

Uptown Plaza

Renovation of a 1950's retail center that was once beloved by downtown residents but had fallen into despair due to renovations in the 1980's that left the retail space with limited visual as well as physical access. At first the development team, which included a partner outside of Arizona, envisioned a significant façade change to "update" the image stripping away any remaining character of the retail center. After feedback from adjacent neighbors as well as downtown advocates, the design team suggested an approach that respected the original character of the center which would be a unique approach to a retail center of this size.

A new vision for Uptown Plaza was defined by developing a strategy for the site and building renovations in order to create an amenity for the neighborhood as well as for the community at large. The existing brick was exposed to highlight the character of the original center, the arcade was re-visited to be more pedestrian friendly and the shape and size of the courtyard was studied on how it could improve retailing and tenant retention.

The success of Uptown Plaza is a result of the collaboration of Vintage Partners, Nelsen Partners, Kitchell Construction and Floor Associates working together as a unified team throughout the entire process analyzing each decision as a group. The end result is a neighborhood center for the community at large to enjoy and an asset for the development team for the long term.



Client

Uptown Plaza Associates

Location

Phoenix, Arizona

Design Team

Floor Associates - Landscape Architect
Nelsen Partners - Architect
Vintage Partners - Developer
Kitchell Construction - General Contractor

Size

9.5 Acres

Services

Landscape Architecture

Completion

2016

