SOCcer in scOTTsdale - arizona, planning implications of a sports facility

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https://www.facebook.com/ScottsdaleSportsComplex/
OUTLINE

- Introduction

- **THE FIELD OF SPORT:** Concepts, Evolution and Relationships

- **ARIZONA AS THE FIELD OF POWER:** Parks, Sports Facilities and Soccer in Metropolitan Phoenix

- **THE SPORTING HABITUS:** Scottsdale Sports Complex (SSC)

- Conclusion & planning implications
- Low popularity of soccer in north-America compared to rest of the world.

- Rapid progress is being made due to the building of sports facilities, media coverage of star players, and the cheerful and youth appeal of the sport.

The purpose of this paper is to examine the design, planning, cultural and sociological implications of a suburban edge-city sports complex in Scottsdale, Arizona, called Scottsdale Sports Complex (SSC).
The hypothesis is that soccer facilities, such as SSC, constitute simultaneously a community’s recreational development and an embryonic economic engine to inculcate social class values and skills typical of a corporate mentality.

Methods: ethnographic field work, policy evaluation, semi-structured interviews with architects, sports facility staff, and with a leader of the Arizona Sports and Entertainment Commission.

Key finding is that sports facilities, and soccer fields in particular, constitute an understudied area of north-American urbanism and sports culture.
Planning implications:

- The physical design and porosity,
- The diversity of uses,
- The animation program,
- The regular monitoring,
- and the sports citizenship associated with sports practice and sports facilities.
Analytical framework is threefold:

- Specialized sports complexes within municipal park systems,
- The sport of soccer, especially important among youth and ethnic players,
- Multiple impacts accrued from the practice of sports.
CONCEPTS, EVOLUTION AND RELATIONSHIPS

Figure 1. Conceptual framework.

- **Parks**
  - Neighborhood
  - Specialized
  - City
  - Regional
  - State
  - National

- **Sports**
  - Big four: Basketball, Baseball, Football, Hokey
  - Other: Soccer, Lacrosse, Rugby, Field Hockey, Ultimate Frisbee

- **Soccer Impacts**
  - Scale
    - Local
    - Regional
    - National
    - International
  - Types
    - Social
    - Cultural
    - Economic
    - Global
  - Demographics
    - Youth Soccer
    - Adult Professional Leagues
    - Ethnic Soccer Leagues
    - National Identity

- **Planning Implications**
  - Physical Design
  - Diversity of Uses
  - Animation Program
  - Regular Monitoring
  - Sport Citizenship
Clubs, sports facilities, sports charters and regulating bodies are increasingly transitioning from their social mission to the state’s role in leading to a source of commercial exploitation.

A change from a sport as an end in itself (“ascetic exaltation of sobriety,” “disinterested,” “fair play”) to sport as the means to an end (“win competitively,” “sacrificing everything for results”) (Bourdieu, 1979).
IMPACTS ON YOUTH SPORTS

Up2Us (2012, p. 2):

1) an estimated $1.5 billion cut from school sports budgets during 2010-11, in addition to an estimated $2 billion cut during the 2009-10 school year,

2) about 40% of school districts nationwide have charged fees to participate (known as pay-to-play),

3) school sports have suffered with fewer girls likely to participating, while boys’ participation has only grown slightly,

4) and low-income communities and families have been doubly impacted by fees and budget cuts, reducing the opportunities for youth to play sports.
Phoenix is the **sixth largest city** in the U.S with 1.5 million inhabitants in 2014.

The Phoenix metropolitan area is **endowed with a comprehensive system of parks**. Each municipality has scattered parks throughout its jurisdiction.

The city of Phoenix has the **largest municipal park in the country with 16,000 acres**: South Mountain Preserve.
The whole metropolitan area has also one of the highest number of **golf courses** per inhabitant nationally.

Constructing new parks and funding existing parks, while attempting to achieve territorial equity, use, and access to parks, is critical to maintaining a **healthy park system**.
New civic space park in downtown Phoenix, which resulted from the demolition of Patriots Square Park.

Construction of the Phoenix Convention Center in the 1960s and the construction of two sports facilities:

- the baseball Bank One Ball Park renamed Chase Field,
- and the America West Arena, now Talking Stick Resort Arena.
“homegrown immigrant soccer leagues” in cities (...) are vital yet underappreciated nodes of immigrant social networks and place-making activities” (Price and Whitworth, 2004, p.168).

Immigrant soccer leagues embody Edward Soja’s dynamic “thirdspace” in the sense that “they arise from a sympathetic deconstruction and heuristic reconstruction of the firstspace-secondspace duality.”
Scottsdale has been ranked as a top soccer city to host tournaments, in great part due to its sports complexes.

SSC is a state-of-the-art 71-acre award-winning soccer facility in north-Scottsdale.

Launched in 2007 as a polyvalent set of 10-soccer fields and a rainwater basin, it has been hosting soccer practice and competitions ever since.
SCOTTSDALE SPORTS COMPLEX

The complex is near a **series of open spaces:**

- TPC Scottsdale and TPC Scottsdale Champions Course PGA Tour,
- business parks (i.e., WestWorld Pavilion),
- lifestyle retail developments and shopping malls (i.e., Kierland Commons and Scottsdale Quarter),
- and the city’s airport with stunning mountain views in the background.

The clustering of separate sports facilities in the neighborhood augments its **identity** and **convenience.**
SCOTTSDALE SPORTS COMPLEX

https://www.facebook.com/ScottsdaleSportsComplex/
Figure 5. Attendance at Scottsdale Sports Complex.
Source: City of Scottsdale's The Goal Fall 2014 Newsletter.
### Table 1. Synthesis of SSC characteristics and planning features

<table>
<thead>
<tr>
<th>SSC characteristic</th>
<th>Planning features</th>
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<tbody>
<tr>
<td><strong>Physical</strong></td>
<td></td>
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<tr>
<td>Public recreation destination (4 lighted international-sized fields, 2 international-sized fields, 4 regulation-sized fields), Parking for 6,600 cars, Main office, locker rooms, veranda.</td>
<td>Multiuse function (tournament level complex, storm water runoff, auxiliary parking area).</td>
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<tr>
<td><strong>Environmental</strong></td>
<td></td>
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<tr>
<td>Bermuda and ryegrass in the fields.</td>
<td>Xeriscape plantings – desert landscape and semi-deciduous trees for limited shade.</td>
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<tr>
<td><strong>Economic</strong></td>
<td></td>
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<tr>
<td>13,000+ metro area rooms ($161,000 annual revenue in 2010)*.</td>
<td>Reservation fees, spending and sales taxes in adjacent area businesses, lodging and indirect tourism dollars.</td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td></td>
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<tr>
<td>Neighborhood park for daily use by area residents.</td>
<td>Open space for other sports besides soccer, such as Lacrosse, rugby, field hockey, ultimate Frisbee and football.</td>
</tr>
</tbody>
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SSC’S SUCCESSOR I: PHOENIX, AZ (2010)

http://www.serenosoccer.com/tournaments/collegeshowcase/index_E.html
An artist's rendering of the 24-field sports complex proposed for northeast Mesa.

CONCLUSION

Planning implications:

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- The diversity of uses,
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- The regular monitoring,
- and the sports citizenship associated with sports practice and sports facilities.