

**VALDOSTA MUNICIPAL AUDITORIUM**  
Valdosta, Georgia  
IPG Project No. 1160

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**May 1, 2012**

**Valdosta City Hall Annex – Multipurpose Room**

<b>8:00 am - 8:30 am</b>	<b>Continental Breakfast (provided)</b> Attendees – AE Team, City Representatives, Steering Committee
<b>8:30 am – 9:00 am</b>	<b>General</b> Attendees – AE Team, City Representatives, Steering Committee <i>Introductions</i> <i>Process</i> <i>Review Meeting Minutes</i> <i>Operations Review and Update</i> <i>Rob Evans, Matt Hart</i>
<b>9:00 am – 12:00 pm</b>	<b>Conceptual Auditorium Planning</b> Attendees – AE Team, City Representatives, Steering Committee <i>Program</i> <i>Design Criteria and Recommendations</i> <i>John Starr, Frank Andre</i> <i>Preliminary Functional Description of Theatrical Systems</i> <i>Performance Facilities Design</i> <i>Steven Friedlander</i> <i>Initial Acoustical Goals and Criteria</i> <i>Russ Cooper</i>
<b>12:00 pm – 1:00 pm</b>	<b>Lunch (provided)</b>
<b>1:00 pm – 2:55 pm</b>	<b>Conceptual Site Design</b> Attendees – AE Team, City Representatives, Steering Committee, Library Board <i>Site Amenities</i> <i>Landscaping</i> <i>Ingress/Egress</i> <i>Parking</i> <i>Library Component</i> <i>John Starr, Frank Andre, Kevin McOmber, Jay Scott</i>
<b>2:55 pm – 3:05 pm</b>	<b>Refreshment Break (provided)</b>
<b>3:05 pm – 5:00 pm</b>	<b>Conceptual Traffic   Transportation Improvements</b> Attendees – AE Team, City Representatives, Steering Committee <i>Traffic Data (past, present, future)</i> <i>Signalized Intersections</i> <i>Roundabouts</i> <i>Joe Garland, Scott Ritchie</i>
<b>5:00 pm</b>	<b>Adjourn</b>
<b>5:00 pm – 5:30 pm</b>	<b>Design Team Wrap-Up</b>

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**May 2, 2012**

**Valdosta City Hall Annex – Multipurpose Room**

***Note: Morning devoted to Design Team Working Session and Presentation Preparation***

- |                          |   |
|--------------------------|---|
| <b>1:00 pm – 2:00 pm</b> | <b>Conceptual Auditorium Planning</b><br>Attendees – AE Team, City Representatives, Steering Committee<br><i>Concept Review</i><br><i>John Starr, Frank Andre, Steven Friedlander, Russ Cooper</i>    |
| <b>2:00 pm – 3:00 pm</b> | <b>Conceptual Site Design</b><br>Attendees – AE Team, City Representatives, Steering Committee, Library Board<br><i>Concept Review</i><br><i>John Starr, Frank Andre, Kevin McOmber, Jay Scott</i>    |
| <b>3:00 pm – 4:00 pm</b> | <b>Conceptual Traffic   Transportation Improvements</b><br>Attendees – AE Team, City Representatives, Steering Committee, Library Board<br><i>Concept Review</i><br><i>Joe Garland, Scott Ritchie</i> |
| <b>4:00 pm – 4:30 pm</b> | <b>Closing Session</b><br>Attendees – AE Team, City Representatives, Steering Committee, Library Board<br><i>Summary, Action Items, Next Steps</i><br><i>Rob Evans, Matt Hart</i>                     |
| <b>4:30 pm</b>           | <b>Adjourn</b>  |
| <b>4:30 pm – 5:00 pm</b> | <b>Design Team Wrap-Up</b>  |

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**CONTACTS/ATTENDEES**

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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  
Jennifer Powell, Fresh Beginnings  
John Crawford, VSU  
Carol Whidby, Gerlock Dance Studio  
Allen Lane, Lowndes County  
Bob Goddard, III, LVAC  
Ed Crane, South Georgia Pecan  
Lou McClendon, Retired  
Giovanni Panizzi, Team Temps  
Kay Harris, South Georgia Regional Library  
Kelly Lentz, South Georgia Regional Library (ex-Officio)  
Louis Levy, VSU on 1 May 2012 (ex-Officio)

Design Team:

Rob Evans | Matt Hart - IPG  
John Starr | Frank Andre - Lord Aeck Sargent (LAS)  
Steve Friedlander - Auerbach Pollock Friedlander (APF)  
Russ Cooper - JaffeHolden  
Joe Garland | Clay Reichert - Clark Patterson Lee (CPL)  
Scott Ritchie - Roundabout Traffic Engineering (RTE)  
Jay Scott - GreenRock Partnership (GR)  
Randy Crews - Crews Engineering  
Cody Petitjean - Georgia Engineering and Testing (GET)

Additional Guests:

Chris Wood, Mathis Auditorium  
Tim Carroll, City Council on 1 May 2012  
South Georgia Regional Library Board Members (2) on 1 May 2012

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**DISCUSSION**

**1 MAY 2012**

**Morning Session**

Rob Evans opened the meeting and initiated introductions from all present.

Matt Hart reviewed the overall process, the Charrette agenda for these two days, and called attention to the meeting minutes provided to the committee.

John Starr provided specifics on the day and the process. He suggested a new subcommittee be created to begin discussions regarding the logistics the program. This subcommittee would review and amend the program based on the committee's recommendation for staffing and auxiliary spaces associated with the auditorium and multipurpose rooms.

After today, the conceptual sketches done for the interview will be revised based on what we hear from the committee. These recommendations will shape and define the building as the design teams moves closer to the final schematic design.

Steve Friedlander introduced the programming matrix and the logistics. At one point in the process, there was a much larger range of seat count, but now we are honing in on the detail. Adjusting building size is based on seat count. The deltas become more apparent once the building become more defined - seat count in relation to building area. The multipliers (or deltas) adjust for chases, thickness of walls, etc. Hitting the seat count is important to define the entire project.

More detailed seat space list will be provided to the Steering Committee for comment. Detailed space program will tell us how big the building is. The more we tighten up the building plan the wall thicknesses and room adjacencies help with the efficiency of the plan. There is a balance between compressing the plan for a smaller footprint and keeping rooms apart for acoustical separation (for example corridors and storage rooms separate sound). The back-of-house spaces are important as well for building efficiency - these areas need to function with the auditorium for the performances to function well. *It is very important to design it right.*

We have modeled a 1200 seat auditorium not only because this may be an appropriate seat count but also to provide a comparison to the existing square footage. The Steering Committee will be asked to make a recommendation on the seat count following the two-day meeting. This decision will weigh heavily on the design of the entire project. For example, this seat count will define how much space is designed/allocated for the main lobby...as a comparison – Dallas, TX Auditorium is 20 sq ft per person while Mathis is 3 sq ft per person. We are currently designing to 7 sq ft per person in the new facility. Mechanical spaces are also very important in these types of facilities. The auditorium and multipurpose rooms must have large ducts and slow air to keep it quiet. This is very important to the acoustic consultant. The final program and seat count also defines the size/scale of the circulation space. These numbers are included at the outset...then they are vetted. Back stage storage has been provided for in conceptual plans for fly storage and Piano Storage is included in the program. This space is located on the Stage Floor Level for accessibility in moving the piano.

The Technical Criteria, a list of proposed systems, equipment, fixtures, and furnishings for the Auditorium and Multipurpose Rooms was briefly reviewed. The full document will be distributed to the Steering Committee for their review and comment. The brief overview provided a comparison of existing Mathis and the proposed. A Functional Narrative has been prepared and will be distributed. This document will indicate the equipment used in the facility for it to work on many levels...this will also bring in AMS that will help inform the process.

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The Design Team and Steering Committee discuss the perceived need for multi-purpose room. In addition, the kitchen serving area needs were reviewed in regards to the difference between Kitchen and Catering Kitchens. The logistics of a prep/warming kitchen and commercial kitchen were discussed. The commercial kitchen is harder to control from the facility manager's perspective. There are current problems with the Ice Maker. The design team discussed the options for providing the infrastructure for future expansion to a commercial kitchen. There is a difference in providing necessary infrastructure v. installed equipment. For example, the conference center has its own commercial kitchen facility and operation. How this relates to the program and capabilities in the VMA is very important. The design team will need to know how to plan for the future.

The Design Team presented the Auditorium plans and section, currently designed with 1400 seats as a starting point. The plan provides for two orchestra pits. First mechanical pit provides 100 seats, and Second manual lift provides for 100 seats. There are different seating scenarios that include the use of balconies. These balconies can be used to size the space. The current Mathis Auditorium does not have a balcony. The design team prepared two schemes for review, a single balcony design and a double balcony design.

The acoustics of an auditorium can create a hall that has multi-uses. It may include three levels of use – including Orchestra (Symphony), Broadway, and Concerts. Acousticians can accommodate many different uses with adjustable acoustics.

*\*Twenty Minute Break\**

The Design Team presented Multipurpose Room options, including one that incorporated a black box element. This 70' x 80' Black Box Theater would include retractable seating - not high school grade, but rather upholstered. The Cadillac System would also include a double wall system to divide the space into two (2) smaller, but acoustically separated rooms. It was noted that current usage does not require splitting the room. The Steering Committee generally likes the idea of the Black Box Theater, although there are cost implications for this decision. It was noted that the retractable seating could be purchased at a later time. This space could also serve a symphony ball. It should be noted that there is not a use profile for a separate 300 use theater – more specifically, our research did not include adding this into the program during our last meeting and therefore the accessibility and use was not profiled.

MMA and Taekwondo Events could take advantage of the various spaces in the VMA.

The MMA Events could use the Auditorium as they do now, with additional seating capacity on the stage. There is a difference in the capital vs. operational costs of mechanical vs. manual lift.

A recent Taekwondo Tournament at the VSU PE Complex was discussed. This event could use the Black Box Theater area. Sporting events and the like should be considered for growth.

Acoustics - reflective v absorption. Amplified performance would be heard correctly with drapes as they transform the room/volume. Ceiling elements would also help acoustically. In addition, for Orchestras a Stage Shell can be provided for adjustability. These pieces of equipment can be stored off stage or up in the fly tower. A better orchestra scenario would reduce the number of seats, but it could be set up out onto platform...may sound better than with them out there than within proscenium.

John reviewed the afternoon session prior to breaking for lunch. There was a brief discussion about architectural character, materiality, and styles as well as a look ahead to the following day for the critical decisions and recommendations the Steering Committee must make, including:

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Seating Capacity (A, B, C, D Schemes to be reviewed further)  
Acoustics – Selection on Good, Better, and Best (Scenario on the three types to be discussed)  
Multi-Purpose and Black-Box Theater Selection - One Room or Two Rooms  
Discuss and Ascertain the Meeting Rooms Planned at the New Main Library (May Shape the Program)

**Afternoon Session**

*joined by Library Board, including Kelly Lentz, Kay Harris, Stefanie Carroll*

The afternoon session is devoted to Site Design and Building Placement decisions. The Design Team briefly showed and reviewed the original plan by the city and the three initial plans done prior to the interview process. These reviews should help define and refine the plans - do some items or concepts need to drop out or be revised?

PARKING and LOADING DOCK needs are a major concern based on current usage. The Library Board Members indicated the programming document they prepared for the New Main Library was available for review by the VMA Design Team.

Jay Scott with GreenRock Partnership provided a presentation on Landscaping and Hardscape elements, scenarios, and plant material that will be addressed on the new campus. These include:

- Increase shade due to temperature in S. Ga. by providing diverse tree species, shapes, and sizes. Creating a park setting for the entire area would also be required to provide shade for certain plants
- using smaller trees such as Cherry, Weeping Yaupon, Holly, Crepe Myrtles to provide textures and colors
- The remembrance of walking through spaces is important...  
*For instance, consider driving down your street v. walking down your street...the experience becomes more personal when walking.*

Specific Types of Plants were shared, including:

- holly and palm trees
- screens : Cyprus, evergreen trees
- shrubs : lorepedalum, different year round color with lots of plants
- grasses : pampas grass, easy to keep and good seasonal color
- azaleas : would mean a lot on site with Valdosta's claim
- roses : low maintenance for lots of color
- juniper can create screens,

Some opportunities are available to be environmentally conscious and responsible...including the capture condensation for irrigation.

Hardscape and Fountains provide opportunities for interactive exterior spaces. The hardscape can also be used to divide special areas or paths by using pavers for new/old texture (instead of concrete and asphalt)

Detention Ponds may be required for Stormwater Detention/Retention and could become visually appealing parts of the landscape. These may be separated from the rest of the site with low screen walls.

Traffic and Transportation Consultants (CPL and RTE) discussed and reviewed the current Five Points Area Traffic Figures. The team shared the grading scale used to calculate traffic problems at intersections. This scale is the same used in Grade Schools – A (Excellent) through F (Failing). The intersections at the Five Points area are

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currently C, D, or F. These grades do NOT take into account the increase in traffic and capacity due to the Municipal Auditorium project OR the New Main Library Project. The team discussed the advantages and disadvantages of Roundabouts and Signalized Intersections. It was noted that regardless of timing and configuration, the intersections at Five Points would remain in the C, D, and F Scores with Signalized Intersections. The Roundabout Solutions presented and discussed would elevate these areas to A and B Scores. It was noted that Valdosta does not currently have a Modern Roundabout. The current traffic circles found near Wal-Mart and Country Club Drive are Traffic Calming Devices, not Roundabouts. It was noted that on average, a ninety percent reduction in fatalities, an eighty percent reduction in injury, and a forty percent reduction of damage in accidents is attributable to Roundabout Intersections Design versus Signalized Intersection Design.

*\*Adjourned for the Evening. Meeting to Resume at 1:00p on Wednesday, 2 May 2012\**

**DISCUSSION****2 MAY 2012**

The Design Team's Mission is to deliver the best master plan possible. The discussions and recommendations today will define and refine the Valdosta Municipal Auditorium Project. This is a very important step in generating the Schematic Design for the project.

The Design Team presented the seating breakdown and cost implications for the seating capacities. A review of the floor plans and sections in the different options available for seat count were discussed. The Steering Committee voted on the seat count with a split decision. A second vote would take place; however, time was provided for all members to make a statement regarding their vote (those who voted for a venue of the same seat capacity spoke to the reasons they think the venue should remain the same seat count and those who voted for a venue of an increased seating capacity spoke to the reasons they think the seat count should increase).

*Final Recommendation to the Design Team – Provide a 1,300 Seat Facility (this scheme also provides for approx. 100 loose seats on stage during graduations, increasing the count to 1,400).*

The Design Team presented the multipurpose room scenarios and cost implications. Steve Friedlander provided images of comparable Black Box Theaters to the Steering Committee. The 5,800 sq. ft. Multi-Purpose Room replaces the existing room at Mathis Auditorium. This space is included in the Design Team's Scope. The space in question and up for recommendation is the Black Box Theater Space that would also serve as a Multi-Purpose Room when not in use. These "convertible rooms" provide for additional flexibility within the space, but also increase the overall cost due to square footage/capacity increases and equipment.

*Final Recommendation to the Design Team – Provide the Multi-Purpose Room/Black Box Theater in addition to the Multi-Purpose Room to replace the existing space at Mathis.*

The Design Team presented and discussed the acoustics and cost implications. The Acoustic Range in relation to cost follows a parabolic arc. Initially, the Cost and Acoustic Values increase at a 1:1 Ratio. As the Acoustic Value continues to increase, the Cost Value increases at a much more rapid pace, appearing like an exponential graph.

- The "Good" Acoustic, most economical, compares to a High School Auditorium, but even better than the current Mathis Auditorium.
- The "Better" Acoustic Model compares to a Collegiate Level Performance Space and is adjustable to many performances.
- The "Best" Acoustic Model is World Class and costs are exponentially higher. These spaces are found where markets can support the enormous cost increases in design and equipment.

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*Final Recommendation to the Design Team – Provide a BETTER Acoustic Range for the Auditorium.*

Reviewed the latest site plan, site concepts, and massing models. To summarize, the site plan provides for two (2) roundabouts, a main entry, and green space. The New Main Library will be located towards the front of the site with the Valdosta Municipal Auditorium at the rear of the site. The site plan will provide for compelling green space and parking with a combined drop off for both building. The Design Team will also include a 300-capacity Amphitheater adjacent to the building and a Walking Path traversing around the site.

*Final Recommendation to the Design Team – Continue with Site Scheme as presented.*

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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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