

Presentation to the

Williamson County Commissioners Court

Of the Proposed:

Williamson County Expo Center

Master Plan

Taylor, Texas



Prepared By: **Populous**

Architects

Baker-Aicklen & Associates

Civil Engineers / Landscapes Architects

RBDR

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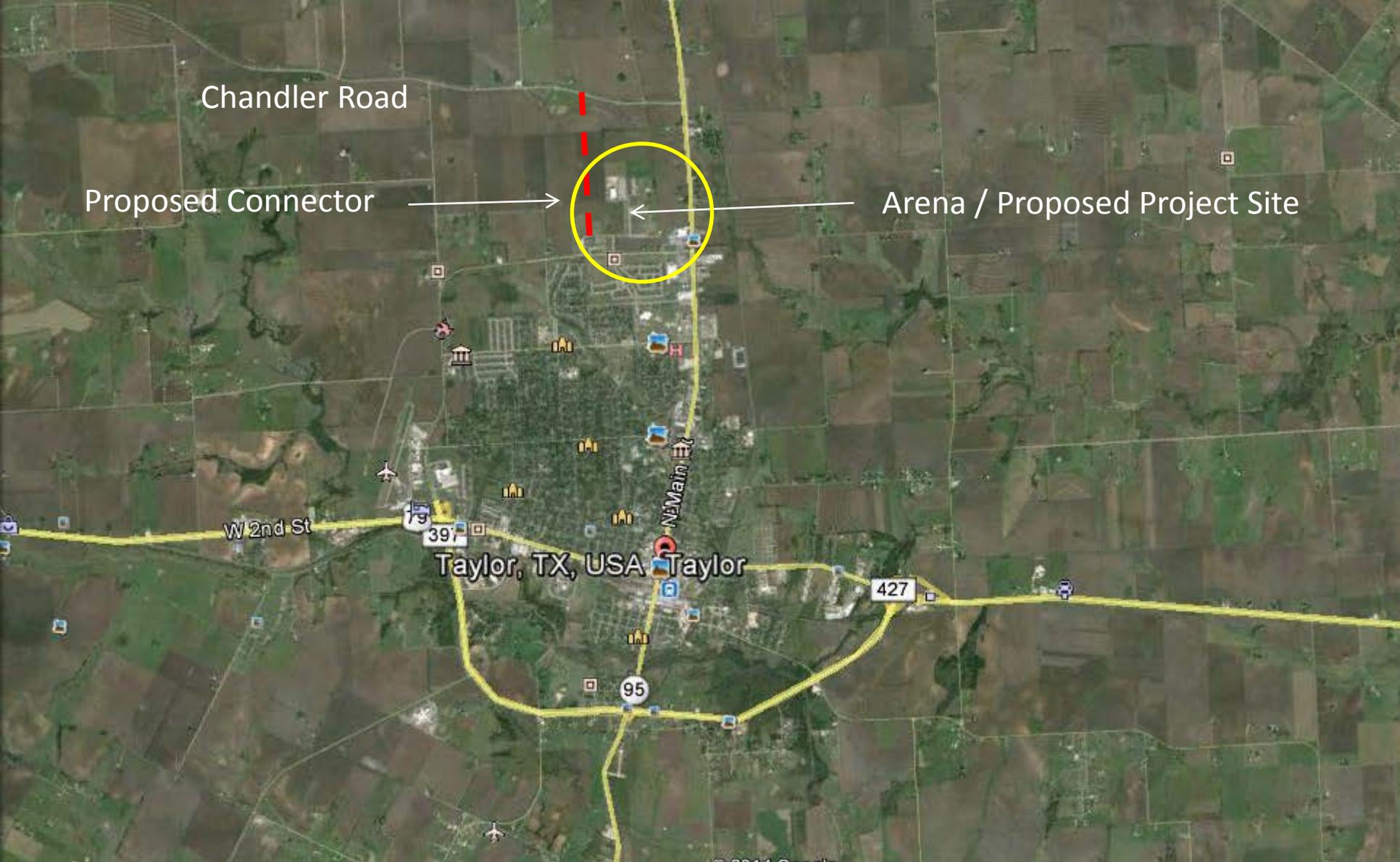
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The overall objective of the study:

Develop a master plan for the existing Williamson County Expo Center with the intent (if needed) of it becoming:

Multipurpose and capable of accommodating all activities and events currently held at the Show Barn
And
a variety of equestrian, general assembly, exhibition, entertainment and other events as appropriate for the location and facility type.

Master Plan Objective



Chandler Road

Proposed Connector

Arena / Proposed Project Site

W 2nd St

Taylor, TX, USA Taylor

397

95

427

Vicinity

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Existing Arena

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Existing Arena

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Judge Gattis
Commissioner Morris
Commissioner Birkman
Commissioner Covey
Commissioner Long
City Representatives
Mike Hemker-City of Hutto
Rick Atkins-City of Round Rock
Kimberly Garrett-City of Georgetown
Lisa Dworaczyk – Attorney
Tim Sims- Williamson County Livestock
Assoc. Charles Schroeder-WCLA
Jay Hardin-WCLA
Jeff Andresen- YMCA
Rick Urbavek- Taylor Rodeo Association
John Riharuska-TRA
Ron Randy-TRA

Darren Streit - TRA
John Carter – TRA
Jeff Ripley- 4H
Howdy Tucker- 4H
Courtney Adairs– 4H
Darrel Warren – 4H
Tom Clapper – 4H
Sundra Lemanski – 4h Hoofpicks
Juliette Snyder – 4H Dog Club
Dustin Coyfal – County Agent
Jeffery Heffernan – Extension
Kip Curry – Extension
Mickie Ross- Williamson Museum
Jasmin Arpin – Sheriff’s Posse
Michael Rothhammer - WCSP
Johnny Hoyle – Stock Contractor
Bob Whitney- Consultant

35 Individuals Interviewed

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County Commissioners
City of Georgetown
City of Round Rock
City of Hutto
City of Taylor
AgriLife / 4H
Williamson County Livestock Asso.
Williamson County Sheriff's Posse
Taylor Rodeo Association
Williamson County Museum

Public Meeting



Groups Interviewed

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The renovated facility should be multipurpose and “agric-equestrian” oriented. Suggested components include:

Arena

Seating capacity for **2,500 to 3,000 minimum**; suitable for rodeo and equestrian, motor sports, non-competitive concerts, family entertainment and general assembly such as high school graduation with additional temporary floor seating

Enclosed and conditioned with a combination of HVAC systems to minimize operating costs

Events floor as large as possible; **150'x300'** and 125'x250' most commonly noted (2 - 70'x200' for dressage)

Common Comments

Covered warmup arena 100'x200' preferred attached or proximal to the Events Center and an uncovered area

Minimum 10'x10' horse stalls; the suggested number ranged from 50 to 400; **100 to 150** were commonly mentioned

Multipurpose Building

Exhibits: **50,000 sf with breakout rooms**

Livestock: 150 to 500 cattle ties (both inside and out)
500 to 800 6'x6' pens (sheep/goats/swine)
150 cages (poultry/rabbits) and 40 pens (turkey)

Common Comments

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60'x100 show arena with temporary seating for 200-500
elevated auction ring with 175 seats (could be in show arena)

Dog Shows

40'x40'show ring

2-3 90'x90' or 110'x110' show rings

34,000 sf non show space for 500 dog crates

Community Use

Temporary seating for 750

100-150 truck and trailer parking

50 – 150 RV spaces

Common Comments

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The location, although readily accessible with the completion of Chandler Road, may limit the types and extent of potential uses.

Rental rates for the facility should be “reasonable” to ensure maximum utilization.

It is anticipated that this facility will not compete with other assembly venues because of its agric/rural life orientation, price structure and location.

Common Comments

Enclosed Exhibit Space

- 25,000 GSF (Gross Square Feet)
- Heated & Air Conditioned
- Restrooms & Concessions
- Show Office
- Concrete Floor
- Drop Electrical

Open Exhibit Space

- 25,000 GSF
- Wash Racks
- Concrete/Asphalt Floor
- Large Blade Fans
- Drop Electrical
- Lighted

New Arena

- 100,000 GSF
- 150'x300' Event Floor Size
- Open sided /
Screened on Northside
- Restrooms & Concessions
- 3,200 Bleacher Seats (New
& Existing) On Concrete
- Large Blade Fans
- Footing Mix

Existing Arena

- Removal of Center Column

Site

- Parking / Infrastructure

Proposed Facility Program

Livestock Shows
Rodeos
Consumer Shows
Banquets
Weddings / Family Events
Farmer's Market
Motorsports / BMX
Concerts
Family Shows
Family Reunions
Religious Events
School Graduations
Business and Civic Meetings

Emergency Shelters / Compounds
Youth Sports
Fairs
Festivals
Special Ceremonies
Demonstrations
Horse and Livestock Clinics
Equipment Shows and Sales
Auctions
Corporate Activities
Horse and Livestock Sales
Equestrian Events
General Assemblies

Suggested and Potential Uses

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Arena →

← Taylor Regional Park

↑ Taylor Middle School ↓

Parker Blvd NW

Northpark Blvd

Big Be

397

King

N

N Main St

Existing Conditions

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Future Barns →

← Contestant Parking / Service

New Arena →

Existing Arena →

Covered Exhibit Space →

← Enclosed Exhibit Building

← Parking

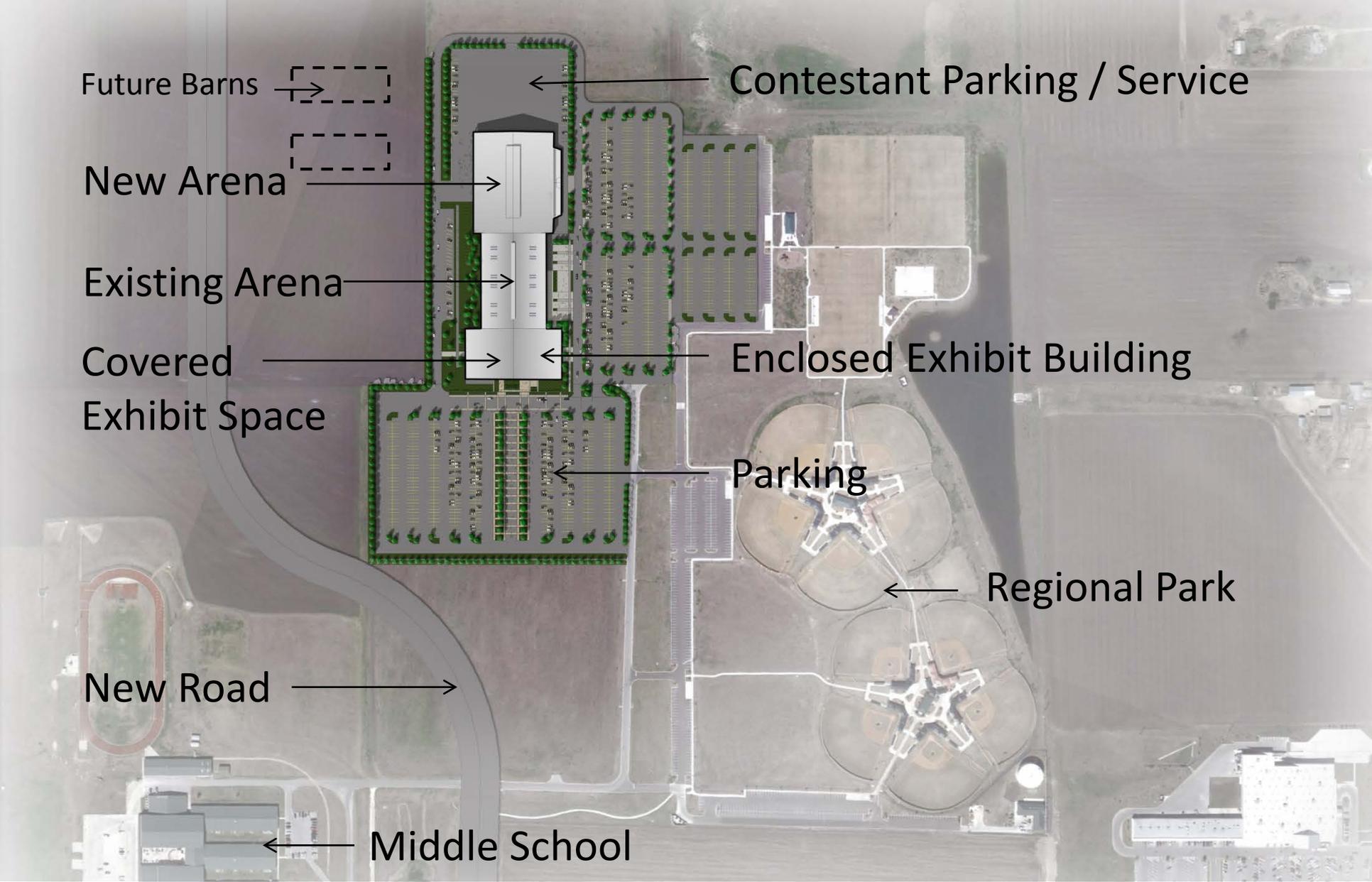
← Regional Park

New Road →

← Middle School

Site Plan

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Aerial View Looking North East

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Existing Arena →

25,000GSF

↓ Enclosed Exhibit Hall

25,000 GSF

↓ Open Exhibit Space

↑ Entrance

Close Up Of Exhibition Components

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Aerial View Looking South West

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Close Up Of Arena Entrance

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Aerial View Looking South East

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Clearstory

Translucent Roof Panels

Screened For Wind Protection

Close Up Of The Arena

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Thank You

Questions / Comments ?