



VISION BOOK

2022 RBDG

# ECHO CLIFFS

## MASTERPLAN

Shaping Tomorrow, Together

Prepared for: Coppermine Chapter  
Coppermine, Arizona, Navajo Nation  
Sept 2024

# PROJECT TEAM:



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Client:  
Native Promise

# Walking in Beauty

"In beauty I walk

With beauty before me... I walk

With beauty behind me... I walk

With beauty above me... I walk

With beauty around me... I walk

It has become beauty again..."





Swaback's office, The Studio on Cattletrack, is a series of highly individualized suites arranged around a central garden. Among its design honors was the top AIA award in the state.



# A Brief Overview of **Swaback**

Swaback is a dynamic team of passionate professionals dedicated to shaping the world's most exceptional places.

For over 45 years, Swaback has passionately pursued some of the world's most challenging and captivating projects, creating a diverse portfolio of award-winning work. Established in 1978 and rooted in the visionary legacy of Frank Lloyd Wright and the Taliesin School of Architects, our firm operates globally, from the United States to Mexico and beyond.

Swaback was founded with a clear mission: to deliver uniquely crafted architectural and planning solutions for discerning clients and exceptional sites. From the start, we've built a team capable of tackling extraordinary projects, and today, we proudly serve a distinguished clientele, including some of the world's most influential organizations. Our expertise spans community planning, resorts, residential developments, hotels, restaurants, clubs, spas, and bespoke residential design.

Join us as we continue to shape the future of design, one meticulously crafted project at a time.



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PLACEMAKING IS  
THE ART OF CREATING  
MEANINGFUL AND  
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THAT REFLECT THE  
UNIQUE IDENTITY  
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02

# INTRODUCTION & OVERVIEW



## 02. INTRODUCTION & OVERVIEW

### Echo Cliffs Master Plan: Connecting Community, Enhancing Opportunities

The Echo Cliffs Master Plan is a comprehensive community planning initiative aimed at expanding housing options, fostering business growth, and strengthening connections across the region. This plan focuses on integrating the North Health Clinic with proposed housing developments and the South Tsinaabaas Habitiin School, creating a hub of activity that enhances access to essential services and educational resources for all residents.

The project began with a collaborative effort among community leaders, planners, and facilitators who recognized the opportunity to promote social well-being and economic stability in Echo Cliffs. With funding from USDA Rural Development, the team launched this master-planning effort to build a cohesive, accessible, and thriving community while celebrating the area's unique cultural and natural heritage.

Designed to reflect the specific needs and values of communities surrounding Echo Cliffs, including Coppermine and Bodaway Gap Chapters, the plan prioritizes accessible public spaces, reliable and attainable housing, improved connectivity, and robust economic development. By linking key anchors such as the North Health Clinic and Tsinaabaas Habitiin School through vibrant neighborhoods and shared spaces, the master plan fosters greater social interaction, a stronger sense of place, and a unified community.

Community involvement has been the cornerstone of this effort. Through open meetings, surveys, and active collaboration with local leaders, businesses, organizations, and residents, the plan embodies the shared aspirations for a resilient, sustainable, and culturally relevant built environment. With its emphasis on connectivity, opportunity, and integration, the Echo Cliffs Master Plan paves the way for a brighter, more connected future for all.

## 02.1 The Mission

The Echo Cliffs Master Plan seeks to bridge the North Health Clinic and Tsinaabaas Habitiin School with a thoughtfully designed, mixed-use community that reflects the aspirations and goals of its residents. By introducing diverse, multi-generational housing options, mixed-use commercial spaces, and dynamic community amenities, this initiative aims to create a vibrant, inclusive, and sustainable environment that honors the unique cultural heritage of Echo Cliffs.

Guided by community input, the plan enhances connectivity between vital community spaces, provides opportunities for local artisans and entrepreneurs, and supports housing and economic growth. At its core, this mission is about fostering resilience, celebrating cultural pride, and creating spaces that empower the community to thrive together.

Through collaborative planning and a commitment to cultural respect, the Echo Cliffs Master Plan aspires to shape a future where residents of all ages can live, work, and connect in a community that truly reflects their shared vision and values.



Regional Connection Map

## 02.2 Why Echo Cliffs

Western Navajo has long been a place of deep cultural significance, rooted in Navajo heritage and rich in natural beauty. Historically, the area has been home to generations who built a strong, close-knit community, with a shared respect for the land and traditional values. However, economic opportunities within the region have been limited, with few avenues for income generation or development opportunity.

Today, Echo Cliffs, Coppermine, and Bodaway Gap stand at a pivotal juncture. The community is vibrant yet faces challenges common to rural areas, including limited access to health facilities, economic stagnation, and a need for diversified employment opportunities. The North Health Clinic and Tsinaabaas Habitiin School play essential roles, but greater connectivity and support are needed to unify these resources and broaden their impact. With the support of the USDA Rural Business Development Grant, the Echo Cliffs Masterplan has emerged to bridge these gaps, focusing on sustainable growth that honors cultural heritage while opening new doors for the future.

Looking ahead, the vision for Echo Cliffs is one of resilience, connectivity, and economic opportunity. The masterplan will prioritize the development of diverse housing options, year-round amenities, accessible public spaces, and stronger links between key community facilities. Plans include a variety of housing types, including apartments, senior / veteran housing, starter homes, and larger 'farmsteads'. Integrated into the fabric of the neighborhoods are community farms & amenities and a lively and interconnected community core. By integrating economic, cultural, and social elements, Echo Cliffs can become a model for rural revitalization, with more robust opportunities for artisans, entrepreneurs, and residents.





## **02.3 ACKNOWLEDGEMENTS**

We extend our heartfelt gratitude and appreciation to the numerous community members who participated in this project, providing invaluable feedback, ideas, and volunteering their time and resources. Your enthusiastic engagement has been a driving force in shaping this project to truly represent the community's needs and desires.

We also want to thank the entire project team for their tireless dedication and hard work, which have taken this ambitious step towards a new future for Echo Cliffs. Your creativity, expertise, and commitment have made a significant and positive impact on the future of this community. Without your passion and skills, this project would not have been possible.

Lastly, we express our sincere thanks to the community leaders and organizations who supported and believed in this project from the outset. Your leadership, advocacy, and encouragement have been instrumental in bringing our vision to fruition. Your unwavering commitment to improving residents' quality of life and fostering community engagement has been the backbone of this project.

Together, we have developed a comprehensive master plan that will help Echo Cliffs create a vibrant community that reflects your community's spirit, diversity, and vitality.





Site Visit



03

# THE PROCESS & TOOLS



## 03.1 PROJECT APPROACH

Our approach to the Echo Cliffs Master Plan is rooted in community collaboration and tailored to the unique needs, aspirations, and cultural identity of this vibrant region. We are dedicated to creating sustainable, multi-functional spaces that enhance residents' well-being, foster economic growth, and celebrate the rich heritage of Western Navajo.

This initiative begins with deep community engagement. Through open meetings, workshops, and interactive platforms, we gather vital insights and feedback from residents, stakeholders, and local government officials. Collaboration with local experts and leaders provides additional context and perspective, ensuring the project aligns with the community's goals. A thorough analysis of the site, its surrounding context, and adjacent influences guides our understanding of the land's unique character and potential.

To ensure the final plan reflects the community's aspirations, we prioritize an iterative design process. Planning concepts and designs are continuously refined based on ongoing feedback from the community. Through workshops, surveys, and presentations, residents and stakeholders are invited to review and contribute to each phase of development, allowing the plan to evolve in alignment with the community's vision.

At the heart of our approach is the application of placemaking principles to design accessible, inclusive, and engaging public spaces. Our designs are intentionally flexible, accommodating a variety of activities and events that reflect the diverse interests and needs of the community.

Economic development is a cornerstone of this effort, with initiatives aimed at supporting local artists, small businesses, and entrepreneurs. Programs such as small business incubators, pop-up markets, and development opportunities will stimulate economic growth while reinforcing the cultural vitality of Echo Cliffs.

Ultimately, our goal is to create an enduring community that authentically represent the spirit and diversity of the community. By prioritizing resident participation, embracing an iterative design process, and fostering sustainable economic opportunities, the Echo Cliffs Master Plan aims to build a resilient, thriving community for current and future generations.

## 03.2 CO-CREATION & COLLABORATIVE SPIRIT

This master-planning and business development initiative at Echo Cliffs was shaped by a collaborative and inclusive approach, with a strong focus on community involvement and empowerment. At every stage, our goal has been to ensure that community members are active participants in the planning and design process so that the final outcomes genuinely reflect the diverse needs and aspirations of Echo Cliffs.

To achieve this inclusive engagement, we organized a series of community meetings and workshops, scheduling them at varied times to accommodate different routines and encourage wide participation. These sessions fostered open dialogue, inviting input from residents across all demographics. Feedback was gathered through accessible methods, including remote options and online interactive platforms, allowing for meaningful participation and ensuring that every voice was heard and valued in shaping the future of Echo Cliffs.



Site Research



Project Presentation

### **03.3 THE VISION BOOK**

The Echo Cliffs Vision Book serves as a comprehensive guide to the planning, design, and implementation process for this innovative mixed-use community on the Navajo Nation. It is designed to articulate the project's goals, showcase the final design solutions, and outline the critical next steps required to bring this initiative to life.

This Vision Book integrates community-driven insights with professional expertise to ensure the plan authentically reflects the aspirations and needs of the adjacent communities, including Coppermine and Bodaway Gap Chapters. By documenting the project's approach, it highlights the emphasis on collaboration, cultural sensitivity, and sustainable design.

The Vision Book also functions as a road-map for moving the project forward. It provides stakeholders, partners, and community members with a clear understanding of the planning and engagement process, the iterative design methodology, and the key components of the final plan. In addition, it outlines actionable steps to address housing, economic development, and public space improvements that will strengthen community connections and create long-term opportunities.

Ultimately, the Echo Cliffs Vision Book is both a reflection of the community's collective vision and a practical framework for achieving a vibrant, resilient, and inclusive future for Echo Cliffs.

## How to create great places in Echo Cliffs?

Creating great places in Echo Cliffs involves a focused approach that emphasizes community input and sustainable development. Here are five key strategies we employ:

**Community Engagement:** We actively involve residents, stakeholders, and local leaders in every phase of the planning process through workshops, surveys, and open forums. This ensures the development reflects the community's needs and desires.

**Placemaking Principles:** Our design philosophy prioritizes creating a community fabric that is functional, engaging, and viable. We focus on public areas that encourage social interaction and celebrate the unique character of Echo Cliffs.

**Accessibility and Connectivity:** We enhance accessibility by developing well-connected pathways and transport options that link housing, health facilities, schools, and community spaces, making it easier for residents to navigate and access essential services.

**Cultural Heritage:** We celebrate and encourage the rich cultural heritage of Western Navajo by integrating local art, history, and traditions into public spaces, fostering a sense of pride and identity among residents. Additionally and most importantly, we have created a new - culturally sensitive and inspired series of residential typologies for the project that provide diverse housing options.

**Diverse Programming:** We have integrated a variety of potential programs and activities—such as markets, festivals, and recreational events, as well as diverse housing & business opportunities — to create a vibrant community that caters to diverse interests and encourages active participation.

Through these strategies, we aim to transform Echo Cliffs into a vibrant, inclusive place that enhances community life and celebrates its unique spirit.



04

STARTING POINT







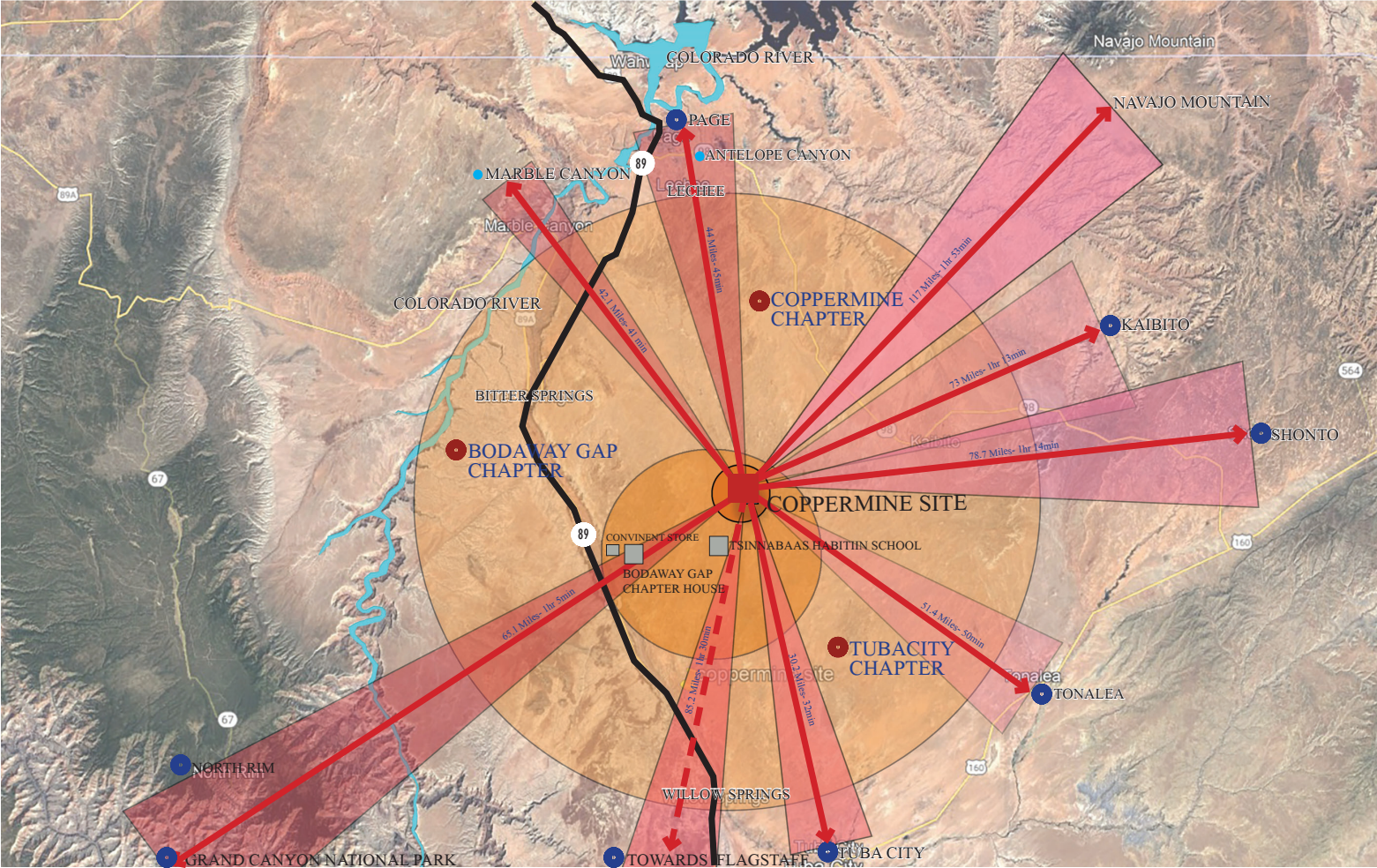
## 04.1 THE SITE

Our understanding and identification of the Echo Cliffs site is grounded in a thorough analysis of its physical, cultural, and economic characteristics. This knowledge informs our master planning efforts to ensure the development aligns with community values and aspirations while enhancing residents' quality of life. The area's diverse topography, featuring striking cliffs and mesas, is complemented by vital community institutions like the planned North Health Clinic and Tsinaabaas Habitiin School. We recognize the need to improve connectivity between these facilities and nearby housing, facilitating easier access to healthcare and education. Additionally, we acknowledge the significance of local ecosystems, including water sources and vegetation, which are essential for ecological balance.

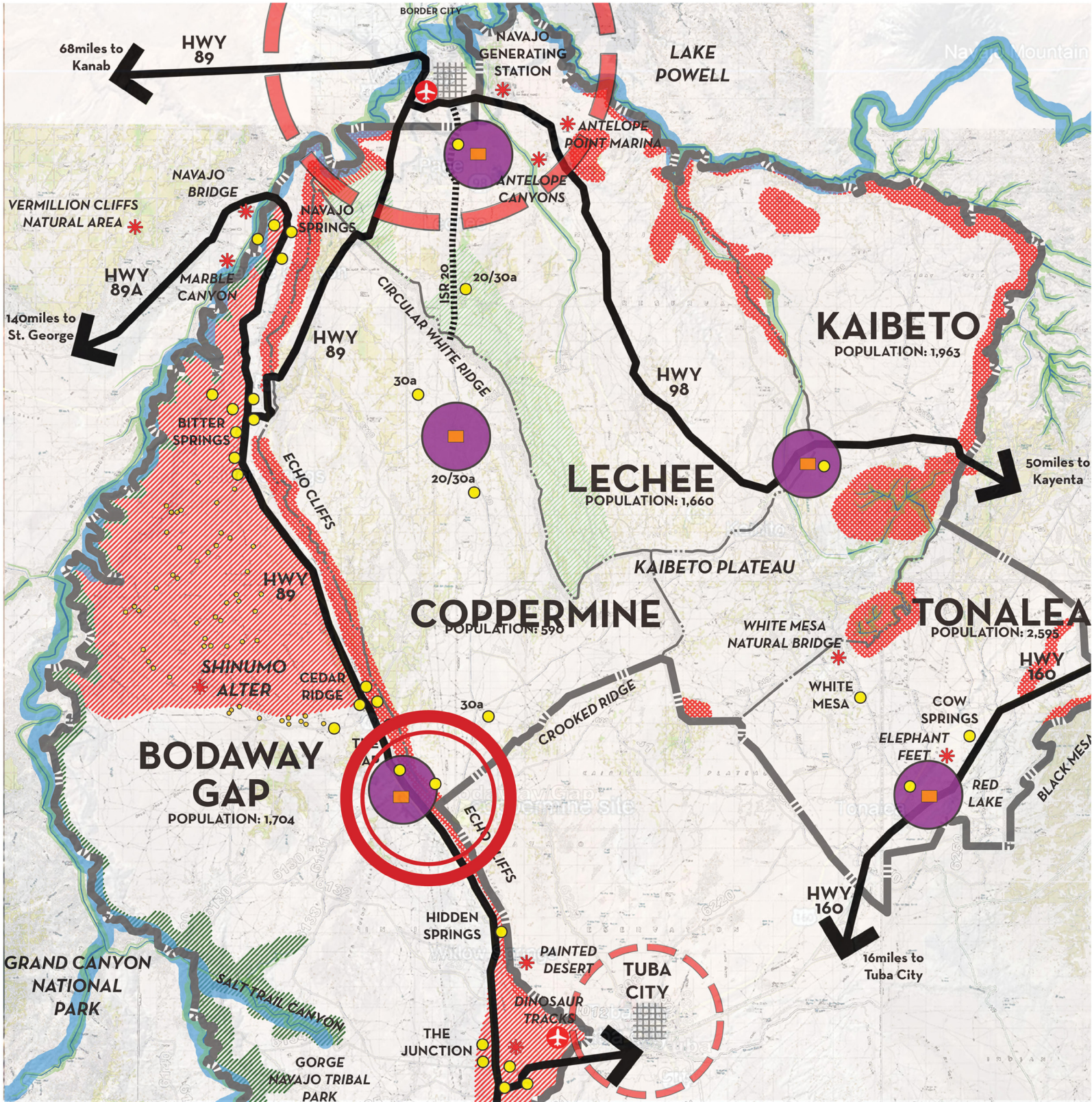
Echo Cliffs is strategically located in the heart of Navajo Nation, offering a unique combination of natural beauty and accessibility. This location not only showcases the region's rich cultural heritage but also positions Echo Cliffs as a central hub within the larger Navajo landscape, making it a significant point of interest for both residents and visitors.

The site is well-connected by several major roads that enhance its accessibility and facilitate transportation. State Route 89 runs nearby, linking Echo Cliffs to significant towns such as Flagstaff and Page and regional destinations like the Grand Canyon. This highway serves as a crucial conduit for transporting goods and services, connecting the community to essential amenities and markets in surrounding areas. Additionally, local roads lead directly into Echo Cliffs, providing residents and visitors with easy access to the area's public spaces and attractions.

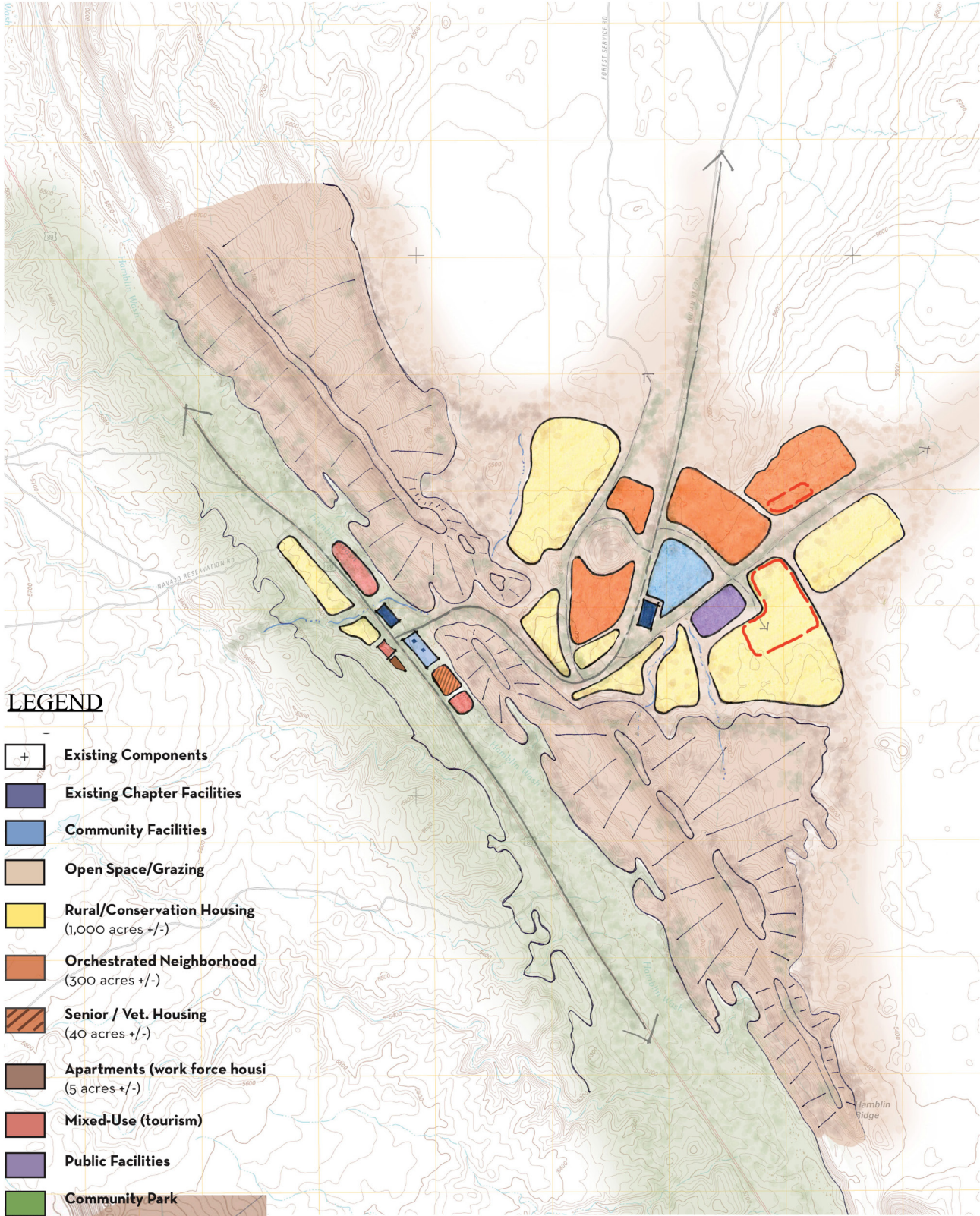
The proximity of Echo Cliffs to larger transportation networks is vital for supporting local economic activities, particularly in the arts and crafts sector, as well as tourism. Enhanced road connectivity ensures that local artisans, businesses, and community events can thrive by drawing visitors to the unique offerings of the Echo Cliffs area. Overall, the geolocation and road connections of Echo Cliffs significantly contribute to its potential for community growth and development while celebrating the rich cultural and natural heritage of the region.



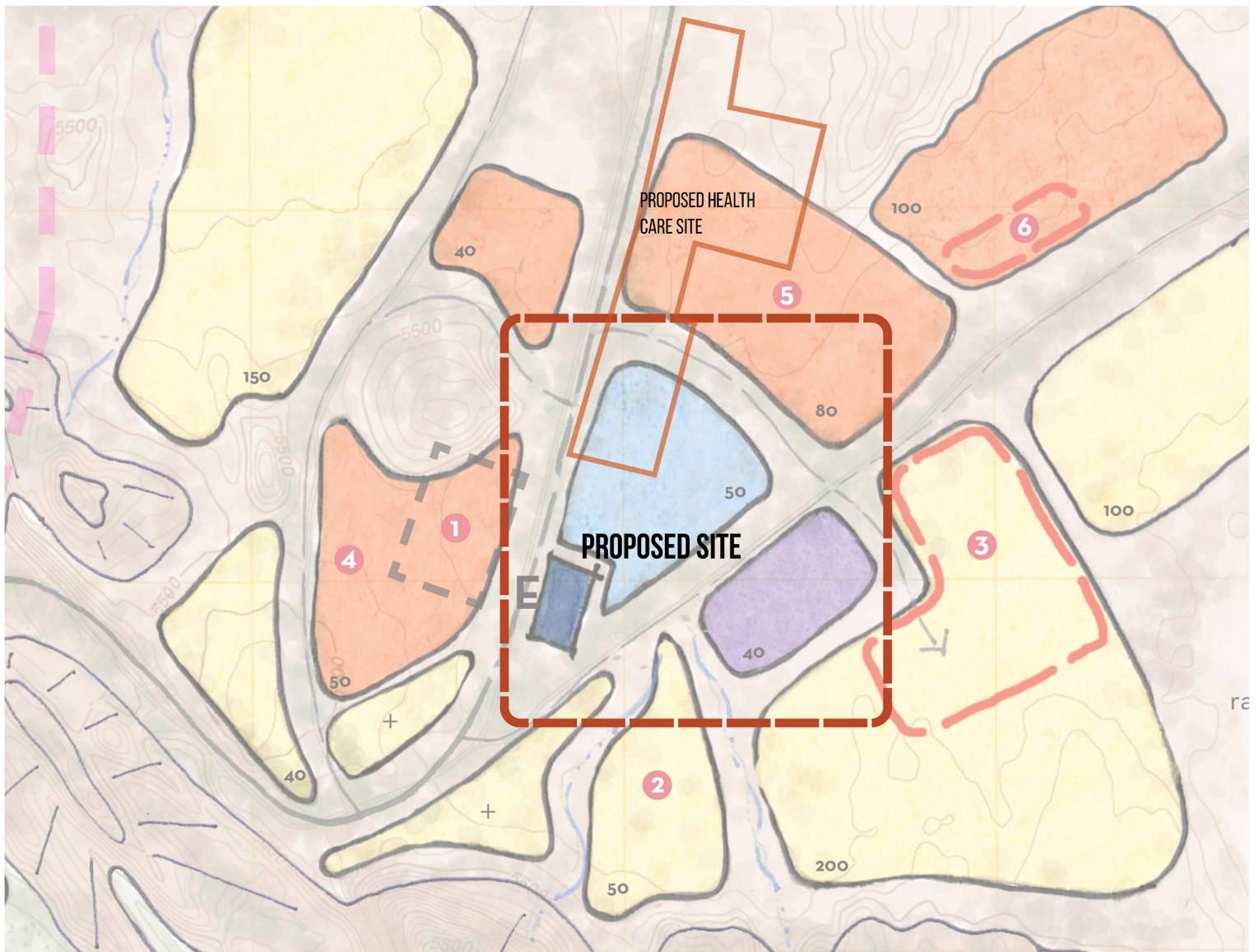
Regional Vicinity Map



Navajo Chapters Regional Map



2012 Proposed Land Use Plan

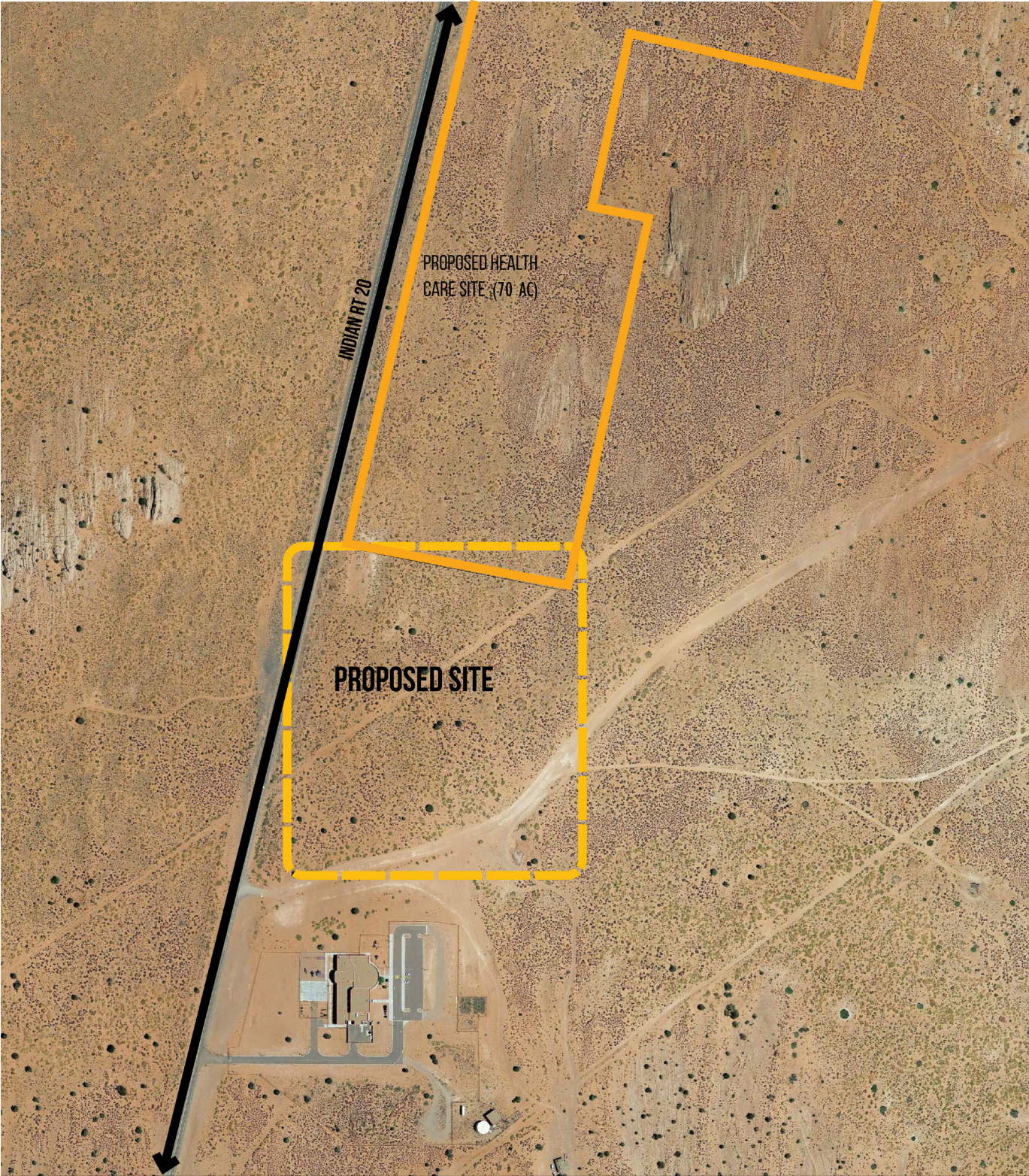


**Recommended Housing Sites (immediate need)**

Map Key	Type	Acres	Units
1	CLUP proposed housing site	25 acres +/-	20
2	conservation housing	50 acres +/-	37
3	conservation housing	112 acres +/-	83
4	orchestrated neighborhood	50 acres +/-	70
5	orchestrated neighborhood	80 acres +/-	110
6	orchestrated neighborhood	30 acres +/-	20
7	senior/ vet.	13 acres +/-	40
8	apartment	3 acres +/-	20

**Notes**

- A** Existing Chapter House
- B** Existing Senior Center
- C** The Gap Trading Post
- D** Existing Cemetery
- E** Existing Primary School



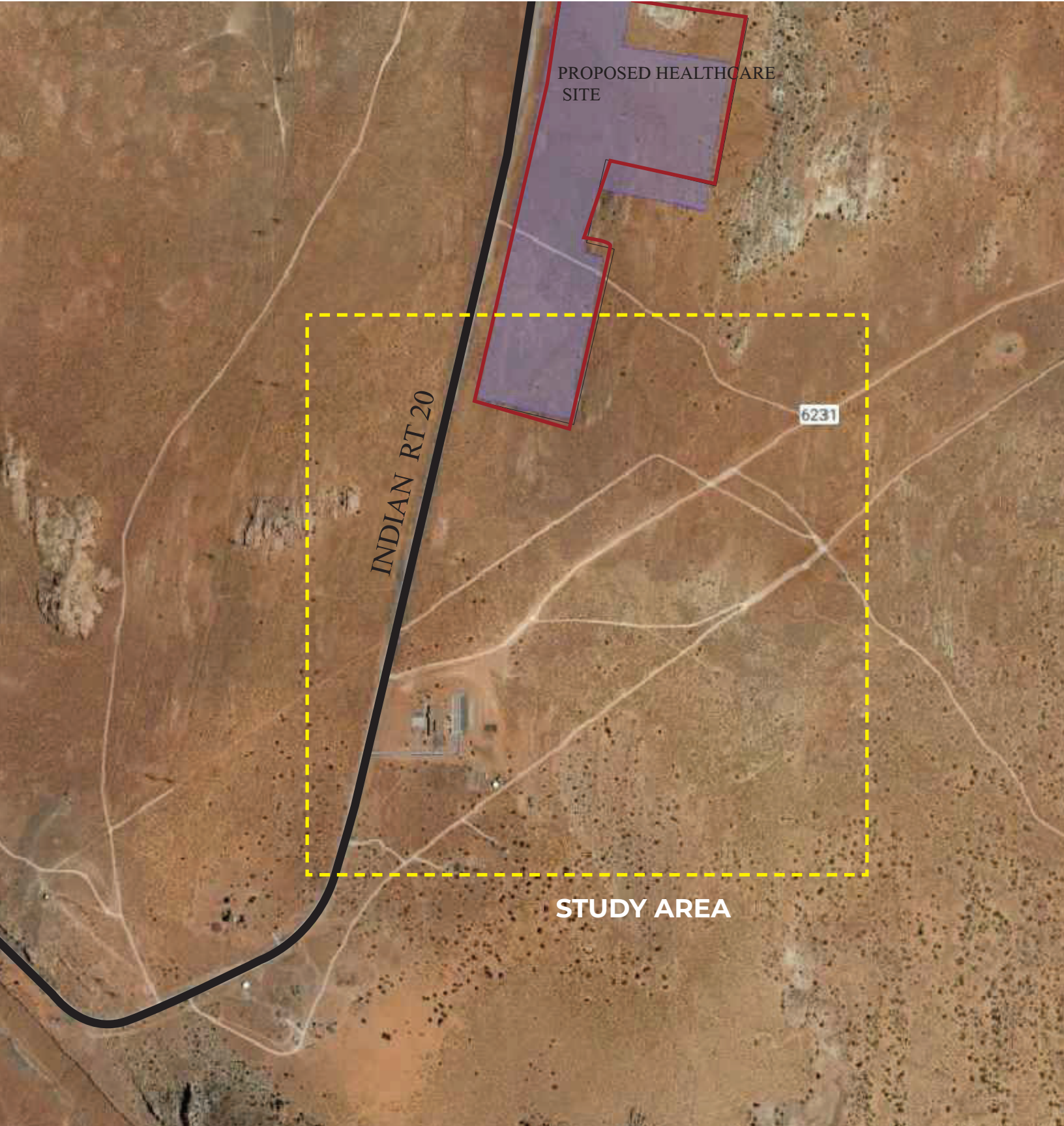
Preliminary Site Map

## 04.2 EXISTING CONDITIONS

The existing conditions of Echo Cliffs provide a foundation for understanding the area's current state and its potential for development. This community is characterized by a blend of natural beauty and essential public facilities that cater to the needs of its residents. Key among these facilities are the North Health Clinic and Tsinaabaas Habitiin School, both of which play vital roles in the health and education sectors. The North Health Clinic serves as a critical healthcare resource, offering a range of essential medical services, including primary care and preventive health programs. However, it faces challenges related to accessibility, particularly for residents living farther away, highlighting the need for improved transportation options, infrastructure, and housing. Tsinaabaas Habitiin School, committed to providing a supportive learning environment that respects Navajo culture, is another cornerstone of the community. While it has established itself as an important institution, there is a need for enhanced facilities and resources to support its growing student population and expand educational programs.

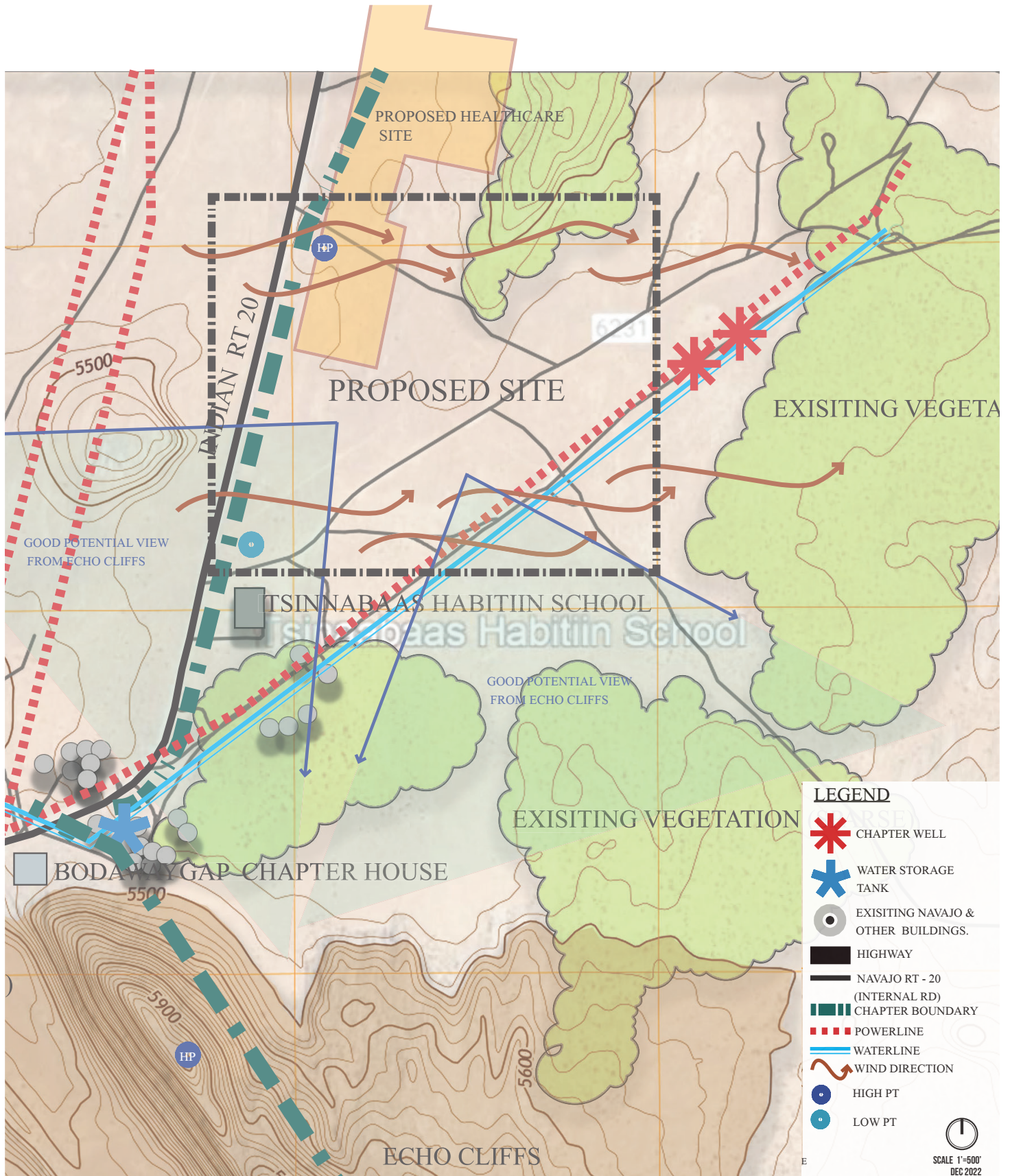
In addition to these key facilities, Echo Cliffs currently offers scattered, low density housing in the area, but not in sufficient quantity near the site and existing public spaces may lack the amenities and infrastructure needed to support a vibrant community life. Accessibility issues persist, particularly concerning connectivity between housing, the health clinic, and the school, as roads in the area require improvements to ensure safe and efficient transportation for residents. Overall, the existing conditions in Echo Cliffs highlight the community's strengths, such as its vital health and education services, while also pointing to areas that require enhancement. By addressing these challenges and leveraging existing resources, there is significant potential to create a more connected, accessible, and thriving environment for all residents.



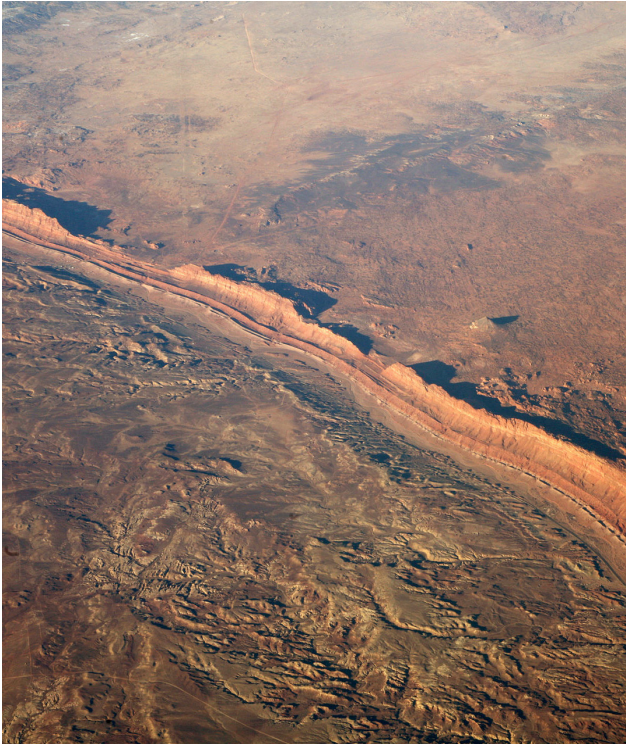


Existing Site Condition

04. STARTING POINT



Context Site Map



Aerial Views of Echo Cliff

## 04.3 THE OPPORTUNITY

The Echo Cliffs site offers a unique opportunity to create a thriving, inclusive community that connects residents with essential services, celebrates local heritage, and fosters economic vitality. By strategically integrating existing facilities, such as the North Health Clinic and Tsinaabaas Habitiin School, into a cohesive framework, the project aims to enhance connectivity and accessibility. This improved connection will make it easier for residents to access health and education resources while promoting greater community engagement and collaboration across various sectors.

A key aspect of this opportunity is the introduction of diverse housing options designed to meet the needs of multi-generational families. From attainable housing for young professionals and families to accessible residences for elders, the plan envisions a community where people of all ages can thrive. These residential options will be complemented by thoughtfully designed community amenities, such as parks, recreational spaces, and gathering areas, that encourage social interaction and strengthen the fabric of the community.

Central to the vision is the creation of an intimate mixed-use commercial hub that serves as a vibrant focal point for economic and social activity. This hub will host small businesses, local artisans, and essential services while offering opportunities for seasonal markets, pop-up shops, and community events. By supporting local entrepreneurs and showcasing the talents of artisans, this space will help drive economic growth and cultural vitality.

The natural beauty of the Echo Cliffs landscape further enhances the potential for creating public spaces that celebrate local heritage and foster a sense of pride. Parks, trails, and cultural spaces can become venues for social interaction, cultural events, and recreational activities that bring the community together. Initiatives such as business incubators, artisan showcases, and skill development programs will empower residents, broaden job opportunities, and strengthen the local economy.

Together, these elements present a remarkable opportunity to transform Echo Cliffs into a resilient and vibrant community. By blending improved infrastructure, diverse housing options, cultural pride, and sustainable economic growth, this initiative aims to build a connected and thriving future for all residents.



OS THE ART OF THE POSSIBLE



# THE ART OF POSSIBLE



## 05.1 CREATING A NEW COMMUNITY

The development of Echo Cliffs represents a pivotal effort in reshaping the future of communities on the Navajo Nation. With rigorous planning and a vision that blends cultural heritage with modern needs, this project provides a unique opportunity to establish a sustainable, vibrant community. By offering diverse housing options—ranging from affordable homes to spaces for multi-generational living—it ensures that every resident has a place to call home while maintaining deep connections to the land and culture.

Echo Cliffs goes beyond just housing. It creates a holistic environment where essential services, local businesses, agriculture, and cultural spaces come together to support a thriving community. This development could serve as a key test case for future projects on the Navajo Nation, offering valuable insights into how new communities can be planned to meet both present needs and future aspirations. By showcasing a model for sustainable growth and self-sufficiency, Echo Cliffs has the potential to set a precedent for future developments across the Nation, empowering local leaders to build resilient, culturally rich, and connected communities.



## 05.2 WHAT'S IN A NAME

Choosing the right name for a project is crucial as it encapsulates its vision, purpose, and significance in a way that resonates with the community it serves. A well-chosen name for the Echo Cliffs initiative and its individual components will reflect the community's cultural heritage, values, and aspirations, creating an immediate connection with residents and stakeholders. Names that thoughtfully reflect the project's goals—such as fostering community, enhancing well-being, or celebrating local heritage—will be more likely to inspire pride and a sense of ownership, encouraging engagement and support from all involved.

Moreover, a strong, meaningful name can significantly impact the project's reach and legacy, making it easier for the initiative to be recognized and remembered beyond the immediate community. A clear and compelling name can attract interest from potential partners, funders, and visitors, broadening the project's impact and resources. In this way, naming the project correctly becomes a strategic choice that enhances its credibility, aligns with its mission, and strengthens its ability to make a lasting, positive impression within and beyond Echo Cliffs. The Echo Cliffs name in itself is quite strong and should be utilized along with comparably strong names for individual plan components.







## 05.3 DESIGN PROCESS

The design process for Echo Cliffs follows a structured and collaborative approach, ensuring that each phase builds towards a final outcome that truly serves the community's needs. Our process is guided by six core steps:

### **Research and Site Analysis**

The process begins with in-depth research and site analysis. We examine the natural landscape, environmental conditions, existing facilities, and local infrastructure to form a comprehensive understanding of the site. Additionally, we study demographic and cultural data to identify unique elements that make Echo Cliffs a distinct place. This phase also includes an environmental assessment to ensure that design interventions respect the site's natural features.

### **Community Engagement and Visioning**

Engaging the community from the outset is essential. We conduct visioning workshops, community meetings, and surveys, creating an open platform for residents, leaders, and stakeholders to share their thoughts, needs, and aspirations. These sessions capture ideas across a wide spectrum of perspectives, building an understanding of how the community envisions its future. This feedback informs a collective vision that serves as the foundation for our design.

### **Concept Development**

With input from the community, we begin to draft conceptual designs. These concepts aim to balance functionality, aesthetic appeal, and cultural significance, exploring various configurations that could meet the needs of residents. Early-stage visuals and layouts help stakeholders visualize potential outcomes, encouraging further input and refining the vision to ensure it aligns with the community's identity and practical requirements.

### **Iterative Design and Feedback Integration**

To remain responsive to community input, we implement an iterative design process, where initial concepts are adjusted based on feedback from stakeholders and residents. Through workshops, presentations, and focus groups, community members can assess proposed designs and provide additional insights. This phase may involve multiple cycles of refinement, as we aim to create spaces that resonate with all demographics within Echo Cliffs, from children to elders.

### **Sustainability and Accessibility Planning**

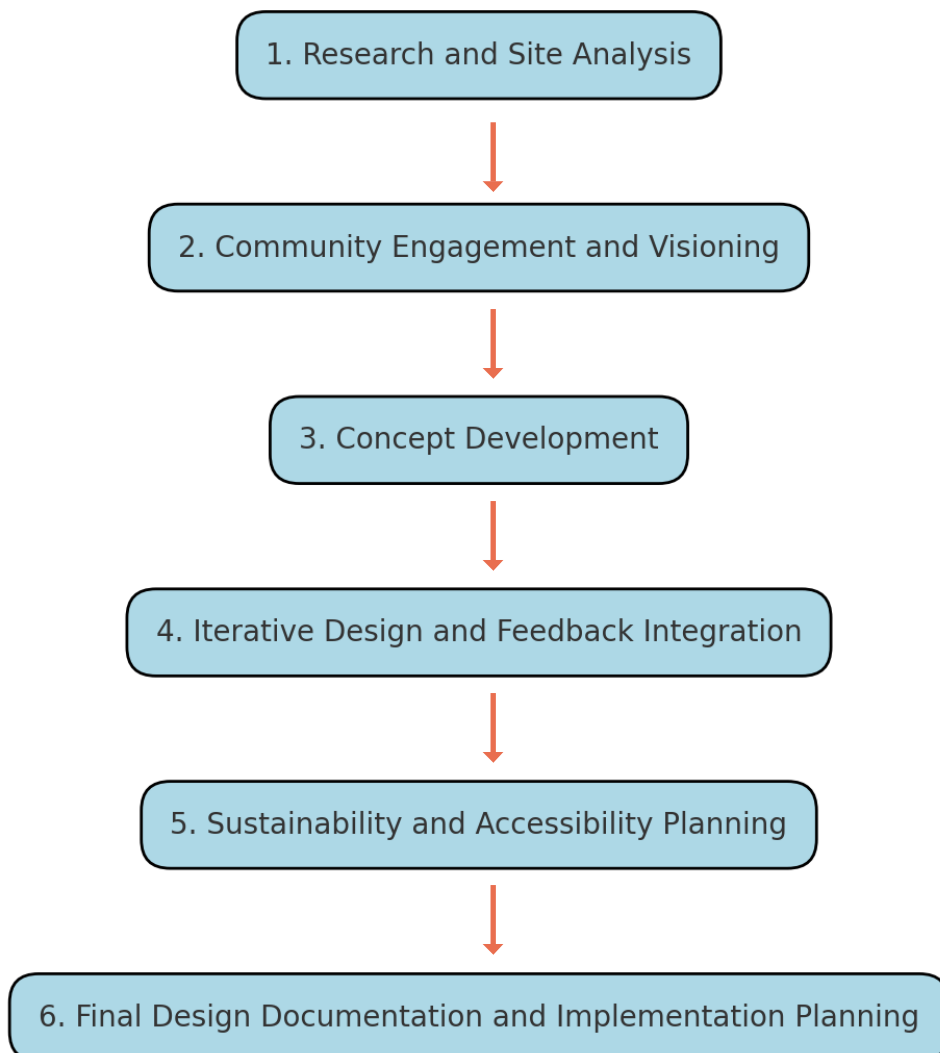
Sustainability and accessibility are central to our design. In this phase, we focus on incorporating eco-friendly materials, renewable energy options, and sustainable landscape elements that complement the natural environment. We also

recommend that each space is fully accessible and inclusive, designing pathways, entry points, and facilities that accommodate individuals of all abilities and ages, fostering a sense of belonging.

### **Final Design Documentation and Implementation Planning**

The final stage involves formalizing the masterplan as a refinement of the previous comments and community input. This comprehensive plan serves as a roadmap for moving from vision to reality, providing a step-by-step approach for community leaders to follow. Our hope is that this book and masterplan provide the community members and leaders a roadmap to tackle one small piece at a time that ultimately is realized into the full vision.

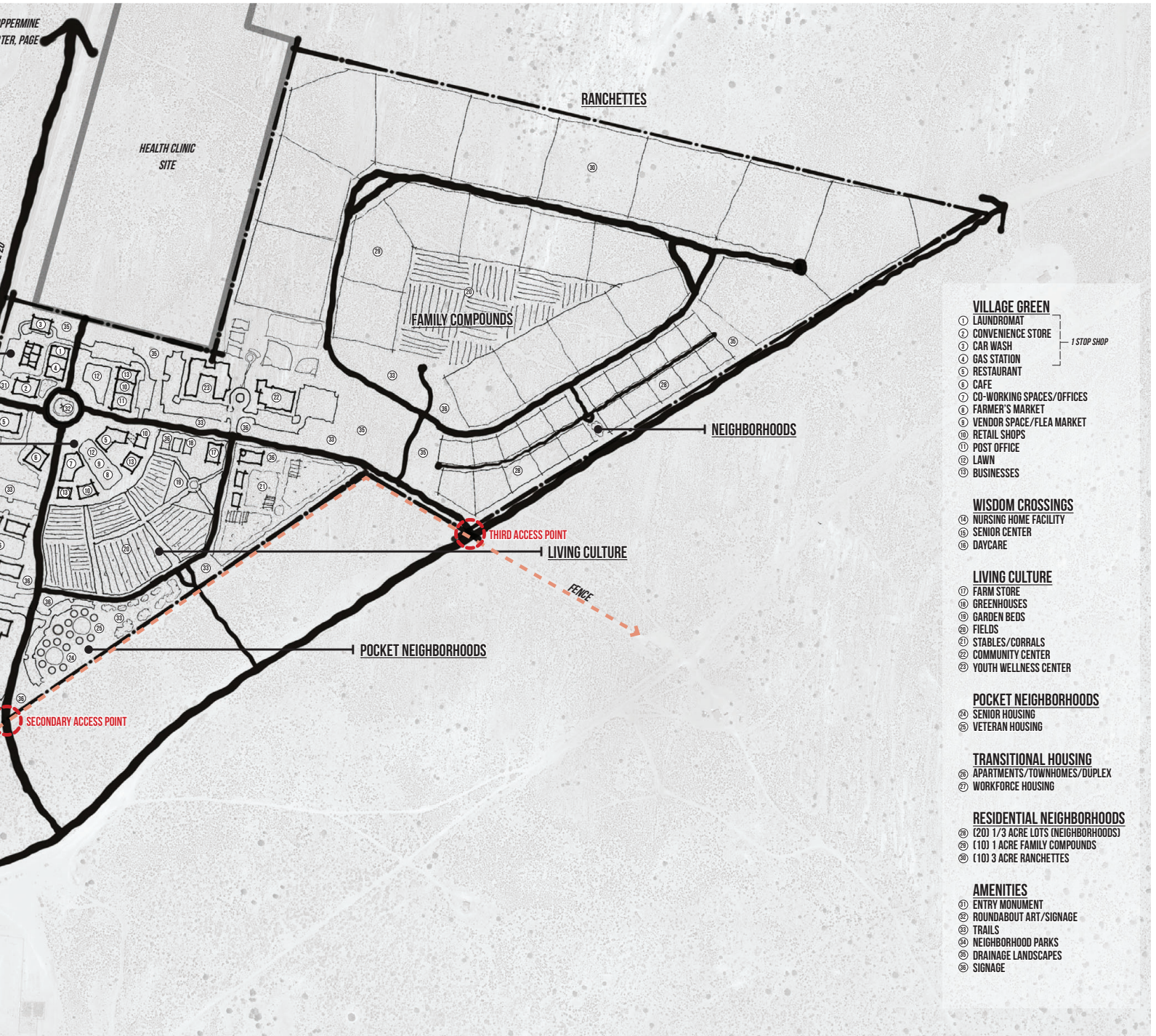
Through these six steps, our design process remains flexible and community-centered, adapting to feedback while staying grounded in the values and aspirations for Echo Cliffs.



## 05.4.1 PRELIMINARY DESIGN CONCEPTS - OPTION 1

Plan Option 1 for Echo Cliffs focuses on creating a well-connected layout that strengthens community ties and provides diverse spaces for living, cultural engagement, and shared experiences. Key features include the connection between the north health clinic and two central clusters: a Living Culture Core in the south and Family Compounds in the north, ensuring easy access to essential services, particularly for families and elders. The Living Culture Core serves as a vibrant space for cultural activities and gatherings, celebrating local heritage and fostering social interaction. Between these clusters lies a Village Green, designed as a welcoming hub for communal activities, enhancing visibility and accessibility while reinforcing community identity. The Transitional Housing area offers flexible accommodations for new residents or those in transition. At the heart of the design is Wisdom Crossing, a pathway connecting various sections of the site, symbolizing the exchange of knowledge and traditions across generations and encouraging a seamless flow between residential, cultural, and health spaces. Through this interconnected layout, Plan Option 1 supports the everyday needs of residents and the long-term cultural and social resilience of Echo Cliffs.



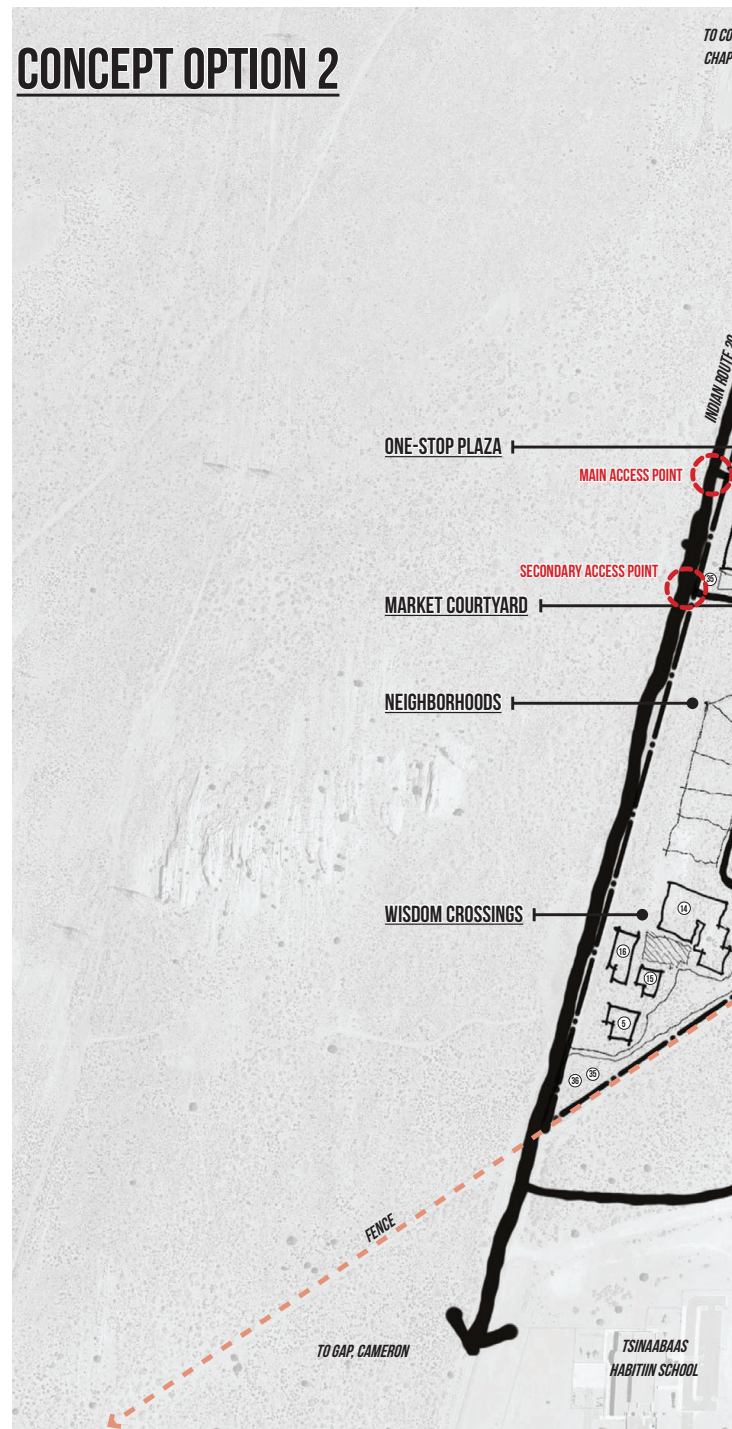


CONCEPT 1A - Minimal Impact

## 05.4.2 PRELIMINARY DESIGN CONCEPTS - OPTION 2

In developing Plan Option 2 for Echo Cliffs, we envisioned a layout that places the market courtyard at the center of the site, creating a vibrant focal point for community engagement and interaction. Unlike Plan Option 1, this design does not internally connect to the north health clinic, which allows us to reallocate space for enhanced communal areas and services. The market courtyard serves as a dynamic hub where residents can gather for various activities, including markets, cultural events, and social gatherings, fostering a sense of community and shared experience.

This option features four access points, with two situated along Indian Route 20 and two along the eastern route. These strategic entrances improve accessibility to the site, allowing for easy movement into the community from multiple directions. The Family Compounds are located to the north, providing a residential zone that offers families a peaceful and secure environment. By centering the design around the market courtyard and ensuring convenient access from various routes, Plan Option 2 emphasizes community cohesion and accessibility, creating a lively and welcoming atmosphere that encourages interaction and connection among residents.





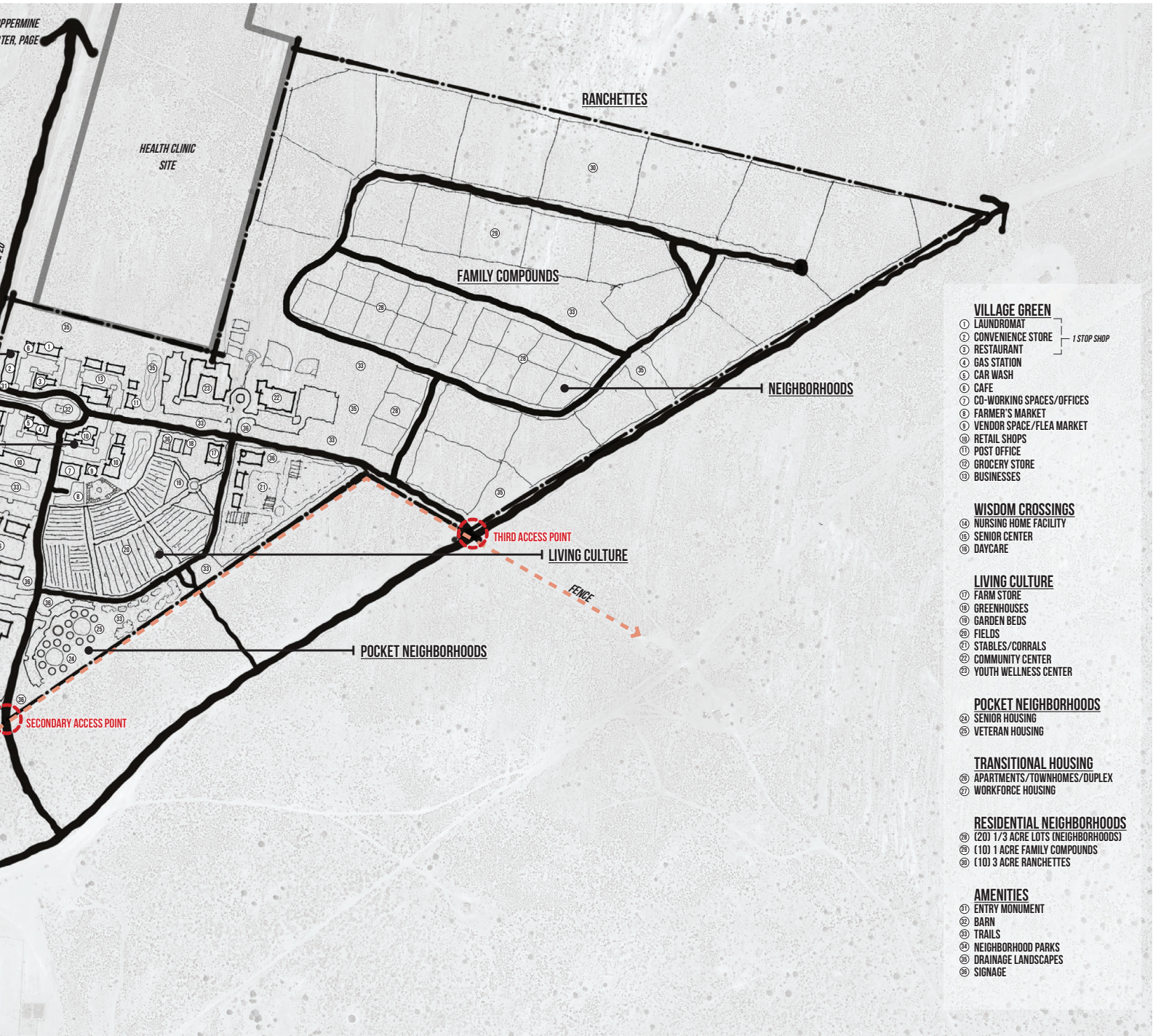
### 05.4.3 PRELIMINARY DESIGN CONCEPTS - OPTION 3

In developing Plan Option 3 for Echo Cliffs, we prioritized enhancing the west-east connection across the site, creating a more integrated and accessible community layout. At the center of this design is the Living Culture Core, which serves as a vibrant focal point for cultural activities, gatherings, and social interactions. This placement not only facilitates easy access for residents from all directions but also reinforces the importance of cultural engagement as a central aspect of community life.

The Family Compounds are situated to the north, providing a dedicated residential area that supports family living while remaining closely connected to the cultural heart of the community. This configuration encourages a seamless flow between residential spaces and cultural activities, promoting daily engagement and interaction among residents. Additionally, Plan Option 3 features three strategic access points to the site, enhancing connectivity and allowing for convenient entry from various routes. By focusing on a strong west-east connection and placing the Living Culture Core at the center, this option aims to foster a cohesive community atmosphere where residents can easily access essential services, participate in cultural events, and strengthen their ties with one another.







CONCEPT 2 - Highest Impact



# THE VISION



## 06.1 DRAFTING THE MASTER PLAN

The comparison and evaluation of the three plan options for Echo Cliffs involved a comprehensive analysis of their strengths, weaknesses, and overall potential to meet the community's needs. Plan Option 1 emphasized connectivity between the health clinic and community spaces, promoting easy access to essential services, though it may have limited the vibrancy of the central communal area. Plan Option 2 featured a dynamic market courtyard at the center, fostering a lively community hub but lacking a connection to the health clinic, raising accessibility concerns. Plan Option 3 prioritized a strong west-east connection with the Living Culture Core centrally located, enhancing cultural engagement but requiring careful consideration of traffic flow and access points. After evaluating these options and incorporating community feedback, the final draft of the master plan emerged by combining the strengths of all three proposals. This resulted in a layout that emphasizes accessibility through multiple entry points, includes a central cultural hub, and ensures that essential services are easily reachable, ultimately creating a balanced environment that fosters community ties, supports diverse living arrangements, and encourages active participation in cultural activities.

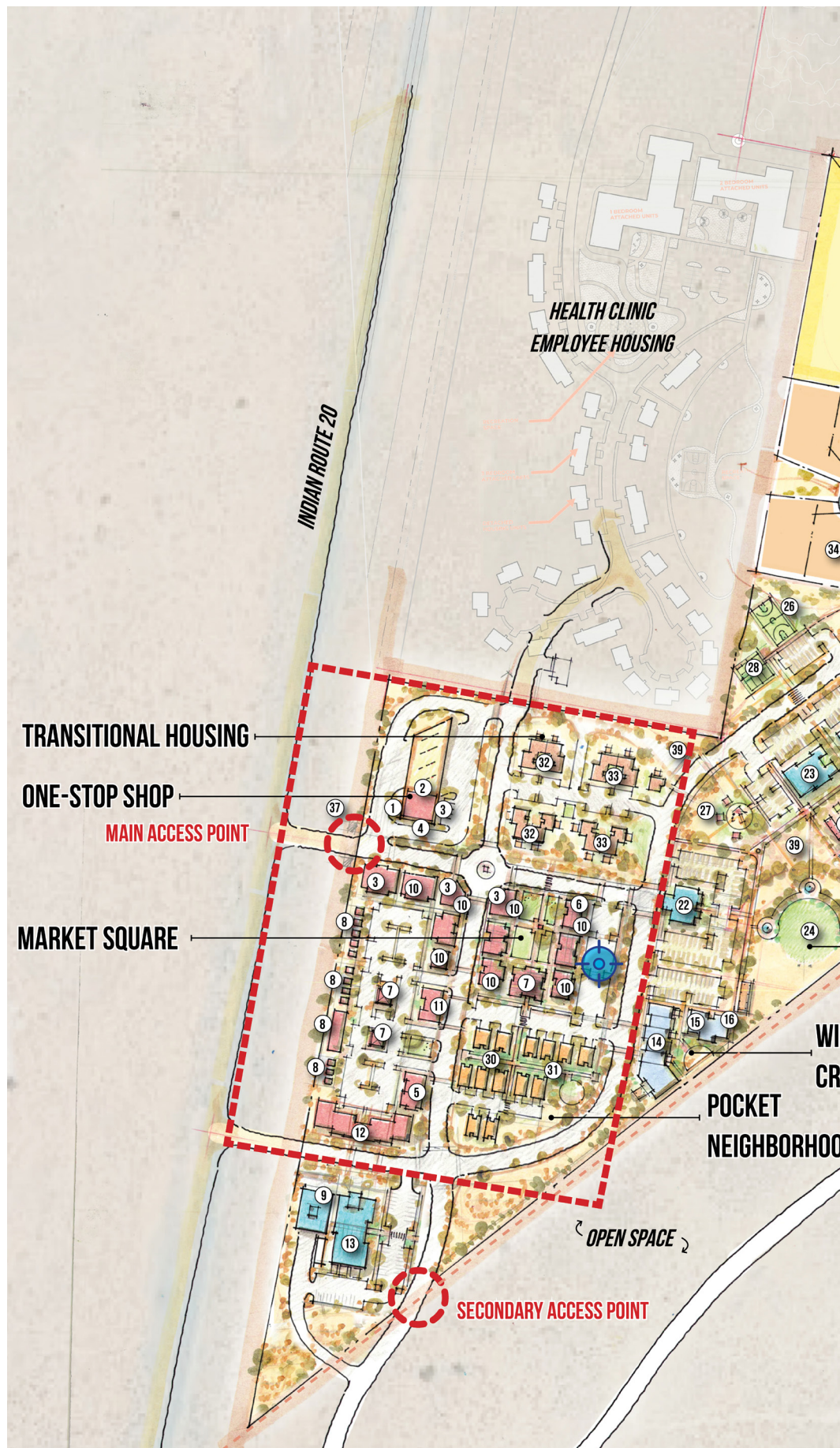
## 06.1 THE MASTER PLAN

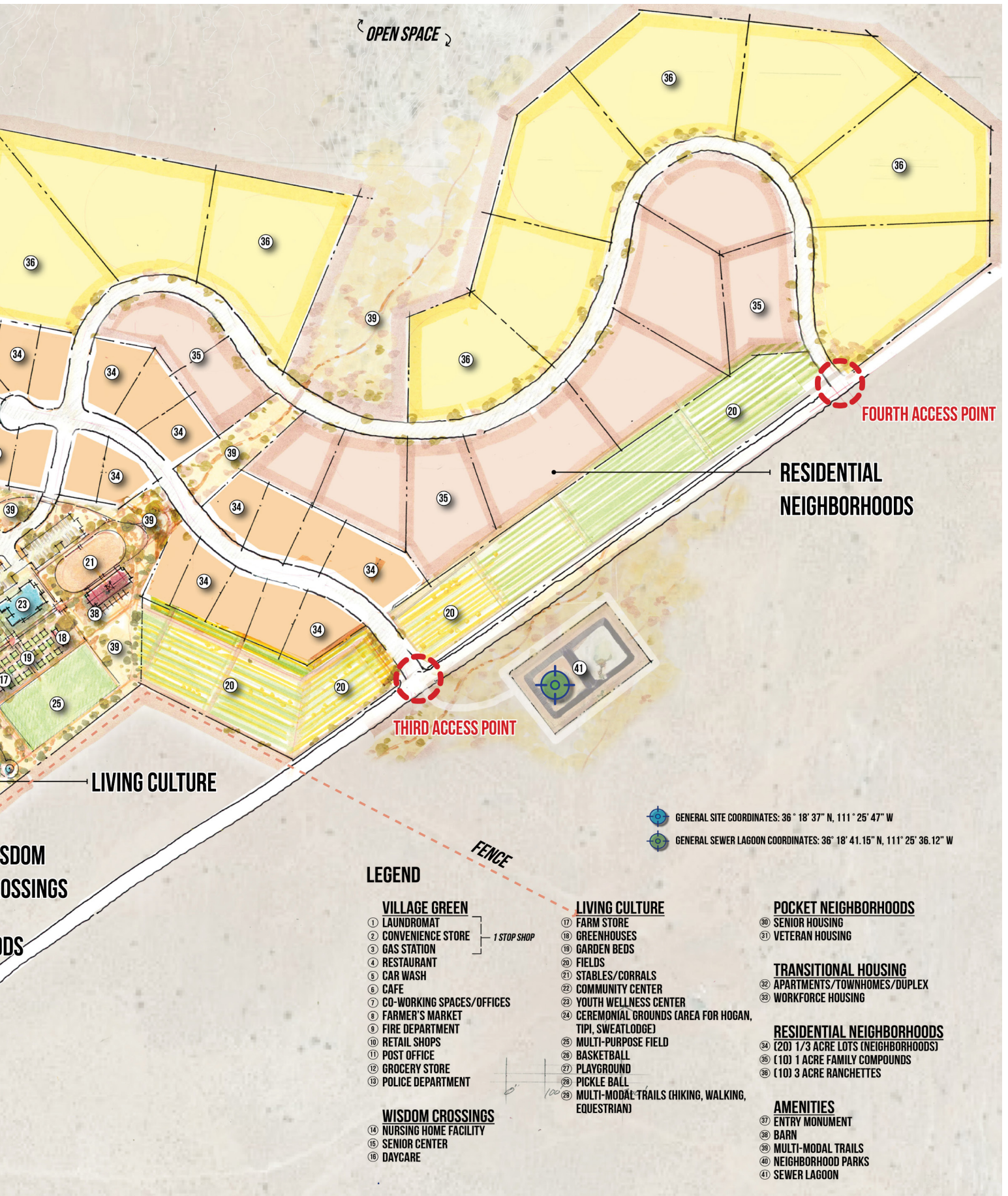
The Echo Cliffs Master Plan centers on a vibrant Market Square along Indian Route 20, offering visibility, accessibility, and connections to essential services like the health clinic. Nearby, the Living Culture Core fosters cultural engagement and community interaction.

The plan radiates density, with higher-density housing and mixed-use spaces near the core, transitioning to lower-density housing and larger lots at the edges. The northern area provides peaceful residential housing linked to community amenities.

With four access points improving connectivity, this integrated plan balances accessibility, culture, and diverse living options, creating a thriving and diverse community.

The following pages outline each of the plan's components in more detail.





OPEN SPACE

FOURTH ACCESS POINT

RESIDENTIAL NEIGHBORHOODS

THIRD ACCESS POINT

LIVING CULTURE

GENERAL SITE COORDINATES: 36° 18' 37" N, 111° 25' 47" W

GENERAL SEWER LAGOON COORDINATES: 36° 18' 41.15" N, 111° 25' 36.12" W

LEGEND

VILLAGE GREEN

- 1 LAUNDROMAT
  - 2 CONVENIENCE STORE
  - 3 GAS STATION
  - 4 RESTAURANT
  - 5 CAR WASH
  - 6 CAFE
  - 7 CO-WORKING SPACES/OFFICES
  - 8 FARMER'S MARKET
  - 9 FIRE DEPARTMENT
  - 10 RETAIL SHOPS
  - 11 POST OFFICE
  - 12 GROCERY STORE
  - 13 POLICE DEPARTMENT
- 1 STOP SHOP

WISDOM CROSSINGS

- 14 NURSING HOME FACILITY
- 15 SENIOR CENTER
- 16 DAYCARE

LIVING CULTURE

- 17 FARM STORE
- 18 GREENHOUSES
- 19 GARDEN BEDS
- 20 FIELDS
- 21 STABLES/CORRALS
- 22 COMMUNITY CENTER
- 23 YOUTH WELLNESS CENTER
- 24 CEREMONIAL GROUNDS (AREA FOR HOGAN, TIPI, SWEATLODGE)
- 25 MULTI-PURPOSE FIELD
- 26 BASKETBALL
- 27 PLAYGROUND
- 28 PICKLE BALL
- 29 MULTI-MODAL TRAILS (HIKING, WALKING, EQUESTRIAN)

POCKET NEIGHBORHOODS

- 30 SENIOR HOUSING
- 31 VETERAN HOUSING

TRANSITIONAL HOUSING

- 32 APARTMENTS/TOWNHOMES/DUPLEX
- 33 WORKFORCE HOUSING

RESIDENTIAL NEIGHBORHOODS

- 34 (20) 1/3 ACRE LOTS (NEIGHBORHOODS)
- 35 (10) 1 ACRE FAMILY COMPOUNDS
- 36 (10) 3 ACRE RANCHETTES

AMENITIES

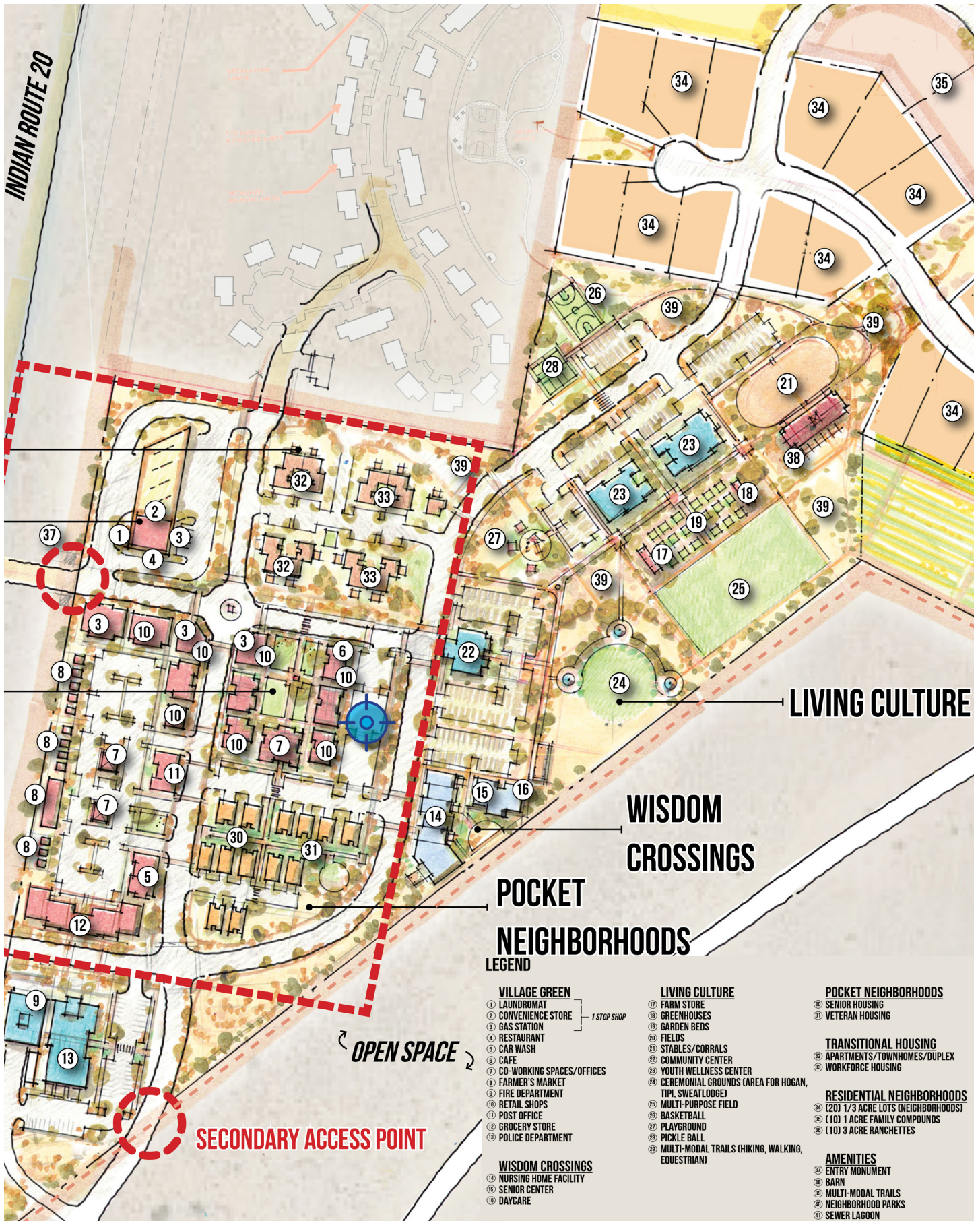
- 37 ENTRY MONUMENT
- 38 BARN
- 39 MULTI-MODAL TRAILS
- 40 NEIGHBORHOOD PARKS
- 41 SEWER LAGOON

FENCE

## 06.2 Masterplan Framework

The Masterplan is structured with a framework that emphasizes connectivity, flexibility, and phased development. An interconnected network of roads, paths, and trails allows individual projects to be developed incrementally, with infrastructure improvements introduced as needed to align with each phase. The framework maintains a more defined, regular layout near key activity hubs, while becoming more flexible and organic as the residential areas transition to lower density, ensuring seamless integration as the community grows over time.



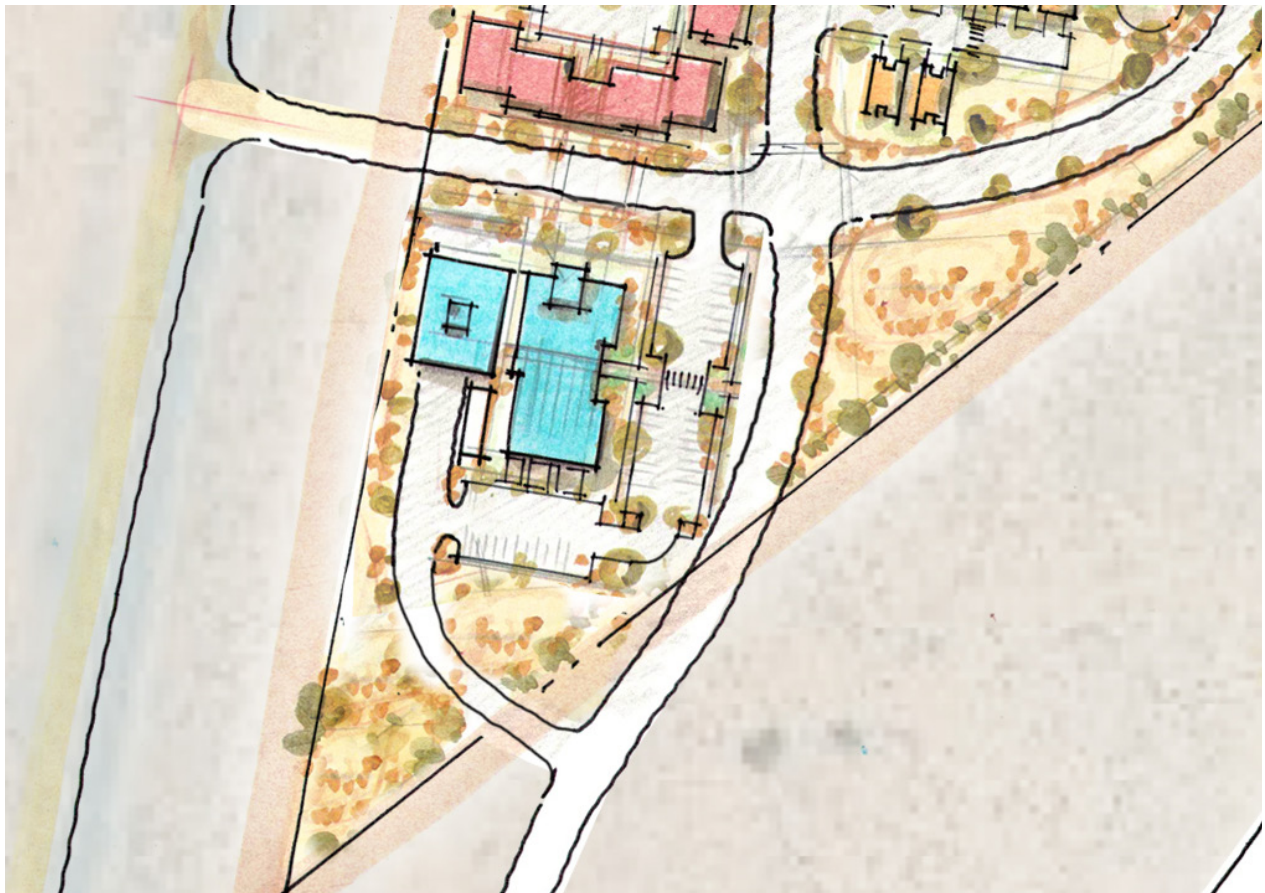


### 06.3 ANATOMY OF THE MASTER PLAN

On the following pages, each component of the Echo Cliffs Masterplan is detailed to offer a vision of what could unfold in the future. These concepts highlight the potential for growth, connectivity, and community, serving as a blueprint for what Echo Cliffs can become as development progresses.

While what is shown are only concepts and will change over time, they give us a thoughtful, strategic vision of what Echo Cliffs could become.

#### 1. Fire Department & Police Station



The Echo Cliffs public safety offices, including a fire department and police station are focused on ensuring that these essential services are integrated seamlessly into the community while prioritizing functionality, accessibility, and safety. Both facilities were strategically placed near the main access points to enhance response times and ensure quick access for emergency services. The police station is placed near residential zones ensures visibility and encourages positive interactions between police officers and residents, promoting a sense of safety and community cohesion.





## 2. Main Street Retail, Office, Farmer's Market



Main Street in Echo Cliffs is a small-scale retail hub anchored by a communal post office and accessible to surrounding neighborhoods. Featuring neighborhood shops, a general store, and small businesses, it provides daily conveniences while fostering local connections.

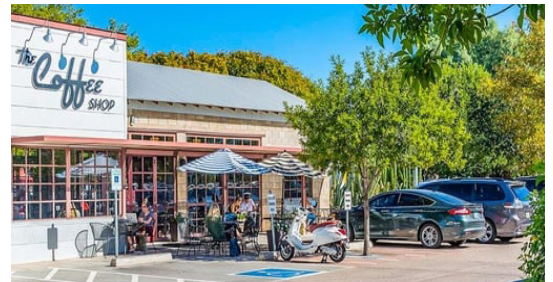
Pedestrian-friendly pathways and thoughtful landscaping create an inviting space for residents to shop, socialize, and gather. Positioned near Market Square, Main Street complements larger community amenities with a neighborhood-focused, walkable experience that strengthens Echo Cliffs' sense of place.



### 3. General Store



Anchoring the Main Street retail area, the general store serves as a welcoming hub for everyday essentials and community connection. With a focus on accessibility and comfort, it features locally sourced products alongside daily necessities, supporting artisans and fostering a sense of place. A small seating area near the entrance encourages gathering and social interaction, reinforcing its role as a cornerstone of Main Street and the Echo Cliffs community.



## 4. Market Square



Adjacent to Main Street, Market Square is the heart of Echo Cliffs, offering opportunities for residents, small businesses, and visitors alike. Its inviting open space is surrounded by essential amenities, including retail shops, a general store, and flexible vendor stalls. Thoughtfully landscaped with seating, shaded trees, and adaptable set-ups for events or markets, the square fosters daily activity and special gatherings.

With walkways guiding movement and maintaining clear sightlines to its vibrant center, Market Square serves as a welcoming landmark and dynamic hub for community interaction and economic opportunity.



## 5. Transitional Housing



The transitional housing in Echo Cliffs is designed as a one or two-story structure with parking conveniently located at the front, providing both accessibility and a sense of privacy for residents. The building's design should emphasize comfort and support, with compact yet thoughtfully arranged units that cater to individuals and families in transition. The two-story layout allows for efficient use of space, accommodating more residents while preserving a community-oriented feel.

The front parking area ensures that residents have easy access to their units, which is especially important for those moving in or out. Additionally, the ground-level entrances are accessible, while the second-story units are connected by well-lit and secure staircases. Landscaping around the building, including greenery and seating areas, softens the space and creates a welcoming environment. This approach balances functionality and community integration, offering transitional residents a supportive and dignified living environment within the larger Echo Cliffs community.





## 6. One-Stop Shop



The One Stop Shop gas station at Echo Cliffs serves as a vital amenity for both residents and visitors, providing convenient access to fuel and essential travel needs. Strategically located to draw people into the site, it encourages exploration of other community amenities, such as Market Square and Main Street.

By linking practical services with inviting spaces for shopping and gathering, the gas station becomes an economic gateway to the vibrant heart of Echo Cliffs, supporting local businesses and enhancing the overall community experience.



## 7. Pocket Neighborhood



The pocket neighborhood in Echo Cliffs is designed to foster a close-knit, community-oriented atmosphere, featuring single-family homes arranged around a shared common gathering space. Each compact home is crafted for privacy while encouraging neighborly interaction, with pathways connecting directly to a landscaped central area complete with seating, shade trees, and a small garden, creating a peaceful setting for socializing and community events. Homes are positioned to overlook this shared space, enhancing security and a sense of connection. This layout harmonizes private and communal areas, offering residents the comfort of home alongside the benefits of a supportive, interactive community that embodies the close-knit values of Echo Cliffs.



## 8. Wisdom Crossing



Wisdom Crossing is the senior living component of Echo Cliffs, providing elders with a safe, supportive place to live while remaining deeply connected to the broader community. Positioned near the school, it creates opportunities for elders to share their history and cultural knowledge with younger generations, fostering intergenerational bonds and preserving traditions.

This thoughtfully integrated community ensures elders have access to nearby amenities, such as Market Square and Main Street, while offering a peaceful environment that values their contributions and well-being. Wisdom Crossing serves as a vital bridge, enriching the lives of residents and strengthening the cultural fabric of Echo Cliffs.



## 9. Living Culture Community Center



The Living Culture Community Center is strategically located at the heart of Echo Cliffs, ensuring prominence and easy access for all residents. Its central placement reinforces its importance as a focal point for cultural continuity and community functions, while its proximity to Wisdom Crossing and the adjacent gardens and farm promotes intergenerational learning and the sharing of traditional farming practices.

The center provides flexible spaces for workshops, meetings, and events, with an emphasis on preserving and celebrating cultural heritage. Outdoor areas, including landscaped gardens and seating, encourage social interaction and community engagement. By connecting to the elder homes and local farming areas, the center fosters a vibrant environment where cultural knowledge is passed down, and food production benefits the entire community.

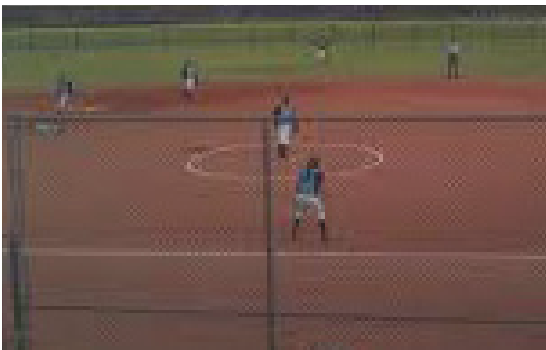




## 10 Youth Wellness Center



The youth wellness center in Echo Cliffs is strategically located near the multi-purpose field, garden, farm store, and greenhouse, creating an integrated environment that promotes health, well-being, and community engagement. This placement encourages active lifestyles, as young people can easily access the field for sports and recreation while participating in hands-on learning about nutrition and sustainability in the nearby garden and greenhouse. The wellness center features bright, open spaces filled with natural light, fostering a welcoming atmosphere for youth, with areas dedicated to physical fitness, mental health resources, and social activities for a holistic approach to wellness. Outdoor spaces connect seamlessly with the surrounding landscape, incorporating pathways that lead to the garden and greenhouse, where youth can engage in gardening activities and learn about healthy food practices. Adjacent to the farm store, which sells locally grown produce and products, the wellness center further encourages a strong connection between youth and the community's agricultural efforts. This design creates a dynamic space that supports physical and mental health while nurturing community involvement and fostering a sense of belonging among young residents of Echo Cliffs.



## 11. Multi-Purpose Field



The multi-purpose field in Echo Cliffs is designed as a versatile outdoor space that accommodates a variety of recreational activities, fostering community engagement and promoting an active lifestyle. Centrally located, the field features a spacious, well-maintained grass surface adaptable for sports such as soccer, football, and field hockey, as well as community events, picnics, and festivals. To enhance functionality, it is bordered by walking paths and landscaped areas that provide shaded seating for spectators and families, creating an inviting atmosphere for gatherings and leisure activities. Accessible entrances and pathways ensure that individuals of all ages and abilities can easily access the field. Ample signage surrounding the field promotes the schedule of events and activities, encouraging community participation. By integrating the multi-purpose field into the broader landscape of Echo Cliffs, we create a focal point for physical activity and social connection, enriching the overall community experience and fostering a sense of belonging among residents.



## 12. Stables & Barn



The stables and barn in Echo Cliffs are strategically located near the community center and youth wellness area, offering easy access to equestrian programs and fostering a connection to nature. The barn provides spacious stalls, grooming areas, and spaces for workshops on animal care, focusing on the well-being of horses, Navajo sheep, and handlers.

Adjacent paddocks and riding areas support riding lessons, therapeutic programs, and hands-on experiences with animals, encouraging youth involvement and a deeper appreciation for animal husbandry. This integrated space promotes outdoor activities, teamwork, and community engagement while honoring traditional practices related to horses and livestock.



## 13. Residential Neighborhoods



The residential neighborhood in Echo Cliffs is designed with three distinct types of parcels— $\frac{1}{3}$ -acre lots, 1-acre family compounds, and 3-acre ranchettes—providing flexible living options to support a diverse community. The  $\frac{1}{3}$ -acre lots offer compact, close-knit housing ideal for residents who prefer a community-focused setting with easy access to shared amenities. The 1-acre family compounds are designed for extended families, with space for multiple dwellings or auxiliary buildings, allowing family members to live close while enjoying privacy and communal outdoor areas. The 3-acre ranchettes offer ample space for residents who desire a rural lifestyle within the community, providing room for larger homes, small livestock, and expansive gardens. This variety in parcel sizes allows residents to choose based on their family needs and lifestyle, fostering a neighborhood that balances privacy, community connection, and versatility.





## 14. The Farm



The Farm Fields at Echo Cliffs honor the agricultural heritage of the Navajo people, preserving traditional farming practices while promoting sustainable food production. These fields provide locally grown produce for residents and supply fresh goods to retail outlets within the community, supporting both self-sufficiency and economic growth.

By cultivating crops that reflect Navajo traditions, the farm fosters a connection to the land and its history, while offering valuable educational opportunities for all ages. The farm plays a key role in enhancing food security, supporting local businesses, and reinforcing Echo Cliffs' commitment to sustainability and cultural continuity.

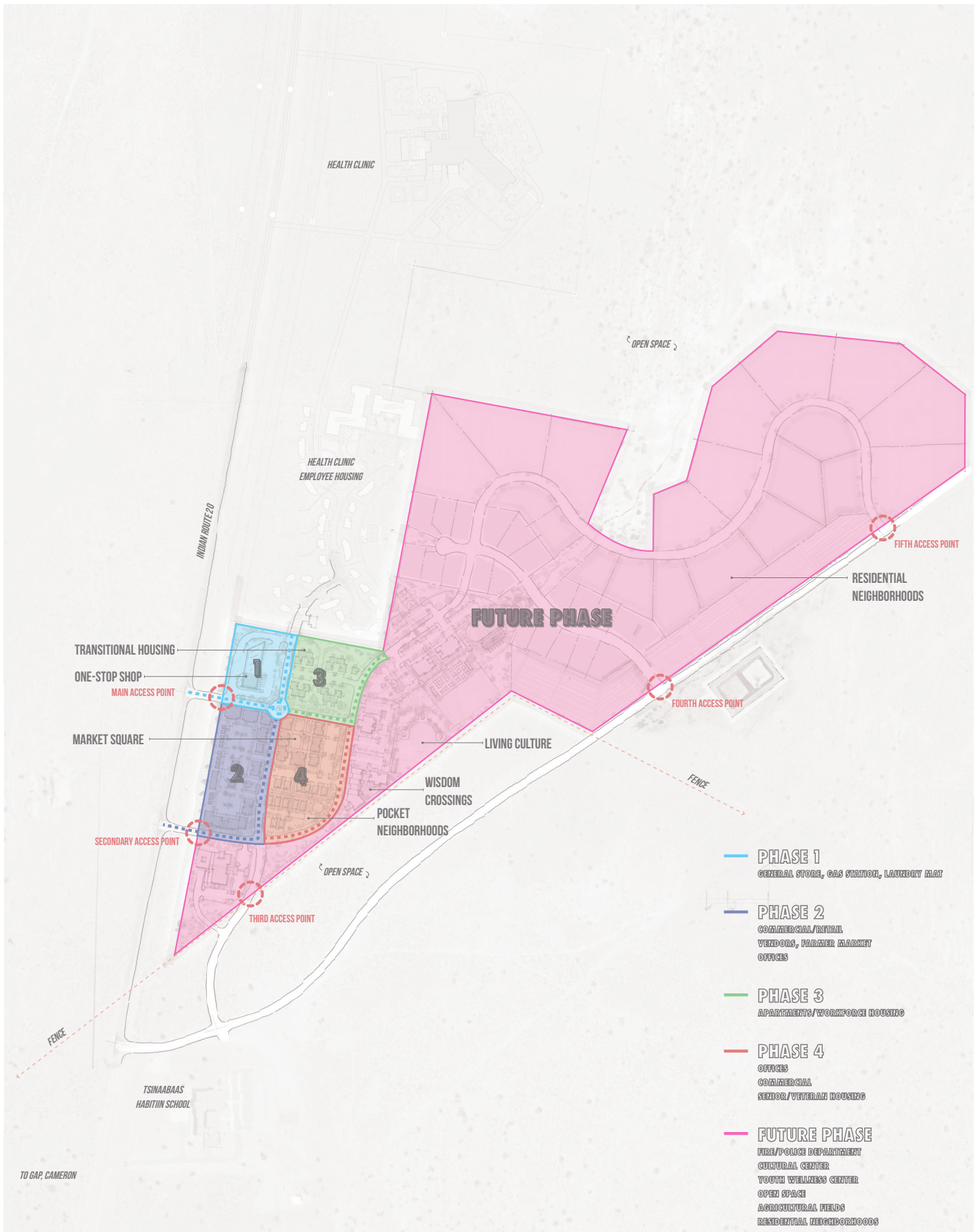


## 06.4 Phasing

The Echo Cliffs master plan is conceptualized in five phased stages, allowing for incremental development that meets immediate needs while working toward a sustainable, interconnected community. Phase 1 establishes essential services like a general store, gas station, and laundromat, creating a welcoming environment for early residents. Phase 2 expands commercial spaces with a farmer's market and office spaces, fostering economic activity and supporting local businesses. Phase 3 focuses on diverse residential options, integrating housing with commercial areas and amenities. Phase 4 introduces additional office spaces, commercial areas, and senior living facilities, promoting a multi-generational community. Phase 5 envisions essential public services, community resources, and residential expansion.

This phased approach offers flexibility, adapting to the community's evolving needs over time while maintaining the integrity of the master plan. Incremental growth ensures Echo Cliffs develops in a thoughtful, sustainable way, allowing for long-term success and resilience.

While we have made recommendations on an initial phasing strategy, these phases may in reality happen in a different order, as smaller pieces, or with simultaneous components at the same time. Our intent is to convey the importance of considering a phased masterplan allows for adaptability, and flexibility in small incremental steps while maintaining the overall integrity of the masterplan.



07. WHAT COMES NEXT?

# 07

## WHAT'S NEXT?



So what is next for Echo Cliffs? The Echo Cliffs master plan sets in motion a clear roadmap for incremental development, providing a comprehensive vision for the future of the community. It lays out a complete picture of how Echo Cliffs will evolve, from essential services and residential areas to cultural spaces and agricultural sustainability. Each phase is carefully designed to build upon the last, ensuring a balanced and resilient community.

Now, the next step is in the hands of creative community leaders, local stakeholders, and visionaries who will bring this plan to life. Through innovative funding, strategic development, and collaboration, they will work together to turn the master plan's vision into a reality. By leveraging resources including this vision book, engaging with partners, and maintaining the spirit of adaptability, the Echo Cliffs community will continue to grow and thrive, creating a lasting impact for future generations.

## 07.1 RECOMMENDATIONS MOVING AHEAD

### IMPLEMENTATION OF THE PLAN:

With the Echo Cliffs master plan developed and adopted with strong community support, the next step is to implement the community's prioritized components. This will involve close coordination with local government and Tribal departments to conduct surveys, process land withdrawals, secure site leases, and complete other steps outlined in the Implementation Process on the following pages. Professional consultants will need to be engaged to evaluate each project, both individually and as part of the larger vision, ensuring that future development needs for Echo Cliffs are effectively accommodated. Importantly, this comprehensive vision for Echo Cliffs will serve as a strategic tool for the community, enabling partnerships with local entrepreneurs and supporting efforts to secure funding from available sources to realize these projects.







## IMPLEMENTATION PROCESS LIST

### BIG PICTURE GOALS

- Determine desired first phases and development strategy
- Find local groups or entrepreneurs to develop business plans, secure funding, and begin the development process.

### IMPLEMENTING THE MASTER PLAN

- Present the Master Plan to the Chapter
  - I.D. Priority Projects

### OBTAIN LAND CONSENT

- Gain Support of Resolution
  - Coordinate with Regional Business Development Office
  - Coordinate with Echo Cliffs community & adjacent land stakeholders
- Land Clearances
  - 6 months to complete application and clearances

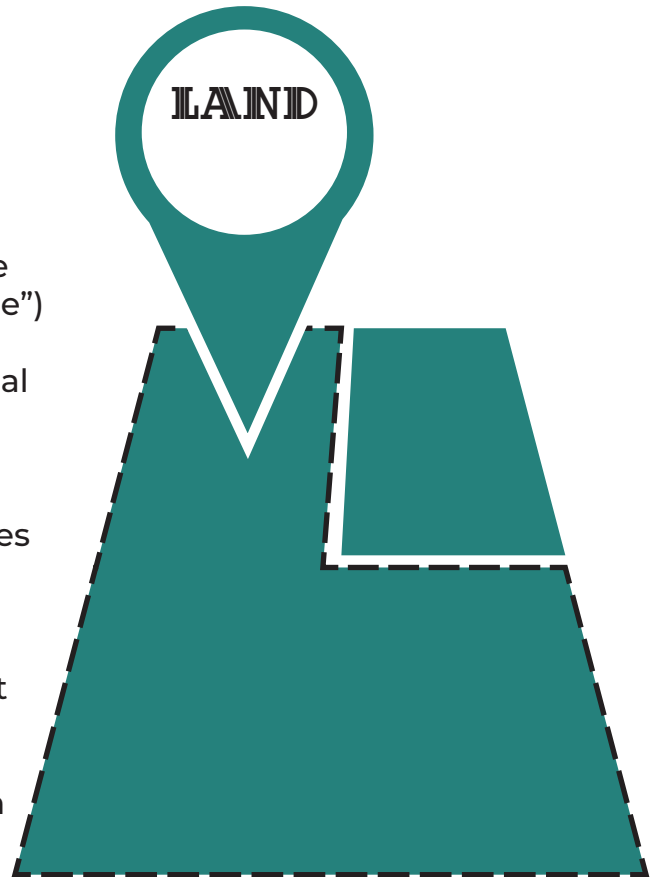
## SECURE SITE CLEARANCE

- Environmental Assessment**
  - RBDO does this and submits to Division of Economic Development
- Appraisal Report**
  - Only applies to businesses with certain revenue
- Ethics Clearance**
  - Only required by Federal Employees, Tribal-elected officials, or Tribal employees
- UST Compliance Report**
  - For Gas Stations only
- Land Survey**
  - Navajo Land Department conducts a land survey to I.D. legal boundaries.
  - If you are a business owner, you can hire a private surveyor
- Procurement Clearance**
  - Navajo Credit Service conducts a credit check
- Certificate of Good Standing**



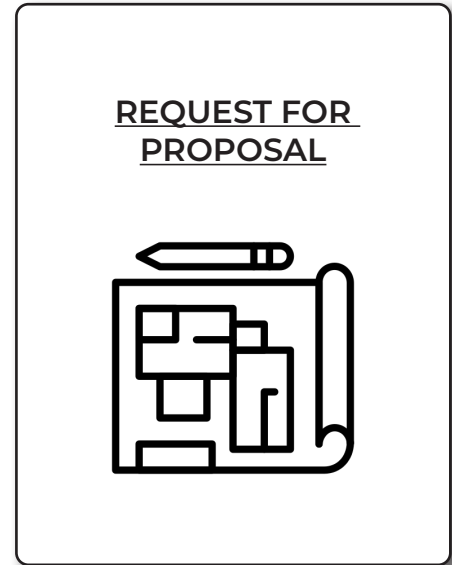
**OBTAIN LAND WITHDRAWAL**

- Letter of Application for Community Development
- Legal Survey needed (this is within the previous section “Secure Site Clearance”)
- Consent OR Letter from Grazing Official
  - No Grazing consent can evoke Eminent Domain
- Supporting Chapter Resolution requires language from Land Withdrawal Regulations
- Approved by Navajo Land Department Director for 5 years
- Attain Environmental Clearances from Navajo Fish and Wildlife (BRCF) and Heritage and Historic Preservation Department (CRCF)
- Land Withdrawal Designation approval by Navajo Land Dept. Director
- Non-Navajo government entities need to obtain lease or permit before development



### **ISSUE REQUEST FOR PROPOSAL(S)**

- Architectural & Engineering Design for Priority Project(s)
- Award the Project
  - Approximate 24 month schedule for Design Phase, CDs, Construction, Construction Administration
  - Be a model project, a catalyst for other projects.
  - I.D. Design Guidelines



The Implementation Process List was created from information gathered per the Navajo Nation Land Development and Build Navajo, an organization that assists with starting a business on the Navajo Nation. Refer to the links below.

### **RESOURCES:**

Starting a Business on Navajo Nation/Obtaining a Business Site Lease

[https://www.buildnavajo.org/files/BuildNavajo\\_Posters.pdf](https://www.buildnavajo.org/files/BuildNavajo_Posters.pdf)

Land Withdrawal Process

<http://nnld.org/home/gldd>

**PHASING:**

A phased approach is essential for the successful implementation of the Echo Cliffs Master Plan. By dividing the plan into manageable stages, the community can prioritize and allocate resources effectively for each phase. This method enables a structured, step-by-step process where each phase builds on the last, steadily advancing the community's overall vision. As the plan progresses, ongoing updates are crucial to reflect changing needs, shifting priorities, and new opportunities, ensuring that the plan stays relevant and responsive to the evolving dynamics of Echo Cliffs.

**UPDATING THE PLAN:**

Regular updates to the Echo Cliffs plan are crucial for keeping up with the community's evolving needs and aspirations. As the community grows and changes, it is important to review and adjust the plan to align with current trends, tackle emerging challenges, and capitalize on new opportunities. This process includes gathering updated data, engaging with community members, and collaborating with stakeholders to establish new goals and strategies. By incorporating the insights and desires of the community, the revised master plan transforms into a dynamic and adaptable document that effectively guides future development and land use decisions.

**CREATING ZONING AND DESIGN GUIDELINES:**

Zoning and design guidelines are essential for shaping the physical character and overall identity of the Echo Cliffs plan. By implementing certain regulations, the community can allocate specific areas for various land uses, ensuring that they coexist harmoniously within the built environment. Additionally, design guidelines establish a framework for architectural and site design, promoting cohesive and visually appealing development. By developing and enforcing these zoning and design guidelines, the community can preserve its distinct character, encourage sustainable development practices, and create a sense of place that truly reflects its values and aspirations.

THE BENEFITS OF PHASING DIAGRAM





**MAINTAIN AND SUSTAIN:**

Once the development is underway and established, ongoing maintenance and sustainability are crucial to its long-term success. This includes regular upkeep, organizing programs and activities, and fostering continuous community engagement to ensure the space remains vibrant and meaningful for residents.



### **COMMUNICATION AND COLLABORATION:**

Collaboration and effective communication are essential for the success of any community development initiative. Involving community members, stakeholders, and partners throughout the process ensures diverse perspectives are considered, fostering a sense of ownership and collective responsibility. Establishing regular communication channels—such as community meetings, workshops, and online platforms—promotes transparent and inclusive decision-making. Additionally, working in partnership with government agencies, non-profits, and other organizations enhances the community’s capacity to implement the plan and achieve its goals.

### **CATALYST FOR CHANGE:**

The Master Plan acts as a catalyst for positive change, inspiring and guiding community-driven initiatives. By establishing a shared vision and offering a strategic framework, the plan empowers residents to take ownership of their future and actively shape their built environment. It serves as a rallying point for community engagement, fostering unity, pride, and collective action. Moreover, the plan encourages innovative ideas, entrepreneurship, and cultural preservation, contributing to the creation of a vibrant and resilient community.







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