



Kierland Commons

SCOTTSDALE, ARIZONA

Kierland Commons comprises a spine of fashion-based retail tenants and entertainment, office, and residential uses on a 38-acre (15-ha) parcel within the larger 730-acre (295-ha) Kierland master-planned community 15 miles (24 km) outside of downtown Phoenix. The vertically integrated mixed-use project embraces an urban configuration of narrow streets and a compact mix of uses containing 342,488 square feet (31,818 m²) of upscale shops, 124,214 square feet (11,540 m²) of office space, and 84 loft-style condominiums. Designed as a “main street” development that could act as both a retail destination and a town center for the surrounding community, Kierland Commons uses an innovative streetscape design to mitigate the effects of the harsh desert climate.



JURY STATEMENT

Kierland Commons, a 38-acre (15-ha) lifestyle center that integrates shops, residences, and offices within an urban configuration, has seen its trademark features—narrow landscaped streets, open-air retail, a vertically integrated mix of uses—emulated by developers throughout the country, becoming a benchmark for successful mixed-use communities.

DEVELOPMENT TEAM

Owners

Westcor
Phoenix, Arizona
www.westcor.com

Woodbine Development Corporation
Dallas, Texas
www.woodbinedevelopment.com

Developer

Woodbine Southwest Corporation
Scottsdale, Arizona
www.woodbinedevelopment.com/woodbine_southwest

Design Architect

Nelsen Partners
Scottsdale, Arizona
www.nelsenpartners.com

Master Planner

Design Workshop, Inc.
Denver, Colorado
www.designworkshop.com



In the northeast part of the Phoenix metropolitan region, Kierland Commons is located in an area previously underserved by retail. The lifestyle center enjoys an ideal location: it is across the street from Scottsdale Airpark, the community's largest employer, and within walking distance of Westin Kierland Resort and Spa, a popular vacation spot. Scottsdale has consistently ranked as one of the nation's fastest-growing suburban areas over the past decade, and the affluent community has an average household income of US\$86,000.

The master plan and design of Kierland Commons, undertaken by the Design Workshop and Nelsen Architects, creates a compact, pedestrian-friendly site oriented along a central boulevard of high-end retail. Featuring a vertically integrated mix of uses, the residential lofts are clustered around the central plaza—which features pop-jet fountains and canopies of palm trees—atop ground-floor retail and restaurants, while office buildings flank this residential-retail core to the east and west. The narrow streets and limited street parking—structured parking is tucked behind retail stores—minimize traffic on the interior roads and reduce the amount of concrete used on site, lessening the heat-island effect.

The Kierland Commons streetscape is designed to maximize comfort in the harsh desert heat. The walkways between retailers use five different canopy designs—featuring trellises, wood and mesh

PHOTOGRAPHS BY DALE HORCHNER (ALL IMAGES)

awnings, and misting systems—to shade and keep shoppers comfortable even during the hottest Arizona days. Retailers were initially concerned that the canopies would block the visibility of their stores; however, the shading devices have become an integral and defining feature of the retail areas. Restaurants offer covered outdoor seating and floor-to-ceiling windows that open onto the street, allowing patrons simultaneously to enjoy the air-conditioned indoors and the fresh air while remaining part of the streetscape.

At Kierland Commons, the Plaza Lofts Condominiums, completed in the project's second phase, contains 84 for-sale residential units stacked above ground-level retail space. Ranging from 1,100 square feet (102 m²) to 2,700 square feet (250 m²), units are priced from US\$400,000 to US\$1.2 million. The residential units have balconies and floor-to-ceiling windows that overlook the commercial plaza, reinforcing a sense of place and providing eyes-on-the-street security.

The lifestyle center has achieved uncommon success: it currently commands the highest retail sales and condominium prices per square foot in Arizona, and both the office and retail space remain 99 percent leased. The mixed-use, compact development stands as an antithesis to the suburban-style indoor shopping mall by promoting pedestrian activity, reducing dependence on automobiles, and connecting with its surrounding community. Kierland Commons has become an inspiration for outdoor, mixed-use, retail-dominant districts; many of its design concepts have been replicated in other cities—particularly in the West.



PROJECT DATA

Web Site

www.kierlandcommons.com

Site Area

38 ac (15.3 ha)

Facilities

342,488 sf (31,818 m²) retail

124,214 sf (11,540 m²) office

84 multifamily units

2,104 parking spaces

Land Uses

retail, office, residential, restaurant, parking

Start/Completion Dates

November 1999–2005