

# Planning Workshop for the Concept Design of the Pioneer Events Center

Filer, Idaho

May 3, 2014



With The Twin Falls County Fair Board and Staff

**By: Populous**

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## **Introduction**

The Twin Falls County Fair Board retained Populous, represented by David Forkner ASLA, to develop a concept design for the proposed Pioneer Events Center. The process used was a one day workshop with members of the Fair Board, Foundation and staff. Other issues discussed were overall project objectives and expectations, possible funding sources, ownership and management options.

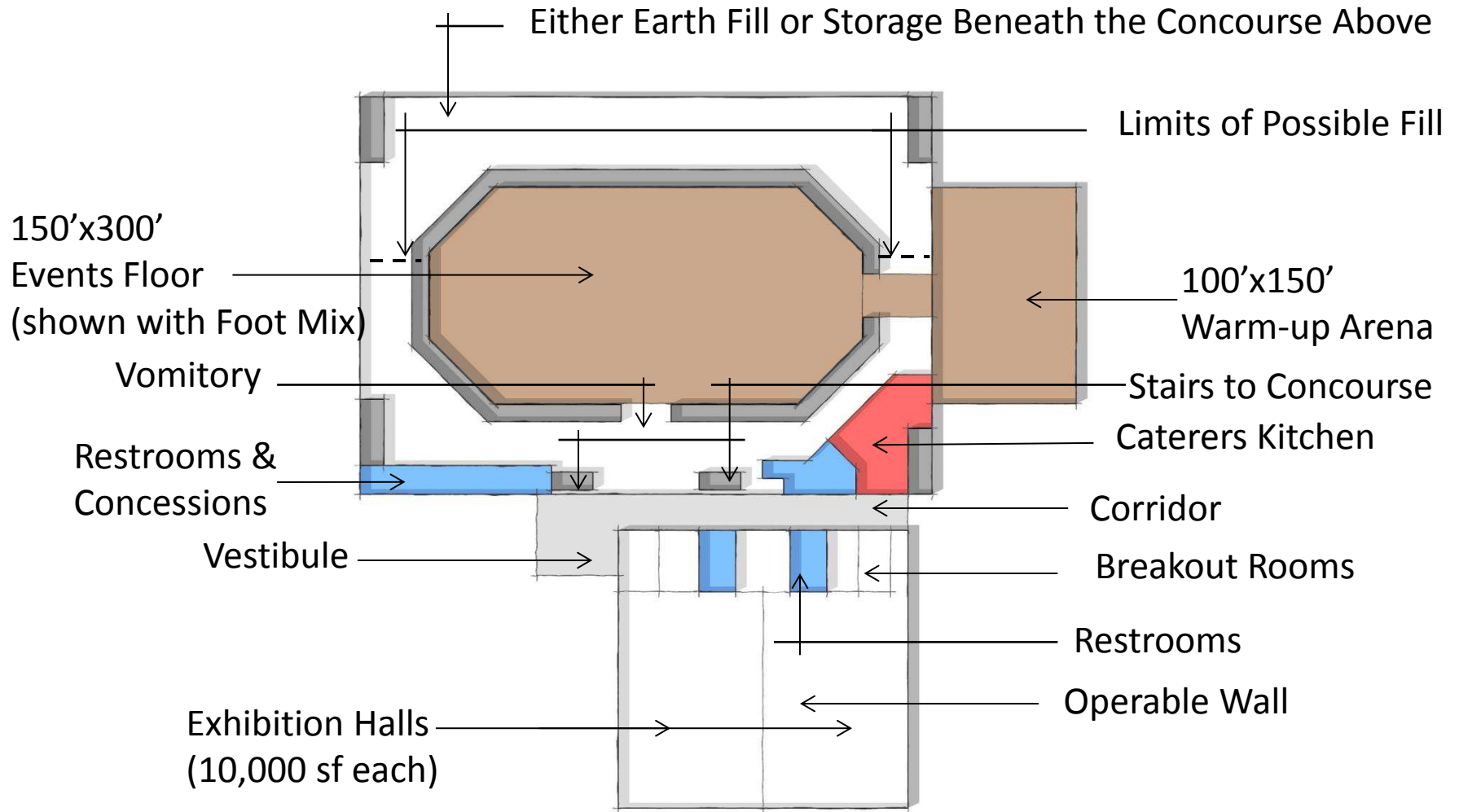
Populous is a global firm with a specialty in the design and planning of places and spaces where people gather, this includes over 300 fairgrounds, events centers, equestrian complexes and arenas.

The Twin Falls County Fair Board, a 501c3 organization, is responsible for producing the annual fair and overseeing other uses on the fairgrounds thru its staff and management. The Fair has an attendance of over 80,000 which correlates to an estimated County market penetration rate of near 85%. This exceeds national averages and speaks to the value placed on and support for the Fair.

The Twin Falls Fair Foundation Board commissioned a feasibility and needs assessment study to determine the possible demand for a multi-purpose events center (Pioneer Event Center). Completed in August of last year (8-1-13), the study identified the need for a venue to host concerts, equestrian events, trade/consumer shows, general assemblies, community meetings and banquets among other activities. It also recommended that it be located on the fairgrounds. Three sites are available.

## **Concept Design**

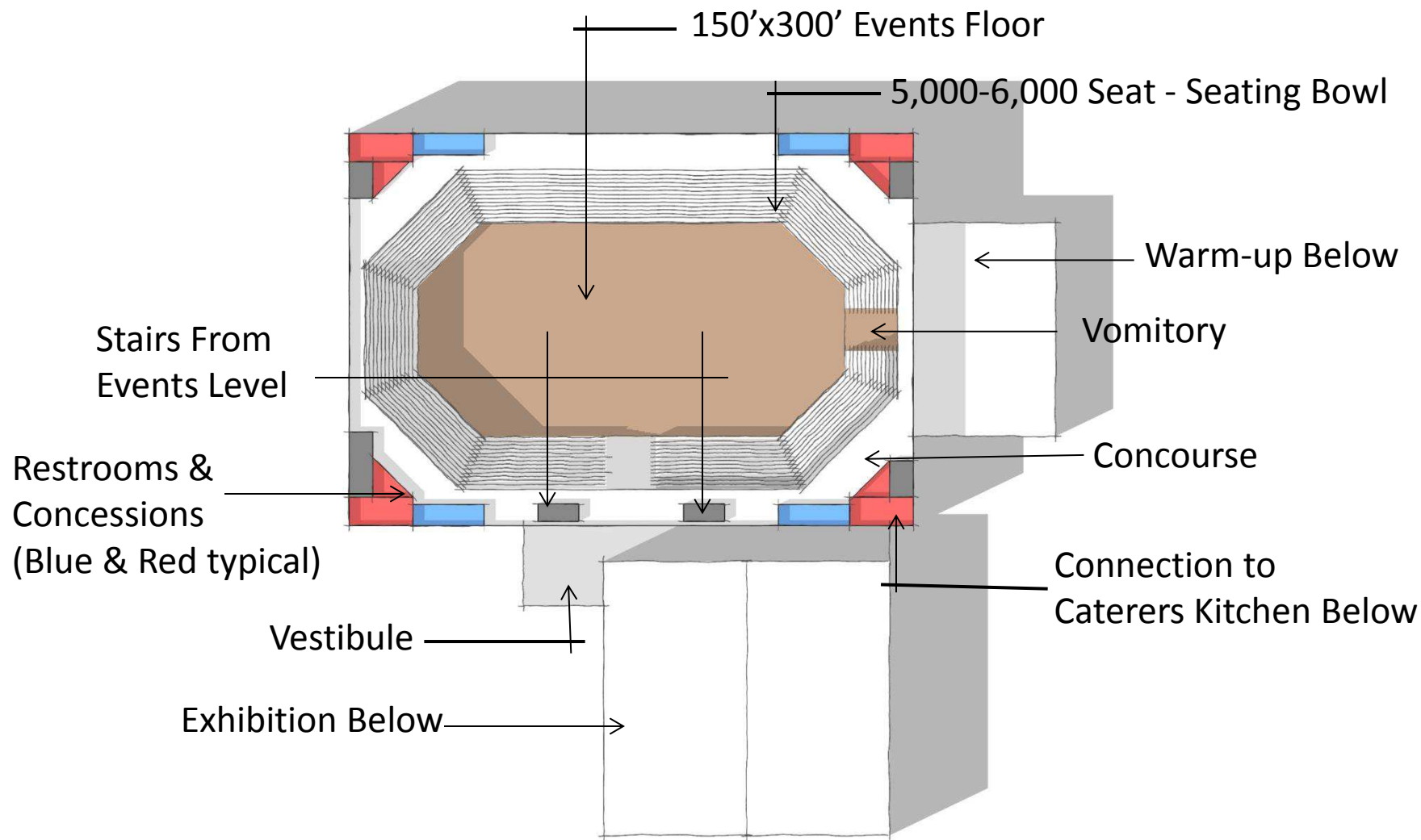
As shown by illustrations 1 and 2, the Event Center is approximately 150,000 gross square feet minimum to 170,000 gross square feet probable. The major components are: (1) a multi-purpose arena with an approximate 150'x 300' concrete events floor, 5,000-6,000 stadium seats, restrooms, concessions and a caterers kitchen, (2) a 100'x150' dirt floor (footing mix) warm-up arena and (3) a 20,000 square foot exhibition component.



# Pioneer Events Center: Events Level Plan

Illustration 1

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## Pioneer Events Center: Concourse Level Plan

Illustration 2

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The facility is designed for maximum efficiency and flexibility:

- The building is a combination of pre-engineered systems and conventional construction. The arena main frame structure extends from the back of the last row of seats and the concourses “shed” from the main frame to reduce the span and costs.
- Patrons access the seating bowl by taking either stairs or an elevator from the vestibule to the concourse and “drop” down to their seats. This maximizes sight lines and reduces movement conflicts. Restrooms and concessions are located in or near the corners. When the events floor is used for a concert or trade/consumer show, patrons move from the vestibule to the events floor via a vomitory. Restrooms and concessions for their use are located under the concourse and are shared with those in the exhibition component. Approximately 8,000 patrons can be seated for concerts with fixed and floor seating.
- Since both the event floor and the exhibition component are at or near the same elevations, they can be combined for a total of 60,000 to 65,000 square feet of exhibit space. The differences in floor to ceiling height are an advantage, for example farm or other large equipment could be exhibited in the arena and smaller produces could be shown in the exhibition halls..
- The exhibition component is divisible into 2 halls, each with access to its own restrooms and a breakout room.
- All components are zoned mechanically independently so they can be used separately without heating and cooling the entire complex.
- All components can be used together, independently or a combination. This allows for a number of users at the same time and maximizes the number of potential uses.
- The warm-up arena can be used in conjunction with the multi-purpose arena or separately. The event floor is concrete but can be covered with footing mix for equestrian and motor sport events.

Illustrative and typical uses of multi-purpose and exhibition halls are shown.

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## Pioneer Event Center: Location Options

Illustration 3  
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## **Possible Locations**

Three locations are available for the event center. See Illustration 3. The factors to be considered in determining the preferred location include facility management, use during the Fair, existing or joint use parking, independent road access and visibility. An overview of each is:

### **Location 1**

- Very visible from Hwy 30
- Access from Fair Avenue and N2250E, perhaps one way.
- Could be new “front door” for the Fair with joint parking.

### **Location 2:**

- In the Fair “core”. Management by the fair greatly preferred.
- Less visibility from Hwy 30.
- Access from Fair Avenue and N2300 East Road
- Close proximity to Rodeo Arena.
- Shared parking with the Fair.

### **Location 3**

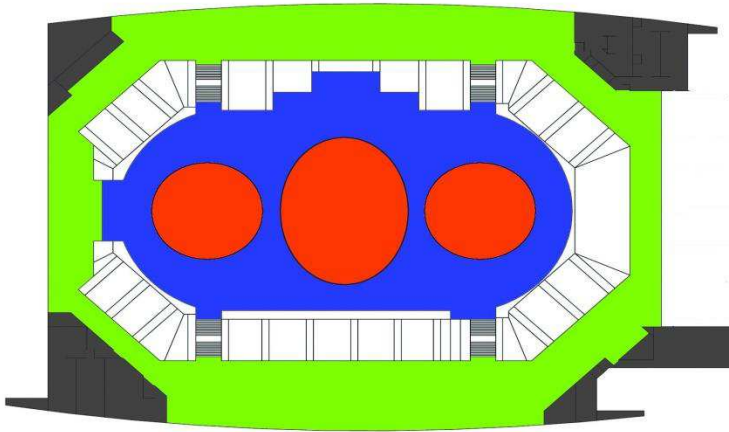
- Less visibility from Hwy 30.
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## **Order of Magnitude Costs**

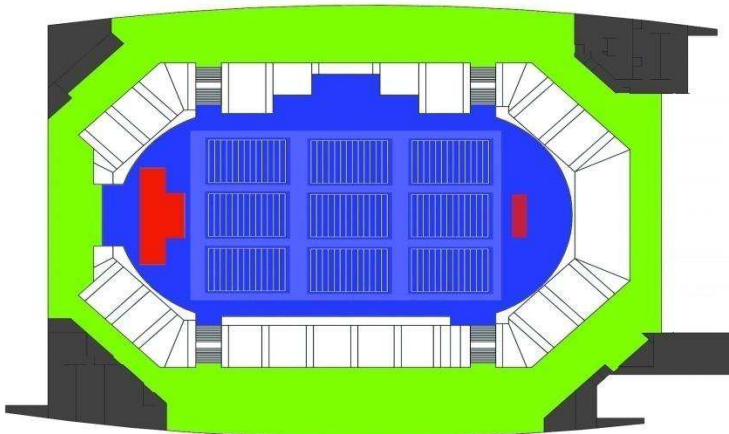
These order of magnitude costs are based on similar Populous projects, historic information, and allowances. Actual cost may vary and it is recommended that pricing drawing be developed before detailed budgets are set.

The order of magnitude building project costs range from \$30,000,000 (150,000 gsf x \$160/sf x .25% project delivery costs) to \$34,000,000 (170,000 gsf x \$160/sf x .25%). An allowance of 10% of building project costs are recommended as a site allowance and FFE (fixtures, furniture and equipment). Thus the total projects including building and site construction, contingency, A/E fees and other soft cost is between \$33,000,000 to \$37,400,000.





Family Shows



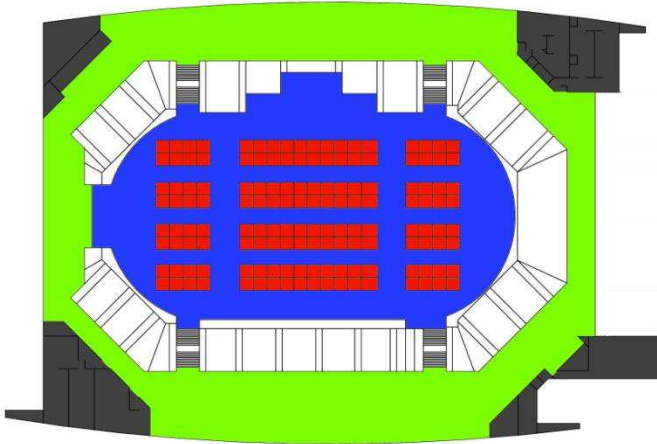
Concerts



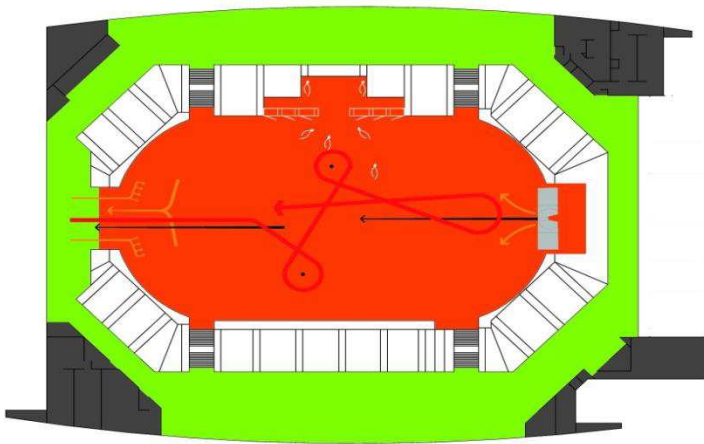
## Typical Arenas Uses

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Trade and Consumer Shows

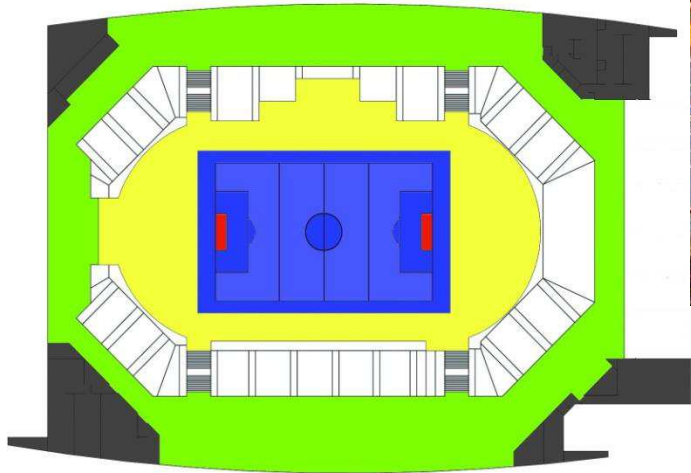
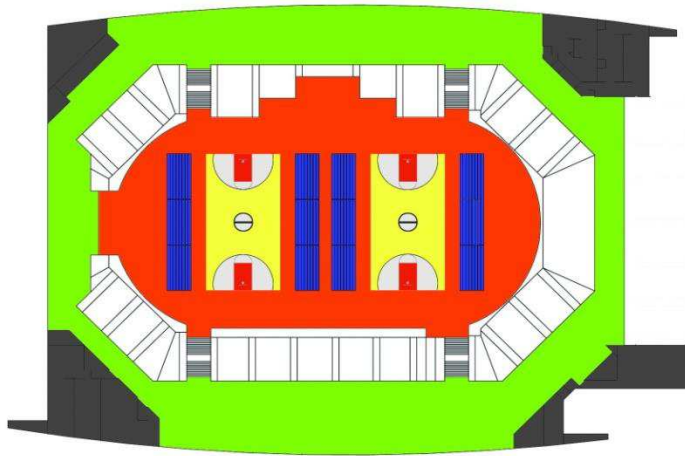


Rodeo

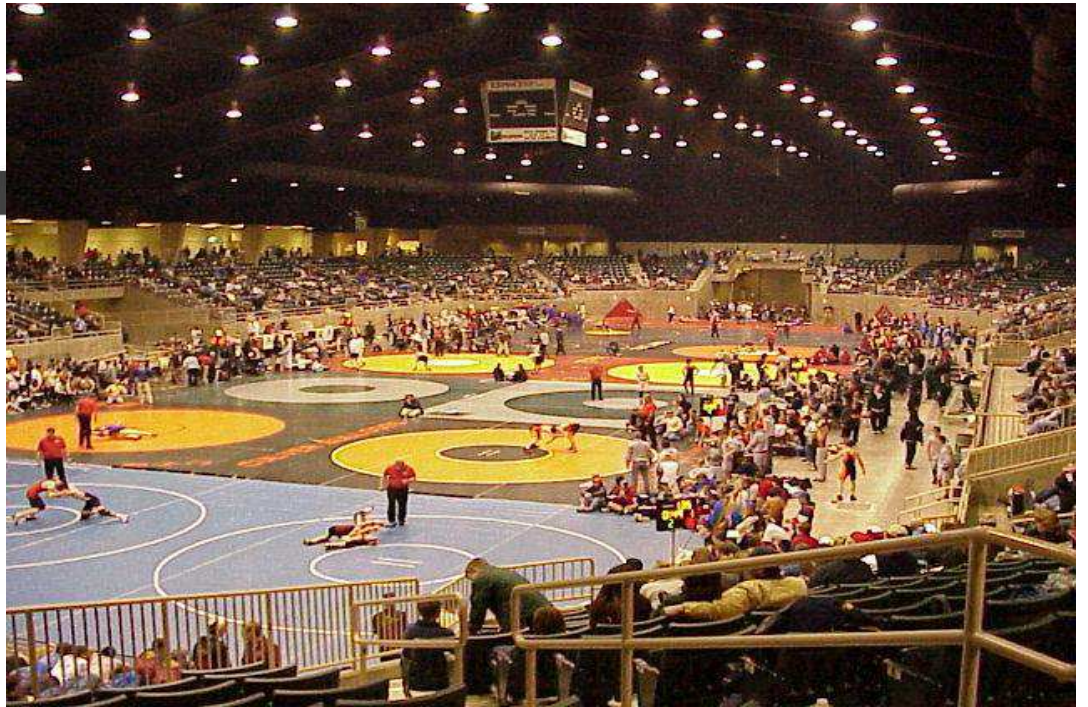


## Typical Arenas Uses

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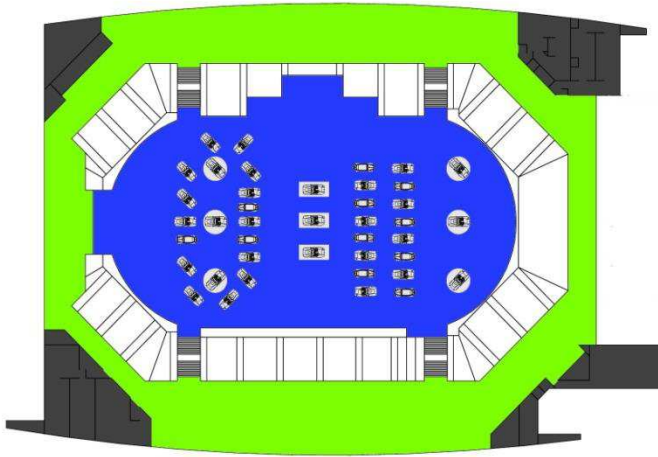


Basketball

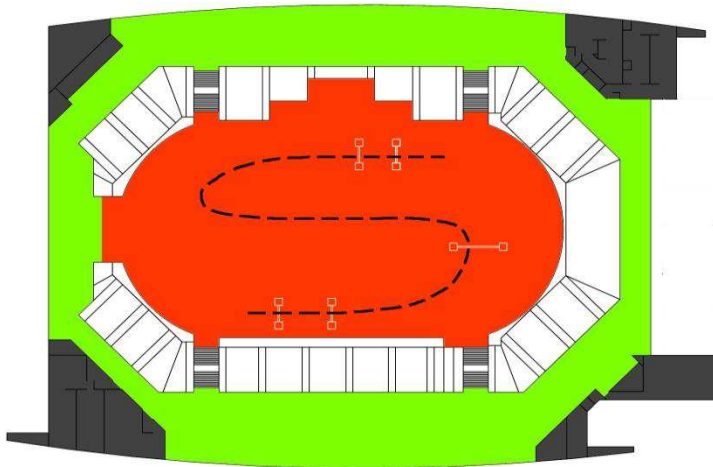


Typical Arena Uses  
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Equipment Shows

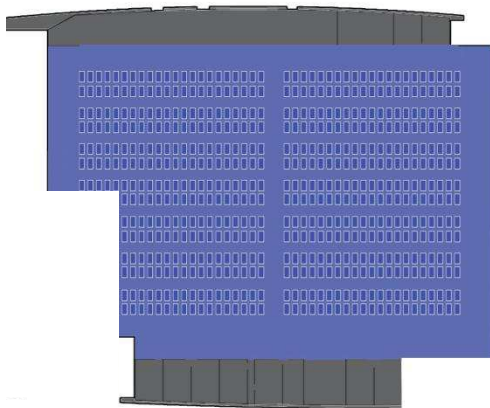


Equestrian

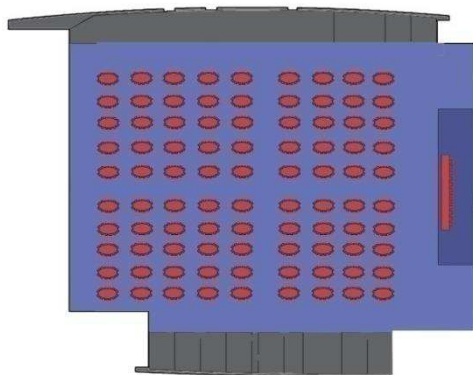


## Typical Arena Uses

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Emergency Shelter

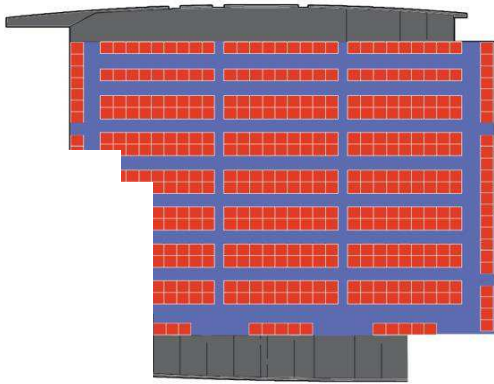


Banquets

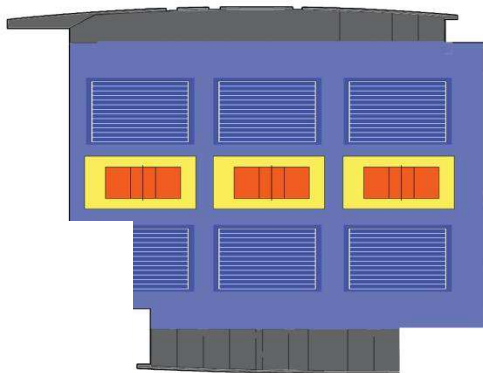


Typical Exhibition Component Uses  
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Trade and Consumer Shows



Sporting Events



Typical Exhibition Component Uses  
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End

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