

Park City Main Street Plaza

October 22, 2015



CIVITAS STRUCK

Stakeholder Interview Key Takeaways

Key Takeaways

+ Design an adaptable multi-use space for year-round use that is additive to Main Street, the historic district, and the overall character of Park City (we are not just creating another events space)

Key Takeaways

+ Respect this space as an emotional center of the town and reflect the pride of an active community that cares deeply about where they've chosen to live

Key Takeaways

+ Develop a great gathering space that offers the consummate photo spot, but also becomes a landmark and a source of local pride, gathering and repeat visitation

Key Takeaways

+ Honor the history/legacy without trying to replicate it

+ Create aspects of engagement and interaction

Positioning

Positioning

+ Visitor Motivators

Factors that most motivate your target audience that are expressed as wants or needs. These are the core reasons your visitors visit and are key components of developing compelling messaging.

+ Plaza Attributes

Set of characteristics that identify the physical character and personality traits. These enable us to key in on your unique strengths and abilities to meet those visitors' needs

+ Core Essence

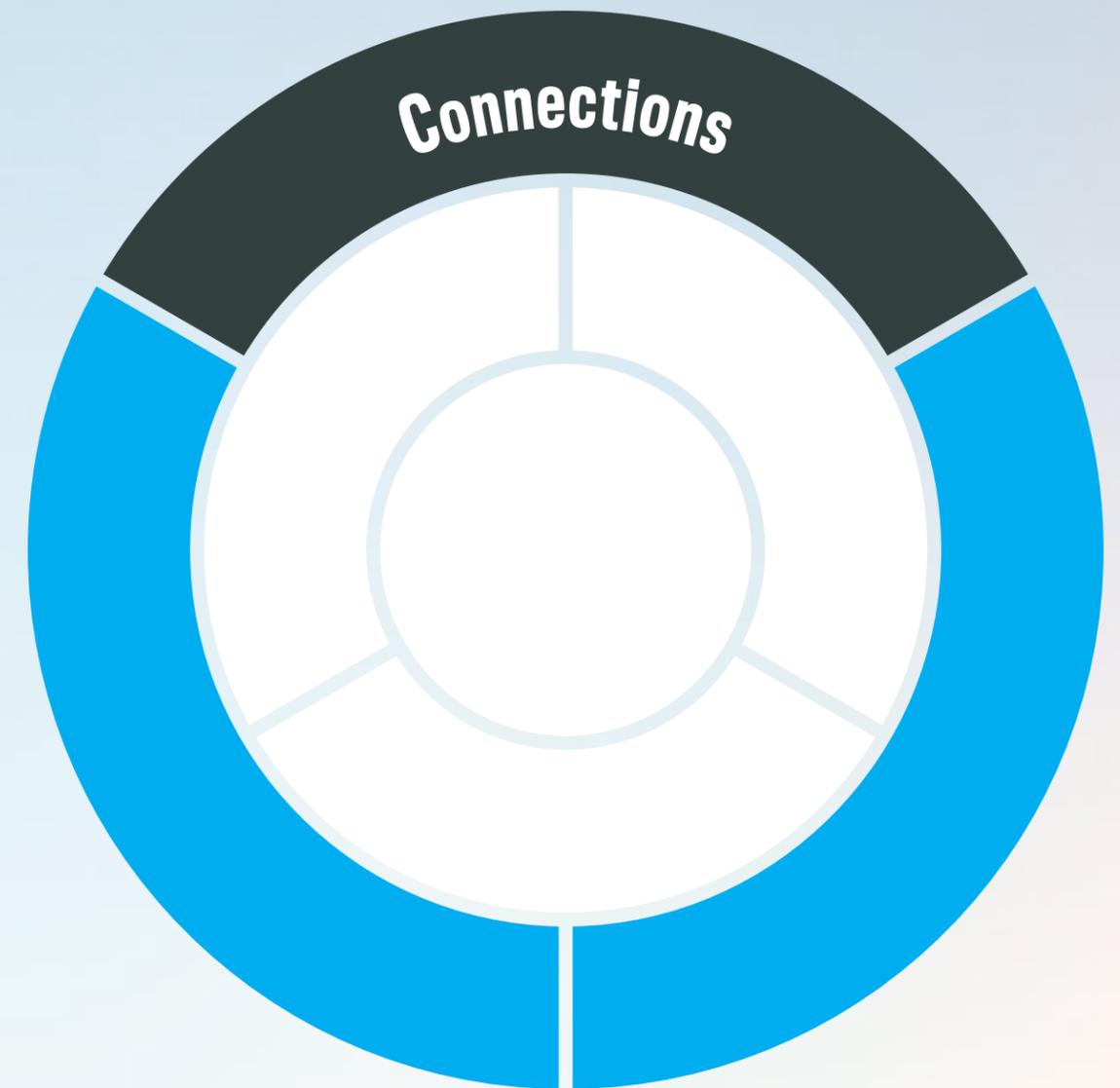
Visitor motivators + plaza attributes = your unique and relevant core essence



Visitor Motivators

+ Connections

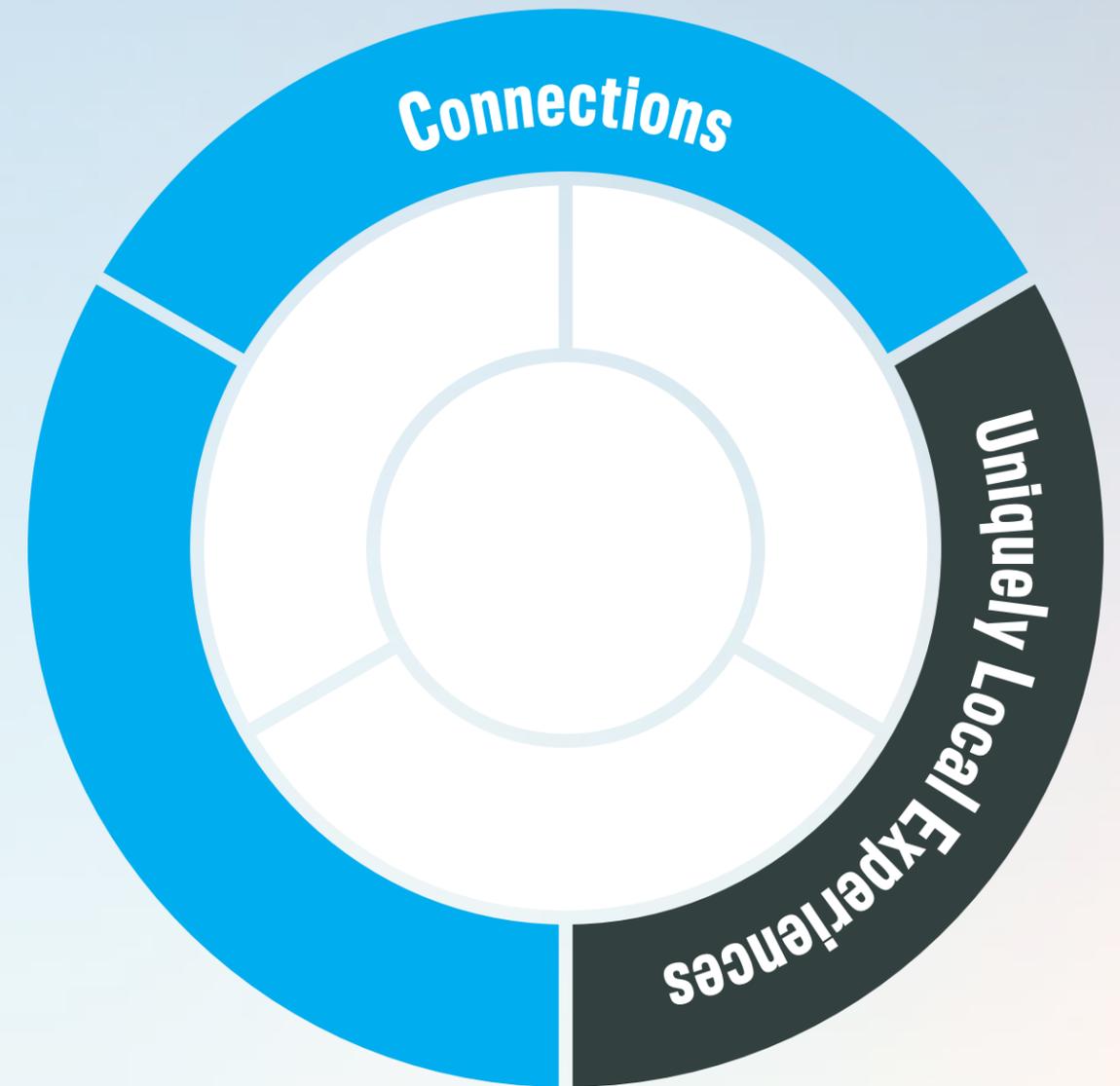
Park City visitors want to connect with those they travel with, to the place they are visiting, and to the history of the location. Park City residents are unique in how many of them choose to live in this special place, how deeply connected they are to the area and their fellow residents, and how interconnected they are with each other via community involvement. The new plaza offers an opportunity to create a natural place for these connections to happen.



Visitor Motivators

+ Uniquely Local Experiences

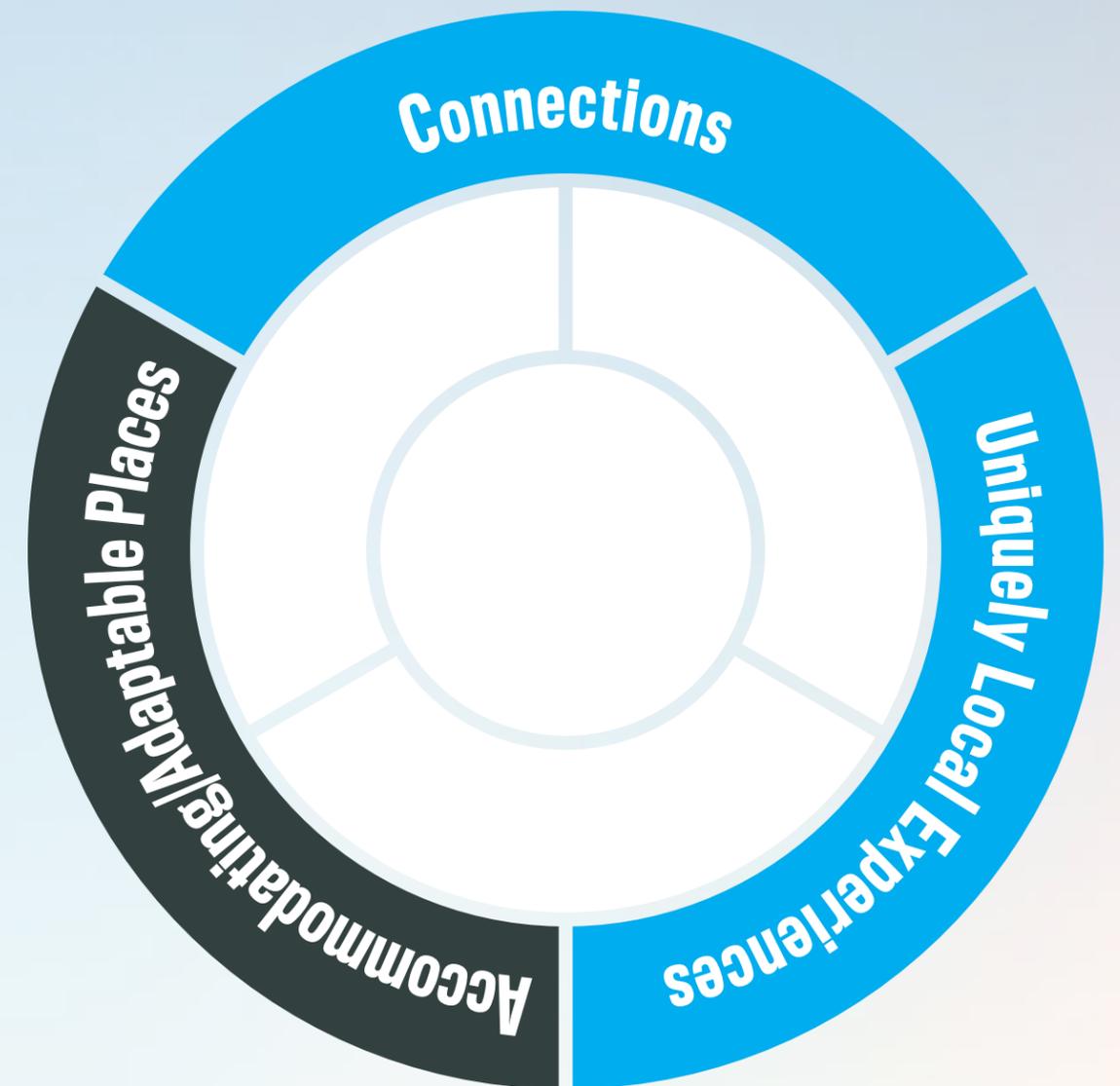
Park City is a bit of a hidden gem with its own unique personality. It's a place where residents choose to live and visitors choose to return. There's an authenticity to the community that honors and keeps the adventurous spirit alive, all while still being a place of comfort where everyone feels like they fit in. Visitors are always looking for vibrant and diverse experiences that feel unlike anywhere else, yet also feel like a place where they belong. The new plaza can help capture what makes Park City unlike anywhere else and where even visitors feel at home.



Visitor Motivators

+ Accommodating/Adaptable Places

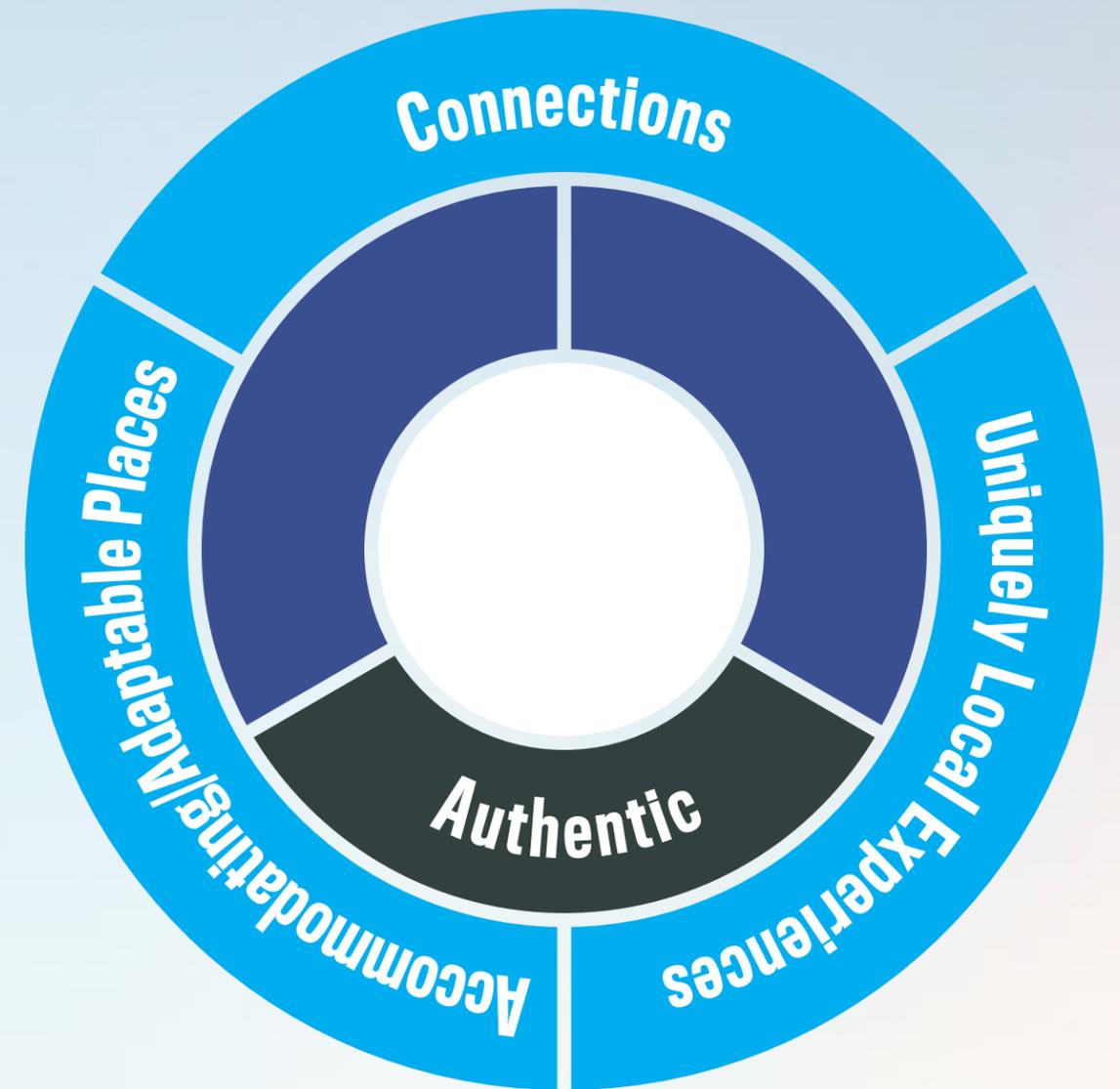
Visitors seek a wide range of experiences to share with their travel companions—this includes high-energy peaks and more intimate, quiet moments. Even when visiting the “must see” place in town, the most rewarding places and experiences are responsive and adaptable to your energy and interest level. Park City residents also really want to feel more drawn back to Main Street and to find welcoming opportunities to hang out, meet up with others, and share experiences that are easy and have a low cost of entry. Without requiring a lot of planning or any big expenses, the new plaza is a welcoming and easy-to-enjoy place for a wide range of activities and gatherings.



Plaza Attributes

+ Authentic

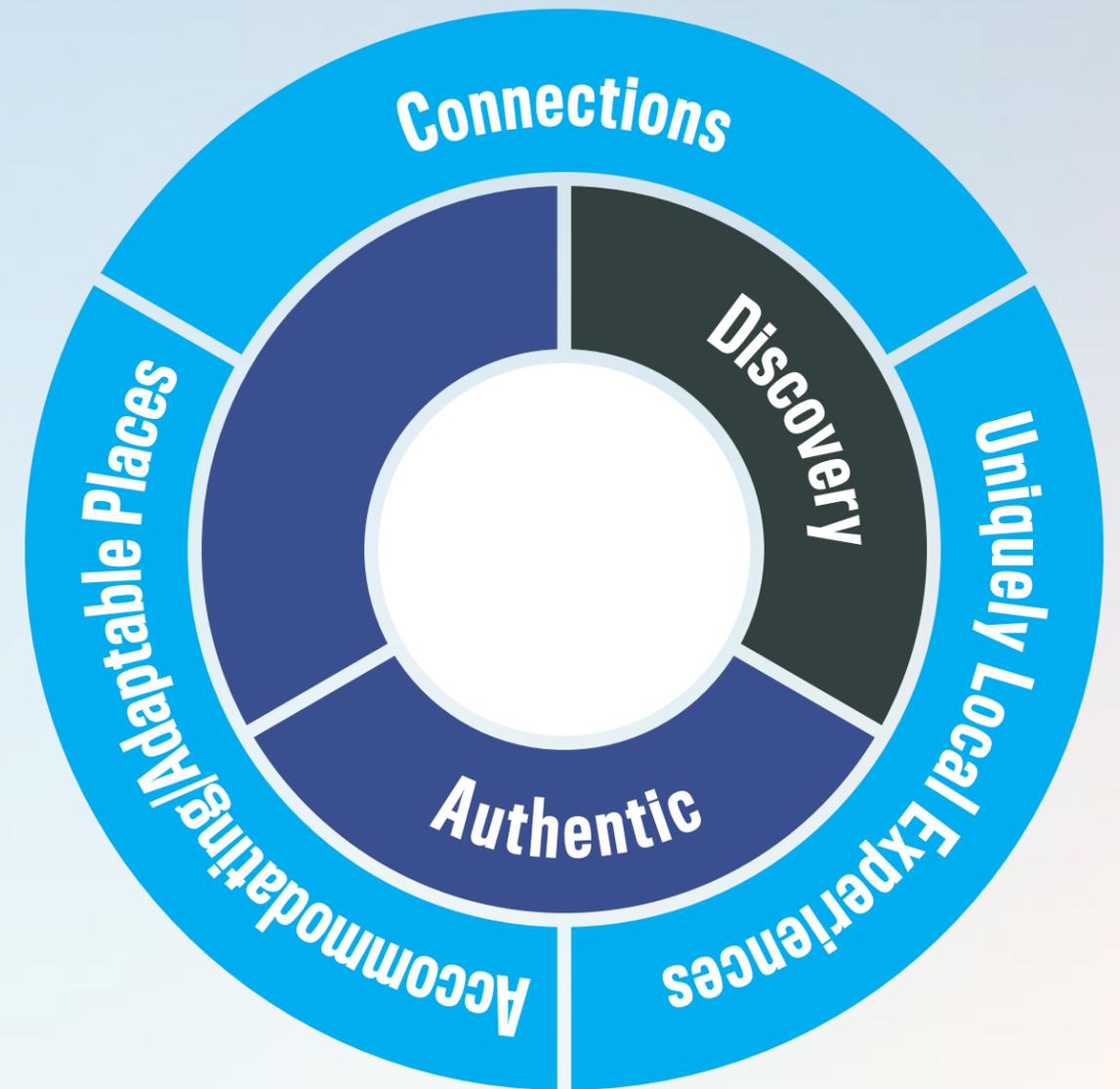
Park City is a uniquely authentic place—a real town where real people love to live, work and play. It's unlike other resort towns that seem only designed for tourists and have artificial theme park facades. Something special happens in a place where people choose to live and are so involved in every aspect of the community—it emanates realness, personality and vibrancy. The new plaza is in the core of a unique town that doesn't pretend, is distinctly real, and reflects Park City's pride and special brand of funk.



Plaza Attributes

+ Discovery

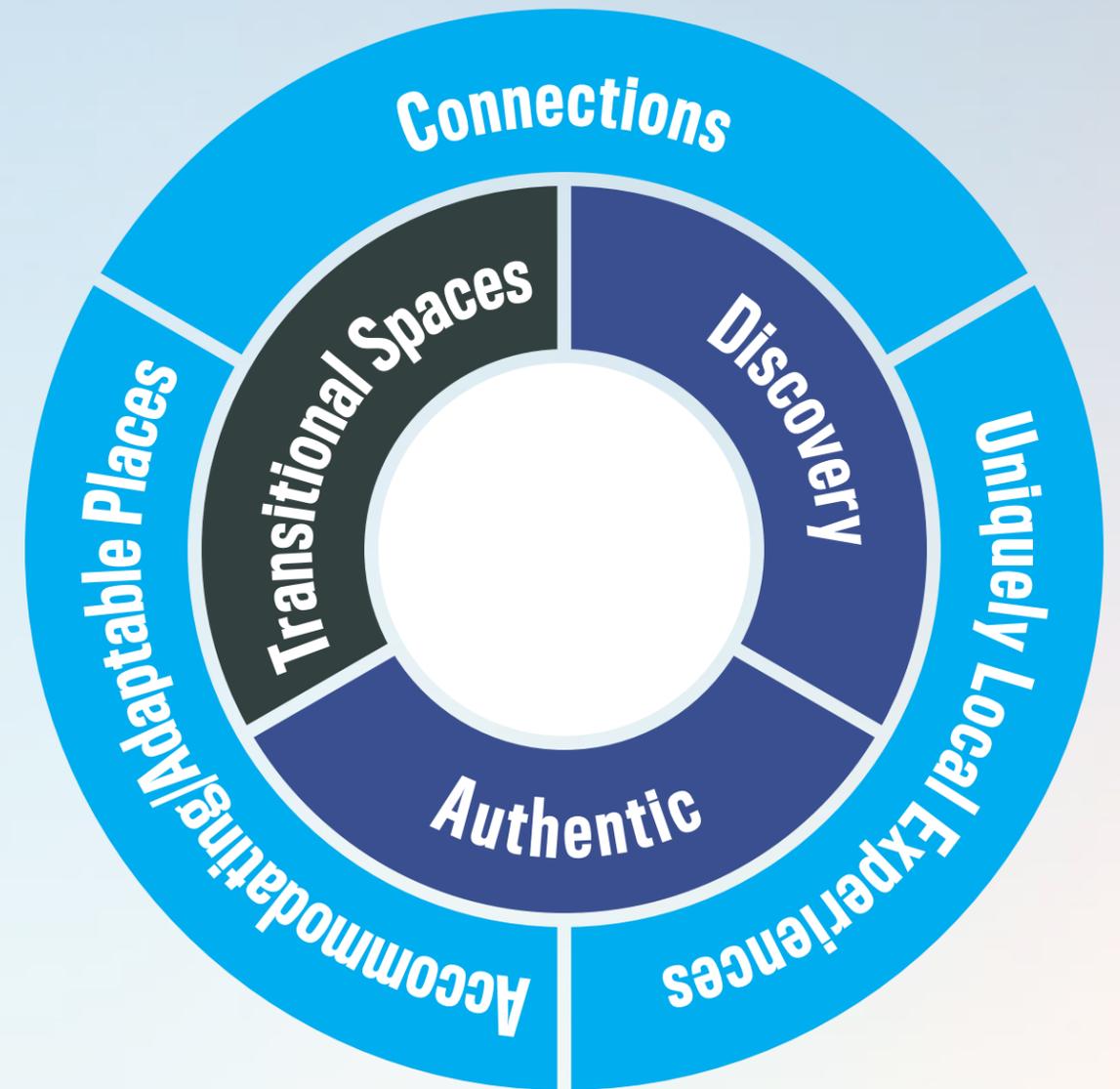
Our favorite spaces and places always feel fresh, new and inviting no matter how many times we've visited them. This new plaza has the opportunity to bring that sense of discovery and a new view of Park City's Main Street to both visitors and residents. Adventurers have always been welcome here and this new space can honor the treasured history of the area while also introducing something always new and interesting happening with art, gathering and activities.



Plaza Attributes

+ Transitional Spaces

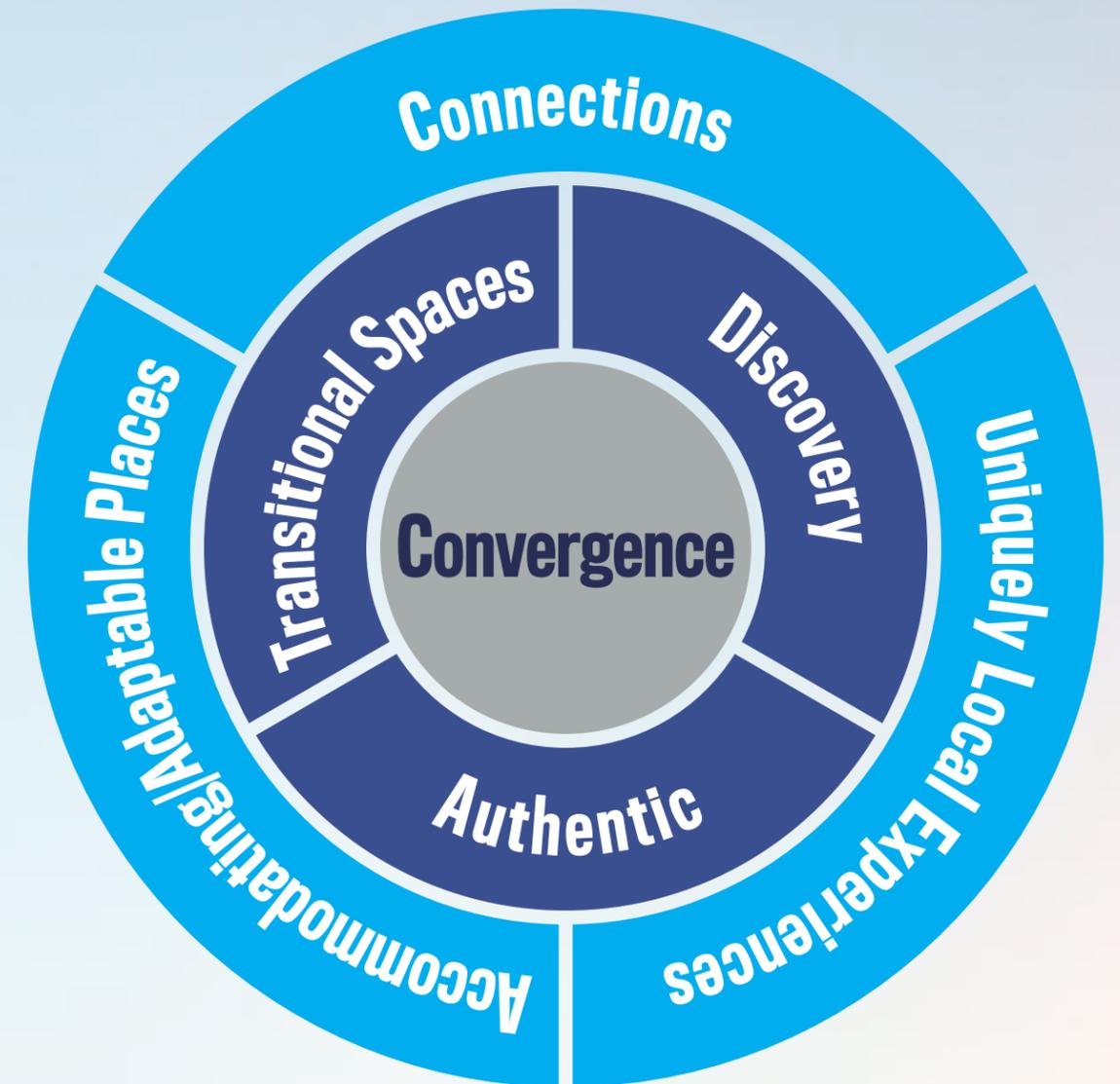
Whether it's part of your everyday or your vacation day, some of the best times are the moments in between. It's these moments of transition whether you are taking a break or gearing up for something exciting. The new plaza marks so many special points of transition within Park City. It's the place where you meet up with friends after a ski day and before a special dinner. Where the commercial part of Main Street meets up with the residential section of historic Old Town. When the day begins to change to the magic hour when the light is perfect. It's also the first day you notice the leaves are changing and fall is on its way. There's magic in the transitions and subtle changes, and this new plaza can capture those special moments.



Core Essence

+ Convergence

This new plaza represents a blending together of the many natural, cultural and community aspects of Park City. The plaza fits naturally within the local landscape while also bringing fresh, new energy to Park City by blending together all the elements that make the city so unique. The new plaza is not only located at a key point of convergence in the town, but through thoughtful design it also represents both the area's history and future. It welcomes both residents and visitors. It is a place for both quiet moments and outsized celebrations. It's a place where everyone feels welcome and discovers new happy moments throughout the day and throughout the year.



Thematic Guideposts

Thematic Guideposts

+ Authentic

Park City isn't a new development. It wasn't purpose-built for the ski resorts that now dot the surrounding mountains. It has history. It has evolved from a rough-and-tumble mining town to a beautiful gem in the Wasatch Mountains. And Park City isn't a mountain resort town where people work during the day and disappear when their shift is over. No, people have been living and working here for generations. It will always be their home. And even though the current look of Park City is a far cry from its early days, this change has happened organically, and small touches of its past can still surprise and charm you.

Thematic Guideposts

+ Discovery

Park City was built on discovery. Even beneath the mountains, intricate veins of precious metals called out to those willing to put the effort into finding them. This sense of bold adventure has stood the test of time, even though we've replaced the pick-axes and mining helmets with snowboards and dozens of choices to explore for food and nightlife. This isn't a sleepy mountain hamlet; residents and visitors are always on the lookout for something new to get out and experience, the area caters to their fun and active lifestyle.

Thematic Guideposts

+ Fusion

Park City is where the spoils of nature and the splendor of man bleed into one another. In the morning you can carve up the backcountry alongside the area wildlife, and by lunch you can sit down and enjoy white-napkin dining. There is no suburban sprawl here; shops and bars cut a thin line through untamed nature, letting you connect with both worlds with each step down the street.

Thematic Guideposts

+ Intimate

At its heart, Park City is still a small town. Families have lived and worked here for generations and have chosen to be a part of this close-knit community for the long run. They are friendly, honest, laid back and quick to welcome you into their circle. So even though the city is a place you might spot a celebrity or rub elbows with world-class athletes, you'll always feel like you're exactly where you belong. And there are no long drives to reach the slopes, no cold, winding roads to endure before finally getting down to fun. The mountains hug the city in a majestic embrace, always over your shoulder, ready to play when you are.

Thematic Guideposts

+ **Rebellious**

Park City was founded as a contrast to nearby Salt Lake City. People wanted a place to strike it rich and live out their passions. That “anything goes” mentality helped engender a Park City “funk” that is still apparent today through a vibrant art, film and craft community. From the Sundance Film Festival to the Kimball Arts Festival, people come to Park City to make a name for themselves on their own terms.