

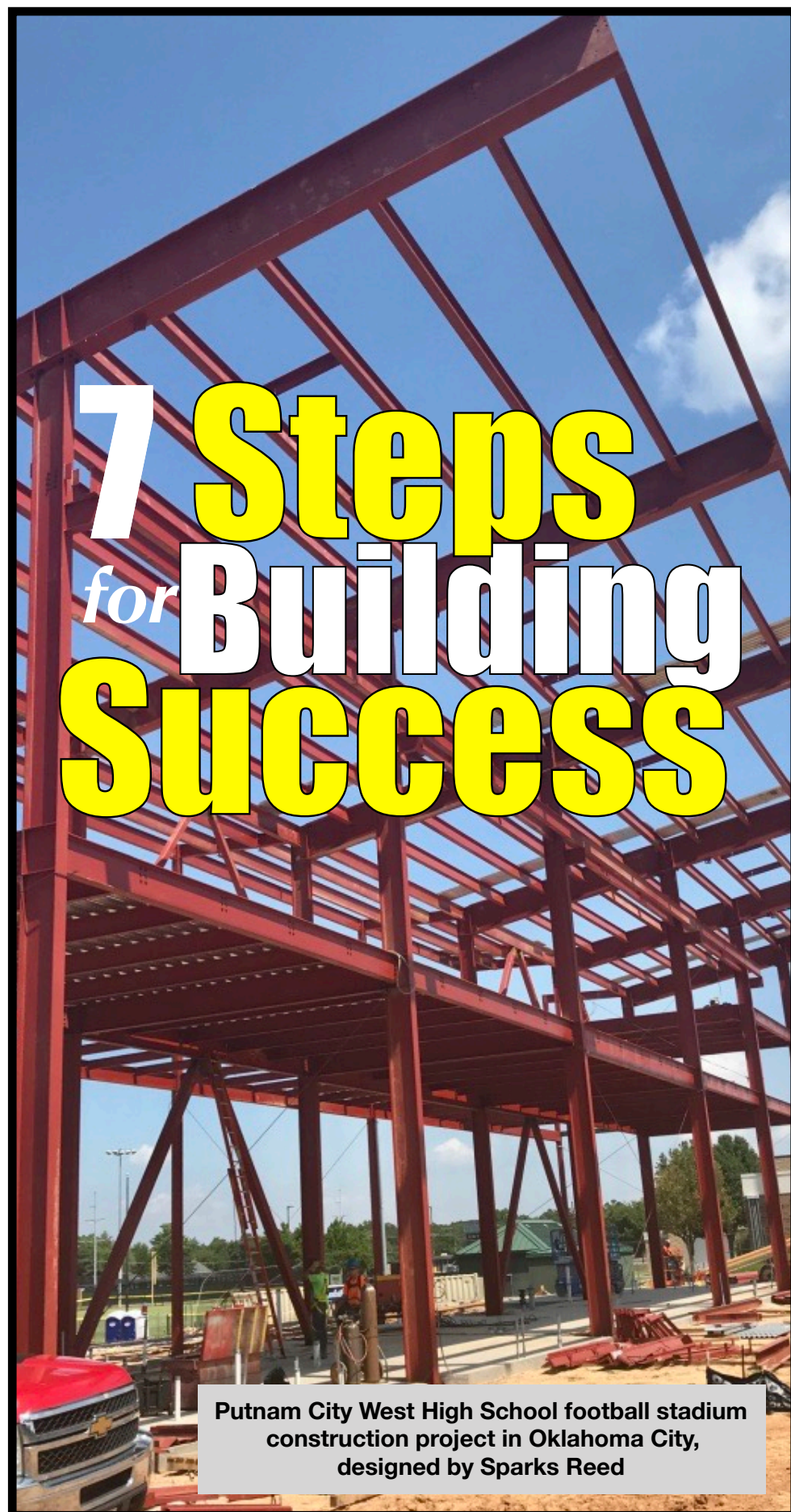


The quarterly
newsletter
of Sparks Reed
Architecture
and Interiors
of Tulsa

Summer 2018
Vol. 2, No. 2

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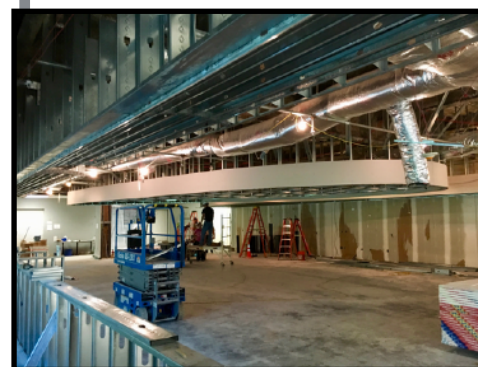


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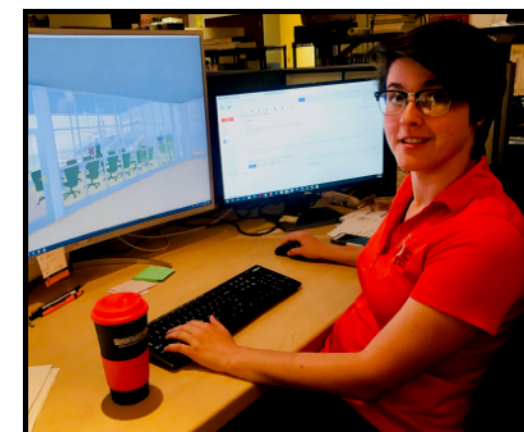
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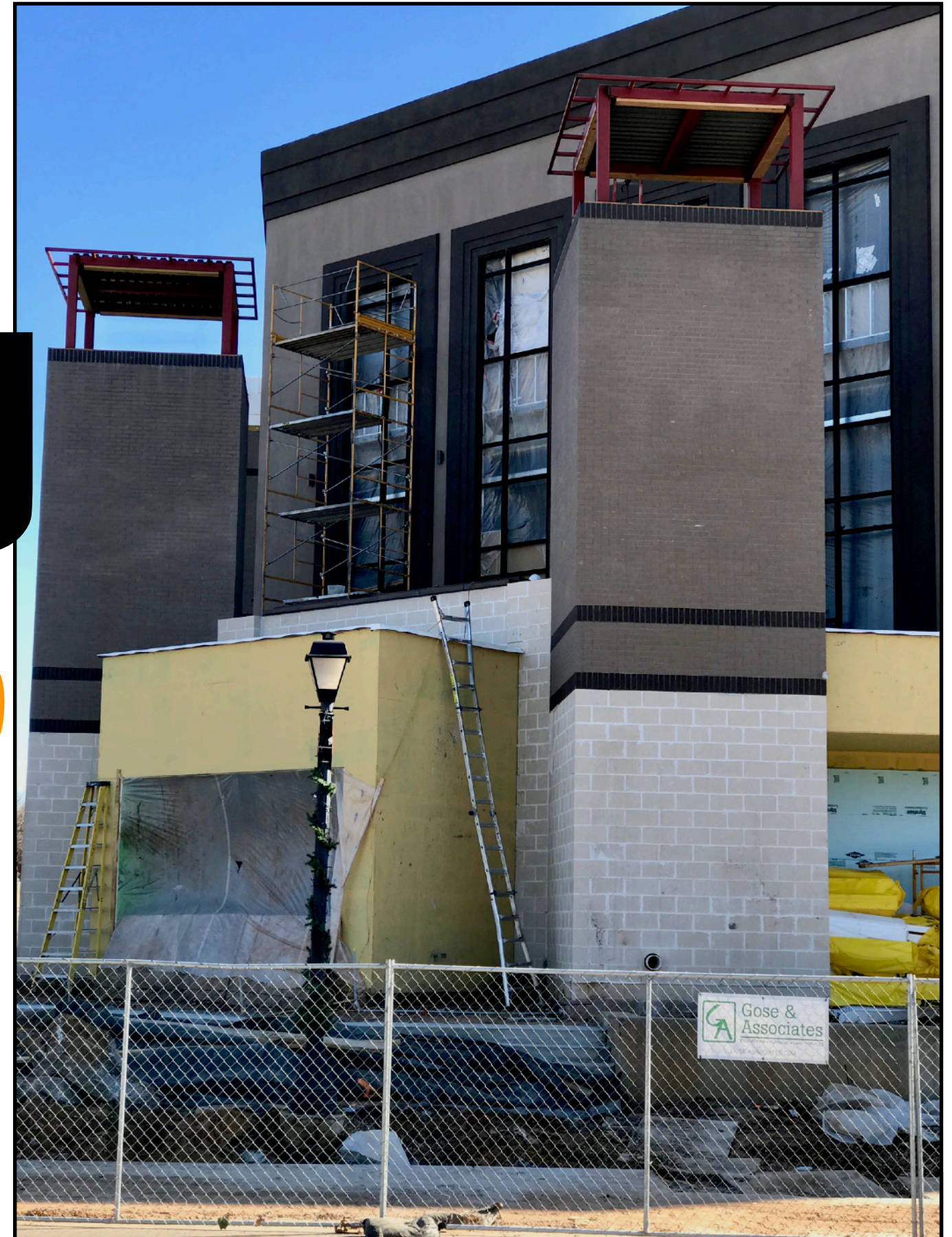
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7 Steps for Building Success

Planning athletic facilities used to seem so simple, at least in popular mythology: if you build it, they will come. But it is rarely so easy in the real world.

With the earliest Greek stadia made for horse and chariot racing, designers soon found themselves fretting over the same challenges we face today: the need for multipurpose usage, adaptive acoustics, adequate seating, easy access, good traffic flow, safety, and all the evolving creature comforts restless fans seek. As cultures expanded and interests grew, these stadiums became ever more elaborate, their designs ever more alluring, until the structures themselves were embraced as landmarks, attracting as many events as they hosted.

While times and technologies have changed, and consumer expectations grow ever more diverse, stadium designers find those age-old concerns remain paramount. Arenas, ballparks, and nearly all other competition facilities must not just accommodate, but embrace, many different usages to stay active, and thus generate revenue, as many days as possible. From seating and acoustics to concessions and restrooms, stadium walls must suit everything from thunderous games and concerts to reverent memorials or a delicate string quartet. Designers must balance infrastructure capacity with environmental sustainability, structural stability with enchanting opulence. And since they often serve many different programs, stadium designs must prepare for and easily adapt to future needs. For no one wants to build a multimillion-dollar structure that may become obsolete within two or three generations.



Wesley Foundation construction project in Stillwater, OK, designed by Sparks Reed

Seven Steps to Building Success:

1. Gather your support base.
2. Establish a clear goal.
3. Map out a master plan to reach that goal.
4. Improve that plan through careful research.
5. Gather supporters to fund the project.
6. Turn your goal into a concrete vision.
7. Build your dream.

How do you meet all these needs when plotting your own construction? Through seven simple steps:

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2. Establish a clear goal.
3. Map out a master plan to reach that goal.
4. Improve that plan through careful research.
5. Gather supporters to fund the project.
6. Turn your goal into a concrete vision.
7. Build your dream.

This advice may seem a given, but to stress the point:

Before starting any project, circle your wagons and gather together everyone needed to make this a reality. Cutting corners here often leads to failure.

A good support base should include every resource required to complete all seven steps. Assembling that base starts with those who oversee the programs this stadium project will serve, and the staff that will oversee it. Then expand your base to include the architects who will design it, the contractors that will build it, the backers who will fund it, the consumers that will give it life, and the voices who will sell this project to the masses. Gathering a strong, united support base is imperative to getting any construction project off the ground.

"I have seen too many examples of projects run by competing camps," said David Reed, a principal and co-founder of Sparks Reed Architecture and Interiors. "The client in one camp, the contractor in another camp, and the design team split up into smaller camps, all fighting each other throughout the project. This is not the secret to a successful project but, instead, an unhappy client."

Create your goals by determining both your immediate and long-term needs.

Survey your support base to create a complete project goal everyone may endorse.

Here are some points to consider:

Exactly what do you need now? What will you need later? What must the stadium/arena/etc. include now to best prepare for what will be needed later?

What is the best facility location for both today and tomorrow?

When must construction be completed?

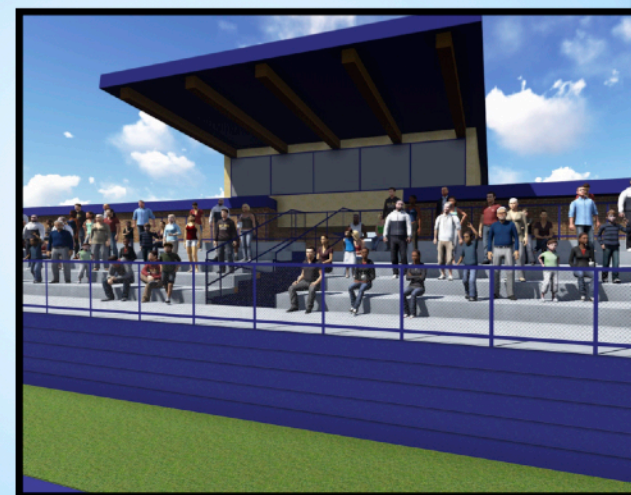
What is the cost of what you want? For what you need?

Do not fret over small details to be worked out later. Focus on a unifying concept: a landmark that satisfies your



From
Rendering
to
Reality

Subject: the Sapulpa (OK) Public Schools Westside Sports Complex, designed by Sparks Reed Architecture and Interiors. This 1611 S. Wickham Road facility is home to Sapulpa High School's soccer, cross country, and track & field programs.



immediate and long-term needs in a way that moves everyone who sees it. No cookie-cutter solutions here! Give your facility a unique character that embraces your past, yet inspires your future.

Next, go back to your support base to map out a clear, step-by-step way to achieve this goal.

The architects and contractors will help outline feasibility and market studies, zoning issues, and any other regulatory needs to hurdle. Your administrative and financial advisors will help you work out money issues. Outlining and arranging these steps into a flexible calendar schedule will map out your master plan. Then get started!

Through the steps that follow, you may work with your support base to finalize each part of the design. Use your building momentum as a positive force to strengthen that support base while seizing opportunities that come your way. Do not become rigid in a process that demands negotiation and flexibility. Keep your eye on the prize!

Do not skimp on your research.

Feasibility and market studies will help achieve your dreams while obtaining your best return on each dollar spent. Such research may reveal alternative ways to design or build your facility. It may uncover unforeseen problems, environmental needs, material improvements, infrastructure system advances, useful tax breaks, and funding opportunities. It may inspire program changes, additions, or enhancements to cut costs or generate new revenues. And these studies will offer long-term evaluations on how this new athletic facility will impact your operational budgets.

Throughout this process:

Maintain an active focus on just what this project means to your teams, your organizations, and your community.

Learn how to freely and fluently communicate that message, with all its exciting possibilities, for this will arm you for each challenge you face in achieving your goal. Capture and deliver that message through conceptual drawings, animatronics, public presentations, mailings, social media, and other interactive tools. All these will help you attract more supporters, garner more donations, and complete your project on time and budget.

Are you ready to get started?

Streamlined renewal

"I can't see any downside here"

In 2015, Tulsa Tech wanted to inject new life into its TTC Riverside Campus cafeteria. Despite an anchoring position in a relatively young facility (opened in 1999), campus Director Brad Hanselman said the 100-seat dining area felt dated and inefficient.

"It was just a large square room with round tables," said Hanselman, who came to Riverside in 2011. "There was nothing really special about it."

This eight-campus school district also sought to improve efficiencies and seating capacity in the 4,200-square-foot space, said TTC Director of Architecture and Construction Lisa Grau.

"We wanted an area that was dynamic, exciting, and interesting for the students to be in," she said.

Through competitive bidding, TTC selected Sparks Reed Architecture and Interiors to reimagine this gathering area for students, faculty, and guests.

"They were very easy to work with," Hanselman said. "They brought the designs in and they were very receptive to any design changes we wanted."

The project started by carving a side corridor out of the cafeteria's existing footprint. That improved pedestrian movement and access across the dynamic campus while providing visitors a look into the café.

"Traffic flow was greatly improved," said Hanselman. "We actually had no direct path across that area before this."

Sparks Reed then recast the dining area with an aviation motif. The design team placed rows of large and small booths along the two side walls, one simulating an airliner interior, the other boasting atmospheric touches. Between them

Sparks Reed raised an island counter shaped like an aircraft wing, along with a small fleet of round TTC tables. Sparks Reed dressed all these with machined metal accents emulating the aircraft maintenance and repair work taught at that campus.

"The inclusion of design elements that look like aviation parts was really a high point of it," said Grau. "And they used



materials that have proven to be quite durable for us. That is an asset because of the amount of traffic that goes through there."

Through these changes, Sparks Reed actually increased area seating to 165 while creating several different environments for intimate or group gatherings. With the booths came outlets for students to plug in and recharge their electronic

devices, which Hanselman said is a vital concern today.

"And the seating was greatly improved," he added. "These booths and benches are far more comfortable, and they make for great conversation areas."

Completed by Voy Construction in 2016, the rechristened TTC Runway Café proved an instant hit with students and faculty.

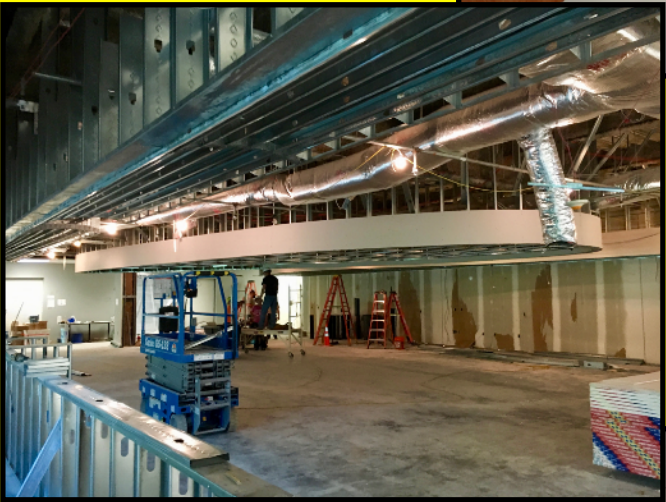
"Sparks Reed really did a great job on it," said Grau. "They completely changed the character and atmosphere of it. I love what they did."

Two years into operations, Hanselman said the renovation has worked out better than their executives ever hoped.

"I've been nothing but pleased," he said. "It gives the area more of a collegiate feel instead of your traditional high school cafeteria. The students, they have a more personal connection with it. They feel an ownership for it. And I think the staff that works in there is prouder of it."

The Runway Café's design proved so popular, Grau said TTC hopes to continue this motif when it renovates the rest of the Riverside campus.

"Sparks Reed did a real good job for us," Hanselman said. "I can't see any downside here."



See a video on this project at Sparks Reed's YouTube page!

Building character

Memorial Veterans Arena surprises school execs with unexpected versatility, benefits, demand

From Day 1, Memorial Veterans Arena was designed to fit many needs. But once the 57,000-square-foot facility opened in May 2014, the hopes and expectations of school officials proved blissfully short of reality.

"It has really improved our image as a school and district," Memorial High School Principal Darin Schmidt said of the steel and concrete structure designed by Sparks Reed Architecture and Interiors and raised by Flintco. "It has helped the community gravitate towards our school. It's kind of developed into the centerpiece of our campus."

MVA succeeded brilliantly in its central role as home the school's basketball teams. With its 1,200-seat main arena, 3/4-inch wood playing floor, hospitality suite, dramatic paint package, and other collegiate-level amenities, MHS Athletic Director Mark Dover said the facility helped the invigorated Chargers' squads win two 5A state men's championships. The complex also achieved stellar results in another targeted area.

"We've hosted every level of basketball postseason tournament that is sponsored by the state athletics association," Dover said. "In addition to that, we've hosted band competitions and nonathletic events in our district. We've hosted state championships in our new arena. And we have had college basketball teams come and practice here during their conference championships."

But well before those turns materialized, school officials realized the versatile MVA could help them solve several longstanding problems and some unforeseen needs. One annual headache came quickly to mind, as the arena's auxiliary gym turned out an excellent location for student body testing. Not only was the large open space a welcome blessing, but the standalone structure protected participants from interrupting school bells and pedestrian traffic.

"That gym has space to test 200 kids at a time," said Robert Sprague, the Tulsa, OK, school's legendary basketball coach and athletic director who oversaw the building's design and construction before his 2014 retirement. "That was the one area on the campus that

could do that."

Student and faculty groups soon found that room, its connected hospitality suite, and other building options made good, adaptable meeting spaces. That reflects how Sparks Reed originally designed Memorial Veterans Arena to accommodate every MHS sports program. That promised flexibility and accessibility not just in the primary rooms, but the soaring entryway atrium honoring all five American armed forces branches, its gallery displaying Memorial student achievements, the sports medicine training room used by all student-athletes, and its locker rooms for more than 10 programs.

Word quickly spread within the surrounding neighborhood. Soon families, clubs, nonprofits, and other organizations were reserving MVA space for luncheons, reunions, banquets, and other gatherings.

"I've been pleasantly surprised at how many community groups have rented different parts of the facility," said Sprague. "That is something I didn't anticipate. The requests to use that hospitality suite or the auxiliary gym or arena from outside groups has been extraordinary."

Such flexibility also provides needed revenue streams for the school, its Tulsa Public Schools district, and organizations like the Oklahoma Secondary School Activities Association.

"For an urban district like Tulsa to have a facility like our MVA is really a game changer," said Schmidt. "The fact that we're able to use it for such a variety of events, including testing and student functions, luncheons, banquets, community gatherings, for such a diverse set of reasons, that's pretty special,"

All three executives praised Sparks Reed for helping achieve these outcomes.

"They really involved us, the patron, the owner," said Sprague, who worked with Sparks Reed's staff throughout the project. "They let us use our own ideas. They found out basically what we wanted and then helped us to develop that into the finished product, and that was fabulous."

Living Up to its Name

Tulsa (OK) Public Schools' **Memorial High School** wanted a modern field house worthy of its name. So in crafting the 57,000-square-foot facility, **Sparks Reed Architecture and Interiors** incorporated many elements honoring all five U.S. armed service branches. It also designed Memorial Veterans Arena to serve not just every sports program on its campus, but many other student and community needs. Besides its 1,200-seat arena, this building provides a practice gym, locker rooms for more than 10 sports programs, a sports medicine training room for all student-athletes, a hospitality suite overlooking the basketball floor, a gallery displaying Memorial student achievements, and multiple symbols honoring America's veterans. These amenities made MVA the perfect venue for a wide variety of student and public events.



EMPLOYEE NEWS

David Reed joins in relaunch of historic Indian Country firm

David Reed has joined with two other Tulsa architectural leaders to rebrand an iconic Indian Country firm.

Edmondson Reed and Associates is the first TERO-certified architectural and interior design firm in Oklahoma, specializing in Native American construction and renovation projects.

Partners Donna Edmondson, Douglas Huber, and Reed bring strong credentials to this firm, established at 1401 S. Denver Ave., Suite C.

Donna excelled in the tribal business sector as a founding partner of Larry Edmondson and Associates of Tulsa. That architectural firm had been anchored by her husband Larry, a giant in the Indian Country market for more than half a century. He passed away in May 2017.

“There is tremendous potential in the Native American arena, particularly with tribal business enterprises,” said Huber, who will serve as Edmondson Reed’s managing partner.

“Donna’s like a rock star in this field. She knows everybody, and everybody knows her, so it gives us real potential to further those relationships.”

A native Cherokee, Donna has a long history of regional and national work to her credit, from the Hard Rock Hotel and Casino in Tulsa to the Smithsonian Institution’s Cultural Resource Center and The National Museum of the American Indian in Washington, D.C.

“Our focus is of course on Indian Country, from gaming and hospitality to civic and healthcare projects,” she said of Edmondson Reed. “We see a big change coming in gaming, and we plan to be a part of that. But we also are involved in real estate development and many other things: museums, libraries, education, commercial... the whole gamut!”

That diversity reflects the strengths of Huber and Reed. Huber brings 37 years of real estate development, healthcare, and church-related project experience to the Tulsa firm.

“We are very excited to have Doug as a partner,” said Reed, managing principal of Sparks Reed Architecture and Interiors. “He brings a great



From left: David Reed, Donna Edmondson, Douglas Huber

passion for architecture and tremendous skills in client and project management.”

Huber offered similar praise for Reed, the 2018 president of the American Institute of Architects’ Eastern Oklahoma Chapter. Under Reed’s leadership, Sparks Reed has grown, developing an outstanding client list and a strong reputation for creative solutions. SR has carved out a solid sports architecture niche, completing several projects for regional high schools, colleges, and universities. It also has completed extensive work in office, automotive, retail, and other commercial and civic fields since its 2011 launch.

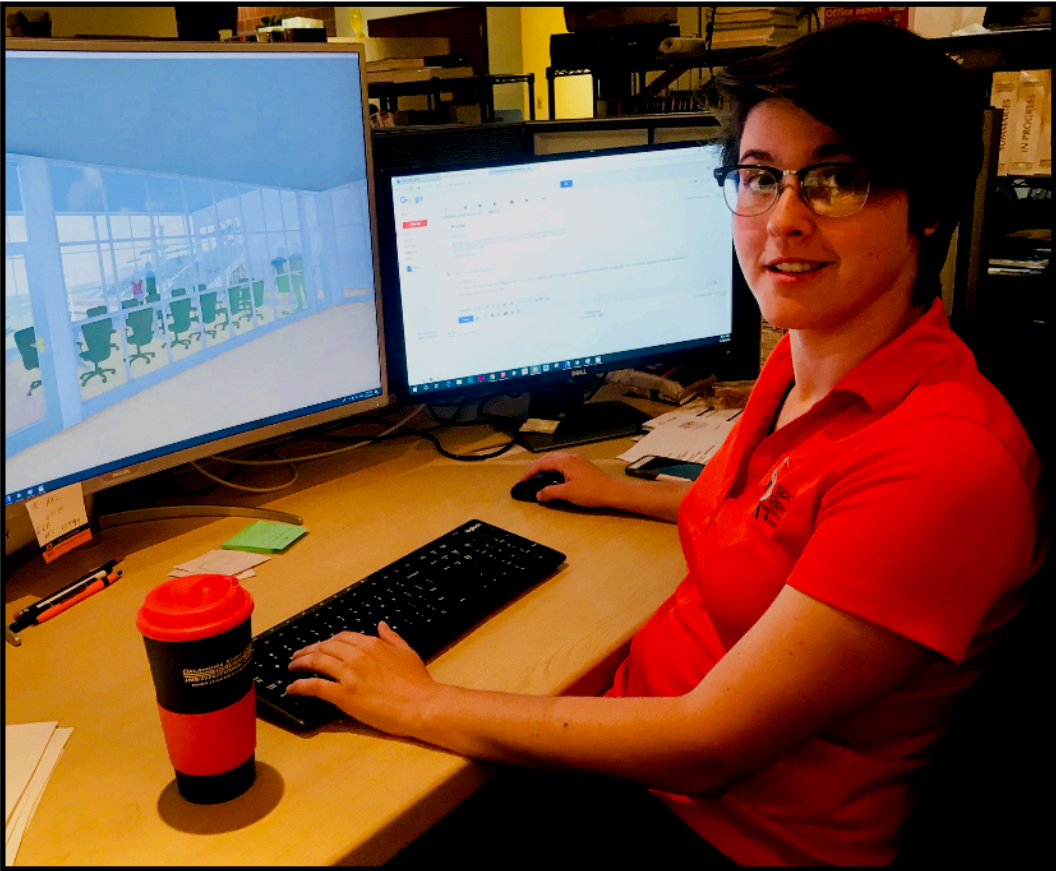
“Sparks Reed has almost unlimited potential because David is a very smart man and a great business manager,” said Huber. “David is all about team-building. He has a humility about him. He’s way more concerned about the project than he is about credit, and that is both inside and outside the firm. And he’s a gifted designer.”

The three partners share the fundamental work ethic that will define their firm.

“We view architecture and interior design as a craft, not a commodity,” said Edmondson. “Out of respect for our clients, we design projects per their wishes, wants, and needs – not our own. That’s the driving force of how we do business. Design is our passion; balance and harmony, our goal.”

All three principals expect these strengths to help Edmondson Reed harvest numerous opportunities in this market and region. Construction spending in the U.S. rose 5.5 percent in the first quarter of 2018 to \$279 billion, according to the U.S. Commerce Department. This followed record activity in 2017 totaling \$1.28 trillion. Although exact data is not available, many observers suspect Native American construction spending growth exceeded national rates, with investments ranging beyond gaming and entertainment venues to public housing, healthcare networks, education, commercial projects, historical preservation, and much more.

“There’s a lot of exciting developments going on in Native American markets right now,” said Edmondson Reed Document Administrator/CA Quality Control manager Shannon Henson. “The possibilities are endless!”



Hope Bailey

Meet summer intern Hope Bailey!

For the second year in a row, Tulsa’s Sparks Reed Architecture and Interiors will benefit from the talents of summer intern Hope Bailey. This third-year student at Oklahoma State University’s School of Architecture is hard at work on several projects.

“She’s putting together drawings for us, graphics, renderings, a couple of videos,” said Sparks Reed principal David Reed. “She’s an outstanding architecture student. That’s why we brought her back!”

The diversity within this Tulsa company’s portfolio pleased Bailey, 20.

“I am most interested in doing commercial architecture,” she said. “I am also interested in designing museums, of any kind.”

Her career choice sprang naturally from her home environment. Hope’s father, Wayne, is an engineer, while her mother, Kelli, is an interior designer with Sparks Reed.

“My whole life I’ve been looking at different plans and blueprints left around the house, at the finishes my mom was considering, at all the design things she does,” said Hope. “At first, I thought I wanted to be an engineer, but then I realized it wasn’t as creatively stimulating as I wished it to be. Architecture was the next logical choice for me. It involves not just math and science, but also art and design.”

Her goal is to become a principal or owner of a firm, having a big hand in the overall design process and project choice.

“I really love this opportunity, working here at Sparks Reed and getting to be such a big hand in these projects I get to work on,” said Bailey. “It’s really awesome getting this much experience at such a young age!”

Past Projects:



Super Smiles hired Sparks Reed Architecture and Interiors to remodel and expand the family dentistry's Broken Arrow home. With Super Smiles' focus on children's needs, Sparks Reed designed the colorful building to be fun. The entryway forms one long corridor filled with kid activities, including a 14-foot-tall indoor play yard with a climbing tree, two slides, and a mini-rope bridge.



Learn more at SparksReed.com

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