

Park City Main Street Plaza

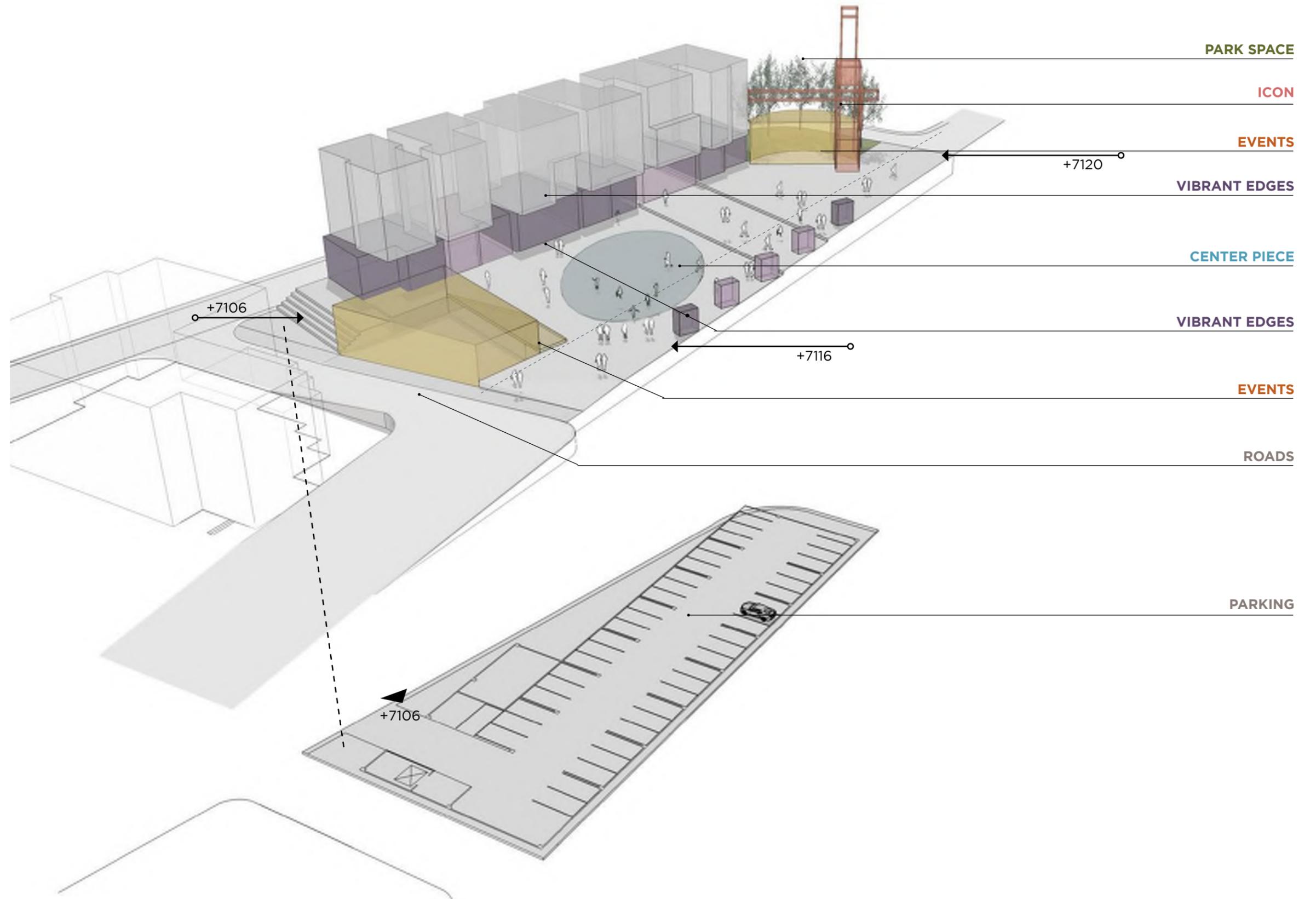
14 January 2016

GSBS
ARCHITECTS 

CIVITAS

STRUCK

Elements of a Successful Plaza



PARK SPACE

ICON

EVENTS

+7120

VIBRANT EDGES

CENTER PIECE

+7106

VIBRANT EDGES

+7116

EVENTS

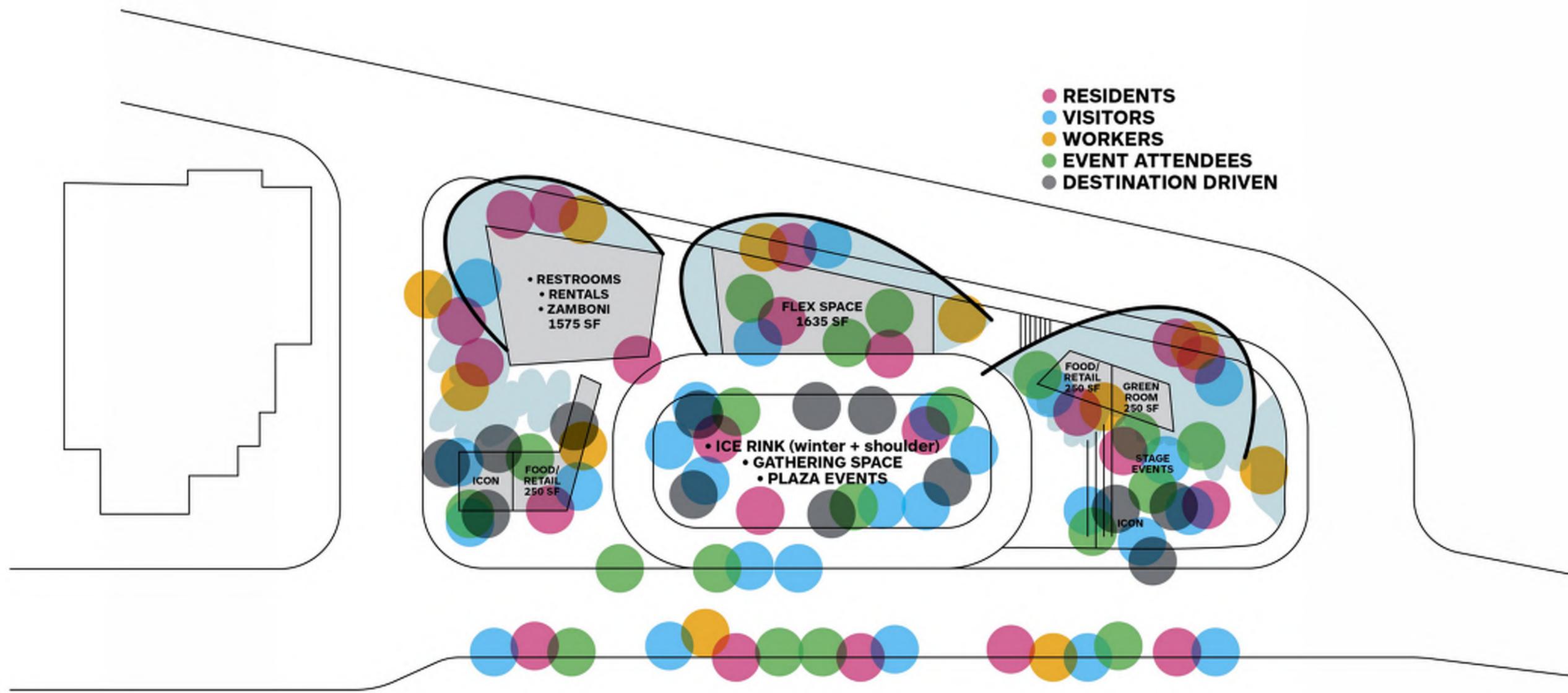
ROADS

PARKING

+7106

Process

Audience



Stakeholder Interviews

Stakeholders

Residents

Businesses

Events team

Community engagement

Convention & visitors bureau

City council

Key Takeaways

- Design an adaptable multi-use space for year round use that can only happen in Park City
- Respect the space as an emotional center of town and reflect the pride of the active community that chooses to live in Park City
- Develop a great gathering space that is a landmark and source of local pride
- Balance the divergent forces of the place: old/new, commercial/residential, fixed and flexible, activation/relaxation, history/progress,

Resident Survey

Results

People come to Main Street for:

- Dinner (69%)
- Events (53%)
- Bringing visitors (54%)
- Lunch (38%)
- Arts & Entertainment (36%)

Top events are:

- Parades (62%)
- Park Silly Market (63%)
- Kimball Arts (58%)
- Halloween on Main (38%)
- Savor the Summit (34%)
- Street Concerts (32%)

Results

People would come more often for:

Community Events (50%)

Seasonal Events (48%)

Greater Variety of Shopping (37%)

Gathering Area/Plaza Space (30%)

After Dinner Activities—non-bar (17%)

Nothing (14%)

Partner Workshops

Partners

HPCA

Sundance Film

Park City Film Institute

Mountain Town Stages

Chamber of Commerce

USSA

Olympic Legacy Foundation

Restaurant Association

Kimball Arts

Park Silly Market

Egyptian Theater

Lodging Association

Deer Valley

Tour of Utah

Plaza Goals

Generate daily activity

Allow and promote event activity

Encourage stay and play

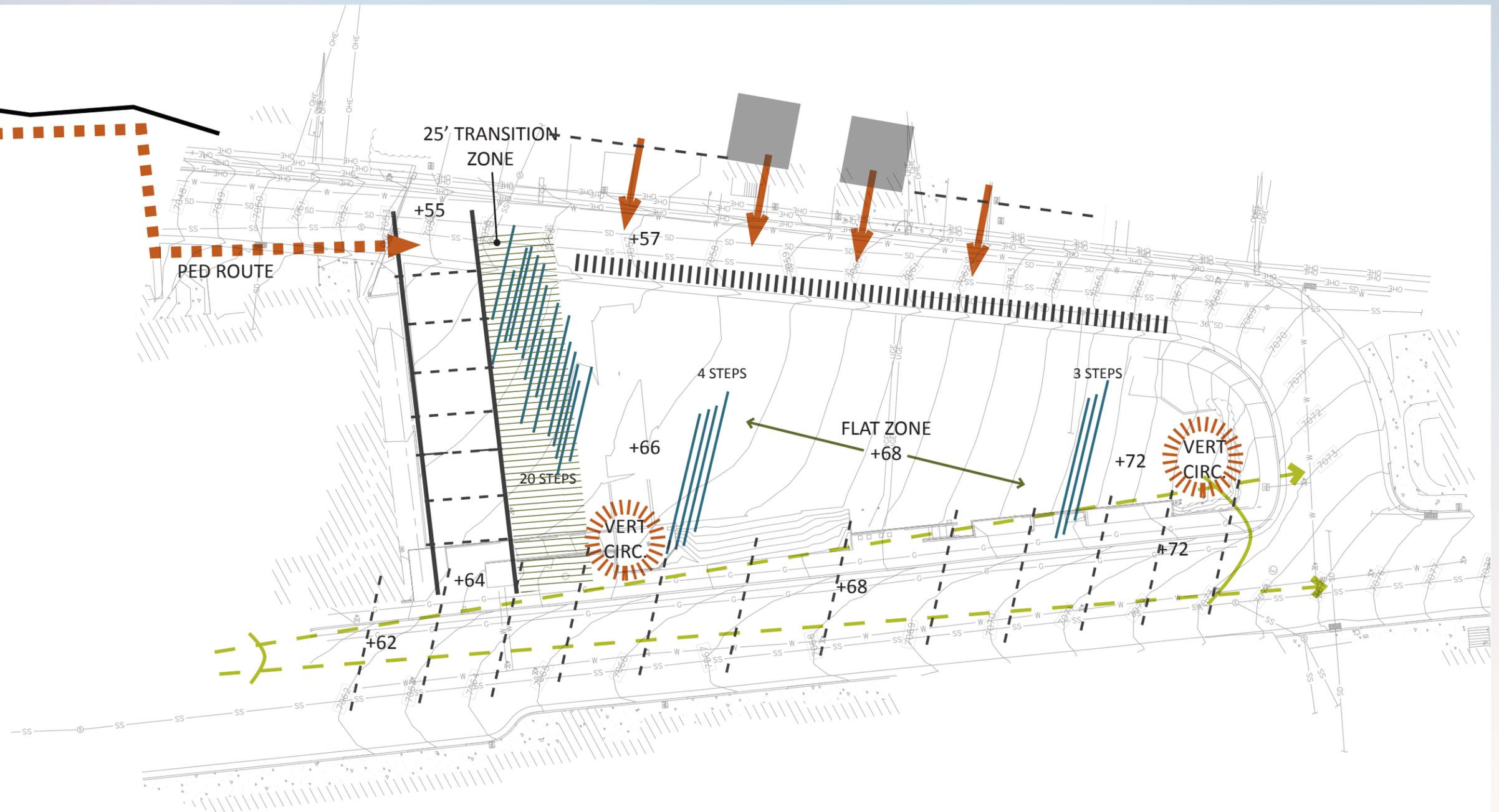
Combine natural and built elements

Be multi-season

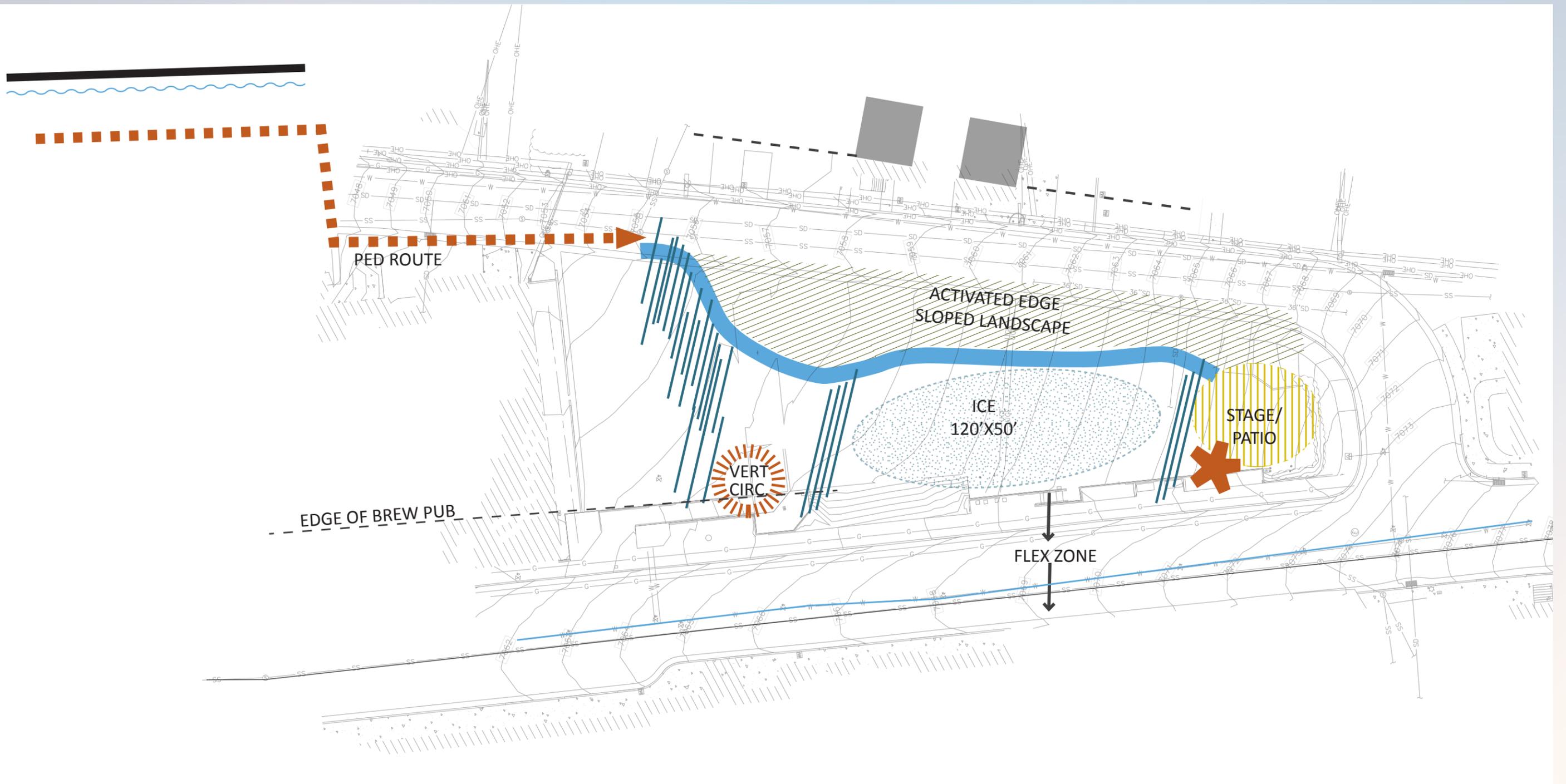
Site Assessment

Access and Views

DAYLIGHTING OF
POISON CREEK



Activation and Enhancement



Schemes

Scheme Summaries

All Schemes

Large flexible plaza with rolling landforms

Restrooms, storage and support space

Small format convenient food

New road connecting Main and Swede

Expansion into Main Street

Pedestrian connection to Swede

Upper deck

Stage for 250 person event

Iconic Elements

Options:

2 levels of parking

Skating Rink

Water Feature

Snow Melt (active or in street)

Scheme Summaries

Scheme A (Base)

All elements identified as part of all schemes

Option 1:

1 level of underground parking

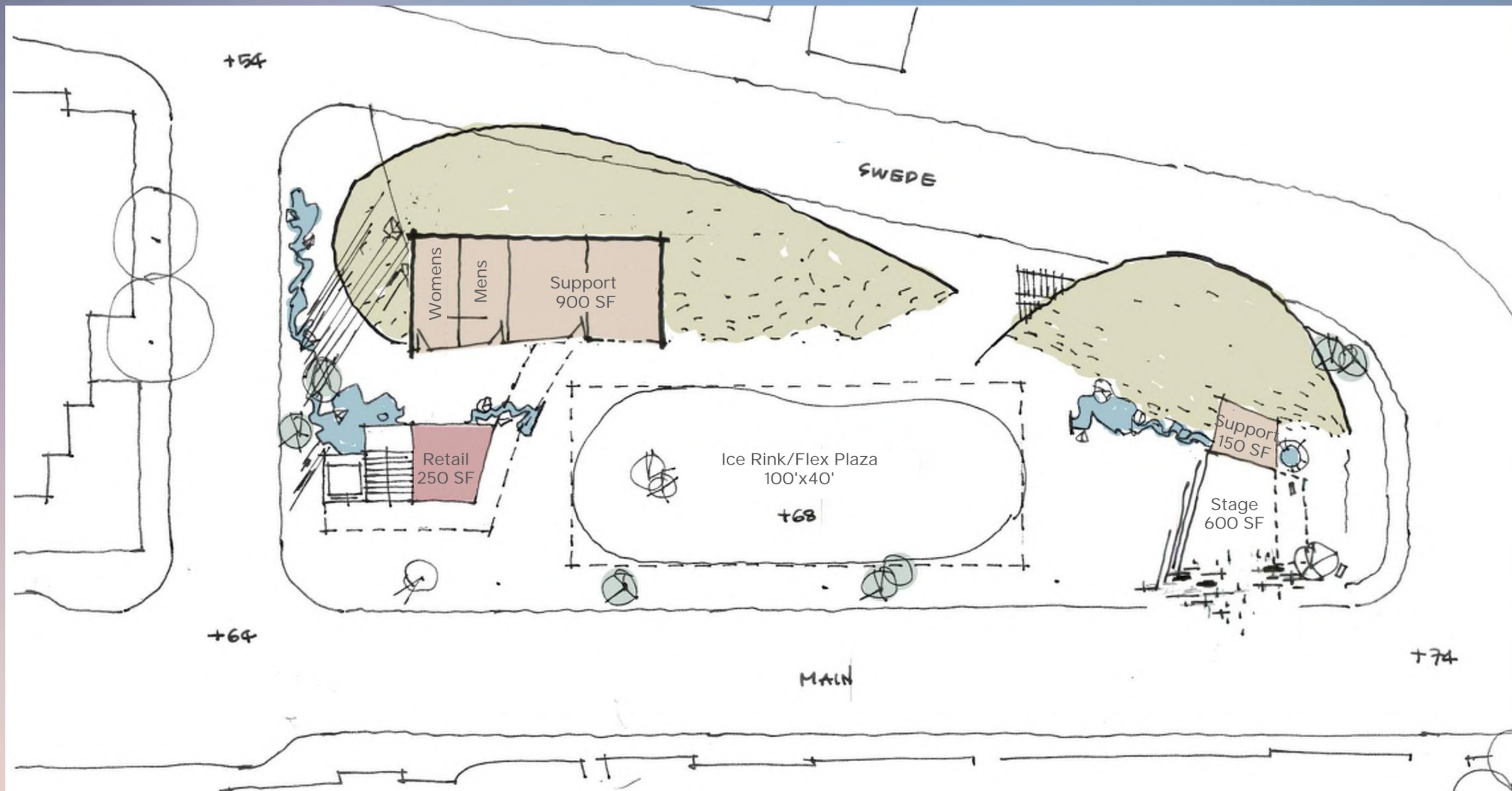
Option 2:

No parking

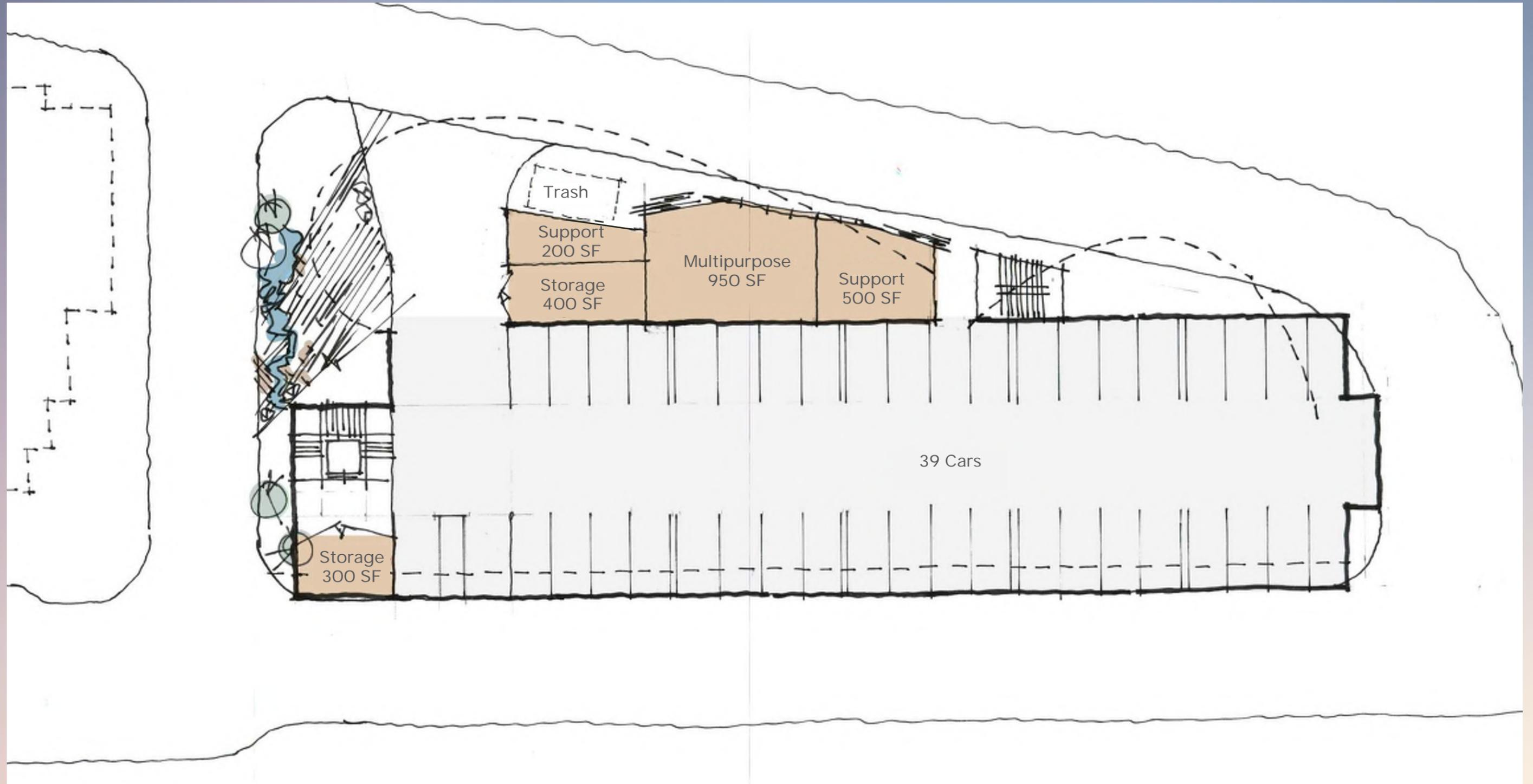
Option 3:

Reduced landforms

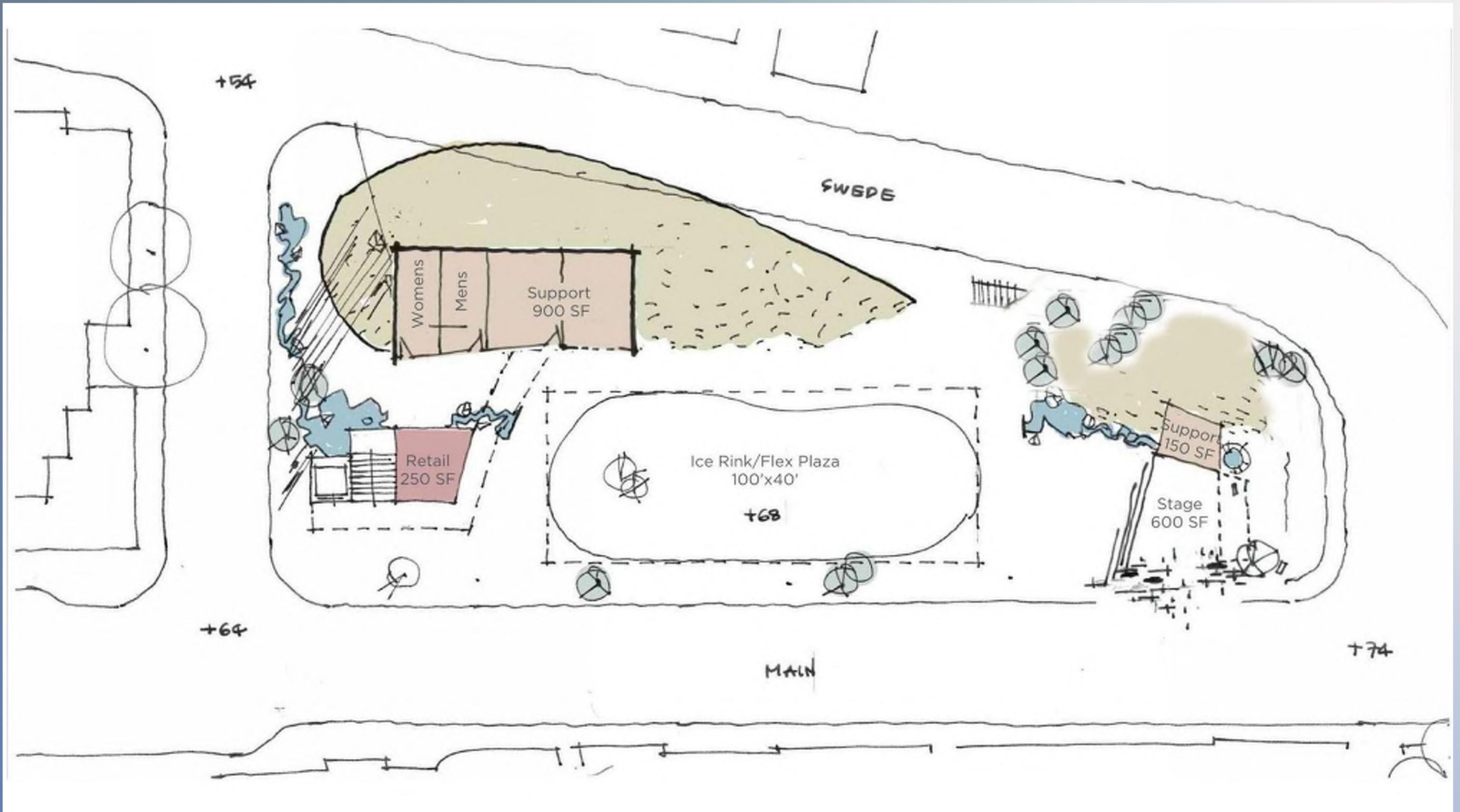
Plaza - Scheme A



Option 1



Option 3



Scheme Summaries

Scheme B

All elements in Scheme A

Catering kitchen

Multipurpose Space on the plaza

Additional retail

Expanded upper deck

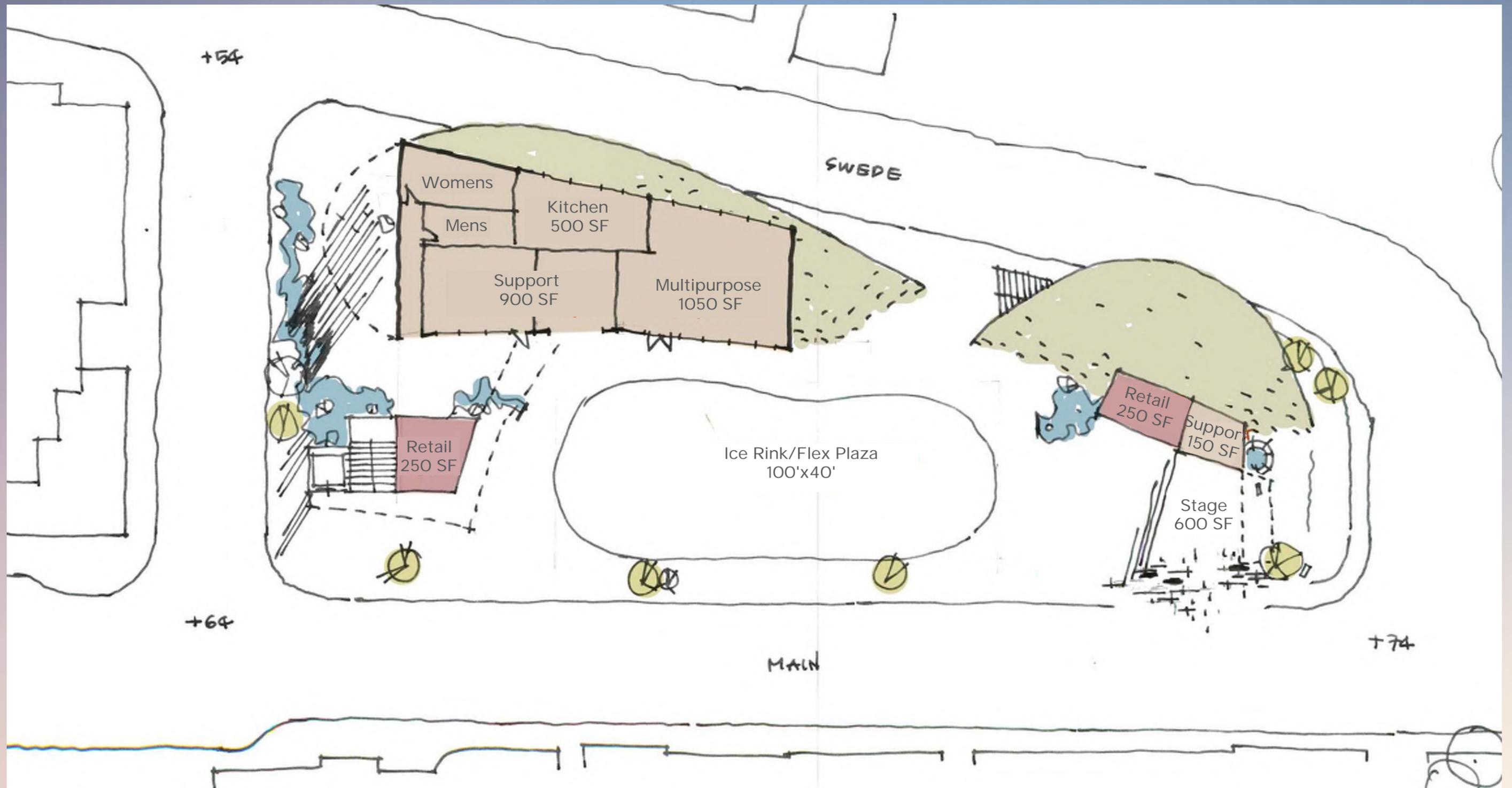
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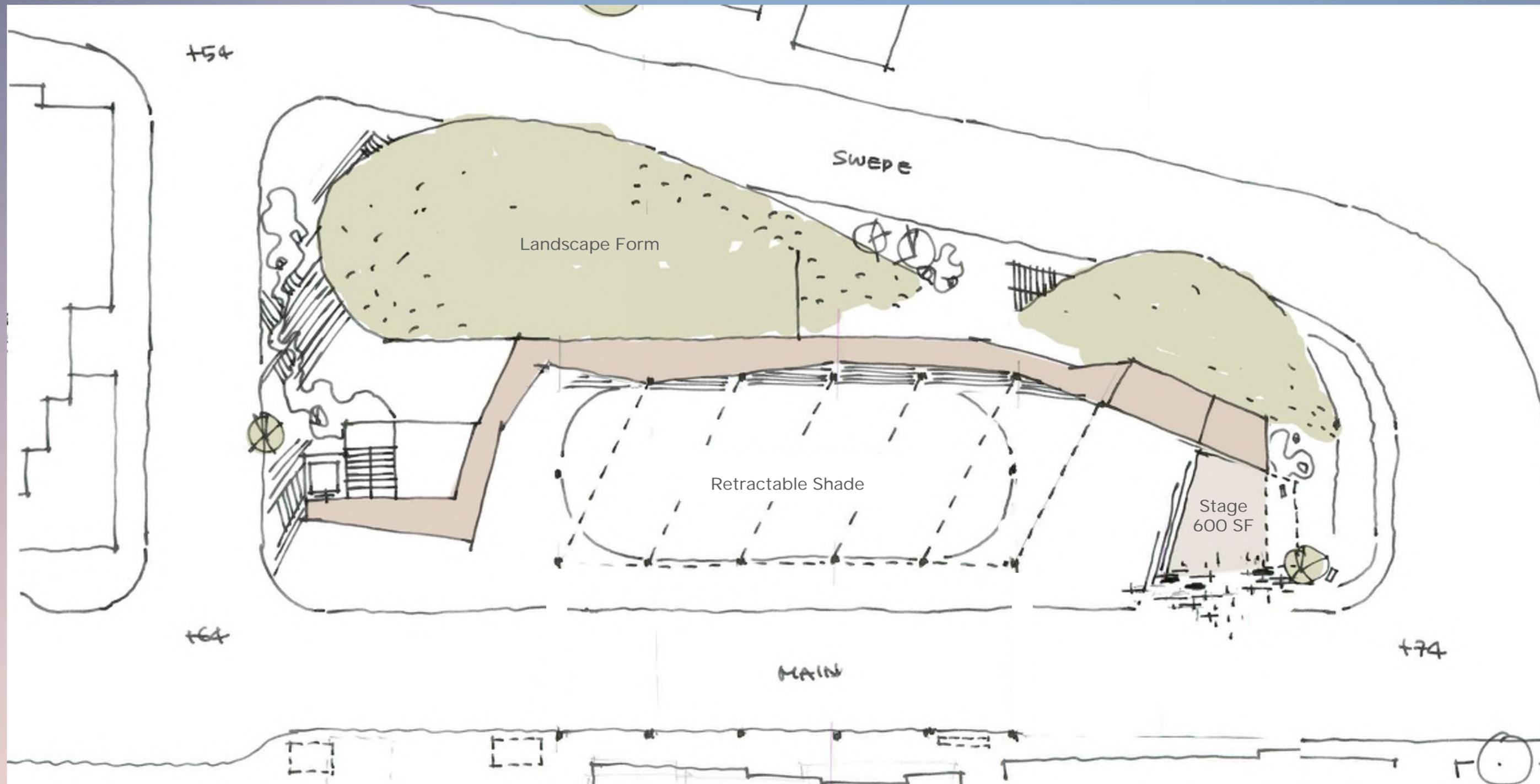
Option 2:

No parking

Plaza - Scheme B



Upper Deck - Scheme B



Scheme Summaries

Scheme C

All elements in Scheme B

Additional Multipurpose Space

Additional retail

Access to spaces from the upper deck

Northern Landform converted to green roof

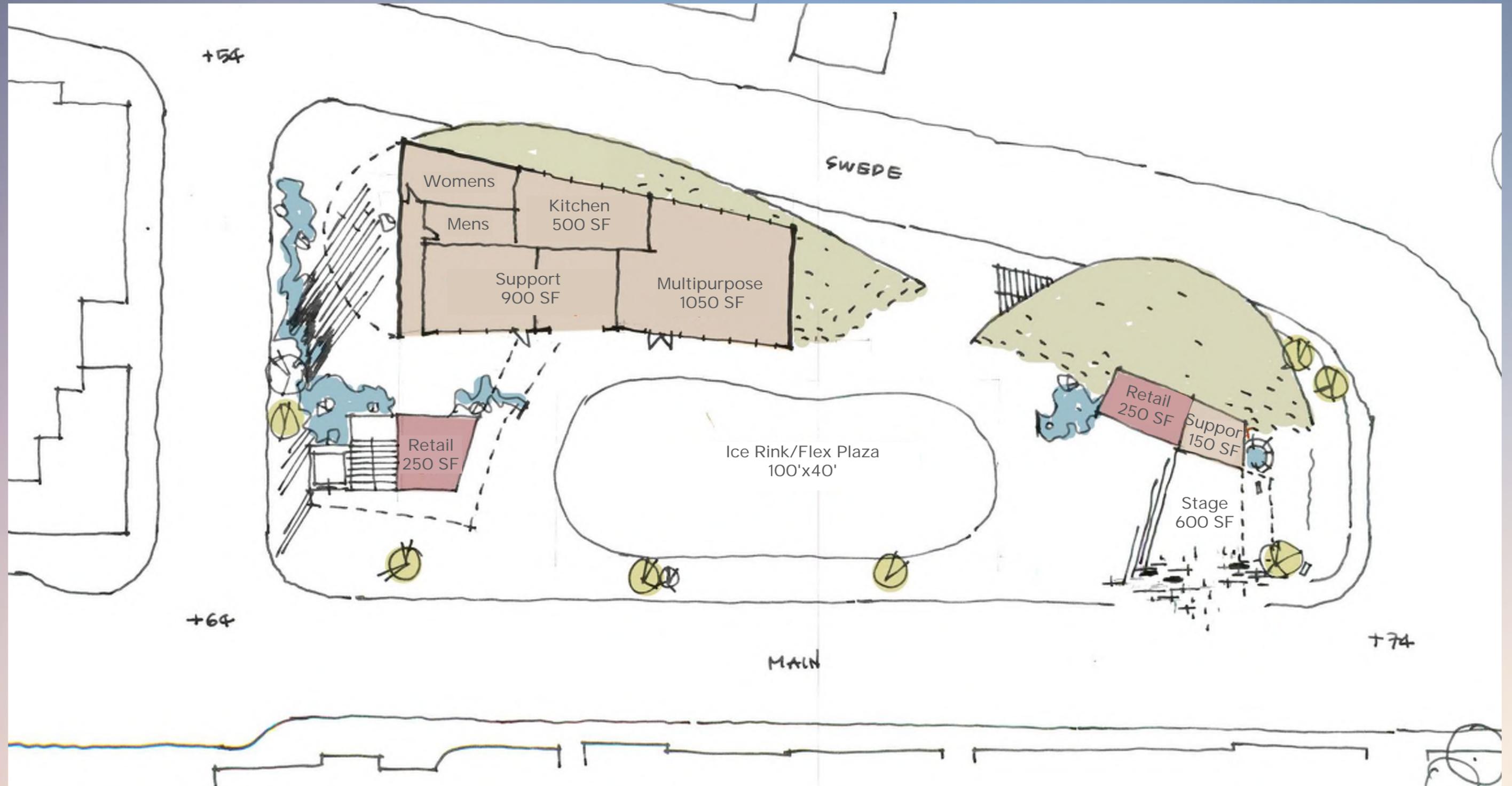
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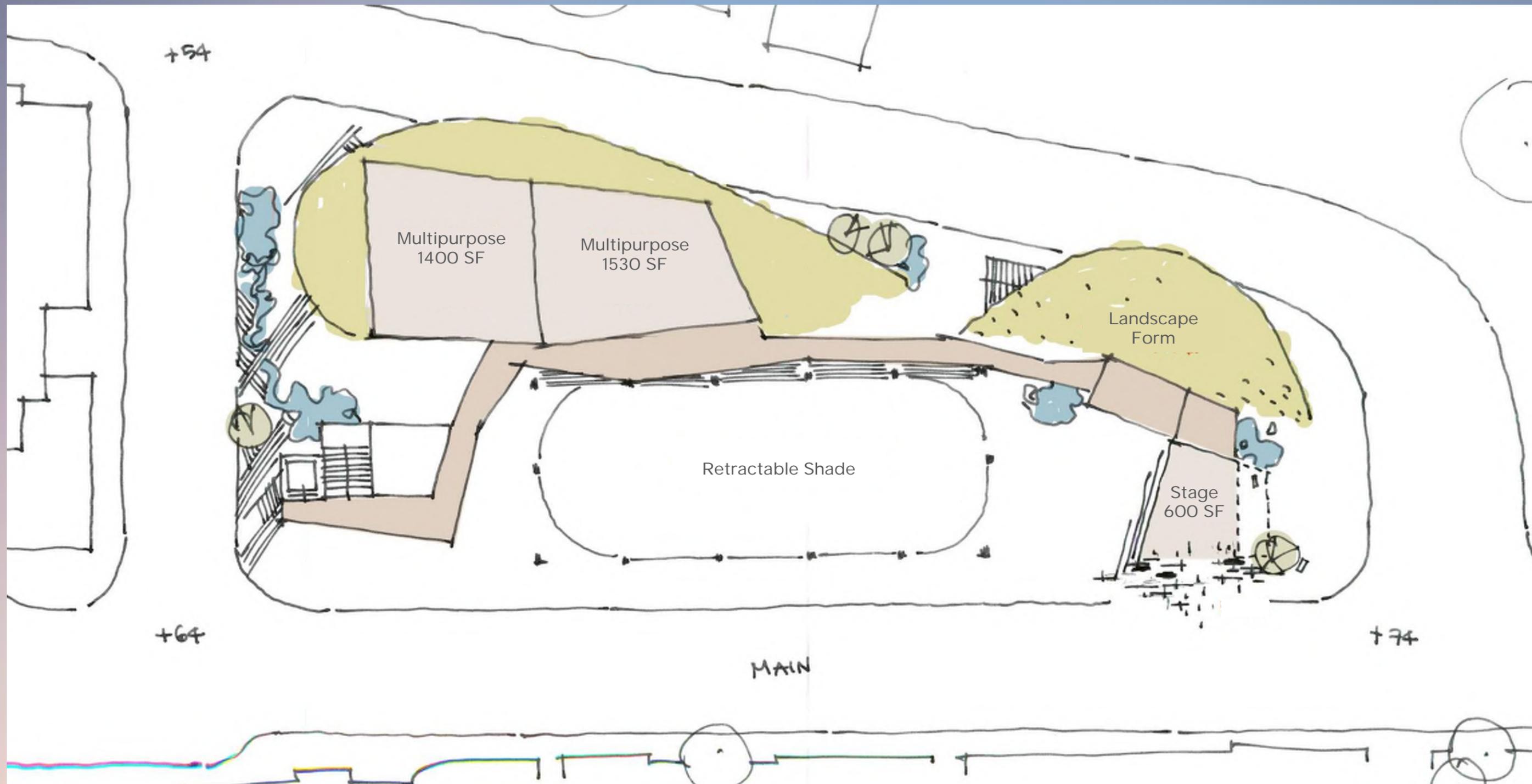
Option 2:

No parking

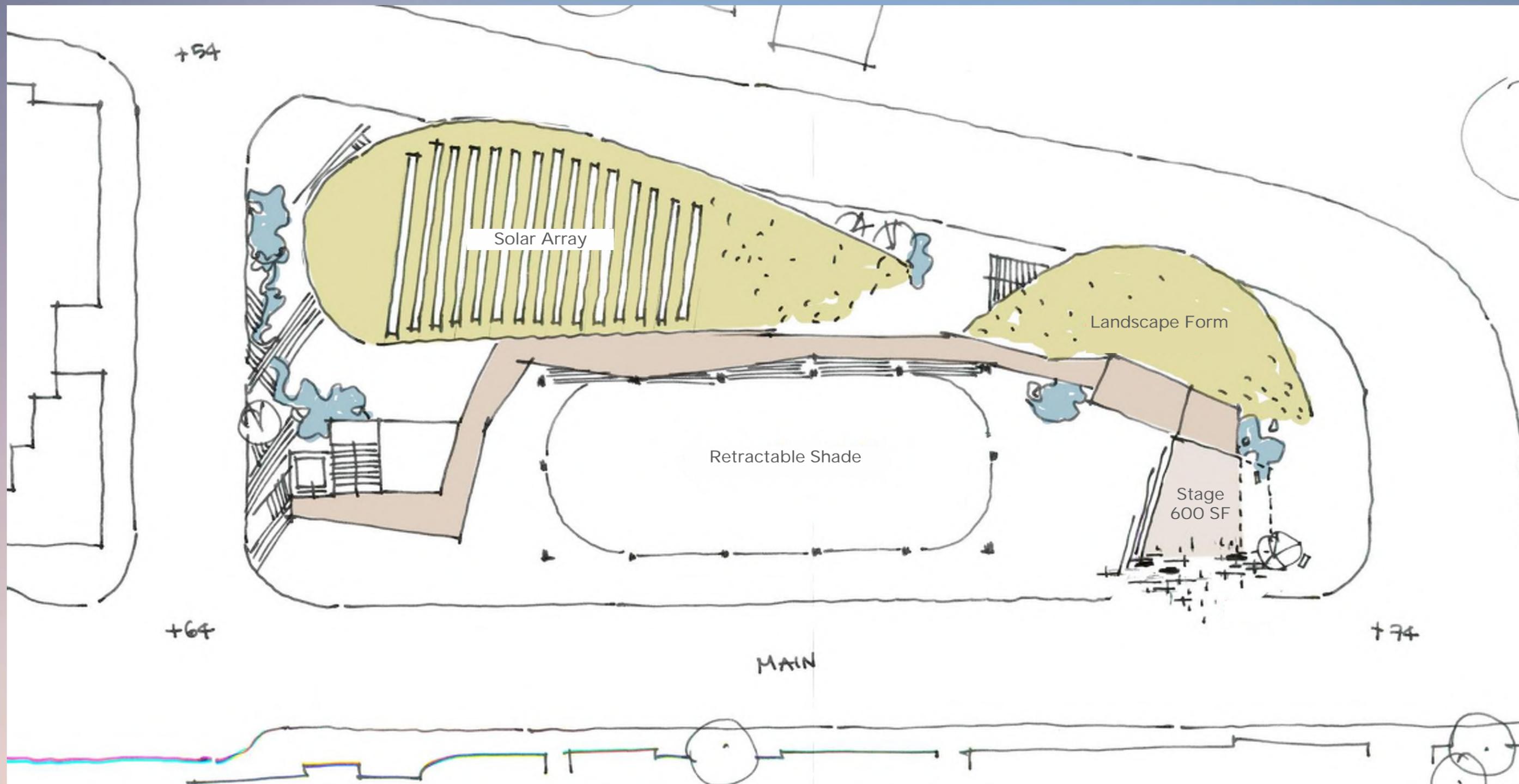
Plaza - Scheme C



Upper Deck - Scheme C



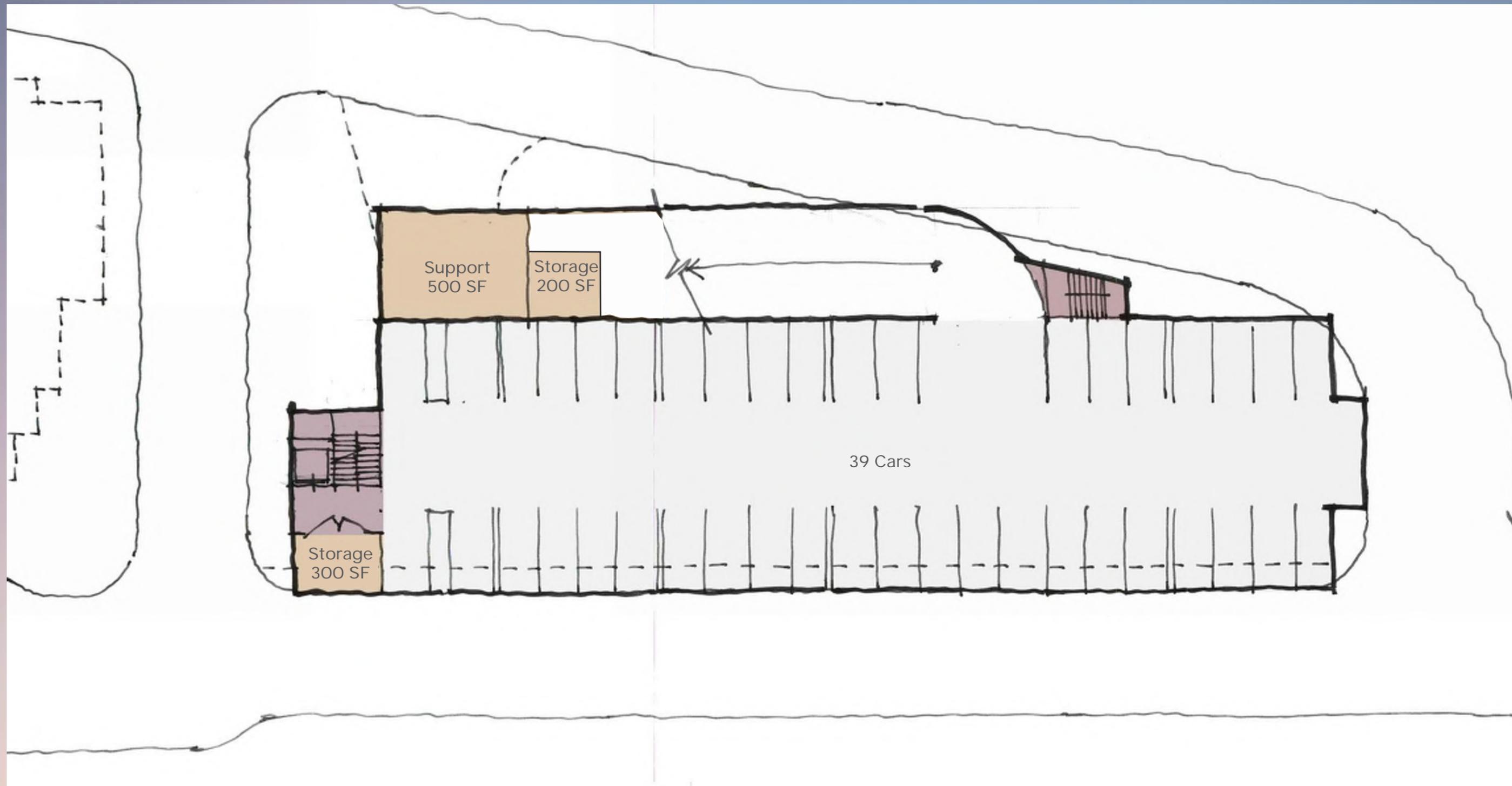
Roof - Scheme C



Additional Elements

2nd level of underground parking
Ice Rink
Water Feature
Snow Melt (active or under street)

Parking - Two Level Option



SCHEMES	SCHEME A, OPTION 1	SCHEME A, OPTION 2	SCHEME A, OPTION 3	SCHEME B, OPTION 1	SCHEME B, OPTION 2	SCHEME C, OPTION 1	SCHEME C, OPTION 2	FEATURE COST	NET ZERO COST
Base Cost	\$3,752,000.00	\$3,752,000.00	\$3,360,000.00	\$4,710,000.00	\$4,710,000.00	\$5,669,000.00	\$5,669,000.00		
1 Level of Parking	\$3,098,000.00	\$0.00	\$3,098,000.00	\$3,098,000.00	\$0.00	\$3,098,000.00	\$0.00		
Contaminated Soils	\$1,000,000.00	\$0.00	\$1,000,000.00	\$1,000,000.00	\$0.00	\$1,000,000.00	\$0.00		
Flood Plain	\$175,000.00	\$175,000.00	\$175,000.00	\$175,000	\$175,000	\$175,000.00	\$175,000.00		
Trash	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000	\$100,000	\$100,000.00	\$100,000.00		
2 Levels of Parking	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,266,000.00	\$46,000.00
Ice Rink	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$625,000.00	\$839,500.00
Ice Rink	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150,000.00	\$34,500.00
Ice Excess Heat Snow Melt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$185,000.00	\$0.00
Active Heat Melt	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000,000.00	\$1,805,500.00
Fees	\$9,343,750.00	\$4,631,050.00	\$8,892,950.00	\$10,445,450.00	\$5,732,750.00	\$11,548,300.00	\$6,835,600.00		
Net Zero Base	\$494,500.00	\$385,250.00	\$494,500.00	\$557,750.00	\$448,500.00	\$638,250.00	\$529,000.00		
Total Cost	\$9,838,250.00	\$5,016,300.00	\$9,387,450.00	\$11,003,200.00	\$6,181,250.00	\$12,186,550.00	\$7,364,600.00		

Cost Ranking

Scheme A Option 2

Scheme B Option 2

Scheme C Option 2

Scheme A Option 3

Scheme A Option 1

Scheme B Option 1

Scheme C Option 1

SCHEMES	Daily Activity	Promote Events	Encourage Stay & Play	Combine Landscape and Building Program	Multi Seasonal Use	Park-like Character	Urban Character	Promote Sustainability	Increase Flexibility	Enhances Streetscape	Serve Residents	Serve Visitors	Serve Main Street Workers	Create a Destination	Create Vibrant Edges	Decrease Revenue	Decrease O&M Requirements	Decrease Vehicle Traffic	TOTAL	COST	NET ZERO COST	TOTAL COST	
	Scheme A, Option 1	3	3	4	4	3	4	3	3	3	4	4	4	3	5	3	3	2	4	62	\$9,343,750.00	\$494,500.00	\$9,838,250.00
Scheme A, Option 2	1	1	4	1	2	5	2	4	2	1	3	3	3	5	2	2	3	3	47	\$4,631,050.00	\$385,250.00	\$5,016,300.00	
Scheme A, Option 3	2	2	4	3	3	4	3	3	3	4	4	4	3	4	3	3	2	4	58	\$8,892,950.00	\$494,500.00	\$9,387,450.00	
Scheme B, Option 1	4	4	5	5	4	3	4	2	5	5	5	5	4	5	4	4	2	4	74	\$10,445,450.00	\$557,750.00	\$11,003,200.00	
Scheme B, Option 2	3	3	5	4	3	3	4	3	4	3	4	4	4	5	3	3	3	3	64	\$5,732,750.00	\$448,500.00	\$6,181,250.00	
Scheme C, Option 1	5	5	5	2	5	1	5	1	3	3	1	5	5	5	5	2	4	67	\$11,548,300.00	\$638,250.00	\$12,186,500.00		
Scheme C, Option 2	4	4	5	1	4	1	5	2	2	1	1	4	5	5	4	4	3	3	58	\$6,835,600.00	\$529,000.00	\$7,364,600.00	
ADDITIONAL AMENITIES																							
2 Levels of Parking	1	1	0	0	0	0	0	-1	1	-1	1	1	0	0	-1	1	-1	1	3	\$3,266,000.00	\$46,000.00	\$3,312,000.00	
Ice Rink	1	0	1	1	1	1	1	-1	-1	1	1	1	1	1	1	1	-1	0	10	\$718,750.00	\$839,500.00	\$1,558,250.00	
Water Feature	1	0	1	0	0	1	1	-1	0	1	1	1	1	1	0	-1	0	8	\$172,500.00	\$34,500.00	\$207,000.00		
Ice Rink Excess Heat Snow Melt	1	1	0	0	1	0	0	-1	1	1	0	0	0	0	0	-1	0	3	\$212,750.00	\$0.00	\$212,750.00		
Active Snow Melt	1	1	0	0	1	0	0	-1	1	1	1	1	1	0	0	0	-1	0	6	\$1,000,000.00	\$1,805,500.00	\$2,805,500.00	
Rackings shown are from 1 to 5, 5 being the most successful																							
Essential Elements include trash, restrooms, support and storage. The Option 1 Schemes include structured parking, option 2 schemes do not. Option 3 Scheme reduces land-forms from 2 to 1.																							

Use Ranking

Scheme B Option 1

Scheme C Option 1

Scheme B Option 2

Scheme A Option 1

Scheme C Option 2

Scheme A Option 3

Scheme A Option 2