

# PARK MAIN

THE PLAZA ON MAIN STREET

REDEVELOPMENT OF PARKING LOT ADJACENT TO WASATCH BREW PUB | TECHNICAL PROPOSAL

JUNE 12, 2015



# IMAGINE A PLACE

where your dog will meet for a play date



# IMAGINE A PLACE

where you'll see the world's leading artists create





# IMAGINE A PLACE

where you'll skate under the stars





# IMAGINE A PLACE

where the world will see you play





# IMAGINE A PLACE

where you'll connect with your friends





# IMAGINE A PLACE

that is iconic to the world



# WE'VE UNEARTHED

the mother lode on Main Street





# ADVENTURERS WELCOME



# PARK MAIN

the plaza on Main Street



# PROGRAMMING

Park Main will be the activity axis and entertainment hub at the top of Main Street. The plaza will complete the residential/retail fabric of the street and provide a communal space for all aspects of the Park City community. We will work with you to identify the best combination of events, temporary installations and ongoing activities and ensure the design enhances these opportunities and can grow and adapt over time. Proper planning, design and management are all core activities in Programming.

## PROGRAMMING IDENTIFIES

- Audiences to be served
- Activities to encourage
- Events to be hosted

It designs the space to support the activities and events and attract the audiences. Programming, at the design level, also identifies the management structures and mechanisms needed to encourage day-to-day activities and accommodate planned events seamlessly.

Park Main represents the Mother Lode of Place.

## THE AUDIENCE

The primary audience motivators are to gather, connect and discover. In order to key in on your unique ability to meet these audience needs, we have identified brand attributes, which include a unique history, a passion for adventure and a lifestyle inherent to your location.

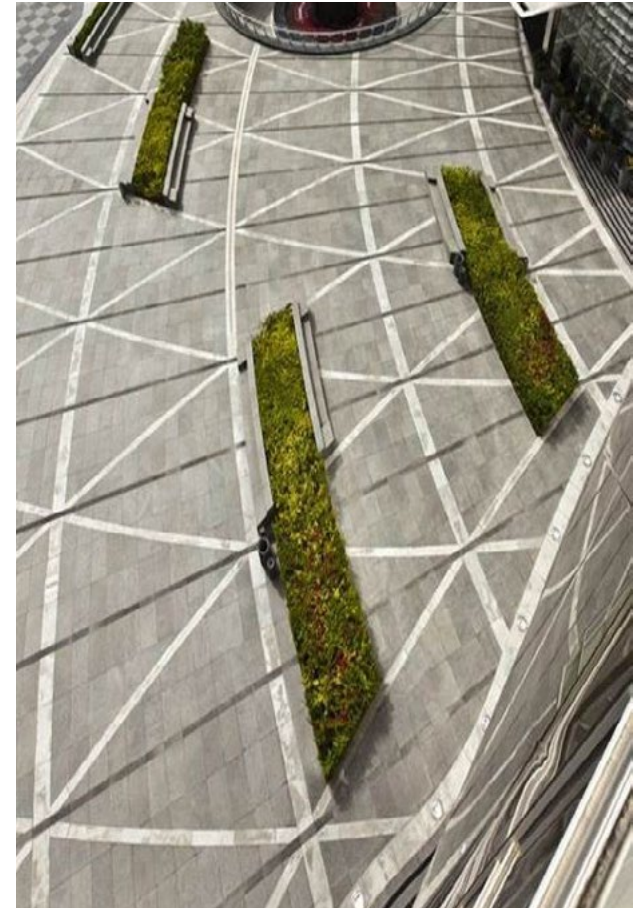
- Almost 8,000 Park City locals – Singles, Couples, Families
  - + This is their home town Main Street socializing, shopping, becoming part of the place.
- More than 12,000 Visitors per night during the winter and more than 9,000 Visitors per night during the summer – 40 percent with children.
  - + Visitors are already coming here to see, do and eat/drink, so our role is to welcome them and help them discover all Park City has to offer.

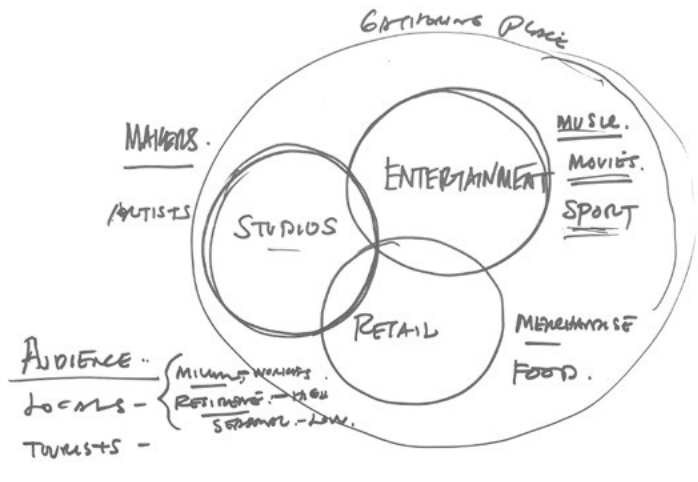
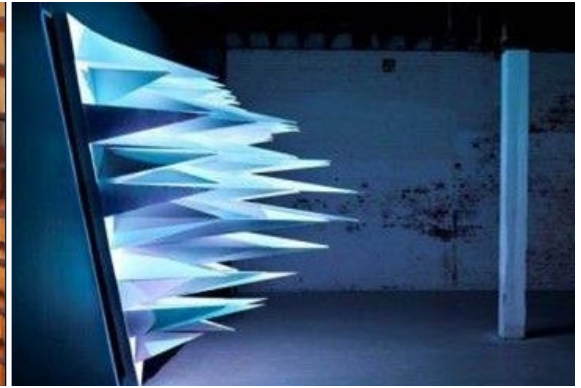
- Local workers (including many millennials)
  - + Workers are a captive audience during the day and even after work, who spend time and money at restaurants, retail and events.

## THE ACTIVITIES

To ensure the experience on the Park City plaza feels vibrant, interactive, diverse and approachable we will create a layered experience that rewards the public with multi-disciplinary offerings. The primary objective is to develop design concepts to guide creation of a branded experience that honors the history, culture and lifestyle of Park City while offering new and exciting opportunities to engage. Visitors should come away feeling that they discovered something. The programming should address all four seasons, as well as cultural aspects unique to Park City.

- Park Main is a place for everyone. For gathering, visiting, meeting-up and hanging out. The plaza will be a gathering place at the pinnacle of Main Street and “Meet you at Park Main.” will become a mantra of locals and visitors alike.
- Activities appropriate for each audience will include passive and active areas and space for the various audiences to intermingle.
  - + **Dining** – spills out onto Park Main and allows diners to become “audience” to other activities.
  - + **Recreation** – creates an opportunity for residents and visitors, families and all other groups to mingle and interact whether ice-skating, bouldering or ice climbing. They become part of the daily entertainment for visitors and diners on the plaza. The plaza will reinforce the active lifestyle, free spirit and adventurous heart of the local community.
  - + **Entertainment** – provides content for the space. This is a place for sharing whether in a one-on-one conversation, with the rest of the visitors to Park Main by posting your personal video on the video display, or with the rest of the world by posting your iconic Park Main selfie on Instagram.





+ Residential and Retail - taps into the existing creative community there is an opportunity to create maker space where artists can live and work on the plaza. This would bring activity and commerce to the plaza while relating to the neighboring residential communities.

- Back of the house support for activities will be carefully positioned to protect the edges of Park Main and the Park Main experience. To the extent possible, support activities for all functions will be co-located to minimize impact and allow for coordination and control of necessary support activities (garbage removal, deliveries,

etc.). We have used a unified management entity to control garbage removal and access for deliveries on other projects.

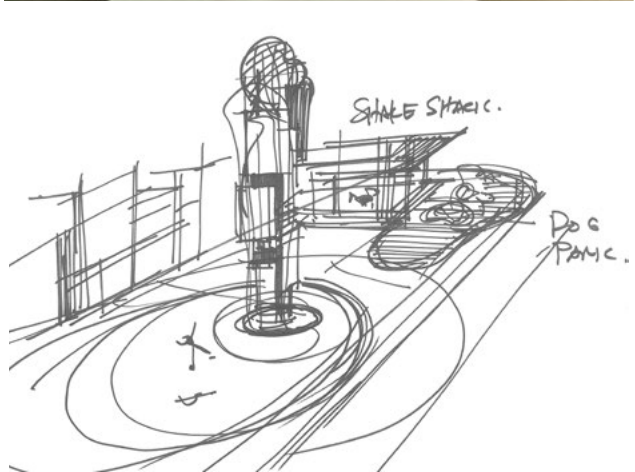
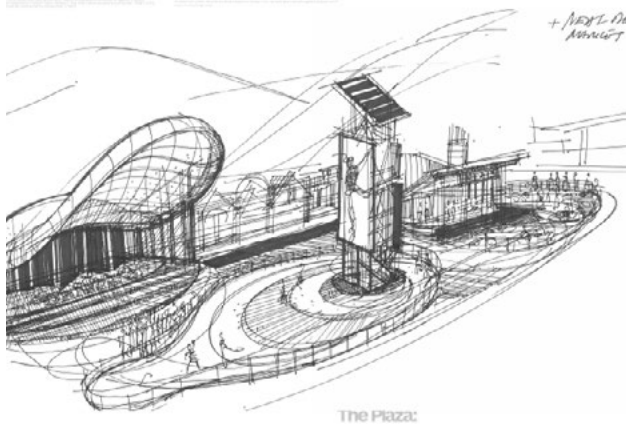
EVENTS:

The programming of a space means that we understand and agree on the types of events that can be served. To design a space and then fit events into it enhances the likelihood of failure. Flexibility to provide for unanticipated use is always a consideration but proper programming allows us to truly understand the needs and provide the

appropriate amount of support space for the intended use.

- Park Main is the place for special events including concerts, movies, art exhibitions and special Sundance activities
- Park Main is a space that can host events large and small effectively providing an iconic anchor for the southern end of Main Street.
- Programming is best approached as part of a comprehensive downtown strategy that identifies the most appropriate events for THIS space while allowing for integration into existing events.







## THE MOTHER LODE ON MAIN

Park Main will be the 'Must See, Must Experience' in Park City and the Wasatch region. Our team knows the significance of Park City's rich mining, sports and artistic history. We have been inspired by the pioneering and maker spirit that drove the people who built Park City in the first place. Park City's evolution from 'the mining of Silver' to the 'mining of White' to the 'mining of Bronze, Silver and Gold' is a progressive enterprise based on people fulfilling dreams. The success and growth of Sundance, Tourism and Outdoor Adventure industries in this place is no accident. The bold and wild setting fosters a sense of freedom and fuels an entrepreneurial way of life for residents and visitors alike. Designing a great and authentic public 'Park City place' is really about understanding this dynamic and designing with the same boldness, pioneering spirit and sense of adventure that has fueled Park City all these years.

So what does that really mean? As we conceive it, Park Main is a place that residents love and want to use daily leaving visitors feeling 'I'm a Parkite too'. It should feel familiar, welcoming, exciting, exotic and new all simultaneously. With the right design thinking, combining creativity and programming, we are confident this will become the favorite place to build memories. People cherish their memories. We want to create a space for them to share memories one-on-one, with the community through media and with the world as they post their Park Main selfies on Instagram and Facebook.

As a design opportunity we have hit the mother lode; a fun, interesting, and rich experience, an 18-hour environment that includes dining, shopping and enjoying the company of family and friends that is uniquely Park City. Imagine a place where après ski might involve hanging out in a café while friends, neighbors and visitors ice skate nearby or lounging on a sand beach where you can watch the day's adventures on the mountain unfold

on a grand scale digital plaza centerpiece. Imagine a place where everyone can play together, enjoy a crafted brew while competing in the nightly corn hole tournament, or perhaps bouldering and ice climbing.

### A NEW EXPERIENCE EVERY TIME

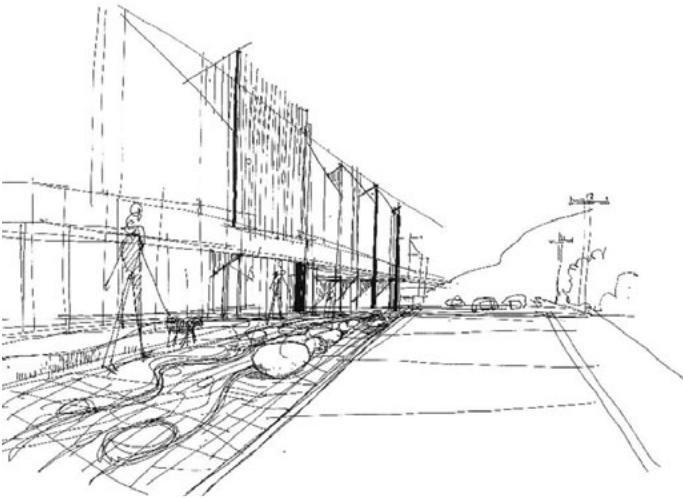
Great places never seem to get old or boring. When they host events or special programs they just become more meaningful, more dynamic, and more memorable. This is our primary objective. Together, with you, we will balance bold physical design expression, that embodies the spirit of Park City, with spaces that adapt and evolve through events, art installations or temporary uses such as Christo's 'Gates' installation in Central Park NY or the Bamboo installation in the Luxemburg Gardens in Paris.

### HAVING OUR CAKE AND EATING IT TOO!

The single most important question to this design process is how do we make Park Main an active urban space on a day-to-day basis when not activated by an event or gathering. For us, this will be the acid test for any design idea. Creating a vital urban space that feels right on a quiet Sunday morning while reading the paper over a cup of coffee and filling the same place at 9:00pm for a performance or casual viewing of the day's wipeouts on the multi-media screen is a very difficult puzzle to solve. It requires the right pieces, in the right place, at the right time. It starts with a creative and talented team (and this includes you) with a deep understanding of context, issues, and opportunities; and most importantly a team with the boldness to take a leap. Great places are realized first through imagination. This is at the heart of our creative process. We bring energy, humor, creativity, skill, and most importantly, a pioneering spirit to discovering a truly brilliant design. This requires iteration, debate, and dialogue. Trust us as we engage you in every step of the creative process.









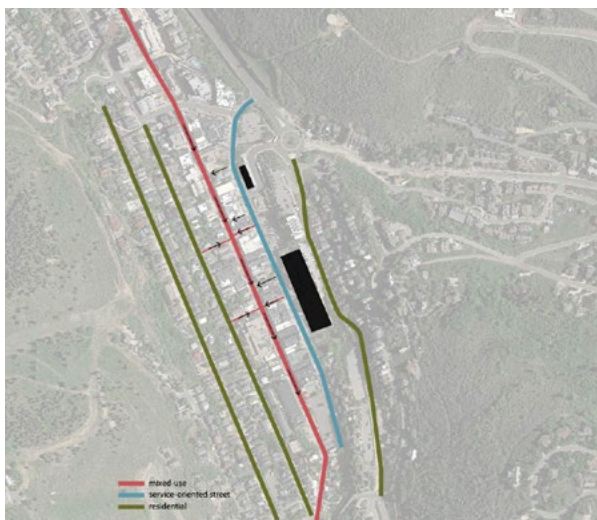
## THE ANATOMY OF A GREAT PUBLIC SPACE

Vision, passion and creativity are just one piece of the puzzle; anatomy, functionality and programming are the foundation of creating a great space. Our first impressions of what kind of design might be realized in Park Main are captured here. These concepts are our first steps both in understanding the surrounding city and identifying the existing conditions that both hinder and help us achieve our goals. We will work with you and the community to incorporate the insight of the people who make Park City home as we refine and complete these design concepts, using experience and insight to guide us and help avoid the potential flaws that can overwhelm all our good intentions.

### ONE WITH EVERYTHING

First the design of the space must be 'One with everything'. Park Main is inseparable from Main Street itself, its adjacent neighborhoods, history and culture that has thrived here. Main Street is the vibrant mixed-use corridor and primary axis for pedestrian movement through town. Main Street is the hub, with residential neighborhoods and the Swede service corridor running parallel to it. Our design must respond to all of Park Main's surrounding residents, maintaining the important cross connections to parking and regional transit (Diagram 1).

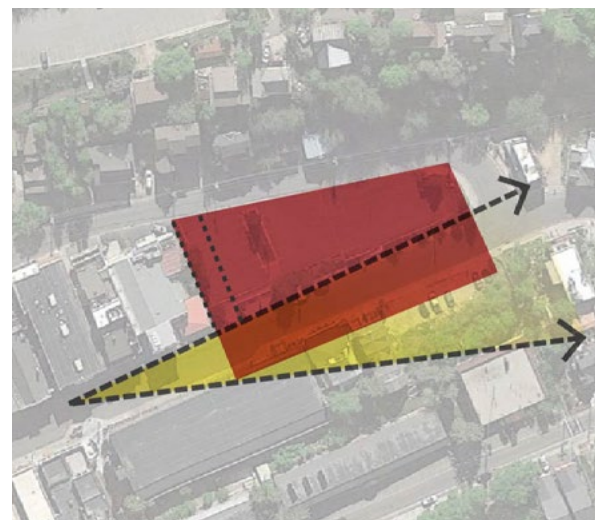
Drawing pedestrian energy close to the centerline of the Main Street will make activity visible from northern Main Street as well (Diagram 2A and 2B). Adjusting access between Swede and Main reveals the opportunity to close Main Street, either permanently or temporarily, allowing it to become part of the plaza without affecting access. Park City has a history of closing Main Street for concert events, Halloween festivities and Savor the Summit, to name just a few and this consideration would allow Park Main to spill into the street and create a destination place, a terminus and transition.



*Diagram 1—Main Street, anchored by Main Street Plaza is the prime pedestrian corridor, providing access from parking, regional transit, and surrounding residential streets, for Park City.*



*Diagram 2A—A plaza with pedestrian energy disconnected from the center of Main Street is imperceptible from its surrounding context.*



*Diagram 2B—A plaza with pedestrian energy close to the center of Main Street is visible from afar and encourages visitors to join in.*



## DESTINATION MAGNET

Drawing people a half mile and 80 vertical feet up Main Street requires that people know there is a great destination at the top of the hill (Diagram 3).

Currently the energy of the street loses steam as you move up the hill (Diagram 4), so it will be critical that the vibrancy of Park Main be visible from downhill.

A visually interesting and vertical icon will draw people up the hill, generate energy in the center of the space and terminate the street view from the north (Diagram 5).

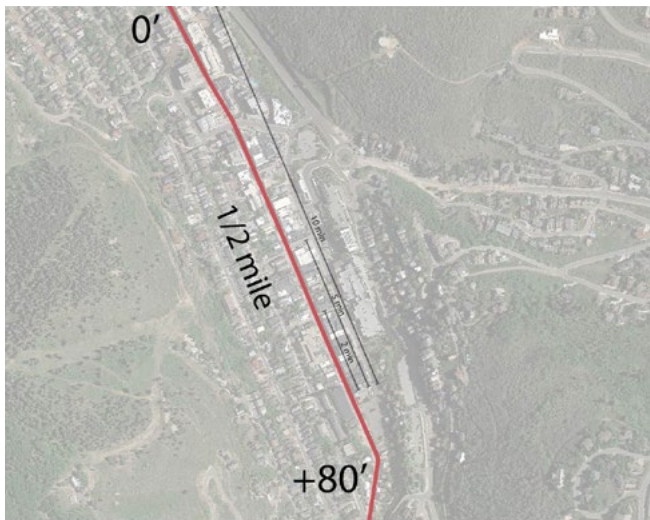


Diagram 3 -Main Street Plaza is located at the end of a long and steep street. It is important that the plaza is worth the journey from the bottom of the street, especially after a long day of adventuring.

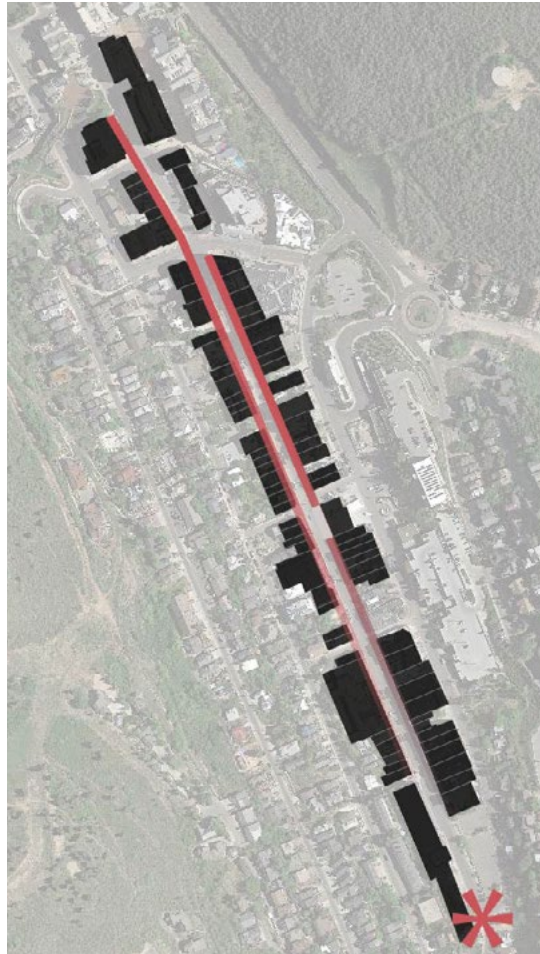


Diagram 4 -The energy of Main Street dissipates as one moves further up the hill.

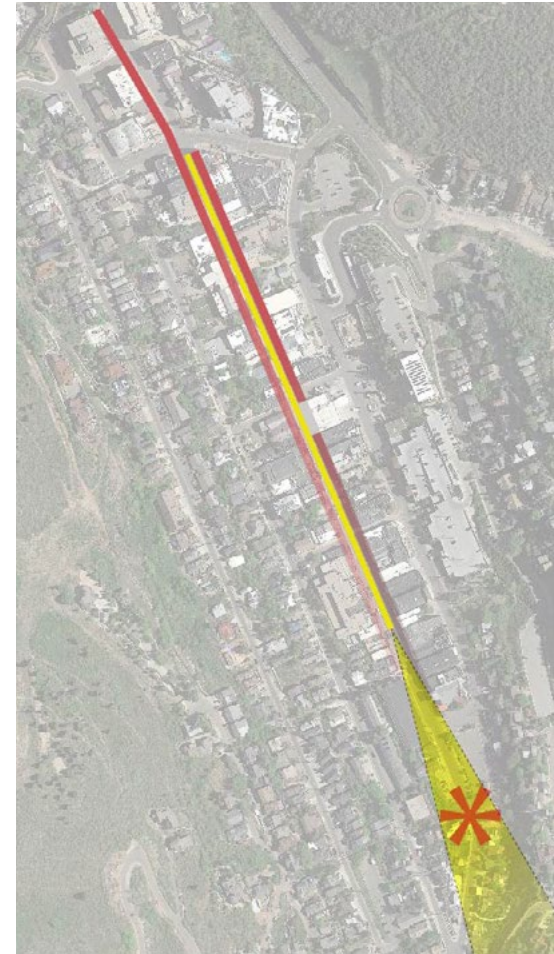


Diagram 5 -A visually interesting vertical icon will draw people up the hill towards Main Street Plaza.

PERFECT URBAN SCALE

The eastern edge of the space should be activated in a way that naturally shifts activity towards Main Street and pushes pedestrian activity towards the center of the space (Diagram 6). These edges also play an important role in defining spatial proportions and the overall sense of urban scale.

The scale of the Park Main is fundamental to how people feel when on the plaza for a quiet cup of coffee or to attend an event. The mountain backdrop provides a natural sense of enclosure, however, the eastern edge of the space is defined by falling grade, views to the more service oriented corridor of Swede Alley and is somewhat shielded when viewed from northern vantages of Main Street (Diagram 7).

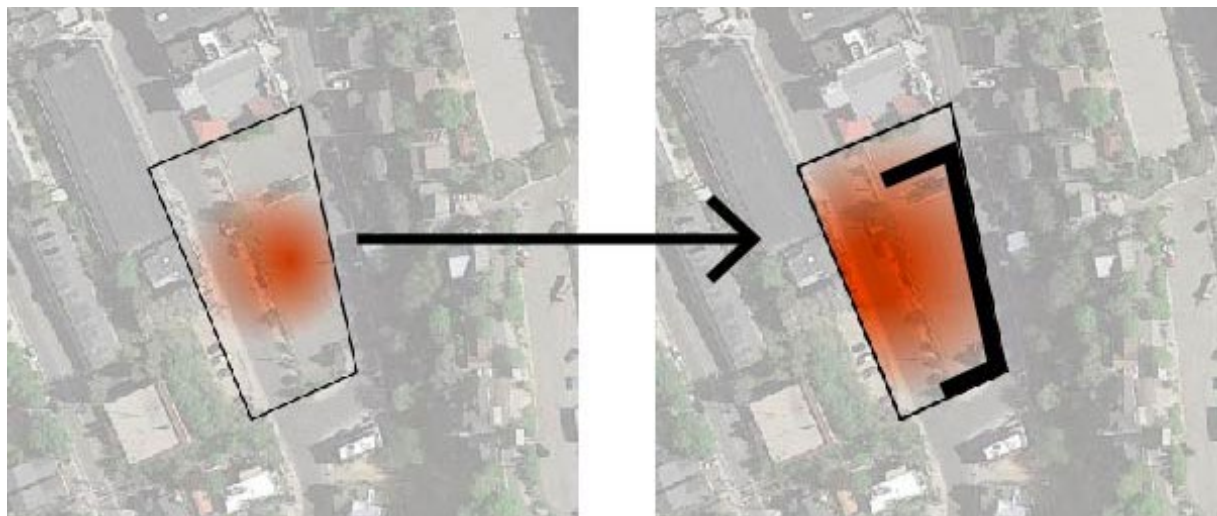


Diagram 6 -Compression towards Main Street, by pushing the center of activity to the center of the plaza, sets the eastern edge of the plaza up for activation.

VIBRANT EDGES

People enjoy both being a part of the action and observing it from the edge. It is important to animate the edges of the square with a variety of activities allowing people to enjoy the programmed activity in the center of the space (Diagram 8). Imagine a great food destination with café seating or ground floor retail, an engaging water feature or an interactive media wall that both draws people to it but also invites people to stay and enjoy the moment.

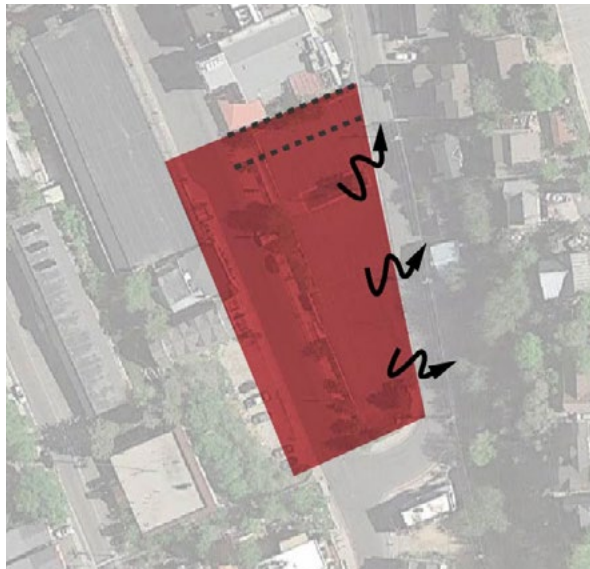


Diagram 7 -The eastern edge of Main Street plaza lacks a strong edge to contain the activity of Main Street Plaza

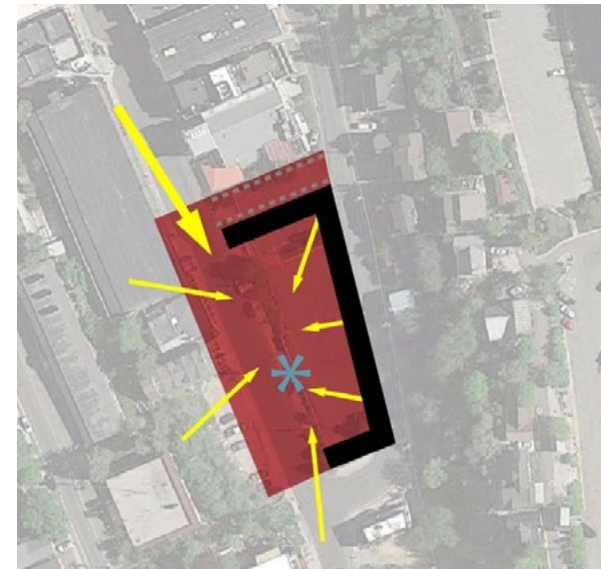


Diagram 8 -it will be important to animate the edges of the square with a variety of activities that allow people to enjoy the programmed activity in the center of the space



## THE FOCAL CENTER

The center of Park Main is an adaptable public room that offers something new every time you visit the space. This is where programming and physical space making need to work hand in hand (Diagram 9). Good spatial layering and carefully positioned activity zones are critical to keeping the space vital and active when there are no events planned. The form of the space must become a music venue, a skating rink, a film theater, the central place to light a grand Christmas tree or even an extreme sports arena comfortably and with ease of transition. But most importantly, this is the space that will be the place people think of first when considering how to spend their free time or where to share a vacation experience.

## SMART FLOOR, SMART CEILING, SMART WALLS

If you think about it, these elements of a public space can either be a limiting factor or an expansive one. We think of these elements as opportunities to amplify the human experience and set a new bar for how public space is defined and how it is used. For example, imagine the corrugated wall of the Treasure Mountain Inn as a continuous art element where each wall panel (the space between columns) can pull down (like a Murphy Bed) to reveal a temporary stage or a platform for pop up retail space, or a deck for movable lounge chair seating. One of the bays could become a bike service station to support Park City's bike culture or even a shadow box for the retail spaces above. Imagine a shade canopy over the central plaza space that can be used to project video. Imagine that it contracts to reveal the stars on a clear night. Adaptability is common place

for how plaza floors are designed and programmed all over the world. Why not think this way for the walls and ceiling too. For example it is not uncommon to see a performance stage that can be transformed into an ice skating sheet or a plaza for a book fair one day could become a venue for sand volleyball the next.

There are always flaws to a project that can limit its success. These can be physical flaws that can be transformed into an integrated and beautiful design or flaws in communication, organization or availability of resources. Truly what appear to be external flaws are in fact a lack of creative and open thinking. This project is an amazing opportunity for Park City and the only question: Is it worth doing? The answer: Yes! What are we waiting for and why haven't we already thought of this?

The possibilities for Park Main are undeniable. If there are funding issues you phase the project or find a donor who shares your vision. If there are schedule constraints you coordinate the work to respond to these constraints. If it requires community involvement you develop innovative ways to incorporate the community into the planning and development. We want to partner with you to help you realize this vision. Our team gives you the resources to think outside the box and solve issues that a standard design process does not even acknowledge.

Ultimately together we will create a space that will belong to the people who visit and live in Park City and reflect its high energy culture.

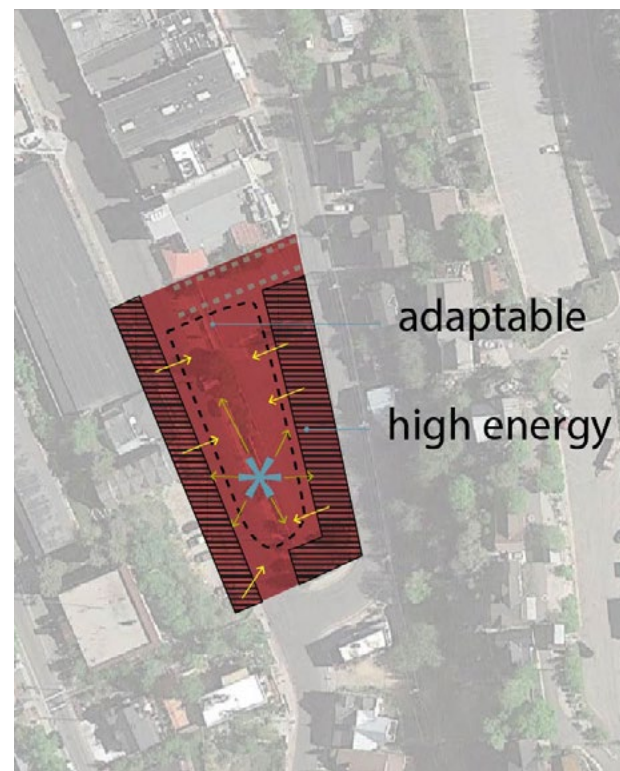
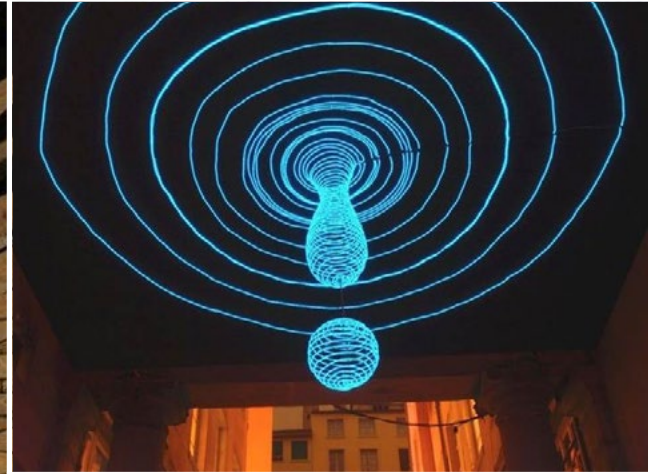


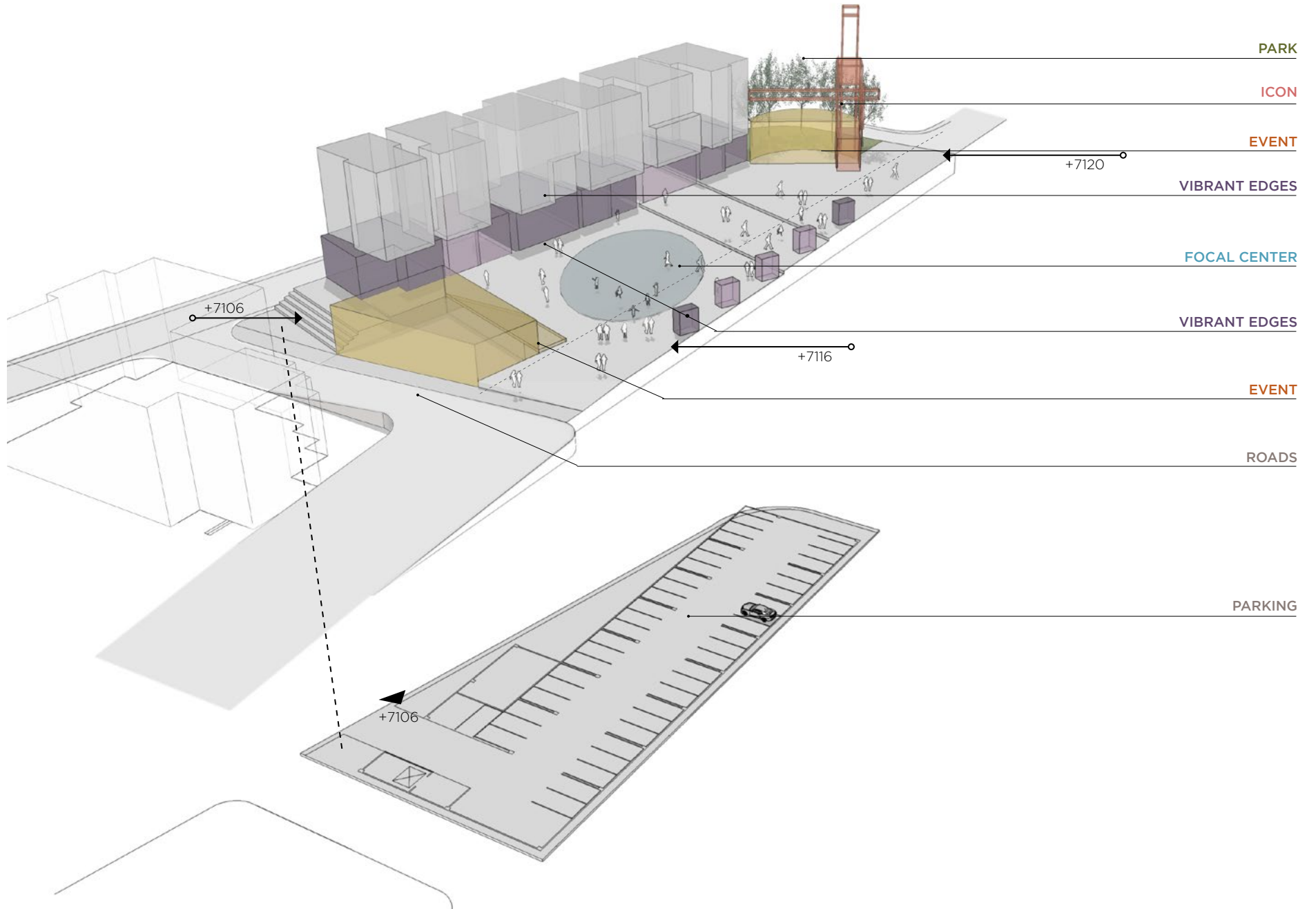
Diagram 9 - The center of the square becomes an adaptable public room surrounded by energizing urban edges.





ON  
REGIMENT





PARK

ICON

EVENT

VIBRANT EDGES

FOCAL CENTER

VIBRANT EDGES

EVENT

ROADS

PARKING

+7106

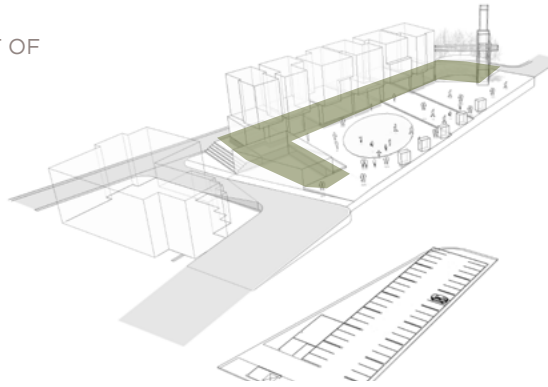
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+7120

+7106

## PARK

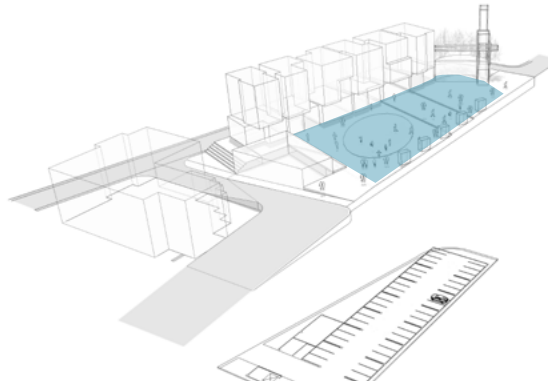
A PLACE BECOME A PART OF DAILY ENTERTAINMENT



- Green Space
- Seating and Trees
- Dog Park
- Water Stream
- Fire Pit

## FOCAL CENTER

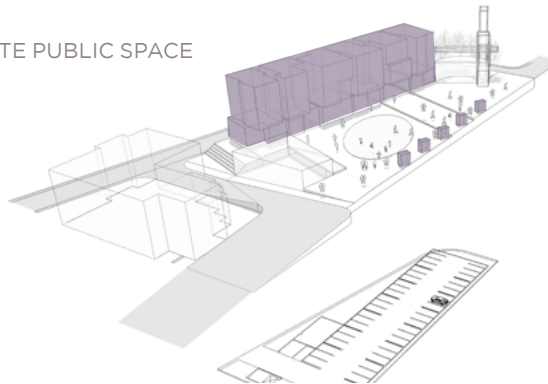
A CENTRAL OPEN SPACE



- Open Plaza
- Music Venue
- Skating Rink
- A Film Theater
- Sand Beach

## VIBRANT EDGES

PROGRAMS THAT ACTIVATE PUBLIC SPACE

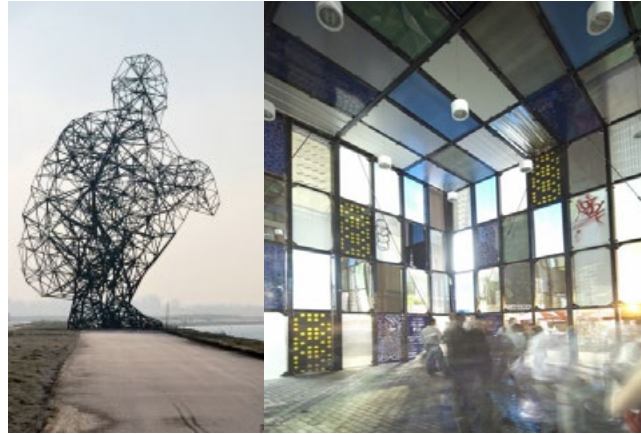
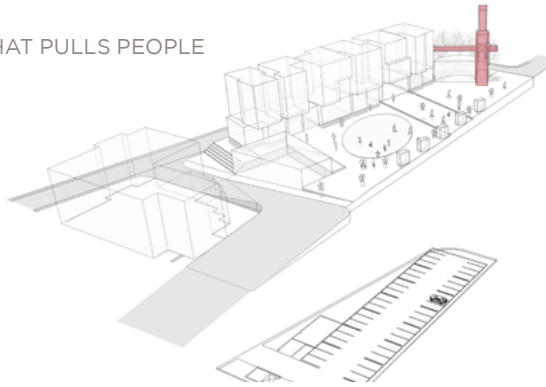


- Retail/Micro Retail
- Restaurants
- Housing
- Makers Space
- Adventure Structure



## ICON

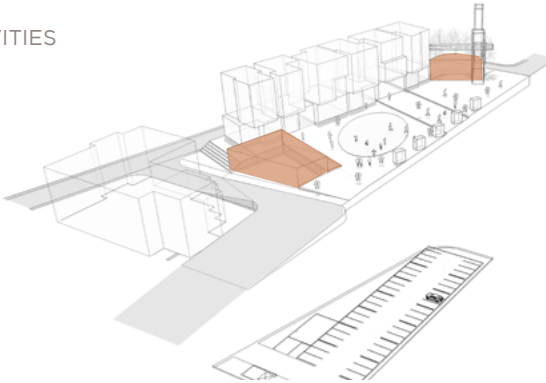
A VERTICAL FEATURE THAT PULLS PEOPLE TO DESTINATION



Park City Obelisk  
Media Tower  
Installation Art

## EVENTS

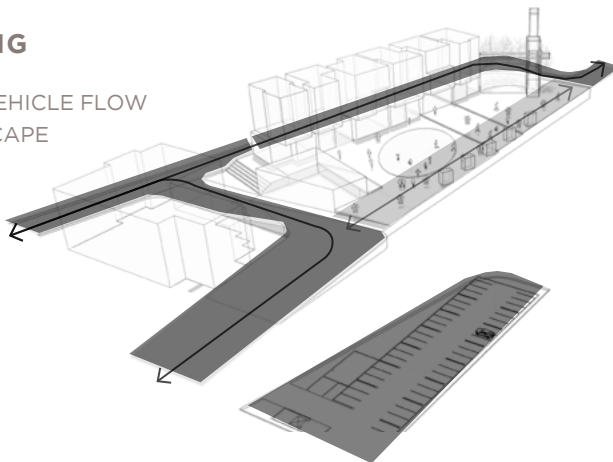
PARK CITY ICONIC ACTIVITIES



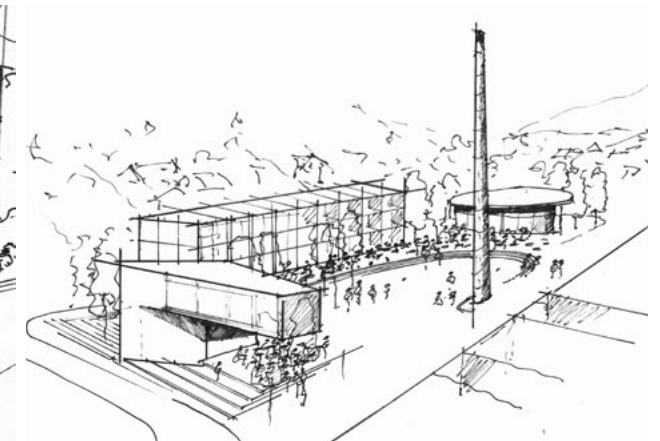
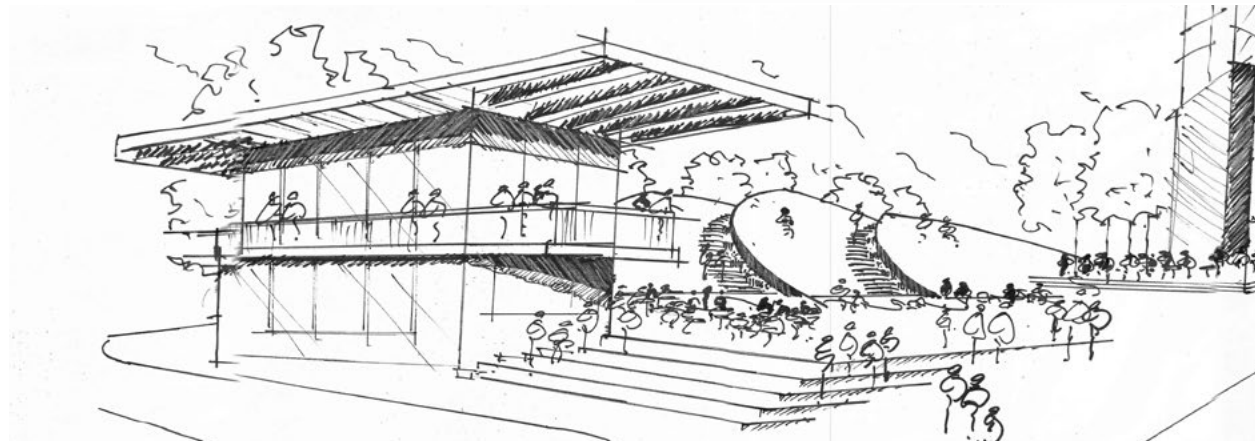
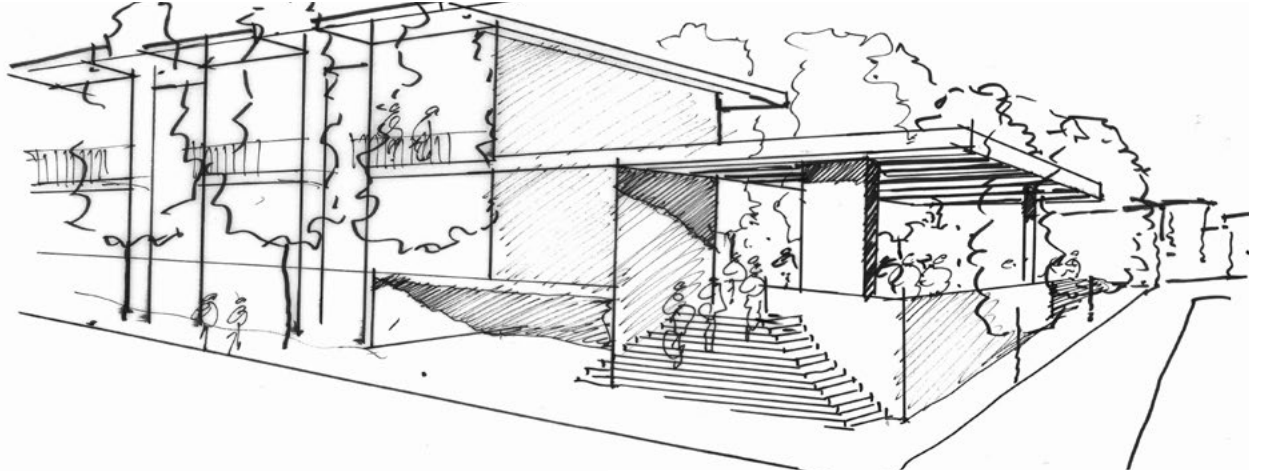
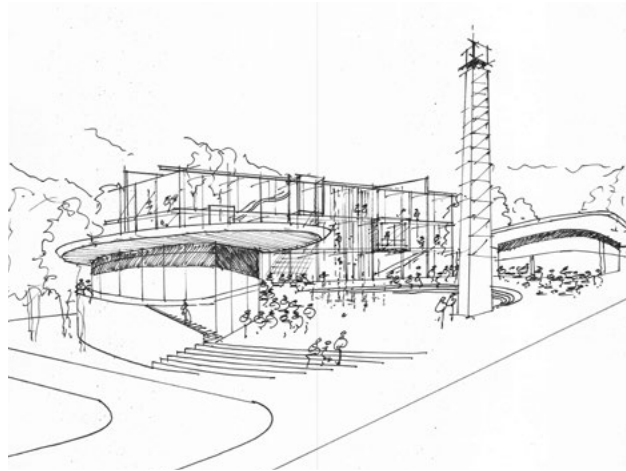
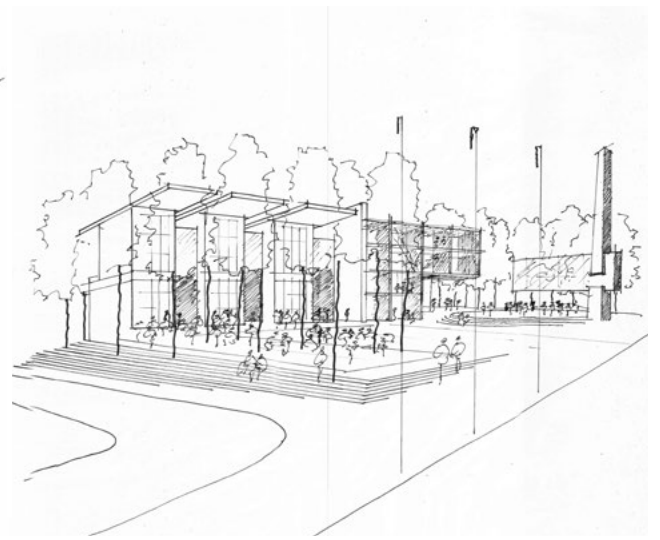
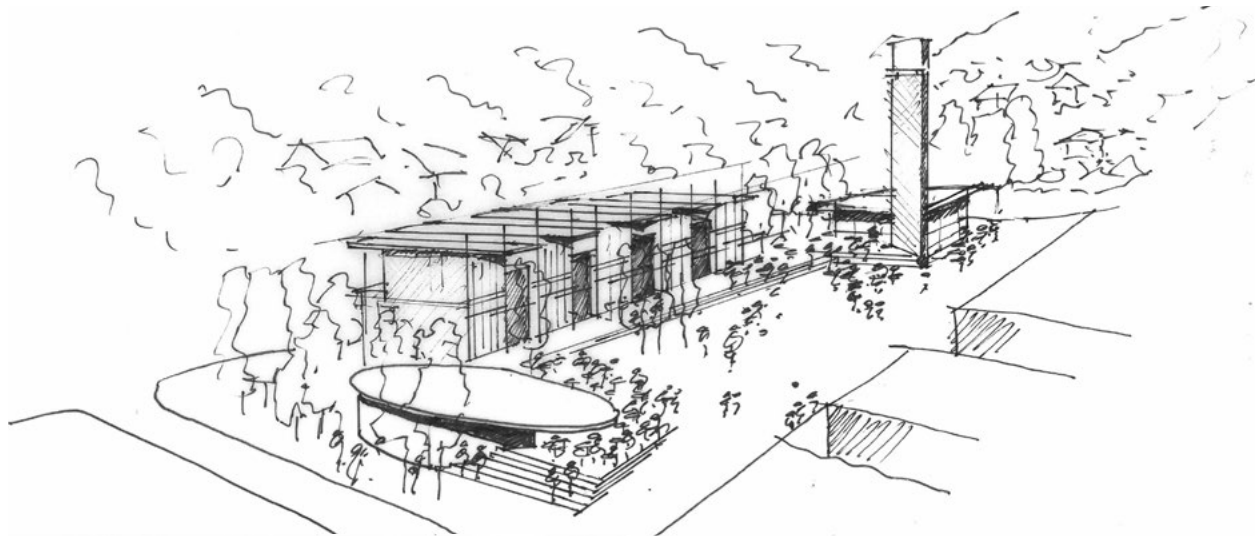
Arts Festival  
Farmer's Market  
Event Stage  
Shake Shack  
Sundance Activities

## ROAD & PARKING

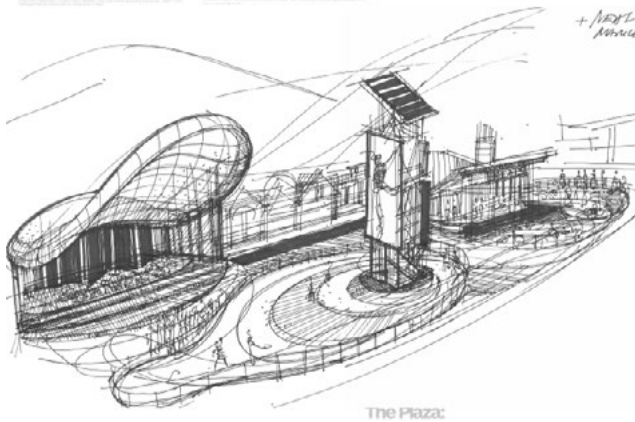
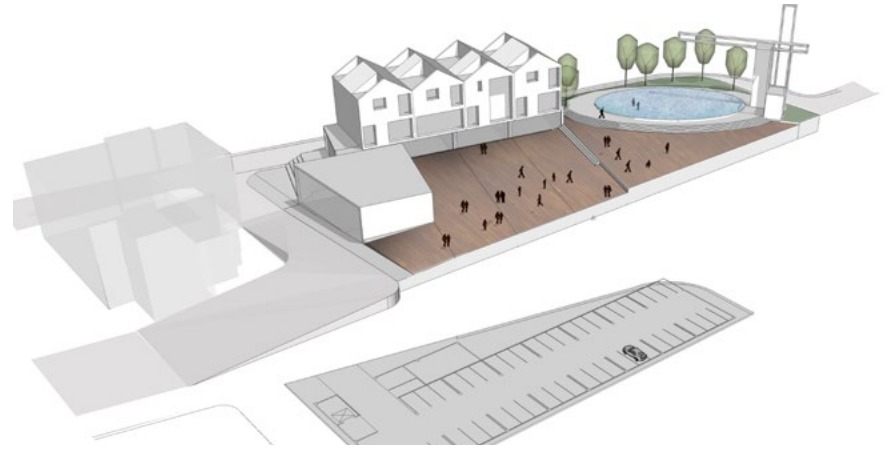
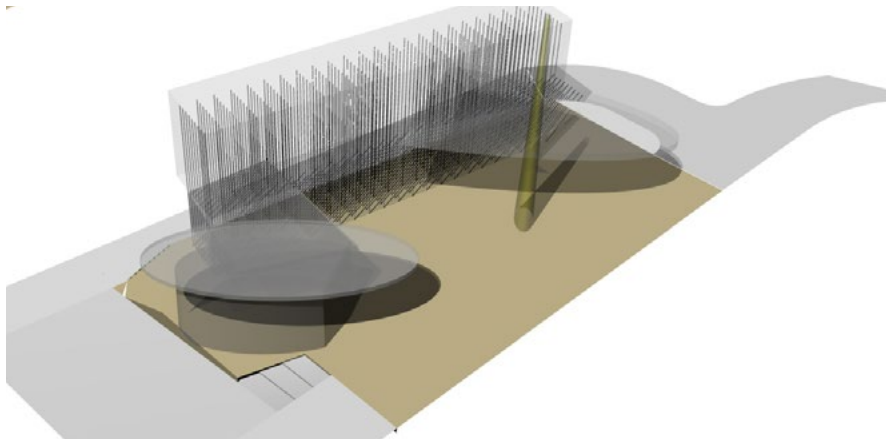
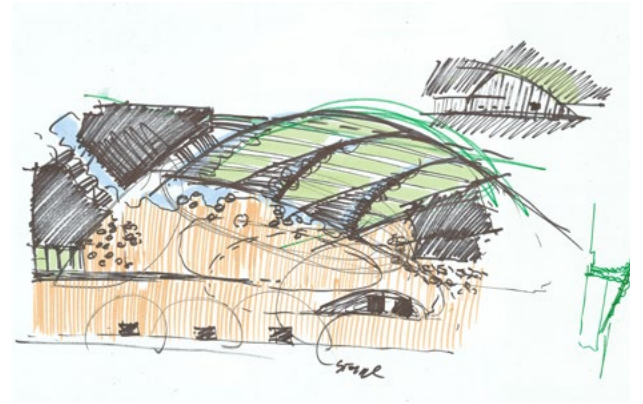
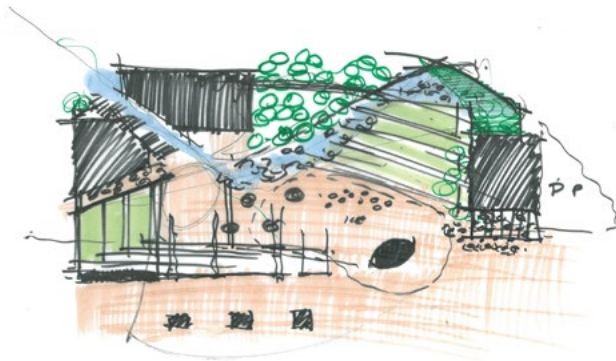
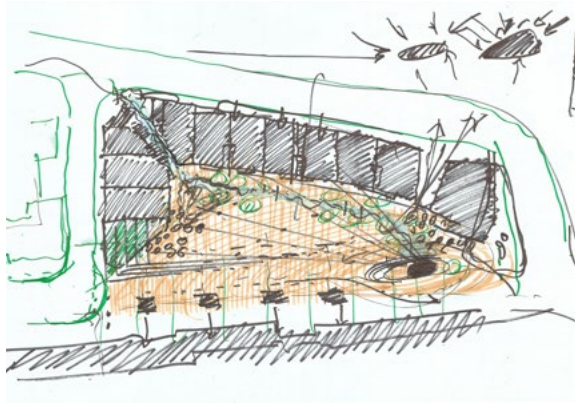
ALLOW EFFICIENT VEHICLE FLOW  
ACTIVATE STREET SCAPE



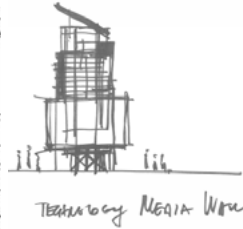
Providing Turnaround  
Underground Parking



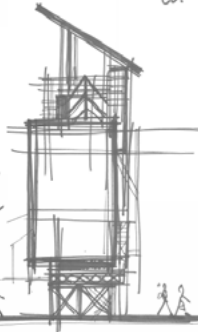




The Plaza



Technology Media Work

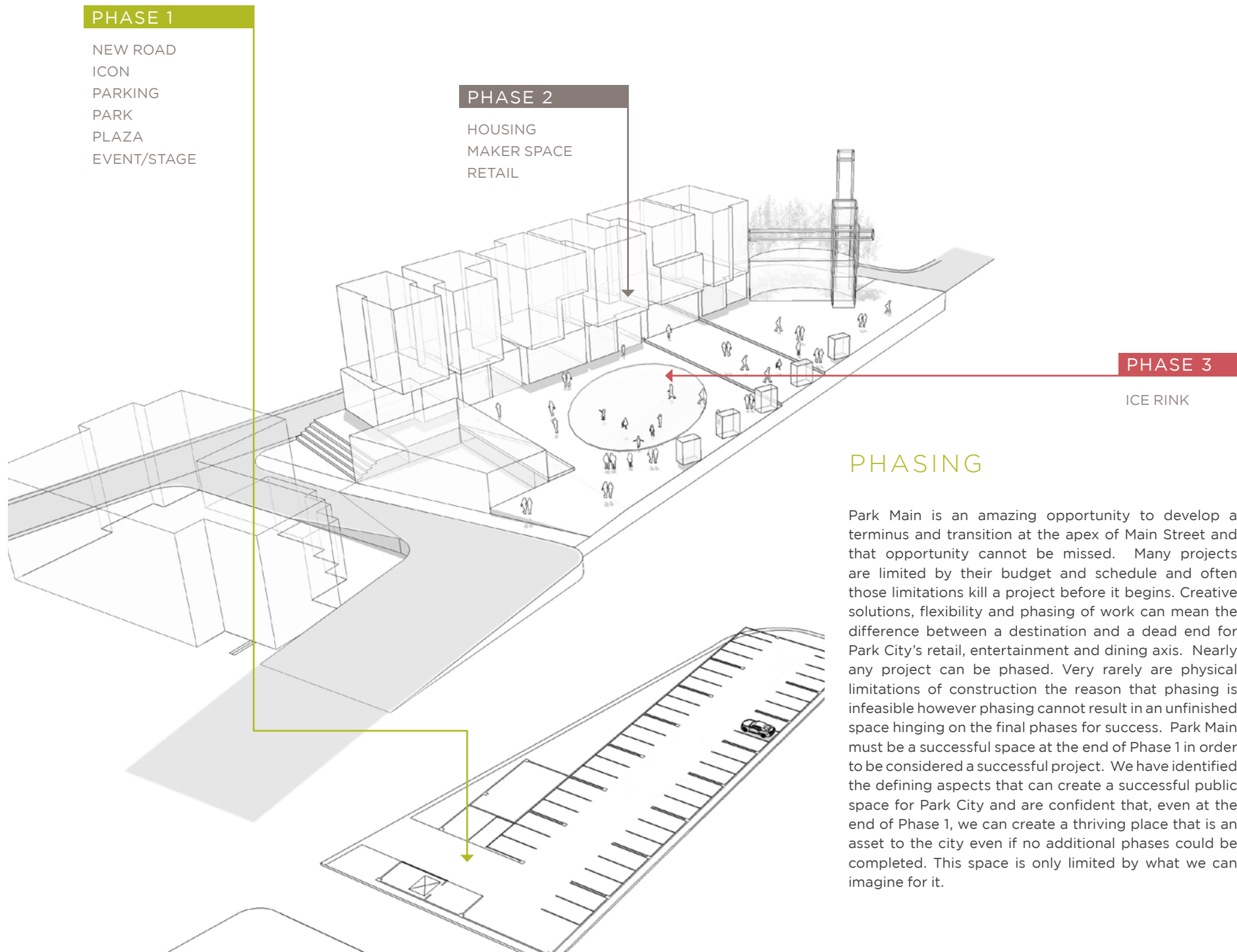


Media Time



The Spiny Struss Splice





## PHASING

Park Main is an amazing opportunity to develop a terminus and transition at the apex of Main Street and that opportunity cannot be missed. Many projects are limited by their budget and schedule and often those limitations kill a project before it begins. Creative solutions, flexibility and phasing of work can mean the difference between a destination and a dead end for Park City's retail, entertainment and dining axis. Nearly any project can be phased. Very rarely are physical limitations of construction the reason that phasing is infeasible however phasing cannot result in an unfinished space hinging on the final phases for success. Park Main must be a successful space at the end of Phase 1 in order to be considered a successful project. We have identified the defining aspects that can create a successful public space for Park City and are confident that, even at the end of Phase 1, we can create a thriving place that is an asset to the city even if no additional phases could be completed. This space is only limited by what we can imagine for it.