

## Park City Main Street Plaza Scope of Work 07/20/2015

### Overview:

Park City and the Design Team is teaming to provide an event space and anchor for the top of Park City's Main Street. The GSBS-led design team will include GSBS, Civitas, Struck, NV5 and Calder Richards Structural Engineers for the conceptual design phase and add mechanical, electrical and parking consultants as needed for the future design phase.

The site is the home to approximately 40 surface parking spaces. The project intends to replace the current surface lot with a parking structure and a public plaza/event space to complete the urban fabric of Main Street and establish the top of Main as a destination and draw for visitors and residents.

### Stakeholders

Park City Municipal Corporation  
Historic Park City Alliance  
Park City Chamber of Commerce/Convention and Visitor's Bureau  
Public

### Design Team

**Phase 1 (Conceptual Design)**  
GSBS Architects, Architect of Record  
Civitas, Urban Planner and Landscape Architect  
Struck, Branding Consultant  
Calder Richards, Structural Engineer  
NV5, Civil Engineer  
Parametrix, Cost Estimating

### Project Boundaries

Swede Alley  
Main Street  
Surface Parking Lot South of Wasatch Brew Pub

### Schedule

Phase 1 – July 30 – Dec 17, 2015 (100 working days)  
Phase 2 – TBD based on scope

### Scope

1. Phase 1 – Conceptual Design (Total \$185,235)

#### Coordination (\$9,200)

- i. The Project Manager will coordinate schedules with the Design Team, Client, and Public Agencies and attend up to thirty meetings (not

including the six Branding Stakeholder Interviews or the ten Programing and Opportunity Analysis Partner Meetings) throughout the Conceptual Design Phase. The attached scheduled outlines these meetings.

#### **Market Strategy/Positioning, Initial Concepting and Pre Design (\$55,500)**

- i. The Design Team will review existing concepts, market, trends and competitive data/research and coordinate with Park City Steering Committee to gain a clear understanding of the project objectives and desired brand experience for Park City Main Street Plaza.
- ii. The Design Team will conduct up to six stakeholder interviews with members of the HPCA, Public Services, and property owners. The main purpose of these interviews will be to define the desired visitor experience and determine success metrics for the Park City Main Street Plaza.
- iii. Based on the insights and recommendations gained, the Design Team will deliver a brand positioning document that includes: persona and visitor definition; visitor pathways; brand positioning and insights; and brand personality, voice, and tone.
- iv. The Design Team will develop “look and feel” boards to indicate guideposts for subsequent site concepting and design (to be completed in future phases of the project).

#### **Urban Design Analysis, Information Gathering and Concept Development – Civitas and GSBS (\$18,425+\$18,500)**

- i. The Design Team will produce a site analysis document communicating existing site conditions, context constraints, connectivity, and other pertinent information within the Project Boundaries.
- ii. Design Team will facilitate individual meetings with City/Public Agencies and immediate neighbors of the project as defined in the schedule to determine previous, current, and proposed planning, urban design, and engineering efforts and produce a site strategy guide outlining specific strategies for implementation in future phases.
- iii. The Design Team will identify and create three initial concepts identifying and providing recommendations on elements such as walkability, density, streetscape, furnishings, use, and pedestrian activity.
- iv. The Design Team will provide documentation of the initial concepts including site ideas, rankings and feasibility analysis.

#### **Programming Strategy (\$10,000)**

- i. The Design Team will conduct stakeholder interviews within the defined meetings that are part of the schedule with City/Public Agencies. The main purpose of these interviews is to gather information on program management of the Park City Main Street Plaza and begin to formulate the program strategy and analysis document.
- ii. The Design Team will facilitate up to three discussions with a Program Management Committee formed by the RDA to determine strategies

- for future program management and maintenance of Park City Main Street Plaza.
- iii. The Design Team will create a program strategy document summarizing the outcome of the stakeholder interviews, program management committee and outlining specific strategies for implementation in future phases.

#### **Opportunity Analysis (\$12,000)**

- i. The Design Team will review any existing retail and economic studies and documentation associated the Project Boundaries provided by Park City.
- ii. The Design Team will use data provided by the Park City in a digital format to perform an analysis to identify specific retail strategies within the project boundaries.
- iii. The Design Team will identify the market sub-segments most appropriately captured by the proposed retail spaces and focus of the project design.
- iv. The Design Team will make recommendations for strategies involving adjacent properties to support the vision and program.
- v. The Design Team will conduct up to ten Potential Partner Meetings with parties interested in a presence on the Park City Main Street Plaza. We will discuss interest in participating in programming and event coordination, perceived opportunities for collaboration and wishes/desires for space. The possible partner list will be finalized with the project team but could include residential property owners adjacent to site, Kimball Art Center, Sundance Film Festival, Park Silly Market and others
- vi. The Design Team will produce (1) physical copy of the document as well as a digital file.

#### **Concept Refinement – Civitas and GSBS (\$19,125+\$19,500)**

- i. The Design Team will develop up to 3 conceptual alternatives for the project scope and present them to the Park City Steering Committee. Design intent will be communicated through themed sketches, images, material recommendations, and written narrative. The Design Team will conduct up to eight interviews with tenants surrounding Park City Main Street Plaza. The main purpose of these interviews will be to further define the desired visitor experience, particularly from the viewpoint of the existing retail and business tenants.
- ii. Design Team will facilitate individual meetings with City/Public Agencies and immediate neighbors of the project as defined in the schedule to review these concepts and gather feedback.
- iii. After presenting the three schemes to the Steering Committee the Design Team will refine the three schemes and present them to the City Council including the recommended concept selected by the steering committee.

#### **Conceptual Civil and Structural Engineering – NV5 and CRC (\$10,585+\$5,000)**

- i. The Design Team will conduct an existing conditions survey including survey for the possible pedestrian connection of Swede Alley to the

- plaza. This will result in an understanding of the current topography of the site. In addition utility conditions will be verified if possible based on existing utility information provided by the city.
- ii. Design Team will review and report on the civil and structural implications of the three concepts specifically pertaining to utility service, stormwater management, ADA access, roadway grading and design, constructability, excavation requirements, traffic circulation
  - iii. Implications will be reported in a narrative format as a part of the concepts.

#### **Public Outreach and Involvement (\$2,000)**

- i. Public input and support will be generated through a multi-channel approach:
  - Website
  - Email blasts
  - Earned media
  - Site-based input
- ii. Park City/GSBS will host a page on either the City's website or on GSBS website with a link on the City's site. The website will be updated regularly (at least monthly to coincide with Steering Committee meetings) with the most current graphics, photos and information.
- iii. Park City's PIO will issue periodic "email blasts" to the City's email outreach list (supplemented by addresses of people attending outreach activities and/or commenting on the website) at key milestones in the project including, but not limited to the Kick-off of public outreach effort, and availability of new drawings/information on website.
- iv. Park City's PIO will issue press releases and press contact at key milestones in the project. GSBS public relations staff will support Park City in this effort and provide materials as needed and as available according to the design schedule. Key milestones include, but are not limited to the Kick-off of public outreach effort, visioning activities, public events, periodic design updates.
- v. Chalk boards can be placed at strategic points near the site with leading questions. The chalk boards should be monitored for the removal of "inappropriate" content (vulgar, etc.

#### **Cost Estimating - Parametrix (\$5,400)**

- vi. The Design Team will provide conceptual cost estimates for all three schemes to present to the steering committee.

## **2. Phase 2 – Design of Phase 1 for Park City Main Street Plaza (\$TBD)**

Phase 2 will include design of the first phase of the project. This scope is yet to be determined. We will negotiate a fee for this portion of the work at a later time however we estimate the fee at 9% of construction cost.

### 3. Additional Services

This fee is based on the schedule provided and the scope represented by this scope document. Services requested which are not included in the scope outlined shall be considered additional services and require written confirmation. Additional services will be billed hourly per the standard billing rates provided. Meetings required but not currently shown in the schedule will be billed hourly. Participation in the meetings by Civitas will require \$3,000 per meeting.

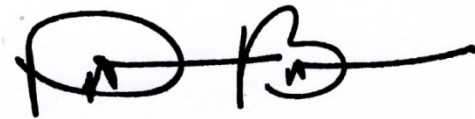
#### Summary and Acceptance

The architect bills monthly at the end of the month. Payments are due within 30 days of receipt. Services for Phase 1 Conceptual design will be billed in two phases, conceptual option development and conceptual refinement. Conceptual option development will occur the first two months followed by conceptual refinement in the following three months.

This proposal represents our anticipated scope of work and terms which we anticipate to be the basis of an official contract. Thank you for your interest in working with GSBS Architects.

Please feel free to contact us with any questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Brems', with a long horizontal line extending to the right.

David Brems 07-20-2015  
GSBS Architects

