



# IMMERSIVE EXPERIENCE LAB

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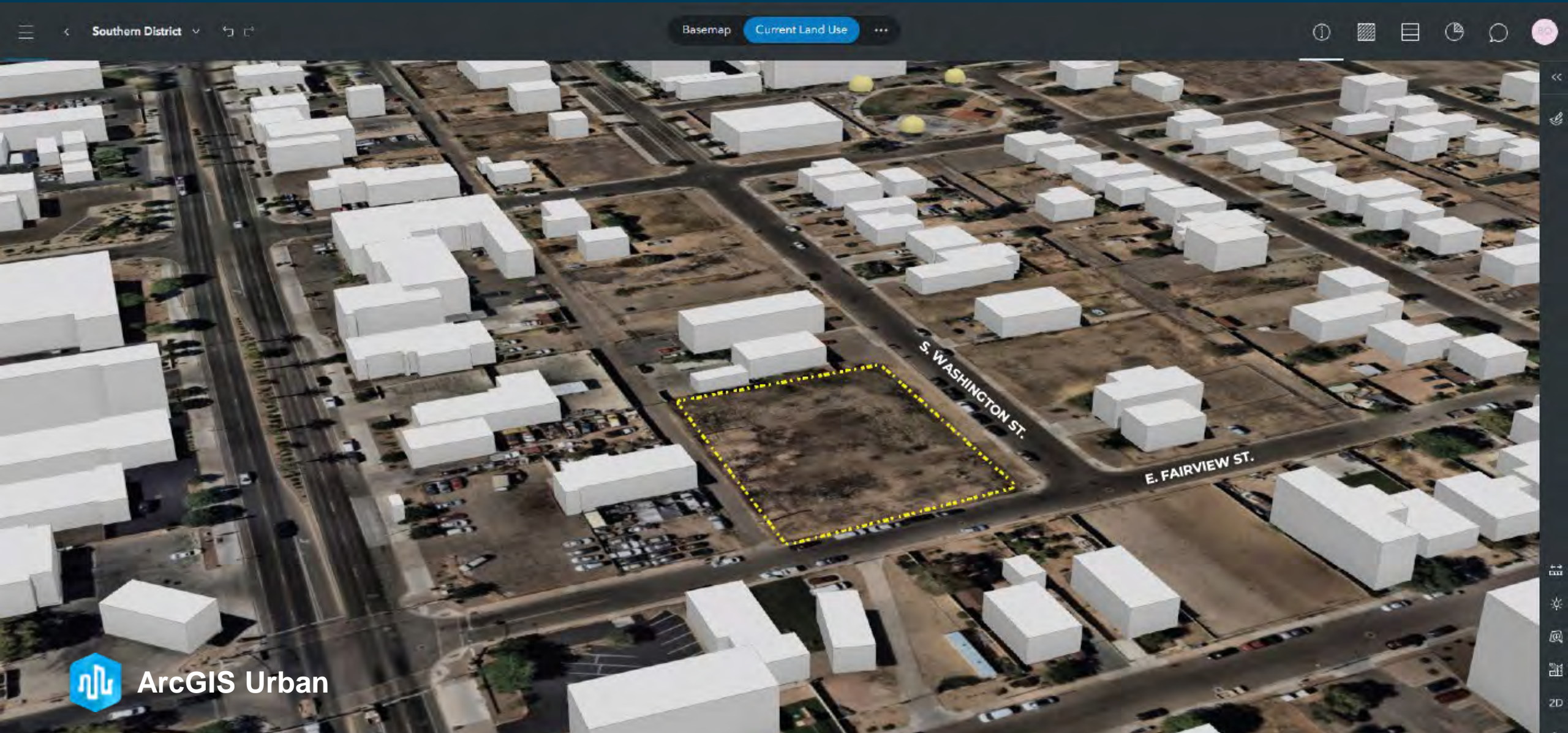
# PURPOSE

**creating a community-built vision** that guides the city in the development and growth



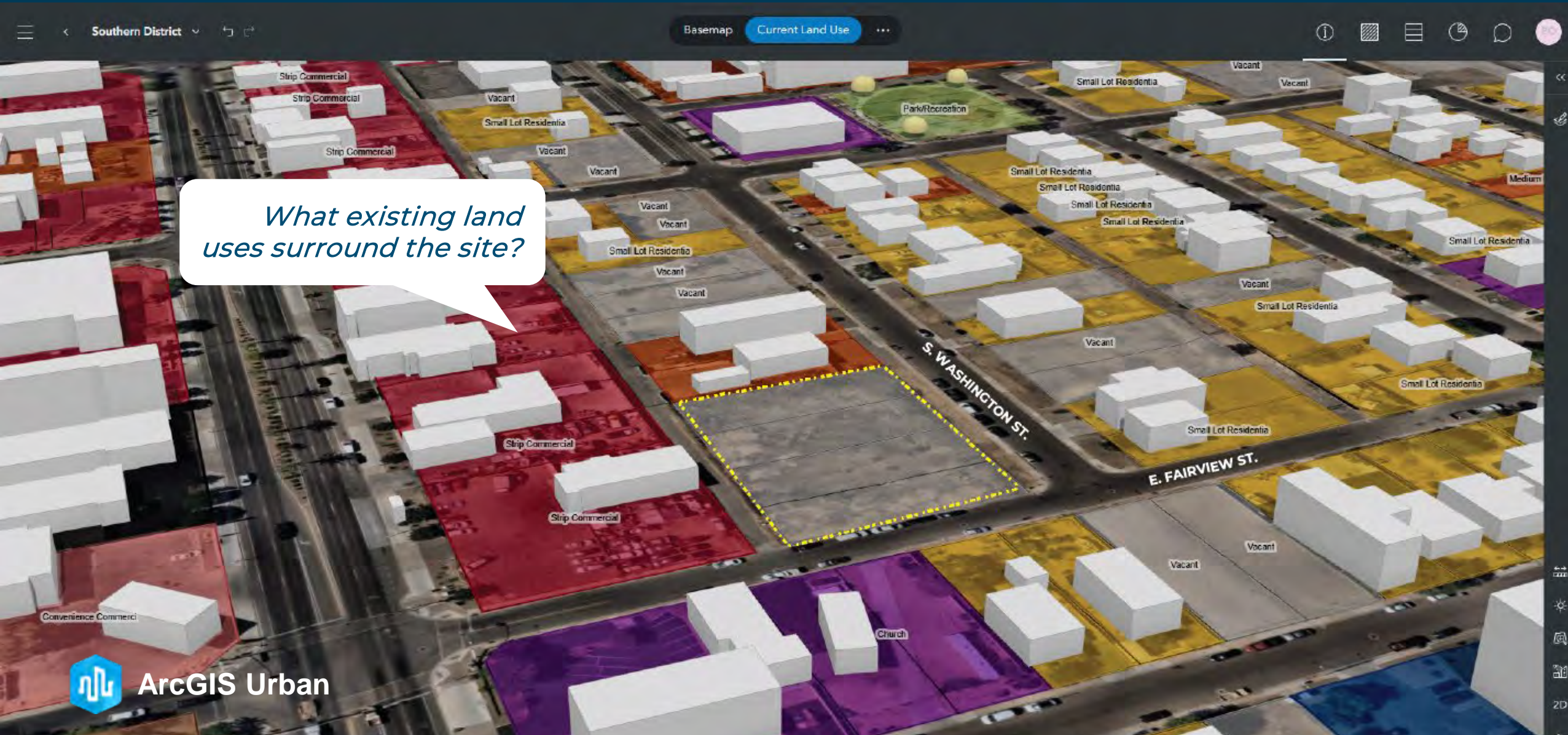
# CREATE | ENHANCE | VISUALIZE | IMMERSE

Through brainstorming tools



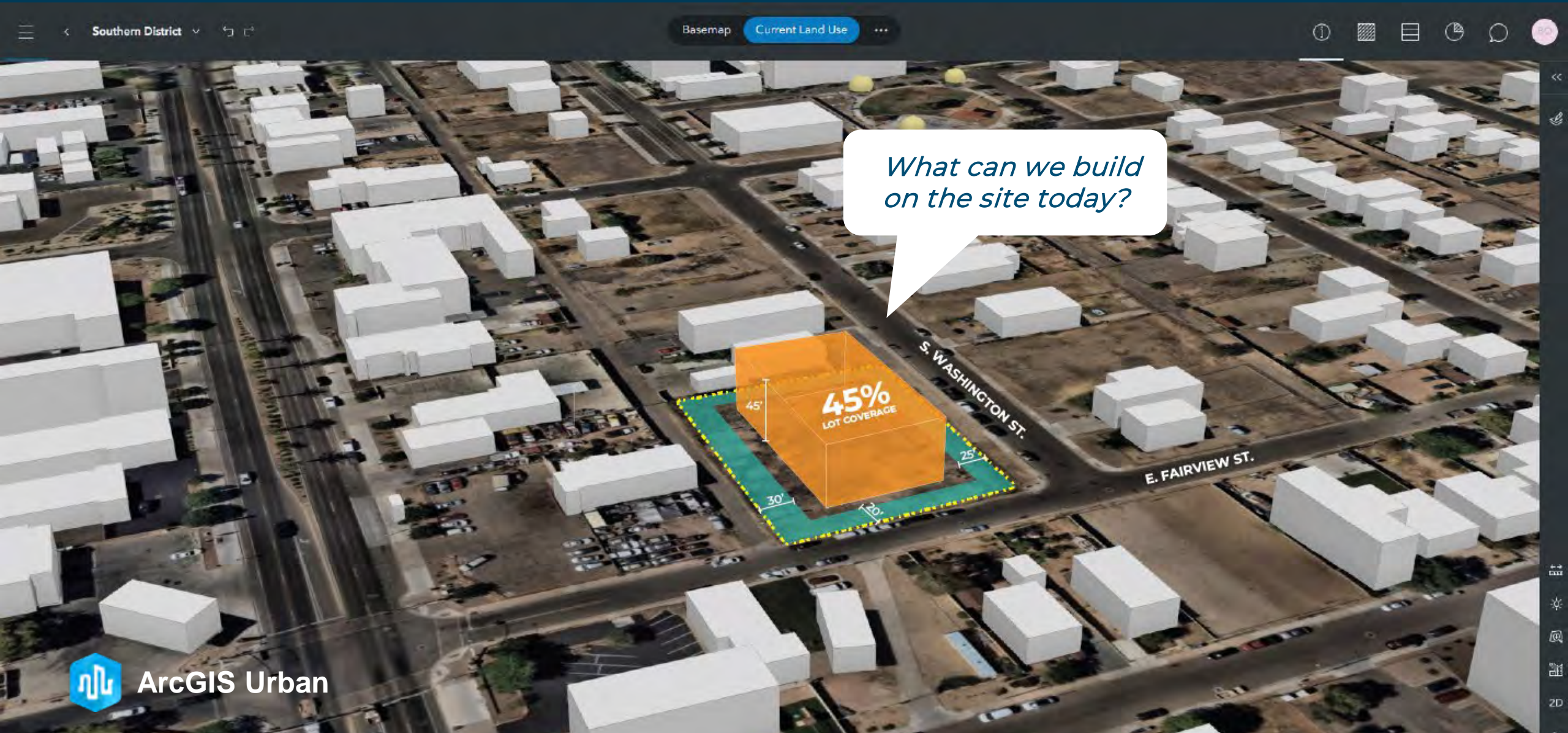
# CREATE | ENHANCE | VISUALIZE | IMMERSE

Through brainstorming tools

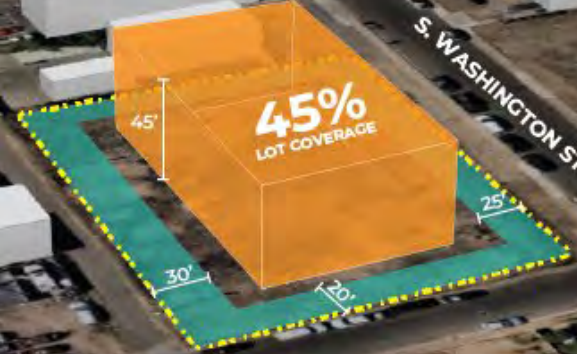


# CREATE | ENHANCE | VISUALIZE | IMMERSE

Through brainstorming tools



*What can we build on the site today?*



# CREATE | ENHANCE | VISUALIZE | IMMERSE

By depicting experience and story



Hand Drawings

# CREATE | ENHANCE | VISUALIZE | IMMERSE

An alternative future



Google Sketch-up

# CREATE | ENHANCE | VISUALIZE | IMMERSE

An alternative future

*What changes can we make to design guidelines to promote this kind of development?*



Lumion



# CREATE | ENHANCE | VISUALIZE | IMMERSE

An alternative future



**ENHANCED  
PEDESTRIAN  
EXPERIENCE**

**INTERIOR  
COURTYARD**

**SUSTAINABLE  
DESIGN**

*What changes can we make to design guidelines to promote this kind of development?*

**SHADE  
STRUCTURES**

**REDUCED  
SETBACKS**

**OUTDOOR  
DINING**



Lumion

# CREATE | ENHANCE | VISUALIZE | IMMERSE

Experience through immersion



# WHAT TO EXPECT

**Guidance** on this experience.





How do we **move**  
through this space?

An aerial photograph of a modern city street. The street is wide and paved, with a central plaza area featuring a grid of light-colored paving stones. Several cars are parked or driving on the street. The street is lined with young trees and black streetlights. A red curb runs along the left side of the street. In the background, there are various buildings, including a large white building on the left and a yellow building on the right. A speed limit sign for 15 is visible on the right side of the street. A white bicycle symbol is painted on the road surface. A dark blue banner with white and yellow text is overlaid on the right side of the image.

What kind of questions  
will we ask?













Sprint Stadium

COOK

16























MaiLash & Brows

4238

4238

SUITE 100

atelier

4242

AVAILABLE  
FOR RENT



# FEEDBACK

Why does **your input** matter?



# LIVE POLLING

Have your **phones** ready!



[Menti QR Code goes  
here]  
+ Test Question