



Beautification & Improvements
to the **Fairgrounds**

Listen & Understand Summary

Fairgrounds: Direction to Date

July 9, 2020 IA Budget Workshop: Approved full project funding (\$12 M) in FY 2024 as part of the five-year work plan.

September 20, 2020 IA Board Meeting: Procurement Authorization for Updated Market Study, including relocation evaluation

February 2021: Finalized a contract with HDR Engineering, Inc.

December 9, 2021 IA Board Meeting: Accepted the updated Report, which recommended the continued operations of the Fairgrounds at its current location and allocated \$200,000 to develop a Fairgrounds Master Plan

April 2022: Finalized a contract with Fitzgerald Collaborative Group.

2021 Fairgrounds Report Key Findings:

Existing Fairgrounds site is well-suited for current purposes & could support greater activity.

The role of the Fairgrounds in the local economy is strong, and economic impact could continue to grow. The Fairgrounds economic impact totals **\$79.2 million annually** for the local economy, including direct, indirect, and induced effects.

Targeted improvements to the existing Fairgrounds property would yield additional positive economic impacts.

Fair operations can be accommodated on less acreage with better site configuration.

The existing site is large enough to accommodate other developments.

Non-Fair activities account for 180+ event days.

Project Process

The 2021 Fairgrounds Report and prior studies provided a foundation for priorities to consider during the master planning process. The priorities are to: increase resident and visitor access to the Fairgrounds property year round, maximize the existing land use and value, explore future upgrades to current facilities, upgrade and correct utilities, and identify redevelopment opportunities of select areas of the property. The master plan will provide a recommendation on how the 107-acre property can best be used to serve the community and positively impact economic development. The master plan process includes three key steps:

Task 1: Listen & Understand [COMPLETED 9/2022] Conduct site analysis by obtaining site surveys and studies, perform site engineering, survey existing building conditions, understanding land use conflicts, and direct engagement with community and governmental stakeholders.

Task 2: Analyze & Report Develop draft design and programming options based on findings from Task 1.

Task 3: Develop & Render Findings Develop a final concept based on community, stakeholder, and staff input. The final plan will include recommendations for new and existing facilities, a recommendation for prioritization of identified improvements, and identification of redevelopment opportunities and suggested strategy.

Project Team



Fairgrounds Project Manager
Tatiana Daguillard
Blueprint Intergovernmental Agency



Fairgrounds Project Manager
Mike Alfano
Blueprint Intergovernmental Agency



Consultant Team Point of Contact
Donald Gray, AIA
Fitzgerald Collaborative Group

Community Engagement



Communications Lead
Jon Brown
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Bono Communications & Marketing



Community Liaison
Christic Henry
KFR Consulting Services

Design Engagement



Community Placemaking
Lily Berrios
Sizemore Group



Urban Design
Donald Gray, AIA
Fitzgerald Collaborative Group



Master Planning
Jeff Floyd, FAIA
Fitzgerald Collaborative Group

Civil & Site Planning



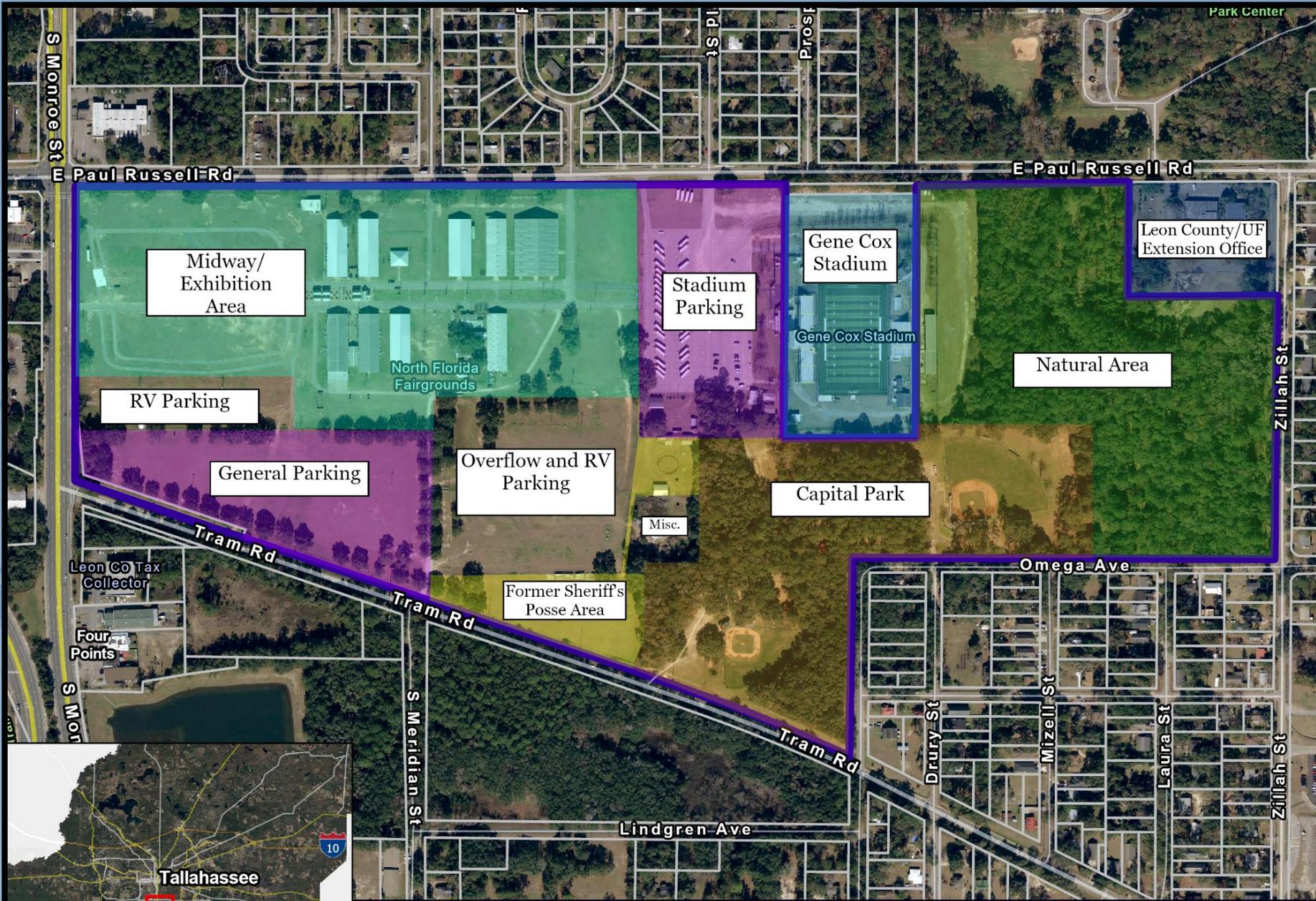
Civil Engineering, Planning
Robert George
George and Associates

Conceptual Cost Estimating



Senior Estimator
Shannon Thomas
WCCI

<u>Current Use</u>	<u>Approximate Acreage</u>
Natural Area	22.8
Gene Cox	8.2
Capital Park	20.8
Former Sherriff's Posse	4.9
Overflow and RV Parking	8.4
General Parking	9.3
RV Parking	2.1
Midway/Exhibition Area	29
Stadium Parking	9.1
Total W/Stadium	114.6
Total W/out Stadium	106.4



Fairgrounds Beautification and Improvement Map of Project Area with Existing Uses



Listen & Understand Summary Report

1. Existing Conditions Assessment
2. Stakeholder Engagement
3. Next Steps

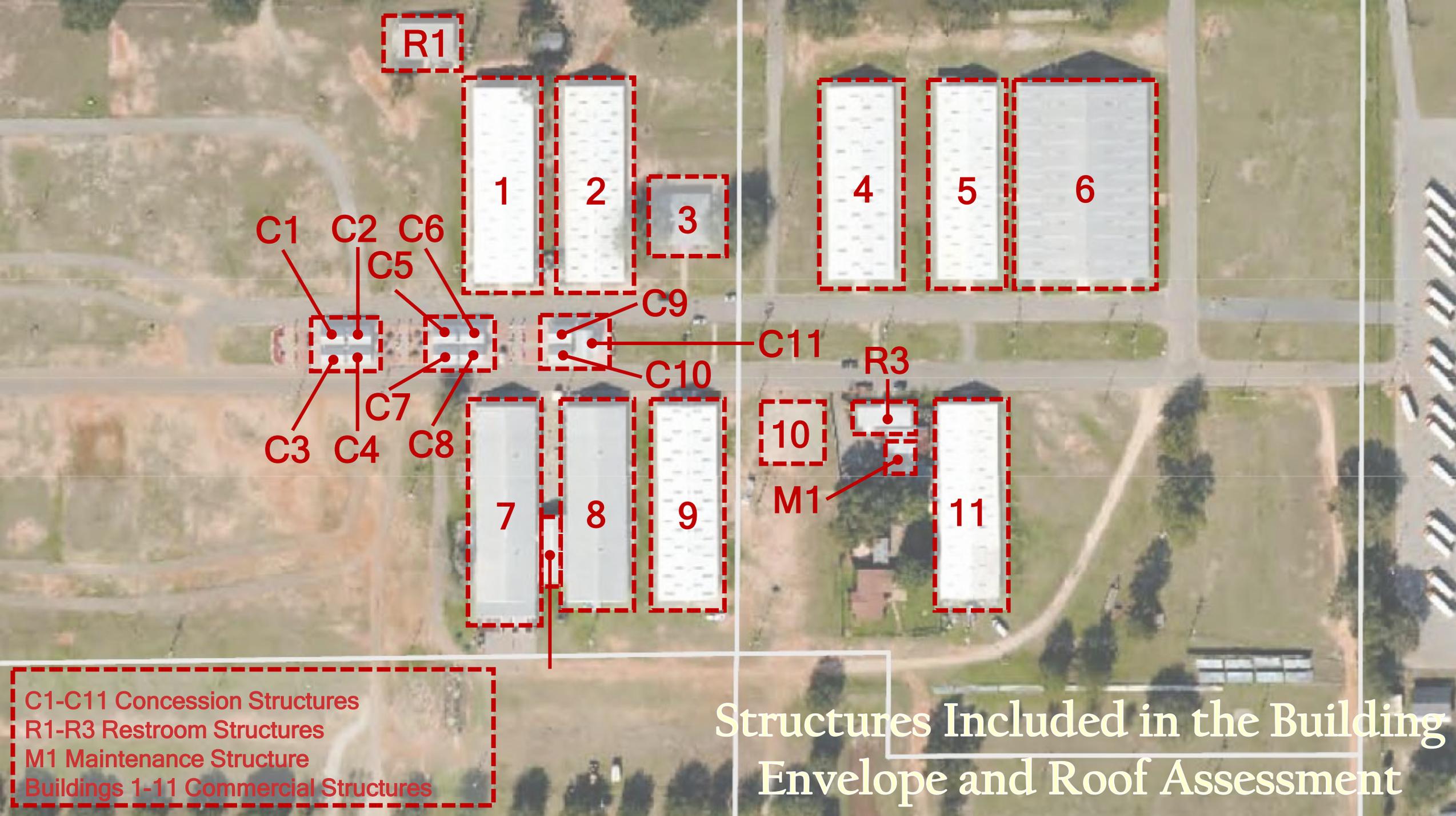
Existing Conditions

The project team conducted multiple onsite visits to the property between May - September 2022. Twenty-five (25) structures constructed from 1956 to 1990 were evaluated.

Analysis Areas

- Environmental (Building Envelope and Roof Systems)
- Life Safety
- Civil Engineering
- Structural Engineering
- MEPF Engineering
- Land Use





R1

1 2

3

4

5

6

C1 C2 C6

C5

C9

C11

R3

C10

10

M1

C3 C4 C7 C8

7

8

9

11

C1-C11 Concession Structures
R1-R3 Restroom Structures
M1 Maintenance Structure
Buildings 1-11 Commercial Structures

Structures Included in the Building Envelope and Roof Assessment

Existing Conditions

Environmental Engineering (Building Envelope Assessment)

- Buildings are in generally good overall condition for the current programmed use
- Identified various deficiencies in the current condition of the existing building envelope and roof systems
- Analysis indicated various commercial, restroom, and maintenance structures are near the end of its remaining useful life
- Repairs and replacements are required to mitigate noted issues

Life Safety

- Establish ADA accessible route at each facility entry, including door access, hardware type, surface slope, and door threshold height
- Confirm appropriate panic hardware at all exit locations
- Confirm exit signage locations, counts, operation
- Confirm exit counts at each facility



Existing Conditions

Civil Engineering

- Provide ADA Compliant parking stalls with accessible route
- Establish ADA accessible routes within the Fairgrounds property
- Establish site for future stormwater management facility. Parcel is in a closed basin and will have the most stringent design and volume recovery standards
- Provide Florida Department of Health Dump Station for RV component of site
- RV Camp sites located in the southeast quadrant will need to relocate Dump Station or extend sanitary sewer along Tram Road

Existing Conditions

Structural Engineering

- Buildings generally in good structural condition for the current programmed use
- Confirm design wind load at buildings 5 and 11, which may require mitigation to resist moderate to severe wind loading.
- Correct framing connection at Building 5, portion of the gable end that is not fully framed to connected CMU wall construction

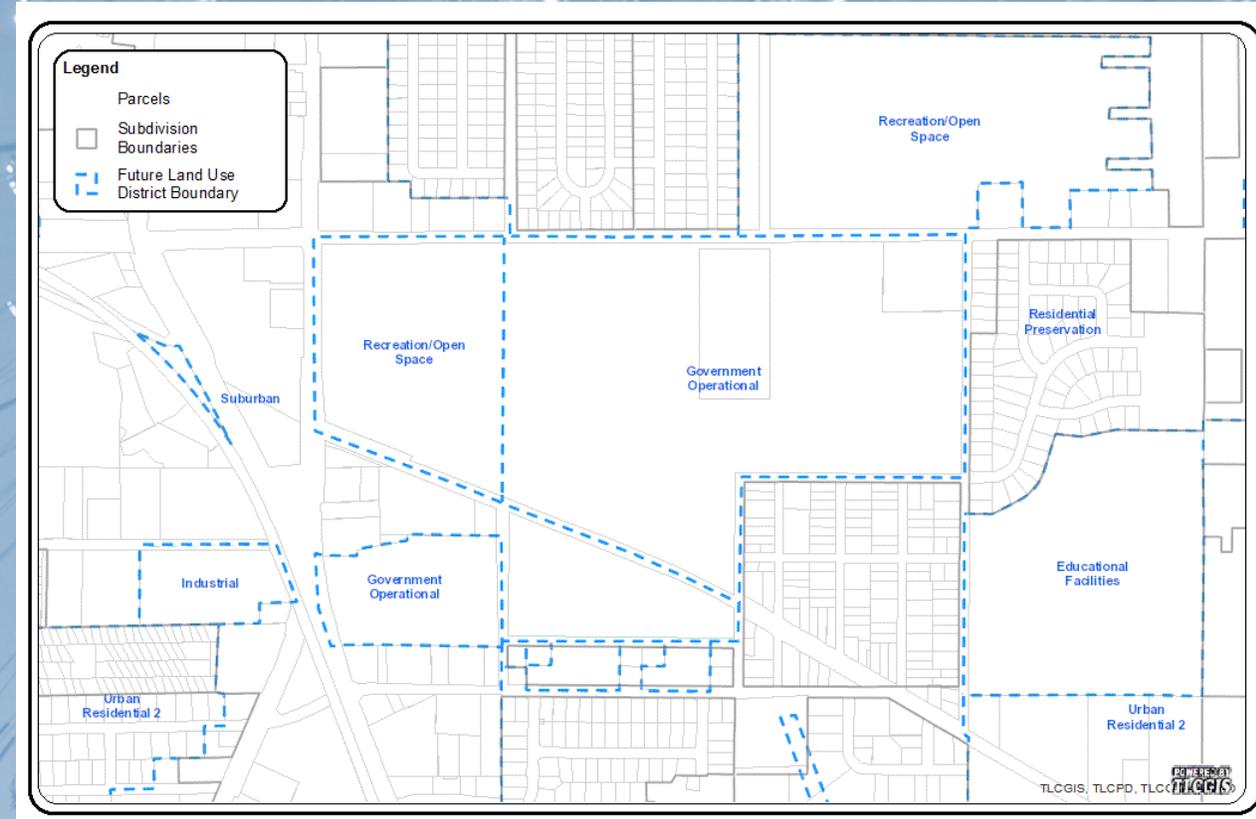
MEPF (Mechanical, Electrical, Plumbing, Fire Protection) Engineering

- HVAC systems, water heater, electrical panels are beyond useful life require repair/replacement at various locations
- Broken plumbing lines and fixtures require repair/replacement at various locations
- Ventilation recommended at two warehouse building locations
- Grease traps in the Concession structures require pumping/maintenance; cleanouts require repair and/or replacement

Existing Conditions

Land Use

- Confirm maximum impervious based upon current zoning and PUD
- Update PUD to reflect the future design standards of the North Florida Fairgrounds
- Verify land use process
- Re-zoning or comprehensive plan amendment based upon future land uses





Stakeholder Engagement

Stakeholder Engagement

The project team conducted thirty-one (31) outreach meetings between June - September 2022. The purpose of this engagement effort was to inform stakeholders about the Project, to gather input from various perspectives and expertises, to gather stakeholder input on vision and values, and to gather input on neighborhood needs to help guide the Plan's direction. Staff engaged with:

- *North Florida Fair Association Board of Directors*
- *ULI Capital Region Board Members*
- *Recreation (City of Tallahassee Parks and Recreation, Leon County Schools, Visit Tallahassee)*
- *Leon County & City of Tallahassee Housing*
- *Economic Development (Office of Economic Vitality, Greater Tallahassee Chamber of Commerce, Big Bend Minority Chamber of Commerce, Capital City Chamber of Commerce)*
- *Neighborhoods Adjacent to the Fairgrounds Property (14 Neighborhoods - Apalachee Ridge Estates, Beacon Hill, Campbell Park, College Terrace, Dry Creek Run, Jake Gaither, Lakewood, Meridian Park, Oak Ridge, Pebble Brooke, South City, Tuskegee, Villages of Wilson Green, Wilson Green)*

Stakeholder Engagement

North Florida Fair Association

Major Takeaways From Each Interview Include:

1. Include better parking access and configuration to offer traffic relief to the neighboring residential areas.
2. Improve the site layout.
3. Renovate the existing restrooms.
4. Improve ADA accessibility throughout the property.
5. Upgrade existing utilities and underground overhead electric lines.
6. Create a full service RV park.
7. Consider large multiuse facilities for a variety of events and uses. Increase the number of climate controlled facilities.
8. Consider an outdoor pavilion for events and entertainment.
9. Create a year round family-friendly site.
10. Create more green, recreational space for public use.
11. Prioritize safety improvements.
12. The Plan should support increasing the marketability of the Fairgrounds.

The Fairgrounds is a Southside community asset that can be improved to benefit residents, improve overall Fair operations, and have a wider regional impact.

Stakeholder Engagement

ULI Capital Region, Recreation, Housing

Major Takeaways From the Meetings Include:

1. Consider potential environmental constraints, such as stormwater. The property is in a closed basin.
2. Include better parking access and configuration to offer traffic relief to the neighboring residential areas.
3. Improve the RV Park area and make it a draw.
4. Consider a sports anchored Plan that expands recreational areas and leverages Gene Cox Stadium (*not in leased area*) and Capital Park as assets. Incorporating recreational opportunities could support local youth and FAMU, FSU, and TCC.
5. Upgrades to Gene Cox Stadium and Capital Park should be considered, in addition to long term maintenance of any upgrades/new recreational facilities.
6. Consider a multipurpose facility that can support tournament grade events and community events.
7. Consider including office space for City, County, and State support services
8. The large property and potential for density, and proximity of existing residential areas and schools would be attractive to developers. The current demand is rental housing for individuals and families at, or below, median income, yet desire for home ownership is strong. Consider incorporating missing middle housing.
9. The Plan should make mixed-use affordable housing development a priority. Successful examples include [Encore](#) Tampa, FL, and [West River](#), Tampa, FL.
10. The Plan should make housing attractive to developers by including a grocery store, hotel, retail, and a youth-centered facility.
11. Consider phasing improvements. Initial funding could support infrastructure improvements for future development.
12. Include public-private partnerships as part of the Plan implementation/financing strategy to ensure long-term success.
13. Consider the long-term strategy for the lease agreement between Leon County Government and the North Florida Fair Association.

Stakeholder Engagement

Economic Development (Office of Economic Vitality, Greater Tallahassee Chamber of Commerce, Big Bend Minority Chamber of Commerce, Capital City Chamber of Commerce)

Major Takeaways From The Meeting Include:

1. Ensure the Plan considers planned new developments for the area and other concurrent efforts to provide consistency.
2. Consider optimizing the site layout to encourage strategic redevelopment.
3. Consider a sports anchored Plan that expands recreational areas and leverages Gene Cox Stadium (*not in leased area*) and Capital Park as assets.
4. Consider the natural areas for development and positioning any recreational facilities near Gene Cox Stadium and Capital Park.
5. Incorporate multipurpose facilities that supports the Fair activities and sporting events.
6. Consider a large multipurpose space that offers economical pricing for meetings, conferences, community, and private events.
7. The Plan should include a grocery store, hotel, retail, and a youth-centered facility as attractions to developers.
8. Improvements should include: upgrades to existing structures, utility upgrades, upgrades to Capital Park facilities, landscaping, walking trails throughout the property.
9. Consider the long-term strategy for the lease agreement between Leon County Government and the North Florida Fair Association
10. Consider phasing future improvements. Initial funding could support infrastructure upgrades and improving existing facilities. Private investment could support future improvements and development

Stakeholder Engagement

Residents (14 Neighborhoods Surrounding Fairgrounds)

Major Takeaways From The Meetings Include:

1. The Plan should prioritize site improvements: Upgrades to Capital Park facilities, landscaping and beautification, site layout, upgrades to existing structures, utility upgrades, lighting, safety improvements, sidewalks, ADA accessibility.
2. Consider adding additional restrooms throughout the property.
3. The Fair operations are an attractive draw to the Southside. Consider upgrades to the RV Park and make it a draw.
4. Consider upgrades to Gene Cox Stadium (*not in leased area*)
5. Consider the natural area for development (housing, commercial, recreational), preserving portions for curated greenspace with trails, or a new park.
6. Consider trail connections to the adjacent residential areas and to Jack McLean Park.
7. Consider potential environmental constraints to development. The Plan should include a stormwater pond that can be used as park space.
8. Consider a sportscomplex connecting Capital Park, Gene Cox Stadium (*not in leased area*) and Jack McLean, and include a multipurpose facility that can support a variety of events.
9. The Plan should include: restaurants, meeting space, hotel, office buildings, shopping, co-working space, business incubators, youth recreation facilities, a farmer's market, food truck areas, community event space.
10. Consider creating an entertainment hub that includes an amphitheater and outdoor event space.
11. The Plan should focus on commercial development that attracts new retail opportunities, and is a draw for local business.

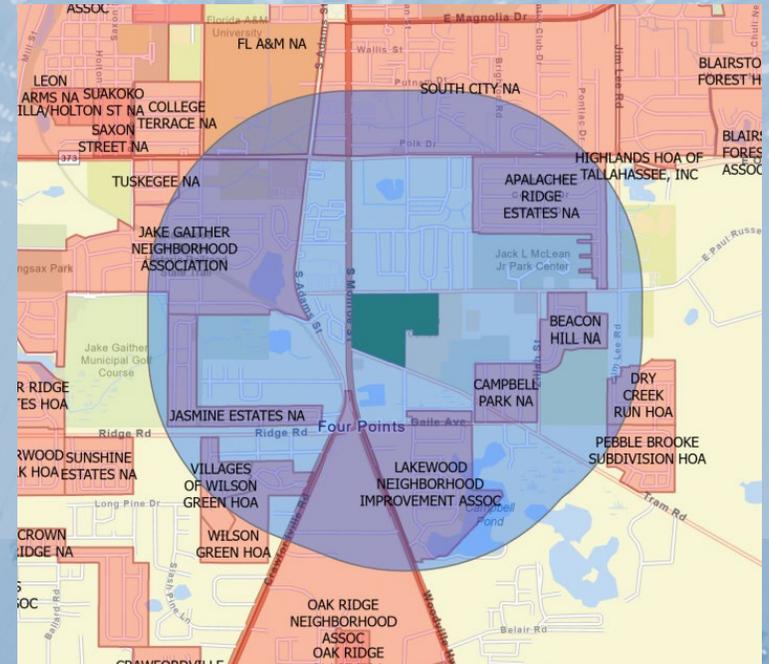
Stakeholder Engagement

Residents (14 Neighborhoods Surrounding Fairgrounds)

Major Takeaways From The Meetings Include:

The Plan should:

- Create a destination within the Southside.
- Promote Southside revitalization.
- Encourage homeownership on the Southside.
- Encourage business expansion into the Southside and prioritize local businesses.
- Create employment opportunities for Southside residents.
- Provide a premier yet affordable experience for residents and tourists.
- Preserve and enhance the community's historic character.
- Prioritize mental health and wellness, and youth enhancement.
- Include MWSBEs from Southside as part of its implementation.



Next Steps

Fall 2022: Initiate Task 2 Analyze & Report - Develop programming concepts based on the findings from Task 1 Listen & Understand.

Fall 2022: Community Open House #1

Winter 2022: Present the preferred preliminary concept plan to the Intergovernmental Agency Board of Directors

Spring 2023: Initiate Task 3 Develop & Render - Develop a draft Concept Plan.

Early Spring: Community Open House #2

Late Spring 2023: Present the Final Master Plan to the Intergovernmental Agency Board of Directors

- This agenda item may include implementation plan options