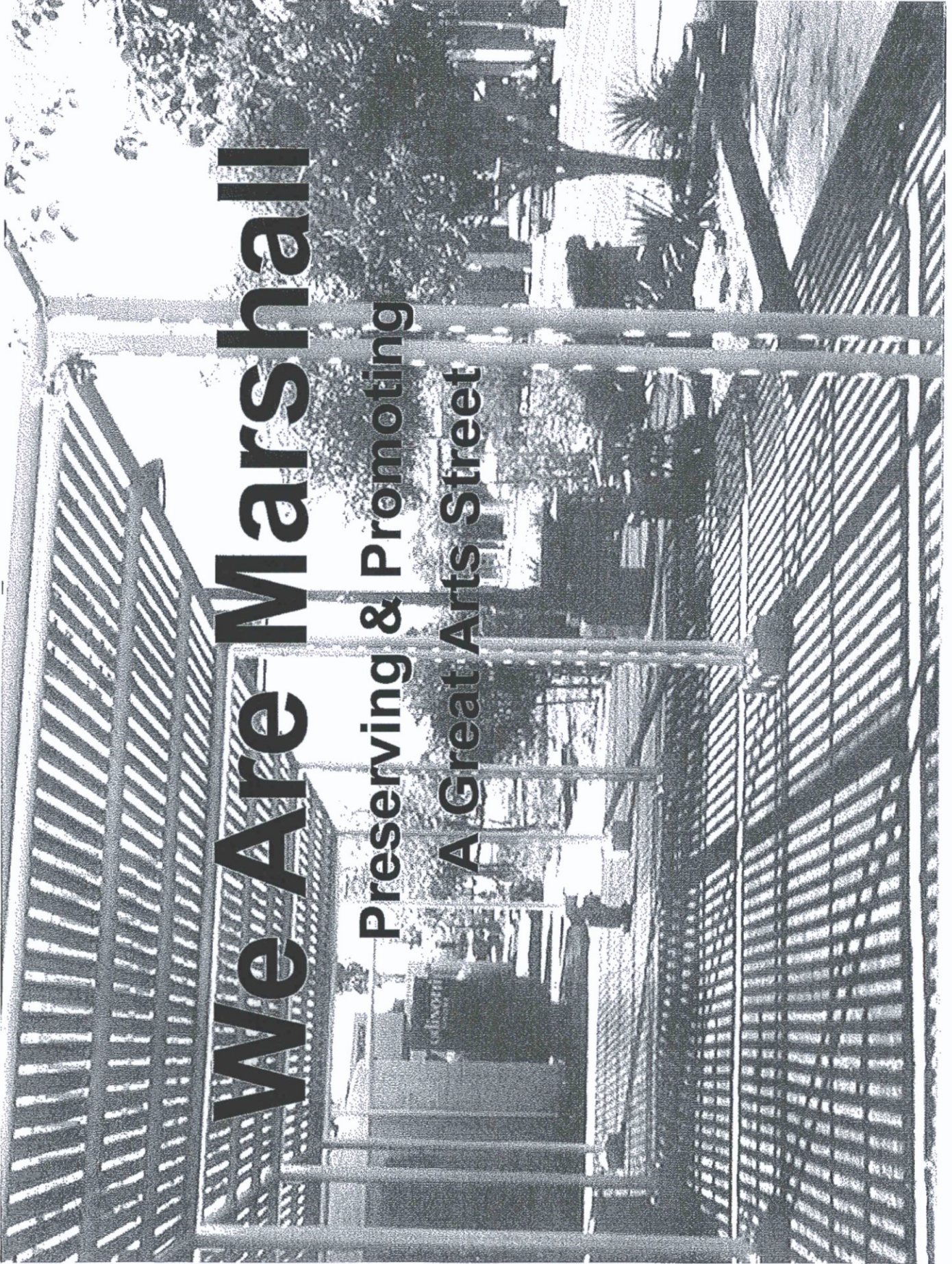
www.rosemoserallynpr.com

Public Relations* Crisis Communications* Public Affairs* Events* Elections

We Are Marshall

Preserving & Promoting

A Great Arts Street





Policy Goal

A series of short, medium, long-term policy and marketing initiatives to create the most progressive arts district in the county to attract new galleries and energy.

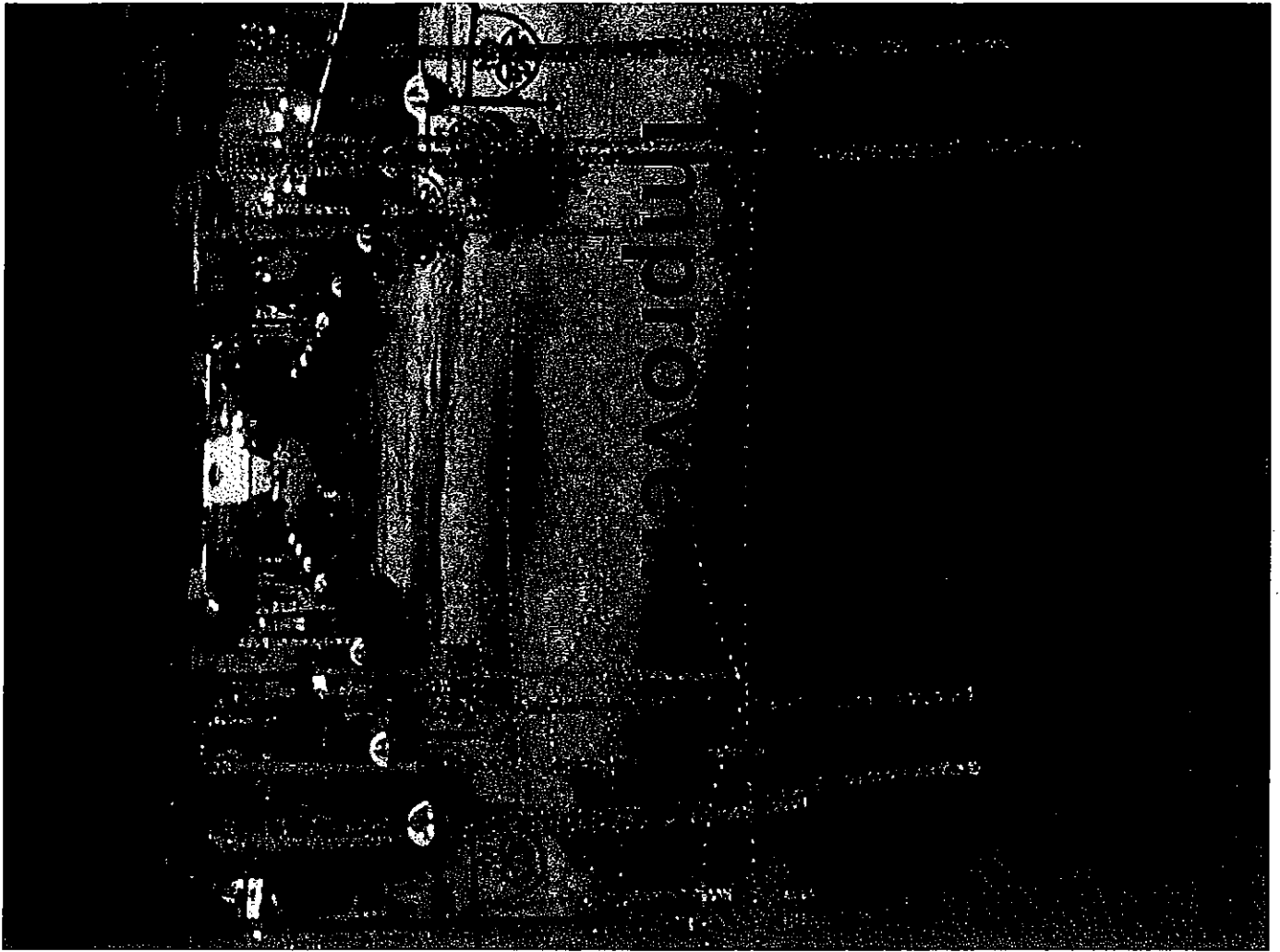
Changing Marketplace

- Online Sales
- Economy
- Rents
- Competition from around the country

Revitalize Art Walk



- “Permanent” Special Event Zone?
- “Public Recreation Areas”
- State, city legislative changes?





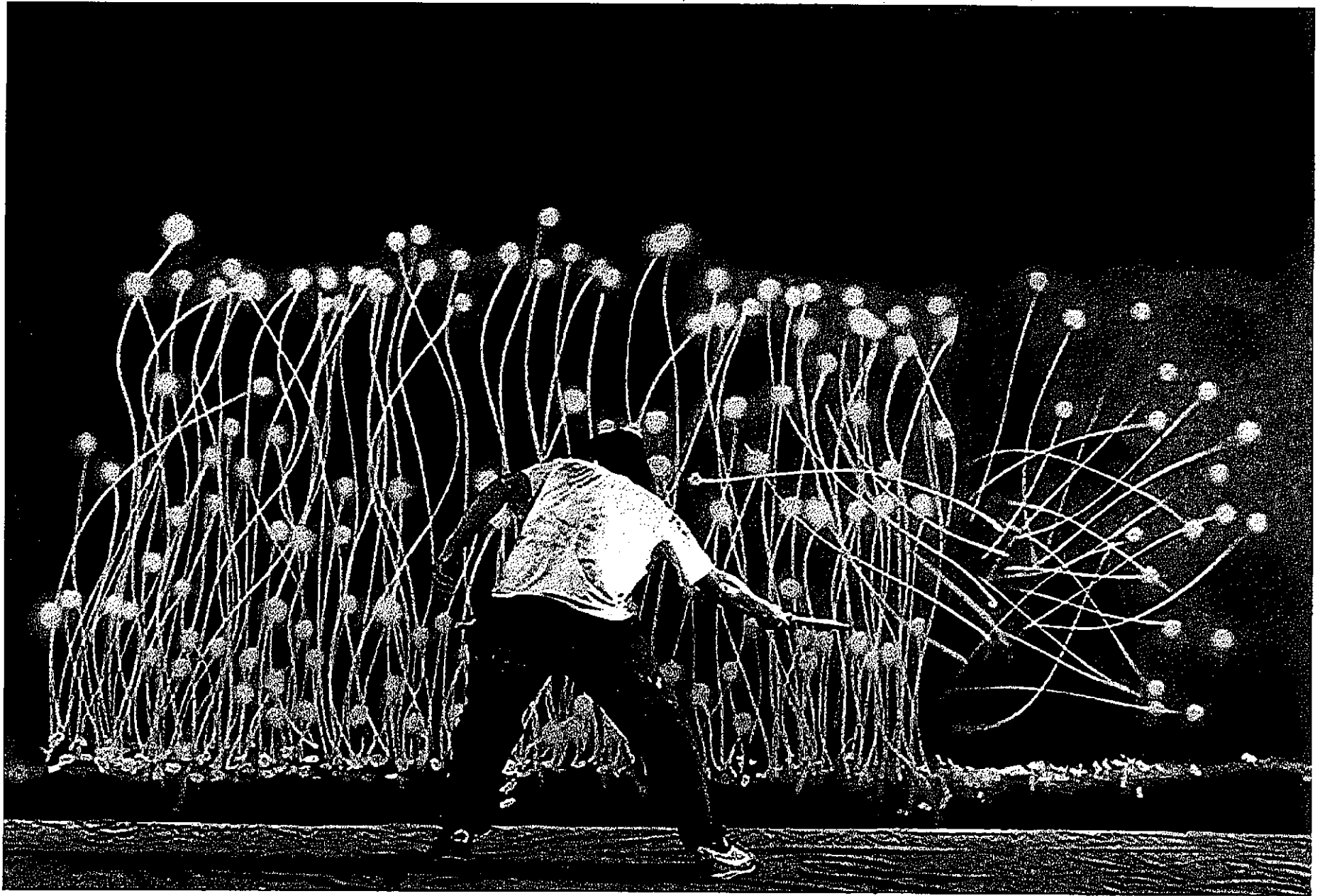
**Public and/or private
sound systems to
animate street with
music, as malls do**



National Gallery/Artist Recruitment

- RFP Process

© WildNatureImages.com



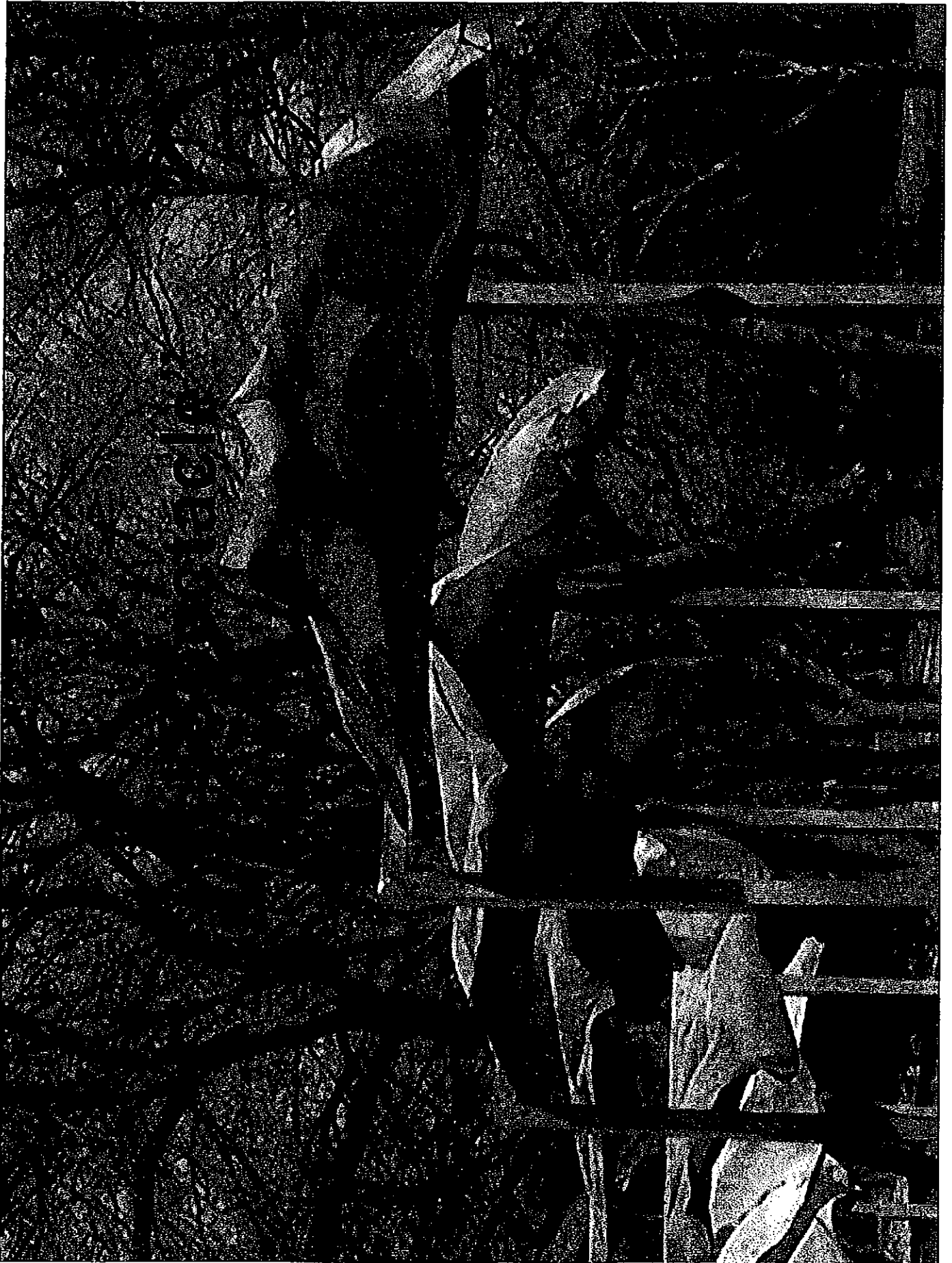
**Relocate Public Art
Program/Office onto
Marshall Way**

**scottsdale
public
art**



Special Events District, perhaps in conjunction with expanded Venue

- Incorporate into WestWorld Special Events Coordinator?



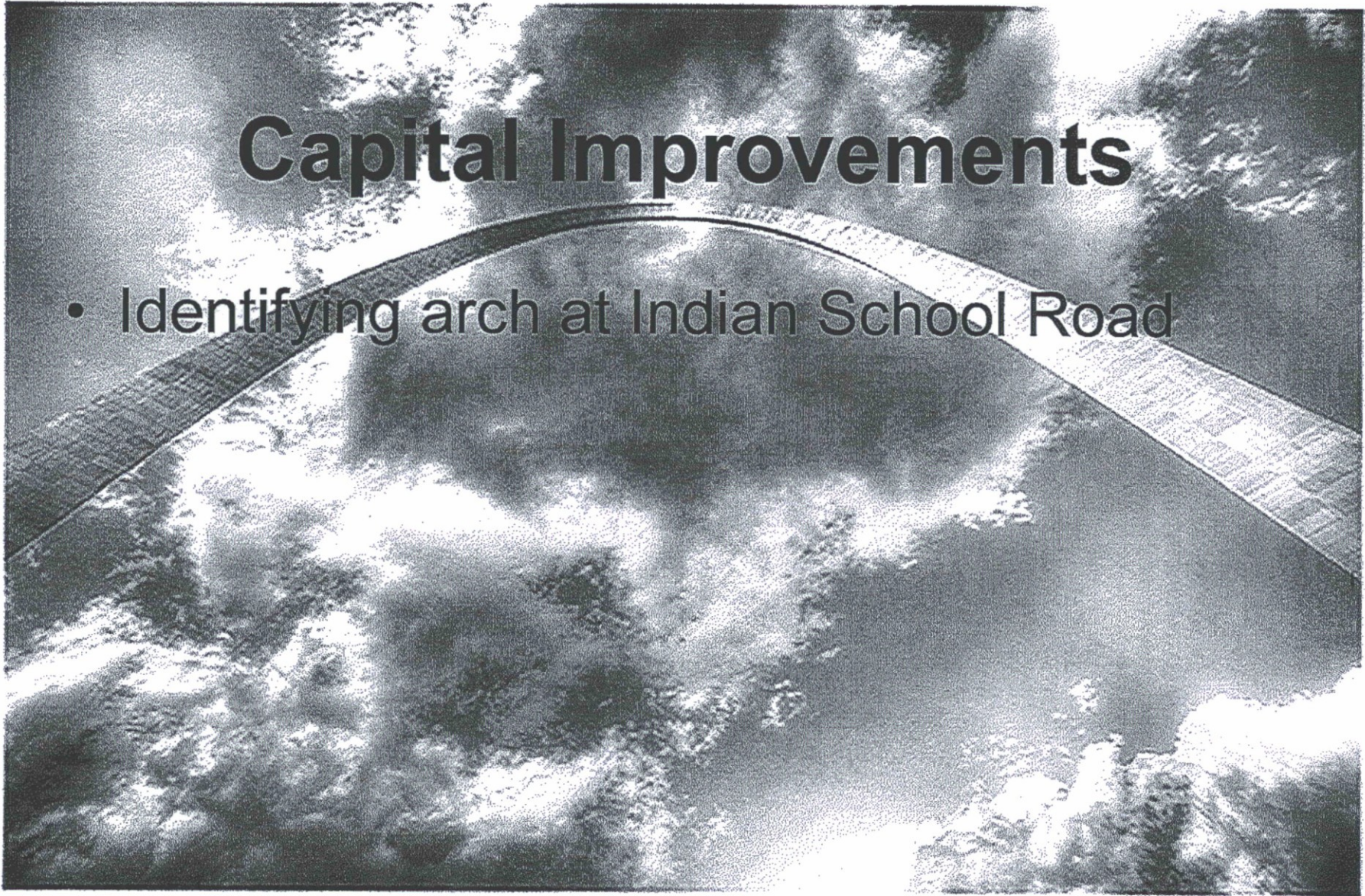


Public Art

- More liberal mural policies
- Public Art rather than DRB

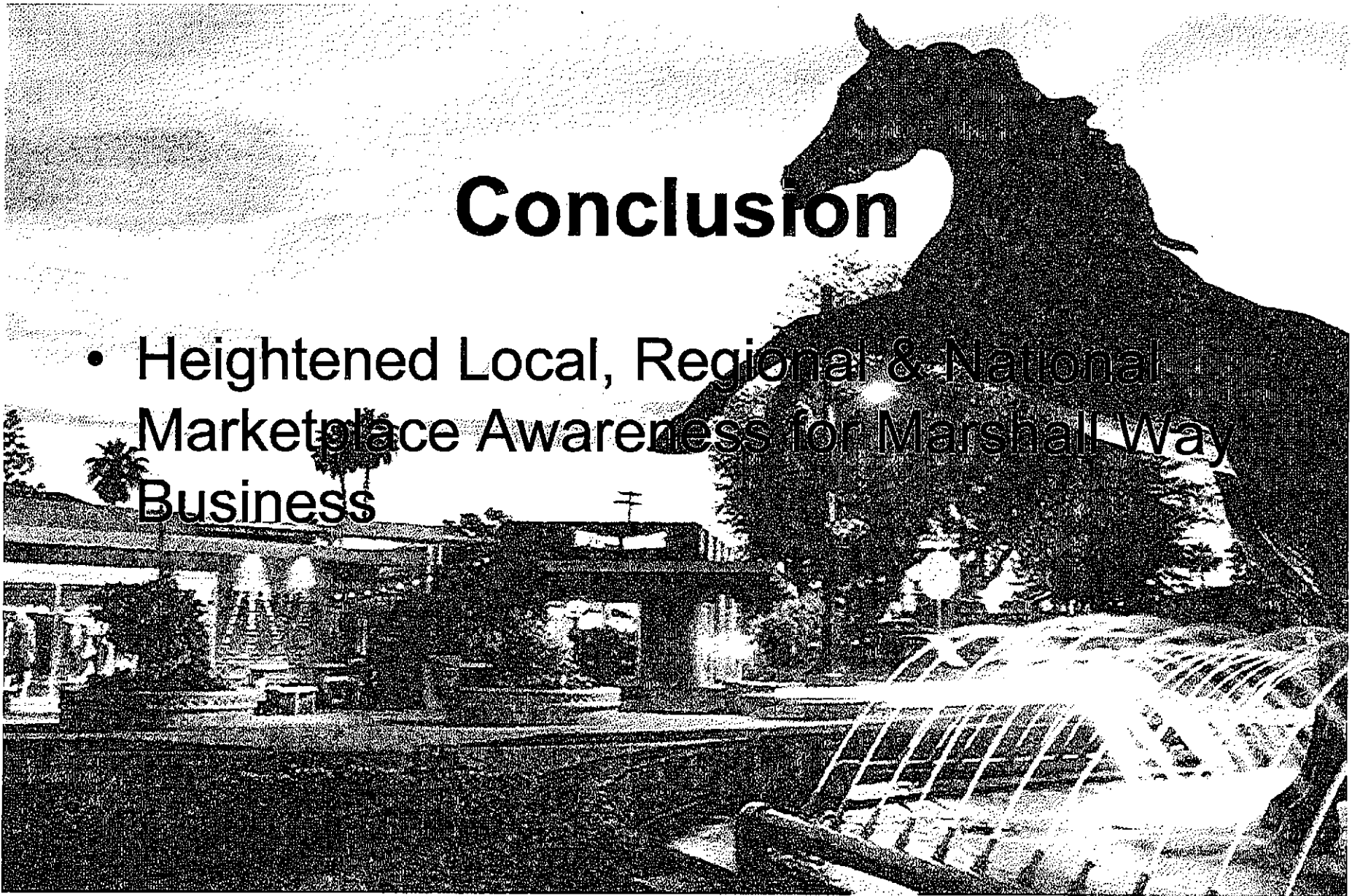
Capital Improvements

- Identifying arch at Indian School Road



Conclusion

- Heightened Local, Regional & National Marketplace Awareness for Marshall Way Business



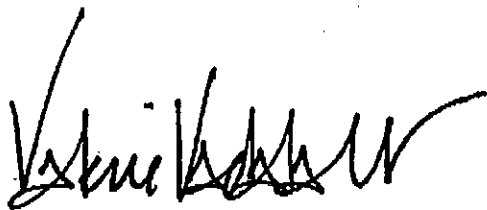
Moriarity, Ben

From: jrose@rosemoserallynpr.com
Sent: Wednesday, July 25, 2012 3:01 PM
To: Valerie Vadala Homer; Moriarity, Ben
Cc: Ekblaw, Kroy; Twist, J.P.; Maria Cherry; Bentley Calverley; Jennifer Parks
Subject: Re: marshall way requests & recommendations

We will target the 9th and later confirm
Sent via BlackBerry from T-Mobile

From: Valerie Vadala Homer <ValerieVH@sccarts.org>
Date: Wed, 25 Jul 2012 14:22:15 -0700
To: Moriarity, Ben <BMoriarity@Scottsdaleaz.gov>;
'jrose@rosemoserallynpr.com' <jrose@rosemoserallynpr.com>
Cc: Ekblaw, Kroy <Kekblaw@Scottsdaleaz.gov>; Twist, J.P. <JpTwist@Scottsdaleaz.gov>; Maria Cherry <mariacherryinteriors@hotmail.com>; Bentley Calverley <bentley@bentleygallery.com>; Jennifer Parks <jparks@rosemoserallynpr.com>
Subject: RE: marshall way requests & recommendations

The 31st & 9th are best for me. But if that doesn't work for the group—I can rearrange some meetings on the 1st.



Valerie Vadala Homer
Director
Scottsdale Public Art
480-874-4636



LIVE THE ART. LOVE THE PLACE.
[SPA Facebook Fan Page](#)

BASK in the setting sun at *Knight Rise* in SMOCA and then have drinks on the AZ 88 patio – SMOCA is free until 8pm on Thursdays.



Please consider the environment
before printing this message.

From: Moriarity, Ben [mailto:BMoriarity@Scottsdaleaz.gov]
Sent: Wednesday, July 25, 2012 2:15 PM

To: 'jrose@rosemoserallynpr.com'
Cc: Ekblaw, Kroy; Twist, J.P.; Maria Cherry; Bentley Calverley; Valerie Vadala Homer; Jennifer Parks
Subject: RE: marshall way requests & recommendations

Jason,

Unfortunately, I have another meeting scheduled during that time that I am unable to move. But after looking at Kroy's availability and my availability below are some times that are currently available. Please let me know if anyone of the times works for you and the group.

Tuesday, July 31st @ 1pm
Wednesday, Aug 1st @ 2pm or 4pm
Thursday, Aug 9th @ 11am or 3pm

Have a great day,

Ben Moriarity
Economic Development
City of Scottsdale
480.312.2459
BMoriarity@ScottsdaleAZ.Gov

Scottsdale Downtown on Facebook

4021 N. 75th Street, Suite 102
Scottsdale, AZ 85251

From: jrose@rosemoserallynpr.com [<mailto:jrose@rosemoserallynpr.com>]
Sent: Wednesday, July 25, 2012 10:26 AM
To: Moriarity, Ben
Cc: Ekblaw, Kroy; Twist, J.P.; Maria Cherry; Bentley Calverley; Valerie Vadala Homer; Jennifer Parks
Subject: Re: marshall way requests & recommendations

Ben. How about 4p on 8-2 for the follow up meeting? Thx and regards. Jrose
Sent via BlackBerry from T-Mobile

From: "Moriarity, Ben" <BMoriarity@Scottsdaleaz.gov>
Date: Mon, 23 Jul 2012 18:46:37 +0000
To: 'jrose@rosemoserallynpr.com' <jrose@rosemoserallynpr.com>
Cc: Ekblaw, Kroy <Kekblaw@scottsdaleaz.gov>; Twist, J.P. <JpTwist@scottsdaleaz.gov>; Maria Cherry <mariacherryinteriors@hotmail.com>; Bentley Calverley <bentley@bentleygallery.com>; Valerie Vadala Homer <ValerieVH@sccarts.org>
Subject: RE: marshall way requests & recommendations

Jason,

We had a chance to meet internally to discuss the 13 items below including a 14th regarding signs within the right-of-way. Below are responses to the items and some potential paths to see them realized. I would love to set up a follow up meeting with the We Are Marshall group and the City to discuss the proposal further.

One question that has been raised is how much participation has We Are Marshall seen from the street? Of the parcels that have frontage onto Marshall way, how many of those owners and tenants are involved or are in favor of We are Marshall's proposal?

Have a great day,

Ben Moriarity
Economic Development
City of Scottsdale
480.312.2459
BMoriarity@ScottsdaleAZ.Gov

Scottsdale Downtown on Facebook

4021 N. 75th Street, Suite 102
Scottsdale, AZ 85251

-----Original Message-----

From: jason rose [<mailto:jrose@rosemoserallynpr.com>]
Sent: Wednesday, June 27, 2012 3:35 PM
To: Moriarity, Ben
Cc: Ekblaw, Kroy; Twist, J.P.; Maria Cherry; Bentley Calverley; Valerie Vadala Homer; jrose@rosenadallynpr.com
Subject: marshall way requests & recommendations

ben: pursuant to our meetings here is the requested letter on behalf of marshall way's merchants. everyone is grateful for the help and consideration.

we discussed possibly being on a council subcommittee agenda in later august with action -- to the extent council action is needed on some items -- by october. can we target that schedule?

also, should we have a call or follow-up meeting shortly after the holiday to go over these matters in part to determine what is administrative, legislative and outside city processes?

this has become a terrific policy goal list with everyone's input. let's make it happen. regards, jason rose

MARSHALL WAY IMPROVEMENTS

-DRAFT-

JUNE 27, 2012

GOAL

TO CREATE THE MOST PROGRESSIVE ARTS DISTRICT IN THE COUNTRY TO ATTRACT NEW GALLERIES, TENANTS AND ENERGY TO ONE OF SCOTTSDALE SIGNATURE STREETS

SITUATION ASSESSMENT

FACED WITH PRESSURES FROM THE ECONOMY, ONLINE SALES AND COMPETITION FROM AROUND THE COUNTRY ONE OF SCOTTSDALE'S ONCE GREAT STREETS NEEDS NEW POLICIES AND A SERIES OF PUBLIC AND PRIVATE SECTOR INITIATIVES TO ELEVATE MARSHALL WAY AS ONE OF THE GREAT ARTS STREETS IN AMERICA.

IMPORTANTLY, SOME OF THESE CHANGES COULD BE ENACTED ADMINISTRATELY WHILE OTHERS CAN BE DONE WITH COUNCIL SUPPORT. THIRD PARTY COMMISSIONS AND ORGANIZATIONS WILL PLAY IMPORTANT ROLES TOO.

1. Revitalize Art Walk. City/State Policy Changes To Permit Wine Sampling Within Designated Arts District/Marshall Way

I agree that a refreshed ArtWalk would benefit the entire community. I have and will continue to challenge the producers (Scottsdale CAN and the Scottsdale Gallery Association) to make ArtWalk new, exciting, and a "must see" destination.

Regarding liquor licensing, the State law governs liquor and the City has not further regulated the use of alcohol. The City has also tried to shown the ArtWalk leniency regarding the process because of the ArtWalk being a long standing, positive, community event. Below is a link to-the City's Special Event liquor license application for reference.

<http://www.scottsdaleaz.gov/Assets/Public+Website/licensing/fs0007.pdf>

If the ArtWalk is looking to give participants an opportunity to walk the streets with their wine, the best way to insure State liquor laws are not broken is to make the street/area a "controlled area" with lattice fencing, verifying ID's of those participating in libations, and providing some security.

If Marshall Way would like to explore the options from a legal and enforcement perspective I can set a meeting with the Downtown Police Commander and the Officer that reviews the special event liquor license applications.

2. Lighting & Landscaping Improvements on Marshall Way with the need to increase lighting to avoid a "dark street" is paramount

I have asked our new lighting contractor to assess the current power and lighting situation on the street and prepare a proposal for our consideration. The proposal should include replacing the over street decorative lights with larger and brighter bulbs and lights in the trees for a longer period of time.

3. "Spectacle." Potential allocation of up to \$200,000 in tourism event funds for a meaningful public art installation to drive awareness and tourists. This will require work with the Scottsdale Convention & Visitor's Bureau as well as the Tourism Development Commission

4. Paint Marshall Way street and/or sidewalks in a provocative, defining way that cannot be found anywhere else in country. This could be the "spectacle" with a renowned artist with the funds described above.

5. Installation of an arch across Marshall Way at Indian School Road to help define street

Items 3, 4, & 5 are exciting and there are a couple different options that could be available, all of which will require more detailed plans from We Are Marshall.

Option #1: We Are Marshall forming a Community Facilities District (CFD) on Marshall Way. This would allow bonds to be issued and repaid with taxes (or assesses) from the properties directly benefiting by the new infrastructure.

Option #2: Proposing the improvements on Marshall Way to be included in a City bond.

Option #3: Proposing a detailed plan to the Tourism Development Commission (TDC). Since the TDC recommends the use of "Bed tax" funds for events and projects the proposal should include a calculated return on investment in the way of additional hotel rooms being filled as a result of the Marshall Way Improvements.

Option #4: Recently the Transportation department applied for grant money from MAG for ADA pedestrian improvements on Marshall Way and in the Downtown area. They were denied, but would be willing to team with Marshall Way in order to rewrite the proposal to include some of these Marshall Way improvements.

MAG's Transportation Improvement Program (TIP):

<http://www.azmag.gov/Projects/Project.asp?CMSID=1140&MID=Transportation>

6. Liberalize rules to allow businesses to do murals on walls at or near businesses. Transition approval from the Design Review Board to Scottsdale Public Art.

Planning would be prepared to take this item to DRB to allow for murals on the walls of businesses on Marshall Way, if We Are Marshall could elaborate on this proposal (where, how many, if the murals change, how often, property owners consent, mural art not to be construed as signage for business?, juried art?, etc..)

7. Public sound system to articulate music, similar to malls and retail centers

The easiest and fastest way this can be achieved is by the business owners installing speakers on the exterior of the buildings and consenting to We Are Marshall programming the same appropriate music through them.

Another option that will need further assessment by the City's legal and asset management groups would be for We Are Marshall to enter into a license/lease agreement with the City in order to attach speakers to the City poles and manage the broadcast of appropriate music.

8. Re-establishment of trolley stop on Marshall Way

Per Transportations' explanation,

The Downtown Trolley route was operated on Craftsman Court in both north and southbound trips. We split the route to operate northbound on Craftsman's Court and southbound on Marshall Way.

There is not a trolley sign currently on Marshall Way because the only acceptable place would be the small bull nose right next to horse fountain which is within one hundred feet of the existing sign on the Horse Fountain traffic circle.

Last December the Downtown Route was moved off of Indian School Road north to 3rd Avenue. This was done for a myriad of reasons including: 1.) Very low ridership at stops along Indian School, 2.) Confusing to visitors to have the trolley and the Route 41 using the same stops, 3.) Transportation objective is to try to extend the Downtown Route further north and further east to capture trip generators (ridership opportunities) such as multi-family developments, and hotels. This eliminated one section of service on Marshall Way between Indian School and 3rd Avenue, but overall has been very well received.

9. Continued work with the Economic Vitality Department to foster Gallery/Artist recruitment from around the country

10. Permissive rules on performance art.

Unamplified musicians are not regulated, they are considered the same as individuals that may stand on a street corner and voice their opinion. The unamplified human voice is protected under the First Amendment.

This is an item we would need more details on in order to make a clearer assessment of what changes need to be made, if any.

11. Rather than infill incentive district should/can an "arts incentive district" be created?

Marshall Way is within the current Infill Incentive District that allows for increased property entitlements for increased public amenities (which includes art).

We would need more information on this item to understand the entitlement incentives and type of development the street is looking to achieve.

12. Relocate Public Art Program/Office onto Marshall Way to create not only creative energy but ongoing exhibits

13. Targeted special events for/on Marshall Way

The largest hurdle with events that include street closures is getting the consent from the property owners, managers, or other persons of authority on the street that is closed. If We Are Marshall is able to consistently garner the approval from the properties on Marshall to close the street for events then event producers will be more inclined to use Marshall Way as a venue. Also when events are targeting Downtown Scottsdale to hold their event we can offer Marshall Way as an option.

BONUS ITEM #14

I WANTED TO INQUIRE ABOUT PUTTING BRENDA'S SIGN FOR ELAN INTERIORS BACK WHERE IT WAS SINCE WE ARE TRYING TO GET THE CITY WORK WITH US. LET ME KNOW SO WE CAN PROCEED ON WHERE TO PUT IT. THANKS SO MUCH.

MARIA

If Marshall way is thinking along the lines of a community sign district, we would need to know more details.(where, what size, who would participate) before we can determine the feasibility/potential hurdles.

If it is in just the one business sign within the right of way, the zoning code currently doesn't allow for it and it would necessitate a text amendment to the sign code that governs the entire City. The largest hurdle would be going through the public process to approve the amendment in a City that has been historically conservative in the area of signage.

Andrew Chi, Associate Planner, evaluated the signage for 4225 N. Marshall Way, and below are some options that are within the Zoning Code:

The sign can be moved in front of the tenant's façade, and can be suspended under an overhang on private property. Signs that are suspended under an overhang or covered walkway are called shingle signs (Section 8.501.I.B): http://library.municode.com/HTML/10075/level3/VOLII_APX8BAZ00R_ARTVIIIISIRE.html#VOLII_APX8BAZ00R_ARTVIIIISIRE_S8.501UNUSDPNPCPCPRPU

Shingle signs can be suspended perpendicular and parallel to the street (so 1 would be suspended under the overhang facing pedestrians, while the other will face the road).

In addition to shingle signs, the business may include a wall sign, placed on their business frontage facing Marshall Way. Refer to Section 8.501.I.A for wall sign regulations. The zoning for this property is D/RS-1 DO, therefore it's in the Type 1 district.

The combination of shingle signs and a wall sign should assist the business with visibility from both the street and pedestrians walking underneath the overhang. If the business would like to pursue with the installation of a wall and shingle sign, Elan Interiors will need to consult with a local sign contractor, which a listing can be found here (if the business does not have one selected):

http://www.arizonasign.org/a_one.htm

The sign company will submit the permit application (link to download: http://www.scottsdaleaz.gov/Assets/Public+Website/bldgresources/APP_SignPermit.pdf).

You can also refer Brenda directly to Andrew, he can help her out.

Andrew Chi, Associate Planner

City of Scottsdale
Current Planning Department
7447 E. Indian School Road, Suite 105
Scottsdale, AZ 85251
achi@scottsdaleaz.gov
480.312.7828 (direct)
www.scottsdaleaz.gov/codes
www.scottsdaleaz.gov/codes/signs

CONCLUSION

IN PART OR IN TOTAL SUGGESTED IMPROVEMENTS WILL CREATE MARKETPLACE AWARENESS LOCALLY, REGIONALLY & NATIONALLY ABOUT MARSHALL WAY FOSTERING NEW PUBLIC RELATIONS, MARKETING & TENANT OPPORTUNITIES

Rose + Moser + Allyn Public & Online Relations

7144 East Stetson Drive, #400

Scottsdale, AZ 85251

www.rosemoserallynpr.com

Public Relations*Crisis Communications*Public Affairs*Events*Elections

Jason,

How is the list of property owners coming together? Could the list please show whether or not the property owners are in support of these proposals? Also, has "We are Marshall" been officially formed? What kind of organization is it (non-profit, LLC, etc..)? and who are the current members of "We are Marshall"?

Regarding the individual items, I have added some input below (in green). I will speak with the Economic Development team in order to target one of the next possible Economic Subcommittee dates for a conceptual discussion of the items that you would like to submit a plan for Council's future consideration.

Please provide a comprehensive plan of the items you would like Council decisions on before we schedule "We are Marshall" to a regular Council meeting. As recommended by planning, good graphics included in the plan go a long way in the understanding of your requests.

MARSHALL WAY IMPROVEMENT PLAN

-DRAFT-

AUGUST 13, 2012

GOAL

ENGAGE IN A SERIES OF SHORT, MEDIUM AND LONG-TERM POLICY AND MARKETING INITIATIVES TO CREATE THE MOST PROGRESSIVE ARTS DISTRICT IN THE COUNTRY IN ORDER TO ATTRACT NEW GALLERIES, TENANTS AND ENERGY TO ONE OF SCOTTSDALE'S SIGNATURE STREETS.

SITUATION ASSESSMENT

FACED WITH PRESSURES FROM THE ECONOMY, ONLINE SALES AND COMPETITION FROM AROUND THE COUNTRY ONE OF SCOTTSDALE'S ONCE GREAT STREETS NEEDS NEW POLICIES AND A SERIES OF PUBLIC AND PRIVATE SECTOR INITIATIVES TO ELEVATE MARSHALL WAY AS ONE OF THE GREAT ARTS STREETS IN AMERICA.

IMPORTANTLY, SOME OF THESE CHANGES COULD BE ENACTED ADMINISTRATELY WHILE OTHERS CAN BE DONE WITH COUNCIL SUPPORT. THIRD PARTY COMMISSIONS AND ORGANIZATIONS WILL PLAY IMPORTANT ROLES TOO.

IT WOULD BE OUR GOAL TO COORDINATE A WORK STUDY PRESENTATION TO THE CITY COUNCIL'S SUBCOMMITTEE ON ECONOMIC DEVELOPMENT IN LATER SEPTEMBER WITH A FULL COUNCIL DISCUSSION IN OCTOBER.

Short-term items currently pursuing (2012-2013)

1. Revitalize Art Walk. City/State Policy Changes To Permit Wine Within Designated Arts District/Marshall Way.

KEY ISSUES:

*Can the city permit special event "wine & cheese" every Thursday for Art Walk, allowing patrons "open containers" (i.e. glasses of wine on Marshall Way from Indian School to 5th Avenue without the erection of fencing or special event barriers?) In practice, Scottsdale PD could cite anyone outside of a designated Marshall Way Arts District. Can this be done administratively?

*Could this same policy be extended for an entire, designated "arts season?"

*A meeting with Scottsdale PD 8/15/2012.

Next step "We are Marshall" meeting with State liquor control.

*What state legislative changes might be needed to provide Marshall Way further allowances in this regard?

2. Lighting & Landscaping improvements on Marshall Way with the need to increase lighting to avoid a "dark street" is paramount.

KEY ISSUES: The city has already been very responsive to this request and action is pending. When is your expectation that enhanced lighting will be installed?

The lighting contractors will begin the Downtown seasonal lighting installation Sept. 10th

6. Public sound system to articulate music, similar to malls and retail centers

KEY ISSUES: As we understand, any business is free to install speakers immediately so long as they do not violate the noise ordinance.

Will the Marshall Way businesses/property owners be moving forward with the installation of exterior speakers? Planning is willing to help business/property owners through the approval process

8. Continued work with the Economic Vitality Department to foster Gallery/Artist recruitment from around the country

KEY ISSUES: Upon the adoption/progress of this policy document it would be desirable for the city's Economic Vitality Department to issue a national RFP to galleries, gallery organizations and artist organizations around the country. If Scottsdale does indeed work with Marshall Way to permit the most progressive arts street in the country it will have a tremendous recruitment tool. Such an effort will help EXISTING businesses, and do everything possible to create even more of a concentration on Marshall Way.

Are you referring to a Request for Proposals (RFP) through the City's procurement process? The City doesn't own any tenant space on Marshall Way, nor have any funds currently allocated to procuring a tenant. Please elaborate.

9. Permissive rules on performance art.

KEY ISSUES: We understand there are no restrictions for unamplified performances.

Will "We are Marshall" be inviting and scheduling performance art? What type of performers?

11. Relocate Public Art Program/Office onto Marshall Way to create not only creative energy but ongoing exhibits.

KEY ISSUES: With the possible availability of the Bentley Gallery space this request has taken on added urgency. Can we consider this re-location immediately? If not, how soon can it be?

This is a decision for Scottsdale Public Art and the Cultural Council to decide.

12. Targeted special events for/on Marshall Way

KEY ISSUES: We are trying to forge new policies that make events and business easier than anywhere else in the country. To that end, typical policies and procedures are not desired. Can we create a "special events district" for Marshall Way, possibly including the expanded Venue, that will tempt special events and promoters of all kinds to use Marshall Way to occasions large and small that will bring new energy and business to the street?

Please elaborate. What types of policies and procedures are proposed to make it easier? What type of attributes would a "special event district" include?

One of two ways Marshall Way can lure special events is to build consensus among all the business and property owners that makes it easy for an event producer to get approvals to close the street. The other possible way to attract special events to the street would be for Marshall Way to invest in the insurance for the event (similarly to the 5th Ave Merchant Group and the 5th Ave Art Fest events) or to invest in special event equipment to then offer to event producers (Barricades, lattice fencing, generators, etc.) to reduce the production costs.

Items to be planned and submitted for consideration by City boards and commissions

3. "Spectacle." Potential allocation of tourism event funds for a meaningful public art installation to drive awareness and tourists. This will require work with the Scottsdale Convention & Visitor's Bureau as well as the Tourism Development Commission

KEY ISSUES: A meeting has already taken place with Scottsdale Public Art and SCVB. A "spectacle" and artist exhibition that would utilize Marshall Way's street and sidewalks is being pursued. This could be temporary or "permanent." We are awaiting recommendations from Public Art before preparing a proposal for the Tourism Development Commission. Matching or other funds from Public Art may also be pursued for this purpose. Public Art could also oversee a "call to artists" for this purpose as well, in which case encroachment permits may be requested of the City of Scottsdale.

5. Streamlined approval process to allow businesses to do murals on walls at or near businesses. Transition approval from the Design Review Board to Scottsdale Public Art.

KEY ISSUES: As suggested by Planning officials the most expeditious way to implement may be a "master approval" of various walls on Marshall Way, thereby allowing business and property owners to proceed with the approval of Public Art. Street officials to provide Planning Department with master list.

Are street officials representatives from Marshall Way and/or property owners? What is your estimated timeline on submitting the proposal, with property owners consent, to the Planning Department?

Items for City Council consideration and direction

4. Installation of an arch across Marshall Way at Indian School Road to help define street.

KEY ISSUES: A "Community Facilities District" has been suggested for this and other improvements. This should be considered but a street with challenges is not best situated today to further burden business and property owners with more taxes. Instead, we propose that a Marshall Way "arch" at Indian School Road be included in the city's next budget as a capital improvement.

As you may already be aware of, much of the capital improvements that are currently being done are deferred maintenance projects and a high level of need project (i.e. projects that affect the health and safety). In order to make the strongest argument for an "arch" to be constructed more information in the way of design and costs associated to the construction of a Marshall Way arch would be necessary for Council's consideration.

10. Rather than infill incentive district should/can an "arts incentive district" be created?

KEY ISSUES: We understand that Marshall Way already falls within the Infill Incentive District permitting heights of 36-48 feet with accompanying public benefits.

What type of attributes would an "arts incentive district" include? If it's primary role is for marketing the word "incentive" might be too closely related to the Infill *Incentive* District that is a tool for zoning entitlements.

Other items

7. Re-establishment of trolley stop on Marshall Way and Indian School Rd.

KEY ISSUES: The city reported that the traffic stop had very few counts. We will discuss internally and report back on desired changes, if any.

13. Expand Scope of WestWorld Special Events Promoter (If Retained) To Include Marshall Way.

I believe the scope of work for a WestWorld Special Event Promoter would be to attract equestrian, sporting, conventions and trade show events to the future Tony Nelson equestrian center. The Tony Nelson equestrian center venue and the Marshall Way right-of-way are significantly different and the events each would attract are significantly different. I am unsure if a retained promoter could adequately please all parties

CONCLUSION

IN PART OR IN TOTAL SUGGESTED IMPROVEMENTS WILL CREATE MARKETPLACE AWARENESS LOCALLY, REGIONALLY & NATIONALLY ABOUT MARSHALL WAY FOSTERING NEW PUBLIC RELATIONS, MARKETING & TENANT OPPORTUNITIES

7144 East Stetson Drive, #400
Scottsdale, AZ 85251

www.rosemoserallynpr.com

Public Relations* Crisis Communications* Public Affairs* Events* Elections



Pre-Application Request

Purpose:

The purpose of the Pre-Application submittal, and meeting, is for the applicant and city staff to discuss a proposed Development Application, and the information and process that is necessary for city staff to process the proposal.

In accordance with the Zoning Ordinance, no development application shall be accepted before a Pre-Application has been submitted, and a Pre-Application meeting has been conducted with city staff, unless the Pre-Application meeting has been waived by the Zoning Administrator.

Submittal:

The completed Pre-Application Request form and all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road; or, may they be submitted digitally at following website:

<https://eservices.scottsdaleaz.gov/eServices/PreApps/Default.aspx>

All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application submittal has been accepted at the One-Stop-Shop, a staff member will contact the Applicant within five (5) Staff Working Days to schedule a Pre-Application meeting with the assigned staff member(s). Generally, a Pre-Application meeting is scheduled within five (5) to fifteen (15) Staff Working Days from the date of the submittal.

Project Name: <u>Marshall Way Entry Feature</u>	
Property's Address: <u>Marshall Way & Indian School Rd. NW Corner</u> APN: _____	
Property's Zoning District Designation: _____	
Property Details:	
<input type="checkbox"/> Single-Family Residential <input type="checkbox"/> Multi-Family Residential <input type="checkbox"/> Commercial <input type="checkbox"/> Industrial <input checked="" type="checkbox"/> Other	
Has a 'Notice of Compliance' been issued? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, provide a copy with this submittal	
Owner: <u>City of Scottsdale</u>	Applicant: <u>Scottsdale Public Art</u>
Company: _____	Company: <u>Scottsdale Arts</u>
Address: _____	Address: <u>7380 E. 2nd St.</u>
Phone: _____ Fax: _____	Phone: <u>480-874-4667</u> Fax: _____
E-mail: _____	E-mail: <u>KevinV@scottsdalearts.org</u>
_____ Owner Signature	_____ Applicant Signature
Official Use Only	Submittal Date: _____ Application No.: <u>863</u> -PA- <u>2016</u>
Project Coordinator: _____	



Pre-Application Request

Development Application Type:
Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> General Plan Amendment (GP)
Exemptions to the Zoning Ordinance	Land Divisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivision (PP)	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Subdivision (Minor) (MD)	<input type="checkbox"/> Adult Care (AC)
<input type="checkbox"/> Variance (BA)		<input type="checkbox"/> Single-Family Residential
<input type="checkbox"/> Minor Amendment (MN)		<input checked="" type="checkbox"/> Other: <i>Public Art + Sculpture</i>

Submittal Requirements: (fees subject to change every July)

Pre-Application Fee: \$ _____
(No fees are charged for Historic Preservation (HP) properties.)

Records Packet Fee: \$ _____
Processed by staff. The applicant need not visit the Records desk to obtain the packet.
(Only required when requested by Staff)

Application Narrative:
The narrative shall describe the purpose of the request, and all pertinent information related to the request, such as, but not limited to, site circulation, parking and design, drainage, architecture, proposed land use, and lot design.

Property Owner Authorization Letter
(Required for the SA and MS Pre-Applications)

- Site / Context Photographs
- Provide color photographs showing the site and the surrounding properties. Use the guidelines below for photos.
 - Photos shall be taken looking in towards the project site and adjacent to the site.
 - Photos should show adjacent improvements and existing on-site conditions.
 - Each photograph shall include a number and direction.
 - Sites greater than 500 ft. in length, also take the photo locations shown in the dashed lines.
 - Photos shall be provided 8 1/2 x 11 paper, max. two per page.



Other

- *The following list of Additional Submittal Information is not required for a Pre-Application meeting, unless indicated below by staff prior to the submittal of this request.*
- *Applicants are advised to provide any additional information listed below. This will assist staff to provide the applicant with direction regarding an application.*

Additional Submittal Information

- Site Plan
- Subdivision plan
- Floor Plans
- Elevations
- Landscape plans
- H.O.A. Approval letter
- Sign Criteria Regulations & Language
- Material Samples – color chips, awning fabric, etc.
- Cross Sections – for all cuts and fills
- Conceptual Grading & Drainage Plan
- Exterior Lighting – provide cut sheets, details and photometrics for any proposed exterior lighting.
- Boundary Survey (required for minor land divisions)
- Areal of property that includes property lines and highlighted area abandonment request.
- One copy of the recorded document for the area that is requested to be abandoned. Such as: subdivision plat, map of dedication, GLO (General Land Office) federal patent roadway easement, or separate dedication document. A copy of most recorded documents to be abandoned may be purchased at the City of Scottsdale Records Dept. (480-312-2356), or the Maricopa County Recorder's Office (602-506-3535). A copy of the General Land Office (GLO) federal patent roadway easement may be purchased from the Bureau of Land Management (602-417-9200).

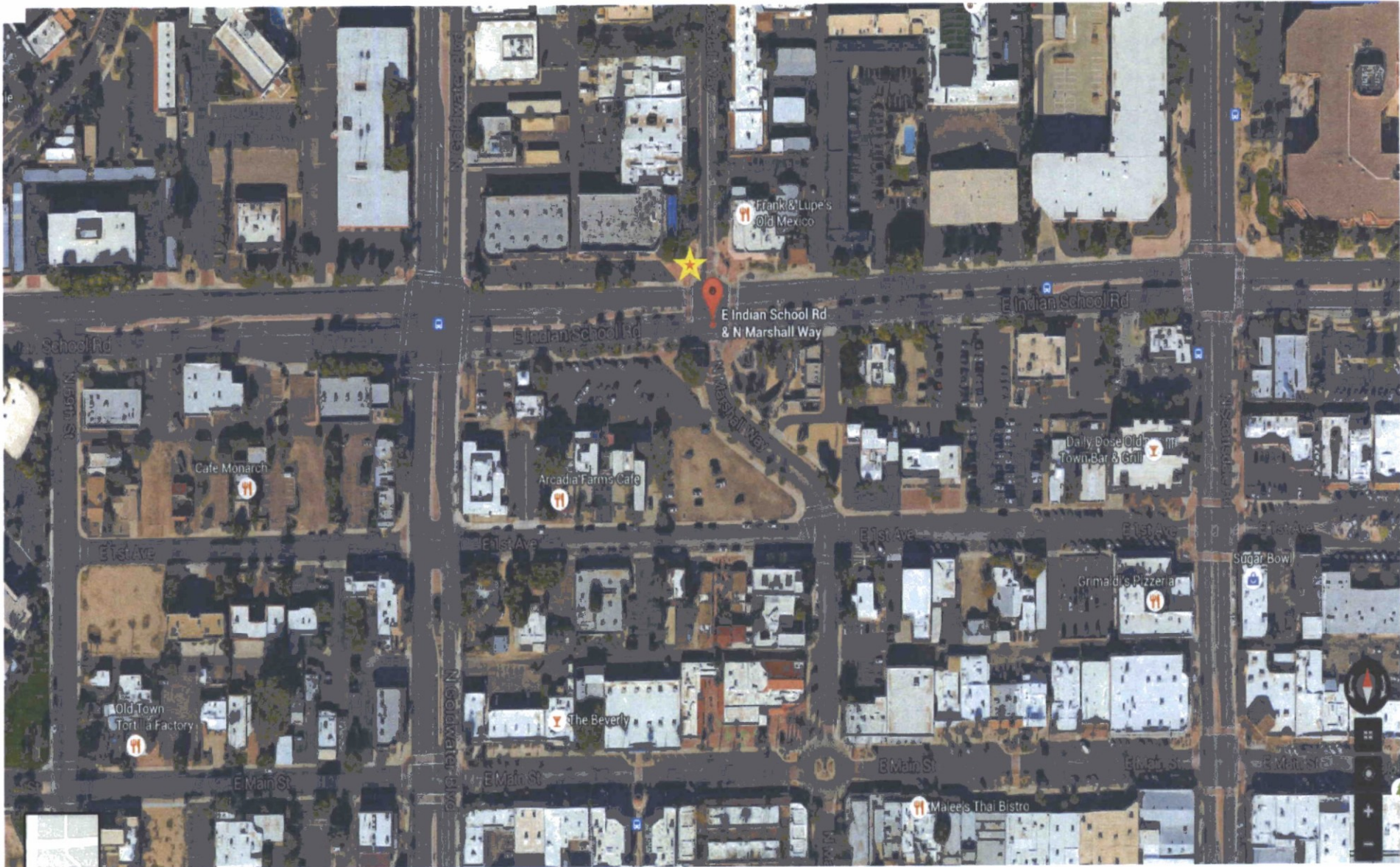
Planning and Development Services

7447 E Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

Marshall Way Entry Feature Public Art Project

This request is to install a sculpture at the north west corner of Marshall Way and Indian School Rd. The sculpture as designed will be 24'-28' in height and will be located where the old monument sign and boulders are located - these are scheduled to be taken out in November. Installation of the sculpture is targeted for February 23, 2017.





Frank & Lupe's
Old Mexico

E Indian School Rd
& N Marshall Way

E Indian School Rd

E Indian School Rd

Cafe Monarch

Arcadia Farms Cafe

Daily Pose Old
Town Bar & Grill

Old Town
Tortilla Factory

The Beverly

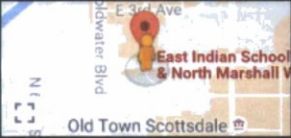
Grimaldi's Pizzeria

Sugar Bowl

E Main St

Malee's Thai Bistro

E Indian School Rd
Scottsdale, Arizona
Street View - Mar 2016



Google

Navigation controls including a compass, zoom in (+) and zoom out (-) buttons, a street view pegman icon, and a vertical zoom slider.

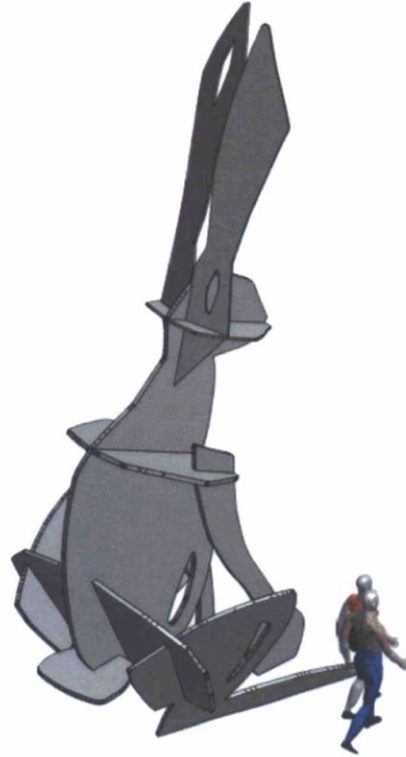
E Indian School Rd
Scottsdale, Arizona
Street View - Mar 2016



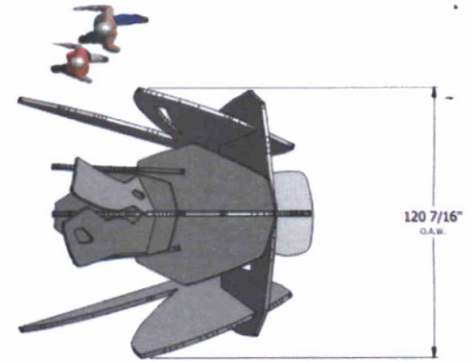
Google



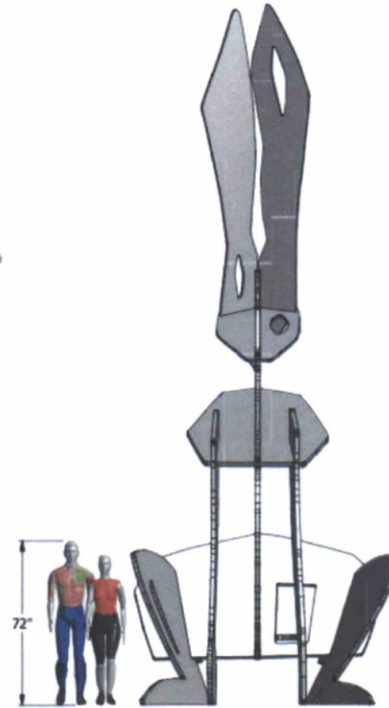
ISOMETRIC - FRONT



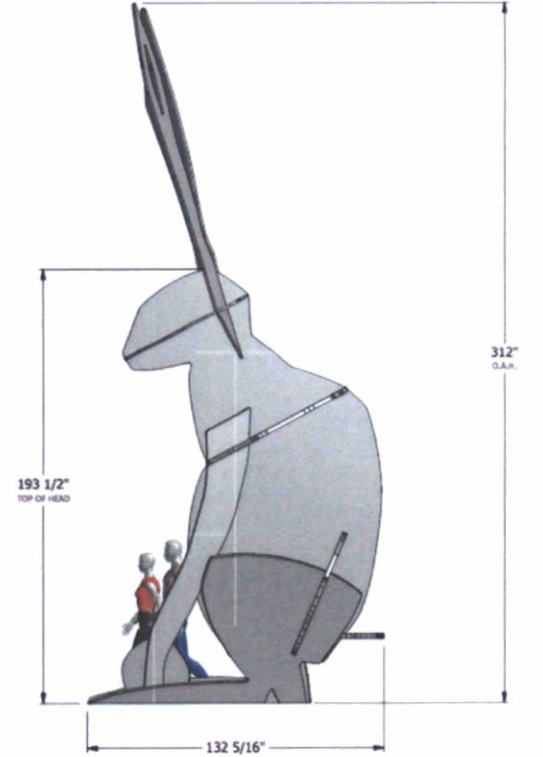
ISOMETRIC - REAR



PLAN



ELEVATION



PROFILE

RABBIT, RABBIT, RABBIT

26' x 10' x 11', PAINTED STEEL PLATE

PRELIMINARY ITERATION

MATERIAL: ASTM PLATE

WEIGHT: 20,300 LBS. (APPROXIMATE)

Kevin Vaughan-Brubaker

From: Meyer, Gary <GMeyer@scottsdaleaz.gov>
Sent: Monday, October 17, 2016 12:34 PM
To: Symer, Daniel; Kevin Vaughan-Brubaker
Subject: RE: Marshall Way public art

Dan,
Thanks for the info.

Kevin – you can charge the fee for Marshall Way application to 409-DB57A

Gary

From: Symer, Daniel
Sent: Monday, October 17, 2016 9:19 AM
To: Meyer, Gary; 'Kevin Vaughan-Brubaker'
Cc: Rimsnider, Rose; VandenHam, Dan; Bloemberg, Greg
Subject: RE: Marshall Way public art

Below is the link to the pre-application form. The fee is \$87.00

<http://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Building/PARrequest.pdf>

Gary, Kevin will need the CPM number to submit the pre-application for Marshall Way.

Kevin, as it pertains to Bahia, you will need to pay for the pre-application and request a reimbursement through Rose from the AIPP account.

Dan

From: Meyer, Gary
Sent: Friday, October 14, 2016 1:20 PM
To: 'Kevin Vaughan-Brubaker'
Cc: Symer, Daniel
Subject: Marshall Way public art

Kevin-

You may want to set a “pre-app” meeting with Dan Symer regarding DRB process and submittal requirements.

I copied Dan on this message.

Dan – I’m attaching a concept for the art installation - to be located on the northwest corner of Marshall Way & Indian School Rd.

Thanks,

Gary Meyer, RA, LEED AP
Senior Project Manager

City of Scottsdale
Capital Project Management
7447 E. Indian School Rd, Suite 205
Scottsdale, AZ 85251
Direct: (480) 312-2367
Main: (480) 312-7250
<https://securemail.scottsdaleaz.gov/dropbox/gmeyer@scottsdaleaz.gov>

Artist's Concept for *Black-tailed Jack*:

The rabbit is an archetypal symbol associated with reproduction and rebirth and so represents the future potential of Marshall Way.

One of the most familiar animals of the Arizona desert, the jackrabbit (also known as the desert hare) is an animal character of genuine eccentricity. In this iteration, titled "Black-tailed Jack" it stands as a beacon and a landmark for the Marshall Way arts district. A multi-layered symbol, it represents both the historic and avant-garde culture of Marshall Way ... and the rich art history that is the heritage of Scottsdale.

"Black-tailed Jack" formally references both abstraction and modernism. As in Cubist sculpture, the subject here is analyzed, broken up and reassembled reducing the figure to its most essential and fundamental features. A geometric abstraction, this Arizona hare speaks to Ed Mell's geometric horse and rider "Jack Knife".

One of the most extraordinary animals in the Sonoran Desert, the hare represents the ultimate in free spirited animal form. For the ancient Egyptians the rabbit represented fertility and sensuality. In this iteration it stands for the animal spirit in all of us and the eclectic, artistic legacy of Marshall Way.

♦ John Randall Nelson





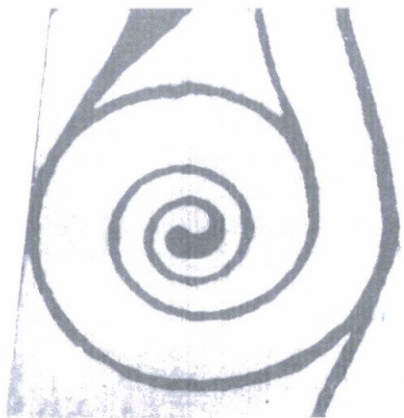
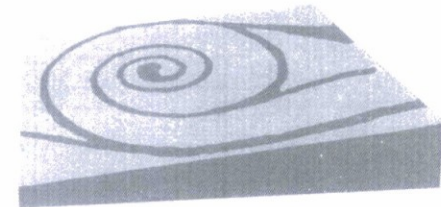
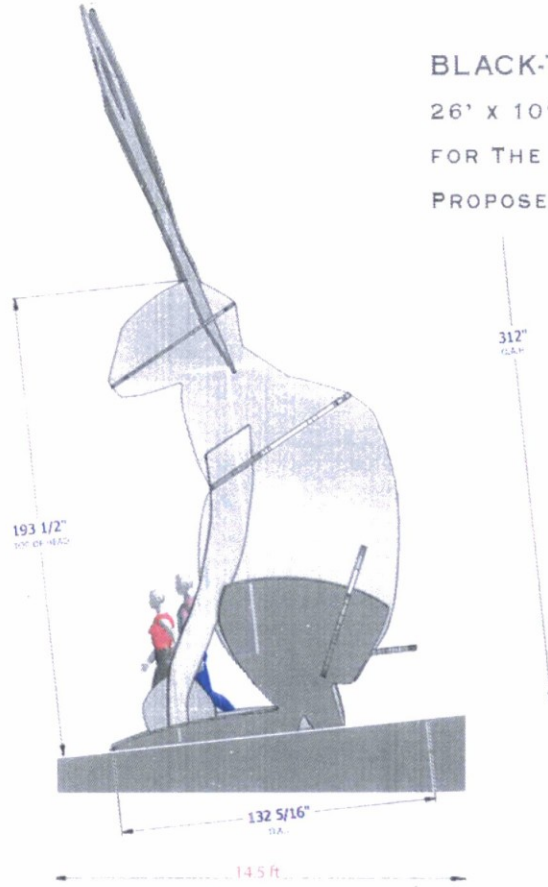
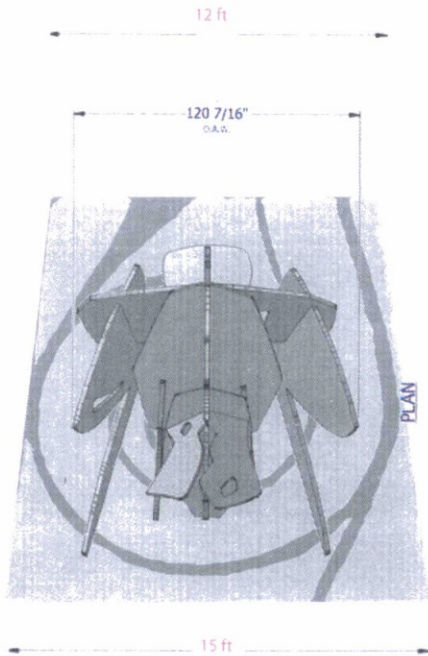


N Marshall Way
Scottsdale, Arizona
Street View - Apr 2015



BLACK-TAILED JACK

26' X 10' X 11', FORGED STEEL PLATE, CONCRETE
FOR THE CITY OF SCOTTSDALE'S MARSHALL WAY PLAN
PROPOSED BY JOHN RANDALL NELSON



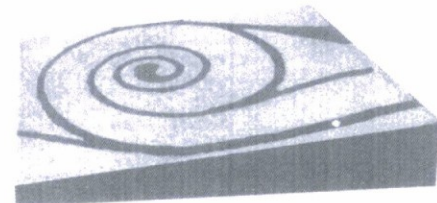
14.5 ft

12"

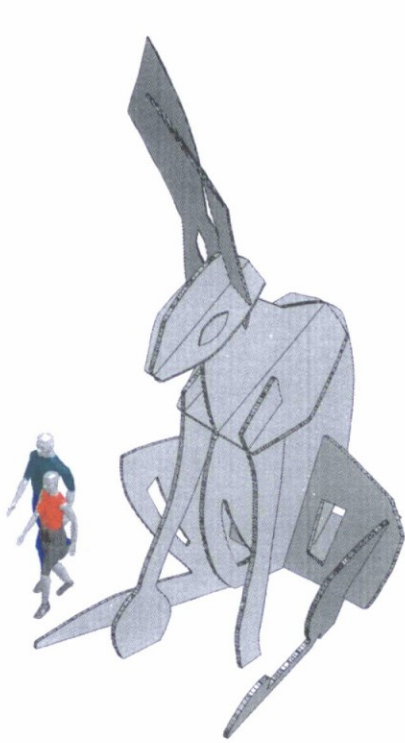


30"

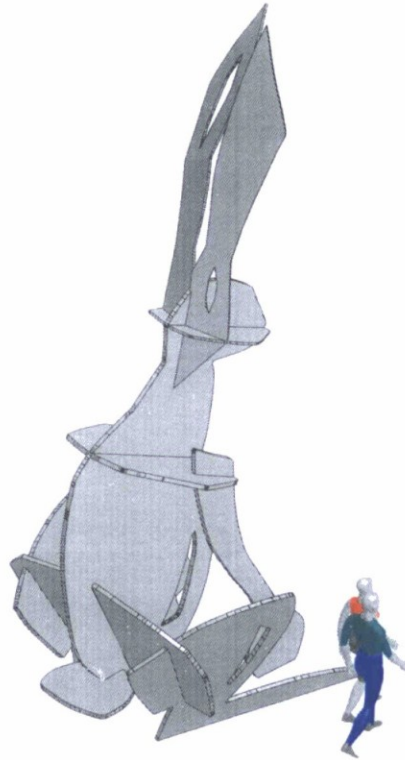
14.5 ft



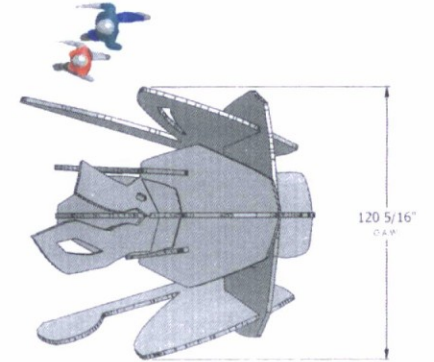
15 ft



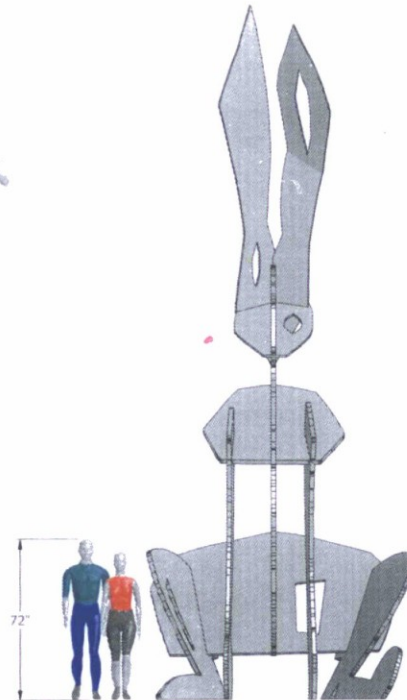
ISOMETRIC - FRONT



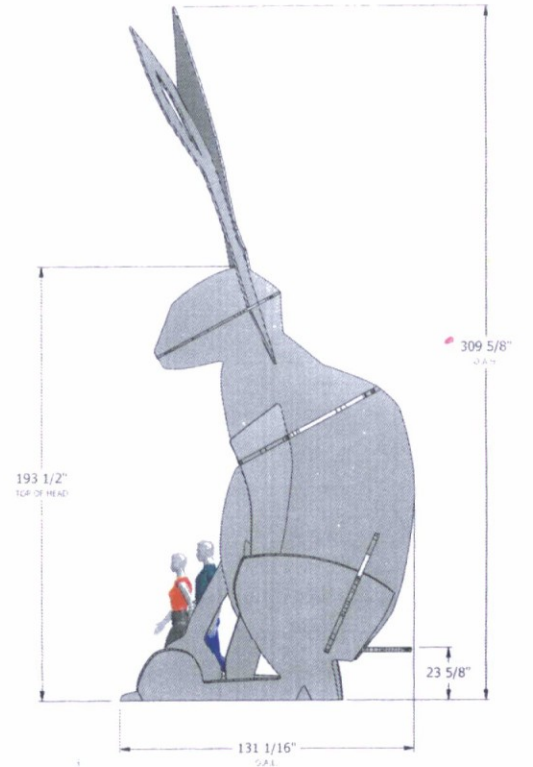
ISOMETRIC - REAR



PLAN



ELEVATION



PROFILE

BLACK-TAILED JACK

26' X 10' X 11', FORGED STEEL PLATE, CONCRETE
 FOR THE CITY OF SCOTTSDALE'S MARSHALL WAY PLAN
 PROPOSED BY JOHN RANDALL NELSON

REVISION 01

MATERIAL: ASTM A36 PLATE
 WEIGHT: 20,500 LBS. (APPROX.)