

# Victoria Community Center **Master Plan**

9.27.24

# Contents

- 01/ **Site Analysis**
- 02/ **Existing Facilities**
- 03/ **Workshop & Outreach**
- 04/ **New Project Components**
- 05/ **Community Center**
- 06/ **Arena**
- 07/ Budget Estimate



# 01/ Site Analysis

Victoria, Texas, has a population of 65,000 and sits between Houston, San Antonio, and Corpus Christi. The city is located 30 miles inland from the Gulf of Mexico.

The Victoria Community Center site consists of 68 acres located in southeast Victoria just East of downtown and bordered by East North Street and North Ben Wilson Street. The existing site is unique, as it is already home to a number of different activities throughout the year, and it includes the community center, adult baseball fields, soccer fields, a skate park, ample parking, and a large grass field used for the carnival and overflow parking. The existing community center divides the paved parking with expo in the front and livestock facilities at the back side of the campus.

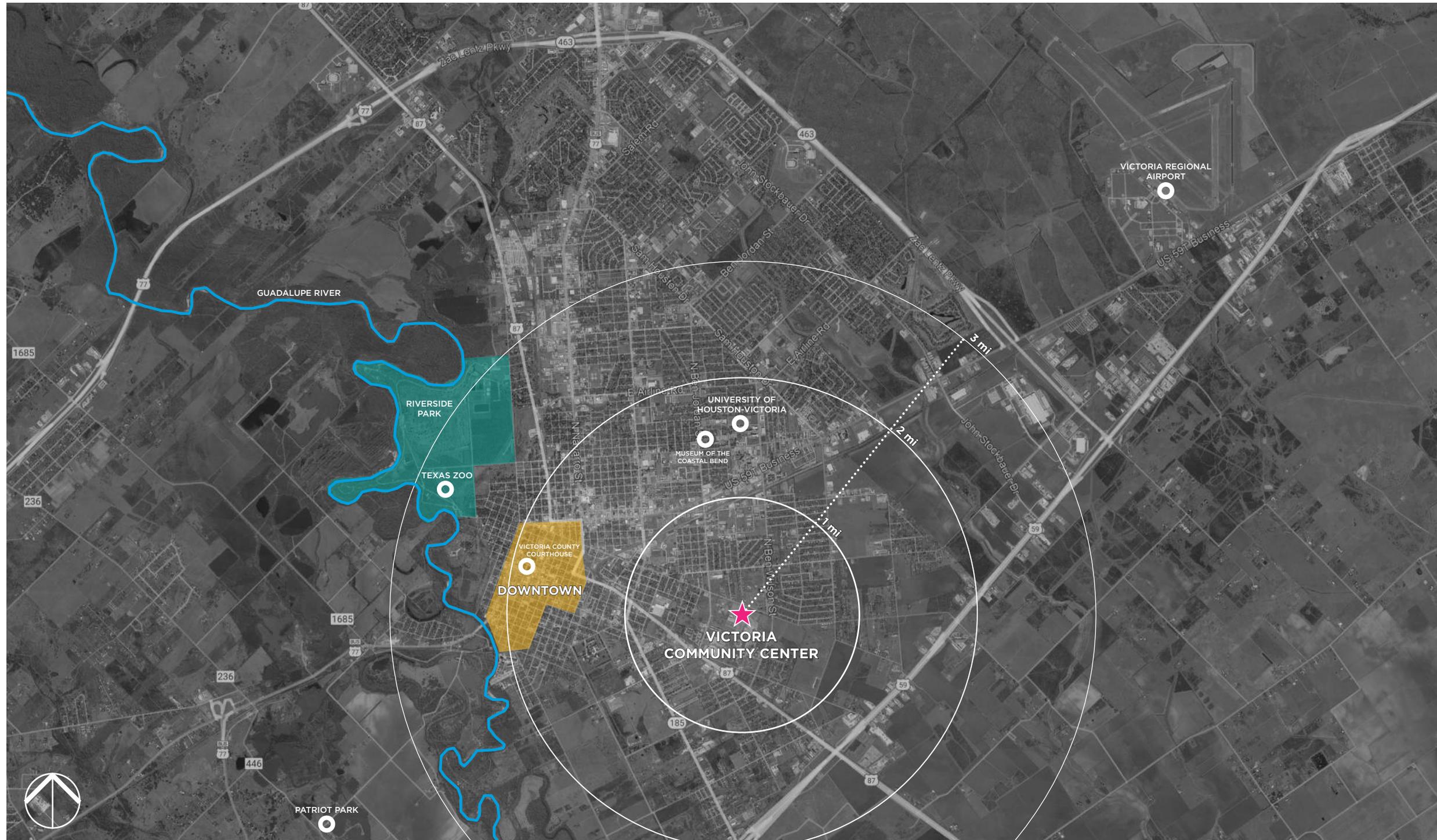
Primary vehicular access and utilities come from East North Street. A limited-use secondary point of access is located at the southeast corner of the site at North Ben Wilson Street, this access point is primarily utilized during the annual stock show. The overall topography is fairly flat with a few surface drainage structures that run along the edge of the existing parking lots and roads, and across the grass field. A significant storm drainage channel with maintenance easement runs along the full length of the southern edge of the site. Private properties bound the site at the northwest and southwest corners.

The site edge at East North Street and North Ben Wilson Street is hard, with chain link fence, areas of no fence and no signage other than a small marquee at the main entry. It is recommended that the site edge be softened with a landscape buffer, sidewalk, decorative metal fencing and better informational and directional signage.

The surrounding grounds are mostly parking lots and chain link fences that are also aging. The parking lots have inadequate site lighting. The adult softball fields consist of basic bleacher seating and old, worn-out fencing. The soccer fields are informal and in need of improvement; however, they are heavily utilized.

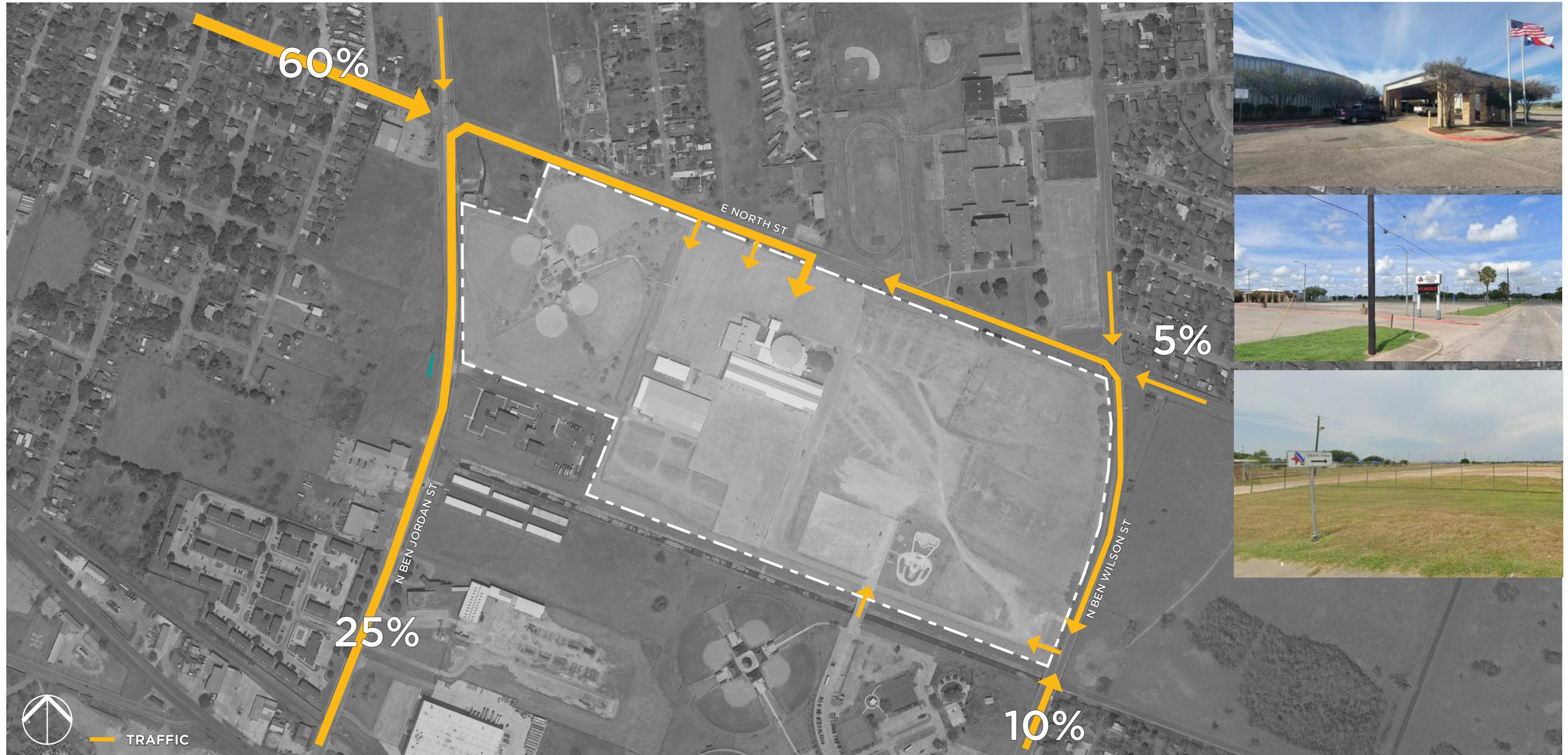
Please see the following site analysis diagrams for further information.

# Regional Access **Victoria, TX**





Context/ Access



# Utilities



# Topography/ Drainage



# Existing Assets



# Development Zones





## 02/ Existing Facilities

The Victoria Community Center is 90,000 sf overall and consists mostly of pre-engineered structures. Over the years the original dome building has been expanded and modified with the addition of various entries and metal sheds, with very little architectural design apart from the stone-clad porte-cochere and the original round segmented dome.

The lack of signage and wayfinding makes it difficult for visitors to know where to go on a day-to-day basis. The building has one large entrance that is highlighted with a covered drop-off but the main office is located out of sight on the east side of the dome, which adds to the confusion. The main lobby and restrooms are shared among the dome venue and annex meeting spaces, and the space is insufficient when multiple events are taking place in each of these spaces at the same time.

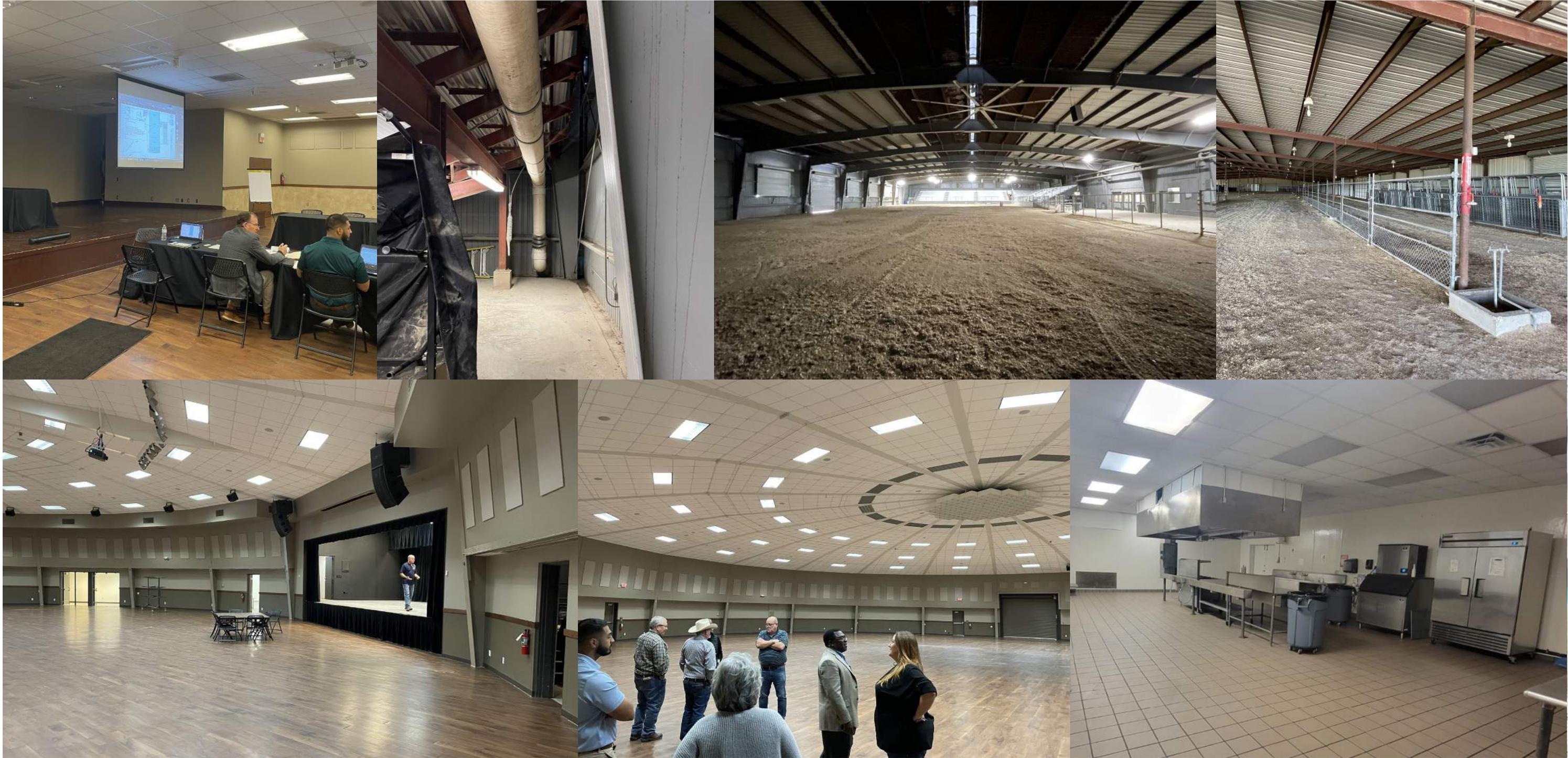
The dome is a unique circular expo space that is in relatively good condition on the interior but needs climate control systems and technology upgrades. The annex is the most recently renovated space, having been renovated in 2001; however, it is somewhat dated and in need of refresh and technology upgrades. In both spaces there are sound issues due to loud HVAC systems, noise bleed from other rooms, and lack of quality audio systems.

The arena floor is only 95' wide, which is too narrow for most modern rodeo and equestrian events, such as cutting, reining, team penning, roping and general equine shows. The arena flooring is also hard and inconsistent, making it unsafe for equestrian and rodeo competitions. There are metal bleachers that can hold up to roughly 1,600 spectators located at the west end and east end of the arena, but none along the center of the arena. The Livestock Show Pavilion is a covered penning area that does not have any restrooms or dedicated wash bays.

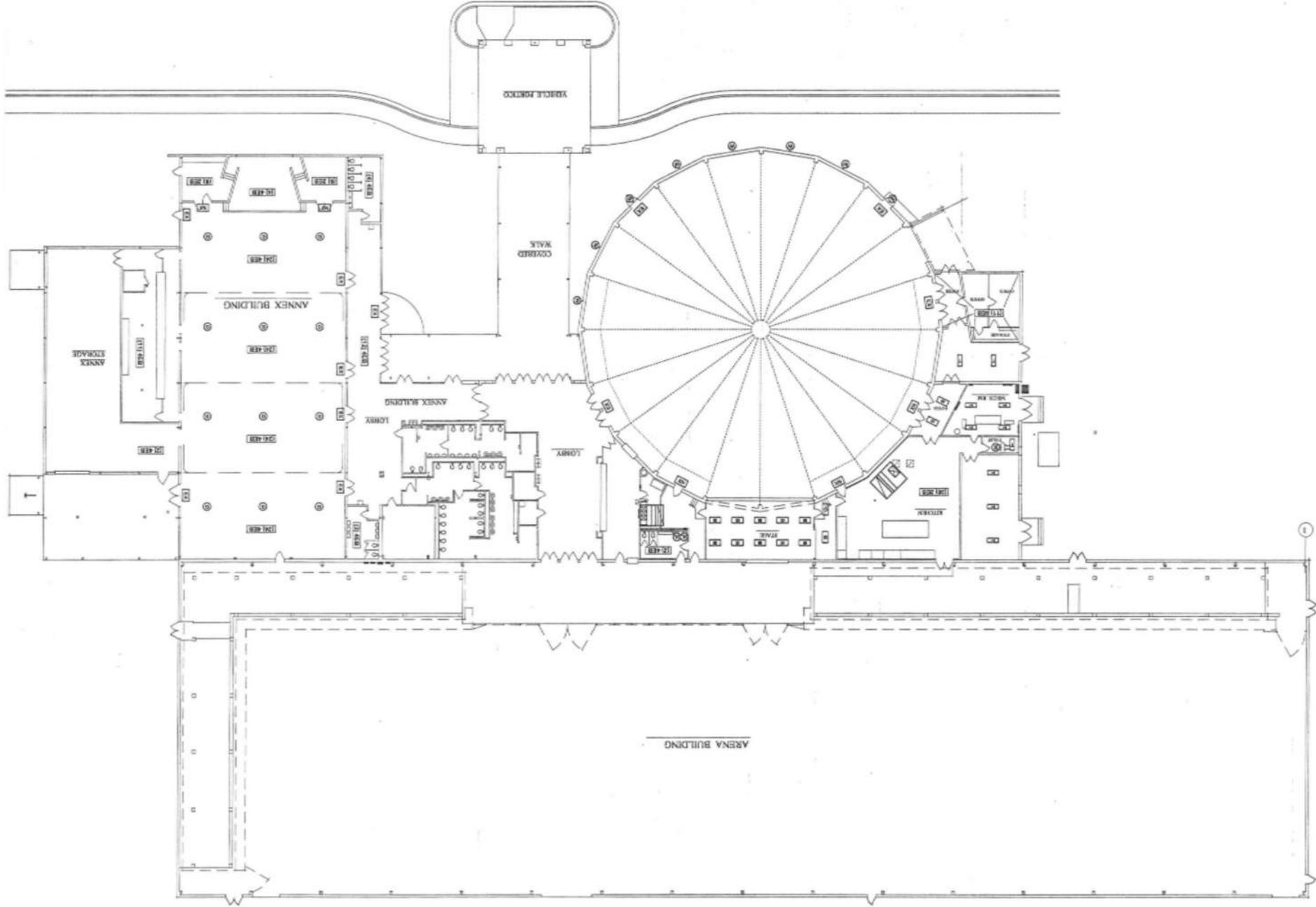
Foodservice facilities are limited to a large catering kitchen on the west side of the annex, a catering kitchen at the dome and a small concession area at the entry between the dome and indoor arena. These spaces are not fully equipped cooking kitchens and are utilized by outside catering providers and non-profit groups.



# Existing Facility



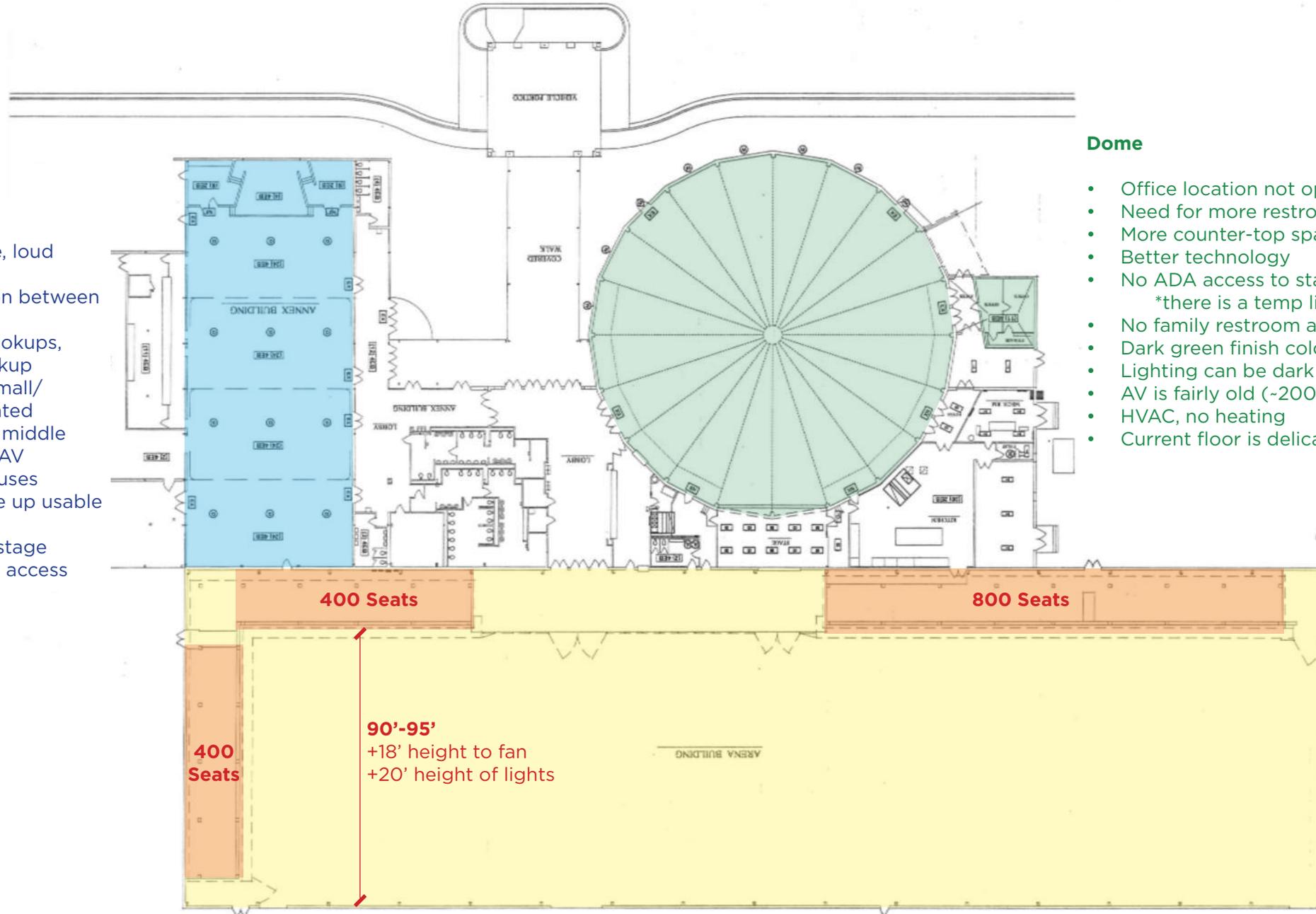
# Community Center Existing Floor Plan



# Community Center Existing Facility Assessment

## Annex

- Sound quality issue, loud HVAC
- Poor sound isolation between partitions
- Only wall power hookups, limited vendor hookup
- Kitchen access is small/ equipment is outdated
- Projector screen in middle causes issues with AV
- Screen is small for uses
- Partition doors take up usable space
- No ADA access to stage
- No family restroom access



## Dome

- Office location not optimal
- Need for more restrooms
- More counter-top space in kitchen
- Better technology
- No ADA access to stage  
\*there is a temp lift in storage
- No family restroom access
- Dark green finish color clashes with event colors
- Lighting can be dark at times
- AV is fairly old (~2001)
- HVAC, no heating
- Current floor is delicate, but currently usable

## Arena

- Audio bleed to other rooms
- Storage under the seats
- Lack of AV, audio issues
- Lighting issues, creates shadows for show
- Not climate controlled
- **\*No fire suppression**, alarm does not reach this area
- Need for more restrooms





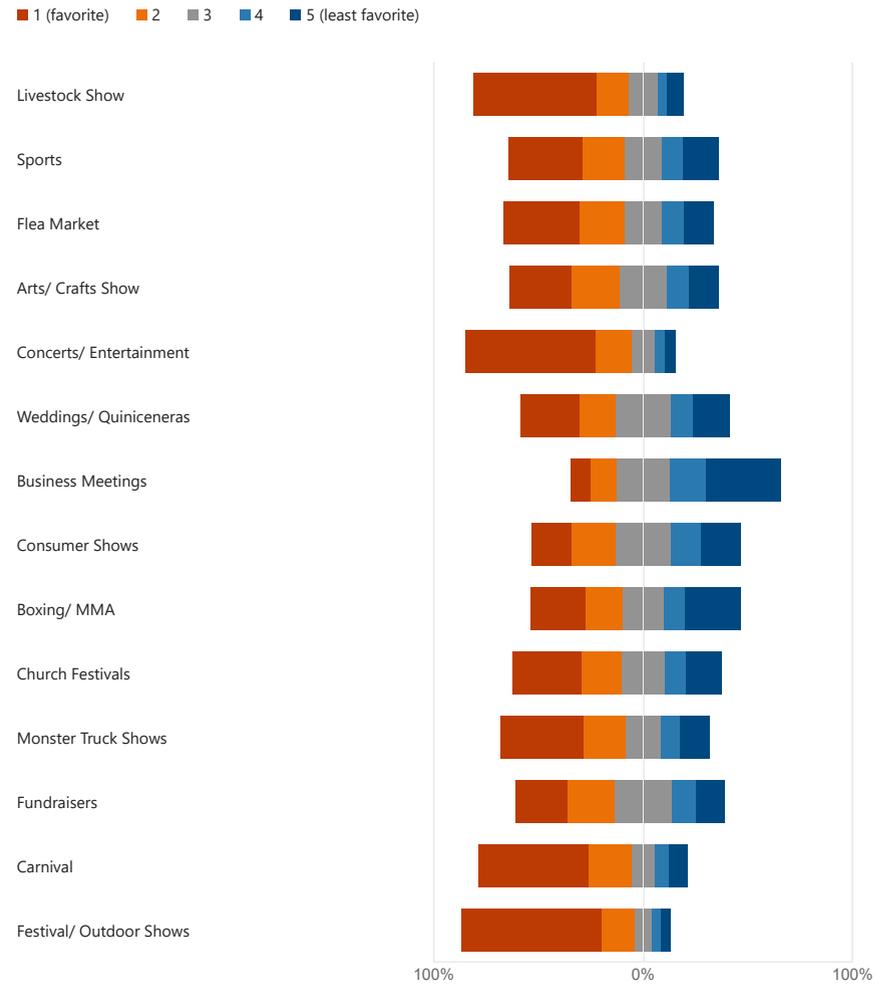
## 03/ Workshops and Outreach

Several workshops were held on site at the community center, including a site and facility walkthrough, planning committee needs analysis and programming and planning charrettes. The planning committee helped to develop a visionary plan that maximizes the value of the existing assets. The master plan was then shared at a public meeting.

A public survey was conducted to get direct feedback from both those who attend and those who don't attend events at the community center. The survey was live for 21 days and resulted in 883 unique responses. Throughout the survey, the word "arena" appeared numerous times showing that the arena is a key area of need and/or improvement. Livestock shows and major concerts top the list of events that respondents would like to see at this location. Also, when respondents were asked how many times a year they visited the community center, the majority responded with 1-2. One of the goals of the master plan is to improve and develop facilities that will attract more events and types of events that draw the public to utilize the facilities more frequently.

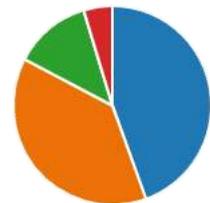
# Public Survey Results

1. Please rank the following existing event types at the Community Center with 1 being your favorite and 5 your least favorite:



2. How many times per year do you visit or use the Community Center?

1-2 Visits	388
3-5 Visits	333
6-10 Visits	110
10+ Visits	41



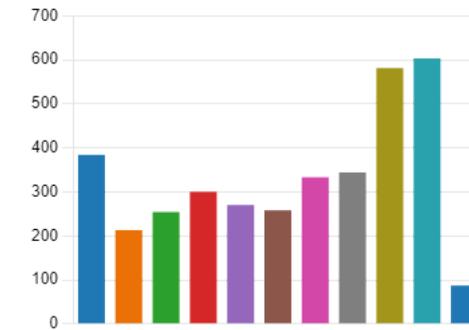
3. Do you attend adult or youth events at the Community Center?

Adult	182
Youth	59
Both	606



4. Other than the events above, what type of events would you like to see offered at the Community Center? Select all that apply:

Conventions	384
Auctions	213
Jackpot Livestock Shows	254
Dog Shows	300
Educational Events	270
Job Fairs	258
Car Shows	333
Gun/ Hunting Show	344
Rodeo/ Horse Show	581
Major Concert	603
Other	87



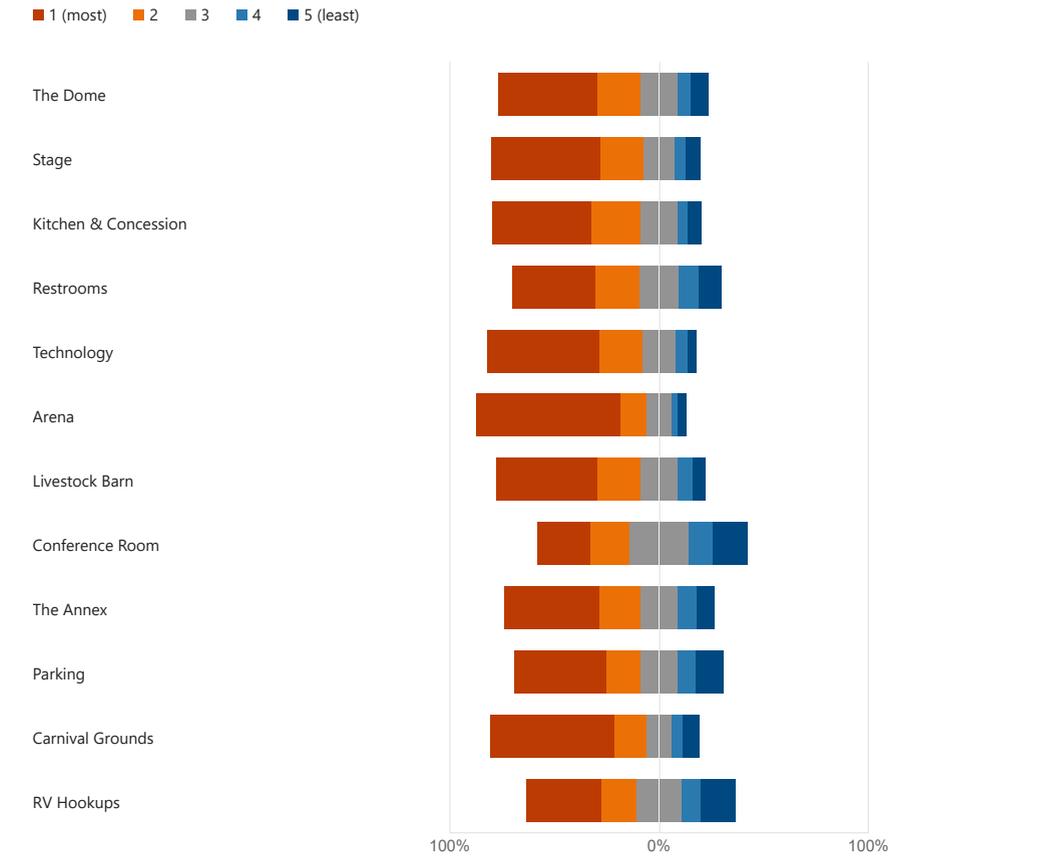
5. Do you think renovated and/ or new facilities would better serve existing events and attract new events?

Yes	810
No	56



# Public Survey Results

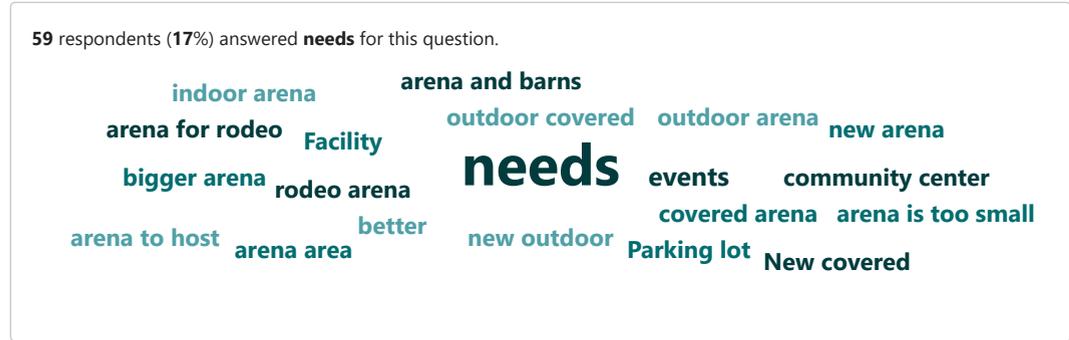
6. What areas of the Community Center need the most improvement with 1 being most important and 5 the least important?



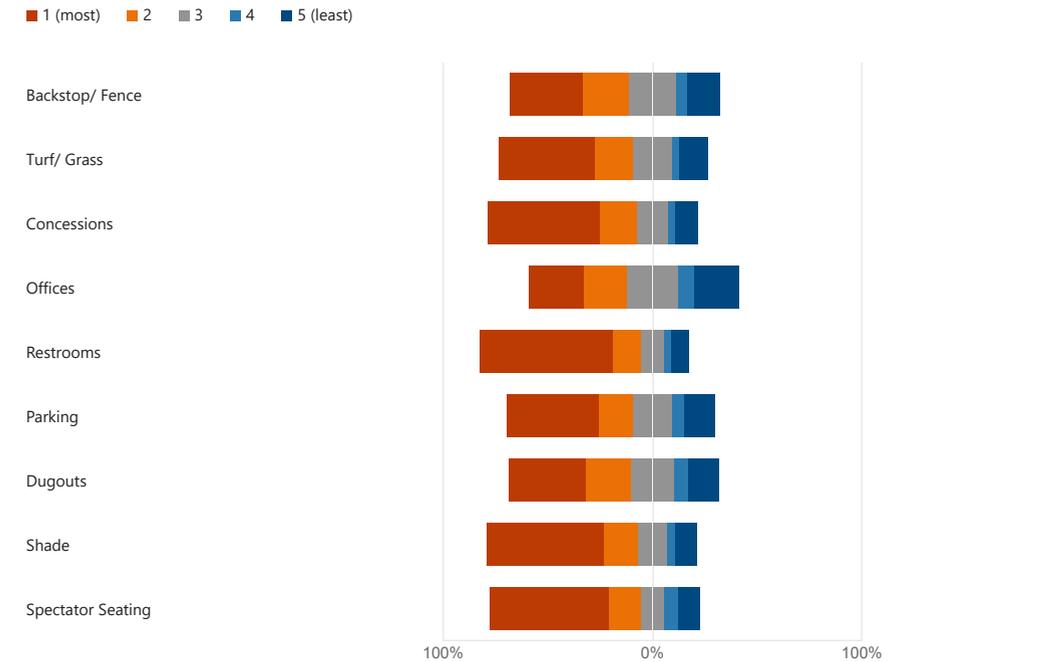
7. What other areas of the existing facilities need improvement?

338 Responses

Latest Responses  
 "Covered arena"  
 "A new covered outdoor arena "

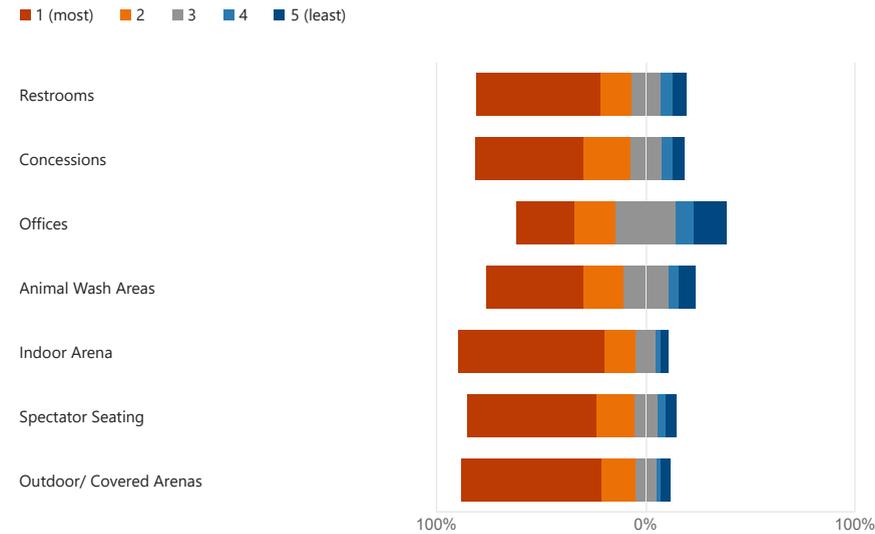


8. What areas of the Adult Softball Fields need the most improvement with 1 being most important and 5 the least important?



# Public Survey Results

9. What areas of the Livestock/Equestrian facilities need the most improvement with 1 being most important and 5 the least important?



10. Please enter your zip code:

836  
Responses

Latest Responses  
"77904"  
"77904"  
"77901"

343 respondents (41%) answered 77901 for this question.

77979  
77905  
77968  
77901  
77904  
77994

## Survey Question 7: Responses that contained "needs"

2/21/24

59 respondents (17%) answered **needs** for this question.

Name	Responses
anonymous	Overall, the dome, annex, and arena need to be updated. Way out of date, and arena is too small. The adult sports complex needs to be completely redone. I play there all the time, and I wish we had a nice facility to play on.
anonymous	needs to be bigger to accommodate bigger talent and events.
anonymous	It all needs updating and expanding
anonymous	The dome and annex need better technology (WiFi, sound system, etc). Parking needs to be cleaned up and repaved. Having more greenery would look nice.
anonymous	The arena needs to be widened, better dirt to have equine events. Safely.
anonymous	Need an arena that can host rodeos.
anonymous	need to modernize the look of the place. it looks outdated

## Survey Question 7: Responses that contained "better"

2/21/24

17 respondents (5%) answered **better** for this question.

Name	Responses
anonymous	Better signage into and around the facility. More innovative gadgets because it seems old compared to other places I visit.
anonymous	More space. New rodeo arena., and better sports fields and complex for sports. All turf fields would be awesome!
anonymous	Better restrooms, technology, and more space.
anonymous	Designated Entrances/Exits, More or better lighting, a park and ride service with large major events



## 04/ New Project Components

A complete renovation of the community center is needed to attract more events and users. This includes taking a look at reorganizing interior program spaces to transform this building into a truly flexible venue capable of hosting several unique events at the same time.

In response to the inadequate existing arena space for rodeo and equestrian events, a new covered event arena is proposed to house these events. However, this space could also serve as a flexible venue and host shows such as concerts, center stage and other entertainment. It is proposed that the existing indoor arena be renovated to serve as a climate-controlled expo hall with additional meeting rooms and sport court capabilities to attract new and larger flat-floor events to the campus.

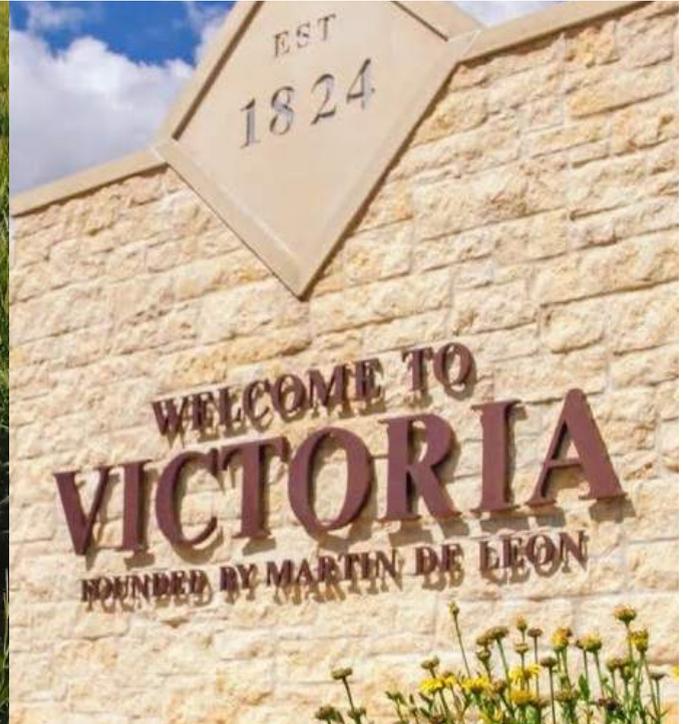
Both buildings will have expressed entries with large roof overhangs, exposed steel, and a masonry base. This will help with wayfinding on the site and help tie the interior spaces to the outside plazas. The north entry to the community center has been realigned to better fit the existing architecture. This also includes the grass entry island and a new, larger marquee sign at the main East North Street entry.

A new paved lot east of the new covered event arena will also be used as the carnival location during the annual stock show. Additional parking has been added throughout, including a grass overflow lot to the north and a paved lot east of the skate park. Along the edge of the carnival lot and livestock lot will be site lighting with power/water hookups for RVs. The road along the east of the expo hall and event area is an important element related to pedestrian circulation. This section of the road may be closed off to vehicles during certain events, creating a festival atmosphere contiguous with the carnival lot and it will be wide enough to support food trucks and vendors along both curbs with pedestrian circulation at the core.

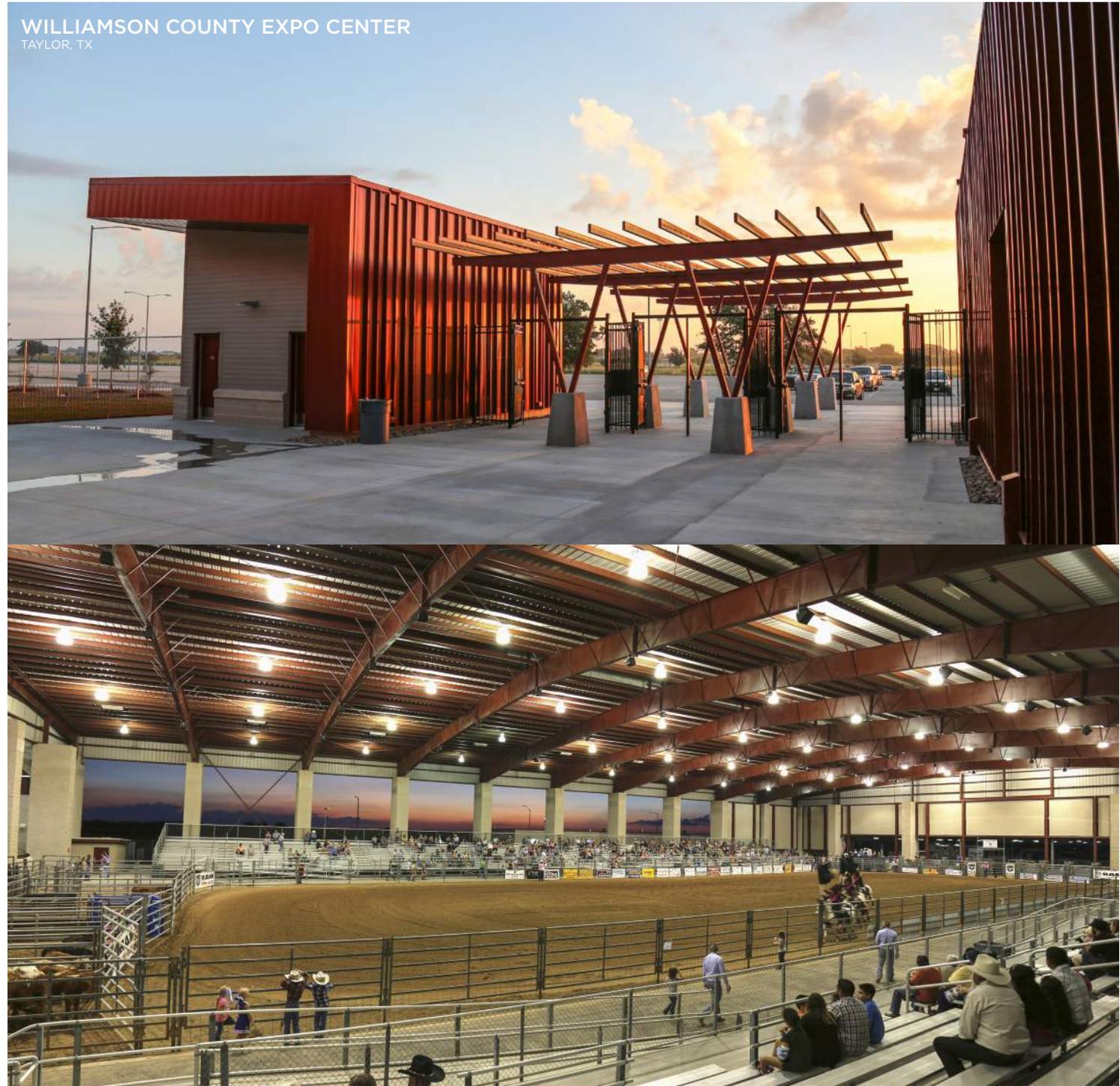
The baseball fields are proposed to be upgraded, including new fencing, dugouts, and a concession building. One of the fields has been rotated and enlarged in order to host a feature game with up to 500 seats. The soccer fields have been formalized and realigned on the site to be more efficient.

A maintenance shed is also proposed to house the equipment required to maintain the grounds and facilities. Various landscaping and paths will help define the edge and give a softer park feel to the campus.

New Project Components **Architectural Inspiration**



New Project Components **Architectural Precedents**



# New Project Components Site Plan



- 1** NEW ENTRY LANDSCAPE WALK  
Aligned to community center
- 2** REALIGNED MAIN SITE ENTRIES
- 3** COMMUNITY CENTER
- 4** NEW COMMUNITY CENTER ENTRY  
Drop-off lane & plaza
- 5** NEW EXPO ENTRY
- 6** NEW COVERED EVENT ARENA  
130'x280' arena
- 7** NEW FLEX BARN
- 8** EXISTING PARKING
- 9** FUTURE PARKING EXPANSION
- 10** NEW VENDOR PARKING ZONE  
Power in light pedestals
- 11** NEW PAVED CARNIVAL LOT  
RV hookups in light pedestals
- 12** NEW SE ENTRY
- 13** NEW EXHIBITOR LOT  
RV hookups in light pedestals
- 14** ADULT FIELD  
300' to center field  
New dugouts & fences
- 15** NEW BASEBALL FIELD  
350' to center field  
New dugouts & fences  
500 bleacher seats
- 16** BATTING CAGES
- 17** NEW CONCESSIONS, RESTROOMS, &  
MAINTENANCE/ STORAGE
- 18** NEW RESTROOM TO SUPPORT  
CARNIVAL, SKATE PARK, & SOCCER  
USERS
- 19** SOCCER FIELD  
225'x360'  
bleacher seating
- 20** GRASS OVERFLOW PARKING
- 21** FUTURE SITE OF BASKETBALL COMPLEX
- 22** MAINTENANCE SHED

# New Project Components **Parking**



**Total Paved Parking**  
2,775 spaces

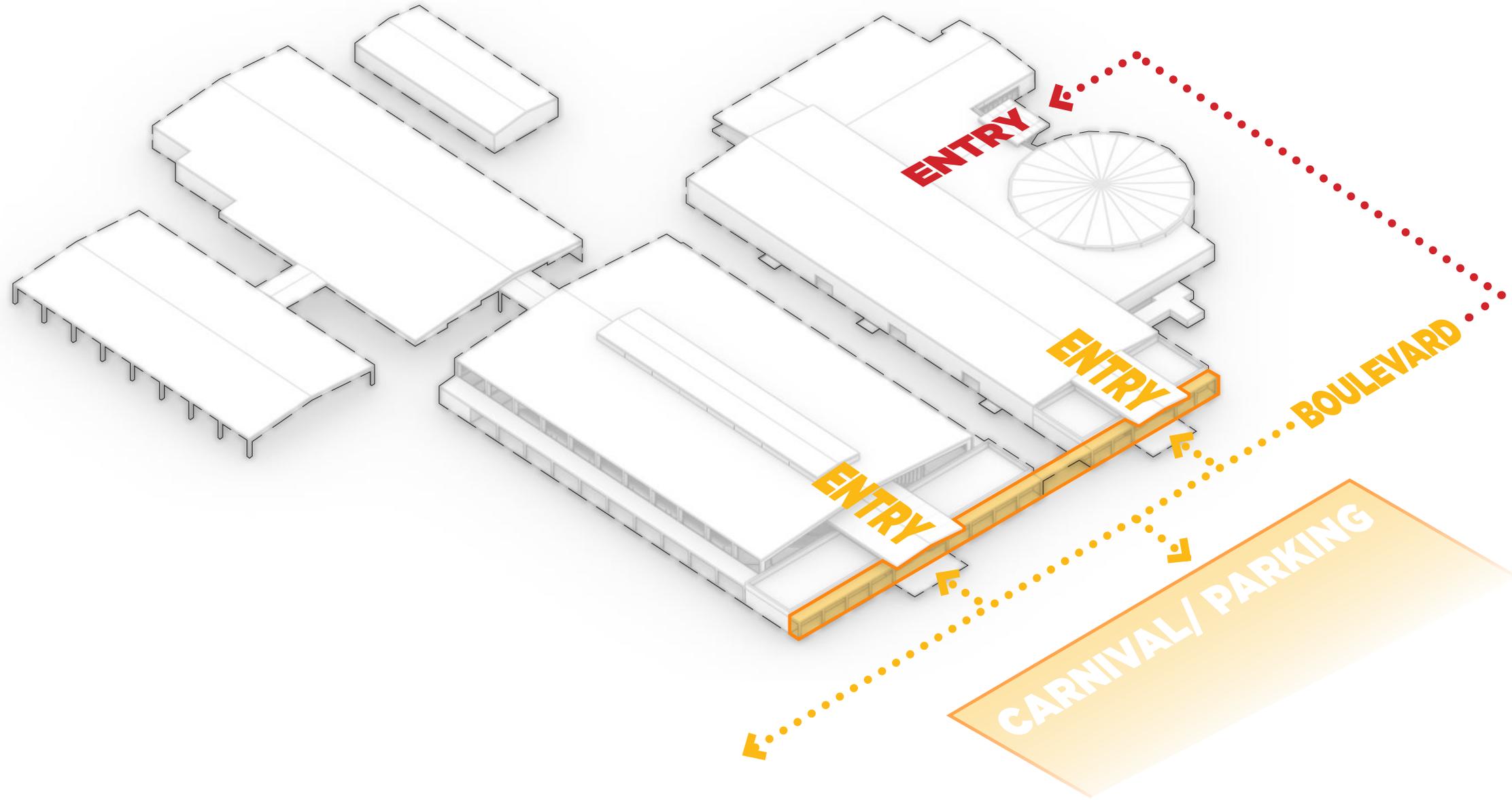
**Grass Overflow Parking**  
1,030 spaces

**Parking at Adult Fields**  
60 spaces

\*300sf per car used for count

41 total RV hookups  
Located in the base of the light pedestals

New Project Components **New Entry/Pedestrian Boulevard**



New Project Components **Northwest Aerial View** (showing carnival)



New Project Components **Northwest Aerial View** (showing carnival with fabric arena)



New Project Components **Northwest Aerial View** (showing maximum parking)



New Project Components **South Aerial View**



New Project Components **Aerial View**

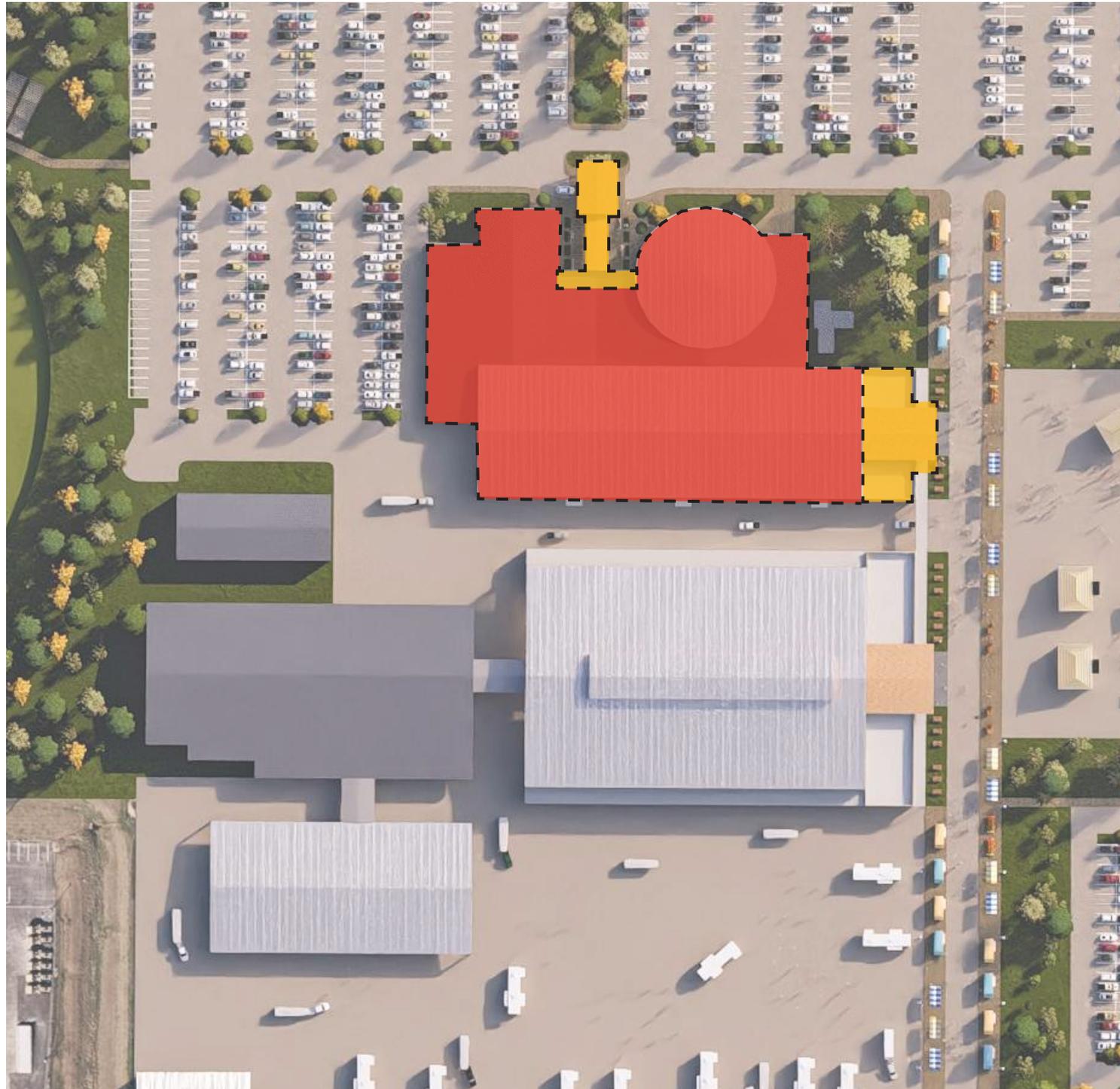


New Project Components **Aerial View** (showing fabric arena)



Community Center **New Entry/Pedestrian Boulevard**





## 05/ Community Center

The community center, while structurally sound, has a few missing pieces that holds it back from its full potential. A renovation will elevate the user experience to what one would expect from a state-of-the-art facility. This includes finishes, technology, WIFI, heating & cooling, restrooms, wayfinding, and life safety. A goal of some of the programmatic changes is to make this venue more flexible in its ability to host a variety of different types of events at the same time.

The entry will have a new porte-cochere and exterior plaza that will create a more crafted arrival experience. The lobby has also been doubled in width to help alleviate any congestion and allow a proper sequence while transitioning to the larger spaces.

The arena, as it stands now, is not wide enough at 95' to host equine events. The proposal is to replace the dirt floor with concrete and convert this space to an expo hall. This would also include new finishes on the walls and ceiling, along with new lighting to give the space a fresh appearance. All of the equine and livestock events would be moved to a new covered event arena while the new expo hall would be able to cater to expo and sporting events that need an indoor, flat-floor, climate-controlled space. A new entry on the east end is proposed and will allow direct access to additional parking being proposed on site.

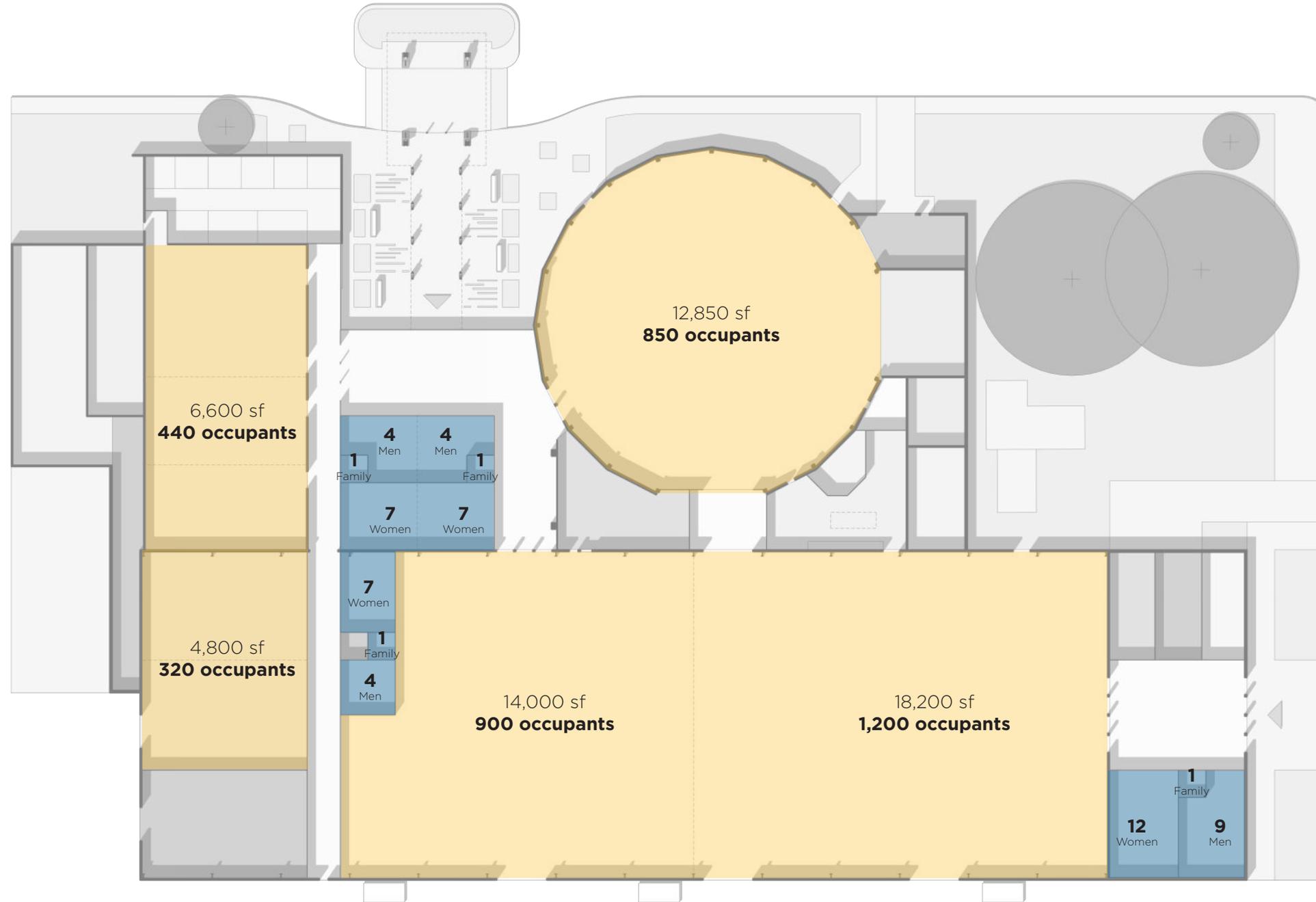
The proposed location for the new office is at the end of the annex with a clear line of sight from the main entry. This will give better visibility and a more central location for operations. Additional flexible meeting room space is to be added to the west end of the arena expanding the capacity of the annex rooms.

The dome is an iconic space that will keep the same look and feel. New finishes and improved heating and cooling capacities will enhance the user experience. The stage is proposed to be relocated to the east side, allowing for more noise separation between the dome and the arena. This will also create more space for a green room and additional storage.

# Community Center Plan



# Community Center Restroom/ Occupancy Count



**Occupancy**  
2021 IBC 1004.5

15 sf per person used for expo

**Plumbing Fixtures**  
2021 IBC 2902.1

1 per 125 men  
1 per 65 women

Existing restroom count

14 men  
18 women  
5 men annex (demoed)  
4 women annex (demoed)  
0 family

**Fixtures Required per Room**

Dome  
4 men  
7 women

Annex  
2 men  
4 women

Divisible Meeting  
2 men  
3 women

Expo West  
4 men  
8 women

Expo East  
5 men  
10 women

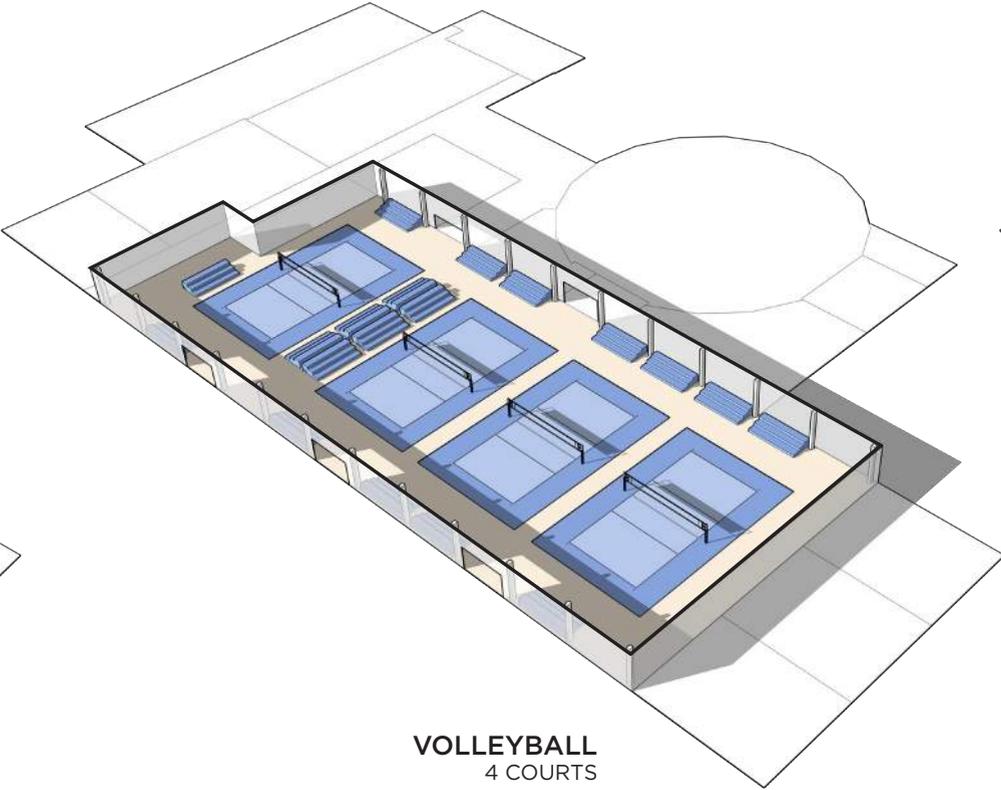
*\*Proposed restroom layout meets minimum plumbing code*



Community Center **Event Layouts**  
260'x115' Floor



**BASKETBALL**  
3 COURTS



**VOLLEYBALL**  
4 COURTS

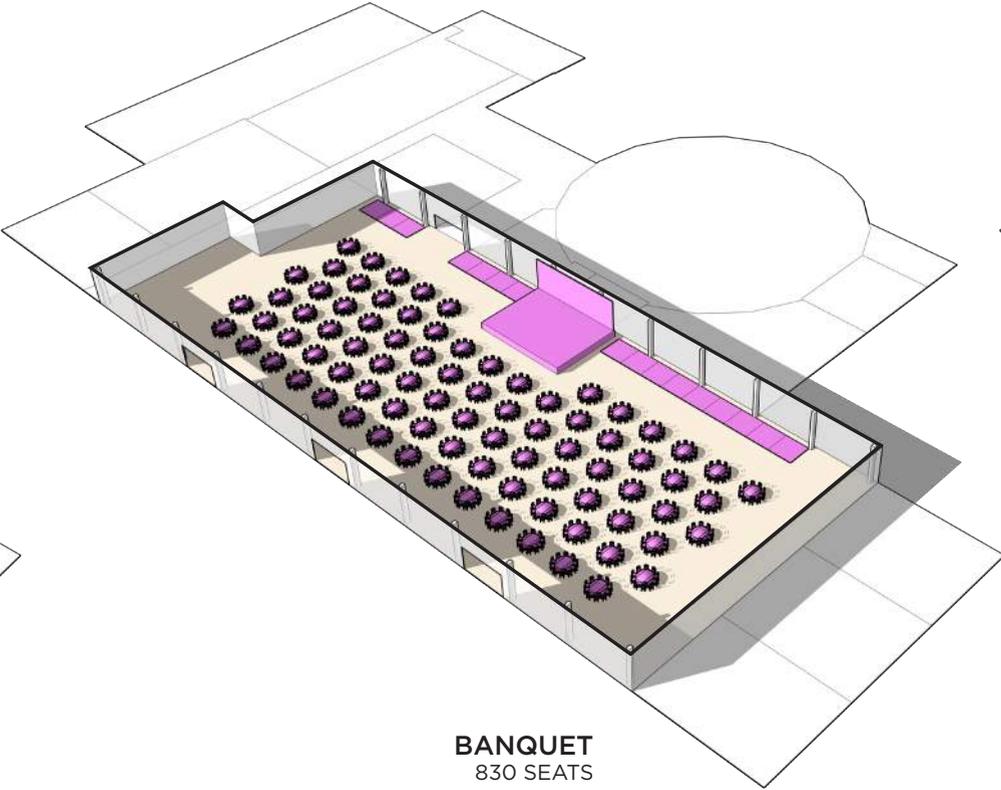


**PICKLEBALL**  
10 COURTS

Community Center **Event Layouts**  
260'x115' Floor



**TRADESHOW**  
128 STALLS



**BANQUET**  
830 SEATS



**INDOOR SOCCER**

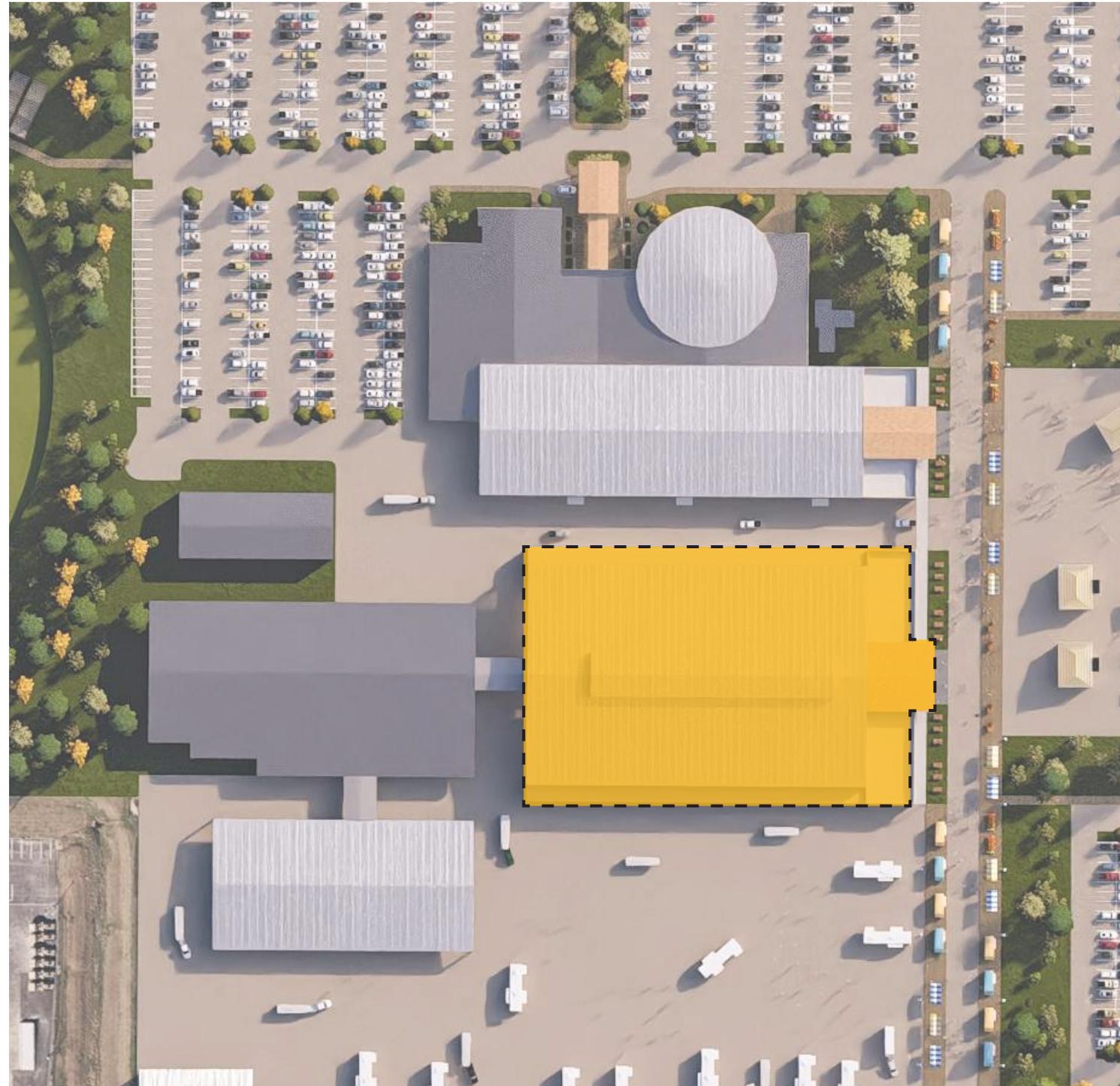
Community Center **Entry Design Concept**



Community Center **Entry Design Concept**





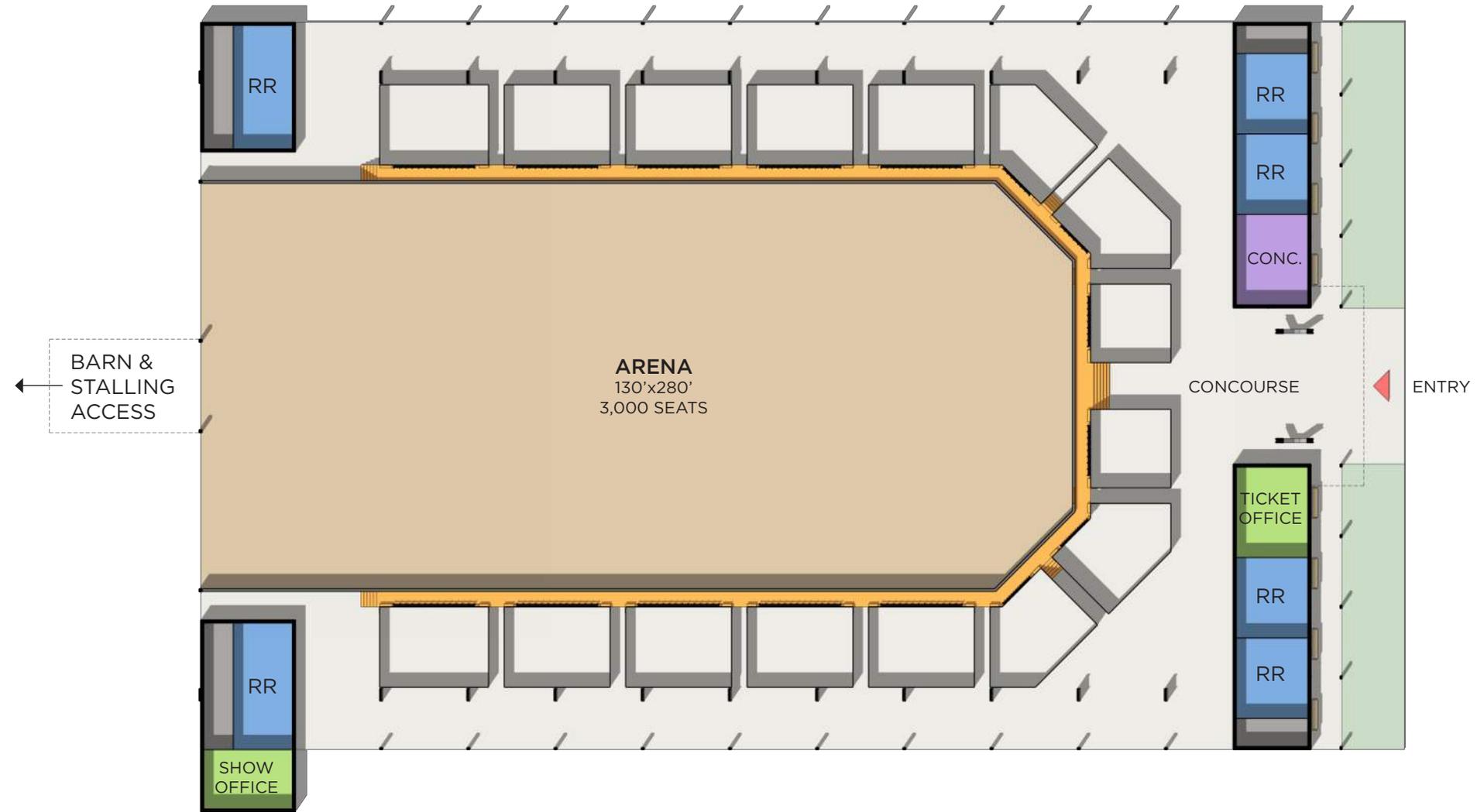


## 06/ Arena

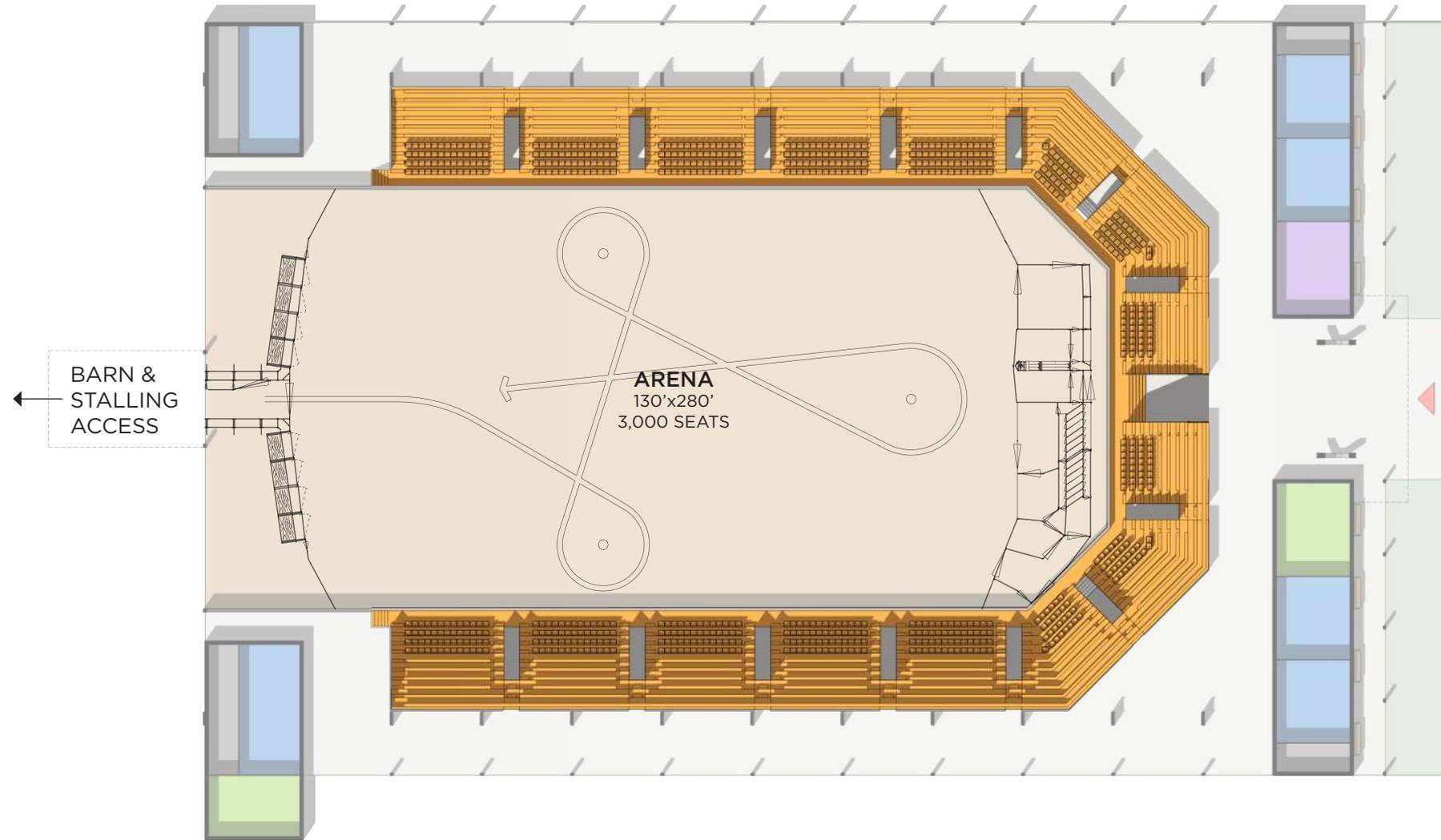
The proposed covered event arena is approximately 85,000 square feet of clear span space, including a 130'x280' arena floor and 3,000 fixed seats. The seats are in a "horse-shoe" shape that allows for a true theater feel at the east end and staging at the west end. The arena is open-air and has restroom blocks at each corner, along with space for concessions, a ticket facility office, and a show office. The open west end allows for easy access to the stalls in the adjacent barns through covered connectors. The primary use would be for rodeo and equestrian events, and it could also house an approximately 4,000-seat concert with added floor seating and stage. This arena could be fully enclosed and climate-controlled in the future.

A scaled-down, minimum-build option was also explored. The goal was to show a smaller version with fewer seats while keeping the same architectural expression as the full option. This area option is approximately 79,500 square feet with the same 130'x280' arena. This version has 1,000 fewer seats and is shorter by one structural bay. The biggest difference is that seating is only on the sides.

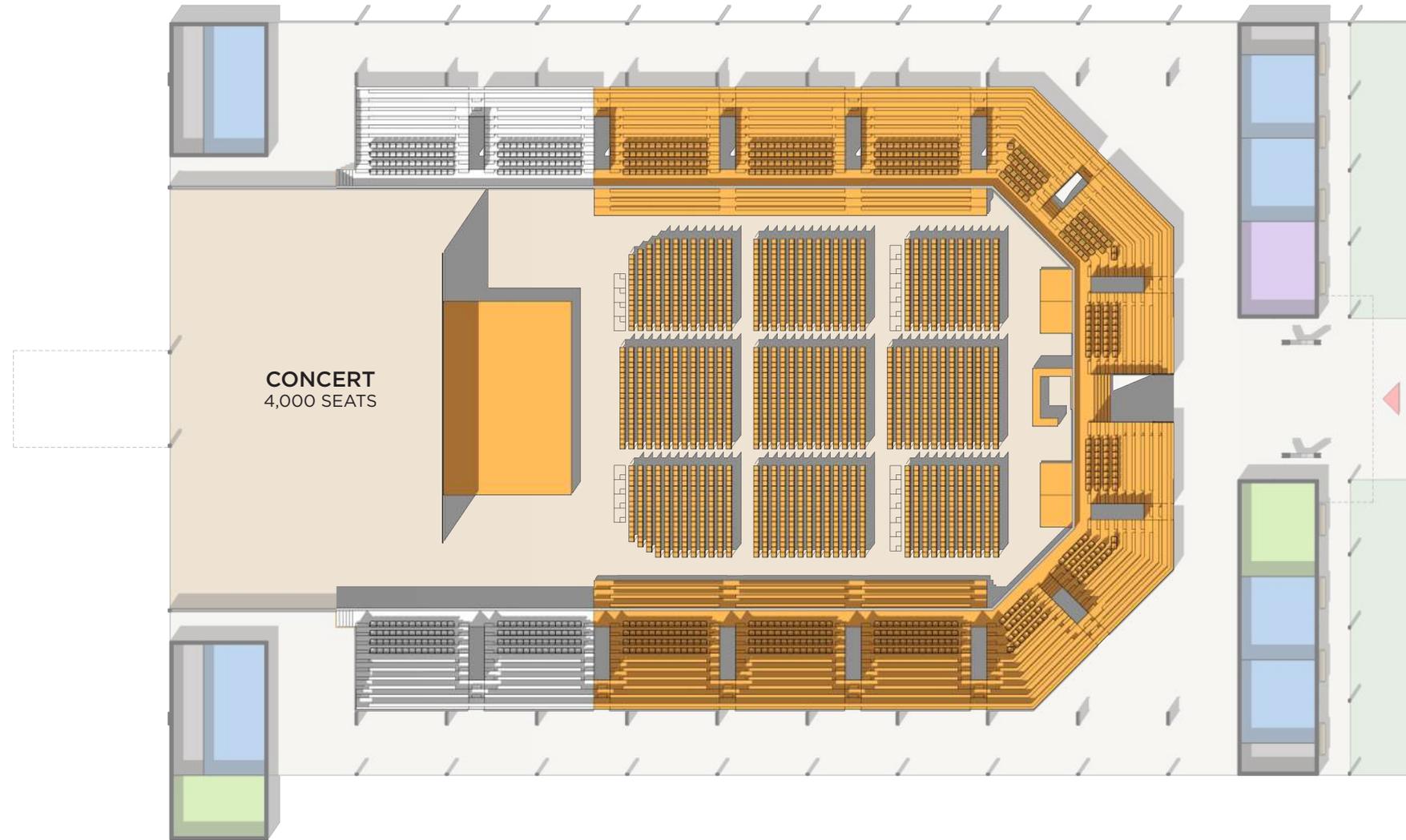
# Arena Plan



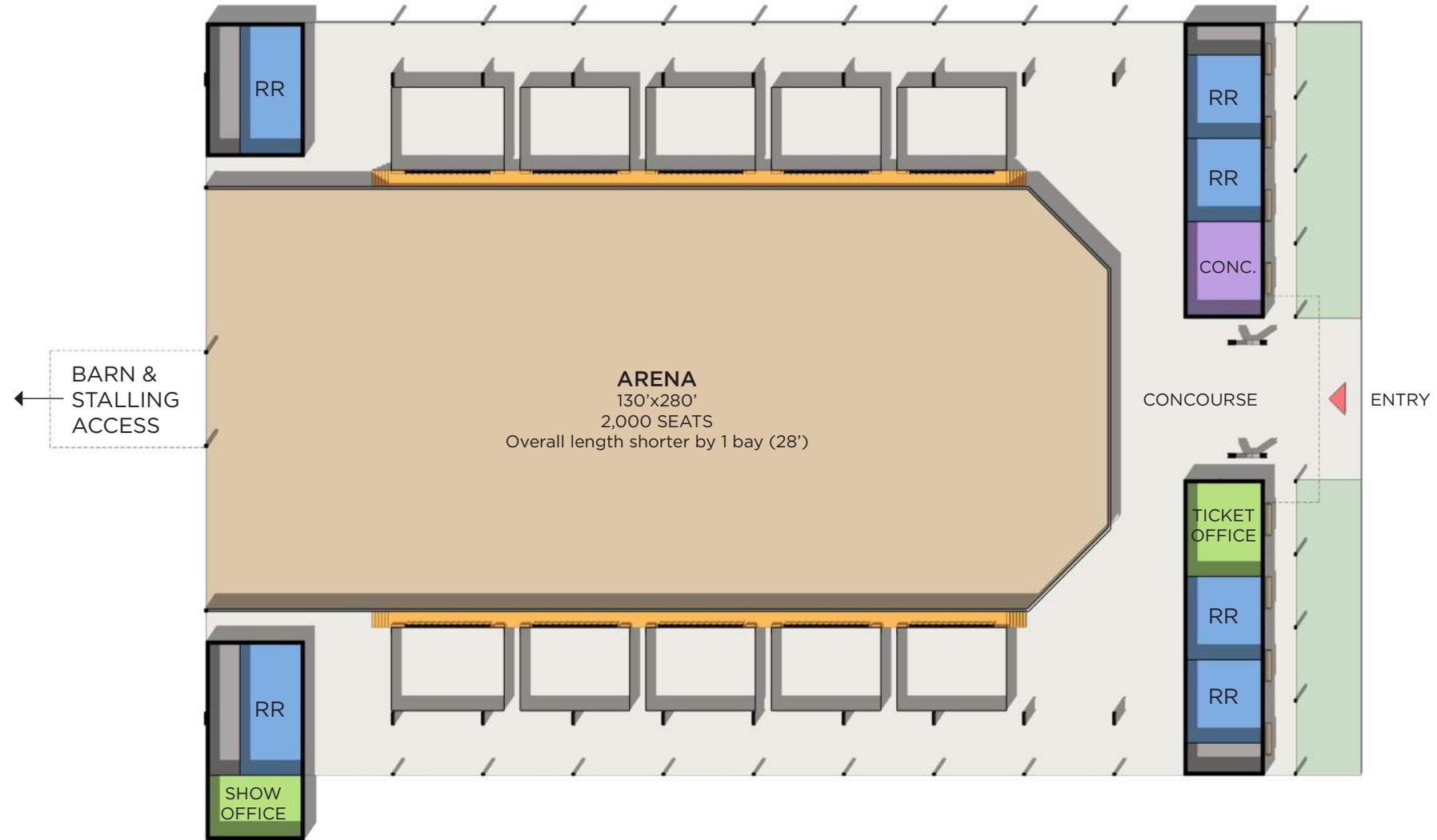
# Arena Seating Plan and Typical Rodeo Layout



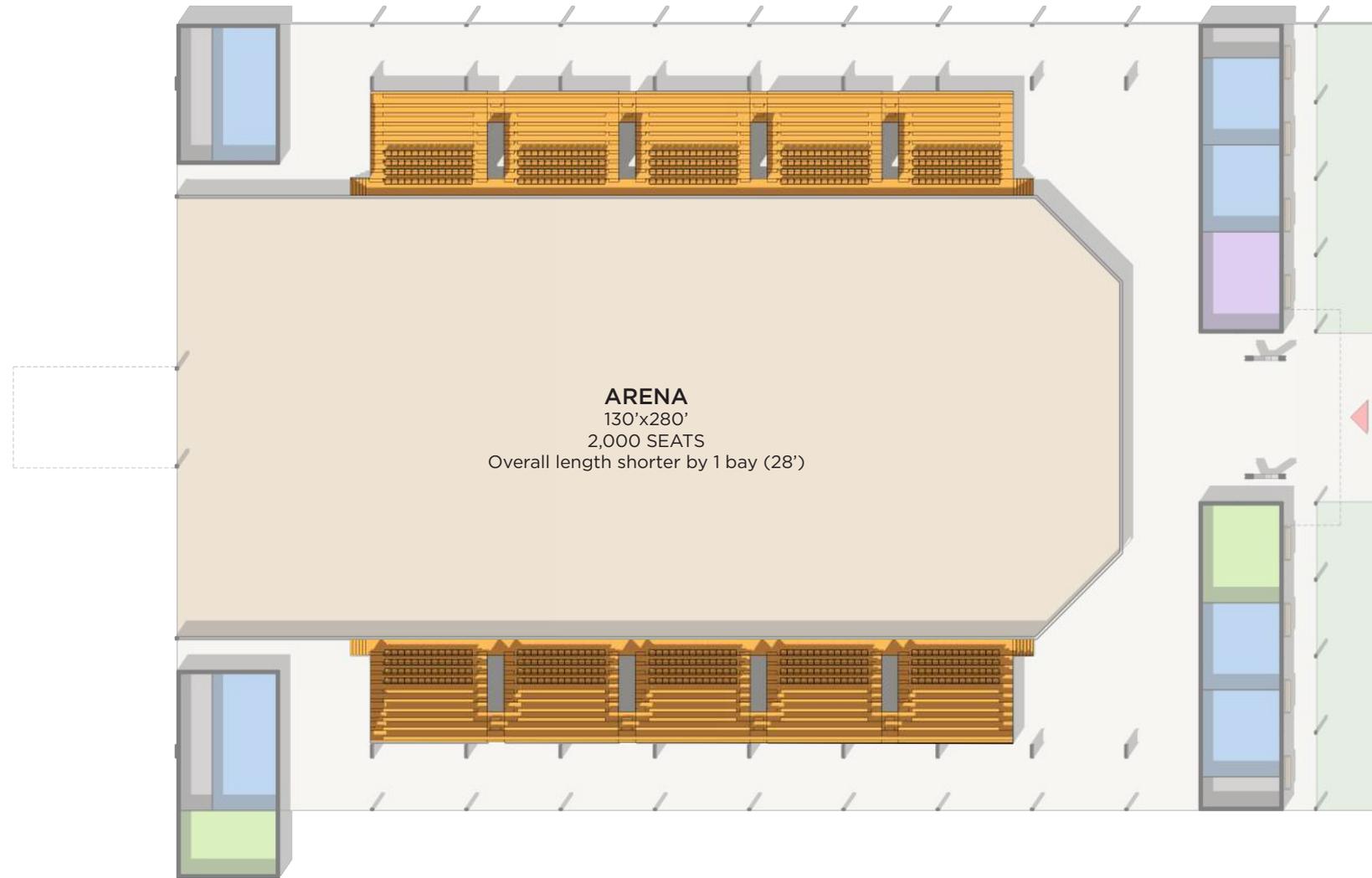
# Arena Concert Seating Plan



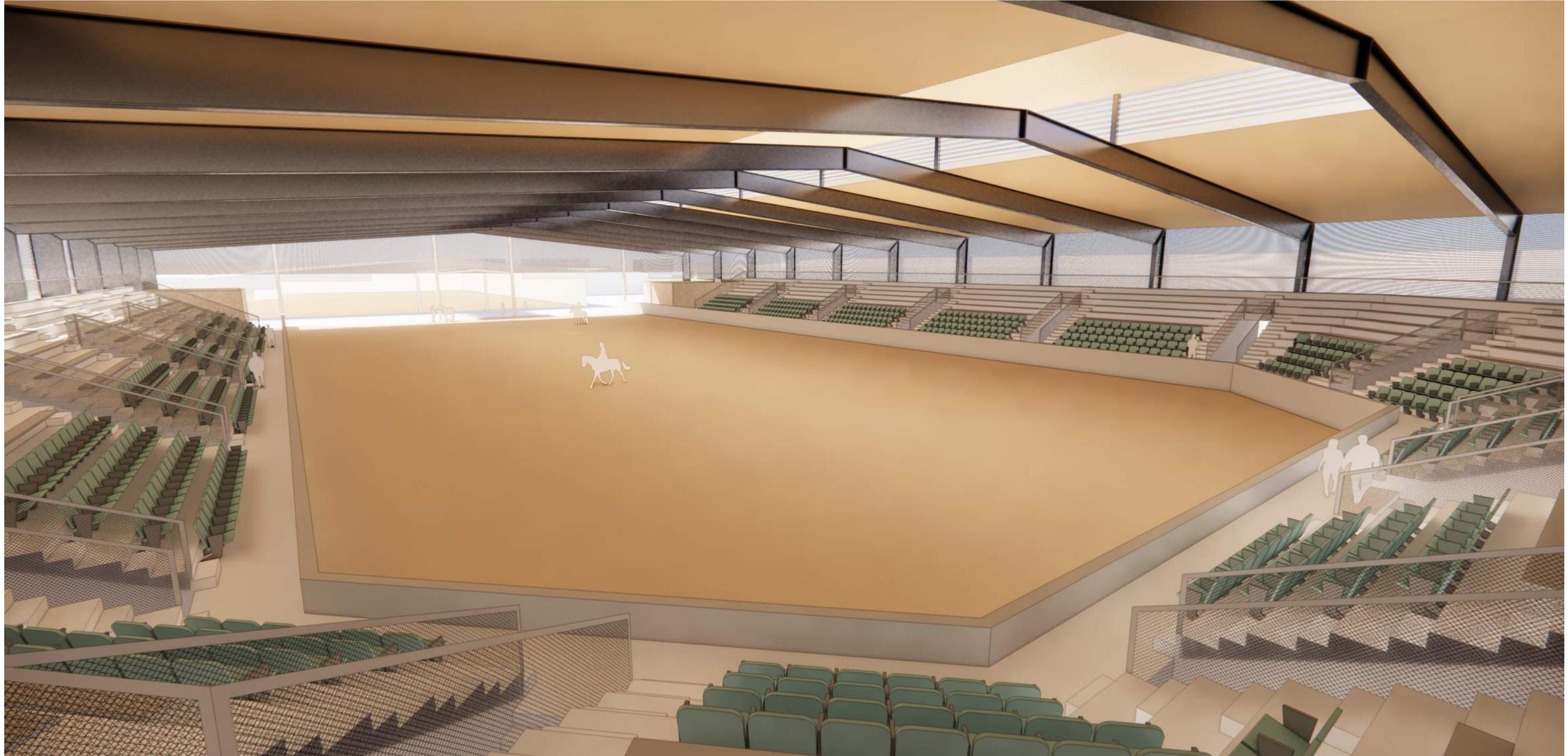
# Arena Option 2 Minimum-Build



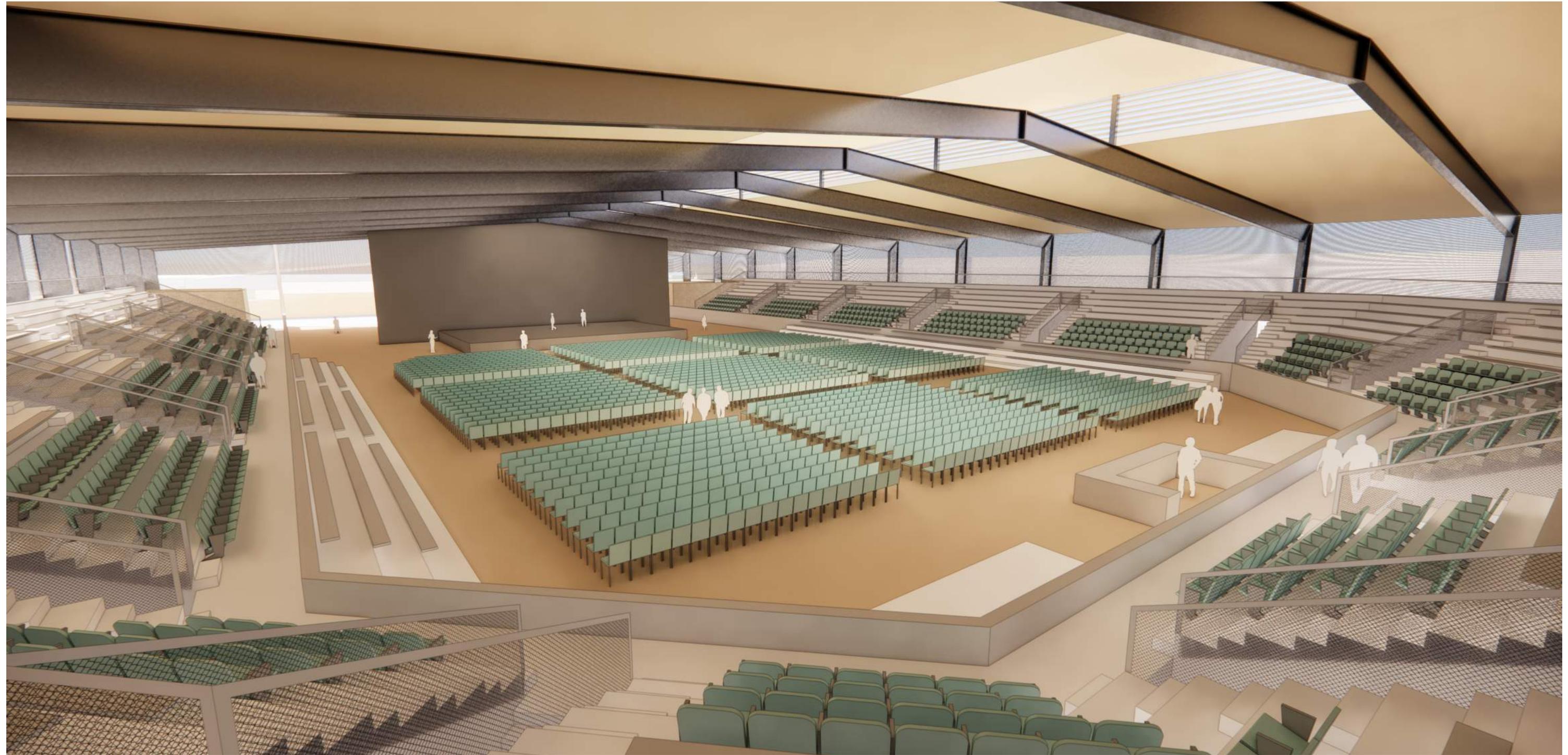
# Arena Option 2 Minimum-Build Seating Plan



# Arena Seating Bowl Concept Design



# Arena Seating Bowl Concert Layout



Arena **Entry Design Concept**



Arena **Entry Design Concept**



Arena Fabric Structure Option Example



**07/**  
Budget Estimate

# Total Project Budget

Community Center Renovation: \$ 17,852,781

Covered Multi-Use Barn: \$ 3,181,169

New Covered Event Arena: \$ 19,532,911

Site Improvements: \$ 4,786,096

---

Total Project: \$ 45,352,957

# Total Project Budget (Fabric Arena Structure)

Community Center Renovation: \$ 17,852,781

Covered Multi-Use Barn: \$ 3,181,169

New Covered Event Arena: \$ 8,660,887

Site Improvements: \$ 4,786,096

---

Total Project: \$ 34,480,933

# Phase One

Community Center Renovation: \$ 17,852,781

Covered Multi-Use Barn: \$ 3,181,169

Site Improvements: \$ 2,617,876

---

Total Phase One: \$ 23,651,826

## Phase Two

New Covered Event Arena: \$ 19,532,911

Site Improvements: \$ 2,702,631

---

Total Phase Two: \$ 22,235,542

## Phase Two (Fabric Arena Option)

New Covered Event Arena: \$ 8,660,887

Site Improvements: \$ 2,702,631

---

Total Phase Two: \$ 11,363,518

# Cost Reduction Options

Reduce event arena seating capacity from 3,000

Reduce concessions, bathrooms at event arena

Utilize fabric structure for multi-use barn

Reduce scope of Community Center renovations

Reduce scope of site improvements

**POPULOUS**

We design the places where people love to be together.