

## Paradise Valley Mall - Streetscape Renovation

Floor Associates provided landscape architectural and prime consulting services for the 140-acre, 30 year old master planned mall district located in Phoenix, Arizona. The main accomplishment was developing a new streetscape master plan as part of the beginning to a major area renovation. This planning provided a strong new visual identity and re-established a once lost continuity to this shopping 'village.'

Along with 6 miles of streetscape, the mall's community open spaces were completely renovated to encourage outdoor local functions. Other adjacent shopping centers within this project, accounting for 27 different properties, were included in these improvements ranging from landscape / hardscape, lighting, signage and civil improvements, all coordinated through our prime consulting services.



### Client

Westcor  
(a subsidiary of Macerich)

### Location

Phoenix, Arizona

### Design Team

Floor Associates  
Thinking Caps  
Val-Tec, Inc. Engineering  
Smithcraft  
CBH Consulting Engineering Inc.  
Dale E. Walker & Company

### Size

140 Acres

### Services

Prime Consultant  
Landscape Architecture  
Hardscape Design

### Budget

\$7,900,000

### Completion

Phase I, 2008  
Phase II, 2009

### Recognition

2010 Valley Forward Association  
-Environmental Excellence Award