

STUDENT COMPETITION

FRANK LLOYD WRIGHT BLVD &
GREENWAY-HAYDEN LOOP,
SCOTTSDALE

GOAL:

Keep Scottsdale Beautiful (KSB) is spearheading a project at the northern intersection of Frank Lloyd Wright Boulevard and Greenway-Hayden Loop (north Hayden Road). The project will pair a talented student team with an accomplished public artist to transform the barren intersection into a community point of pride. It will have a significant impact on Scottsdale residents and visitors for generations to come.

PROJECT PARTNERS:

- Scottsdale Public Art
- City of Scottsdale
- Central Arizona Project
- Arizona Chapter of the American Society of Landscape Architects
- The Bureau of Reclamation

DETAILS:

Keep Scottsdale Beautiful is calling for visionary proposals from talented university students for the beautification of a highly traveled intersection of Frank Lloyd Wright and Greenway-Hayden Loop (north Hayden Road). More than 65,000 vehicles navigate the intersection daily. Pilots and passengers of the 165,000 planes that annually fly in and out of the Scottsdale airport look down on this barren intersection. This intersection also serves as an entryway to many of the 600,000+ attendees of the Waste Management Phoenix Open Golf Tournament.

Student teams are invited to research and submit design concepts that are feasible for the site's unique characteristics and constraints, and that might later be incorporated into a final site design. The student teams are asked to stretch their knowledge as they explore design elements that emphasize sustainability, environmental protection and durability while researching repurposed and recycled materials that can accommodate the constraints of the site.

The winning team will work alongside a public artist, selected by Scottsdale Public Art (SPA), to reimagine the space and create a final site plan. The team will create and implement design elements that are site-specific, from curb to canal berm on both sides of the intersection and develop a cohesive look that compliments and highlights the public art component(s).

KSB and SPA will work with the public artist and student team to share the responsibility of getting project approvals, to include, but not limited to, the project partners, City of Scottsdale Planning Department and the FAA.

PROJECT SITE:



The project includes land from back of curb to top of the canal berm on both the northeast and northwest sides of the intersection. Unique uses and constraints include:

- Heavy vehicle ingress/egress areas
- Canal berms are designated as dams. Enhancements on berms must be cleared by project partners and FAA
- Heavy pedestrian traffic during WMPO Golf Tournament
- There are opportunities for design on water facility walls, walkways and pedestrian bridges
- Design solutions should require minimal maintenance



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PRIZE:

- \$5,000 award to winning team
- Two teams will be selected for Honorable Mention

BUDGET:

- \$275,000 for materials/installation. This number may be adjusted up or down based on fundraising.

TIMELINE:

- April 1, 2019: Contest Opens
- May 15, 2019: Registration due
- June 15, 2019: Submittal due
- June 21, 2019: Invitation to Interview
- Week of June 24: Interviews
- June 28, 2019: Winning Team announced
- July 2019 – June 2020: Student team works with artist and partners on design approvals and installation

ENTRANT REQUIREMENT:

- An entrant must be a team of 3 to 5 students currently enrolled at ASU Herberger Institute for Design and Art, Maricopa Community College or other Arizona higher learning institutions, with one year or more remaining until graduation
- Two or more members of the team must represent different disciplines – such as landscape architecture, design, art, civil engineering, architecture, etc.
- No relatives of jury members may participate

CONTEST REGISTRATION:

- Entry form at: KeepScottsdaleBeautiful.org
- \$25 entry fee per team, to be paid online
- Once registered, entrants will be assigned a number to be included in all correspondence and to identify submission documents

SUBMITTAL REQUIREMENTS:

- Team member bios, school affiliation and area of study (limited to 300 words per team member)
- A written project overview and drawing that articulates the student team's creative approach to the overall project. Must include ideas to address unique uses and constraints of the site; how the team will collaborate with the public artists; and how to tie in the unique characteristics such as the purpose of the Central Arizona Project Canal, Scottsdale Water Resources tenets and Waste Management Phoenix Open with respect to the event's importance to the area. (2,000 words max)
- Digital submission of design idea visuals – minimum of 5, maximum of 8 and 3 of which must be original – each visual to have description that explains the team's thoughts about it (200 words max)
- Digital submission of material examples appropriate for the site – minimum 5, maximum 8 – each visual to have description that explains the team's thoughts about it (200 words max)
- Full submission to be maximum 20 sheets/slides/pages of 150 dpi PDF, max size 10 MBs; send to studentcontest@keepscottsdalebeautiful.org



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JUDGING CRITERIA:

- Effective investigation of the site, its qualities and constraints
- Clearly documented analysis and design ideas that reflect the many uses and “neighbors” of the site
- Integration of both practical and aesthetic aspects within design ideas
- Demonstration of functional materials to include reuse or recycled elements
- Diversity of talent among team members

Teams invited for an interview will be judged on the above plus:

- Passion and enthusiasm for the project
- Desire and readiness to collaborate with an artist
- Ability to fulfill the time commitment

QUESTIONS?

studentcontest@keepscottsdalebeautiful.org or call Chris Irish 480-710-9584