

ADMINISTRATION MEMORANDUM
NURA 13-13

DATE: August 14, 2013
TO: Northglenn Urban Renewal Authority Board of Directors
FROM: Brook Svoboda, Director of Planning and Development
Amanda Peterson, Parks & Recreation Director
Debbie Tuttle, Economic Development Manager
SUBJECT: Webster Lake Promenade Plaza – Update

BACKGROUND

At the June 26th meeting, NURA awarded a contract to AMPA (Art Management & Planning Associates) to facilitate a visioning process with a deliverable of three (3) conceptual designs for Council and NURA consideration. Provided as **Attachment 1** is a copy of the scope of services for your information. The functional goal of this effort is provide a preliminary analysis of costs and approach to developing the plaza. This effort serves as the preliminary step to establishing the baseline criteria and preliminary cost estimates for moving forward with a formal design and construction project.

The Leadership Committee has held two (2) of its five (5) meetings. At the meeting it was suggested that the City Staff provide an update to Council and NURA about the Process and Project Scope/Expectations.

Process:

The process has six (6) parts. Currently, the project is working on parts C & D – please refer to Attachment 1. Under part C, Leadership Committee, the first two meetings have been held and the third meeting is being scheduled for the August 21st. The AMPA team is developing concept plans which will be presented at that meeting later this month.

Project Scope / Expectations:

Provided with this memo are two renderings (**Attachments 2 & 3**). The first rendering depicts the project area that was provided to Council and NURA, by Staff, during the Webster Lake Promenade presentations made in May of this year. The second rendering depicts a larger area that the consultant has identified for consideration by the Leadership Committee. The consultant feels connectivity and cohesiveness can be better achieved by including the larger area.

The Leadership Committee felt it was important to communicate Council and NURA the potential increased area and identify any concerns as a result of the potential increased project scope. The Leadership Committee wanted to communicate the following considerations:

- Improve pedestrian connections between the Promenade, Recreation Center and Webster Lake
- Differing levels of treatment/improvement for each area
 - Area 1 will likely have a high level of treatment as it is the focal point of the project
 - Area 2 & Area 3 will have lessening degrees of improvements – primarily focused on pedestrian conveyance between the three site
- The consultant prepared preliminary cost estimates, based on price per square foot (ppsf) range from \$250k - \$850k.

The Leadership Committee's general consensus is that Areas 2 & 3, as depicted on Attachment 3, will not require 100% treatment, and likely reflect lower costs per square foot, as the emphasis for treatment will be on Area 1. Area 2 & 3 would likely be utilized as conveyance between the three focal points – Promenade, Rec Center, Lake. As a result the overall project cost will likely trend toward the lower to middle of the preliminary cost estimate.

ATTACHMENT 1

Phase I: Project Visioning & Conceptual Designs

A. Collaborate with Webster Lake Promenade

AMPA will participate in the discussions with Hawkins Development about the desired design relationship between Webster Lake Promenade Plaza, Webster Lake Promenade Building F, Webster Lake, and the City Hall campus. This process may take one to two meetings with the developer and the design team.

Hours: 6 hours

Cost: \$390

B. Finish Case Study Research

AMPA conducted preliminary research for the City Council meeting June 3rd, which included examples of three public plazas. AMPA will finish the research to provide additional design examples to be shared with the Leadership Committee at the orientation meeting. These additional examples will help inspire the possibilities for the future plaza.

Hours: 24 hours

Cost: \$1,560

C. Convene Leadership Committee

The Committee will participate in three meetings to determine the vision for the project that will guide the development of three conceptual design plans. At the initial meeting, the group will discuss preliminary thoughts about the project vision and AMPA will share research about successful public plazas. During the fourth meeting and after public input, the Committee will select one conceptual design plan to recommend to City Council and the Northglenn Urban Renewal Authority for approval. The last meeting will entail reviewing the proposals submitted by design teams and selecting the design team and final plaza design.

Meeting 1: Committee Orientation

Meeting 2: Project Visioning

Meeting 3: Review Conceptual Design Plans

Meeting 4: Select Conceptual Design Plan to Recommend (after public input)

Meeting 5: Review Request for Proposal Submittals and Select the Final Design

Hours: 40 hours

Cost: \$2,600

D. Create Three Conceptual Design Plans

AMPA will engage and oversee a landscape architect who will work with the Leadership Committee through the creation of three conceptual design plans from which to choose. The landscape architect will provide the following services:

1. Site visit(s) as needed.
2. Attend Leadership Committee meetings 2 and 3.
3. Develop three conceptual design plans, including one perspective view, one site plan, and preliminary construction cost estimates for each alternative.
4. Develop final conceptual design plan for review and approval by Leadership Committee, City Council, and NURA.

AMPA Hours: 10 hours

AMPA Cost: \$650

Subcontract with landscape architect not to exceed \$5,000

Total: \$5,650

E. Public Input Gathering

After the Leadership Committee has approved the conceptual design plans, AMPA will conduct one public meeting and one online survey to gather input from the community about the design alternatives. Hosting an online survey will help to deepen the community input. This process will provide insight into the vision for the project and will help inform the final design. The data will be collected and reported to the Leadership Committee, City Council, and NURA.

Hours: 32 hours

Cost: \$2,080

F. City Council and Northglenn Urban Renewal Authority Approval

AMPA will present the recommended conceptual design plan to the City Council and NURA for final approval.

Hours: 8 hours

Cost: \$520

PHASE I TOTAL: \$12,800

Timeline: July - September 2013

Deliverables: Three Conceptual Design Plans and Final Conceptual Design Plan

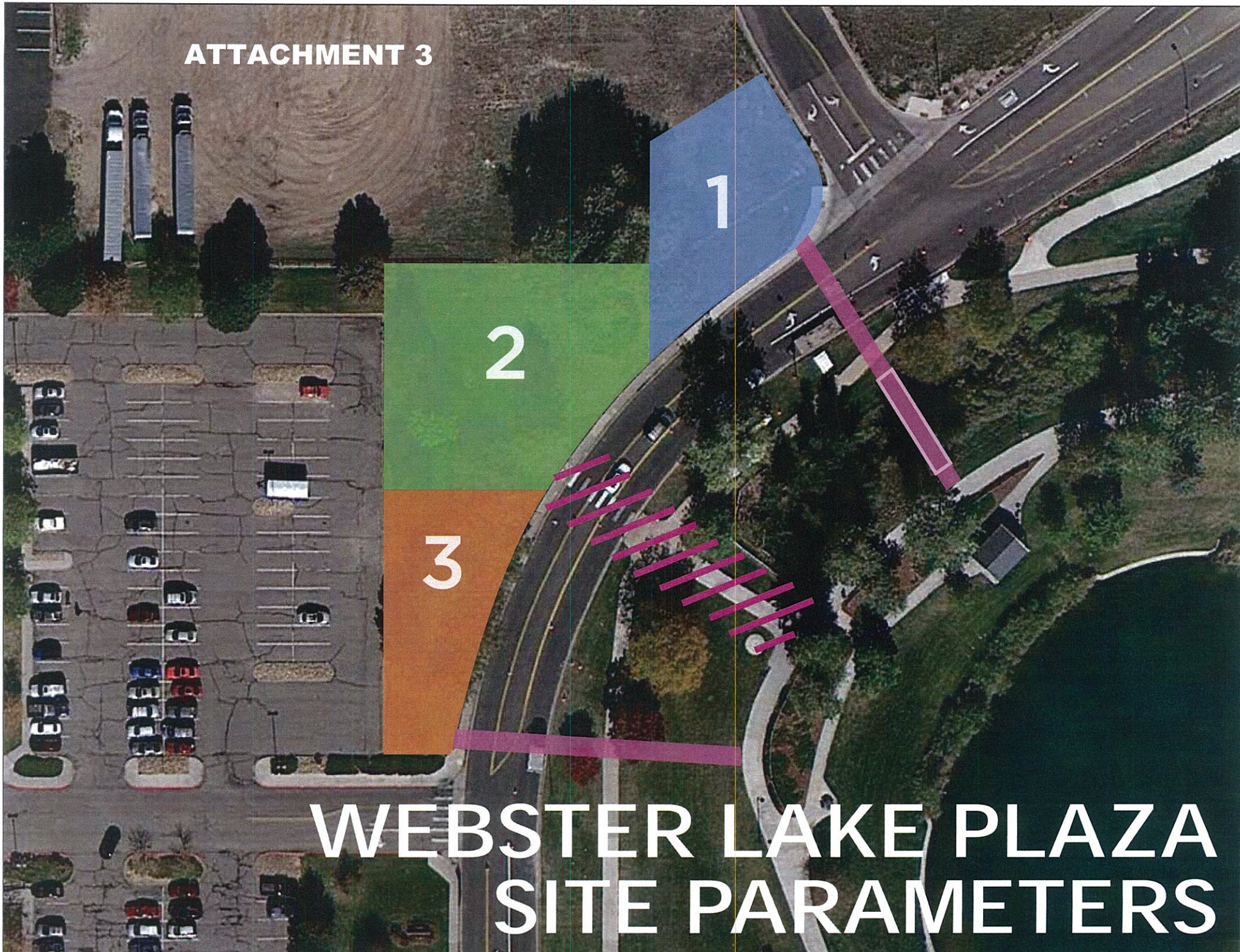
ATTACHMENT 2

Dedicated Parcel

City Owned Portion



ATTACHMENT 3



**WEBSTER LAKE PLAZA
SITE PARAMETERS**

WEBSTER LAKE PROMENADE PLAZA
NORTHGLENN, COLO.
STEERING COMMITTEE MEETING
July 18, 2013, 5:30 – 6:30 p.m.
Northglenn Recreation Center, 2nd Floor, Alpine Room

MEETING MINUTES

Leadership Committee Members in Attendance

Chris DeMay, Urban Renewal Authority	Rosie Garner, Arts and Humanities Foundation
Brian Ocepek, Parks and Recreation Advisory Board	Brook Svoboda, Planning and Development
Rory Moore, Youth Commission	Jake Hawkins, Hawkins Development
Amanda Peterson, Parks and Recreation	Debbie Tuttle, City Manager's Office
Michael Stricker, Arts and Culture	

Leadership Committee Members Absent

Kim Snetzinger, City Council (Met with Project Consultant July 26th)

Project Consultant Present

Deana Miller, AMPA
Cindy Vinson, AMPA

Meeting Handouts: Meeting Agenda, Leadership Committee Responsibilities and Plaza Project Site Plan

- I. Meeting Goals
Deana Miller discussed how the Leadership Committee plays a critical role in setting the vision and design elements for the Webster Lake Promenade Plaza.
- II. Introductions
Round table introductions of Committee members.
- III. About Webster Lake Promenade Plaza
Debbie Tuttle commented on the Plaza site and the 10-Acre restaurant and retail commercial development, Webster Lake Promenade:
 - Creating a cohesive flow within the Plaza is important.
 - The 10-acre Promenade area is allocated to restaurant related and retail businesses except for Building F (nearest the Plaza).
 - The Promenade groundbreaking is scheduled for July 29th. The development is expected to take 18 months to build.

- Hawkins Development dedicated a parcel to the city to develop the public plaza, Webster Lake Promenade Plaza.

Site plans were viewed.

Jake Hawkins shared that the E.B. Raines Park and Webster Lake are seen as amenities and are a doorway to the Promenade development and vice versa. The goal of Webster Lake Promenade is to leverage these assets to enhance the public's experience. Connectivity between the Plaza, the park and the Promenade is key to engaging the public.

There will also be four locations for sculpture within the Promenade site, which Northglenn will work with Hawkins Development to fulfill.

Michael Stricker shared that there are nearly 200,000 visits to the Recreation Center annually.

IV. About the Art and Design Selection Process

Deana Miller explained the following project details:

- A. The role of the Project Consultant is to facilitate the design selection process, generate ideas, problem solve and build consensus among the Committee members.
- B. An explanation of the Leadership Committee Responsibilities was handed out.
- C. Deana explained the types of questions the Committee will discuss during the visioning process at the next meeting:
 - What will be happening in the Plaza?
 - What is Northglenn's identity?
 - What will people do and how will they feel in the plaza?
 - How will people access the plaza?
 - What design features are desired? For example, community activities such as farmers markets, art fairs, fire or water features, seating, etc.

V. What is Creative Placemaking?

Deana referenced three websites about Placemaking:

- http://www.pps.org/reference/what_is_placemaking/
- <http://www.pps.org/reference/11steps/>
- <http://www.pps.org/reference/grplacefeat/>

Creative Placemaking incorporates the following features:

- Arts and cultural experience are key.

- Community sets the vision for the project.
- Capitalizes on the sites assests.
- Brings people together.
- Public art can be the central focus creating one of a kind and unique experiences.
- Attracts people and businesses and is a community space and meeting place full of activity and creativity.
- Creative places are pedestrian-friendly.

VI. Art and Design Examples

Deana shared design examples of art and design in public places. Each example addressed the visioning questions above.

VII. Next Meetings

(List of meetings has been revised from list presented on Meeting 1 Agenda)

Meeting 2: Visioning Session with Dig Studio

Date: August 6, 5:30 – 7:30 p.m.

Location: Northglenn Recreation Center, Alpine Room, 2nd floor

Purpose: The Committee will focus on brainstorming and setting the vision for the Plaza project.

Homework: Text or email Deana a photo of your view of the quintessential photo op of Northglenn. Visit the site before the next meeting.

Meeting 3: Review three Concept Design Plans with Dig Studio

Date and location to be determined.

Purpose: The Committee will review three concept design plans developed by Dig Studio. The goal will be to select the preferred plan to be submitted to City Council and Northglenn Urban Renewal Authority (NURA) for input and approval then to the public for input.

Meeting 4: Review Request for Proposal Submission

Date and location to be determined.

Purpose: After City Council, NURA and the public provide input on the conceptual design plan and the plan is approved, a Request for Proposals will be advertised for a design team to finalize the design including art elements. At the 4th meeting, the Committee will review the proposals submitted and select a design team to recommend for the project.

Meeting 5: A 5th meeting may be necessary depending on how many proposals are submitted.

VIII. The meeting concluded at 6:45 p.m.

**Next Meeting Scheduled for August 6, 2013 5:30 – 6:30 p.m.
Location: Northglenn Recreation Center, Alpine Room, 2nd floor**