

# SILVERBROOK TOWN CENTER

KALISPELL, MONTANA

## CONCEPT PACKAGE

NOVEMBER 2020

ENSITIO ARCHITECTURE





<https://westcrafthomes.com/gallery/silverbrook-estates/>



# THE SILVERBROOK EXPERIENCE AND GOALS

Silverbrook Town Center is located 6.2 miles north of downtown Kalispell, MT. Flanked by the Stillwater River and Highway 93, the Town Center is centrally located between Kalispell and Whitefish.

Conceived as **a central place for the community** in which commerce, social interaction and leisure activities mix easily into a walkable outdoor setting, Silverbrook is a place where the public is drawn for the simple enjoyment of shopping, restaurants, services and community activities.

Geographically, Silverbrook Town Center sits at the heart of the Flathead Valley. The development will be designed to **take advantage of the valley's breathtaking natural landscape** while strategically planning building locations and landscape to reduce the effects of adverse weather conditions.

The Silverbrook experience will be **inclusive of the entire Flathead Valley** and seeks to fill the needs of the surrounding communities and identified catchment areas. Downtown Whitefish is a good example of a diverse city center with restaurants, bars, shopping and office space. However, it lacks adequate parking and a central organizing space for public activities. Kalispell is home to most “big box” stores but the downtown is lacking in local restaurants and local retailers. Kalispell also lacks any central public space.

As the name town center would suggest, parking needs to be adequate but placed strategically as not to dominate or take away from the pedestrian experience. Parking zones should be

proportional to the business they serve.

To **achieve a vibrant town center**, it is important to **create a memorable experience** in the public spaces. A engaging central space surrounded by activities that animate the experience is a key strategy to the success of the project. This central space will be surrounded by diverse, locally owned retail and restaurants with larger anchor tenants used to bookend and define the space. Secondary uses such as offices and service-based businesses will be above or just off the central space. Residential will be limited to smaller studios and focus on live-work and short term rental needs.

It is important that the pedestrian level is as active as possible aided by programmed events that are **meaningful to the community**. These events could take the form of music, special food events, farmers' markets, charity events, holiday event, civic events and much more. The experience of the central space should transcend commerce to become **a place with a history and memories**.

**What Is a Town Center?** A town center is an enduring, walkable, and integrated open-air, multi-use development that is organized around a clearly identifiable and energized public realm where citizens can gather and strengthen their community bonds. It is anchored by retail, dining, and leisure uses, as well as by vertical or horizontal residential uses. At least one other type of development is included in a town center, such as office, hospitality, civic, and cultural uses. Over time, a town center should evolve into the densest, most compact, and most diverse part of a community, with strong connections to its surroundings. -Urban Land Institute 2007



# SITE

## FLATHEAD VALLEY

The approximately 7 acre commercial site is positioned on the northwestern corner of the overall Silverbrook development, located at the northern most part of Kalispell city limits. By car, the site is centrally located between Whitefish, Downtown Kalispell, and Evergreen in terms of drive time. These communities make up the greater portion of the central valley. The site is located along US-93, which is the main connection between the two larger communities of Whitefish and Kalispell.



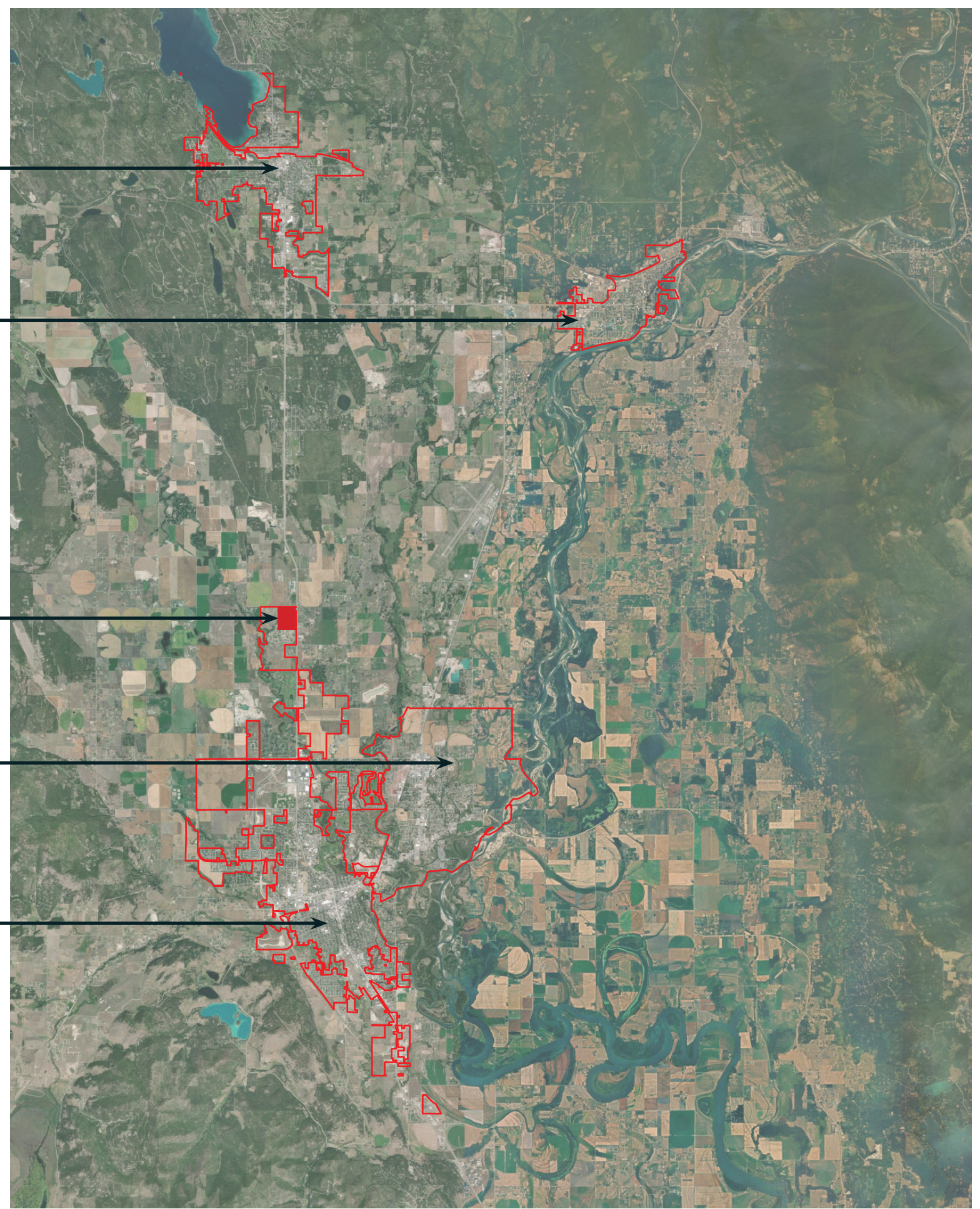
Whitefish

Columbia Falls

Site

Evergreen

Kalispell



Scale = 150,000 : 1



# SILVERBROOK

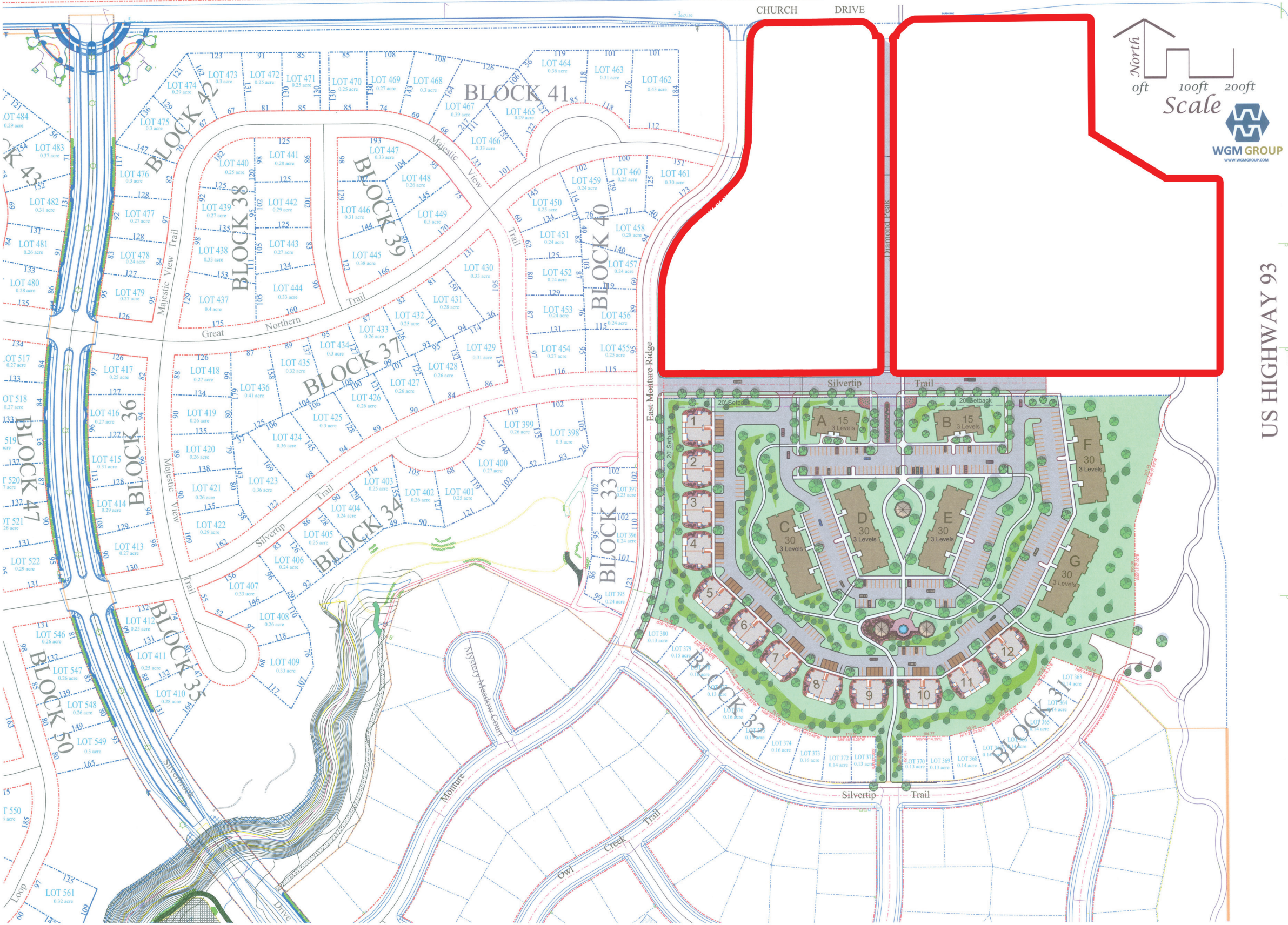
Within the Silverbrook community, the commercial site is located at the corner of Church Drive and US-93. With the adjacency to US-93, which functions as the main corridor between Kalispell and Whitefish, the site has a high amount of exposure to both local residents and tourists alike. Surrounded by a mix of low and high density housing to the South and East, the site has many opportunities to function as a vibrant center of a multitude of activities.



<https://westcrafthomes.com/gallery/silverbrook-estates/>



# Silverbrook







1C

2C

3C

C

1A

2A

3A

4A

5A

SHARED A

1B

2B

3B

4B

5B

7B

6B

8B

PARK

SHARED B

SOLD

SOLD

CHURCH DRIVE

EAST MONTURE RIDGE

GREAT NORTHERN TRAIL

EAST SWIFT CREEK WAY

DIAMOND PEAK DRIVE



## COMMERCIAL LOTS A

<u>LOT NO.</u>	<u>LOT AREA (SQ FT)</u>	<u>BUILDING (APPORX. SQ FT)</u>
1A	8,788.4	7,200
2A	8,166.89	7,600
3A	16,023.72	12,000
4A	9,117.78	6,300
5A	29,726.99	18,000
SHARED A	114,637.26	

## COMMERCIAL LOTS B

<u>LOT NO.</u>	<u>LOT AREA (SQ FT)</u>	<u>BUILDING (APPROX. SQ FT)</u>
1B	6,847.42	12,600
2B	4,787.75	8,800
3B	5,382.92	10,000
4B	5,174.63	9,800
5B	11,826.54	22,400
6B	6,437.03	5,600
7B	9,418.07	8,200
8B	7,375.25	5,000
PARK	35,020.89	
SHARED B	195,277.36	

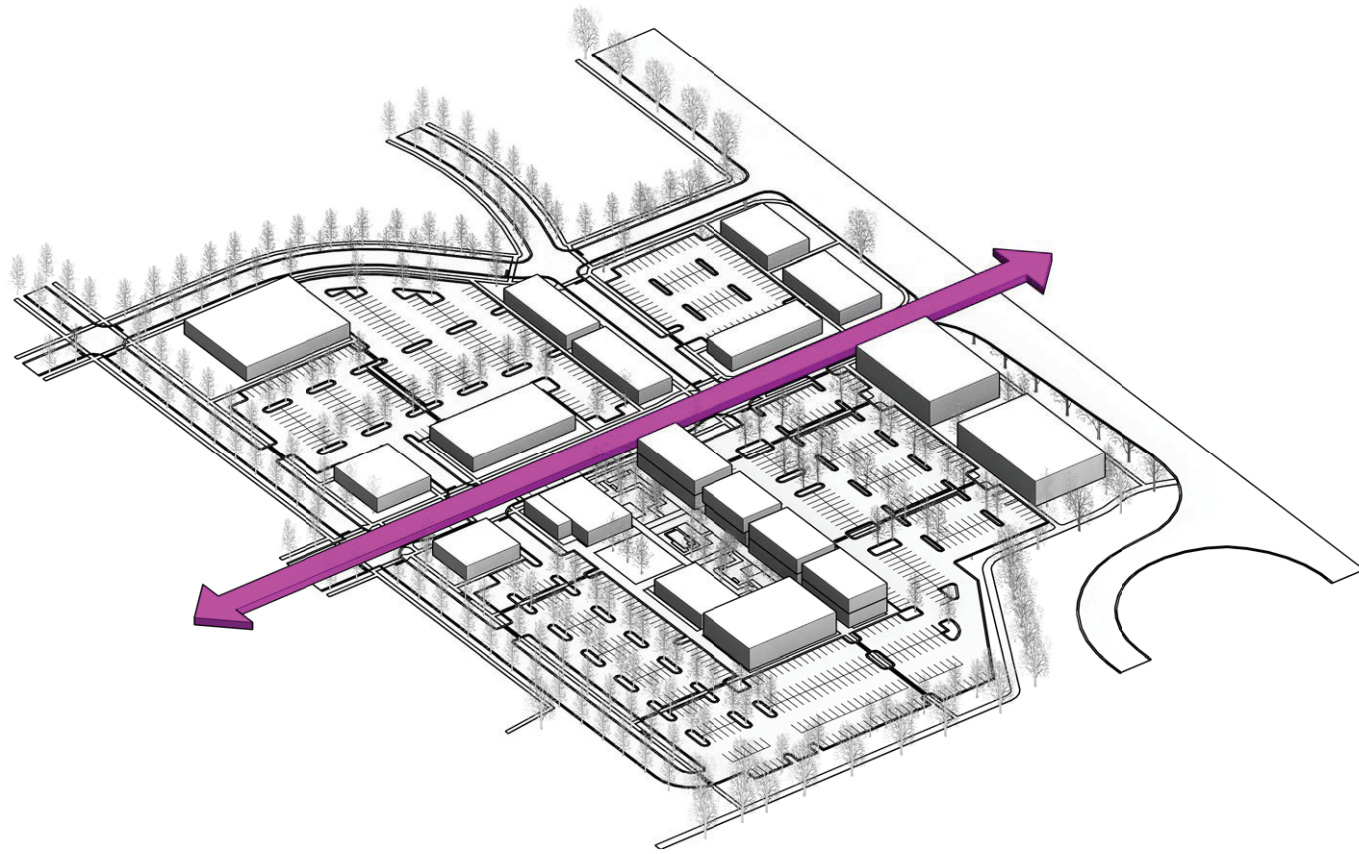
## COMMERCIAL LOT C

<u>LOT NO.</u>	<u>LOT AREA(SQ FT)</u>	<u>BUILDING (APPROX SQ FT)</u>
C	62,386.26	-
1C	-	5,400
2C	-	7,200
3C	-	8,400

## THE BIG IDEA

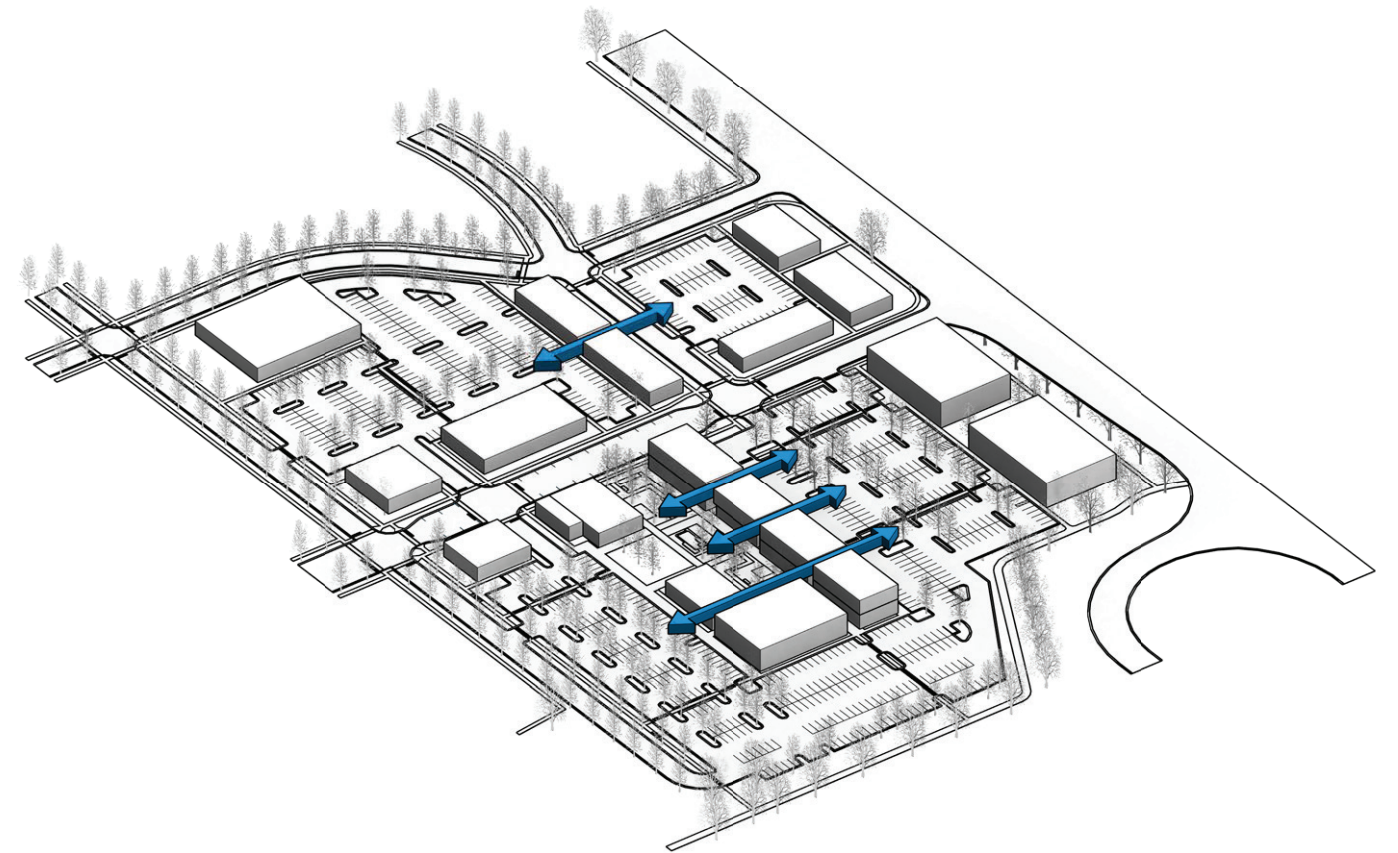
Silverbrook Town Center is designed to focus on the visitor experience. The careful arrangement of buildings, open spaces, and parking creates a central gathering area where commerce, social interaction, and leisure mix within a walkable outdoor setting. Perimeter parking lots encourage a pedestrian connection across the entire site. Ample sidewalks and generous pathways provide space for businesses to extend their footprint, creating an active street scene. The numerous outdoor spaces between buildings provide opportunities for experiences such as live music or a farmers' market. Throughout the site, a variety of scale allows for a park-like setting to intermingle with the built environment.





### MAIN STREET

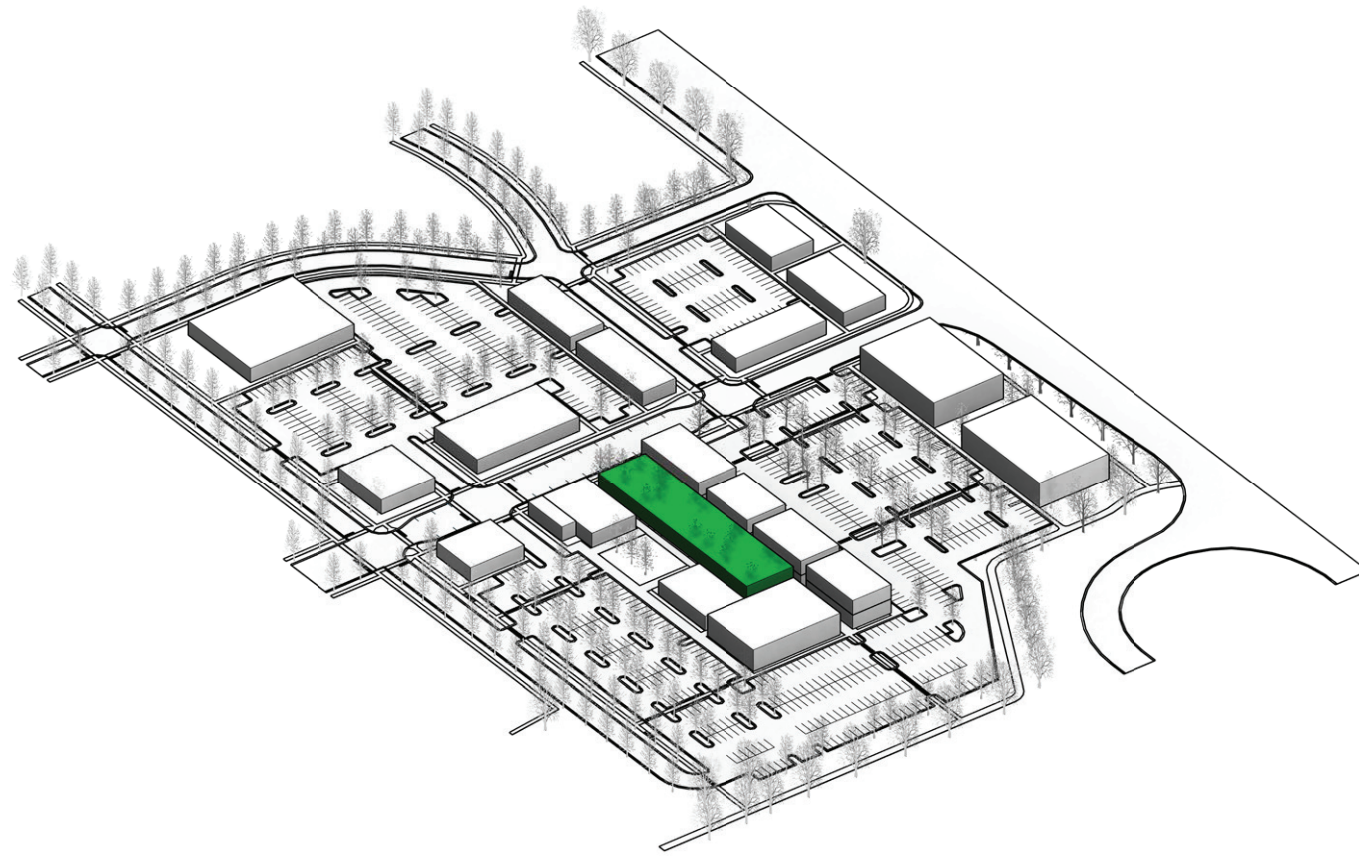
The street section along Diamond Peak Road has been designed to create an experience of a main street. This experience creates a pedestrian friendly, walkable street without inhibiting or discouraging vehicular circulation



### PEDESTRIAN ALLEYS

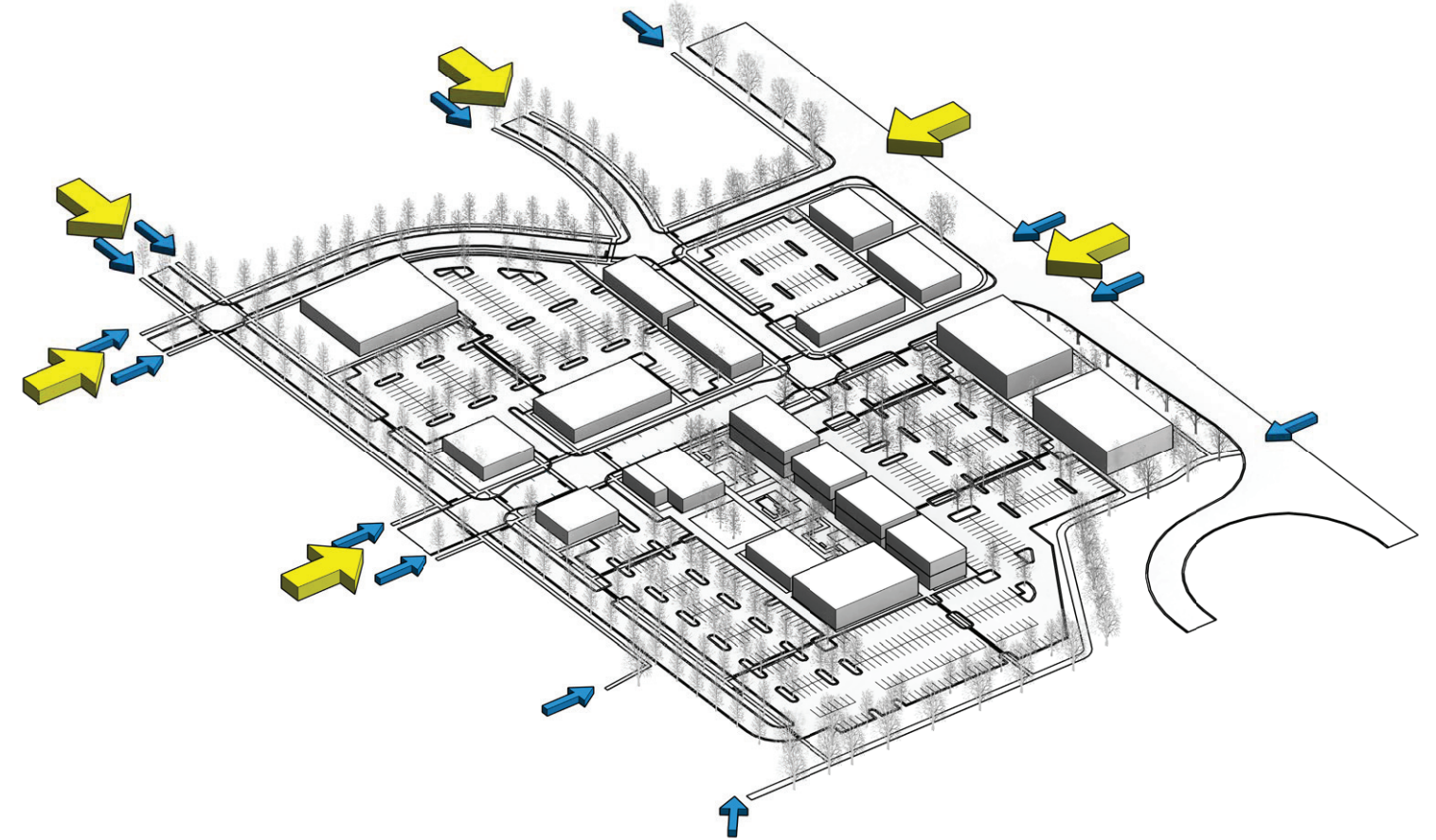
In addition to the main streets and access, a series of pedestrian alleys cut across the site. These alleys provide the experience of more intimate spaces in contrast to the larger and more open areas. These alleys provide diversity in the pedestrian experience and provide unique opportunities for interaction between the indoor and outdoor spaces. Small shops could be placed here to increase the store frontage of the building.





### CENTRAL PARK

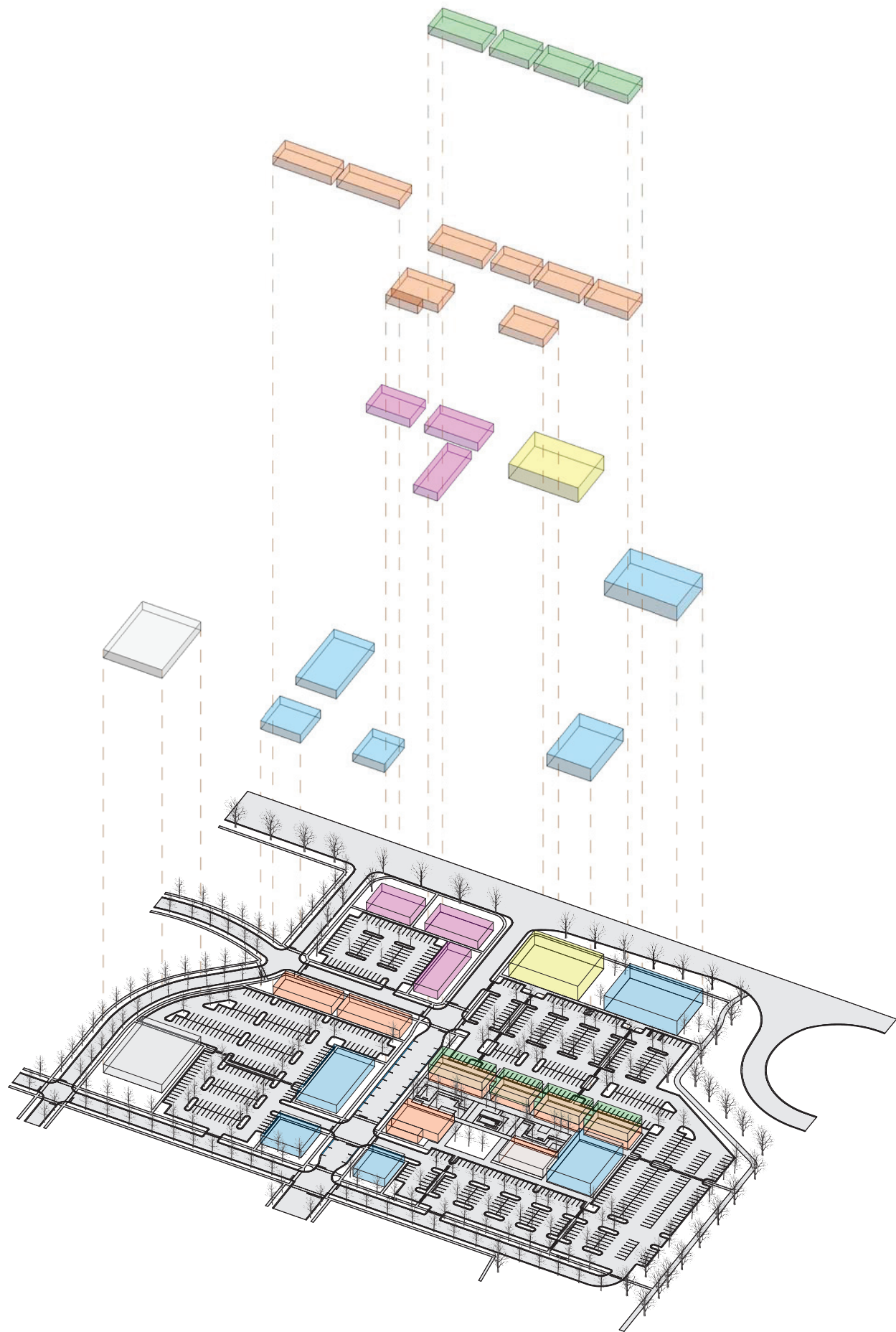
The centrally located open space provides an area for gathering with the ability to host a variety of activities while also giving the neighboring buildings a place to interact with the exterior open space. While a variety of planting and landscape features create a park like feeling, the open space can also host program elements such as food trucks and farmers markets.









### CONNECTION TO SURROUNDINGS

The pedestrian and vehicular circulation paths were designed to connect into the neighboring developments. This reduces traffic congestion and provides easy access from the adjacent neighborhoods.

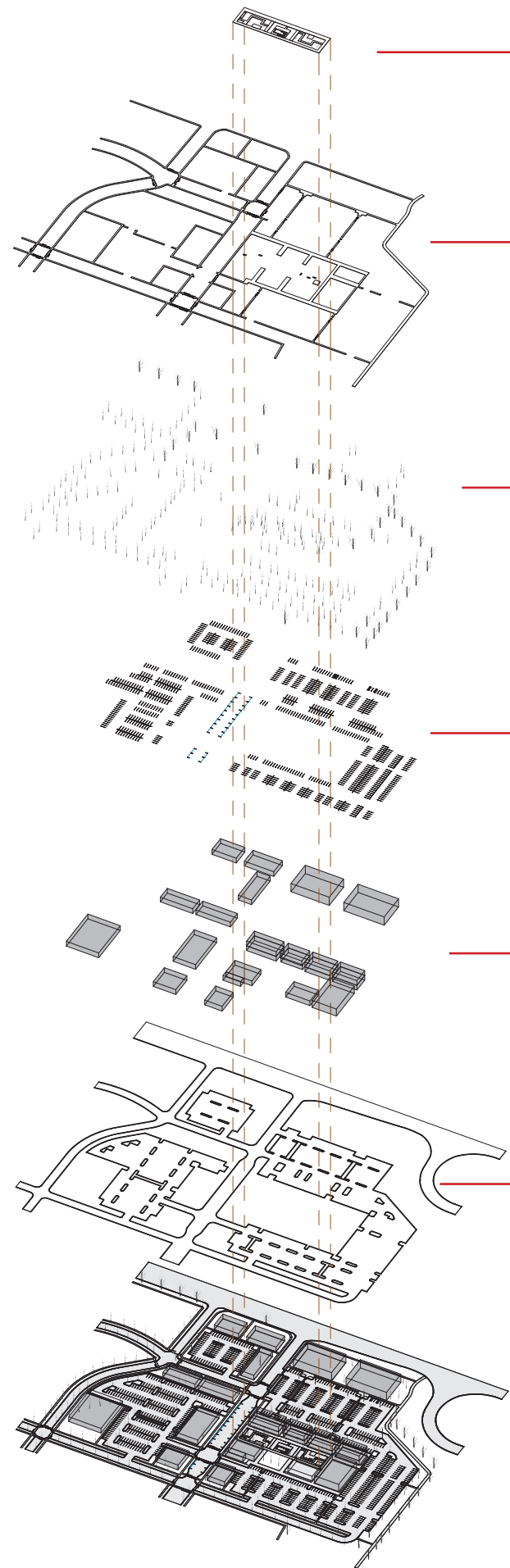




## BUILDING TYPES

-  **Office**  
Total Area: 20,600 sf
-  **Small Retail**  
Total Area: 43,600 sf
-  **Gym**  
Total Area: 14,300
-  **Clinic**  
Total Area: 21,000 sf
-  **Anchor Retail**  
Total Area: 56,100 sf
-  **Grocery**  
Total Area: 18,000 sf
- Central Park**  
Total Area: 25,000 sf





**Central Park**

Main gathering area  
and event space

**Pedestrian Circulation**

Minimal overlap with vehicular  
circulation connecting all buildings

**Planting**

Over 200 trees

**Parking**

815 spaces provided  
700 spaces required

**Buildings**

18 buildings  
179,200 sf

**Vehicular Circulation**

Central axis and perimeter  
of parking











THANK YOU

**ENSITIO**  
ARCHITECTURE