



# CURRY COUNTY FAIRGROUNDS & EVENTS CENTER MASTER PLAN

CLOVIS, NEW MEXICO

MAY 18, 2010

Mr. Lance Pyle  
Curry County Manager  
700 North Main Street  
Clovis, New Mexico 88101

**Curry County Fairgrounds and Events Center Master Plan**  
Clovis, New Mexico

**Dear Lance:** The following is the master plan for the Curry County Fairgrounds and Events Center per our agreement. Thank you and the County Commissioner for allowing us to be part of the County's continuing growth and development.

Respectively submitted,



Charles Smith AIA, NCARB  
Principal



David Forkner, ASLA  
Principal

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## Introduction

Populous is a global firm that specializes in the planning and design of buildings and spaces where people gather and as such is the world's leaders in the design of sports, entertainment and cultural assembly facilities. This includes fairgrounds, event centers, arenas and equestrian complexes. Charlie Smith AIA, NCARB and David Forkner ASLA, both Populous principals, previously developed a master plan for the Curry County Fairground. That plan led to improvements to the facility and construction of the Events Center.

## Process

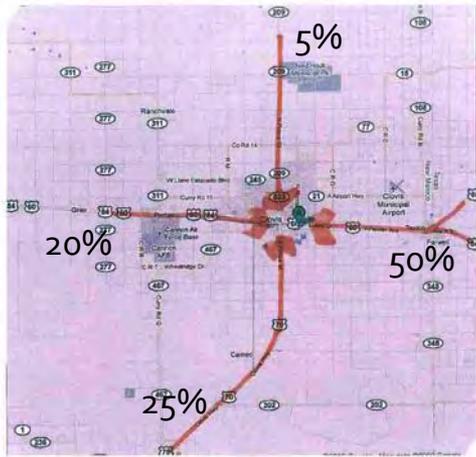
The process used to develop the master plan consists of three phases; analysis, alternatives and development of the final master plan. In the analysis phase interviews were conducted with the County Commission, members of the Fair Board, facility users, staff, public officials and other interested parties; site analysis diagrams were developed; a facilities program formalized; Fair growth projections were made and 2 public meetings were held. During the second phase alternatives were developed for the location of the multipurpose (livestock/equestrian) pavilion. This the final master plan, incorporates comments, analysis, Fair growth projections and the selected alternative. This information, phasing plan and order of magnitude cost estimates are contained within.

## Site Analysis

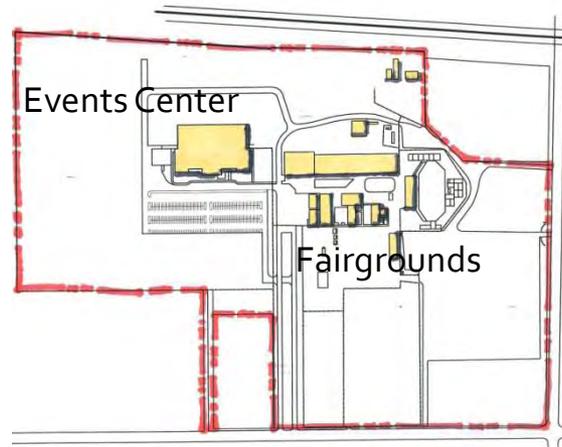
An overview of the existing conditions follows; see diagrams.

- The site is located near downtown Clovis and is generally bounded by rail lines to the north, East Brady to the south, South Norris to the east and vacant property to the west. The property is County owned and located in the City. The major features are the Events Center, Mounted Patrol Arena, Kevin Roberts Arena, Indoor Pavilion and numerous other fairground buildings. Regional access and per cent of attendance from each route are as follows: route 290 with 5%, route 70/60 with 50%, route 70 with 25% and 20% from route 60/84. Local access is from North Main and East Brady. The surrounding land uses are the rail lines to the north, residential and mixed residential/commercial to the west and south, and open land and industrial to the east.

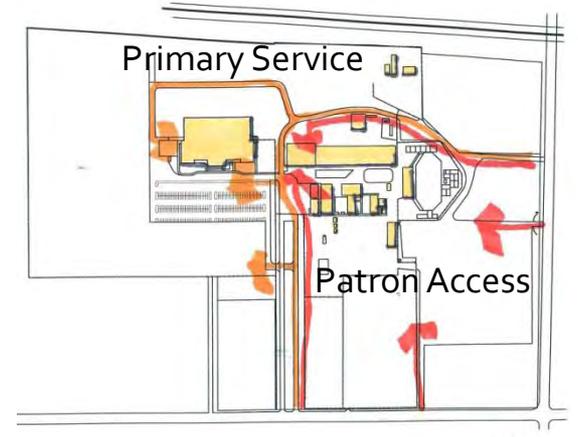
- Major service to the Events Center, Livestock Barns and Kevin Roberts Arena is by a service corridor on the north side of the complex. Patron parking access is from South Norris and East Brady. The building and site are organized on a NS/EW grid. The center EW axis is terminated by the Mounted Patrol Arena.



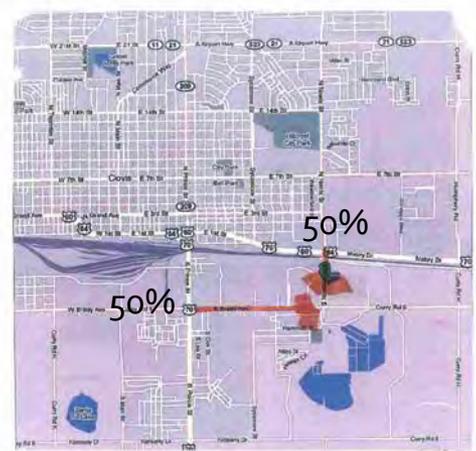
Regional Access



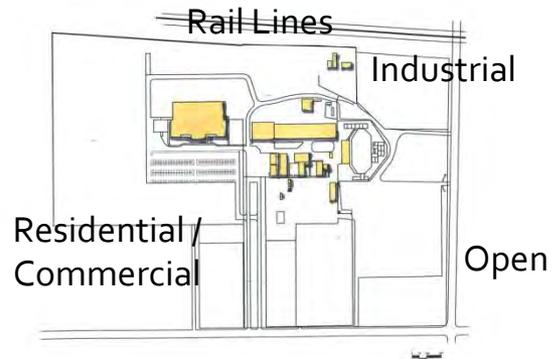
Property Boundaries



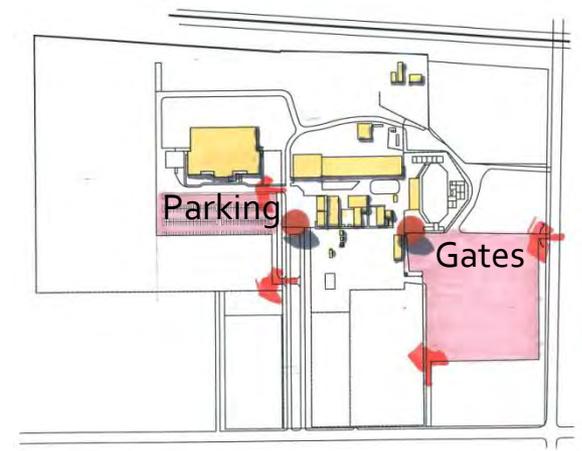
Site Vehicle Circulation



Local Access

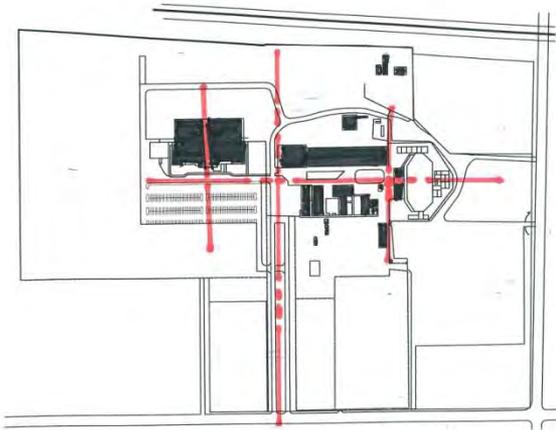


Surrounding Land Uses

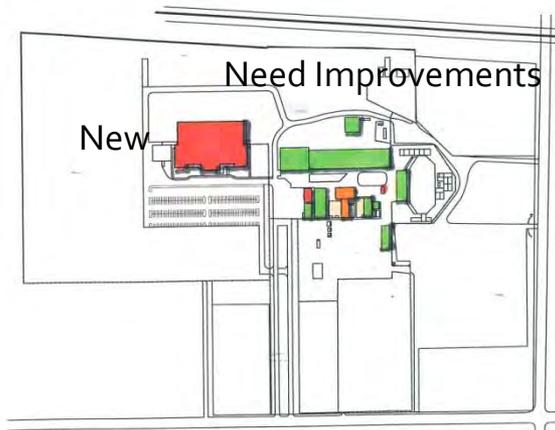


Parking and Patron Gates

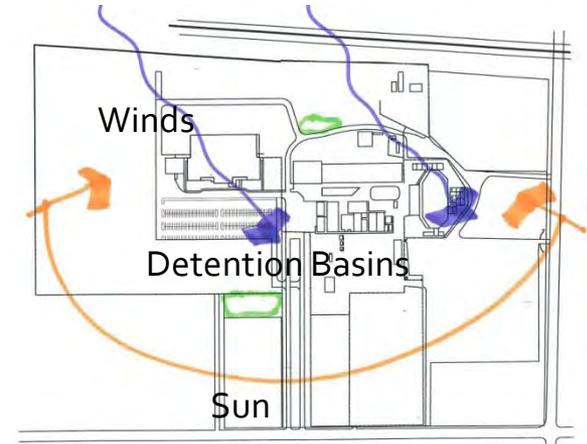
Site Analysis



Massing and Axes



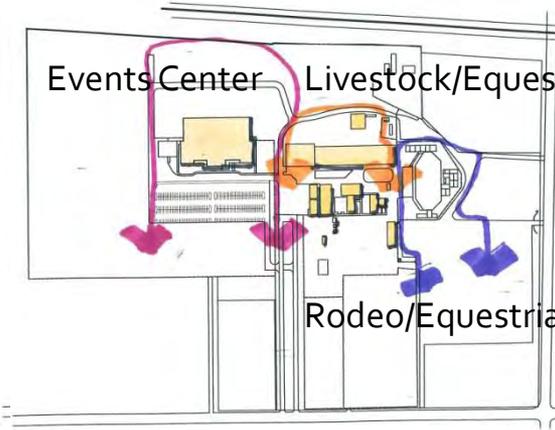
Building Conditions



Environmental Conditions



Fair Use Zones



Non Fair Use Zones



Views and Major Features

Site Analysis

- The site and particularly the Events Center, are highly visible from North Main and the surrounding streets. No environmental conditions, issues or concerns are known. The Events Center is new, a restroom is under construction and the Indoor Pavilion has been recently renovated. Improvements and upgrades are needed to the Home Arts and Agricultural buildings. The Kevin Roberts Arena is in good condition; the Livestock Barn has numerous deficiencies.
- The grounds are developed in a series of event “zones” or use areas. Livestock is located to the north, exhibition in the center, and an outdoor lawn and the carnival to the south. Entertainment is in the Events Center and on the entertainment stage. The principal non fair uses for the grounds are equestrian and rodeo, general assembly and concerts in the Events Center; equestrian and rodeo in the Mounted Patrol Arena; and trades shows and private events in the Indoor Pavilion.

## Master Plan Objectives

The following master plan objectives were developed as a result of the analysis, public meeting and interviews:

- Improve the Events Center Marketability
- Improve Marketability of Selected Fairground Buildings
- Full Comply with All ADA and Life/Safety Requirements
- Improve Site Ambience and Enhancements
- Improve Way Finding and Site Identification
- Improve Site Circulation and Parking

## Facilities Program

### *Multipurpose Pavilion*

- 200 10'x10' Portable Box Stalls
- Wash Racks
- Show Office
- Incidental Storage
- Open-side Structure
- Asphalt Floor
- Water on Column
- Duplex Electrical 20' OC
- Lighting
- 50,000 GSF

### *Commodities Barn*

- Enclosed 3 Sides
- Asphalt Floor
- Lighting
- 2,000 GSF

### *RV Park*

- 50-60 Pull Thru
- Dump Station
- 50 AMP Electrical /Water

### *Event Center Equestrian Enhancements*

- Open-sided
- Lighting
- Asphalt Apron
- Water on Columns
- 41,000 Square Feet

### *Building Enhancements*

- Canopies
- Lighting
- Graphic Upgrades
- Full Service Kitchen in Indoor Pavilion
- Ceiling Repairs and Office in Home Arts Building
- General Capital Maintenance

### *Way Finding / Site Graphics*

- Portals
- Directional signage

## Fair Growth Potential and Facility Analysis

This analysis looks at fair attendance as a percent of the population in the primary and secondary markets. Curry County is considered to be the primary market and adjacent counties in New Mexico and Texas are considered to be the secondary markets. The Fair's current penetration rate is estimated to be 62%. A rate of 75% is considered very good and obtainable for a well balanced county fair. This can be achieved with a growth in total attendance from slightly over 28,500 to almost 38,000. For planning purposes, the most important attendance number is the number of patrons on the grounds during peak days. The following distribution model was developed for North American fairs and assumes that everyone on the grounds is involved in an activity and that a certain amount of space is required per person basis. As shown below, the Fair currently exceeds the amount of space by activity compared to an average county fair and has adequate facilities to accommodate the projected increases.

Primary Market: Curry County Population = 45,573

Secondary Market: 10% Adjacent NM Counties Population = 2,943

5% Adjacent TX Counties Population = 1,742

Combined Market Population = 50,258

Fair Attendance (paid and non-paid) = 28,582

Market Penetration Rate = 62%

Aggressive Marketing @ 75% Market Penetration Rate = 37,693

Current Average Peak Day = 8,840 (Thursday – Friday)

Current In-grounds Peak = 5,300 (60%)

Potential Average Peak Day = 11,307

Potential Average In-grounds Peak = 6,784



Market Area

### Facility Needs Analysis

- Indoor Exhibits: 15% @ 25/sf = 25,442 x 1.25 nsf to gsf = 31,803 : 32,000 gsf Existing
- Livestock/Equine: 10% @ 50/sf = 33,900 gnsf : 60,000 gsf Existing
- Seating Capacity: 10% = 678 Seats : 3,500 Existing
- Carnival / Midway: 30% @ 50/sf = 2.3 ac : 6 ac. Existing (including support)
- Eating/Concessions/Resting/Outdoor/Exhibits: 35% @ 40 gsf = 2.2 ac. ; 3.2 ac. Existing
- Parking: 2.75/Vehicle @ 100 Vehicle/ac = 25 ac. ∴ 30 ac. Available

# Master Plan Recommendations

Recommended improvements to the Fairgrounds and Events Center are classified into three groups; “stewardship” which are focused on the governance, management and overall public health, safety and welfare; “betterment” which make the complex more appealing and user friendly; and those for “revenue enhancement.” Betterment and revenue enhancement recommendations are shown on the graphic master plan and associated sketches.

## *Stewardship*

- Mission Statement / Strategic Plan:

The purposes are to develop a mission statement with measurable objectives and implementation strategies for the Events Center and Fairgrounds.

- ADA / Life Safety Code Analysis and Improvements:

Conduct a comprehensive study of all building and grounds to determine compliance with ADA and all Life/Safety regulations; make required improvements.

- Emergency Management Plan

The purposes of this plan are to identify roles and responsibilities of appropriate personal and agencies and to determine courses of action should an on site emergencies occur. It also should address how the complex can be used in community wide emergencies. Typical entities involved would be the county managers office, city representatives, facility management, sheriff, EMS, state police, fire departments, and medical and veterinarian representatives.

- Traffic Management Plan

The intent of the traffic management plan is to determine the best means and methods for both on site and off site traffic control. Entities commonly involved are facility manager and staff, city police, sheriff and state police.

- Storm Water Management Plan

Existing detention/retention basins are adequate for the Events Center. Additional capacity may be required to accommodate master plan recommendations.

### Utility Infrastructure Plan

This activity identifies the location of all site infrastructure (potable water, sanitary sewer, storm water, gas and electric), determines their adequacy and develops plan for needed improvements.

## *Betterment*

- Portals and Focal Elements

The purposes of the portals are to create a sense of arrival/entry to the Fairgrounds and for signage/complex identification. The focal elements are to act as reference points and meeting locations.

- Building Enhancements

Recommended building enhancements include miscellaneous building capital maintenance, kitchen in the Indoor Pavilion, and building signage and canopies.

- Site Enhancements

These items include the Plaza at the Multipurpose Pavilion, sidewalk, and general site infrastructure improvements.

- Graphics and Site Signage

Frame work , directional and way finding signage are needed to improve vehicle movements around and on the grounds.

- Event Center Enhancements

Recommended enhancements to the Events Center include the construction of meeting rooms on the south face of the building and restrooms on the north concourse. The access ramps to the arena floor should be lengthened to reduce slopes to approximately 5%.

- Parking Lot

The parking lot in front of the Events Center should be paved as originally designed. In the future the area south of the Fine Arts and Agricultural building could be paved so as to create continuous parking from th Mounted Patrol Arena lot to the Events Center.

- County Highway Department Property

A long term objective is to relocate the Highway Department operation and use those appropriate facilities for complex storage and maintenance.

- Additional Property

Where possible, it is recommended that additional property be purchased as it may become available.

## *Revenue Enhancement*

- Multipurpose Pavilion

This building replaces the Livestock Barn which is in poor condition. It will be used for livestock during the Fair, for stalling in portable stalls non fair and for events such as a farmers market, craft show, equipment shows and sales and related. The long term strategy is to upgrade and convert it to an exhibit building. Dedicated stall barns could be at either of the previously identified locations adjacent to the Events Center.

- Covering of Holding Pen/Warm-up Arena At Events Center

The purpose of covering these areas is to offer protection to stock and contestants during inclement weather. Included are paving for loading and unloading in stock penning area and water hydrants. The bucking and roping chutes are reversed for ease of contestant movement from the Kevin Rodgers Arena and the Multipurpose Pavilion.

- RV Parking

The intent is to locate RV parking adjacent to the Events Center for the contestant convenience.

- Commodities Barn

The Commodities Barn will be used to store bedding for sale to contestants.

## Order of Magnitude Costs

The following order of magnitude costs were developed using historic data, conceptual estimates of similar projects, allowances and national trends. They are given with out the benefit of architectural and engineering studies. Actual cost will vary.

- Multipurpose Pavilion : \$2,100,000
  - Demolition of Livestock Barn: \$50,000 (assumes not salvage value)
  - Covered Stock Holding / Warm-up Areas / Ramp Repair: \$1,200,000
  - Commodities Building: \$75,000
  - Complete Paving of Events Center Parking Lot: \$725,000
  - RV Park: \$325,000
  - Meeting Rooms at Events Center: \$225,000
  - Restrooms at Events Center: \$150,000 (allowance)
  - Portals: \$75,000 (allowance)
  - Towers/Focal Element: \$150,000 (allowance)
  - Building Canopies: \$200,000 (allowance)
  - Plaza: \$150,000
  - Signage and Directional Signage: \$150,000 (allowance)
  - General Site Infrastructure Improvements: \$300,000 (allowance)
  - ADA Improvements: \$100,000 (allowance)
  - Miscellaneous Building Maintenance: \$100,000 (allowance)
- Subtotal Construction Costs: \$6,075,000
- AE Fees and Soft: \$730,000
- FFE (Stalls and Pens): \$310,000
- Contingency: \$500,000
- Recommended Studies: \$150,000 (allowance)
- Project Costs: \$7,765,000

## Phasing

The following phasing plan is conceptual and should be adjusted to budgetary constraints. In all instances the items listed in phase one "stewardship" should be completed expeditiously. Ideally all phased could be funded within a 5 year period.

### *Phase One*

Stewardship: Mission Statement / Strategic Plan:  
ADA / Life Safety Code Analysis and Improvement  
Emergency Management Plan  
Traffic Management Plan  
Storm Water Management

Betterment: Graphics and Site Signage  
ADA Improvements (allowance)

Revenue Enhancement: Multipurpose Pavilion  
Demolition of Animal Barn  
Stalls and Pens  
Event Center Ramp Repairs  
Miscellaneous Building Repairs

Order of Magnitude Costs: \$3,460,000

### *Phase Two*

Stewardship: Utility Infrastructure Plan

Betterment: Portals and Focal Elements:  
Building Enhancements  
Parking  
General Site Improvements  
Plaza  
Building Canopies

Revenue Enhancement: Covered Holding Pens/Warm-up Arena  
Commodities Barn

Order of Magnitude Costs: \$2,895,000

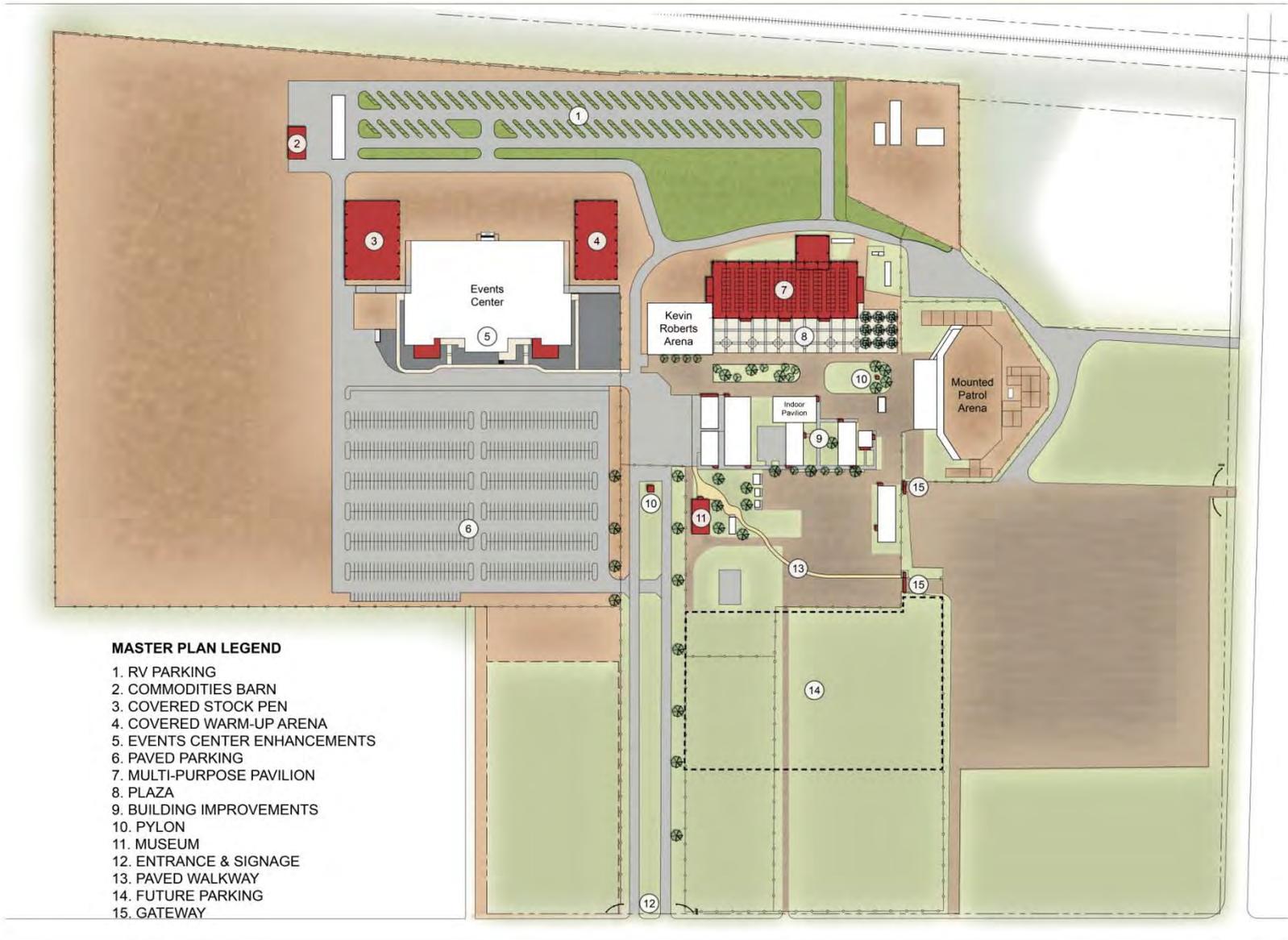
*Phase Three*

Stewardship: Completed

Betterment: Building Canopies  
Event Center Meeting Rooms  
Event Center Restrooms  
General Site Improvements  
Building Enhancements

Revenue Enhancements: RV Park  
Order of Magnitude Costs: \$1,360,000

Total of Three Phases: \$ 7,715,000



Illustrative Master Plan



Aerial View

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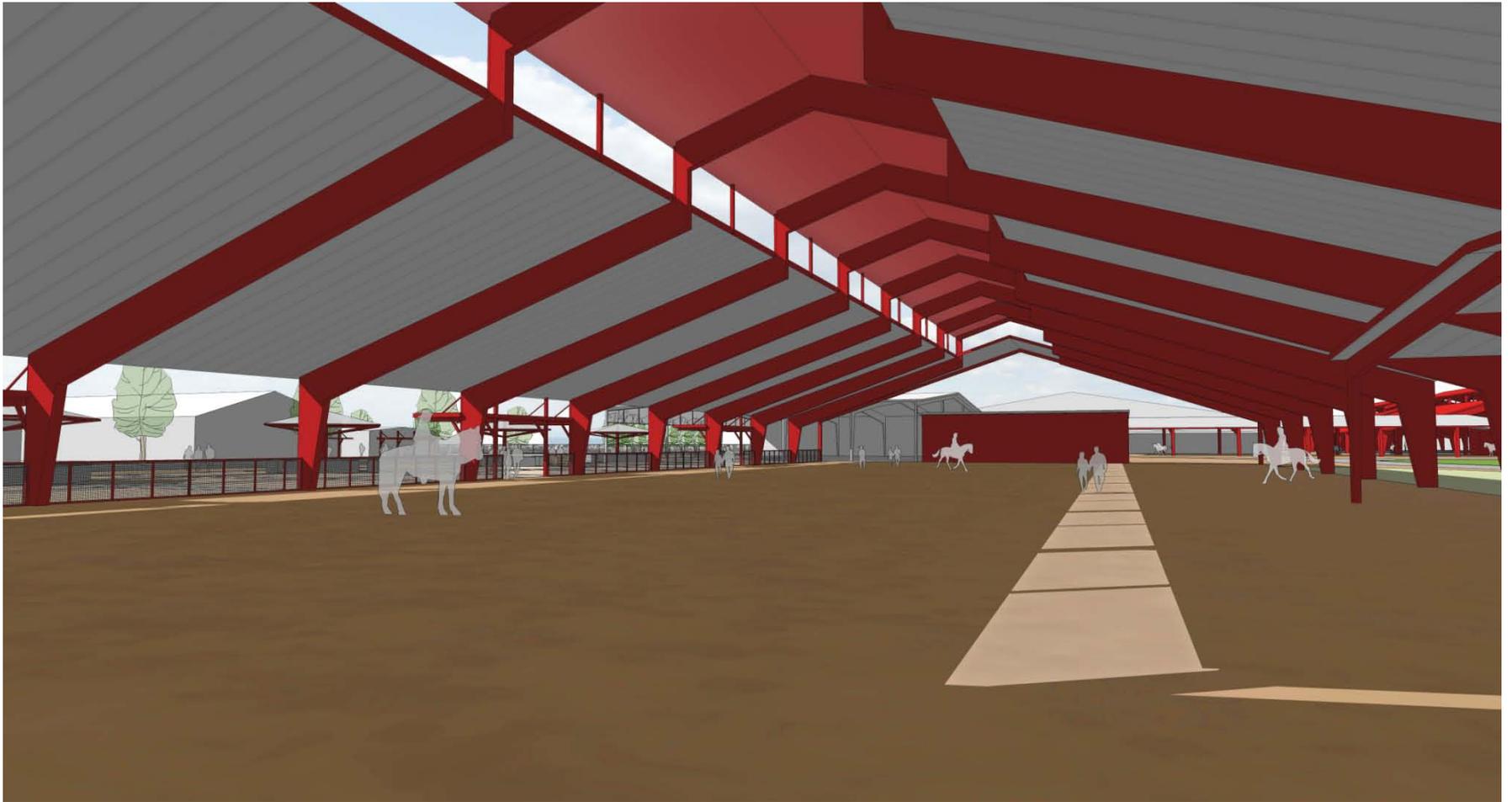
View of the Roberts Arena, Multipurpose Pavilion, Center Court and Indoor Pavilion



View of Center Court, Multipurpose Pavilion and Pylon



View of the Multipurpose Pavilion



Interior View of the Multipurpose Pavilion



View of Typical Building Signage and Canopy



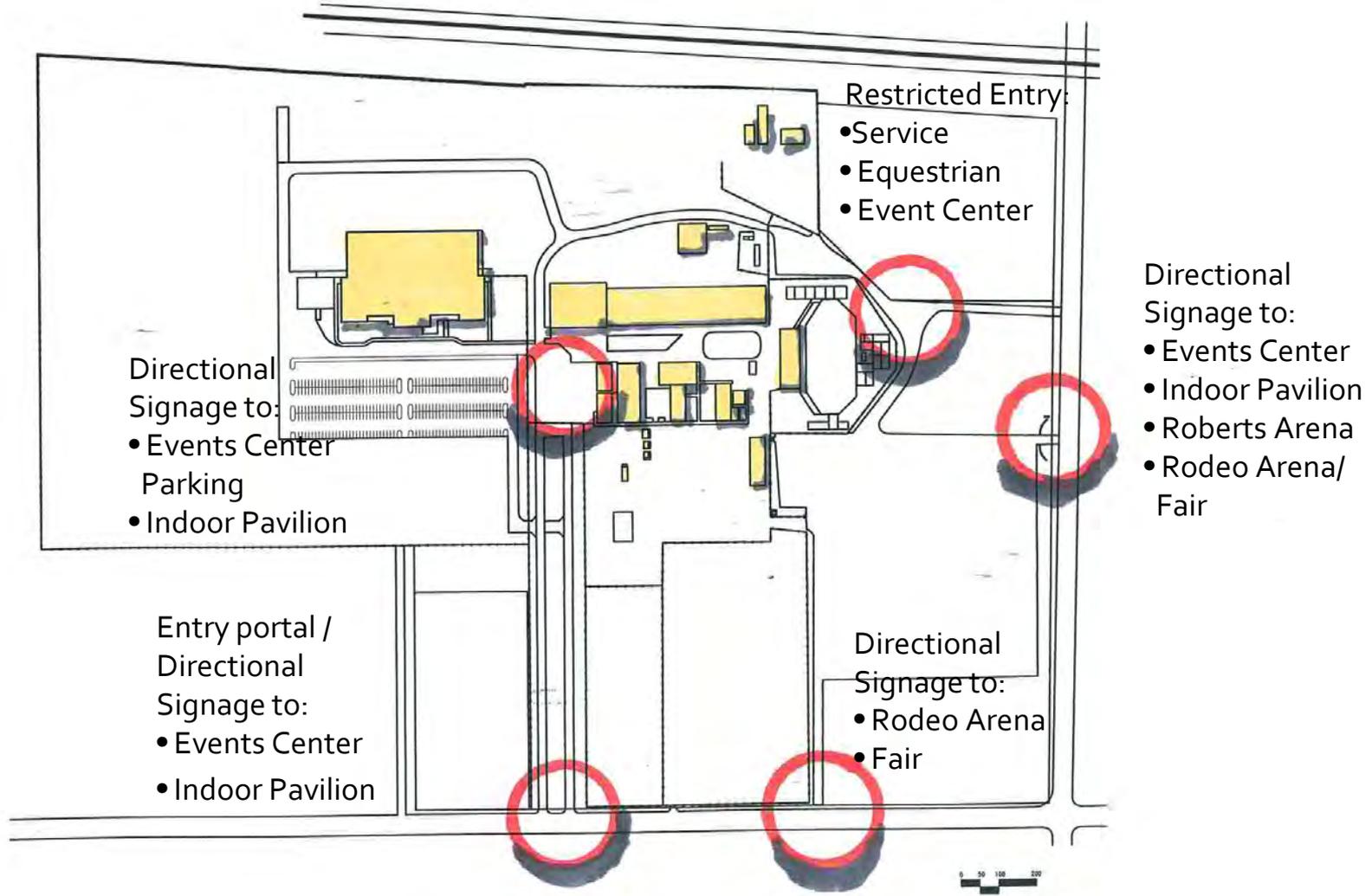
View From Portal / Gate



View of the Pylon, Event Center Additions and from the Entry Drive



View of the Event Center Enhancements, RV Park and Commodities Barn



Framework Signage / Way Finding

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