

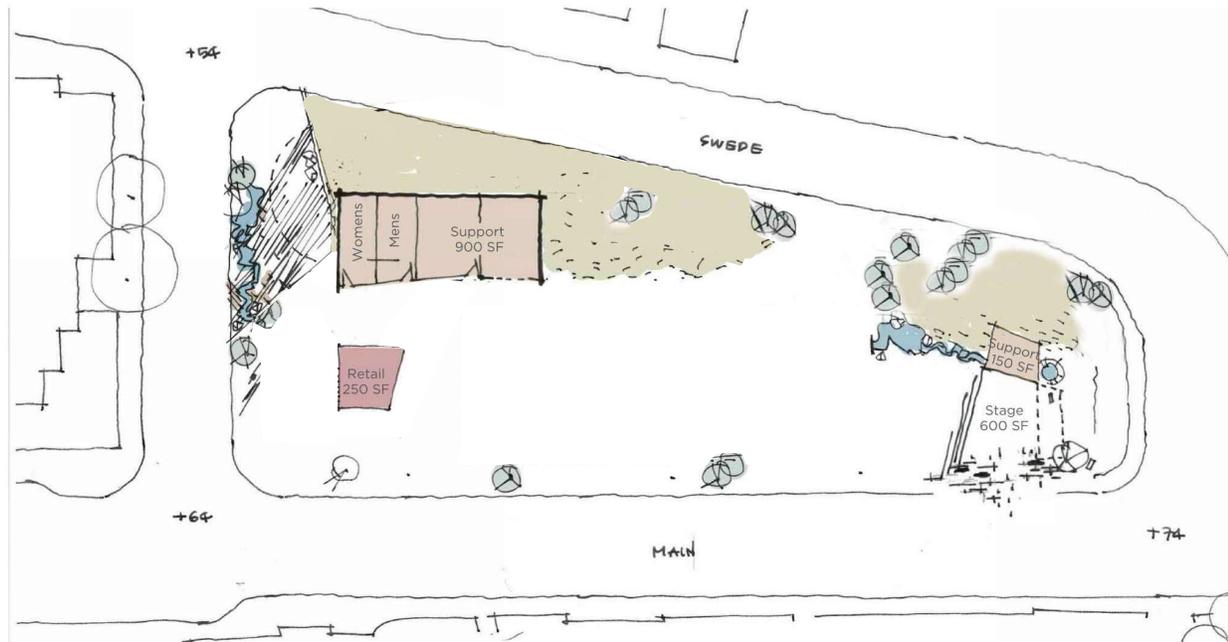
SCHEMES	Daily Activity	Promote Events	Encourage Stay & Play	Combine Landscape and Building Program	Multi Seasonal Use	Park-like Character	Urban Character	Promote Sustainability	Increase Flexibility	Enhances Streetscape	Serve Residents	Serve Visitors	Serve Main Street Workers	Create a Destination	Create 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
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	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.																						

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		

Introduction:

At its most simplified level, the Main Street Plaza design provides the following:

- A large flat area to erect tents ranging in size from 10' x 10' to 100' x 40'
- A stage for live performances ranging in size from a single performer to a multi-piece band and film screenings
- A coffee shop to extend the Main Street street scape into the plaza area and provide access to quick, affordable food and drink for visitors to the plaza
- Restrooms
- Storage and support facilities
- Green space
- Shade trees
- Pedestrian and vehicular connection to Swede Alley
- Traffic circulation options to periodically functionally incorporate Main Street into the Plaza



Basic Plaza Scheme

The basic scheme, or “skeleton”, meets the minimum requirement to create a space to accommodate events and performances. This scheme is not “uniquely Park City” and does not promote daily, multi-seasonal use. In order to accomplish these two project goals adjustments and additions have been made to the basic or skeleton scheme.

OVERVIEW:

Each of the conceptual schemes provides a large flexible plaza area with rolling landforms for additional event seating and a park-like edge that combines soft and hardscape. Each scheme provides a new connection between Main Street and Swede Alley for car and pedestrian access. This new connection, as well as Main Street itself, is designed to provide expansion area for large events. Use of the new road and adjacent area of Main Street allows for flexible configurations for traffic flow and different types of events. The Swede Alley approach in all schemes provides an improved pedestrian experience and creates an improved street edge for the residences across the street. They also provide space for required storage, support (including trash, mechanical and electrical space) and necessary restroom facilities for the plaza and a small coffee/sandwich shop to increase daily activity. Currently all schemes provide enough interior space for ice skating rink support facilities if desired or these spaces could be used for other amenities. Any scheme would be an event space that could provide for concerts of differing sizes and festivals and markets. The difference between the schemes is the amount of programmable interior space. Any events that require access to a catering kitchen or interior multi-use space would not be served by every scheme. All schemes have the option to include a skating rink and/or a second level of parking.

The matrix is intended to facilitate comparison of the various options for development of a plaza at the current location of the Brew Pub Parking lot on Main Street. The Matrix was completed by the design team with input from the steering committee. The evaluation criteria were developed as a result of an extensive stakeholder and programming process. The scheme that most completely meets the use and design goals for the plaza is Scheme B Option 1. This option is; however, the second most expensive scheme. When structured parking is eliminated from this scheme (Scheme B Option 2) it is the third most effective option and second most affordable (\$6,181,250).

Of the five add-ons evaluated, the ice rink scores the best because it adds a focal point for daily activity in winter. The ice rink, however adds \$1,558,250 (including net zero measures) to the cost of the plaza. There are two add-ons that are the lowest scoring contributor to the functioning and use of the plaza. They are a second level of parking for a total cost of \$3,312,000 and snow melt using the excess heat from the ice rink for a total cost of \$212,750.

The matrix is divided into two sections.

SECTION 1 evaluates the three base plaza options (A, B & C) with and without one level of parking and one additional configuration for Option A with minimal landforms. The eighteen evaluation criteria are given a score of 1 – 5 based on the relative success of the option meeting the criteria – one being least successful

and five being most successful. The maximum score possible is 90 (18 x 5). The options scored between 47 on the low end and 74 on the high end.

SECTION 2 evaluates add-ons that can be included with any of the primary options (A, B & C). The add-ons are scored based on a -1, 0, +1 scale. -1 indicates that the element has a negative impact on the evaluation criteria, 0 indicates that the element has a neutral impact on the

evaluation criteria and +1 indicates that the element has a positive impact on the evaluation criteria.

Evaluation criteria are based on the goals for use and design of the plaza developed through extensive stakeholder interviews and discussions and surveys of area residents. They include:

- Daily Activity – Does the scheme provide areas and uses that are likely to result in activity (both active and passive) on a daily basis?
- Promote Events – Does the scheme provide scalable space for a variety of events?
- Encourage Stay & Play – Does the scheme provide opportunities for visitors to Main Street to spend extra time in the area before or after shopping or dining?
- Combine Landscape and Building Program – Does the scheme include hardscape and building areas for staging events and activities as well as soft scape areas for visitors to “sink into” either for individual use or for use during concerts or other events?
- Multi-Seasonal Use – Does the scheme accommodate and encourage event and daily use in all four seasons?
- Park-like Character – Does the scheme emphasize park-like characteristics (i.e. landscape, passive use areas, etc.)?
- Urban Character – Does the scheme emphasize urban plaza characteristics (i.e. hardscape, event and other active uses)?
- Promote Sustainability – This is a broad category that captures the extent to which the option will discourage driving and encourage activity as well as the balance of hard- to soft-scape, etc. It also focuses on the energy use of each scheme.
- Increase Flexibility – Is the scheme flexible enough to encourage day-to-day activity, festival type events, and performances ranging in size from 100 to 2,000?
- Enhances Streetscape – Does the scheme complete the “fabric” of Main Street by continuing the street frontage beyond the Brew Pub? Does the scheme provide solutions to activating both sides of Main Street to encourage activity all the way to the top? Does the scheme provide an “edge” to Swede Alley that enhances the residential uses on the east

side of the street? Does the scheme make a logical connection to the primary parking garages on Swede Alley?

- Serve Residents – Does the scheme provide spaces that residents are likely to use? Does the scheme minimize negative impacts on residents of the immediate area?
- Serve Visitors – Does the scheme provide spaces that visitors are likely to use?
- Serve Main Street Workers – Does the scheme provide spaces that workers are likely to use?
- Create a Destination – Does the scheme provide an opportunity for Main Street workers to say “Oh you need to go to the plaza to see /do . . . ?”: Does the scheme provide an identity for the plaza?
- Create Vibrant Edges – Does the scheme define the space and contain the energy of the plaza? Will users of the space feel comfortable within the plaza?
- Create Revenue – Do the uses on the plaza contribute to the costs of operations and maintenance?
- Decrease O & M Requirements – Do the uses on the plaza have a positive impact on the cost of O & M and daily programming?
- Decrease Vehicle Traffic – Does the scheme minimize the amount of vehicle traffic at the top of Main Street and in adjacent residential neighborhoods?

The “rankings” based on use and design (highest score for use and design is ranked #1 and lowest score for use and design is ranked #7) are:

1. Scheme B, Option 1
2. Scheme C, Option 1
3. Scheme B, Option 2
4. Scheme A, Option 1
5. Scheme C, Option 2
6. Scheme A, Option 3
7. Scheme A, Option 2

The “rankings” based on cost (Lowest cost is ranked #1 and highest cost is ranked #7) are:

1. Scheme A, Option 2
2. Scheme B, Option 2
3. Scheme C, Option 2
4. Scheme A, Option 3
5. Scheme A, Option 1
6. Scheme B, Option 1
7. Scheme C, Option 1

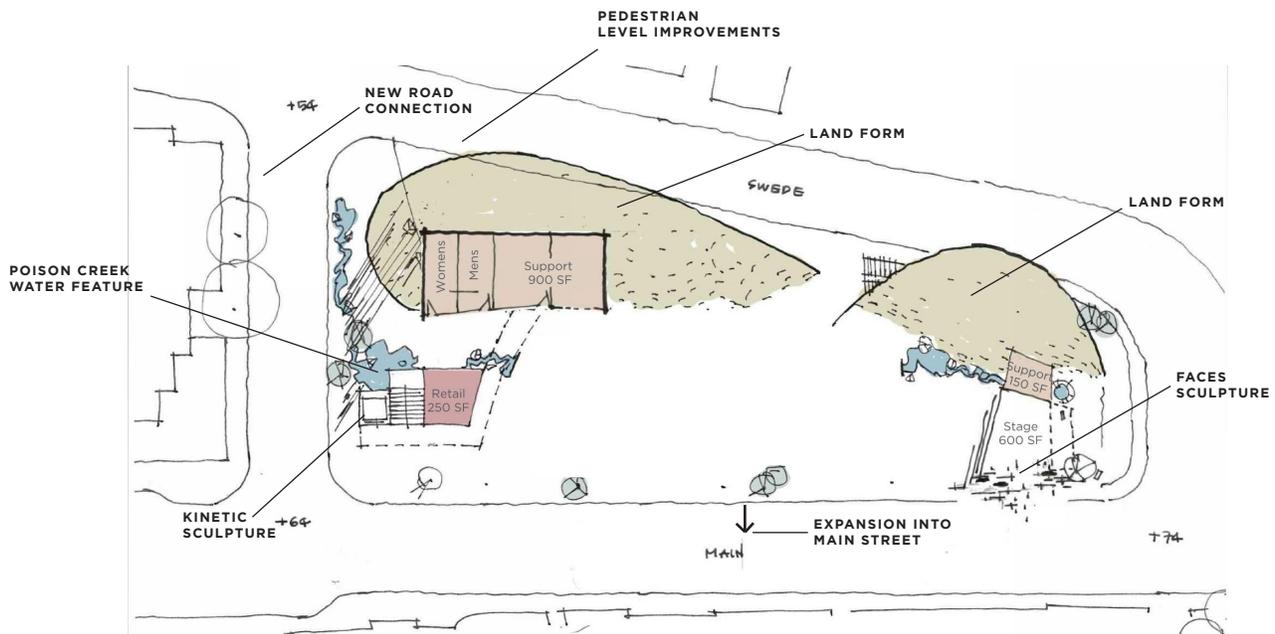
The three “Option 1” schemes are the most expensive because of the inclusion of structured parking. Option 1 is the option with one level of under plaza parking. The three “Option 2” schemes are the least expensive because structured parking is eliminated. Scheme A, Option 3 includes structured parking and reduces cost by eliminating one of the two “landforms” that are a distinctive feature of the concept.

The evaluation of each scheme and option is described below.

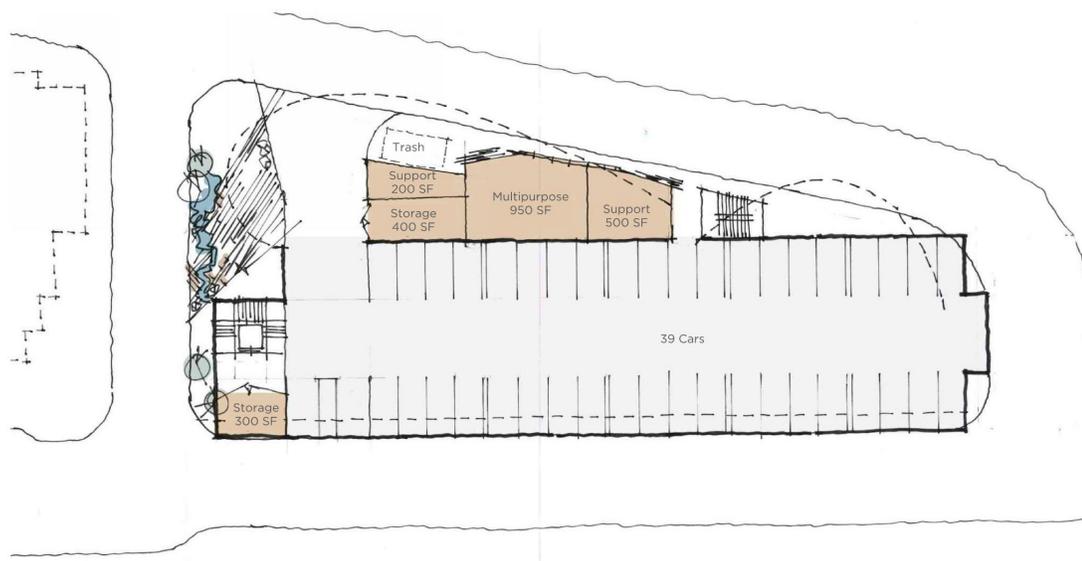
SCHEME A (BASE) OPTION 1:

Scheme A represents a minimal built presence on the plaza. This option would be the least urban scale maintaining an open space feeling as the destination at the top of Main Street. It would use the least amount of energy and result in the least amount of cost for the completion of the project. Due to the limited built environment daily activation of the space would be reduced and amenities like an ice rink should be strongly considered to increase that daily use. This scheme does not include many of the elements requested by future users of the space and recommended by the design team.

Option 1 includes one level of parking with 39 stalls, storage and support space, multi-purpose space with frontage on Swede Alley, an elevator and two staircases to the plaza level.



Plaza Scheme A (Base), Options 1 & 2



Plaza Schemes A, B & C Option 1 - Parking Level 1



Score: 62

Cost:

Total Base Cost W/ Fees	\$9,343,750
W/Net Zero	\$9,838,250

Of the seven schemes, this scheme is fourth for use and design and fifth for cost. The scheme scores relatively consistently across the board:

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	Create Revenue	Decrease O&M Requirements	Decrease Vehicle Traffic	TOTAL
Scheme A Option 1	3	3	4	4	3	4	3	3	3	4	4	4	3	5	3	3	2	4	62

SCHEME A WITH PARKING:

- Attracts daily activity as a result of the presence of parking, capacity for a coffee shop, and areas for visitors to sit and eat a sandwich, catch up with each other or just spend time.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme A also provides a greater variety of seating options for performances including lawn seating on the landforms and an “upper deck” view on both the deck itself and upper level land forms.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches.
- Scheme A options have less square footage dedicated to the building program. The building program in Scheme A options include necessary support structures (storage and if required water treatment/ice making) as well as restrooms, a stage and a coffee shop.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area in all seasons and landforms can provide play areas for children in winter as well as summer.
- Scheme A options are the most park-like with access to all landscaped areas directly from the plaza. Scheme A options also maximizes landscaped viewing areas for performances on the stage.
- Scheme A options are the least urban of all of the options with fewer buildings.
- Scheme A promotes sustainability through the balance of landscaped with paved areas.
- Scheme A maximizes outdoor flexibility based on the balance of landscaped to paved areas. Indoor/outdoor flexibility is minimal.

- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. The Swede Alley streetscape is enhanced by providing an enclosed area within the parking structure for multi-purpose and storage space. This provides an “edge” to Swede Alley across from the existing single family residences. Scheme A also includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow those parking at China Bridge to walk to the area.
- Scheme A serves residents by providing a park like environment for visiting and catching up with neighbors as well as landscaped play areas for children. Scheme A with parking also serves residents by allowing visitors to park without traveling through the residential neighborhoods.
- Scheme A serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme A with parking also provides visitors with parking.
- Scheme A serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day.
- Scheme A Option 1 received the maximum score for creating a destination because it incorporates all iconic elements in the design as well as provides a purpose for people to visit the plaza. All of these elements combine to create a destination at the top of Main Street. The iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to Park City as a place, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City.
- Scheme A Option 1 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme A activates both sides of Main Street through the placement and design of the plaza.
- Although not a primary consideration, Scheme A Option 1 creates revenue to offset operating and maintenance costs through parking fees, stage and plaza rental, and leasing of the coffee shop.
- Scheme A Option 1 will require active programming to maximize daily and event use of the area. The Scheme does not include a robust building program that will bring additional activity to the area. The Scheme will require clearance of snow from the walkways, drive entrance, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer.
- Scheme A Option 1 will attract vehicle traffic because of the structured parking included below the plaza level. However, because of the new connection between Swede Alley and Main Street and the presence of parking traffic in adjacent residential neighborhoods may be minimized.

Overall Scheme A Option 1 scores in the mid-range on all elements except creating a destination where it excels.

SCHEME A OPTION 2:

This option is the same layout as Scheme A Option 1 except there is no structured parking and storage and support spaces will be on the plaza level.

Score: 47

Cost:

Total Base Cost W/ Fees	\$4,631,050
W/Net Zero	\$5,016,300

Of the seven schemes, this scheme is seventh for use and design and first for cost. The scheme scores lower than Scheme A Option 1 that includes parking because of the activity that parking generates on and around the plaza. Absent other generators (such as an ice rink, comprehensive event space or other features) this scheme does not perform as well as the scheme with parking.

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
Scheme A Option 2	1	1	4	1	2	5	2	4	2	1	3	3	3	5	2	2	3	3	47

SCHEME A WITHOUT PARKING:

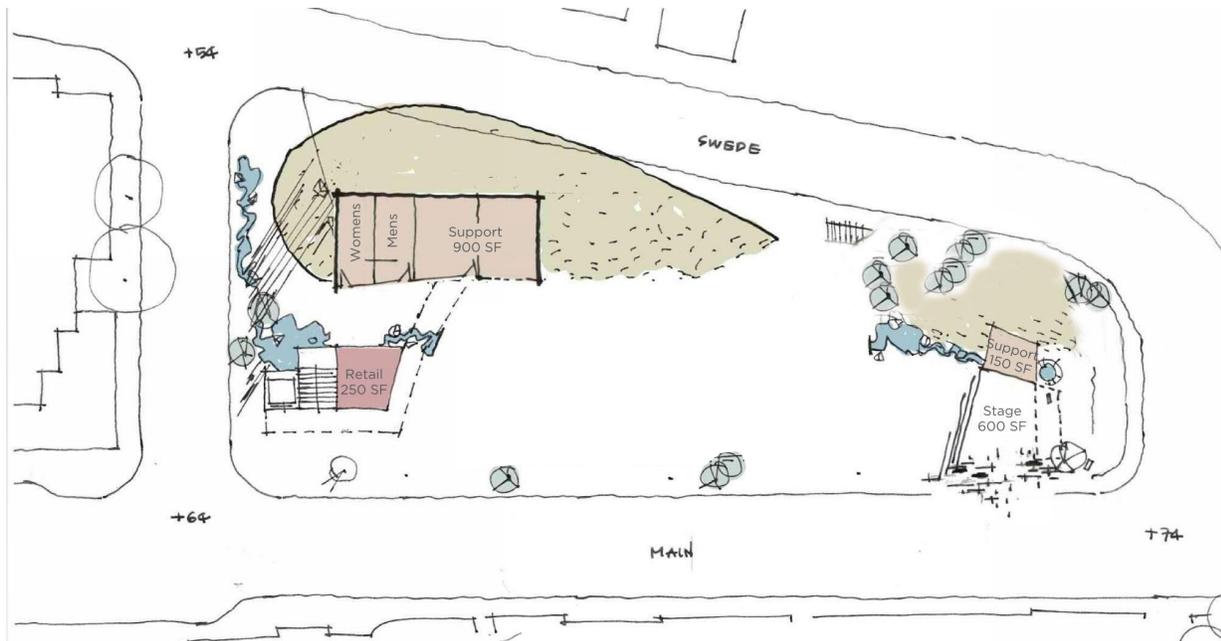
- Daily activity is more limited when activities are not planned on the plaza. There is not an automatic magnet for activity such as the presence of parking. Capacity for a coffee shop, and areas for visitors to sit and eat a sandwich, catch up with each other or just spend time. Continue to act as attractors for daily activity.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme A also provides a greater variety of seating options for performances including lawn seating on the landforms and an “upper deck” view on both the deck itself and upper level land forms. The plaza’s performance as an event space limited by the lack of immediately adjacent parking.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches. This scores the same as Scheme A Option 1.
- Scheme A options have less square footage dedicated to the building program. The building program in Scheme A options include necessary support structures (storage and if required water treatment/ice making) as well as restrooms, a stage and a coffee shop. This Option scores significantly lower than Option 1 with parking because of the lack of structured parking and the loss of support and storage spaces on the parking level. Storage and support spaces must be found on the plaza level reducing activated areas.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area in all seasons and landforms can provide play areas for children in winter as well as summer. This option scores lower than the option with parking because people are less likely to walk the distance from other parking to the plaza in winter.

- Scheme A options are the most park-like with access to all landscaped areas directly from the plaza. Scheme A options also maximizes landscaped viewing areas for performances on the stage. This option scores better than the option with parking because it eliminates the need to provide ingress and egress for cars and eliminates the need for circulation elements between the parking structure and the plaza.
- Scheme A options are the least urban of all of the options with fewer buildings. This option scores lower than the option with parking on urban character because of the lack of onsite parking.
- Scheme A promotes sustainability through the balance of landscaped with paved areas. Scheme A Option 2 encourages transit or active transportation modes and reduces energy use.
- Scheme A maximizes outdoor flexibility based on the balance of landscaped to paved areas. Indoor outdoor flexibility is minimal. This option is slightly less flexible than the option with parking because the opportunity to stage “back of house” operations in the parking structure is lost.
- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. The Swede Alley streetscape is minimally enhanced by an improved retaining structure to support the plaza at Main Street level. This option scores significantly lower than the option with a parking structure because the enclosed areas within the parking structure for multi-purpose and storage space are lost along with the “edge” to Swede Alley across from the existing single-family residences. This option includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow those parking at China Bridge to walk to the area.
- Scheme A serves residents by providing a park like environment for visiting and catching up with neighbors as well as landscaped play areas for children. Scheme A without parking scores lower than Scheme A with parking because it does not address the need for visitor parking in the area and may negatively impact adjacent residential neighborhoods.
- Scheme A serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme A without parking scores lower because it does not provide visitors with parking.
- Scheme A serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day.
- Scheme A Option 2 received the maximum score for creating a destination because it incorporates all iconic elements in the design as well as provides a purpose for people to visit the plaza. All of these elements combine to create a destination at the top of Main Street. The iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to Park City as a place, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City.
- Scheme A Option 2 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme A activates both sides of Main Street through the placement and design of the plaza. Option 2 scored lower on this element because of the limitations on creating a vibrant edge on the Swede Alley side resulting from the lack of useable space at the Swede Alley level.
- Although not a primary consideration, Scheme A Option 2 creates revenue to offset operating and maintenance costs through stage and plaza rental, and leasing of the coffee shop. This option is lower than the option with parking as a result of the loss of parking revenue.
- Scheme A Option 2 will require active programming to maximize daily and event use of the area. The Scheme does not include a robust building program that will bring additional activity to the area. The Scheme will require clearance of snow from the walkways, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer. This option scores better than the option with parking because operations and maintenance of the parking structure is not required.
- Scheme A Option 2 will not attract vehicle traffic to a parking area but will probably result in people circulating through the area looking for parking. Because of the new connection between Swede Alley and Main Street, traffic in adjacent residential neighborhoods may be minimized.

Overall Scheme A Option 2 scores in the low-range on most elements except creating a destination where it excels. This option scores 15 points (24 percent) lower than the same scheme with parking.

SCHEME A OPTION 3:

This option is the same as Scheme A Option 1 and includes one level of parking with 39 stalls, storage and support space and multipurpose space on Swede Alley. This option does not include the southernmost landform that defines the southern edge of the plaza and contributes to an iconic representation of the importance of the mountains, hills and area of Park City to residents and visitors.



Plaza Scheme A, Options 3

Score: 58

Cost:

Total Base Cost W/ Fees	\$8,892,950
W/Net Zero	\$9,387,450

Of the seven schemes, this scheme is sixth for use and design and fourth for cost. The scheme scores relatively consistently across the board:

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	Create Revenue	Decrease O&M Requirements	Decrease Vehicle Traffic	TOTAL
Scheme A Option 3	2	2	4	3	3	4	3	3	3	4	4	4	3	4	3	3	2	4	58

SCHEME A WITH PARKING, WITHOUT LANDFORMS:

- Attracts daily activity as a result of the presence of parking, capacity for a coffee shop, and areas for visitors to sit and eat a sandwich, catch up with each other or just spend time. The option scores slightly lower on this element because the landforms act as an attractive seating and playing area for daily visitors.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme A Option 3 scores lower than other Scheme A options because the opportunity to create a greater variety of seating options for performances on the landforms is lost. The “upper deck” viewing areas are retained.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches.
- Scheme A options have less square footage dedicated to the building program. The building program in Scheme A options include necessary support structures (storage and if required water treatment/ice making) as well as restrooms, a stage and a coffee shop. This option scores lower than other Scheme A options because of the loss of the additional landscaped areas on the landforms.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area in all seasons and landforms can provide play areas for children in winter as well as summer.
- Scheme A options are the most park-like with access to all landscaped areas directly from the plaza. Scheme A options also maximizes landscaped viewing areas for performances on the stage.
- Scheme A options are the least urban of all of the options with fewer buildings.
- Scheme A promotes sustainability through the balance of landscaped with paved areas.
- Scheme A maximizes outdoor flexibility based on the balance of landscaped to paved areas. Indoor outdoor flexibility is minimal.
- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. The Swede Alley streetscape is enhanced by providing an enclosed area within the parking structure for multi-purpose and storage space.

This provides an “edge” to Swede Alley across from the existing single-family residences. Scheme A also includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow those parking at China Bridge to walk to the area.

- Scheme A serves residents by providing a park like environment for visiting and catching up with neighbors as well as landscaped play areas for children. Scheme A with parking also serves residents by allowing visitors to park without traveling through the residential neighborhoods.
- Scheme A serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme A with parking also provides visitors with parking.
- Scheme A serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day.
- Scheme A Option 3 received a lower score for creating a destination because the landforms that are not included in this option are one of the key iconic elements in the design. The other two iconic elements are retained providing a purpose for people to visit the plaza. The iconic elements combine to create a destination at the top of Main Street. Ideally the iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to Park City as a place, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City. Option 3 does not include the landform iconic element.
- Scheme A Option 3 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme A activates both sides of Main Street through the placement and design of the plaza.
- Although not a primary consideration, Scheme A Option 3 creates revenue to offset operating and maintenance costs through parking fees, stage and plaza rental, and leasing of the coffee shop.
- Scheme A Option 3 will require active programming to maximize daily and event use of the area. The Scheme does not include a robust building program that will bring additional activity to the area. The Scheme will



require clearance of snow from the walkways, drive entrance, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer.

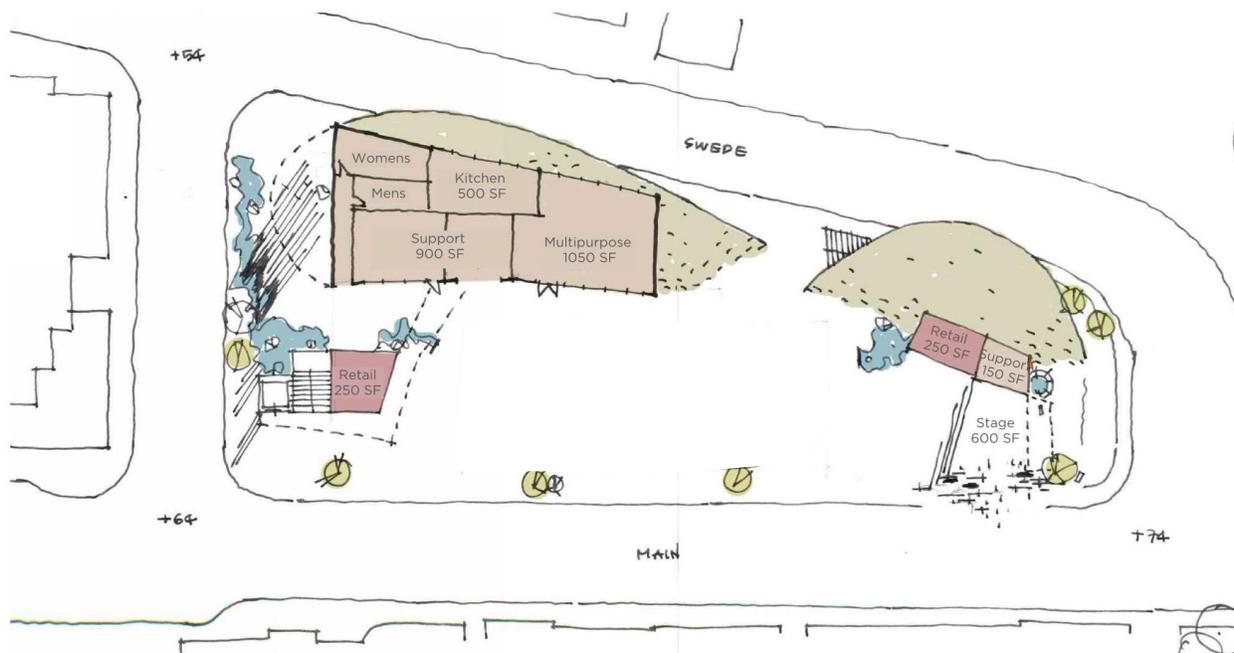
- Scheme A Option 3 will attract vehicle traffic because of the structured parking included below the plaza level. However, because of the new connection between Swede Alley and Main Street and the presence of parking traffic in adjacent residential neighborhoods may be minimized.

Overall Scheme A Option 3 scores in the mid-range on all elements. This option scores 4 points (6 percent) lower than the same scheme with landforms.

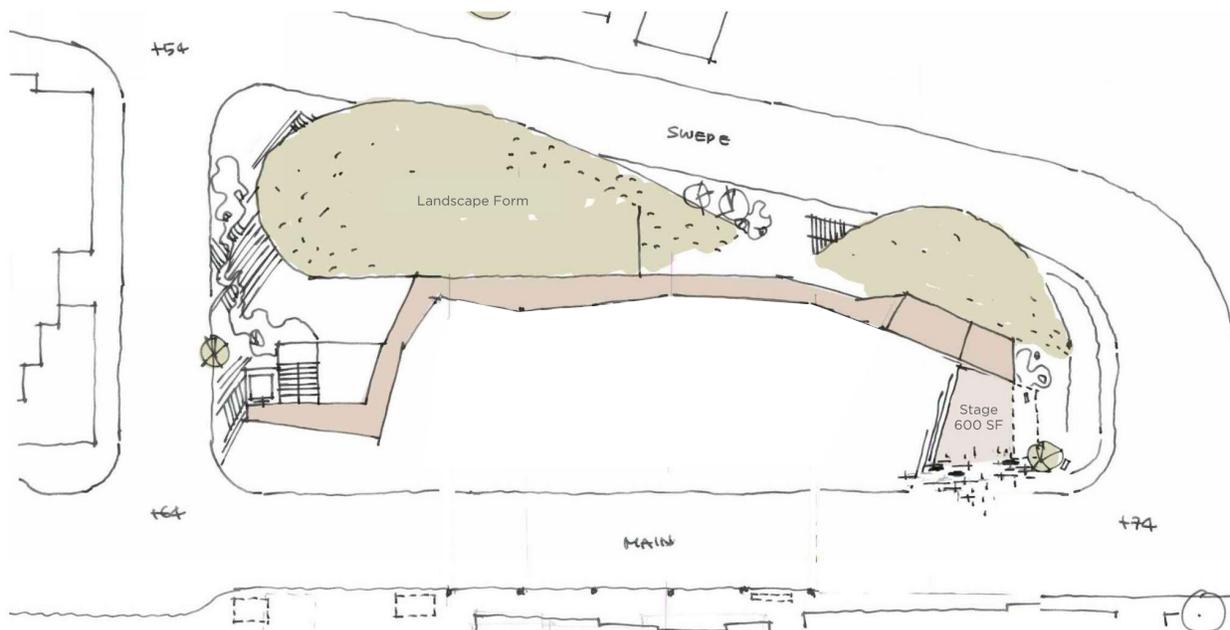
SCHEME B OPTION 1:

Scheme B adds additional interior square footage for flexible uses. This would allow for numerous non-profit and for profit organizations to utilize the space in ways not allowed for in scheme A. This scheme includes a catering kitchen for culinary events that would also allow the space to be rented out for private events. It would also allow for additional commercial space for another lower priced food option or sales spaces for temporary events which would increase daily activity. This option does require more energy to run and would require more initial cost to construct. The eastern edge of the plaza would have single story structures which would increase the density and height of the plaza structures. This would affect the relationship to the Swede Alley residents and may lend itself to one level of parking to allow for the additional interior spaces that can be accessed off of Swede that would help to develop a streetscape across from the existing residences. The land form soft scape would be integrated into around and on top of the architectural spaces allowing diverse uses. These forms would be accessible from the plaza and through the stairways on site and an upper deck could be developed for people watching and another level of activity.

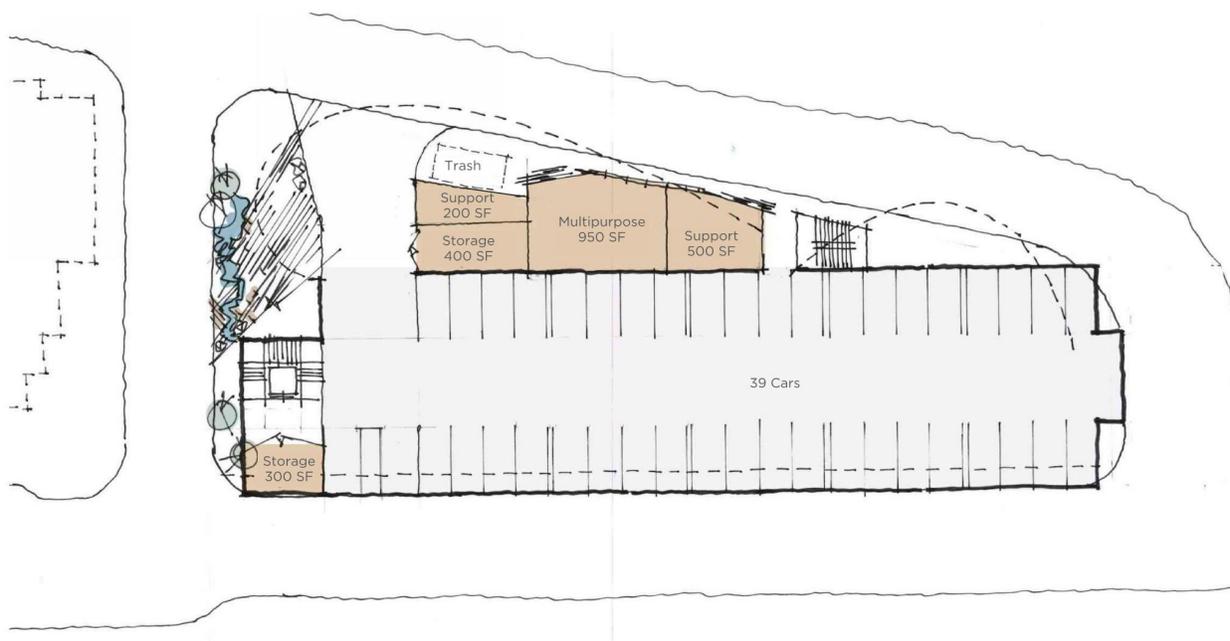
Option 1 includes one level of parking with 39 stalls, storage and support space, multi-purpose space with frontage on Swede Alley, an elevator and two staircases to the plaza level.



Plaza Scheme B Options 1 & 2 - 1st Plaza Level



Plaza Scheme B Options 1 & 2 - 2nd Plaza Level



Plaza Schemes A, B & C Option 1 - Parking Level 1

Score: 74

Cost:

Total Base Cost W/ Fees	\$10,445,450
W/Net Zero	\$11,003,200



Of the seven schemes, this scheme is first for use and design and sixth for cost. The scheme scores well across the board:

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	Create Revenue	Decrease O&M Requirements	Decrease Vehicle Traffic	TOTAL
Scheme B, Option 1	4	4	5	5	4	3	4	2	5	5	5	5	4	5	4	4	2	4	74

SCHEME B WITH PARKING:

- Attracts daily activity as a result of the presence of parking, capacity for a coffee shop and other small format restaurants, as well as areas for visitors to sit and eat a sandwich, catch up with each other or just spend time.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme B also provides additional options for indoor events or events that combine indoor and outdoor areas. There are a variety of seating options for performances including lawn seating on the landform that reaches the plaza as well as on the “upper deck” on the deck itself and upper level land forms.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches in two locations.
- Scheme B options have square footage dedicated to the building program. The building program in Scheme B options include necessary support structures (storage and if required water treatment ice making) as well as restrooms, a stage, two coffee/sandwich shops and multi-purpose space for community events, art displays, classes, or meetings.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area and buildings in all seasons and landforms can provide play areas for children in winter as well as summer.
- Scheme B options combine park-like access to landscaped areas from the plaza or upper level deck with buildings intended to increase functionality.
- Scheme B options strike a balance between urban and park-like features.
- Scheme B scores lower on sustainability than Scheme A because of the additional energy demands of the building program.
- Scheme B maximizes overall flexibility based on the balance of landscaped to paved areas and Indoor outdoor flexibility.
- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. The Swede Alley streetscape is enhanced by providing an enclosed area within the parking structure for multi-purpose and storage space. This provides an “edge” to Swede Alley across from the existing single-family residences. Scheme B also includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow those parking at China Bridge to walk to the area.

- Scheme B serves residents by providing park-like areas for visiting and catching up with neighbors as well as landscaped play areas for children. Scheme B serves residents by providing indoor spaces for classes, community events and meetings Scheme B with parking also serves residents by allowing visitors to park without traveling through the residential neighborhoods.
- Scheme B serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme B also increases the type and number of special events that can be hosted at the plaza throughout the year as a result of the building program. Scheme B with parking also provides visitors with parking.
- Scheme B serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day.
- Scheme B Option 1 received the maximum score for creating a destination because it incorporates all iconic elements in the design as well as provides a purpose for people to visit the plaza. All of these elements combine to create a destination at the top of Main Street. The iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to Park City as a place, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City.
- Scheme B Option 1 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure

that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme B activates both sides of Main Street through the placement and design of the plaza.

- Although not a primary consideration, Scheme B Option 1 creates revenue to offset operating and maintenance costs through parking fees, stage and plaza rental, and leasing of the coffee/sandwich shops. Scheme B also allows for the option to rent out the multipurpose space.
- Scheme B Option 1 will require ongoing operations and maintenance of the additional buildings included on the plaza. In addition, active programming to maximize daily and event use of the area is needed. The Scheme will require clearance of snow from the walkways, drive entrance, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer as well as cleaning, set up and maintenance of the buildings.
- Scheme B Option 1 will attract vehicle traffic because of the structured parking included below the plaza level. However, because of the new connection between Swede Alley and Main Street and the presence of parking traffic in adjacent residential neighborhoods may be minimized.

Overall, Scheme B Option 1 scores in the mid- to high-range on all elements, including creating a destination, where it excels. This option scores 12 points (19 percent) higher than Scheme A Option 1 because of the added plaza activation associated with the building program.

SCHEME B OPTION 2:

This option is the same layout as Scheme B Option 1 except there is no structured parking and storage and support spaces will be on the plaza level.

Score: 64

Cost:

Total Base Cost W/ Fees	\$5,732,750
W/Net Zero	\$6,181,250

Of the seven schemes, this scheme is third for use and design and second for cost. The scheme scores well across the board except where access to parking and the use of the parking areas for staging benefit the design in 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
Scheme B, Option 2	3	3	5	4	3	3	4	3	4	3	4	4	4	5	3	3	3	3	64

SCHEME B WITHOUT PARKING:

- Attracts daily activity as a result of capacity for a coffee shop and other small format restaurants, as well as areas for visitors to sit and eat a sandwich, catch up with each other or just spend time. Scores slightly lower than Option 1 because of the lack of onsite parking.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme B also provides additional options for indoor events or events that combine indoor and outdoor areas. There are a variety of seating options for performances including lawn seating on the landform that reaches the plaza as well as on the “upper deck” on the deck itself and upper level land forms. This option scores lower than option 1 because event operators may be less inclined to use the area without onsite or immediately adjacent parking.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches in two locations.
- Scheme B options have square footage dedicated to the building program. The building program in Scheme B options include necessary support structures (storage and if required water treatment/ice making) as well as restrooms, a stage, two coffee/sandwich shops and multi-purpose space for community events, art displays, classes, or meetings. Scores slightly lower than Option 1 because more of the on-plaza building program will be dedicated to support and storage that are programmed for the parking level in Option 1.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area and buildings in all seasons and landforms can provide play areas for children in winter as well as summer. Scores lower than Option 1 because on-site parking in winter is a benefit.
- Scheme B options combine park-like access to landscaped areas from the plaza or upper level deck with buildings intended to increase functionality.
- Scheme B options strike a balance between urban and park-like features.
- Scheme B scores lower on sustainability than Scheme A because of the additional energy demands of the building program. Option 2 encourages transit and active transportation modes.
- Scheme B maximizes overall flexibility based on the balance of landscaped to paved areas and Indoor/outdoor flexibility. Option 2 scores slightly lower than Option 1 because of the inclusion of storage and support areas on the plaza level.
- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. Scheme B also includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow

those parking at China Bridge to walk to the area. Option 2 scored lower on this element because of the limitations on creating a vibrant edge on the Swede Alley side resulting from the lack of useable space at the Swede Alley level.

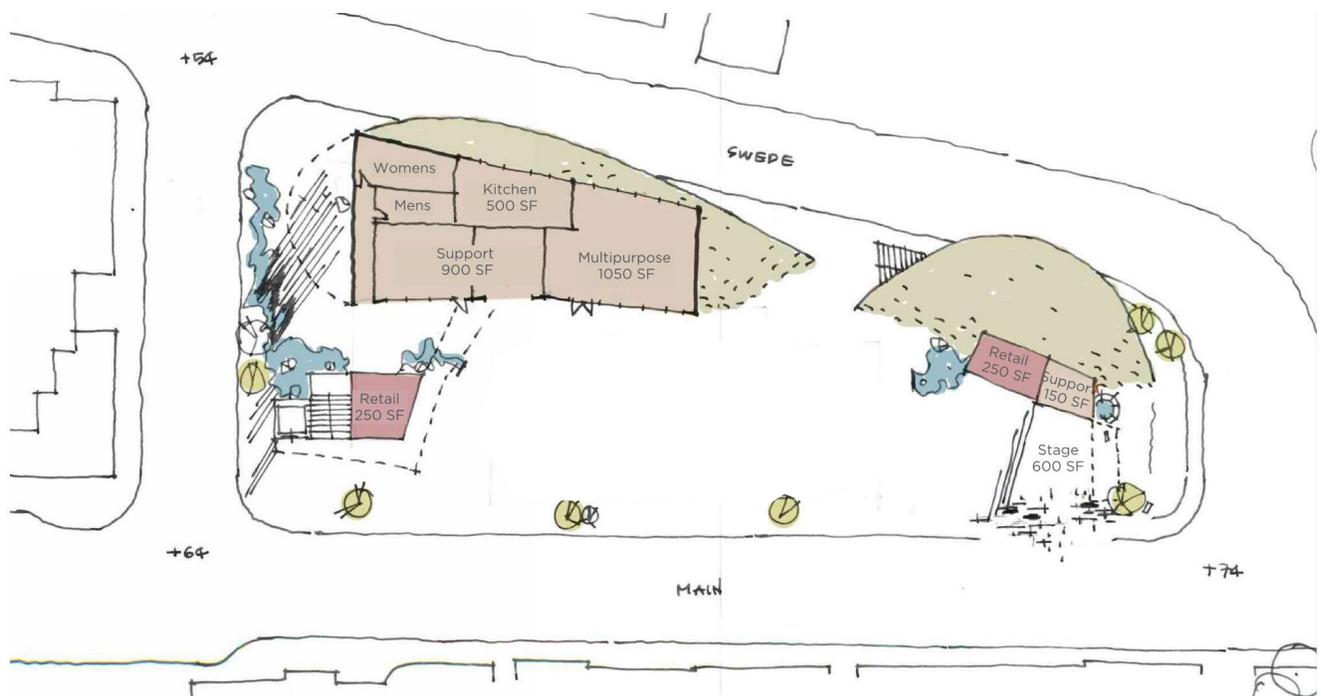
- Scheme B serves residents by providing park-like areas for visiting and catching up with neighbors as well as landscaped play areas for children. Scheme B without parking scores lower than Scheme B with parking because it does not address the need for visitor parking in the area and may negatively impact adjacent residential neighborhoods. Scheme B also serves residents by providing indoor spaces for community events and meetings.
- Scheme B serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme B also increases the type and number of special events that can be hosted at the plaza throughout the year as a result of the building program. Scheme B without parking scores lower because of the distance to available parking areas.
- Scheme B serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day.
- Scheme B Option 2 received the maximum score for creating a destination because it incorporates all iconic elements in the design as well as provides a purpose for people to visit the plaza. All of these elements combine to create a destination at the top of Main Street. The iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to Park City as a place, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City.
- Scheme B Option 2 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme B activates both sides of Main Street through the placement and design of the plaza.
- Although not a primary consideration, Scheme B Option 2 creates revenue to offset operating and maintenance costs through stage and plaza rental, and leasing of the coffee and sandwich shops.
- Scheme B Option 2 will require ongoing operations and maintenance of the additional buildings included on the plaza. In addition, active programming to maximize daily and event use of the area is needed. The Scheme will require clearance of snow from the walkways, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer as well as cleaning, set up and maintenance of the buildings.
- Scheme B Option 2 will not attract vehicle traffic to a parking area but will probably result in people circulating through the area looking for parking. Because of the new connection between Swede Alley and Main Street, traffic in adjacent residential neighborhoods may be minimized.

Overall, Scheme B Option 2 scores in the mid-range on all elements, except creating a destination, where it excels. This option scores 10 points (14 percent) lower than Scheme B Option 1 because of the removal of onsite parking. The option scores 17 points (36 percent) higher than Scheme A Option 2 (without parking) because of the added plaza activation associated with the building program.

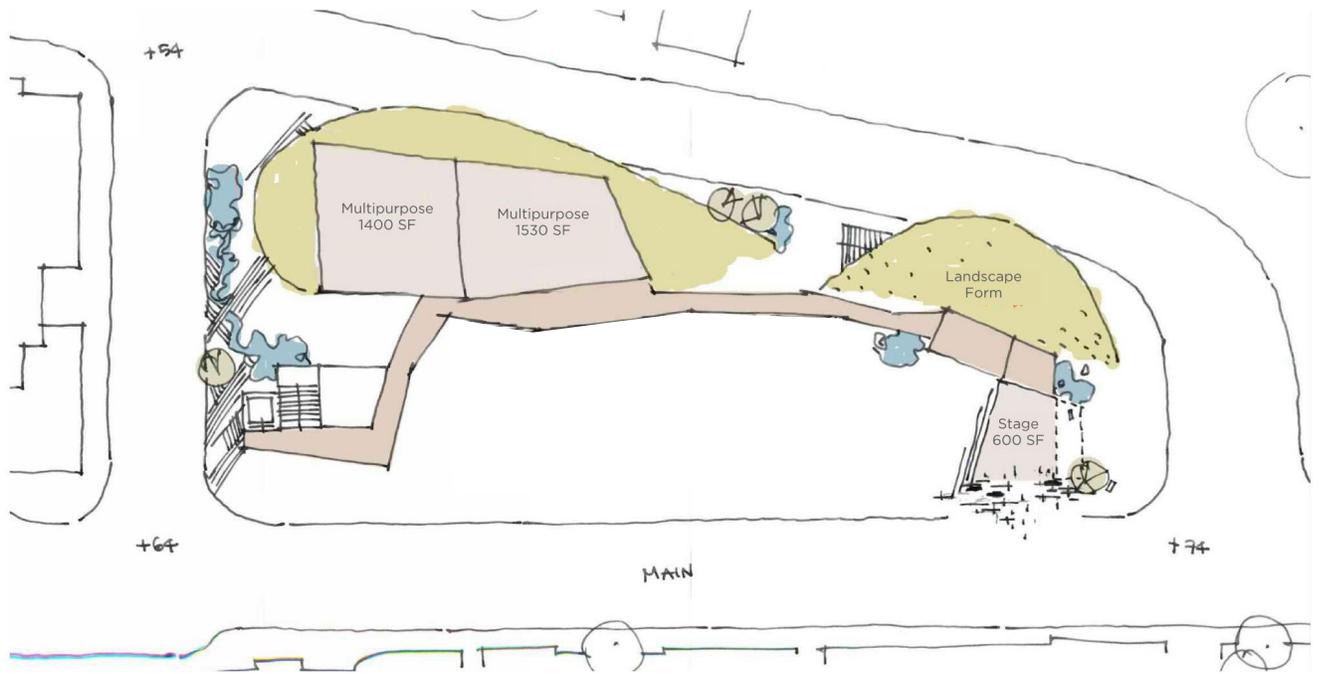
SCHEME C OPTION 1:

Scheme C takes scheme B even further by adding another level of interior space off the upper deck. This would allow for even more flexibility of interior space use including more commercial opportunity on the plaza level and more space for rotating art exhibits. Again this option would require even more energy to run and more initial cost to construct. This scheme would continue the urban nature of Main Street all the way to the stage at the Southern end of the plaza and would start to exceed height restrictions on Swede Alley without setbacks in the structures. The impact to Swede resident would be even greater than in scheme B again lending itself to one level of parking. The land form soft scape would be more limited due to height restrictions so the balance of soft and hardscape would be less equal though this would allow for roof surface where all site renewable energy could be located.

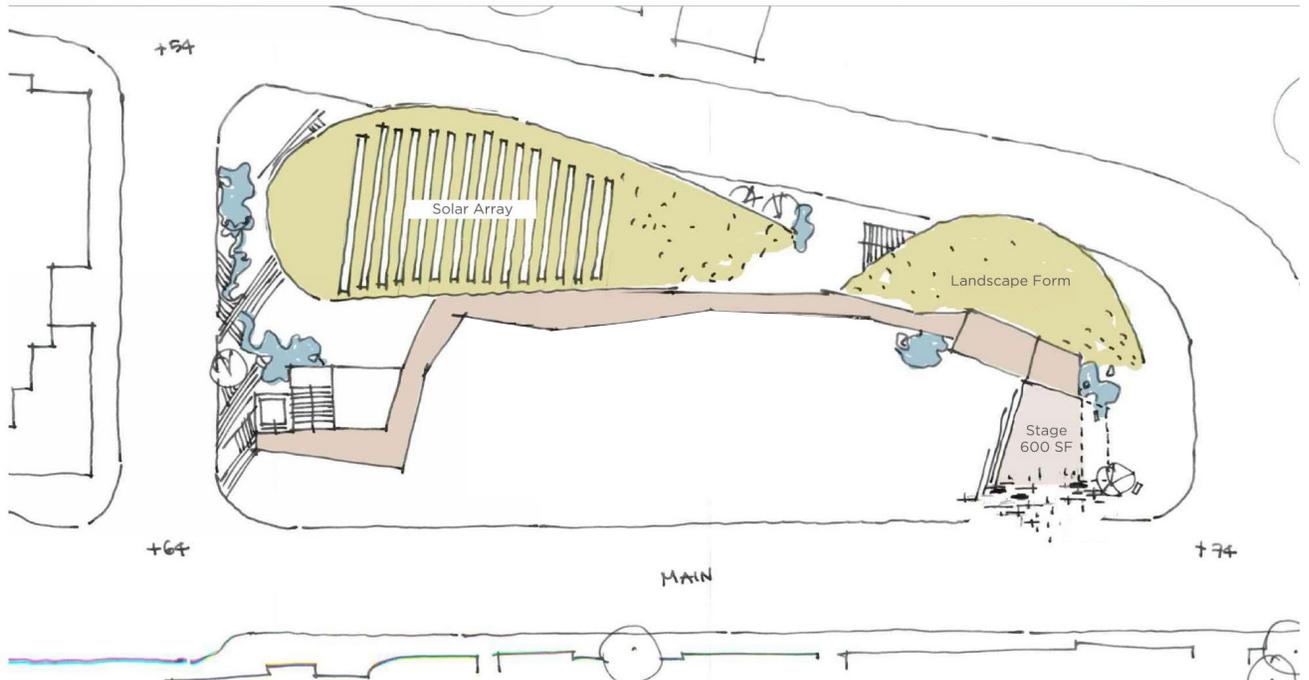
Option 1 includes one level of parking with 39 stalls, storage and support space, multi-purpose space with frontage on Swede Alley, an elevator and two staircases to the plaza level.



Plaza Scheme C Options 1 & 2 - 1st Plaza Level

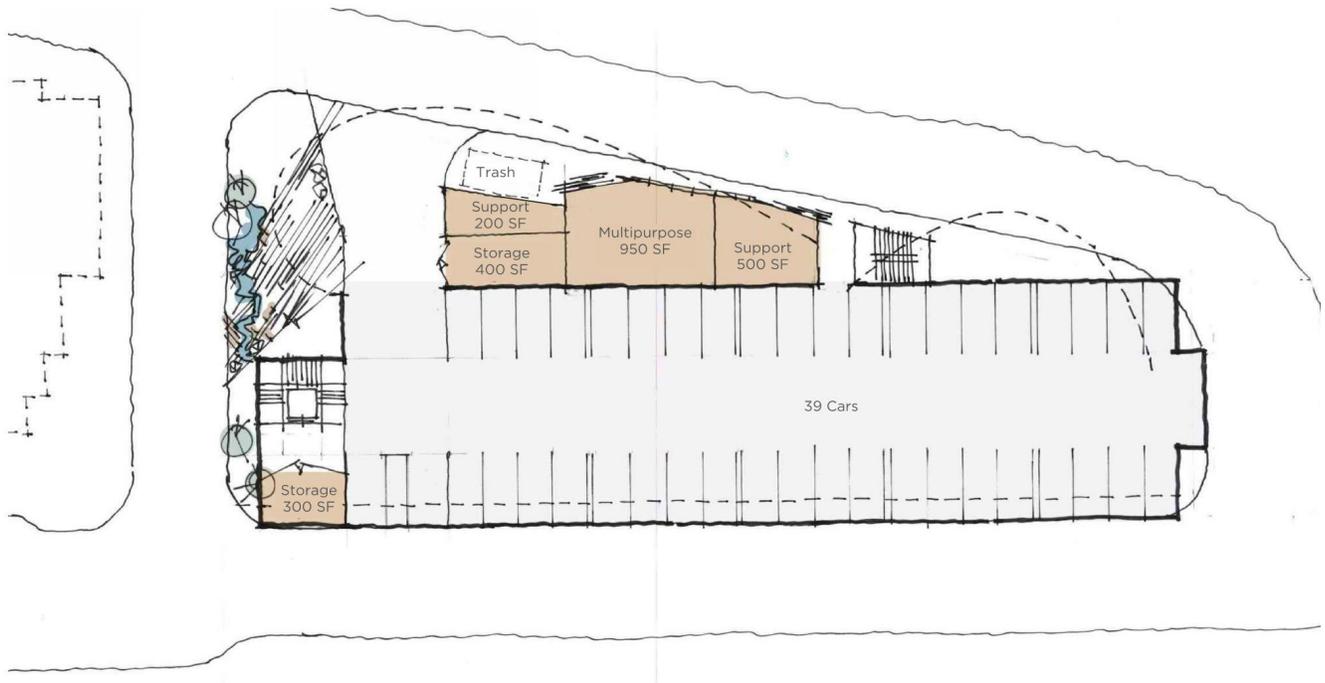


Plaza Scheme C Options 1 & 2 - 2nd Plaza Level



Plaza Scheme C Options 1 & 2 - 3rd Plaza Level





Plaza Schemes A, B & C Option 1 - Parking Level 1

Score: 67

Cost:

Total Base Cost W/ Fees	\$11,548,300
W/Net Zero	\$12,186,550

Of the seven schemes, this scheme is second for use and design and seventh for cost. The scheme scores well across the board:

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
Scheme C, Option 1	5	5	5	2	5	1	5	1	3	3	1	5	5	5	5	2	4	67	

SCHEME C WITH PARKING:

- Attracts daily activity as a result of the presence of parking, capacity for a coffee shop and other small format restaurants, as well as areas for visitors to sit and eat a sandwich, catch up with each other or just spend time. Receives the highest score possible for this element because of the additional opportunities associated with the expanded building program.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme C also provides additional options for indoor events or events that combine indoor and outdoor areas. There are a variety of seating options for performances including lawn seating on the landform that reaches the plaza as well as on the “upper deck” on the deck itself and upper level land forms. This option receives the highest score possible for this element because of the additional, available multi-purpose space allowing more and larger activities on the plaza, but with the increased building program seating on the landform will be reduced.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches in two or more locations.
- Scheme C options have the greatest amount of square footage dedicated to the building program. The building program in Scheme C options include necessary support structures (storage and if required water treatment/ice making) as well as restrooms, a stage, two or more coffee/sandwich shops and additional multi-purpose space for community events, art displays, classes, or meetings. This additional building program limits the amount of accessible green space on the plaza. Although the second story buildings may have green roofs they will not be shaped as landforms and they will not be available for use as seating or play areas.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area and buildings in all seasons and landforms can provide play areas for children in winter as well as summer. Because of the additional building area and onsite parking in Scheme C Option 1, it scores the highest in multi-season use though activities will be skewed toward more indoor entertainment instead of outdoor activities.
- Scheme C options combine limited park-like access to landscaped areas from the plaza or upper level deck with a more extensive building program.
- Scheme C is more urban than park-like when compared to the other Schemes.
- Scheme C scores lower on sustainability than Schemes A and B because of the additional energy demands of the more extensive building program.
- The additional building program in Scheme C increases building and indoor/outdoor flexibility but limits outdoor and plaza flexibility by encroaching on the open areas of the plaza. .
- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. The Swede Alley streetscape is enhanced by providing an enclosed area within the parking structure for multi-purpose and storage space. This provides an “edge” to Swede Alley across from the existing single-family residences. Scheme C also includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow those parking at China Bridge to walk to the area.
- Scheme C received the lowest score in serving residents because it has a more limited park program. Scheme C with parking serves residents by allowing visitors to park without traveling through the residential neighborhoods. Scheme C also serves residents by providing additional indoor spaces for community events and meetings.
- Scheme C serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme C also increases the type and number of special events that can be hosted at the plaza throughout the year as a result of the expanded building program and also increases the potential for a retail experience on the plaza. Scheme C with parking also provides visitors with parking.
- Scheme C serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day. This Scheme receives a higher score because of the opportunities afforded by the additional building program.
- Scheme C Option 1 received the maximum score for creating a destination because it incorporates all iconic elements in the design as well as provides a purpose for people to visit the plaza. All of these elements combine to create a destination at the top of Main Street. The iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to Park City as a place, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City.



- Scheme C Option 1 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme C activates both sides of Main Street through the placement and design of the plaza.
- Although not a primary consideration, Scheme C Option 1 creates revenue to offset operating and maintenance costs through parking fees, stage and plaza rental, and leasing of the coffee shop and other potential retail space. It also allows for special events to provide associated retail.
- Scheme C Option 1 will require ongoing operations and maintenance of the additional buildings included on the plaza. In addition, active programming to maximize daily and event use of the area is needed. The Scheme will require clearance of snow from the walkways, drive entrance, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer as well as cleaning, set up and maintenance of the buildings.
- Scheme C Option 1 will attract vehicle traffic because of the structured parking included below the plaza level. However, because of the new connection between Swede Alley and Main Street and the presence of parking traffic in adjacent residential neighborhoods may be minimized.

Overall, Scheme C Option 1 scores in the mid- to high-range on all elements, including creating a destination, where it excels. This option scores 5 points (8 percent) higher than Scheme A Option 1 because of the added plaza activation associated with the building program. This option scores 7 points (9 percent) lower than Scheme B Option 1 because of the negative impact on flexibility, sustainability, and residential neighborhoods associated with the more intensive uses in Scheme C.

SCHEME C OPTION 2:

Description: This option is the same layout as Scheme C Option 1 except there is no structured parking and storage and support spaces will be on the plaza level

Score: 58

Cost:

Total Base Cost W/ Fees	\$6,835,600
W/Net Zero	\$7,364,600

Of the seven schemes, this scheme is fifth for use and design and third for cost.

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	Create Revenue	Decrease O&M Requirements	Decrease Vehicle Traffic	TOTAL
Scheme C, Option 2	4	4	5	1	4	1	5	2	2	1	1	4	5	5	4	4	3	3	58

SCHEME C WITHOUT PARKING:

- Attracts daily activity as a result of the presence of parking, capacity for a coffee shop and other small format restaurants, as well as areas for visitors to sit and eat a sandwich, catch up with each other or just spend time. Receives a slightly lower score than option 1 for this scheme because of the loss of parking-associated activity.
- Promotes events by providing a centrally located flat area in front of the stage and adjacent to Main Street for tent and booth set up as well as audience areas for performances. Scheme B also provides additional options for indoor events or events that combine indoor and outdoor areas. There are a variety of seating options for performances including lawn seating on the landform that reaches the plaza as well as on the “upper deck” on the deck itself and upper level land forms. This option receives the highest score possible for this element because of the additional, available multi-purpose space allowing more and larger activities on the plaza. Receives a slightly lower score than option 1 for this scheme because of the lack of onsite parking.
- Encourages stay and play by providing hard- and soft-scape seating areas as well as restroom facilities and access to coffee/sandwiches in two or more locations.
- Scheme C options have the greatest amount of square footage dedicated to the building program. The building program in Scheme C options include necessary support structures (storage and if required water treatment/ice making) as well as restrooms, a stage, two or more coffee/sandwich shops and additional multi-purpose space for community events, art displays, classes, or meetings. This additional building program limits the amount of accessible green space on the plaza. Although the second story buildings may have green roofs they will not be shaped as landforms and they will not be available for use as seating or play areas. Option 2 of this scheme receives the lowest score for this element because of the need to accommodate all service and support activities within the expanded building program.
- Allows and encourages multi-seasonal use through the combination of landscaped areas for summer, fall and spring use and hardscape areas for four season use. Special events can be accommodated on the plaza area and buildings in all seasons and landforms can provide play areas for children in winter as well as summer. Because of the additional building area and onsite parking in Scheme C Option 1, it scores the highest in multi-season use. Option 2 receives a slightly lower score because of the lack of adjacent or onsite parking which is particularly important in the winter.
- Scheme C options combine limited park-like access to landscaped areas from the plaza or upper level deck with a more extensive building program.
- Scheme C is more urban than park-like when compared to the other Schemes.
- Scheme C scores lower on sustainability than Schemes A and B because of the additional energy demands of the more extensive building program. Scheme C Option 2 encourages transit or active transportation modes.
- The additional building program in Scheme C increases building and indoor/outdoor flexibility but limits outdoor and plaza flexibility by encroaching on the open areas of the plaza. Option 2 scores slightly lower than Option 1 because of the need to accommodate storage and support spaces on the plaza level.
- The Main Street streetscape is enhanced through the continuation of the built “fabric” beyond the brew pub by bringing activity to the Main Street level, providing a coffee shop building and stage on Main Street and encouraging activity along the street frontage. The west side of Main Street is enhanced by allowing the activity at the new plaza to “spill” onto Main Street and a design that allows for activities to enliven the opposite side of the street. Scheme B also includes pedestrian access to Swede Alley through a landscaped/paved sloping area to allow those parking at China Bridge to walk to the area. Option 2 scored lower on this element because of the limitations on creating a vibrant edge on the Swede Alley side resulting from the lack of useable space at the Swede Alley level.
- Scheme C received the lowest score in serving residents because it has a more limited park program. Scheme C with parking serves residents by allowing visitors to park without traveling through the residential neighborhoods. Scheme C also serves residents by providing additional indoor spaces for community events and meetings.
- Scheme C serves visitors by providing an area where they can visit and interact with residents as well as an area to extend their visit. Scheme C also increases the type and number of special events that can be hosted at the plaza throughout the year as a result of the expanded building program.
- Scheme C serves Main Street workers by providing an area to sit and eat a sandwich and visit during their breaks during the day. This Scheme receives a higher score because of the opportunities afforded by the additional building program.
- Scheme C Option 2 received the maximum score for creating a destination because it incorporates all iconic elements in the design as well as provides a purpose for people to visit the plaza. All of these elements combine to create a destination at the top of Main Street. The iconic elements include the landforms as a representation of the importance of location and the surrounding hills and mountains to ParkCityasaplace, the “faces” sculpture incorporated into the stage structure as a representation of the importance of the historic and current people who

bring liveliness and livelihood to Park City, and the kinetic sculpture incorporated into the elevator serving the structured parking representing change and resilience both personally and economically in the history of Park City.

- Scheme C Option 2 creates vibrant edges through the placement of the stage and landforms. The landforms on the eastern edge of the plaza ensure that the energy of activities stays on the plaza and directs attention to the center of the space. The stage on the southern end of the plaza allows performances attracting 100 people to 2,000 people by extending the stage and reconfiguring the plaza area. Vibrancy along Main Street is a primary consideration of all plaza designs. Scheme B activates both sides of Main Street through the placement and design of the plaza. Option 2 receives a lower score because of the lack of usable space at the street level on Swede Alley.
- Although not a primary consideration, Scheme C Option 2 creates revenue to offset operating and maintenance costs through stage and plaza rental, and leasing of the coffee shop.
- Scheme C Option 2 will require ongoing operations and maintenance of the additional buildings included on the plaza. In addition, active programming to maximize daily and event use of the area is needed. The Scheme will require clearance of snow from the walkways, plaza, and upper deck in winter and mowing and maintenance of landscaped areas in summer as well as cleaning, set up and maintenance of the buildings.
- Scheme C Option 2 will not attract vehicle traffic to a parking area but will probably result in people circulating through the area looking for parking. Because of the new connection between Swede Alley and Main Street, traffic in adjacent residential neighborhoods may be minimized.

Overall, Scheme C Option 2 scores in the mid-range on all elements, except creating a destination, where it excels. This option scores 9 points (13 percent) lower than Scheme C Option 1 because of the elimination of on-site parking. This option scores 11 points (23 percent) higher than Scheme A Option 2 because of the added plaza activation associated with the building program. This option scores 6 points (9 percent) lower than Scheme B Option 2 because of the negative impact on flexibility, sustainability, and residential neighborhoods associated with the more intensive uses in Scheme C.

EVALUATION OF ADDITIONAL ELEMENTS

Several additional elements have been identified for the plaza. These elements can be incorporated into any of the schemes and options reviewed above. The additional elements were ranked based on the same evaluation criteria as the underlying schemes and options. However, rather than receiving a score of 1 to 5, the additive or subtractive value of the element was identified according to the following scale:

Score	Meaning
+1	Has a positive impact on the evaluation criteria
0	Has a neutral impact on the evaluation criteria
-1	Has a negative impact on the evaluation criteria

The elements considered, with their associated overall score are:

2 Levels of Parking	3
Ice Rink	12
Water Feature	8
Ice Rink Excess Heat Snow Melt	3
Active Snow Melt	6

The ice rink makes the highest contribution to plaza functioning of all elements considered, The second level of parking and using the excess heat from the ice rink for limited snow melt made the lowest contribution (excess heat from the ice rink could, alternatively, be used to heat plaza buildings).

The cost for each of the additional element, including base cost and total cost including net zero, is:

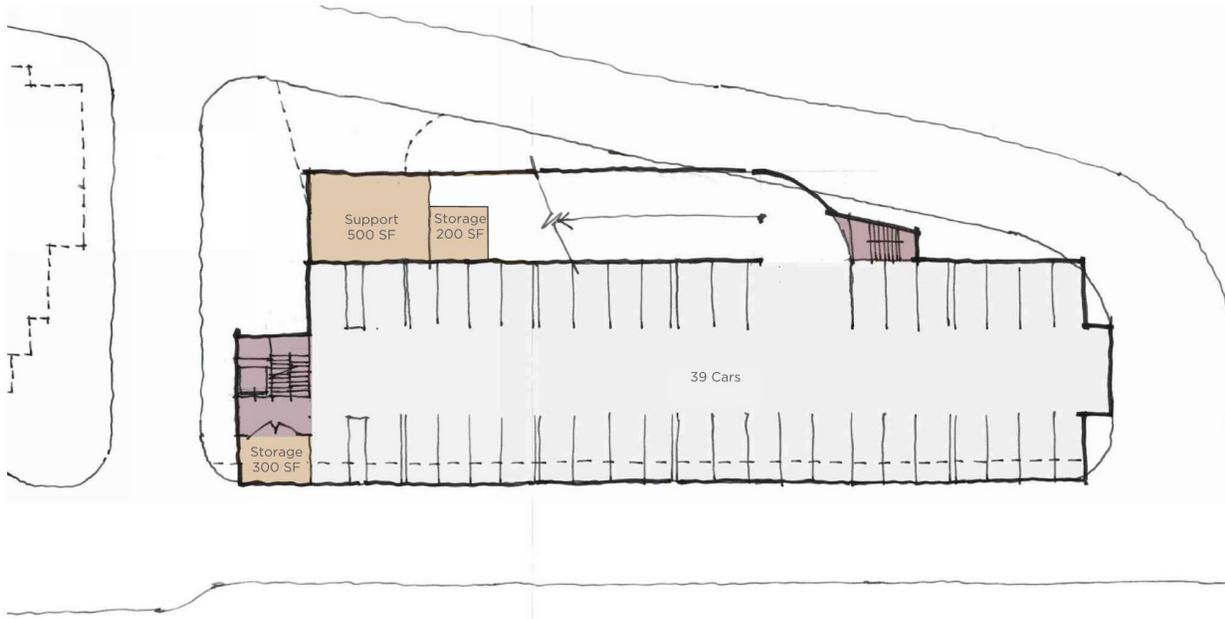
Element	Cost w/ Fees	Total Cost w/ Net Zero
2 Levels of Parking	\$3,266,000.00	\$3,312,000.00
Ice Rink	\$718,750.00	\$1,558,250.00
Water Feature	\$172,500.00	\$207,000.00
Ice Rink Excess Heat Snow Melt	\$212,750.00	\$212,750.00
Active Snow Melt	\$1,000,000.00	\$2,805,500.00

The evaluation of each additional element is included below.

2 LEVELS OF PARKING

The "Option 1" versions of each of the three plaza Schemes (A, B & C) above include one level of parking with an elevator and two stairs to the plaza level. The single level of parking also includes storage and support space as well as some multi-purpose space on the Swede Alley frontage. The addition of a second level of parking will eliminate almost all of the storage space in the single level of parking option as well as the multi-purpose space on the Swede Alley frontage. The area programmed for these uses in the 1 Level of Parking options will be used for the ramp to the second level of parking in the 2 Levels of Parking additional element. Some of the storage space is recovered on the second level, but the opportunity for Swede Alley frontage is eliminated.

In addition a second level of parking requires additional stairs and an additional stop on the elevator.



Plaza Schemes A, B & C Option 1 - Parking Level 2

In exchange for the increased cost, the plaza will benefit from additional foot traffic associated with more capacity as well as additional viability for events related to onsite parking and staging areas. The criteria specific scoring for this additional element is:

ELEMENT	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	Create Revenue	Decrease O&M Requirements	Decrease Vehicle Traffic	TOTAL
2 Levels of Parking	1	1	0	0	0	0	0	-1	1	-1	1	1	0	0	-1	1	-1	1	3

The addition of a second level of parking has a positive impact on the following evaluation criteria:

- Daily Activity
- Promote Events
- Increase Flexibility
- Serve Residents
- Serve Visitors
- Create Revenue
- Decrease Vehicle Traffic

The addition of a second level of parking has a negative impact on the following evaluation criteria:

- Promote Sustainability
- Enhance Streetscape
- Create Vibrant Edges
- Decrease O & M Requirements

ICE RINK

The addition of an ice rink to the flat, central plaza surface creates a focal point for the overall plaza in winter. Visitors can skate or observe the skaters while eating or enjoying a beverage. Even for non-skaters, the ice rink provides an interesting activity during a difficult time of year. The addition of the ice rink will limit the placement of event tents on the plaza during winter months, although a floor can be built to cover the ice and allow use of the plaza during these times. The ice rink on this plaza is purely for entertainment purposes. It is not size for competitive skating events, although community activities such as broom ball and non-competitive curling could be staged on the ice.

The criteria specific scoring for this additional element is:

ELEMENT	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
Ice Rink	1	0	1	1	1	1	1	-1	1	1	1	1	1	1	1	-1	0	0	12

The addition of an ice rink to the plaza has a positive effect on the following evaluation criteria:

- Daily activity
- Encourage Stay and Play
- Combine Landscaped and Building Program
- Multi-Seasonal Use
- Park-like Character
- Urban Character
- Increase Flexibility
- Enhance Streetscape
- Serve Residents
- Serve Visitors
- Serve Main Street Workers
- Create a Destination
- Create Vibrant Edges
- Create Revenue

The addition of an ice rink to the plaza has a negative effect on the following evaluation criteria:

- Promote Sustainability
- Decrease O & M Requirements

WATER FEATURE

From a design perspective, the inclusion of a water feature on the plaza acknowledges Poison Creek that is buried beneath the site. From a use perspective, a water feature adds interest and opportunities for activity. The stream-based water feature envisioned for the plaza will add both visual and aural interest to the area during summer and provide a focal point during the hot months of the year. Because the feature will be recirculated, potable water it will also serve as an opportunity for children to play in the water in an area where this type of play is not currently available.

The criteria specific scoring for this additional element is:

ELEMENT	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	Increase O&M Requirements	Decrease Vehicle Traffic	TOTAL
Water Feature	1	0	1	0	0	1	1	-1	0	1	1	1	1	1	0	-1	0	0	8

The addition of a water feature to the plaza has a positive effect on the following evaluation criteria:

- Daily activity
- Encourage Stay and Play
- Park-like Character
- Urban Character
- Enhance Streetscape
- Serve Residents
- Serve Visitors
- Serve Main Street Workers
- Create a Destination
- Create Vibrant Edges

The addition of a water feature to the plaza has a negative effect on the following evaluation criteria:

- Promote Sustainability
- Decrease O & M Requirements

ICE RINK EXCESS HEAT SNOW MELT

This additional element would use the excess heat created from the ice making equipment to provide a snow melt area on the new road connecting Main Street and Swede Alley. The Public Works department would use this area for snow storage from Main Street, Swede Alley and the Plaza. The snow melt would then enter the City’s storm drain system and be carried away. The existing parking lot is currently used for snow storage. If snow build-up limits use of the parking lot for events, etc. the excess snow is then trucked from the area.

The criteria specific scoring for this additional element is:

ELEMENT	Daily Activity	Promote Events	Encourage Stay & Play	Combine Landscape and Building Program	Multi Seasonal Use	Park-like Character	Urban Character	Promote Sustainability	Increase Sustainability	Enhances 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
Ice Rink Excess Heat Snow Melt	1	1	0	0	1	0	0	-1	1	1	0	0	0	0	0	0	-1	0	0	3

The addition of excess heat snow melt to the plaza has a positive effect on the following evaluation criteria:

- Daily activity
- Promote Events
- Multi-Seasonal Use
- Increased Flexibility
- Enhance Streetscape

The addition of excess heat snow melt to the plaza has a negative effect on the following evaluation criteria:

- Promote Sustainability
- Decrease O & M Requirements

ACTIVE SNOWMELT

This element incorporates a piece of mechanical equipment on the plaza that is dedicated to snow melt and can be used to melt all of the snow on the plaza as well as all of the snow on Main Street. This would require the snow to be plowed into the snow melt equipment but it would benefit all of Main Street and increase the functionality of the plaza in the winter season.

The criteria specific scoring for this additional element is:

ELEMENT	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
Active Snow Melt	1	1	0	0	1	0	0	-1	1	1	1	1	1	0	0	0	-1	0	6

The addition of active snow melt to the plaza has a positive effect on the following evaluation criteria:

- Daily activity
- Promote Events
- Multi-Seasonal Use
- Increased Flexibility
- Enhances Streetscape
- Serve Residents
- Serve Visitors
- Serve Main Street Workers

The addition of a water feature to the plaza has a negative effect on the following evaluation criteria:

- Promote Sustainability
- Decrease O & M Requirements