



HANCE PARK MASTER PLAN

FINAL DESIGN REPORT

!melk
Weddle Gilmore
Floor Associates

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If you were to list your favorite cities of the world, most likely many of them would include a central urban park that is just as recognizable as the city itself. Think of New York and Central Park, San Francisco and Golden Gate Park, Chicago and Millennium Park, and London with Hyde Park.

It is hard to imagine these cities without the great parks that have come to define them. In fact, it's hard to name any great city that does not also have a great urban park.

Phoenix, a city in the middle of an unprecedented transformation, needs a great urban park. A reinvigorated Hance Park could be that unique public place. It is positioned to be the catalyst for physical, social and economic positive change that grand urban parks create.

Urban parks function as “grand outdoor rooms” that are the great democratic spaces and social equalizers of our cities. They play host to cultural institutions, community events, active recreation, people watching, and rich botanical gardens. Successful urban parks are community catalysts that have significant impacts on the physical, social, and economic health of the city.

The value great urban parks create in communities can be measured on many levels. In addition to providing open space for recreational activities that promote healthy lifestyles, parks can provide the impetus for urban infill projects, creating a unique identity and sense of place. Urban parks are often the engine that helps drive tourism in many cities, and are often recognized as living works of art that function as an attraction while also drawing visitors for special events and festivals.

The re-visioning of Hance Park now under way includes an unprecedented grass-roots effort across a broad spectrum of community stakeholders composed of the Hance Park Conservancy, nearby cultural institutions and surrounding neighborhoods, city officials, business leaders, individual community members and events organizers. These diverse groups share a goal of creating a brilliant urban park for Phoenix that will act as a place of convening, a tourist mecca, and the hub that central Phoenix is currently missing.

Hance Park, which opened in 1992, is a 32-acre urban park on the northern edge of downtown Phoenix. The Park was established as a result of the last mile of freeway construction for the U.S. Interstate connecting Florida to California.

During the past 20 years, Hance Park has been unable to achieve its full potential as a grand urban park, often feels empty and uninviting and lacking a sense of identity. A recent survey completed by ASU showed most Phoenix residents do not know the location of Hance Park, even though Central Avenue and the light-rail bridge over the park and Interstate 10 beneath it carrying hundreds of thousands of people underneath it daily.

The park also has a shortage of amenities, daily programming to activate the park, and a perceived lack of safety. These are the challenges that must be addressed for the park to reach its true potential.

Hance Park is positioned to become the grand urban park of Phoenix because of its compelling urban location. The park is within walking distance of Phoenix's signature arts and cultural institutions, Arizona State University's downtown campus and the Roosevelt arts district.

Proximity to light rail and freeway access position the Park to serve downtown residents, greater Phoenix metro residents, and visitors to our city. Additionally, the Park is surrounded by a rich diversity of cultural and community institutions, including Phoenix Center for the Arts, Japanese Friendship Garden, Irish Cultural Center, the McClelland Irish Library, and Burton Barr Central Library.

The new vision for Hance Park is a key component to building our community. Phoenix has in place the elements within our urban core that other major cities do not, including a rich collection of cultural institutions and museums; a diverse employment and education center; two major sports arenas; a vibrant entertainment center and a variety of residential options ranging from single family residential to multi-family. Light rail successfully links our urban core with the other communities within the valley.

A dramatic resurgence in downtown Phoenix makes now the time to reinvigorate Hance Park as critical piece of the livability, vibrancy, and identity of the urban core. A well-appointed and activated Hance Park will play a key role in helping Phoenix achieve its vision as a world class city.

A grand vision for Hance Park will need to be implemented in several phases through a long term commitment to success. Across the country, public and private sectors have joined in new and innovative ways to effectively fund the construction of parks and to more efficiently fund and manage parks when completed. This type of public-private partnership and long term commitment to implement a new vision for Hance Park will be essential to sustained vibrancy and identity of downtown Phoenix.

To make Phoenix a truly great 21st-century city it will take a strong commitment from our community. The time has come for us to bond around a common vision to build a downtown that connects people to the place they live, that creates the kind of city that makes people want to stay here and raise their families, and that is a place we are proud to call home.

The Hance Park vision is within our reach.
We must not let this rare opportunity pass.

*Article by:
Phil Weddle of Weddle Gilmore & Kris Floor of Floor Associates
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1.0 INTRODUCTION



VISION & HISTORY



Sights, sounds and activity of Hance Park

VISION STATEMENT

The vision is to redevelop Hance Park into a vibrant urban park and signature destination that becomes a catalyst for positive change in the community. Hance Park can be a key venue for cultural, entertainment programming as well as a destination in its own right – the kind of public space that is integral to every thriving urban core in the country.

BACKGROUND & HISTORY

Completed in 1992, Margaret T. Hance Park is an urban environment located within the context of downtown Phoenix. The Park is a unique intersection of culture, connectivity and community with a proximity to many of Phoenix's signature destinations, neighborhoods and art districts.

Historically established as a result of the last mile of freeway construction for U.S. Interstate Highway 10 connecting Florida to California. The 'Deck Park' covers over one half mile of Interstate through the creation of a tunnel running from 3rd Street to 5th Avenue.

The original master plan for the Park, completed in 1989 included three distinct areas: 1. A cultural park on the eastern edge with art walk, amphitheater, grandstand and parking garage. 2. A central urban plaza consisting of a tree bosque, reflecting pool, transit station, carousel, water esplanade and shade for gathering; and 3. A neighborhood park to the west with a small lake, open play areas, parking, restrooms, courts, playgrounds, trail connections and a connection to Kenilworth Elementary School.

Over time, water features were turned off and trees did not thrive. In addition the carousel, amphitheater, grandstand, parking garage and shaded arcade envisioned were never realized as a result of funding voids.

The Phoenix City Council and Parks and Recreation Board have appointed committees to address concerns and develop plans over the years. Most recently in 2010, the surrounding community expressed a strong desire to activate the park leading the Parks Department to hold visioning sessions. In 2011 the Parks and Recreation Board appointed a Hance Park Master Plan Steering Committee to develop and recommend a new master plan for the Park.

BACKGROUND

PROCESS OVERVIEW

MASTER PLAN TIMELINE

January 2013 Public RFQ

The City of Phoenix released a Request for Qualifications (RFQ) in early 2013 starting the process for a new Hance Park. The RFQ outlined that desire for an experienced firm to provide a conceptual design Master Plan for Margaret T. Hance Park. The intent of the Master Plan was to identify program elements that would redefine Hance Park as a signature destination and world-class park.

March 2013 Design Team Selection

The City of Phoenix received over twenty submittals in response to the Master Plan Design RFQ narrowing the list down to four teams called for interviews. Following the process of interviews the Design Team of Imelk, Weddle Gilmore, Floor Associates was recommended and awarded the project.

August 2013 *Kick-Off & Public Engagement*

Beginning in August of 2013 the Design Team began work through a series of community engagement workshops, sessions and meetings in order to determine the Park needs and develop an intended program. The resulting sessions were inclusive of hundreds of citizens which demonstrated major community interest and involvement for the project.

March 2014 Master Plan

Over the next months the Design Team worked to develop the plan continuing to seek community input through a series of public presentations. The Master Plan was unveiled to the public at an event within the park in conjunction with the McDowell Mountain Music Festival. The event was billed as a community celebration intended to recognize the tremendous support the project has garnered. The event was attended by over 2,000 citizens.

March 2016 Phase 1 Master Plan

The Design Team continued to refine the Master Plan and were then tasked with identifying a Phase 1 for Hance Park. Continued meetings and sessions were conducted with community groups, City administration and private interest groups. Phase 1 of the Master Plan was unveiled within the Park at the Art d'Core event which drew over a thousand guests.



Initial Community Engagement



Programming Workshops



Master Plan Development



Phase 1 Identity

BACKGROUND

PUBLIC INPUT & IDEAS



Images from workshops & community meetings used to gather public input and ideas

COMMUNITY ENGAGEMENT

August 15, 2013 Kick-Off

September 23-30, 2013 Visioning Workshops
Nine workshops conducted over a week long period September 23-30, 2013 represented a wide array of stakeholder groups, local neighborhoods, cultural institutions, events & festivals, downtown community organizations, local schools, public community services and the Master Plan Advisory Panel. This information and idea gathering process culminated with a community workshop conducted at the Cutler Plotkin Jewish Heritage Center on September 25, 2013 which marked the first in a series of community meetings.

The workshop schedule outlined below identifies the group, date/time and location for each session.

- LIBRARY**
September 23, 2013 . 2.00 - 4.00pm . Burton Barr Library
- EVENTS & FESTIVALS**
September 23, 2013 . 6.00 - 8.00pm . Phoenix Center for the Arts
- CULTURAL INSTITUTIONS**
September 24, 2013 . 10.00am - Noon . Phoenix Center for the Arts
- DOWNTOWN COMMUNITY ORGANIZATIONS**
September 24, 2013 . 2.00pm - 4.00pm . Phoenix Center for the Arts
- HANCE PARK CONSERVANCY**
September 24, 2013 . 6.00pm - 8.00pm . Kenilworth School
- CITY PUBLIC SERVICES**
September 25, 2013 . 2.00pm - 4.00pm . Phoenix City Hall
- COMMUNITY MEETING**
September 25, 2013 . 6.00pm - 8.00pm . Cutler Plotkin Jewish Center
- MASTER PLAN ADVISORY PANEL**
September 26, 2013 . 9.00am - Noon . Winship House
- CITY PARKS DEPARTMENT**
September 30, 2013 . 10.00am - Noon . Phoenix Center for the Arts

ENGAGEMENT

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

Following the workshops, meetings and idea and input gathering the Design Team set to work compiling and generating the first iterations of the Hance Park Master Plan. These plans were unveiled through a series of public presentations each intended to build a continued excitement for the project.

November 20, 2013 Concept Plan Presentation

The second in a series of public meetings intended to inform the neighborhood and greater community on the progress of the master planning process was conducted at the Cutler Plotkin Jewish Heritage Center. The meeting consisted of a visual presentation reviewing five categories related to how the design intended to be formulated.

January 22, 2014 Interim Plan Presentation

The third public meeting’s goal was to inform the community of ongoing progress associated with the efforts to develop the master plan vision for Hance Park. The meeting was conducted at the Phoenix Art Museum. The visual presentation explained through four categories the evolution of the master plan design to the interim point and consisted of a recap of previous progress, explanation of plan refinements and a series of experiences illustrated through ‘future’ users of the park.

March 27, 2014 Final Master Plan

Community celebration for the presentation of the final Hance Park Master Plan was conducted on a performance stage within the park in conjunction with the McDowell Mountain Music Festival. The event was billed as a community celebration intended to recognize the tremendous support the project has garnered. The presentation was seen by over 2,000 supporters.

March 10, 2016 Phase 1 Master Plan

Held in conjunction with the annual Art d’Core Gala, Phase 1 of the Master Plan was unveiled under the Central Avenue Bridge. This vibrant community event centred on spotlighting the significant contribution that arts and culture play in creating a dynamic urban core drew over a thousand guests filling the plaza with music, dancing and enjoyment.



Cutler Plotkin Jewish Heritage Center

November 20, 2013



Phoenix Art Museum

January 22, 2014



McDowell Mountain Music Festival

March 27, 2014



Art d'Core

March 10, 2016

ENGAGEMENT

CHALLENGES

CHALLENGES FOR HANCE PARK

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

Identity: The existing park lacks a sense of identity and has no clear brand recognition with the general public.

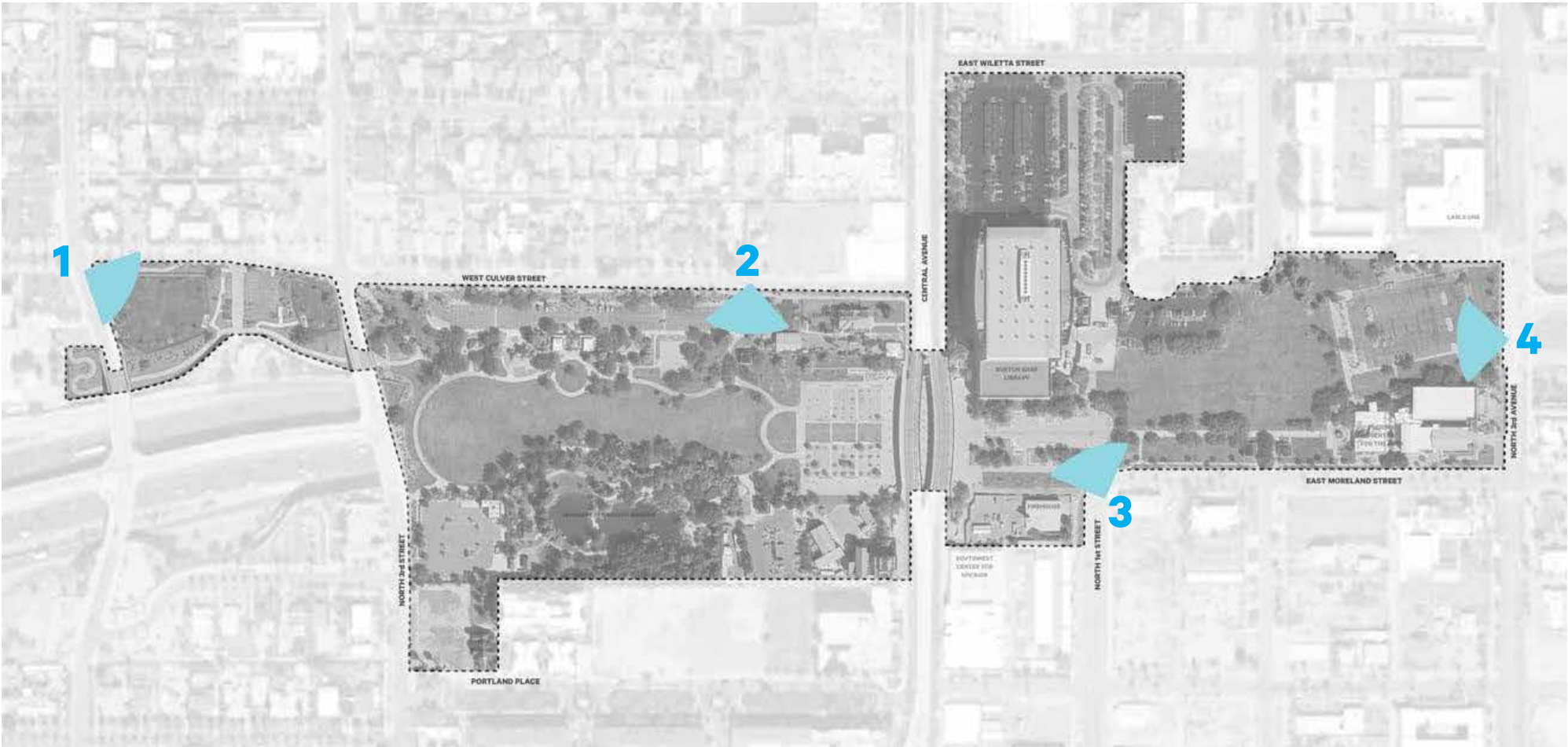
Entries & Boundaries: Lack of clearly defined park entries and park boundaries. Weak entry points and park boundaries contribute to the lack of identity and poor visibility.

Connectivity: The Park has a lack of connectivity and feels disjointed. The Central Avenue Bridge acts as a barrier and divides the park into two sides. In addition, many of the cultural institutions that surround the park lack connectivity to the park, both physical and programmatically.

Infrastructure & Amenities: Lack of adequate park infrastructure, shade, water, event facilities, accessible restrooms, food & beverage, and park user amenities

Programmed Activities: With few programmed activities within the park there is a sense of emptiness much of the time. The park lacks a sense of activation for the majority of time.

Safety: Lack of safety was expressed as a major concern and a significant challenge to be overcome in order to develop higher park activation.



Where is Hance Park? Challenges with existing park visibility and identity.

WHAT IS NEEDED



Public input received during Visioning Workshops

PROPOSED PARK ELEMENTS, AMENITIES & SOLUTIONS

Band Shell / Amphitheater: Develop a band shell or amphitheater that will support community events including music festivals, cultural performances, films and local school events. Should function as an amenity for daily urban life in the park.

Food & Beverage: Provide a range of food and beverage options from food trucks, food & beverage kiosks, coffee shop, beer garden, restaurants, picnic pavilions, water stations, and food festivals.

Shade Elements: Shade should include a combination of architectural shade structures and shade from additional trees and landscape features. Include a range of seating options and moveable furniture within shaded areas.

Water Features: Include water features that support the development of microclimates and enhance visitor's experience.

Splash Pad: Provide a splash pad that is integral with park plaza space.

Bike Amenities: Bicycle amenities should include a bike share station, bike racks, and potential bike station to support bike users. Enhance connections to existing and future bike paths around the park.

Exercise Amenities: Include an exercise track around the park with strong pedestrian connections to surrounding neighborhoods.

Playscapes: Include a range of playscape elements integrated into the design of the park. Children's play areas should accommodate different age groups.

Skate Park: An urban plaza skate park that integrates with the overall park design and provides multi-functional plaza space.

Hance Dog Park: Integrate completed Hance Dog Park with the balance of the Park Elements & Amenities.

Visual Landmarks: Provide interactive public installations, unique architectural structures, and public art.

WIFI: Free WIFI will draw people to the park and encourage them to stay.

URBAN DESIGN & PARK INTEGRATION

Connectivity: Major entry points should be clearly identified and improve connections to streets, light-rail, bicycle & pedestrian routes, and adjacent neighborhoods. The master plan should seek to activate the area surrounding the Central Avenue Bridge to help break down perceived barriers between the east and west side of the park. Provide stronger and safer connections to the portion of the park west of 3rd Avenue.

Cultural Institutions: The master plan should also seek to develop stronger connections between adjacent cultural institutions and the park through the physical design as well as through cross program opportunities with various cultural institutions. The master plan will also explore options for access to surrounding institutions directly from the park.

Lighting: Enhance lighting to extend use and increase perceptions of safety.

Visibility: Design should enhance visibility and awareness from surrounding streets and from Central Avenue Bridge. Entry points should be clearly visible.

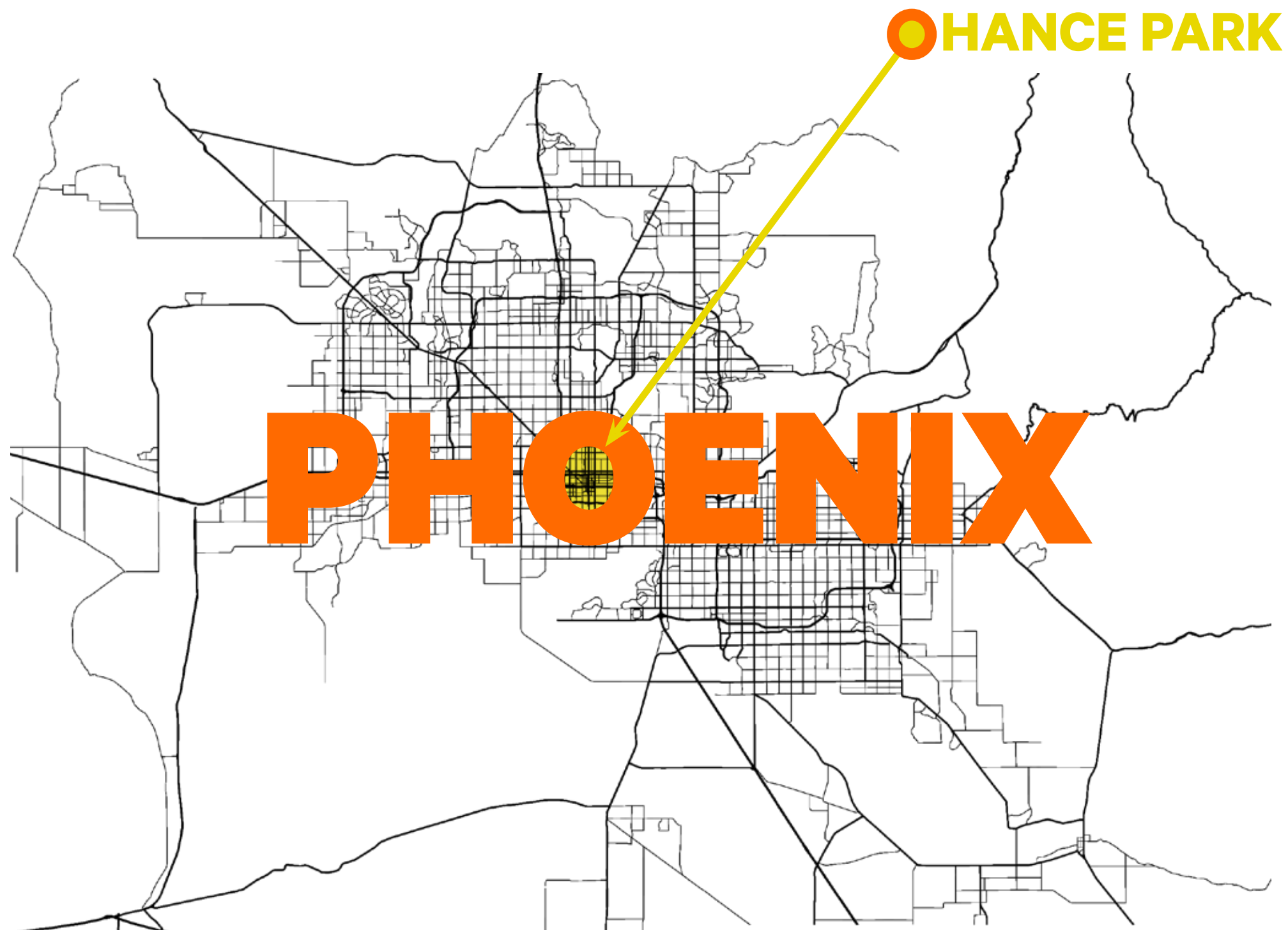
PROGRAMMING & OPERATIONS

Programming, Daily Activation, and Special Events: Program activities should include a range of options including concerts, performances, films, and cultural festivals. Events and programs should include organized activities supporting daily urban life and healthy living.

Integration with Existing Programs: Capitalize on existing program activities such as First Friday and events hosted by surrounding Cultural Institutions.

Restrooms: Develop operations strategy that allows restrooms to be accessible on a regular basis for daily park users.

Safety: Implement an integrated approach that includes design, maintenance, programming and citizen involvement. Safety should be addressed on multiple levels ranging from the location of programmed activities, lighting, visibility, clear wayfinding, and good maintenance. Ensure that the park is activated through programming, events, tours, and a strong pool of recreational amenities that draws both residents and visitors during the day and evening.



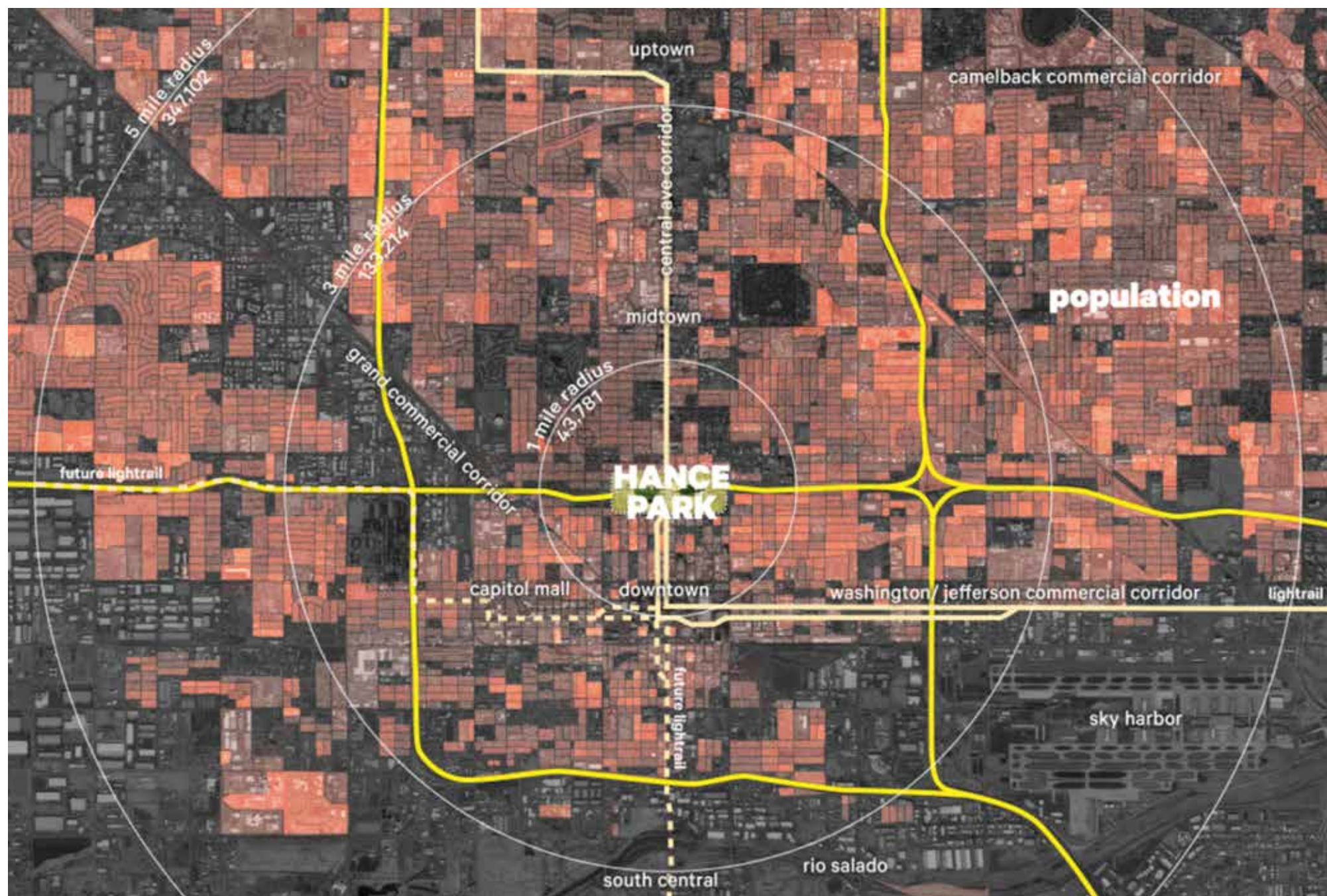
WHY THE PARK IS IMPORTANT

LOCATION

Hance Park sits at the geographic center of the Phoenix metropolitan region, at the intersection of Interstate 10 and Phoenix's Central Avenue. Positioned above the Interstate the Park has the potential to be recognized by the hundreds of thousands of vehicles that pass beneath the concrete deck each day. In a similar fashion vehicles and light rail passengers pass across the Central Avenue bridge each day with little to no recognition that one of the largest urban parks in the country exists below them. This lack of visibility within the heart of metro Phoenix emphasizes the need for a signature and defining element recognizable as Hance Park.

Phoenix is currently experiencing an unprecedented transformation with its downtown districts. needs a great urban park. A reinvigorated Hance Park could be that great urban pak, that unique public place Phoenix needs and deserves. Hance Park is positioned to be the catalyst that creates positive change for Phoenix.

IMPORTANCE



Hance Park is at the geographic center of Phoenix

CENTRALITY

With a central location the Phoenix’s greater community and population are afforded access to Hance Park. Trends in downtown revitalization across the country are seeing people wanting to repopulate cities downtown urban cores. Phoenix is no different as evident by the growth experienced and still being seen in downtown today.

More than a quarter of a million people live within a five mile radius from the Park that can be reached through light rail, bus, vehicular, bicycle and pedestrian modes of transportation making access to the park readily available to everyone within the community. Phoenix’s urban airport located within the five mile radius of the Park offers a unique opportunity for Hance Park to become an attractive destination for the Phoenix community and it’s many annual visitors.

IMPORTANCE



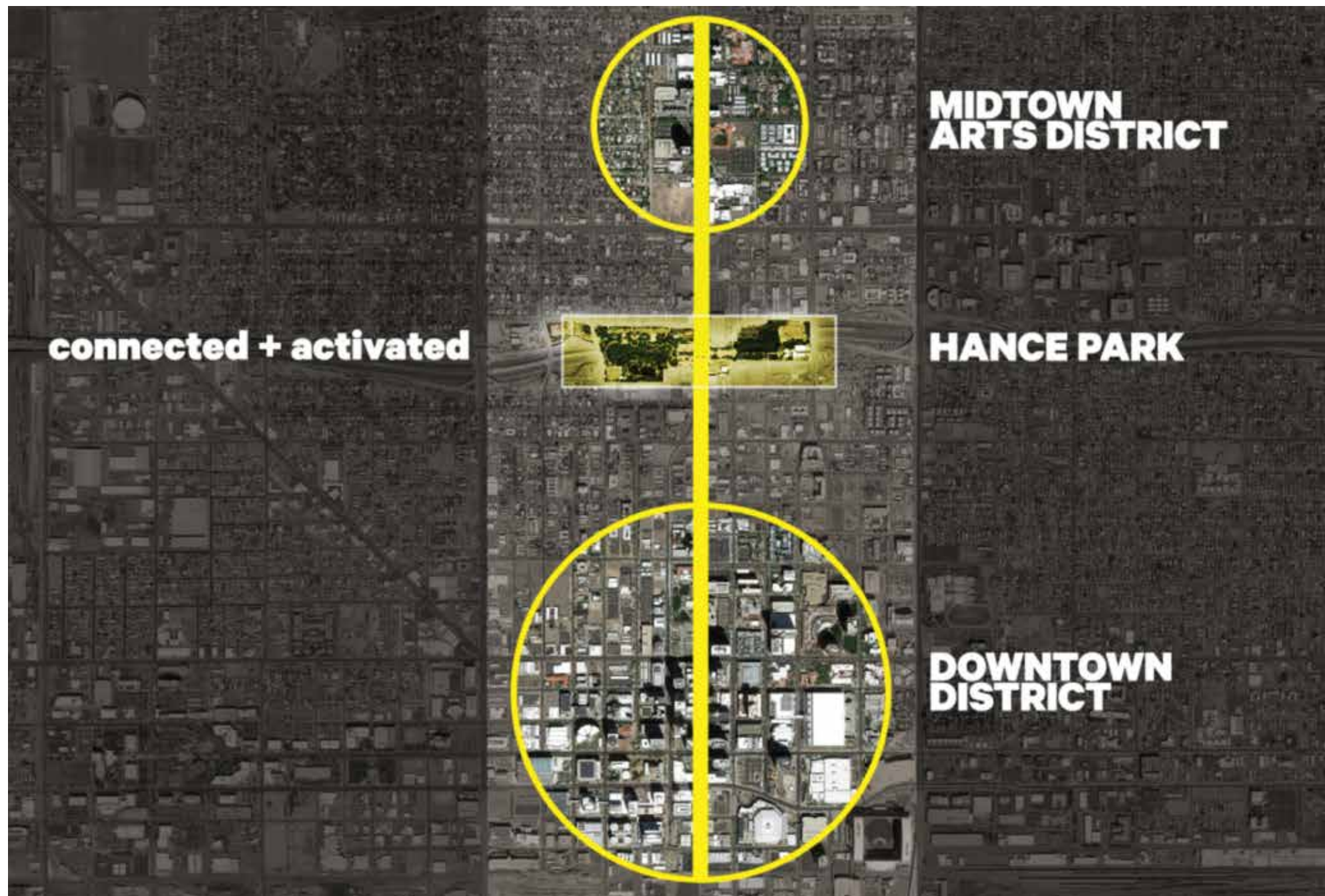
Hance Park exists within close proximity to Midtown & Downtown Phoenix institutions

CONNECTION

Hance Park plays an important role as a connector linking downtown and midtown Phoenix. The value great urban parks create in communities can be measured on many levels, from providing open space for recreational activities that promote healthy lifestyles to being the impetus for urban infill projects. Hance Park connects many of Phoenix's unique resources and can be that identifiable place Phoenix is currently seeking.

Hance Park can be Phoenix's 'grand outdoor room' connecting communities and districts making whole again an area bisected by the Interstate. An iconic Park provides a backdrop for cultural institutions that exist within and on the periphery of the park as well as those institutions located just beyond yet within the close proximity of downtown and midtown.

IMPORTANCE



Hance Park can become the connector between Midtown & Downtown Phoenix

CONNECTED + ACTIVATED

A connected and activated Hance Park will improve the central urban core spurring more growth, more development, and attract more interest. Using the Park as a catalyst for physical, social and economic change will have a positive impact for Phoenix filling a void that exists today.

Through enhanced programming an environment will be created where people will want to be in the Park. Daily activation through the creation of a destination will draw individuals from downtown, midtown and adjacent neighborhoods to Hance Park. A successful urban park will become a vibrant community catalyst that has a significant impact on the physical, social and economic health of Phoenix.

1 square mile



Population and anticipated growth within 1 square mile of Hance Park

PEOPLE + POPULATION

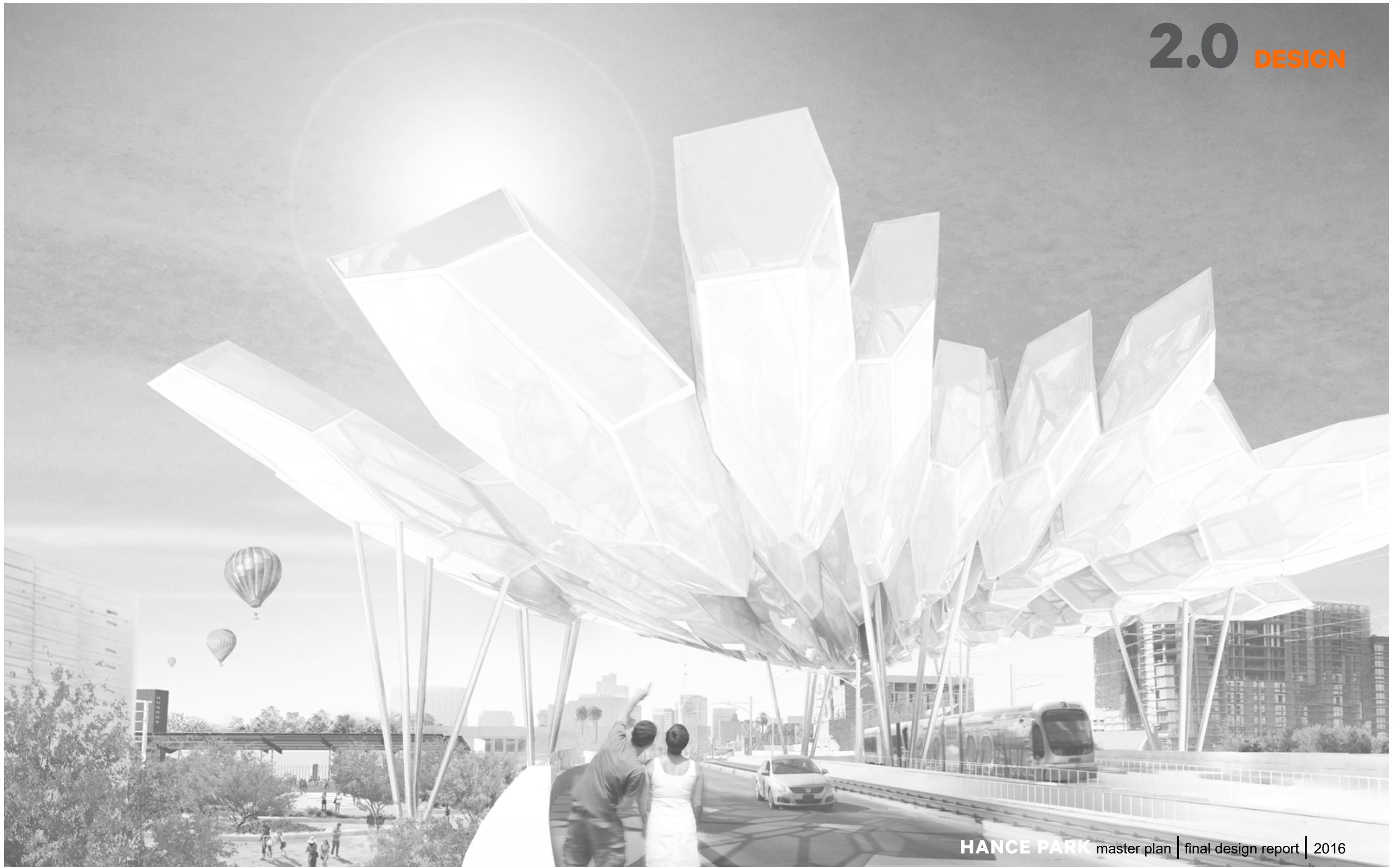
The population of downtown Phoenix is growing, and those that live and have lived in the area need amenities. Amenities become a component and part of the draw that creates an attractive and desirable downtown. With this growth and with more and more people looking for ways to stay and remain active and healthy parks play an important role. Hance Park is a 32 acre urban park. The scale of the Park within an urban setting is rarely seen in major urban cores across the country. The open space and improved amenities presented by Hance Park will attract old and new residents.



CATALYST + SYNERGY

Phoenix has a desire for “A Park For Downtown” evident from the energy felt throughout the re-visioning and master plan process for Hance Park. An unprecedented grass-roots effort has been witnessed that started with local residents kindling the fire of change that has now grown and spread across a broad spectrum of community stakeholders to adjacent cultural institutions, surrounding neighborhoods, city officials, business leaders and individuals all focused on a desire to transform Hance Park into Phoenix’s ‘grand outdoor room.’ These groups share a common goal of creating and pushing for a signature urban park that will act as a place for the community to convene, tourist to be drawn to, and a place that become the hub for central Phoenix.





DESIGN STATEMENT



Activation of the Central Avenue Bridge under the iconic cloud

Hance Park offers the City of Phoenix a unique opportunity to establish a vibrant civic space that will become a vital hub in downtown Phoenix. A great city deserves a great urban park, and the design for the New Hance Park enhances the civic space by establishing an identity that is unique to Phoenix and expressive of its burgeoning culture. In addition, great urban parks serve as catalysts for economic development, engines for social sustainability, and models for ecological sustainability. Our methodical analysis has allowed us to conceive a thoughtful design that addresses connectivity and visibility with bold gestures, as well as livability and comfort through meticulous composition of microclimate and plant textures.

At the start, it was important to tackle the existing shortfalls of the site by first addressing the issues of connectivity and entry that have kept the park hidden from the public consciousness. The surplus parking at the perimeter has been removed and distinct entry thresholds have been established. The cumulative effect of this strategy extends the park toward the surrounding neighborhoods, which effectively creates a more welcoming and hospitable boundary along the adjoining streetscapes.

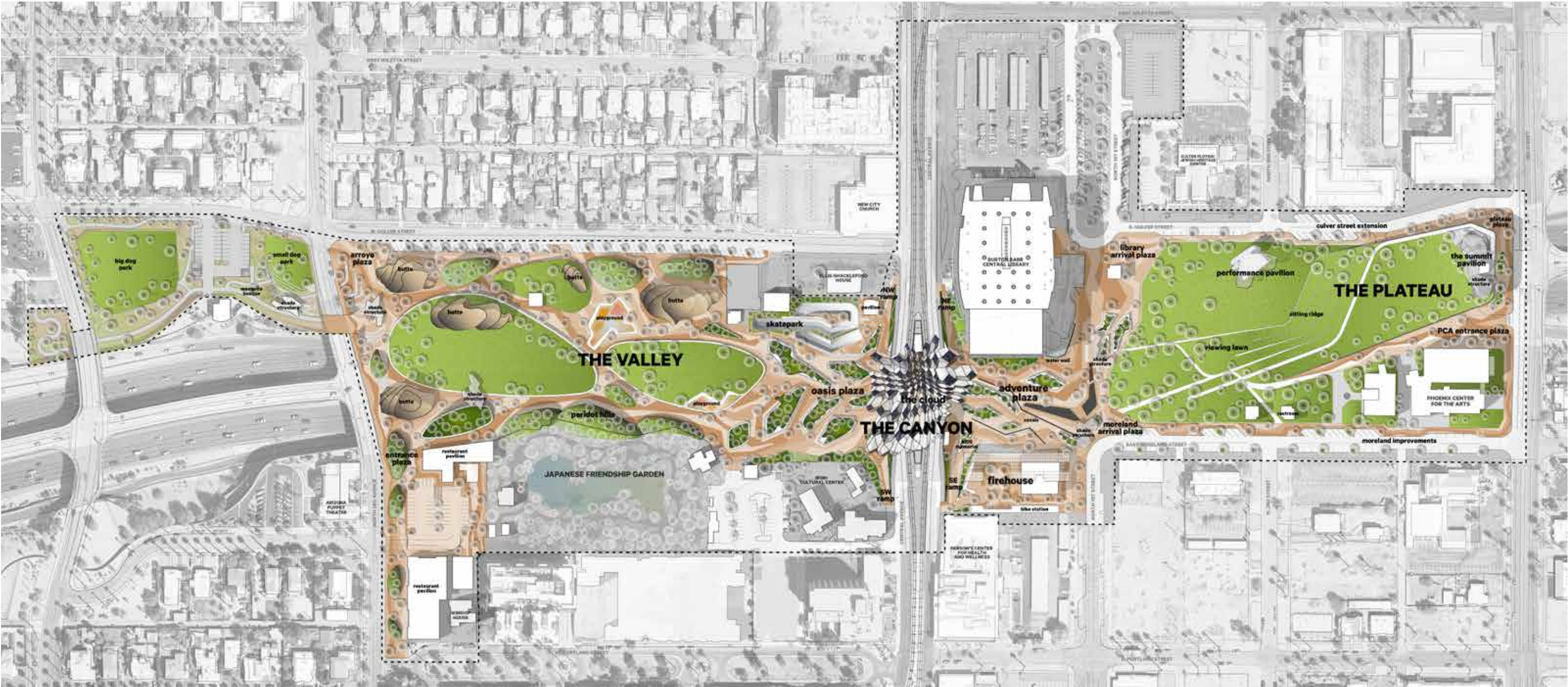
Moreover, it was necessary to develop a unique identity for the park to entice the public and encourage repeat visits. The new design references the context by drawing inspiration from the local geographic and geologic features within the Valley of the Sun. Landforms, such as buttes and canyons, have been abstracted to create distinct spatial and programmatic moments. Furthermore, the massing and topography of the landforms reduce the scale of the park and provide comfort by defining “rooms” and creating microclimate. By building upon this contextual identity the new park establishes three main zones, “The Valley”, “The Canyon”, and “The Plateau”. The overall design uses a vocabulary that evolves as one journeys through the park to create spaces that are both exciting and memorable. First, “The Valley”, situated nearest to the downtown residences, is conceived as the neighborhood park with spacious and shady fields, rolling hills, areas for picnics and barbeques, places for children’s play, and relaxing nooks for quiet respites. Second, “The Canyon”, flanking Central Avenue, serves as the primary urban plaza with dramatic water features, areas dedicated to gastronomy, and a direct connection to the public library. Third,

“The Plateau”, functions as the area for large events. The park identity is further reinforced by the iconic shade structures placed around the park. These voluminous and dramatic sculptures act as visual beacons for the park as well as to provide shade from the harsh desert sun.

In addition to the shade structures, microclimate is also created by a comprehensive planting design that weaves through the park, highlighting the ephemeral characteristics of the curated botanic splendor. Native and adapted plant species have been carefully selected to frame corridors, produce fragrance, provide extra shade, and to create intimacy. To reinforce the sustainability initiative, all of the plant material is irrigated by recharge basins integrated into the park design. By capturing irrigation run-off, and using cutting edge irrigation technologies, water consumption will be minimized and Hance Park will serve as a sustainability model for large urban parks in arid climates.

The on-going success of this great public park is linked to each of these considerations: identity, sustainability, comfort, visibility, and intimacy. With the added bonus of connecting to the existing cultural institutions on-site, the New Hance Park is sure to become of the world’s next Great Urban Park.

PRINCIPLES

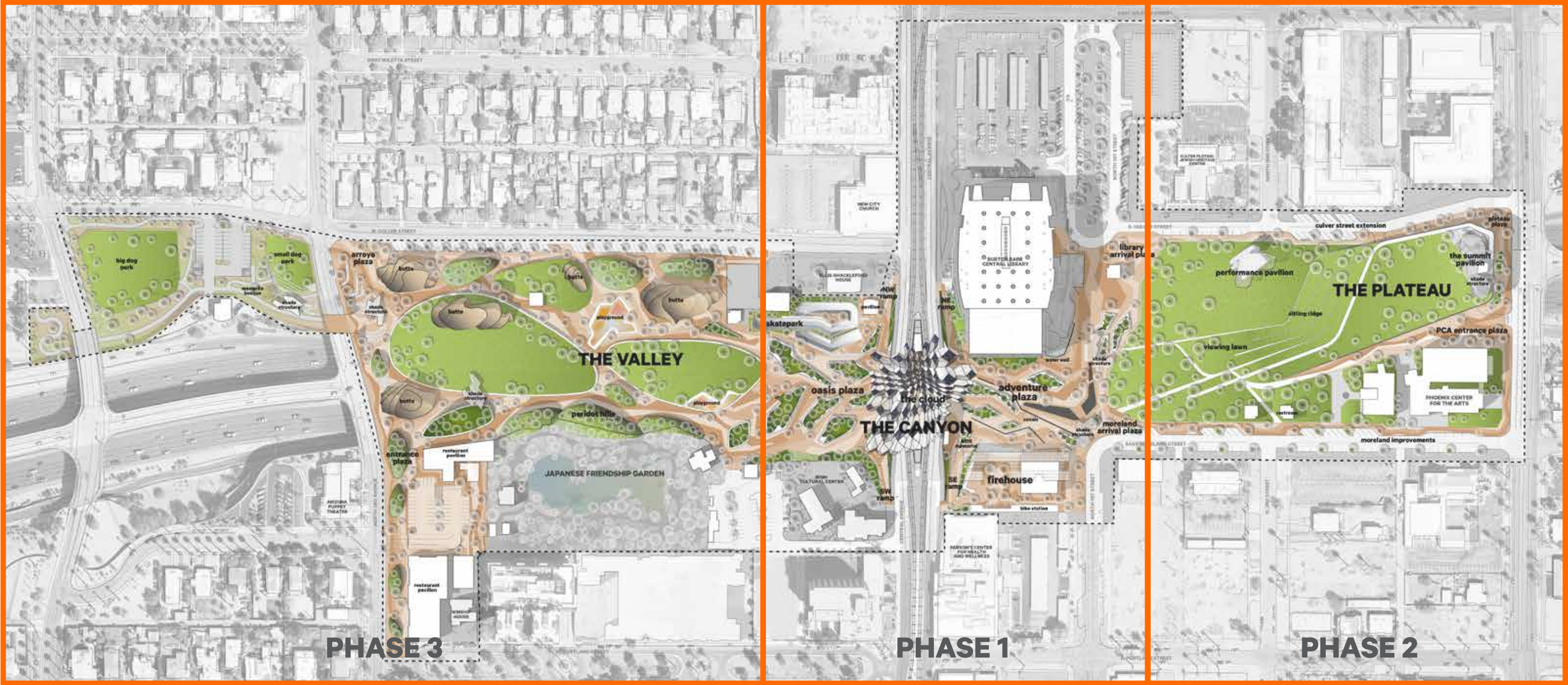


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NEIGHBORHOOD PARK
the VALLEY

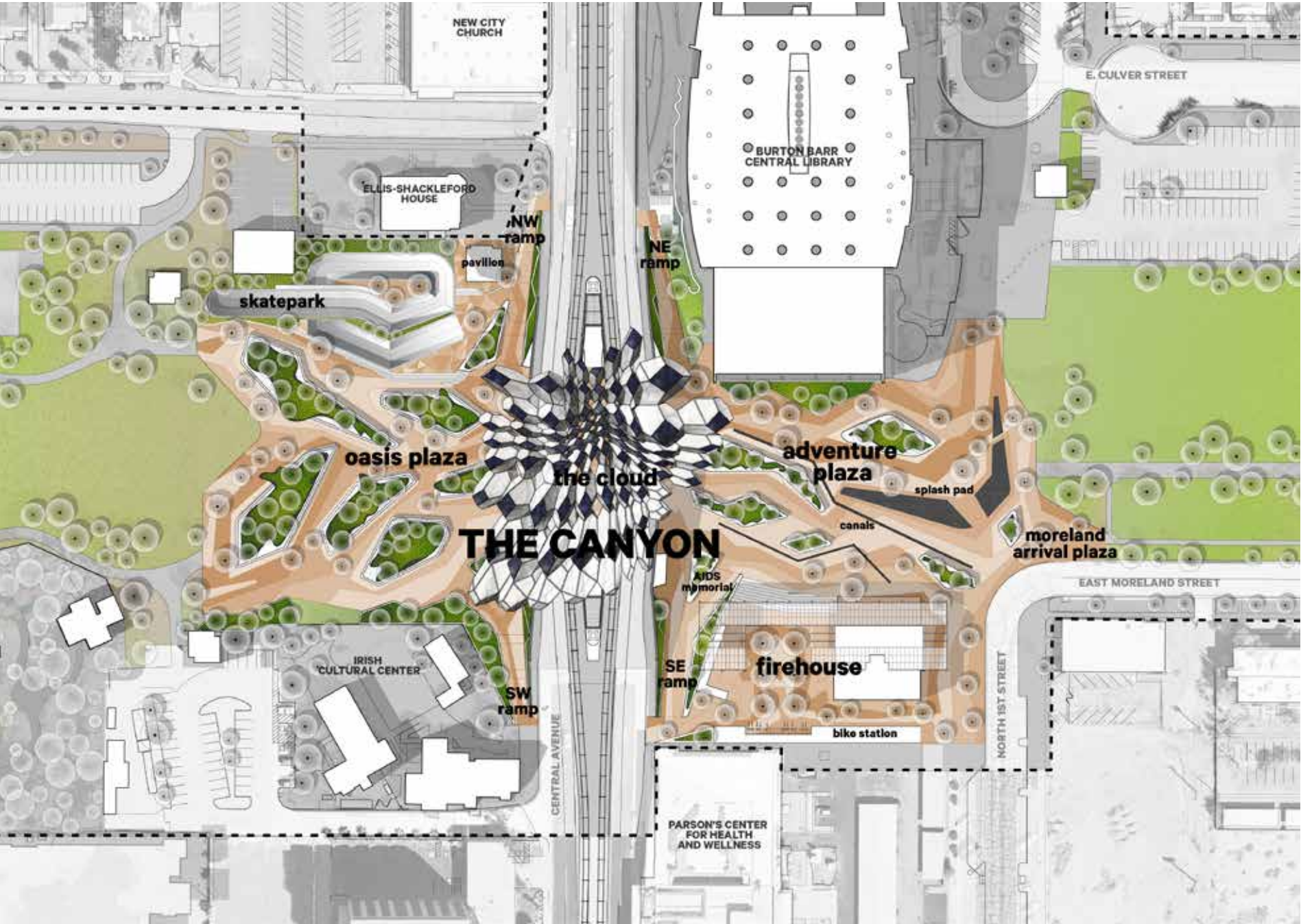
DAILY URBAN LIFE
the CANYON

CIVIC ENGAGEMENT
the PLATEAU



PHASE 1

the CANYON



The CANYON of HANCE PARK

PROGRAM ELEMENTS

Visual Landmarks:	Shade Elements:	Botanic Gardens:
Food & Beverage:	Retail Storefront:	Fire House Plaza:
Water Features:	Splash Pad:	Skatepark:
Bicycle Amenities:	Central Ave. Connection:	Restrooms:

CULTURAL INSTITUTIONS

Burton Barr Library: Phoenix's iconic Library serves as a hub of activity and integral component of Hance Park.

Irish Cultural Center: Provides a connection between Arizona, Ireland and other Celtic cultures through educational and cultural programming.

Parsons Center for Health & Wellness: Provides a range of community health and wellness services.

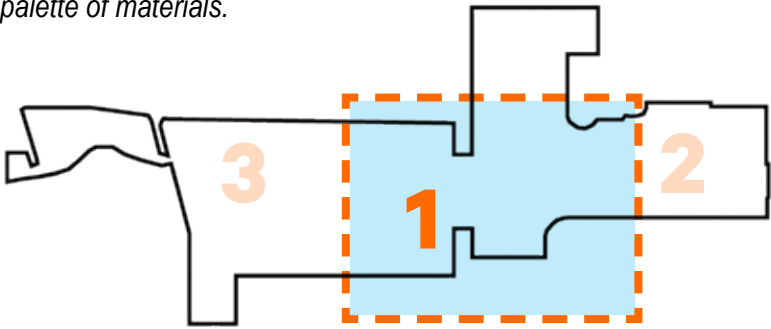
Ellis Shackelford House: The only remaining unaltered example of early 1900's Phoenix mansions which historically lined North Central Avenue.

PARK INTEGRATION

Connectivity: By actively programming areas adjacent, under and around the Central Avenue Bridge a vibrant connection is established between the east and west portions of the park while embracing the Library.

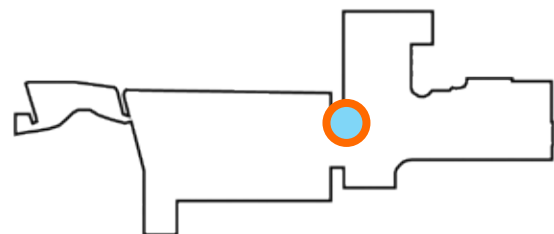
Visibility: Arrival plazas announce entry points with broad ramps from Central Avenue at each bridge corner providing direct visual connections into the park.

Identity: The Cloud establishes a signature element for the park. Unique architectural shade structures weave the park together through the use of a common palette of materials.



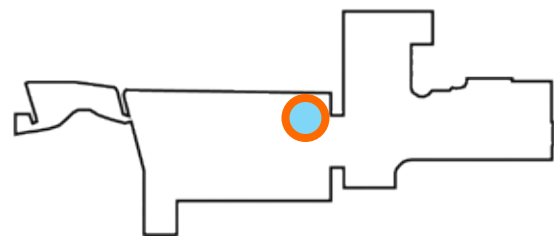


The cloud announces Hance Park to the community & serves as a visual landmark



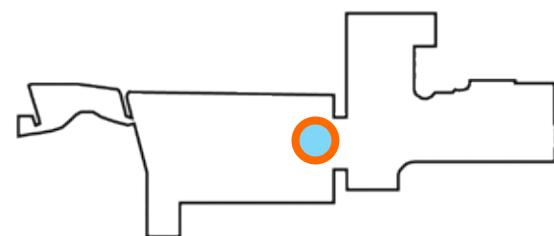


People are drawn to the vibrancy of the SkatePark



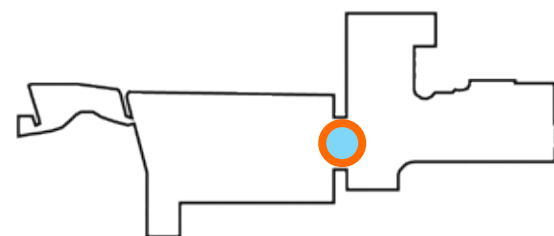


See what's happening at the Oasis Plaza - the perfect spot to relax within Hance Park



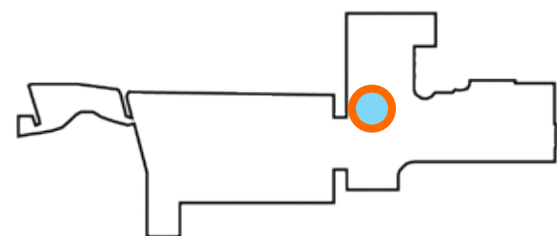


Beneath the Central Avenue Bridge you'll find the Cloud above and activity all around



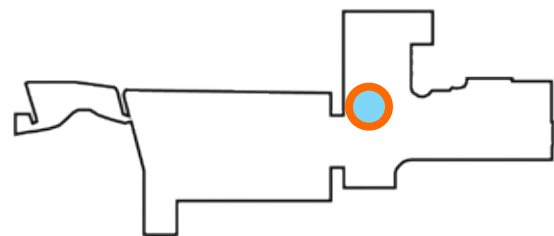


The Cloud exclaims, Welldome to Hance Park!



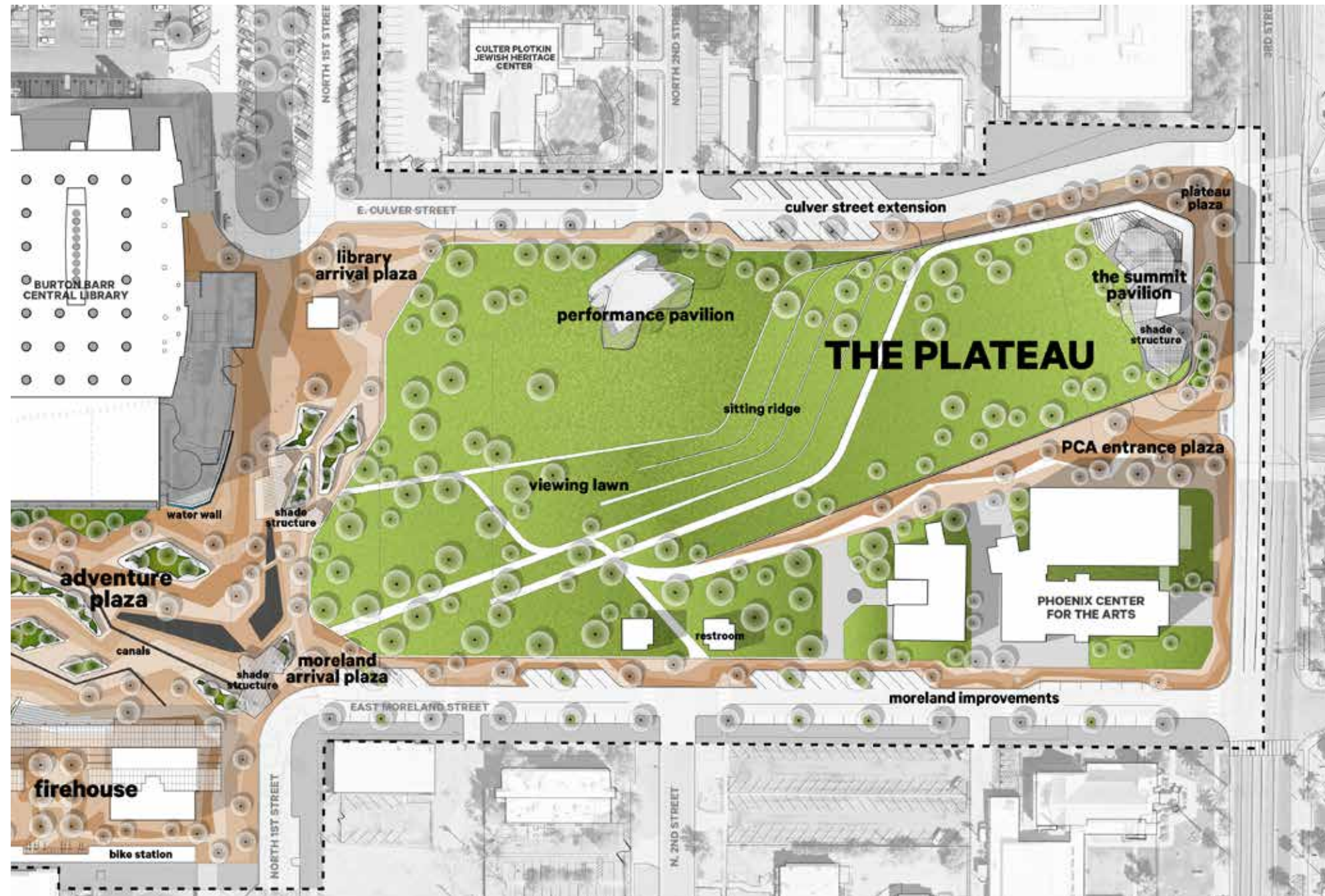


Under the Cloud is the place to be in Hance Park day and night



PHASE 2

the PLATEAU



The PLATEAU of HANCE PARK

PROGRAM ELEMENTS

Performance Terrace & Viewing Lawn:
Visual Landmarks:
Special Event Space:
Restrooms:

Sculptural Shade Structures:
Retail Storefronts:
Viewing Summit:
Water Wall:

CULTURAL INSTITUTIONS

Phoenix Center for the Arts: Phoenix Center for the Arts provides opportunities to participate in the visual and performing arts through quality classes and programming offered for children and adults.

Cutler Plotkin Jewish Heritage Center: Preserves the heritage of Jewish communities while educating the public about Jewish contributions to Arizona.

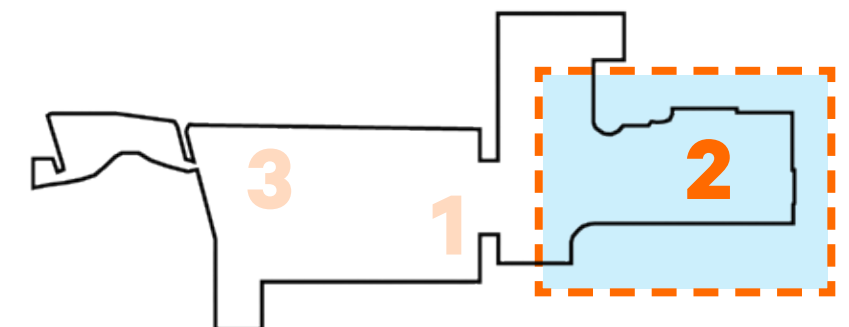
1st Street Promenade & Connection to Arts District: Walking distance to Roosevelt Row Arts District and numerous galleries, restaurants, boutiques and live music venues.

PARK INTEGRATION

Connectivity: Strengthens relationship with Phoenix Center for the Arts through an enhanced environment and opportunity for extended program into the park.

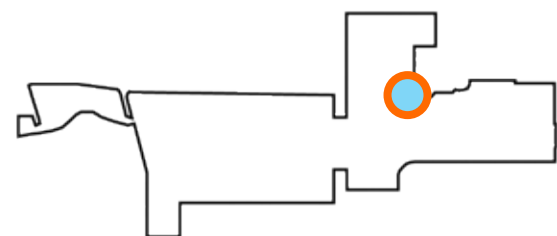
Visibility: Park edges are extended to adjacent streets with Culver extending to 3rd Street as an established and usable edge.

Identity: Developed through elevation of the Summit with traffic able to identify the park from Interstate below.



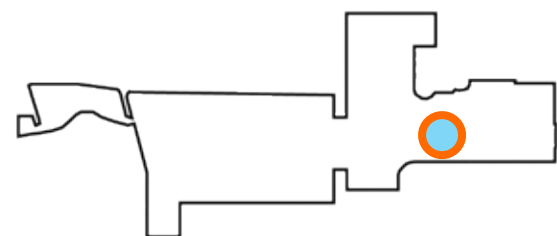


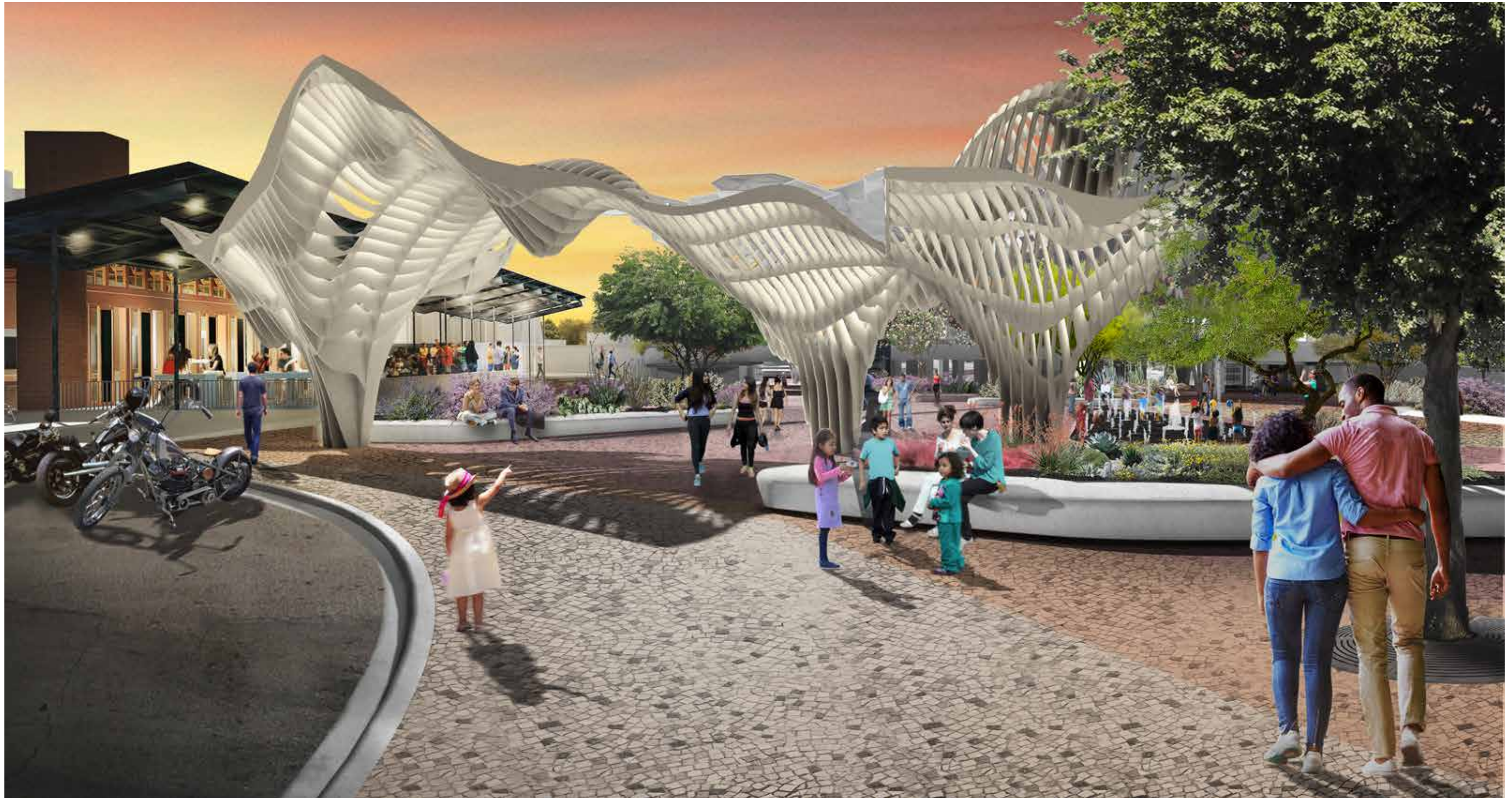
Welcome to Hance Park at the Library Arrival Plaza





The expansive lawn of the Plateau provides for daily enjoyment and relaxation



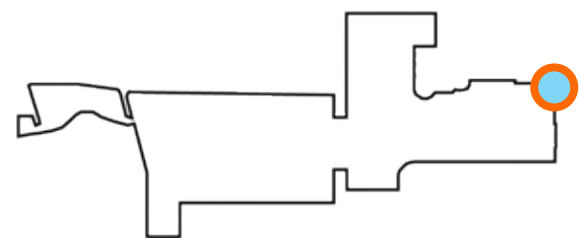


Look over there it's Hance Park where the FireHouse has become a destination



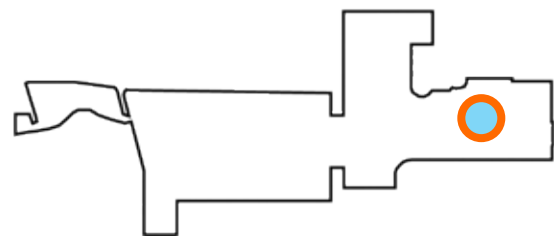


A redefined urban edge with the Plateau and Summit above





With the Cloud in the distance Hance Park's Performance Pavilion certainly can entertain



PHASE 3

the VALLEY



The VALLEY of HANCE PARK

PROGRAM ELEMENTS

Visual Landmarks:
Exercise Amenities:
Dog Park:

Shade Elements:
Playscapes & Fields:
Restrooms:

Picnic & BBQ Areas:
Zipline:
Restaurant Pavilion:

CULTURAL INSTITUTIONS

Japanese Friendship Garden: An authentic Japanese stroll garden providing a place of beauty and tranquility intended to promote the education, understanding, and appreciation of Japanese culture, history and traditions.

Great Arizona Puppet Theater: Located historic 1929 Phoenix LDS 2nd Ward Church the puppet theater intends to advance and promote the art of puppetry.

Winship House: Example of a period home in the Arts and Crafts Movement.

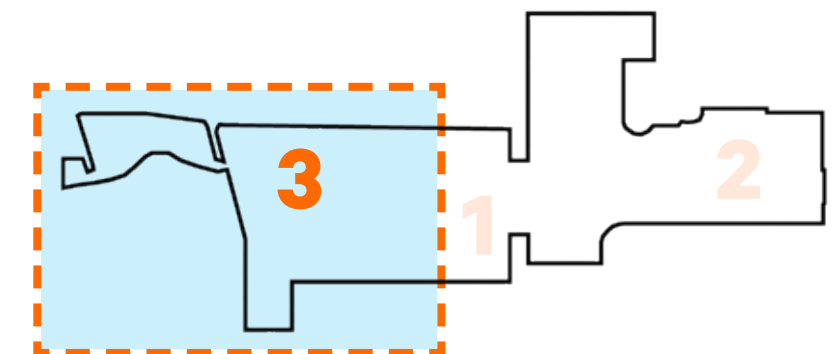
Kenilworth Elementary School: Listed on the National Register as the oldest school in Maricopa County, the structure still continues to serve students.

PARK INTEGRATION

Connectivity: Expansion of edges towards and into adjacent neighborhoods inviting residents to visit and enjoy. Previously isolated elements are embraced.

Visibility: Plazas and edges define and announce the park presence to those passing by.

Identity: Abstract butte and mound landforms paired with architectural shade structures create interest and attraction easily recognizable as being synonymous with Hance Park.



3.0 ELEMENTS & USE

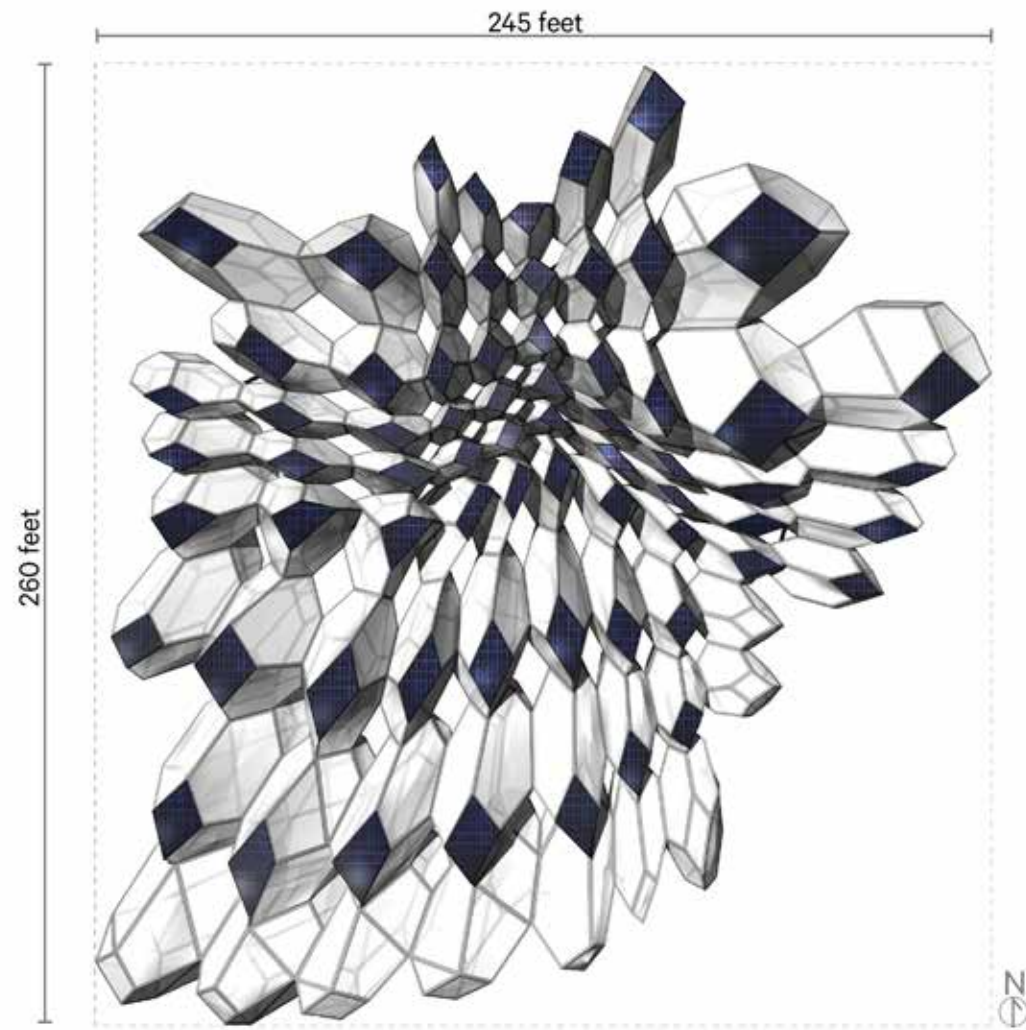


the CLOUD

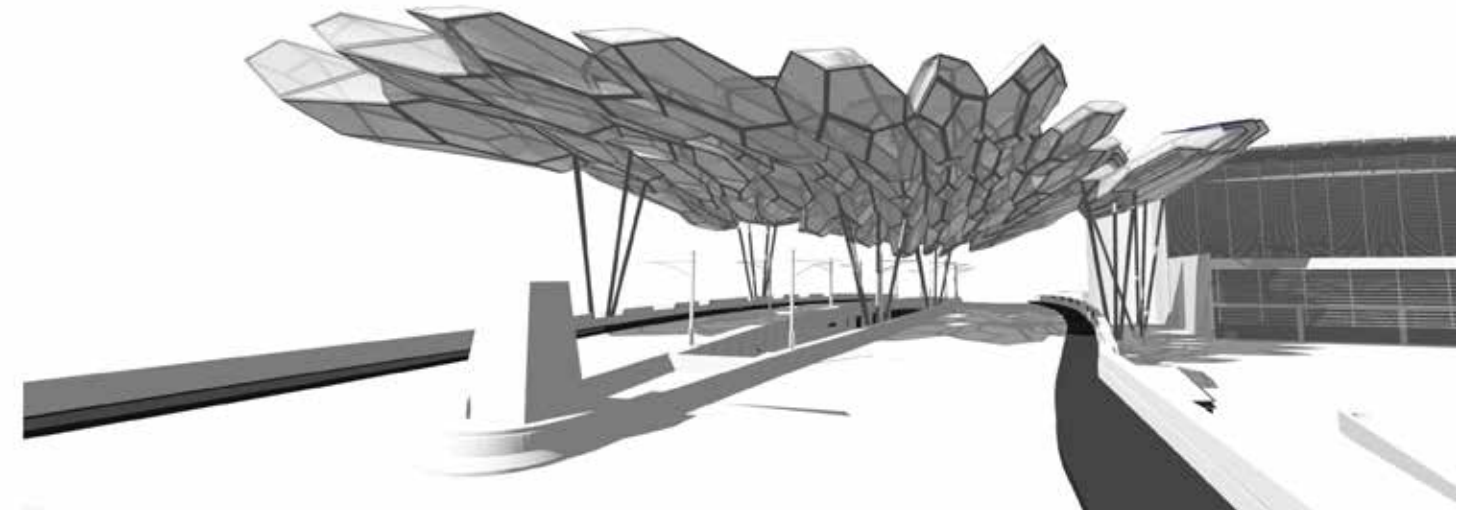


the CLOUD

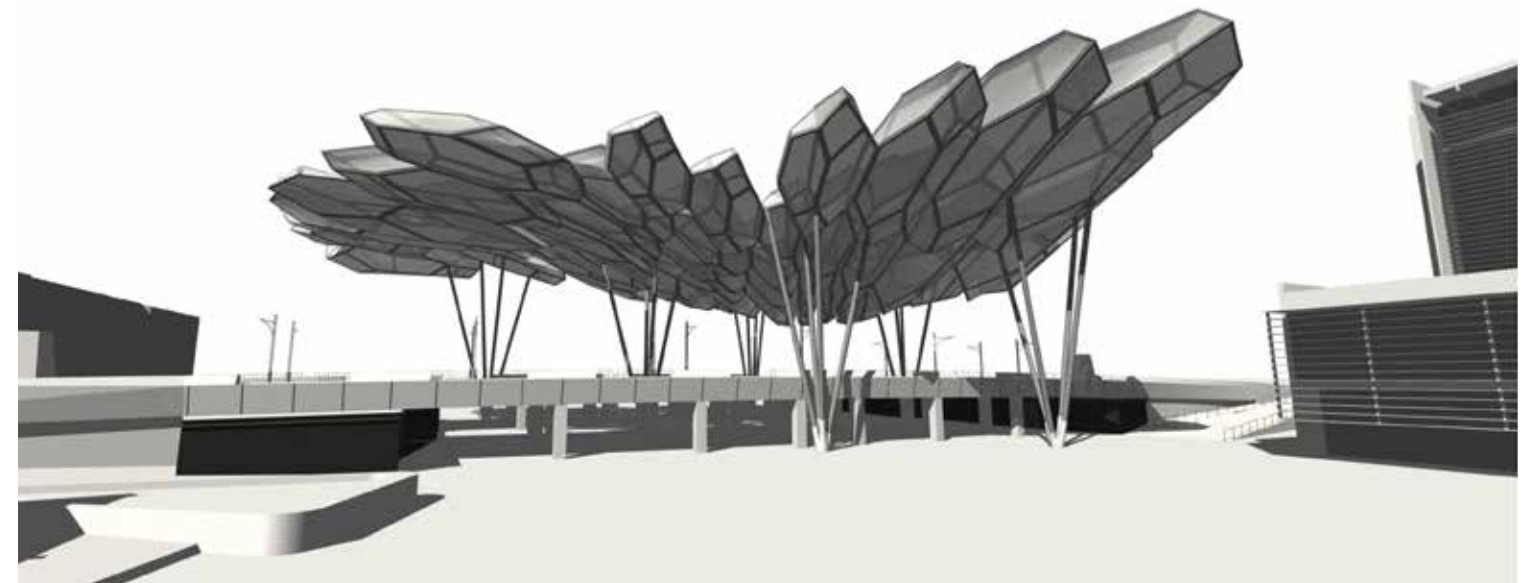
The iconic element for the *new* Hance Park, the Cloud floats above Central Avenue announcing the presence of the park below. With the existing park lacking an identity this artistic form reminiscent of patterns found throughout nature and specifically the dry desert southwest will provide valuable and expansive shade in addition to begin able to generate power for the park through integrated photovoltaic panels.



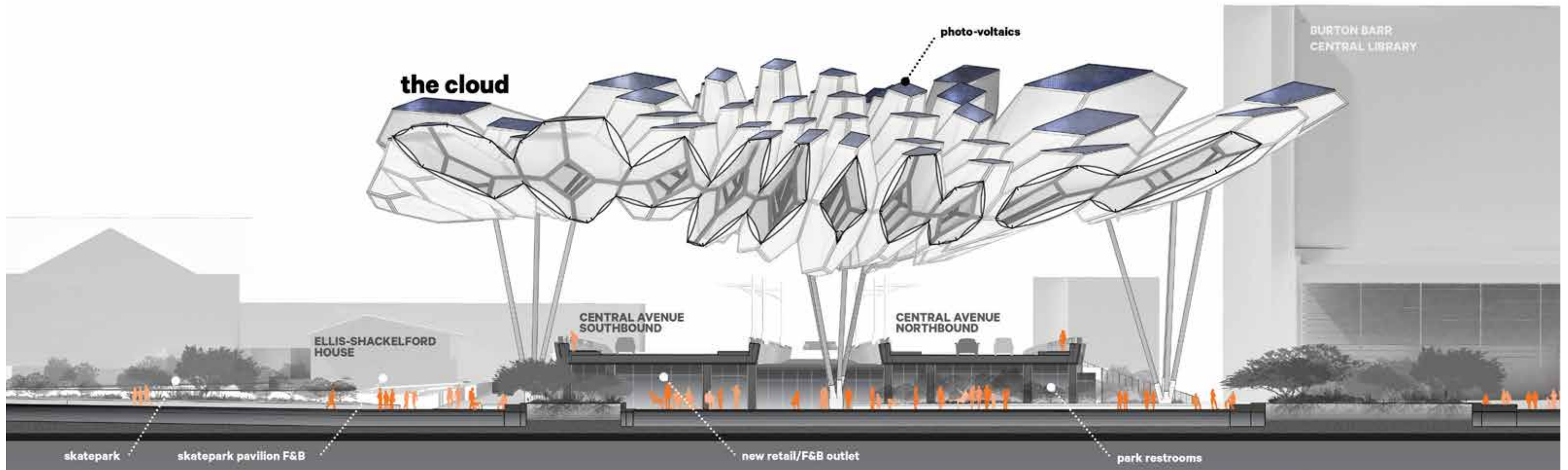
cloud plan
solar panel area . 6,720 sf



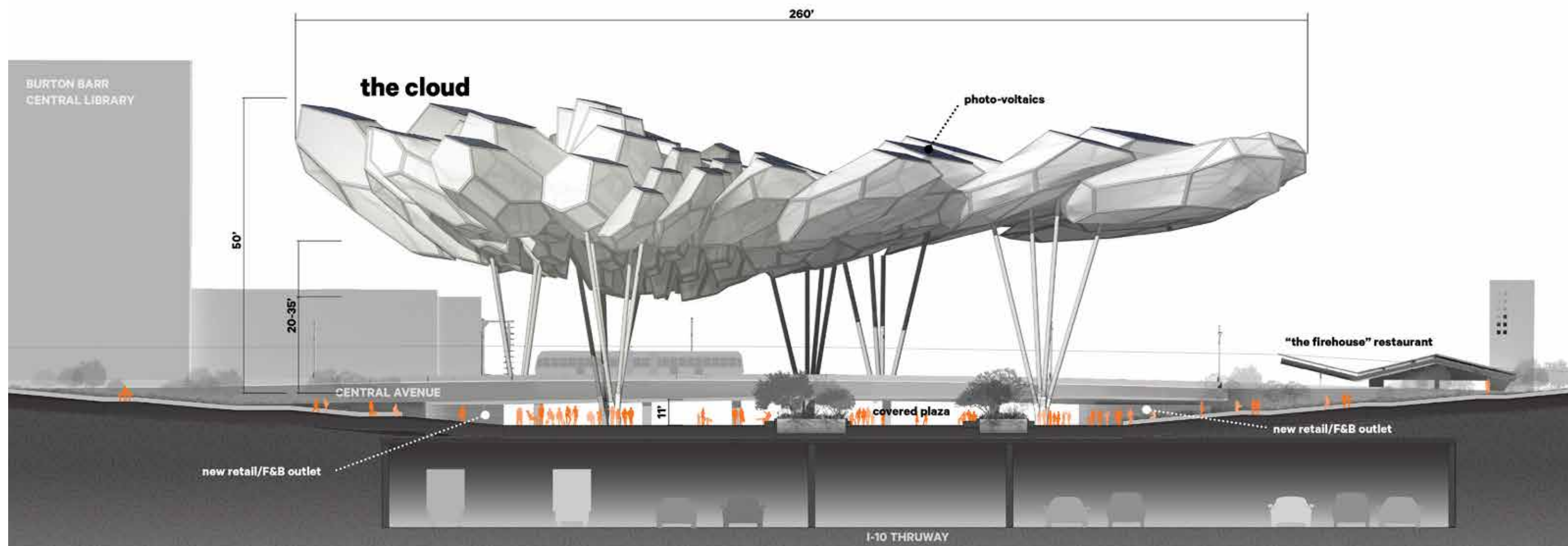
View of the Cloud looking north from the Central Avenue Bridge



View of the Cloud looking west from the Adventure Plaza



Elevation | Section for the Cloud looking north



Elevation | Section for the Cloud looking east

CENTRAL AVENUE BRIDGE



CENTRAL AVENUE BRIDGE

The Central Avenue Bridge redevelopment will begin by cladding the bridge with a series of pre-cast concrete panels and new glass railings. New lighting is designed to be integrated into the panels and wrap east to west under the bridge creating a visible nighttime connection from one side to the other.

Gallery spaces are proposed beneath the bridge for additional program elements adjacent to the north and south abutments. These spaces are envisioned as cafe, retail, and gallery spaces wrapped in glazing so as to be visibly open to the public.

SKATE PARK



SKATE PARK

Located directly south of the historic Ellis-Shackelford house, the skatepark is seen as a major attractor of activity to the heart of the park. Activation at the corners of the Central Avenue Bridge is a primary component of the park master plan. By programming this corner with such an activity the transition from bridge level down to the park is expressed and enhanced. The historic dental office currently located in the proximity is to be relocated 30' to the west to make way for an expansive ramp. The relocation also allows for the building to be integrated into the program of the skatepark with the opportunity of servicing as a concession location that supports the skatepark.

FIRE HOUSE



FIRE HOUSE

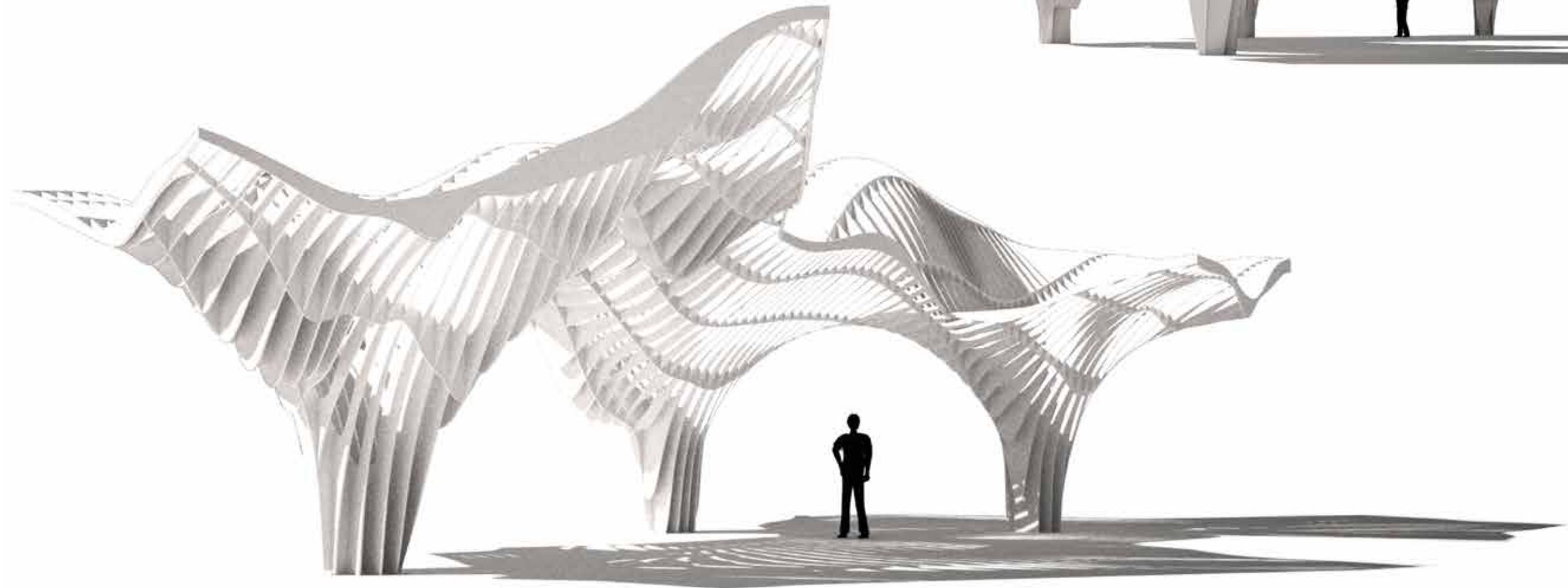
The historic Fire House is the former home for Station #4 of the Phoenix Fire Department. The brick structure is envisioned to be rehabilitated into a destination food & beverage location. The interior redevelopment is to be completed through the city rfp process. To encourage an exciting and uniquely Phoenix restaurant vendor there is a need to integrate the firehouse pavilion site into the overall park master plan. Through similar improvements, materials, terraces and patios will be integrated within the palette and feel as a unified element with the park. Connections are desired between the firehouse and adventure plaza below with opportunities for outdoor dining encouraged.

SHADE STRUCTURES



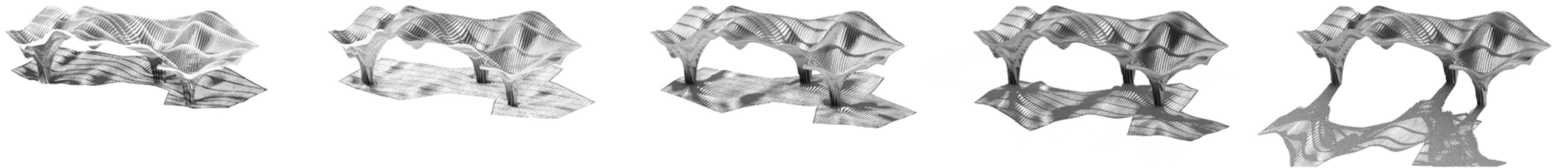
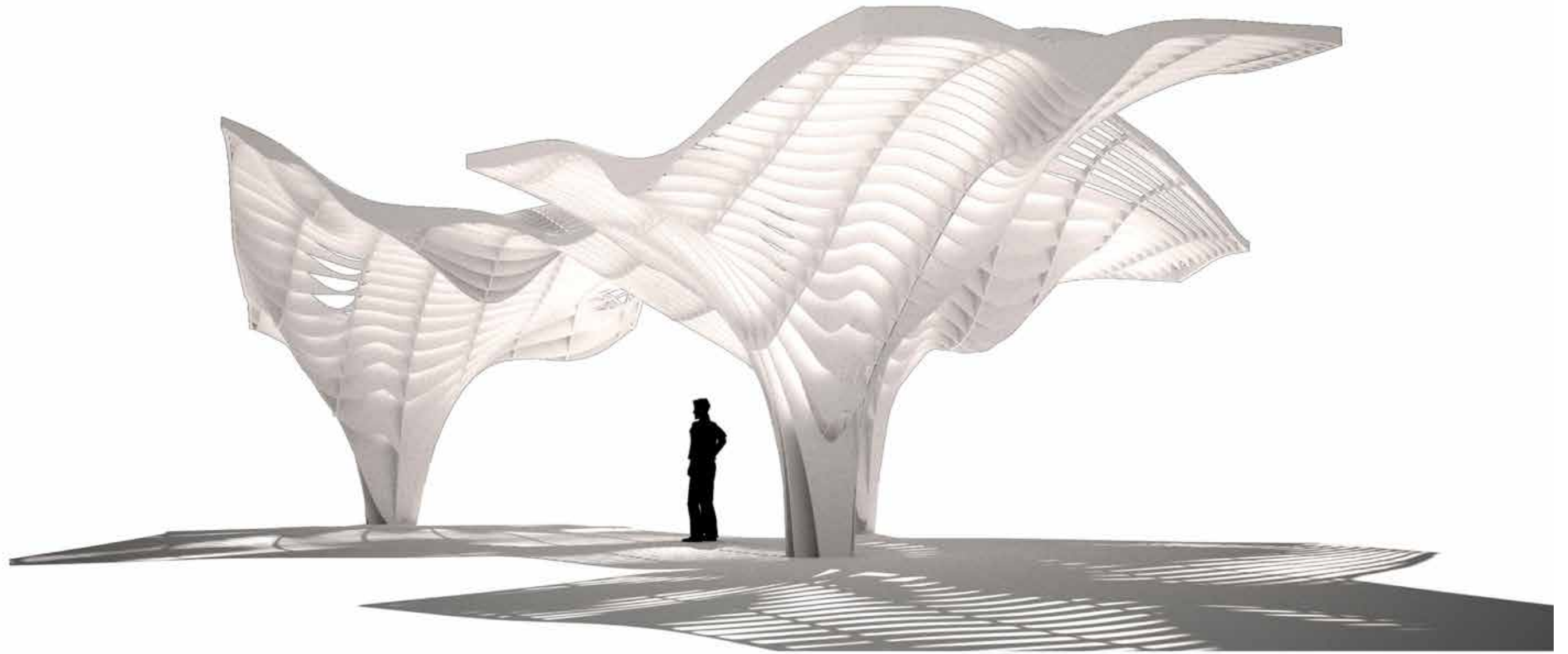
SHADE STRUCTURES

Shade provides for a critical component in the creation of a year round destination. Unique steel trellis structures will help identify Hance Park to the public and are positioned at key entrance gateways throughout the plan. Inspiration for these structures is drawn from natural forms found within the region and generate a truly Arizona expression.



SHADE STRUCTURES

HANCE PARK master plan | final design report | 2016



Shadow patterns will be cast across the Park surface.

PERFORMANCE PAVILION

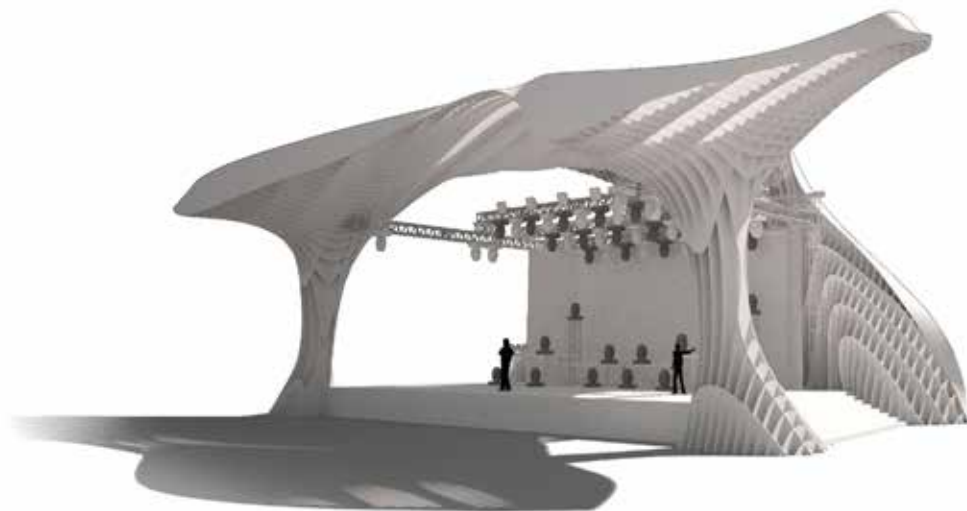
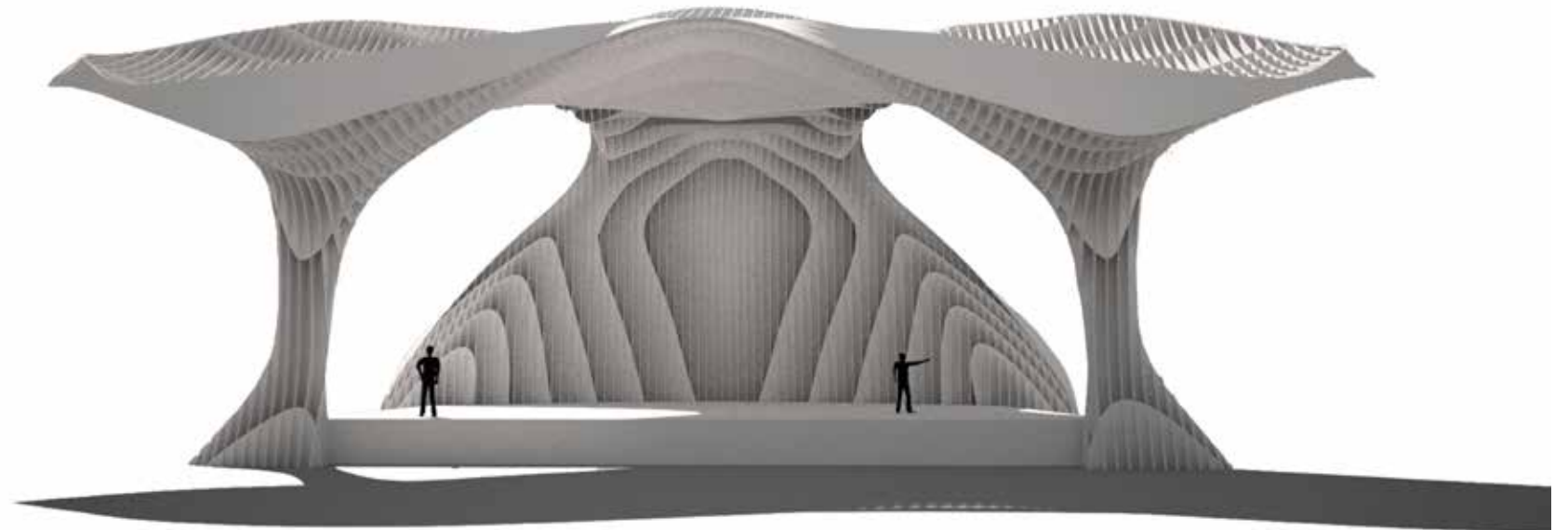


PERFORMANCE PAVILION

A multi-use element, the performance pavilion “band shell” structure is a signature feature within the plateau. Sized to accommodate large festival events the band shell also supports everyday performances through the integrated plug-n-play lighting and sound infrastructure. For large events rigging is provided to support equipment needed to expand light and sound capacity. When not utilized for performances the pavilion will provide additional shade. Seen as an everyday structure where visitors can relax and enjoy, the structure is of a similar aesthetic to that of other shade structures found throughout the park.



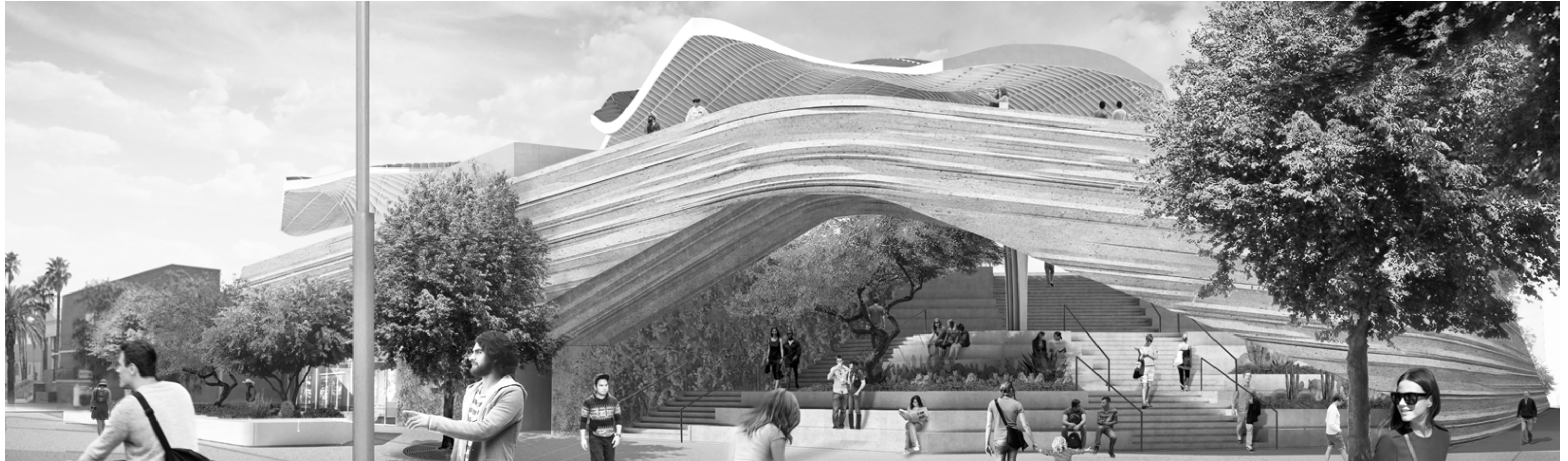
integrated lighting and sound system



large concert set-up

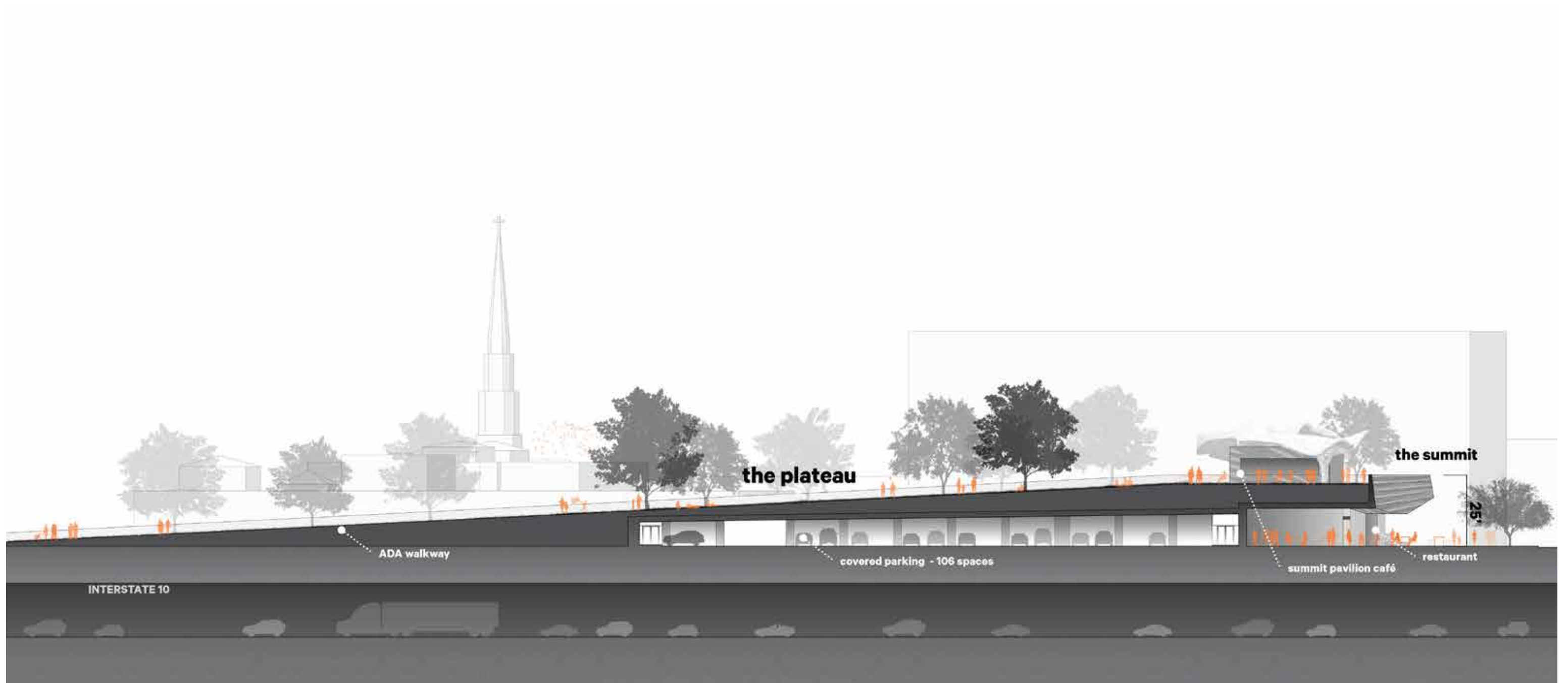


THE PLATEAU



THE PLATEAU

The plateau utilizes a landform to carry the park up and over an existing surface parking lot in order to provide screening of parked vehicles in addition to creating an amphitheater slope to support the adjacent performance pavilion and large events envisioned within the sprawling civic space. The landform creates a signature element at the eastern most edge of the park, defining the Third Street frontage and providing for dramatic city views from a top the Plateau at the summit terrace.

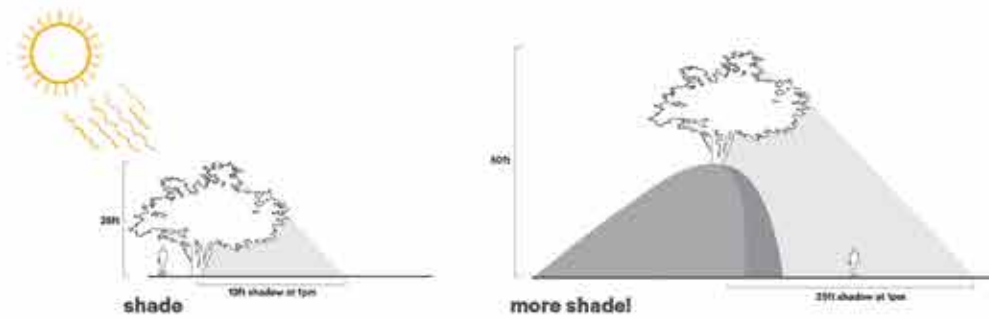


Section through the Plateau at the Summit Terrace looking North

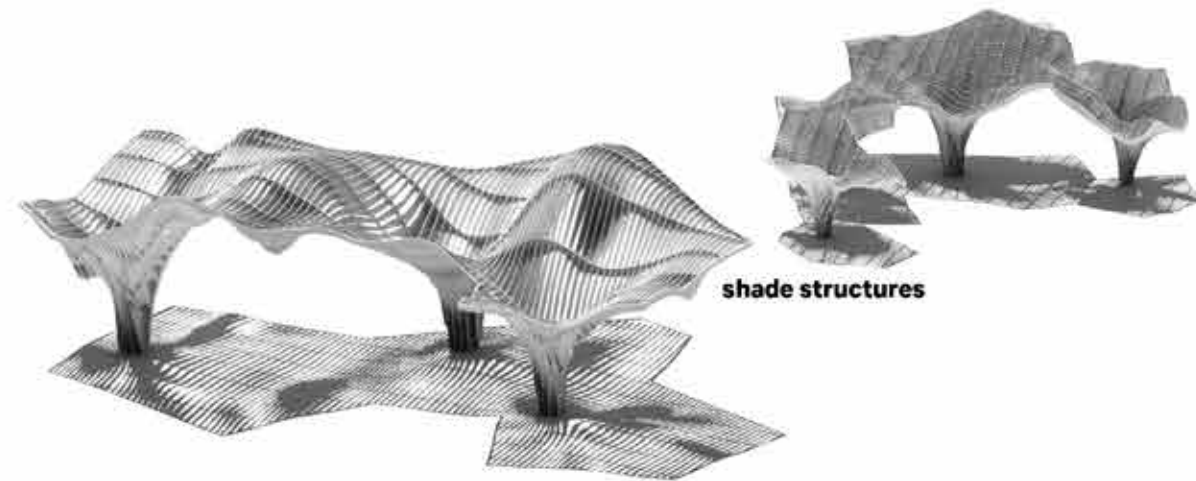


Section through the Plateau at the Grand Stair looking North

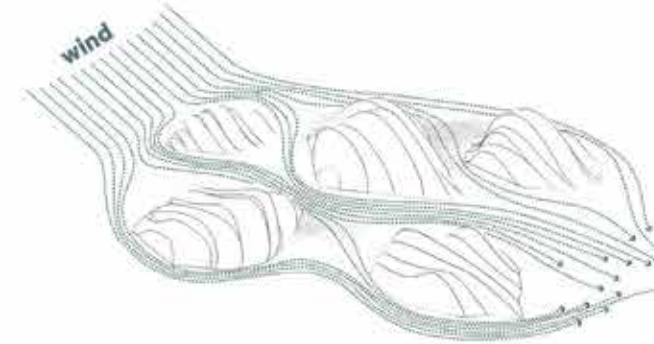
shade



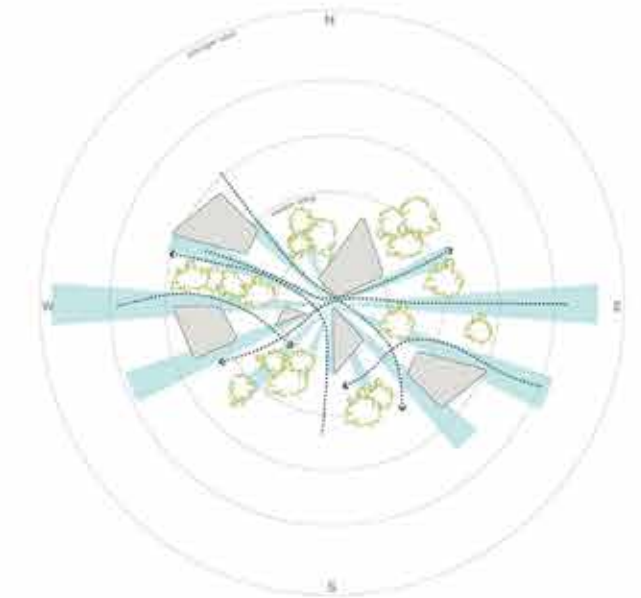
shade structures



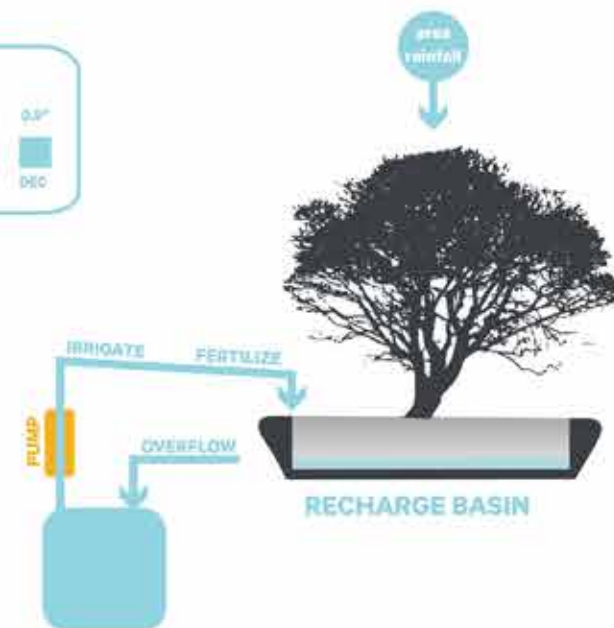
wind tunnels



buttes



closed-loop irrigation system



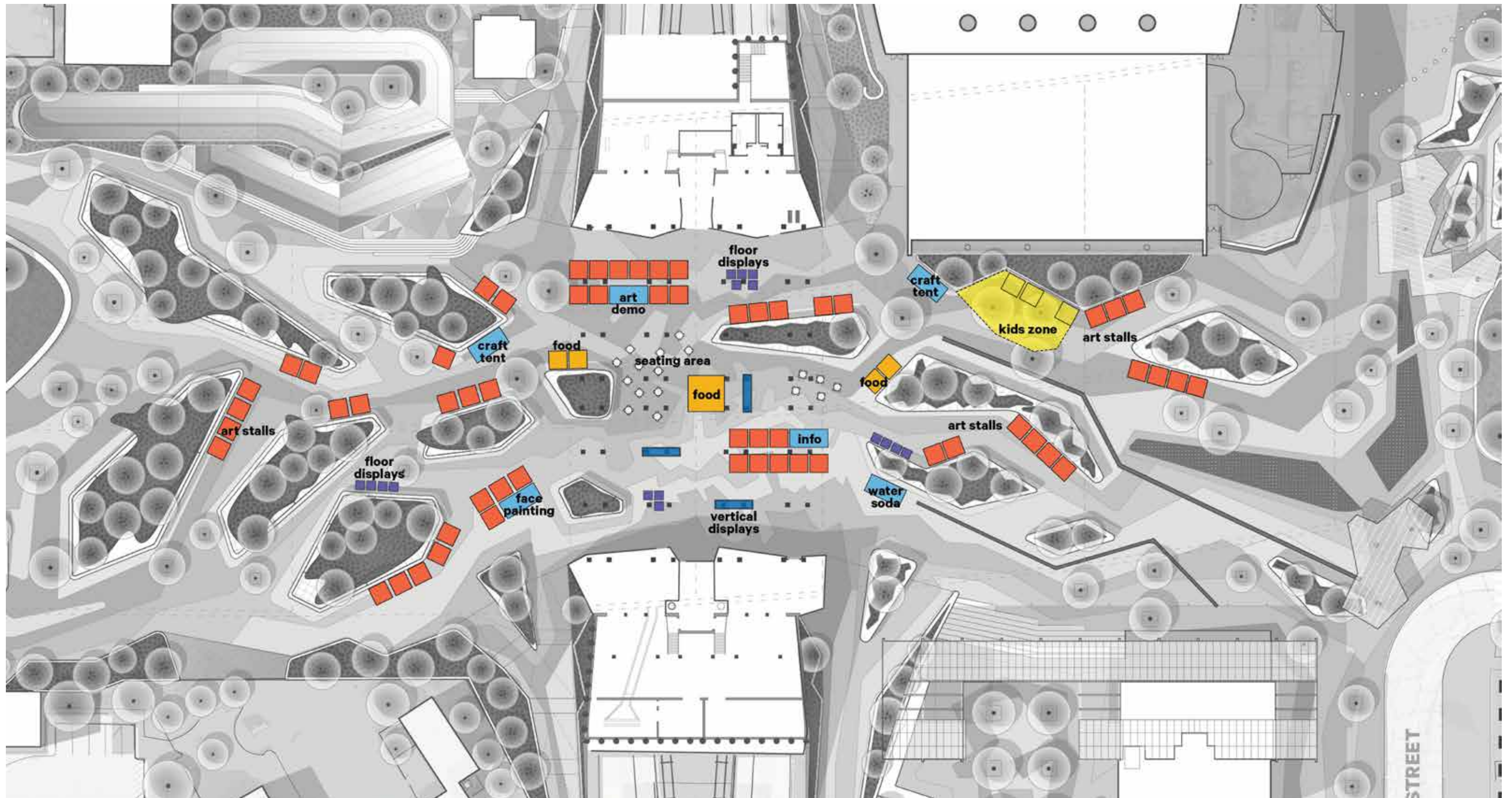
recharge tree pit



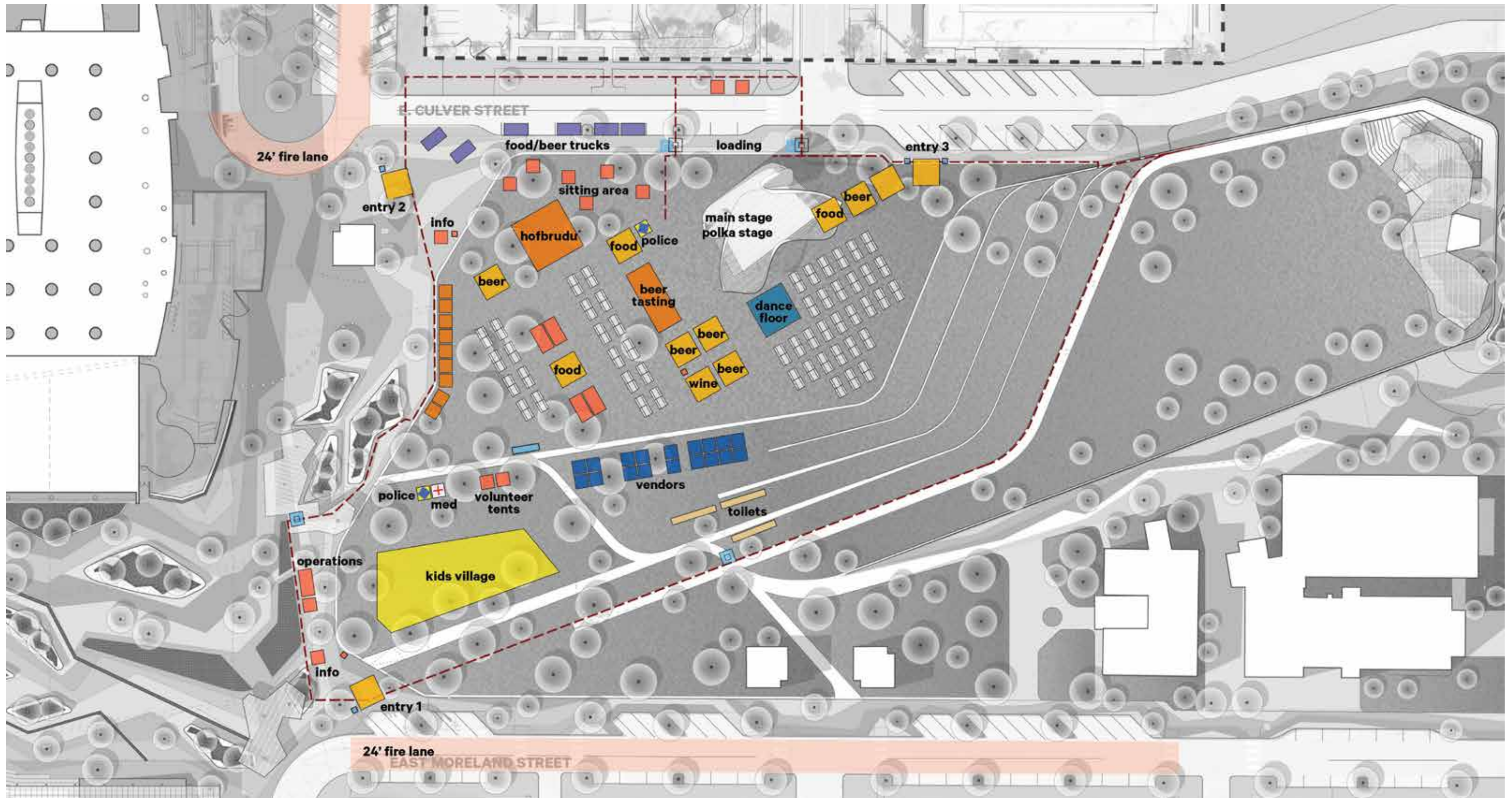
recharge garden planter



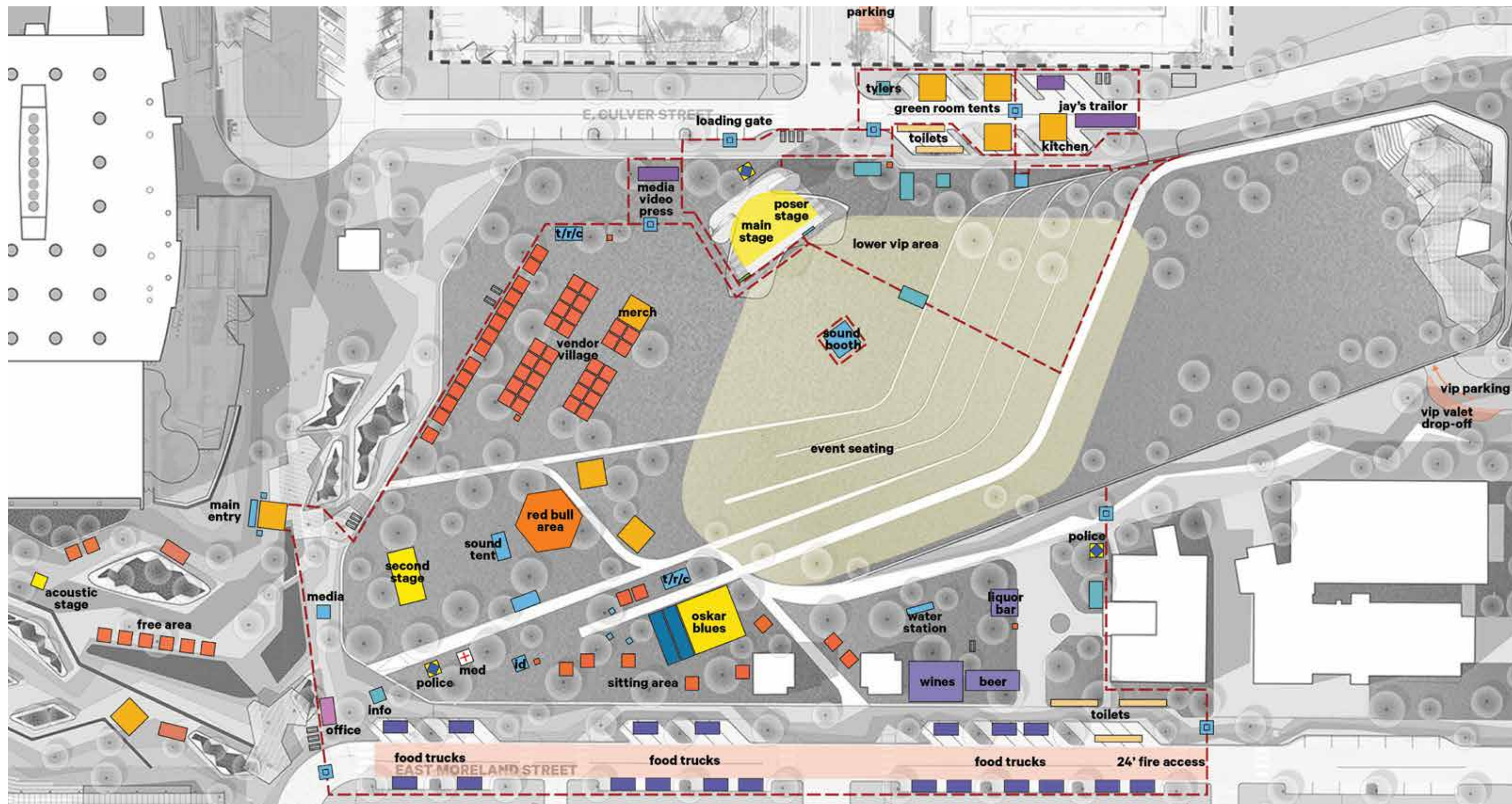
recharge lawn



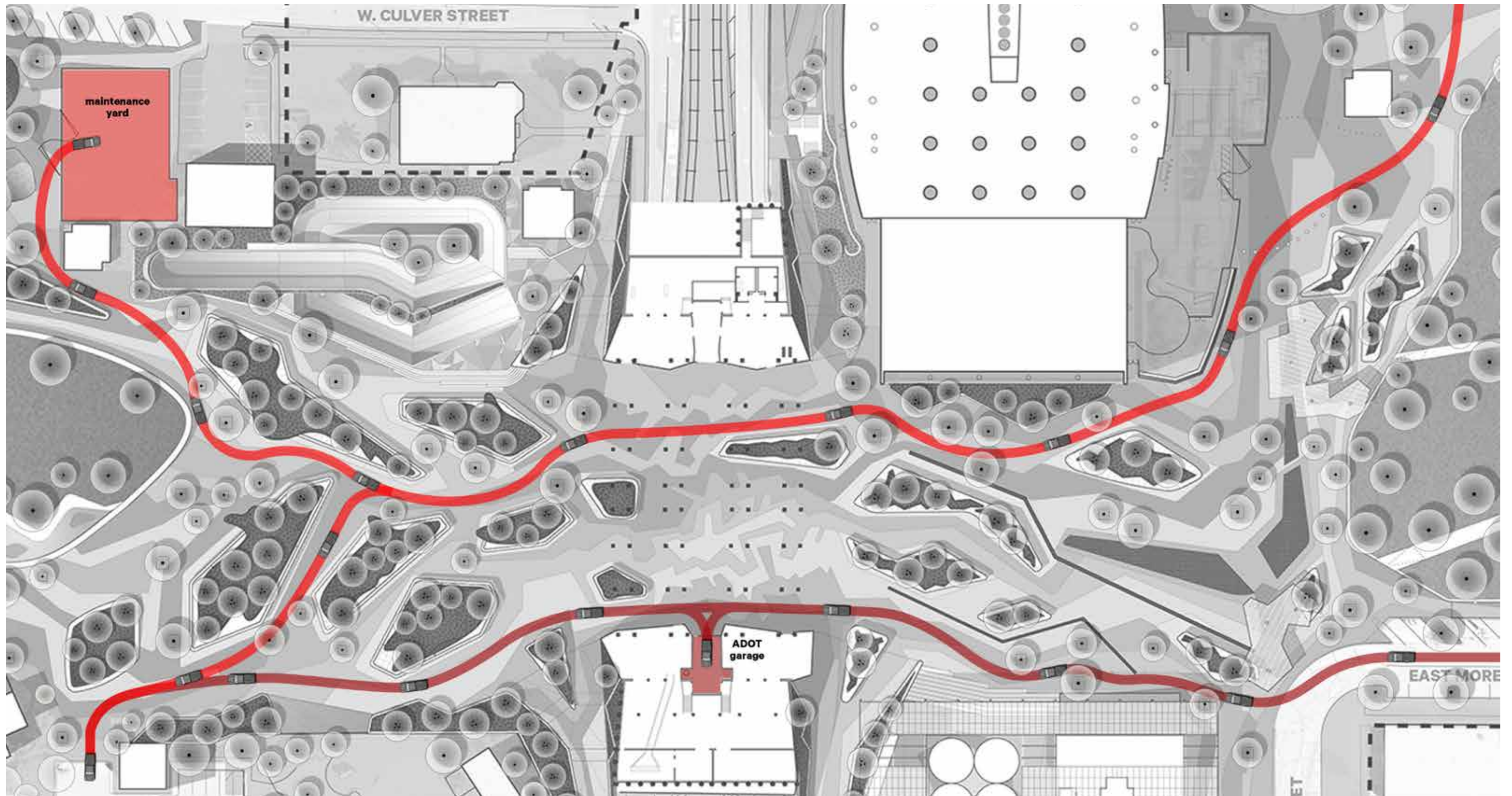
Typical event | fair in Hance Park



Oktoberfest in Hance Park



McDowell Mountain Music Festival in Hance Park



Circulation, maintenance & emergency vehicle access through Hance Park

CIRCULATION

4.0 IMPLEMENTATION



PREMISE

A revitalized Hance Park will provide significant economic benefits for downtown Phoenix and the metro region:

- Providing signature recreational amenity for the region. Enhanced programming and activities will provide a benefit to the community and encourage further engagement with Phoenix’s vibrant arts and culture scene.
- Supporting the resurgence of downtown, increasing property values and attracting new development and spending. The park will augment recent investments in ASU’s Downtown Campus the Convention Center, creating a critical mass of downtown activity.
- Strengthening the regional economy by enhancing the Phoenix brand to attract more tourists, residents, and jobs.

Similar projects across the country, including the High Line in New York City; Fountain Square in Cincinnati; and Discovery Green in Houston, have generated economic benefits equivalent to a 200%-300% return on public investment.

The economic benefits that will accrue from investment in Hance Park should be leveraged to realize the vision. New funding and management needs can be met with commitment, clarity of focus, and coordination among stakeholders. The strength of the economic opportunity and ongoing support from the community demonstrate the potential for an effective public-private partnership.

GETTING STARTED

Hance Park redevelopment will require significant capital investment from public and private sources over multiple phases of development. Realization of the master plan has an estimated capital cost of \$118 million. The scale of the investment suggests the need for phased implementation, with identification of capital sources a task to be undertaken roughly 3-5 years in advance of construction of any given phase.

The analysis recommends leading with a catalytic, brand-focused first phase to generate excitement and support for the master plan. This should include:

Full implementation of the “entrance “cloud” and “canyon” would be expected while the full geographic extent of first phase development should be adjusted to reflect availability of capital funds.

This initial phase of master plan realization can be designed and built with capital funds that are currently available or can reasonably be expected to come available given an effective advocacy effort.

- *3PI:* In the near term, Phoenix Parks and Preservation Initiative (3PI) funds could be designated over the next three years to contribute up to \$15 million in the first phase.
- *Philanthropy:* Based on comparable parks’ experience, Hance Park could attract significant philanthropic investment, up to 30% of total capital costs across all phases of investment. There is an opportunity to front load private funding in the near term if public commitment is evident in the long term.

Earned income opportunities pursued in this first phase of activity can help sustain operations and, just as importantly, build vibrancy, which will, in turn, increase the likelihood of additional sources of capital funding coming to the table, both philanthropic and public. Pursuing earned income opportunities and securing funding for the park entrance are priorities in the first phase of development to gain momentum. For additional phases, ongoing public and private outreach is needed to access additional public and philanthropic support.

COMPLETING THE VISION

Success of the first phase will make possible the capital funding of the rest of the vision. As noted, it is reasonable to assume that corporate and individual philanthropy can support on the order of 30% of total capital costs. At some point, significant allocation of bond funding should be pursued, as it will almost certainly be required to build out the vision. In addition, as the vision is realized, the park will create value for adjacent, underdeveloped real estate.

PHASING STRATEGY

The master plan has a great deal of flexibility allowing for numerous options for phasing as funding becomes available. The cellular nature of the design also creates a wide range of naming opportunities for various philanthropic interests. Following is the recommended phasing strategy:

- *Phase 1A:*
- Phase 1B: Develop signature Cloud, enhanced entrances from Central Avenue, and a portion of the Canyon adventure plaza. Redevelop firehouse as a restaurant with beer garden overlooking the plaza. Invest in a temporary bandshell to support increased programming. A fully completed phase 1 transforms the identity of the park and activates the central plaza with day and night activities.
- *Phase 2:* Complete the Canyon and Plateau zones including permanent Performance Pavilion, Viewing Terrace & Plateau Summit. This phase further enriches programming opportunities for community events and activates the central urban plaza.
- *Phase 3:* Complete the Valley and enhanced Dog Park. Phase 3 may be completed concurrent with Phase 2 if full funding is available.

The following pages graphically represent phasing boundaries and outline estimated costs.

PHASE 1A

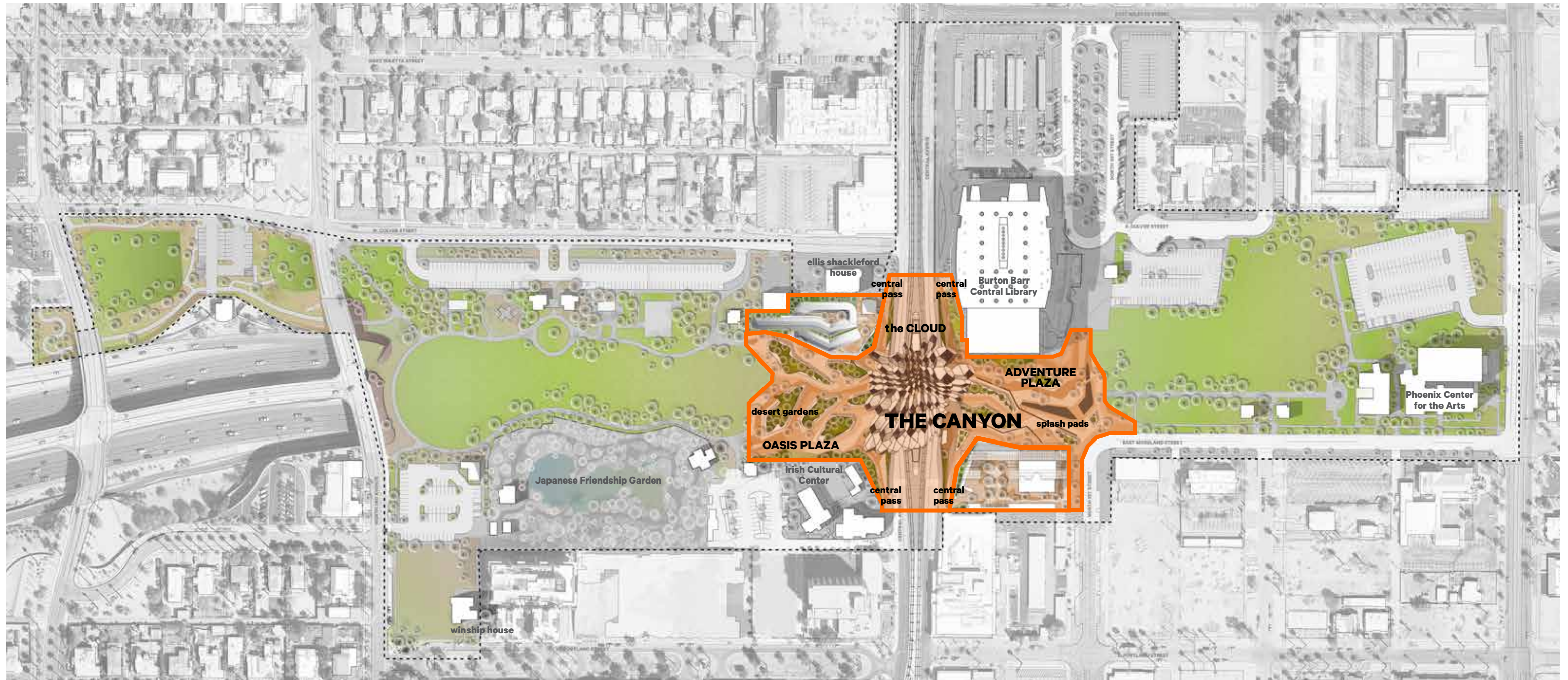
the FIRE HOUSE & SKATEPARK
FY 2017 - 2018 | \$ 2.9M



PHASE 1B

the CANYON

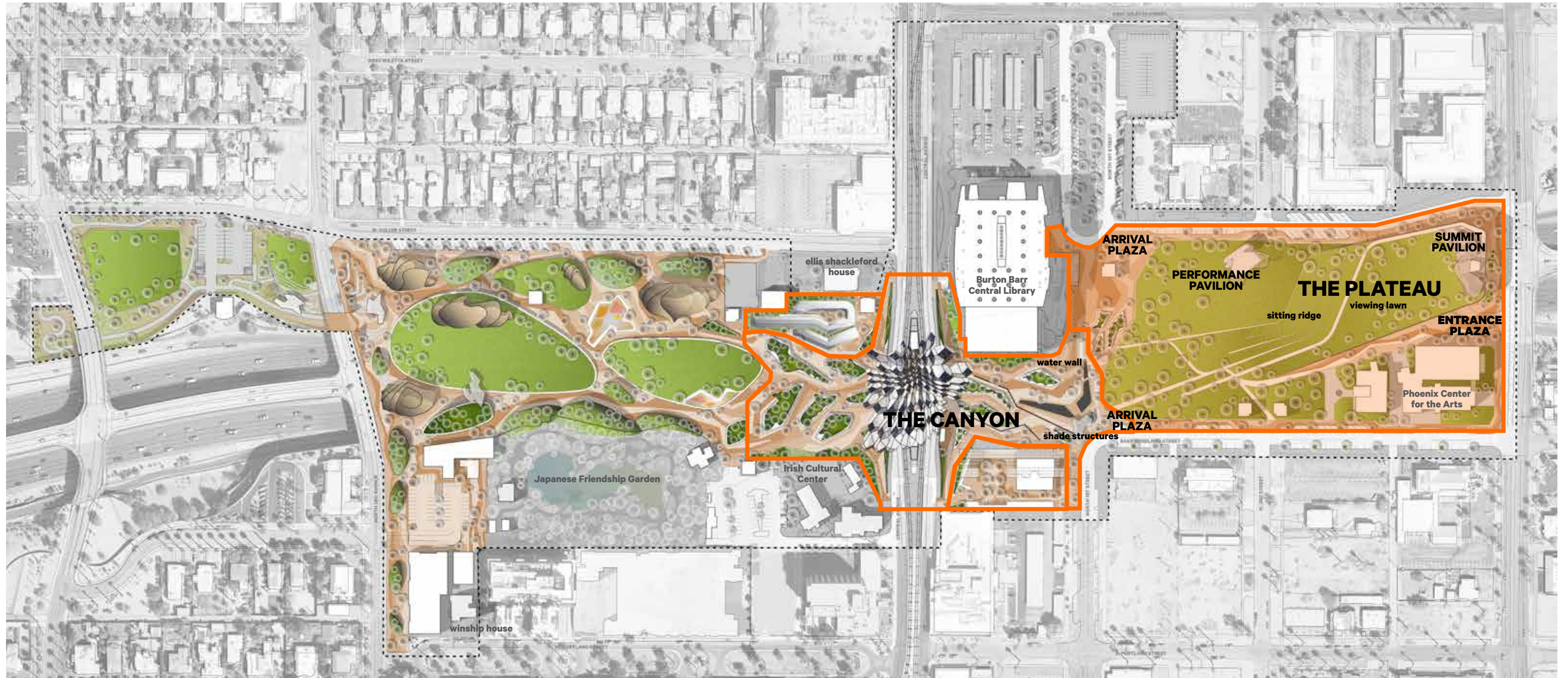
FY 2018 - 2019 | \$ 34.0M



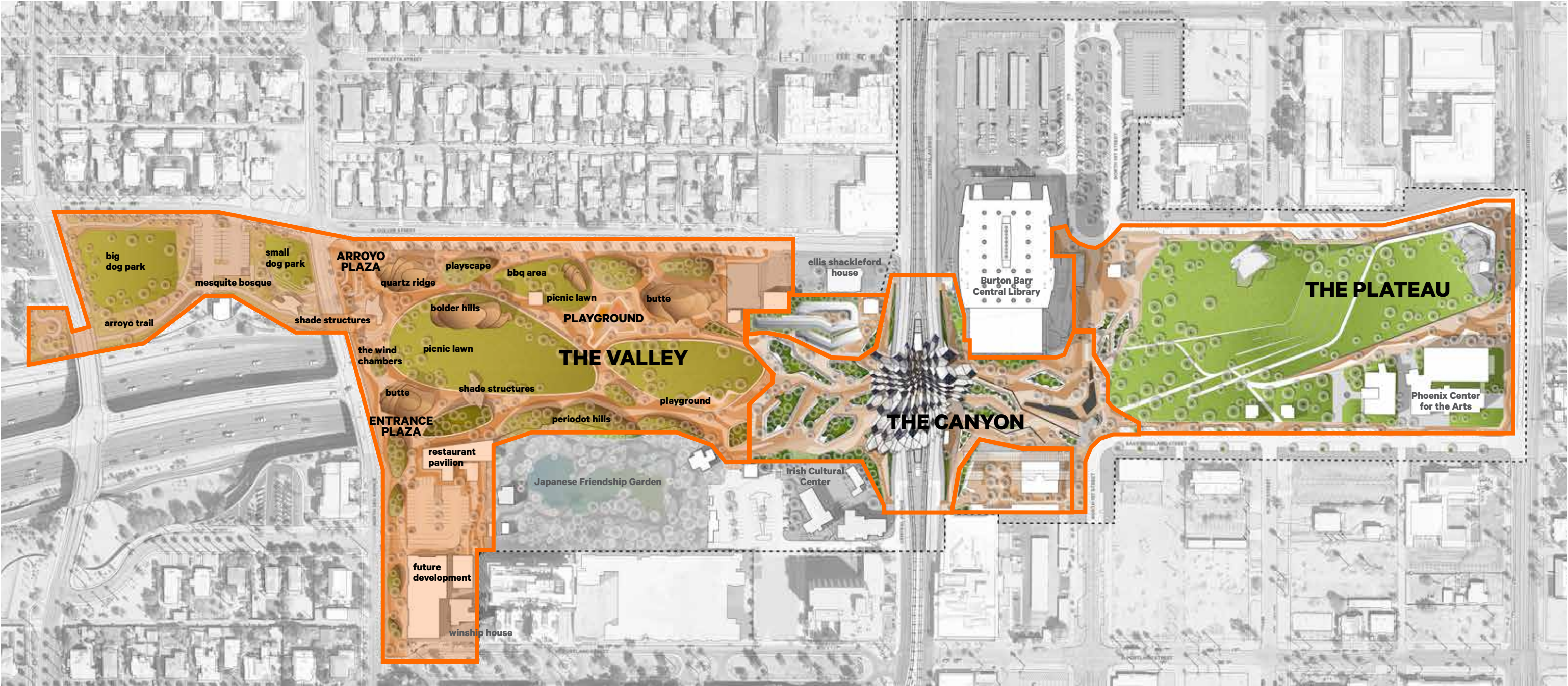
PHASE 2

the PLATEAU

FY 2020 - 2021 | \$ 41.8M

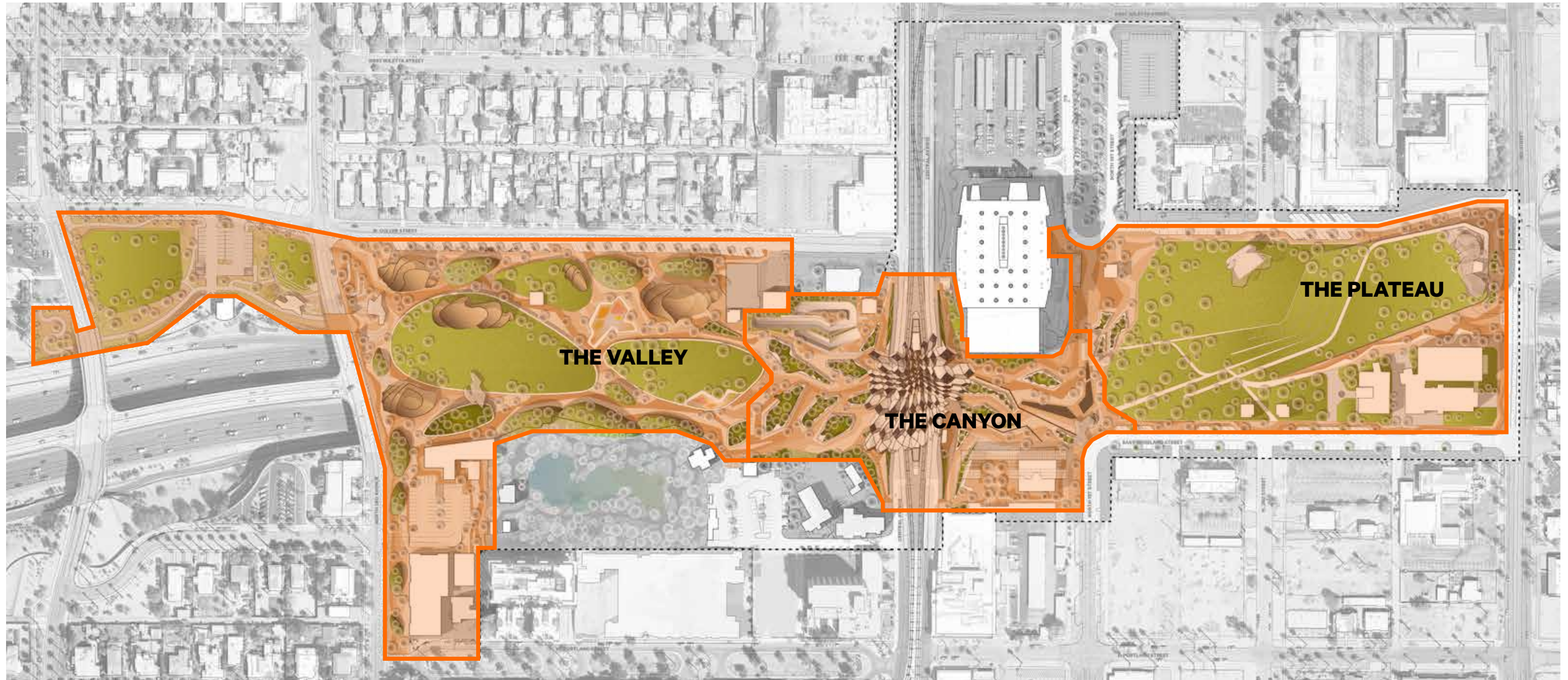


PHASE 3
the VALLEY
FY 2022 - 2023 | \$ 39.3M



PHASE 1-3

the MASTER PLAN
FY 2017 - 2023 | \$ 118M





!melk

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