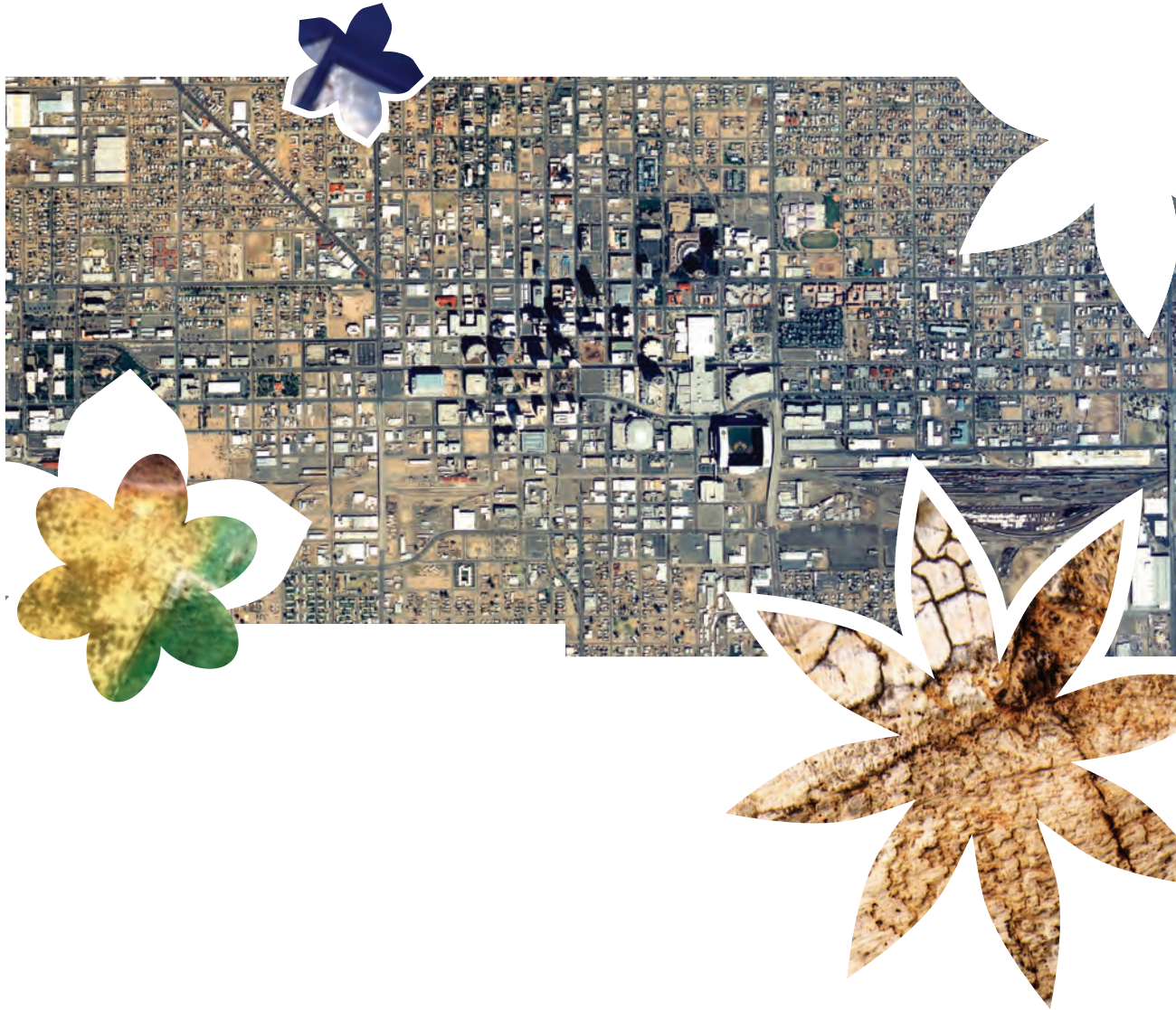






proposals from the
College of Architecture and Environmental Design
at Arizona State University

for **phoenix**^{to} *flourish*



A Message from the Mayor

The image the world has of Phoenix is defined by a relatively small number of characteristics. For example, Sky Harbor airport is the front door to the State of Arizona. The image it portrays is critical to our ability to “sell” Arizona.

Likewise, our downtown is a reflection of how we see ourselves and how the world views us.

Every great city in history featured a vibrant downtown — a central gathering place: New York, Paris, London, Rome, Jerusalem. They say all roads lead to Rome. But I say, once you get to Rome, all roads lead to that dynamic, central area that you and I call “downtown.”

That’s what I want for Phoenix, too. We’re not quite there. Don’t get me wrong. We’re light years ahead of where we were 10 or 15 years ago — but I want to take us so much farther.

The downtown we seek is more than a collection of sporting venues. We need ‘round the clock activity, year ‘round.

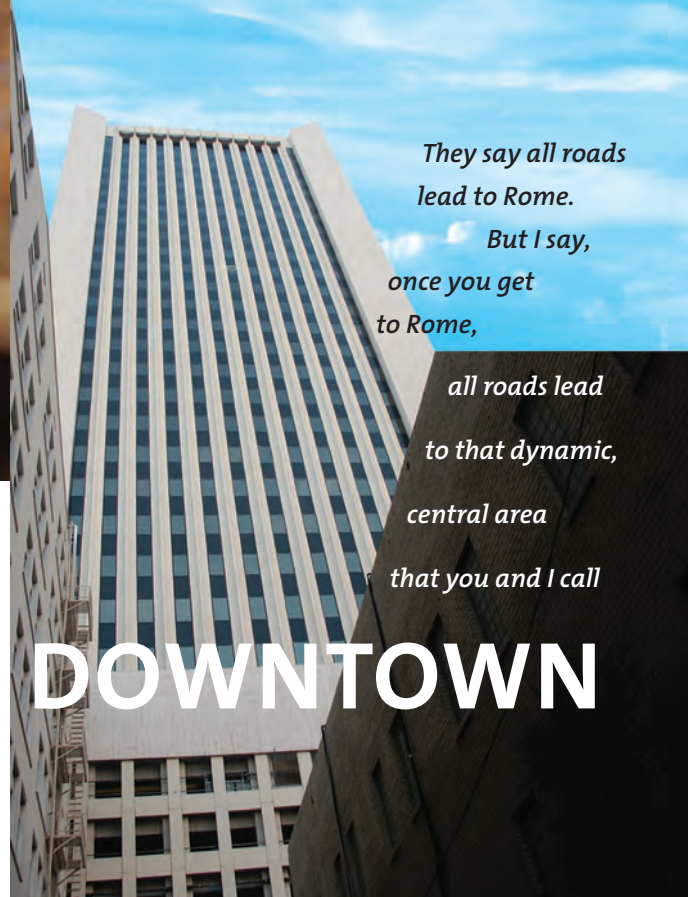
Restaurants, museums, galleries, theatres, hotels, shopping, housing, convention space, open space, education — all those elements, and more, must be pursued and must be present.

I’d like all of you to help us get there; we are on the verge of doing great things.

My vision is of a vibrant downtown that builds on its past success. 15,000 ASU students contributing energy and vitality — the cornerstone of a new Knowledge Economy. Thousands of new residents. A thriving Arts community creating its own entrepreneurial energy. That’s why we’re expanding our Civic Plaza. We’re investing in TGen and pursuing a medical school and county hospital. We’re building more hotel rooms. These are all beneficial linkages that connect our new efforts to traditional neighborhoods that surround downtown. We must not



The Orpheum Theater in Phoenix



*They say all roads
lead to Rome.
But I say,
once you get
to Rome,
all roads lead
to that dynamic,
central area
that you and I call*

DOWNTOWN

build new at the expense of the old. The downtown we seek will be built upon a foundation that blends the new and old.

And we are organized for success. A new Council subcommittee has been created to provide leadership and direction. Made up of the chairs of the key existing committees that impact downtown, it will provide a focal point for planning.

I have always looked to the future. But now, I’m asking you: where are you looking? If it isn’t to the year 2030, you need to change direction. The future belongs to all of us. And it’s our collective responsibility to make sure we get there. One of our neighborhoods is right on the edge of a complete transformation — our downtown. We all have a vision of downtown: A diverse population, opportunity for everyone, an infusion of the new creative class, and a 21st — century workforce. We’re coming of age, and the actions we condone and the processes we implement will foretell how we will be remembered by future generations.

If we are inclusive, open to new ideas and focused, we will be remembered as visionaries. We will be successful. And all roads will lead to Downtown Phoenix.

Please join us on that journey.

— Phil Gordon, Mayor, City of Phoenix

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The Inevitability of Phoenix

As I explain my move to Phoenix to my colleagues, most of whom are anchored in well-established coastal cities and institutions with considerable history, I have little trouble detailing the opportunities and excitement that come with living in a city that is still very much in a state of becoming. But as the conversation continues past my personal circumstance and work, I begin to struggle with the most obvious questions: Why are people moving to the region in such great numbers? What do they do for employment? Is the water supply adequate to support such growth? All this capped, of course, with the mandatory queries about the heat.

It is a frustration, but what I cannot provide to my audience is a definitive statement supporting the inevitability of Phoenix. What can one say about the prospects for a major city positioned in a locale with extremely limited resources, little industry, and a frequently inhospitable climate? Yes, there are the legacies of the canal system, the railroad,

...a unique vernacular emerges that signals

an embrace of the challenges and

opportunities that are attendant to a desert

environment and begins to create

a sensation of logic, authenticity, and, if you

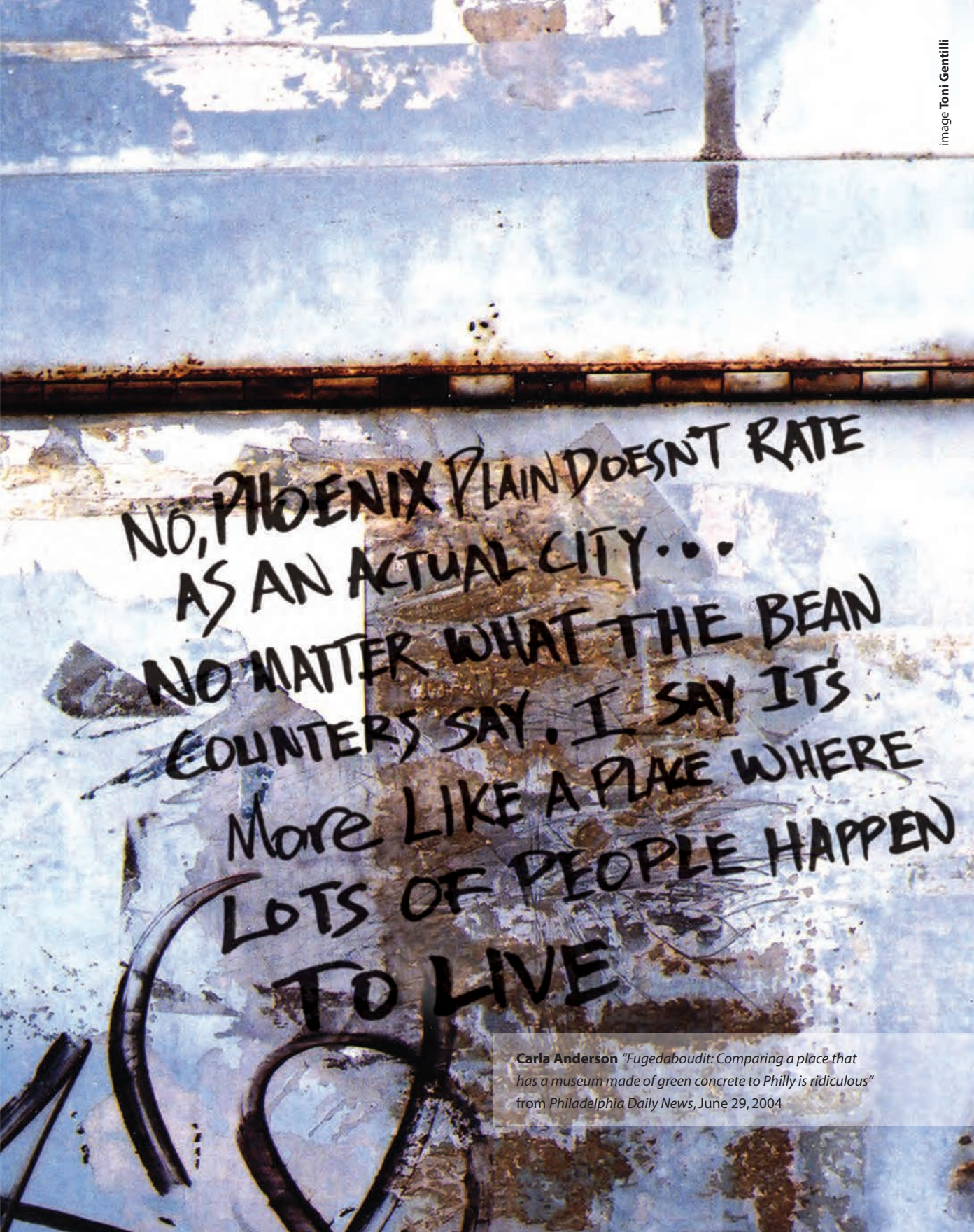
will, inevitability.

agriculture, the air conditioner, the golf course, and the planned community. Unfortunately, these are not the engines that will drive a 21st-century economy or produce a real city of vitality and permanence. The fledgling biotech industry, while welcome, will certainly not be the factor that differentiates Phoenix from its rivals, as it is becoming ubiquitous and transportable. The intriguing question is whether the sense of inevitability, and thus confidence, in a place allows for the flourishing of science, business, the arts, etc. Or whether that formula can be reversed. Las Vegas is proof positive that it can if the bar is set very low. Phoenix has very different aspirations, as the recent comparisons to Philadelphia will attest, thus making this the most exciting experiment in American urbanism.

The “why are we here?” question is important in that it can manifest itself in our architecture and urbanism in two ways: 1) everything is provisional, derivative, and not geared toward long-term community building and year-round inhabitation, or 2) a unique vernacular emerges that signals an embrace of the challenges and opportunities that are attendant to a desert environment and begins to create a sensation of logic, authenticity, and, if you will, inevitability. The result of the second approach — attention and response to one’s environment — is the basis of culture. It is what we spend considerable sums to witness, however briefly, in the other great cities of the world.

The College of Architecture and Environmental Design (CAED) at ASU has a significant role to play in the identification and development of the sustainable attributes of Phoenix. It is a project of immense proportion that our faculty and students have engaged for many years, some of which you will see in this edition of *Shade*. There is, however, a new sense of urgency around issues of demographics, economic stratification, environmental degradation, and infrastructure. The CAED and the city are going to be challenged in unprecedented ways to respond effectively and appropriately. In this context, design cannot be considered a luxury or a matter of taste. Design must become integral to our thought processes, our decision-making, and our demonstrations of support for all citizens if Phoenix is to emerge as a real city, and not just a statistical anomaly.





NO, PHOENIX PLAIN DOESN'T RATE
AS AN ACTUAL CITY...
NO MATTER WHAT THE BEAN
COUNTERS SAY. I SAY IT'S
MORE LIKE A PLACE WHERE
LOTS OF PEOPLE HAPPEN
TO LIVE

Carla Anderson "Fugedaboudit: Comparing a place that has a museum made of green concrete to Philly is ridiculous" from *Philadelphia Daily News*, June 29, 2004

The streets we walk down, the people we encounter—
play a huge role in shaping who we are and how we act
[and] relatively small elements in the environment
can serve as Tipping Points.

— Malcolm Gladwell *The Tipping Point: How Little Things Can Make a Big Difference* 2002

Tipping point

by Nan Ellin, Associate Professor

College of Architecture and Environmental Design, ASU

When I lived in Paris, I wished I were there in the 1860s, as the city was undergoing dramatic social and urban transformations that marked its destiny. When I lived in New York, I wished I were there in the 1910s when massive migration and city building were forming its inimitable character. And when I lived in Los Angeles, I wished I had been there in the 1950s, its defining decade. Living in Phoenix over the last seven years, I have felt that I am finally in the right place at the right time.

This is Phoenix's moment. Like Paris, New York, and Los Angeles at their critical junctures, Phoenix is home to an impressive concentration of talent, energy, and vision attracted in large part by the possibilities made available by rapid growth. This is a city on the verge of blossoming. We have lately been sowing the seeds of a vibrant and livable downtown. Those of us who are here now have the opportunity and the responsibility to nurture these seeds so that they flourish, bestowing rich harvests upon us and future generations.

This special section of *Shade* presents proposals from the College of Architecture and Environmental Design at ASU for revitalizing downtown Phoenix. Cities across the country are currently experiencing renaissances. Eight of the ten largest cities are growing in population. Nationwide, crime has dropped precipitously and urban employment, income, and fiscal health are all on the rise. After decades of urban decline and suburban growth, we are witnessing a significant move back to cities by people who were finding suburban life too isolated, inconvenient, or dull. As a result, there has been a flurry of reinvestment in central cities. Over the last decade, Portland (OR), Seattle, Denver, San Diego, Kansas City (KS), Minneapolis, Salt Lake City, Cleveland, Albuquerque, Little Rock (AR), Alexandria (VA), Missoula (MO), and Charlottesville (VA), among others, have made substantial inroads into downtown revitalization.

Phoenix, soon to be the fifth largest city in the United States, is currently poised to join this cadre of urban renaissances.

Arizona Republic columnist Jon Talton wrote 3 ½ years ago: "Phoenix has missed out on much of the national downtown revival that has been a hallmark for the New Economy the past 10 years. And as anybody from Detroit can tell you, a cratered center city is a ghastly liability." The solution, Talton maintained, "isn't about silver bullets. It's about a long march to repair the civic malpractice and economic mistakes of four decades. It's about arriving at a tipping point where capital and experienced companies see downtown as a natural development destination" (3.10.01).

Phoenix seems perched upon that tipping point at this very moment. The proposals that follow aim to tip the scales towards vitality.

While mending the heart of the city, the benefits of downtown Phoenix revitalization also extend to the larger metropolis. Growing at a rate of two acres an hour (48 acres a day!), the Phoenix metropolitan area suffers from urban fragmentation, social isolation, and environmental degradation. Currently, downtown Phoenix provides approximately 1/3 of the region's employment, but a significantly smaller fraction of the region's residences. The required commuting increases traffic congestion, diminishes air quality, and reduces quality time. In addition, the lack of a strong residential base downtown precludes a vibrant urban landscape for those wishing to live or work in one, or simply desiring to visit one. As a result, the call for "urban infill" has been loud and insistent, though we have little to show for it as yet.

The creation of a truly thriving downtown in the largest municipality of this metro area (and the State of Arizona) would offer an alternative to sprawl while contributing to furnish the sense of place, character, and soul currently lacking. It would render Phoenix more attractive to corporate headquarters, talented and enterprising people, and tourists, thereby enhancing economic vitality. It would welcome all who choose to partake of an urban lifestyle, enhancing cultural vitality. And it would become a source of pleasure and pride for the entire Valley.

Building Community... One Relationship at a Time



www.asu.edu

Many of the proposals presented here were developed in several classes I've taught on downtown revitalization. In identifying opportunities for bringing more life into the urban core of Phoenix, we initially posed some very basic questions: What are the needs of people in cities? And how might cities better support these needs? In contrast to Abraham Maslow's hierarchy of needs advanced in 1943, our responses would more accurately be described as a network, including the needs to:

**Live/Work, Love, Learn, Laugh,
Breathe, Belong, Appreciate, Practice,
Express, Explore, Exchange,
Connect, Consume, Cultivate, Create, Circulate,
Communicate, Commemorate, Celebrate,
Recreate, Reflect, Remember, ...**

In honoring these needs, our bywords became:

— The 5 qualities of an Integral Urbanism:
**Hybridity, Connectivity, Porosity, Authenticity,
and Vulnerability** (see Ellin, Shade 2003)

— The 4 D's: **Diversity**: Social diversity of income, ethnicity and race, age, physical abilities, sexual orientations, etc.

Density: Of buildings, people, and uses. **Democracy**: Public process and community participation. **Dynamism**: Design for flexibility (change) and the unexpected (excitement).

— The 5 S's: **Simplicity, Slowness, Sincerity, Spirituality, and Sustainability**.

The recommendations that follow are organized along the themes of Nature & the City, Great Civic Spaces, Arts & Culture, The Car & the City, and Education & the City. In addition to imagining **what** might improve the livability of Phoenix, we have also begun asking **how** to get there from here, offering some pointed suggestions for implementation. We hope that this anthology of proposals for Phoenix to flourish — some of which have already begun moving forward — will serve as a source of inspiration to proactively build our community at this pivotal historic juncture. Right here right now.

*Il faut reculer
pour mieux sauter.*

**You have to take a
step back in order
to jump further.**

— French Proverb

Revealing Phoenix

by **Sophia Meger**

Graduate student of Architecture, ASU

The reputation of downtown Phoenix suffers.

Travel guides generally recommend that visitors skip it and instead visit

the Scottsdale resorts and other points of attraction. It also gets a bad rap from those residing in other parts of the metropolitan area. What is your perception of Downtown Phoenix?

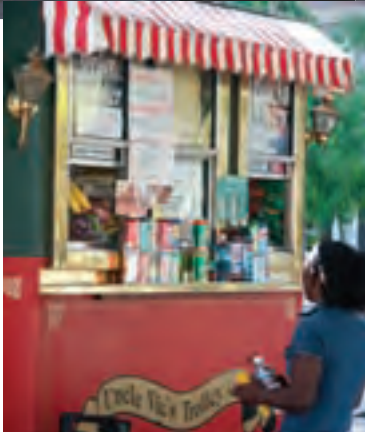
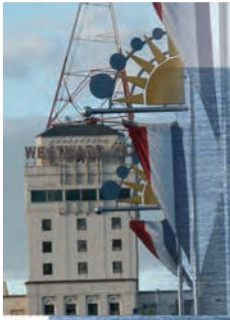
Deserted, dangerous, not worth visiting?

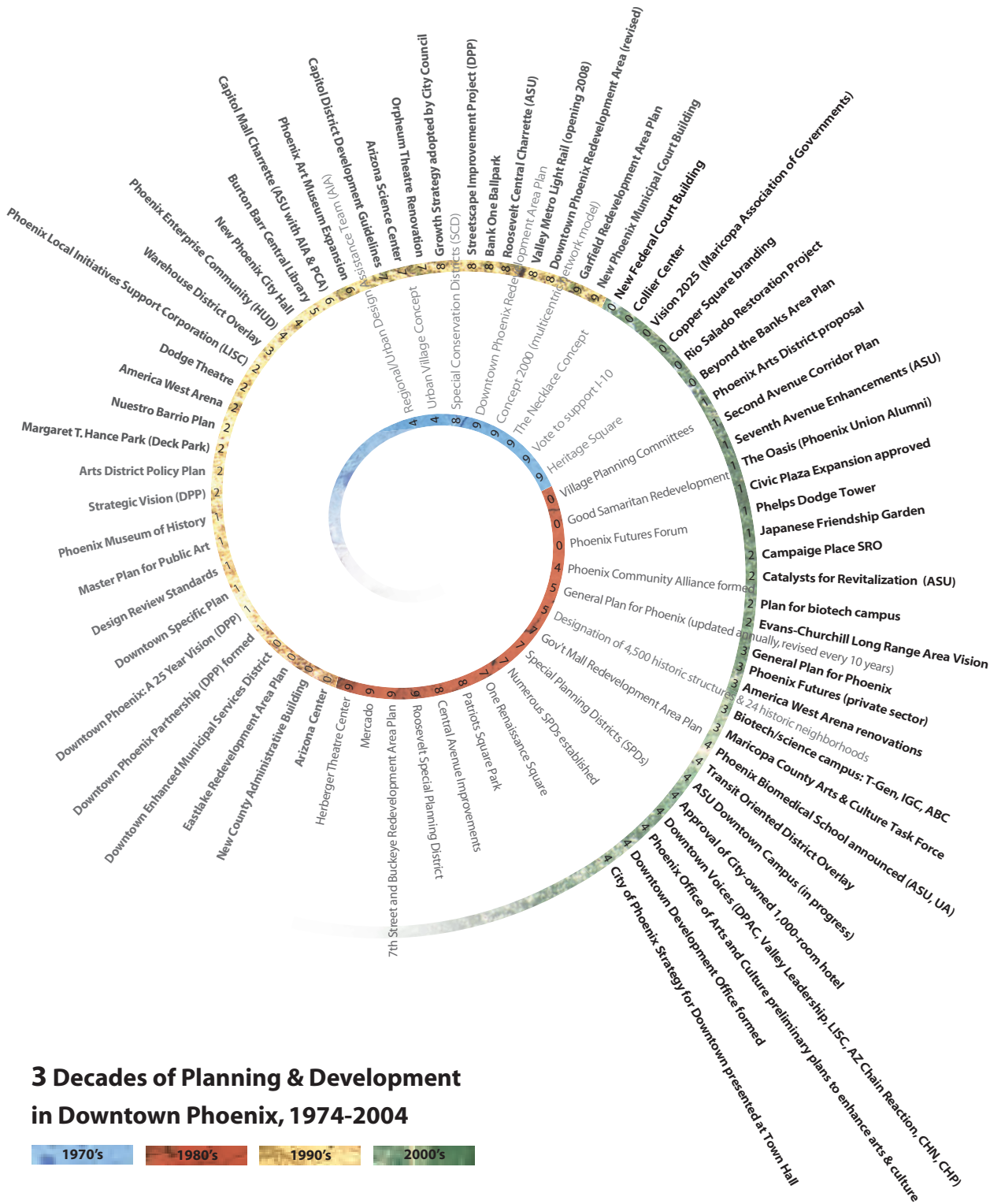
Have you ever really explored it?

Admittedly, until a couple of months ago, I would include myself in the majority of people who had no idea about this city. As a tourist from Germany, and then an ASU student and Tempe resident, I found myself complaining about the sprawl, lack of history, and paucity of cultural opportunities. Then, in January 2004, I enrolled in the seminar "Slash City" that was held in downtown Phoenix and promised a better understanding of this city. My project became "Revealing Phoenix," an intense exploration of the central city. I applied the same approach as I would in my architectural design projects: exploring the site carefully. Sometimes it just takes some stepping back and then looking again, closer and with wide open eyes. I gathered print and online information, talked to people about their perception of the downtown area, visited as much of the city as possible at all times of the day and during all days of the week, and attended as many events as I could fit into my schedule.



I started taking friends along on my adventures and somehow everybody became excited about this intriguing place. People who have lived here for several years could not believe they had never been to First Fridays, My Florist Café, Coronado Café, and many other places. I captured some of these moments in hundreds of snapshots and organized them according to scale. Whereas these images impart already manifest qualities of Phoenix, the following proposals suggest latent potentials, offering inspiration for what this city could become.





Nature & the city

Cultivate your garden.
—Voltaire

Whoever said that urban areas should be composed of hardscape and rural areas of softscape? Indeed, the most enchanting cities around the globe are abundant with parks, tree-lined streets, rivers, and other natural features. Downtown Phoenix, however, betrays little of its majestic natural setting. This was not always the case. Historic documents dating from over a century ago when Phoenix numbered 8,500 people state that “The town is embowered in shade trees and shrubbery, has streams of living water through every street, is surrounded by orchards, gardens, and vineyards, and is one of the handsomest in the West . . . The town is rapidly growing and its charming situation will make it the leading city of Arizona.” Gradually over the years, however, most remnants of nature have been banished from the central city.

It is time to bring them back. Integrating nature into the city improves air quality, cools people and buildings in the summer, reduces heating loads in the winter, offers recreational opportunities for fun and fitness, and provides significant psychological benefits. Linked natural features can also ease circulation and render our city more legible. Ambitious regional trail systems for the entire Phoenix metropolitan area are linking existing trails with canals, parks, and flood-control land, and creating miles of new trails (see www.maricopa.gov/parks and www.valleyforward.org). The Rio Salado Habitat Restoration project currently underway (by the Phoenix Parks and Recreation Department with Ten Eyck Landscape Architects), along with the Rio Oeste extension are exemplary instances of reinserting important missing links in our city by bringing nature back into it (www.phoenix.gov/riosalado).

The Phoenix Downtown Conservancy, a non-profit organization initiated by Cyd West (CEO, Institute for Mental Health Research), is working to advocate for and oversee the integration of nature into the city of Phoenix through a variety of means. These include extensive tree-planting campaigns, reclaiming swatches of desert in the city, converting landbanked parcels into temporary agricultural uses, creating community gardens and linear recreational parks, landscaping right-of-ways, replacing asphalt with pervious surfaces, and more (for information, contact cydwest@cox.net).

When envisioning what downtown Phoenix could be, students in the College of Architecture and Environmental Design at ASU have been placing a premium on integrating our natural assets with a refreshing disregard for conventional distinctions between urban and agricultural uses or between the city and the countryside.



Phoenix canals before lined with concrete.
(image, Ten Eyck Landscape Architects)

by **Jesus Lara**

PhD Candidate in Environmental Planning
and Design, ASU

Fulbright Scholar to the Netherlands, 2004

unpaving *paradise*

Tree Planting and Pervious Surfaces

*Don't it always seem to go
that you don't know what you've got
'til it's gone.
They paved paradise
and put up a parking lot.*

— Joni Mitchell



before



after

If we want this region to be economically competitive in the future, we need to do everything we can to reduce the impacts on the environment. — *Arizona Republic*, 9.25.98

The mistaken notion persists that planting trees is a beauty project.

It's cold, hard economic sense, in energy savings alone...

The Valley needs a major campaign to plant trees. The right trees, in the right places, the right way.

— *Kathleen Ingley, Arizona Republic*, 9.17.03



before



after

If we could find a way to 'monetize' the environmental economy, we'd realize that it is Arizona's prime asset. It is our seaports, our Silicon Valley.

It has made the stupendous real-estate fortunes and lured people who are willing to put up with low wages and poor schools — just to live in this diminishing magic...

The real issue is how do we live in this unique land, preserving it as an asset for our livelihoods and our souls.

— *Jon Talton, Arizona Republic*, 3.24.04

Some Phoenix facts:

- The Valley ranks as the world's foremost "urban heat island."
- The average low temperature has risen more than 10 degrees over the last 50 years.
- Costs of air pollution are estimated at \$431 million a year.
 - Over 30% of the downtown area is consumed by surface parking lots.
 - Golf courses consume one million gallons of water per day per (18-hole) golf course.
- Less than 1% of power generated in Arizona comes from solar energy.

the generations that follow, we should embark upon this relatively simple but extremely effective undertaking. Once a planting and maintenance plan is drawn up determining the appropriate species for sites, individuals or companies can purchase trees, which would bear donor plaques. This campaign might partner with *Shade Magazine*, whose motto is **Seek Shade**, and use as its slogan **Make Shade**. We can also work towards improving our surface parking lots by: 1) Reducing paved surfaces and increasing the use of porous paving materials; 2) Requiring 50% – 75% shade cover through natural vegetation or shade structures; and 3) Allowing for alternate uses of parking lots when not in use, such as basketball courts or swap meets.

Although Phoenix's last attempt to plant trees

was abortive, many cities around the country have had wide-ranging success with tree-planting campaigns, particularly Chicago, Sacramento, and closer by, Tucson. For our city, ourselves, and

Agri tecture

Urban Groves for Vacant Lots



Downtown Phoenix has more vacant land than any other major city in the US. While property owners are landbanking these properties, awaiting the appropriate moment to develop them, the sites could become amenities that enhance our downtown rather than eyesores contributing to urban blight. With a nod to our agricultural heritage and to the Native American inhabitation of the area, which seamlessly combined dense dwelling units with adjacent agricultural areas, I propose planting date palm groves on these vacant lots. These urban date palm groves could serve as nurseries to grow trees that will be replanted elsewhere or could simply become parks.

I was raised on an Arizona ranch and worked in agriculture for over 20 years. I selected date palms for these urban groves because of their small root bulbs which allow for easy transplanting, their excellent shade canopies, and their manageable water requirements. Date palms are organic, requiring no pesticides. They do not require expensive equipment to harvest, only a ladder. These urban groves would offer agricultural jobs to a local workforce and natural oases where locals and visitors could gather on a daily basis as well as for the annual date festivals. On-site stands could sell the dates as well as date shakes, a local but dying-out tradition.

I have estimated the costs per acre at \$6,500 for the initial month and \$1,500 thereafter (50 trees at \$100 each = \$5,000; \$1,000 labor/month, \$500 drip irrigation/month). The income generated, however, would more than offset these costs. Each mature date tree produces 300 pounds of fruit, which sells for \$2-8 per pound. Date shakes sell for \$3. Mature trees sell for \$50 per trunk foot and there are 3 offshoots per tree during the first 5 years. The date festivals would also generate an income. Most significantly, property taxes would diminish substantially as the use of the site is converted to agricultural, potentially a 75% savings. And if a property owner decides to develop the land for another use, the trees could easily be moved elsewhere to become street-trees or to create a new urban grove.

Scattered throughout the downtown, these urban groves would provide cool and relaxing oases for locals and visitors alike. The unique juxtaposition of these agricultural patches with city buildings could become a distinguishing feature of Phoenix that also serves to connect us with nature and our local heritage.



by Shawn Goetzinger, BSD Architectural Studies 2004, ASU

City Sprouts

Urban Gardens for Phoenix

In the early 1970s, as the United States suffered an energy crisis, a stagnant economy, and a growing disillusionment with the war in Vietnam, community gardens began to spring up across the country in record numbers. The Federal government encouraged the establishment of these community gardens with an amendment to the Smith-Lever Act of 1914, which sought to promote urban gardening nationwide. The gardens became a symbol of community pride, providing excellent opportunities for urban renewal, poverty relief, enhanced sense of community, and the healing benefits of working the land to produce food.

In Phoenix today, there are a few urban gardens despite the many challenges they confront. On a lot in the middle of a suburban street in the Sunnyslope neighborhood, Grace Wagner has created a community garden where vegetables grow, flowers bloom, and large shade trees protect a small brick patio where residents gather for an afternoon BBQ or a glass of iced tea. On Monroe Street, near Capitol Mall in downtown Phoenix, Mel Bergman and others have pooled their resources and obtained grants from the federal Weed & Seed program to create Jardin de la Gente, a unique community garden where people of all ages gather to garden and make art.

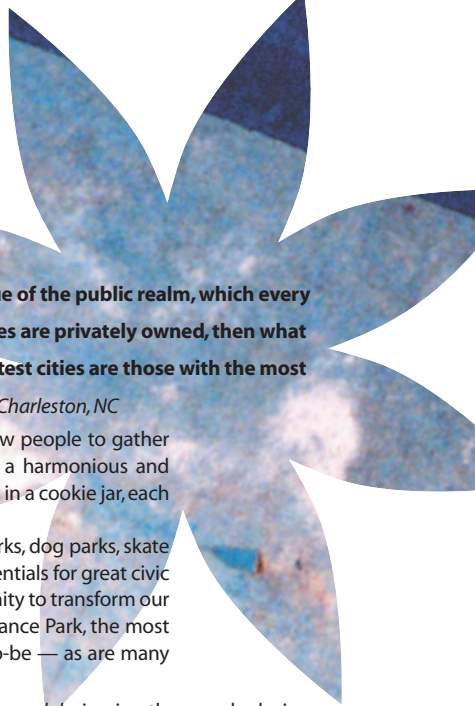
This could be the reality for many more Phoenix neighborhoods. Envision gardens where neighbors come together and share gardening tips as well as community updates. Envision gardens where teens gather after school to plant, harvest, convert the harvests into salad dressings or other products, and market these products. Envision an empty lot near the downtown homeless campus, converted into a landscape industry job-training garden, a working nursery where plants are cultivated and produce is grown for local food banks while training a workforce. These are realities in other cities around the country and could be a reality in Phoenix as well if the appropriate mechanisms were in place.

An organization, perhaps called City Sprouts, could provide access to information and resources by assisting with interdepartmental cooperation, land acquisition, legal issues, funding, and garden management. Staffed by interns and students from ASU, City Sprouts could be part of a City of Phoenix resolution to recognize and support urban gardens. This resolution might read:

Whereas, the City of Phoenix recognizes and supports urban gardening as an activity that can enhance community development, promote positive social interaction, strengthen environmental awareness and community education, and occupy vacant urban lots, the City Council of Phoenix proposes the following resolution and its subsequent actions.

Resolution: The City of Phoenix will support and encourage the development, management, and maintenance of urban gardens through the following actions:

- *Provide access to information concerning the development and management of urban gardens.*
- *Establish a City Sprouts program to promote and organize the creation of urban gardens.*
- *Include City Sprouts in the evaluation of priority use of surplus city property.*
- *Establish educational programs related to urban gardening involving community residents and local schools.*
- *Promote interdepartmental and intergovernmental cooperation among agencies such as Parks & Recreation, Engineering, Development Services, Planning, Community & Economic Development, Housing Authority, School districts, Water department, CAP, Waste management, and Valley Metro.*
- *Provide administrative, infrastructural, and financial resources to support urban gardens to the fullest extent possible.*



Great civic spaces

"A city should be a place with such beauty

and order that it is inspirational. A key component of urban design is a belief in the value of the public realm, which every citizen owns. If we are a nation where all the finest zones are privately owned, then what we own together as citizens is not very much. The greatest cities are those with the most beautiful public spaces." — Mayor Joseph P. Riley, City of Charleston, NC

Great civic spaces are the living room of the city, inviting to all people at all times. They allow people to gather spontaneously and to encounter strangers in a safe environment, essential conditions for a harmonious and strong community. As Robert Putnam explains in *Bowling Alone* (2000), "Like pennies dropped in a cookie jar, each of these encounters is a tiny investment in social capital."

Civic spaces may range from vibrant streets to urban squares to small parks (pocket parks, dog parks, skate parks, and playgrounds) to linear parks and large urban parks. There are numerous latent potentials for great civic spaces in Phoenix that we need only manifest. Mayor Gordon recently identified the opportunity to transform our currently underperforming Patriots Square Park into a great urban square. The Margaret T. Hance Park, the most expensive urban park ever built in the US at the time, is another great civic space waiting to be — as are many urban streets and intersections throughout the Phoenix metropolitan area.

To assure that these spaces are accessible to all, they should feature *universal design*, in other words, design that accommodates wheels and features easy-to-operate doors and switches. Currently, over 17% of the 1.3 million Phoenix residents have some type of disability. And everyone spends at least a portion of their life on wheels or with wheels due to physical challenges, the use of strollers, or for recreational purposes.

Movement through the city should thus facilitate *universal access*.

Perception and experience are intertwined such that raising awareness about a place can enhance the way we experience it and can effect positive change by motivating informed interventions. Such "urban editing" would re-present the city to both locals and tourists through high-profile projects, events, or publications. Greater awareness of a city can furnish a sense of place, a sense of identity, a sense of community, and a sense of direction. With a better understanding of what is, we gain a surer foothold on what could be.

Establishing districts for Phoenix would assist in this process. We might start with our existing historic neighborhoods, add the neighborhoods that are not yet designated but have widely-agreed-upon names, and then settle upon names for the rest so that everything falls within a district. For instance, we could begin with Willo, Roosevelt, Windsor Square, Garfield, and other historic neighborhoods; add Copper Square Commons, Grandevault, the Warehouse District, and other areas; then devise names for what remains, such as Notra (north of the tracks), Sotra (south...), the Market District, the University District, and so forth. Each of these districts could have its own "district parking," described in the Car & the City section below. A well-designed map would clearly indicate the districts of Phoenix while directing motorists to the district parking lots. Everyone would be able to say they live in a district, instead of the tentative and often apologetic, "Well, I live just outside of the Country Club District" or "I live close to Coronado" or "It's south of the Deck Park and north of Fillmore" (the neighborhood that recently settled on Evans-Churchill, from its 1911 subdivision name).

As downtown Phoenix grows over the next few years, a wayfinding system should be introduced incorporating, for instance, a series of murals, sunscreens, environmental graphic design, streetscape, and "urban accessories," i.e. seasonal/temporary installations (public art, street furniture, plantings). This wayfinding system would not only orient people in space; it would also effectively convey the character of our city. For instance, since Phoenix is a young city, the wayfinding system could communicate that with a youthful image. It could communicate that Phoenix is a desert city through beat-the-heat devices that double as urban amenities such as bus stops and connective shade structures, through bringing the desert into the city with punctual desert-scaping, and through design that abstractly references our spectacular local setting.

The creation of great civic spaces has long been an important focus of faculty and students at ASU. The City of Phoenix recently celebrated the opening of street enhancements along 7th Avenue, a project overseen by Professor Darren Petrucci and developed with students from the Integral Studio 2000. Proposals for rendering our public spaces more hospitable by naturally taming the summer heat include the late Professor Jeffrey Cook's Solar Oasis for downtown Phoenix (1988), Professor Cook's and Professor Harvey Bryan's design guidelines for Valley Metro to assure comfort at the light rail stations (2001), Cool Connectors developed by Professor Dan Hoffman with students from the Integral Studio 2000, and systems for naturally cooling and lighting school buildings advanced by Professor Vidar Lerum with students from the Integral Studio 2001 (see *Shade Magazine* June 2002). Featured here are some of our more recent and ongoing projects.



Downtown Phoenix Market

Temporary Market

In recent years, public markets have been making a comeback in the United States. Before the Second World War, nearly every city and sizeable town had a public market where individual growers and other vendors could sell their produce and goods directly to the public. This was part of a tradition of public markets that extends to the beginning of history. Indeed, it has been said that the market was the origin of many cities.

Buying locally grown foods helps establish a greater sense of place, making us aware of the change of seasons and reminding us of the Valley's long agricultural history. It also helps to support local farmers, whose land and livelihood are threatened by suburban development. And it bestows wonderful taste sensations, often organically-grown.

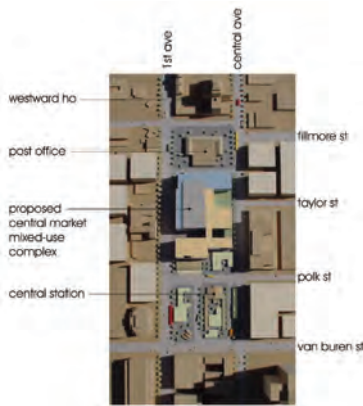
Over the past two years, Cindy Gentry and Emma Sirois of Community Food Connections have been spearheading the creation of a Public Market in downtown Phoenix, along with a team that includes Brian Kearny and Dan Klocke of the Downtown Phoenix Partnership, Don Keuth and Jo Marie McDonald of the Phoenix Community Alliance, Pat Grady of the City of Phoenix Department of Community and Economic Development, John McIntosh of ASU's Joint Urban Design Program, Jim Nowlin of the Arizona Department of Agriculture, Stan Farlin and Pat Clay of the University of Arizona Maricopa County Cooperative Extension, Terry Davis and Julian Sodari of the Phoenix Revitalization Corporation, and Dee Logan of the Arizona Community Farmers Market Association.

This full-fledged public market will be dedicated to showcasing local producers and vendors. In its mature form, the market will have a full complement of market offerings from fresh produce to prepared foods. In keeping with the local theme, the market plans also include shared eating areas, several restaurants, and a community kitchen that can be used by start-up businesses. It is anticipated that the market will eventually spur the transformation of the surrounding area into a Market District with specialty food shops and related retail.

As part of a grant from the United States Department of Agriculture, the Integral Studio at the School of Architecture at ASU was asked to perform a site feasibility study, examining a number of possible locations for the market in the downtown area. The following criteria were considered in selecting the sites: proximity to major traffic flows, proximity to downtown pedestrian activity, serviceability, and contribution to downtown revitalization.



Monroe Market



Central Market

by Integral Studio Spring 2004

students **Colin Billings, Michael Braun, Julia Fuller, Shawn Goetzinger, Ashley Luten, Caterina Lastrico, Josh Mulhall, Brad Pfahler, Robert Wilkinson**
professor **Dan Hoffman**



Monroe Market with Parket

The Studio chose to examine two possible sites for a permanent market. The first is located near the intersection of Grand, Seventh, and Van Buren Avenues. This site offers an excellent opportunity to provide a focus for the surrounding area, knitting together latent strands of housing, retail, and commercial uses. The major feature of this potential “Parket” is a combined park, parking lot, and outdoor market space along Monroe Street that serves the market and the surrounding neighborhood. The market proper would be located in the existing buildings along the south side of Van Buren between Fifth and Sixth Avenues. The second site is located between First and Central Avenues directly north of Central Station, which will also become a light rail stop. Because of its prime location, this “Central Market” site would have to be intensely developed in order to support the market use. The proposed scheme envisions a large multi-use building facing Central Station with the market at the ground level. In this location, the market would function as a link between the downtown core to the south and future institutional and residential developments to the north.



Central Market

Potential site identification and assessment will continue over the next months. Whatever site is eventually chosen, the permanent market will take a number of years to develop. In the interim, a temporary market is proposed for an open space in the downtown core. For this temporary market, the Studio recommends utilizing a portion of the large tent recently removed from the Civic Plaza. The tent would be surrounded by a translucent wall that provides security as well as an opportunity to advertise the market with environmentally-scaled graphics.

by **Integral Studio Spring 2003**

students

Caroline Arpa

Niels Anderson

Amanda Beethe

Michael Candio

Jaime Henderson

Jens Kolb

Julie Le Prie

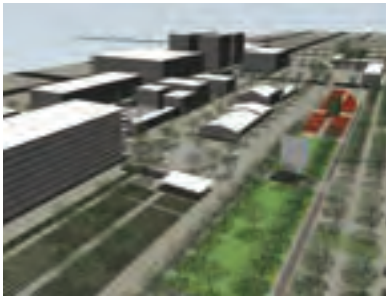
Tamara McCormick

Matt Muller

Ian Roberts

professor **Scott Murff**

Rail + Trail



Increasingly, the Phoenix canal system is being recognized and appreciated not only as a vital piece of the city's infrastructure, but also as a valuable civic amenity. This proposal brings the same approach to the railway line that runs through downtown. We envision this stretch of railway being developed as a linear urban park.

The "Rail + Trail" park runs from the Capitol Mall at its western edge to 24th Street and conceivably all the way to Tempe. This linear urban park is punctuated by a range of uses appropriate to the adjacent communities including community gardens, public greens, playgrounds, ball fields, dog parks, flower gardens, desert gardens, and public art.

The Rail + Trail incorporates the old train station, which would be infused with new life:

cafes, restaurants, and other venues. The development of this land along the rail yards would attract new residents to downtown and catalyze other redevelopment. Activating this currently dormant area of downtown Phoenix would additionally exchange the historically divisive effect of the railway for a new connective role that builds community.

For additional information on the Integral Studio Spring 2003, see www.asu.edu/caed/SOA/html/SOAResearch.htm or contact Scott Murff at scott.murff@asu.edu.



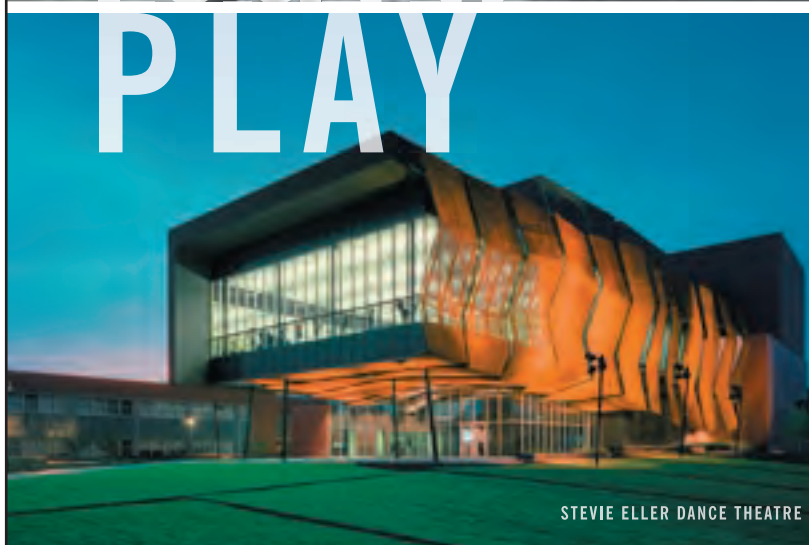
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by Regina H. Belsanti
Interdisciplinary Studies, ASU
with Nan Ellin

Soular

a desert piazza



PhoeniXchange

a night market



A desert version of a piazza, called Soular, located on an available city block in downtown Phoenix, could become a great civic space. Inspired by urban squares and plazas throughout the world, but inflected by this particular setting, Soular integrates residential, retail, and recreational uses. People are drawn in at all four corners of this urban magnet by its vitality as well as its water features, which are not only cooling but also appealing to the eye and the ear. Fountains enchant young and old alike, while a

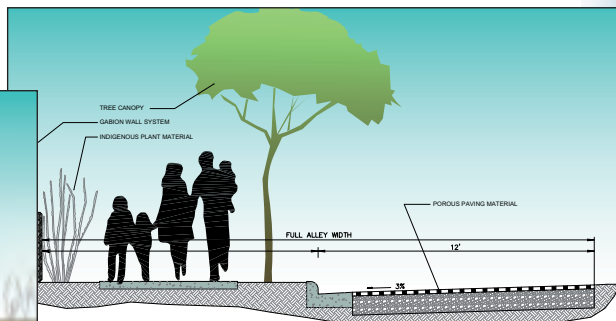
second-story boutique hotel's pool with transparent floor offers a local variation on people-watching for those who are swimming as well as those walking beneath. Trees provide shade while strolling through the central courtyard, lounging by the pool, or dining at ground level or on the rooftop terrace. Restaurants and boutiques open to both the surrounding city and to the interior courtyard. Photovoltaic panels embedded in shade-providing trellises and perhaps billboards collect energy from the sun during the day to power the site.

In addition to providing an essential everyday public realm for Phoenix, Soular could be a place for festivals, public meetings, concerts, and dancing under the moonlight. A night market, like those found in other desert cities around the world, might set up weekly in convertible kiosks. This market, called PhoeniXchange, could offer a wide range of local products and expressive forms of culture including food, artwork, and performances by musicians, dancers, and others.

Soular replenishes the city with solar and human energy. It offers a sense of place and identity as well as an urban threshold for the adjacent yet disparate communities surrounding it. It is a place to gather, to linger, to restore, to wonder, to encounter. It is a place to share in the adventure, excitement, and pleasures of urban life.



by Jonathan Wright M Arch 2004 ASU



Alleyscaping



A neglected opportunity in the urban fabric of Phoenix is the back alley. Buildings typically turn their backs on this connective tissue that serves a necessary function but consumes a significant amount of land that could potentially assume additional uses. The development of these existing alleyways through “alleyscaping” could establish a secondary pedestrian grid providing shaded walkways connecting the interior portions of a city block. It might also catalyze new uses along the alleys, intensifying activity and interest throughout the city.

While property owners “landbank” vacant parcels in downtown Phoenix, temporary uses such as the planting of date palm groves described above, in conjunction with alleyscaping, could help to establish a more comprehensive open space system in downtown Phoenix. A kit of parts for developing these alleyways and vacant lots, along with a means for implementing these devices, would facilitate this process. Such alleyscaping would help to create a dynamic, ever changing open space/pedestrian system by capitalizing upon an existing part of the city that is currently overlooked.



neighborhood swim and fitness clubs

by Nan Ellin

If you wish to swim/workout in Phoenix, you can go to public pools for a nominal fee, join a YMCA and pay slightly more, or join an expensive health club or country club. Or you might have your own apartment, condo, or private pool and fitness equipment. Among the existing options, there is a significant gap between the Y and the fancier clubs. We have an opportunity to bridge this gap while offering an important community amenity that none of these offer.

If a few acres of land were set aside on sites scattered throughout Phoenix for neighborhood swim/fitness clubs, they could strengthen our neighborhoods while improving physical health and conserving water and money. Featuring indoor/outdoor environmentally-responsible ("green") design, these clubs could be developed through private-public partnerships and charge a fee comparable to or perhaps higher than that of a Y, but still significantly lower than a country club.

Though not fully "public" due to membership fees, these clubs would nonetheless remain affordable and would welcome people of all ages, ethnic groups, and walks of life. In addition to an Olympic-size swimming and diving pool, state-of-the-art fitness center, and an indoor/outdoor café, these clubs would include playgrounds and childcare services. They would be a safe place for teens to go after school and for seniors to congregate. They would be a fun and relaxing place for adults to go alone or with others.

If this kind of amenity were widely available, people might be more willing to live in urban housing (without yards), and new developments would not be obligated to include pools and fitness centers. In addition, those living in single-family houses could forgo the money- and water-consuming private pools. As well as being environmentally-friendly and urban-friendly, this amenity would help Phoenixians stay physically-fit while nurturing a sense of community and combating social isolation. In sum, providing such a quality amenity throughout Phoenix would contribute greatly to the health and well-being of individuals, the community, and the larger environment.



Arts & culture

The arts generate a wide range of value. They bring pure pleasure and enjoyment to our lives. They provide an important outlet for self-expression and enhance learning. They provide therapeutic and spiritual value. And they bring people together to form common bonds while providing a powerful sense of place and authenticity.

Recently, we have been hearing a great deal about another benefit of the arts not conventionally assumed, that of the “artistic dividend,” or the economic value that arts bring to communities. Arts and culture not only attract economic development; a recent survey conducted in 91 cities including Phoenix demonstrates that the non-profit arts industry generates a significant income itself, even more than sports stadiums. (See *The Arts as a Strategy for Revitalizing our Cities* by Americans for the Arts, 2001-2, “The Artistic Dividend: The Arts’ Hidden Contribution to Regional Development” by Ann Markusen and David King, 2003-4, and *The Arts in Arizona* by Adrian Ellis, 2002).

Recent studies also suggest that the new generation of knowledge workers, what Richard Florida calls the “creative class,” prefer to live in vibrant cities that are diverse, tolerant, and walkable and that have active forms of recreation as well as a range of arts venues. According to a study by Urban Design Associates, those entering the workforce today “tend to reject the suburbs in favor of funky city neighborhoods. They’re into authenticity... They wouldn’t be caught dead in a suburban campus.” Phoenix has recently been losing major firms to more livable cities. A nice climate, low cost of living, low taxes, and loose regulations are not sufficient to lure and retain the new generation of knowledge workers who prefer to live in vibrant cities.

Over the last year, the Maricopa County Arts and Culture Task Force

developed a series of recommendations for correcting this situation by creating a more arts-friendly environment.

Sponsored by the Flinn Foundation, the J.W. Kieckhefer Foundation, the Margaret T. Morris Foundation, and the Virginia G. Piper Trust, this task force concluded that “The Valley can take action to become a showcase for arts and culture as it improves our region and enhances economic development or fall further behind in providing an environment in which the knowledge economy will flourish, thus harming arts and culture, the emerging bioscience sector, education, and every field that depends on innovation.” Opting for the former, the task force recommended five strategies: Integrate arts and culture into economic development at all levels; significantly enhance participation in arts and culture activities; build regional distinction for arts and culture; integrate arts and culture into education at all levels; and identify and secure dedicated funding resources. A Partnership for Arts and Culture is now being established to implement these strategies. The proposals that follow — for arts festivals, arts education, arts spaces, and places for protecting and sharing our unique heritage — all support this larger mission.



ASU CELEBRATES

art

IN THE CITY

infusion

by **Nan Ellin**
image
Jesus Lara,
Ph.D. candidate

This weekend festival would showcase the talent of ASU students, faculty, and alumni while also contributing to activate downtown Phoenix. Announced in advance by lively banners as well as distributed programs of events, the festival would take place in local venues as well as along the streets, in parks, and in parking lots. Events would include dance, theatre, film, music, poetry readings, art exhibitions, book displays of ASU authors, interpretive storytelling, a Japanese tea ceremony, and more. Local restaurateurs could sell refreshments from kiosks scattered throughout the area. ASU's College of Architecture and Environmental Design could design the banners, maps, advertising, and kiosks.

An installation entitled **Windows on Phoenix**, created by children as well as artists from ASU and the larger community, would enliven the area and raise funds for public school arts programs.

The point of departure for these works would be a wooden window frame 8'(H) x 4'(W) x 6"(D). Each artist or collaborative would be provided with a frame and assigned a site. The completed artworks would be installed concurrent with the street banners announcing the festival several weeks in advance. At the close of the festival, certain installations could be selected to remain on site while others are auctioned, with the proceeds benefiting the public school arts programs.

Art Infusion could become an annual event, an opportunity to share the creative work undertaken at ASU and to celebrate art in the city with the larger community.



Windows on Phoenix

The invitation to artists could read:

But for the boundary
The mind is still
Trapped within a frame
The mind exerts its highest
creativity.

haiku

Frame a view.
Open a new window.
Expand your horizons.
Participate in piercing openings
in downtown Phoenix
by designing a window frame
that will be installed in a public space.

You can:

Paint it
Clad it
Wrap it
Mosaic or collage it
Light it
Plant it
Graffiti it
Age it
Build within or upon it
Add curtains, blinds, awnings, window panes
Make windows: stained glass, broken, boarded up
Design furniture and accessories
Stretch a canvas over it — make it a picture frame
Attach a screen for projections

Consider your site:

What view would you like to frame or transform?
Will your frame blend in with its surroundings or contrast
with them?

Consider the experience you are creating:

Does the viewer experience it passively or actively?
How interactive will it be?
Does it invite you in? Does it invite you through?
Does it invite you to linger?
How is it experienced from the car?
At high speed?
From a distance?
How does it look in the daytime?
At night?
It is monumental, poetic, critical, celebratory?
What kind of window does it provide onto Phoenix?

Include a title and brief description.



a Sculpture collaborative

by **Julia Fuller**

BSD Architectural Studies

2004 ASU

the pugmill

Over 25,000 years ago, Native Americans began sculpting their clay wares atop Arizona's mesas and inside its canyon walls. Clay quickly became an elemental part of Native American daily life as well as a way to distinguish one tribe from another. Over subsequent centuries, however, these sculptors experienced great changes.

By 1600 AD, an influx of new settlers to the region resulted in one of several declines in the Native American population. Enormous climactic changes that produced the arid southwest region as we know it today reduced populations more, completely eliminating certain tribes. Throughout all this change, pottery preserved information about its creators and their cultures.

While modern society no longer relies on clay wares for survival, clay still serves as a medium of creative expression and cultural identity to many contemporary dwellers of this region. But where is this craft practiced? The facilities on college campuses are not accessible unless you are a student. There are many shops around town that offer the chance to paint a pre-cast piece for a hefty fee with no mark of one's own fingerprints. Some community centers offer affordable classes and a wide range of equipment, but the few existing, such as the Phoenix Center for the Arts on 3rd Street, are overcrowded. Given these constraints, the need for a place to work with clay is apparent.

I am currently an architecture student interested in downtown revitalization, but my own ambitions have stemmed from several years of sculpting beforehand. Working with clay has provided me, like so many others, a creative outlet and has also contributed to shape my understanding of things in general that may at first glance appear unrelated, such as buildings and cities. This opportunity should be made available to all.

Understanding both the needs of sculptors and contemporary downtown Phoenix, I decided to combine a sculpture center with studio space, classrooms, a gallery, and artists' housing. I identified several sites appropriate for this combination of uses in the Warehouse District south of the tracks between Central Avenue and 3rd Street.



Conservation Needs a New Home: Saving the Arizona State Archives

by **Tyler Kimball**
Graduate student of Architecture, ASU

Historical documents at the Arizona State Archives are fading away. A lack of adequate facilities and storage space has caused an alarming rate of disintegration of one-of-a-kind archives. According to the Friends of Arizona Archives, the state has destroyed and discarded over 100,000 cubic feet of historical records. Imagine Bank One Ballpark filled with two boxes of papers per seat. That is the amount of our history that has disappeared forever.

The documents maintained by the Arizona State Archives include historic photographs, birth and death records, marriage records, diaries, land deeds, water records, court cases, school records, governors' papers, church records, prison records, naturalization records, State legislation documents, highway department photographs, folklore collections, Territorial government records, and numerous notable collections, including documents from early women's rights advocates and a collection of old cowboy stories and songs assembled by the Federal Writers Project in the 1930s.

Located on the top floor of the State Capitol building are the small storage spaces that house our history. The ceiling leaks, so documents gather mold and mildew from the moisture. Storage is cramped and mechanical equipment runs through it. The facilities are understaffed and workers cannot keep up with the needed restoration work.

Although legislation recently passed to appropriate funds to plan and design a new archives building and conservation lab, it does not include the \$24 million needed to build the facility. The proposed site for the new building — to be called the Polly Rosenbaum State Archives and History Building — is southwest of the State Capitol at 19th Avenue and Madison Street.

Rather than move this important building off the Capitol Mall, I propose moving it to the site east of the Historic Carnegie Library at Washington Street and 11th Avenue right on the Capitol Mall. Owned by the State Department of Administration, the site east of the Library would be ideal for a new state-of-the-art archives. The Library could be renovated and serve as a branch of the Arizona Historical Society Museum, which has its main branch in Tempe. The new archives and history museum would strengthen the Capitol Mall, join the Arizona State Capitol Museum as a destination for researchers and tourists, and contribute to revitalizing this piece of downtown and connecting it with the surrounding areas.

A new state archives facility is crucial to the survival of our priceless history.

Archives are not the same as books, which are copies from originals. Archives are original documents. If they are destroyed, we lose them, and the memories they harbor, forever.



Managers Court

NO. 2

JUDGE
DOCKET

IN
TAX

IN
TAX

No. 8

NO. 11

GRANT

GRANT

MARKET
COURT
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THE CAR & the city

It is predicted that the Phoenix metropolitan area will grow by 3 million

people over the next 20 years, to more than 6 million. If our current pattern of car ownership continues, 3 million more people translates into 2,100,000 more cars, which translates into 10,500,000 more parking spaces or 111 square miles of additional parking. Consolidated, 111 square miles would run from Camelback Avenue down to Southern Avenue and from 40th Avenue to 44th Street, quite a large chunk of additional parking to accommodate!

Phoenicians spend on average 22% of their income on transportation, ranking second after Tampa among US cities. Combining this with the percentage of income spent on housing, we spend a total of 55% on average on "location costs," more than Seattle, San Francisco, and Chicago. We spend over \$5,000 per car per year (a modest car). Most households have 2 cars, spending approximately \$10,000 on transportation, the same as an annual mortgage on a \$125,000 house.

From 1995-2000, the urban edge of the Phoenix metropolitan area advanced 1/2 mile per year. We are building 150 lane miles of roads each year, spending 5 billion dollars on freeways from 1980-2007, 67% of which comes from sales tax. Valley motorists drove 80 million miles a day in 2003, which is projected to increase to 170 million by 2026, a 113% increase in contrast to the projected 71% population increase over the same period. We currently use 750 gallons of gasoline per year per person on average, more than Los Angeles. Although fuel consumption had been diminishing until 1990, it has increased considerably since then due to widespread use of SUVs and 4-wheel drive vehicles. Hopefully, the new hybrids will check this consumption.

Public transit costs about \$600 per year per person. But only 3% of the population uses it. Valley Metro's first 20.3 miles of light rail is slated to begin operations in 2008, with the first spur between ASU Tempe and downtown Phoenix. This public transit system and the associated TOD (Transit-Oriented Development) overlays will offer an alternative to the car while creating walkable districts along the light-rail line. There is also a tremendous as-yet-untapped opportunity to transform our existing "heavy" rail into a rapid regional transit system (the BNSF and Union Pacific lines).

While Phoenix is building its light-rail system, the importance of which cannot be overstated, the use of private transit (the automobile) must nonetheless continue to be accommodated. In our zeal to build a welcoming and walkable city, people sometimes advocate banning the car to the outskirts. But if our city is not car-friendly, it is ultimately not people-friendly.

*We might call this kind of urban design
that gracefully accommodates the car*
car-chitecture.

In the City of Phoenix,

over half of the landscape is devoted to the car

and the city ranks 16th for road congestion in the US. Currently, from Fillmore Street to Grant Street, 18th Avenue to 9th Street, there are 50,000 parking spaces. Over 31,000 of these are in parking structures. Hundreds are empty each day, such as the baseball stadium structure which is barely used outside of game days. Of all major US cities, Phoenix is the cheapest when it comes to parking. A month's worth of parking in downtown Phoenix is \$50 in contrast to NYC (\$450), Boston (\$408), San Francisco (\$375), Philadelphia (\$263), or even Atlanta and Dallas (both \$100).

To minimize the negative impacts of the car on the city, we should introduce district parking, as found in Santa Monica, California, and other cities. District parking offers clearly identified structured parking distributed evenly throughout the city. It is owned and managed by the City (or a public/private partnership) and financed by assessments on property owners in the district as well as parking fees. District parking not only provides easily accessible parking, it also eliminates the current requirement in most parts of Phoenix that single land uses include parking. Eliminating this requirement would provide an incentive to downtown development and greatly facilitate connectivity between uses now impeded by the small parking lots for each property.

To create a district parking system, first sites are identified, and then parking is designed so that it is both easily spotted and complements its surroundings. To assure continuity of street activity, the ground level should be reserved for retail and restaurants. In addition to district parking, we should also introduce more parallel parking along streets (as is currently occurring along Roosevelt Street), which simultaneously provides parking opportunities and a buffer between pedestrians and moving cars.

In this section, ASU students and faculty turn their gaze to reviving the corner mall, integrating parking with other uses, "upholstering" or "wrapping" existing parking garages, and learning from pre-automobile desert cities.



garage screen



Wrapping:

PARKING GARAGES AND BIG BOXES

Students **Caroline Arpa, Niels Anderson, Amanda Beethe, Michael Candio, Jaime Henderson, Jens Kolb, Julie Le Prie, Tamara McCormick, Matt Muller, Ian Roberts** – Integral Studio Spring 2003

Professor **Scott Murff**

Phoenix is a city that is defined in many ways

by the automobile. The parking garages serve the downtown by satisfying a functional need.

They do not, however, contribute to the city's sense of identity and place. Our proposals retain the function of the garage, while "upholstering" other uses onto it, making the garage a more constructive and enriching part of the downtown.

Housing Wrapper

This proposal explores the possibility of adding a residential "skin" to an existing parking garage. In addition to bringing a vitality to the parking garage, it could also address the need for workforce housing downtown while bringing an additional revenue potential to the property owner.

Garage Screening

The parking garage can be a prime location for semi-permanent and temporary public art installations or billboards, potentially promoting the work of local artists and alerting the public to ongoing cultural events and institutions downtown.



big box upholstery

Big Box Upholstery

A successful downtown is a place where people live as well as work. In addition to new housing alternatives, attracting new residents downtown will require additional shopping opportunities, including big box retail. The typical windowless big box store surrounded by a vast parking lot, however, is in conflict with the pedestrian character of a downtown environment. We propose incorporating the anonymous big box into the city by wrapping it, along with its requisite parking, with a mix of small-scale retail, office and housing. This fine-grained mixed-use "skin" would create a visually and programmatically active streetscape conducive to a vital downtown.

the compact city alternative

by **Professor John Meunier**

about the Integral Studio 2003 with students **Donnie Schmidt, Brent Behm, Devan Porter, Reese Campbell, and Mitu Singh**

Here in Arizona we have had two related but vastly different urban visionaries. Frank Lloyd Wright and Paolo Soleri were briefly together when Soleri came to join the Taliesin community as an apprentice. Like many of the most talented of those who came, he did not stay long before declaring his independence; but if imitation is the sincerest form of admiration, he stayed in Arizona and set up his own version of Taliesin, first at Cosanti and then at Arcosanti.

Frank Lloyd Wright came from Welsh farming stock; Soleri from Italian urban roots. Wright valued an intimate relation with nature and the land; Soleri values the intensity and richness of condensed urban living. Wright promoted the idea, developed in a Chandler stable loaned by Dr. Chandler, of *Broadacres City*. Soleri became famous for his concept of *Arcology*. These two ideas for urban communities could hardly be more different. Broadacres City has an extraordinarily low density, with the majority of homes sitting on at least one acre of land, in some ways like our own Paradise Valley. Hatched during the Great Depression, Broadacres City departed from Paradise Valley in that the purpose of the low density was to allow a minimum standard of food self-sufficiency. The various Arcology projects of Soleri, demonstrated by huge translucent models exhibited in museums around the US, promoted the idea of truly three-dimensional cities where all the different dimensions of life — living, working, playing, learning, etc. — would be as close together as possible.

Neither of these visions has been realized in today's American cities, but of the two it is Broadacres City that has been the model. Wright was excited about the same ideas that have been pursued in the development of our cities: individual land and home ownership, a love affair with the automobile and the highway, dispersal and separation of functions, support for the initiatives of enlightened businessmen (Wright's clients), and the interlocking of man and nature so that communities merge with the surrounding landscape.

Arcology retains its fascination and tugs on our environmental consciences, but it remains a distant and unrealized vision. The existing economic and political systems would not generate it, and there is an even more substantial hurdle: Does it correspond to American cultural values?

So is the alternative vision of a Compact City irrelevant? The answer has to be no. Throughout urban history, going back over 5,000 years, the compact city was the norm. It was the development of mass transit—trolleys and trains—that began the process of suburbanization along their routes, and later the automobile allowed multi-directional dispersion to ever-cheaper land. That history is hardly 150 years old. The cities that we tend to travel to because we enjoy their qualities of cultural intensity and a rich pedestrian street life have their roots earlier than that.

My travels to desert cities around the world have been a search for sustainability. These cities are located in Iran, Tunisia, Morocco, India, Egypt, Yemen, Australia, Chile, Peru, China, Turkey, and Israel. They include Yazd, Shiraz, Isfahan, Tunis, Matmata, Fez, Erfoud, Marrakesh, Jaipur, Bikaner, Jaisalmer, Jodhpur, Udaipur, Luxor, Cairo, Sana'a, Shibam, Zabid, Adelaide, Broken Hill, White Cliffs, Coober Pedy, Santiago, Antofagasta, San Pedro de Atacama, Lima and Cusco.

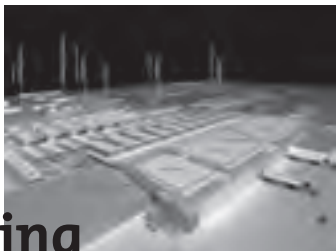
All of these desert cities have, at their hearts, an old compact area that evolved and adapted over many years. Most of them also have thriving mass transit systems that start in the boulevards around the dense centers, which were developed in the early to mid-twentieth century, often under colonial government. Then, there is the catastrophe of the loose and relatively uncontrolled automobile- and truck-oriented development sprawling out into the countryside towards the airports and industrial parks.

These travels have led me to ask how we might recover the benefits of the Compact City? Is it so at odds with American culture and values that it will never work in this country? Is it too difficult to accommodate the automobile? These are difficult questions but if we look at some of America's most popular cities, such as Manhattan, New Orleans, San Francisco, Chicago, Boston, and Santa Fe, we are reminded that even here the virtues of the pedestrian city, the city of multiple coincident uses, are recognized and celebrated. Have we really done an accounting of the costs associated with our dispersed cities? What does a three-car family and a house with a three-car garage, where every trip has to be measured in miles — whether it is to post a letter, pick up a loaf of bread, or to go to school — really cost in money, oil, politics? And then there are the social costs of isolation, and a ghettoization of the community, often behind gates, so that the different segments of society are only vaguely aware of each other, even fearful of each other.

Sprawl means spreading out carelessly, i.e. without care. I suspect that the purpose of this project is to ask that we act with more care as we build our great desert city. **I would like to suggest that we reinvestigate the virtues of the Compact City as an alternative model for our future urbanism.**

Originally written for the Lincoln Institute's website and subsequently published in the Arizona Republic. The work has been exhibited in Phoenix and in Albuquerque.

by **Jens Kolb**
M Arch 2004 ASU



retrofitting the corner mall

Like so many other American cities, Phoenix is based on a rectangular grid of streets that to me, a European used to cities with winding streets, initially seemed to be the perfect tool of orientation. Looking at the map of Phoenix, everything seemed to be clear, and I thought that finding a specific place like an arts supply store, a restaurant, or a friend's house would be an easy thing.

To my surprise, I found myself lost more often than I expected. The coordinates of a destination like "Southern and Rural" or "Priest and Broadway" didn't seem to do the job. For some reason, these combinations of street names that are used so commonly in everyday language didn't translate into images of a specific place. Instead, everything seemed to be interchangeable, one intersection looking to me like any other one.

After almost two years in Phoenix, navigating the city has become easier, but I still feel that a sense of place is sorely missing. So I decided to come up with a proposal that would make a typical Phoenix intersection more legible and interesting. I chose the intersection of Bethany Home Road and 16th Street because it was recently the site of two senseless and tragic murders which could perhaps have been averted if the location were more people-friendly. I also chose this site because although it is in a highly-trafficked and somewhat upscale part of central Phoenix, it is, at present, partially vacant.

Dominated by asphalt surfaces, this intersection has a corner mall, gas station, a Starbucks, and strip malls. To increase the range of activities taking place on this site, I introduced living space, offices, and small-scale retail along Bethany Home Road. I also "wrapped" the empty big box building (formerly a Basha's) on the southwest corner of the intersection with more residential units and office spaces as well as a daycare center. I added trees along the street for shading and to shield pedestrians from cars. This arrangement defines the street space as well as a parking/courtyard space replete with shade structures, ample trees and vines,

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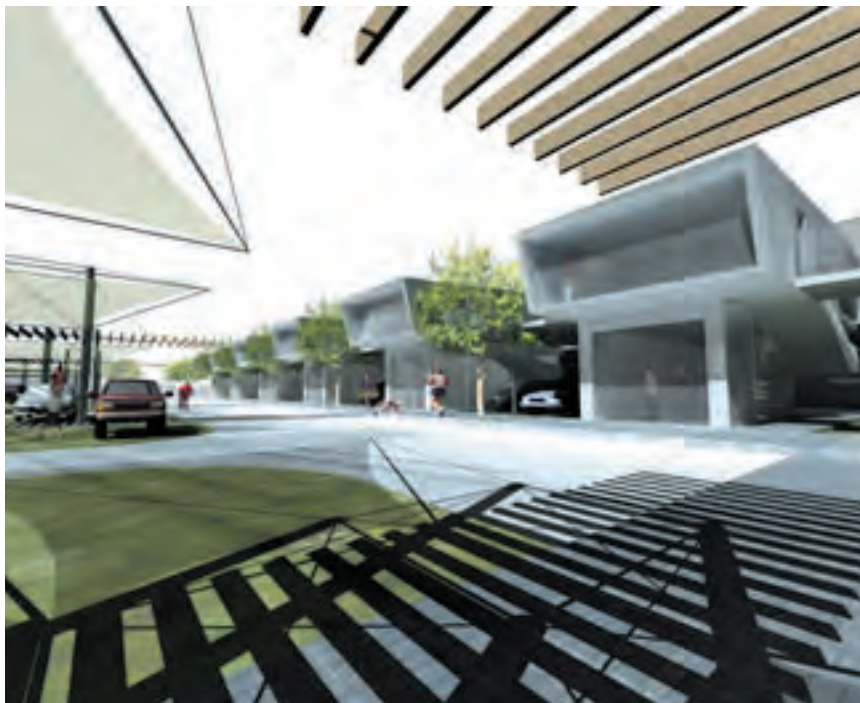
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and pervious surfaces. On the week-ends and evenings, events such as swap meets or car shows could bring a vibrancy and festive atmosphere to the place.

The ubiquitous Phoenix intersection comprised of shopping malls and gas stations has the potential to become much more than just the point where two streets meet. By strategically retrofitting them to accommodate more activities, they could become vital hubs, each unique to its particular neighborhood, but also a defining feature of Phoenix.



Mike Sullivan
www.tenletters.org

education & the city



A good indicator of urban health is whether a city is hospitable to all who choose to live there or visit.

It is not sufficient to become a mecca for the “creative class.” For a city to truly thrive, it must welcome people of all income levels and at every stage of the life cycle, not just yuppies, dinks (dual-income no kids), and empty nesters. In order to be inclusive, cities must have ample parks and open spaces (see *Nature & the City* above) as well as the full spectrum of housing options. Cities must also offer quality public education from K-higher education. Such learning centers and incubators of new knowledge can contribute to making Phoenix a socially diverse hub while cultivating the talent, skills, and creativity that feed back into the city.

The “do-tank” headed by former ASU President Lattie Coor, the Center for the Future of Arizona, is dedicated to improving the K-12 experience throughout the State of Arizona, a theme also taken up by this year’s Arizona Town Hall. Assuring excellent K-12 public schools in the downtown area is critical to making it child- and family-friendly.

A major university has long been envisioned as part of downtown Phoenix.

In fact, University Park on Van Buren and 10th Avenue was thus named in 1921 with the hope that a university would be established there. ASU has had a small downtown Phoenix presence—initially on the Phoenix Union site, then in the Mercado building since 1990—but sporadic discussions about enhancing that presence over the years bore discouragingly meager fruit. It was not until April 2003 that this hazy dream became a promised reality when ASU President Michael Crow publicly announced his intention to create a downtown campus for 15,000 students by the year 2015. Wellington Reiter, Dean of the College of Architecture and Environmental Design, takes us inside a recent two-month architectural exercise to envision this campus. Other proposals reflect upon providing an enriching environment for our youngest Phoenixians, a special district for incubating innovation, and building out the biotech/medical campus.

ASU *Downtown Campus*

by **Wellington Reiter**, Dean
College of Architecture and Environmental Design, ASU



Ayers Saint Gross Architects with Ten Eyck Landscape Architects has integrated a series of courtyard-like spaces that would weave the city, campus, and transportation networks together



The Architekton proposal includes an east/west pedestrian path to complement the north/south arrangement of the university and civic spaces.

In 2003, ASU began an examination of the distribution of its programs across its four campuses in the Phoenix metro region. The goal is to improve the effectiveness of individual academic units while at the same time maximizing the university's potential as an agent for change and opportunity development. From the outset, there was never any doubt that the Tempe campus would continue to serve as the administrative, research, and athletic hub of the system and home to the greatest percentage of the student body. However, as the process played out, the urban core of Phoenix began to emerge as a prime location for an expanded academic enterprise. This was prompted by an array of attributes including 1) the blossoming biomedical research center surrounding T-Gen and ASU's already existing downtown holdings (the former Mercado site), 2) city leadership as a welcoming and able partner, 3) the imminent light rail tether to Tempe, 4) the vacancy of land parcels and historic buildings directly adjacent to the downtown area, and 5) the potential coordination with private sector initiatives intended to bring new vitality to the city.

The arrival of ASU downtown is not simply about the accommodation of university programs, students, faculty, and staff. Instead, the goal is to leverage this opportunity and use it as a catalyst for the reinvention of downtown Phoenix in concert with neighborhood, governmental, educational, and private sector interests. To that end, we invited a collection of architectural teams, with both local and national standing, to brainstorm about the urban form this might take. Our charge to them was to imagine, locate, organize, and illustrate a future campus that is fully integrated into the city. We aspire to a center for learning and living that will promote the creation of great civic spaces and public amenities that can be shared by students, citizenry, and visitors alike. In short, we asked for a vision of the future of downtown Phoenix.



The DeBartolo Architects scheme is insistent upon the need for a massive shaded civic space, one that will generate an urbanism that is unique to the desert climate

These proposals are the result of an extremely compressed time frame—approximately two months of last Spring. ASU will not select an individual scheme for implementation nor be limited in our thinking to these ideas. Instead, we intend to pursue the design imperatives demonstrated by these projects: proximity to light rail, activated common spaces, generous shaded areas, ground floor transparency and public use, adventurous architecture, integration of landscape with existing buildings, etc. We are certain that the success of the urban campus as a concept will rest not simply on the academic offerings of the university but also on the surrounding quality of life that is unique to the city. Accordingly, the fortunes of the university and the city are inextricably linked as the process plays out over the next decade.



The proposal by Will Bruder Architects suggests the interjection of topographic undulations that would serve to animate the ubiquitous city grid.



The Smith Group was actively seeking to engage existing underutilized architecture in the urban core and link it with more contemporary structures.



Biotech

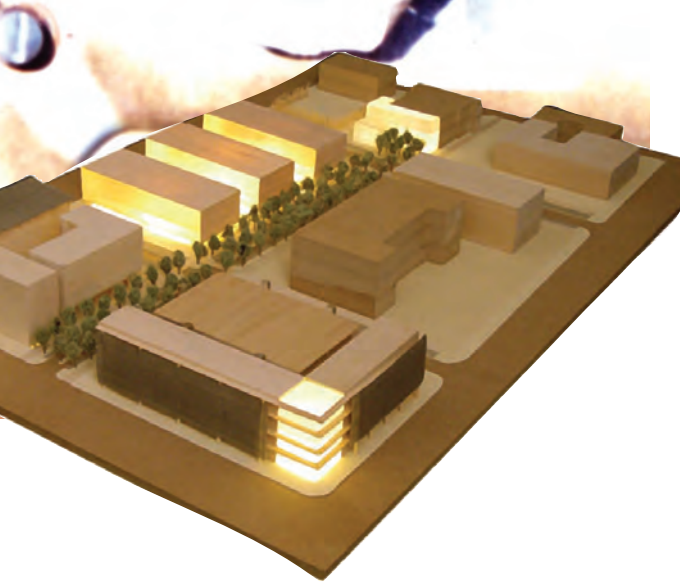
CAMPUS

Recent commitments to and investments in the biotech/bioscience/biomedical sector in Arizona have been significant. The approximately 30 acres of downtown Phoenix, initially set aside for the Cardinals' stadium, but now the emerging site of a biomedical campus, signals an important step forward for the City of Phoenix as well as the larger metropolitan area and the state universities. Focusing on the 13-acre site bordered by Van Buren, Fillmore, 5th Street and 7th Street, our proposal seeks to demonstrate and facilitate the innovative character of the biotech industry. To best activate this site, we recommend re-establishing the street grid, thereby reinforcing and enabling a connection to the surrounding neighborhoods. We've also organized the complex around a central street that serves as its social center as well as its link to the larger downtown community.

by Integral Studio Spring 2003

professor **Scott Murff**

students **Caroline Arpa, Niels Anderson, Amanda Beethe, Michael Candio, Jaime Henderson, Jens Kolb, Julie Le Prie, Tamara McCormick, Matt Muller, Ian Roberts**



Children's center (cc)

by **Nan Ellin**

with **Mitu Singh** Masters in Environmental Planning 2004

Sweta Bonsal Masters of Science, Architecture 2004

This 24-hour indoor/outdoor center is equipped with a playground, indoor gymnastics equipment, library, arts and crafts, trained caretakers, and access to healthcare. Instead of individual nannies/babysitters who may not be especially competent or enthusiastic about this sort of work, a cc could employ a smaller number of experienced childcare providers in a beautiful, well-equipped facility. Children would be with other children and trained caretakers in a safe, enriching setting. The children could benefit from numerous activities unavailable at home, such as mounting their own performances or art shows, hosting guest speakers on various topics, and taking fieldtrips to local factories, farms, seniors' centers, the theatre, etc. The caretakers would have a far superior work environment than if they were isolated in someone else's home with one or several children. Parents would not only be offered the assurance that their children are in a safe, enriching environment, but would also be offered flexibility. As a 24-hour center that charges by the hour, the cc would accommodate a last-minute meeting, a night out, an emergency, or a work schedule that departs from the conventional 9–5. Located in the Margaret T. Hance Park, to the southeast of the Burton Barr Central Library, the cc could take advantage of both the park and the library. This Center would offer a superior environment for children to learn, play, and socialize, while affording significant advantages to their parents and childcare providers.



by Jay Valenzuela

Graduate student of Architecture, ASU

knowledge + *Innovation* corridor

The contemporary university has a new imperative. Always considered a hallowed bastion of growth and enlightenment, the university has traditionally been entrusted with the creation and dissemination of knowledge capital. The university is no longer closed, controlled, and elitist but an open and porous knowledge "hub," accessible to the city's inhabitants and crucial to its development and survival.

Recent research suggests that universities are critical to the continued economic development and sustainability of the communities in which they reside. These studies report that the development of human capital, innovation, information technologies, and the commercialization of knowledge are the key factors that will establish prosperous relationships between cities and their universities. Perhaps more important, these studies also recommend "agglomeration effects," defined as "the benefits of shared labor, ideas, and other inputs resulting from synergies, spillovers, networks and other effects of proximity." More than ever before, the city needs the university and the university, in turn, needs the city. Neither can rise to the next level without the other.

ASU is currently in a position of strength to respond to this knowledge imperative. Proposition 301 is still a relatively new apparatus, but its investments have resulted in several respected high-tech research entities, including InCise, AME, CABIT, CEINT, Software Factory, and IMES. Arizona Technology Enterprises (AzTe) is poised to transfer available knowledge into commercial markets. ASU also has strengthened its support of local entrepreneurs and innovative young companies with programs like Technopolis and the Center for the Advancement of Small Business (CASB). These pieces are aligned and focused but they remain geographically dispersed, a condition that results in a loss of the proximal synergies that all of the studies suggest are critical.

I propose creating a Knowledge and Innovation Corridor (KIC) in downtown Phoenix along Van Buren Avenue from 4th Avenue to 7th Street that would consolidate the efforts of ASU as well as the State's leading high-tech, research, and business services companies. The Corridor would intersect with the already developing bioscience campus between 5th and 7th Streets and with the emerging ASU downtown campus. It would also be easily accessible by light rail.

The Corridor would include spaces for offices, laboratories, conference and meeting rooms, and classrooms, along with the standard urban uses of housing, retail, recreation, entertainment, and parking. To create a distinctive as well as comfortable district, the corridor would be lined by connective shade structures along Van Buren.

By co-locating geographically disparate, yet aligned, entities in a spatially energetic environment, the Corridor will capitalize on public investments in research and technology, facilitate the transfer of knowledge into commercial markets via new products and companies, and form the basis for Arizona's future economic growth and sustainability. By consolidating what already exists and perhaps adding some new entities, the Corridor will showcase public investment in the information sciences field and will provide a home for high-tech workers. The Knowledge and Innovation Corridor is Arizona's urban response to the imperative of the contemporary university and the contemporary city.

Innovation takes place on a crowded stage.
—Karl Polanyi, economist





Implementation

*There are numerous tools for converting
these visions into reality.*



These tools may be applied by the public sector, by developers, and by communities. The City of Phoenix recently established a new Downtown Development Office, sure to play an important role in revitalization. Other tools might involve creating housing trusts and community trusts, adjusting regulatory practices (zoning, land use, building) by introducing “form-based” codes and other means, and establishing housing and arts district legislation. One of the most important financial mechanisms for successful urban revitalization is tax increment financing.

tax increment financing for Arizona

Unfortunately, financial obstacles exist in Arizona that prevent many urban and rural communities from developing into the vibrant cities and towns they have the potential to become. The availability of federal and state aid to local governments has diminished. Tax increment financing (TIF) would allow Arizona's financially strapped communities to make the improvements they need such as new roads, streetscape, or other infrastructure, provide incentives to attract private investment and business, or help existing local businesses to expand.

TIF is a public-private partnership that offers a higher degree of local control, leads to increased private development, more jobs and current job retention, and a stronger and more diverse tax and economic base, without raising taxes. TIF also helps to overcome the extraordinary costs that often prevent clean up and development from occurring on environmentally-contaminated properties.

TIF is not a new idea. It was first implemented in 1952 in California, and is now more widely used to improve communities around the United States than ever before. Currently, TIF is commonly employed in all states except for North Carolina and Arizona.

How does tax increment financing work? Local governments collect property taxes based on assessed property values, and sales taxes resulting from commercial activity. The municipality normally collects these tax revenues and deposits them into their general fund. The creation of a TIF district allows a community to set aside all or a portion of the property and/or sales taxes collected from new development within the TIF district for new improvements for a specified number of years. The tax increment is the difference between the amount of property/sales tax revenue generated before the creation of the TIF district and the amount of property/sales tax revenue generated after the TIF district is created. The amount of property/sales taxes collected at the time of the creation of the district continue to be distributed as they were before the creation of the TIF district to schools, the local government, and the state. Only the increase in revenue from property/sales taxes (the tax increment) that occurs from redevelopment is utilized for development within the TIF district.

Bonds are the most common way to finance a redevelopment project through tax increment financing. Bonds are not a debt to the community or taxpayer, as private investors absorb the risk. The bonds are repaid solely from tax increment revenue generated in the TIF district. After the duration of the TIF district, all property/sales tax revenue is collected and distributed by the local government as



it was before the TIF district was created. The community has gained an increase in its total revenue as a result of the former TIF district.

TIF has played a central role in the redevelopment of vibrant downtown cores in the United States such as Portland, Denver, San Diego, and Austin, and could provide the boost Arizona's urban areas need to join this trend. Arizona's rural communities will benefit as they become more attractive to new industry and development, and retain current local businesses. TIF funds can also be appropriated to support other programs such as school districts or arts programs. For example, any private development in Denver which receives tax increment funds must allot 1% of those funds to public art projects.

Sales TIF has been authorized sparingly in the past in Arizona. In 1999, the City of Tucson was able to take advantage of a one-year window opened by the state legislature to use sales tax increment financing to capture sales tax dollars in the Rio Nuevo Multipurpose Facilities District until 2009. Sales TIF has been utilized to enable the construction of several public and private projects in Tucson including the restoration of the Fox Theatre, an historic downtown arts venue.

Although TIF is controlled by local governments, it must be authorized by the state. To date, the Arizona state legislature has been reluctant to authorize the use of TIF to improve our urban and rural areas. I urge the state legislature to provide Arizona's communities with this valuable tool, and to give Arizonans the chance to create the vibrant cities and towns in which we all wish to live.



Urban *Instinct* sustainable phoenix

by Nan Ellin

Although the importance of quality places to our “quality of life” is generally accepted, the investment required to improve the places we live has often seemed economically unjustified. The New Economy, however, has been shifting this equation such that “quality of place” counts more than ever before as an indicator of economic vitality. Improving our economic well-being has grown mutually reliant upon improving our urban and environmental quality.

The returns on investment in quality places are handsome, reaping much more than economic vitality. Quality places also conserve dwindling environmental resources and improve physical and mental health. A 2002 study by the Center for Disease Control and Prevention reports: “There is increasing evidence that the way we [currently] design our communities discourages physical activity such as walking and cycling, contributes to air pollution, and promotes pedestrian injuries and fatalities. Automobile dependence contributes to greenhouse gas emissions, and increases the risk of car crashes. Runoff due to the absence of vegetation is polluting our water systems. And sprawl may threaten mental health and social capital.”

What precisely should we be aiming to accomplish in our efforts to enhance the vitality and well-being of our cities? What are the indicators of “quality of place”? According to a recent report issued by ASU’s Morrison Institute of Public Policy, quality of place derives from six criteria: access to an outstanding natural environment, distinctive urban amenities, choice, smart people and innovation, hipness and tolerance as well as an

entrepreneurial culture, and speed (the ability to move from place to place easily and to get things done efficiently). To that list, we might add the availability of water and energy sources, the purity of water and air, thriving arts and culture, affordable cost of living, safety and security, and a range of quality housing and education options.

All of these things might be subsumed under the umbrella category of *sustainable urban design*. Proactive urban design solutions can restore health and vitality to our cities so that they truly thrive. These solutions rely upon partnerships between the public and private sectors and on the integration of architecture, urban planning, landscape architecture, public policy, the social sciences, and the biological sciences. Whereas the division of labor occasioned by industrial production approximately one century ago allowed for tremendous progress in terms of generating and applying new knowledge, it has also enabled urban fragmentation, social isolation, environmental degradation, and the decline of central cities. Quality urban design addresses these problems by promoting the four pillars of sustainable communities: Environment, Equity, Economics, and Aesthetics.

Sustainability in its full sense — environmental, equitable, economic, and aesthetic — is becoming the consensual goal. Environmentally, urban design interventions should reduce detrimental impacts on our natural resources (including people), ideally contributing to greater environmental health and resilience. Just as ecological habitats thrive on biodiversity and suffer when habitat fragmentation occurs, human communities



similarly thrive on social diversity—which relies upon social equity—and suffer from urban fragmentation. Financially, sustainable urban design respects resource availability (money, time, materials, labor) and considers long-term maintenance and other costs. Ideally, it brings a return on initial capital investments in financial terms as well as in measures that may not be quantifiable but have significant economic impacts. These include reducing the rates of asthma, obesity, depression, automobile accidents, and other public health indicators as well as improving morale and productivity at the workplace and children's performance and well-being at school. Finally, sustainable urban design must be pleasing—or at the very least inoffensive—to the eyes of its users, or they will not continue using and/or enjoying it. If a place is regarded as outstanding in the aesthetic category, it can succeed in bringing delight to people on an ongoing basis as well as wide renown, thereby strengthening the economic pillar of sustainability as well. This might be described as the “Bilbao effect,” referring to the multiplier effects the Guggenheim Museum designed by Frank Gehry has had on the Spanish city of Bilbao.

Like the vast majority of the American landscape, the Phoenix metropolitan area boasts excellent isolated examples of architecture, but is lacking in quality urban design. In other words, design excellence in the Phoenix region, as in much of the United States, has yet to extend to the large scale, to the spaces

between buildings, and to the processes that inform urban growth. As a result, our urban landscape can be dull, unfriendly to the pedestrian, and a contributor to contaminating our air and water, taxing our physical and mental health, and elevating ambient temperatures.

A study commissioned by the City of Phoenix in 1966 (for \$10,000) by the American Society of Planning Officials reported: “Phoenix during the era of its most rapid growth has developed atomistically, without goals, without plans. The city will continue to develop this way unless there is a shift in philosophy by the city government, the city planning commission, the planning department and, most important of all, by the citizens of Phoenix. There must be a conscious desire on the part of everyone to help Phoenix realize its potential to become a great city. Otherwise, it will continue sprawling and spreading across the desert, formless and without distinction.”

Unfortunately, we did not sufficiently heed this prescient warning issued almost four decades ago. Where will Phoenix be four decades hence, in 2044, when the population is projected to be three or four times what it is today? It is clear that our current practices are not sustainable.

Just as parents “re-direct” children these days instead of punishing them, we might redirect growth and development in Phoenix. To do this effectively, we need to envision and implement initiatives, like the ones described here, that mend seams in our urban and social fabrics. With our feet planted firmly in the present, we can honor our past and forge consummately livable pathways into the future.

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