

TO: Urban Design Committee
FROM: Ed Zimmer
RE: Agenda of October 7, 2014
DATE: December 2, 2014

Item #2: Swanson Russell Associates, 1202 P Street

The Swanson Russell marketing firm is planning an expansion at their 12th & P Street (NE corner) location, adding two stories of office space above their parking lot, north of their existing building.



With the City's redevelopment (TIF) assistance, they are willing and would be able to undertake a somewhat larger project, connecting the two structures with a "bridge" across the parking entrance, at the second and third floor levels. (Illustrated on next page.)

The expanded project also considers the potential of a small retail bay along the sidewalk on the west end of the added structure, instead of merely a screen wall for the parking. The Committee might discuss what would be most desirable in the initial construction of that screen wall, such as constructing it as a faux storefront, if that would facilitate eventual creation of the retail space.



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Addition/Renovation
Swanson Russell
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The discussion might also explore whether the new project could produce a more successful screening of the rooftop mechanical equipment visible at the prominent corner of Swanson Russell's handsome existing building.



Item #3: Award Jury recommendation on 2015 Larry Enersen Urban Design Award

On November 14, UDC's Enersen Award jury met and toured potential sites to nominate for the 2015 Urban Design Award. Michele Tilley chaired the meeting with Gordon Scholz. Tom Laging, Bob Ripley, and Margaret Berry also participated, with Planning staff members Stacey Hageman and Ed Zimmer.

Our tour included the Arena/rail yard redevelopment area, the Paley sculpture at 8th & Salt Valley Roadway roundabout, Assurity campus, Whittier Research Center, LPS District Office/Whole Foods redevelopment, Holmes Lake, College View business district, and the Ferguson sculpture at 33rd and Sheridan Blvd. roundabout.

The jury recommends to the Committee that a single recognition be awarded in 2015 for the Pinnacle Bank Arena and associated "West Haymarket" redevelopment. The jury's discussion emphasized that while the area continues to develop, the effectiveness of the original plan and the urban design strengths of its implementation are abundantly clear, creating a highly compatible expansion of the long-standing historic Haymarket area. The individual components such as the Railyard and entertainment district, the mixed uses of housing, entertainment retail, hotels and offices, and the wayfinding system add to the vitality of the community. Canopy Street and its covered pedestrian way under the renovated historic canopy function as planned, providing the hinge between the new and historic components of "Greater Haymarket."

A wide breadth of design, construction, and management professionals, from both the private and public sectors, played crucial roles in this overall project. If UDC agrees with the jury's recommendation, members should discuss and decide how to present the recognition. The jury's recommendation is to recognize the Joint Public Agency (JPA).