

Josephine County Fairground+ Event Center

master plan

december 2020

project introduction

In 2017, the Josephine County Fair Board recognized the need for a Master Plan to determine priorities for making improvements to aging facilities and utilities to assure that the Fairgrounds would continue to serve the community for generations to come. In 2019, they selected the design team of PLACE and Gerlitz Engineering Consultants to work with them to develop a comprehensive 15-year Master Plan. This Josephine County Fairgrounds + Event Center Master Plan reflects the vision of the Fair Board and the community, providing an analysis of current and future needs of the facilities, programs, and services, as well as an implementation strategy and budgets.

project goals

the master plan should:

- support the fairgrounds mission
- increase the fairground's value as a community asset
- create an identity that is welcoming and enhances the visitor experience
- reflect the community, respect the history and look forward to the future
- improve the buildings and site infrastructure for current and future uses

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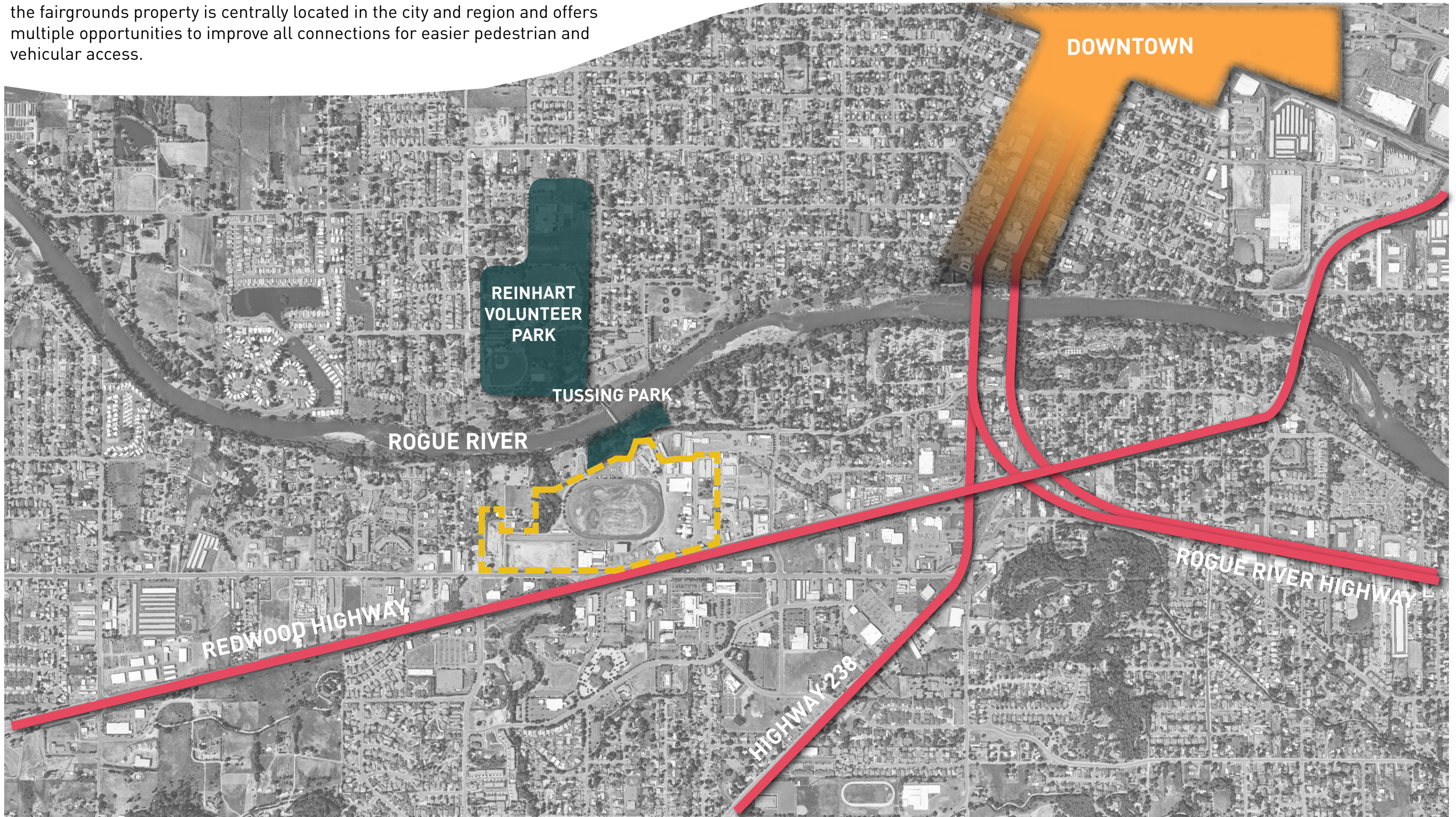
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context

context
location

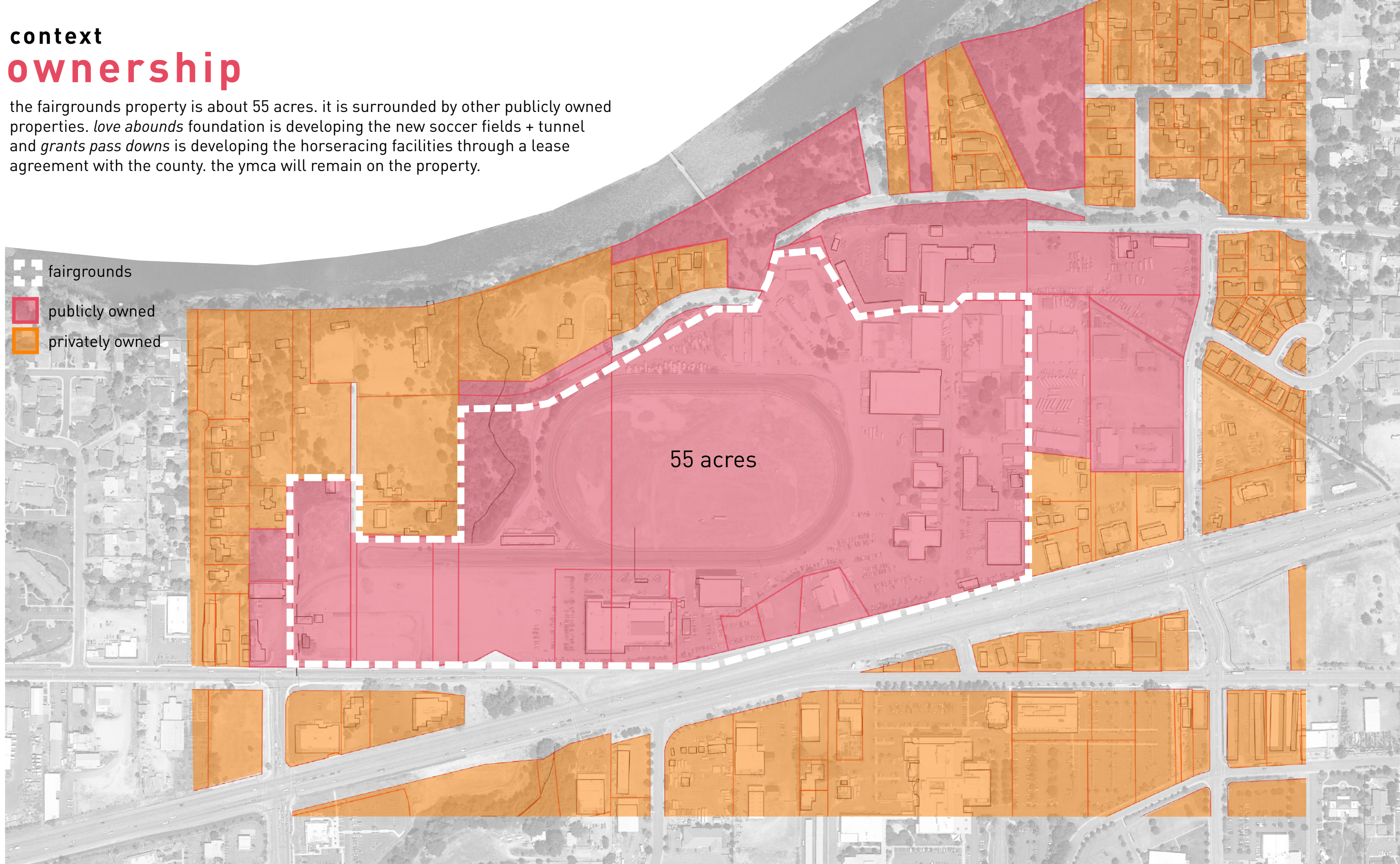
the fairgrounds property is centrally located in the city and region and offers multiple opportunities to improve all connections for easier pedestrian and vehicular access.



context ownership

the fairgrounds property is about 55 acres. it is surrounded by other publicly owned properties. *love abounds* foundation is developing the new soccer fields + tunnel and *grants pass downs* is developing the horseracing facilities through a lease agreement with the county. the ymca will remain on the property.

-  fairgrounds
-  publicly owned
-  privately owned



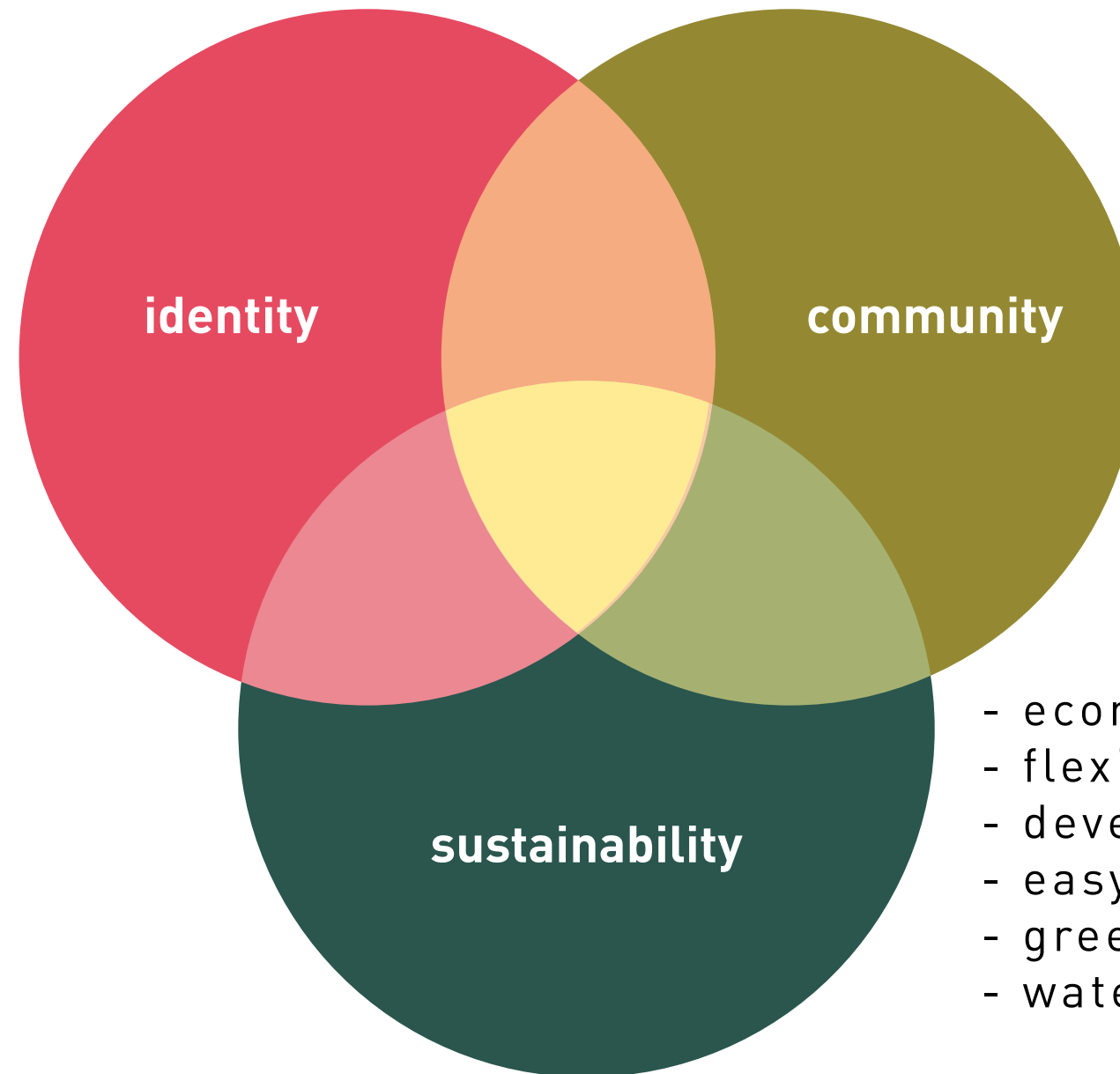
vision

vision

a 21st century campus

how do we create a fairgrounds campus that achieves the master plan goals?

- unique
- clear identity
- recognizable
- memorable
- context related
- appealing to local community



- active 365 days/year
- diverse program
- fun
- attractive to all ages
- private + public
- well connected

- economy/income
- flexible
- developable in phases
- easy
- green
- water management

vision

current community fairgrounds identity

the community feels great pride and nostalgia for their county fairgrounds



vision

community engagement feedback

nearly 100 community members responded to an online survey in april 2020 sharing how they use and feel about their fairgrounds, and what they want to see saved, improved or added.

through summer and fall of 2020, the plan was shared with the community through town halls, focus groups and a youth forum. a new big idea emerged - the need for a multi-use sports facility.

the master plan incorporates these ideas.

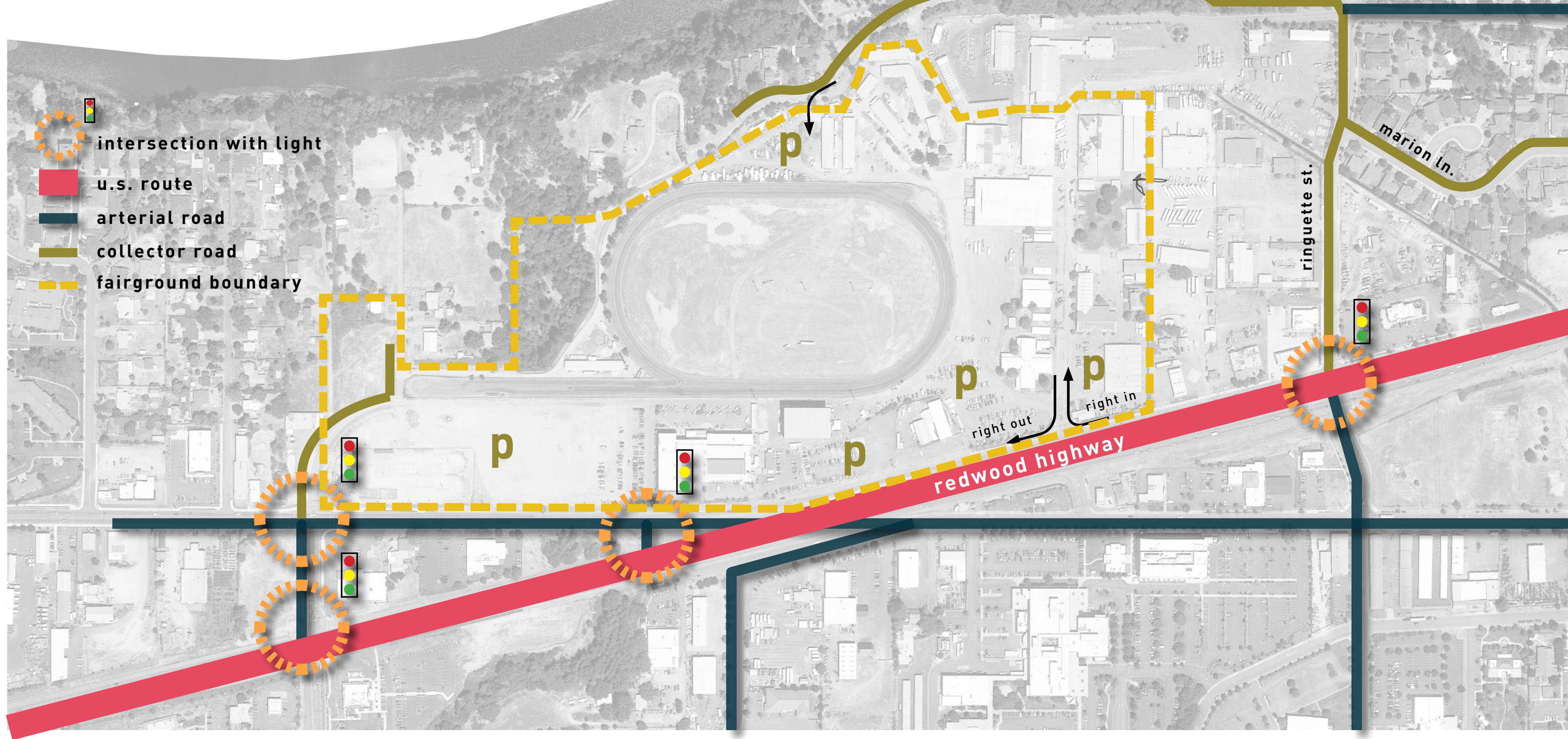
- Iconic main entry
- Arena and animal barns are favorite places
- More concerts and youth activities
- Better and more restrooms
- Food/eating areas/places to sit
- Provide shade/grass areas
- Better parking/handicap parking/access
- Huge focus on arena, its current and additional improvements
- Upgrade existing buildings, combine nostalgia and modernization
- Ideas for variety of spaces: Play area for kids, small rentable spaces, convention/meeting center
- LOTS of excitement for current improvements already underway and support of current management
- New multi-use sports facility

site analysis

site analysis

existing vehicular circulation

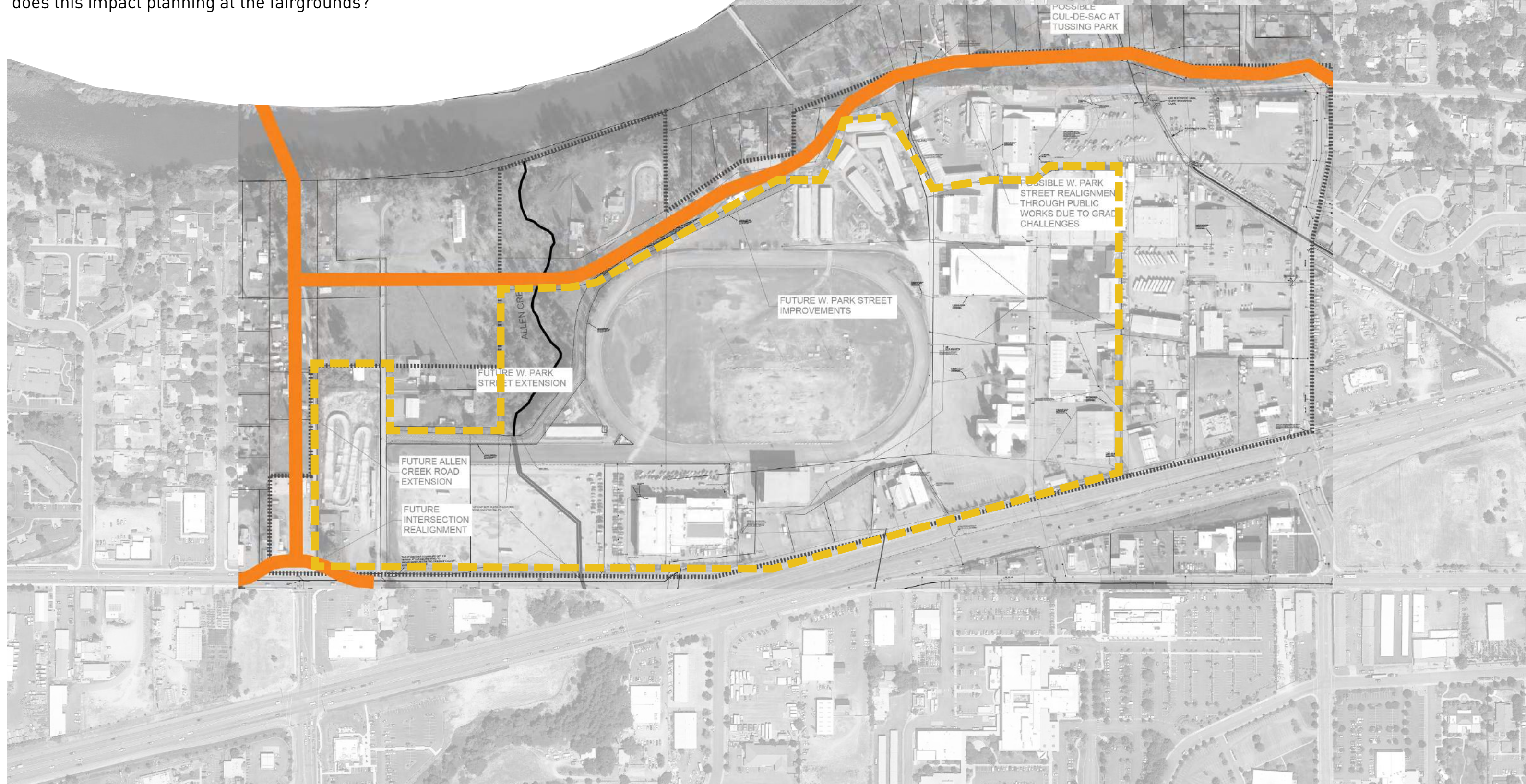
access to the fairgrounds campus is limited with right in and right out only from the redwood highway. west park street is narrow for trucks and trailers. parking is limited. the master plan will look for opportunities to improve access points. there will be an interconnection of the fairgrounds areas with a ring road/connection in front of the grandstands.



site analysis

city's planned vehicular circulation

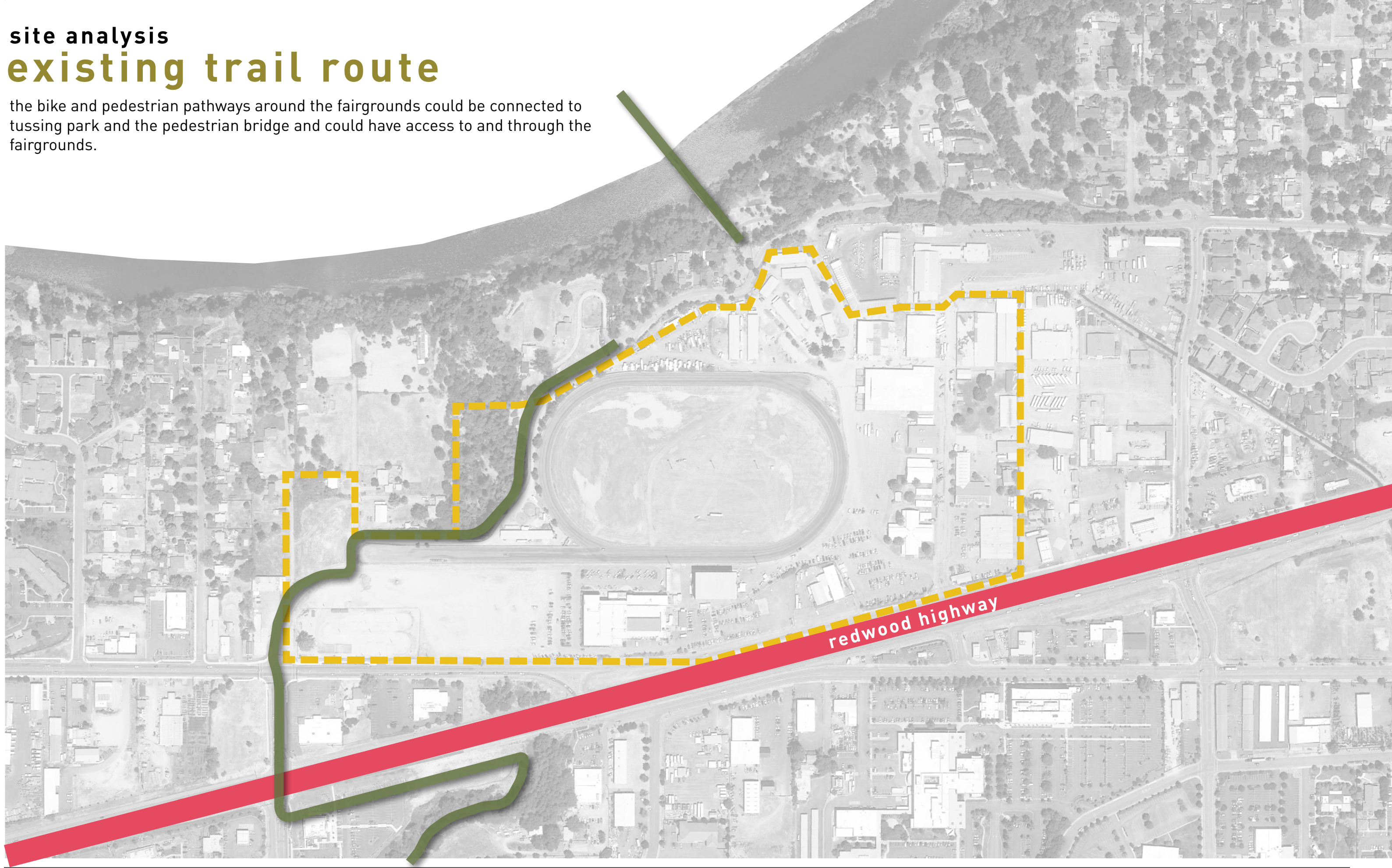
the widening of west park street and extension of allen creek road to a new 4th bridge across the rogue river is part of the city's master transportation plan. how does this impact planning at the fairgrounds?



site analysis

existing trail route

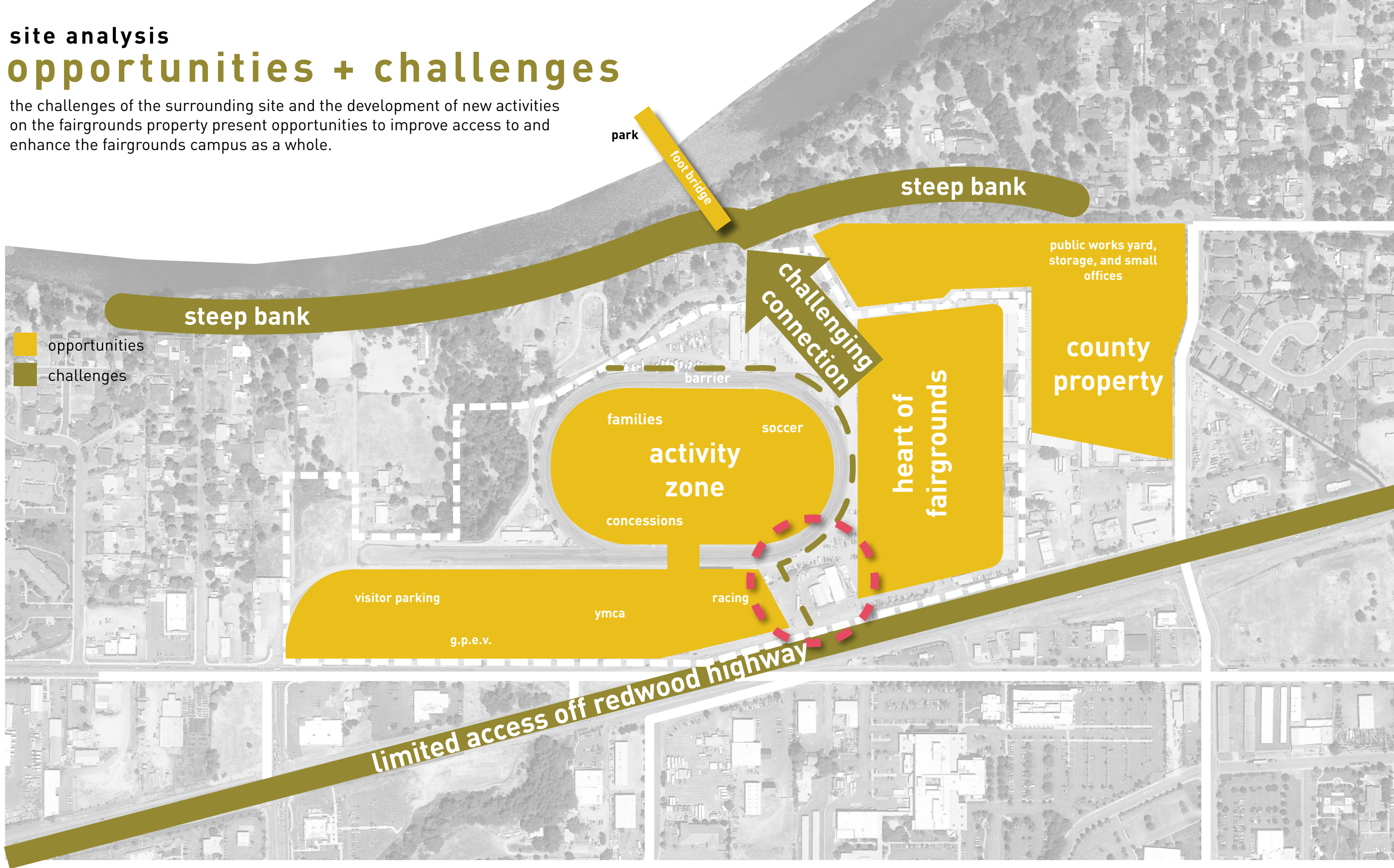
the bike and pedestrian pathways around the fairgrounds could be connected to tussing park and the pedestrian bridge and could have access to and through the fairgrounds.



site analysis

opportunities + challenges

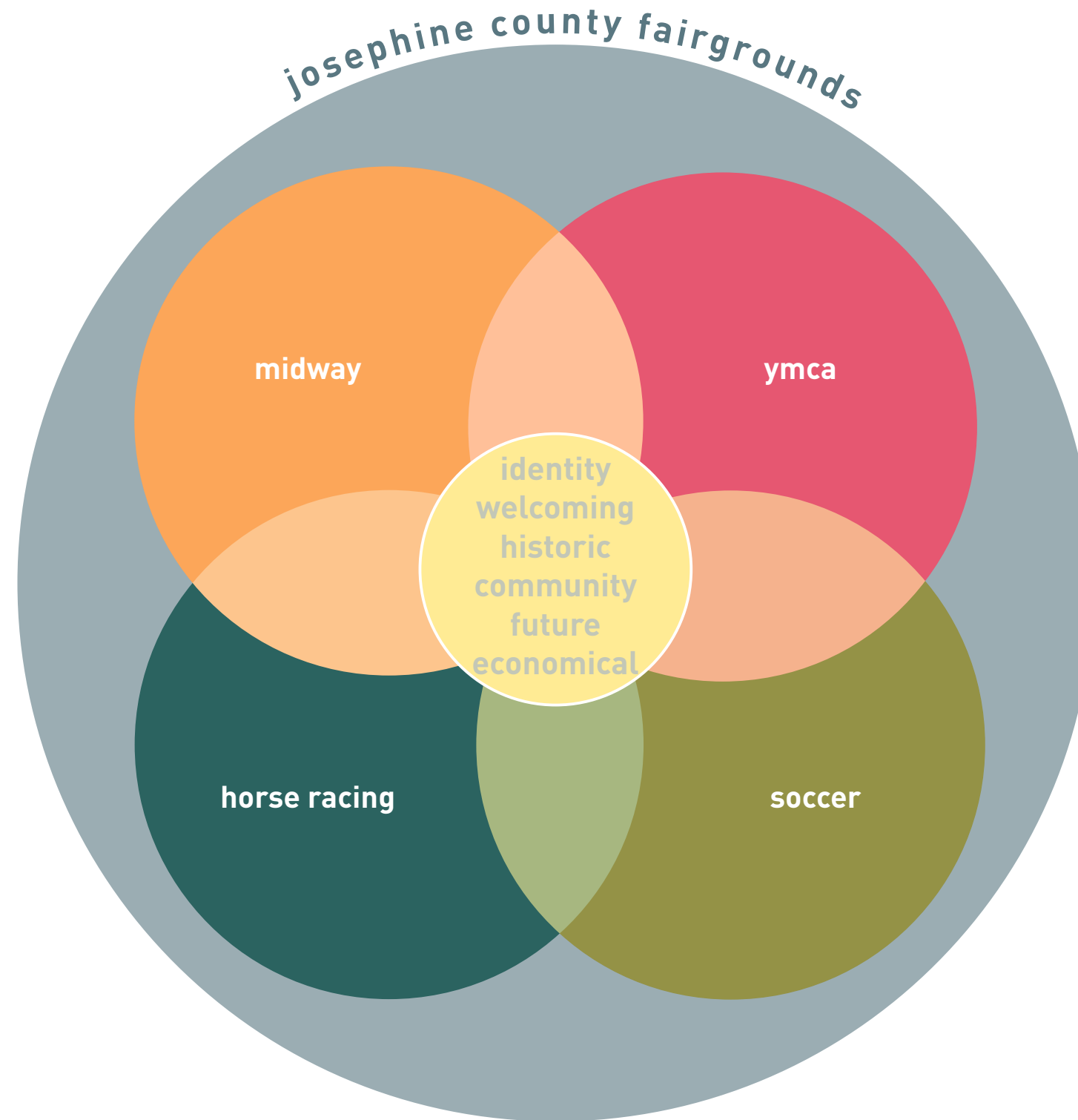
the challenges of the surrounding site and the development of new activities on the fairgrounds property present opportunities to improve access to and enhance the fairgrounds campus as a whole.



site analysis

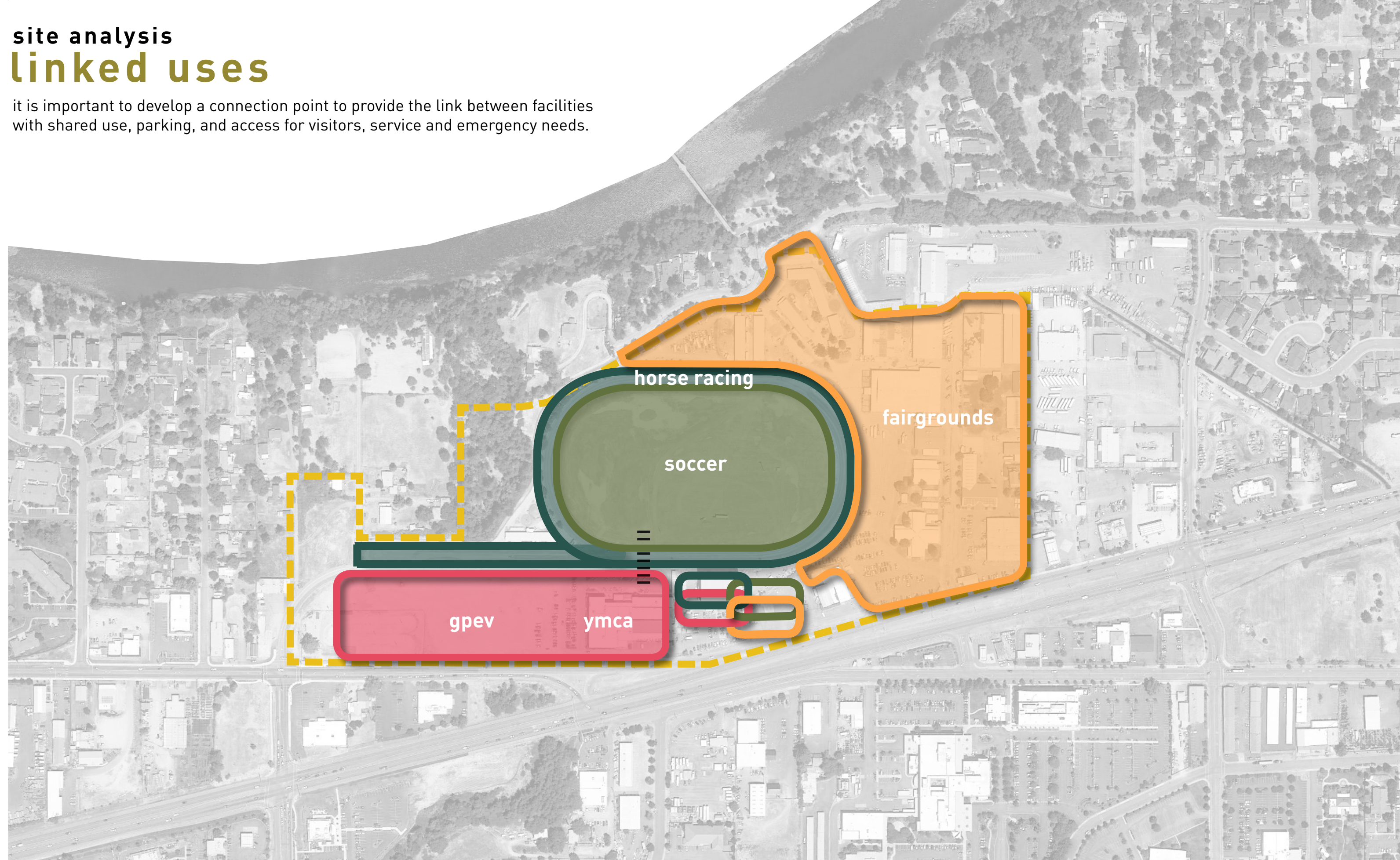
linked uses

there is a unique opportunity to link the multiple uses on the campus to create a strong sense of place and community, to benefit the entire fairgrounds campus and all who come there.



site analysis linked uses

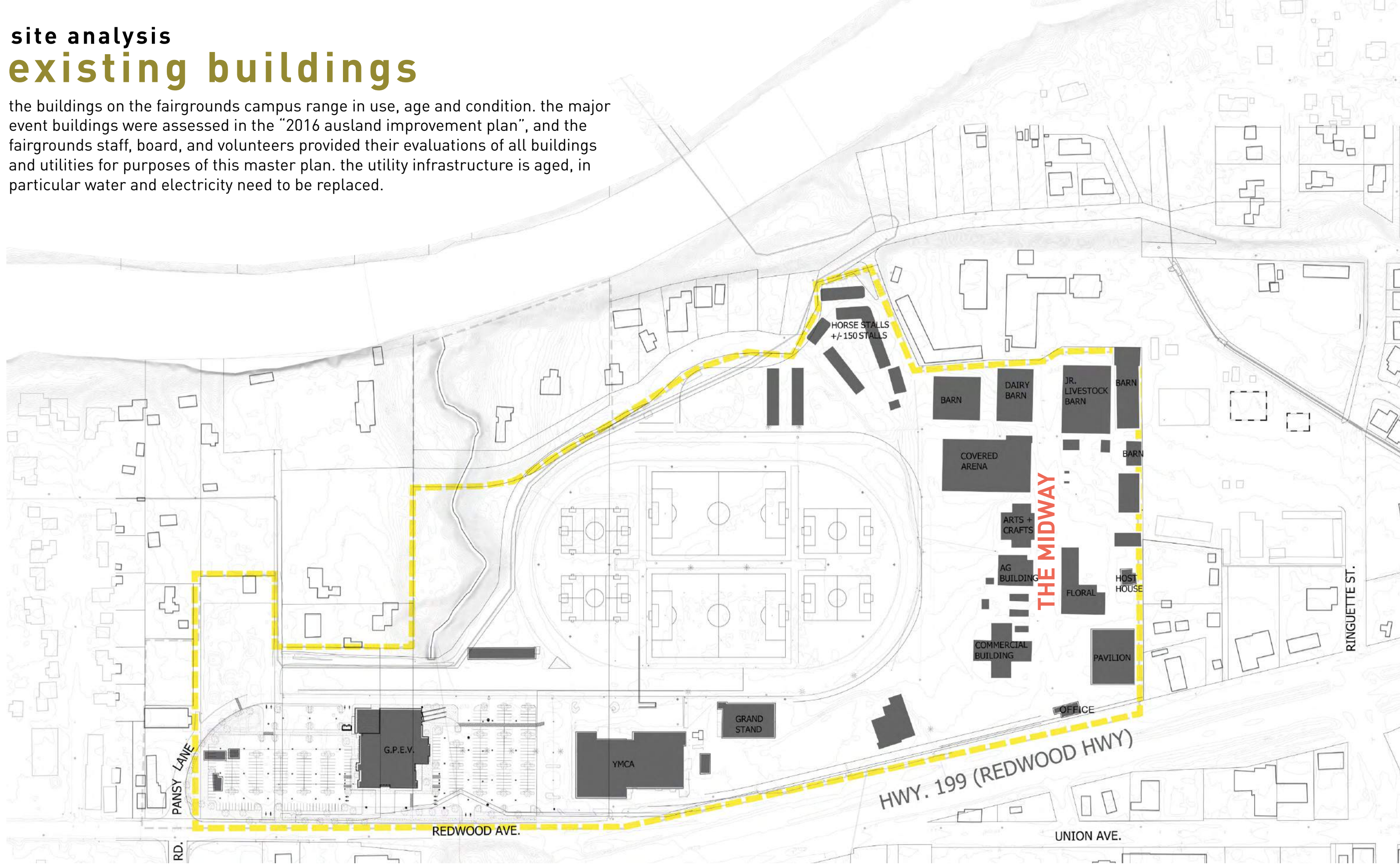
it is important to develop a connection point to provide the link between facilities with shared use, parking, and access for visitors, service and emergency needs.



site analysis

existing buildings

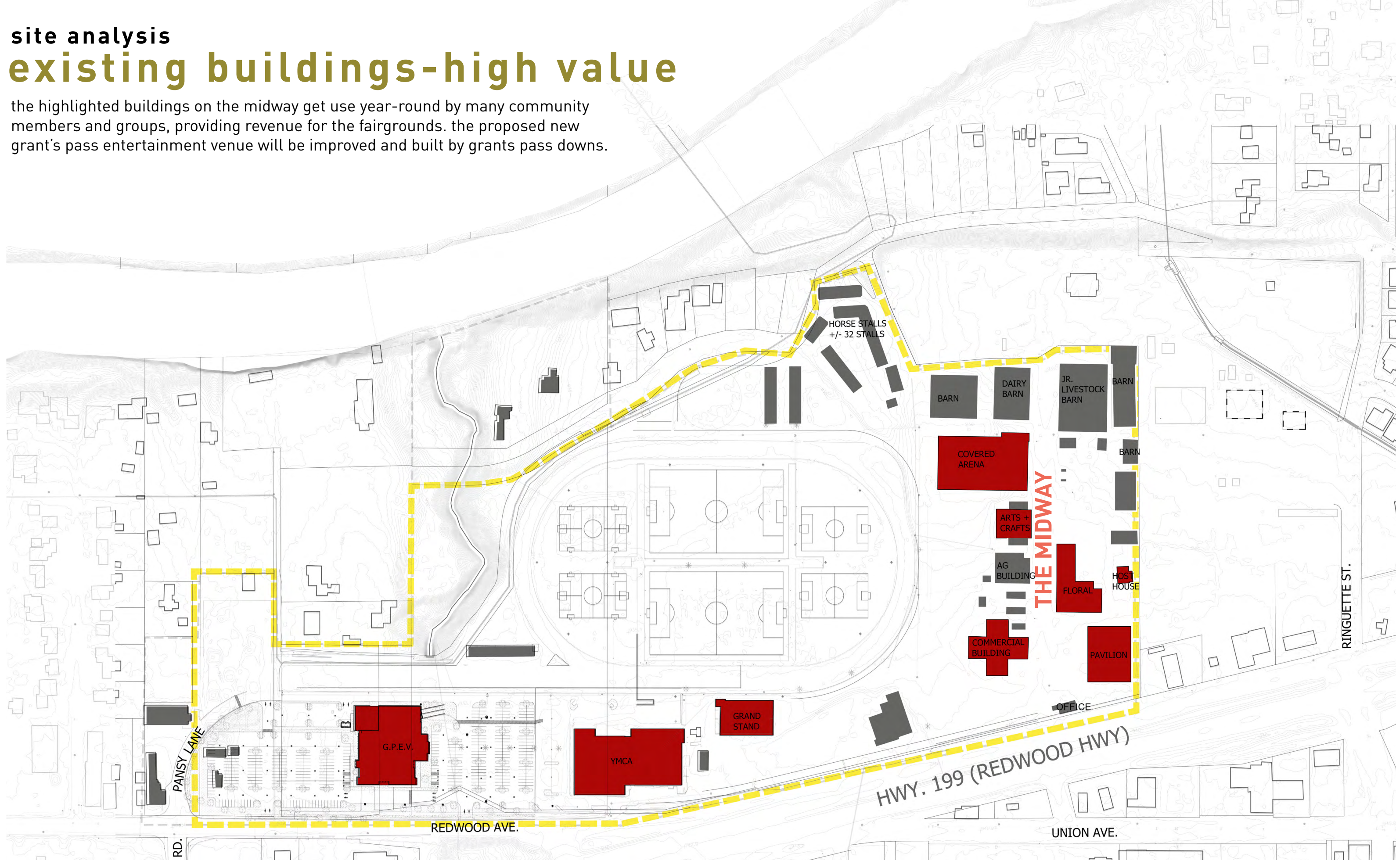
the buildings on the fairgrounds campus range in use, age and condition. the major event buildings were assessed in the "2016 ausland improvement plan", and the fairgrounds staff, board, and volunteers provided their evaluations of all buildings and utilities for purposes of this master plan. the utility infrastructure is aged, in particular water and electricity need to be replaced.



site analysis

existing buildings-high value

the highlighted buildings on the midway get use year-round by many community members and groups, providing revenue for the fairgrounds. the proposed new grant's pass entertainment venue will be improved and built by grants pass downs.

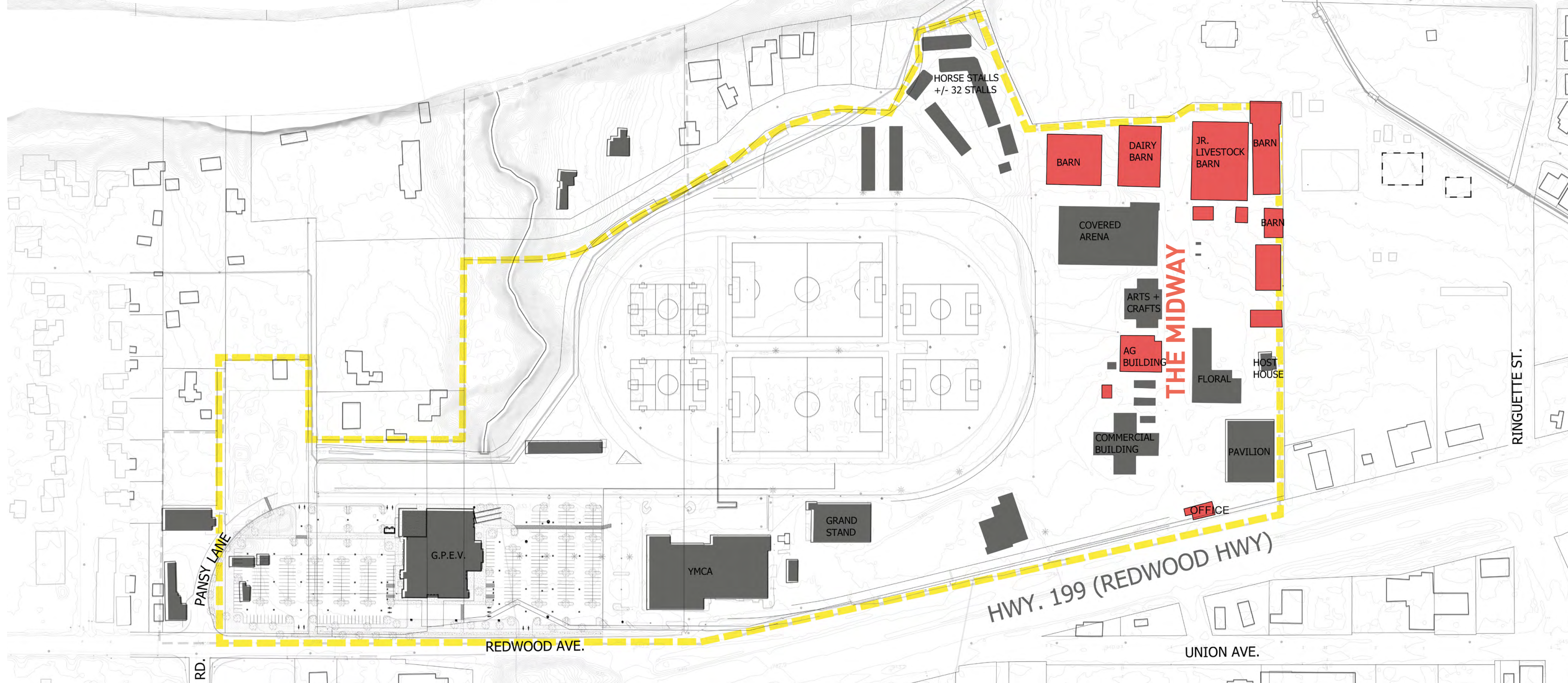


site analysis

existing buildings-low value

these highlighted, primarily livestock, buildings, are in greatest need of repair but can be replaced to provide better, more flexible spaces for their important uses.

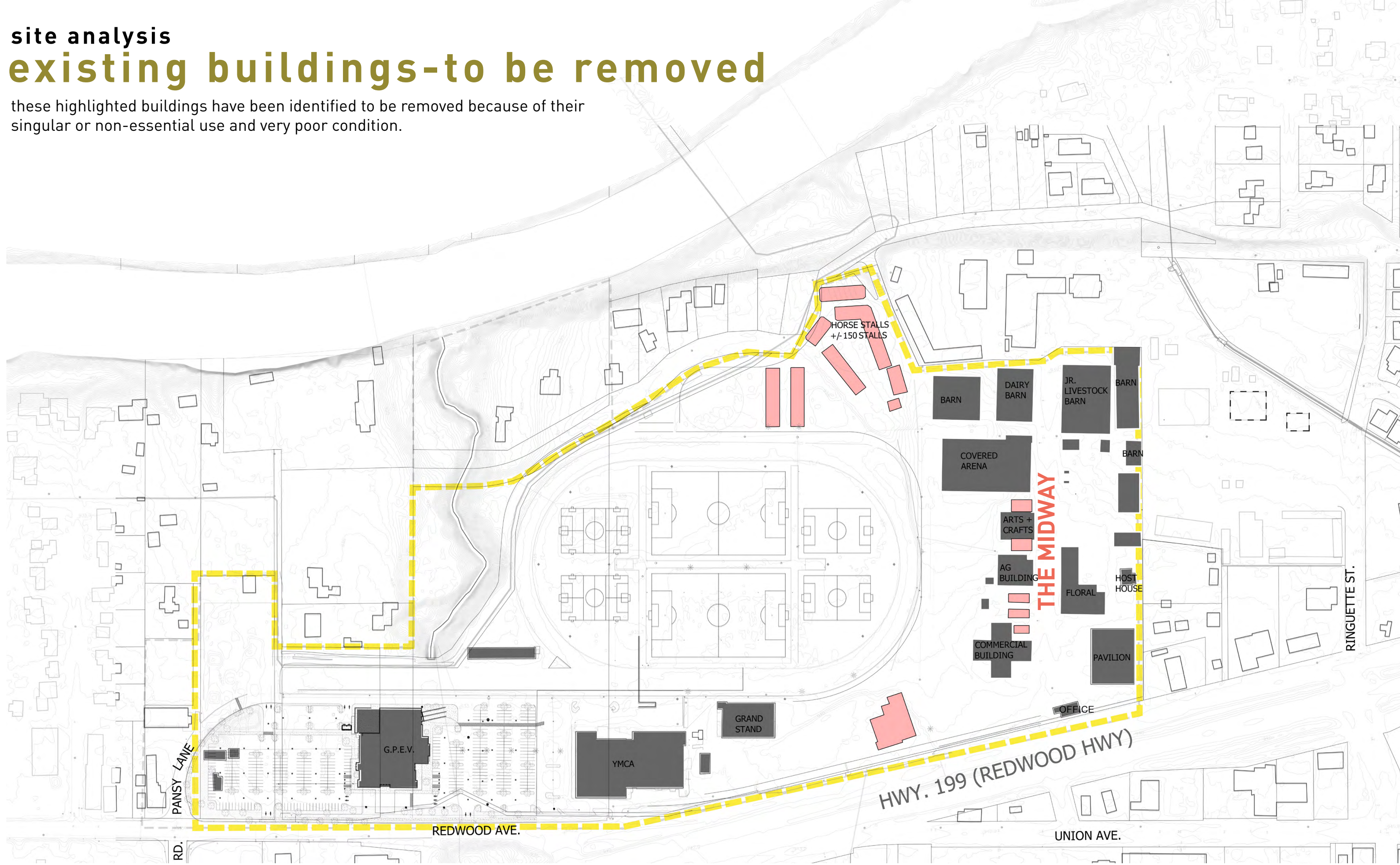
the AG building, too, has limited uses due to its plan configuration and needed maintenance. through community feedback, it is recommended to be replaced with a flexible daily-use multi-sports building for youth sports, pickleball, community dances, youth entertainment, and could also act as an emergency shelter.



site analysis

existing buildings-to be removed

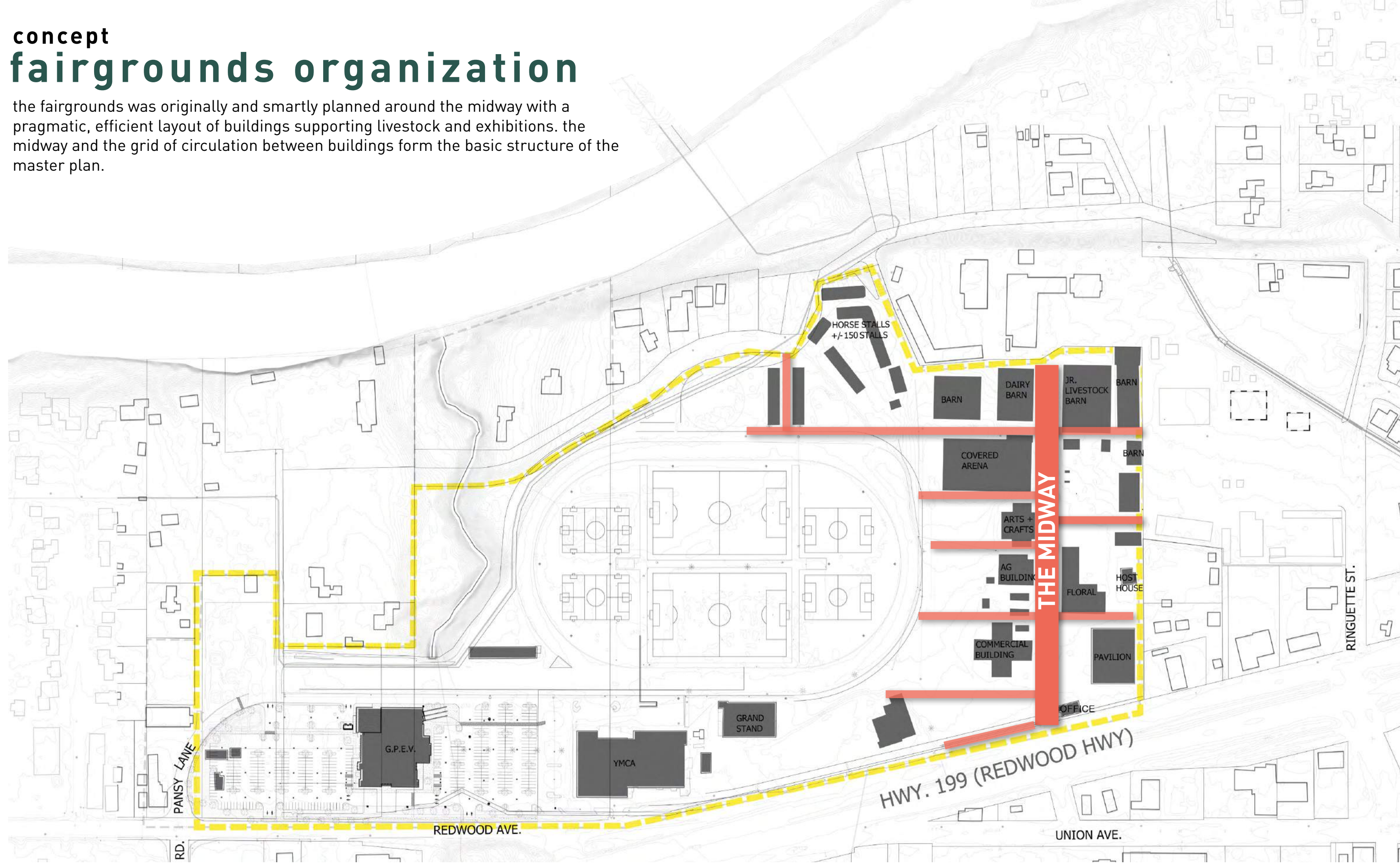
these highlighted buildings have been identified to be removed because of their singular or non-essential use and very poor condition.



concept

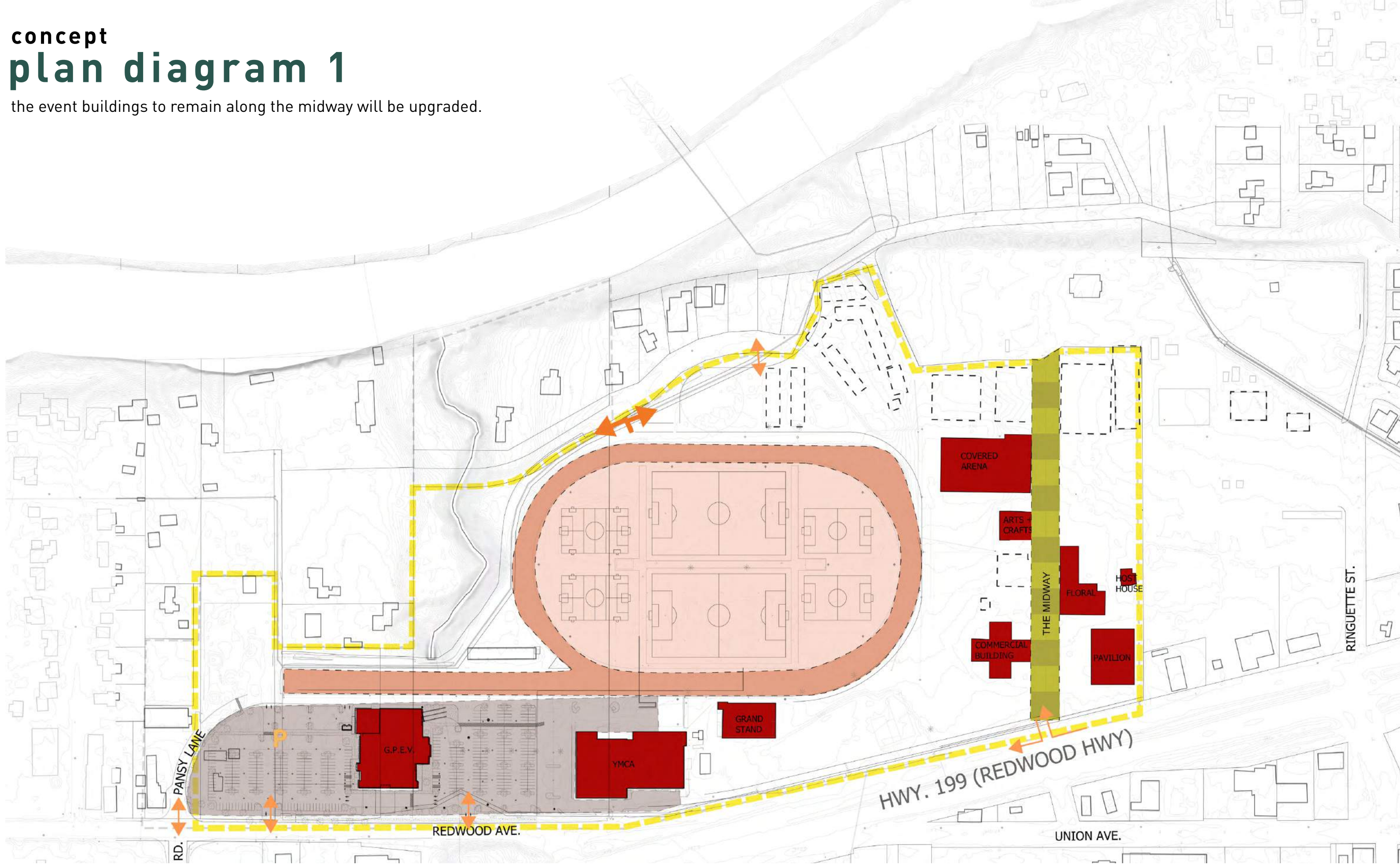
concept fairgrounds organization

the fairgrounds was originally and smartly planned around the midway with a pragmatic, efficient layout of buildings supporting livestock and exhibitions. the midway and the grid of circulation between buildings form the basic structure of the master plan.



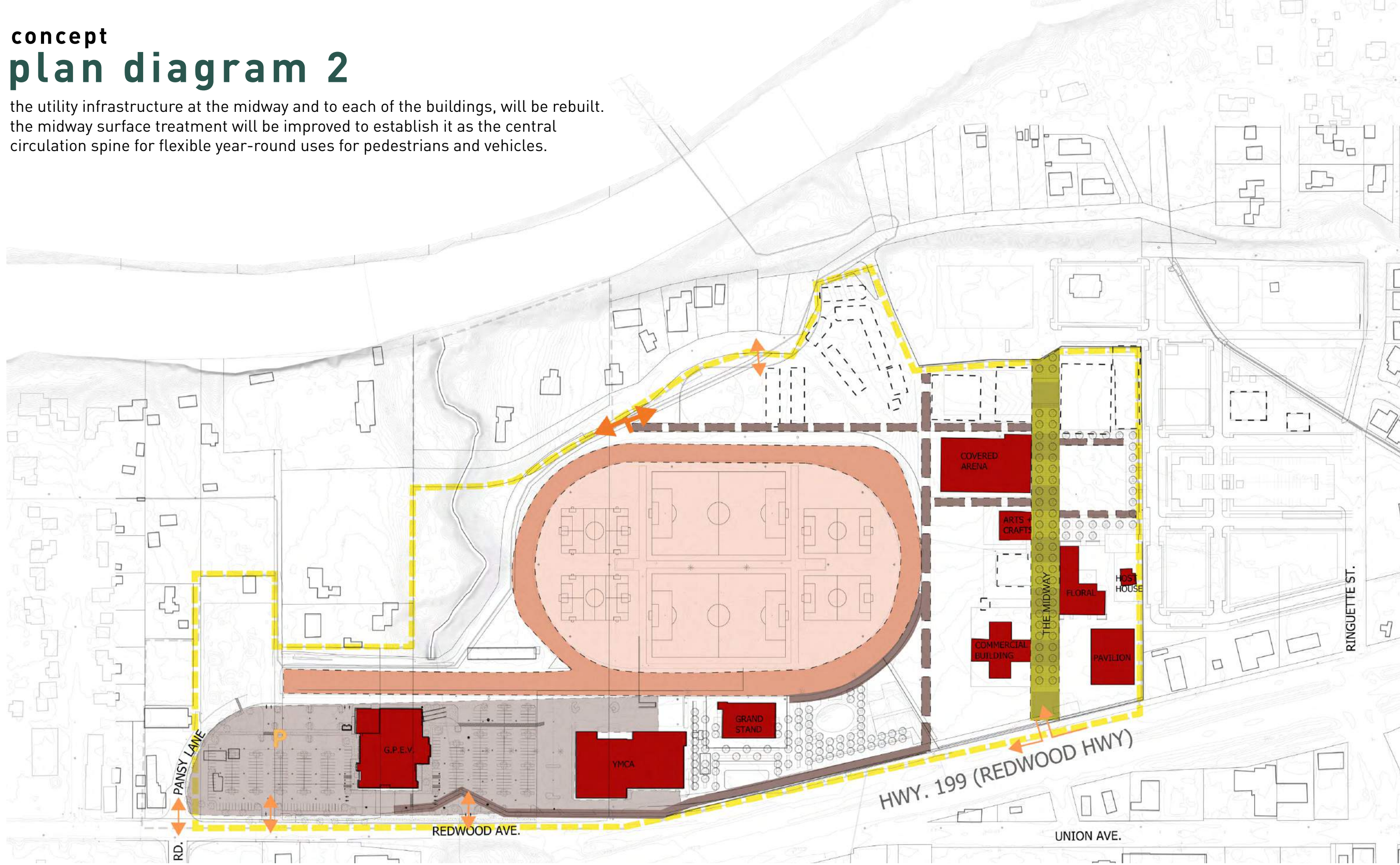
concept plan diagram 1

the event buildings to remain along the midway will be upgraded.



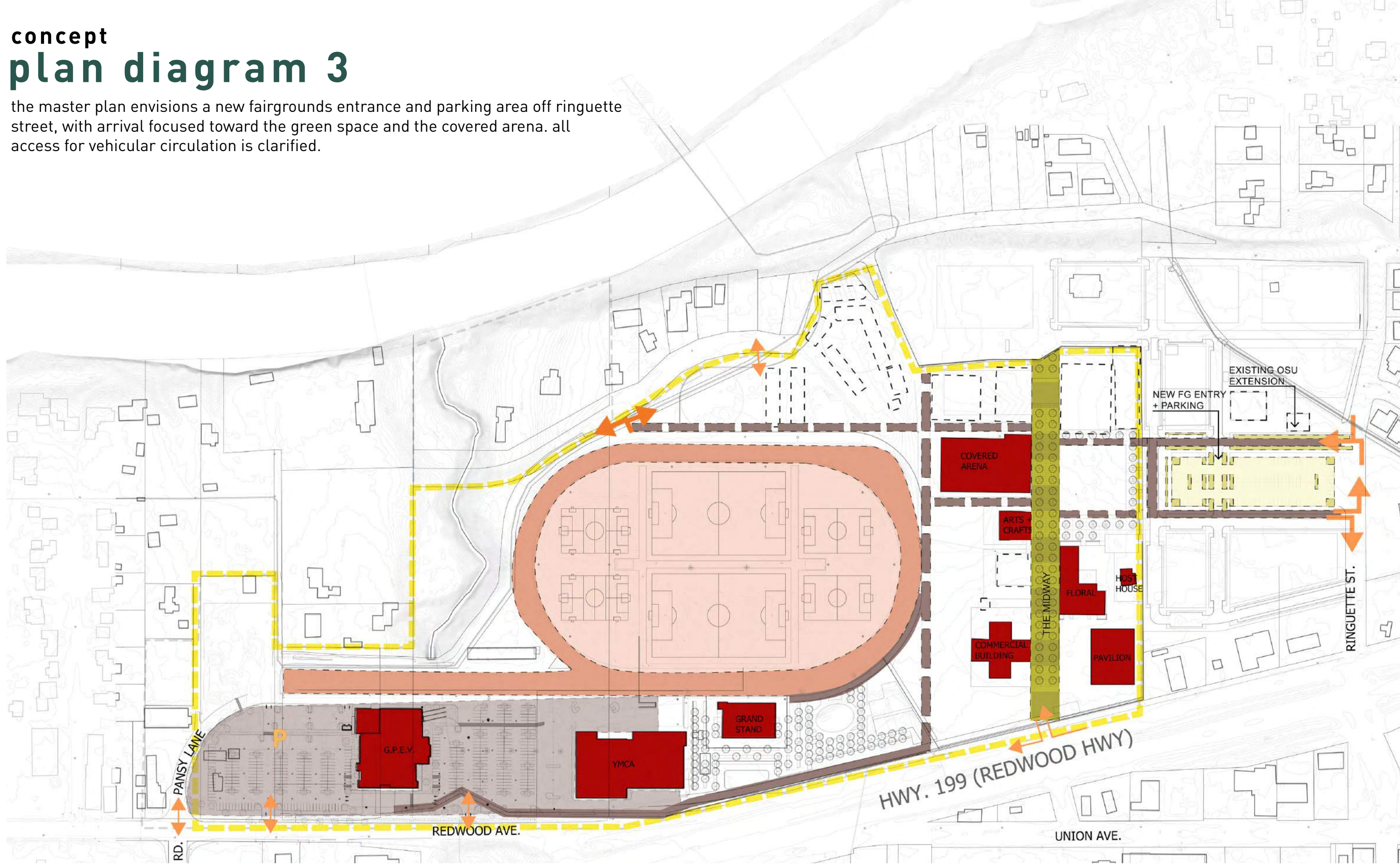
concept plan diagram 2

the utility infrastructure at the midway and to each of the buildings, will be rebuilt.
the midway surface treatment will be improved to establish it as the central
circulation spine for flexible year-round uses for pedestrians and vehicles.



concept plan diagram 3

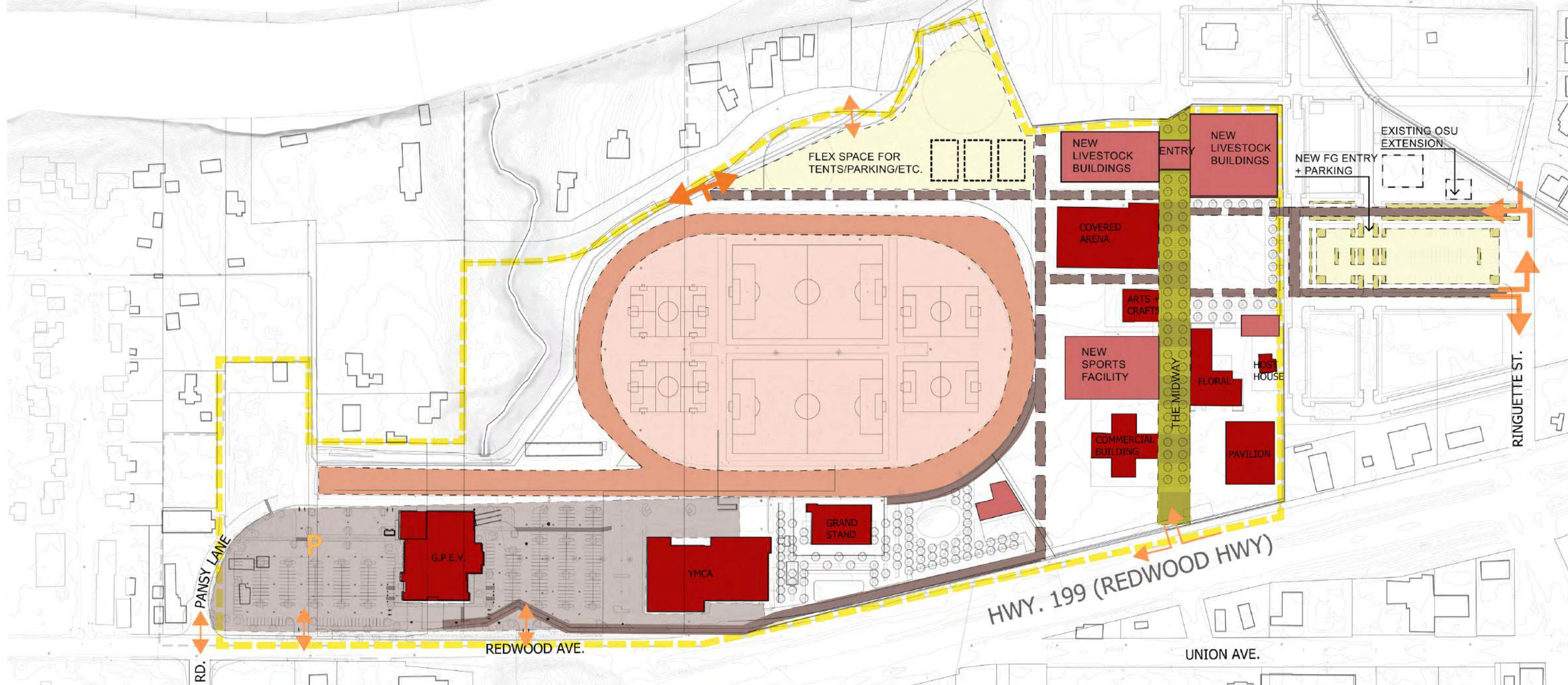
the master plan envisions a new fairgrounds entrance and parking area off ringuette street, with arrival focused toward the green space and the covered arena. all access for vehicular circulation is clarified.



concept plan diagram 4

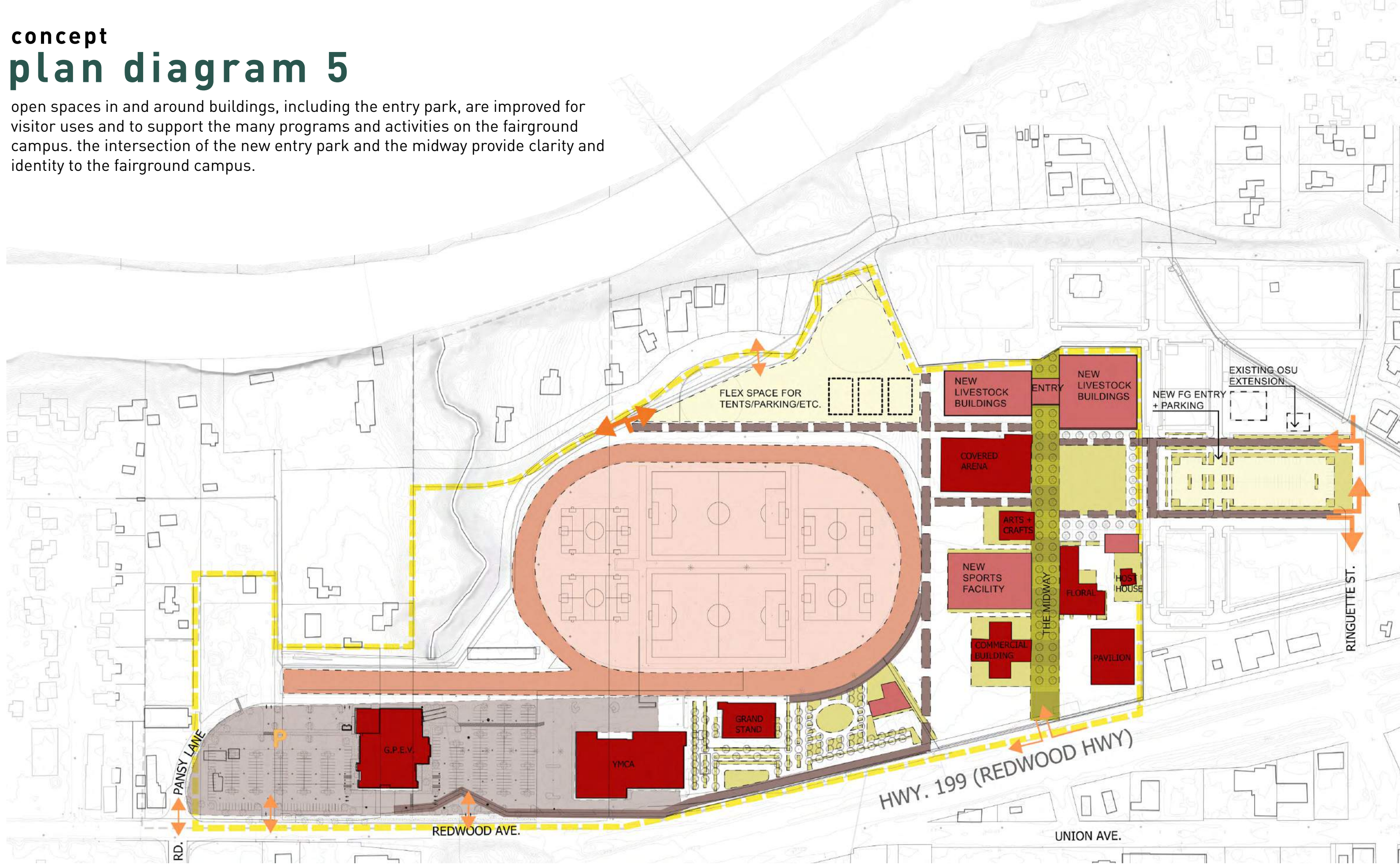
new buildings-
a new flexible livestock pavilion and open arena is planned as a major focus at the end of the midway. an adjacent large open space provides flexibility for temporary or permanent horse stalls and parking.

in addition a new flexible daily-use multi-sports building for youth sports, pickleball, community dances, youth entertainment, and which could also act as an emergency shelter.



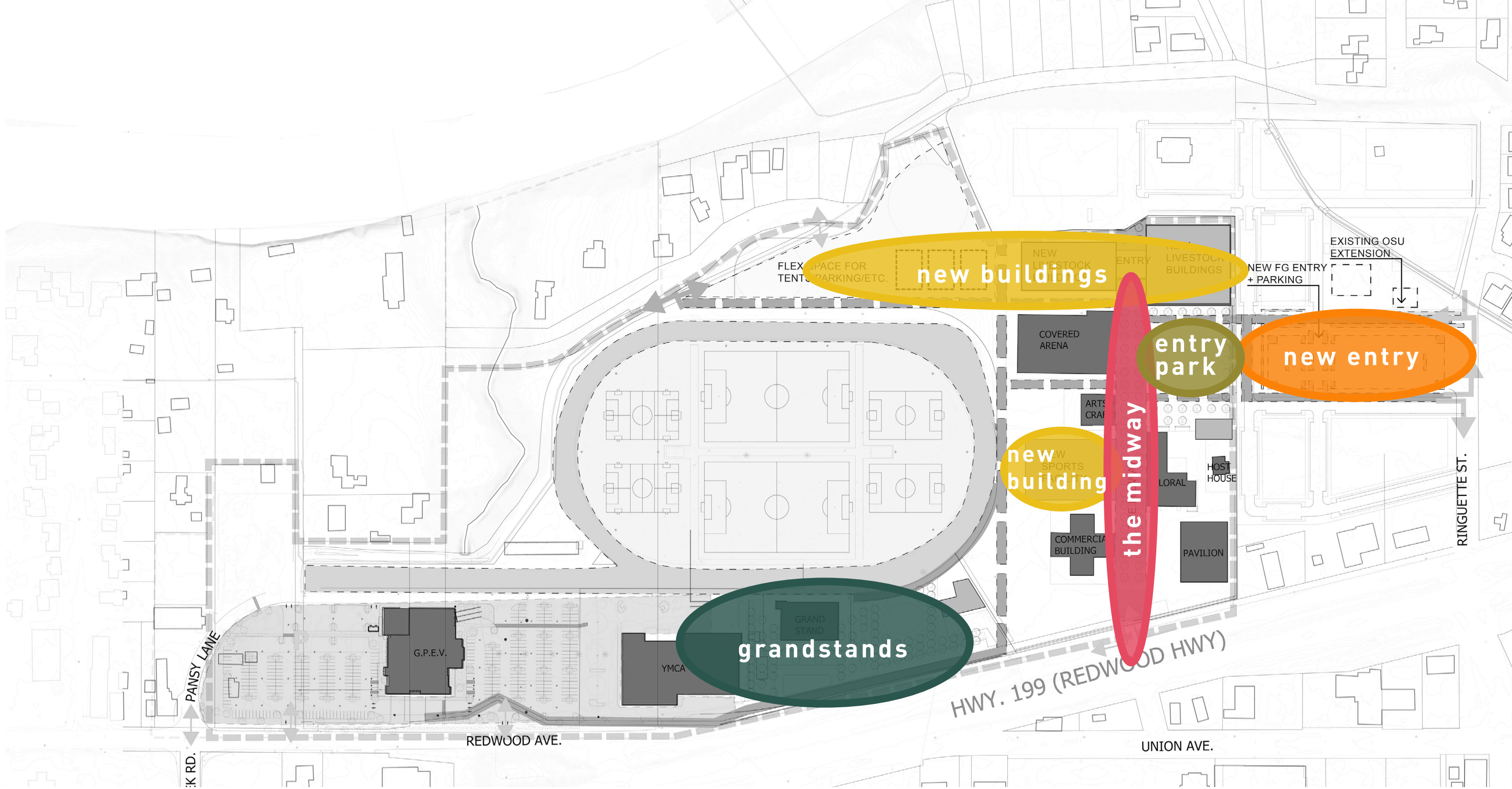
concept plan diagram 5

open spaces in and around buildings, including the entry park, are improved for visitor uses and to support the many programs and activities on the fairground campus. the intersection of the new entry park and the midway provide clarity and identity to the fairground campus.



concept program zones

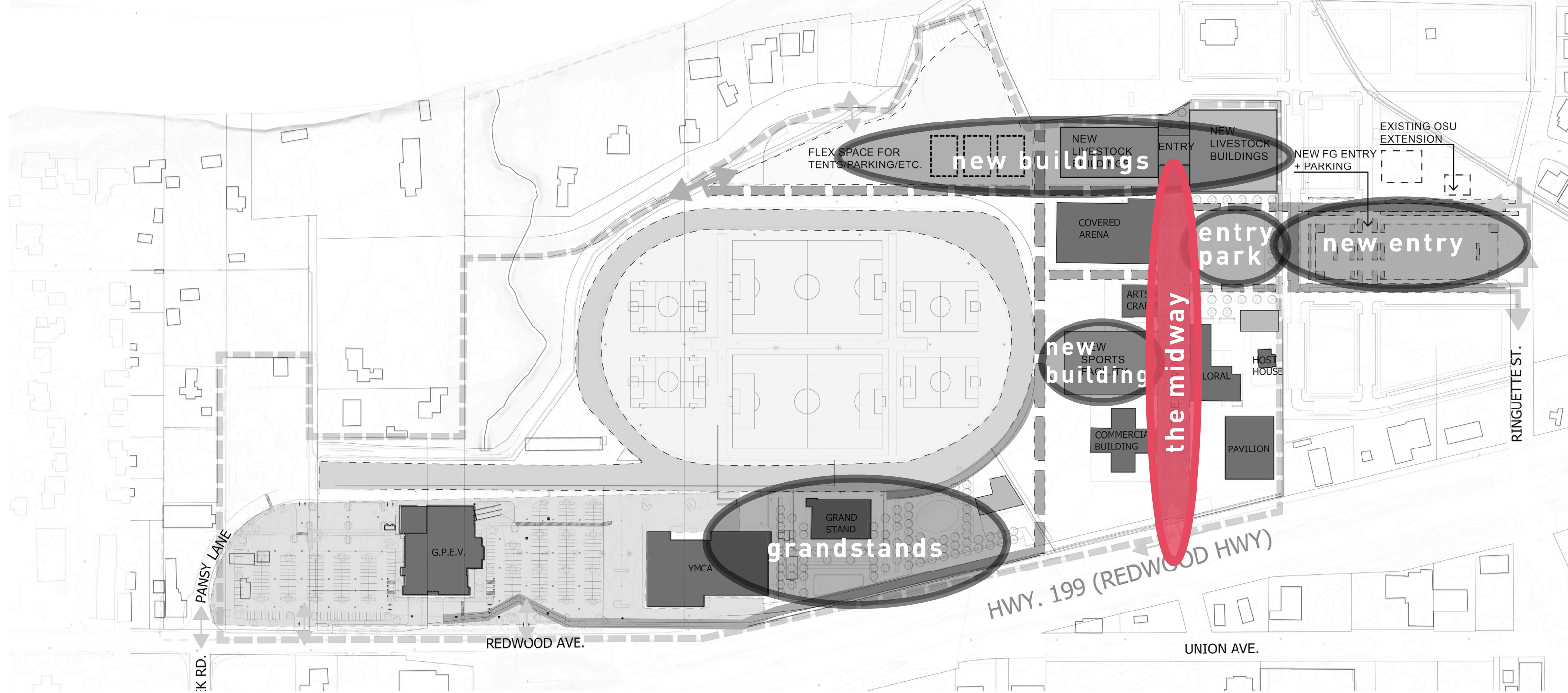
the master plan has illustrated these 5 distinct zones of the fairgrounds campus to give a flavor of what the campus could be.



concept

program zones-the midway

the midway is the mainstreet, the heart of the fairgrounds, and is surrounded by beloved and new buildings that provide flexible spaces for multiple year-round uses. the midway contains new infrastructure and surface treatments to support all fairground functions. it acts as the primary path for pedestrians and bicyclist, linking the fairgrounds with the river and the city. shade trees, plantings and building entries will be considered to optimize the visitor experience for year-round use.



concept
program zones-the midway

inspirational images



concept

program zones-the midway

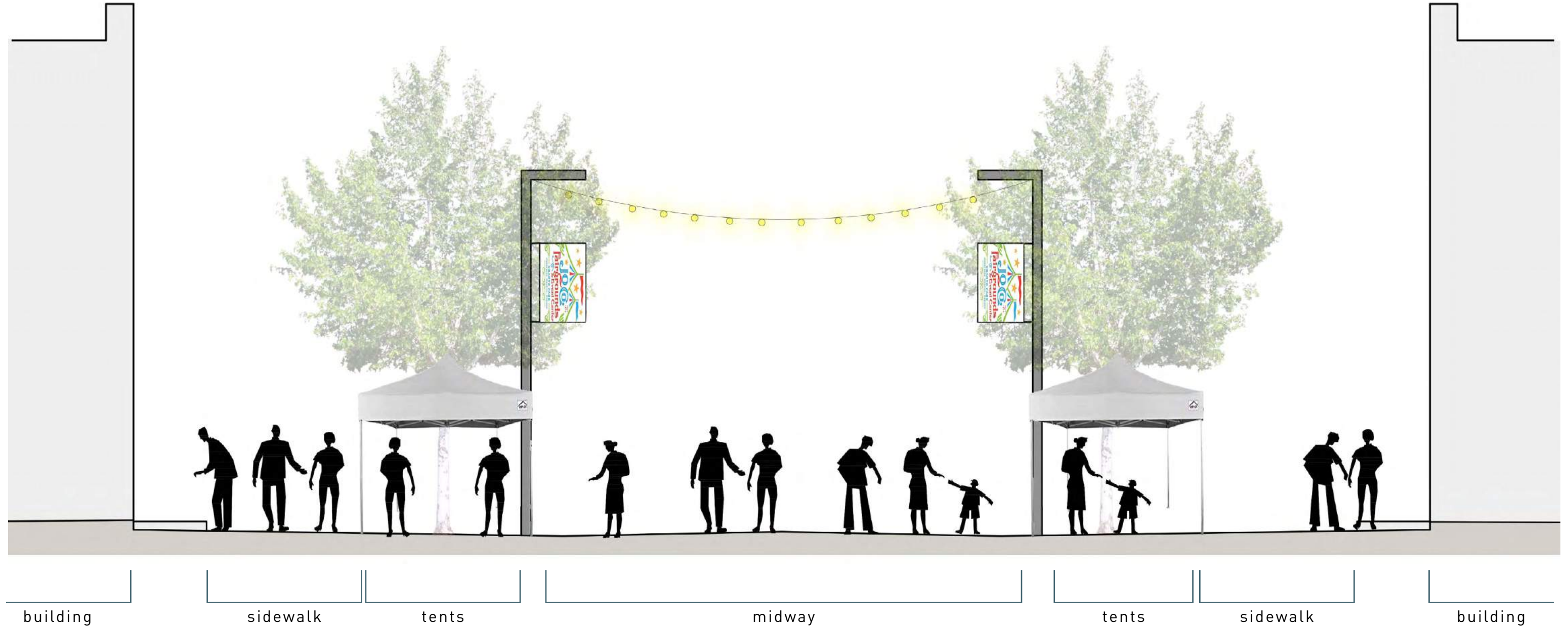
a section through the midway during a special event



concept

program zones-the midway

a section through the midway with market booths or tents



concept

program zones-the midway

provides service access to all the event spaces and buildings



concept
program zones-the midway



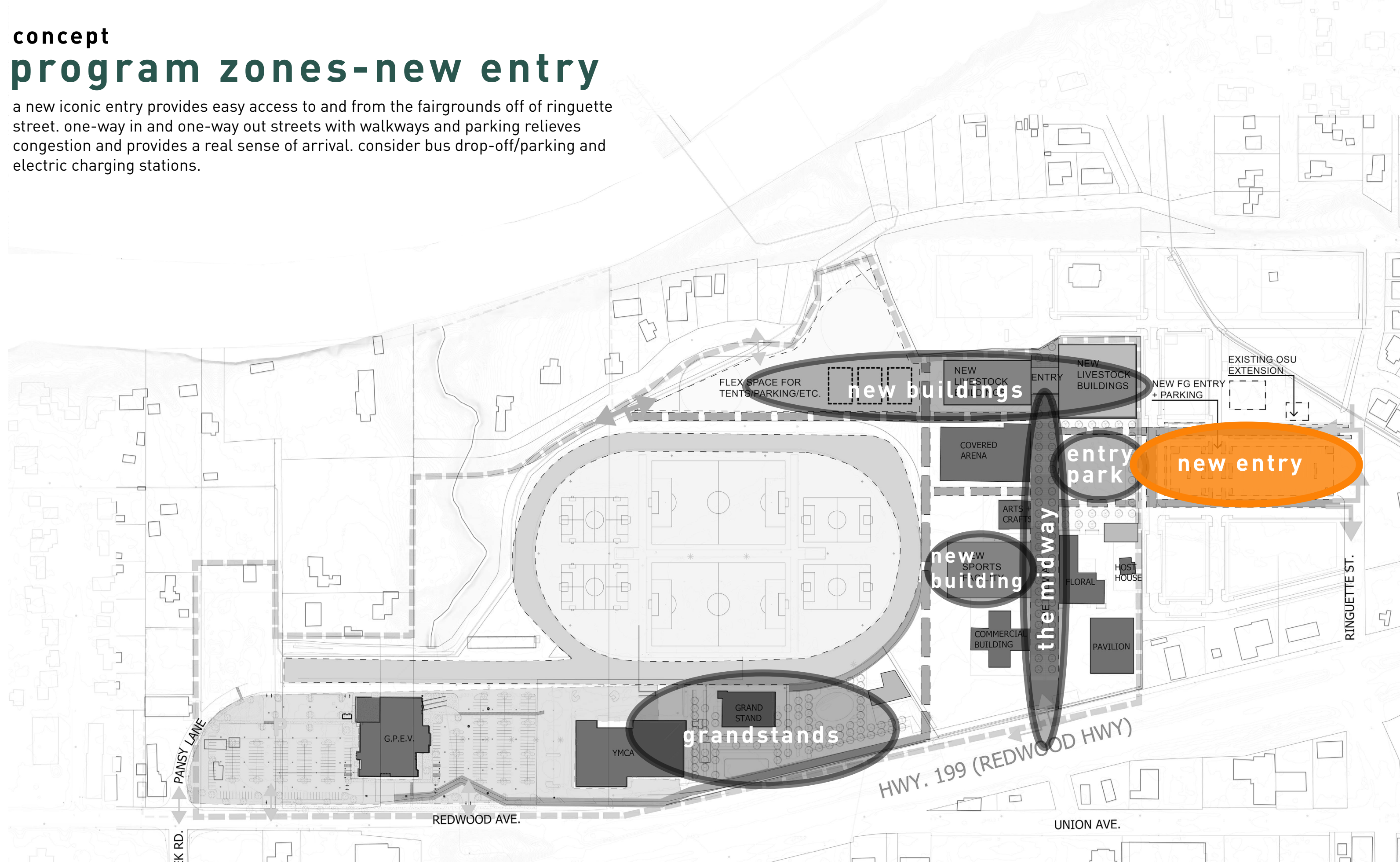
concept
program zones-the midway



concept

program zones-new entry

a new iconic entry provides easy access to and from the fairgrounds off of ringuette street. one-way in and one-way out streets with walkways and parking relieves congestion and provides a real sense of arrival. consider bus drop-off/parking and electric charging stations.



concept
program zones-new entry

inspirational images



concept

program zones-new entry

section through new entrance drive and walkways to the fairgrounds



concept
perspective

new entrance drive and walkways to the fairgrounds



concept
perspective

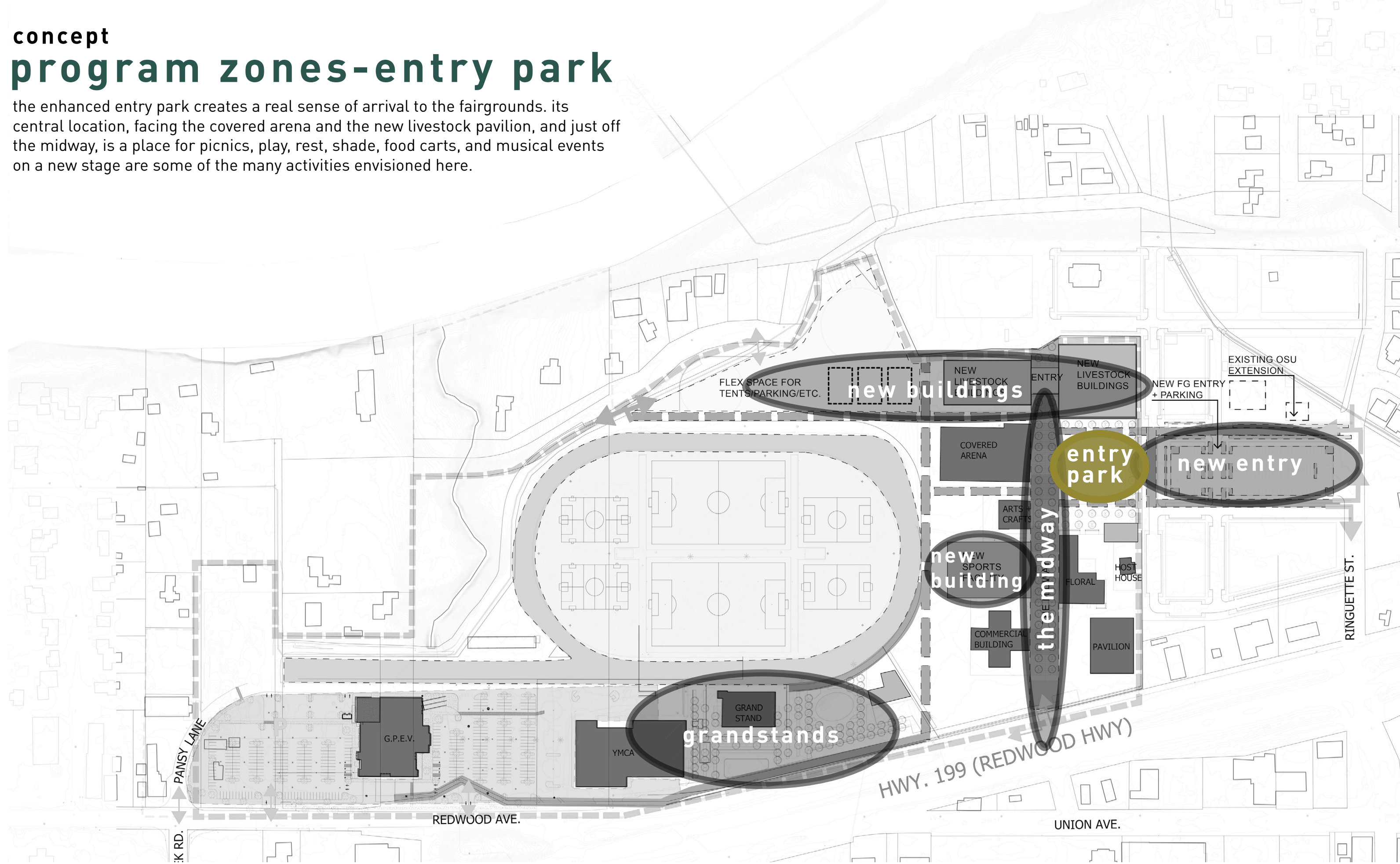
new entry into the fairgrounds provides sense of arrival at the entry park



concept

program zones-entry park

the enhanced entry park creates a real sense of arrival to the fairgrounds. its central location, facing the covered arena and the new livestock pavilion, and just off the midway, is a place for picnics, play, rest, shade, food carts, and musical events on a new stage are some of the many activities envisioned here.



concept
program zones-entry park

inspirational images



concept perspective

view of the entry park



concept perspective

view of the entry park

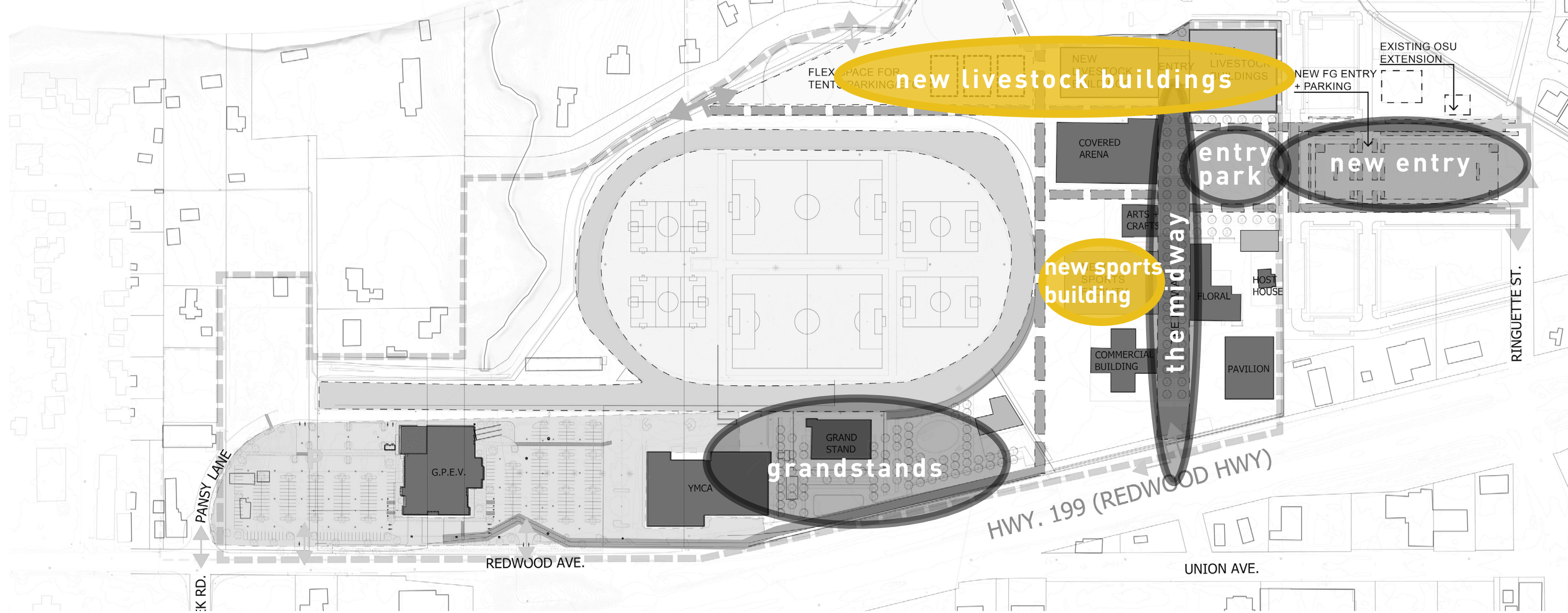


concept

program zones-new buildings

a new flexible livestock pavilion, warm-up arena and horse stalls positioned the end of the midway and adjacent to the covered arena, new entry and entry park, will create efficient and functional multi-use spaces for the many animal and livestock programs that do and can occur year-round at the fairgrounds. access for trailers to load and unload livestock, as well as space for a maintenance shop will be considered.

replacing the aged AG building with a new flexible sports building will provide the community with space for multiple daily-use activities for all ages, and can serve as an emergency shelter in times of need. New restrooms will replace the small restroom building.



concept

program zones-new livestock buildings

inspirational images



concept

program zones-new sports building

inspirational images



concept perspective

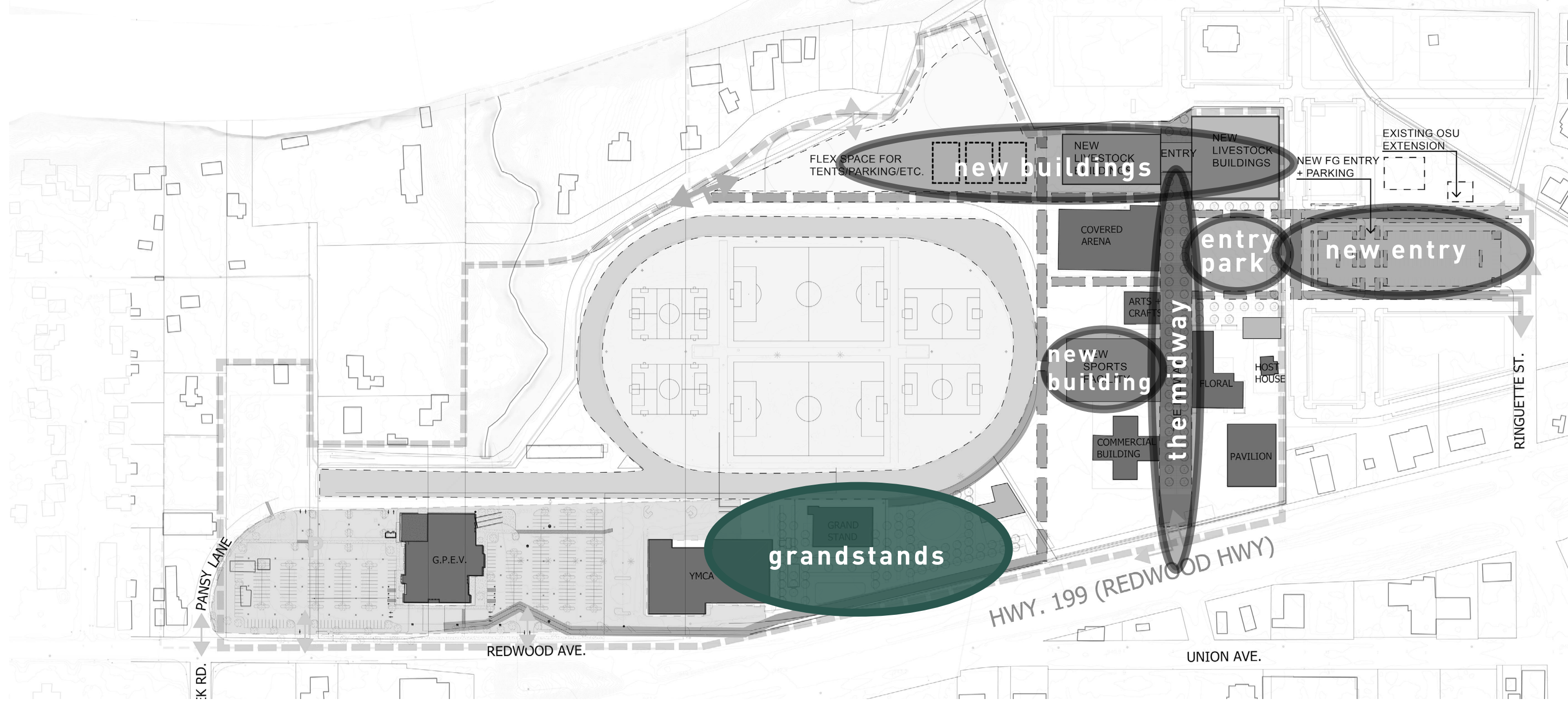
view of the new livestock buildings adjacent to the covered arena



concept

program zones-grandstands

the development of the soccer fields and the horse racing track require an upgrade of the grandstands and the construction of new facilities around it. this area will have new pedestrian paths and connections to the fairgrounds, vehicular access and parking, a winner's circle, paddock, clubhouse, locker rooms for the riders, and dining area. it creates a vibrant link between all the uses on the fairgrounds campus. this area will be developed by tmb racing.



concept program zones-grandstands

inspirational images



concept perspective

view of the new spaces around the enhanced grandstand





thank you!