

WHAT WE HEARD FROM YOU...

- SPACE is at a premium; widen the walks and remove rectangular traffic signals
- SHADE is desirable in this hot climate; suggest trees and shade structures
- SUSTAINABLE desert-sensitive principles should be integral to the design
- MAINTENANCE should be adequate to address the new street
- HISTORIC buildings abound on the street; differentiate from, but be compatible with them
- TUCSON is a city with distinctive character; don't make a generic corporate street
- VARIETY engages interest; cohesiveness brings the street together; we need both
- LIGHTING for a safe & engaging 24 hour environment, well-lit and transparent
- COST is always a concern; look for simple, elegant, flexible solutions
- FLEXIBLE design elements will allow for future development & extension to other streets
- A GREAT DOWNTOWN is sophisticated, of civic proportion, outstanding, and very Tucson



WHAT WE OBSERVED...

- OWNERSHIP in downtown is needed, including more residential and business ownership; fundamental drivers for the renaissance of downtown
- DOWNTOWN has great “bones”; intimate spaces, human scale and comfortable block sizes
- MAINTENANCE is under-funded; untended plantings, broken fixtures, grimy walks; Also, abandoned storefronts, and bars on windows are common
- SPACE at walkways is in short supply; cluttered walks are the norm
- SHADE is provided in an irregular way by oak trees and buildings
- SUSTAINABILITY is not at the forefront; rainwater not harvested
- HISTORIC restored storefronts add scale, detail to streetscape
- LIGHTING almost entirely supplied by roadway luminaires; globe fixtures are sporadic and unmaintained
- PEOPLE can be found enjoying the street in many ways, from walking to biking
- THEATRE & ART; cinema and galleries, with emerging residential uses, distinguish Congress St
- TUCSONIANS want a downtown that can support better retailers, restaurants, entertainment, and activities



DESIGN APPROACH

A. HOSPITABLE AND ACCOMMODATING TO VISITORS

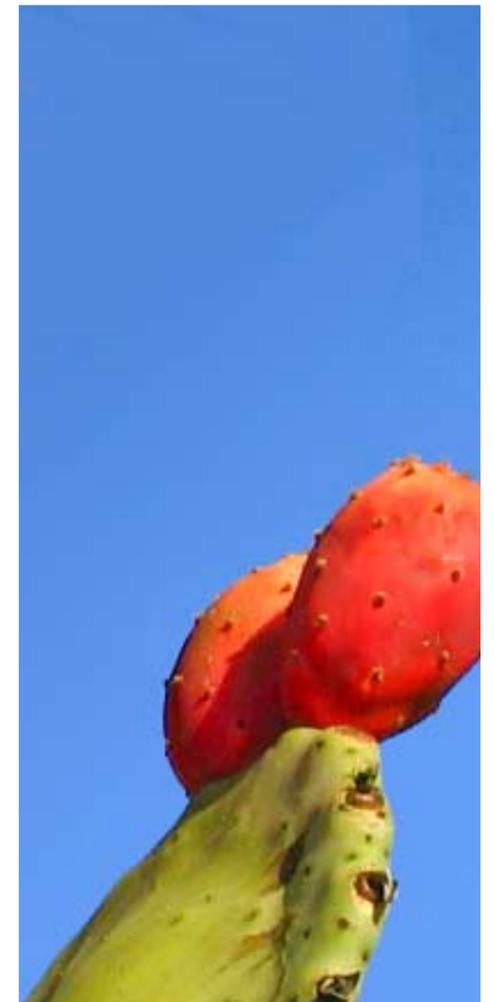
- SHADE
- LIGHT: Quality illumination, not “overlit”
- RESPITE SEATING: Mostly in the shade, with some sunny spots for winter
- ORIENTATION via directories
- STOREFRONTS: Refurbished, upgraded storefronts
- ENGAGEMENT
- HISTORIC INFORMATION PANELS: Illustrated then/now views
- PLANT SPECIES LABELS
- APPROPRIATE PUBLIC ART



DESIGN APPROACH

B. EXPRESSIVE OF GREAT SONORAN DESERT CITY

- **ICONIC SONORAN LANDSCAPE** elements in appropriate locations
- **SHADY, HOSPITABLE AREAS** with small water delights that sensually (visual, auditory) emphasize this Sonoran Desert context.
- **ART** expressive of its context and culture.
Some touchstones that have worked in other places:
 - That the artist uses his or her gift in concert with others to have us see ourselves and our culture in a positive, inspirational or transcendent way
 - That is sensitive to and integrated into its space
 - That is part of a larger composition
 - That evokes feelings of well being and happiness
 - That evokes awe and admiration
 - That is of extraordinary skill and craft
 - That is a moving idea of stunning form, proportion, finish, color, and scale



DESIGN APPROACH

C. SUSTAINABLE

ENVIRONMENTALLY SUSTAINABLE:

- Curbside water harvesting: tree pits; swaled planters where possible
- Plant species evocative of and compatible with Sonoran Desert
- Root trenches to encourage trees that thrive, instead of only surviving
- Recycled material use (possible use of Loll seating)

MAINTAINABLE:

- Minimized pole clutter allows easier, more successful cleaning
- Easily repaired flatwork
- “Touch-uppable” paint finishes

FLEXIBLE:

Street furnishings and flatwork will evolve during the design process as they're applied to other parts of downtown, and over time.

The design of these elements allows for that without loss of dignity.



DESIGN APPROACH

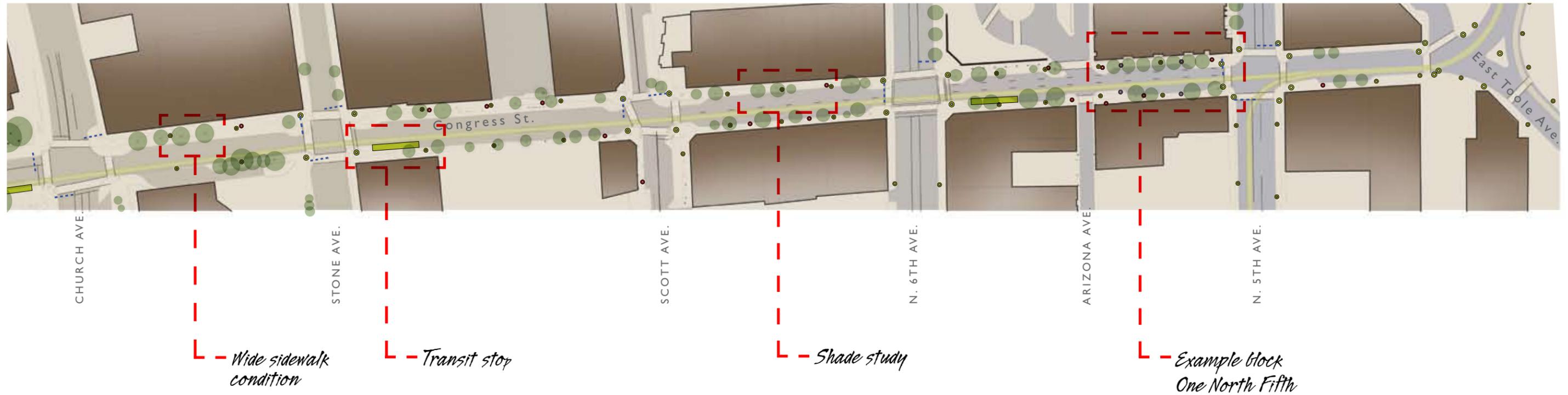
D. SENSITIVE TO TUCSON'S HISTORY

- Proposed street furnishings could be referential to historic furnishings
- Paving reverts to historic material
- Allows contiguous feel with existing elements along 4th Avenue, University, etc.

E. DOABLE / AFFORDABLE



EXISTING CONDITIONS



Paving and traffic signals



Storefronts



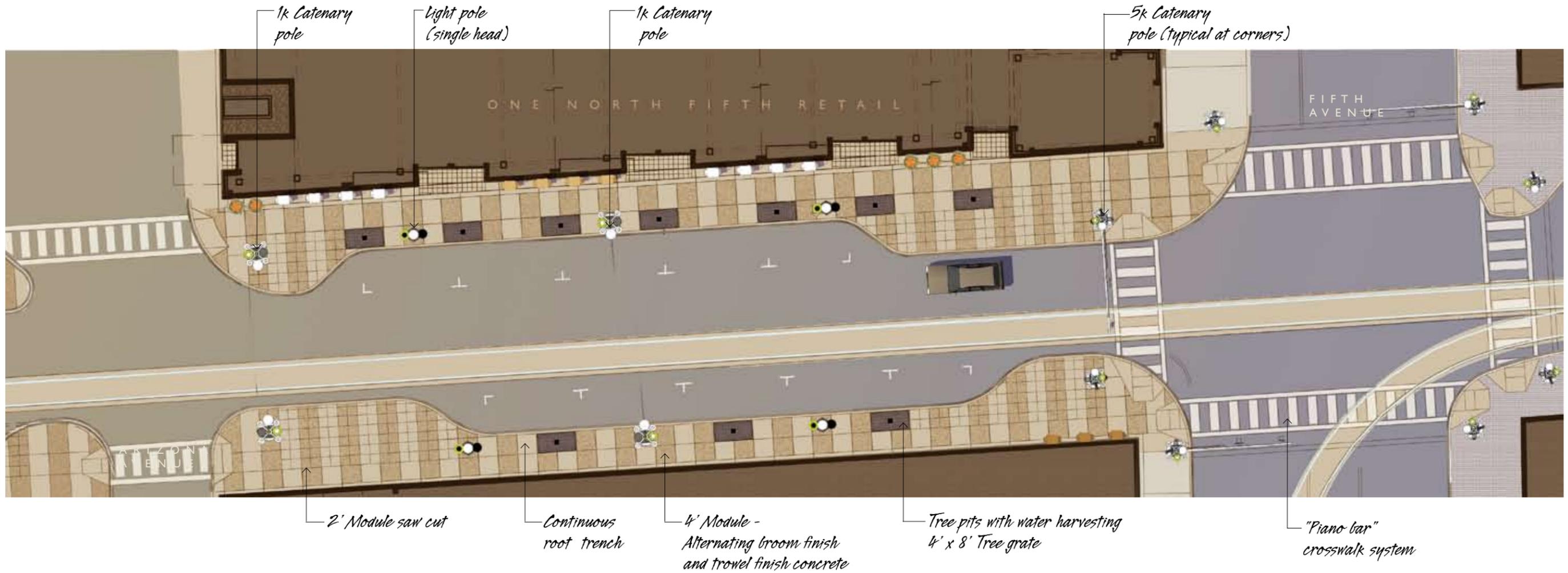
Long stretches without shade



Plants and pots



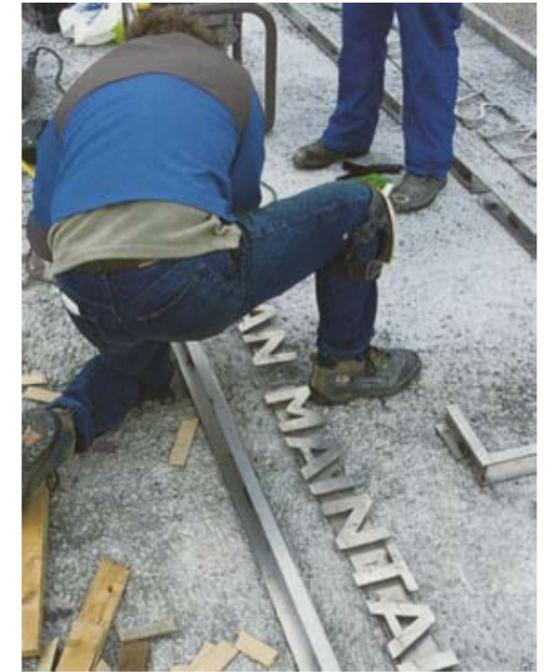
PAVING SYSTEM



PAVING SYSTEM



WATER HARVESTING & CONTINUOUS TREE TRENCH



The Presidio Trail could be delineated by the use of embeds in concrete paving. A smaller version of these by British design group Why Not Assoc.

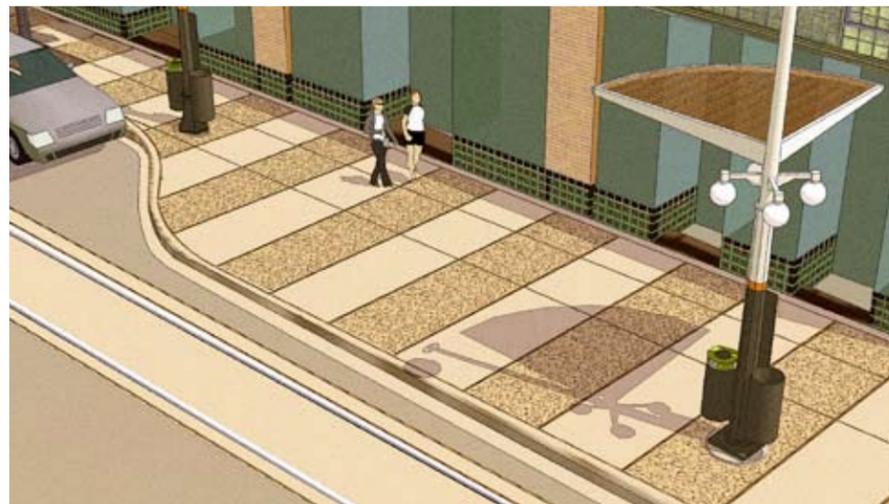


OPPORTUNITY AREAS



Opportunity Area (Typical)

Opportunity Area (Typical)



OPPORTUNITY AREA



OPPORTUNITY AREA - OUTDOOR DINING



OPPORTUNITY AREA - SCULPTURAL PLAY



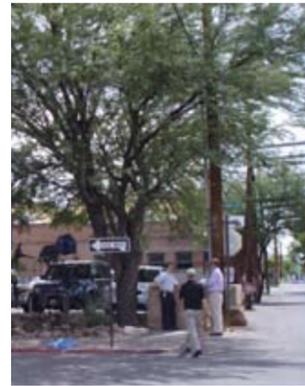
LANDSCAPING



LIVE OAK 3



PALO VERDE 2



MESQUITE 2



DESERT WILLOW 3



ARIZONA ASH



OPPORTUNITY AREA FOR LANDSCAPING



PAPER FLOWER 1



DESERT DAISY 1



ARIZONA LUPINE 1



FAIRY DUSTER 1



BEARGRASS 1



MUHLENBERGIA 1



PRAIRIE SAGE 2



CHUPAROSA 2



TURPENTINE BUSH 2



ROSEMARY 2



DESERT BLUEBELLS 2



INDIAN MALLOW 2



TWO FOOT MODULE SYSTEM



PAVEMENT MODULE



ENLARGEMENT



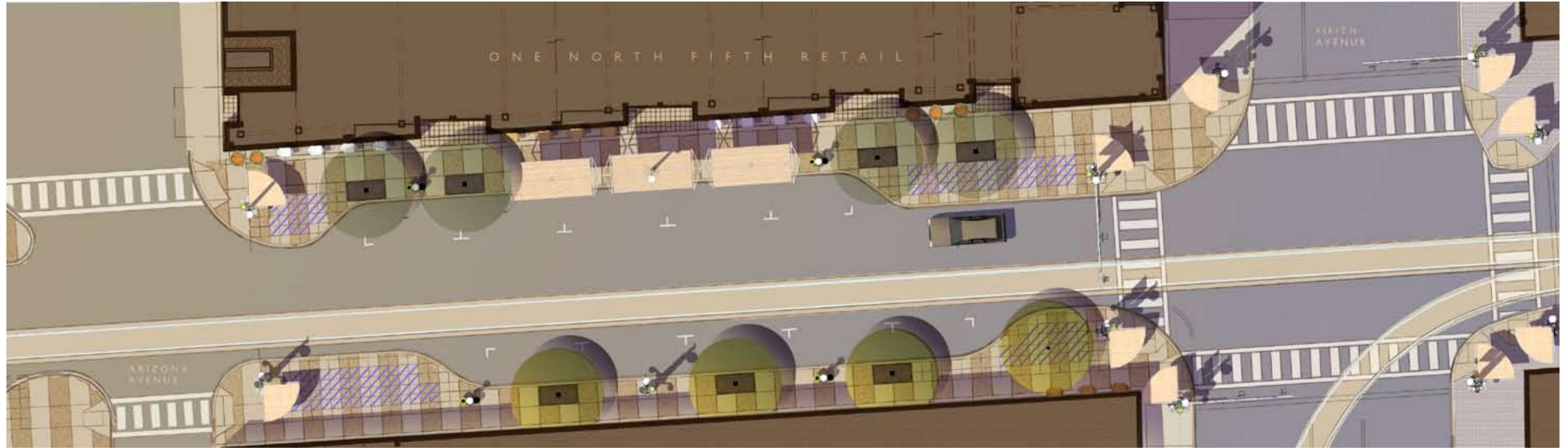
SHADE



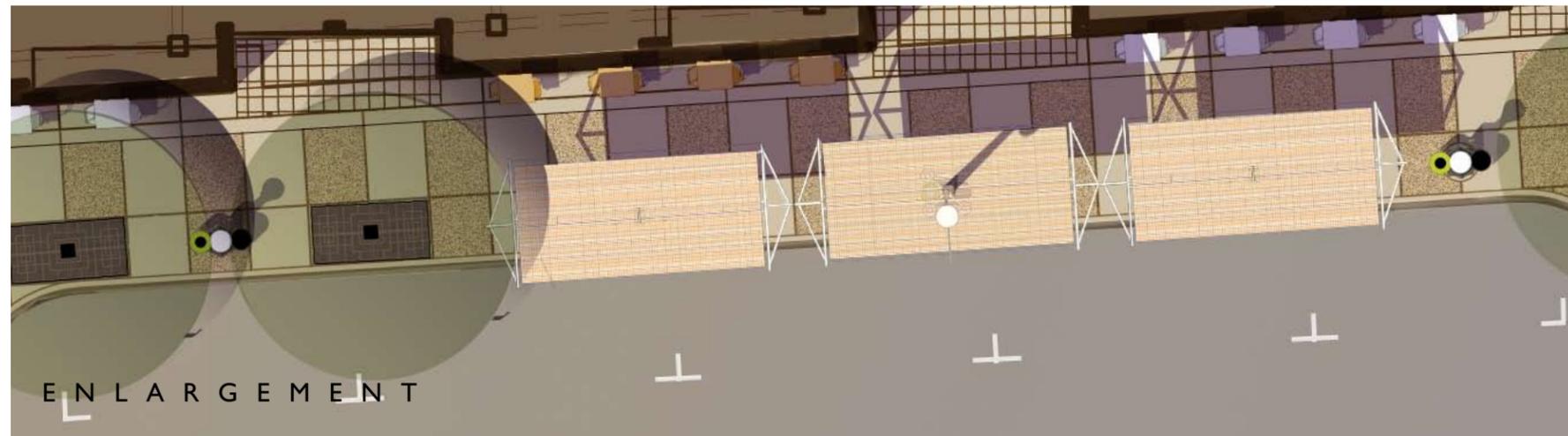
TREES AND CORNER SHADE ELEMENTS



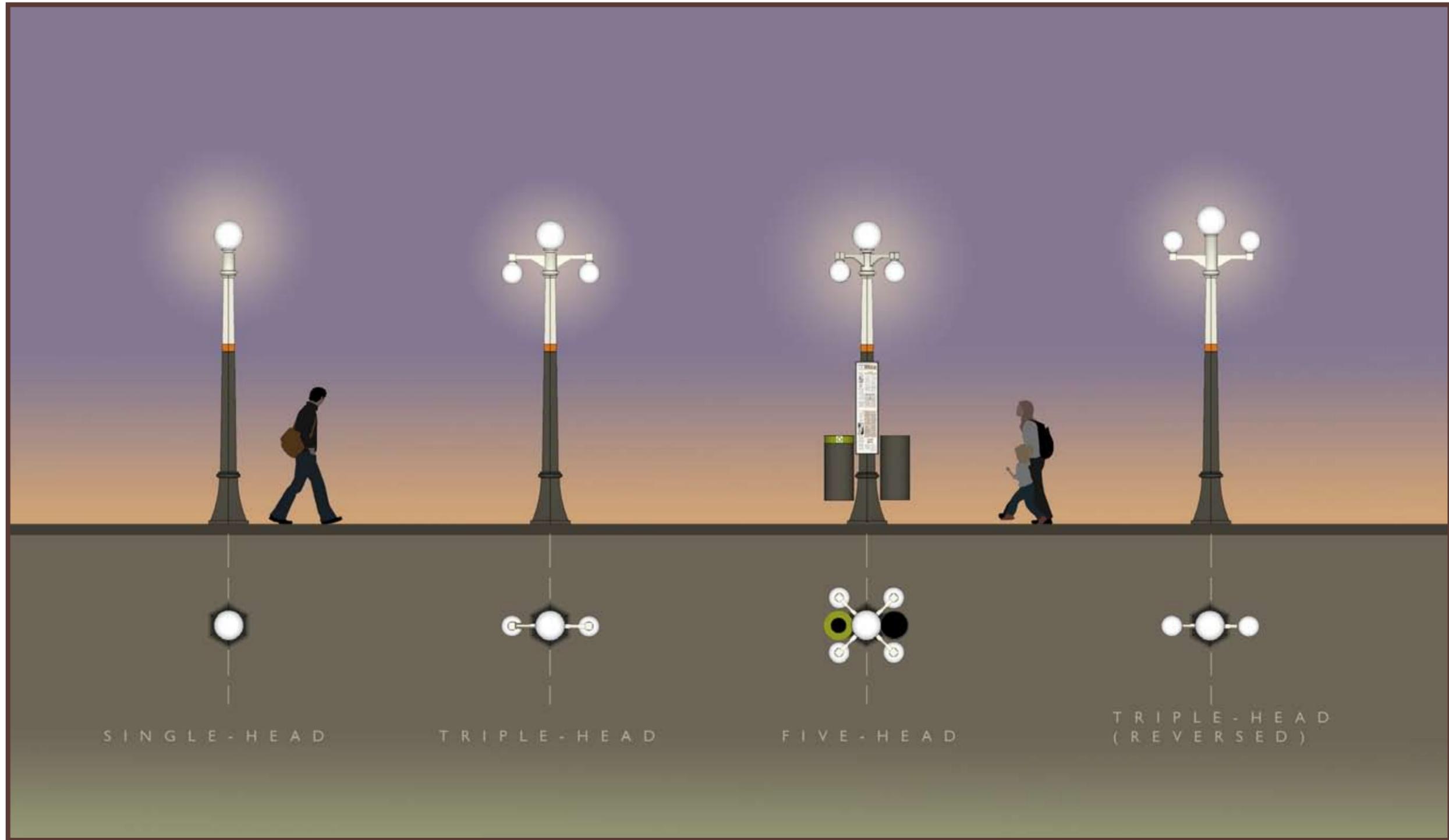
SHADE



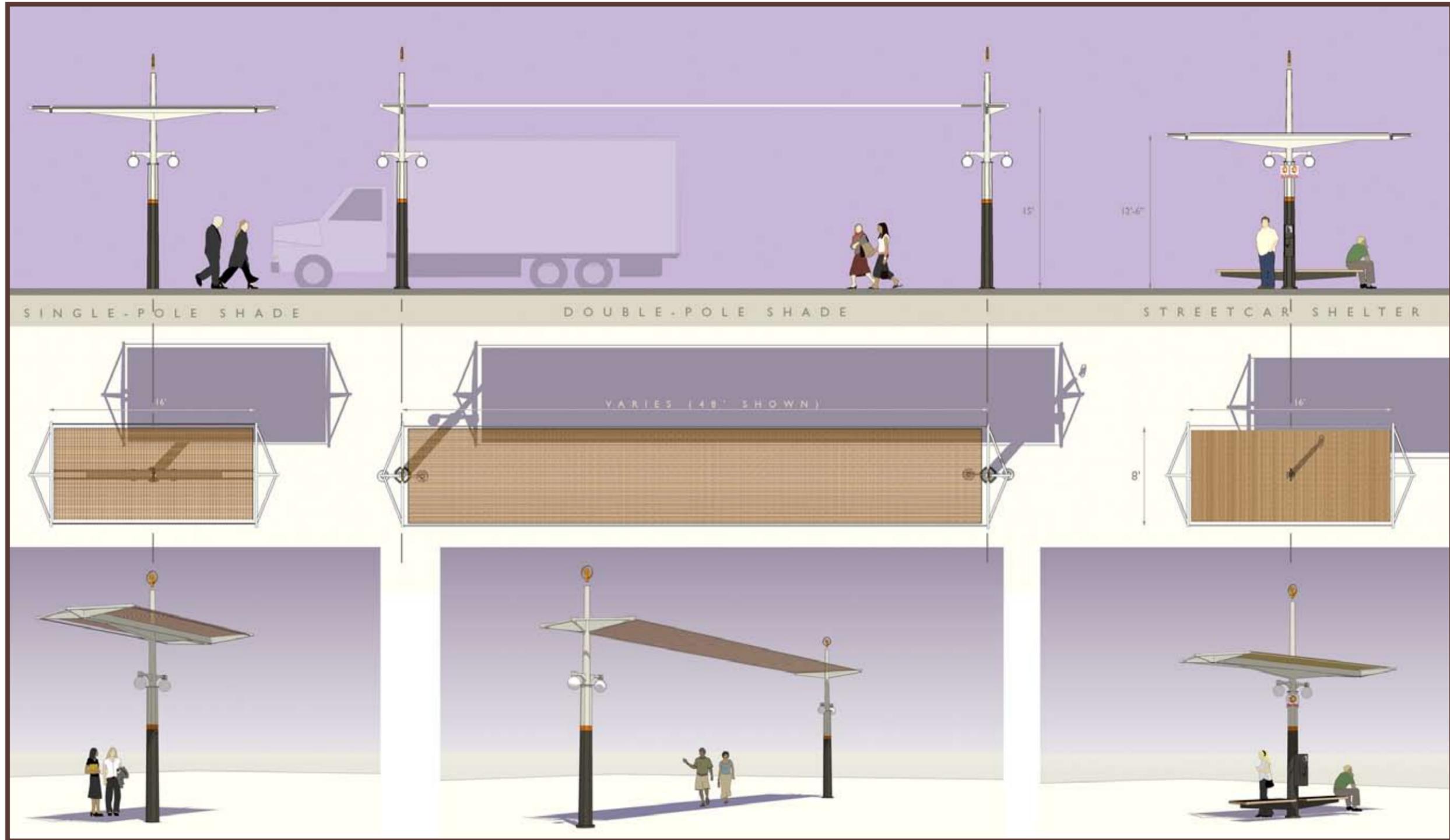
TREES , CORNER & MID-BLOCK
SHADE ELEMENTS



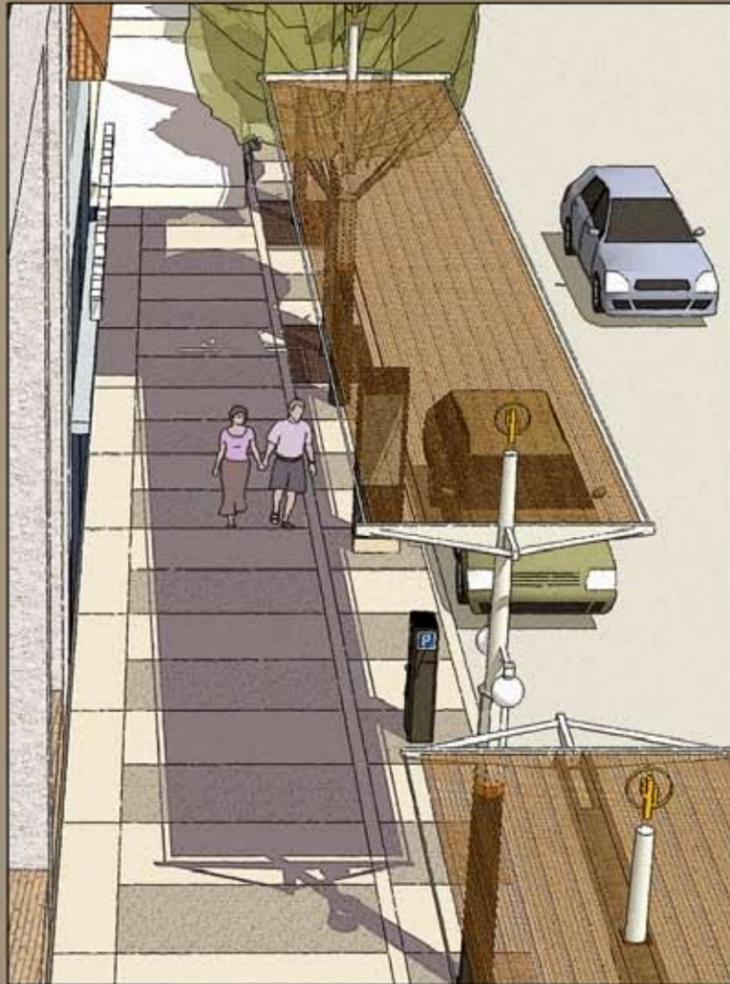
LIGHTING



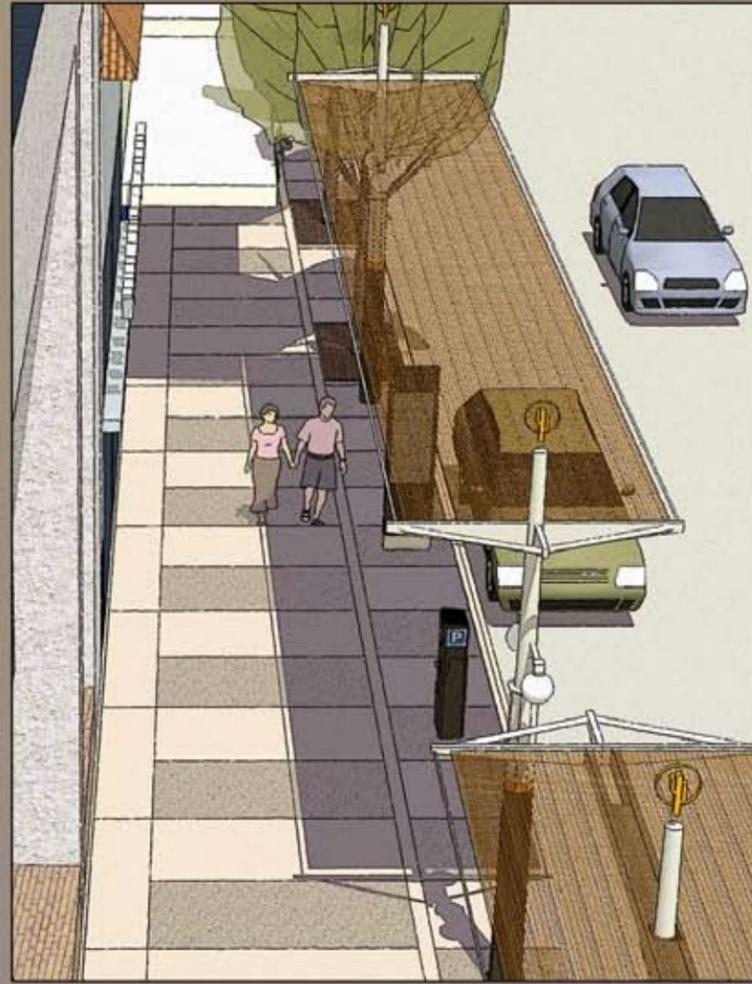
SHADE AND SHELTER ELEMENTS



H O T S E A S O N S H A D E C O V E R A G E



APRIL 21 and AUGUST 21, 2 PM

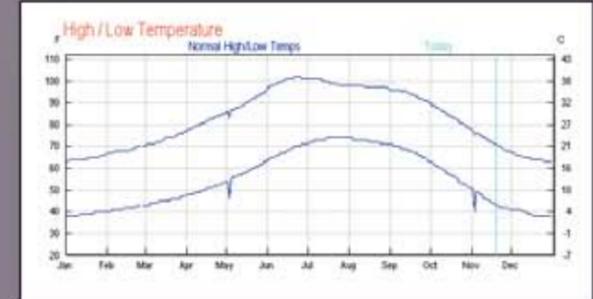


JUNE 21 st, 2 PM



SEPTEMBER 21 st, 2 PM

SEASONAL WEATHER AVERAGES FOR TUCSON INTERNATIONAL (KTUS)



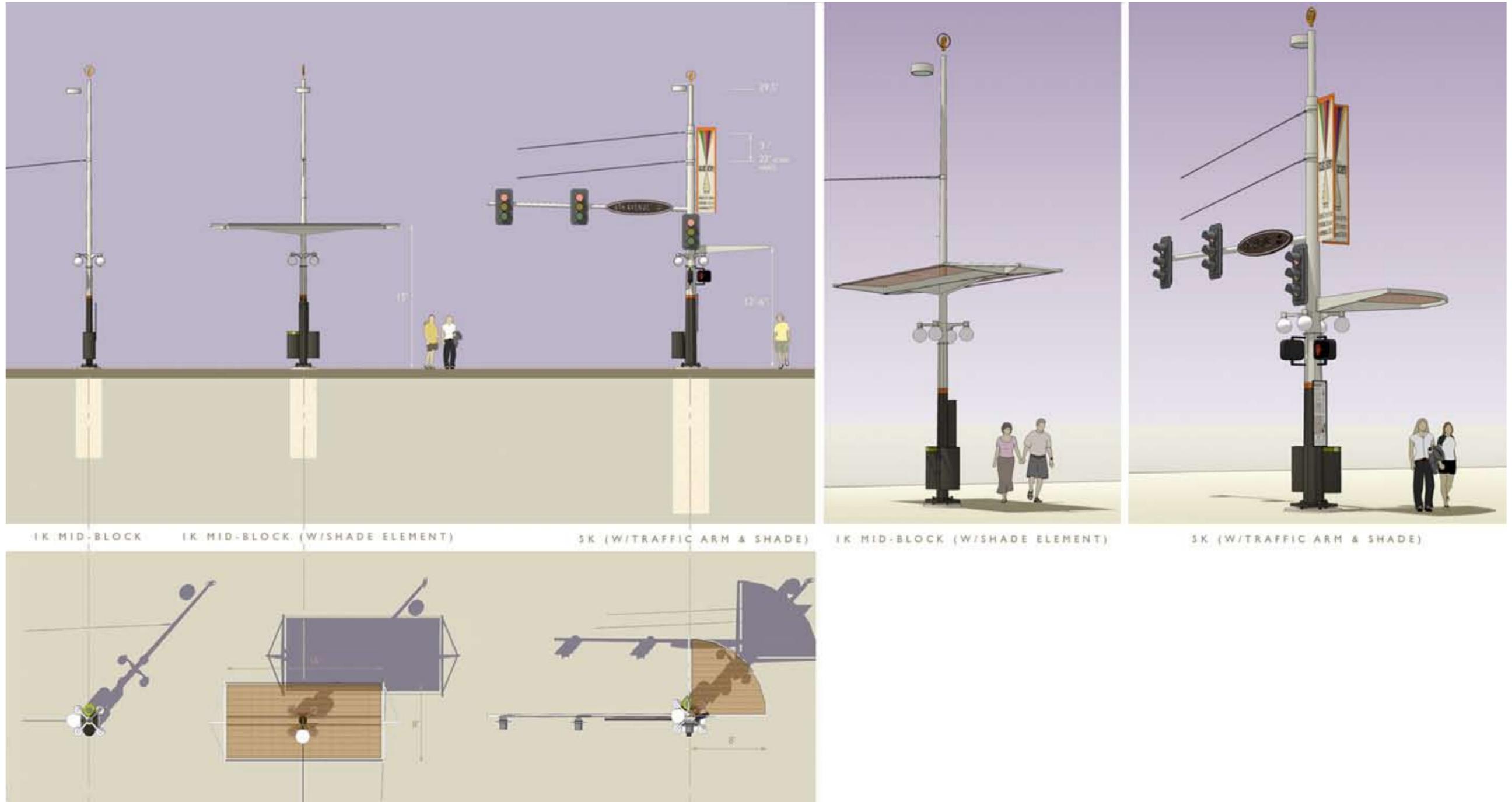
City of Tucson

commarts @

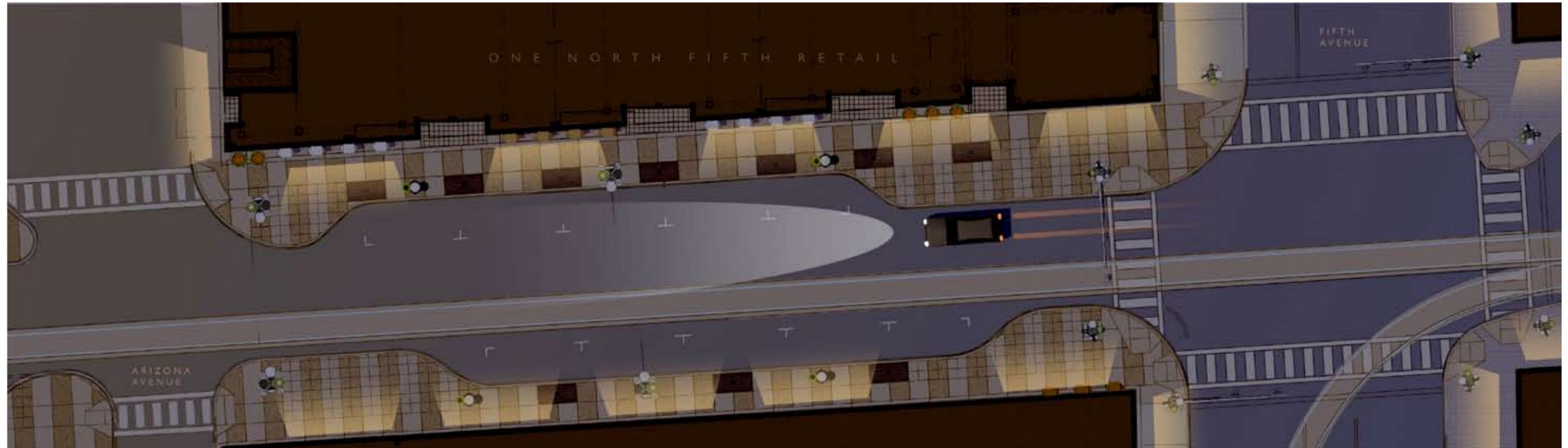
CONGRESS ST. CONCEPT DESIGN
COMMARTS DESIGN FOR THE CITY OF TUCSON, ARIZONA

SHADE AND SHELTER

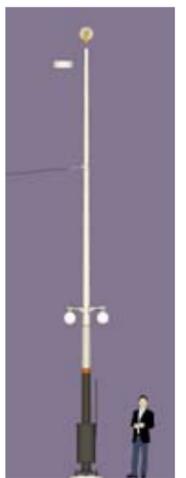
C A T E N A R Y P O L E S



L I G H T I N G - T Y P I C A L B L O C K



E A R L Y E V E N I N G



K E Y



City of Tucson

commarts @

C O N G R E S S S T . C O N C E P T D E S I G N

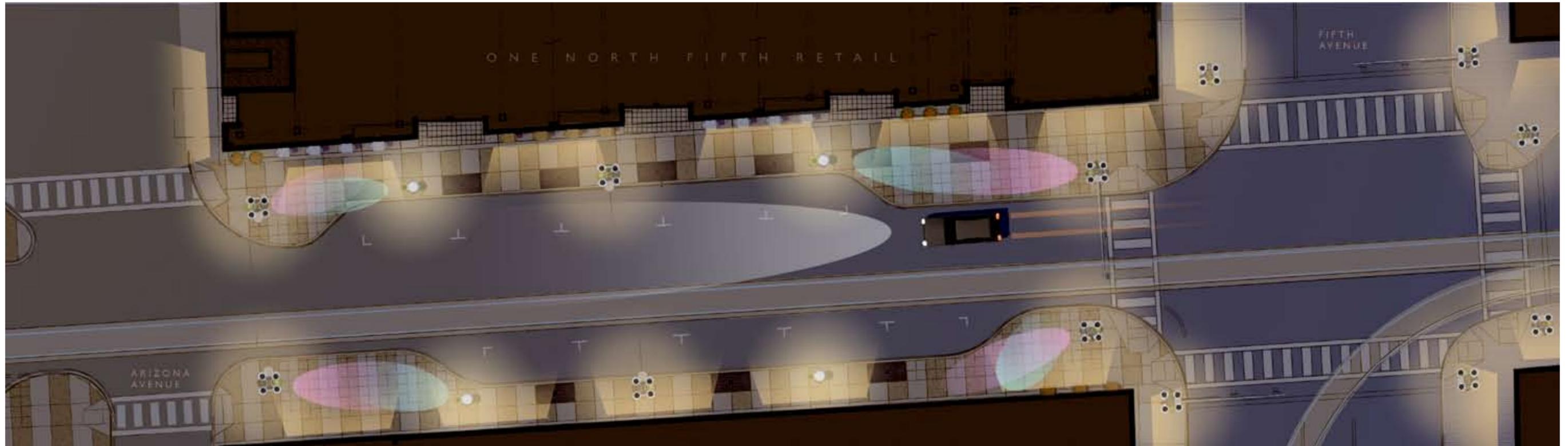
C O M M A R T S D E S I G N F O R T H E C I T Y O F T U C S O N , A R I Z O N A

L I G H T I N G

19

J A N U A R Y 1 5 , 2 0 0 9

L I G H T I N G - T Y P I C A L B L O C K



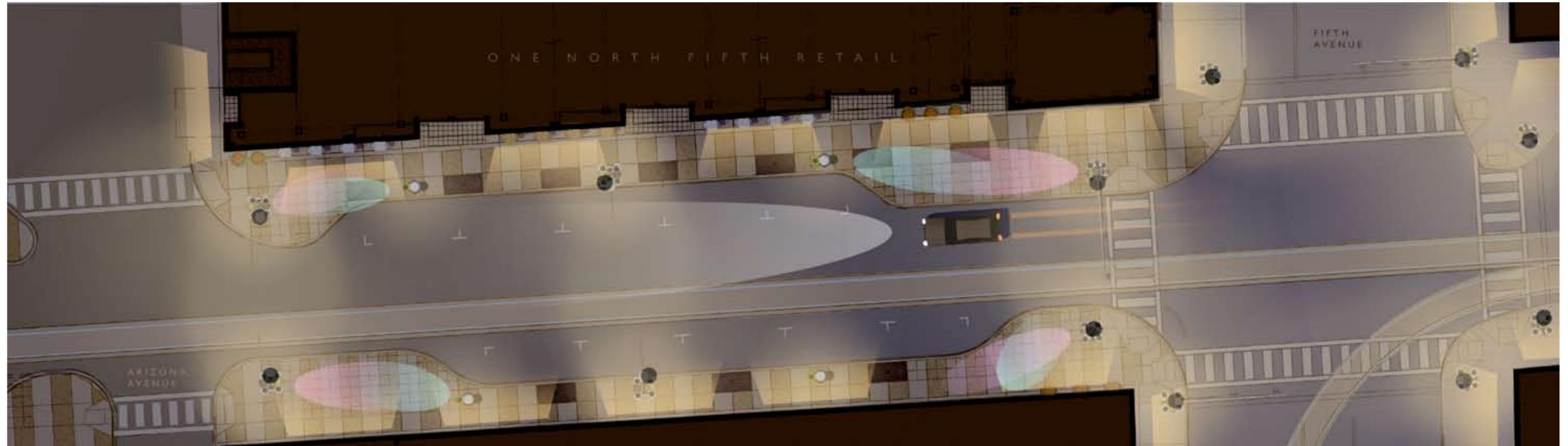
E V E N I N G - P E D E S T R I A N A N D A C C E N T L I G H T O N



K E Y



L I G H T I N G - T Y P I C A L B L O C K



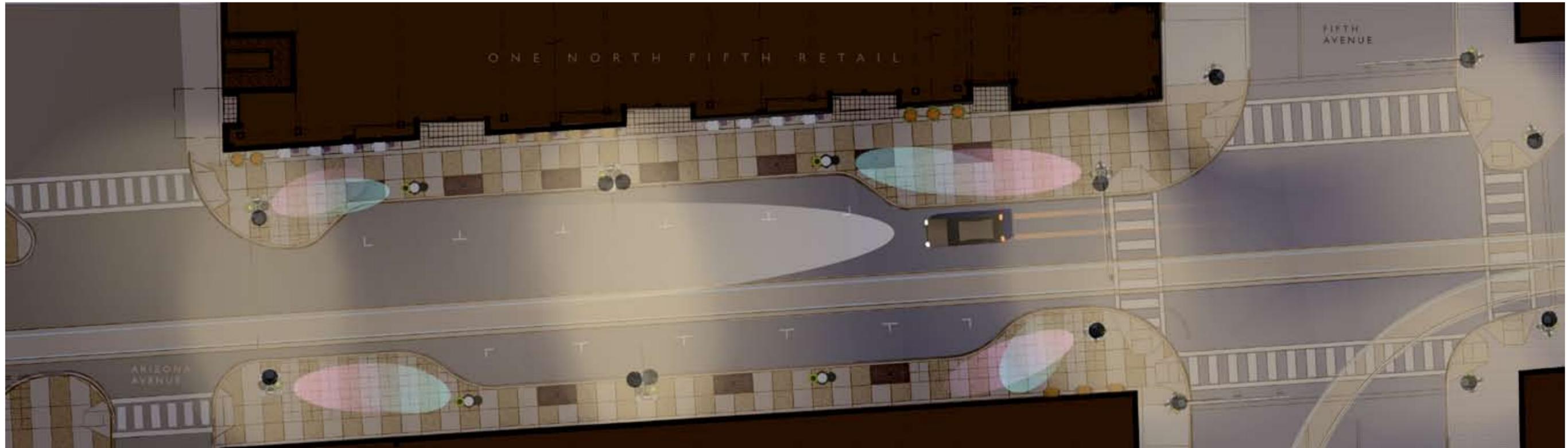
PEDESTRIAN, UPPER AND ACCENT LIGHTING ON
(EARLY EVENING CONDITIONS)



K E Y

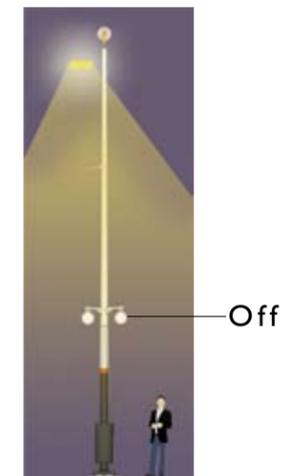


L I G H T I N G - T Y P I C A L B L O C K



L A T E E V E N I N G - U P P E R A N D D E C O R A T I V E L I G H T O N
 (Fully compliant with the City of Tucson Pima County Outdoor Lighting Code)

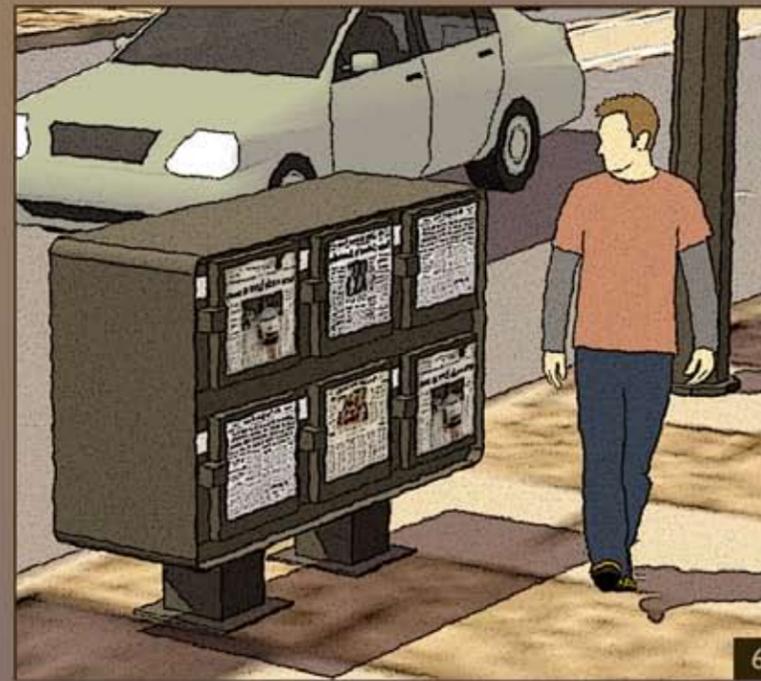
Upper level light system may be augmented by additional luminaires



K E Y



STREET FURNISHINGS

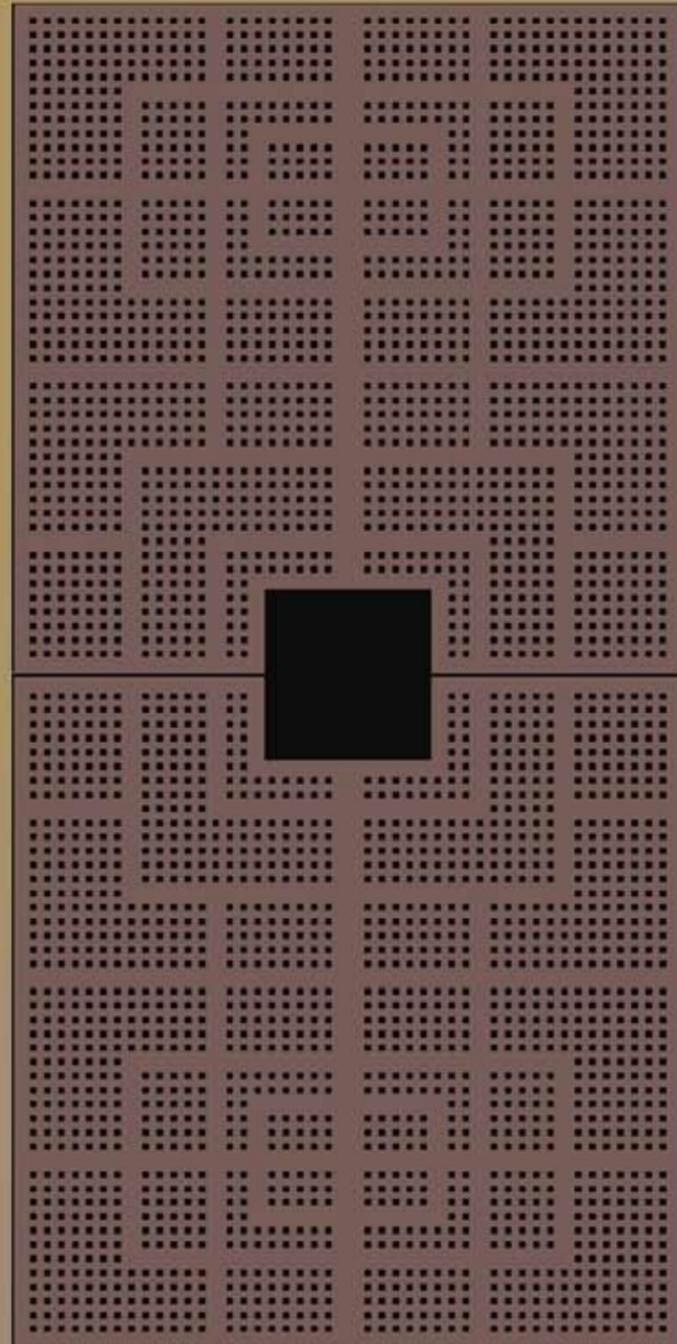


STREET FURNISHINGS

1. **DIRECTORY** shown with **PERCH SEATING**
Two sided; shows map of businesses with changeable key list, map of area; can be internally illuminated.
2. **PARKING KIOSK**
Per City of Tucson standard
3. **POTS**
Reuse and redeploy existing Kornogay pots; augment as necessary. Internal drip irrigation recommended.
4. **POLE-MOUNTED HISTORY PANELS, RECYCLING, and TRASH**
An illustrated Tucson history program could be pole-mounted without causing obstruction. Pole-mounted single-stream recycling and trash reduces clutter, prevents tip-overs.
5. **BENCHES** with **BACKS**
Provide comfort, especially for elderly visitors and residents; materials should not overheat in direct sun.
6. **NEWSPAPER RACKS**
Consolidates newspaper racks; reduces walkway clutter, enhances pedestrian circulation.



S T R E E T F U R N I S H I N G S



S T R E E T F U R N I S H I N G S

B I K E R A C K

This bike rack is the Landscape Forms "Ring," a rack that can be installed incrementally to augment growing demand for bike parking. It can augment the Department of Transportation's Bicycle & Pedestrian bike parking program.

T R E E G R A T E

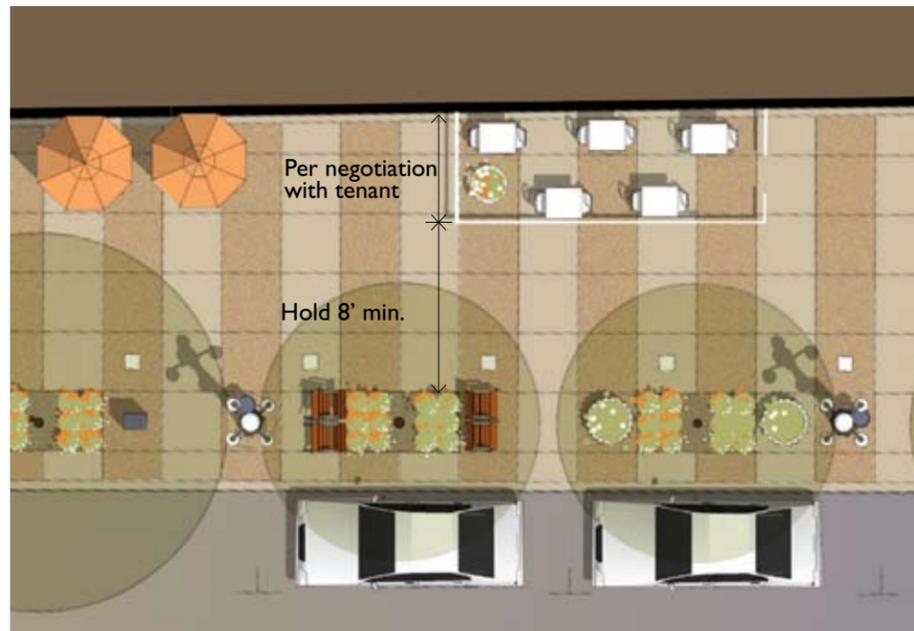
The tree grate shown is the Ironmonger "Market Street." It comes in a variety of sizes, finishes, and configurations, as the photos show. The version shown at left, suggested for consideration for the Tucson streetscape, is 4' wide by 8' long. It is easily expandable to accommodate the growth in tree caliper.



A D D I T I O N A L C O N D I T I O N S



P L A N A T T R A N S I T S T O P



W I D E R W A L K S P L A N



P E R S P E C T I V E A T T R A N S I T S T O P



O N E N O R T H F I F T H



L O O K I N G N O R T H W E S T A T C O N G R E S S A N D F I F T H



City of Tucson

commarts @

C O N G R E S S S T. C O N C E P T D E S I G N

C O M M A R T S D E S I G N F O R T H E C I T Y O F T U C S O N , A R I Z O N A

O N E N O R T H F I F T H

26

J A N U A R Y 1 5 , 2 0 0 9

ONE NORTH FIFTH



LOOKING NORTH EAST AT CONGRESS & ARIZONA - ALL TREES



City of Tucson

commarts @

CONGRESS ST. CONCEPT DESIGN

COMMARTS DESIGN FOR THE CITY OF TUCSON, ARIZONA

ONE NORTH FIFTH

27

JANUARY 15, 2009

O N E N O R T H F I F T H



L O O K I N G N E A T C O N G R E S S & A R I Z O N A - T R E E S & S H A D E E L E M E N T S



City of Tucson

commarts @

C O N G R E S S S T. C O N C E P T D E S I G N

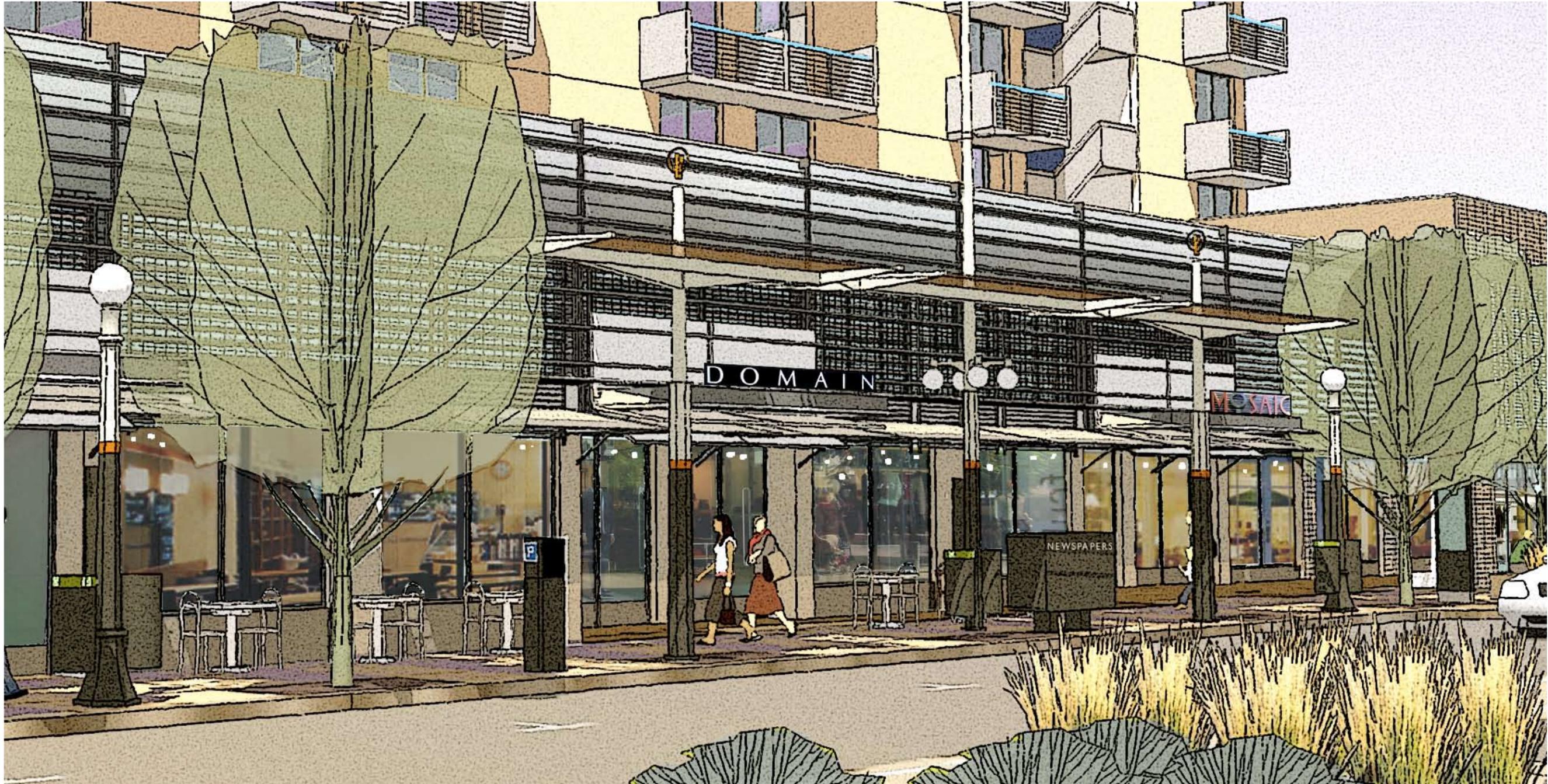
C O M M A R T S D E S I G N F O R T H E C I T Y O F T U C S O N , A R I Z O N A

O N E N O R T H F I F T H

28

J A N U A R Y 1 5 , 2 0 0 9

ONE NORTH FIFTH



LOOKING NE AT CONGRESS & ARIZONA - TREES & SHADE ELEMENTS (CLOSE-UP)



City of Tucson

commarts @

CONGRESS ST. CONCEPT DESIGN

COMMARTS DESIGN FOR THE CITY OF TUCSON, ARIZONA

ONE NORTH FIFTH

29

JANUARY 15, 2009

E P I L O G U E

During the presentation of this material in December, we learned that it is very likely, if not mandatory, that the proposed lighting must be fully dark-skies compliant. To that end, the following sheets show additional designs for pedestrian lights that we think will address that issue. These fixtures can be used both as a freestanding fixture or in conjunction with the catenary poles, traffic poles, shade structures, and modern streetcar shelters shown during the December presentation.

The design of these fixtures are intended to be sympathetic to the existing historic “globe” fixtures, so that they may be comfortably used in proximity to and in conjunction with those fixtures. It is likely that the historic fixtures themselves will continue to be used in a more occasional “decorative” role throughout the downtown streets.

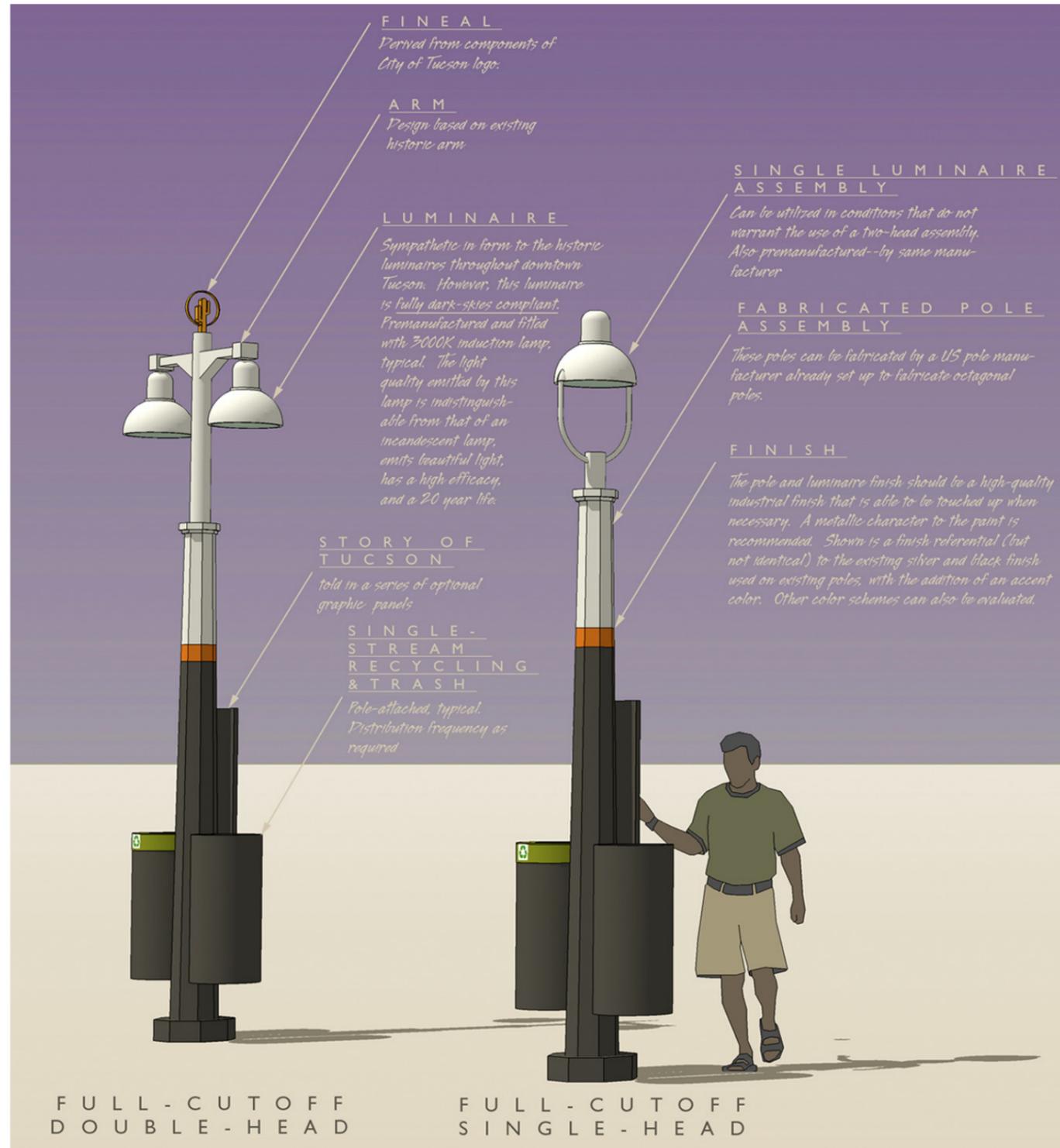
As an outcome of this redesign, the approach we suggested for lighting Congress Street on pages 20-22 changes somewhat. Rather than turning off the pedestrian fixtures in late evening (page 22), the new, full-cutoff pedestrian fixtures would remain illuminated throughout the night.

We have also expanded the General Recommendations for Building Façade Refurbishment and Signing. These recommendations could be more accurately described as retail and restaurant storefront and signing design criteria. These criteria, once fully developed in forthcoming phases of the project design, can provide public agencies as well as merchants’ associations with a means to illustrate how individual retailers can create better storefront designs, how they can contribute to the common aspirations of Congress Street, and as a means to increase the overall desirability and value of the downtown district.

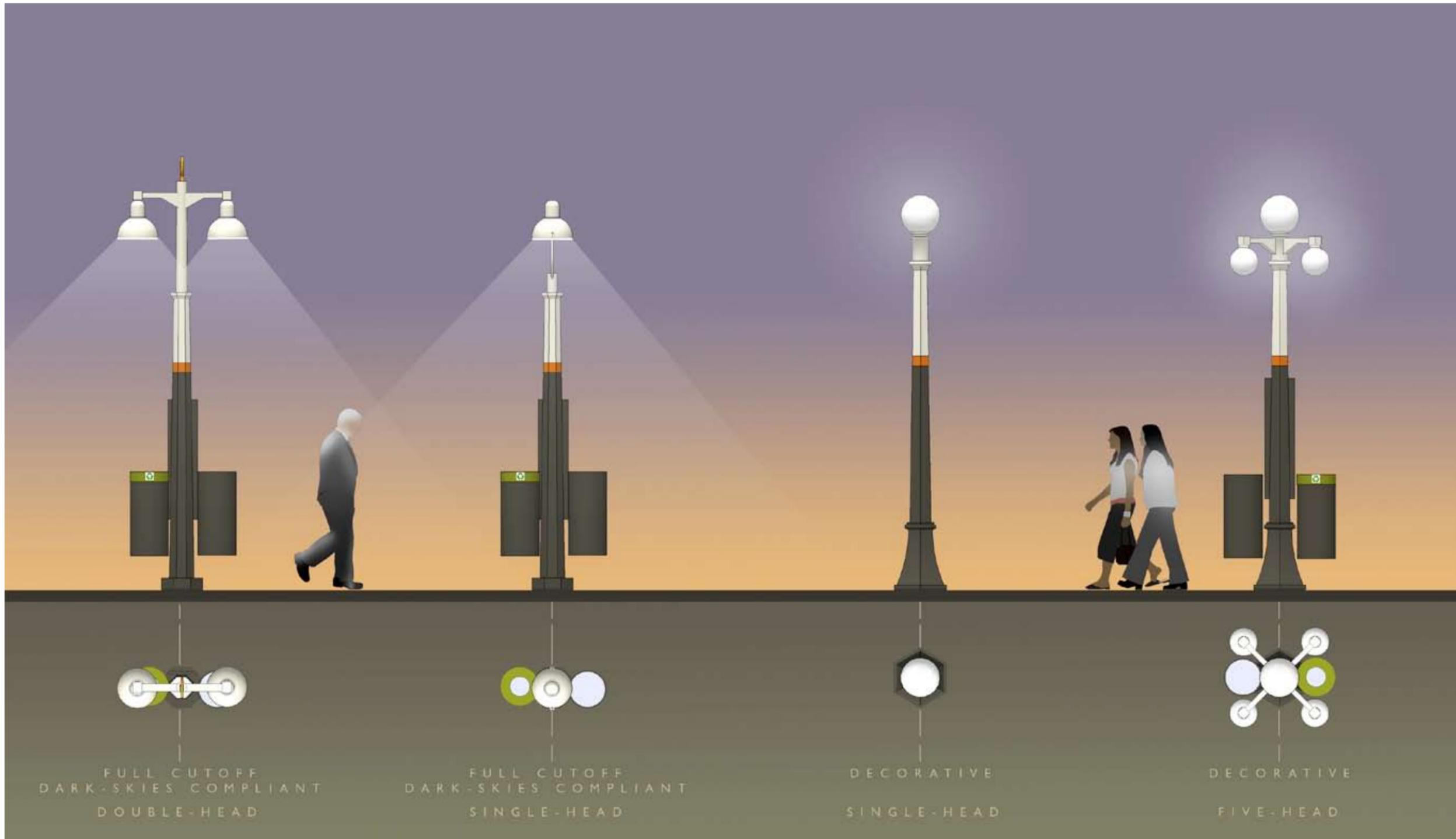
January 2009.



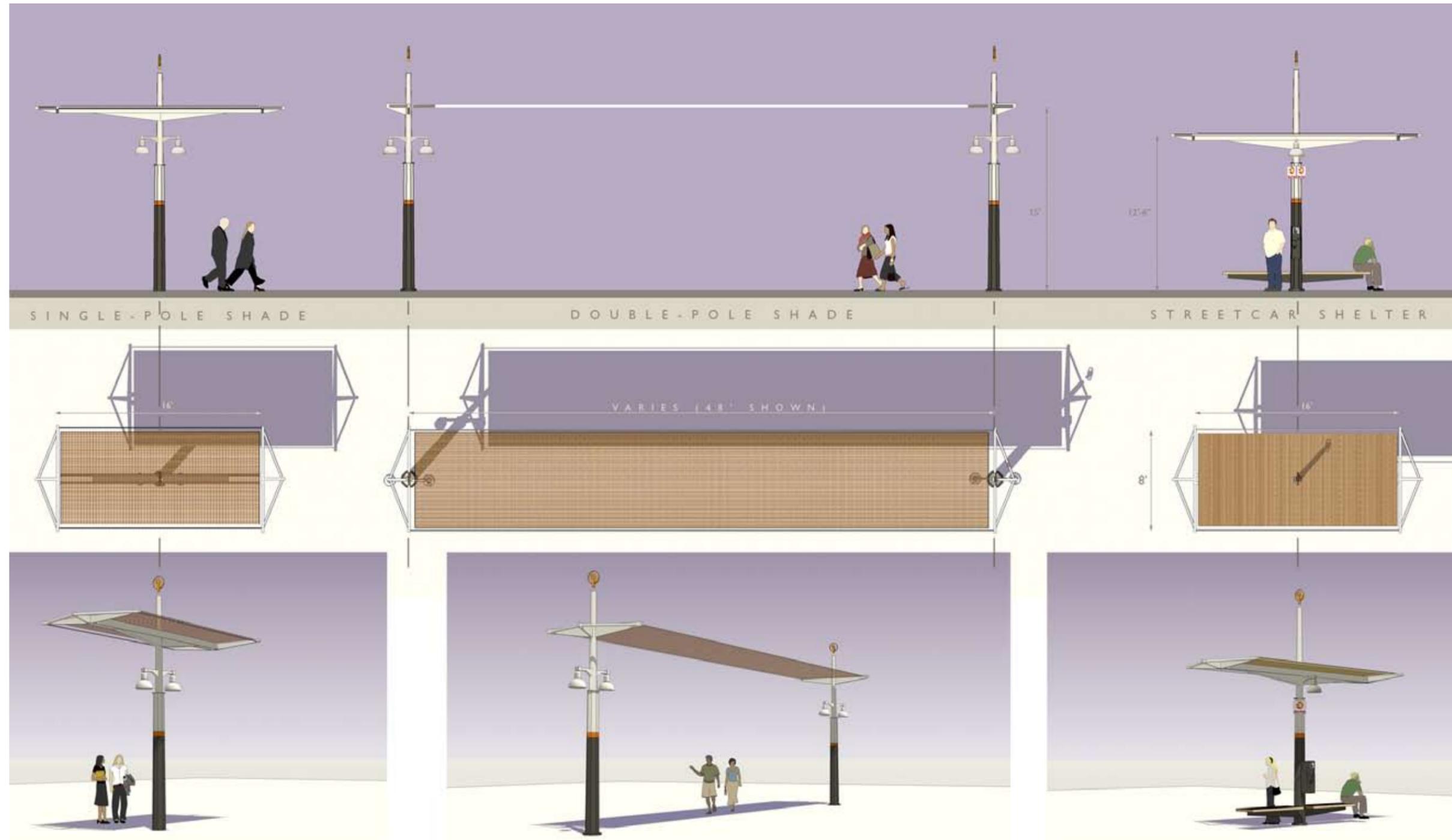
ADDITIONAL PEDESTRIAN LIGHT FIXTURES



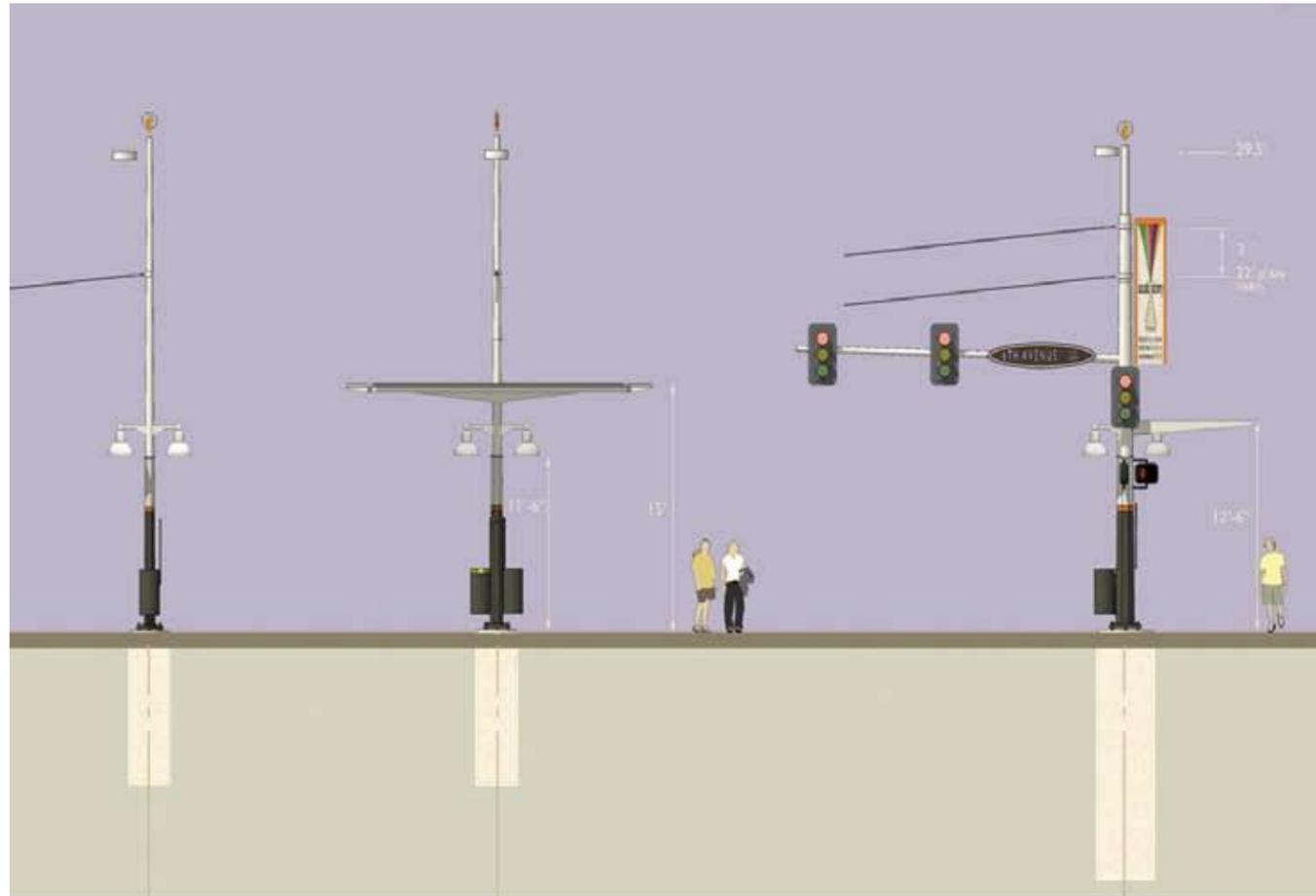
REVISED PEDESTRIAN LIGHT FIXTURE FAMILY



SHADE AND SHELTER ELEMENTS WITH REVISED LIGHT FIXTURES



C A T E N A R Y P O L E E L E M E N T S W I T H R E V I S E D L I G H T F I X T U R E S



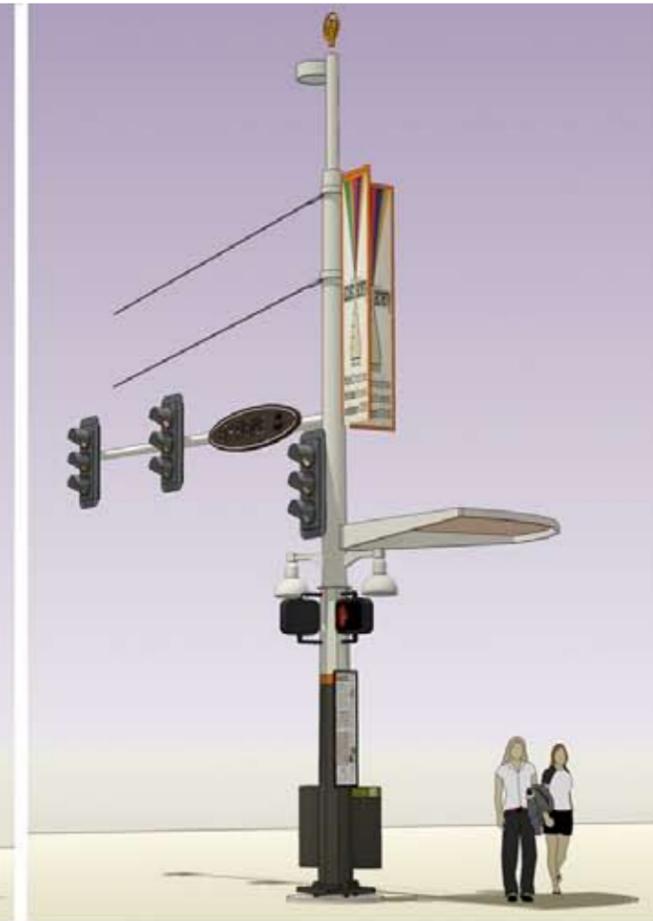
1K MID-BLOCK

1K MID-BLOCK (W/SHADE ELEMENT)

5K (W/TRAFFIC ARM & SHADE)



1K MID-BLOCK (W/SHADE ELEMENT)



5K (W/TRAFFIC ARM & SHADE)



GENERAL RECOMMENDATIONS BUILDING FACADE REFURBISHMENT AND SIGNING

The most important component of a revived street will be the quality of the design, execution, and maintenance of its storefronts and immediate environs.

Well designed storefronts, high quality signing, beautiful lighting and, of course, great retail and restaurant tenants, will go a long way toward making Congress Street a high value and popular destination for visitors and residents.

This is an introduction to recommended practices for storefront design and refurbishment.

Further detail with regard to recommended guidelines can be furnished upon request in subsequent project phases.

Ideally, these recommendations, once developed, would be available on request to all potential tenants along Congress Street.

What follows could be part of a City “mandatory review, voluntary compliance” system that is a step in its permitting process.

Storefront designs should be reviewed by knowledgeable, experienced storefront designers with the goal of helping the retailer or restaurant be successful and appealing to Congress Street visitors and residents - with an eye toward the overall success and value of the Congress Street / Downtown brand.

The following is an abridged summary of a forthcoming set of recommendations.



B U I L D I N G F A C A D E R E F U R B I S H M E N T A N D S I G N I N G

STOREFRONT MATERIALS

The construction of new and remodeled storefronts along Congress Street should be of materials that are high quality, durable, and authentic.

Careful attention to detail should be evident in both the design and construction / fabrication of the storefront and its contributing elements.

Modular (unit) materials are preferred over monolithic materials (such as EIFS) for the opaque areas of store facades, as they help contribute to a human scale to the streetscape.

Specifications for wood, metal, masonry (including natural stone, tile, precast stone, brick, and concrete) can be provided in further detail.

Storefront fenestration and glazing systems can also be discussed in further detail in subsequent project phases.

The following materials are discouraged: Plastic laminates, large expanses of glossy acrylic or Plexiglas, pegboard, mirror, highly polished metals (other than trim), reflective glass, simulated masonry or wood, vinyl, plywood or particle board, luminous ceilings, vinyl awnings, shingles, shakes, and rustic siding.

STOREFRONT EXPANSION AREA

Where space allows, the City may, through revocable permit, allow certain storefronts to expand (by way of cantilevered “pop-out” display windows) into the right of way in order to enhance visual connections with the sidewalk and increase pedestrian interest.

Additionally, stores may be allowed to create outdoor seating areas and outdoor merchandising areas upon negotiation with the city.



Contemporary storefront materials



Traditional storefront materials



B U I L D I N G F A C A D E R E F U R B I S H M E N T A N D S I G N I N G

STOREFRONT FENESTRATION AND GLAZING

Storefronts and restaurants should be about 70% or more transparent glazing to encourage display and visual exchange both ways.

Reflective glazing, heavily tinted glazing and bars on windows are strongly discouraged.

In frameless assemblies, glass panel joint details should be of top quality, with edges polished, ground, or chamfered.

Glazing channels at corner conditions should be mitered.

STOREFRONT LIGHTING

Storefront lighting can contribute to the character and safety of Congress Street.

Each tenant/store owner is encouraged to maintain the first five feet of store depth inside the display windows as a “merchandising zone” dedicated to the enhanced display and illumination of store merchandise that is easily visible from the public way.

Lighting recommendations and details can accompany further development of these recommendations in subsequent phases.

Likewise, restaurants can take advantage of pedestrian and streetside window exposure to allow patrons visibility to the street scene while creating an inviting tableau within for potential customers.

Store facades, recessed doorways, outdoor dining spaces, and passageways should also be illuminated with non-glare sources.

Awnings should not be internally illuminated, but external surfaces may be illuminated with non-glare downlighting.



Good merchandising, illumination, and awning downlighting all contribute to the character of the street



Highly transparent storefront



Good lighting emphasizes both store and merchandise



BUILDING FACADE REFURBISHMENT AND SIGNING

AWNINGS AND CANOPIES

Awnings are strongly encouraged. They emphasize a store or restaurant, provide shade, and help to project the tenant's image.

Surprisingly, along the south side of Congress Street, storefront awnings can become the only source of shade for pedestrians during times of the hottest summer sun around late June. Awnings and canopies are also an important (and inexpensive) way to add texture, relief, and interest to storefronts while protecting storefronts and displays from sun exposure.

Awnings and canopy materials must conform to the fire ratings outlined in Section 3105 of the International Building Code. Tenants should avoid vinyl and internally illuminated awning systems.

Awnings and canopies should be mounted a minimum of eight feet above the sidewalk at their lowest point. Where the awning attaches to the building, consideration should be given to potential conflicts with future tenant signing that is often located in the spandrel area above the awning and below the second story window sill line.

Awnings typically project from two to eight feet from the building, depending on slope and support systems. More steeply sloping awnings can be used for tenant identity graphics, which can be downlighted for emphasis.

ENTRIES AND DOORS

Door design and placement are critical parts of every successful storefront design and provide opportunities for expressions of welcome and hospitality.

A retail or restaurant door should be generously sized, a minimum of 25% transparent, and of a durable material that includes natural, painted, or stained wood, glass, or metal with a natural or painted finish.

Doors also provide opportunities for projecting elegance, whimsy, or a color accent.



Awnings are strongly encouraged



Generous entry

PLANTERS AND POTS

Well-maintained planters and pots provided by tenants are encouraged, as they add color, scale, and interest to the storefront.

These vessels should be made of natural, durable materials such as terra cotta (fired or glazed), metal, or concrete. Plastic pots, and posts that appear to be plastic and artificial plants are discouraged.

STOREFRONT ZONE UPKEEP

Upkeep refers to graffiti, stickers, paint, finishes, planters and pots, sidewalk cleanliness, and trash.

It is entirely in the tenant's interest to be proactive in keeping the zone in front of their store clean and well maintained instead of waiting for the City or the Downtown Tucson Partnership to provide these services.

This "tenant oversight zone" should extend from the storefront itself to the face of curb and include all public property elements within - trees, pavement, light fixtures, and seating elements.

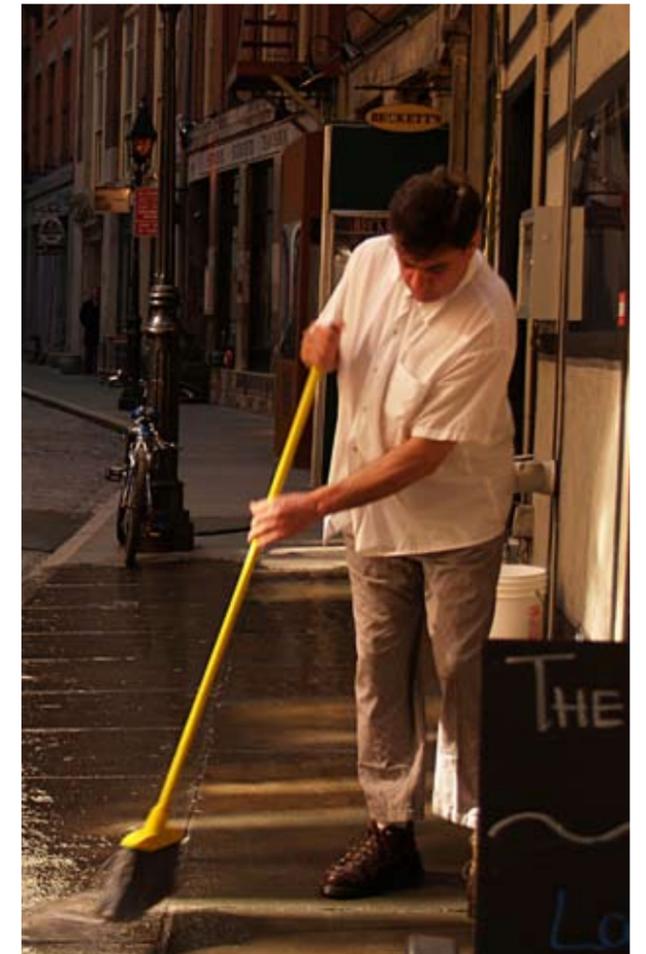
By taking the initiative to remove graffiti, stickers, and trash, as well as keep the sidewalk swept and washed, the tenant enhances not only the value of their store, but of the entire district.

Additionally, the more quickly graffiti and stickers are removed - as within hours - the more taggers become discouraged. As a direct result of immediate removal, premises and street furnishings are tagged far less frequently.

The City could potentially provide training in effective techniques for graffiti and sticker removal.



Well-tended plantings



Storefront zone upkeep

STOREFRONT SIGNING CRITERIA

In-depth recommendations, including materials, illumination types, and pitfalls can be made for the following signing types in forthcoming project phases.

The following sign types are recommended for use on Congress Street, subject to City ordinances and forthcoming specifications:

PRIMARY TENANT IDENTIFICATION SIGNAGE

Spandrel Wall Sign: Spandrel wall signs are located above the storefront display windows or entry doors and usually project no more than twelve inches. These signs consist of letter and logo shapes either attached to a panel or directly to the building spandrel area.

Marquee or Canopy Sign: These signs are panels or freestanding letterforms attached to or standing upon the fascia of a marquee or canopy.

Feature Sign: Feature signs are large-format, multi-sided illuminated projecting signs. They can be vertical or horizontal in format and may be mounted parallel to a building spandrel, perpendicular to the building facade, or on the corner of the building.

Awning Sign: Identity graphics applied to awning surfaces, sufficiently large and complete to be used as primary tenant identification signing. This signing is frequently downlighted for night-time visibility.



Feature sign



Awning sign



Spandrel sign



Marquee sign

SECONDARY TENANT IDENTIFICATION SIGNING

Projecting or Perpendicular Blade Sign: These signs are mounted perpendicular to the plane of the storefront, either on the building or suspended beneath an architectural canopy or awning. They provide tenant identity along both directions of travel parallel to the storefront. These signs are frequently illuminated by external light sources.

Awning Sign: Awnings can also host secondary tenant identity graphics that are intended to reinforce the primary identification graphics found elsewhere in the storefront area

Plaque Sign: Plaque signs are dimensional panel signs mounted against the building facade, usually about eye level, and are intended to provide another level of detail to the tenant's identity.

Window Sign: These signs are placed directly on the inside face of the window or door glazing or located directly behind that glazing. They can reinforce the primary and secondary tenant identity or may feature a service provided by the tenant. Many municipalities allow exposed neon signs to be used only in this fashion.

Changeable Sign: These signs include display stands, easel signs, poster displays in cases, banners, and flags. They are intended to be promotional or temporary and can range from daily to seasonal.



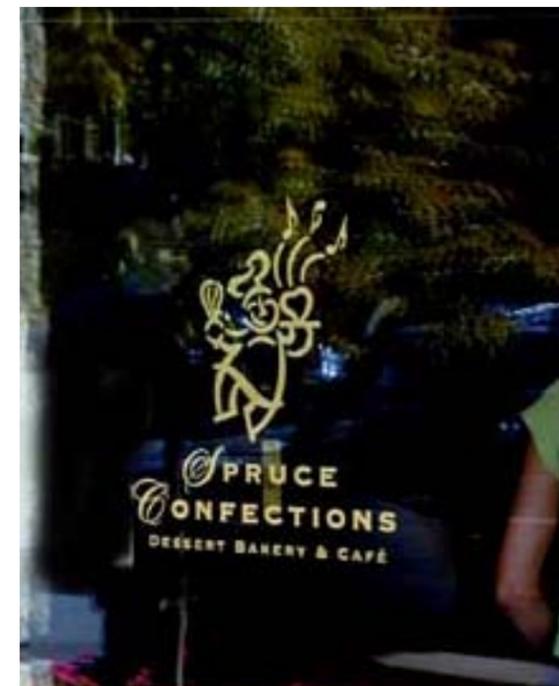
Projecting sign (illuminated)



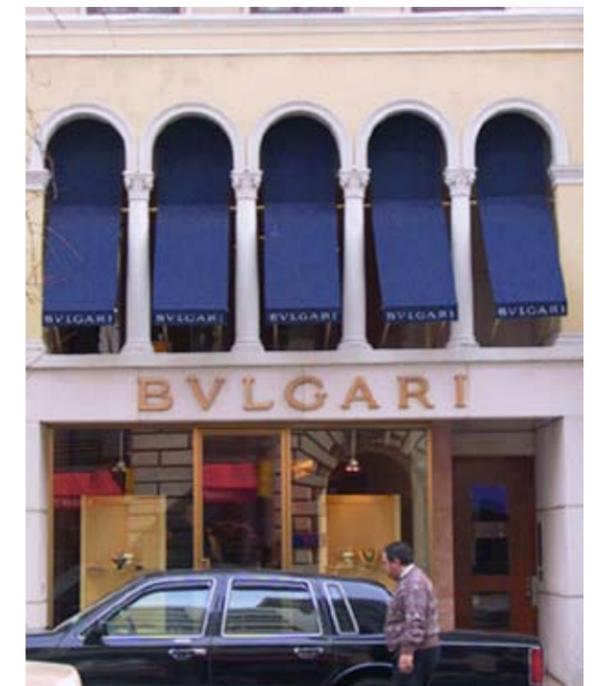
Changeable sign



Plaque sign



Window sign



Awning sign (as secondary signing)