







MESA CITY CENTER  
MESA, ARIZONA

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INTRODUCTION  
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## INTRODUCING THE TEAM

### the team

The design team for Mesa City Center is composed of both local and internationally recognized leaders in landscape architecture, urban design, architecture, public space activation, and engineering. Our team includes extraordinarily creative local talent, immersed and well versed in Mesa's particular social, environmental and economic ecology. West 8 brings their foremost global experience in creating dynamic, high impact public spaces that enhance the life and culture of the cities they serve. The design collective has successfully realized award winning parks, plaza and urban design projects throughout the world including Copenhagen, London, Moscow, New York, Madrid, Toronto, Amsterdam, Seoul and here in the Valley.

Colwell Shelor, West 8 and Weddle Gilmore will collaboratively oversee all planning and design work, team coordination, client and agency communication, public outreach, and general administration of the project. Colwell Shelor and Weddle Gilmore bring the proven ability to design and deliver iconic projects that truly embody the values and way of life of the Mesa community.

### COLWELL SHELOR

Phoenix, Arizona

Michele Shelor, RLA, Principal-in-Charge

Allison Colwell, RLA, LEED AP, Project Manager

### WEST 8

New York, NY

Jamie Maslyn Larson, Principal, Co-Designer

Adriaan Geuze, Principal, Co-Designer

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Philip Weddle, FAIA, LEED AP, Architect

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## VISION

### statement

The vision of this project is to provide the City of Mesa with a verdant traditional American town square with a twist that is a place people from all over the state will revisit again and again. Mesa City Center will be a key venue for cultural and entertainment programming, as well as a signature destination that will serve as a catalyst for future development as Mesa continues to establish its identity in the scope of the Valley and the Southwest.

### background

In November 2012, the voters of the City of Mesa, Arizona approved a \$70 million park bond election, which included funding for preliminary design of the Mesa City Center. The first stage of this project is the development of a design concept report, which will be used to evaluate development options, receive public feedback/comment, and estimate design and construction costs.

The Mesa City Center Design Concept will be the first step in the design and development of a distinctive place which will capture and enhance the urbanizing momentum of Mesa's downtown core. When developed, the Mesa City Center will be a signature public space that offers both programmed and passive space to encourage informal gatherings, and serve events. This signature public space will be a key element in the activation of the downtown core and will be a catalyst for high intensity redevelopment surrounding the site. The Mesa City Center will be a benefit to the entire City and will improve the quality of life for Mesa residents, businesses and visitors.

### narrative

The Colwell Shelor+West 8+Weddle Gilmore team's Mesa City Center design combines the City's and community's desires for a venue for its major events and festivals; a shady, green welcoming setting; and an iconic, world-class space that announces Mesa as a leading city for innovation, arts, business and community. Colwell Shelor+West 8+Weddle Gilmore's design for Mesa City Center is a destination that will be a lively downtown hub and an inviting public place during all seasons and times of day.

The design resolves two seemingly incompatible agendas: making a public plaza that can support major festivals and creating an appealing, shady place that is a draw day to day. Conceived as a "town square with a twist," our design makes the City Center more than just an event space. It is the City's 'green heart' and a catalyst for the next 100 years of urban growth in downtown Mesa. The design is characterized by ample spaces for an array of flexible uses, pedestrian connections, inviting landscapes celebrating the Sonoran desert, and ground floor uses with public oriented programs that draw people through and across the space. The green network of paths and spaces naturally channel the flow of people through Mesa City Center to Main Street, the Arts Center, Convention Center and residential neighborhoods.

The Events Plaza is the central gathering space of the design. The centerpiece and icon of the project is a beautiful copper shade structure. The Wind Dancer stands elegantly in the plaza as both a beacon and a functional element. The Wind Dancer shades the main event's plaza and encompasses a passive evaporative cooling tower. Nearby, a custom Sky Fountain is an interactive, state-of-the-art water feature that celebrates both the preciousness and playfulness of water. In wintertime, the Sky Fountain transforms into an ice skating rink. The Upper Terrace has a more relaxed garden-like feel, with pockets of Sonoran Desert themed gardens, a Neon Plaza (with LED art for a night experience) and small plazas that are used

for smaller programs like food markets, small concerts and art shows. The Leisure Promenade is a linear path that ties the Upper Terrace and Events Plaza park spaces together with seating and trees, so that visitors can hang out and watch the action.

In the repurposed buildings on site, new food and drink venues are provided at the ground floors, with terraces that engage the public realm areas. A renovated City Hall stands proud and has a publicly accessible rooftop Sky Terrace for events and watching the sunset.

The design repurposes and renews existing buildings on site to retain a critical mass of users and to create a focal point from which new development will grow outside of the project boundaries. Our design is not development-dependent, so it can be built in one phase and constructed quickly, which will cost the public less than a design that has multiple phases. This strategy will leverage the City Center project in a way that is similar to the way other great cities have grown around great public spaces- from New York's Bryant Park, Santa Fe's Plaza and Prescott's Courthouse Square. In these examples, public space creates a new address that catalyzes development around its edges.

# HISTORY

## past

Civilization began in Mesa, Arizona nearly 2,000 years ago with the appearance of the indigenous tribe called the Hohokam. Before disappearing, the Hohokam built the engineering marvel of the prehistoric world - a canal system so advanced that it supported over 110,000 acres of agricultural land and enabled the Hohokam to flourish for 1,500 years in Sonoran desert farmland.

Following their mysterious disappearance in the 1400s, the Valley fell into no-man's-land until the establishment of Fort McDowell in 1865 whose arrival brought stable occupancy to the Salt River Valley. Following the foundation of Phoenix and Tempe, Mesa was established by the Mormon settlers called the Mesa Company in 1878. The group from St. George, Utah set out to extend the bridge of Mormon settlements that had expanded into Mexico.

The Mesa Company settled themselves at the top of a nearby Mesa and shaped their community within a square mile that grew to house over 300 people. As Mesa grew, its diverse community included not only the Mormon settlers, but also Mexicans, Onk Akimel O'Odham (Pima), Xalychidom Piipaash (Maricopa), Chinese, Japanese, and African American people. Together, the groups cleared out the Hohokam canals and started to build their city,

The re-establishment of the Hohokam canals spurred

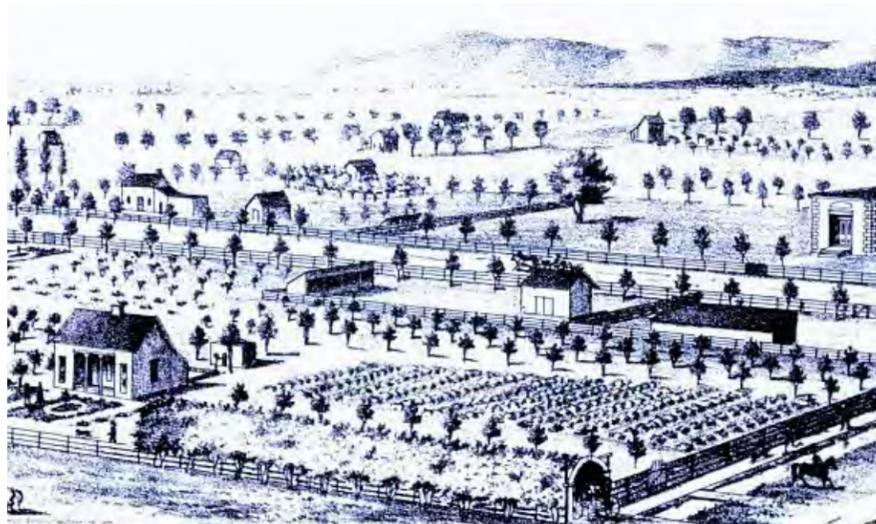
Mesa's agricultural footing for decades. Mesa's fields prospered in the fertile soil, year-round climate, and flowing irrigation. The fields grew cotton, various types of citrus, grains, alfalfa, and even even grapes for wine. Mesa's prosperity as a city fit easily into Arizona's economic staples - copper, cattle, cotton, citrus and climate. By 1915, Mesa was called a "Gem City" and was known for its wide streets and the lush foliage the canals provided.

Mesa's steady agricultural growth continued until after World War II when Mesa's economy shifted into tourism whose presence impressed a change in Mesa's architectural identity as a town that lived at the axis of major highways. One of the team's favorite characteristics of this shift was Mesa's position in the hearts of its residents as a beacon whose roadside neon lights could be seen by people returning to the city.

Until the 1960s, many of Mesa's residents had continued to make their living off the land. The town center included wide streets that were dotted with small businesses whose presence was secondary to Mesa's agricultural background. After World War II, however, Mesa's identity as a rural farming community had become a city that accommodated nearly half a million people. Mesa's city limits continued to expand well past its original square mile, doubling its population nearly every decade until the 1980s. The demand for housing, commercial space, and motels had replaced farmland and the Old West had become an icon for tourists.

Like all American cities, Mesa experienced periods of hardship: flooding, racial segregation, Japanese internment camps, droughts, economic depression, and war. These events impressed themselves upon the identity of Mesa and continue to be relevant in Mesa's continued growth. In more recent years, Mesa's position in the Valley has been one of community, family, and big dreams. Today, the ambition and vision of the Mesan people is becoming evident in the developments that surround the original square mile.





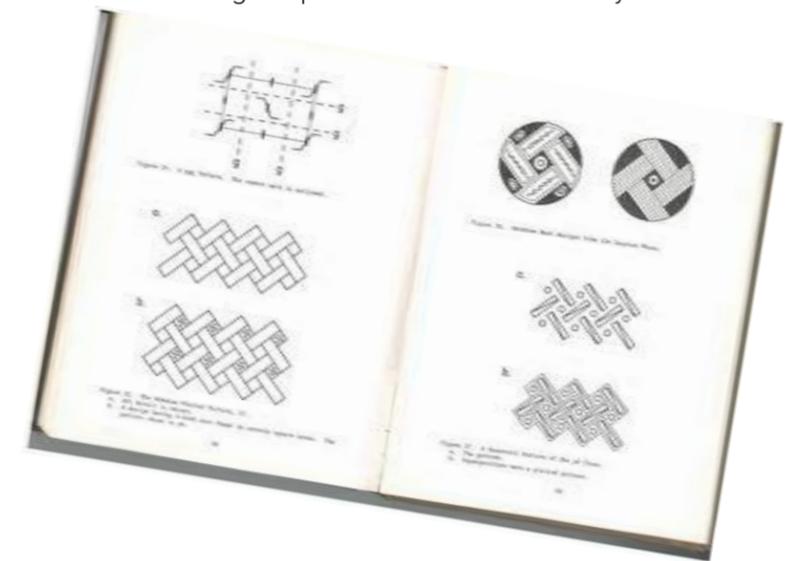
### looking to the future

Modern Mesans have worked hard to build a diverse and sustainable economy based in technology, education, healthcare, and tourism. Mesa's economy is ripe with opportunity and the city itself has experienced many new exciting developments in recent years including the newly built Chicago Cubs Spring Training facility, the coming arrival of a high-tech Apple manufacturing plant, incoming collegiate institutions, and an Air Force Research Lab.

Since Mesa's foundation, its residents have established themselves as a community. The legibility of Mesa's town center was lost, like many cities, during its industrial and population boom. The Mesa City Center design provides an opportunity to provide Mesa with a City Center that encompasses Mesa's culture, growth, and ambitions.

### research

Our research into Mesa was extensive; we examined the geometries of Hohokam artifacts, delved into oral histories of past Mesa citizens and interviewed with Mesan historians, reviewed a myriad of historical imagery, explored several archives at Arizona State University, and studied numerous other resources that helped us determine the right questions to ask today's citizens.



## PUBLIC INPUT, PROCESS AND FINDINGS

### stakeholder engagement

Today, Mesa sits at a precipice of exciting development. In its mission to transform the City Center, our stakeholder engagement program was committed to innovative, honest, and accessible public engagement. In order to create a partnership between the city of Mesa and the entire community, we sought input from many diverse perspectives including City leadership, staff, downtown businesses and citizens by inviting an open dialogue and encouraging participation throughout the design competition. Our team met with stakeholders on two different occasions with over 100 attendees.

Our team performed a series of innovative exercises to engage City of Mesa planners, staff, business owners, and residents in order to build consensus among diverse needs and develop priorities for the City Center. We developed :

- game boards;
- a historical timeline;
- and a series of questions that allowed the public to write ideas in their own hand.

The participation of the public is essential to the creative partnership between citizens and the design. In our mission to create a city center that would act as a catalyst for future development, our team has committed to innovative and active public engagement - seeking input from all Mesa citizens, inviting open and direct dialog with the multi-layered voice of Mesa, and providing mediums for participation that will be accessible throughout the design process. Each of these activities contributed to data used to shape our design.





### **mobilizing public participation**

To engage an entire community you first have to reach them and gain their interest. The design team developed a variety of methods to act as platforms for citizens to express their personal interests and ideas following the public engagement events. These resources included connecting new audiences with web and social media presence:

- project website (<http://west8.com/mesa>)
- Facebook (<https://www.facebook.com/mesacitycenter>)
- Twitter site (<https://twitter.com/mesacitycenter>)

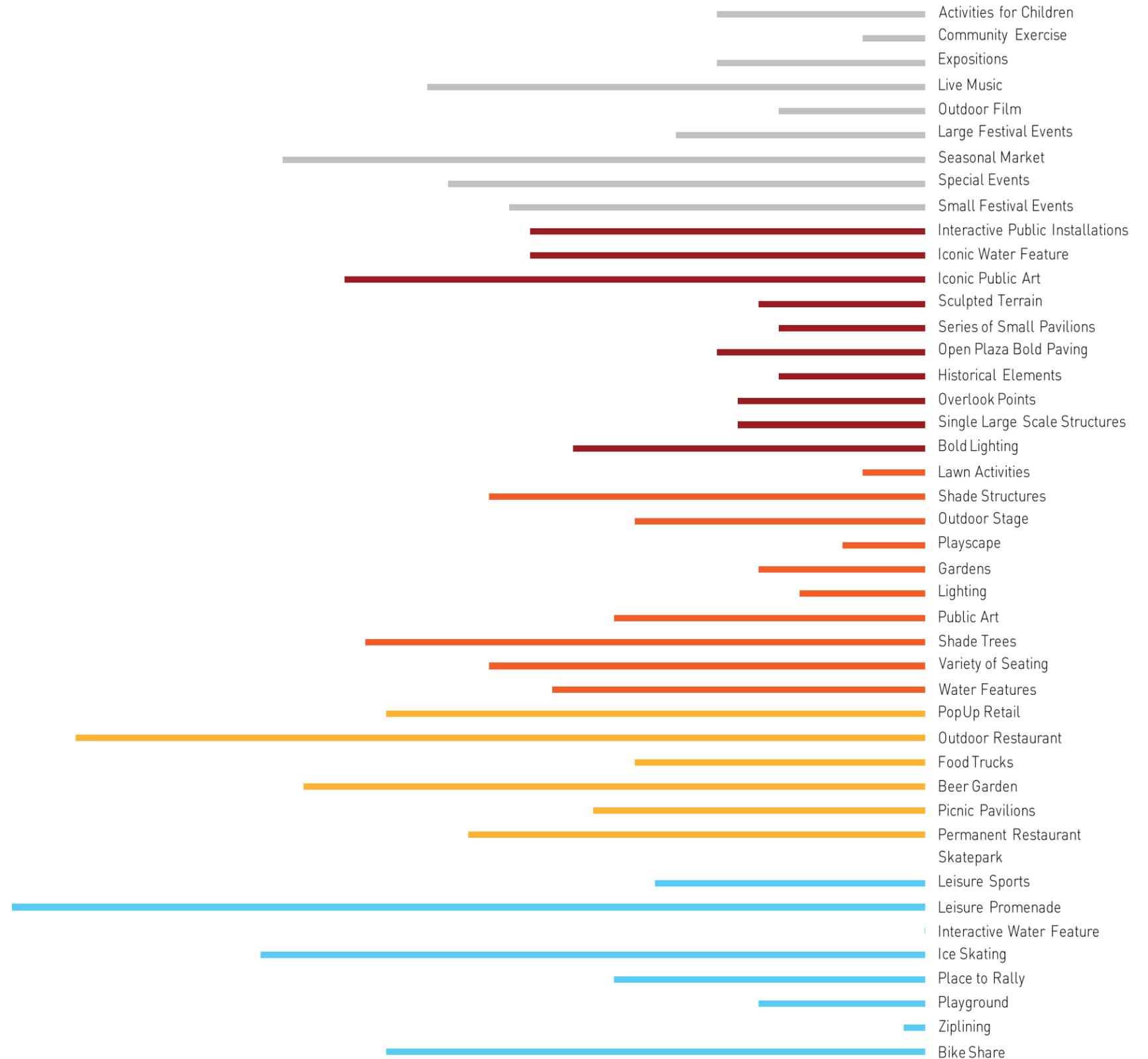
All of these resources will continue to foster community participation through to project completion.



### activity one: visual vocabulary

The game board exercise encouraged the public to prioritize their interests using images and allowed them to speak concisely about their choices in the comment 'blurbs'.

The diversity of perspectives that Mesans shared with our team provided vital insight to the potential of Mesa's City Center. This game board acted as a catalyst for conversations in all of our following exercises and activities.





ACTIVITIES FOR CHILDREN



LARGE FESTIVAL EVENTS



COMMUNITY EXERCISE



SEASONAL MARKET



EXPOSITIONS



SPECIAL EVENTS



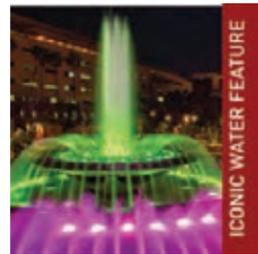
LIVE MUSIC



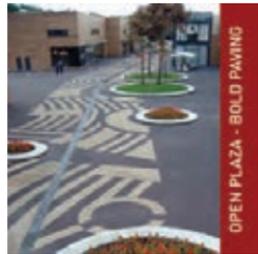
SMALL FESTIVAL EVENTS



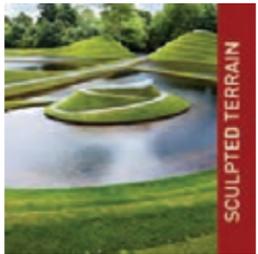
OUTDOOR FILM



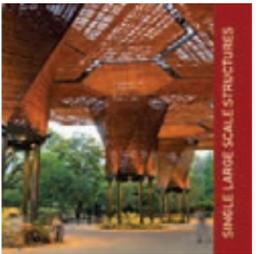
ICONIC WATER FEATURE



OPEN PLAZA - BOLD PAVING



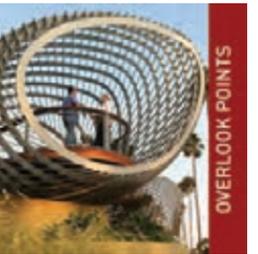
SCULPTED TERRAIN



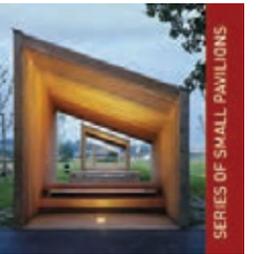
SINGLE LARGE SCALE STRUCTURES



ICONIC PUBLIC ART



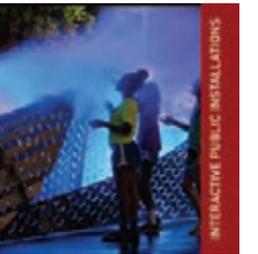
OVERLOOK POINTS



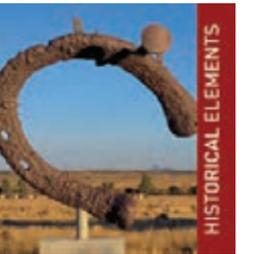
SERIES OF SMALL PAVILIONS



BOLD LIGHTING



INTERACTIVE PUBLIC INSTALLATIONS



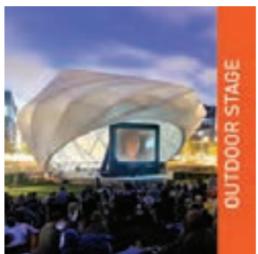
HISTORICAL ELEMENTS



SHADE STRUCTURES



PUBLIC ART



OUTDOOR STAGE



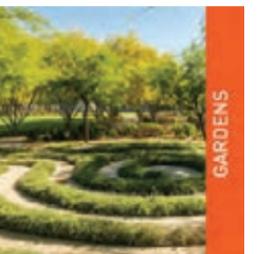
SHADE TREES



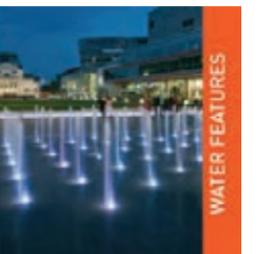
PLAYSCAPE



VARIETY OF SEATING



GARDENS



WATER FEATURES



LAWN ACTIVITIES



LIGHTING



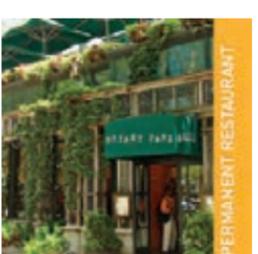
OUTDOOR RESTAURANT



FOOD TRUCKS



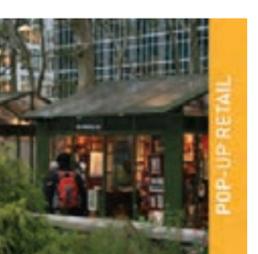
BEER GARDEN



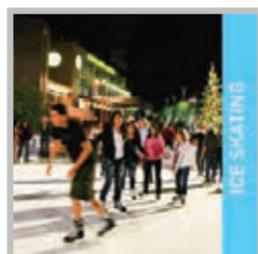
PERMANENT RESTAURANT



PICNIC PAVILIONS



POP-UP RETAIL



ICE SKATING



ZIPLINING



PLAYGROUND



PLAY TO RALLY



INTERACTIVE WATER FEATURE



BIKE SHARE



LEISURE PROMENADE



LEISURE SPORTS



SKATEPARK

### activity two: by mesan hands

During our second activity, our team asked a series of questions that provided insight into the diverse and personal needs of each citizen. Our questions delved into the specific ideas the public had about what would make the site a catalyst for future development, what would make the site a regional destination, and the elements that make the site successful.

This particular exercise ensured that the Mesan hand will continue to inspire the guiding principles that shape the design.

What did we miss?

How can we make it better?

What did you like?

The THREE most important elements to a successful event space are . . .

I would go to Mesa City Center AGAIN & AGAIN if . . .

Mesa City Center could become a regional destination attraction if . . .

Mesa City Center could become a CATALYST for downtown redevelopment if . . .

### activity three: timeline

Our team developed an oversized graphic representation of the rich history of Mesa. Stakeholders were encouraged to share special memories about Mesa and tell the team which era represented a time they were most nostalgic about.

The comments on the timeline helped in furthering our understanding of Mesa's identity, connecting to prominent events from the past, identifying the significant pieces of the present, and aspiring about the potential of Mesa's future.

REMEMBER THE PAST, BUT FOCUS ON THE FUTURE!

MESA BECOMES A COLLEGE TOWN. BENEDICTINE, WILKES, UPPER-IOWA, ASU POLY-TECH, GRAND CANYON, ETC.

FOCUS ON THE YOUTH AND BRINGING BUSINESS.

MESA'S HISTORIC CITRUS GROVES INDUSTRY.

WE LIVE IN AN ADOBE HOUSE THAT WAS BUILT IN 1915.

IT IS IMPORTANT TO KEEP IN MIND THE NATIVE AND MEXICAN COMMUNITY THAT ARE PART OF THE PAST.

AMAZING PREHISTORIC PAST!

THE ORANGE GROVES OF EAST MESA WAS A FAVORITE DESTINATION. FAR OFF DESTINATION. THE AREA AROUND FALCON FIELD WAS A FAVORITE.

SEGREGATED HOUSING/PUBLIC FACILITIES IN MESA.

MESA WAS A DIVIDED AND SEGREGATED CITY. THE WASHINGTON AND ESCOBEDO NEIGHBORHOODS CONTRIBUTED A LOT TO MESA'S HISTORY.

THE HISTORY OF HOW THE VARIOUS CULTURES CAME TO MESA.

A CENTER OF ART AND CULTURE WHERE ALL ARE INCLUDED!

## common themes from conversations

Through a comprehensive analysis comprised of hundreds of notes, comments, images, and priorities we were able to find common themes and ideas the community shared.

**SHADE:** The significance of shade was frequently mentioned in all conversations about public space in Arizona, as was the importance of the art of shade in the desert to a space that will be frequented daily, seasonally, and by all Mesans.

**ARTS:** The importance of art and culture in Mesa has been evident for decades. We found that enhancing Mesa's contextual identity as a concert and festival hub of the Valley was an expressed ambition of many of the Mesan community. Downtown Mesa currently acts as a venue for Second Fridays - an event that attracts local musical talent, artists, and people who revel in cultural scenes. One of Mesa's most well-known venues for performances and art is the Mesa Arts Center whose outdoor stages are frequented by music lovers.

**SPACE:** The need to provide a variety of spaces was also regularly mentioned during our conversations with the public. Reoccurring types of spaces included the following:

- outdoor space;
- public space;
- performance space;
- open space;
- comfortable space;
- entertainment space.

**ENTERTAINMENT:** The desire for programming that provided accessible, varied, and frequent entertainment was mentioned often in the comments from the community. Live music and performance arts are particularly enjoyed by all in Mesa. Entertainment is a social pillar that spans into Mesa's foundation during its times spent in Vance Opera House in 1908, later named Mezona Hall (whose name was a combination of Mesa and Arizona).

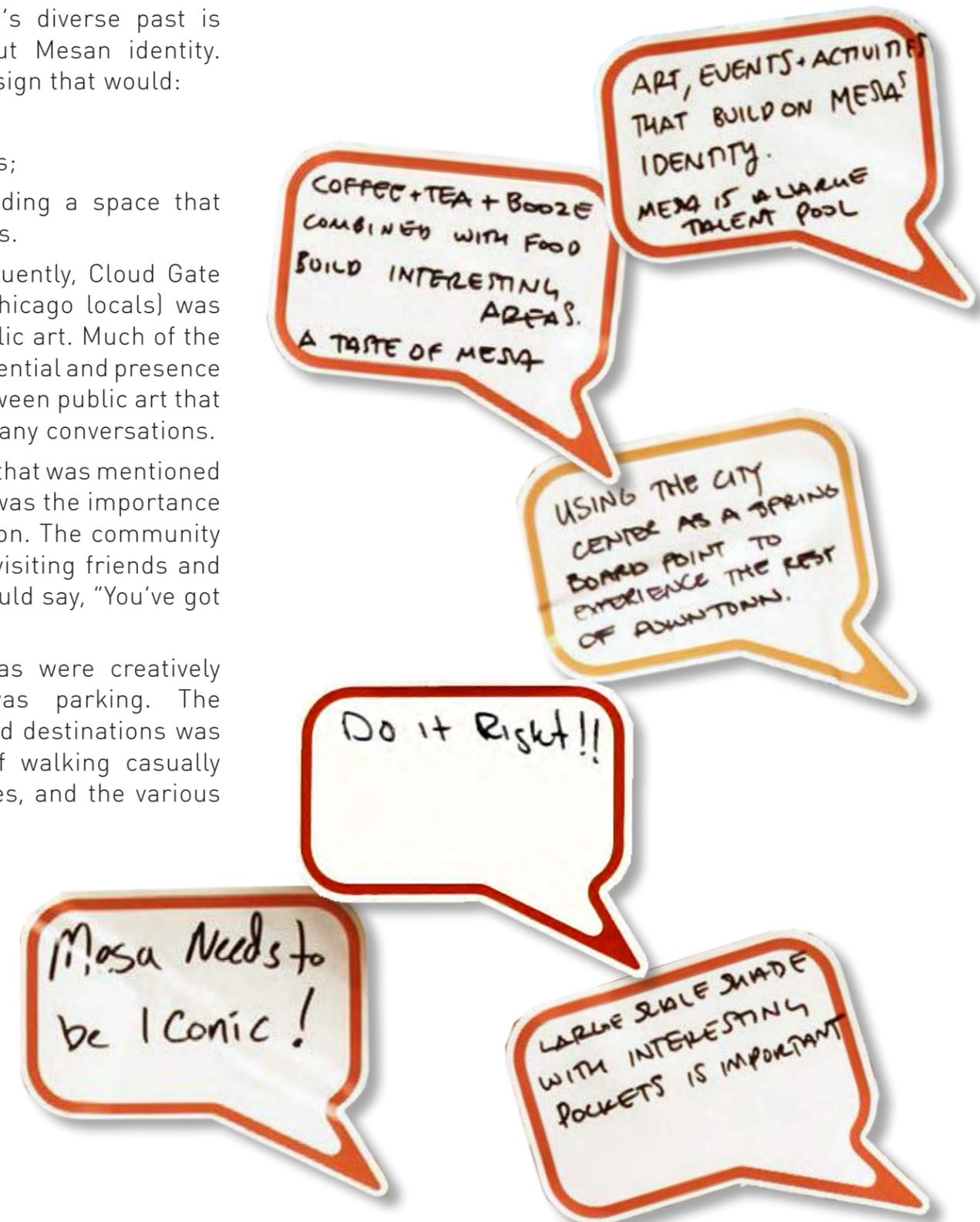
**DIVERSITY:** The importance of Mesa's diverse past is mentioned in all conversations about Mesan identity. Specific conversations instructed a design that would:

- celebrate diversity;
- address the pasts of cultural groups;
- recognize the importance of providing a space that would be comfortable for all Mesans.

**ICONIC PUBLIC ART:** Referenced frequently, Cloud Gate (affectionately named The Bean by Chicago locals) was mentioned in conversations about public art. Much of the community understood the cultural potential and presence of iconic public art. The distinction between public art that is also interactive was mentioned in many conversations.

**DESTINATION:** Another characteristic that was mentioned often throughout many conversations was the importance of the Mesa City Center as a destination. The community wanted a place they could take their visiting friends and family, specifically a place that they could say, "You've got to see this!"

**PARKING:** While the majority of ideas were creatively ambitious, a common concern was parking. The comfortable distance between cars and destinations was discussed as well as the comfort of walking casually between museums, restaurants, offices, and the various destinations of downtown Mesa.



## THE SITE

### mesa in the valley

Established just after the foundation of Phoenix and Tempe, Mesa's growth since its establishment has been exponential. Today, Mesa's population is nearly 500,000 people. As the 38th largest city in the United States, Mesa covers 133 square miles within a 21-city region made up of 4.3 million people whose population is projected to reach 6.3 million people by 2030.

Mesa's changing face in the spectrum of economy, identity, and fabric has been zealous in its development. Commonly understood to be the place to raise a family, its recent advancements in economic diversity, light rail expansion, and its position as a Spring Training destination have proven Mesa is moving into a new phase of its identity.

While each city throughout the Valley has maintained some semblance of their adventurous beginnings, it has become more difficult to find their stories.

From its beginnings, as a small town surrounded by farmland, to its generations as a roadside destination, and through its surge of suburban development, Mesa's identity is encompassed in the ever changing communities that are contained within its 133 square mile mass.

Each of the communities offer a diversity of cultures, neighborhood character, activities, and history that contribute to Mesa's multi-faceted identity.

The identity of Mesa is in a position to become legible in a way that would distinguish it among other Valley cities.





### local context

Situated around the original square mile set down by the settlers, downtown Mesa acts as Mesa’s cultural anchor attracting 11,000 visitors daily to the various street events, festivals, museums, shops, restaurants and venues. Home to 3,000 residents, and 7,000 employees, downtown Mesa continues to develop its economic diversity and legibility through new and exciting projects.



### site

The Mesa City Center is a 18.3+/- acre site that is located in the downtown core. Currently, the site features government buildings which are neighbored by the largest comprehensive arts campus in the state, historic retail, museums, several higher education institutions, a convention center, a hotel, and the coming arrival of a lightrail extension that will connect downtown Mesa to the pedestrian transit network of the Valley. The location of the City Center holds the potential to connect the district with a legibility that would act as a catalyst for future development.

# SITE CONTEXT AND EXISTING ACCESS POINTS



north elevation

Post Office

Mesa Public Library



south elevation

IT Building

Council Chambers

City Hall

Mesa Customer Service



1st street

north elevation

City Hall

Jimmy John's



south elevation

Bank

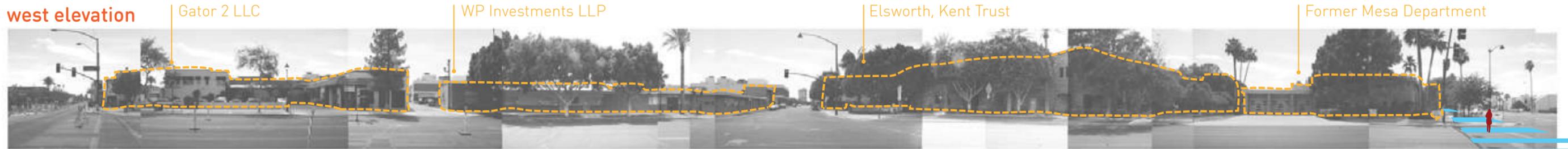
Benedictine University

Mesa Arts Center

main street



west elevation



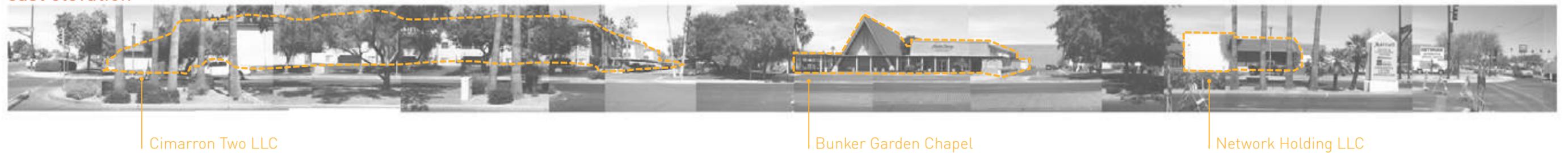
east elevation



center street



east elevation



centennial way

## DEFINING THE PROBLEM

Information gathered through the community input process identified the following key challenges and issues existing at the site today:

**IDENTITY:** The existing site, on which City Hall resides, is predominantly a parking lot, lacks a sense of identity and does not have a clear brand recognition with the general public.

**CONNECTIVITY:** There are weak entry points to the civic space on all sides of the site. There is also a lack of a clearly defined pedestrian connection to major destination points to the Convention Center and hotel to the north and the Mesa Arts Center to the south. In addition, many of the cultural institutions, the business core and residential neighborhoods lack both physical and programmatic connectivity with the site.

**LACK OF SHADE:** The spaces between City Hall and the northern boundary of the site lacked adequate shade for events. Similarly, the streets surrounding the site are too wide and lack shade trees.

**INFRASTRUCTURE AND AMENITIES:** The center lacks adequate infrastructure and amenities of a successful public space; including shade, water, event facilities, seating, accessible restrooms and food and beverage.

**PROGRAMMED ACTIVITIES:** The site lacks programmed activities that will activate the space and draw people in, such as live music, places to eat and drink, street festivals and outdoor events of various sizes.







CITY CENTER PRINCIPLES  
02

## DESIGN PRINCIPLES

### “a town square with a twist”

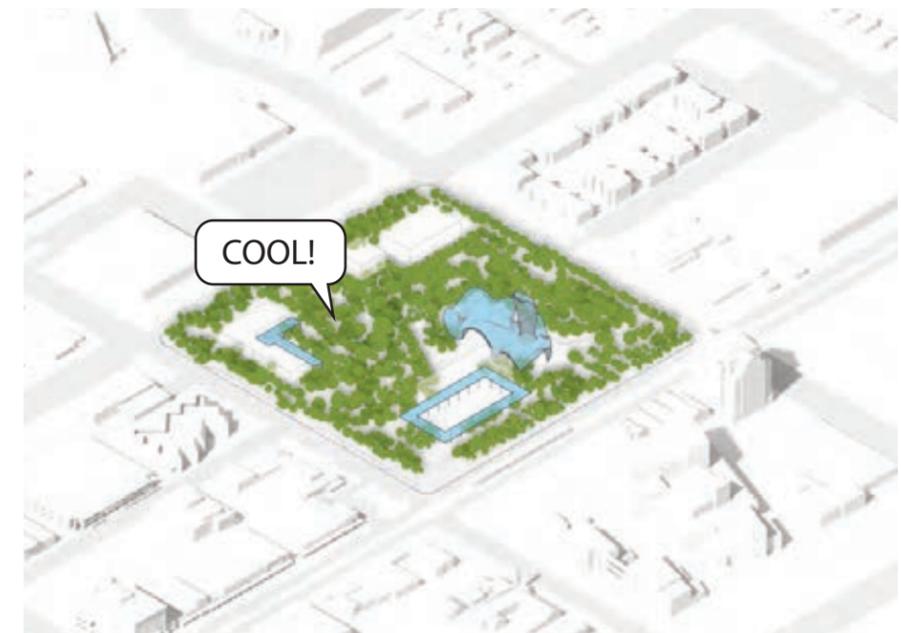
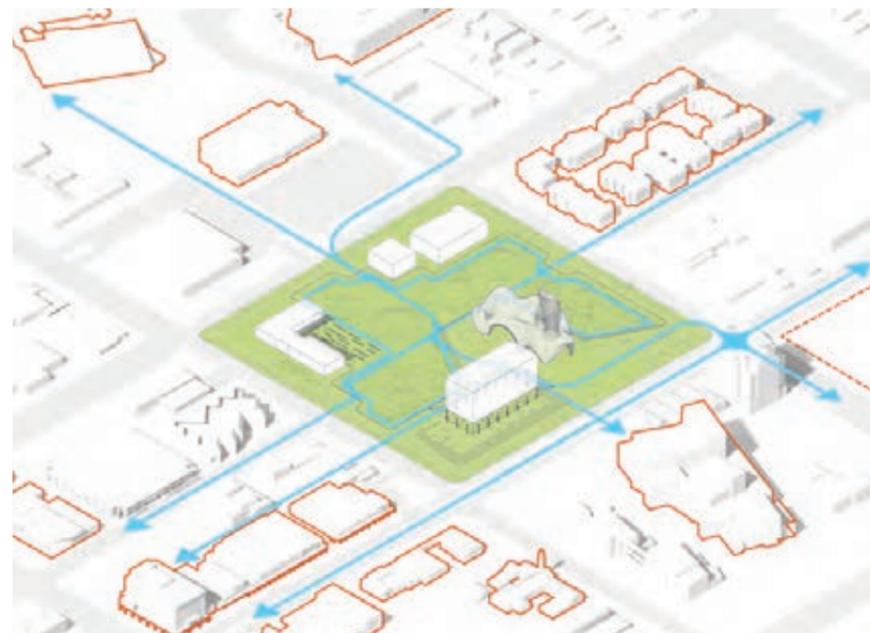
Defining the design principles and goals for Mesa’s City Center came from a combination of our understanding of the site, the context of Mesa’s growing downtown, and the needs and input from the community. These principles are the premises from which the design has been conceived and formed. They emphasize the importance of flexible and empirical design goals to create a world-class civic center for downtown Mesa. Throughout the design process, the team referenced these core tenants to ensure that we are delivering an achievable solution that also meet requests of the public input meetings. We heard the community and felt a responsibility for this project in context for the next 50 or 100 years of Mesa’s growth.

### connect mesa city center to its district

This plan for Mesa City Center advocates friendly, walkable streets that activate and enliven the downtown. Our multi-modal approach to transportation and circulation to and around its downtown, shall increase the use of public transportation, and provide a pedestrian and bicycle friendly network of streetscapes. Visitors to the City Center and its surrounding cultural facilities shall be encouraged to use the light-rail system, reducing the traffic demand on the existing network, and connecting all the adjacent communities. In keeping with this approach, our design for Mesa’s City Center anticipates these connections and critical adjacencies through designing a series of new gateways into the center. The design establishes a circulation hierarchy while maintaining a universally accessible design. By enhancing the connections between the City Center and the surrounding civic and cultural destinations, new gateways and destinations are created, promoting a more walkable downtown center.

### deliver shade, and lots of it

The top request from the community was shade. To make an inviting space on day one, Mesa City Center needs to deliver shade on day one. Our strategies include shading from canopies, overhangs and trees coupled with natural evaporative cooling effects and breezes through the site to bring immediate comfort. Key existing shade trees shall be preserved and bolstered with groves of newly planted trees that reflect the unique Sonoran Desert climate. This shade structure shall utilize a passive evaporative cooling system, cooling the space beneath it by 15-20 degrees.



### make it an “only-in-mesa” iconic space

Here, centered in the urban core of Mesa, is an opportunity to create a unique reflection of the spirit and vision of Mesans. A space to make Mesa stand out from its neighbors and in which residents may take pride - that will make City Center the “must see” destination when visiting the Valley. Our design aims to bring together the community, local residents and visitors from across the nation, and promote social sustainability at the center of this great public landscape. Decorative paving patterns shall help identify the uniqueness of the City Center. The circular paving pattern is a way in which the site can be organized programmatically. This pattern creates opportunities for a diverse range of public gathering spaces, performance venues, seasonal botanical displays, art installations, dining and leisure.



### create mesa’s outdoor living room

The City Center serves as Mesa’s Living Room, nestled at the urban core welcoming people in and providing them with comfort and enjoyment. The community wanted things to see and do everyday and every night - activities like grabbing a bite to eat, cooling down by a water feature, watching a movie under the stars, or checking out the farmer’s market. The site shall have a wide variety of outdoor characteristics and a flexible design to accommodate a range of events and activities. Users could spend a few hours, or all day at the City Center. The institutions and cultural centers currently surrounding the site are already rich in many types of outreach and educational programs. Our goal was to create a place that you don’t need to go to the internet to find out what is happening - there is always something going on at the City Center.



### catalyzing the next stage of mesa’s growth

A big goal of this project is to catalyze and focus redevelopment in Mesa’s downtown. With light rail coming to the City Center’s front door, with a thriving arts scene and an active downtown, it makes sense for the City to invest in this project. With this ambition, our team felt that it was essential not just to design the City Center but solve how the real estate economics, construction costs, and long term maintenance costs will also factor into this project. Our design builds the project in a single phase, and does not rely on private development to make it active.







THE DESIGN  
03

## CREATING THE MESA ICON

Mesa City Center: A “town square with a twist,” is a high performance landscape, which integrates architecture, infrastructure and art to create a socially sustainable civic experience in the heart of Mesa.

Visitors come for the great diversity of cultural programs and institutions that Mesa has to offer. The two major design constraints of this project ended up becoming our biggest opportunities: creating a public plaza which supports major festivals while being a shady comfortable space for the day to day use. Established as a “town square with a twist,” our design gives the City a ‘green heart’ in the spirit of classic American town-planning, but with features and detailing found only in Mesa. This new town square is a developmental catalyst for the next 100 years of downtown urban growth. The design is characterized by ample spaces that provide a variety of flexible uses, pedestrian connections, and inviting landscapes that celebrate the unique flora of the Sonoran desert. Existing buildings are re-purposed with retail and commercial ground floor uses, stimulating an immediate draw for the site and movement across the space. The site’s green network of pathways and spaces connect Mesa’s City Center to Main Street, the Arts Center, the Convention Center, the Museums, future cultural centers, and adjacent neighborhoods. The City Center is both an experience and a place - a cultural medium that represents the aspirations of Mesa, an iconic world-class space establishing Mesa as a leading city for innovation, arts, business and community.

prescott, az, courthouse square



santa fe, nm, santa fe plaza

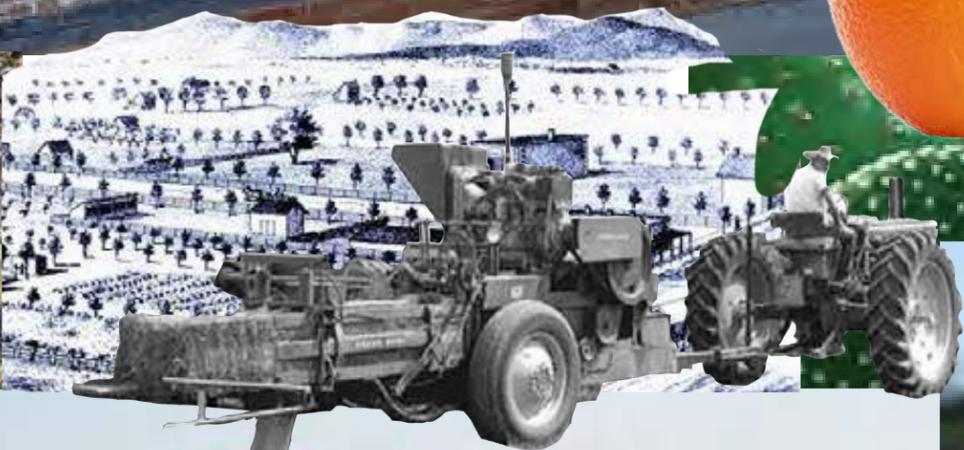


new york, ny, bryant park





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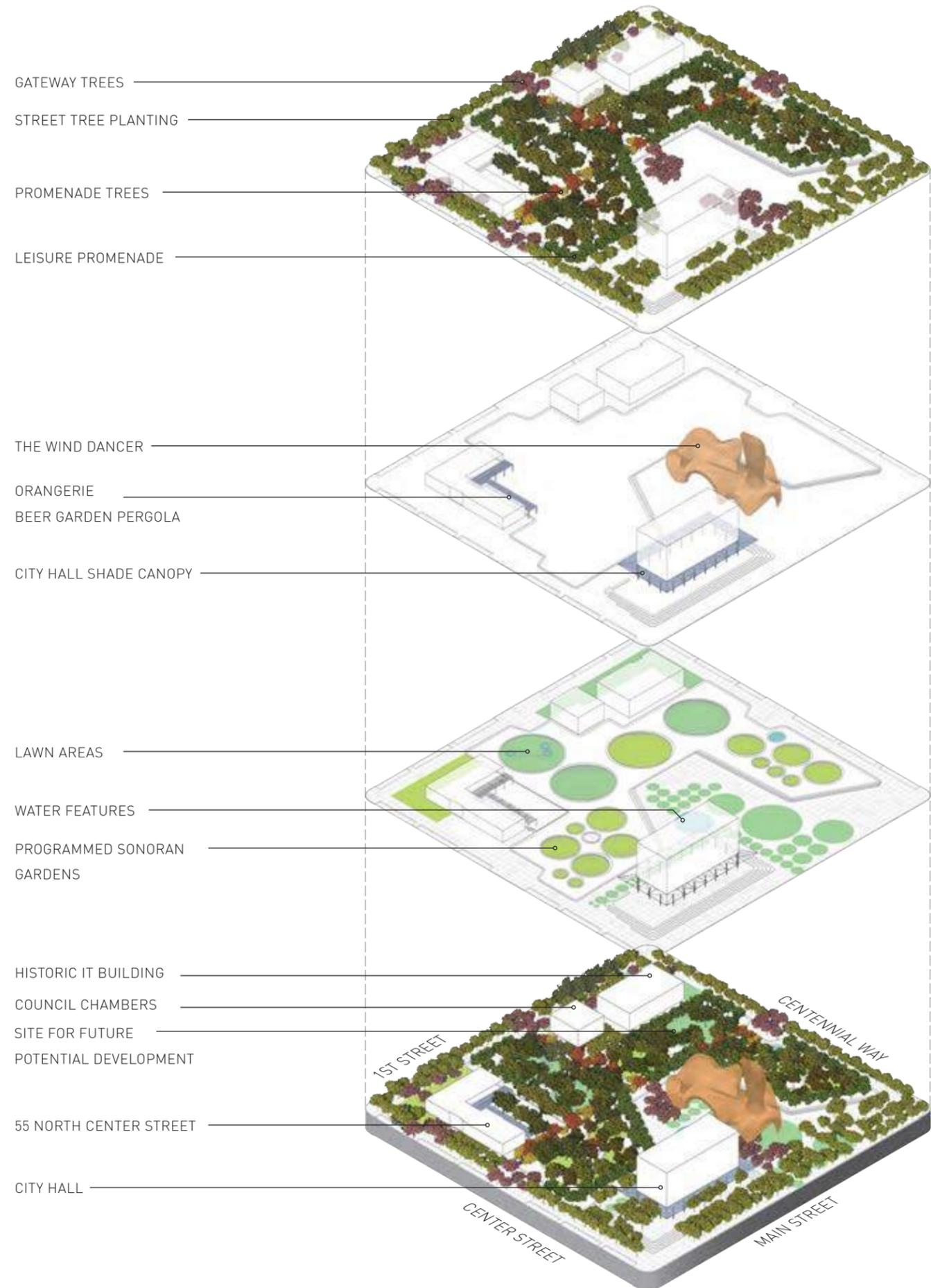


# THE CITY'S CENTER

During the public input process we heard and learned about the wants and needs of the City and the public. One of the first questions we asked before approaching the design was, why is the City Center a project being considered now? Mesa never had a project like this before, but it has been discussed many times. Mesa is a large city with a diverse population, and the implementation of the new light rail system adds another layer of visitorship to the city. Precedents in other Arizona cities have proven that implementation of light rail spurred new development and increased tourism. Mesa has a burgeoning arts culture in its downtown; the City is now ready for this project.

The second question was, how can the City Center catalyze economic development for Mesa's next 10, 50, and 100 years? Mesa's economy is growing with an emerging tech/education business sector. Surrounding the downtown; there are many opportunities for economic development, specifically geared towards the Live+Work+Play lifestyle. The City possesses parcels of land downtown and surrounding the City Center site. Opportunities for this project incentivize private+public partnerships for development. New downtown residences, commercial and retail investments would create demand, reactivating Main Street.

Lastly, we asked what are the major issues we need to address as we design City Center? Arizona can be an incredibly hot place; mitigating climate is a fundamental requirement for success. The City strives to clarify its identity and increase visitorship and interest. Urban density surrounding the site is currently low and people use their cars to get from place to place. This design needs to be a place where families, individuals and the greater community can connect, providing a flexible place with an array of awesome activities. The design must be one of a kind to Mesa!





Fire Department

Office Garden

Lost Dutchman Coffee

Bistro Restaurant

Center Street

Spring Garden

Offices

Office Lobby

55 North Center St.

Cafe

West Entry

Neon Plaza

Leisure Promenade

City Hall Terrace

Iconic Public Art

The Arizona Room

Mesa City Hall

Rooftop Sky Lounge

Groundfloor Cafe

Light Rail Station

Main Street

North Entry

Leisure Promenade

Reading Room

Civic Promenade

Overlook Knoll

Council Chambers & Mesa Pavilion

Historic Information Technology Building

Food Cart

Stage

Potential Future Development  
Culinary Institute & Restaurant  
Ground Floor; Residential Above

Performance Bowl

Wind Swings

The Wind Dancer

Sky Fountain

Reflecting Pool & Winter Ice Skating

Event Lawns

Main Street Gateway

Heritage Landscape

East Entry

Azul Garden

The Eclipse

Cactus Gallery

Oro Garden

Food Cart

Plata Garden

Public Art Walk

Cimarron Apartment Complex

Bunkers Garden Chapel

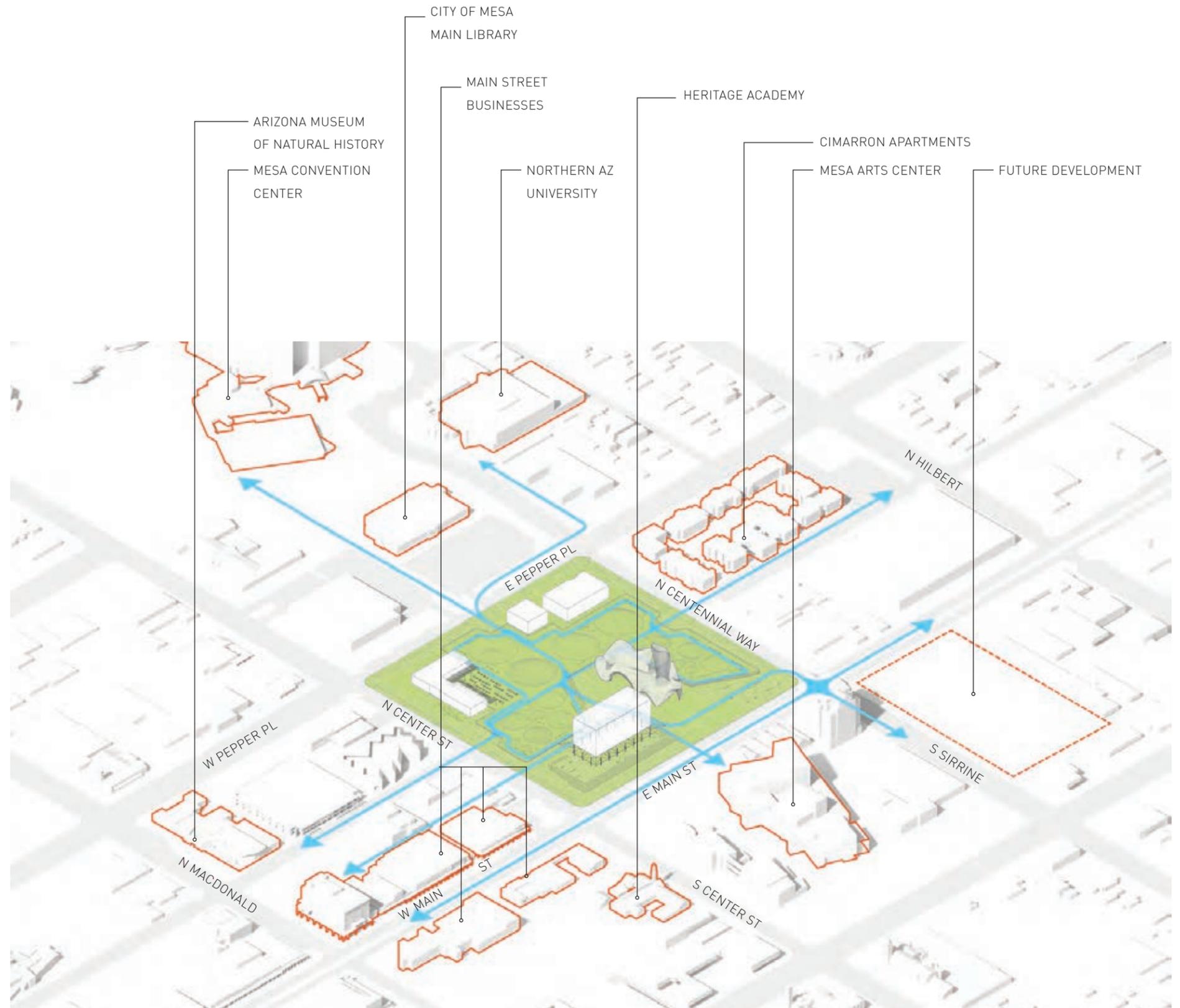
Office Building

Centennial Way



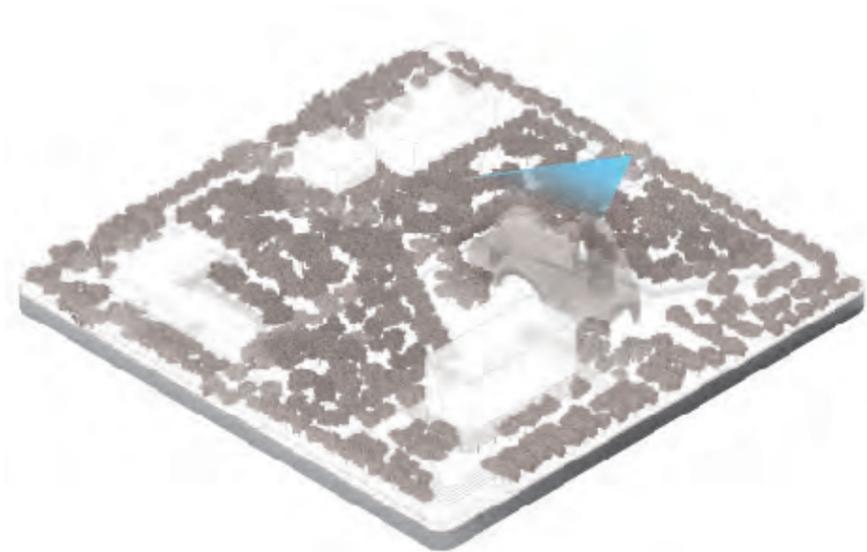
### connected to the city

Our design for the City Center embraces its context. The Civic Promenade functions as the main north-south pathway through the Center. Connecting the Mesa Amphitheater, Convention Center, Library, and other features to the north through the site to the Arts Center and destinations to the south. An open central corridor, the Promenade has a distinct paving palette, and a dense and colorful tree canopy, connecting to the adjacent sidewalks and streetscapes. Similarly, the site draws visitors from the museums on Pepper Place west of the Center across the site to the residential neighborhoods to the east. We created a vocabulary of materials and elements within the park, which extend outwards, into the urban fabric, establishing visual connections within the adjacent neighborhoods. Pedestrian and bicycle access are prioritized over vehicles, with enhanced streetscapes, unique paving and crossings, signalized intersections and distinct way finding.



## THE ARRIVAL

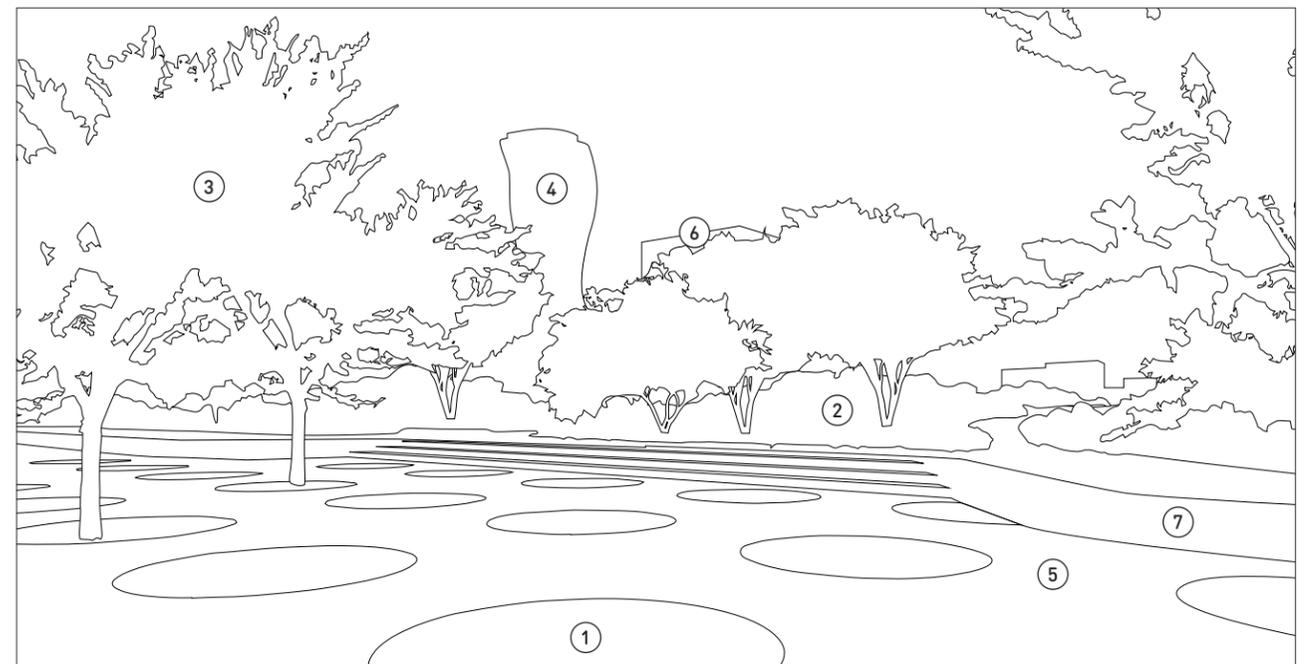
Creating a sense of arrival was established at each of the gateways in the City Center design. These gateways establish people's first impression and draw visitors to and through the City Center with inviting walkways, artwork, and shady streetscapes. Our entry plazas celebrate arrival with colorful planting, the promise of shade and a comfortable seat. Visitors are transported as they enter this special place that is so unique to Mesa. Arriving to City Hall is a dignified experience with a strong connection to Downtown. Every edge and path is designed to be welcoming and friendly.



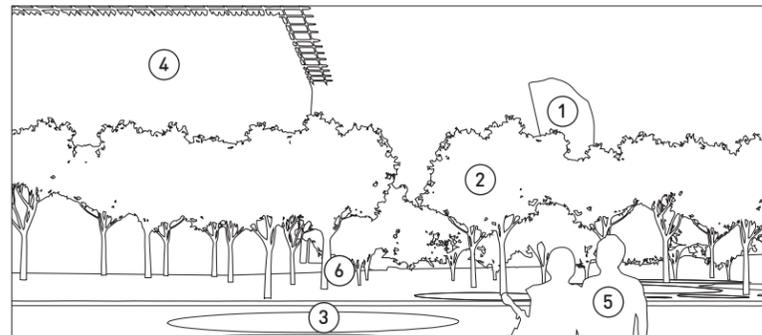
ENTRY PLAZA

FACING PAGE: ENTRY PLAZA

1. EAST ENTRY PLAZA
2. SEASONAL PLANTINGS
3. SHADE TREES
4. THE WIND DANCER
5. ACCESSIBLE PAVING
6. RENOVATED CITY HALL
7. SEAT EDGE







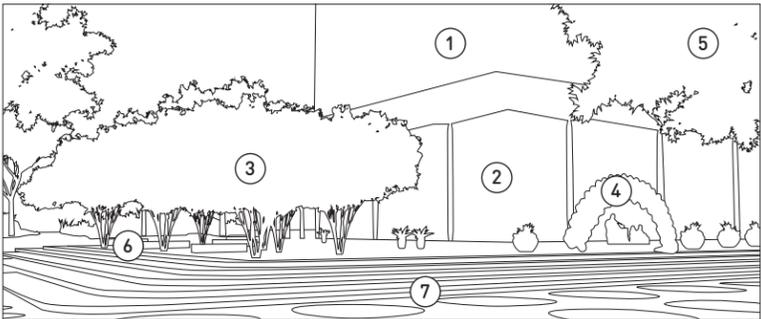
ARTS CENTER

- 1. WIND DANCER
- 2. SHADE TREES
- 3. CROSSWALK
- 4. RENOVATED CITY HALL
- 5. LOVERS
- 6. GROUND FLOOR CAFE



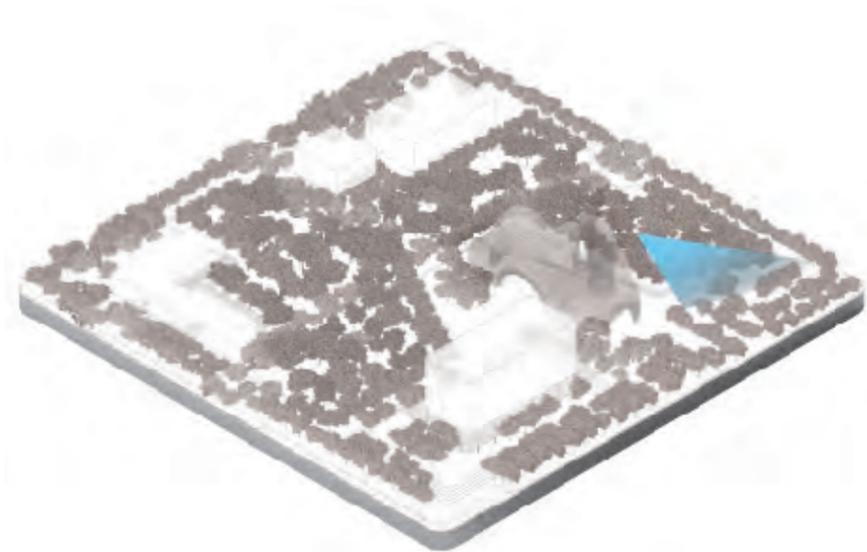
CITY HALL

- 1. NEWLY RESKINNED CITY HALL
- 2. OPEN GROUND FLOOR
- 3. THE ARIZONA ROOM
- 4. MAYORAL EVENT
- 5. SHADE TREES
- 6. OUTDOOR SEATING
- 7. ACCESSIBLE PAVING



## THE UPPER TERRACE

The Upper Terrace was designed to provide visitors with a more intimate park scale setting, with a series of relaxing and programmed spaces, targeting a short term or all day comfortable venue. It has a relaxing garden-like feel, with pockets of seasonal Sonoran desert-themed gardens for both visitors and botanical enthusiasts. The Neon Plaza has a nighttime LED light feature, along with hosting the popular food truck culture. Movable tables and chairs provide flexible seating for various sized events. Additional park features include a children’s garden, outdoor reading rooms, water features, and a small flexible events venue. All of these spaces have generous plantings, furnishings, views, and artist installations – in support of the adjacent building programs. The Upper Terrace provides support for the Lower Terrace during large events as spill-over space for large crowds and community gatherings like the Celebration of Freedom.



ORO GARDEN  
mesa city center | 44

FACING PAGE: ORO GARDEN

- 1. SEASONAL PLANTINGS
- 2. SHADE TREES
- 3. SEATING EDGE
- 4. ACCESSIBLE PAVING
- 5. TABLES AND CHAIRS
- 6. EDGING

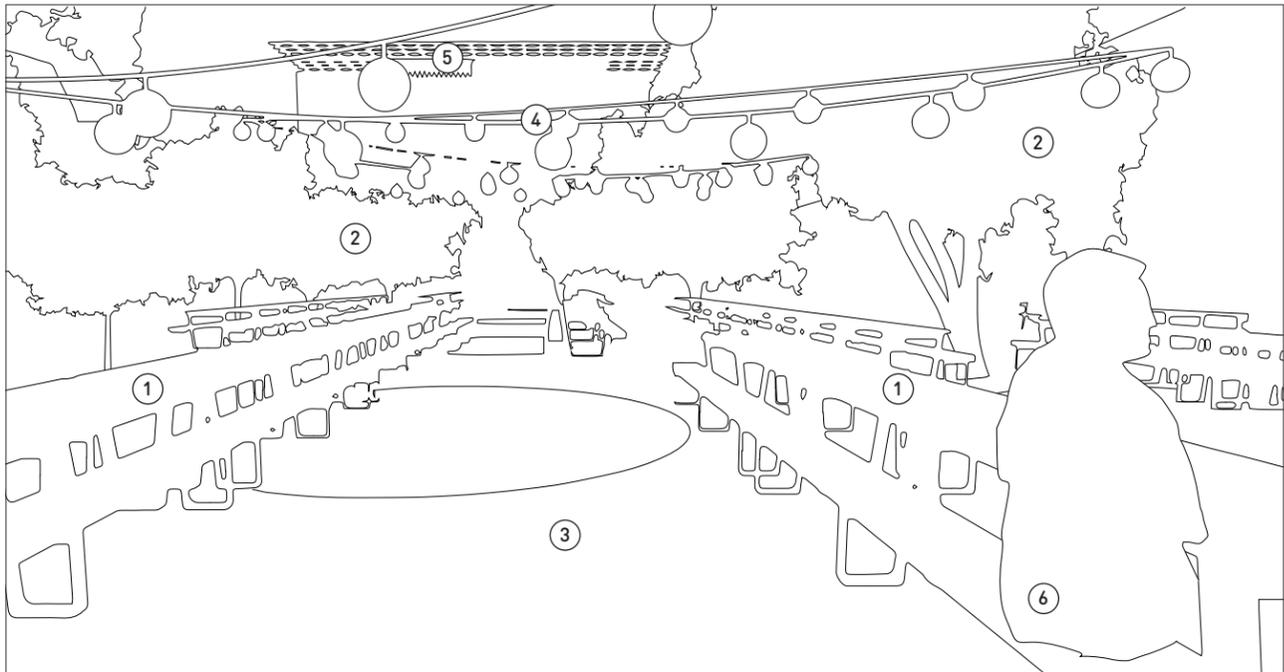
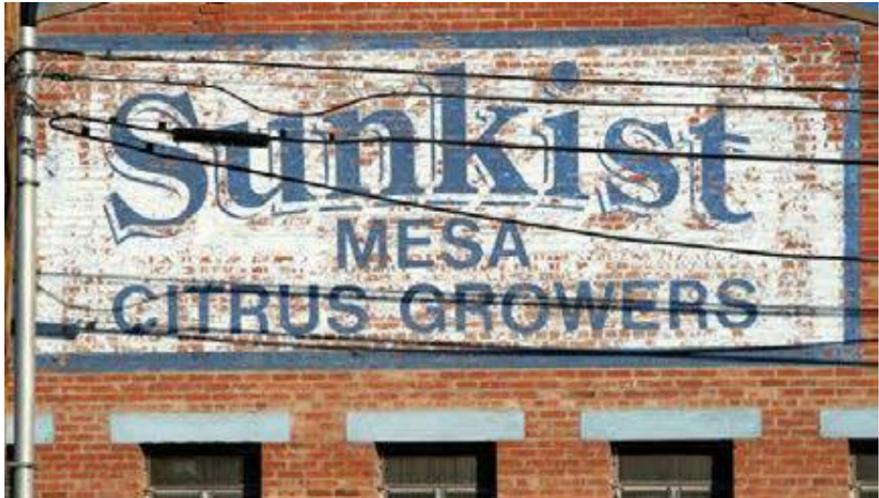
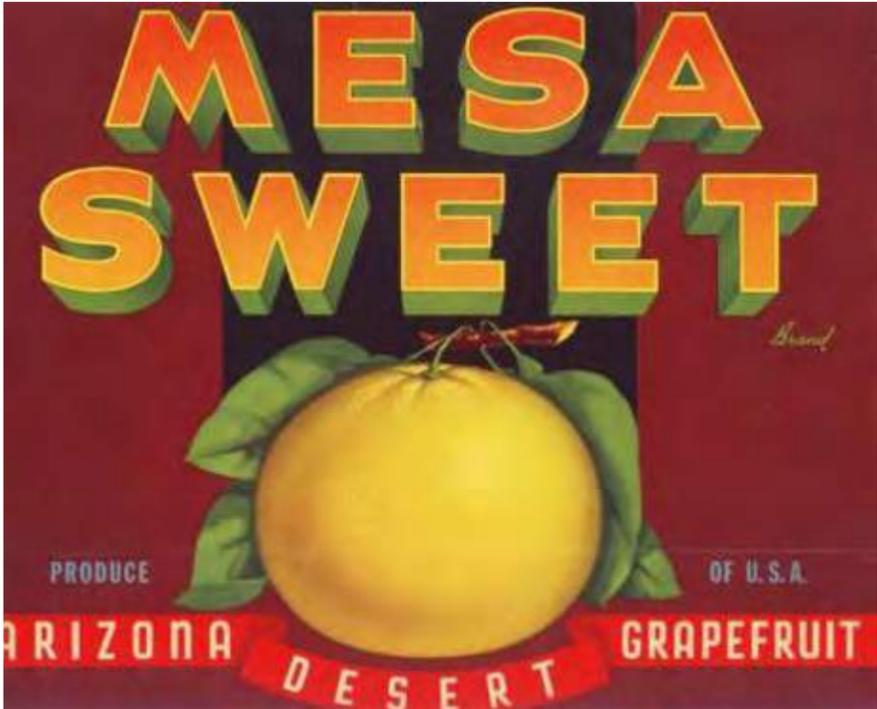






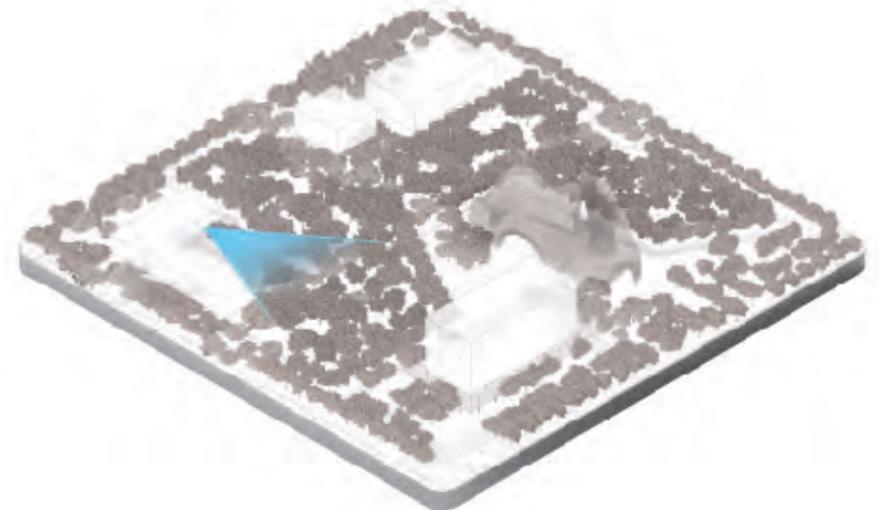
the orangerie

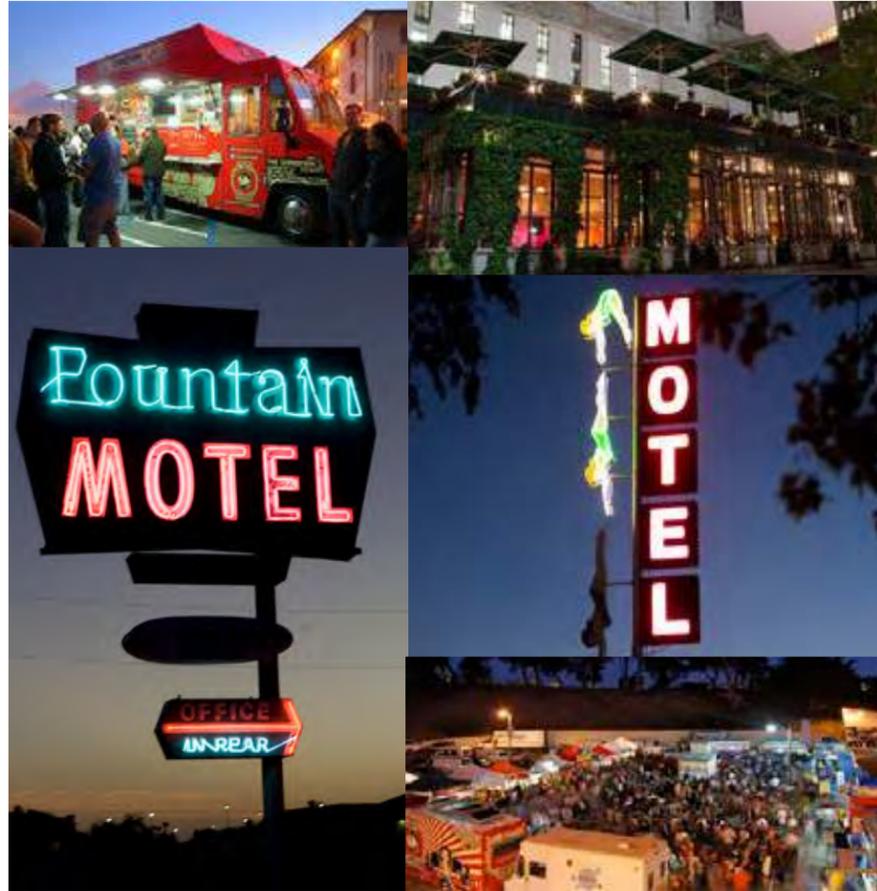
Historically, Mesa was known for its thousands of acres of citrus groves. The City has zoned the remaining orchards to be preserved for their historic value and identity to Mesa’s rich agricultural history. Through the Orangerie, we continued the historic citrus canopy and combined it with a lively outdoor dining experience. We heard voices during the public outreach sessions asking for an outdoor food venue and beer garden. These venues are typically packed year round, with communal style tables covered in pitchers of beer and enormous pretzels.



FACING PAGE: THE ORANGERIE

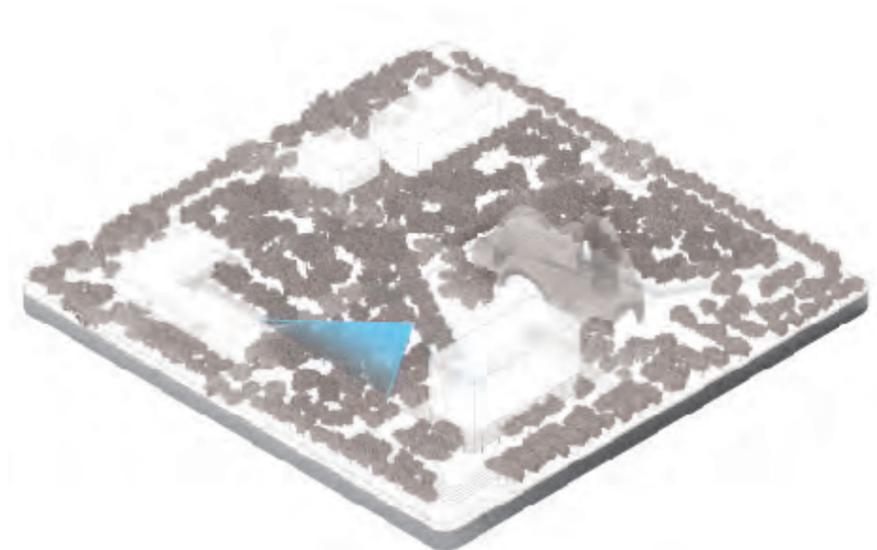
- 1. COMMUNAL SEATING
- 2. CITRUS TREES
- 3. ACCESSIBLE PAVING
- 4. OVERHEAD LIGHTING
- 5. SKY TERRACE AT CITY HALL
- 6. CUBS FAN





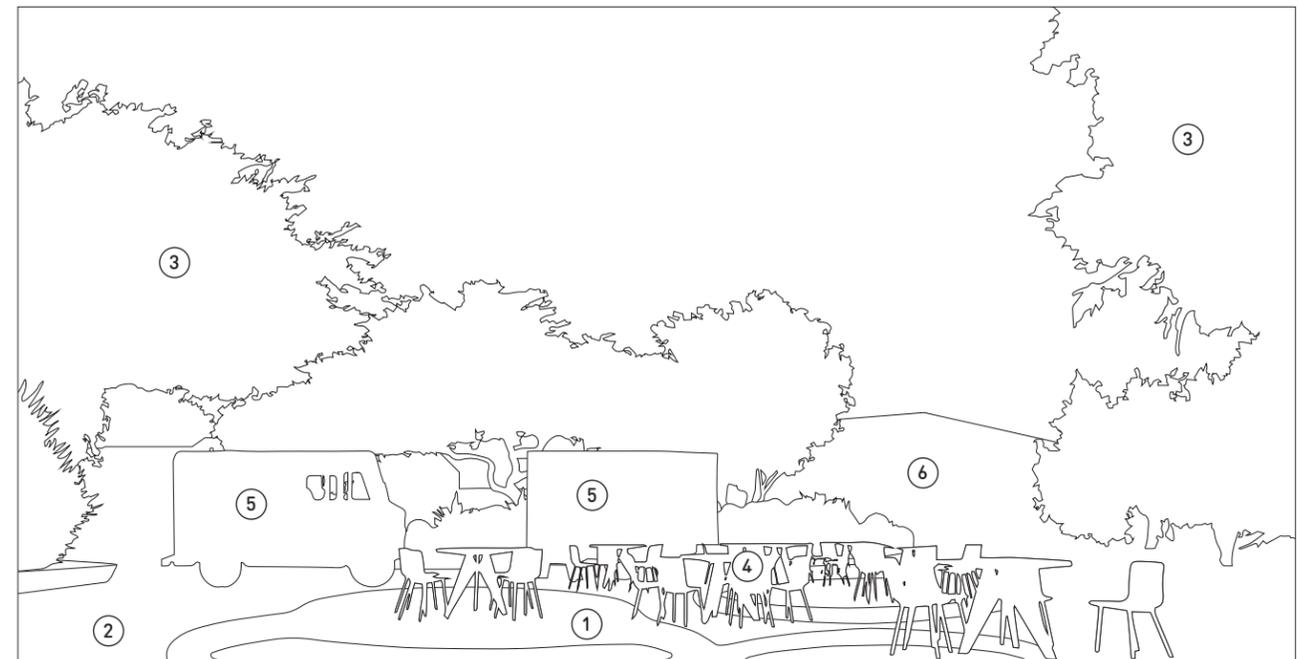
### neon plaza

Mesa's neon signs are more than just commercial signage - they are artistic beacons, near to the heart of residents and memorable to visitors. The design was inspired by the stories of Mesans returning home who knew they had reached their destination upon seeing the array of beacons glowing in the night. The Neon Plaza showcases this historical precedent through interactive LED pavement shows at night, and unique signage and wayfinding. The plaza is extremely flexible, being used during the day as an outdoor lunch venue, and transforming in the evening into a food truck festival.



FACING PAGE: NEON PLAZA

1. LED LIGHT DISPLAY
2. ACCESSIBLE PAVING
3. SHADE TREES
4. MOVEABLE TABLES AND CHAIRS
5. FOOD TRUCKS
6. 55 NORTH CENTER STREET





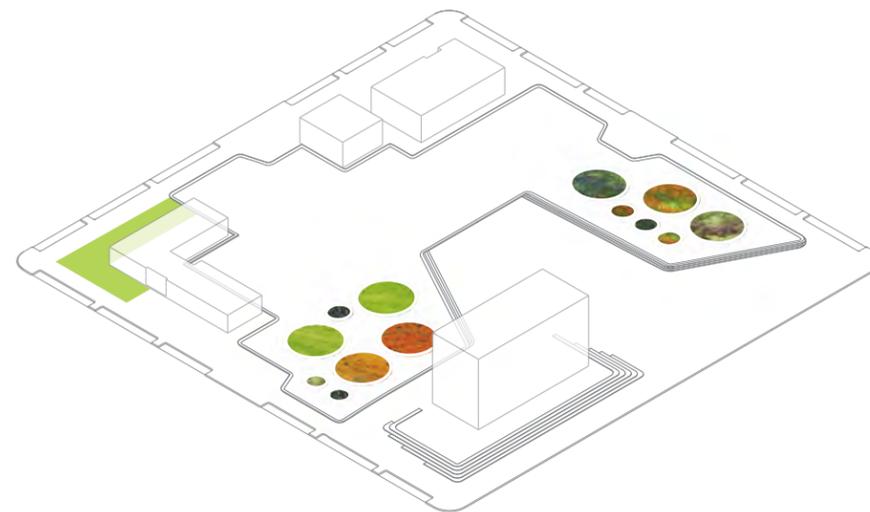
Short  
Leash



Menu  
Cafe  
Market

### desert gardens

Landscape species and diversity in the Sonoran Desert rival that of any other desert in North America. This garden series feature a wide variety of succulent species and desert plants through different garden themes and collections. Many of the plants are labeled with their name and country of origin. The gardens take turns throughout the seasons showing off their blooms and visual displays, creating an ever-changing tapestry of bold colors for visitors and botanical enthusiasts to learn from and enjoy.



DESERT GARDENS





SPRING



SUMMER



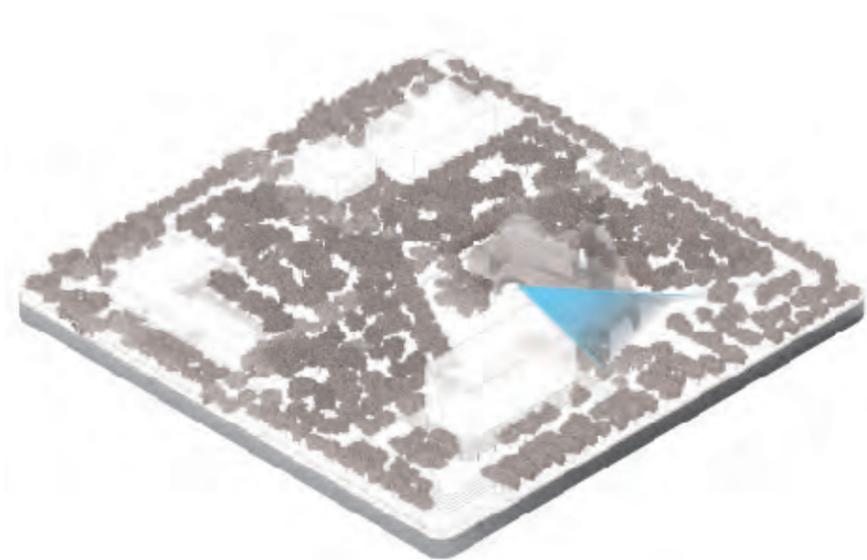
FALL



WINTER

## THE LOWER TERRACE

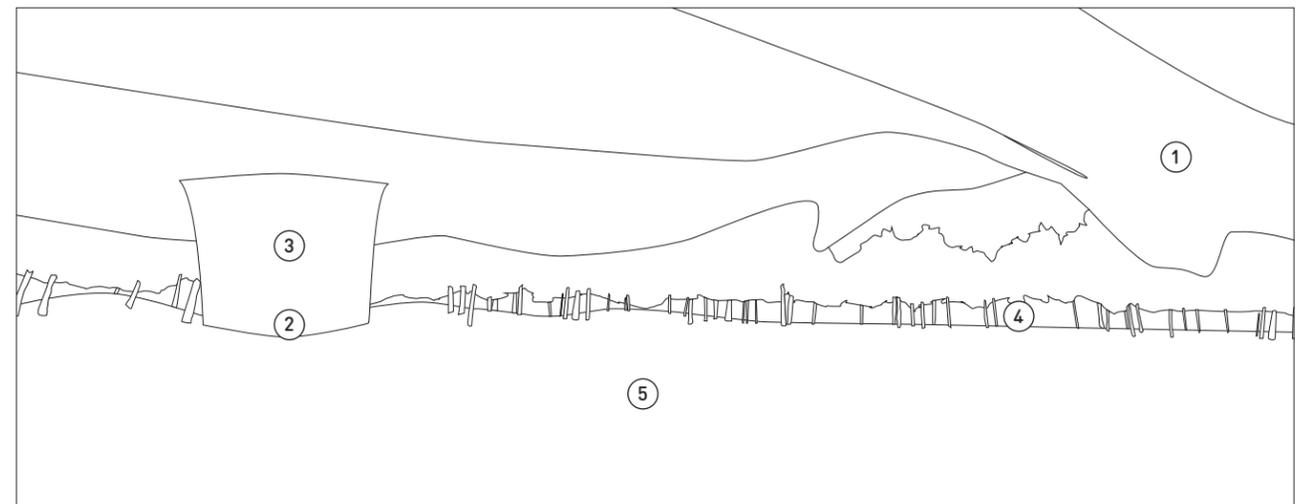
The central gathering space of the design is the Lower Terrace. The new centerpiece and icon for the City Center is the captivating copper shade structure, Mesa's Wind Dancer. Gracing the plaza as both a beacon and a multi-use structure; not only shading the main events plaza and venue, but also serving as a passive evaporative cooling tower. Nearby, the custom Sky Fountain is a state of the art, interactive water feature celebrating both the preciousness and playfulness of water. During winter, the Sky Fountain transforms into an ice-skating rink, providing year round interest and enjoyment.



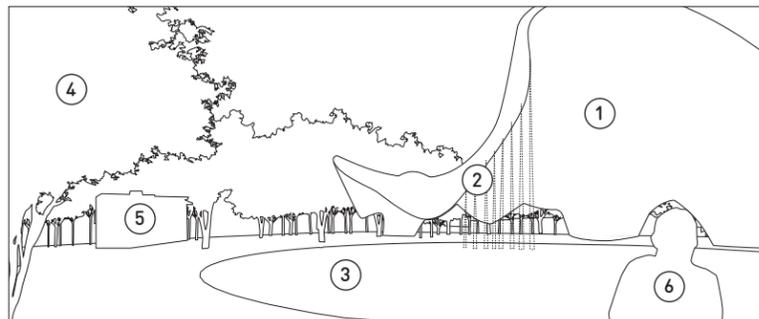
WIND DANCER  
mesa city center | 52

FACING PAGE: WIND DANCER

1. WIND DANCER
2. CONCERT STAGE
3. PROJECTION SCREEN
4. MAIN STREET
5. EVENT LAWNS THAT SEAT THOUSANDS

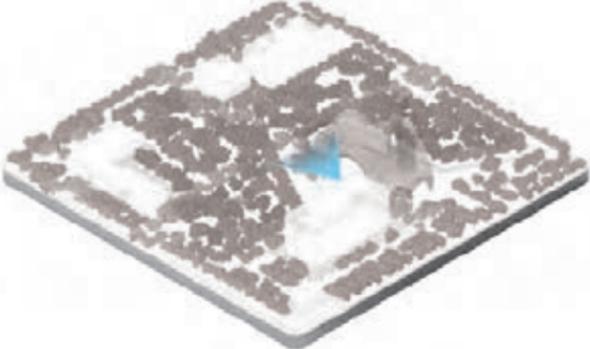






SKY FOUNTAIN

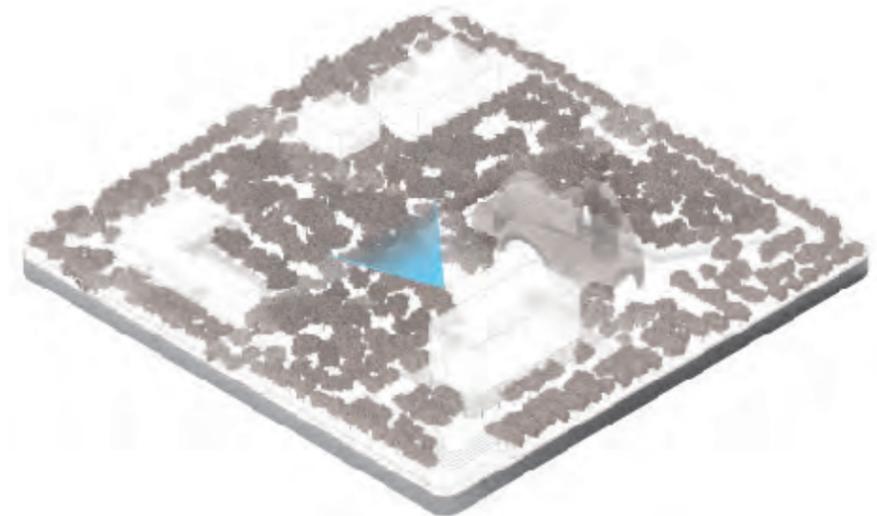
1. WIND DANCER
2. SKY FOUNTAIN: INTERACTIVE JETS
3. SKY FOUNTAIN: REFLECTING POOL IN WARM MONTHS, ICE SKATING IN COOL MONTHS
4. SHADE TREES
5. FOOD TRUCKS
6. FUN HAD BY ALL



## THE LEISURE PROMENADE

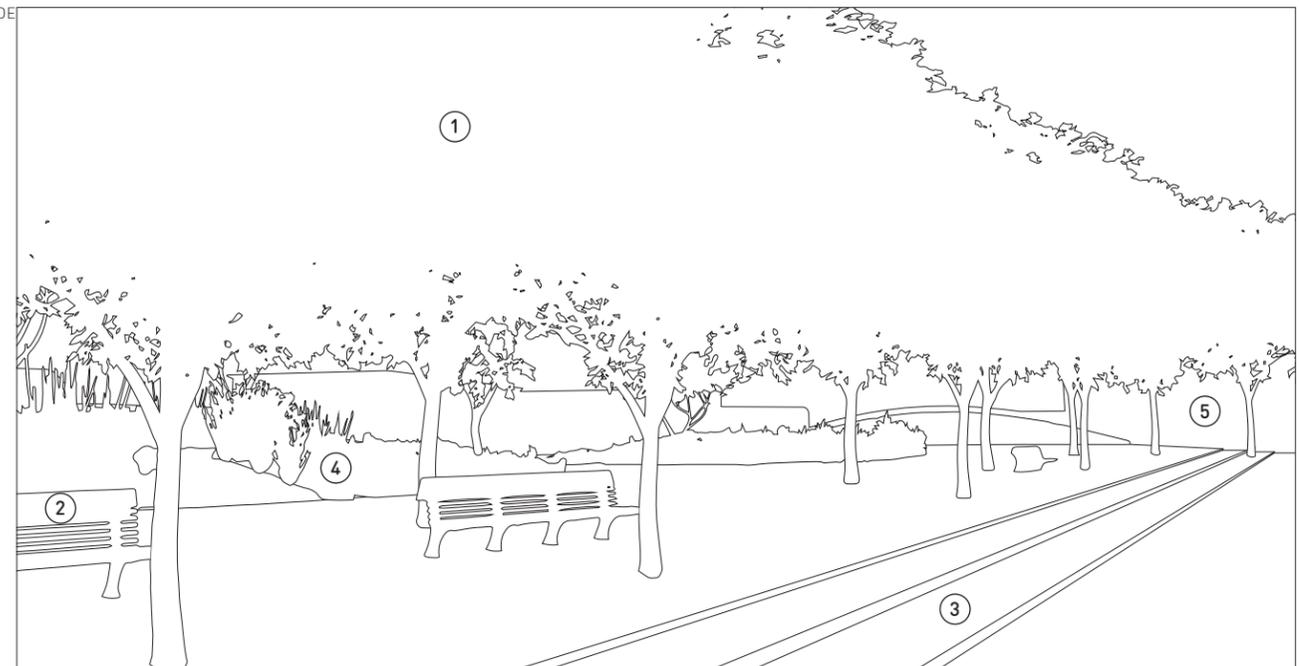


The most requested feature from the public was a Leisure Promenade. Tying the Upper Terrace and the Lower Terrace park spaces together, its simple design provides visitors with a place to be perched above the plaza level for great viewing. Designed for walkers, runners, and strollers to experience the edges of the park, making their way into the center and through the gardens. Visitors may stop along the Promenade and find a seat on either the terraced steps, the custom benches, or along the elevated planted edges. We designed the Promenade with major entry points to connect to the surrounding neighborhood and give visitors a full site experience.



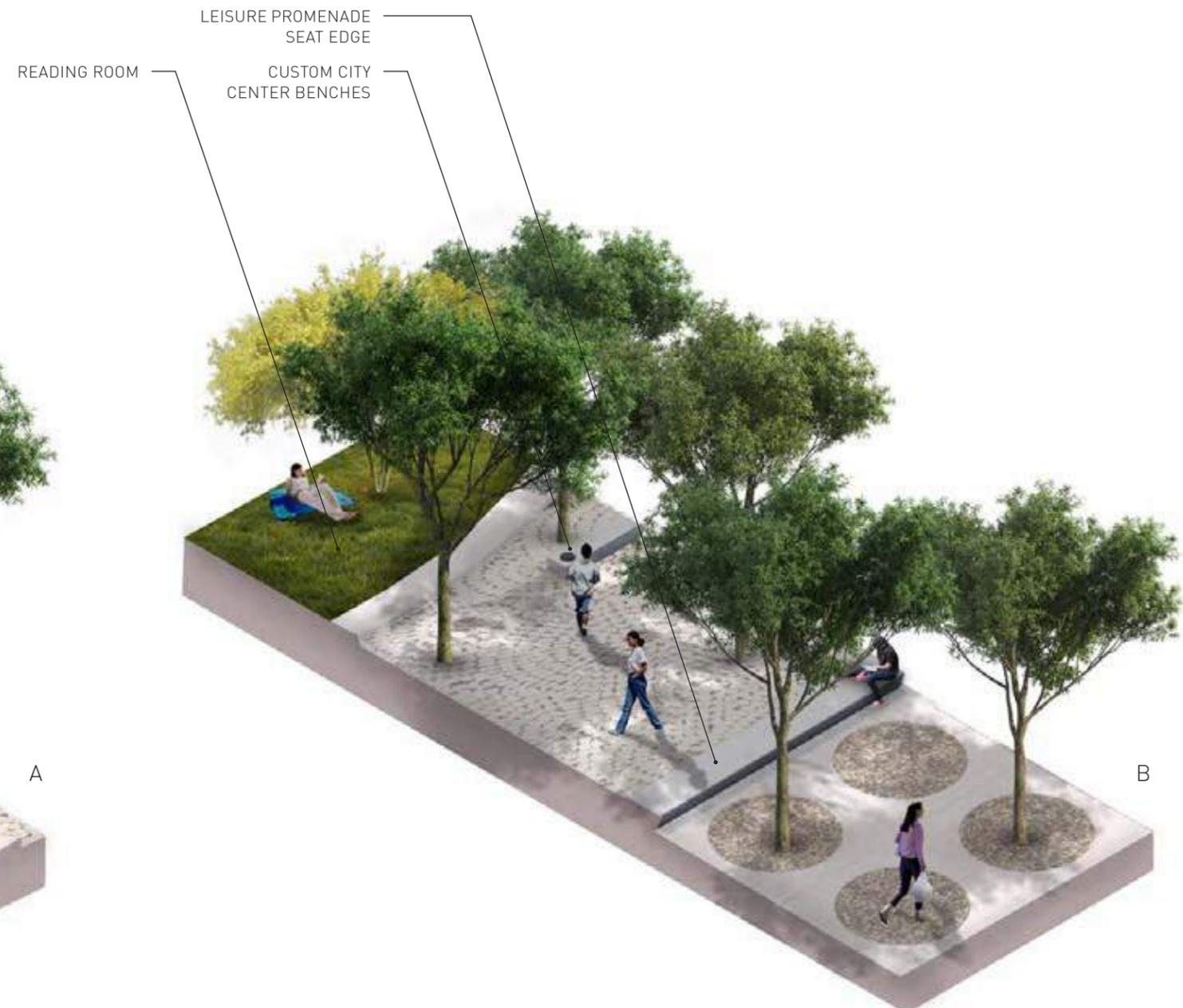
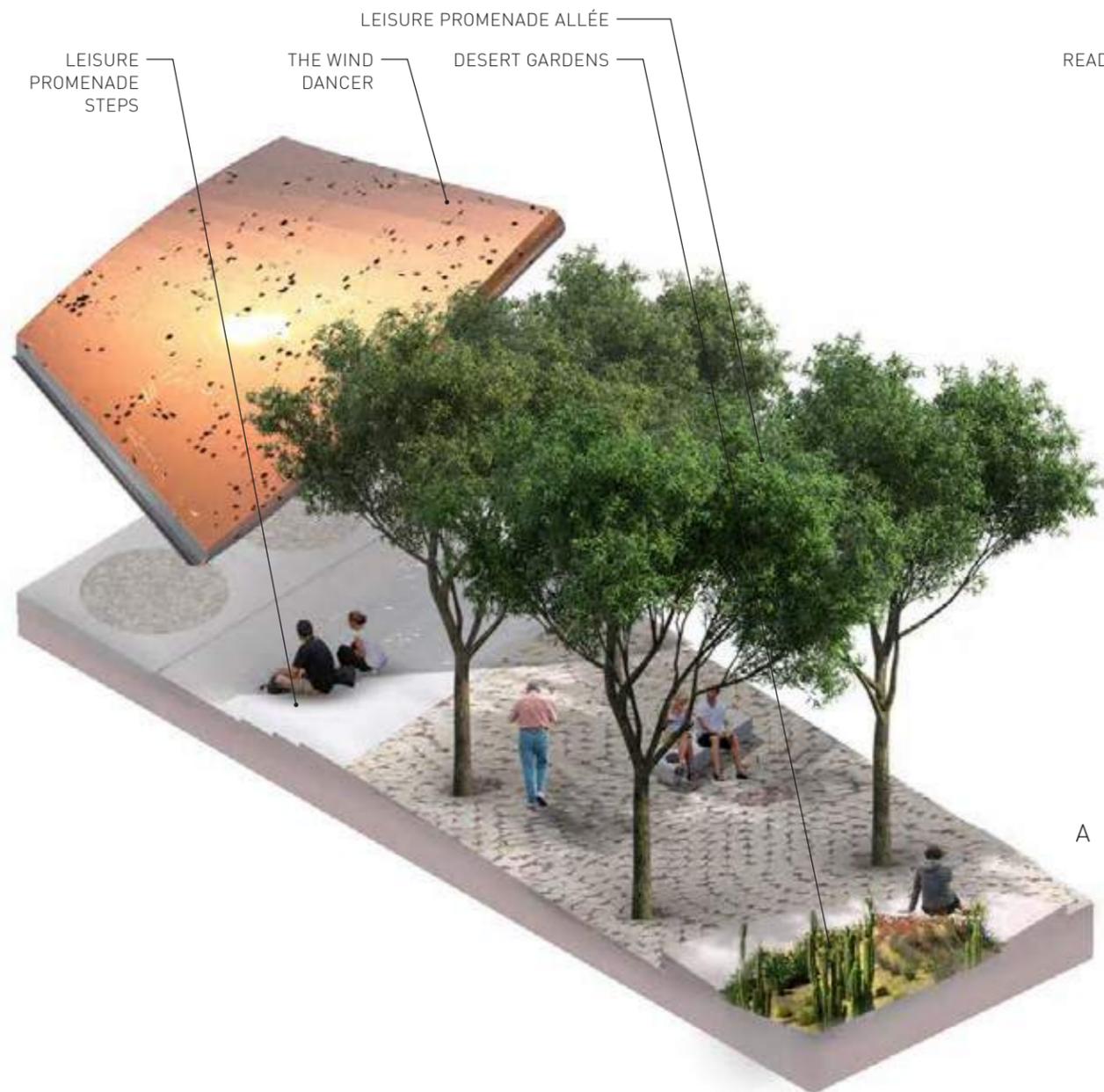
FACING PAGE: LEISURE PROMENADE

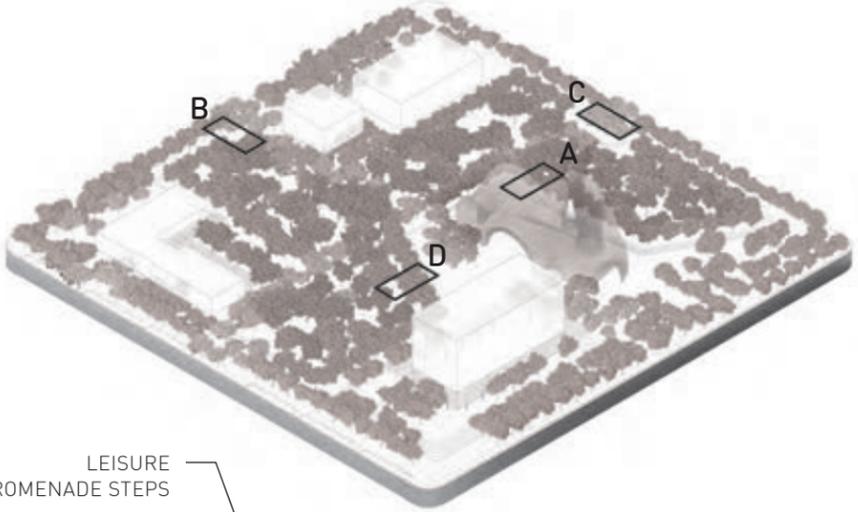
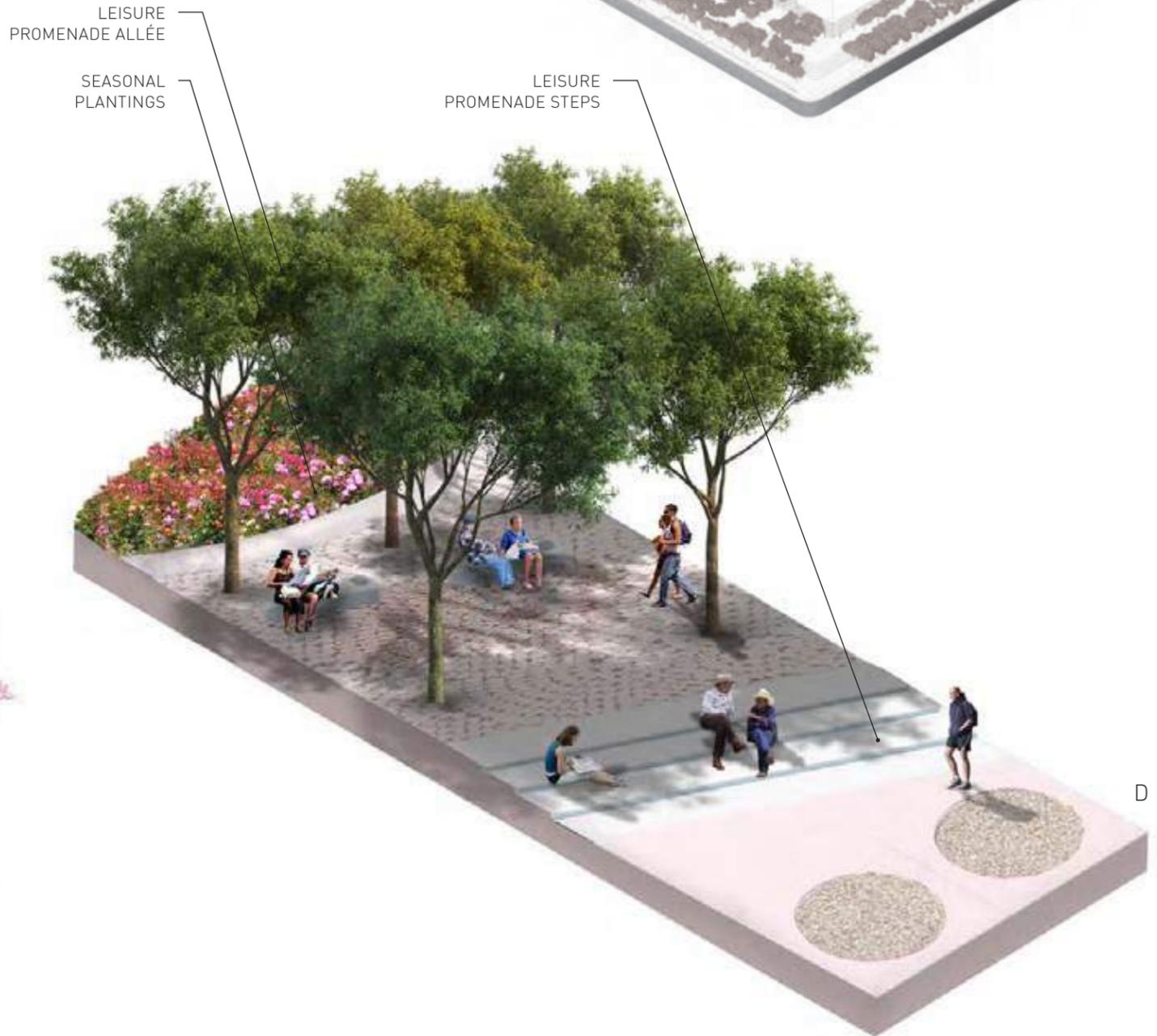
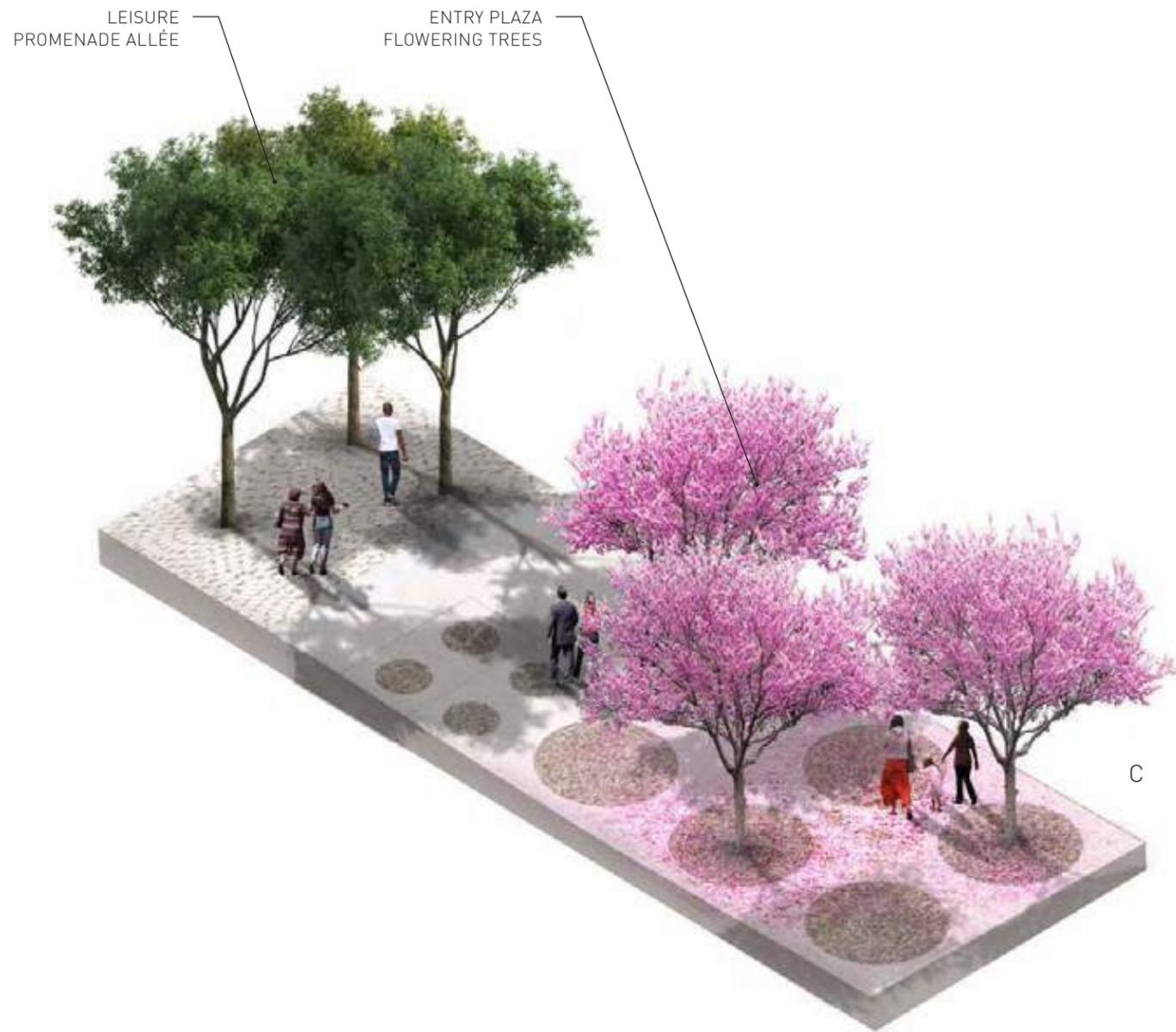
1. EVERGREEN ELM ALLÉE
2. CUSTOM BENCHES
3. STEPS TO UPPER TERRACE
4. SEASONAL PLANTINGS
5. COUNCIL CHAMBERS





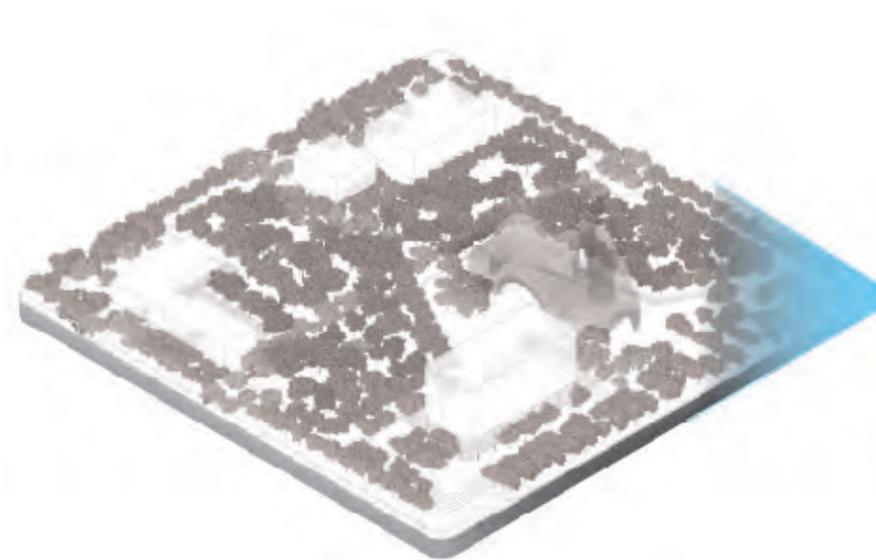
THE DESIGN





## THE WIND DANCER

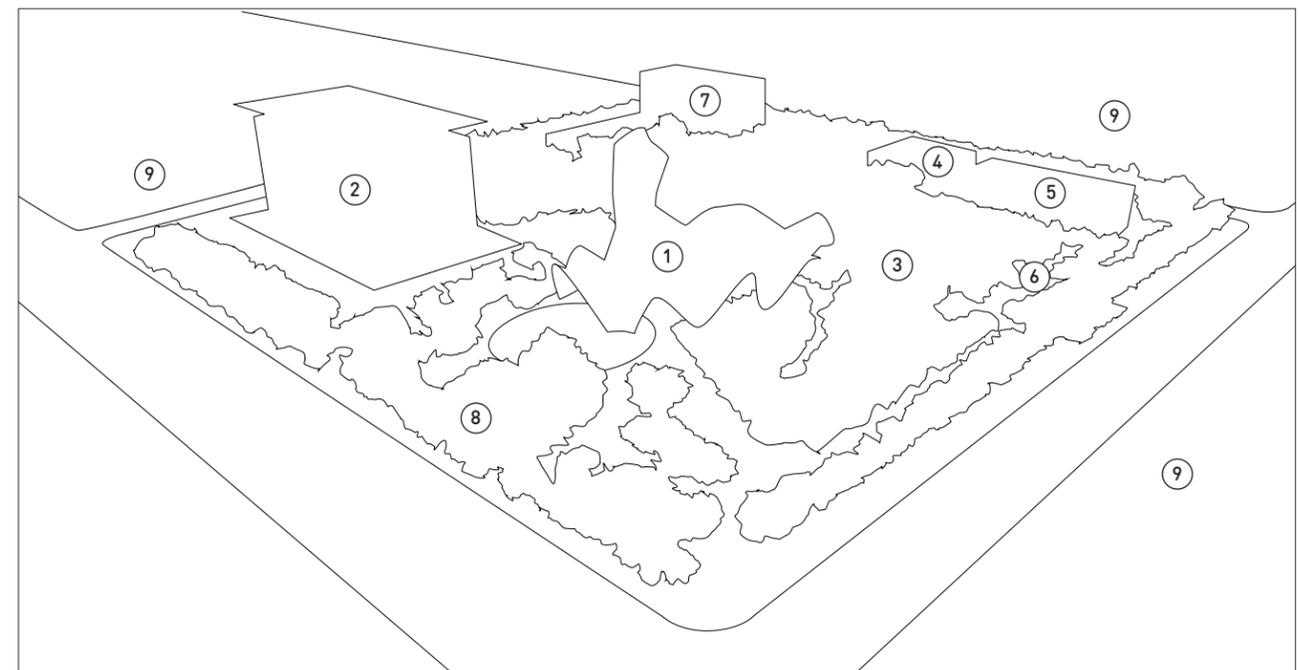
Emerging from the tree canopy at the City Center, a new high performance shade structure balances architecture, sculpture, and program with operational efficiencies to provide a model of sustainability and comfort. The Dancer is inspired by the local tradition of folklórico, wind conveying the illusion of fabric swayed by the soft breeze. To create the shade structure, an efficient steel grid is clad in Arizona copper. Over time, the copper structure weathers beautifully, making a poetic and tactile acknowledgment of Mesa’s longevity. The Wind Dancer’s tower acts both as an icon for the Center and as an evaporative cooling device. The tower will mitigate the dry, hot climate with added moisture and a consistent, cooling breeze. Similar constructions have been shown to drop air temperatures by fifteen to twenty degrees. The undulating surface will also host a projection screen for performances and movie screenings. Adding to the day-to-day activation of the structure, the “Wind Swings” provide a dramatic play element for all ages.



BIRDS-EYE AERIAL  
mesa city center | 60

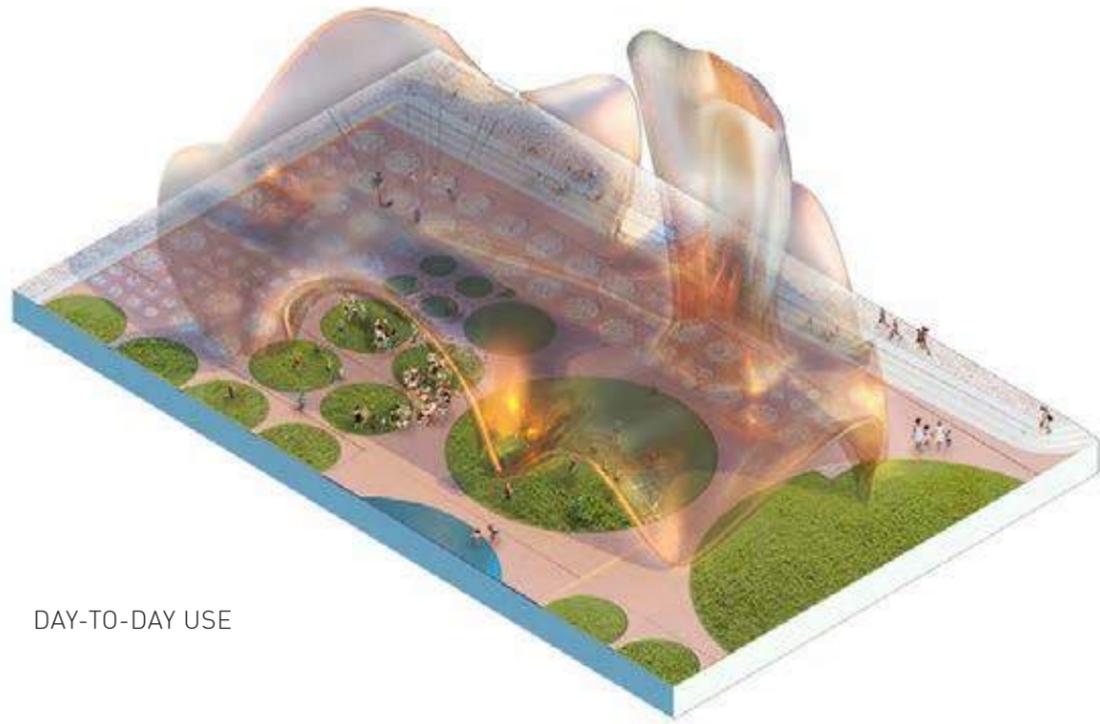
FACING PAGE: BIRDS-EYE AERIAL

1. WIND DANCER
2. CITY HALL
3. UPPER TERRACE
4. COUNCIL CHAMBERS AND MESA PAVILION
5. HISTORIC I.T. BUILDING
6. FUTURE DEVELOPMENT
7. 55 NORTH CENTER STREET, WITH FUTURE DEVELOPMENT
8. MAIN STREET GATEWAY
9. FUTURE DEVELOPMENT ADJACENT

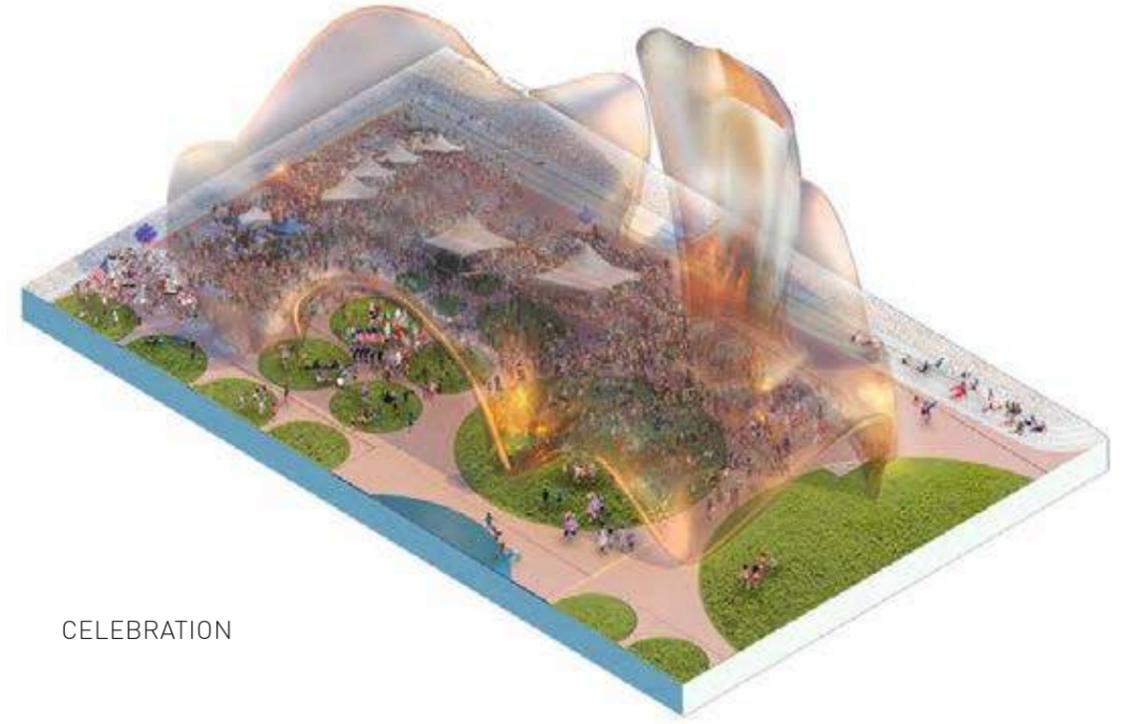




THE DESIGN



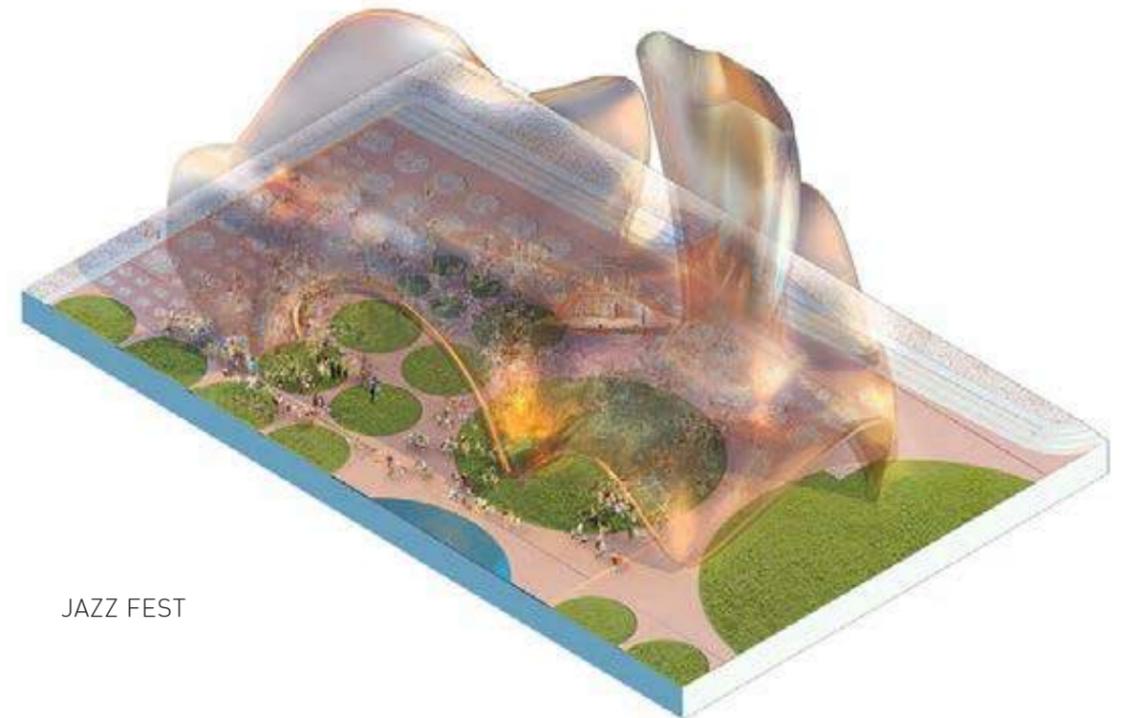
DAY-TO-DAY USE



CELEBRATION



MOVIE NIGHT



JAZZ FEST

intimate to large gathering opportunities

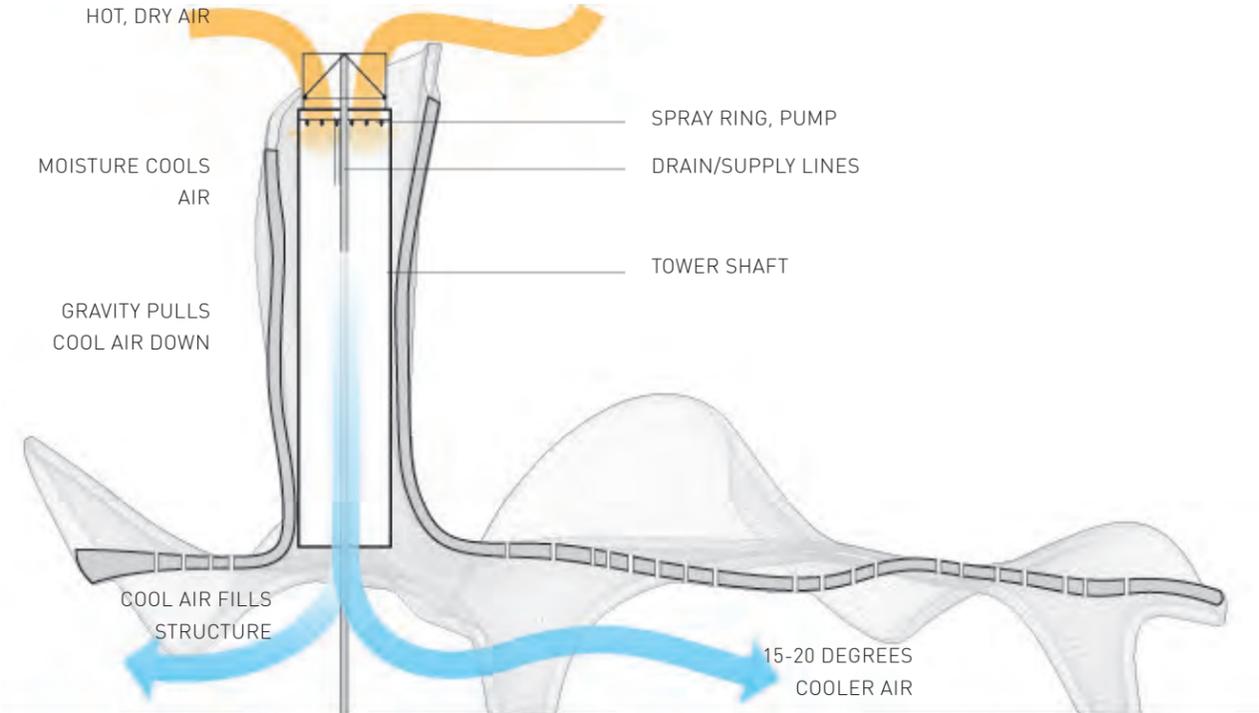
Covering about an acre of the Lower Terrace, the Wind Dancer sets the performance stage within the landscape. The structure integrates the acoustic, technical, and infrastructural needs of performances; supporting the programming and events creating a destination at the City Center. This sculptural articulation provides a flexible grid for lighting and audio systems at any configuration. Embracing the multi-functionality of the site, the structure has the ability to support many small events, or shift the focus on one large central stage.

structure and materials

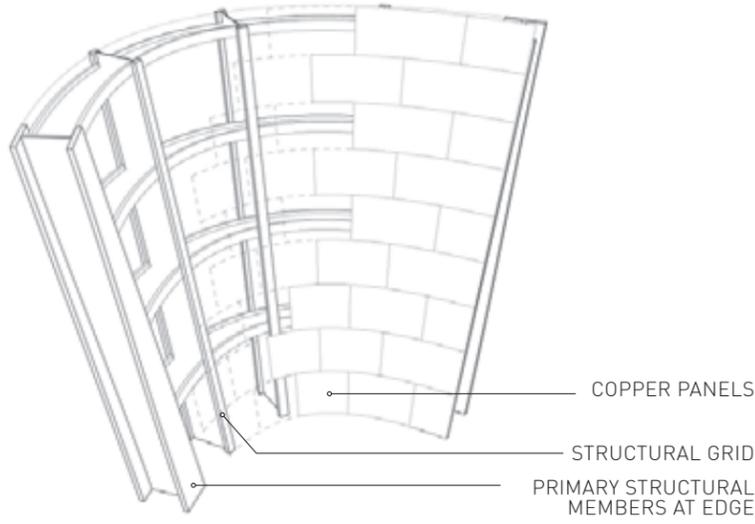
The Wind Dancer is formed from a steel structure clad in copper. The form of the Dancer contributes to its structural strength - gracefully undulating to touch the ground and support itself.

The technology for the Wind Dancer is based on wind towers that have been in use for millennia. Passive evaporative cooling systems have also been in use throughout the history of dry, arid climates including Native American settlements. The Wind Dancer combines these two technologies with a proven method known as a passive downdraft evaporative cooling tower. The tower takes in hot, dry air and adds moisture. The air then drops and creates a cool, moist breeze. Similar towers have been used to cool outdoor spaces by twenty degrees or more.

az state capitol dome a.s.u.



PASSIVE DOWNDRAFT EVAPORATIVE COOLING TOWER





**a place for everyone to play**

We designed many opportunities throughout the Center for all ages to experiment with play. Hedge gardens create a clever maze of plantings for exploration. The children's garden has a variety of interactive educational displays. Under the Wind Dancer there are swings for both kids and adults to enjoy. A series of interactive water features are positioned across the site for feeling cool. The Sky Fountain provides seasonal playful interactions; a splash pad during the hot summer months and an ice skating rink in the winter. The Eclipse Fountain is a smaller educational feature showcasing the different physical properties of water. The reading rooms, or "Open Air Library" is supplied with book and magazine cases, furnishings, and of course, corners for story-time!



HEDGE GARDEN



WIND SWINGS

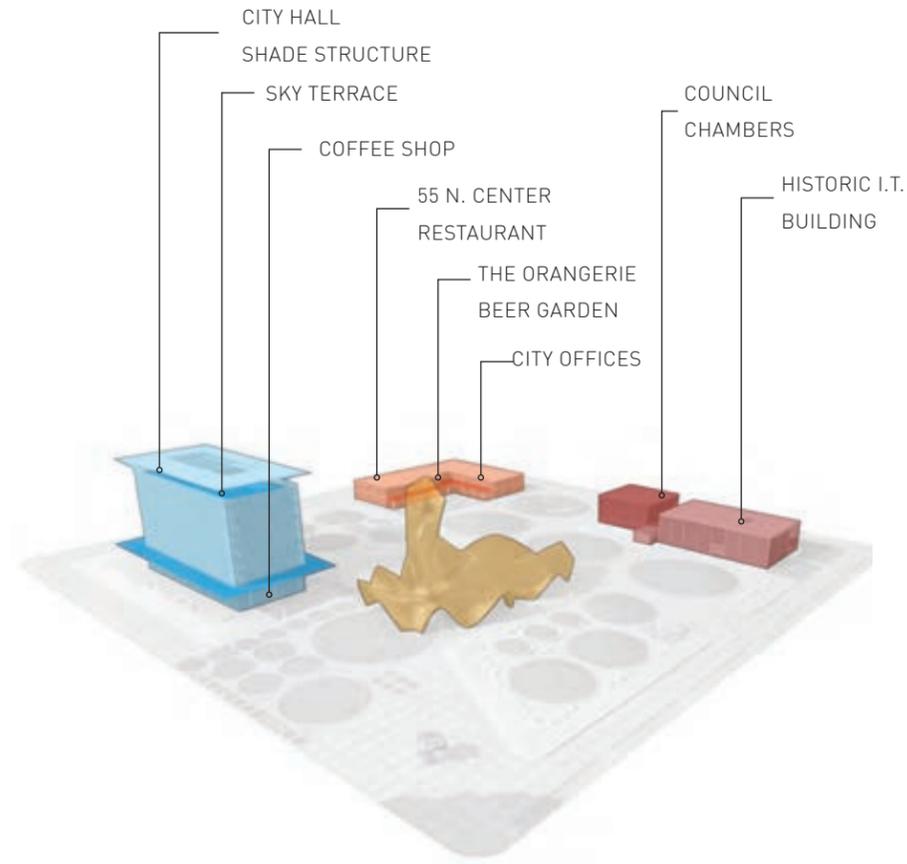


READING ROOM



ECLIPSE FOUNTAIN

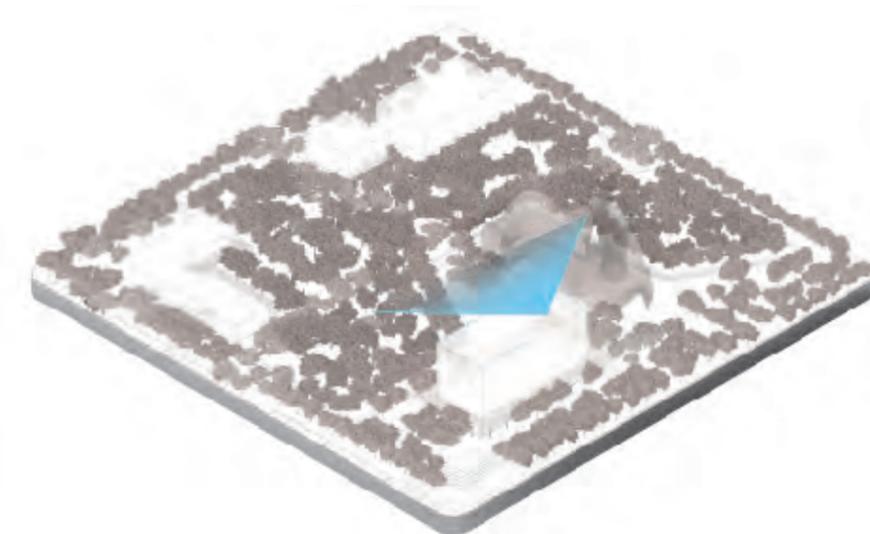
## THE DESIGN



## THE SKY TERRACE

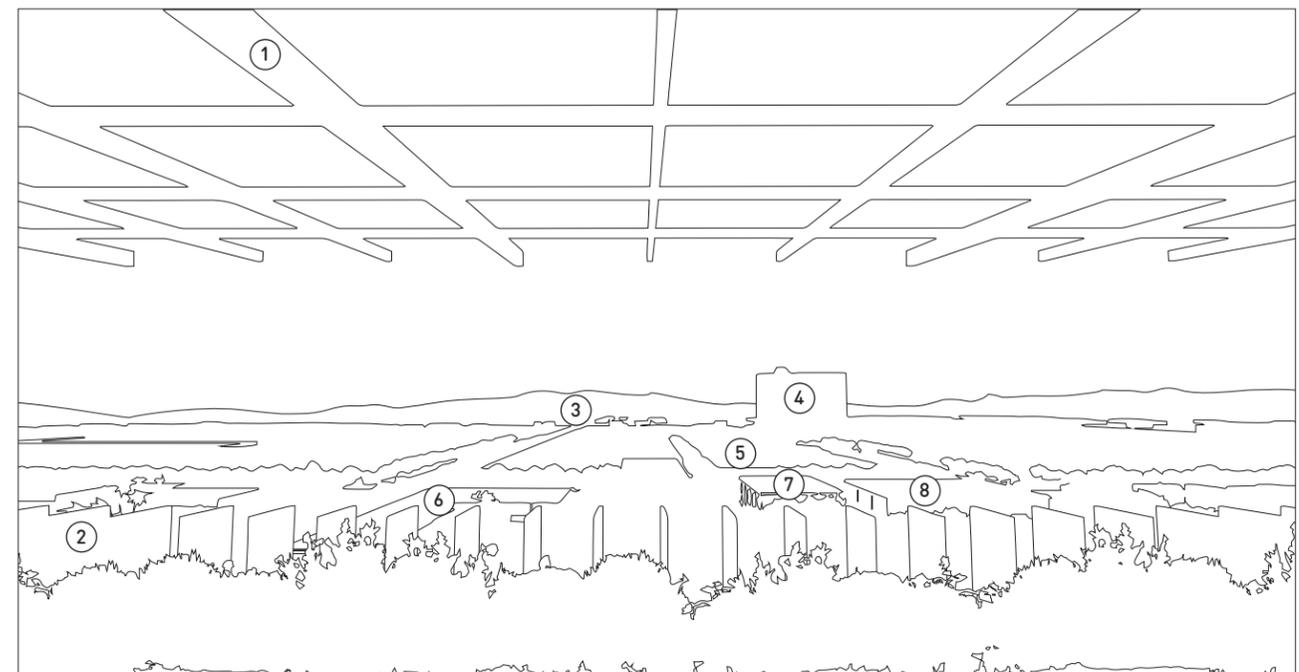
The design takes a site-wide approach to activation, energizing ground floors with new commercial, retail, and food venues. A series of outdoor terraces engage the building fronts and activate the public realm, providing a comfortable transition from plazascape to landscape. Culminating the building activation, the renovated City Hall now has a publicly accessible rooftop Sky Terrace for both day to day use, and public and private events.

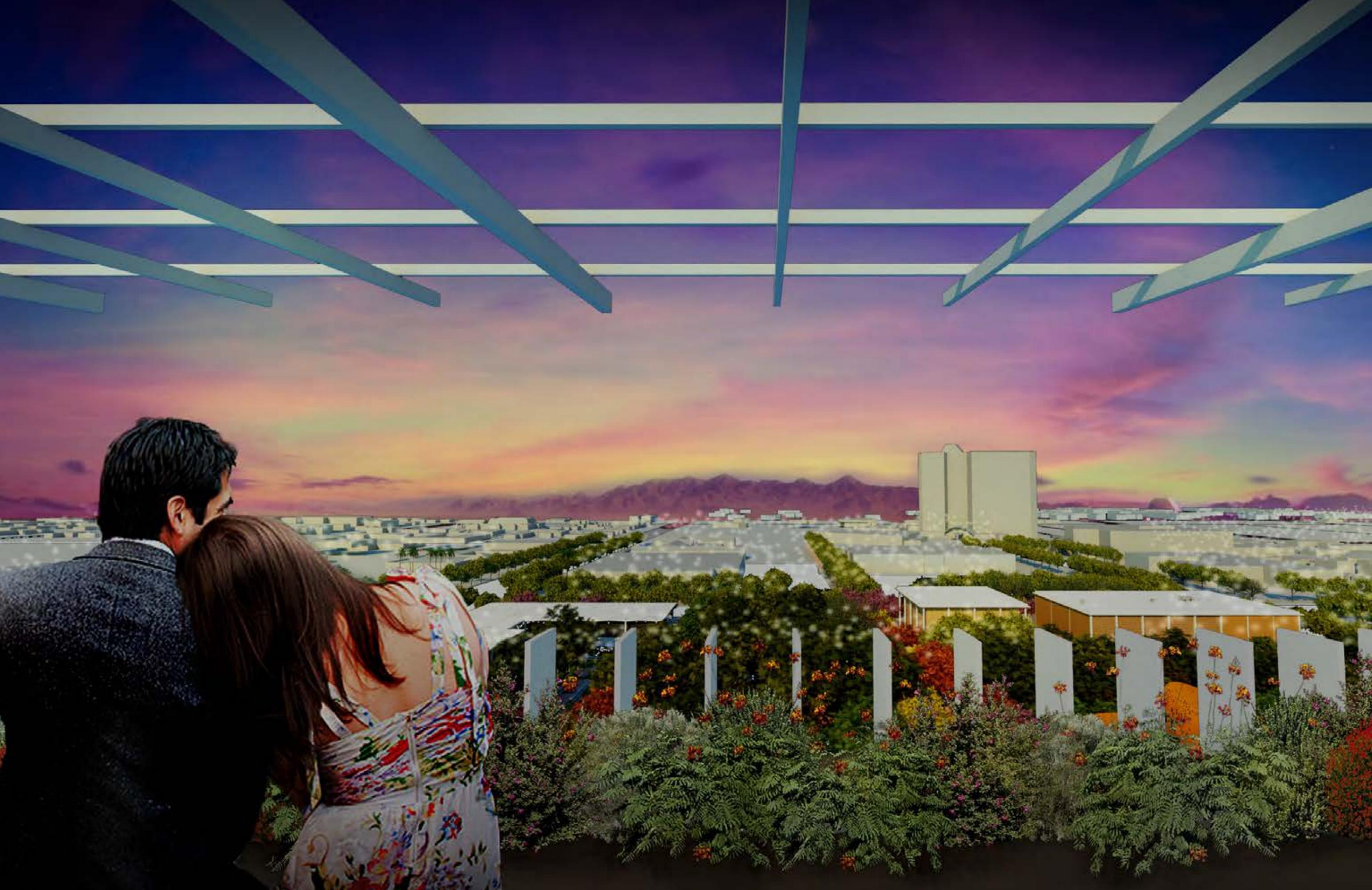
## BUILDING ACTIVATION



FACING PAGE: SKY TERRACE

1. SHADE CANOPY
2. NEW CITY HALL SKIN
3. MOUNTAINS
4. CONVENTION CENTER & HOTEL
5. LIBRARY
6. 55 N. CENTER STREET
7. COUNCIL CHAMBERS
8. HISTORIC I.T. BUILDING











1724  
**MARQUEZ  
SNOW CONE**

\$2



FRAMEWORK  
04

## WHY OUR DESIGN WILL WORK

We are aware that the Mesa City Center project will not end at the competition; the work now is to generate momentum for the project to move to implementation stages. Our team has an extensive portfolio of built work similar to Mesa City Center that is needed to generate the momentum and constituency to make the project happen. We understand what it takes to make projects like this a reality- relying not just on design but consistent efforts in demonstrating the value and importance of the project to Mesa's future. It is important, then, to reiterate the core tenants that underpin our team's approach that we will remain committed to throughout the project duration:

- **ICONIC PLACEMAKING**

This project makes Mesa the destination of the Valley. Like Millennium Park stimulated Chicago, and "The Bean" is now the must-have location to take a selfie, the City Center holds the hearts of the community and is the icon for Mesa.

- **ACCESS AND MOBILITY**

Light rail is a 'game changer' at the Mesa City Center site, and making friendly and safe pedestrian and vehicular circulation in and around the downtown enriches activity. A green network of paths to and from Mesa's many exciting destinations are a catalyst for more development surrounding the City Center. This network is supportive of a multi-modal approach to transportation: pedestrian, bicycle, bus, car, light rail, and commuter rail. They will all be supported with a commitment to universal accessibility through enhanced pavement, lighting, planting, signage and way finding.

- **SHADE**

Our shade strategy delivers not only beauty, but dazzling color and a wide canopy during the summer months. The characteristics of this site require careful attention to plant selection to improve the quality of both the social and environmental habitats.

- **SUSTAINABILITY**

We are committed to sustainability as a site wide approach. This site is a prototype for the environmental aspirations of the entire City of Mesa, and indeed the Nation. Our project presents a new type of urban park, demonstrating contemporary sustainable design while providing an exciting visitor experience.

- **PUBLIC ART**

Mesa already has an awesome downtown arts culture. Our design provides artists an array of venues in which to showcase local and world class art. Whether it be taking in an event at the Performance Bowl, or a stroll down the Public Art Walk, the site will always support the creation and evolution of Mesa as the best place in the Valley to participate in the arts.

- **ON-BUDGET**

Our project is within the \$50 million budget and we will continue at each stage to meet budgets. Our team is realistic to what is achievable and pragmatic when it comes to value engineering. For example, our team chose not to demolish the existing buildings on site, but to repurpose the ground floors, saving millions of dollars in demolition costs that could be invested in public programming.

- **PHASING**

The City Center project can be constructed in one phase, with no other inputs from the private sector investment to make it active on day one. As we've seen in countless other examples, the City's demonstration of its commitment to invest in downtown will cause a chain-like reaction in its surroundings. In addition, the growing economy and emerging technical and business sectors will inspire economic development. This phasing will take shape once the realities of the project are realized and light rail is implemented.

- **COMMITMENT TO CONTINUED DIALOGUE**

Throughout this process we have created trust with the community to identify a clear "common ground" on goals and frameworks for Mesa City Center project. Our team is committed to continue to expand and deepen our relationships with the community and leadership in Mesa in the next steps that will refine our design to suit feedback.

Our design works because the CSLA+West 8+Weddle Gilmore design for Mesa City Center establishes Mesa as a leading city for innovation, arts, business and thriving community. This design creates the City's "green heart" that is a catalyst for the next decades of urban growth in downtown Mesa. Our team works because of our experience and our commitment to deliver the project to opening day.

Mesa Convention Center

Mesa Public Library

First Street

Arizona Historical Museum

Center Street

Centennial Way

Main Street

Light Rail Station

Mesa Arts Center

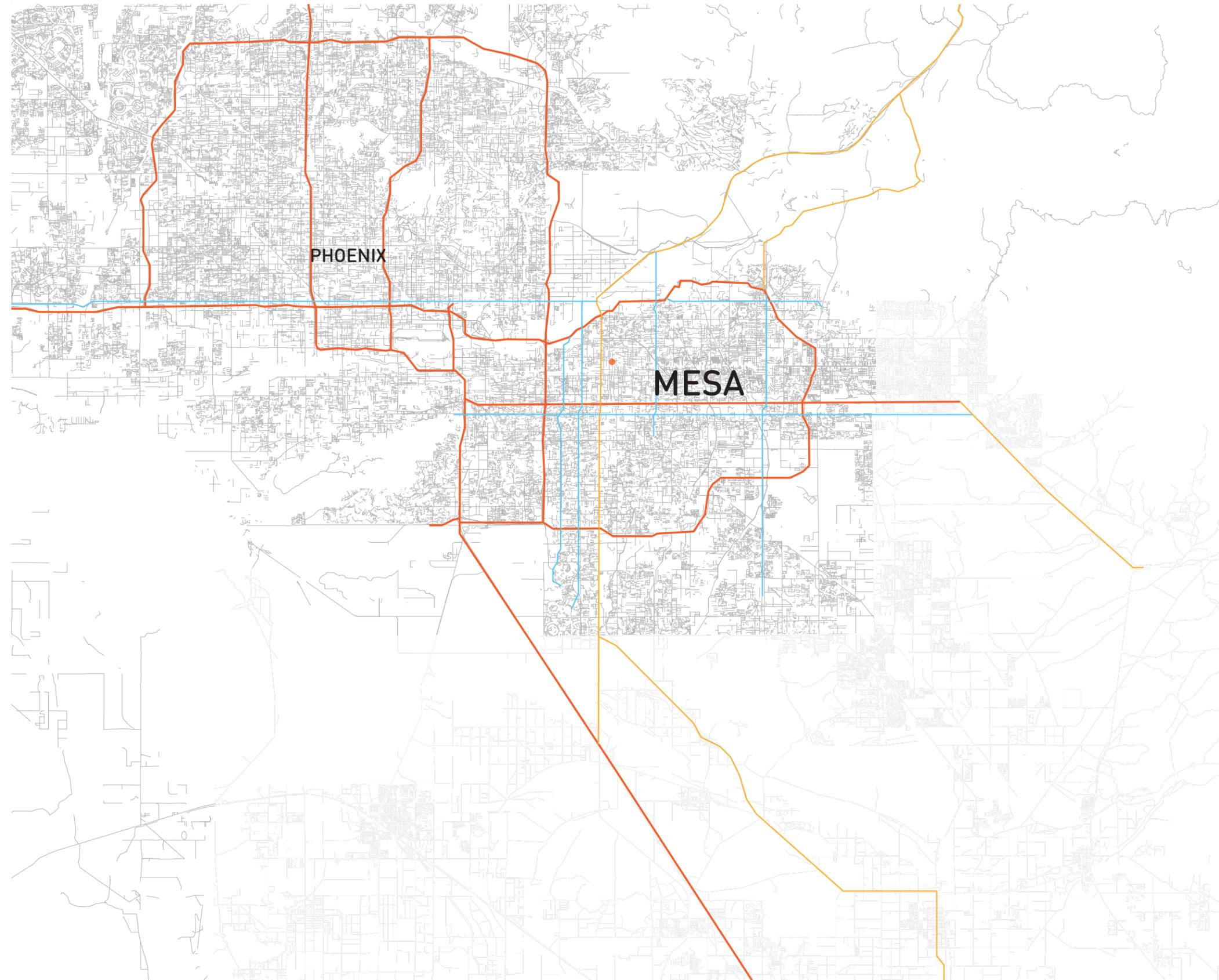


## MOBILITY AND ACCESS

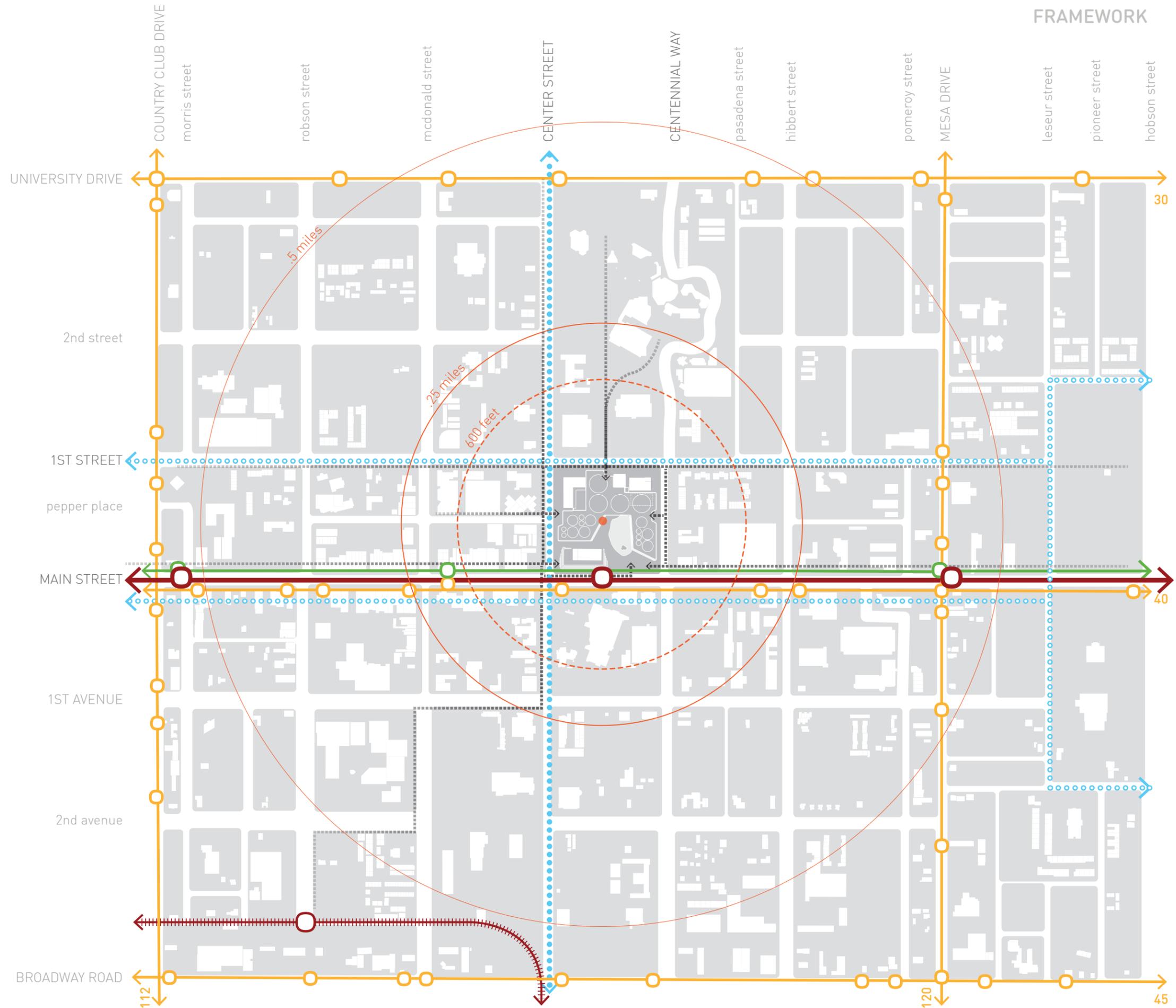
The success of the design for Mesa City Center is contingent on a strong network of access and mobility connections. In order for the center to be active and an essential destination for all people of the region, it must be easy to get to it a variety of ways, and must link vital neighborhoods with the business district, the cultural institutions and the various amenities and uses in downtown Mesa.

A broad system of existing public transit, existing parking, as well as enhanced bicycle and pedestrian connections contiguous to the site serve to link the City Center to neighborhoods, business districts and other cities within the Valley. The area will be easily accessible to people from all over the Valley.

### regional connection



FRAMEWORK



-  LIGHT RAIL TRANSIT
-  PROPOSED COMMUTER RAIL
-  LOCAL BUS ROUTE
-  BUS RAPID TRANSIT
-  DESIGNATED BIKE LANE
-  BIKE ROUTE
-  MAIN PEDESTRIAN CIRCULATIONS

## pedestrians

Creating a safe and inviting place for all pedestrians is a primary essential goal of the design. The pedestrian design features a generously scaled promenade which will allow pedestrians to enjoy the new opportunities created by the removal of the parking lot. Amenities supportive of the pedestrian spine include planting areas, a variety of seating experiences and strategically located shade. Enhanced east-west connections link cultural institutions and neighborhoods to the site, and a strong north-south pedestrian spine links the library, Convention Center and neighborhoods and business towards the south. The pedestrian experience along the edges and streets, has been enhanced as well. Both sides of the street will include generous sidewalks that welcome pedestrian activity and allow cafés to spill out into the open. Pedestrian crossings at every intersection incorporate enhanced paving to slow traffic, increase safety and provide convenience.

The arrival of the lightrail system to the site will further enhance pedestrian activity in a new and exciting way, spurring more development and helping to activate Mesa City Center.

## bicycles

An important City goal is to increase the rate of cycling among residents. The City Center design provides an array of activities that will make it an appealing location for casual recreational riders as well as more serious cyclists. Potential amenities include a bike share program, bike stations, and bike lanes with enhanced paving providing a safe route to and around the site. Bicycle facilities will be designed to appeal to the broadest group of users, including families as well as commuters. The design will promote cycling in an urban environment.

## public transportation

A broad network of local buses and bus rapid transit provide excellent access to and from the site, from the outskirts of Mesa to the site as well as connections to other cities in the Valley. The arrival of the lightrail system to the site will further enhance public transportation opportunities, spur development and increase visitorship from other cities in the Valley. In addition to the lightrail extension, the potential development of a commuter rail will connect downtown Mesa with Tucson.



**traffic**

Main Street and Center Street will continue to be important routes for local and regional traffic, providing efficient access to and from City Hall and the City Center, downtown business, Mesa Arts Center and the Convention Center.



## parking

Many visitor attractions currently exist within several blocks of the Mesa City Center site, and the number of attractions and places to visit will increase in the future. The need for parking will increase as well. Currently, people accessing City Hall by car have either parked along the street or in the existing surface parking lot. Parking availability will remain an important component for attracting and retaining businesses along Main Street and within the new City Center, as well as making sure visitors from throughout the Valley can easily access the site. User groups include:

- people attending concerts, festivals, art events and special events;
- customers and employees of cultural destinations;
- customers of existing and future businesses;
- visitors to downtown, as well as those attending conventions and staying in hotels;
- City Staff;
- local residents and employees;
- commuters and regional travelers passing through;
- recreational users.

The concept plans include short term on-street parking along all street sections, allowing the curb space to be managed to accommodate varying passenger drop off and loading needs as development increases. An existing parking garage east of the site can potentially be obtained, as well as parking garages and on street parking within a 600' radius. As visitorship increases, additional strategies will be explored such as purchasing an existing, neighboring parking garage, partnering with private parking facilities to provide more short term parking, partnering with private developers to build mixed- use projects that include new short term parking, revising existing on-street policies to increase parking occupancy and turnover, as well as utilizing technological advances to optimize parking near Mesa City Center.

## parking garage



## parking on street



## bike parking



## surface parking





- CITY OFFICIALS PARKING

13
- POTENTIAL CITY STAFF PARKING

1000+
- VISITOR'S AROUND SITE

387 street  
953 surfaces and garages
- DOWNTOWN PARKING LOTS  
SURFACES AND GARAGES

3000+

**destinations**

Downtown Mesa is accessed by 11,000 visitors daily. It is home to numerous historic retail businesses, government offices, the Mesa Arts Center, the Arizona Museum of Natural History, the I.D.E.A. Museum, several high education institutions, and various religious institutions.

**mesa arts center**



**mesa historical museum**



**mesa public library**



**i.d.e.a museum**



**benedictine university**



**mesa amphitheater**



**i.d.s. temple**



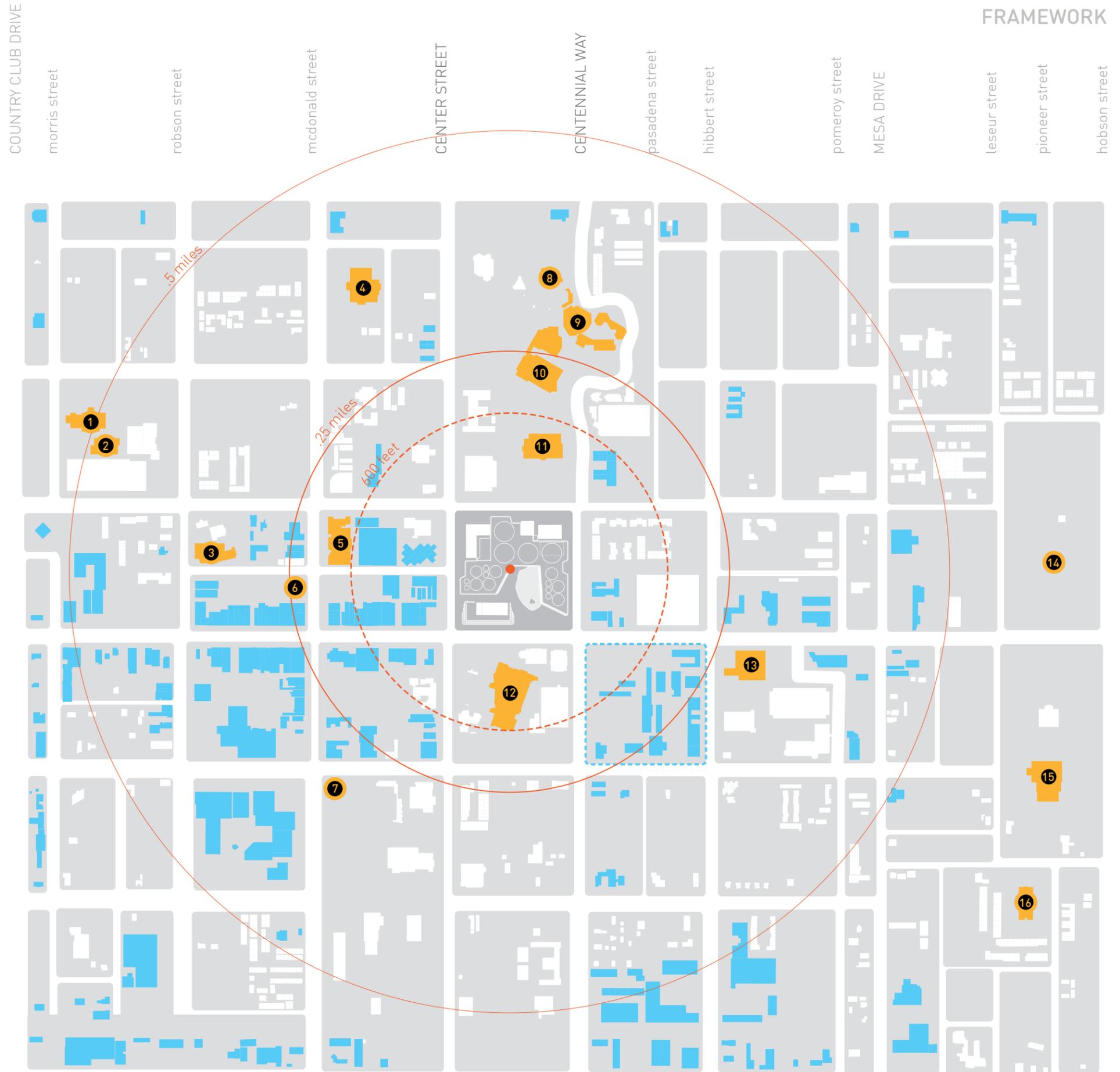
**main street shops**



**phoenix marriot mesa hotel**



FRAMEWORK



DOWNTOWN BUSINESSES

FUTURE BUSINESSES

- ①
- ②
- ③
- ④
- ⑤
- ⑥
- ⑦
- ⑧
- ⑨
- ⑩
- ⑪
- ⑫
- ⑬
- ⑭
- ⑮
- ⑯

- MESA CENTER FOR HIGHER EDUCATION
- WESTMINSTER COLLEGE/WILKES UNIVERSITY
- I.D.E.A. MUSEUM
- MESA SENIOR CENTER
- ARIZONA MUSEUM OF NATURAL HISTORY
- MESA HISTORICAL MUSEUM
- FUTURE BARRY AND PEGGY GOLDWATER LIBRARY
- MESA AMPITHEATER
- PHOENIX MARRIOTT MESA HOTEL
- MESA CONVENTION CENTER
- MESA PUBLIC LIBRARY
- MESA ARTS CENTER
- BENEDICTINE UNIVERSITY
- PIONEER PARK
- MESA ARIZONA TEMPLE
- LDS CHURCH

UNIVERSITY DRIVE

2nd street

1ST STREET

pepper place

MAIN STREET

1ST AVENUE

2nd avenue

BROADWAY ROAD

COUNTRY CLUB DRIVE

morris street

robson street

mcdonald street

CENTER STREET

CENTENNIAL WAY

pasadena street

hibbert street

pomeroy street

MESA DRIVE

leueur street

pioneer street

hobson street

5 miles

.25 miles

400 feet

## ACTIVATING MESA'S STREETS

Programming and the uses that activate a street are equally important to the quality of the street environment as is the physical design. Outdoor café seating, sidewalk merchant display and other entities stimulate activity along our streets and sidewalks, adding vivacity and visual interest. Festivals, farmers markets and street fairs can operate seasonally or at certain times of the day. All of these events and businesses enrich people's lives and connect them with the city.

The design calls for numerous improvement strategies for the streets surrounding Mesa City Center that will create a more desirable and active realm. Center Street is excessively wide and underused. The team proposes narrowing Center Street from (5) lanes to (2) with a turn lane, adding an enhanced bike lane, street trees and on-street parking to slow traffic and increase its attractiveness. Speed tables and enhanced paving at all of the crosswalks and parking stalls will also serve to slow traffic and provide safe pedestrian crossings. Generous sidewalks with special paving, benches for seating, and shade trees add functionality and interest, enhancing the pedestrian experience.

Sustainability plays a major role in the design through the incorporation of water harvesting and pervious paving to increase infiltration, as well as serve to manage stormwater, cleanse stormwater runoff, and beautify the streetscape. Custom street lights and public art along the street frontage will help to support the identity of the City Center space and enrich the streetscape. Other amenities include proposed retail along the street as well as outdoor cafés or restaurants.

bike racks



bike share



benches & seating



outdoor cafe & restaurant seating



street lighting



raised sidewalks



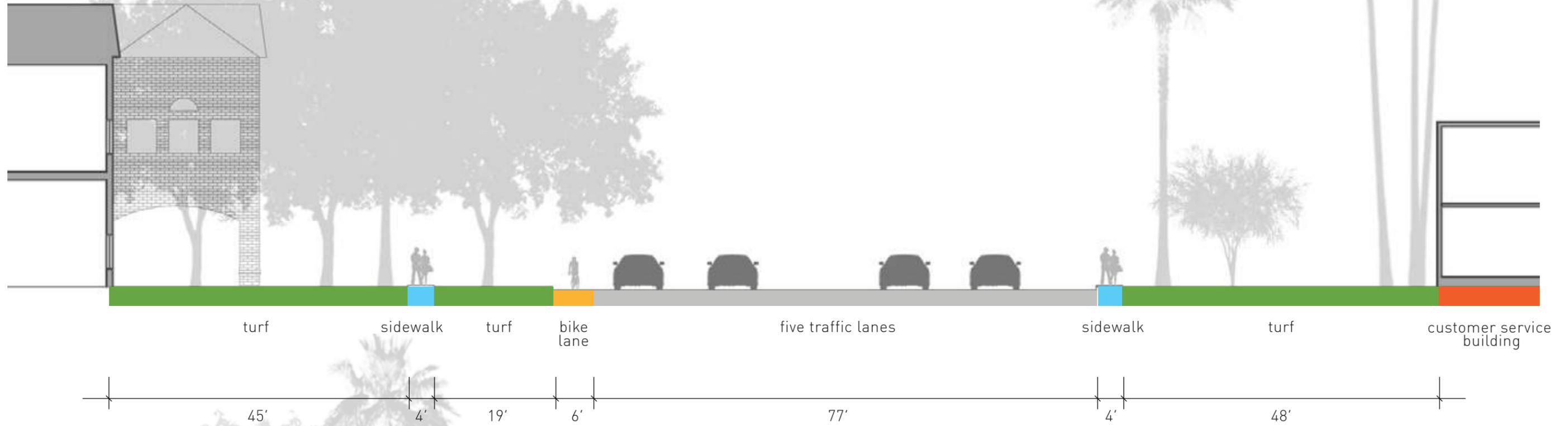
enhanced crosswalk paving



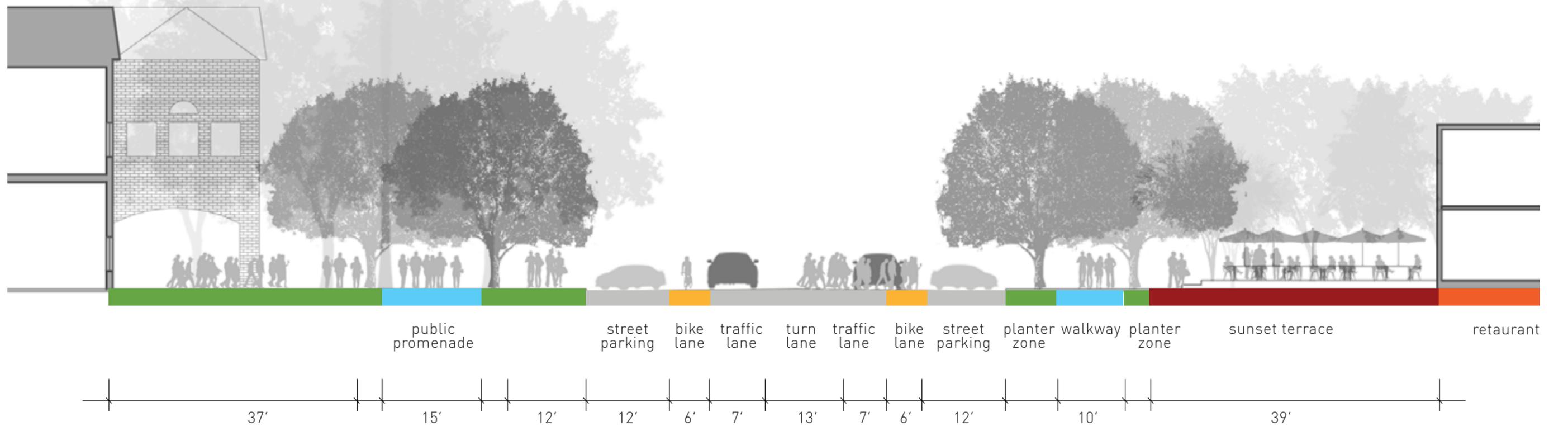
bike lane



center street before



center street after



## PROGRAMMING

### overall site vision

Mesa City Center should be an active play and recreational environment in a park setting. Designed for people of all ages and abilities, it can attract residents and strengthen the local community. It will offer dynamic educational, physical, and social experiences that encourage interaction, creativity, exploration, learning and fitness. Its thoughtful integration of play, health, community can be seen as a new standard for innovative play environments.

### programming vision

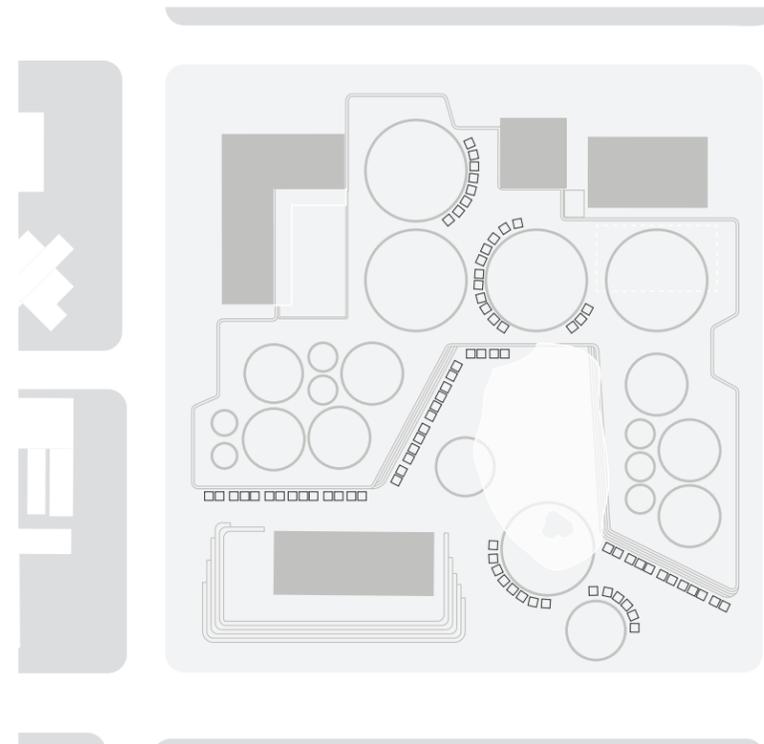
To attract park users by delivering irresistible experiences for all ages and abilities through a frequent, consistent, and robust offering of planned activations and events year-round. All programming in Mesa City Center should expose, celebrate, and inspire.

### general programming/events

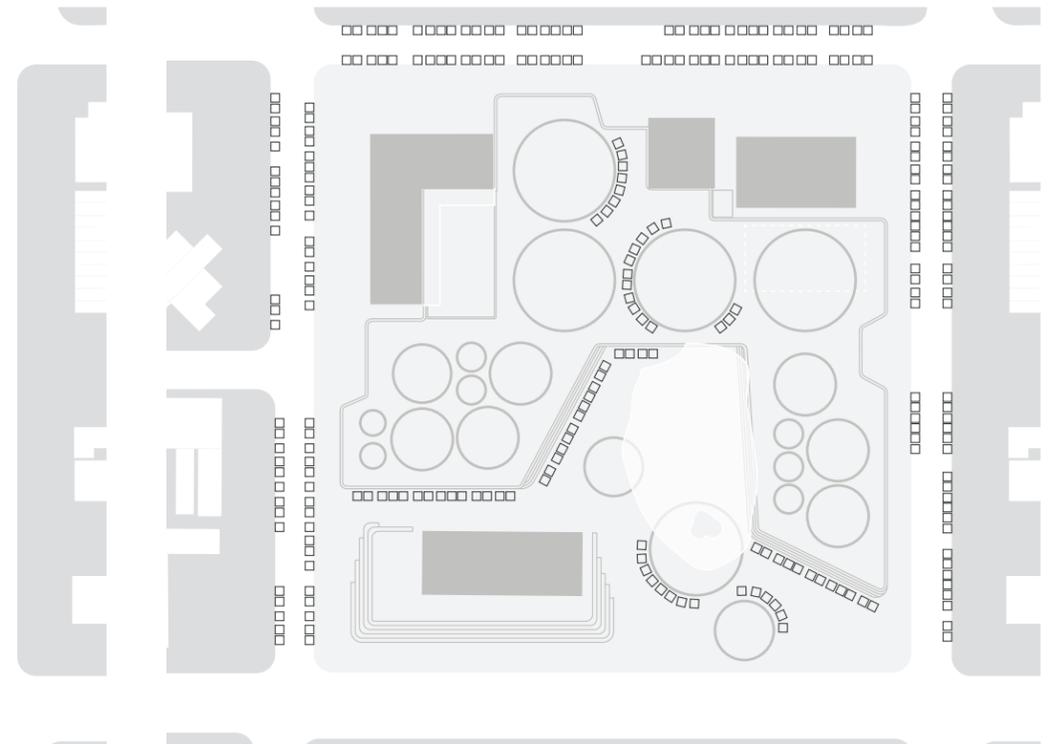
- Events both large and small should be thoughtful, creative, unique, and welcoming as opposed to unoriginal, themed, or exclusive;
- Execution of events should be of exceptional quality, including selection of vendors, performers, and educators;
- Visitors should be able to count on reliable and frequent programs;
- Programs should be held at various times of day and night, weekdays and weekends, seasonally and annually
- Event plan should be designed to attract and engage various ages, cultures, and backgrounds;
- Programs should have an emphasis on art, culture, history, music, nature, learning, sustainability, civic engagement, local businesses, health and fitness, and social interaction;
- Programs should be interactive;
- Performances should be appropriate to environment and audience (consider noise level, type of music, age appropriate);
- Programming should not be offensive or alienating.



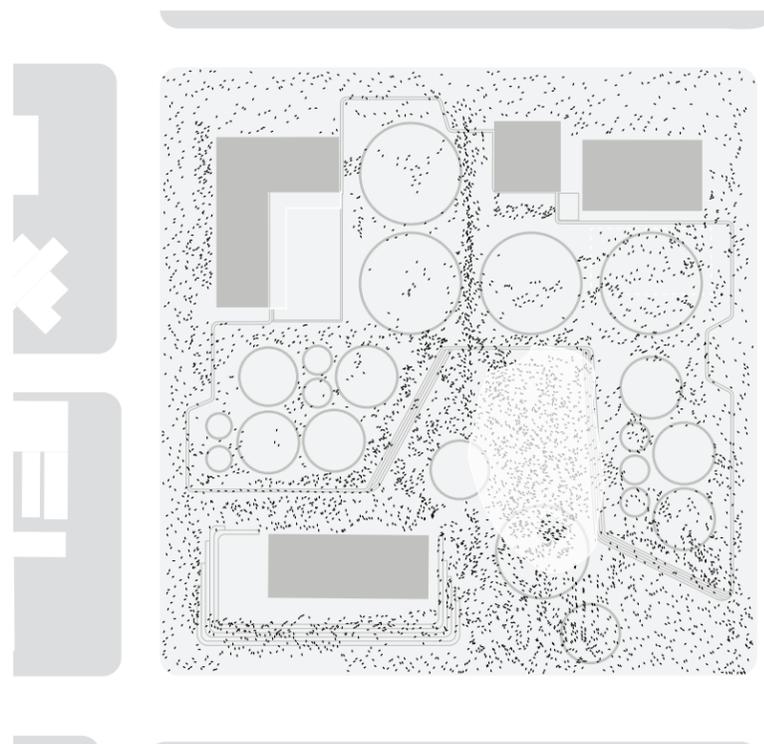
events within the plaza



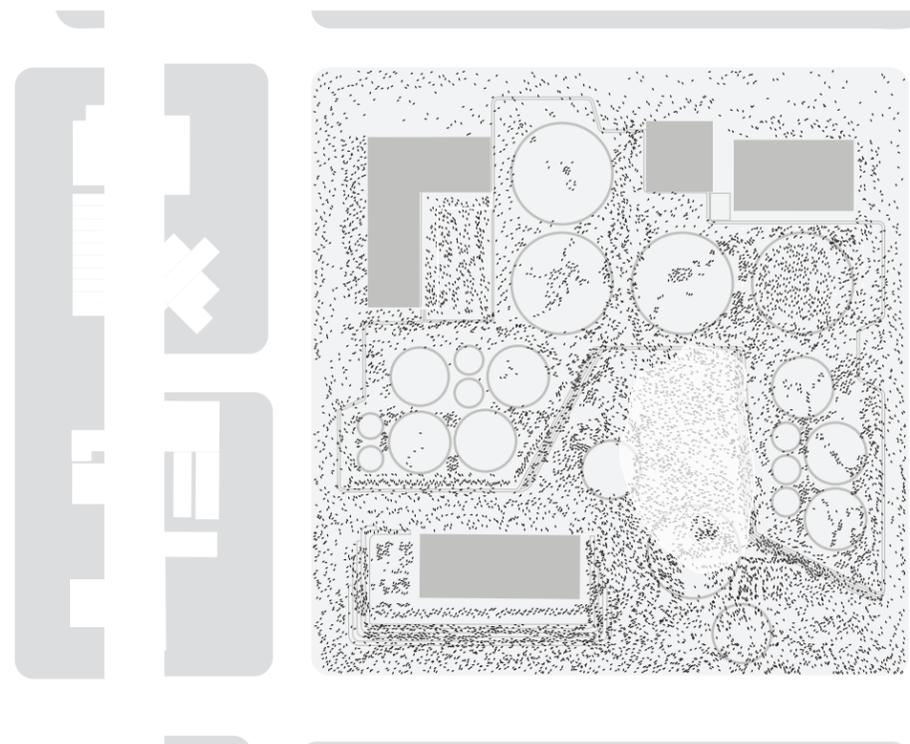
events in and around the plaza



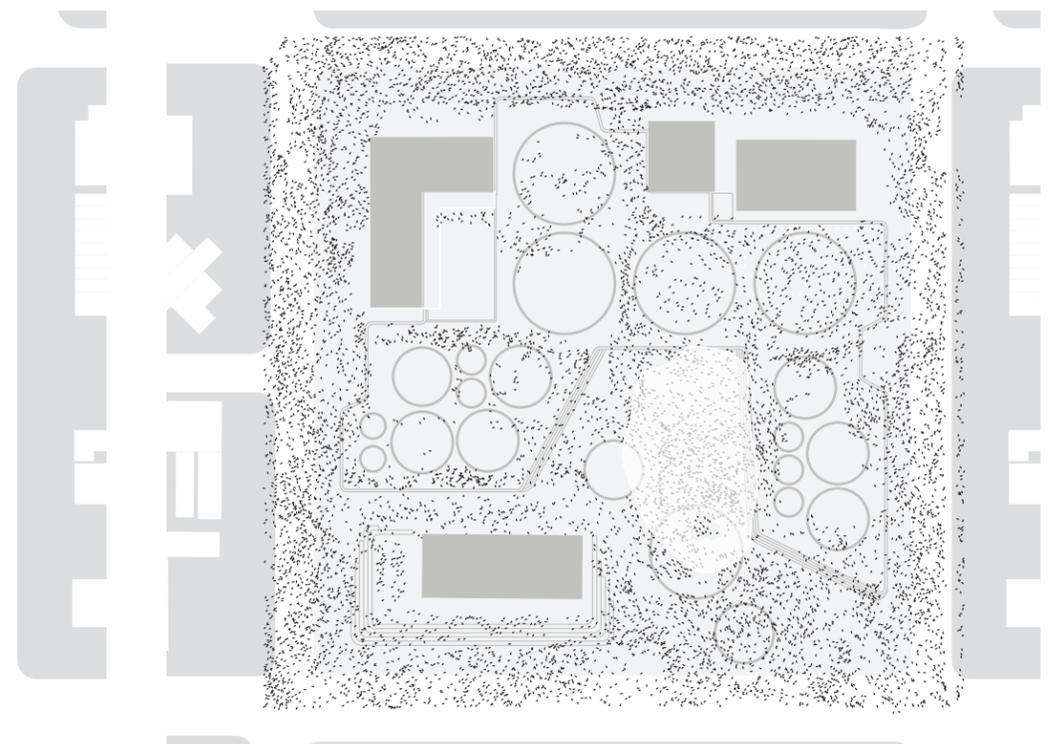
5,000 visitors



10,000 visitors



25,000 visitors



## PROGRAM OPPORTUNITIES

### examples of appropriate activations

- Monthly craft market
- Evening jazz performance
- Local craft fair
- Farmer's market
- Exercise classes
- Mobile library
- Bubbles Day
- Pillow fight
- Outdoor camping
- Environmental education
- Easter egg hunt
- Local musicians night
- Art classes
- Art display/installations

### park produced events

Park produced events are both series and single events that will draw significant audiences and require additional resources to produce, either from sponsorship, underwriting or other revenue sources:

- Movies
- Art performances
- Concerts
- Holiday festivals and celebrations such as Halloween costume contest, Easter egg hunt, "Spooky Nights"
- Poetry performances
- Curated local artists show
- Community oriented music events
- Cultural events

### outside event sponsors

Outside event sponsors pay fees to license areas of the park for production of public events. These fees are an important source of revenue to the City Center. There will be a special event process for permitting of all outside events and published rules that all producers must follow. Examples of these events include:

- Festivals
- Promotional events
- Concerts (free or paid admissions for "benefit performances" only)
- Charitable runs and walks
- Ice skating

### private functions

Private functions that are closed to the public can be held in certain areas of the park. Licensees will be required to pay fees and follow published rules. Examples of these events include:

- Private parties, weddings and other events
- Corporate receptions

### markets

Markets help to generate community and provide opportunities for economic growth. Use of Mesa City Center for farmers, holiday, and arts and crafts markets will be encouraged. Roadways would be an ideal location, depending on the size and needs. A market operator could be found through an RFP process to organize and run these markets. As Mesa City Center becomes established, management may wish to take on running the market directly as a source of revenue.

### daily events

Un-sponsored events provide varied opportunities for non-sponsored, daily park use. Examples are:

- Walking/ strolling/ jogging/ biking
- Play area use
- Facility use: bike rental, bike share, etc.
- Dog walking
- Café
- Chess
- People watching
- Exercise/ fitness classes: yoga, zumba, pilates, etc.

### weekly events

Park Sponsored Events are low impact events for all ages. Modest in scale and budget, these events may eventually attract sponsors or underwriters. Examples are:

- Workshops
- Small-scale music series
- Lectures, classes
- Exercise/ fitness classes: yoga, zumba, pilates, etc.
- Social hours for adults
- Children's performances and events

### special events

Special events attract many visitors and can generate revenue for the park. Although large special events are important, they must be carefully planned, scheduled and operated. Despite the best efforts of park management and staff, special events can do a great deal of damage to the park landscape which must be quickly addressed to maintain park standards. They usually are one-time or annual events whose primary purpose is to entertain. They primarily use the park as an event venue and usually have little or no connection to the park. They can severely impact the park landscape

yoga in the park



seasonal markets



concerts



chess



temporary installations



play



ice skating



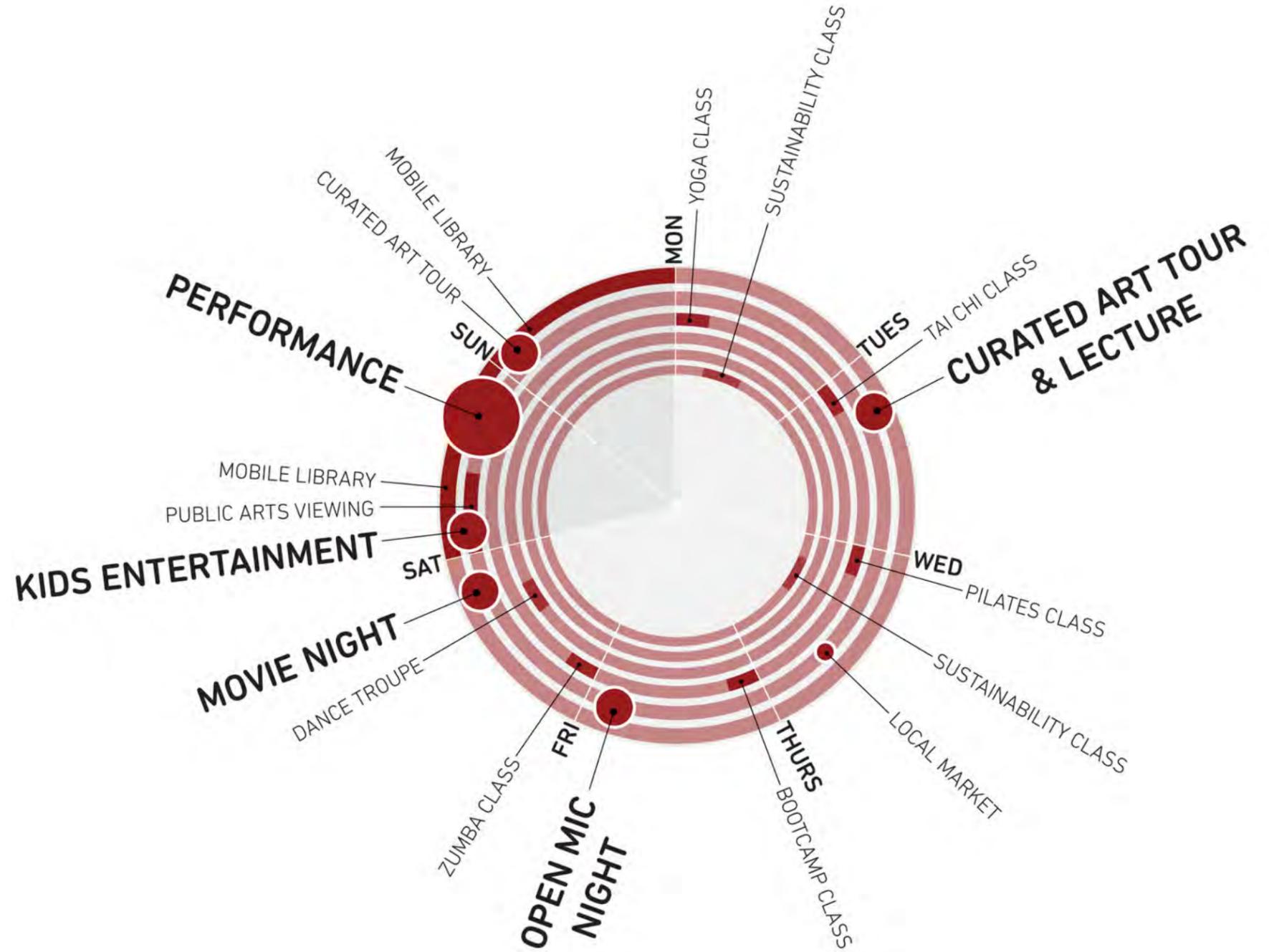
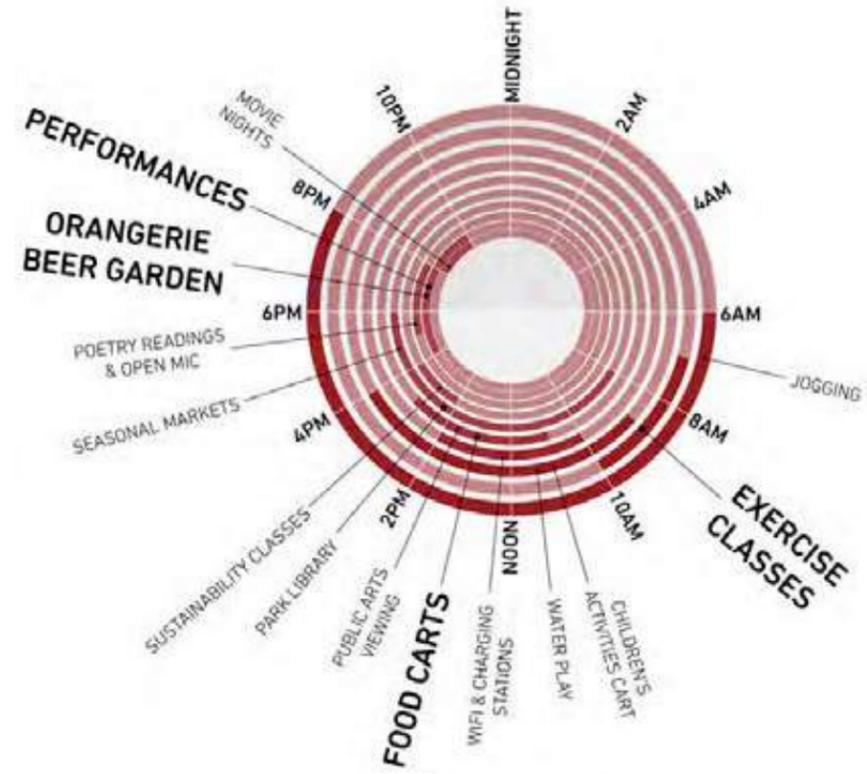
people watching



scavenger hunts



daily and weekly happenings





## HARDSCAPES AND MATERIAL PALETTE

### hardscape materials

The team developed a material vocabulary of circular paving, which is found not only in the City Center but also on the major connection routes to and from the park. The unique and bold paving pattern signals to visitors that they have arrived at Mesa's heart. The paving, furnishings, and wayfinding are uniform throughout the park and supply each area with its own character. These materials accommodate the many different types of uses, retail frontages, restaurants, kiosks, performance events, vehicular service, and access.

### solar



### hammocks



### stabilized decomposed granite paving



### copper



### custom made benches



pre-cast curbs & seatwalls



LED lighting paving



custom picnic tables



pre-cast benches



LED lighting



custom pavers with recycled concrete



# PLANTING FOR ARIZONA'S CLIMATE

## shade and planting

The Mesa City Center tree canopy network will complement the project in scale and form and help define the character of the site. The tree canopies will provide shade, structure and buffering to the adjacent pedestrian areas. The canopy's species distribution and layout will change in each garden zone, reflecting each of the garden's designs.

The species mix will be an 'enhanced desert palette', combining native species, as well as desert adapted plants that not only thrive in an urban desert environment but are low maintenance.

The tree palette will continually change over time as it establishes and evolves. This strategy will include existing trees that will remain on site and/or salvaged and reused on the site, as well as newly planted fast-growing species that will create a presence within a couple of years with smaller slower growing trees sprinkled throughout.

The City Center will have year-round color with trees blooming in the early spring and striking leaf color in the late fall.

The overarching planting strategies are:

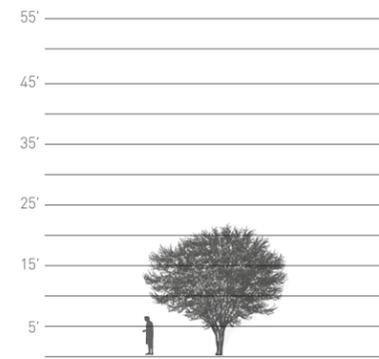
- Use native plants as the backbone of different plant communities for seasonal beauty, diversity, and habitats;
- Plant to micro-climatic conditions;
- Utilize storm water and greywater to support plant communities;
- Use light and shade to provide distinction and to unify the City Center and public space experience.

1. Source: Mountain States Wholesale Nursery
2. Source: Lady Bird Johnson Wildflower Center
3. Source: City of Gilbert, Arizona
4. Source: Boething Treeland Farms
5. Source: Greenfield Nursery

## trees

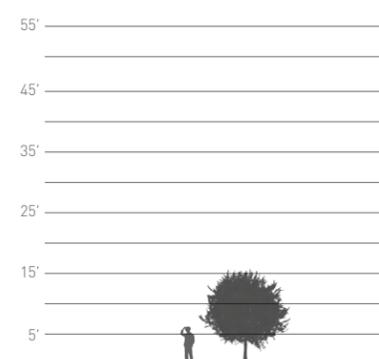
CERCIS CANADENSIS V. MEXICANA  
Mexican Red Bud

SIZE (H x W) 18-25 ft x 15ft  
FLOWER COLOR purple-pink  
FLOWER SEASON early spring  
EXPOSURE full sun, part shade  
WATER low  
GROWTH RATE moderate  
deciduous



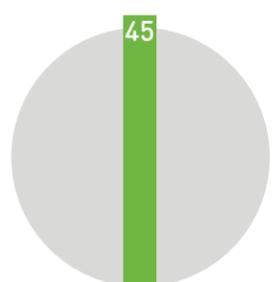
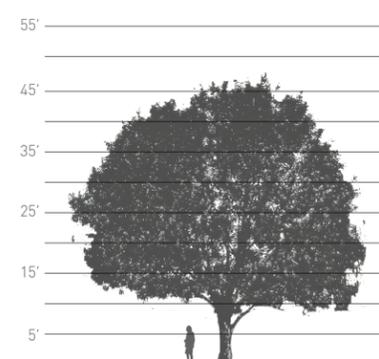
CITRUS

SIZE (H x W) 10-15 ft x 15ft  
FLOWER COLOR white-light pink  
FLOWER SEASON spring  
EXPOSURE part shade  
WATER low  
GROWTH RATE slow  
evergreen



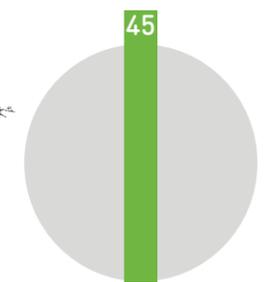
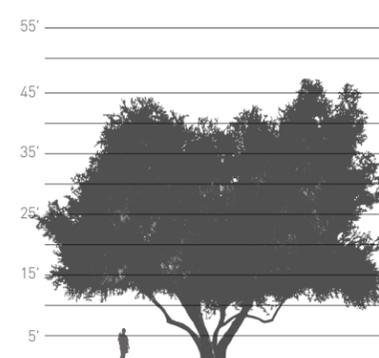
FRAXINUS VELUTINA  
Arizona Ash

SIZE (H x W) 45 ft x 30-50ft  
FLOWER COLOR yellow  
FLOWER SEASON early spring  
EXPOSURE full sun  
WATER low  
GROWTH RATE fast  
deciduous



OLEA EUROPAEA V. SWAN HILL  
Swan Hill Olive Tree

SIZE (H x W) 45 ft x 35-45ft  
FLOWER COLOR yellow-white  
FLOWER SEASON early spring  
EXPOSURE full sun  
WATER low  
GROWTH RATE slow  
evergreen



FORM



CHARACTER



BARK



FLOWER



NOTES

This native, deciduous tree has glossy green heart-shaped leaves with wavy margins. Dark pink flowers appear before leaves emerge in the spring, creating quite a color show. It prefers afternoon shade in low deserts, and requires good drainage. It usually has a multi-trunk form, and makes an excellent small patio tree. 1.



Citrus trees are actually evergreen shrubs; retaining the majority of their leaves year-round and should be hedged accordingly. They grow best in frost-free regions. Instead, there is a dramatic slowdown of growth during the winter months in the Salt River Valley. The majority of flower production occurs in late February through March. 5.



This variable species is the common ash in the Southwest, where it is planted as a shade and street tree. It is hardy in alkaline soils and fast-growing. In the desert, ash trees indicate a permanent underground water supply. Modesto Ash is a rapidly growing, cultivated variety, widely planted as a street tree in dry areas (including alkaline soils) in California and the Southwest. 2.



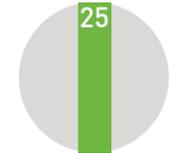
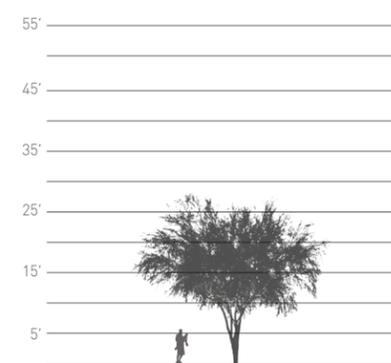
This slow-growing and long-lived evergreen tree is native to west Texas, and is more drought-tolerant and cold-hardy than the coastal live oak. Small oblong leathery green leaves provide a dense canopy. Plant in full sun and well-drained soils. 4.

trees

PARKINSONIA X 'DESERT MUSEUM'  
Desert Museum

SIZE (H x W)  
FLOWER COLOR  
FLOWER SEASON  
EXPOSURE  
WATER  
GROWTH RATE

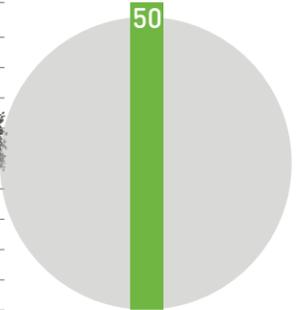
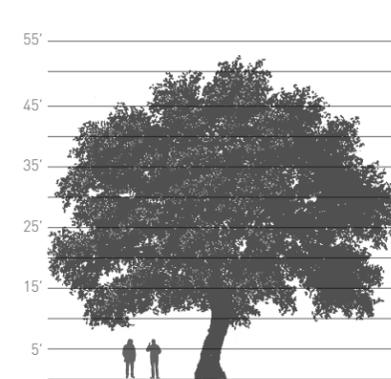
25 ft x 25ft  
bright yellow  
spring  
full sun, reflected heat  
low  
fast  
deciduous



QUERCUS VIRGINIANA SSP. FUSIFORMIS  
Escarpment Live Oak

SIZE (H x W)  
FLOWER COLOR  
FLOWER SEASON  
EXPOSURE  
WATER  
GROWTH RATE

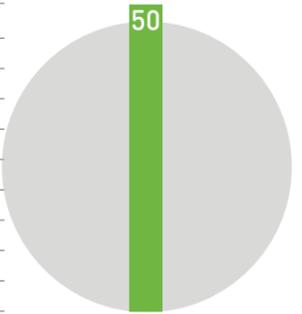
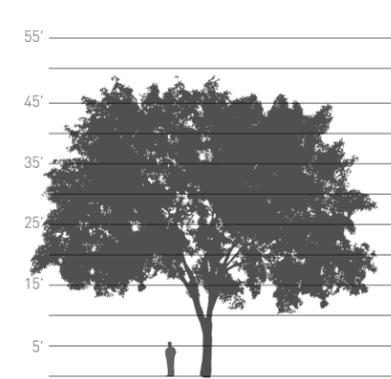
50 ft x 50ft  
none  
none  
full sun  
low, extra in summer  
water  
slow  
evergreen



ULMUS PARVIFOLIA  
Evergreen Elm

SIZE (H x W)  
FLOWER COLOR  
FLOWER SEASON  
EXPOSURE  
WATER  
GROWTH RATE

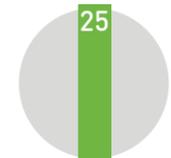
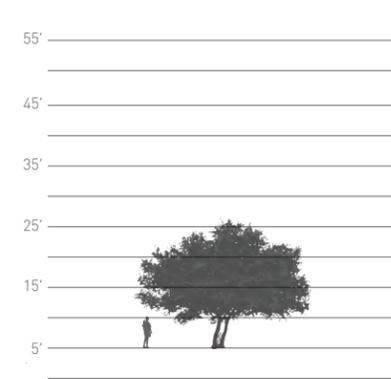
55 ft x 50-60ft  
greenish yellow  
late summer  
full sun  
regular watering  
moderate  
deciduous



VITEX AGNUS-CASTUS  
Montrose Purple

SIZE (H x W)  
FLOWER COLOR  
FLOWER SEASON  
EXPOSURE  
WATER  
GROWTH RATE

25 ft x 25ft  
purple  
summer  
full sun, part shade  
low, extra in summer  
moderate  
evergreen



FORM



CHARACTER



BARK

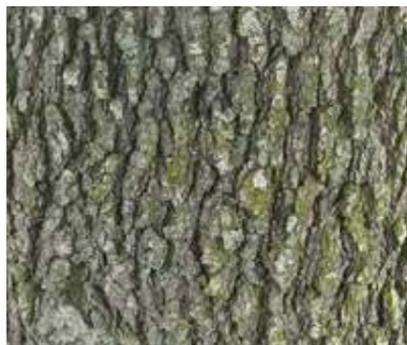


FLOWER



NOTES

This hybrid is three way cross between *Parkinsonia microphylla*, *P. florida*, and *P. aculeata*. Thornless, fast-growing and upright, this tree is a popular choice for parking lots and streetscapes. The small compound leaves and smooth bark are lime green. Masses of yellow flowers are produced from March through May, with sporadic flowering during the summer months. Plant in full sun and well-drained soil, and be careful not to overwater. 1.



This slow-growing and long-lived evergreen tree is native to west Texas, and is more drought-tolerant and cold-hardy than the coastal live oak. Small oblong leathery green leaves provide a dense canopy. Plant in full sun and well-drained soils. 1.



A deciduous to semi-evergreen tree in mild winter climates which adapts to drought and the extreme urban sites. Tolerates varies types of soil conditions. 3.



Originating in southern Europe and Asia, this long-lived and slow-growing tree has proven to be well-adapted to our deserts. The large palmate green leaves have a spicy fragrance, and drop in the fall. Large terminal spikes of indigo flowers set 'Montrose Purple' apart from variable seedlings. These fragrant flowers attract bees, butterflies and hummingbirds during the summer months. After blooming, narrow spikes of round, dark brown seeds are produced. 1.

garden palettes

reading room



AGAVE WEBERI  
Weber's Agave



ALOE BARBADENSIS  
Aloe Vera

cactus gallery



ASCLEPIAS SUBULATA  
Desert Milkweed



CARNEGIEA GIGANTEA  
Saguaro Cactus



MUHLENBERGIA RIGENS  
Deergrass



PEDILANTHUS BRACTEATUS  
Lady Slipper



DASYLIRION WHEELERI  
Desert Spoon



FEROCACTUS WISLIZENII  
Fishhook Barrel



SETCREASEA PALLIDA  
Purple Hearts



YUCCA RUPICOLA  
Twisted Leaf Yucca



OPUNTIA ENGELMANNII  
Engelmann's Prickly Pear



STENOCEREUS THURBERI  
Organ Pipe

plata garden



AGAVE AMERICANA  
Century Plant



AGAVE PARRYI  
Parry's Agave

oro garden



ALOE BARBADENSIS  
Aloe Vera



BAILEYA MULTIRADIATA  
Desert Marigold

azul garden



ALOE 'BLUE ELF'  
Aloe Blue Elf



EUPHORBIA RIGIDA  
Gopher Plant



ASCLEPIAS SUBULATA  
Desert Milkweed



DASYLIRION WHEELERI  
Desert Spoon



ECHINOCACTUS GRUSONII  
Golden Barrel



HESPERALOE PARVIFLORA  
X 'YELLOW'  
Yellow Yucca



PILOSOCEREUS AZUREUS  
Blue Torch



SETCREASEA PALLIDA  
Purple Hearts



ENCELIA FARINOSA  
Brittlebush



EUPHORBIA  
ANTISYPHILITICA  
Candelilla



LANTANA MONTEVIDENSIS  
X 'NEW GOLD'  
New Gold Trailing Lantana



PACHYCEREUS MARGINATUS  
Mexican Fence Post Cactus



YUCCA PALLIDA  
Pale Leaf Yucca



YUCCA RIGIDA  
Mexican Blue Yucca

# ARCHITECTURE

## architecture on the site

The existing eight story City Hall building on the southwest corner of the City Center site presents several challenges for fulfilling the team’s vision of ‘Town Hall with a twist’. The building lacks prominence and civic distinction, and its entries are both physically and visually obstructed by walls, ramps and parking. The team proposes the following changes to the architecture in the City Center design project:

Remove the two-story addition on the west side of the eight story portion of City Hall as well as the raised plaza to the south to create a more open and urban connection to Main and Center streets. Open up the ground floor visually so that the lobby will have a strong relationship to the plaza and garden spaces being developed around it, which in turn gives the building a more civic presence.

Create a two story colonnade around City Hall will create a comfortable, shaded transitional indoor/outdoor space around City Hall that can be used for outdoor gathering at the ground level as well as provide a more dignified architectural appearance.

Repurpose portions of the ground level of the City Hall building to include public uses such as galleries, meeting rooms, and a coffee shop or cafe in addition to opening up the main lobby.

Renovate the roof of City Hall to provide an additional outdoor roof garden/roof terrace, with amazing views of the City, and new City Center. The team proposes a catering kitchen to support various events.

Re-skin City Hall with vertical fins to transform the building architecturally and improve its energy performance. Up-light the building to give a dramatic yet dignified appearance at night and serve as a beacon for the City Center. The vertical fins will also help unify the architecture on the site.

Add a 150 kW solar parasol over the roof of the sky terrace that will provide shade and generate approximately 260,000 kWh/yr. power.

## inspiration images



city hall perspectives and model

Re-skin City Council Chambers with vertical fins as well, unifying it with City Hall and creating a stronger civic campus.

Re-purpose the ground floor of the existing building located at 55 Center Street to accommodate food and beverage services which will activate both Center Street and the City Center. This strategy for adaptive reuse of the building allows for expansion of additional floors to be added as demand for development increases. Opening up the ground level of the building will create a strong indoor/outdoor connection to the beer garden and Sunset Terrace.

Preserve the historic IT Building on the northeast corner. Add accessible restrooms for the City Center just south of the building.

The plan also identifies a potential site for a future multi-story building as demand for development is amplified.



## SUSTAINABLE DESIGN STRATEGIES

A guiding principle of the design is to incorporate sustainable measures into all aspects of the design so that the Mesa City Center will be a model for environmentally sensitive and energy efficient development. The prominent location and functional requirements for the project provide a tremendous opportunity to make sustainability a vital part of the design and ultimately improve human health.

The design team brings a wealth of sustainable experience to this project. The design holistically integrates a number of significant sustainable features and systems that require fewer resources, save costs and function ecologically. Long term, this project will encourage the development of residences in the urban neighborhoods and correspondingly reduce pressure on undeveloped land outside the city, reduce pollution, support the local economy and enhance the quality of life for all. While many features for sustainable design are embedded into the project, more opportunities will continue to be explored, which will inform the design, construction and operation and maintenance decisions throughout the life of the project.

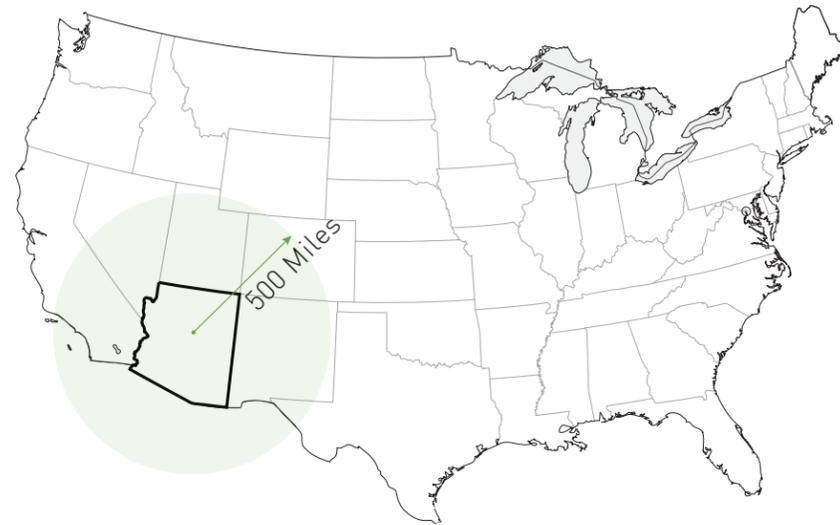
In order to ensure the project continues to embody these features, users and other stakeholders will continue to be engaged in meaningful discussion to identify additional needs, and construction and maintenance guidelines will be established.

The design reduces energy use and the carbon footprint on the project through careful selection of lighting elements and public amenities designed for maximum energy efficiency.

Energy use will be heavily examined for this project, both for options for alternative sources of energy and sustainable energy consumption. The use of energy from renewable resources, such as with the proposed solar canopy over city hall, will be a vital part of the design.

### local materials

Local materials will be considered for this project. These regional materials will be preferred for their capacity to lessen their impact on the environment, support the local economy, promote regional identity and reduce transportation costs. The team will research and consider favoring materials produced by providers who reduce waste as part of their operation.



### solar energy

The 150 kW solar parasol over the roof of the sky terrace will provide shade and generate approximately 260,000 kWh/yr. of power. The parasol can provide renewable energy for exterior lighting or water feature pumps.



### greywater

Greywater is recycled wastewater produced from lavatories, showers and baths. This water is recycled on site and can be used for landscape irrigation. The potential ecological benefits of greywater recycling include reduction in fresh water extraction from aquifers and rivers and ultimately less impact on treatment plant infrastructure, reduction in energy use, reduction in chemical pollution from treatment, and increased groundwater recharge. In addition, the use of greywater increases the amount of nutrients in the topsoil, resulting in increased plant growth.



### rainwater harvesting collection

Rainwater harvesting is the capture and storage of roof and surface runoff for reuse. The system includes a collection system, a storage system and a dispersion system. This water can be reused for non-potable uses such as irrigation.



**stabilized decomposed granite**

Stabilized decomposed granite is one of the most widely used natural alternatives to asphalt and concrete pathways. This material binds and locks the crushed stone to provide a durable, permeable, natural aggregate surface. These surfaces withstand the erosive effects of traffic and weather, and exude a natural aesthetic.



**adaptive reuse**

Adaptive reuse is re-purposing an old building or site for a function other than which it was originally built or designed. Adaptive reuse is an effective way of reducing urban sprawl and environmental impact. By reusing an existing structure within a site, there will be a direct reduction of energy and material waste. Through adaptive reuse, all the buildings on this site will be transformed into remarkable sites for more active use.



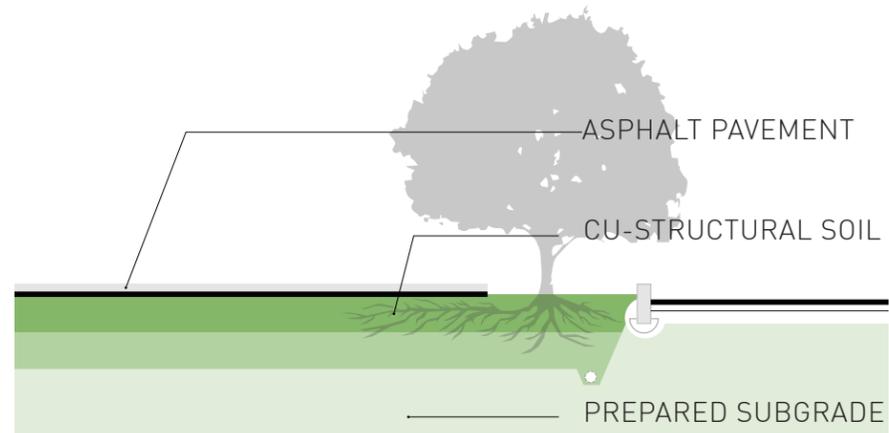
**planted trees**

Trees provide shade, convert carbon dioxide to oxygen through photosynthesis, and absorb greenhouse gases. Planting new trees is a strong sustainable move because they act as air and water filters; their roots filter groundwater and control run off and erosion by holding soil in place and their leaves absorb rain. Trees also serve to increase evapo-transpiration rates, cooling the air through release of moisture into the air.



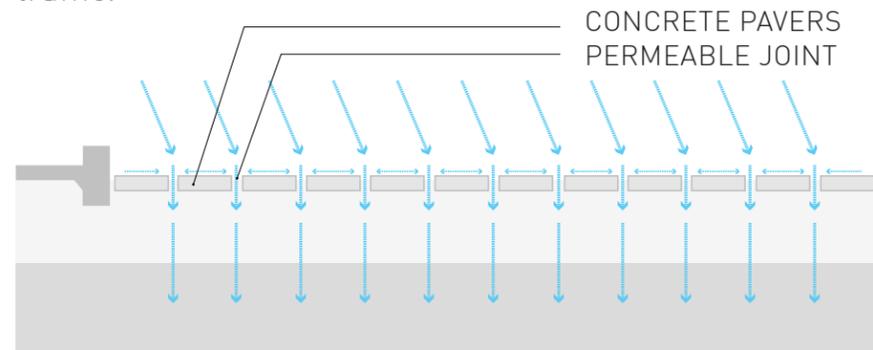
### structural soil

Structural soil is a medium that encourages healthy growth for trees in densely paved areas. It is a mixture of gap-graded gravels, clay loam, and a hydrogel stabilizing agent to keep the mixture from separating. Structural soil can be compacted to meet pavement design criteria while permitting root growth. It provides an integrated, root penetrable zone that improves upon traditional tree pits coupled with a high strength pavement system.



### permeable pavement

Permeable paving is a paving material that contains voids, allowing rainwater to pass through the cross section and percolate into the soil to the ground water supply, reducing stormwater runoff volume and rate. In addition to reducing runoff, suspended solids are trapped and pollutants are filtered from the water. There are a range of materials that can be used, including concrete, pavers, and asphalt. These materials are proposed in this project in several ways including roads, parking areas, paths, bike lanes and other areas that are subject to light vehicular traffic.



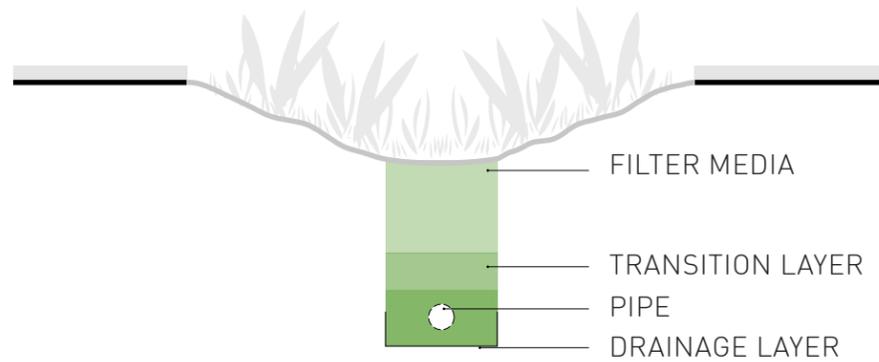
### shade

Shade is a primary element of the design and is provided in a variety of ways. The team has studied the shade network generated by the existing buildings on site, and have responded by providing additional filtered shade from trees, and both vertical and horizontal shade from new built structures.



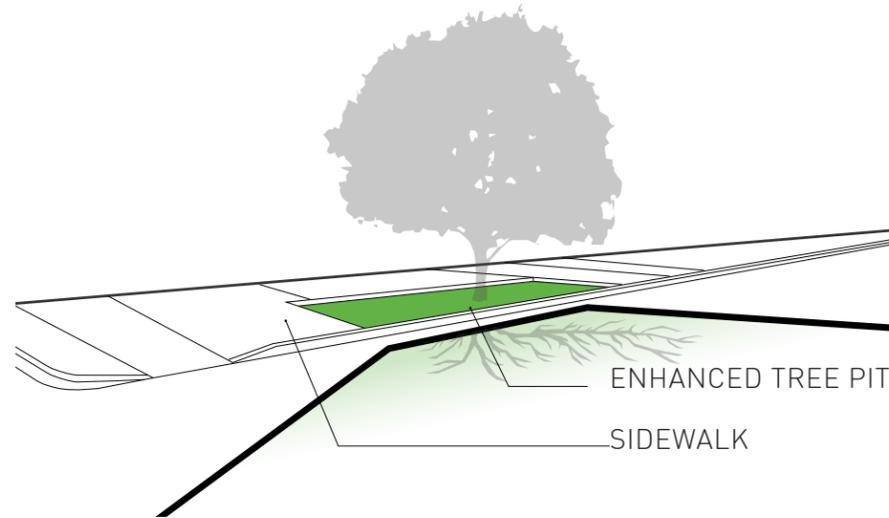
### bioretention planters

Bioretention planters are landscaped basins where soil and plants work together to store and treat stormwater runoff. Surface water from nearby impervious pavements is collected into these basins, which infiltrates and cleanses the water.



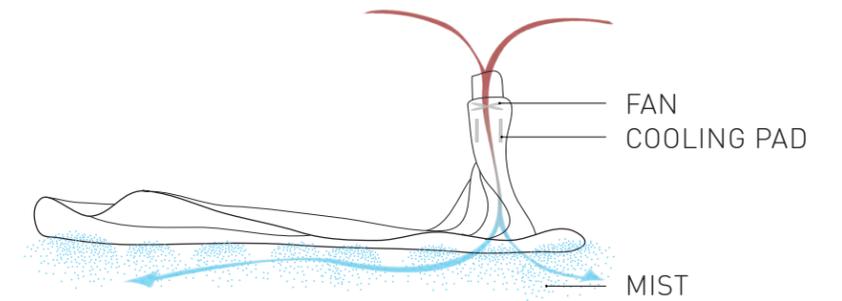
### enhanced tree pits

Enhanced tree pits are longer planting pits that give tree roots more space to grow and thus allows for larger tree growth.



### evaporative cooling tower

Evaporative cooling is the reduction in temperature that occurs as a liquid evaporates. The process of evaporation removes heat from the surface of the water, cooling the remaining water and the air around it. The Wind Dancer takes advantage of this process to provide cooled air to the plaza space below utilizing natural systems.



# PUBLIC ART

## art network

Public Art will play an essential role in the City Center, adding distinction and importance through several carefully selected installations which will in turn draw a larger audience and enhance the visitor experience. The design and its network of spaces unites art opportunities with location, function, materiality, narrative and experience.

The design concept specifies potential art locations that will both strengthen the City Center as well as offer prominence and legibility to the art itself. As the design develops into the next stage, the design team will continue to develop the Art Network Masterplan. This plan will outline a vision that promotes design and art working together to reveal and develop the unique character and identity of this site. The result will be a framework the City will use to select top quality installations, both temporary and permanent, that support the overall design and work as a series of connectors between spaces.

The plan will play an important role as part of Mesa's evolving urban and cultural landscape, by specifying types of art that will be interactive, engaging and reflective of Mesa's history, its present and its future. The diagram will identify a series of potential locations for art installations that may be reflective of distinct subjects or characteristics:

- Technology
- Citrus
- Hispanic Culture
- Early Settlers
- Canals

The Public Art selection process needs to be coordinated with the design team, so that there is an art masterplan for each area of the City Center. The team can ensure that the overall vision is met, that the art is iconic, yet appropriate to the site in terms of scale and quality.

Potential types of permanent and temporary art installations that will be considered as part of the plan will be interactive art, video, sound installations, art that is activated at night, performances, immersive virtual reality, digital, film, sculpture, dance and storytelling.

Because the Public Art budget will be substantial, implementing a successful public art network plan for the City Center will require a sound strategy involving many agencies and partnerships. The team will provide a feasible plan involving:

- City Agencies
- Non-Profit Cultural Partners
- Private Partnerships
- Private Donors
- Corporate Sponsorship
- Community Groups
- Schools

## iconic



## video



## temporary installations



## sound



## exhibition art



sculpture



led lighting



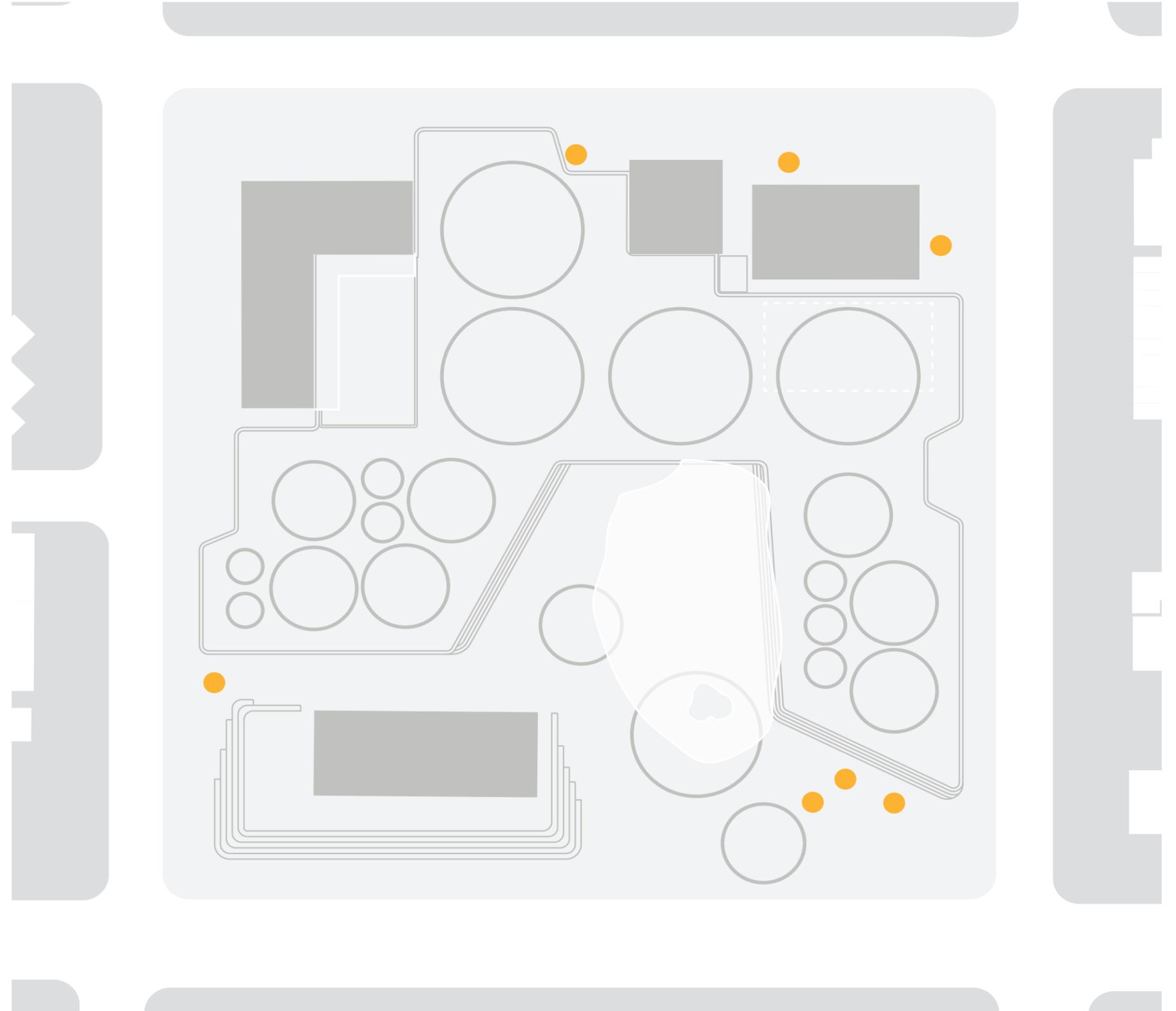
digital



dance



mapping public art



# ECONOMIC DEVELOPMENT

## context - current market conditions

Downtown Mesa has had a challenged real estate market for a number of years, but Downtown's existing strengths, combined with pending investments such as the light rail extension and the City Center project, could bring new growth:

- The office market in Mesa has seen almost no delivery of new space since 2000, with only one office conversion adding 114,000 square feet in 2012. Relative to other downtown neighborhoods, Mesa office rents have lagged – rents are currently 50% below average rents in Tempe, 35% below average rents in the Phoenix metropolitan area, and 32% below average rents in Chandler.
- The multifamily market in Mesa has also lagged behind other downtown neighborhoods, with lower average residential rents and only one residential project (an 81-unit affordable senior housing development) under construction. Demand for multifamily has been hindered by the prolonged loss of population, with Mesa experiencing a larger population decline (14%) than other downtown neighborhoods since 2000.
- Mesa's 9.7% retail vacancy is also relatively high, while its \$14/Sq. Ft. retail rents are relatively low among its peer regional downtowns.

Despite the lagging commercial, multifamily, and retail markets, Mesa's downtown offers a range of existing amenities, which, combined with planned investments, offer promising opportunities for future growth. Existing cultural institutions, such as the i.d.e.a. Museum, AZ Museum of Natural History and Mesa Arts Center already draw almost 600,000 annual visitors, while the Mesa Convention Center and downtown universities create a base of Mesa visitors and residents. Investment in the light rail extension is poised to improve Mesa's connectivity to other regional residential and job centers, thereby creating a new market for visitors, employers, and residents, while the redevelopment of Mesa City Center will draw visitors and residents back to Downtown Mesa.

## businesses



## mixed use development



## businesses



"MY TRUE PASSION IS ADAPTIVE REUSE. THE OLD BUILDINGS THAT EXIST ON THE SITE ARE EXACTLY THE TYPE OF STRUCTURES THAT WE GET EXCITED ABOUT. BEAUTIFUL OLD BUILDINGS CAN ADD AN IMMEDIATE SENSE OF HISTORY AND LEGITIMACY TO A PROJECT THAT CAN OTHERWISE BE HARD TO ACHIEVE IN A NEW BUILD."

--ARIC MEI, OWNER THE PARLOR

"WIND DANCER PAVILION IS INTEGRAL TO PROVIDING THE ICONIC LANDMARK QUALITY THAT WILL NOT ONLY GIVE THE DOWNTOWN A UNIQUE IDENTITY THAT FURTHER VALIDATES MESA'S SUPPORT FOR THE ARTS & CULTURE, IT'S MESA ON THE INTERNATIONAL MAP AS A MUST SEE DESTINATION TO EXPERIENCE & VISIT."

--LORENZO G. PEREZ, PRINCIPLE&CO-FOUNDER VENUE PROJECTS

THE COLWELL SHELOR/WEST 8/WEDDLE GILMORE PROPOSAL, ABOVE ALL OTHERS, SHOWS A DEEP UNDERSTANDING OF 'CONNECTION TO PLACE' AND WORKS TO CREATE A TRUE CITY CENTER THAN CAN MAKE RESIDENTS PROUD OF THEIR PLACE.

--KIMBER LANNING, FOUNDER&DIRECTOR

LOCAL FIRST ARIZONA

## economic benefit proposition

### A. REGIONAL AND NATIONAL PRECEDENTS

Catalytic investments in transit and open space can have a transformative impact on downtown growth and revitalization. Within metropolitan Phoenix, Tempe serves as a key example of the impact of public investments in transit and public space on downtown growth. Tempe has experienced an almost 50% increase in population since investing in Tempe Town Lake & Beach Park in 1999, followed by the addition of the light rail network in 2008. Tempe remains one of the strongest markets in the region, and the only downtown neighborhood in metropolitan Phoenix to gain population between 2000 and 2013.

Other urban areas across the United States reveal how investments in development of well-designed, active, safe, and connected public space can set the stage for broader neighborhood growth and development:

- **FOUNTAIN SQUARE, CINCINNATI, OH** | Fountain Square, the traditional heart of Downtown Cincinnati, was unattractive, underutilized, and a driver of disinvestment in the early 2000s. To promote investment and downtown revitalization, the City and downtown business community came together to form the Cincinnati Center City Development Corporation (3CDC), a private nonprofit organization charged with leading revitalization of the downtown core. Investment in renovation of Fountain Square became a key first step in Downtown Cincinnati's economic development, though public funds were limited. Building off of \$4 million in baseline City funding for Fountain Square, 3CDC raised over \$40 million in private and State of Ohio funds for renovation of Fountain Square. Today, the square is an active, programmed open space that has attracted over \$125 million in new retail and restaurant development to the neighborhood and has contributed to widespread reinvestment in Downtown Cincinnati.

- **CAPITOL RIVERFRONT, WASHINGTON, DC** | The redevelopment of the Capitol Riverfront, a previously underutilized industrial area along the Anacostia River, emerged from a 2003 public-private planning process. The project includes a combination of private development, including 7.3 million square feet of commercial space, 3,000 apartments, 200,000 square feet of retail, and 200 hotel rooms, and high-quality public open space. As the neighborhood's planned parks were considered critical to attracting the residents and employers necessary to support the large amount of planned residential and commercial space, park construction continued during recession even as private development slowed. Three new parks totaling almost 10 acres – Yards Park, Diamond Teague Park, and Canal Park – are already attracting visitors to the riverfront and serving as amenities for new residents.
- **ROMARE BEARDEN PARK, CHARLOTTE, NC** | Romare Bearden, a 5.4 acre public park in Uptown Charlotte, opened in 2013 and has helped catalyze the emergence of a new residential neighborhood in Uptown's Third Ward. Investments in Romare Bearden Park and the new BB&T Ballpark adjacent to the park have created a new market for development, including over 1,000 residential units recently built or under construction.
- **COLUMBUS COMMONS, COLUMBUS, OH** | Columbus Commons is a 7-acre park in Downtown Columbus that opened in 2010 on the site of a former mall. Redevelopment plans for the park set aside parcels on the edge of the park for future development. Due to high demand and downtown growth, the development parcels were disposed of and developed ahead of schedule. The \$50 million apartment, Highpoint on Columbus Commons, opened in 2013 with 300 residential units and 20,000 square feet of ground-level retail. The apartments and retail have created a base of park users, while the park serves as a key amenity and branding point for the development.

### B. ANCILLARY NEIGHBORHOOD REDEVELOPMENT OPPORTUNITIES

With potential City-owned development sites on the west, north, and east edges of the project site, the City is well-positioned to support and guide future growth in and around the City Center. HR&A's market analysis identified several promising opportunities for new development in Downtown Mesa, whether located within Mesa City Center or on nearby vacant parcels. Private investment in Downtown Mesa will be more economically feasible once the neighborhood's light rail extension is completed and following the creation of a vibrant public gathering place. Development is likely to include a combination of the following uses:

- Additional convenience retail and restaurants could cater to the neighborhood's existing office worker and student population as well as new residents and visitors. Development of City Center offers opportunities to integrate new food & beverage uses in particular with public space.
- New multifamily apartment projects could target potential growth sectors, including students, retirees, and young professionals. Residential development would be particularly impactful, given that Downtown Mesa is significantly less densely populated than other regional downtowns.
- As the region's economy continues to grow and Downtown Mesa is revitalized, creative and technology tenants may be enticed to serve as anchors in new small-to-medium sized office projects.
- Understanding that the market demand for new development will take time to grow and prudent disposition or development will be crucial, it may be beneficial for the City to seek interim programming on vacant, publicly owned land to promote downtown revitalization. Such interim programming could include community gardens, public green spaces, pop-up retail, or other creative, a

## implementation considerations

### A. PUBLIC SPACE GOVERNANCE

Mesa City Center will require specialized governance responsibilities to ensure high-quality programming, effective management, and regular maintenance. Nonprofit governance entities, such as conservancies, “friends” groups, and foundations, have proven effective in fundraising, implementation, and program development for public open space. Given their legal organizational status, nonprofit organizations can efficiently pool public and private funding, while taking advantage of key capacities of local partners. For example, if the local parks department can provide effective ongoing maintenance at low cost, the nonprofit manager may partner with the public sector for landscaping and upkeep, or take on those responsibilities if such capacities do not exist. Designated nonprofit organizations can provide focused management and leadership and engage local citizen and business networks in fundraising efforts. The level of public oversight of private management organizations can vary, depending on organizational and public sector capacity, political considerations, and levels of public funding.

### B. UPFRONT FUNDING OPPORTUNITIES

Development of a signature public open space in Mesa offers opportunities to leverage a range of capital funding sources to supplement local public funding. While a baseline of public funding will be necessary to demonstrate commitment to the project and generate high-quality designs and plans, the City may explore potential private capital funding sources, including:

- **FOUNDATION CAPITAL GRANTS** | The City or a designated nonprofit public space manager could pursue grants or contributions from local and national foundations or other philanthropic organizations. Seeking philanthropic funds would require designated staff time and capacity for applying for and managing grants.

Corporate Sponsorships | Local companies, especially those most likely to benefit from development of vibrant open space and civic space, could be tapped for up-front funding commitments towards construction. Often, such corporate sponsorships from local companies are offered in return for naming rights for elements such as performing spaces, pavilions, or other spaces.

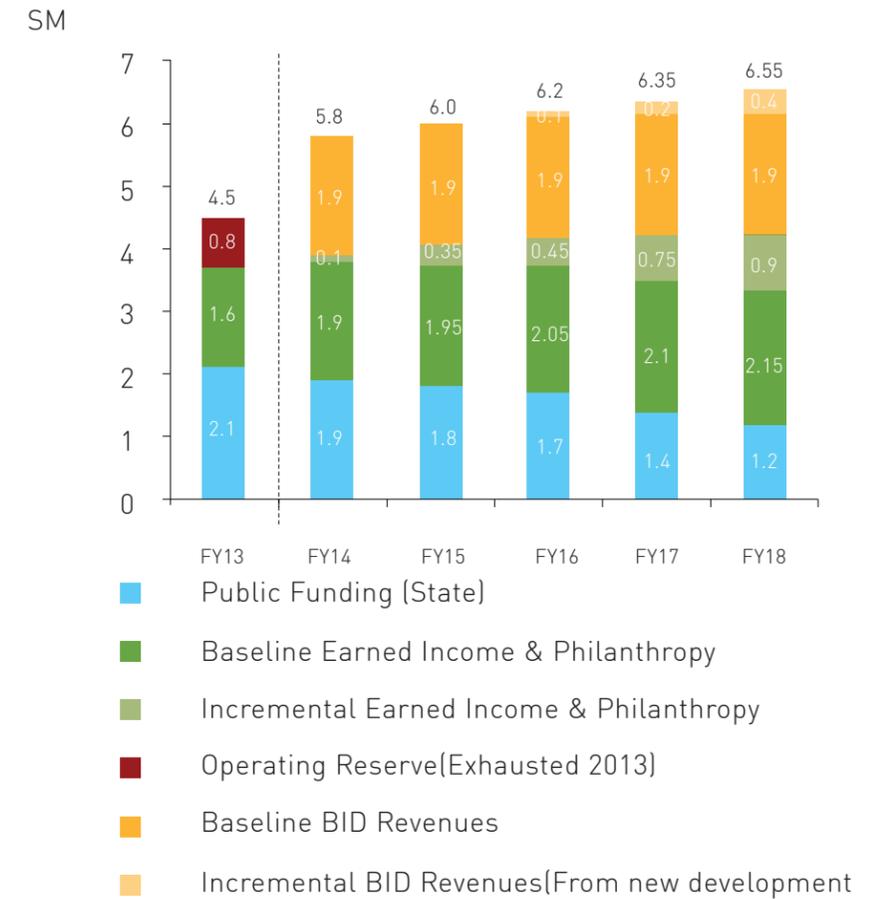
- **Grassroots Fundraising Drive** | A grassroots funding strategy, such as a citizen-led fundraising campaign, could build support for the new planned public open space while raising funds towards construction. Individual contributions in return for benefits can serve as important engagement and fundraising mechanisms. Individuals may be offered benefits such as bricks or benches bearing their names or special early access to new facilities.

### C. ONGOING FUNDING OPPORTUNITIES

Successful, well-designed, and highly-programmed urban open spaces require significant funding for ongoing operation & maintenance (O&M). While local public funds can provide a necessary baseline of ongoing funding, a creative and sustainable funding strategy can leverage the value created by a new public open space and tap corporate and philanthropic sources.

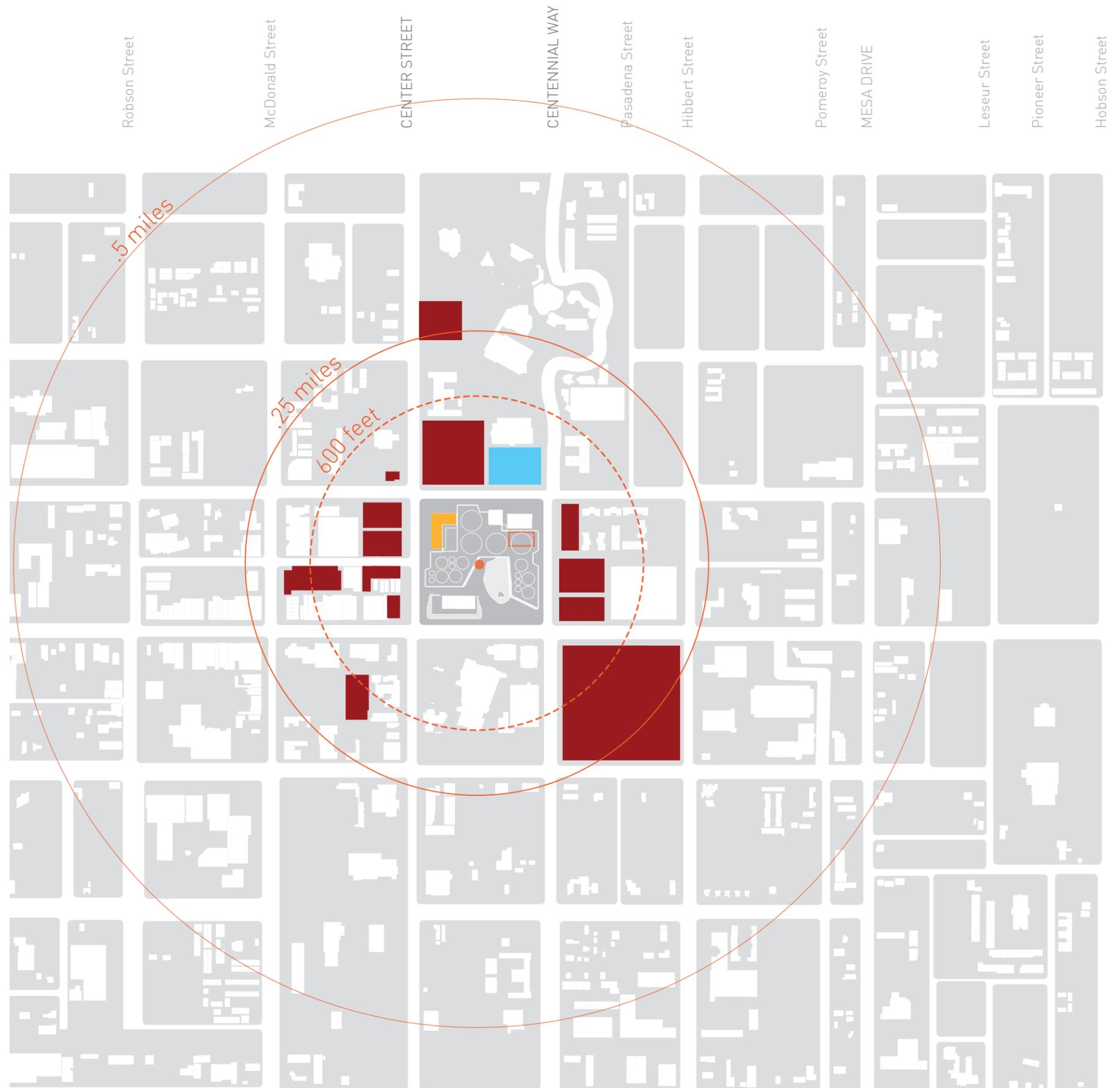
- **EARNED INCOME** | Revenue generated on-site can help fund ongoing O&M. Concessions, such as food and beverage vendors, may pay rent to the governing organization or contribute a percentage of their sales towards operation. Space rentals and revenue from paid programming can provide additional ongoing designated O&M funding.

ROSE KENNEDY GREENWAY CONSERVANCY BUSINESS PLAN



- FIGURE 1 above, depicts ongoing funding sources for the Rose Kennedy Greenway in Boston, demonstrates the range of O&M funding sources that can be combined in creation of a high-quality active open space. Public base funding is key to generating momentum, but can be diminished over time as other sources, particularly earned income and value capture mechanisms, increase in value.

- NEIGHBORHOOD SUPPORT | Civic and public open spaces create significant value for local landowners, retailers, and business owners by increasing real estate values and offering a new amenity for visitors, customers, residents, and employees. This incremental value can be tapped to help fund ongoing operation of public open space. For example, high-quality parks, such as Bryant Park in New York City, have benefited from special assessments levied on nearby property through a Business Improvement District that designates a portion of incremental revenues to O&M.
- CORPORATE SPONSORSHIPS | Similar to corporate sponsorship funding of construction, ongoing sponsorships may be offered to local companies in return for public recognition, advertising space, or naming rights. For example, sponsorship of a temporary art installation by a local company could be considered, with signage and marketing materials bearing the company's logo.
- ONGOING PHILANTHROPY | The same philanthropic sources targeted during development may be targeted for ongoing support for O&M, along with other potential individual and organizational philanthropic partners that emerge as the space is completed and use increases.
- INDIVIDUAL MEMBERSHIPS | Grassroots citizen engagement through individual memberships can generate ongoing funds towards O&M and offer benefits to members such as invitations to special events or access to designated spaces or facilities.





Mesa City Center  
Letter of Support  
Colwell Shelor / West 8 / Weddle Gilmore

August 15<sup>th</sup>, 2014

**To the Leadership of the City of Mesa, Arizona:**

I'm writing today to express our full support of the Colwell Shelor / West 8 / Weddle Gilmore proposal for Mesa City Center. Local First Arizona is the largest coalition of locally owned businesses in North America, with over 2700 businesses across the state working to strengthen the state's economy and build community pride. As you may know, Local First Arizona is a huge proponent of downtown Mesa and has worked well with much of the business community to promote and celebrate the city center. We are thrilled with the new developments in Mesa and thank you for your leadership.

Our support for this proposal specifically falls into two key areas, which are healthy local economics and place-making.

If Arizona is going to be competitive for top notch talent and high quality companies and jobs, we must learn, as both businesses and governmental agencies, to support local talent. We simply cannot expect to be an entrepreneurial hub or have thriving city centers if we don't work to hire local talent whenever possible. Studies have shown that hiring local talent keeps three times more money in the local economy, and as the only locally owned finalist, we respectfully ask that you consider Colwell Shelor / West 8 / Weddle Gilmore as a wise investment in our state's future. We certainly don't believe you should award this contract based on local ownership alone, but we ask that you consider this a valuable asset to this team in particular.

Secondly, we would like to share our thoughts on place-making and why this proposal, in particular, stands out from the others. We know from many studies that the way citizens feel about their community directly impacts their attitudes toward stewardship of their place. A recent Knight Foundation study showed "connection to place" as the single most leading indicator in places that have prosperity and even proved when people love their hometown, they are more likely to vote, volunteer and give charitably. The Colwell Shelor / West 8 / Weddle Gilmore proposal, above all others, shows a deep understanding of "connection to place" and works to create a true city center than can make residents proud of their place.

We believe this proposal, when implemented, will be a significant addition to your city center that will simultaneously bring residents and regional visitors to downtown Mesa while keeping valuable dollars in Arizona's economy.

Please don't hesitate to contact me should you have any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Kimber Lanning".

Kimber Lanning, Founder and Director  
Local First Arizona



747 Grand Avenue • Phoenix, Arizona 85007 • P 602-325-1152 • F 602-532-7454

August 18, 2014

To Whom It May Concern:

Re: Mesa City Center – Colwell Shelor + West 8 + Weddle Gilmore

It is with pleasure that I write this letter of support and recommendation for Colwell Shelor + West 8 + Weddle Gilmore. I am the CEO/Co-Owner of Habitat Metro, LLC, a real estate development firm that specializes in infill, multifamily residential and hospitality projects. Since 2003, we have focused on TOD projects in Downtown Phoenix and are currently redeveloping an existing hotel property into a 105 key arts & culture boutique hotel and building a 12 and 14 story 170 unit high-end for sale condominium project. Both are adjacent to Hance Park on the Light Rail in the heart of the Roosevelt Historic neighborhood.

Since 2003, I have been actively involved in the Roosevelt neighborhood and now serve as the president of the Hance Park Conservancy. As the Conservancy President, I have had the privilege to work with Phil Weddle and his design team on the Re-Master Plan of Hance Park. Without a doubt, my involvement with the Park Re-Master Plan project has been a highlight of my business/community career due to my exposure to the creative ideas and design concepts developed for the Hance Park project. As a true believer in rebuilding downtown communities, I can say without hesitation that Phil Weddle and his firm “gets it.” Innovative design, attention to human scale detail and an understanding of the necessity to integrate elements that promote economic activity and growth are essential components of their team’s vocabulary.

Now, having had the opportunity to view the Colwell Shelor + West 8 + Weddle Gilmore proposal for the Mesa City Center project, my interest in acquiring property to take part in the transformation of Downtown Mesa has grown from that of a spectator to a participant. Light Rail, the Mesa Arts Center and an existing stock of buildings with good bones all present the perfect backdrop for the development of a city center for the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wm. Timothy Sprague'.

Wm. Timothy Sprague,  
CEO/Managing Member

August 19, 2014

City of Mesa Leadership  
20 E. Main Street  
Mesa, AZ 85201

**Re: Mesa City Center – Colwell Shelor + West 8 + Weddle Gilmore**

Mesa Leadership,

It is my pleasure to write a letter in support of the proposal being submitted for the **Mesa City Center** by the *Colwell Shelor + West 8 + Weddle Gilmore* design team (CSWWG).

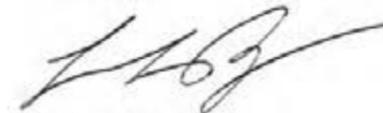
I recently had the opportunity to review the redevelopment proposition by CSWWG and was immediately captivated by their ambitious, yet incredibly feasible approach. The environmentally sound, adaptive reuse strategy combined with the strong, *Urban Park*, concept, in my opinion, is genius. As an adaptive reuse & redevelopment practitioner, I applaud the team for embracing the economic and historical value of the existing mid-century structures that are already located on the site. By preserving, reusing and sensitively enhancing the buildings that exist, not only will the redevelopment team be able to execute the project quicker and keep perfectly good buildings out of landfills, they will direct more capital investment resources into crafting a one of a kind, emotionally compelling, outdoor entertainment environment that will uniquely represent Mesa and our Arizona heritage.

The idea of creating a vibrant *Urban Desert Oasis* in the heart of Downtown Mesa, across from the amazing *Mesa Arts Center*, is a very engaging "one-two punch". Exactly the big economic development move needed to stimulate catalytic reinvestment by creative entrepreneurs like ourselves who are actively seeking dynamic, transformative areas to launch our next experience driven retail, dining and residential concepts. Mesa has an incredible downtown infrastructure that includes one of the best collections of small-scale vintage commercial properties in the valley, and are connecting to the successful light rail system that will bring increased activity and people to the area. This is the perfect storm and the perfect idea to position Mesa for the next generation. The CSWWG proposal is not only big thinking, it is doable.

The beautiful *Wind Dancer* pavilion is integral to providing the iconic landmark quality that will not only give the downtown a unique identity that further validates Mesa's support for the arts & culture, its artistic installation quality will put Mesa on the international map as a must see destination to experience & visit. It will serve as an epicenter of activity in Metro Phoenix and become the energy hub for numerous downtown & regional events.

It is apparent to me that this Arizona based design team has given thoughtful attention to crafting a sensitive, uniquely Mesa, feasible proposal concept. We are extremely excited by the community impact and potential business opportunities such an ambitious redevelopment project creates and ask you to sincerely consider this concept and the progressive team of professionals behind it to guide Mesa into the next stage of its evolution.

Sincerely,



Lorenzo G. Perez  
Principal & Co-Founder



To Whom It May Concern:

My name is Aric Mei and I own and operate The Parlor in central Phoenix. I recently had the good fortune of getting a sneak peek at the design proposal of Colwell Shelor + West 8 + Weddle Gilmore for the newly proposed Mesa City Center. My initial reaction to the proposal and to the project as a whole is incredibly positive.

In my estimation, this is exactly the type of large scale project that downtown Mesa needs to propel it forward into a new chapter of growth and increased urban density. As one of the largest cities in the country, Mesa deserves this type of focused, design driven development to help create the gravity that will attract new businesses and weave a stronger urban fabric.

As the Parlor and the Phoenix Public Market both illustrate, my true passion is adaptive reuse. The old buildings that exist on the site are exactly the type of structures that we get excited about. Beautiful old buildings can add an immediate sense of history and legitimacy to a project that can otherwise be hard to achieve in a new build. The full scope of this project has the potential to create an exciting and enticing mix of old and new.

A thriving restaurant scene will be a crucial piece to the success of the project, and we are grateful to the firms of Colwell Shelor + West 8 + Weddle Gilmore for bringing us into this conversation. We are excited for what the future may hold for downtown Mesa, and we would be honored to be able to participate in the unfolding dialogue.

Sincerely,

Aric Mei  
o 602.248.2480  
m 323.481.7630  
[aric@thousanddesign.com](mailto:aric@thousanddesign.com)



## OPERATIONS AND MAINTENANCE

### maintenance

The standards of care implemented in the operations and maintenance of Mesa City Center will be directly affected by annual operations budgets and annual capital replacement budgets. For example, a maintenance plan where all tasks are carried out at or above recommended best management practices may create a pristine park landscape, but may also prove to be costly and require unsustainable operations budgets over time. Alternatively, a maintenance plan where tasks and repairs are carried out at minimal levels may reduce the operation budget, but will likely require high capital budgets to replace or repair damages that could have been prevented with regular care and will diminish public safety and enjoyment. It will be important to develop a comprehensive maintenance plan that balances fiscal considerations with the necessary maintenance requirements for a high-quality visitor experience.

Standards of care for Mesa City Center will need to be developed consecutively with the overall design. Any maintenance plan and standards of care will be developed closely with the design team and the client to select standards and levels of care that meet the needs of existing and proposed landscape features, while creating responsible operating and maintenance budgets. Selected standards of care can be based on the Operational Guidelines for Grounds Management, 2001 published by APPA, National Recreation and Park Association, and Professional Grounds Management Society or with standards of care developed by the National Park Service and adapted to meet the existing and proposed landscape needs of Mesa City Center. The newly designed Mesa City Center will have different maintenance needs from its current state; overall standards will need to be adjusted and applied throughout the entire site.

The site will need to receive adequate care in order for new plantings and lawns to become established. The first three (3) to four (4) years are critical to ensuring landscape elements become established.

During the establishment period, plants are adapting to site conditions and taking root. Routine horticulture tasks during the establishment period focus primarily on the control of weeds, spot watering, and any necessary plant replacement needed to maintain the design intent. The care of lawns will focus on establishing a healthy stand of turf and overseeding of worn areas. Lawns and plantings will be impacted by visitors and maintenance tasks should be focused on getting plants established and repair of any damage arising from use. A healthy stand of turf will require less maintenance, over time, than deteriorated turf.

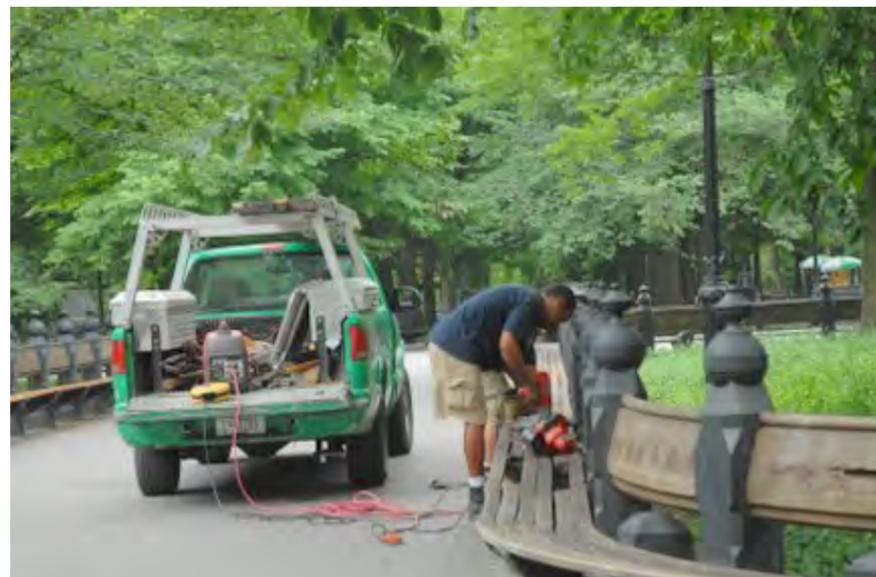
Intensity of use is another factor that influences the operations and maintenance budget. Areas with intensive use and high concentrations of visitors, such as event spaces and active recreation areas require greater intensity of maintenance. These intensively programmed areas will require greater levels of maintenance compared to other lawn areas.

The number and type of visitors to Mesa City Center will require a complex service delivery system for day-to-day maintenance. The number of visitors will also mean that a high level of resources will be committed to simple daily cleaning. Special events will only serve to add to basic cleaning. The new designs that are being considered for Mesa City Center will need to take into account the demanding labor-intensive maintenance servicing, and park usage as well as that of aesthetics in making decisions..

### standards of care

Typically, maintenance work can be grouped into four types of tasks:

- **Cleaning:** Work having to do with the appearance and sanitary conditions such as delimiting, cleaning restrooms, emptying trashcans
- **Horticulture:** Work having to do with the health of natural areas, and/or planted landscapes and turf
- **Repair:** Work having to do with preventative maintenance and repair, such as painting, graffiti removal, bench repair, etc
- **Operations:** Work related to the use of facilities and equipment, which is often seasonal or special event-related, such as special event support



### design and maintenance - a symbiosis

The relationship between design and maintenance is symbiotic - maintenance will inform design and design will determine maintenance. Design and maintenance will need to advance in parallel. As design direction and details are formulated, a maintenance assessment will be done at key stages during design to provide a maintenance review of design alternatives. Pathways and walkways, for instance, will need to not only accommodate visitors but also support maintenance of Mesa City Center. Path widths, layout, and overall circulation plan will need to be carefully considered to accommodate both visitors and maintenance needs. Circulation systems should allow maintenance staff and vehicles to access the entire site to avoid loss of time getting back and forth from equipment to work sites. Special events use is another element that will need to be considered when during design.

Site design and site furnishings will need to be considered not only from a design perspective, but also for their durability, maintainability, and use, particularly by maintenance staff. Trashcans will not only need to be aesthetically pleasing, be large enough to handle the volume of trash, but also be easy for maintenance staff to empty.



### satellite maintenance facilities

Small maintenance facilities or areas may need to be planned for. These areas would be small satellite areas for the temporary storage of materials, supplies, trash and other debris. The use of smaller satellite areas could help reduce the need for the use of large maintenance vehicles. Of course, the use of larger vehicles can't be eliminated and these will have to still be used, especially during busy times or special events, but our goal would be to devise a maintenance strategy that would reduce the reliance on large vehicles and emphasize the use of smaller electric or gas utility vehicles.



### arts

The Wind Dancer will be a prominent piece and a major attraction to the site. A sculptural piece at such a scale often times does not require daily maintenance. However, routine checkup and occasional maintenance, such as applying a protective layer to protect the copper from the outdoor elements, will be required. The artist should be consulted prior to any cleaning or work to be done to the piece. The specific maintenance should be outlined by the artist in the specifications, and they will need to be strictly followed. This will be applicable to all art installations on site.

### sustainable operations strategy

Every effort should be made to incorporate green maintenance practices in Mesa City Center where practical and effective. The use of organic fertilizers, compost teas, and Integrated Pest Management (IPM) practices combined with small utility vehicles, possibly electric, and satellite maintenance facilities are components of a sustainable operations strategy.

### lawns

A minimal of “moderate” level of maintenance should be considered for the lawns in Mesa City Center. What “moderate” level entails include a regular mowing schedule, approximately every 7-14 days, depending on the time of the year. Approximately 1-2 times of renovation and fertilization will be done to ensure a healthy stand of turf. The turf area will be irrigated regularly through an irrigation system and it is expected to be an event/gathering space for the site. Depending on the programs schedule, the maintenance schedule should remain flexible and adjusted based on the needs of the turf. More renovation might be needed due to series of intensive programming.



### site features

Site features will need to be designed and selected for their aesthetics and functionality. Trash cans will need to have adequate capacity to handle the volume of trash in Mesa City Center and be easily emptied and serviced by maintenance staff. Lights, benches, drinking fountains and other site amenities will need to be easy to maintain and parts will need to be easy to get. Valve boxes, irrigations heads, quick couplers and other irrigation system components will need to be uniform throughout the site in order to avoid multiple manufacturers and types and to ensure consistency for keys, openings and other maintenance needs. In fact, consistency of site elements particularly with regards to valve boxes, lighting, drinking fountains and other site feature components should be achieved among all the design competition sites. A lack of consistency among these site elements will increase maintenance costs over the long-term and result in damaged or inoperable site feature while parts are ordered, delivered and installed. Additionally, a variety of site components will entail storing a variety of components for each type of site components. Standardizations will help immensely with maintenance and stocking of parts.



### soils and soil management

Soil is the foundation for all plant and turf growth. Proper soils and soil structures will help to ensure good plant growth with will reduce overall maintenance and reduce pest and disease infestations. Monitoring and maintenance of proper pH and nutrient levels will help to ensure a healthy ground plan, which in turn will help with water absorption, runoff and erosion. Linked closely with good soils are the ancillary issues such as water quality, stormwater management, and sediment and erosion control. Good soil structure will absorb more water and reduce sediment and erosion into swales and other water bodies. Maintaining proper soil structure and avoiding compacting can be a challenge, due to the intensive use and number of annual visitors. Time spent on regular soil testing will inform horticultural decision-making and will pay dividends in the long-term.



### integrated pest management

Integrated Pest Management (IPM) is an effective and environmentally sensitive approach to pest management that relies on a combination of common-sense practices. IPM programs use current, comprehensive information on the life cycles of pests and their interaction with the environment. This information, in combination with available pest control methods, is used to manage pest damage with the most economical means, and with the least possible hazard to people, property, and the environment.

IPM is not a single pest control method, but rather, a series of pest management evaluations, decisions, and controls. In practicing IPM, staff who are aware of the potential for pest infestation follow a four-tiered approach:

- Set an action threshold, which is a point at which pest populations control must be taken
- Not all insects, weeds and other living organisms require control
- IPM programs work to manage plantings to prevent pests from becoming a threat
- When pest control is required, evaluate the proper control method for both effectiveness and risk



## integrated turf management

The goal of any Integrated Turf Management (ITM) program is to keep pest populations or damage at a tolerable level, referred to as the pest response threshold level. This standard determines by the number of pests or the amount of damage that can be sustained before an unacceptable reduction in turf quality occurs. Pest response threshold levels can vary from site to site and are based on the use of the turf and the user's needs or expectations. In the case of heavy-use areas, the primary reason for using turf is soil stabilization and aesthetic value.

The various pest control options used in a turf IPM program include cultural, biological, genetic, and chemical controls. Cultural practices are methods of pest control if they result in a healthy and more pest-resistant turf. Cultural practices could include the use of certified seed or sod to reduce the introduction of weeds into a newly established turf. They could also involve mowing the turf species at the proper height, correcting nutrient deficiencies and practicing good irrigation techniques.

Biological pest control methods include using parasites or other biological agents to inhibit turfgrass pests. Biological agents include bacteria, fungi, or nematodes.

Genetic control options involve using pest-resistant turf species and varieties. Although no turf species or variety is immune to all diseases and insects, some are better able to withstand damage from certain pests than others.

Chemical control of turf pests with conventional synthetic pesticides is also a part of an IPM turf program. It is essential to choose the proper pesticide for the target pest, to apply pesticides only when necessary, and to alternate pesticides so that pests are less likely to develop resistance to the chemical.

## horticulture

Horticulture care should focus on the tasks necessary to maintain living elements of Mesa City Center such as trees, lawns and plantings. Typical tasks include regular mulching, pruning, weeding and spot watering. Lawns, plantings and trees should receive additional maintenance to ensure survival during the first three to four years when plants are getting established. These establishment years are the most critical for plants to ensure that they become acclimated and develop healthy root systems.

Planting strategies for Mesa City should focus on the use of native species as well as more naturalistic plantings to reduce the need for irrigation, fertilization, pruning and pest control. This is particularly important in the state of Arizona, where the summer days are very hot and dry. Plantings that will reduce the need for watering will be beneficial in many ways. Appropriate plant species can dramatically reduce short and long-term maintenance needs, particularly with regards to irrigation and use of chemicals for pest control. However, native species and xeriscaping design does not mean zero maintenance and they will require maintenance, especially in the beginning during the establishment period. Weeding and plenty of watering might be needed in the beginning to ensure the intended planting species will establish a healthy root system, and therefore, will limit weeds from taking over the planting areas.

Where appropriate, we would recommend the integration of an integrated pest management practices along with the use of organic fertilizer and compost teas to reduce the use of chemical and non-organic fertilizers and plant supplements. Planted areas require regular maintenance from spring through fall, starting with a spring preparation and continuing with regular weeding, trimming, debris removal, dead heading, and spot watering through the fall, especially during the summer months.

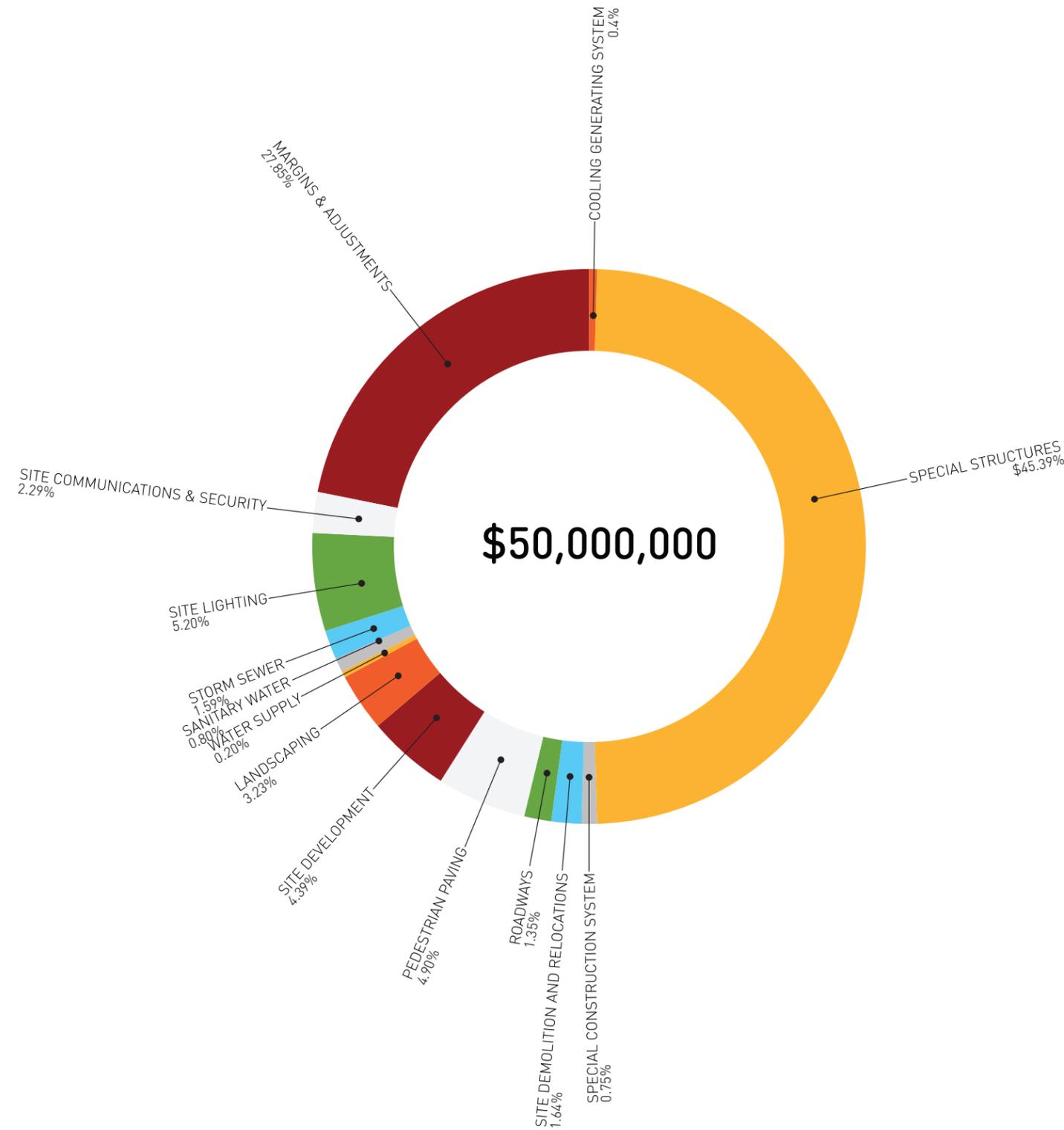
## equipment

The importance of having the correct equipment to perform maintenance tasks cannot be overstated. Identifying useful new equipment, ensuring that the optimal equipment mix is maintained and an equipment replacement schedule are important in fleet management. Small electric, propane or gas-powered maintenance vehicles and small utility trucks can play an important role in maintenance of Mesa City Center. Designing for efficient use of small utility vehicles and equipment will reduce the need for larger gas-fueled vehicles, reducing use of fossil fuels and CO2 emissions. Additionally, smaller vehicles and equipment is less costly to repair and needs less space for storage. Small vehicles cost approximately five (5) times less to maintain and operate annually than larger gas-powered vehicles.

The use of electric vehicles and be a high profile element in operational sustainable efforts. These vehicles are easily identifiable by visitors as environmentally friendly and can have a positive effect on visitor perceptions. Another factor for many applications is that these vehicles and be used both indoors and outdoors. Electric utility vehicles eliminate the need to store and handle gas supplies, which can be costly and dangerous. Although initial costs on some vehicles may, initially, be higher, long-term they are less costly to maintain and operate than large gas-powered vehicles.

Small scale vehicles reduce the conflict between park visitors and park maintenance staff and to allow park maintenance staff access to landscape areas not accessible to larger vehicles and reduce damage to the landscape from larger, heavier vehicles.

# PROJECT COST ESTIMATE



TOTAL BUDGETED: 50,000,000USD.

## BASIS OF COST ESTIMATE:

The Construction Cost Estimate is based on the 15% master plan design prepared by the design team in order to establish anticipated construction cost for the Mesa City Center.

The estimate is based upon measured quantities and built-up rates prepared from analysis of the master plan design. Where information was insufficient, assumptions and allowances were made based wherever possible on discussion with the design team.

Unit pricing is based on August 2014 costs. It is anticipated the project will not be phased, construction escalation costs have been calculated at 5%. A design and estimating contingency has been included 10% A CMAR construction contingency has been included at 4%.

The City Center Estimate has been divided into sections to correspond with the estimated maintenance budget developed.



# CREDITS



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COLWELL  
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