

FIVE POINTS AND MUNICIPAL AUDITORIUM STEERING COMMITTEE PRESENTATION



Steering Committee Members

- Mr. Ed Crane
 - Dr. John Gaston
 - Mr. Lou McClendon
 - Ms. Carol Whidby
- Mr. John Crawford
Mr. Bob Goddard, III
Mr. David Motley
Mr. Giovanni Panizzi
- Mr. Blake Ellis
Ms. Kay Harris
Ms. Nancy Warren
Mr. Alvin Lane

Ex-Officio Members

- Mr. Larry Hanson
 - Mr. Joe Pritchard
- Ms. Kelly Lenz
Dr. Louis Levy
- Ms. Cheryl Oliver
Mrs. Mary Culbreth

Staff

- Mr. Pat Collins
- Mr. Matt Martin Ms. Debra Miller Ms. Mara Register

Five Points Property Acquisition

- Community Information/Support
- Why?
- Site Selection Process
- The Big Picture
- Conceptual Plan
- Timeline
- Role of the steering committee

Community Information

- Performing Arts Steering Committee (2005-06)
- SPLOST VI Referendum – September, 2008
\$5,000,000 – “For land acquisition and design for a
new public assembly facility.” (One of few
specific
projects listed.)
- Mayor and Council – 2008/2009 Published Goal
“Complete a feasibility study to determine the
specific location for the new Municipal
Auditorium,

Why Is Facility Needed?

- Mathis Auditorium over 50 years old, outdated, and antiquated
- Facility cannot meet present or future needs
- SGMC has needs for future growth and economic development
 - * Largest non-government employer
 - * Provide full campus for future growth
 - * Hiring of college graduates
 - * Economic engine
- South Georgia Regional Library

Site Selection Process

- Administrative Process – 6 team members, very formal process
- 10 sites evaluated, 8 in detail
- Criteria such as population density, tax value, size, character area designation, zoning, transportation, growth patterns, future expansion, multiple uses, infrastructure
- Strategic Planning Group, Inc. hired for independent analysis
- Sites narrowed to 3, Mathis site used as benchmark

Site Selection Process

➤ Staff Evaluation of Sites

1. Griner Property
2. Existing Mathis Auditorium Site
3. Ashley Theater
4. Five Points
5. City Owned Bray Property
6. Market Street Development on James Road
7. Norman Drive Property (near Conference Center)
8. Hill Avenue Property (in front of Holiday Inn)
9. VSU Area Sites

➤ Narrowed to 3 sites

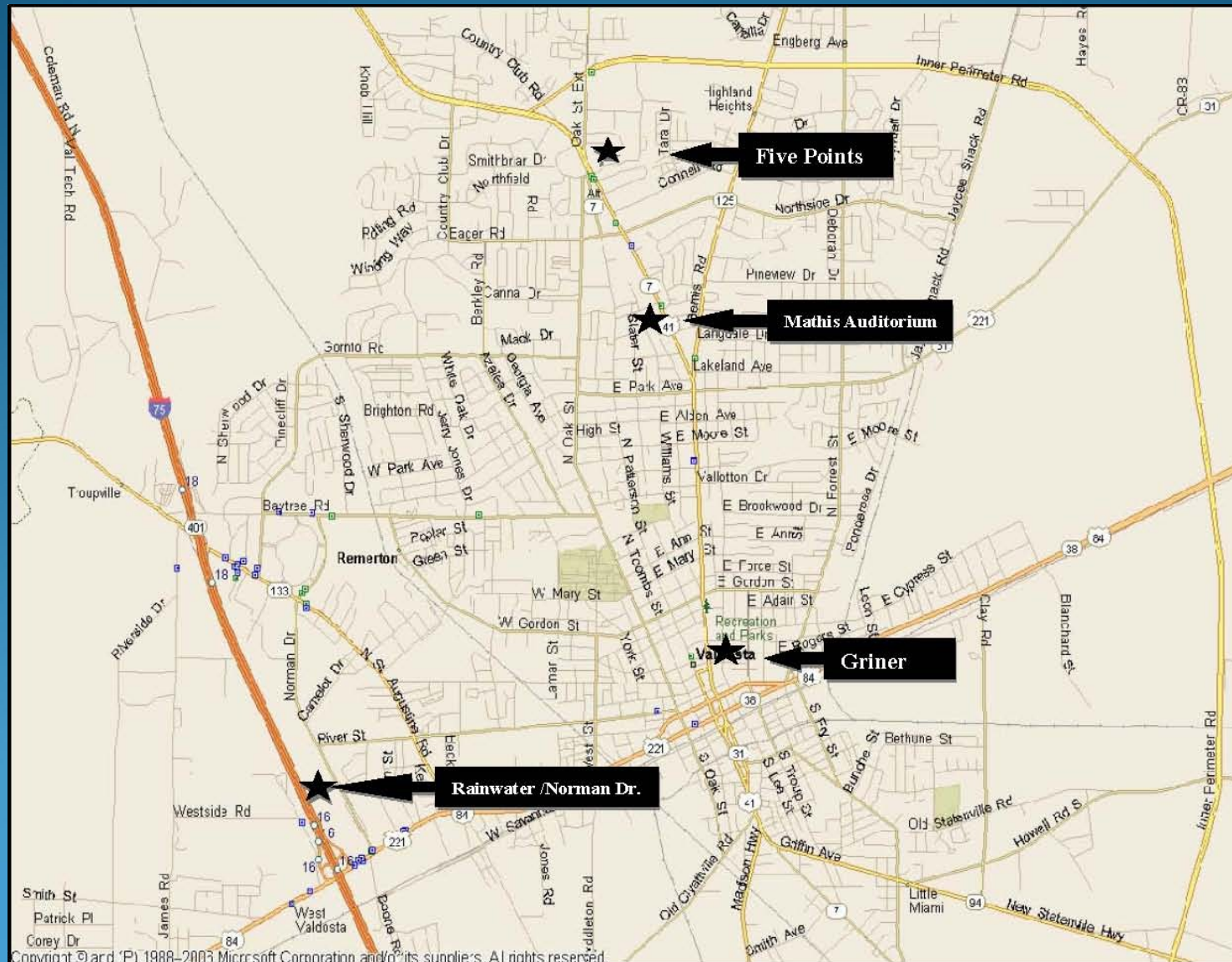
1. Griner Property
2. Norman Drive (near Conference Center)
3. Five Points

STRATEGIC PLANNING GROUP

Previous Experience Includes:

- **Georgia International Trade & Convention Center Expansion**
- **Georgia World Congress Center Economic Impact**
- **The Galleria Center Expansion**
- **Escambia County (Pensacola) Civic Center**
- **Broward County Convention Center Site Location/Market Study**
- **Various Hotels/Conference Centers throughout the southeast &
Rocky Mountain Regions**
- **Market Studies for Multi-Use Facilities in Panama City, Lee
County, Charleston, and Melbourne**

Site Locations



Residential Growth Map Valdosta Area 2000-2007

9,900 4,950 0 9,900 Feet

Density

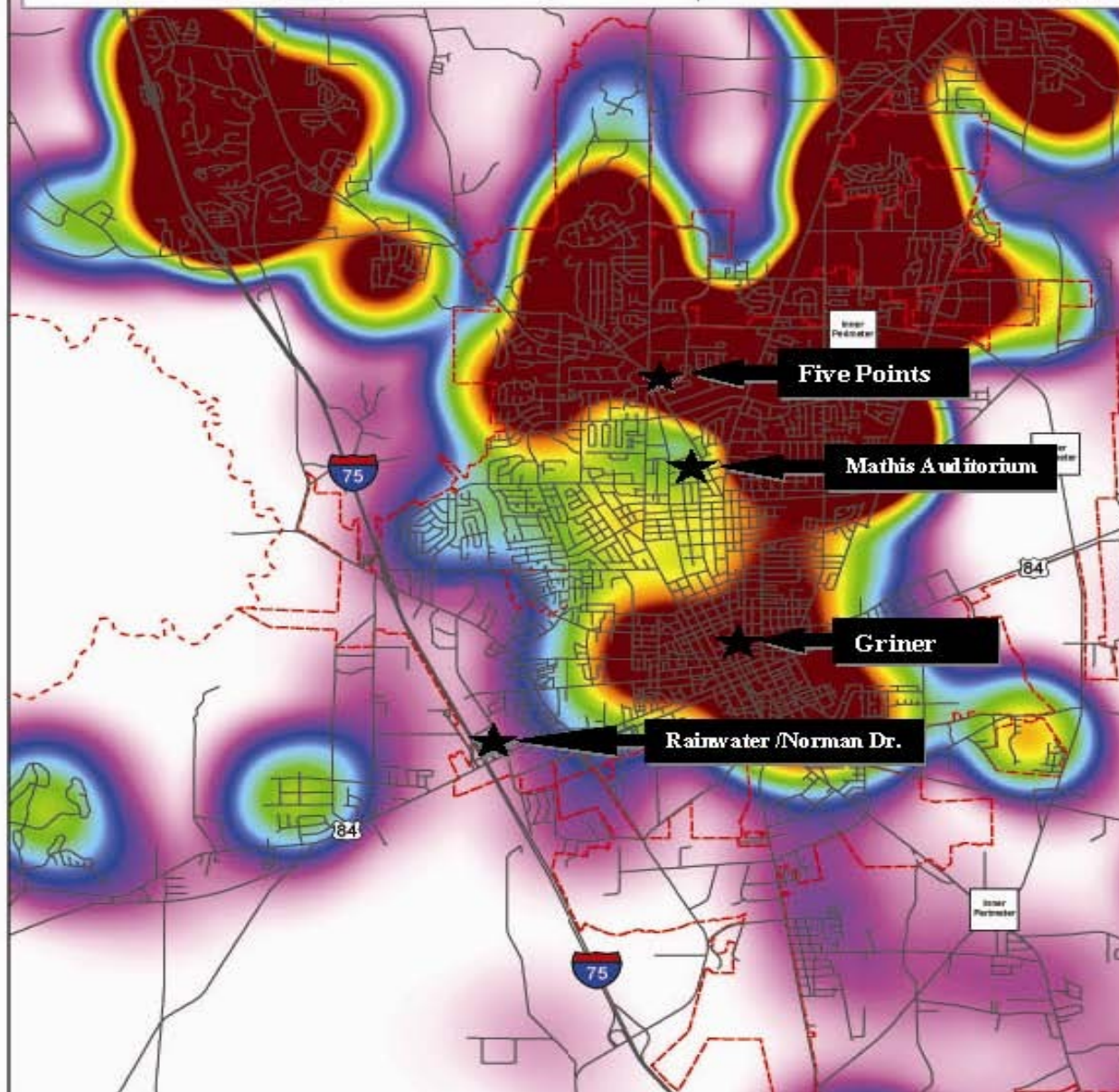
Value

High : 0.000011

Low : 0.000000



VALOR
Valdosta Area Land Use and
Transportation Office
1000 N. 1st St., Valdosta, GA 39181
Tel: 229.249.1234 or the Valdosta website: www.valdosta.org



Commercial Growth Map Valdosta Area 2000-2007

9,900 4,950 0 9,900 Feet

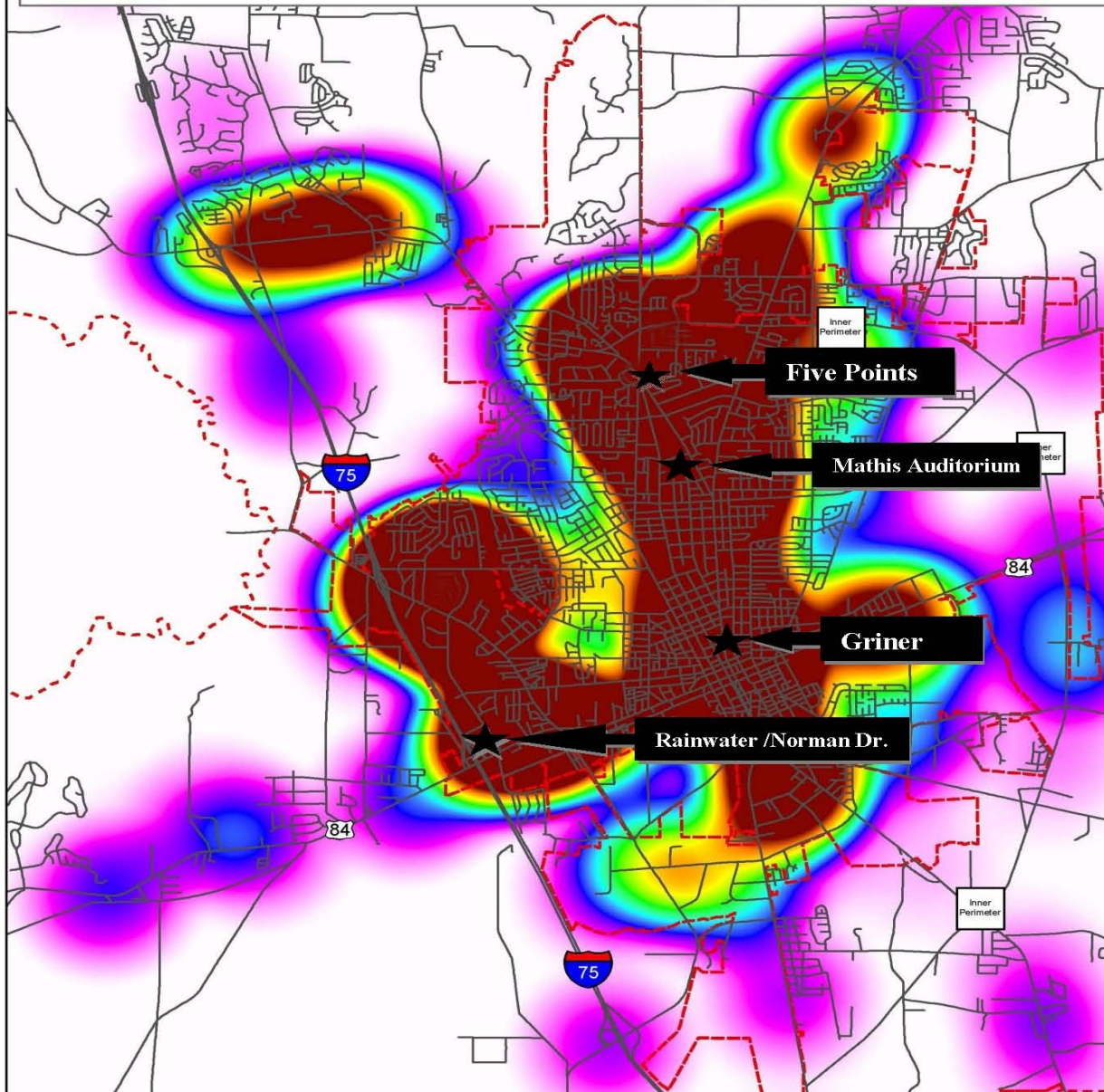
Density

Commercial

High : 3.97903e-006

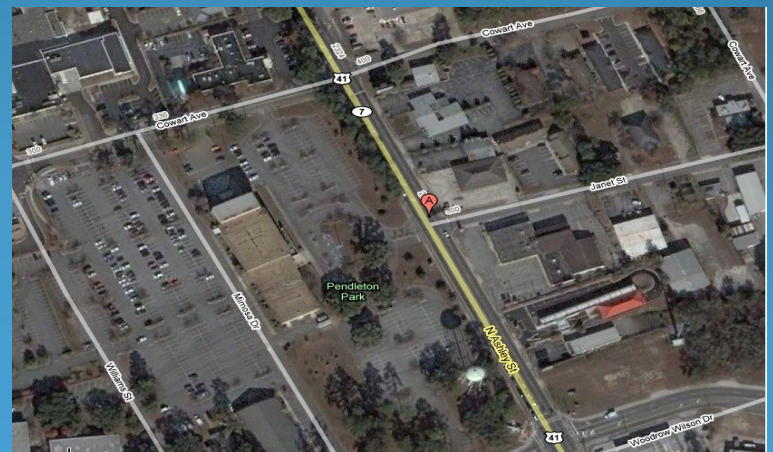
Low : 0

VALOR
Valdosta, Georgia Region
Geographic Information System
Visit VALOR on the Web: <http://giswww.valgr.com>



Mathis Auditorium Site

- Site - Approximately 7 acres
- Facility
 - Auditorium – 1,200 fixed seating
 - Multi-purpose Hall – 6,000 sq. ft.
 - Lobby
- Age
 - Built in 1960s
 - Equipment outdated (sound, lighting, electrical, etc.)
- Parking
 - Limited -160-180 vehicles
(100 vehicles per acre)
 - Hospital Encroachment
- Value
 - \$5.5 million (\$786,000 per acre)



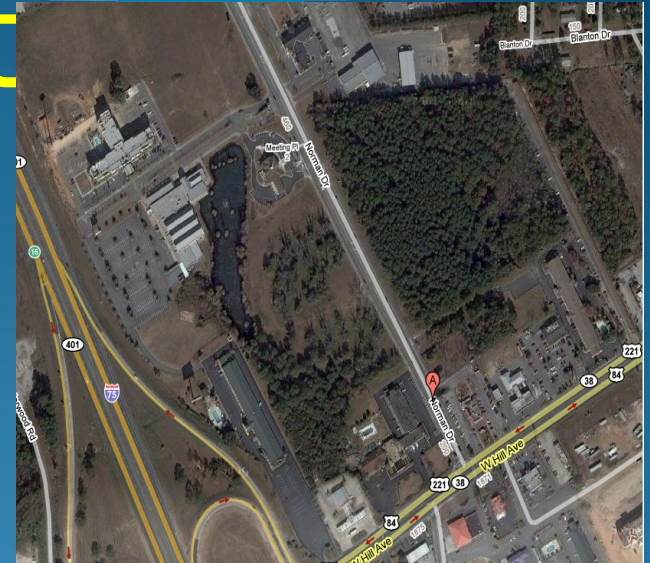
Griner Site

- 4 acre site (too small)
- Lack of Parking
- No Expansion
- Site Acquisition Issues
 - Relocation of Homes
- Conflict with Judicial Parking
- Site orientation and ground water issues



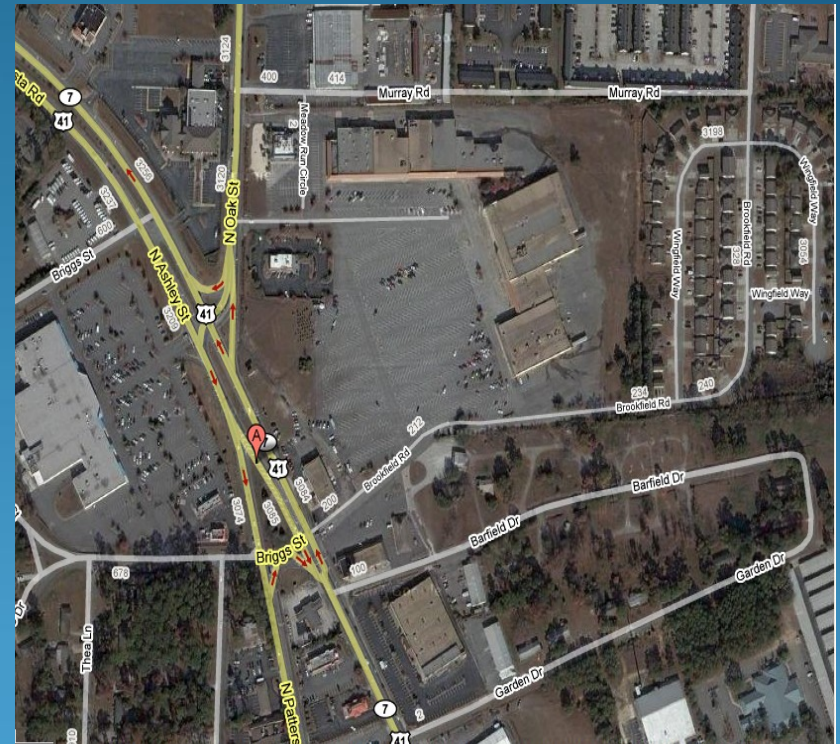
Norman Drive Site

- 9 Acre Site
- Parking may still be issue
- No Expansion Capacity
- Conflict with Conference Center Expansion


























Five Points Site

- 30 acre site
- Site Large Enough:
 - Expansion
 - Other Public Facilities
 - Other Redevelopment
- Closest to Existing Site



Summary Evaluation

	Griner	Five Points	Rainwater/ Norman Dr.
Size (Min Acreage)			
Parking			
Expansion Capability			
Visibility/Accessibility			
Service Area			
Potential Conflicts			
Other Benefits			
			
			

Source: Strategic Planning Group, Inc., 2009

Five Points Strengths

- Under Utilized and Under Developed
- Population Density:
 - 3 Miles of Site – 93% of City Residents
 - 5 Miles of Site – 140% of City Residents
 - 65% of Lowndes County
- Gateway
- Traffic Enhancements
- Stormwater Improvements
- Economic Development
- Other Uses (Library, Future Transit)

Community Information

- Met with All Media
- Met with Chamber of Commerce
- Met with Library Board Representatives
- Met with Turner Center Representatives
- Met with SGMC & Hospital Authority
Representatives
- Met with VSU and President Schloss
- Met with CVDA and DVBA Representatives

—



**PROPOSED
FIVE POINTS CONCEPTUAL
CITY OF VALDOSTA**

Contestant:

Current and Future Steps

- Complete Environmental Assessment/Remediation
- Community Steering Committee Formed
- Sale of Mathis and Library Finalized
- SPLOST Referendum - 2013
- May 7, 2014 – Demolition Easement Expires

Role of the Steering Committee

- Guide the process to Master Plan the 22.15 acres tract to include the new Municipal Auditorium and New Regional Library
- Assist Pat Collins, City Engineer, in selecting the firm to master plan the site and design the auditorium
- Provide input on ways the project will be funded, both construction and operation
- Work to ensure the facility can meet the needs of the community for 50 years to come

Role of the Steering Committee

- Provide outreach to the community to ensure the facility meets a broad range of needs taking into account the needs of the entire county and adjacent communities
- Work to ensure the facility remains affordable for local users
- Participate in several trips to facilities in other communities to observe examples of architecture, acoustics and lighting, and the accommodation of multiple uses within a single facility
- Provide recommendations on the options for construction, operation and management of the facility

Elements of the Professional Consultant's Scope of Work

- Develop the overall Master Plan for the 22.15 acre tract
- Develop the optimal plan for delivery of the planned Municipal Auditorium Complex and future infrastructure improvements at Five Points
- Development of a sound business plan containing project specific requirements, schedules, estimated costs and risk tolerance
- Prepare final Architectural Plans and specifications suitable for construction of the Municipal Auditorium building
- Prepare Civil Site Plans and specifications for construction of site improvements, and any off-site roadway, drainage and gateway improvements

Questions and Comments