

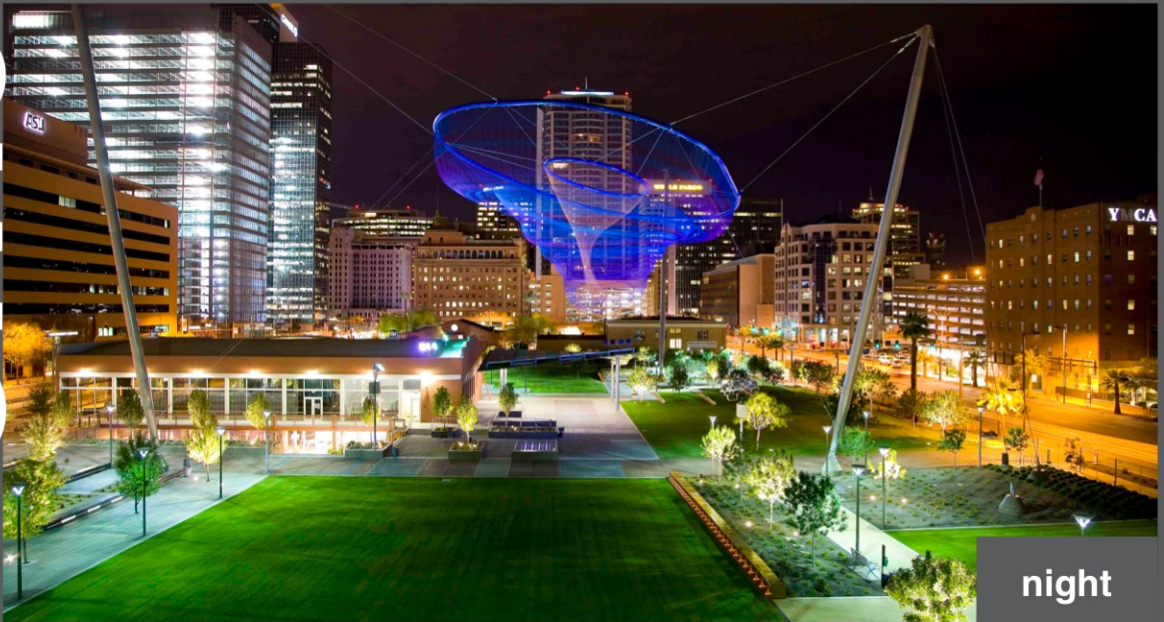
Civic Space Park



before



after



night



City of Phoenix

ASU ARIZONA STATE UNIVERSITY

DOWNTOWN PHOENIX CAMPUS



City of Phoenix



ARIZONA STATE UNIVERSITY

December 8, 2010

To Whom It May Concern:

It is with great enthusiasm and our most sincere gratitude for our community partners that we share with you the enclosed submittal for the Rudy Bruner Award for Urban Excellence. The partnership between Arizona State University and the City of Phoenix, affirmed by city voters and supported by business and community partners throughout the region, is a unique blend of vision, creativity, and disciplined commitment.

The Civic Space, which is the focus of this submittal, is perhaps the most visible expression of the city-university partnership – and it is that which is most accessible to every member of our community no matter who you may be, or what your relationship may be to the campus or the city of Phoenix. It is truly a space for everyone, in the shadow of a great learning institution in the heart of a vibrant downtown community.

We are, as you would expect, very proud about what has been developed through the unprecedented partnership between a state university and a local municipality. The tangible result for today speaks for itself and the model of cooperative creativity sets a new standard for what is possible in the future. Thank you for the opportunity to be considered.

Sincerely,

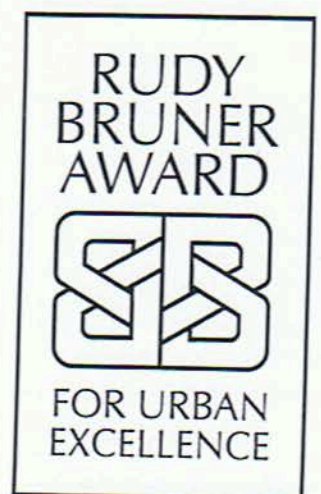
A handwritten signature in black ink that reads "Phil Gordon".

Phil Gordon
Mayor
City of Phoenix

A handwritten signature in black ink that reads "Michael M. Crow".

Michael M. Crow
President
Arizona State University

2011
RUDY BRUNER AWARD
PROJECT DATA



PROJECT DATA

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Civic Space Park Location Phoenix, Arizona

Owner City of Phoenix

Project Use(s) Park, Open Space, Urban Streets, Events Space, Lecture Hall, Gallery

Project Size 2.77 acres Total Development Cost \$30.5 million

Annual Operating Budget (if appropriate)

Date Initiated January 2006 Percent Completed by December 1, 2010 100%

Project Completion Date (if appropriate) Primary elements in late 2008; Development is ongoing

Attach, if you wish, a list of relevant project dates

Application submitted by:

Name Samuel Feldman Title on behalf of David Cavazos, City Manager

Organization City of Phoenix

Address 200 W. Washington St., 12th Floor City/State/Zip Phoenix, Arizona 85003

Telephone (602) 262-4800 Fax (602) 534-3918

E-mail sam.feldman@phoenix.gov Weekend Contact Number (for notification) 602-820-1488

Perspective Sheets:

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Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

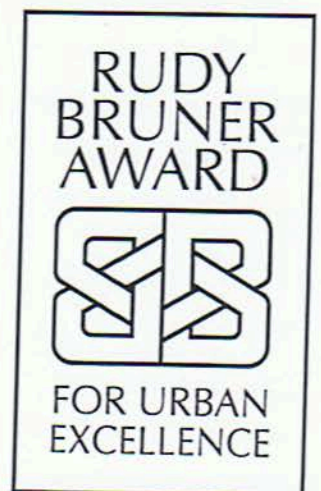
- Direct Mailing Magazine Announcement Previous Selection Committee member Other (please specify)
 Professional Organization Previous RBA entrant Online Notice Bruner/Loeb Forum

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Signature 

Date 12-9-10

2011
RUDY BRUNER AWARD
PROJECT
AT-A-GLANCE



PROJECT AT-A-GLANCE

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NOTE: This sheet and a selected image will be sent to the Committee in advance.

Project Name Civic Space Park

Address 424 N. Central Avenue

City/State/ZIP Phoenix, Arizona 85004

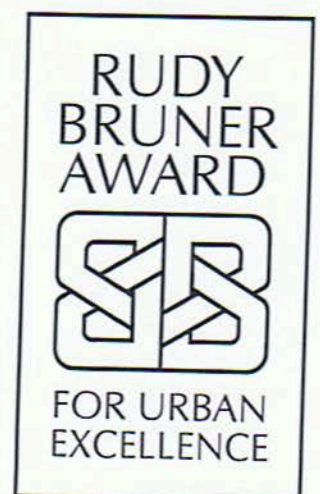
1. Give a brief overview of the project.

Civic Space Park is nestled into a 2.77 acre site in the heart of downtown Phoenix, Arizona. This \$34 million park, developed in partnership between the City of Phoenix and Arizona State University, brings the surrounding downtown community a vibrant mix of storefront and respite environment. The park concept weaves together an urban fabric, including Arizona State University, neighborhoods, visitors and a wide variety of users. Civic Space utilizes photovoltaic cells to generate 75,000 kWh annually, enough to power about 9 homes. Pervious concrete surfaces and recycled and local materials demonstrate environmentally responsible planning. Interactive water features and various programmable spaces meet the needs of a wide variety of ages and users. Seventy percent of the site will ultimately be shaded with trees and unique undulating shade structures. At the southwest corner of the site, visitors enjoy a quiet shaded garden area with chess tables, reading, relaxing, studying, and wi-fi access. The site does not have curb parking; pedestrian traffic is the only way to access the park, a notable exception in the metropolitan region. The adjacent Central Station Transit Center allows for easy access to light rail and bus lines. A \$2.2 million world-class "floating sculpture" designed by Janet Echelman, titled "Her Secret is Patience" asks visitors to stop and reflect during the day and at night. The adaptive reuse of the historic A.E. England Building, a Spanish Renaissance Revival built in 1926 for a Hudson and Essex auto dealership, features space for meetings, presentations, small banquets, art events, classes, offices, a small coffee shop, and retail space. The roof now has four inches of foam insulation and the slope was reversed to direct rainwater to the underground "stormtech" system, which helps recharge the groundwater. The mechanical system for the building is LEED-certifiable. The main visual feature of the interior are six bow-string trusses which were restored and left exposed. The lower level patio has outdoor seating in a garden-like setting, including a lighted water wall.

2. Why does the project merit the *Rudy Bruner Award for Urban Excellence*? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

The development of Civic Space park is a story about transformation, community engagement, design excellence, historic preservation, sustainability, and public-academic partnership. Five years ago the park was a collection of paved and unpaved parking lots, ignored historic buildings, and generally considered to be more than two acres of blight next to the new downtown Phoenix campus of Arizona State University. The development process, driven by community engagement including dozens of public meetings, yielded the urban weave concept. The park plan weaves together a city fabric, including ASU, neighborhoods, visitors, and a wide variety of users. The park incorporates and serves the needs of the low-income senior residents of the Westward Ho to the north, a building most recognizable from the 1998 remake of the movie *Psycho*. It is jointly-operated with Arizona State University, a neighbor to the east. To the west is the YMCA, which serves ASU Downtown students, residents and workers in downtown Phoenix, and is a transitional residence for low-income residents of Phoenix. To the south is a major transit hub, and the park is framed on both sides by the passage of hundreds of light rail cars each day. By incorporating substantial, noticeable sustainability features, most of them unique in the region, this park is a demonstration of a commitment to sustainability. The park serves as an outdoor concert hall and movie theatre, a First Friday art location, a community-events center, a relaxing space for a cup of coffee from a local coffee house, and a knowledge lab. ASU Downtown houses the College of Public Programs, which offers a Parks and Recreation management degree program. These professors and students use the park as a learning lab to apply theoretical concepts in real-life. The A.E. England building was ignored for many years, but was transformed into a jewel of historic preservation, sustainability, and flexible, usable, urban space. The sculpture, "Her Secret is Patience," hovers 38 feet above the middle of the park, and is illuminated at night in beautiful purples, blues, fuchsias, and reds, which respond to seasonal changes as specified by Janet Echelman, the artist who won the international competition to design the artwork.

2011
RUDY BRUNER AWARD
PROJECT DESCRIPTION



PROJECT DESCRIPTION

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1. Describe the underlying values and goals of the project. What, if any, significant trade-offs were required to implement the project?

Civic Space was intended as a space for the community to come together. The concept for the park is of an urban weave. During the community engagement process, various groups expressed the desire to have a true "civic space" that would bring together the intersecting and overlapping needs of various users. The park weaves together and serves a diverse and growing population of: students, low-income seniors, residents of downtown, workers in the major employment center of downtown Phoenix, and visitors to downtown Phoenix. One of the major goals of this project was to create a civic amenity, not just a recreation amenity. It offers space for meetings, events, local retail, as well as play for a diverse range of ages. To date, Civic Space has hosted art exhibits from local artists, conference sessions of the annual conference for the United States Green Building Council, concerts and movies, and much more. The next phase of the project is in the development process and will be focused on remodeling and integrating the historic post office at the north end of the site. Original plans for the building called for the United States Postal Service to completely vacate the building and for ASU to become the sole tenant of the building. The downtown Phoenix community of residents and workers, however, spoke out against this plan. They were frequent users of this post office and did not want to see retail postal services removed from the area. The plan was then adjusted to include space for continued retail operations of the post office, with ASU using the majority of the building. The needs of the intersecting communities are diverse, and many other trade-offs were made in the early community engagement aspect of the development and design process. For example, the quiet shaded garden was designed to feel removed from the major activity centers of the park at the request of seniors living in the area. A short distance away, a raised platform on the back of the A.E. England building serves as a stage for concerts, performances or movies in the park. The space was designed to make these trade-offs fluid and accessible by all communities.

2. Briefly describe the project's urban context. How has the project impacted the local community? Who does the project serve? How many people are served by the project?

Civic Space is bounded on all sides by urban communities, each of which has a variety of demographics, needs, and desires. Civic Space is framed on both sides by light rail tracks, part of the first line of the system completed in December 2008. To the south is the major employment center of downtown Phoenix, with skyscrapers and landmark buildings including Chase Tower and Phoenix City Hall. Immediately south of the project is Central Station, a major public transit hub of the region. Directly southeast of the site is the recently completed Freeport-McMoRan Center, an office tower that will soon also house a Westin Hotel. Immediately to the east is the ASU Downtown Phoenix Campus that first opened in 2006 and incorporates the College of Public Programs, the School of Nursing and Health Innovation, the Mary Lou Fulton Teachers College, and the Walter Cronkite School of Mass Communication. Immediately to the north is the historic Post Office, parts of which still operate as a retail post office, and will soon be incorporated into Civic Space as a student-services building, including additional food and retail space and an expansive patio. Immediately north of that building is the Westward Ho, an historic hotel that now serves as a low-cost residence for seniors. Immediately to the west is the Lincoln Family Downtown YMCA, which serves the community and as the on-campus gym for ASU Downtown. Civic Space is an open park that is integrated with the surrounding pedestrian environment. Students cross through the park and stop at Fair Trade Café, on the lower level of the A.E. England building, on their way back from the gym. The park serves as an off-site filming location for aspiring broadcast journalists of the Cronkite School. Young kids play in the splash pad while their parents sit in the shade of the undulating shade structures, fabricated uniquely for this park from unexpected materials, which also house the solar panels. 14,000 students are enrolled at the adjacent ASU Downtown. Approximately 50,000 people work within a one-mile radius of Civic Space and 20,000 live within a one-mile radius.

PROJECT DESCRIPTION (CONT'D)

3. Describe the key elements of the development process, including community participation where appropriate.

When planning for nearby downtown revitalization efforts and the development of ASU Downtown, the site where Civic Space is currently located was identified as an eyesore in a location with great potential for development opportunities focused around ASU Downtown and the new Light Rail. With a prime location in the middle of these redevelopment efforts, this blighted area was identified immediately as a potential location for a major public space. Through working with ASU on the development of ASU Downtown, this space was seen as another chance for partnership between the University and the City of Phoenix. After the initial proposal for a "civic space" in this location, and once funding was identified and the properties purchased, the community engagement process for the development of the design began in earnest. Stakeholder groups engaged in the planning process included: ASU students, faculty and staff; residents of the Westward Ho; the Downtown Voices Coalition, representing residents and community leaders in downtown Phoenix; and the Downtown Phoenix Partnership, the operators of a tax assessment district focused on urban revitalization, which represented downtown businesses in this process. As part of the master planning process, one public meeting and six stakeholder meetings were held. Originally five concepts were presented to these groups. After the public's initial input, on May 1, 2007, two conceptual master plans were presented at a public meeting. EDWA/AECOM, the firm involved in the Master Planning process, was selected to move the selected plan, with the urban weave concept, forward and complete the design and construction documents for this project.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

The project was financed almost entirely through City of Phoenix bond money. Phoenix voters approved bond funding for the project in 2006 as part of the Parks and Open Space bond program. A total of nearly \$30 million came from three years of bonds issued by that bond program. An additional \$588 thousand came from Historic Preservation bond programs, also approved in 2006. The total average square foot cost of Civic Space Park is \$252 per square foot. The revitalization of the A.E. England Building required a significant portion of this investment, and the major artwork alone cost \$2.5 million, not including some of the construction and site-development costs.

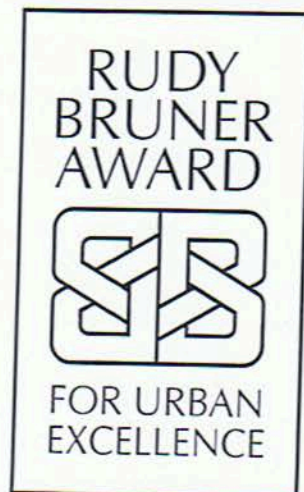
One of the important aspects of this project is the Percent for Arts program. Every major capital project in the City of Phoenix must include one percent funding for investment in the arts. For Civic Space Park, with a capital investment of over \$30 million dollars, approximately \$3 million dollars needed to be spent on art within the 2.77 acre space. This provided the perfect opportunity for a landmark, world-class art piece.

Funding for future phases of the project will come from the Phoenix Parks and Preserves Initiative, a voter-approved one-tenth of a percent sales tax that funds recreation and open-space projects. Originally passed in 1999, the initiative was reauthorized for a 30-year term in May 2008 by 83 percent of Phoenix voters.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

Civic Space Park addresses many significant urban issues including: downtown revitalization, public education, blight, community development, sustainability, shade, historic preservation, pedestrian access and enhancements, public transit access, and more. The 2.77 acres began as a few distressed buildings and a paved parking lot. The immediate neighbors of the park – ASU Downtown, the YMCA, the Post Office, and Central Transit Station – needed to be better connected in order to enhance the revitalization efforts of the surrounding community. Through development of an urban park, with shade, intersecting pathways, fluid pedestrian entry points, and more, Civic Space Park serves as central hub for these interrelated neighbors. Civic Space is truly unique. From the elements that make Civic Space environmentally sensitive, to the historic building as a central feature for events, retail, art, and learning, this is a true place, not just a space. With a significant investment approved by the voters in Phoenix, the space was turned into an integral community institution, one that serves as the place where diverse communities can interact, relax, reflect, and celebrate. Another element that makes Civic Space Park unique is the context for the development process. Civic Space Park is part of a major, sustained effort to revitalize downtown Phoenix. In the past few years, downtown Phoenix has added: a new light rail system, a world-class convention center, a luxury Sheraton conference hotel, a major two-block development of upscale retail and office space, thousands of new residential units, hundreds of additional hotel rooms, and the redevelopment of several historic buildings. In addition, the design incorporates solutions specific to desert climates including 70 percent shade cover at maturity and water features that lower the ambient air temperature. Because the design of the park was dependent on the site and contextual environments, other cities could use the citizen engagement model for engaging all of their diverse communities in the development of a place that meets the needs of all residents.

2011
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PERSPECTIVE



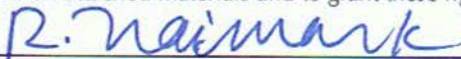
PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name	Rick Naimark	Title	Deputy City Manager
Organization	City of Phoenix	Telephone ()	
Address	200 W. Washington St., 12th Floor	City/State/ZIP	Phoenix, Arizona 85003
Fax ()	602 261-8327	E-mail	rick.naimark@phoenix.gov

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Signature		Date	December 9, 2010
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1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The City of Phoenix was the lead agency in the development of Civic Space Park, though many organizations, community groups, and citizens were involved in its planning and development. The City of Phoenix provided the vision, funding, development and community outreach staff, as well as work on design, planning, historic preservation, art selection, and more. The City worked with Arizona State University, the private sector, our citizen volunteers on boards and commissions, Phoenix voters, and leaders in the community. Civic Space Park came from, and sees continued success in, partnership with the community. Funding for the project came from the 2006 City of Phoenix Bond Program. The Citizen's Bond Committee, which had over 700 residents organized around 17 subcommittees, was responsible for recommending the specific projects to be presented to the voters on March 14, 2006. Phoenix voters overwhelmingly approved the \$878.5 million program presented to them, of which \$30.5 million was designated for the park. The vision was for the park to be an amenity for the community and the students, faculty and staff of Arizona State University. The opportunity to provide a "civic space" in the middle of the area of revitalization was immediately identified early on as an important element to balance the intense urban development. The City ensured that the process be inclusive of all stakeholders in the community. Dozens of public meetings and brainstorming sessions were held with the community. This park needed to be unlike any other developed before it – an urban space that could weave together threads of all of the communities around it, as well as include the historic A.E. England building, the Post Office, and a major art element.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

Civic Space Park was intended to be a project that provided open space for the downtown Phoenix community, as well as an urban community space for both ASU and the community to use for meetings and events. There were many trade-offs made during the development process, including the demolition of some of the older buildings on the site that were not eligible for the historic register. This allowed us to keep the historically significant A.E. England building to help create activity in the park. With Light Rail in construction on both sides of the park, we excluded parking from the site, which was unheard of for a park in the City of Phoenix. With that compromise, the park could encompass the entire 2.7 acres, with substantial pedestrian access at all opportunities, as well as connections to the Central Station Transit Center to the south. In the development process, the needs of the community and ASU also needed to be balanced. At times, the two communities were in conflict over particular details of the space. ASU was just developing a campus downtown, also in partnership with the City of Phoenix, and so a mature relationship had not yet been established. Civic Space Park provided an opportunity to compromise and make trade-offs between these two communities, while building relationships that eventually led to the space that met the needs of both. The desire to incorporate a substantial public art piece also led us to reconsider traditional public art and find a way to fit a sizeable piece of art on such a small park. This compromise led to the selection of Janet Echelman as the artist and her floating sculpture as the art piece. At all levels, the City of Phoenix was a facilitator of these compromises and provided the place for these various stakeholders to join together in creating a shared vision.

PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible.

The impact on the City of Phoenix, and more specifically the downtown Phoenix community, has been substantial. The design, art and building are iconic in downtown and a central focus for downtown Phoenix. People are on the site all day, enjoying coffee at the local coffee shop, events in the A.E. England building, or just enjoying the respite provided by open space in the urban environment. The art piece, called "Her Secret is Patience," as well as the artistic light sticks in the south end of the park, provide major conversational pieces for visitors to downtown Phoenix. The building has provided a public space for a variety of events, meetings, lectures and more. As a result of the redevelopment of this space, this part of downtown Phoenix has become another focus of major private investment. One example of this is the Freeport McMoRan Center, located to the southeast of Civic Space Park. The \$175 million building will house corporate office space as well as nearly 300 rooms by the luxury Westin Hotels chain. Civic Space Park is also a model for sustainability for the development of future public and private space, especially for future parks. At full maturity of the trees, the space will be covered in 70% shade, which is of vital importance in the urban desert. The inclusion of a variety of new construction materials and methods also allowed the City to test new ways of building parks. From the StormTech rainwater collection system to photovoltaic panels that allow light to flow through to the ground below, the City focused on sustainable methods for this park. The success of these materials will mean future consideration in park design, development and redevelopment.

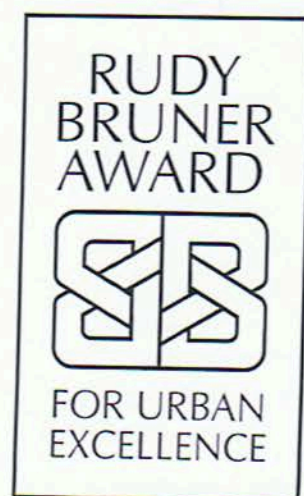
4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

Civic Space Park represents multiple public-private partnerships with a variety of sectors. The site is currently joint operated by the City of Phoenix and Arizona State University, which is the first City-University partnership in a park in Phoenix. Both the City of Phoenix and ASU host events, plan programming, and oversee the general maintenance and success of the park. The City of Phoenix also partners with a private security firm to ensure safety in the park. The Downtown Phoenix Partnership, a non-profit organization responsible for a variety of enhanced municipal services in downtown Phoenix, is yet another partner in the success of this park. The Partnership provides uniformed Downtown Ambassadors to guide visitors, students and others to interesting attractions, restaurants, or other downtown amenities. This project can be incredibly instructive for other cities in a variety of ways. In order to successfully implement Civic Space Park, City staff needed to learn about the cutting-edge sustainable methods and materials for developing a space of this type. Other cities could learn a lot about sustainable park design from this experience. City staff also learned about integrating open space into the urban fabric. Previously, most park design had been focused on self-contained spaces, or spaces in single-family neighborhoods. This park needed to be embedded into the context of the surrounding downtown area. In the context of the larger development of the ASU downtown Phoenix campus, City staff also had to learn about creating an urban student-focused park that would be welcoming and used by students. All of these are lessons that can be applied in other communities.

5. What do you consider to be the most and least successful aspects of this project?

There are many elements that the City of Phoenix considers to be successful about this space. Civic Space Park is now a central point for activity, recreation, and community gathering – a true success when considering what the park replaced. We also consider the sustainability elements of the park to be incredibly successful – residents truly have embraced those aspects of the park. The artwork is also considered a primary success of the park. Initially, there were concerns from many that the artwork would be criticized for its expense and unfamiliar design. Once it was completed, and the park opened, the artwork has truly been considered a phenomenal success. "Her Secret is Patience" has exceeded expectations – especially at night, when the glowing net hovers above the park as a landmark for downtown Phoenix. People travel from all over the state and beyond just to see it. Many of the other art and design elements unique to this park are also considered successes – children, with their infinite curiosity – can spend hours playing in the splash pad, especially in the early evening, when the LED lights illuminate the space from below. The aspect I would consider to be the least successful is the influence the Light Rail tracks has on pedestrian access to the site. Because the tracks frame Civic Space Park, pedestrians must cross Central and 1st avenues at the limited number of crossings. If pedestrian access was unlimited, it would better encourage more cross-through traffic, which would increase the utilization of the park even further. The current redevelopment and integration of Central Station Transit Center to the south, and the future renovation of the historic Post Office to the north, should encourage even greater daily use.

2011
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PUBLIC AGENCY
PERSPECTIVE



PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by a staff representative of a public agency directly involved in the financing, design review, or public approvals that affected this project.

Name **Edward Lebow** Title **Public Art Program Director**
Organization **Phoenix Office of Cultural Affairs** Telephone ()
Address **200 West Washington Street** City/State/ZIP **Phoenix, AZ 85003**
Fax (**602**) **262-6914** E-mail **ed.lebow@phoenix.gov**

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Signature **Edward Lebow** Date **11-25-2010**
Digitally signed by Edward Lebow
DN: cn=Edward Lebow, o=City of Phoenix, ou=Office of Arts and Culture,
email=ed.lebow@phoenix.gov, c=US
Date: 2010.12.09 19:29:09 -0700

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The Phoenix Office of Cultural Affairs Public Art Program planned, funded and coordinated the construction and installation of "Her Secret is Patience," a monumental sculpture by Janet Echelman which rises to approximately 100 feet above the new Downtown Civic Space Park. The project required more than two dozen public meetings and numerous additional stakeholder briefings and discussions. The project also required formal approvals by the Phoenix Arts and Culture Commission and final authorization by the Phoenix City Council. The decision to create the sculpture as the centerpiece of the City's new downtown park was a visionary step, requiring the City's leadership to look beyond what were then only the beginnings of the economic recession to the long-term public and economic benefits of creating a new public place at the heart of a revitalized downtown.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

Bracketed on the east and west by a new light rail line, the park and outdoor sculpture have contributed a vital new public space to downtown's growing hub of activities and offerings. The sculpture was developed as an iconic symbol of new thinking for the City and Arizona State University's new downtown campus, and a key component of a celebratory public space. That new thinking began with the intent of creating a monumental work without sacrificing the limited park space. Hovering as it does above the center of the Park, the sculpture's unique airborne design maximized the work's visibility and presence without having to "trade-off" much usable park land. This could not have happened had a monumental sculpture been placed on the ground.

PUBLIC AGENCY PERSPECTIVE (CONT'D)

3. Describe the project's impact on your city. Please be as specific as possible.

The sculpture and park have become one of the must-see destinations in downtown Phoenix, visible to the thousands of people who daily ride past on the light rail. The work is especially compelling at night, when the sculpture's netting is saturated with colored lights. The work's innovative form has brought the City extensive television, print and online coverage and several major recognitions, including the 2008 Excellence in Structural Engineering Award from the Arizona Structural Engineers Association (ASEA), Valley Forward Association's 2009 Crescordia Award for Art in Public Places, and the distinction as a featured public work in Americans for the Arts Public Art Network's 2009 "Year in Review." In 2010, the Spanish-language network Telemundo broadcast the work to a world-wide audience, when it featured the park and sculpture as the backdrop for the its international morning broadcast.

4. Did this project result in new models of public/private partnerships? Are there aspects of this project that would be instructive to agencies like yours in other cities?

This project would not have occurred without extensive, enduring support from an ad hoc coalition of community, arts and business groups, and Arizona State University. Some of the groups occasionally had been at odds over previous public policy and land-use issues. Yet they were unified in the vision that Phoenix, as a maturing metropolis, deserved a great new sculpture as part of its new downtown park. The lesson for other public art agencies is simple: coalitions build cities and dreams.

5. What do you consider to be the most and least successful aspects of this project?

The sculpture's greatest success is that it helped to create an authentic new celebratory place for people to gather downtown. Drawn by formal and informal gatherings alike and the kinetic beauty of the sculpture, they come day and night to meet friends, see concerts, walk dogs, throw frisbees, or simply to lie on their backs and watch the sculptural net move in the wind. The sculpture's scale, innovative structure and lighting have brought an element of surprise and unique beauty to downtown's streets. These qualities are difficult to quantify, but are likely to pay dividends as the economy recovers and offices, businesses and housing begin to grow around the park and adjacent light rail corridor. This future growth of developments wanting to be near and within view of the park promises to help increase the urban vitality not only of the park and sculpture, but also of the area surrounding it. The sculpture's most successful aspect was in its timing. Begun at the brink of our city and nation's economic difficulties, it was completed in the depths of the recession, producing 150 essential construction-related jobs and the buzz of progress and innovation at a time when most other American cities were pulling back from both.

2011

RUDY BRUNER AWARD
ARCHITECT OR DESIGNER
PERSPECTIVE

RUDY
BRUNER
AWARD



FOR URBAN
EXCELLENCE

ARCHITECT OR DESIGNER PERSPECTIVE

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This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services.

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Fax: (602)337-2620	E-mail: jay.hicks@aecom.com

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Signature  Date: December 1, 2010

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

Civic Space Park is a unique and innovative addition to downtown Phoenix. Weaving together an urban oasis with the downtown fabric, it is distinguished by elements that are versatile and forward-thinking. Public and private, past and future, art and engineering; are all integrated into the design, which reflects a commitment to public engagement, sustainability, and community. The partnership of city, community, and designers created a vibrant and iconic destination at the city's heart.

2. Describe the most important social and programmatic functions of the design.

On April 16, 2009, Civic Space Park opened to the public on a 2.7-acre site in downtown Phoenix, offering residents, workers, students, and visitors a compelling experience of urban design, green space, shade structures, interactive LED lighting columns and water features, public art—and a lesson in sustainable design. This civic space is unique because it weaves together contextual elements from a variety of user groups, including visitors and neighborhood residents. The location of the park is also central to Arizona State University's downtown campus, with a focus on pedestrian passages, bus routes, and light rail connections. Directly adjacent to the Downtown Central Station, the park blends public realm with mass transit. The park sits between the north and south lines of the new Valley Metro Light Rail and, as a part of the park design, created a mid-block crossing from the Taylor Street pedestrian corridor.

The park reflects the contextual elements both from its surroundings and within the park and thorough an intricate weaving of paving, plantings and shadows. Where large areas of paving occur, the shadow patterns of overhead elements such as the shade canopies and the art piece are cast on the paving to make equally dynamic patterns. Porous concrete paving and landscape design provide for stormwater collection and filtration, allowing every drop of water falling on this site to recharge surrounding groundwater. Another example of this is the solar panels on top of the shade canopies. The array of panels will generate 75-kilowatts of power to offset the park's lighting and electrical needs. Typically, solar panels are hidden away or arrayed in a very utilitarian way. At Civic Space, the solar panels are arrayed in tilted patterns that follow the flowing lines of the canopies making them easily visible to park visitors. The panels are also used to create pattern-making shade drawing the attention of visitors from underneath the canopies. In addition to the structural shade, deciduous shade trees have been planted throughout the park to offer relief in the summer while allowing visitors to enjoy the beautiful, warm Phoenix winter weather. In plaza areas, trees were planted with a system that utilizes cantilevered grates and specially engineered soils to protect roots, minimize compaction, and allow ample room for root expansion. This also maximizes usable plaza space for the intensely used areas. When its trees and vegetation reach maturity, more than 70 percent of the park will be shaded from the desert sun when combined with the canopy shade.

ARCHITECT OR DESIGNER PERSPECTIVE (CONT'D)

3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

The design team faced some significant challenges as it approached the design of this park, including the need to revitalize a long-neglected downtown site while incorporating historic preservation guidelines and new development demands. The urban space had to serve as a community gathering space, a pedestrian passage, an urban oasis of shade and serenity, a place for learning, a place for visiting as well as a commons for the adjacent Arizona State University campus.

4. Describe the ways in which the design relates to its urban context.

The space is truly a sustainable and repurposed site, demonstrated by the wide reuse of existing historic structures and furnishings constructed of recycled materials. The historic A.E. England Motor Company Building has been restored as a public meeting and exhibition space that will draw events and people to the area, with a café and retail space on a lower patio. To the north of the site, the historic Phoenix Post Office will become the new ASU Student Union. The park has already made an impact on the community from the creation of a sense of place as well as the many community functions stationed there both old and new. The park and the design were meant to be flexible and diverse, capable of growing with the community for years to come. Providing a space with longevity and value to the community adds an aspect of cultural sustainability that is crucial to the success of urban open spaces.

Hard surfaces were made with pervious concrete and pavers that reduce heat reflection and allow rainfall to seep through, and when combined with the tree and shade coverings, reduce the overall heat island. Water passing through the porous concrete and pavers will enter an underground rainfall collection system that allows water not used by the park's plants to seep naturally back into the ground. The park has already hosted several local and national U.S. Green Building Council tours and lectures and the Phoenix Parks website features a full list of all the sustainable design techniques used. The space also promotes education of sustainability by making all of these elements high profile parts of the overall design.

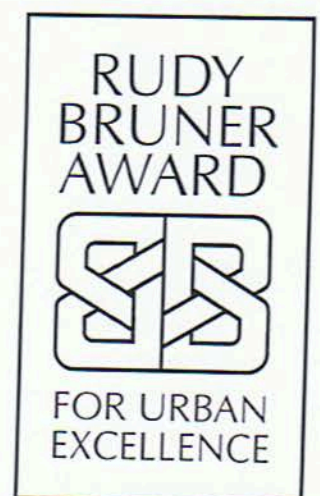
One of the park's most exciting features is the variety of elements that promote civic interaction. One of the features is a field of white columns beneath an undulating canopy. By day they stand as three-dimensional, stark white abstractions; at dusk, they come alive with light and color. The vertical arrays of color-changing LED's were inspired by lightning touching down during Arizona's summer monsoon storms. The underside of the canopy mimics the underside of rolling thunder clouds being lit up intermittently by the storm's light show. Still images do not begin to tell the story of the thousands of animations the Light Column field can display. Capable of tracking and responding to the movements of park visitors, the system needed to have seemingly limitless video based displays to play from. The forest of light changes with the seasons, as well as day-to-day, with special shows tailored to holidays and city events.

High-tech interactive lighting, mesh, recycling water walls to cool space, and the integration of a floating sculpture and its supporting structure, were all feats of engineering ingenuity and bold planning. These features also helped to achieve the goal of bringing innovative types of interactive features to Phoenix, which the city lacked previously. The art installation from artist Janet Echelman is not only bold in design but in scale. Titled, "Her Secret is Patience," the piece is named after a phrase by Ralph Waldo Emerson and was also inspired by the natural elements of Arizona. Key to the design of all these features was the ability to evolve as the park evolves so that the interactive features can grow and change with future technologies and community involvement.

Arizona State University students quickly began enjoying the space as an outdoor room for studying or relaxation. The southwest corner of the park features turf landscape forms with pedestrian-scale retaining walls, game tables, benches, and densely spaced shade trees. A place of gathering both day and night, Civic Space Park continues to expand through downtown Phoenix in conjunction with the University, a vibrant and green thread in this desert cityscape.

At the park's opening ceremony, Phoenix Mayor, Phil Gordon, called the opening, "a rebirth of the entire area." Gordon went on to say that the park was "the best use of our civic resources I think our city could invest in, and it's certainly the best park in the state." The final construction of the space was completed nine months ago which has provided an excellent amount of time to receive feedback from the residents and visitors of the park. Along with numerous articles of praise and awards, the city has received incredibly positive feedback from the public. Civic Space Park has achieved one of its main goals of being flexible enough to fit the needs of the multitude of user groups, while still providing a distinct design with unique and iconic elements to a growing metropolis.

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	Steve Weiss	Title	Secretary, Steering Committee
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Signature	Steve Weiss	<small>Digitally signed by Steve Weiss DN: cn=Steve Weiss, o=, email=steve@nofestivalrequired.com, c=US Date: 2010.11.19 11:43:21 -0700</small>	Date	11/19/2010
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1. How did you, or the organization you represent, become involved in this project? What role did you play?

I was asked to be involved with the design review committee for selecting the architectural firm who designed the park. I and several other members of DVC attended the citizen input meetings held by the Parks and Recreation office. Lastly, Downtown Voices Coalition organized a stakeholders meeting of concerned citizens to talk with Phoenix city officials when the Echelman sculpture selected for the park was going to be cancelled. The input at this meeting, and a strong showing at the City Council meeting to select the sculpture, enabled it to move forward.

2. From the community's point of view, what were the major issues concerning this project?

The goal was to make it a park for Phoenix citizens, not just an amenity to the ASU Downtown campus. The size of the space, its adjacent location to a popular historic landmark (U.S. Post Office) and the use of sustainable design features were all paramount to the concerns of DVC and downtown stakeholders.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

3. Has this project made the community a better place to live or work? If so, how?

Without the Echelman sculpture, it would have been much less a truly visionary space. Even so, the use of permeable paving and other green ideas, combined with historic adaptive reuse of the A.E. England building, make the park unique, distinctive and a pleasure to visit. There is a new pride in our downtown through the design and activation of this park space.

4. Would you change anything about this project or the development process you went through?

Not really. Keeping the city's feet to the fire regarding the Echelman sculpture proved to be a necessary fight, but in the end the voices of the citizens were heard. We have something beyond just another city park by getting that sculpture, and the use of sustainable practices in its maintenance is something we can only hope will be repeated in future projects.

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	Susan Copeland	Title	Artist / Downtown Voices Coalition, chair
Organization	Downtown Voices Coalition	Telephone	(602) 790-9852
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Signature **Susan Copeland** Digitally signed by Susan Copeland
DN: cn=Susan Copeland, o=Downtown Voices Coalition, ou=
email=susancopeland@mindspring.com, c=US
Date: 2010.12.08 19:21:14 -0700 Date November 12, 2010

1. How did you, or the organization you represent, become involved in this project? What role did you play?

I was involved with this project in two different ways: I served on the Artist Selection panel that chose the artist who created the artwork in the Civic Space Park and, as a member of the Downtown Voices Coalition, I attended many public meetings regarding the design and funding of the park.

2. From the community's point of view, what were the major issues concerning this project?

There were several issues that we were concerned about. One, we wanted to ensure that the park was a place open to all of the citizens of Phoenix and not preempted by the University; Two, we wanted to preserve the historic significance of the site by maintaining our functioning historic Post Office and the beautiful brick car showroom warehouse that exist on the site; Three, we wanted a significant piece of Public Art that could become a focal point for downtown; Four, we wanted the programming of the park to be inclusive of the neighborhoods; and Five, we wanted it to be, by design, an open, green, sustainable and inviting public space.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

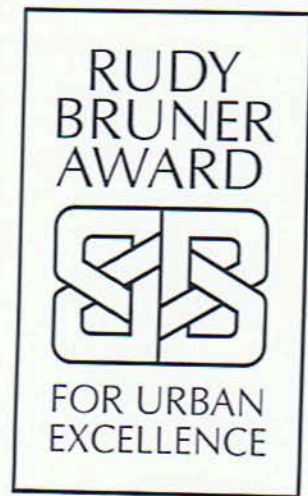
3. Has this project made the community a better place to live or work? If so, how?

The Civic Space Park has made downtown Phoenix a better place to live and work. Downtown was lacking a place where people could relax, interact and enjoy our amazing fall/winter/spring weather. It has created a place where people get out of their offices, have lunch, meet their friends, do yoga, play in the water, look at art, listen to live music, mail a letter and attend a lecture. It is the only place in Phoenix that brings together historic preservation, monumental public art, indoor and outdoor performance venues, a coffee shop, mail service, and a green space. It is also a living example of what the city, community and university can do when we work together.

4. Would you change anything about this project or the development process you went through?

It was not an easy process. At various meetings the art project was nixed, the post office was no longer a post office, the historic building was gone, public involvement was discarded and the overall design wasn't pedestrian friendly. But we worked through all of these things with a lot of public meetings and input. Meetings with the mayor, the design team, the public art office, the parks department and the university. Everyone had their own ideas about what they wanted to see happen in the park and the timeframe was very short. All of these elements made everyone work harder and work together because there wasn't an acceptable alternative. The community takes proud strong ownership of the park because of all that we had to fight for. It is the best example in Phoenix of what can be created when the City works closely with its constituency. It took many years for the community to gain both the forceful and cooperative respect of the city administration to be able to help shape the outcome of this project. Because of this, the clout that it has given the citizens of Phoenix, I wouldn't change anything about the process. This project is the culmination of many years of fighting to make that process work. As we move forward, the Civic Space Park will come up again and again as a positive example for our new city administration to look to and a warning that the citizens are paying attention and that we care about our city.

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name	Debra Friedman	Title	University Vice President and Dean
Organization	Arizona State University	Telephone	(602) 496-0402
Address	411 N Central Ave, Suite 750	City/State/ZIP	Phoenix, AZ 85004
Fax	(602) 496-0955	E-mail	debra.friedman@asu.edu

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Signature	Debra Friedman	Date	November 12, 2010
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DN: cn=Debra Friedman, o=Arizona State University, ou=College of Public Programs, email=debra.friedman@asu.edu, c=US
Date: 2010.11.12 09:13:12 -0700

1. How did you, or the organization you represent, become involved in this project? What role did you play?

The Civic Space Park is an integral part of the vitalization plan for downtown Phoenix, as well as the Arizona State University Downtown Phoenix campus. The Civic Space Park is directly across the street from the campus. I am University Vice President at the ASU Downtown Phoenix campus, and so have been deeply involved in the conceptualization, planning, and realization of the Civic Space Park. In keeping with our deep and extensive collaboration with the City of Phoenix, I personally attended planning meetings for the Civic Space Park every three weeks for 18 months, and following the opening of the park, consider it so essential to the functioning of the Downtown Phoenix campus and its 8200 students, that I have staff members dedicated to its programming, in collaboration with the City and some of our nonprofit partners. Specifically, we have a three-way partnership with the City of Phoenix, the Lincoln Family YMCA (which borders the park on the opposite side), and the Downtown Phoenix Partnership to support a Public Ally whose sole focus is to work with community members and organizations to ensure programming that takes full advantage of the rich diversity of central Phoenix and embraces the creativity and civic engagement both of the ASU students and central Phoenix residents, as well as attracting the many visitors to Phoenix. Additionally, my Community Engagement Liaison and Events Coordinator are also involved in its success. Finally, we have classes in Parks and Recreation Management that are focused on the Civic Space Park.

2. From the community's point of view, what were the major issues concerning this project?

For ASU, the Civic Space Park replaced an empty, unattractive lot. The ASU Downtown Phoenix campus was established only in 2006 by a bond measure passed by the citizens of the City of Phoenix – a \$223M bond, the largest investment in the world of a city in its state university – and it is that same group of citizens who passed a bond to establish the Civic Space Park. This is therefore the people's university, and we take that very seriously. The goal is to grow the campus to 15,000 by 2020. That goal can only be achieved by a City and community that embraces the Downtown Phoenix campus, its students, faculty, and staff, and offers an environment conducive to its success. At ASU we are intent on fulfilling our promise to our public investors, and so it was very important to us that the Civic Space Park be an integral part of creating that kind of environment. Thus, to have a vibrant park, rather than an empty lot, across the street from the campus was exceptionally important.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

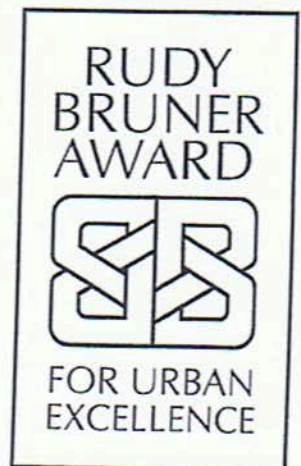
3. Has this project made the community a better place to live or work? If so, how?

As a result of the City's efforts and the partnership I described above, the Civic Space Park has become a place for civic (and civil) discourse, music, culture, art, and play. It is a superb addition to the social and geographic ecology of downtown Phoenix. That the City also created an environmentally sustainable park -- replete with special sustainable materials (e.g., pervious concrete), solar panels, shade structures, carefully selected plants and trees, etc. -- means that it is consistent with the values of ASU, and is a fine example to use with students who are studying Parks and Recreation Management in the ASU building just across the street. The Civic Space Park has increasingly become a crossroads where community members, students, and out-of-town visitors find common ground. They are drawn there by an extraordinary piece of public art; thoughtful and relevant cultural, political, and arts programming; an interactive fountain of endless fascination to the younger set; a serene setting for study, reading, romance and camaraderie; and a place for wellness through yoga, Frisbee and other activities. My office window looks out directly onto the park and so I see it in its many seasons and daily rhythms. It has rapidly become a central part of the history of the city, and its stories will only multiply with time.

4. Would you change anything about this project or the development process you went through?

I would change nothing about the project or its process, except to wish that the City and ASU did not face the budget shortfalls that were visited upon us (and the rest of the country) midway through the process of the establishment of the Civic Space Park. Under the City's leadership and according to its established practices, the development process had all of the best elements of community engagement, and allowed students an opportunity to become involved, as well. As ASU's representative to the Civic Space Park planning meetings, I learned a great deal more than I might need to know about how a park is designed and executed, but more knowledge is never a cause for complaint!

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name Malissa Geer Title Community Engagement Liaison & ASU Student
Organization AZ State University, College of Public Programs Telephone (602) 754-4976
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Fax (602) 496-0955 E-mail malisssa.geer@asu.edu

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Signature Malissa Geer Date November 13, 2010

1. How did you, or the organization you represent, become involved in this project? What role did you play?

As a Phoenix community member and student of Arizona State University, I joined the staff of ASU's College of Public Programs to identify, establish and strengthen community-university ties in the areas surrounding our College's new, urban location. During the planning stage of Civic Space Park, I participated in various meetings both in the community and within the university. Through my role as Community Engagement Liaison I listened to constituent concerns and dreams for an exemplar park. Being a native to Arizona, I am familiar with the rich and diverse assets that our communities maintain. The opportunity to match individual, neighborhood and institutional resources to improve the quality of life in Downtown Phoenix was at a unique time and convergence of shared interest, growth and investment in the Civic Space Park. When the park opening was approaching, Arizona was experiencing extreme budget cuts. These shortfalls were pervasive in the City of Phoenix and our state universities. While budget cuts could have defined the park's failure, the City and the University fostered opportunities for vision, innovation, and collaboration that are now shared ownership. It was at this time, that I began to pursue the local business owner of the Fair Trade Cafe, Michele White, to secure the vendor contract in the park. Adding a permanent vendor to the park added the value of food and coffee, which brings people, increasing a sense of safety that then encourages greater use of the park. The initial vendor is a local merchant bringing her connections to the park, and neighborhood attachments. Together with Michele White, the College of Public Programs agreed to invest in cost-sharing for an AmeriCorps Public Ally to provide leadership for free community events in the park. September 2009-June 2010, was the first time I supervised a Public Ally in collaboration with the cafe and the City of Phoenix. This collaboration models programming that is inclusive, innovative and successful. People of all ages, abilities, and race, socioeconomics, and gender, professional and educational abilities are engaged.

2. From the community's point of view, what were the major issues concerning this project?

Many people in the community were growing wary that the park would become a park for ASU students and staff to utilize and not truly a public space. However, both the leadership in the University and the City stated and has continually demonstrated that this is a people's park. Civic Space Park and the University's Downtown Phoenix campus were largely funded through a bond measure that resident voters passed. Due to this huge public investment, rather than the park becoming an exclusive park, it has become known as a public space that is very inclusive. The audiences the Civic Space Park attracts vary from university students, staff and faculty to elected officials, corporate executives and local business owners, to directors, staff and clients of nearby nonprofits, and the everyday neighborhood residents, families and downtown tourists. Additional concerns were how the park would be activated amidst severe budget cuts that were and would continue to emerge. Yet the innovation and willingness of the diverse leadership allowed for the community to partner, sharing their ideas and their resources and this park has become known as a place for collaboration and reciprocity. At every level, inclusion is what has made it successful.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

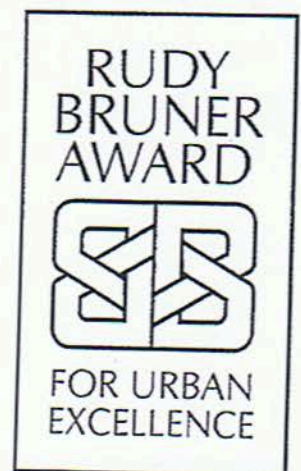
3. Has this project made the community a better place to live or work? If so, how?

The project has absolutely made the community a better place to live and to work. The urban design is stunning and has so many diverse features of its own. Specifically the programming in this park was designed through an ASU student doing research of best practice programming for public parks, looking to national and local models and completing almost 200 hours of community interviews and focus groups to listen to the communities' desires for the Civic Space Park. These findings built the AmeriCorps Public Ally's tasks in providing free, community events in the Civic Space Park. Free community events programming is made possible through a number of financially invested partners including: ASU's College of Public Programs, Fair Trade Café, the City of Phoenix, the Downtown Phoenix Partnership, Lincoln Family YMCA and the AZ Commission of the Arts. Truly it has only been made a reality through hundreds of community members and organizations. Each first and third Friday, the park provides concerts which showcase 1-3 local bands and 3-15 area nonprofits which raise the visibility of their mission and services while providing activities with visitors. Simultaneously, Artlink volunteers curate monthly art exhibitions and receptions. Community Cinema occurs the second Saturday of each month in collaboration with all the above mentioned partners and HandsOn Greater Phoenix and Independent Lens. A group of 200 community members flood the park every third Sunday for the Civic Space Jam and provide sounds of DJs, dancing, bouncing castles, chalk murals and live art demos. On fourth Fridays, an ASU student group provides blockbuster films. Every Saturday, community Yoga is provided by the Lincoln YMCA and a group of more than 6 yoga studios. Radio Phoenix and local musicians have provided Lunch Unplugged for two hours each Thursday, including the provision of sound engineering and media. This model has formally and informally activated the Civic Space Park and laid to rest the issues of concern, to demonstrate that it is the best public park in Phoenix!

4. Would you change anything about this project or the development process you went through?

I would not change anything about this project or the development process. It has created an opportunity where so many diverse people and organizations had to agree to come together, share resources and collectively invest in a park to enhance our quality of life. We are very excited to observe and participate in the ongoing successes and growth of this park and the collaborative model it has created.

2011
RUDY BRUNER AWARD
COMMUNITY
REPRESENTATIVE
PERSPECTIVE



COMMUNITY REPRESENTATIVE PERSPECTIVE

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This sheet is to be filled out by someone who was involved, or who represents an organization that was involved, in helping the project respond to neighborhood issues.

Name Jeff Myers Title Executive Director
Organization Lincoln Family Downtown YMCA Telephone (602) 257-5169
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Signature  Date 10/28/10

1. How did you, or the organization you represent, become involved in this project? What role did you play?

The Civic Space Park is right across the street from our YMCA. We have been supportive from the beginning and just recently have taken on more of a fiduciary role in the park. I personally have seen the park "grow up" through the construction phase to the implementation phase of programs and activities within the park.

Our role has primarily been of support and advocacy and recently it has increased to a fiduciary partner role.

2. From the community's point of view, what were the major issues concerning this project?

I believe the major issues concerning the park were the following:

1. Safety - keeping all interested people that want to access the park safe, most importantly that they always feel safe.
2. Usage - communicating effectively to potential users so that the park is used and enjoyed.
3. Accessible - once again communicating with potential users the process to take advantage of the many assets the park has to offer.
4. Programming - figure out a way to engage the community with the park through programs that are offered at no cost.

COMMUNITY REPRESENTATIVE PERSPECTIVE (CONT'D)

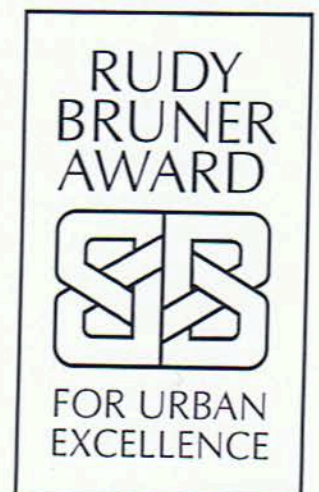
3. Has this project made the community a better place to live or work? If so, how?

I think the park has been a success. It is still a very young park, but through the success of the Public Ally program, the park has been afforded many accomplishments in a very short period of time. From yoga classes, to live music, to movie nights, to the Mayor giving his "state of the City" address, the park has already become a pillar within the Downtown community.

4. Would you change anything about this project or the development process you went through?

I think the project was solid and had multiple partners, which is important. Communication with the original stakeholder's and the Downtown community is paramount to the success of the park. I don't know that this is a necessary change, due to the fact that the team did a great job with this. But, for the the park to truly become what the visionaries had in mind, we must continue to communicate effectively to share this huge asset for Downtown.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

Please answer questions in space provided. Answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

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Signature	Barbara Stocklin	Date	11/22/10
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1. What role did you play in the development of this project?

The Historic Preservation Office was involved in the preservation and rehabilitation of the 1926 A.E. England Motors Building, now in the center of the new Downtown Civic Space. This 20,000 square foot historic commercial building is the earliest surviving automobile-related historic building in Phoenix, and one of the older historic commercial buildings surviving downtown. Initially, when the plans for a new downtown park were revealed there were concerns expressed regarding the building's condition and ability to accommodate park uses. This led to considerable discussion about razing the historic building and possibly constructing a new structure to house park uses in the new Downtown Civic Space park in its place. The Phoenix Historic Preservation Commission initiated city historic preservation overlay zoning on the building in 2005 to stall demolition, and then completed a condition assessment of the building which concluded that the building could be readily upgraded and adapted for park functions. The city's public input process for the new park design also revealed considerable community support for retaining and reusing the historic building for park functions. By 2006, the momentum had shifted to support the rehabilitation of the historic building as part of the park development, the building was listed on the Phoenix Historic Property Register and 2006 Historic Preservation Bond funds were secured to help fund the rehabilitation work. The Historic Preservation Office was then involved in the design process for the park as part of an inter-agency team, providing input regarding the reuse and retention of the historic building in the rehabilitation process. The Historic Preservation Office's highest priorities were to retain and restore the original brick walls and exterior cast concrete ornamentation as part of the park development, and to keep the original large open interior spaces and wooden trusses exposed while still accommodating a full program of needs, including public assembly, retail, meeting space, utilities and storage.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

The area that is now the Downtown Civic Space park was a blighted portion of downtown Phoenix prior to the park's development. Downtown Phoenix was largely abandoned in the 1960s and 1970s, and while some revitalization efforts in the 1980s and 1990s brought some improvement, downtown's comeback remained stalled. When the city developed a new downtown visioning plan in 2004, the need for improved vibrant green spaces and parks was identified as a high priority in the plan, but there was still lingering doubt as to whether the city and the community could implement downtown revitalization goals. The commitment of the City, Arizona State University and public stakeholders to create a new Downtown Civic Space Park helped to bring the downtown plan to fruition and proved that the plan could be realized. Many stakeholders - including Arizona State University, adjacent urban residents and other members of the public - provided valuable input regarding the design and development of the Downtown Civic Space Park. With the park's completion, the city has proven to the community and the community has proven to itself that it can accomplish its goals for revitalizing downtown and create wonderful spaces that bring people together. The rehabilitation of the historic A.E. England Motors Company Building as a centerpiece of the park development only reinforces the park's success. Because there are a relatively few surviving historic buildings downtown and in public use, the community seems particularly drawn to the building now that it is available for public use. The citizens have made the reborn building one of its favorite community gathering places and it is almost constantly booked for university classes, evening lectures, special events, arts events, public and private celebrations, etc. This diverse and multi-layered downtown park - including public art, beautifully designed open spaces, and a historic building - has engendered a great amount of community pride and confidence in the future of our downtown.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

Initially, in the early conceptual park planning there were concerns expressed by some of the stakeholders and city leaders regarding the ability of the historic building to be successfully rehabilitated and to accommodate park uses. Once the City Council agreed to preserve the historic building, several of the primary stakeholders - the city of Phoenix, Arizona State University and the city and state historic preservation offices - began meeting to discuss what the program requirements were for the park and the building. There was agreement early on that the building would need energy retrofitting in roof insulation, window treatments, and additional adjoining shade structures, and the Historic Preservation Office was agreeable to these changes as long as they were sensitively installed.

During the design development, there was considerable discussion between the city's design team, Parks and Recreation Department staff, the City Historic Preservation Office and the State Historic Preservation Office - which had some purview over the reuse of the historic building - over the physical changes that would be required to the building to fit the park's needs. We identified the key character-defining features of the historic building - its exterior brick walls on three sides and cast concrete details on front facade, its large open interior spaces, and its original exposed wooden roof trusses. The team met numerous times and agreed to retain and rehabilitate these elements of the building to the extent possible. For example six original bow string trusses were retained and reinforced, and five of them were exposed on the interior. While new interior partitions were needed to separate a new public assembly space from other building functions, high continuous rows of windows were installed in the partitions to create a sense of transparency. The historic wooden trusses punch through the interior partition walls in an effort to reveal as much of the original structure as possible. This approach was negotiated in one of several stakeholder design development meetings. Similarly, because the north wall of the historic building originally was a party wall shared with a building which was no longer extant, all parties agreed that the north wall could be a semi-transparent wall of windows to provide unobstructed views of the park and plaza from inside the building. The Historic Preservation Office also recognized the importance of incorporating the historic building into the park's overall design and agreed to the installation of modern shade structures adjoining the south and west sides of the building, a performance stage adjacent to the west side of the building, and a new balcony with seating on the building's north side. As the Historic Preservation Officer for the city of Phoenix, I participated in all of the major design discussions and decisions regarding the building along with the Parks and Recreation Department and Arizona State University.

4. What do you consider to be the the most and least successful aspects of this project?

The project excels in providing a bold, aesthetically pleasing and multi-layered design statement for downtown - with its monumental modern art piece, its wavy shade structures, lush landscaping and rehabilitated historic building. While some design projects that include a lot of stakeholders do not turn out well since there are "too many cooks in the kitchen," the exceptional level of collaboration that went into this project and the commitment of all parties to an excellent design ensured that the park when completed was functional, vibrant and uniquely Phoenix in character. The completed project has boosted the confidence of the city and private parties to embark on additional endeavors and development projects downtown, furthering the park's impact on downtown's revitalization. As a preservationist, I feel that we lost a lot of time arguing over preserving the historic A.E. England Motor Company Building on the front end of the project planning process, and that the project could have moved forward faster and with a little less angst if the city had committed to preserving and adaptively using the historic building earlier in the process.

2011
RUDY BRUNER AWARD
OTHER
PERSPECTIVE



OTHER PERSPECTIVE

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Date: 2010.12.07 06:52:09 -0700

Date December 1, 2010

1. What role did you play in the development of this project?

I was directly involved in the design and realization of the ASU Downtown Phoenix campus from its conception. As the former Dean of the College of Design at ASU, Dr. Michael Crow, the visionary president of the university, relied upon me to help realize one of his key imperatives: "LEVERAGING PLACE." Nothing could be a more profound demonstration of our seriousness of purpose in this regard than the alignment of the university with the fifth largest city in the U.S. and its emergent urban core. I recall vividly our first meeting when he described his ambitions for a new campus in the heart of the downtown area. It was clear from the get-go that this would NOT be a satellite of "main" campus in Tempe but instead was intended as a free-standing campus with full-fledged schools and colleges offering complete degrees.

My work was to set the stage for this project including the following responsibilities: 1) identifying a team of designers and community leaders to help define scope, 2) via the team, determine the location of the campus and public spaces based on availability of land and access to the future light rail, and 3) make the many required public presentations that would eventually result in the citizens of Phoenix looking favorably upon this effort.

From the first meeting of the schematic design team, the need to purposely blur the distinctions between campus and the public realm was a must. If done well, this would be mutually beneficial to residents, students, and visitors alike. The transformation of desolate parking area into the Civic Space Park that you see today is the result of those initial conversations.

2. Describe the impact that this project has had on the your community. Please be as specific as possible.

This project was unanticipated. As has been pointed out by many observers, the metro Phoenix region is an exemplar sprawling suburban growth patterns, near total dependence on the automobile, and the privatization of amenities and experiences more normally associated with the urban public realm. Similarly, the university (now the largest in the U.S.) was oriented toward a commuting population in Tempe, AZ on a campus that was inwardly focused.

The arrival of President Crow in 2002 at ASU signaled a renewed university engagement with the built environment as well as a sincere interest in cities. The motivation is obvious: the fortunes of the university and the surrounding metro region are inextricably intertwined, especially so in an era of increased competition for innovative businesses, knowledge workers, and families seeking quality of life. While the southwest, and Phoenix in particular, has had no difficulty attracting people since the advent of air conditioning in affordable mass production homes, it has not been organizing itself in a pattern that is optimal for health, sustainability, or attractiveness to the so-called "creative class" and the businesses that follow them. The positioning of the university in downtown Phoenix was a reversal of all the prevailing trends.

Until this time, the urban core did not sponsor 24hr. residential life and conversely, the university had never presented an urban experience for its students. It was a significant gamble for both entities but it is fair to say that this quite audacious project has been catalytic in terms of reorienting the public discussion about urbanism, civic life, public transportation, density, and sustainability in region that is infrequently cited for any of these characteristics.

3. What trade-offs and compromises were required during the development of the project? Did you participate in making them?

It is important to recall that the initiation of this project (2004) was coincident with the peak of the real estate boom in the Phoenix area. Identifying properties likely to be acquired for incorporation into a future campus was complicated, to say the least. However, the city staff representing planning, economic development, and legal affairs were indefatigable in reviewing options, supplying alternatives, and ultimately securing the required land and/or existing buildings. It would be hard to overstate the enormity of the effort- all within the confines of a finite budget allotment from the successful bond election.

This was not a "blue sky" project in which facilities were custom built for an intended purpose, and the notion of a public park was unimaginable given the history of the site. All of the academic structures and the public areas (Taylor Street and Civic Space Park) came with pre-existing imperatives that had to be respected while at the same time being totally re-purposed. The "trade-offs" and "compromises" are too numerous to mention in detail but included: 1) trading of real estate parcels to satisfy owners, 2) relocating projects after schematic design due to timing issues, 3) maintaining historic buildings while removing lesser structures, 4) pushing for new materials and methods related to sustainable streetscapes/landscapes, and 5) advocating for high profile public art. All of these involved negotiation and making the case for the greater good. (Note: one thing that was never allowed to be compromised was the positioning of the park and campus next to public transportation and the light rail system that was only in drawing form at the time the project was initiated.)

As we all know, this is what true city building is all about- turning compromise into opportunity. This can be messy and occasionally contentious process (and certainly more complex than the green field development for which the Phoenix area is known). The results, however, produce a variegated texture and engaging juxtapositions that are the hallmark of quality urbanism.

4. What do you consider to be the the most and least successful aspects of this project?

The most successful aspect of the project is one that you can't see on the ground- that being speed. The initial discussions about the possibility of an ASU Downtown Phoenix campus commenced in January 2004. In short order a project was conceived, the funding put in place via the bond campaign, students began taking courses in renovated facilities in 2006/2007 (Public Programs/Nursing), the spectacular Walter Cronkite School of Journalism was open for business along with two new 13-story residence halls in 2008, and the Civic Space Park inaugurated in the spring of 2009. More additions are being planning for the future. For those coming from other parts of the country, this is a pace of decision-making and implementation that might seem foreign if not unbelievable. What it represents is a demonstration of the unprecedented and purposeful partnership between and city and state university that has produced equally unprecedented results.

The benefits for each party are self-explanatory. For the city, long wanting to increase the vitality of the downtown area, the campus and civic space represents street life in the form of expanded housing, retail, and entertainment options. There is no doubt that the campus has been a catalyst for other mixed-use developments adjacent to the academic district (Central Park East, CityScape). For the university, the urban campus provides an opportunity to serve new audiences and to align subject areas (public policy, healthcare, journalism, etc.) with the public and private sector institutions that are located in the city. This, in turn, opens up a wealth of opportunity for students and faculty to be directly engaged in "service learning," internships, and research. The Civic Space is the most visible and experiential forum in which the positive by-products of this relationship are manifest and thus an essential aspect of this comprehensive project.

Least successful? I would return to the issue of speed. There is no doubt that many empty blocks and under utilized buildings in the area and surrounding the Civic Space Park reduce, to some extent, the promotion of the city and campus as the thriving metropolis we would like it to be. Extremely creative work needs to be done to continue the transformation of the area, especially so in the face of the current economic complexities. Given the track record of the city/university collaboration in the past, there is not doubt that this will be addressed.



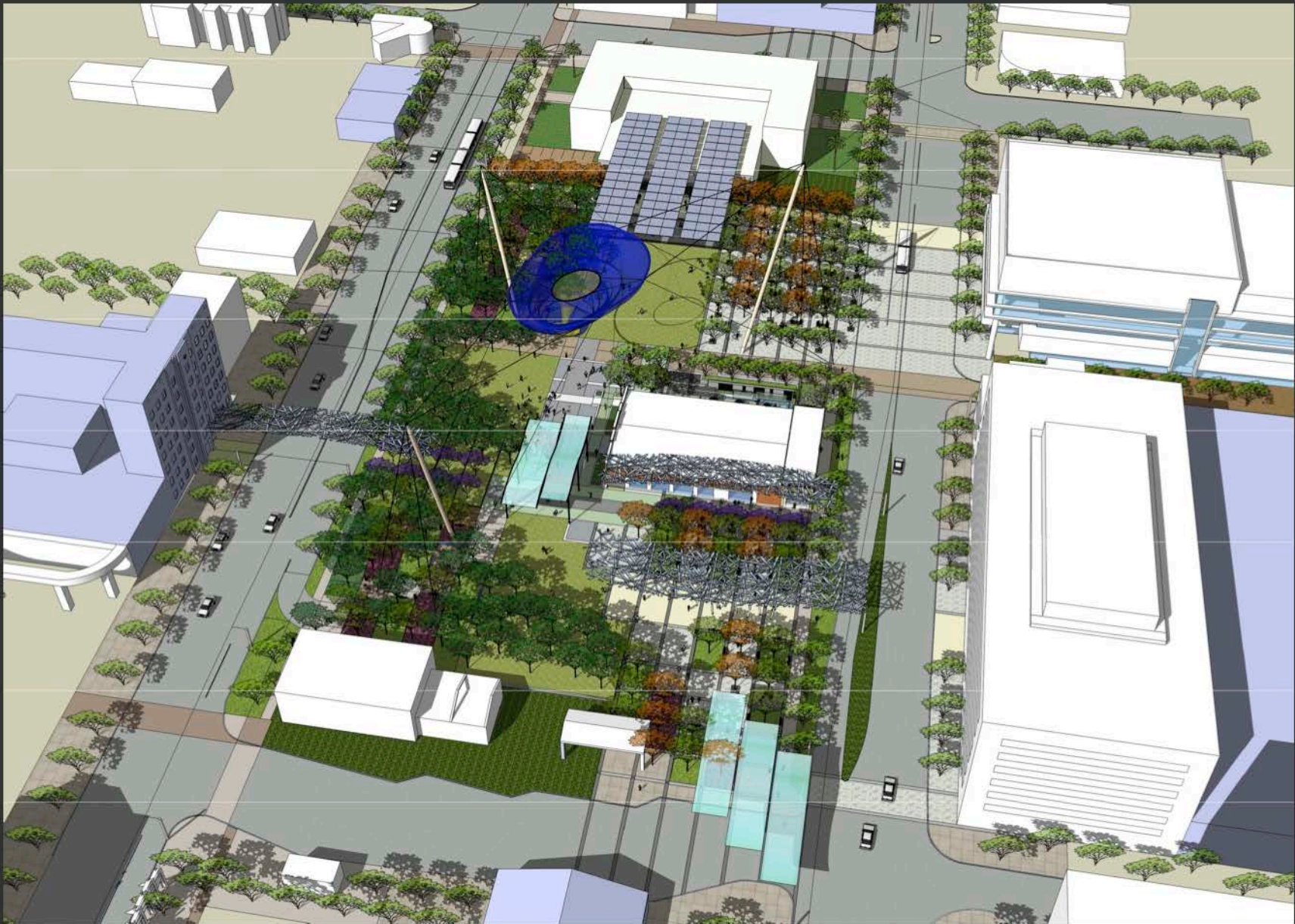
- 22. Herberger Theater Center
- 23. Arizona Republic
- 24. Sheraton Hotel
- 25. ASU College of Nursing & Health Innovation
- 26. ASU College of Nursing II
- 27. Valley Youth Theatre
- 28. ASU Student Housing - Taylor Place
- 35. Chase Tower
- 36. Freeport McMoRan Center • Westin Hotel
- 37. University Center
- 38. Cronkite School of Journalism/KAET
- 40. Post Office • ASU Offices
- 41. Civic Space Park
- 42. A.E. England Building
- 43. Central Station Transit Center
- 44. Security Building
- 45. 44 Monroe
- 46. San Carlos Hotel
- 56. Federal Building
- 57. YMCA
- 58. Lofts at Fillmore
- 59. O'Neil Printing
- 60. Bentley's
- 61. Sun Devil Auto



Map of Surrounding Landmarks

Culture and Arts • Arizona State University • Residential and Hotel • Business and Office • Other

Partial Map of the Downtown Phoenix Partnership 3D Map • www.downtownphoenix.com



This site plan shows an early rendering of the plans for Civic Space Park. Plans to integrate Civic Space Park with the Post Office, near the top of the image, and Central Station, near the bottom, are ongoing.



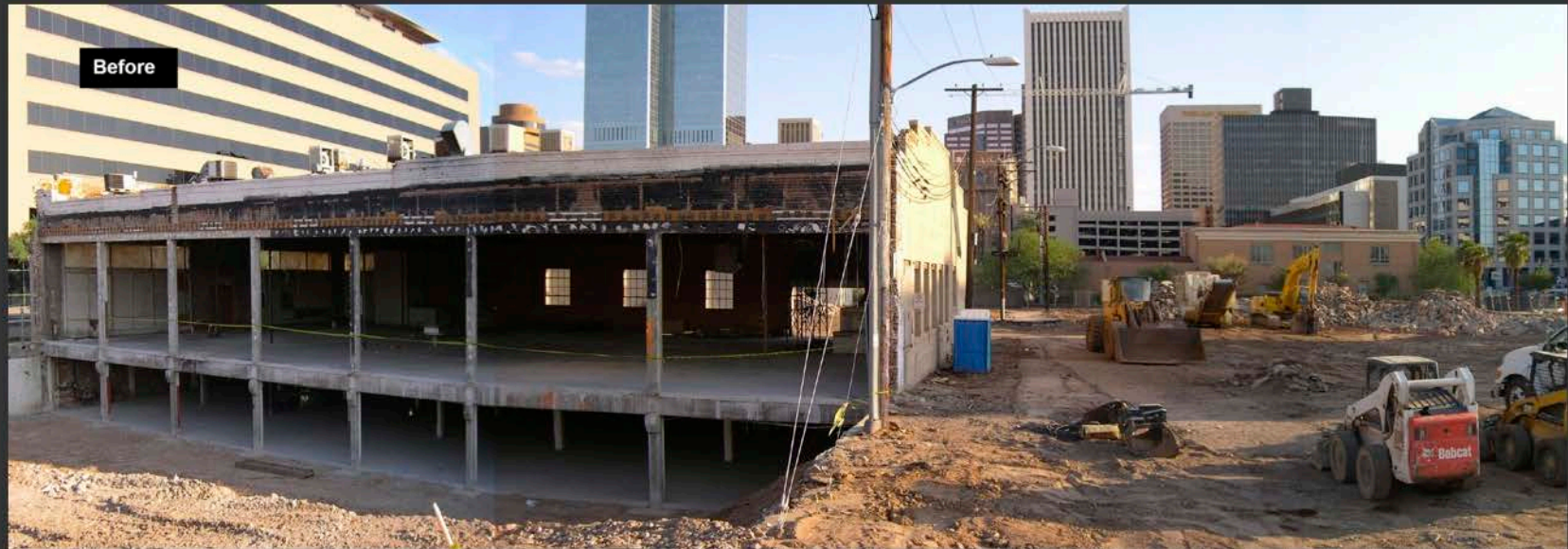
Before redevelopment, the 2.77 acres was used for parking and had four structures, two of which were historic. During nearby construction, the site was used for construction staging.



Civic Space Park soon after opening in April 2008. To the right of the image is the Downtown Phoenix Campus of Arizona State University, to the left is the YMCA, and at the very top of the image is the Westward Ho.



Light Rail trains pass on both sides of Civic Space Park. The undulating shade structures support photovoltaic panels that still allow some light to pass through. The panels produce 75,000 kWh annually, enough to power about 9 homes. Porous concrete, permeable pavers, and decomposed granite are used throughout the site to allow water recharge.



Preservation and restoration of the A.E. England Building included the addition of a public exhibition hall, below-grade retail shells and patio space, an outdoor stage attached to the back of the building, and several other amenities. The roof now has four inches of foam insulation, and the slope was reversed to direct rainwater to the underground stormtech system. The mechanical system for the building is LEED-certifiable.



The A.E. England Building, built in 1926 in the Spanish Renaissance Revival style, was adapted for reuse and large windows were restored in reference to its original use as a Hudson and Essex automobile dealership. Inside, the ground-level features restored wood trusses in the exhibition hall and rotating public art exhibitions.



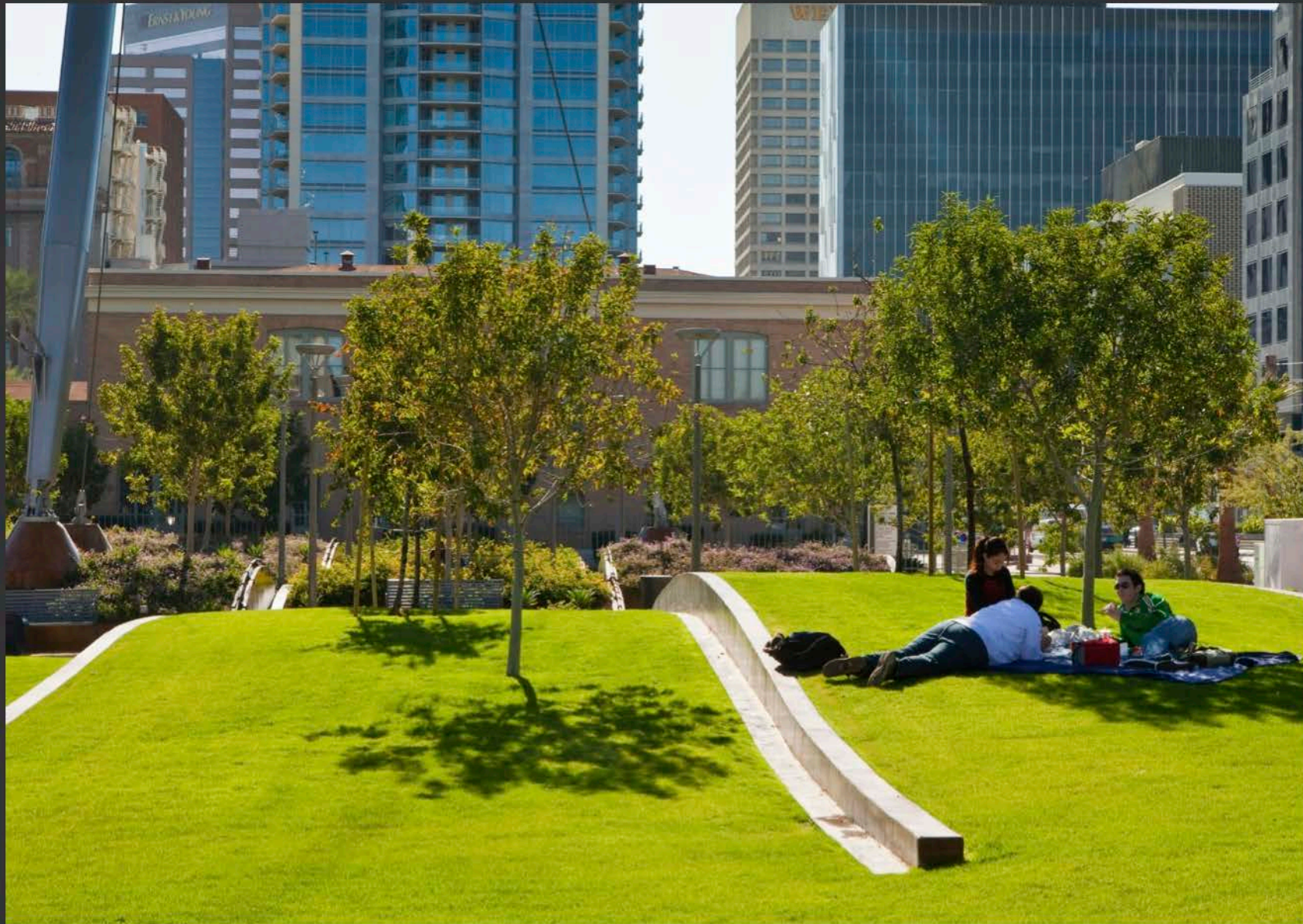
The basement-level plaza features a water wall, to cool the patio during the hot summer months, and retail space. The current tenant is a local fair-trade coffee shop and accompanying gift shop. Access to WiFi makes this a favorite study spot.



The colors of the lights shining on "Her Secret is Patience," designed by Janet Echleman, slowly change throughout the year. Energy-efficient LED lights throughout the park illuminate the space in bright full-spectrum light.



In the photo, Dr. Ariel Rodriguez (center, standing) teaches a Parks and Recreation Management course. The partnership between the City of Phoenix and ASU is a critical element of what makes this space successful. This green space will eventually meet the Post Office loading dock when the building is integrated into the site during a second development phase.



The urban weave concept creates flexible and interesting space as it brings together diverse communities. The park will be 70% shaded at full maturity of the trees, which are planted using sustainable methods that encourage growth. The space also collects stormwater from the park that is not used by the plantings and sends it to groundwater infiltration systems (StormTech) buried underneath, preserving every drop that falls on the site.



Light Column Plaza, inspired by lightning storms of the desert monsoons, comes alive at night. Designed with the capability of integrating a motion tracking system, the columns of light are a three-dimensional environment that has thousands of interactive animations. Across the street, ASU buildings are open for classes even late into the evening.



Recycling water features, such as this splash pad, bring soothing sounds and a cooling effect to the park. The water jets work in concert with in-ground LEDs to run color sequences, play games with children, and even spell words.

03.14.07 CIVIC SPACE #1

VISION:

- COMM. EVENTS - LARGE
 - + WALKS - STARTING POINT
 - STAY POINT
- GALA EVENTS - IN SPACE
(ASLA FUTURE MEETINGS)
- EVERYDAY USERS:
 - o LIGHT RAIL STATIONS
 - o ACTIVE EVERY DAY - WALK AROUND
 - o TRANSIT STATION
 - o VENDOR - ATTRACTIONS
- CONTRASTS COUNTERBALANCE:
 - o TURF - LARGE AREA
 - o GREEN SPACE

- PASSIVE SPACE

2

- o RELAX
- o FUNCTIONAL SPACE
- o BUDS AROUND SPACE WILL ACTIVATE SPACE
- VENDORS
 - o CARTS
 - o NO RETAIL SPACES
 - o POSSIBLE COURT YARDS - ACTIVATE SPACE
(TURF NOT WANTED)
- SHADE
 - o PEOPLE USE THEM.
 - o GROUPS CREATED SHADED SPACES
- EDGES OF PUBLIC SPACE
 - o SPACE WILL BE ACTIVATED
- LAST OPEN SPACE DOWNTOWN.
 - o TOO MANY BUDS CUT UP SPACE
- CRITICAL SET
 - o TURF
 - o BUDS
 - o CONNECTION PTS

- EDGES

3

- o WALK
- o OPEN FOR USE
- PROGRAMMING:
 - USE - COFFEE, NEWSPAPER, ETC
 - SIT - RELAX/REST
 - SHORT WALKS
 - BUY "THINGS"
 - LARGE VARIETY OF PEOPLE TO USE
- QUAD
 - o SPACED
 - o NEIGHBORHOODS
- BICYCLES
 - o CARTERS
- LECTURE - (AE) 424 BLDG.
- PUBLIC ACTIVITIES
 - o SPILL OUT INTO SPACE
 - o PROGRAMMING

- RECREATION

4

- o BBQ
- o AS MUCH AS POSSIBLE
- o BIRTHDAYS, PARTIES
- PERFORMANCE SPACE
 - o MUSIC
 - o DANCE
 - o "SHRINK AS FEEL"
 - o GRADUATION
- MARKET - EDGES
PUBLIC
- FEATURE:
 - o FOUNTAIN
 - o ART
 - o WATER
 - o CENTRAL SPACE
- "BACK YARD"
 - o URBAN SPACE
 - o VARIETY USES
- LIGHT RAIL
 - o CONNECT OTHER PARTS - HANG, SIGNS
- SOUTH SIDE
 - o EDGE FOR RETAIL/COMMERCIAL SPACE
- MOVABLE SHADE

This is one set of flip charts from a public meeting early in the development of Civic Space. Many of the ideas developed during these meetings were eventually implemented, including shade, a "lecture hall" in the A.E. England Building, performance space, and water fountains.

- FLEXIBLE SPACE

5

- o 0'S SPACES
- o CENTRAL SPACE
- GARDEN PLACE:
 - o SEASONAL CHANGES
 - o TEACHING/SESSION POSSIBILITIES
 - o LEARNING COMPONENT
- PED CONNECTORS
- FORMAL SPACE
 - o SMALL LIBRARY BRANCH
- WATER HARVESTING. (RECLAIMED H₂O)
 - o PASSIVE SOLAR
 - o SUGGESTION OF WATER
 - o WEED CERT. SPACE
 - o COOLING TOWER
- PLANT MATERIALS
 - o NOT 2ND AVE. (NOT WELCOME)
- OASIS