

VALDOSTA MUNICIPAL AUDITORIUM
Valdosta, Georgia
IPG Project No. 1160

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June 21, 2012

Valdosta City Hall Annex – Multipurpose Room

10:00 am – 10:45 am	General <i>Process</i> <i>Conceptual Planning and Traffic Transportation Review and Update</i> <i>Library Update</i> <i>GDOT Update</i> <i>Rob Evans, Matt Hart, Frank Andre</i>
10:45 am – 11:30 am	Programming <i>Program</i> <i>Design Criteria and Recommendations</i> <i>Frank Andre</i>
11:30 am – 12:00 pm	Cost <i>Construction Cost and Value Management Overview</i> <i>Cost Modeling and Cost Management Deliverables</i> <i>Michael Palacio</i>
12:00 pm – 1:00 pm	Lunch (provided)
1:00 pm – 1:45 pm	Schematic Design Options <i>Overview – Site Diagrams</i>
1:45 pm – 2:15 pm	Schematic Design Options <i>Overview – Building Diagrams</i>
2:15 pm – 2:30 pm	Refreshment Break (provided)
2:30 pm – 3:45 pm	Schematic Design Selection <i>Review</i> <i>Discussion</i> <i>Decision Making</i>
3:45 pm – 4:15 pm	Architectural Design and Character Review <i>Discussion</i> <i>Decision Making</i>
4:15 pm – 5:00 pm	Conclusions and Next Steps <i>Decisions</i> <i>Schematic Design Selection Review</i>
5:00 pm	Adjourn
5:00 pm – 5:30 pm	Design Team Wrap-Up

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CONTACTS/ATTENDEES

City Representatives:

Mara Register | Pat Collins | Matt Martin - City of Valdosta

Steering Committee Members:

Dr. John Gaston, VSU

Nancy Warren, LVAC

David Motley, Valdosta Lowndes Conference Center & Tourism Authority

Allen Lane, Lowndes County

Ed Crane, South Georgia Pecan

Lou McClendon, Retired

Giovanni Panizzi, Team Temps

Kay Harris, South Georgia Regional Library

Kelly Lentz, South Georgia Regional Library

Design Team:

Rob Evans | Matt Hart - IPG

John Starr | Frank Andre - Lord Aeck Sargent (LAS)

Joe Garland - Clark Patterson Lee (CPL)

Michael Palacio - Palacio Collaborative

Additional Guests:

Chris Wood, Mathis Auditorium

Jeff Lovell, Lovell Engineering | Guess and Lovell Surveying and Mapping - Surveyed Five Points Site

Chad McCloud, Project Manager for Lowndes County

Gallery of Individuals and Firms Observing Away from Presentation

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DISCUSSION

Morning Session

OPENING REMARKS AND REVIEW

Lou McClendon, in Bob Goddard's absence, opened the meeting and initiated introductions from all present. Lou also addressed the gallery of visitors in attendance at the back of the room and then turned the meeting over to the design team.

Matt Hart indicated this meeting is fifth in the series to deliver a Schematic Design for the Valdosta Municipal Auditorium. The Schematic Design Selection Meeting held today will further define the elements and scale of the project as the Design Team moves toward the final presentation. The agenda for the day was reviewed in detail.

Matt Hart reviewed the discussions from the previous meeting, the Conceptual Planning and Traffic | Transportation Charrette held at the beginning of May 2012. During this meeting, recommendations were made by the Steering Committee for the Design Team. These include:

- Location of the Auditorium to the East, or towards the back of the site away from Ashley Street and locate the New Main Library to the West, or toward the front of the site and closest to Ashley Street
- The Lobby Size will be adjusted based on the number of people the facility can accommodate. *Seven Sq. Ft./Person* is a typical standard for these types of facilities and will be the benchmark. The current Mathis Auditorium averages to *Three Sq. Ft./Person* in the Lobby Area.
- The Fixed Seating Capacity will be 1,300 max seating. For Graduations and other performances that provide for seating on stage, this capacity can increase to 1,400. The seating capacity for Broadway/Symphony Performance will be around 1,250 and for Opera/Ballet will be around 1,190.
- The Design Team will design to two (2) Multi-Purpose Rooms. One of these rooms will function much like the current space in Mathis; however, a divisible partition will be provided to separate the space into two (2) smaller spaces. In addition to this space, the Design Team will also provide a Black Box Theater venue that incorporates retractable seating and rigging for smaller performances.
- The Acoustics for the Auditorium and Multi-Purpose Rooms will be designed to a "Better" Quality. This scale of "Good", "Better", and "Best" all exceed what the current facility offers acoustically. The "Better" Scenario on this scale is a collegiate level performance space.

Matt also addressed subsequent meetings with the Georgia Public Library Service (GPLS) and the Georgia Department of Transportation (GDOT) on 22 May 2012. These were coordinated by the City Representatives and members of the Design Team were in attendance to explain the project specifically to that audience. It was noted that the GPLS had a few comments to the project's development and the GDOT has a design change to the entry access point between the two roundabouts. The Design Team also introduced the project to the South Georgia Regional Library (SGRL) Board (with some of the Steering Committee Members) at their Board Meeting on 29 May 2012. It was also noted that the SGRL has published a RFQ Document for the New Main Library on the Five Points Site. All of this information and development transpired following the last Steering Committee Meeting and, in large part was due to the SPLOST Referendum moving from November 2013 to November 2012. These meetings and developments were held to continue the discussion and development on the Valdosta Municipal Auditorium project.

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PROGRAMMING

John Starr discussed and reviewed in brief the Auditorium Programming Document. All members in attendance were provided a hard copy. The Program provides for all the recommendations made by the Steering Committee. The square footage of the building scheme totals 119,650. This is approx. four times the size of the existing Mathis Auditorium (at about 30,000 sq. ft.). This increase in square footage is due to "right sizing" the building. The applicable back-of-house spaces, adequate lobby and pre-function spaces, all are taken into account when developing facilities in the 21st Century. John also reviewed the technical criteria (in relation to Mathis). *The Design Team recommends the steering Committee create a sub committee to review the Program and Technical Criteria.*

COST MANAGEMENT

Michael Palacio provided a general scope of the work and process. Following the Schematic Design Selection, cost models will be developed on the selected scheme. These estimates represent general cost of the scope of work. As the process moves further into design, the costs estimates are refined.

SITE PLANS

Frank presented the site plan presented at the last Steering Committee Meeting in May as well as the site plan provided in the New Main Library RFQ indicating the dedicated Library acreage. Frank then reviewed all the site schemes and provided an overview of each. In general, all the schemes provide for Storm Water Detention/Retention on the East and West side of the site and a designation of a Walking Trail throughout the entire 22 acre site, and site access from Oak Street Extension, adjacent to Wendy's. Each specific scheme has been given specific names based on the attributes of the plan.

PARK

This PARK Scheme provides a large expanse of green space on the South side of the site. The main entrance drive cuts through the Library site and serves a drop-off area that is accessible to both the New Main Library and Municipal Auditorium. The parking lots for both facilities are adjacent to this drive and drop off area. The main entrance to the Auditorium is located on the North side of the facility.

MALL

This MALL Scheme references the Washington, DC Mall, incorporating a shared park/plaza between the two (2) facilities. Visitors circle this park space to reach each facility's dedicated drop-off area. The park/plaza connects both facilities and the adjacent retail to the North with landscapes and hardscapes. The main entrance to the Auditorium is located on the West side of the facility.

BOULEVARD

The BOULEVARD Scheme connects the two (2) facilities with a boulevard wide drive and shared drop-off areas. This scheme provides park/green space to the south of both facilities. The boulevard drive is shown with an alley, a row of trees of the same species and size. The main entrance to the Auditorium is located on the South side of the facility.

DISCUSSION

Members of the Steering Committee discussed the pros and cons of each design scheme. Kay Harris indicated, based on her involvement as South Georgia Regional Library Board Chair, all the plans have moved away from the initial design presented at the last meeting (and subsequent meeting with the Library Board on 29 May). These schemes did not provide three key elements, including contiguous parking throughout the entire 22 acre site, handicap parking in close proximity to the building entrance, and off site storm water detention/retention.

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Following the initial discussion the design team revised the schemes to generate hybrids of those reviewed and discussion continued. Scheme B.2 appears to be the leading contender to move forward however, there are some aspects of the others that may have some merit.

BUILDING PLANS

The design team provided three (3) design schemes for the building plan. These schemes relate to the three (3) site schemes presented. However, it was noted that they can intermix and the final recommendation may actually be a hybrid of building schemes and site schemes. The schemes are all three (3) story and roughly 120,000 sq. ft. facilities. The major difference in the design is the programmed elements on the floors and the lobby orientation. The Steering Committee discussed each scheme and recommended the Design Team to pursue Scheme C. Another recommendation was made to rotate the building scheme to provide for a West Entry along the large drop-off area indicated on the Site Plan selected.

BALCONY SCHEMES

Frank Andre reviewed the Auditorium Diagrams designed by the Design Team (APF). The main difference in the two (s) schemes is the number of balconies provided. Scheme One (One Balcony) has a total capacity of 1,308 seat [850 floor seats, 460 balcony seats] and the distance of the furthest seat to the proscenium is approx. 122 feet. Scheme Two (Two Balconies) has a total capacity of 1,309 seats [760 floor seats, 300 balcony one seats, 250, balcony two seats] and the distance of the furthest seat to the proscenium is approx. 112 feet. *The distance from the back row of seats to the front of the proscenium in the existing Mathis Auditorium is approx. 107'-0"*. The benefit of balcony(s) is the potential to reduce the size of the house based on ticket sales. A low ticket event may not utilize the balcony seats, providing a more intimate performance experience. The lighting at each balcony can be turned down to eliminate the views up to these spaces by patrons and performers. Both schemes provide for Boxes along both side of the auditorium AND an additional 100 seats can be included on the stage for select events.

Experience: The addition of balconies in an auditorium provide a unique viewing experience. The improvements over a single floor auditorium include increased sightlines for performance and intimate viewer experience. The balconies also allow for larger aisles and seats and a lower sloped floor in the auditorium. The new Valdosta Municipal Auditorium is an improvement over Mathis Auditorium for these reasons.

BLACK BOX THEATER

Frank Andre reviewed the layouts for the Black Box Theater - typical (one sided), thrust, and alley (stadium). These configurations provide for diverse performance types to be held in the space. The motorized retractable seats can be stored and the Multi-Purpose Room can utilize the full 4,800 sq. ft. of space for meetings and other function not requiring stadium seating.

Afternoon Session**RECOMMENDATIONS**

Following the discussion earlier in the day regarding the Balcony Element of the project, the Steering Committee made a unanimous decision to pursue the two (2) balcony scheme. It was also noted that the Multi-Purpose Room, along with the Black Box Theater Element should be on the Ground Floor of the facility. It was noted that if either of these spaces were located on the third floor, those renting the place would have access to much of the facility.

The Steering Committee also discussed the definition and scope of a Caterer's Kitchen and Commercial Kitchen. Discussion centered around facility use, maintenance, and oversight. The Steering Committee recommended to the Design Team to include a Warming/Caterer's Kitchen in the facility. The Design Team indicated that

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infrastructure may be included in the design process; however, it was only mentioned as an option and not a direction. This would allow for the kitchen to provide additional equipment in the future if the mission of the auditorium morphed into a full service facility (much like the Conference Center).

CHARACTER

The Design Team shared images of building materials that may be incorporated into the design of the facility. These were introduced and discussed based on the initial building concepts provided during the interview process. Metal Cladding, Concrete, Terra Cotta Cladding, and Glass were discussed as potential materials. The architecture character and style of Valdosta State University was discussed as an indication of the potential for this cultural arts campus. Not only does the materiality play a role in developing the architecture character of a building/place, but also the building elements, such as Shading Elements, Porches, Colonnades, and Entry Elements. Another element to this project that was discussed is the opportunity for Signage to play a role in the identity of the facility and campus. This could be located at the campus entry, on the building(s), or even projected at night on the exterior of the facility.

The Steering Committee discussed their thoughts and ideas about the architecture character of the facility and campus. It was noted the facility will have a strong presence in Valdosta. The VMA is unlike any other building in town and therefore has no specific reference locally or in context with his type of project. The facility is something new and fresh while also being warm and inviting. Georgia and Local Materials were discussed including, marble and wood. The facility should be unique/ iconic and timeless/classic to "stand the test of time" and the building should last as long as the current facility (50 years). The discussion then turned to maintenance issues. The facility should be practical, have low maintenance, and durable over the course of the facility's lifetime.

NEXT STEPS

Due to the SPLOST Referendum vote, the City Representatives noted the final review of the campus master plan must occur prior to 8 August. The existing date of 16 August was cancelled and the next Steering Committee Meeting was set for 2 August, time: TBD, in the City Hall Annex Multi-Purpose Room. It will be at this time, the final master plan will be presented. A subsequent Final Presentation for the full Schematic Design Package will be scheduled at a later date.

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Matthew S. Hart, Associate AIA
Project Manager

cc: Meeting Attendees (.pdf)
Job Team (.pdf)
IPG File: 1160/A1 and Project Notebook

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