

Bell

My basic vision for Hance Park is as follows:

1. I see this as a cultural attraction for Phoenix and the Valley. There are a large number of unique cultural institutions located on the park. The park should serve as a vehicle or conduit to tie everything together.
2. The kinds of things programmed in the park should make for ease of travel between the various cultural institutions. Walking trails, bike paths are good ideas. The park should have a safe, open feel to it. Connectivity is a key concept here.
3. I see Hance Park as a UNIQUE attraction for Phoenix. I do not see it as another neighborhood park or athletic park. Phoenix as a whole lacks a sense of local culture. The park should be used to enhance culture, and not as a another neighborhood park.
4. Park use should be thought of in terms of both major events and daily use. The park space should be left open to enable large events and festivals to take place. By creating better connectivity and a more welcoming space, daily use can emerge from the institutions located around the park as well as the park itself.
5. I see Hance Park similar to a Balboa type park. A Special place. An effort can also be made to attact more cultural and educational activity to the park neighborhood this way.
6. We need more amenities, such as food courts or restaurants, to enable people to spend time in the park and at the institutions around it.
7. I DO NOT see Hance Park as a downtown neighborhood park. I think that we will miss a great opportunity to promote local civic culture if we make it a place to play basketball, skate, and have large playgrounds. There are many other locations which can be used like this. Neighborhood activities can be included in the park, but should not be the priority.

Bentley

New Orleans City Park Vision

<http://neworleanscitypark.com/plan/Plan2009.pdf>

(Excerpts for possible use by Hance Park Master Plan steering Committee)

The vision statement describes the community's aspirations for the Park. It is written from the perspective of citizens views in 2018.

City Park is a vital urban park, recognized for its beauty, diversity, and stewardship of its resources. Its 1,300acres of lush parkland and waterways, crossed by a network of trails, contain a rich array of recreational, educational, cultural, and environmental resources well-used by the neighborhood, city, region, and State.

City Park is a regional attraction, an important part of the region's economic development infrastructure and contributes to the economic vitality of the neighborhoods. The Park's historic landscape has completely recovered from Hurricane Katrina and is the setting for contemporary programs and events that appeal to all ages. Through partnerships, public support, and creative fund-raising, the Park maintains attractive facilities, grounds and programs that add to the enjoyment, health, and enrichment of the community.

The vision is structured around five themes. These themes are separated for clarity and emphasis, but are, in fact, closely related. Together, they describe the community's vision for the Park in its land uses, design and programs. These are the basis for the Initiatives as introduced on page 5.

"In 2018, we envision...

Expanded recreational opportunities where...

- Healthy living is encouraged for all ages and abilities with places to play, compete, enjoy fresh air and nature.
- New facilities and activities meet the needs of the community.
- Public transit links the Park's resources with neighborhoods throughout New Orleans.

Strong sense of community where...

- Lifelong learning opportunities encourage curiosity, creativity, team work, and career development.
- Families enjoy the Park's variety of activities at every stage.
- Neighbors meet through Park programs and build long-term relationships.
- Public health is encouraged and celebrated for Park employees and visitors.
- Employment opportunities in Park related fields such as environmental sciences, business, and recreational management are explored and developed.
- Local businesses benefit by the improvements to the Park.
- Citizens are actively engaged in their community.

Integrated natural and functional systems where...

- Native Louisiana habitat of plants and animals thrive. (*perhaps desert plants would apply here*)

Distinctive identity where...

- City Park's distinct heritage is preserved and celebrated.
- A vibrant horticultural palette displays seasonal color of plant communities and traditions from New Orleans, the American South and exotic locations around the world. (*for Phoenix, desert plants*)
- The surrounding neighborhoods enjoy and benefit from the Park's year-round activities.
- Tourists find the Park fun, safe, and well maintained.

Financial self-sufficiency where...

- Park management and governance are responsive to ever changing conditions.
- Funding of Park improvements and operations are abundant and widely supported.
- A variety of public/private partnerships are mutually beneficial and grow with the Park.

Floor

Hance Park Mission Statement

A community park that serves as the gateway to downtown, provides a dynamic visual, cultural and intellectual experience for residents and visitors alike; fosters community gathering and serves the recreational needs of the neighborhood. The goal is to create a safe environment for all to live, learn and play.

Katsenes

Goals for our work on the Hance Park:

- Create a safe environment at the park
- Create citizen use of the park, seven days a week, from sun up to sundown
- Create a distinctive theme and look at the park
- offer activities/facilities at the park that are unique in the city...drawing residents from beyond just a five mile radius to Hance park

Kelchner

Hance / Deck Park visioning statement

The park is the cultural center of Phoenix. From the surrounding historic neighborhoods (including the last remaining Center St. mansion and Kenilworth school), to the Phoenix Art Museum and the Burton Barr (central) library, to the Sister City installations, to the Jewish Museum and Puppet Theater, to the Roosevelt Row arts area and Trinity Cathedral, this is the cultural core of the City of Phoenix. It is the biggest jewel on the connecting necklace that is the light rail line down Central Ave. from Camelback to downtown. It is an area that Phoenix has invested in time and again with bond money and special projects. But those investments can be compounded by more compatible events and attractions. It can be a much brighter jewel. It needs to be enhanced and polished so that tourists and Arizona residents alike see this as a destination to plan for.

ALISON RAINY

HANCE PART MASTER PLAN STEERING COMMITTEE

Margaret T. Hance Park is a large park located at the entrance to downtown Phoenix. It connects neighborhoods, civic & cultural institutions, vacant land, churches and very

few small businesses. At present, it has limited visibility to new users or folks who commute past it daily.

VISION :::: COMMUNITY VERSUS CULTURAL

Hance Park should be thought of as an URBAN COMMUNITY PARK rather than a cultural park. Cultural parks are successful when they are the resultant of the location and proximity of large museums, science centers and civic or academic institutions. Community parks are successful when they accommodate the community in which they are located and have unique aspects that draw in people from outside the community.

The main challenge with Hance Park is the location. It has no grand or secondary entrance. It is not fully surrounded by an urban environment and therefore, no overspill activities, such as sidewalk cafes and bike/pedestrian pathways contribute to an active park life.

To address this challenge, I propose that the Park be built as much as possible. What should be built?

- signage & new identity
- proper entries for vehicle, pedestrians, & bikes
- new low rise structures at the perimeter of the park (for spillover activities and more people)
- new mid rise housing/density at the perimeter (more eyes & ownership)
- infrastructure for outdoor performances
- platforms for events or lounging/changes in elevation
- gardens for specific activities
- lighting

The in-between spaces become the pathways that connect the varied activities, spaces and new & old buildings. Olmstead said that “in the Park, the City is not supposed to exist”. This notion needs to be turned on its head in order to make Hance Park a success. It needs to be filled with activities, follies, attractions, soft & hard surfaces and architecture in addition to grass, shade and vegetation.

Parc de la Villette in Paris, an enormous success, was construed as being “the largest discontinuous building in the world”. The Parc contains special gardens, fields for sports and entertainment, cafes & food carts, art installations, visitors center, and a museum of technology. It is a success due to the variety of things to do and the continuous connective fiber. At the Museumplein in Amsterdam, the top of the partially underground parking structure is a slanted grassy surface where people sit and watch activities in the park, eat lunch, and take a break from walking from one museum to the next. There are also giant signs that read “i amsterdam”. They are follies that people see, can recognize and create buzz. Hance Park needs to have a ‘thing’ that makes it desirable yet sustainable. What is the thing?

- Bicycle rentals

- Pathways
- Interactive (ie; giant light fixtures that move when you put a quarter in)
- sound & mirror gardens
- Giant Attractions (ie: slides, hot air balloon rides like in Orange County)
- water
- platform for “phoenix lunch in the park” days (restaurants set up food vending stations, business/neighbors come out and buy lunch and listen to a music performance)
- art installations
- both small and big gathering locations
- most importantly, ways to accommodate the spillover from new construction at perimeter of park

Parc de la Villette, Paris



Museumplein, Amsterdam



Roman

ASU involvement:

Hance Park masterplan could be a good 'studio problem' but it does not seem to me to fit specifically in architecture, landscape architecture or urban planning. It is a mix of all of this and more.

A more interesting use of an ASU architecture studio investigation would be the area AROUND Hance. The students could investigate and propose past, current and best case future use of underdeveloped, abandoned, and vacant buildings, land and streetscape that touch Hance and surrounding area. Their studio work would, at its core, support 'activiting' Hance and compliment the cultural, connective and community use elements of the Hance Masterplan.

AND

Here is my vision and mission statement due next week...

Hance Park Master Plan Steering Committee

Vision

A 'park/ public place' that is activated with spaces and program that uniquely respond to and reflect the context of cultural, connective and community uses of the site while recognizing the historic and geographic centrality that Hance Deck Park has for the identity of downtown Phoenix.

Mission

The Steering committee's mission is to cull, synthesize and put forward a highly articulated list of program elements that will serve as a road map/ armature for design professionals as they respond to a nation wide RFP/Q competition to re-vision, re-design and re-vive Hance Deck Park. The steering committee will be charged with working with City of Phoenix staff to identify any and all outside funding (local, state and national) grants, special private/public initiatives, or other vehicles that could support such an RFP/Q call and competition effort.

The Steering Committee will endorse the masterplan vision crafted by the winning design team selected through the above process. The Steering Committee will make all reasonable and appropriate efforts to garner public and private support from the City of Phoenix, its citizens and other donor/supporter stakeholders to insure that the masterplan becomes a built reality.

Silverman

Margaret T. Hance Park Master Plan # 2

Review/Reflections on Original Master Plan

1. The Park Concept

- Recognizing that Central Avenue is “the premier thoroughfare in the City of Phoenix...[and serves] as the City’s parade route and a setting for major civic events,” the Original Master Plan was designed “to support neighborhood cohesion, promote redevelopment and compliment [sic] nearby cultural amenities...[and] to create a true urban center in the downtown area, with a regional multi-use focus...[that would] benefit all of central Phoenix.”
- The Original Master Plan was designed to respond to 5 user groups – (a) Neighborhood Residents; (b) Nearby Office Workers; (c) Public Transit Riders; (d) Metropolitan Area Residents Desiring a Major Central Gathering Place for Music/Theatre Events/Festivals/Civic/Cultural Activities; and (e) Visitors/Tourists/Conventioneers Desiring Recreation in Downtown Phoenix
- The Plan for the Park was composed of 3 distinct areas – (a) **Neighborhood Park**; (b) **Urban Plaza**; and (c) **Cultural Park** – to respond to different adjoining land uses >>> and intended to “each... [have] a distinct character...[but to be] perceived as a single composition”

2. What Works and What Doesn’t Work?

- The **Neighborhood Park** was intended to “respond to the residential character of the adjacent neighborhood... and was dedicated to active and passive recreation” (including strolling, picnicing, play areas, and contemplative retreats). Arguably, this area of the Park has been the most successful in its implementation and programming, with families/children regularly using the playground, volleyball courts and other recreational areas. Nonetheless, this area can be *enhanced* and improved.
- The **Urban Plaza** was envisioned as a “pedestrian gathering place adjacent to Central Avenue” and its high-density, mixed-use development and was expected to be “the dominant symbol of the Deck Park.” Despite best intentions, this has been the least successful area in terms of programming and implementation. Installed fountains/water features do not work/may leak; access is not street-level but instead by difficult stairways; the trees have been unsuccessful in the Bosque Tree area (perhaps due to soil depth/mixture, heat and watering issues); the area is a large, hardscape “heat island” without sufficient shading and visibility; and insufficient useage/activity, traffic and lighting make users feel this area is unsafe – particularly at night. Further, while unintended, it has divided the Park into distinct halves and has not served its intended goal to unify the portions of the Park that lie East and West of Central Avenue. This area needs a “*re-do*”.
- The **Cultural Park** was “designed for special events, concerts, festivals and art fairs...[utilizing] a large expanse of green space [which] defines

performance areas and special features [to] include an amphitheatre, art walk and promenade [to connect with 1st Street/now Cancer Survivors Park, the Urban Plaza and Phoenix Center].” While utilized for periodic festivals/fairs and Central Avenue parade events, this Area has not been as successful as it could be – largely because the planned amphitheatre stage, art walk/promenade were never constructed/implemented (although the amphitheatre seating area was dug). This is an area that can also be enhanced by programming the area as originally planned.

- The Park, as a whole, lacks features/elements that integrate and *unify* the 3 Park areas.

Guiding “Principles” for Master Plan # 2 – “Enhance > Re-do > Implement > Unify”

- Create multiple, inviting, easy-access/street-level entrances to Park with clear signage
- With already limited green areas/open space, maintain greenspace/do not add additional hardscape
- Preserve/do not remove successful trees
- Enhance lighting, security, and user traffic so that users feel “safe”
- Place programming elements in logical locations based on Park Concept and expected useage by target user groups and to avoid “conflicts in use” – for example, since families may have children of varying ages and attention spans and parents will want to supervise all children, who may go from one play/recreational element to another, keep play/recreational facilities in the same **Neighborhood Park/Family Play Area** (including any new such facilities such as skate park, basketball courts, etc.)
- Enhance the **Neighborhood Park/Family Play Area**; re-do and revitalize the **Urban Plaza Area**; and implement the vision of the **Cultural Park/Venue Area**
- Create elements that unite the 3 Park areas (**Neighborhood Park/Family Play Area; Urban Plaza Area; and Cultural Park/Venue Area**) and integrate/encourage travel from one Area to others, such as bike/jogging/walking paths and unifying landscape design and public art – while enhancing the uses of each Area

Programming Elements to Consider

- Multiple high visibility/easy access entrances to Park, including: (a) an “iconic” entrance near Central Library, as an extension of Cancer Survivors’ Park from the Art Museum past the Library (traversing through the lighting island that extends from Cancer Survivors’ Park?) and into the Park; (b) a well-delineated/landscaped entrance from Phoenix Center and its parking lot; (c) entrance from 1st Street & Moreland; (d) “re-do” of stairway entrances from both North and South sides of Park at Central Avenue; and (e) entrances from North and South sides of the **Neighborhood Park/Family Play Area** West of Central Avenue

- Better access/signage/map monuments within Park to direct users to nearby attractions, such as Japanese Friendship Garden, Irish Cultural Center, Jewish Historical Society, Trolley Museum, Shackleford House, Great AZ Puppet Theatre, Phoenix Center, Central Library, Phoenix Art Museum
- Bike station/bike path/bike racks/bike shop
- Dog park area
- Within the **Urban Plaza Area** – reduce hardscape and remove non-functioning fountains; enhance lighting and activity; incorporate restaurant(s)/ice cream shop/coffee shop-newsstand/shops/market area; shaded seating; create inviting outside reading/story-telling area adjoining Central Library; chess tables
- Jogging/walking path (with mileage markers?)
- Basketball court(s)
- Skate park
- Splash pad/water play for kids (timed to only go on during day hours?)
- Themed play area (perhaps coordinated with Children's Museum of Phoenix?)
- More picnic areas/tables with shading/ramadas; more benches
- Wi-Fi access throughout Park
- Complete the amphitheatre envisioned in the Original Master Plan to provide a stage for musical and theatrical performances, showing of movies, stage for festivals and events in the **Cultural Park/Venue Area** (including use/concerts by students/faculty at neighboring Arizona School for the Arts)
- Encourage more festivals/use (Sister City engagement?) in the **Cultural Park/Venue Area**, such as music/theatre performances during First Fridays, farmers' markets, arts & artisan markets
- Regular police patrols/police presence within the interior of the Park
- Better night lighting throughout the Park
- Rent Fire Station at 1st & Moreland to restaurant (other uses, as well?)
- Close Moreland between 3rd Street and 1st Street to vehicular traffic
- Complete once-contemplated renovation of Phoenix Center (including the theatre complex at Phoenix Center) and integrate/make more accessible to public and to Park users
- Relocate Central Library employee parking to Library's "satellite lot" in NE area of large parking lot off Willetta – minimize/remove hardscape as much as possible to return to greenspace and allow enhancement of **Cultural Park/Venue Area**, while leaving sufficient access for delivery dock and any necessary disability parking
- Encourage/facilitate use of Park by ASU/Downtown students/faculty/staff

Site/Site Re-use Opportunities

- Bosque Tree Area
- Urban Plaza Fountain area
- NW island of Park near Kenilworth School
- Area near Trolley Museum/Shackleford House
- Urban Plaza

Whiting

Vision

Redevelop Margaret T. Hance Park into a dynamic park and open space with cultural and business amenities to support the historic neighborhoods and Downtown.

Mission

Develop a comprehensive park master plan which includes utilizing existing park amenities, embraces new uses and involves stakeholders in the surrounding area.

Goals

1. Create a coalition of cultural partners to include Japanese Friendship Garden, Irish Cultural Center, Phoenix Center for the Arts, Arizona Humanities Council, Burton Barr Library, AZ Puppet Theatre, Roosevelt Neighborhood, etc.
2. Develop business partnerships that enhance funding and provide commercial amenities (restaurants, special events, bike shop, etc.)
3. Solicit City Support to upgrade maintenance levels and redevelop surrounding residential/business areas southeast of the Park.
4. Discuss and explore the proposed Hance Park Conservancy District. Evaluate its possible benefit to all stakeholders and see how it fits with a public park model.
5. Develop a comprehensive Five-Year Plan to accomplish goals.
6. Develop a plan to enhance security and reduce transiency in the park.

Sprague

To: Margaret T. Hance Park Master Plan Steering Committee

Date: March 28, 2011

Re: Vision, Mission & Goals

At the outset, the lens to view our work at the Park needs to be as wide as reasonably possible in order to properly take in the context of our work and its impact on the surrounding neighborhood and the momentum the end product can create for Downtown Phoenix. As I look at the suggestions received from the various sessions, three macro type items seem to surface: security, activation and accessibility. In my view, security and activation are tied together. History tells us that if activities occur

on a regular basis, security becomes less and less of an issue through a natural process. Therefore, my vision, mission and goals are formed around those two concepts – activation and accessibility.

Vision. My vision for the Park is to have it become a true destination for everyone in the City of Phoenix. Not necessarily every day, but on some kind of a regular basis. That means activities that are attractive to a wide range of tastes and interests and that occur regularly.

Activities

- Music – People of all ages and interests can and do relate to music. As such, a music facility is a must. One that is of adequate quality to attract those from all demographic/economic strata. (Amphitheater)
- Theater – If you have ever attended a “theater in the park” event in other communities across the country and Europe, it is always a very eclectic collection of folks – young, middle aged, old, and again from all demographic/economic strata. (Amphitheater)
- General Festival Events – The Park has been an excellent venue in the past for these functions and should continue to be one in the future. I envision the Park being configured in a way that the success we have experienced in the past is increased in the future. Equally as important, is the appeal to the surrounding neighborhood. What are those activities?
- Recreation – This should address both the residential neighborhood frequenters and the possible students from the ASU Downtown Campus.
 - Enhanced playground areas
 - Basketball courts
 - General field areas (pick-up soccer, football, baseball, etc.)
 - Bike/running path – bike racks
 - Skate park
- Local Leisure Areas
 - Picnics, birthday parties, kite flying, etc.
 - Fountains, reflecting pools, shade areas, WiFi
- Retail Amenities – Activate the area under the bridge as well as the surrounding, existing structures (fire house at Channel 12 and the current Trolley Museum) into:
 - Coffee shops
 - Restaurants/bars with outdoor dining
 - Bike/skate shop
 - Other complementary retail

Accessibility

Lastly, I envision the presence of the Park easily known to anyone who passes by via foot, bicycle, or auto. The necessary elements to accomplish this include:

- Signage, monuments, etc.
- Gateways, entrance structures welcoming visitors, stairways off Central Avenue
- Lighting
- Parking - true accessibility also encompasses parking to make sure we can accommodate as many visitors as possible.

Mission. Our mission is to activate and make the Park accessible under the Vision guidelines outlined above. The pursuit of the mission must include the recognition of the inherent fiduciary duty to make sure that (1) the new master plan is of exceptional quality and (2) whatever is redeveloped and repositioned is done so under a supportive capital structure that ensures its existence. We only have one chance to redesign the plan and it should be the best it can be. And, it must be positioned to be sustained for generations to come. While this Steering Committee is not charged with the task of funding this project, it should speak loud and clear about the need to form a financial support mechanism.

Goals. The goals for the Steering Committee fall into three categories – Action, Uncompromised Quality and Realization.

- Action – Simply put, the action is completing the task at hand and being responsive to the various stakeholders in the process. It's been over twenty years since the Park's inception and it would be criminal to not complete our efforts with a functioning plan that only awaits capital.
- Uncompromised Quality – As noted above, this should be considered as a one-time opportunity. As such, the design of the new master plan should be exceptional which naturally requires the involvement of an exceptional design team. We cannot compromise here. This is THE downtown park for Phoenix, Arizona.
- Realization – The last goal of the Steering Committee is to do everything it can during the exercise to make sure the new master plan becomes a reality. That means promoting public acceptance. And, it means communicating the need to form a means of funding the Park's redevelop and sustained future.