



Project Data

Key Scope Items:

- Impact of Iconic Design
- Peer Review of Projections
- Economic Impact Analysis

Project Budget: \$350,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2005

University of Arizona Science Center “Rainbow Bridge” Impact

Tucson, Arizona

Mr. Hunden worked on a unique impact analysis project for the City of Tucson. The University of Arizona had proposed a \$350 million iconic science center in the form of a bridge spanning I-10 in downtown Tucson. The University had commissioned a study of the impact of the project, including its iconic design, on the community. It suggested that significant increases in tourism – and therefore economic and fiscal impacts – would occur due to the iconic design.

The City wanted a second opinion, so HSP was retained to review the research and findings and offer a new projection of results. Mr. Hunden managed this study and undertook a review of a number of other iconic projects around the world to understand how their design may have influenced the impact they had on tourism, the local economy and other intrinsic benefits. These included the St. Louis Arch, the Guggenheim in Bilbao, the Milwaukee Art Museum and many others.

The report concluded that the proposed project would have a large impact on the community, including attendance at the convention center, stays in hotels and other impacts. However, the overall impact was not estimated to be as robust as the prior study suggested.