

MORLEY AVE STRIP: Conceptual Master Site Plan



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The Drachman Institute College of Architecture and Landscape Architecture The University of Arizona Corky Poster, Director Marilyn Robinson, Associate Director

The Drachman Institute is the research and public service unit of the College of Architecture and Landscape Architecture at the University of Arizona dedicated to the environmentally sensitive and resource-conscious development of neighborhoods and communities. It is our contention that good quality and innovative architectural design and technology, sensible community planning, and a landscape architecture that fosters beautiful and healthy private and public space is the cornerstone of this work. We engage our students, our staff, our faculty, and our citizens in a collaborative, research-based outreach enterprise to make our communities healthier, safer, more equitable and more beautiful places to live.



EXECUTIVE SUMMARY

The goals we set out to accomplish on the Morley Ave. project included:

- Give an image to the parking strip along Morley Ave. south of Capitol Street based on the architectural style of this area of Nogales
- Create a low maintenance design for the project area
- Built upon the existing features on the site
- Link the east and west sides of the railroad
- Improve the pedestrian access to the area

Following our initial meeting on November 06, 2007 with the Nogales Community Development Corporation representative to discuss the scope of the project, we conducted a site visit. Based on the information provided to us by the Nogales Community Development representative, a program for the project was developed. A comprehensive site analysis was presented to the client and community in an open forum meeting on December 13, 2007. During this meeting we were provided with feedback from those in attendance and were able to refine the conceptual ideas for the project. The refined conceptual ideas were then used to formulate the final conceptual design presented in this document.

This document includes our design process including analysis, conceptualization, and design synthesis. The Conceptual Master Site Plan incorporates all the design ideas to improve the existing parking lot and Maeda food court along Morley Ave. south of Capitol Street as well as improving the general image of Morley Ave.



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On May 10, 2007, the Nogales Community Development Corporation submitted a Community Proposal for Technical Assistance to the Drachman Institute of the University of Arizona. Requested assistance included development of conceptual ideas and beautification of a parking lot located along Morley Avenue south of Capitol Street. The existing parking lot included a platform for food vendors and a paved area for parking.

The long-term goal of the project is to create space for people to gather as well as for the community to have events such as a farmers market that could meet every week.

The Drachman Institute has conducted an assessment and analysis of the parking lot at Morley Ave. and incorporated feedback from Nogales Community Development Corporation board and community leaders into design recommendations reflected in this document.

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HISTORIC IMAGES









Morley Ave. was the direct link between the cities of Nogales, Arizona and Nogales, Sonora as can be seen in the upper-left image taken in the nineteen twenties. Throughout history Nogales, AZ has been a commercial center for people coming across the International border with Mexico.

The train station (upper-right image) was a prominent building for the city of Nogales. Morley Ave. in the nineteen forties (lower images) was the main street for commerce and community interaction. Today, Morely Ave. still is a busy commercial strip, but lacks public spaces for community interaction.

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Six out of every ten buildings in the central area of the city of Nogales are designated Historic. There are 165 historic buildings in the Crawford Hill Residential District and 16 in the Court Street Historic Residential District. This means there are 215 buildings within the Historic District of which thirty-three individually are eligible for the National Register of Historic Places.

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CIRCULATION



This aerial photo indicates vehicular and pedestrian circulation within a quarter mile distance from the site on Morley Ave. The blue line shows the path followed by pedestrians coming across the border from Nogales, Sonora to shop on the American side.



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TOWN DIVIDED



Besides the division with Nogales, Sonora, by the International border, Nogales, Arizona is divided by the railroad creating two areas on either isde of its tracks. When the train is waiting for access to Mexico, the only pedestrian crossing is at the border station a quarter mile from the site at Morley Ave.

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EMERGENCY ACCESS



When the train is waiting to go into Mexico, besides dividing the city and cutting the pedestrian access it creates a vehicular conflict that sends any vehicle through a long route to use the overpass at East Patagonia Highway and North Morley Ave. to cross to the other side of the tracks.

In the image above the green line shows the short route from Morley Ave. to the Hospital without a train blocking access and the red line shows the long route using the overpass when the train is blocking access.

PARKING



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There is extensive parking in the area within the quarter mile radius from the site. The use varies from day to day with peak times on the weekends and days that visitores from Mexico come across the border for shopping.



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The site of the project along Morley Ave. is located within the General Commercial Zone that follows along Grand Ave. and the train tracks from the International border to the Patagonia Highway overpass.



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DEMOGRAPHICS



In our talks with the people from Nogales Community Development we learned that most of the young adults leave town after high school to pursue higher education or better paying jobs.

These charts from city-data.com show that the city has a very young population and the income is low.

Being at the border with Mexico, it is not a surprise that the majority of the population is Hispanic. We also learned that in recent years there has been an influx of Korean population buying the shops along Morley Ave.





AERIAL VIEW

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The aerial view above shows the project site in orange and some of the important buildings/sites in the area:

- 1. Capitol building
- 2. Sacred Heart Church
- 3. Bowman Hotel
- 4. Morley Ave. Park
- 5. Historic building (shop)

The following pages show images of these buildings and the site surroundings.

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IMPORTANT BUILDINGS



1. City of Nogales Capitol Building



2. Sacred Heart Church



3. Bowman Hotel



4. Morley Ave. Park outdoor pavillion



5. Historic building (shop)



Mural on a wall at East Street

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SITE SURROUNDINGS



Site looking south from the north boundary railroad west of fence



Site looking north from the south boundary



Park on the south end of strip along Morley Ave.



Trees on north end of strip



Train waiting to go into Mexico dividing the city.



Fence along west side of site



Shopping area northwest of site shows how some of the architectural elements can be incorporated in the site.

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EXISTING ELEMENTS ON SITE



When the process began, we were presented with a plan created by Kory Engineering Inc. for the design and construction of the food court, parking lot, and retail area. We were asked to look at the existing elements on the site and produce some conceptual ideas to enhance the site.

PROGRAM

In relation to the existing engineering plan, we were asked to:

1. Design and/or suggest examples of urban furniture for the site, such as guard rail, lights, planters, tables and benches, shade canopies, etc.

2. Look at the distribution of spaces on the site according to their function and design an alternative to the existing parking lot to incorporate with landscape features.

3. Design elements that will encourage pedestrians to utilize the site.

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CONCEPTUAL IDEAS

The linear aspect of the site, the train tracks on one side and the row of shops on the other, and the client request for an "industrial look", led us to think of the site as the intersection of linear movement with repetition of elements and use of stone and rusted metal.

The architectural language of the historic buildings in the area in combination with the existing materials helped us to create the various elements for the site.









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FEEDBACK FROM MEETINGS

During the initial meeting with the NCD it was communicated to The Drachman Institute that one of the main goals of the project was to design elements that would encourage pedestrian utilization of the site. Functionality of the site was also important; the site needed to provide parking spaces and still have flexibility to be used for farmers markets and festivals. Suggestions for site furnishings, safety features, planters, and seating were also requested.

At the second meeting with the NCD, after presentation of the analysis and preliminary concept phases of the design process, members of the NCD were interested in getting details about the railings and fences proposed and voiced a sense of urgency in getting this information a soon as possible for funding purposes. The Drachman Institute e-mailed details of these elements to the NCD the next day.

Other comments related to the amount of seating at the site and where to purchase elements such as sail canopies and benches. Our team agreed to provide links to websites where these elements could be obtained and suggested web searches to compare prices. We were advised that use of the rail yard adjacent to the site for parking was being pursued by the NCD.

Questions were raised regarding the proposed pedestrian overpass. Our team proposed the pverpass for the purpose of improving pedestrian circulation. The illustration is put forward as a concept only.

The requested plant list for the projectis included in this document.

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CONCEPTUAL MASTER SITE PLAN



Overhead view of the site showing the food court to the left of the image and the farmers market canopies next to the pedestrian bridge to the right. The railroad tracks along the top and the Morley Ave. shops along the bottom. The improvements suggested to the existing site are: 1. Pedestrian crossings at the corner of Capitol St. similar to the one on East St.; 2. Pedestrian bridge to join both sides of the train tracks; 3. Folding canopies for the farmers' market area; 4. Storage for the canopies next to the trash bin area; 5. Shade canopies along the sidewalk; 6. Vegetation islands for siting at the entrance and exit of the parking lot; 7. Tables and canopies for the food court area.



View of the south end of the site looking east showing the food court and exit of the parking area.



View of the north end of the site looking east showing the farmers market area and the pedestrian bridge.

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NORTH END



The north end of the site includes the pedestrian bridge, the area for the Farmers' Market, storage for the canopies, and entrance to the parking lot.

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south end



The south end of the site includes the food court and the exit from the parking lot.

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VIEWS OF CONCEPTUAL PLAN



View from the top of the pedestrian bridge towards the site



View from the street corner towards the covered sidewalk



View from across the street towards the street market



Walking under the covered sidewalk next to the canopies



Conceptual pedestrian bridge over the road and train tracks. Needs to be designed to railroad specifications

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VIEWS OF CONCEPTUAL PLAN



View from the food court to the north



View of the food court from the sidewalk



View from across the street towards the food court



View of the food court from the sidewalk looking north



View of the parking lot exit next to the food court

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URBAN FURNITURE



Ten-by-ten foot folding canopy



For storage



Side by side



Six foot pedestal table



Six foot synthetic wood table

Lamp post

The suggestions in this page vary in price, materials, and color. For more information the web addresses are in the reference page at the end of this document.

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SUGGESTED PLANTINGS - low water use

Quercus virginiana - Southern Live Oak



Verbena gooddingii - Goodding Verbena



Rosmarinus officinalis - Bush Rosemary



Calliandra eriophylla - Fairy Duster



Leucophyllum laevigatum - Chihuahuan Sage



Muhlenbergia rigens - Deer Grass



Agave vilmoriniana - Octopus Agave



Antigonon leptopus - Queen's Wreath



Penstemon parryi - Parry Penstemon



REFERENCES

Historic Photos - http://content.ci.pomona.ca.us/index.php

Historic Survey – Nogales Historic Building Survey, Janus Associates Inc. 602 North 7th Street Phoenix, AZ 85006, July 1984

Demographic Data - http://www.city-data.com/city/Nogales-Arizona.html

Aerial Images - http://earth.google.com/

Existing project - Kory Engineering Inc.

Suggested Furniture:

Canopies - Eide Industries Inc. http://www.eideindustries.com/ Tables - All Picnic Tables http://www.allpicnictables.com/ Lamps - Antique Street Lamps http://www.antiquestreetlamps.com/

Planting List - http://www.azwater.gov/dwr/content/find_by_program/Drought_and_Conservation/LowWaterPlantLists/default.htm