



MASTER PLAN

ORANGE COUNTY FAIR AND EXPOSITION CENTER COSTA MESA, CALIFORNIA

PREPARED BY:

**LSA ASSOCIATES, INC.
LP3/LPA
BARKETT/MYRMAN CONSULTING
ALFRED GOBAR ASSOCIATES
FUSCOE ENGINEERING, INC.**

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EXECUTIVE SUMMARY

In the beginning of 2001, the Board of Directors of the 32nd District Agricultural Association (DAA), along with the California Construction Authority, commissioned LSA Associates, Inc. (LSA) to prepare a Master Plan for the 150-acre Orange County Fair and Exposition Center site (OCFEC, or the Fairgrounds) located in Costa Mesa, California. This property, formerly occupied by the Santa Ana Army Air Base, has been used as the Fairgrounds for over fifty years. The properties surrounding the Fairgrounds have evolved from an agricultural community to a mixed use urbanized area. The Fairgrounds reflects and responds to the evolving nature of Orange County. In addition to hosting agriculturally related events, it has grown into a significant community events center.

Challenging the Board of Directors was the goal of remaining committed to the 32nd DAA Mission Statement of providing a community resource for the entire County, while simultaneously acknowledging and considering its neighbors. The Board of Directors rose to this challenge by:

- Conducting a very thorough public input process that identified and solicited opinions and perspectives from stakeholders;
- Establishing the physical parameters of future improvements to the Fairgrounds;
- Reviewing, commenting on, and presenting to the public a series of programming and site alternatives; and

- Identifying a preferred Master Plan alternative to serve as a blueprint for the future use of the Fairgrounds.

The Master Plan articulates a Vision for the Fairgrounds for the next 10 to 12 years. It reminds the Board, staff and Fairgrounds users that the annual summer Fair is the preeminent use of the site, and also speaks to the commitment of providing a gathering place for a wide variety of activities, particularly celebrations.

The OCFEC Master Plan is composed of three sections: The Vision, The Plan, and Implementation. The Vision Section is a tool to be used for telling the story of the Fairgrounds' future. The Plan Section provides guidance to the OCFEC Board of Directors and Staff when changes in programs and facilities are being considered. The Implementation Section lays out a schedule and means to realize the Master Plan.

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VISION



THE VISION

INTRODUCTION

Conveniently located off the 405 and 55 freeways at 88 Fair Drive in the heart of Costa Mesa, the 150-acre Orange County Fair and Exposition Center (OCFEC) is a popular Southern California destination, hosting over 100 events and shows a year and attracting over 4.1 million visitors annually. It is the home of the annual Orange County Fair, Youth Expo, Centennial Farm, and other major events.

History

The history of the Orange County Fair reaches back to 1892, as the rivalry between Los Angeles County and Orange County farmers began to bloom. A race between two horses, Silkwood, bred in Orange County, and McKinney, a Los Angeles racehorse, was the center of the attraction; however, prize livestock and agricultural exhibits were also shown. Silkwood won that race and many others, and the Fairgrounds continued to grow.

Finally, in 1895, Silkwood lost his first race, and interest in the Fair waned. When it reopened in 1897, the Fair focused on more than just horse racing, with events, exhibits, a barbecue, and the first Ladies Day.

During World War I, the Fair was suspended; however, it continued as the Harvest Home Festival in Huntington Beach. In 1920, the Fair returned, and a 13 acre site near the Orange County Hospital was

purchased for the Fair, which continued until the Depression halted the event. In 1937, the Fair was again started and continued until World War II broke out.

After WWII, the California Department of Agriculture formed the 32nd District Agricultural Association, and gave it responsibility for organizing the Orange County Fair. The State then obtained 175 acres in Costa Mesa, the former site of the Santa Ana Army Air Base. By 1949, the Orange County Fair and Exposition Center (OCFEC and Fairgrounds) was established at this site where it remains today. The first of these fairs drew approximately 40,000 people.

Since 1949, the OCFEC has evolved into a major event center hosting a variety of exhibitions, shows, and festivals throughout the year. Over 4 million people visited the OCFEC in 2001, with approximately 840,000 attending the annual summer Fair.

Purpose

CELEBRATION defines the purpose of the OCFEC—celebrating the agricultural history of Orange County, celebrating the economy and lifestyle of the County’s early communities, celebrating the interests of the current diverse population of Orange County, and celebrating the County’s varied educational, entertainment, and recreational interests.

The purpose of the OCFEC is to provide a place for **CELEBRATION**.

Providing an area and accompanying support facilities and staffing so that groups can celebrate truly makes the OCFEC a unique place in Orange County. Preserving this uniqueness will only serve the Orange County community to a greater degree.

Mission Statement

The summary report for the 2000-2002 Strategic Plan prepared by the 32nd District Agricultural Association (32nd DAA), the entity responsible for the Orange County Fair and Exposition Center, establishes the following mission for the OCFEC.

The mission of the Orange County Fair and Exposition Center is to provide educational, entertainment, and recreational opportunities for the general public and preserve the heritage of California agriculture. This is accomplished while promoting and showcasing the talents, interests, and accomplishments of the citizens of California, especially Orange County residents.

MASTER PLAN

As the community evolves and grows, so must the OCFEC. There is a greater demand from current tenants, show producers, event promoters, and community organizations for larger and more modern facilities.

The purpose of the OCFEC Master Plan is to deliver a blueprint for the Fair's future. The Master Plan establishes a Vision Statement and the means to realize it.

Contents of Master Plan Document

Vision. The first section of this Master Plan document provides the Vision and steps leading up to its development—an introduction, a description of the data gathering process that initiated the planning process, the vision and direction statements that served to guide the formulation of this Plan, the program alternatives (uses) that were explored, and the site plan

Master Plan Contents:

- Vision
- Plan
- Implementation

alternatives for the physical layout of the Fairgrounds that were considered by the Fair stakeholders, Board, and staff.

Plan. The second section of this document outlines the community context and setting, the concept behind the Master Plan, and the design guidelines that will enable the OCFEC to achieve its Vision. The components necessary to support the Plan, including infrastructure, circulation, open space/landscape concepts, visual elements/site graphics, fencing, lighting, and architectural framework/design guidelines, are also described and illustrated in detail.

Implementation. The final section of the Master Plan provides a strategy for implementing the Plan, the phasing of improvements, a matrix specifying which entity is responsible for each task, and incorporates the business plan that projects the capacity of event activity to generate revenue for Fairground improvements.

DATA GATHERING PROCESS

The development of a successful Master Plan warranted an effective, comprehensive data gathering effort. Data gathering for this Master Plan involved two general categories: existing physical conditions, and stakeholders' opinions and perspectives regarding the use and future of the OCFEC.

Existing Physical Conditions

Prior to commencing the Master Plan process, a comprehensive review and evaluation of the OCFEC existing physical conditions—on-site facilities and infrastructure, as well as

The Existing Conditions Report provided parameters in which land use alternatives were developed.

immediate off-site infrastructure—was conducted. In addition, a review of the current year-round program occurred as part of this evaluation. An Existing Conditions Report (ECR) was prepared in February 2001 and is available under separate cover. This report provided critical background information for assessing the program alternatives and associated physical site plans (which are discussed later in this report). That is, the ECR provided the physical parameters of the OCFEC in which proposed alternative programs and site plans could be assessed and evaluated.

The ECR describes the land use and zoning designations and the traffic circulation network of the area surrounding the Fairgrounds. Descriptions are provided for existing OCFEC buildings, facilities, landscaping, and signage. Site utilities including water, sewer, and drainage are addressed. In order to give an indication of the wide variety of entertainment, business, and community activities typically occurring throughout the year, the report presents the OCFEC events calendar for the year 2000. Also given is a summary of the operating budget for the OCFEC and background information regarding the OCFEC's governance.

Stakeholders Identification and Participation

While the ECR was being prepared, a thorough data gathering process was completed. The intent of this process was to understand the perspectives, opinions, and desires of a variety of OCFEC stakeholders. Once this information was received, it was organized into a matrix in order to statistically assign weight to the data and begin to understand any trends or consensus of thought pertaining to the current and future use of the OCFEC. The data gathering also included review and incorporation (where appropriate) of past documentation.

Several groups of stakeholders were identified, which included the Board of Directors and OCFEC staff, Internal groups and External groups.

Board of Directors. The 32nd District Agricultural Association Board of Directors is ultimately responsible for use and disposition of the OCFEC. Each Board

Over 2,000 questionnaires were distributed to stakeholders.

member is appointed by the Governor and serves a four year term. There are several subcommittees that involve individual Board members and are responsible for different, ongoing operational issues (e.g., Building and Grounds, Finance, etc.). Each Board member completed a multiple page questionnaire. Then each member was interviewed, providing the opportunity to explore their answers and discuss other issues at length.

Staff. The OCFEC employs a highly diverse, experienced, and knowledgeable staff serving in a wide range of professional positions. The staff understands the OCFEC from a daily operational and maintenance perspective. Details including, but not limited to, adequate parking, concessions, infrastructure, building space, and inquiries from prospective users were obtained from questionnaire responses and individual and group interviews.

Internal Stakeholders. Responses were solicited from internal stakeholders, which were defined as groups and businesses associated with the annual Fair or events throughout the year. These included food concessionaires, commercial exhibitors, the annual fair carnival operator, community associations that use the Fairgrounds, year-round fairground tenants, and boarders and trainers that use the equestrian center.

External Stakeholders. External stakeholders that received questionnaires included the nearby uses such as Vanguard University, Orange Coast Community College, Costa Mesa High School, Davis School, Fairview Community Church, and the City of Costa Mesa. Several key external stakeholders such as City representatives were interviewed in addition to submitting and receiving questionnaires.

Public Meetings. An evening public meeting was held in March 2001 at the OCFEC. Approximately 150 people attended. The purpose of this meeting was to solicit additional comments, concerns, and opinions regarding the OCFEC. Many of the participants raised concerns about past issues and events. In addition, participants provided ideas and thoughts about the future use of the OCFEC. Additional questionnaires and surveys were made available to members of the general public at this meeting. Several other public meetings were held as the various program and land use alternatives emerged as part of the Master Plan process.

Summary. The questionnaires submitted to the aforementioned stakeholders inquired about preferences and thoughts regarding the OCFEC's purpose and targeted clients; desired goals; opinions regarding events, programs, or activities to continue and discontinue; and preferred objectives. Over 2,000 questionnaires were distributed and over 200 were completed and returned. This response (approximately ten percent) is considered statistically sound in representing a broad cross-section of interested parties. The responses to the questionnaires and the information gathered via the meetings and interviews were documented and consolidated into a spreadsheet, and the results were analyzed and summarized. A trend analysis was conducted, and ideas regarding future potential programming began to emerge.

VISION STATEMENT

As a result of this data gathering effort, a draft Vision Statement was developed to provide a general goal for the remainder of the master planning process, including implementation. The Draft Vision Statement was presented during the March 2001 public meeting. As a result of the comments received during this public meeting, the draft Vision Statement was revised into a final Vision Statement as follows:

The Vision Statement is a general goal for the Master Plan.

With a firm commitment to portraying the agricultural heritage of Orange County, the Vision for the Orange County Fair and Exposition Center is for it to be perceived and to function as a unique dynamic resource contributing to and reflecting the culture of the County in a fiscally and environmentally responsible manner through educational, recreational, and community programs during the Fair and on a year-round basis.

In addition, Direction Statements were created. Primarily by addressing and meeting these Direction Statements, this Master Plan will provide avenues for fulfilling the 32nd DAA's Mission and the OCFEC's Master Plan Vision. Thus, the Direction Statements serve to support and implement the vision statement.

The Direction Statements are as follows:

1. The OCFEC hosts activities throughout the year, including the Fair and numerous activities and functions throughout the year. The Master Plan should address the OCFEC as a year-round facility, and host of the summer Fair.

2. The summer Fair provides for a cumulative gathering of a wide array of interests, entertainment venues, and educational and recreational opportunities; during the remainder of the year, the OCFEC hosts individual events and groups over three to four day periods. The Master Plan should reflect both times and types of gatherings.
3. The OCFEC should seek ways to bring the public to the Fairgrounds during weekdays or other periods of historically light use on a year-round basis.
4. Educating the public about the County's past should include historical periods in addition to agriculture.
5. The OCFEC should identify cultural segments of the County that have not historically used the Fairgrounds.
6. The OCFEC should formulate a proactive approach to encouraging use of the Fairgrounds by various cultural segments of the County.
7. The OCFEC should seek to maintain existing sources of revenue while pursuing diversification of its financial base from a variety of sources at varying degrees of commitment.
8. Upon developing the Master Plan, a story of the Fairgrounds' future, the OCFEC should strategically approach local corporate sponsors with the express intent of providing exposure for these corporations while constructing a long-term financial foundation for the Fairgrounds.
9. The existing OCFEC facilities, including buildings, should be reviewed as to their ability to accommodate a wider variety of uses (e.g., conferences, sporting events, weddings, concerts, etc.).
10. Through design, different subareas of the Fairgrounds should be linked while depicting the County's heritage.
11. The Amphitheater should be investigated with a view to the feasibility of restoring concerts and other community events to this venue.

LAND USE AND PROGRAM ALTERNATIVES

Upon developing the Vision Statement and supporting Direction Statements, a series of program and site plan alternatives were developed. There was a

The primary purpose of the 32nd DAA is to support the annual summer Fair.

general consensus that the primary purpose of the 32nd DAA was to support the 2½ week annual summer Fair. In addition, there was agreement to offer the Fairgrounds as a year-round facility to existing vendors and participants, as well as potential new groups/users. New programs should be environmentally and fiscally responsible.

Several program alternatives were prepared, and approximately five separate site plan concepts were developed that reflected the adopted Vision Statement. These alternatives and concepts were reviewed by the Board, staff, and general public on several occasions. Three public meetings, including an open house, were held to accommodate comments and respond to inquiries. After a thorough process, a preferred program and conceptual site plan was selected.

Table A indicates the general existing program and a proposed program for the Fairgrounds.

Table A

Use/Program	Existing Square Feet	Proposed Square Feet
Swap Meet	1,046,250	1,046,250–1,123,650
Exhibit (includes kitchens)	148,000	267,000–275,400
Arena	124,800	190,000 (e.g., 10,000 seats)
Multipurpose/Office	0	30,000 (first floor)
Office	6,650	6,000–10,000
Centennial Farm	175,000	315,000
Agrarian Entry	0	200,000
Livestock	134,850	71,000–147,000
Amphitheater	413,820 (18,000 seats)	140,000 (8,500 seats)
Carnival Lot	393,600	330,000–577,000
Festival Fields		
Outdoor Theater	90,000	90,000
Camping	169,900	169,000
Kids Carnival	119,000	99,000–103,600
Parking	1,795,400	1,862,000–2,186,300

The areas (square footage) associated with the proposed program were established to provide guidance for the conceptual land use alternatives. The preferred alternative reflects a specific approach to the future use of the OCFEC as described in the following paragraphs.

Approach

The Vision Statement clearly establishes the Fairgrounds as a community asset; therefore, uses and accompanying structures need to be utilitarian and available to a wide spectrum of users. The

Above all, the OCFEC should remain a community asset.

OCFEC desires to attract a large number of users representing the greater Orange County community. Emerging out of the Master Plan process is the key theme of festivals: the Fairgrounds is a place of celebration, hosting a wide variety of groups. Reciprocally, the Fairgrounds and portions thereof are not to be viewed as a real estate opportunity. Selling or leasing portions of the Fairgrounds is not a part of this Master Plan programming or process.

Marketplace

The Marketplace is a significant retail destination that operates within the Fairgrounds' parking area. In operation since 1969, the Marketplace not only has provided the OCFEC with financial support but also has established a high degree of energy for the Fairgrounds on weekends. The proposed programs/land use concepts recognize the Marketplace's significant contributions to the property. At the same time, the concepts also acknowledge the growing competition for space and parking between the Marketplace and other Fair users and the potential need to adjust current space allocation.

Exhibit Buildings

The OCFEC hosts numerous exhibits, trade shows, and small to mid-size conventions. There is a need to continue and improve upon attracting these groups. Additional meeting space is required throughout Orange County, and the proposed program responds, in part, to inquiries received by the Fair staff for these type of uses. New buildings need to be simple, basic, and utilitarian. Indeed, the Orange County weather may be able to accommodate exhibit space that requires only a roof.

Arena

The existing arena hosts events ranging from rodeos to motorcycle races. The proposed programs/land use concepts explore the possibility of enlarging and relocating the arena to attract a greater number and variety of events, along with accommodating a greater number of people.

Multipurpose/Office

Some of the older, existing structures have occupied the Fairgrounds since the early 1950s. Some of the structures have been creatively reused, but are now limited because of age, the changing nature of the users, and the demand of potential new users. A new multipurpose building could be used for small concert and theater oriented events.

Office

As the OCFEC has attracted a larger number of events and participants, the need for more general and administrative office space has proportionately increased. Again, this office can be accommodated on a second floor of an existing or proposed building, or constructed as a stand-alone building.

Centennial Farm

The day-to-day heart and soul of the Fairgrounds is Centennial Farm. Hosting over 65,000 school age children in addition to daily “drop ins,” Centennial Farm is the signature element of the OCFEC and will remain so in the future.

Centennial Farm is the heart and soul of the OCFEC.

Agrarian Entry

In an attempt to bring the Fairgrounds to the public, a new, relatively fanciful element has been introduced. Designing and constructing an enlarged “agrarian entry” component will allow the user to experience the Fair’s heritage immediately upon accessing the site via the primary drive on Fair Drive. This entry will also guide the users to a primary “drop-off” point and parking areas.

Livestock

The current livestock buildings warrant review regarding their size, location, and function. Future programming/land use concepts explore several ways to accommodate its users. One consideration is the use of a “roof-only” structure that would be multifunctional.

Amphitheater

The Amphitheater is currently inactive. It occupies nearly ten acres of the Fairgrounds. Further, a significant portion of the amphitheater consists of earthen berm, which accommodates 10,000 attendees and physically separates the facility from the remainder of the Fairgrounds. The

A refurbished amphitheater is a significant and unique event center—particularly as a smaller, intimate venue.

amphitheater is a significant and unique facility that warrants serious consideration for reuse. Various cultural and art groups have consistently inquired about its availability in that there is no other venue of its kind in the region. Any reuse of the amphitheater will require 1) architectural/engineering review for requisite improvements; 2) consideration of a smaller venue, accommodating approximately 5,000 to 8,500 people (as opposed to 18,000); and 3) consideration of strictly controlled programming.

Carnival

A primary purpose for the OCFEC’s existence is the annual summer Fair. The Fair’s carnival has experienced increasing attendance and financial success over the past several years. In order to ensure this trend, the Carnival’s location, configuration, and operation needs and area were considered as part of the programming and land use concepts.

Festival Fields

The name “Festival Fields,” given to the multipurpose area in the northwestern portion of the Fairgrounds, speaks to its existing and potential uses. This multipurpose area includes grass fields, an existing parking area, and several asphalt roads. Large, uninterrupted open areas can accommodate a wide variety of functions without requiring a significant degree of maintenance.

Parking/Circulation/Access

Parking will remain a key component in that ample parking and safe on-site circulation are critical. Access is provided from all adjacent public streets. Two issues that warrant considerations are 1) the Mesa Drive/Newport Boulevard entrance; and 2) the primary entrance on Fair Drive. The Mesa Drive/Newport Boulevard entrance serves a

primary function in that it is the first available point of access for traffic exiting southbound State Route (SR) 55 using the Fair Drive off-ramp. Traffic exiting at this off-ramp must traverse several lanes of traffic in a relatively short distance to access the Mesa Drive entry. Safety is an issue, particularly for days experiencing large volumes of traffic. This entry is signalized and primarily serves as a ceremonial entry. It does not provide any sense of arrival onto the Fairgrounds in that the user's line of sight travels into a mixture of trees, parking spaces, and structures. Some alternatives considered a direct point of access from/to Arlington Drive to a primary parking area.

Equestrian Center

The Equestrian Center (EQC) currently occupies approximately 14 acres in the northeast portion of the site. It is isolated from other uses and subareas. It has its own drive access from Arlington Drive. It consists of enclosed stalls, riding arenas, and ancillary facilities such as hot-walkers and wash down areas. Several trainers operate within the EQC, providing lessons and equine training. At this time, approximately 40 percent of the stalls are occupied by horses.

SITE PLAN ALTERNATIVES

Armed with both the understanding of the physical constraints and opportunities of the Fairgrounds and the vision and direction statements—representing a cumulative understanding of the gathered opinions of the various stakeholder groups, staff, and Board members—draft land use alternatives were prepared.

The draft land use alternatives were reviewed with the staff and Board members with the express intent of receiving reactions, comments, and recommendations. As a result of these meetings, the land use alternatives were revised, and final land use alternatives were developed. In July 2001, during the annual Fair, these revised

alternatives were reviewed by key staff members and the majority of the Board members.

All the concepts considered were relatively similar in nature, design, and scale. Emphasis was placed upon developing a land use Plan that not only satisfied the Vision Statement and program needs, but also reflected financial feasibility and ability to be implemented. The following are the alternatives considered in the review process.

A series of land use concepts/alternatives was reviewed by the Board of Directors and the general public.

As previously indicated, the draft alternatives were modified according to input from Fair staff and Board members. The following describes the revised alternatives that were considered by the OCFEC stakeholders.

Plan B1. This plan locates a new exhibit building near the amphitheater. In addition, the livestock buildings will be replaced with new structures, perhaps one being a large, open-air building with only a roof. Several new office buildings, with one of them reserved for the administrative staff, will be located east of the terminus of the entry off Fair Drive. These new buildings, with the existing Millennium Barn, will “frame” an arrival court. In order to complete the visual and functional objectives of this arrival court, the current restrooms and snack bar associated with the swap meet are proposed to be removed and/or relocated. A new, larger arena is proposed for the east-central portion of the Fairgrounds. This new arena will provide a corresponding “anchor” structure opposite the amphitheater. The EQC is reduced in area by approximately 50 percent, reflecting the current number of occupied stalls (actually ten percent more than the number of occupied stalls). Reducing the EQC provides an additional means of entry into the eastern parking area and weekend swap meet area, as

well as more parking near activity zones. The Carnival Lot is relocated to the south, nearer Fair Drive.

Plan C1. This plan is similar to Plan B1, with the following exceptions. The new arena and a large storage area/building are located adjacent to Arlington Drive. Therefore, the festival fields area is reduced. The Carnival Lot is reconfigured to be oriented in a north-south alignment. The Carnival Lot and arena form the eastern edge of the Fairgrounds, creating a new gate/entry opportunity. Plan C1 also considers the phasing out of the EQC, replacing this use with additional parking and perhaps relocating the swap meet to the north. Ample parking would then be distributed equally throughout the site, providing access for all events from every surrounding public street.

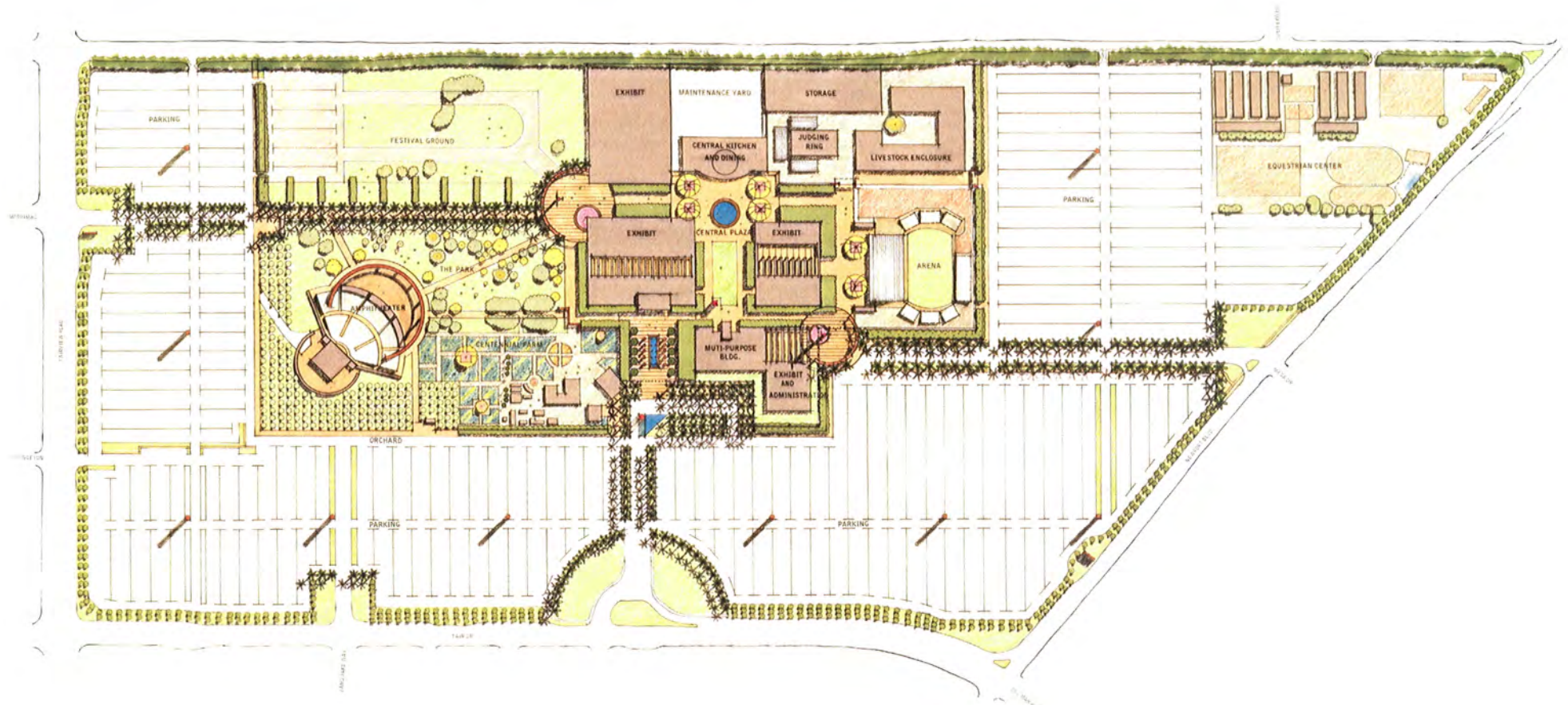
Plan D. Plan D departs from the previous land use concepts in several ways. First, it introduces a circular entry drive, still incorporating the agrarian zone. The primary drop-off point is framed by Centennial Farm and the amphitheater. This new entry greatly emphasizes Centennial Farm and allows for a view directly north through the Fairgrounds into the Festival Fields area and beyond. Again, the EQC is reduced by approximately 50 percent of its current size, and direct public access is provided off Arlington Drive. In the previous two land use concepts, the restrooms and snack bar associated with the swap meet (in the parking lot) have been removed/relocated. Plan D allows these structures to remain. The Carnival Lot is shifted to the south, maintaining its current configuration and area. The other primary difference between Plan D and the other concepts is that the two parking areas on both sides of the primary entry from Fair Drive are connected with an aisle near Fair, as opposed to the north edge of these parking areas.

PREFERRED ALTERNATIVE

After review by Fair staff and Board members, meetings with key stakeholders and vendors, and a general public meeting to present the revised land use concepts, a preferred alternative was selected to serve as the foundation of the Orange County Fair and Exposition Center Master Plan.

The Preferred Master Plan Alternative articulates the Vision Statement.

This selected alternative is largely based on Alternative B1. Major differences include the relocation of the carnival activities to the northwest portion of the site, north of the amphitheater. The orchard, parking, and children's carnival are no longer planned for the western portion of this location. The new exhibit building is relocated from just north of Centennial Farm to west of the existing yard maintenance area, and a grassy central park is anticipated adjacent to the amphitheater. A kitchen, café, and storage building is located south of the yard maintenance area rather than an additional exhibit building. The judging ring is expanded. Lastly, the agrarian entry statement is modified, reducing the amount of the current parking area that it would occupy. The following exhibit is an illustrative site plan that represents the Preferred Master Plan Alternative.



ORANGE COUNTY FAIR AND EXPOSITION

88 FAIR DRIVE
COSTA MESA, CALIFORNIA



LPA
LSA
LP3



PLAN



THE PLAN

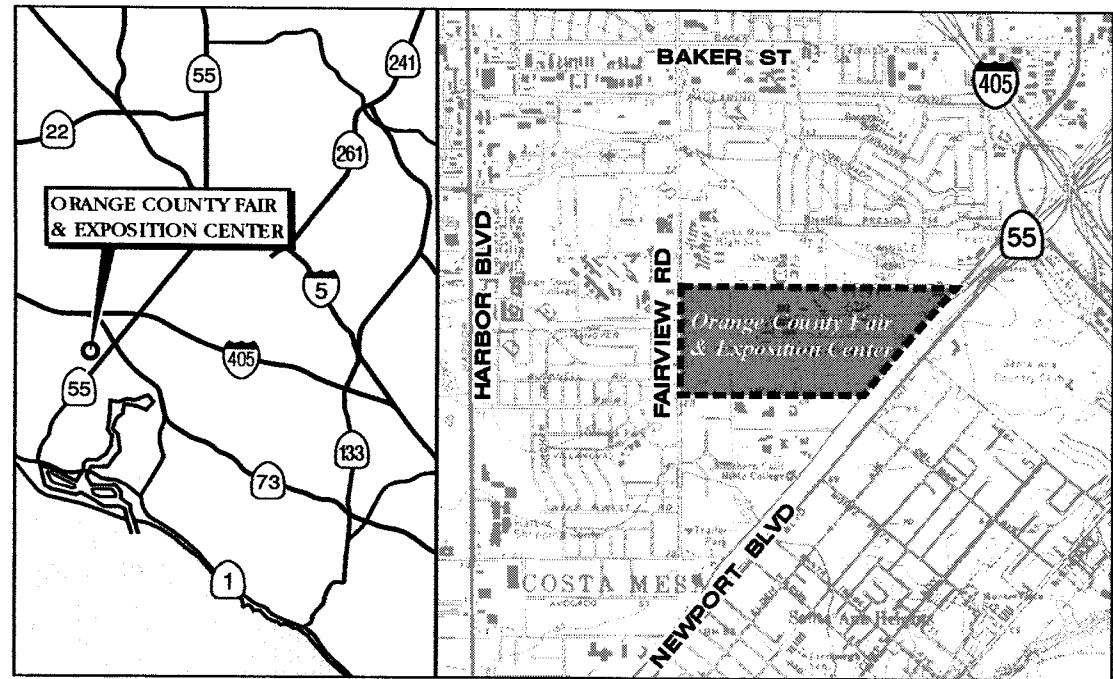
INTENT

The intent of this section—the Plan—is to describe the land use plan and the various components that support it. The Plan will provide the OCFEC Board of Directors and staff the necessary tool to consider the future improvements of the Fairgrounds. The Plan should be incorporated into OCFEC’s multi-year capital improvement and marketing programs. When a specific improvement (e.g., signs, fencing, landscaping, new buildings, etc.) is proposed by any entity, The Plan should be consulted as a guide. That is, future improvements should be consistent with the Master Plan, as stated herein, unless The Plan is amended via appropriate and acceptable means.

SETTING

Regional

The 150 acre OCFEC is located in south central Orange County, in the City of Costa Mesa. This has been, currently is, and will continue to be a



dynamic and active area known for its urban fabric, concentration of a variety of uses, and as a tourist destination. The OCFEC is approximately four miles from the Pacific Ocean, one mile from John Wayne Airport, and two miles from South Coast Plaza. When first developed on this site, the OCFEC was surrounded by vacant land and agricultural uses. However, the surrounding community has evolved into an urban area at an increasing pace. The OCFEC has continue to evolve with the surrounding community and prosper as a significant event center for Orange County.

The OCFEC is bounded on the north by Arlington Drive, on the east by Newport Boulevard, on the south by Fair Drive, and on the west by Fairview Road. Regional access to the Fairgrounds is provided primarily via the Costa Mesa Freeway (SR-55) at interchanges at Fair Drive/Del Mar and 22nd Street/Victoria Street. Access from the San Diego Freeway (I-405), which is located approximately one mile north of the Fairgrounds, is provided via full interchanges at Fairview Road and Harbor Boulevard.

Immediate Vicinity

The OCFEC is a public facility surrounded by a variety of educational facilities, parks, and low-density to moderate-density residential areas. The adjacent aerial photograph shows the surrounding land uses in the immediate vicinity of the Orange County Fair and Exposition Center. Orange Coast College is located to the northwest, Costa Mesa High School and Davis Elementary School to the north, and Vanguard University to the south. Single family residential areas are located northeast of Arlington Drive. In addition, existing single/multiple family residences are also located west of Fairview Road and south of SR-55. The Santa Ana Country Club Golf Course (private), Civic Center Park, and TeWinkle Park are recreation/open space facilities in the immediate surrounding area. The National Guard Armory is in close proximity to the northeast corner of the Fairgrounds property. General commercial areas are located primarily along Harbor Boulevard to the west and southeast of State Route 55.

Existing Fairground Site

The Fairgrounds complex currently includes the following major facilities, parking areas, and subareas:

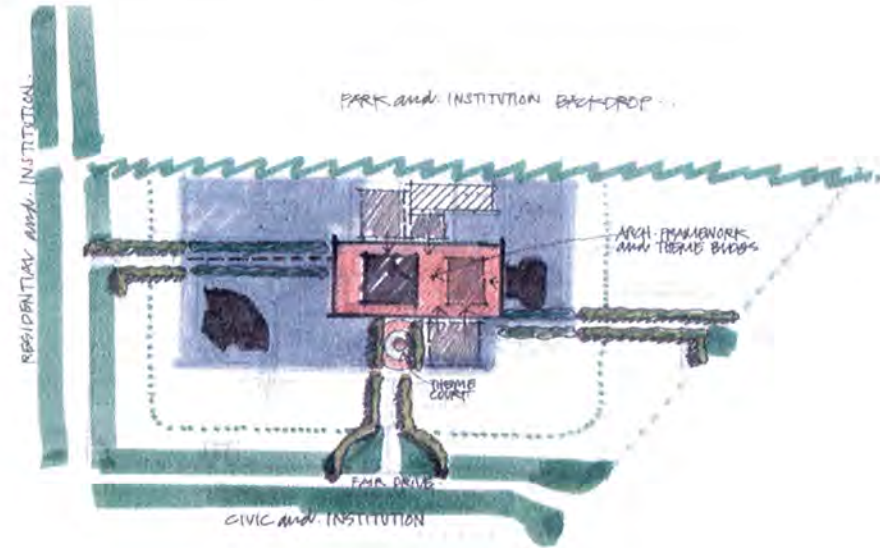


- Pacific Amphitheater - An open air arena providing fixed seating for 8,500 persons. The berm area provides for approximately 10,000 additional spectators. The facility has not been in active use for several years.
- Arlington Theater - A lawn area with a capacity for 8,500 patrons, primarily attending concert events.
- Grandstand Arena - A 7,500 seat arena used primarily for rodeos, circuses, motorcycle races, and additional outdoor events.
- Showroom Buildings - Six buildings totaling 106,000 square feet, which are rented for various shows.
- Equestrian Center - Approximately 14.5 acres utilized for boarding and training of horses, as well as horse shows.

- Centennial Farms - An approximately 3.5 acre outdoor agricultural and livestock area showcasing educational programs for school aged children.
- Outdoor Areas - Three outdoor areas totaling 13.5 acres, used primarily for shows and expositions. One area, comprising 7.5 acres, is also used as exhibitor parking when needed and if available.
- Mall Areas - Three areas adjacent to the outdoor areas, used primarily as show areas for cars, etc.
- Parking Lots - The main parking areas (parking lots A through D) are located along the southern and western sides of the site. Parking lots E and F are located on the northwest corner of the site. Lots G and H are located along the eastern boundary adjacent to southbound Newport Boulevard. In addition, smaller parking areas are located throughout the property. The Orange County Marketplace uses parking lot A for its vendors during weekend business activities.

MASTER PLAN CONCEPT

To provide a physical and visual framework for the OCFEC/Fairgrounds to realize the Vision Statement, this Master Plan incorporates

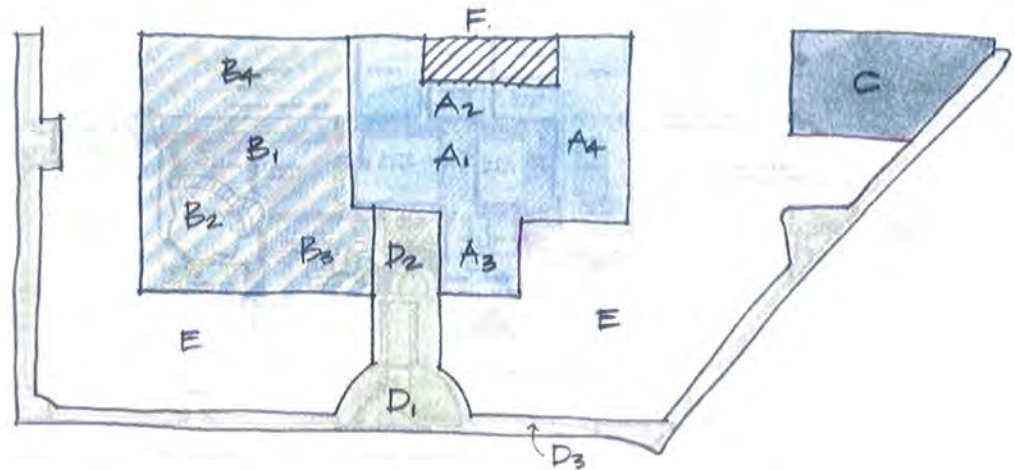


CONCEPT PLAN

conceptual site diagrams addressing various components such as land use, circulation, landscaping, signage/visual elements, fencing/security, lighting, and architectural design. These establish a foundation for detailed design elements that will eventually implement the vision for the fairground's future.

The Concept acknowledges the exterior uses and public edges, as well as the commitment to provide buildings and grounds in such a manner as to be a community asset. Reflecting the public edges and streets, the Concept conforms to this configuration in a concentric shape, providing for an efficient use of space. The Concept maintains the current and traditional points of access, and provides an improved drive entry/exit onto Arlington Drive. The parking area is immediately accessible from the public streets and surrounds the Fairgrounds core, providing a safe means to come onto the Fairgrounds via vehicles or pedestrian modes. The Fairgrounds proper is an efficient and effective concentration of buildings and activity areas. Fairgrounds users can move among the different activity areas in safe and clear directions. Logical spaces and connections are provided throughout the Fairgrounds as a

result of the Master Plan. There are clear connections between the access points to the public edges, parking areas, and pedestrian gates into the Fairgrounds proper. Finally, the Concept desires to extend the Fairgrounds and its Vision to the public edges—particularly Fair Drive—with landscaping and enhanced entries. The Fair Drive access point is reestablished as the primary entry in terms of function and appearance. The Fair Drive access point provides an identity at the public edge, announces a sense of entry through the parking area, and concludes with a central arrival court at that primary pedestrian gate into the Fairgrounds.



PLACES and ACTIVITIES

LAND USE PLAN - PLACES AND ACTIVITIES

The Land Use component of the Master Plan separates the Fairgrounds into five different subareas—defined by their location, building types, and activities. Although there are five separate subareas—zones—the Master Plan encourages active interface among the different areas, envisioning that those attending one event on the Fairgrounds would easily move into another area hosting a different event.

Village Zone (Area A)

This area will accommodate the majority of the permanent structures hosting a wide variety of uses. Also, well defined, paved plazas will characterize the Village Zone. Events using one or more buildings may incorporate the adjacent plazas as part of the activity.

Cultural Zone (Area B)

This area has been identified by a large open space park, Centennial Farm, festival grounds, and the revived amphitheater. This area will accommodate cultural and community events such as concerts, fairs, outdoor festivals, celebrations, and carnivals. It is intended to be a flexible space with the ability to host a wide variety of groups in terms of size and event type.

Equestrian Zone (Area C)

The equestrian center (EQC) will occupy approximately 7.5 acres in the northeast corner of the site. At this time, there is enough stable and ring capacity to accommodate the current number of horses. A separate drive will serve the EQC, providing access directly to/from Arlington Drive.

Landscape/Public Edge/Entry Zone (Area D)

This area is the visible public edge along Newport Boulevard, Fair Drive, and Fairview Drive. Landscaping within the public edge will announce the Fairgrounds' location, complement the adjacent pedestrian and vehicular routes, and define the major points of entry to the Fairgrounds. This zone will extend from the Fair Drive entry into the parking area via a grand promenade and culminate at the arrival court located at the south central portion of the Fairgrounds proper.



Parking (Area E)

The location and amount of parking are critical to the success of the various events and programs hosted by OCFEC. Additional parking will be provided along Arlington Avenue. An improved point of access will serve this additional parking. An interior loop road will connect the entire parking area throughout the site. The Marketplace (weekend swap meet) currently occupies a portion of the western parking area. The Master Plan will modify the current vendor space, as presently proposed.

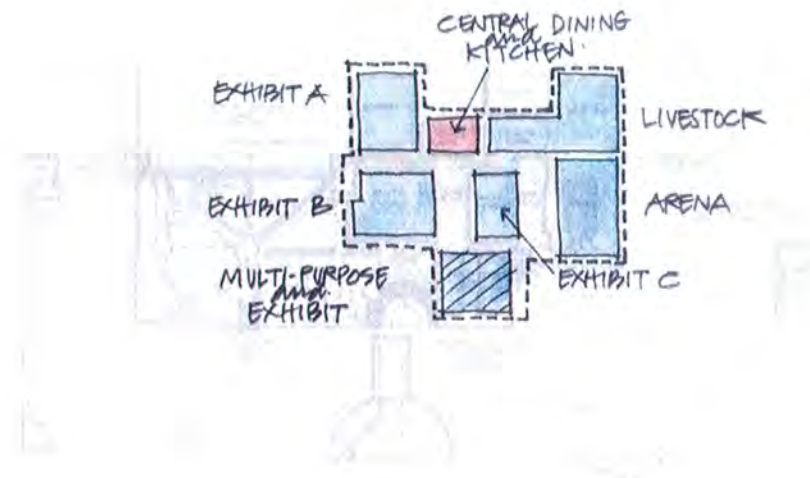
Storage/Maintenance (Area F)

The Storage/Maintenance Area is centrally located near the back (northern) portion of the site. It will be isolated from the remainder of the activity areas through separate points of access off Arlington. Strategically positioned, this area will be able to serve all other portions of the OCFEC in an efficient, effective manner with minimal visual intrusion.

Village Zone

Existing Structures. This portion of the Fairgrounds will host the majority of the existing and proposed permanent structures. At this time, there are six primary exhibit buildings (Buildings 8, 10, 12, 14, 16 and 17). Buildings 10 (36,000 square feet) and 12 (22,000 square feet) are connected by a roofed structure referred to as the Parade of Products (POP).

Approximately 16,000 square feet of exhibit space are located within the POP. Buildings 8 and 17 (12,000 square feet and 11,000 square feet) are proposed to be removed. Buildings 14 (18,000 square feet) and 16 (14,000 square feet) will remain. Similar to Buildings 10 and 12, Buildings 14 and 16 will be connected by a roofed structure to provide additional exhibit area and connect the structures.



VILLAGE ZONE

Exhibit Buildings. Several new buildings are proposed for the Village Zone. Two new, single story buildings are proposed to be located south of Building 14. These buildings will be approximately 20,000 square feet each; they will either stand alone or be connected via an architectural element. It is envisioned that these buildings will have a rectangular configuration and host a variety of events, small indoor concerts, and perhaps administrative offices. These buildings will be an important component of the redesigned entry statement, framing the east side of the arrival courtyard. One or both of these new buildings will form the south edge of the central plaza.

Building 17 will be replaced by a larger (approximately 34,000 square feet) structure that will include a large, industrial scale kitchen and interior, sit-down café. The proposed kitchen, in this location, will provide catering services for the remainder of the Fairgrounds. The café will be enclosed in the same structure, and also have the ability to extend onto the central plaza for an outdoor dining experience.

A new, large (approximately 85,000 square feet) single story exhibit building is proposed for the northwest portion of the Village Zone. This new building will accommodate a wide range of uses and events, including conventions, shows, corporate functions, holiday events, etc. This new building is scheduled to be constructed on what is currently known as Arlington Theater during the annual summer Fair.

Livestock Area. The existing livestock structures will be replaced by new structures, including a new judging ring. One concept for the livestock area includes a judging ring that has a large, roof only structure (approximately 40,000 square feet) with a permeable floor (or possibility to install temporary flooring as the need arises). This structure could then be used year-round for uses other than livestock such as corporate functions, large vehicle displays, and large parties.

Arena. The current arena can host a variety of events for approximately 7,500 people. Major events included motorcycle racing (Speedway), rodeos, and large outdoor exhibits. The arena is used intensely during the annual summer Fair. Approximately 2,500 people can be seated within the grandstand area of the arena, while the remaining “temporary bleachers” can accommodate an additional 5,000 attendees.



Research indicated that there was not a major market to support an increase in the size of the arena. However, for the purpose of completing a Master Plan design, it is recommended that the arena be relocated to the south and east of its current location. This new location would provide—architecturally—an anchor for the eastern portion of the Fairgrounds proper (with the amphitheater providing the western anchor). Indeed a fabric, tent structure could be erected and illuminated for both the arena and amphitheater, providing a visual, vertical definition of the Fairgrounds proper from a Fair Drive perspective.

Also, relocating the arena to this area would provide an opportunity to establish another major pedestrian gateway into the Fairgrounds.

Cultural Zone

The express intent of this area—the Cultural Zone—is to provide an open space setting, flexible enough to accommodate a wide range of festivals, outdoor exhibits, music events, and other forms of celebration.

Park. The core of this zone is a large, passive park area to be landscaped with soft surfaces shaded with drifts of canopy trees. Emphasis will be placed upon providing for an ample amount of picnic area with permeable surfaced walkways traversing the park and connecting it to other portions of the Fairgrounds. Enhancing this park will be the removal of the berm previously used for seating up to 10,000 people attending an event at the amphitheater. Events occurring in exhibit buildings to the east or the amphitheater to the southwest can incorporate the park space on an as needed basis. Removal of the berm will provide additional area for the Park and Centennial Farms.

Establishing the Park will warrant removal of several existing buildings: No. 13, No. 15, and the Little Theater. Buildings 13 and 15 accommodate small exhibits, particularly during the annual summer Fair. The Little Theater has



CULTURAL ZONE

hosted the All American Boys Chorus over the past several years. These uses will be reestablished in the buildings within the Village Zone.

At this time, the Memorial Gardens building is expected to remain in its current location.

Amphitheater. The southwest corner of this area will be anchored by the refurbished amphitheater. The amphitheater will accommodate a maximum of 8,500 permanent seats. Once in operation, excluding Fair time, amphitheater events will not be scheduled to begin during peak hours or within one hour of the commencement or completion of a significant interim event (i.e., an event or combination of events with a forecasted attendance of 10,000 persons or more). Entry into the amphitheater will be from the north. Other warranted improvements will involve the stage, backstage area, permanent seats, sound system, and any necessary sound reducing measures. Wrapping around the west and south edges of the

amphitheater will be a grove of citrus trees, reflecting an important part of the County's agricultural history while providing shade and a park-like setting for people.

Centennial Farm. As previously mentioned, Centennial Farm is the core of the OCFEC. It will still occupy a central portion of the Fairgrounds, near the primary arrival court. With the anticipated removal of the amphitheater berm, Centennial Farm have will the opportunity to increase by approximately 30,000 to 40,000 square feet. No change in programming is anticipated for Centennial Farms, only more room to accommodate it.

Festival Grounds. This area has been reserved for open space uses such as RV overnight stays, outdoor camping, and other events requiring a large open area. This space is designed to be flexible, and could be used as overflow parking depending on individual events. Also, it is anticipated that the carnival for the annual summer Fair will be located to the Festival Grounds. An important design characteristic is a landscape buffer along the south edge of the Festival Grounds, separating it from the previously mentioned Park.



Equestrian Zone. The Equestrian Center (EQC) has existed on the OCFEC for over 20 years. At this time, approximately 40 percent of the stalls are occupied by horses. This area has been used for private trainers and lessons, along with general boarding. The EQC will be reduced by approximately 35 percent, thereby providing enough stalls for the existing horses. A private driveway will remain for the EQC off of Arlington Avenue.

Landscape Zone

Landscaping will be an important component of this OCFEC Master Plan and will be discussed in greater detail in a subsequent chapter of this document. The public edges (Fairview Drive, Fair Drive, and Newport Boulevard) will be reserved for canopy trees and low hedges. The Arlington Avenue edge will retain the rural appearance, maintaining (and adding) Eucalyptus trees reflecting historical windrows of the County. The primary entries (Newport Boulevard, Fair Drive, and Fairview Drive) into the parking area will be connected to the Fairgrounds proper by drive aisles flanked by rows of tall palms. The Fair Drive entry will be enhanced with a semicircular landscaped area, again with the use of tall palms (e.g., *Phoenix dactilefera*). This drive will lead vehicles to the primary arrival court. The intent of this enhanced entry is to bring the Fairgrounds closer to the public edge.

Parking Area

The Master Plan proposes to increase the gross total amount of parking by approximately seven acres. During the annual summer Fair, a small portion of the parking area north of the amphitheater will be occupied by the relocated carnival. The Master Plan provides for safe, ample, and easy public access to all portions of the parking area. The parking area will surround



the Fairgrounds proper on all sides except for the north (Arlington Avenue), which will allow for efficient mobility from the parking area to the Village and Cultural Zones of the OCFEC. A wide (12 to 15 feet) sidewalk will separate the parking area from the OCFEC core.

A Parking Operations Manual has been developed to guide operation of the Master Plan parking areas, including conveying traffic from the public streets onto the Fairgrounds in an efficient manner. The procedures set forth in the Manual are based on successful, existing parking practices in place at the OCFEC. Guidelines for the setup, maintenance, and closure of the parking areas serving the OCFEC are provided in the Manual and incorporated into the Master Plan by reference.

It is anticipated that the weekend swap meet will continue as an important user of the OCFEC. The Master Plan will modify the vendor area (as it currently exists). However, the

swap meet will have an additional access point onto Arlington for both vendors and customers.

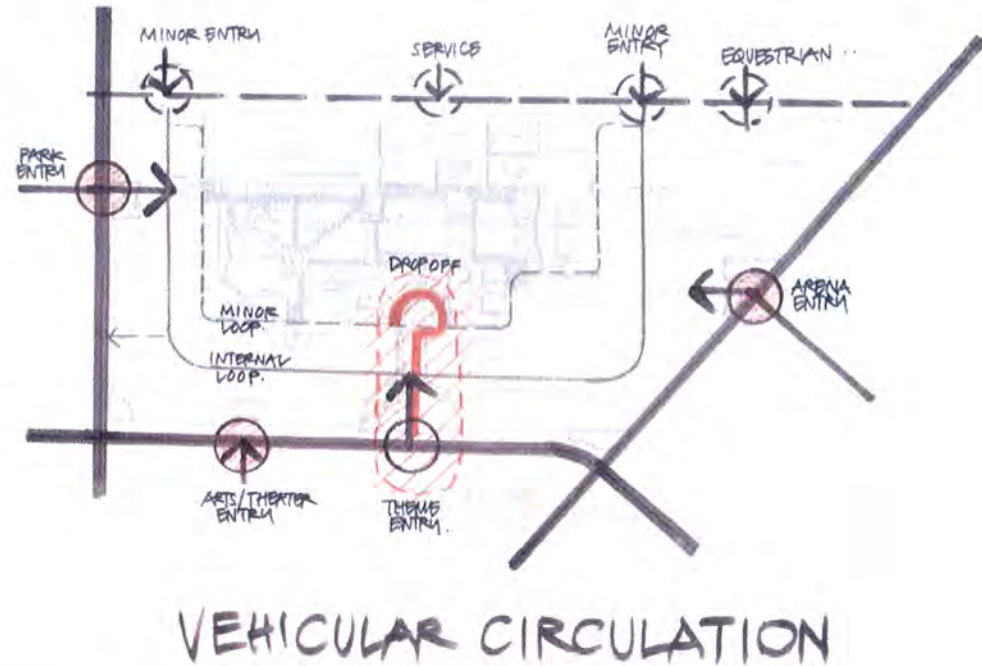
There are six tall (approximately 80 foot) light standards within the western portions of the parking area. The Master Plan proposes to extend these same fixtures throughout the eastern portions of the parking area.

Storage and Maintenance Area

The current storage and maintenance area is centrally located along the north edge (Arlington Avenue) of the OCFEC. This is a good location in that it can serve the remainder of the Fairgrounds in an efficient and effective manner. In addition, a separate means of access is used that does not interfere (nor is interfered by) other traffic accessing the OCFEC. The Master Plan calls for enhancing this location and proposes a large (approximately 45,000 square feet) new storage building. Again, the storage and maintenance yard is centrally located, yet isolated enough to be effective for all portions of the OCFEC.

CIRCULATION

Circulation is a critical component of a successful site plan, allowing both vehicles and pedestrians the ability to safely access and move around the Fairgrounds in an efficient and



secure manner.

Vehicular

The public street system provides a logical framework around the OCFEC. The streets link conveniently with the regional freeways nearby, and provide easy access on wide, fully improved roads. The local street network is well designed, alleviating the need to pass through any of the surrounding residential neighborhoods in connecting the OCFEC with the regional network.

Newport Boulevard is a six lane, divided arterial highway connecting the southern terminus of the Costa Mesa Freeway and Pacific Coast Highway, and flanks the OCFEC on the east. Harbor Boulevard is a major north-south, six lane arterial located approximately one-half mile west of the OCFEC. Fairview Road is a north-south, six lane arterial located along the

western edge of the site with an interchange with the San Diego Freeway. Merrimac Way, an east-west, four lane arterial, is located to the west of the site, connecting Harbor Boulevard with Fairview Road.

Local streets include Arlington Drive, which is a two and four lane collector street bounding the north side of the site. Vanguard Way is an east-west collector street located south of the site between Fair Drive and Newport Boulevard. Fair Drive, an east-west, four lane arterial, is located along the southern edge of the site, providing the primary means of access.

Access

The Main Gate (No. 1) is located on Fair Drive across from the eastern entrance to the Costa Mesa City Hall. As previously mentioned, this main entry will be redesigned to convey the agrarian/agricultural heritage of the Fairgrounds to patrons immediately upon their arrival. The Vanguard Gate (No. 2) is also located on Fair Drive directly across from Vanguard Street. This gate is intended to serve as the primary arts/theater entry and will also feature an entry treatment, although smaller in scale to the themed entry of the Main Gate. Gate No. 3 is located on Fairview Road across from Princeton Drive. The gate is used as an exit for vehicles during weekend retail activities but otherwise



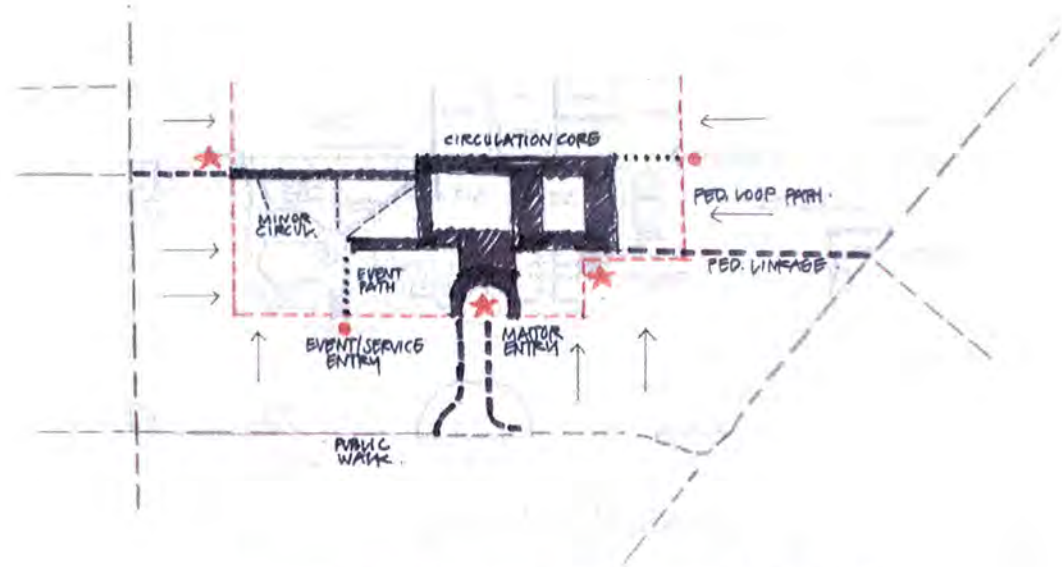
remains closed. Gate No. 4 is located on Fairview Road at the intersection of Merrimac Way. This gate will feature an entry statement of similar scale to Gate No. 2, and is intended to provide convenient access to the Central Park area of the Fairgrounds.

Gate No. 5 is located on Arlington Drive, and is reserved for VIP and Media credentialed visitors during the Fair. It will be designed as a minor entry. Gate Nos. 6 and 7 on Arlington across from Davis Junior High School are used for deliveries and credentialed personnel during the Fair and interim events, and employees and deliveries for other non-Fair periods. These gates will be designed to remain service entrances and will provide access to the service zone for the Fair, which will include storage areas, service vehicle parking, and a maintenance shop.

The current equestrian gate, located approximately off Arlington, is currently used only by vehicles related to the EQC or the livestock exhibits. However, with the new land use plan,

the equestrian area and the equestrian entry gate will be relocated to the east. The former equestrian gate will become a new public entry, Gate No. 8, providing access to the expanded parking area between the EQC and the livestock area. Gate No. 9 will be the relocated Equestrian Center Gate. Access to the OCFEC from this gate will continue to be limited to vehicles related to the equestrian center or Fair livestock exhibits. The Newport Avenue Gate (No. 10) is located on Newport Boulevard, opposite Mesa Drive. This entry will continue to provide public access, providing convenient access to the arena area and the adjacent parking lot.

Interior Parking Lot Circulation. This Master Plan calls for an internal loop road that circulates through the Orange County Fair and Exposition Center parking lot, beginning at the minor entry gates located on Arlington Drive and forming a “U” shape that follows the perimeter of the fairground facilities. This drive aisle will guide vehicular circulation throughout the public parking areas, and serve to disburse and collect vehicular traffic from the various parking areas.



PEDESTRIAN CIRCULATION

Pedestrian

Pedestrian walkways that link the surrounding public streets to the Fairgrounds are provided at three locations. The primary pedestrian pathways occur at the themed entry of the Main Gate. At this location, pedestrian pathways guide visitors from the public sidewalks to the entry gate down the tree lined vehicular entry. The placement and design of the pedestrian pathways minimize potential conflicts with vehicles.

Pedestrian linkages are also provided in two other locations. One is at the west side of the OCFEC, providing a dedicated pedestrian pathway adjacent to the vehicular entry route off Fairview Road at Merrimac Way. The second is located at the Newport Gate (No. 10), facilitating convenient and safe pedestrian access from Newport Boulevard. These pedestrian links guide visitors arriving on foot through the perimeter parking areas and lead them to the Orange County Fair and Exposition Center entry points. These linkages will be marked with tall, vertical trees (e.g., Palms) to visually identify their location for people exiting their

parked vehicle and progressing towards pedestrian gateways.

Pedestrian Gateways. The Master Plan envisions three, clearly identifiable primary entry points for OCFEC patrons. One would be located at the terminus of the agrarian-themed vehicular entry statement—a centrally located arrival court—which would be near the pedestrian drop-off area and convenient to the ticketing booths. A second entry point and ticketing location, the arena gate, is planned to provide convenient entry to the arena and arena plaza. The third gateway would be located northwest of the arts theater and provide a ticketing area and pedestrian entry. This latter gateway would be convenient to the central park area and arts theater. All pedestrian gateways would be clearly marked with coordinated signage, as further described in the signage section below.

Two minor pedestrian gateways would also be available. One minor gateway would be located southeast of the arts theater and provide a ticket area and entry gate specific to this facility. A second minor gateway would function as a service entry and event exit, positioned at the east end of the circulation corridor that passes between the exhibit buildings and the new livestock area and judging ring.



Interior Pedestrian Circulation. Convenient pedestrian circulation is designed for the interior of the OCFEC in order to facilitate easy access among its many buildings and amenities. A pedestrian loop path encircles the west, south, and east perimeter of the OCFEC's Village and Cultural Zones. This wide sidewalk allows for a continuous path, to facilitate access between the parking lots and pedestrian entry gates, and vice-versa. Because this pathway is adjacent to the parking lot, it will also be possible for vehicles to drop off passengers directly at this location before parking in the lot. To allow for this, the adjacent parking lot drive aisle will be extra wide to accommodate cars at the curb without affecting traffic circulation.

The core of the pedestrian circulation within the OCFEC extends from the arrival court, surrounds the existing exhibit buildings, and includes the central plaza and arena plaza.

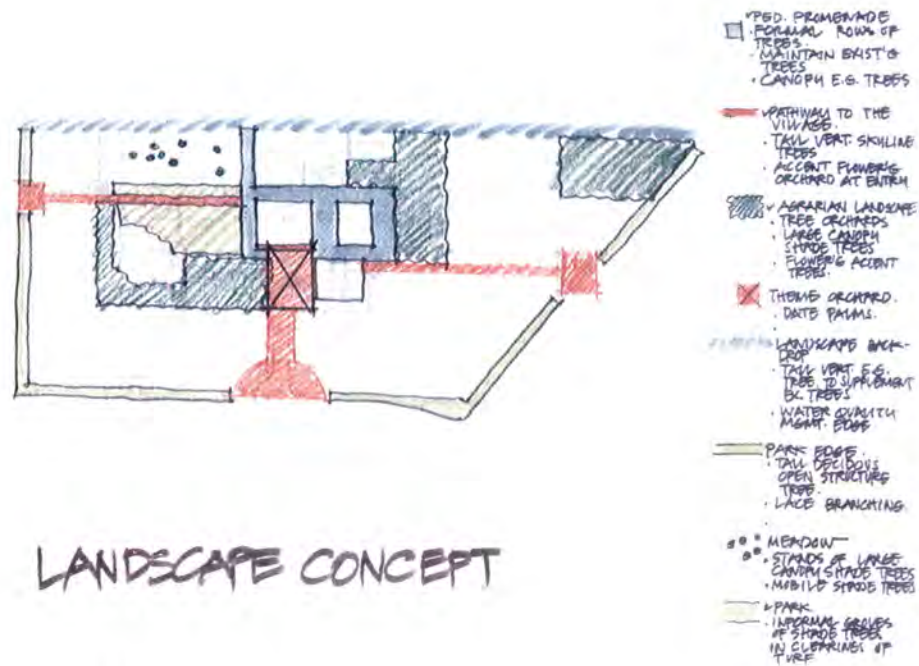
Another minor circulation system is planned to provide several pedestrian pathways through the Park area, connecting the western pedestrian entry to the amphitheater and joining the pedestrian spine that runs east and west adjacent to the festival grounds. This minor circulation system also connects to the core pedestrian system, linking the arts theater and Centennial Farm to the Village Zone.

LANDSCAPE AND OPEN SPACE

The proposed landscape and open space concept serve an aesthetic, thematic, and identification role.

Public Edges

The western, southern, and eastern perimeters of the parking lot are characterized by a park-like edge with tall deciduous trees with an open structure and lace branching that allow for views into the OCFEC. These exterior edges will also have low hedges, high enough to visually obscure the front parking rows, but low enough to all penetrating views into the OCFEC. The northern edge along Arlington Drive will form a landscape "backdrop" for the OCFEC. Tall, vertical evergreen trees (e.g., Eucalyptus sp.) will supplement the existing trees.



Gateways and Connections

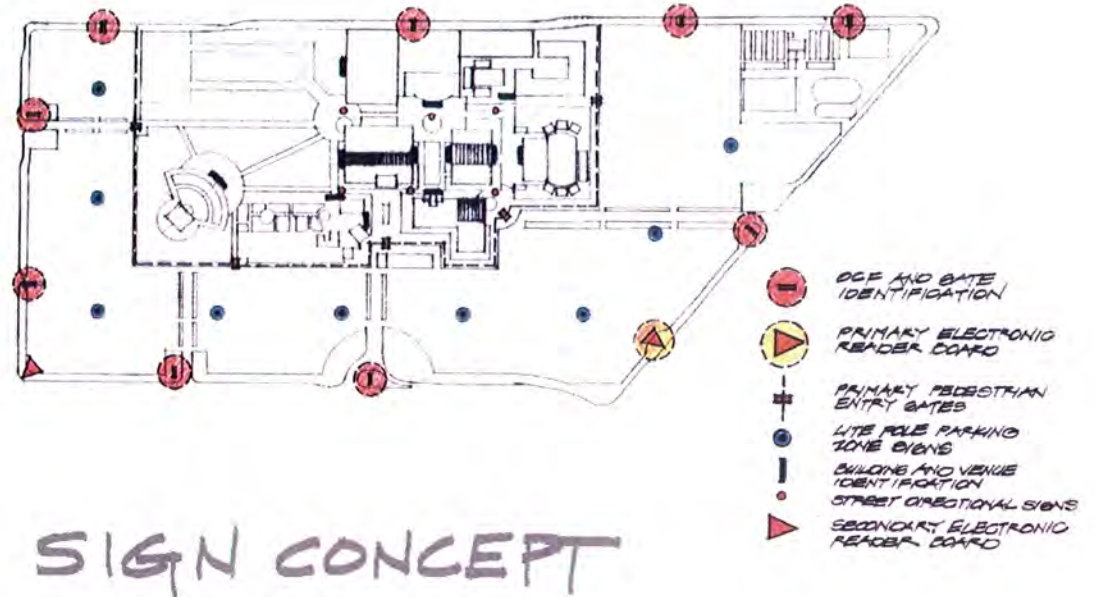
The primary vehicular gateways onto the OCFEC will be visually distinguished from the public edge landscaping by use of tall, vertical trees (e.g., Palm sp.). These vehicular gateways will be directly connected to pedestrian gateways by drive aisles framed by the same trees. This design will direct people entering and parking at the OCFEC to the nearest pedestrian gate into the Fairgrounds proper. Specifically, the primary entry off Fair Drive will have an enlarged semicircular design rimmed with the Palms. This treatment will continue along the main drive aisle and frame the central arrival courts at the front of the Fairgrounds proper.

Village Zone and Park Identities

The Village Zone and Park areas of the OCFEC will each be defined and distinguished by their landscape treatments.

The Village Zone, which includes the exhibit buildings and plazas, will feature pedestrian promenades and expanded plazas characterized by decorative paving and formal rows of trees, using the existing trees as a base and adding canopy trees where needed. “Mobile landscaping,” or large potted trees, may be used in this area as the event or occasion warrants.

The Park will emphasize a more rural, open theme. The west and south edges of the amphitheater will be framed by a citrus grove, reflecting this portion of the County’s agrarian heritage. This grove will also be the west edge of the expanded Centennial Farm (as a result of removing the amphitheater’s berm). North of Centennial Farm will be the large centrally located park. Informal drifts of canopy shade trees will be planted throughout the Park. Pedestrian paths connecting the amphitheater with other activities nodes will traverse the Park. North of the Park will be the Festival Grounds. This area is deemed to be a flexible space accommodating a wide variety of uses, including the annual summer Fair’s carnival. The existing trees and impermeable ground cover will be preserved as much as feasible.



Again, the use of mobile landscape elements will be employed on the Festival Grounds to the extent feasible.

VISUAL ELEMENTS/SIGNS/GRAPHICS

Background

The OCFEC is not readily visible from surrounding areas. Outside of tall, temporary rides during the annual summer Fair, there are very few on-site elements that can be seen from off site; for example, from State Route 55. In addition, there is a large electronic sign at the primary entry on Fair Drive. Fair Drive is not a consistently highly traveled route and, therefore, this sign—although large—is not viewed by a significant number of motorists. Although the public edges are landscaped and present an acceptable streetscape, there is a certain degree of visual ambiguity concerning OCFEC.

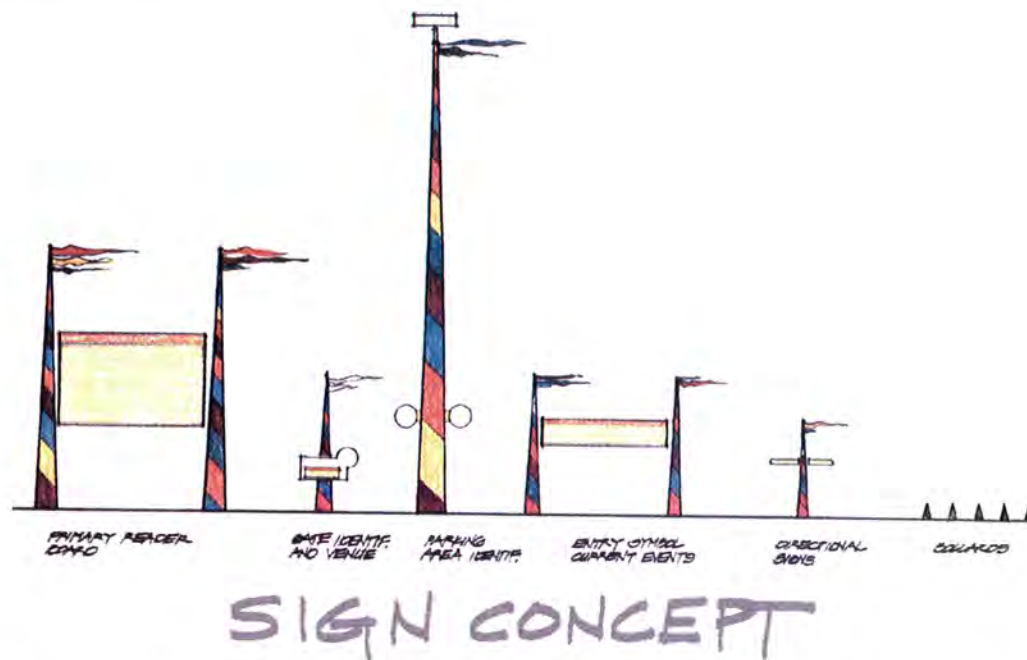
Purpose

The purpose of an effective sign program is to 1) present a definitive visual identity in terms of location and image from off site, and 2) provide direction for people arriving at and moving throughout OCFEC. In addition, the sign program for OCFEC needs to be flexible because of the wide variety of events that occur throughout the year. To fulfil this purpose, a hierarchy of signs and other visual elements has been developed as part of this Master Plan.

Peripheral Signs/Design Elements

There are three major points of entry onto OCFEC: Newport Boulevard/Mesa Drive, Fair Drive, and Fairview Road/Merrimac Way. Each of these points of entry shall be designated a primary gateway and have similar signs and landscape treatment. These signs, along with the previously discussed landscaping, shall be vertical and visible to approaching motorists, clearly identifying the points of entry. Other points of entry include the Fair Drive/Vanguard gate, a exit only gate on Fairview, and several gates along Arlington Drive, including the service and EQC gates. These gateways should have similar signage, but at a reduced scale in comparison with the primary gateway signs.

It is proposed that the electronic sign/reader board be relocated along Newport Boulevard,



perhaps near the existing billboards immediately north of the Fair Drive/Newport Boulevard intersection. This location will allow the sign and messages to be viewed by a greater number of motorists traveling along Newport Boulevard and State Route 55 than those currently using Fair Drive on a daily basis.

A second, monument style sign with an electronic copy should be located on the Fairview Road frontage immediately north of the Fair Drive/Fairview Road intersection. This sign would be no higher than eight feet from ground elevation and be used for local information and direction purposes.

There are six large light standards in the west and west central portions of the parking area. The light standards are approximately 80 feet in height and provide a significant degree of illumination for these portions of OCFEC. These light standards are prominent vertical visual elements for OCFEC. It is proposed that similar, additional light standards be placed in the east and northeast portions of the parking areas. Again, these standards will present a tall, vertical visual element for this portion of OCFEC. It is further proposed that these standards be modified to include a festive sheath or casing around the poles and banners near the top of the poles creating a prominent vertical design element for OCFEC.



On-Site Signs/Design Elements

As with the vehicular points of entry, the pedestrian gates into the Fairgrounds proper should be distinct and readily identifiable. Similar, yet reduced in scale, signs and design elements should occur at the three primary pedestrian gates: southeast, primary arrival court, and the Festival Grounds gates. Directional signs and other visual elements, including lighting bollards, are recommended to be located throughout the Fairgrounds proper and maintain a consistent design theme with the peripheral gateways and parking light standards.

One potential design element could involve a modern adaption of the windmill, reminiscent of the County's agricultural heritage. These windmills would be tall (approximately 45 to 60 feet in height) and strategically located at pedestrian gateways, or along a primary pedestrian spine connecting the Park and Village Zone portions of OCFEC. Buildings will also serve as a source of signs. It is anticipated that these signs will be temporary in nature, yet should maintain the same celebratory theme with bright colors and movement (e.g., use of banners).

LIGHTING

The Master Plan proposes a lighting concept that enhances security and safety on the OCFEC site, directs patrons, and adds to the overall image of celebration and festivals.

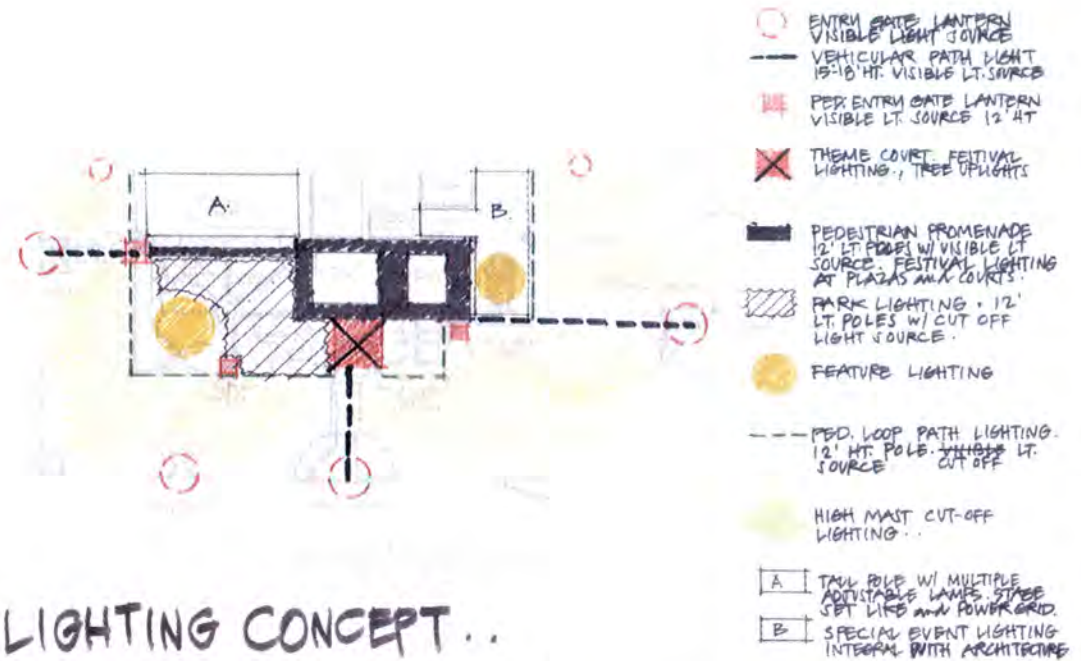
Gateways

The major and minor vehicular entry gates will feature lanterns with a visible light source and a pole design that reflects that discussed in the Visual Elements/Signs/Graphics Section, above. The lighting of the vehicular path leading from the gates to the parking or drop-off areas will consist of 15 to 18 foot high poles using a similar colorful design with a visible light source fixture.

Pedestrian entry gates, both major and minor, will be accented by 12 foot high light poles with lanterns featuring visible light sources. These lights will be clustered to direct people to the entrance and to effectively illuminate the gathering areas for safety and security. The light pole designs will be consistent with the other metal sheath or casing covered poles.

Parking Area

The parking area will be illuminated using high mast light poles. These lights are existing in the



western and central areas of the parking lot, and are proposed to be extended to the eastern area of the lot. The existing light poles in the eastern portions of the parking lot (approximately 25 feet in height) will be removed, assuming that adequate illumination will result from installing the new, higher (approximately 80 foot) light standards. The light poles are proposed to be visually enhanced with colored metal sheathing/casing. Full cut-off lighting fixtures will be used, so that the light is directed on the ground where it is needed. This type of light fixture also minimizes glare, prevents unwanted light spillover, and avoids wasted energy. It will result in good lighting coverage that maximizes security in the parking area, but does not disturb neighboring land uses.

The pedestrian loop path located on the perimeter of the Park and Village Zone will be effectively illuminated with fixtures on 12 foot high light poles. The poles will be enhanced in a manner similar to the other light poles discussed above. The use of cut-off type light fixtures will draw patrons from the parking lot towards the pedestrian path, which is important to provide for safe pedestrian circulation. This type of light fixture will also

provide for even illumination of the walking path, without dark spots, to avoid annoying glare that could limit the visibility of pedestrians using the pathway and compromise personal security.

Village Zone

The lighting design in the central arrival court will create a themed entry through the use of festival lighting, tree uplights, other landscape-integrated lighting, and pedestrian bollards. These will illuminate the area, add to the atmosphere of celebration, and create an inviting environment.

The pedestrian promenades that encircle the exhibit buildings will feature 12 foot high light poles with visible light sources, and festival lighting will be used within the central and arena plazas. Festival lighting, as opposed to purpose lighting, aims to create and enhance the ambiance of an area through use of special design and often colored lighting. Again, these light poles will feature similar decorative metal sheathing as elsewhere in the OCFEC.

The light levels in the maintenance and storage area will minimize, if not eliminate altogether, indefensible areas within OCFEC, promoting both safety and security.



Park Area

The concept for the Park Area is to provide a well lighted area through the use of 12 foot high colored metal light poles with cut-off light fixtures, which provide even light coverage, minimize light glare, and avoid unintended light spillover.

Feature lighting will illuminate and enhance the arts theater and the arena. The translucent roofs, described below under Architectural Design Concepts, will be aglow with light and accented by spot beams that are visible in the night sky above. This light design will enhance the landmark function of these buildings, and promote visibility of the OCFEC on the local skyline.

The lighting concept for the festival grounds and carnival area includes tall light poles with multiple adjustable lamps. These would be similar in function and appearance to stage set

lighting, which could be located and customized depending on the type of activity taking place, using an underground power grid to supply the electrical outlets.

EQC

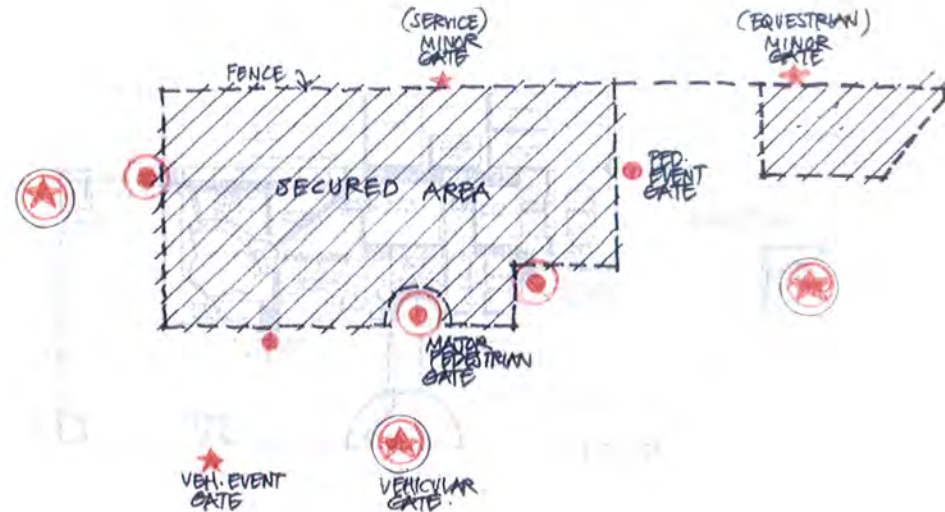
Currently, the EQC has lights for the stalls, trainer areas, and riding rings. These lights appear to be adequate for the current and proposed use. Therefore, no additional lighting is specifically proposed for the EQC.

FENCING AND SECURITY

Fencing that is located and designed to serve specific purposes promotes security and helps to organize the site visually.

Existing Exterior Fencing

An existing chain-link fence with a barbed wire top lines the perimeter of the OCFEC parking lot. The total overall height of this fence is approximately eight feet. The Master Plan proposes to eliminate fencing from the perimeter of the site in order to 1) open up public views into OCFEC; 2) provide a softer, landscaped public edge; and 3) reduce the area requiring ongoing concentrated security efforts. New fencing would be installed immediately



SECURITY

surrounding the Park and Village Zone, at the interior edge of the parking lots. Gates will remain at each of the vehicular points of entry.

Interior Fencing

The new fencing would create a secured area around the Fairgrounds proper. The fence would extend across almost the entire northern portion of OCFEC along Arlington Drive. The new minor entry gate that formerly served the equestrian center would be included in this fenced off section. This would help to create a secure area at the back of OCFEC, including the maintenance yard, storage areas, and EQC.

The new fence would extend along the western, southern, and eastern perimeters of the Park and Village Zone, adjacent to the pedestrian loop path. The EQC would be completely enclosed within a secured, fenced area.

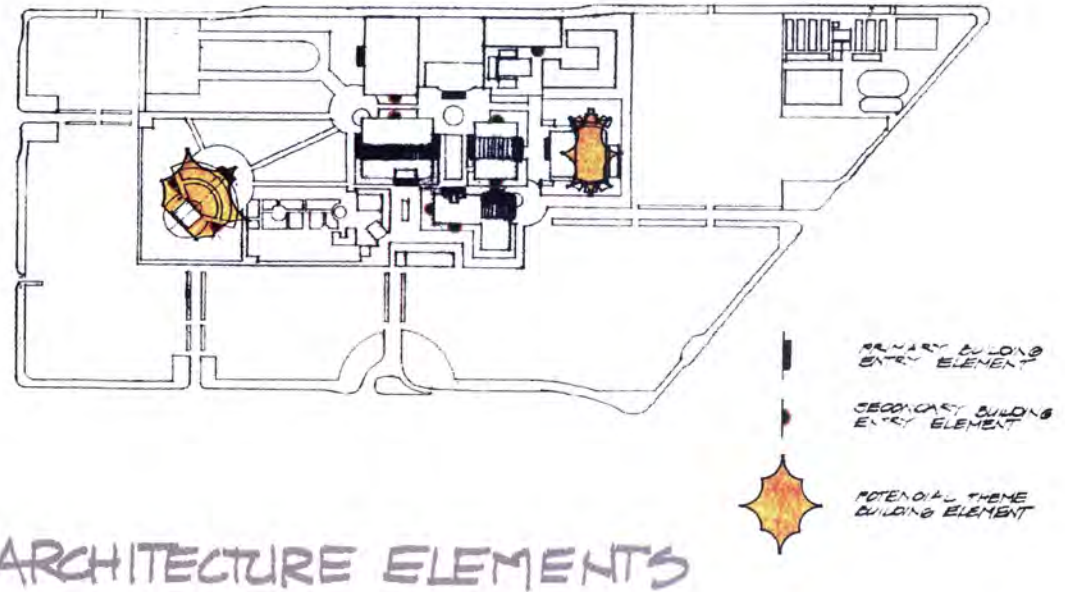
Fence Design

The fencing material is proposed to be simple wrought iron with a dark green or dark brown finish. The height is anticipated to be ten feet along Arlington Drive and eight feet in the other areas. The portion along Arlington Drive could be made to be view-obscuring.

BUILDINGS, STRUCTURES, AND ARCHITECTURAL DESIGN CONCEPTS

Purpose

The OCFEC buildings must serve a flexible, utilitarian purpose, capable of accommodating a wide range of events and number of patrons. Buildings should be spacious, rectangular in configuration, and of sufficient ceiling height to host a range of uses and to allow for setup and removal. Large, roll-up doors should be incorporated into at least one elevation to allow access for large equipment. Outdoor oriented structures (e.g., amphitheater and arena) should be expected to have a large number of different events and users.



Architectural Framework

With the exception of the amphitheater, the existing and proposed buildings are concentrated within the eastern portion of the Fairgrounds proper—the Village Zone. The proposed arrangement not only allows for ease of access to each individual building or the use of several buildings for the same event, but also defines the exterior systems of plazas and pedestrian walkways. Again, with flexibility as a goal, uses within the buildings can “spill” out into any of the adjacent exterior plazas—performing as an extension of the building itself.

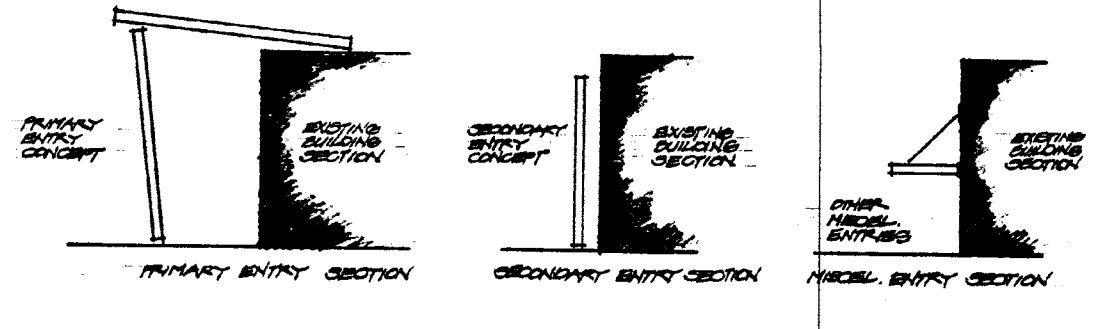
The Master Plan does not propose that the buildings dominate the vertical skyline of OCFEC. The buildings are part of the overall vertical perspective, serving a mid-level role in concert with the proposed landscaping and signage.

The appearance and layout of the buildings and structures within the OCFEC are vital contributors to the desired atmosphere and theme.

Landmark Buildings

The amphitheater and arena are proposed to serve as OCFEC's landmark buildings. They will be landmarks because of their large size, location at the east and west edges of the Fairgrounds proper, distinctive architecture, and roles as hubs of community activity.

The relocated arena will anchor the east side of the Fairgrounds. Its unique "roof" concept is envisioned to consist of fabric stretched over high tech metal column supports. The translucent roof will be aglow with light, accented by concentrated spot beams streaming through. Because of the structure's height and unique roof form, which conjures up visions of peaked carnival tents with concave curved edges, it will be identifiable from beyond the OCFEC site limits. The roof element will draw interest and serve as a beacon to guide visitors to the Fairgrounds. The roof design will add to the experience of the patrons, creating an intimate feeling within the large venue and adding to the atmosphere of celebration through its whimsical



design. It will also be beneficial from a functional standpoint, creating a shaded venue for daytime events.

Should the need arise, the revived amphitheater will feature a similarly designed roof concept to further anchor the west portion of OCFEC. The metal high-tech frame that supports the fabric roof will aesthetically relate to similar metal building materials to be used on new and rehabilitated building facades throughout the Fairgrounds.

Elevations

Exterior building colors should remain as neutral as feasible. The Master Plan proposes an architectural concept for the exhibit buildings, multipurpose/administration building, and the kitchen/café that reflects the agrarian history of Orange County with a contemporary interpretation. Forming a coordinated look with the metal framework supports to be used in the landmark buildings, the new and rehabilitated buildings are proposed to utilize extended metal facades. Reminiscent of produce packing houses and corrugated metal farm buildings and silos, this high-tech version will lend a unified image to the Fairgrounds.

Further, a hierarchy of facade treatments is proposed. Building facades within prominent view of the main agrarian-themed entry will feature the greatest detail, with wide metal awnings extending from the roof to highlight the building's front facade. Other important building facades, such as those visible from the central plaza, the arena plaza, the central park, and the festival grounds/carnival area, will be adorned with metal wall treatments, including horizontal metal siding over the existing materials on rehabilitated buildings, where feasible. Other less visible facades will feature metal overhangs above entry doors.



By using this “kit of parts” design concept, new buildings and disparate existing buildings can be unified through combining similar architectural elements in an organized manner in which the architectural treatment selected reflects the prominence of the building facade. This will create a visual hierarchy that guides patrons as they circulate through the “Town,” and will provide a pleasant, cohesive environment that is at the same time stimulating and exciting.

Mechanical Equipment

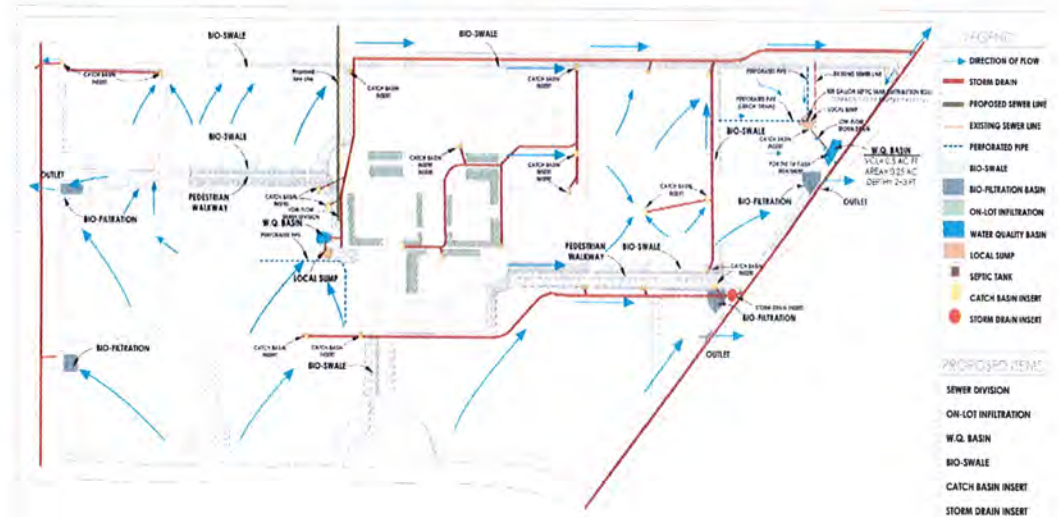
New buildings will incorporate equipment screening into the building architecture, so that roof and building mounted mechanical equipment is concealed through a design that makes screening an integral part of the building and roof form.

Mechanical equipment on existing buildings will be screened whenever it is visible from main pedestrian circulation paths and the general parking areas. The methods discussed above to add metal high-tech elements to existing buildings in order to create a vibrant and cohesive image can also be used to screen or blend existing mechanical equipment, if it is not feasible or practical to relocate it.

STORM DRAIN AND WATER QUALITY SYSTEM

Components of the OCFEC Water Quality Management Plan will be incorporated into new buildings and on-site improvements. The Water Quality Management Plan includes a comprehensive storm drain and water quality system designed to collect and convey runoff from the OCFEC into existing and planned City storm drains and reduce or prevent discharge from on-site activities from entering the municipal system. Storm drain improvements that will be incorporated into project design include:

1. Extend the 54-inch reinforced concrete pipe (RCP) in Arlington Drive approximately 2,000 feet, with six storm drain laterals connected to the on-site system.



2. Replace the existing 18-inch RCP in Area C with a 36-inch RCP and a 14-foot catch basin.
3. Realign and replace the storm drain system in Area D with a 48-inch RCP and four 10-foot catch basins.

Water quality improvements that will be incorporated into building design and on-site improvements include:

- Bio-swale: A bio-swale is an infiltration swale with a vegetated bottom and side banks, which retards surface runoff and gradually infiltrates it through the channel bottom. Due to the slow velocity and flat slopes, fine particles settle to the bottom of the channel, the runoff infiltrates into the soil to recharge the groundwater basin, and the vegetation will uptake nutrients (e.g., nitrogen and phosphorus), microbial contaminants, pesticides, and organic matter.

In order to increase the effectiveness of the bio-swale design and improve percolation, a gravel base with sand and topsoil cover provides for optimal infiltration and stormwater treatment. Catch basin inserts will be utilized where feasible in order to treat runoff before it enters the bio-swales along the perimeter of the project site.

- **Water Quality Basin:** A water quality basin is a biological filter with a wetland bottom and vegetation on the side banks, which impounds surface runoff and gradually filters it through the basin floor. It is similar to conventional dry ponds. The key component of the water quality basin is the plant palate that is specifically designed to uptake pollutants of concern. The detained runoff is filtered through permeable soils beneath the basin, removing both fine and soluble pollutants. Removal mechanisms include adsorption, filtering, and microbial decomposition in the basin subsoil. Due to the slow velocity, fine particles will settle to the bottom of the channel, runoff will infiltrate the soil to recharge the groundwater basin, and vegetation will uptake fertilizers and nutrients (e.g., nitrogen and phosphorus), microbial contaminants, pesticides, and organic matter.
- **Biofiltration Area:** A biofiltration area is an infiltration zone that promotes percolation of

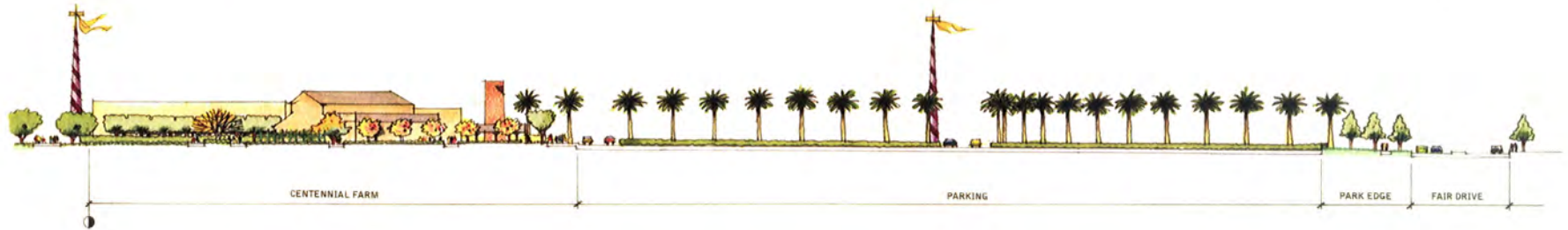
storm water through sandy substrate prior to discharging it into the storm drain system. Residence time and wetland plant densities within a biofiltration area are less than a water quality basin. The main purpose of this BMP is to infiltrate storm water to remove sediment, particulates, and hydrocarbons from runoff.

- **On-Lot Infiltration:** On-lot infiltration promotes infiltration at the individual building or lot level and is usually a small-scale system. These systems often incorporate the use of planter or landscaped areas to collect and infiltrate rooftop drainage and building runoff. Runoff from buildings and rooftops typically consists of sediment and particulates from atmospheric deposition. Discharging the runoff through a landscaped area removes the pollutants as water percolates through the soil.
- **Catch-Basin Filters and Storm Drain Filters:** Catch basin filters and storm drain filters typically target the same category of pollutants including sediment, trash, debris, particulates, and hydrocarbons. These types of pollutants are commonly associated with parking lots. The catch basin filter is designed to fit into grate inlets or catch basins and collect trash, debris, and sediments, and remove hydrocarbons from an absorbent that skims the hydrocarbons from the top of the water moving through the device. All filters have a high flow bypass capability to alleviate flooding when the device becomes clogged or full.

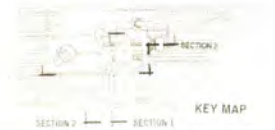
A storm drain insert typically works in the same fashion, except that the device is installed directly into the storm drain line underground. The devices are sized to treat a certain quantity of low-flow to remove trash, debris, sediments, particulates and hydrocarbons from storm water. These devices are also equipped with a high-flow bypass mechanism so that flooding does not occur.



SECTION 1



SECTION 2



KEY MAP

ORANGE COUNTY FAIR AND EXPOSITION

88 FAIR DRIVE
COSTA MESA, CALIFORNIA

LPA
LSA
LP3

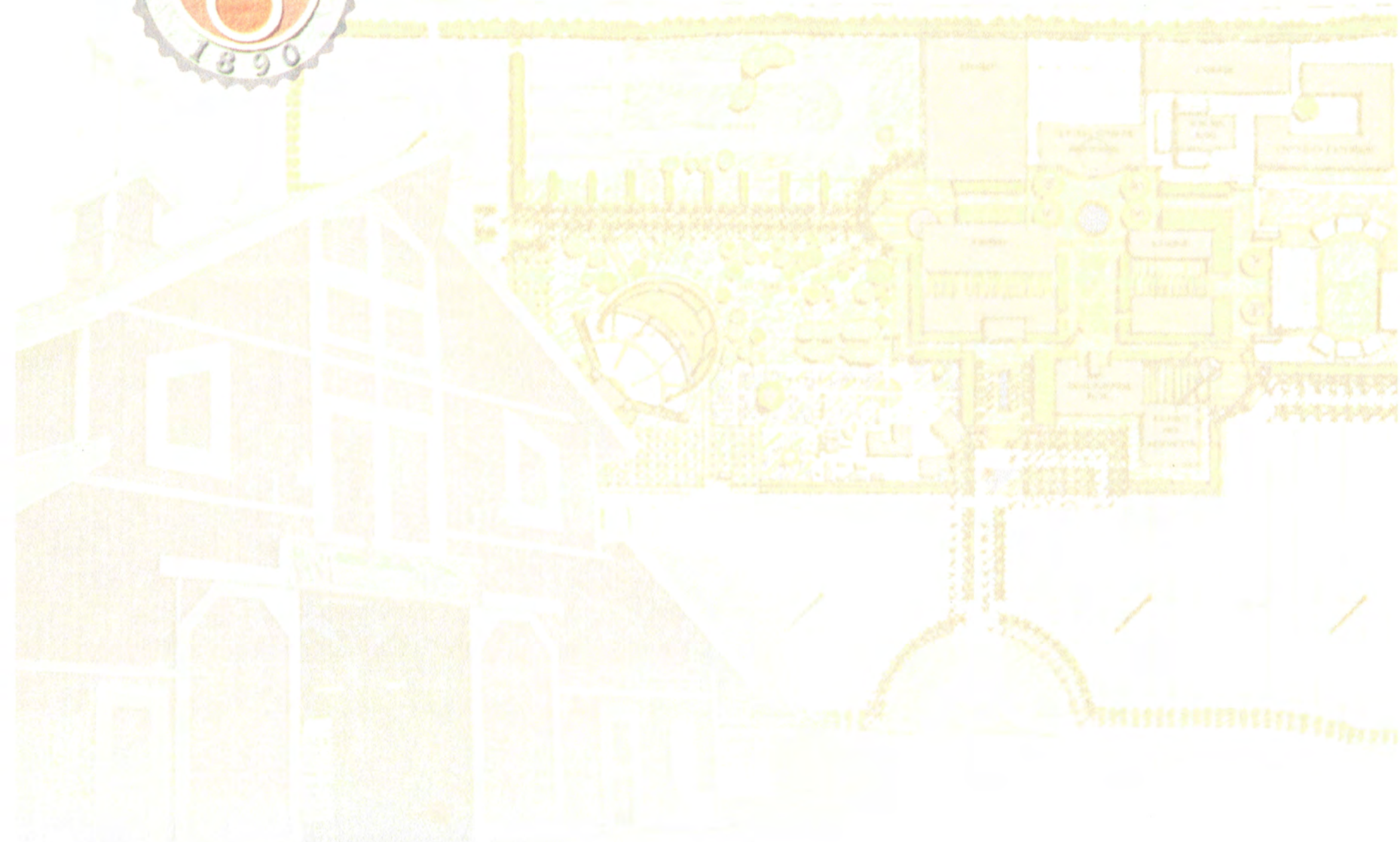
0' 10' 20' 30'

DATE: 10/15/10
SCALE: 1/8" = 1'-0"

DESIGNED BY: LPA
DRAWN BY: LSA
CHECKED BY: LP3



IMPLEMENTATION



IMPLEMENTATION

INTRODUCTION

The objective of this section is to present a comprehensive implementation strategy for the Orange County Fair and Exposition Center (OCFEC) Master Plan. Implementation of the Master Plan will be a measure of its success.

The strategy is composed of two interrelated parts: the Business Plan and the Phasing Plan. These two plans are to be used in concert to guide implementation of the Master Plan.

The Business Plan that is included in the implementation strategy establishes the economic performance potential of the Master Plan and identifies facility improvements and programming revenue that can be applied to the cost of capital improvements.

The Phasing Plan takes the physical constraints of the project site into consideration and recognizes that changes do not occur in a vacuum. The project site is a fixed site, and any change must be accompanied by a realistic assessment of its sitewide effect. Because every building on the site is used, arrangements must be made for building specific uses to be accommodated elsewhere on the site during construction. Figure IS-1 was developed to assist with this process. By illustrating the dynamic role of each building and area on the OCFEC for both Fair and non-Fair time, a phasing plan could be developed that allows for continued use during Master Plan implementation.

BUSINESS PLAN

The Business Plan enables the Master Plan to be understood in terms of the contribution of various activities (e.g., annual summer Fair, swap meet, exhibition activity, community and corporate events, etc.) and facility improvements to year-round economic performance. It also allows programming activities and land uses to be understood in relation to economic performance so that the Master Plan can function as a land resource management tool.

A principal economic objective of the Master Plan is to diversify the mix of revenue generating activity and minimize long-term dependence from any single source. The Master Plan does this in two ways. First, it aims to increase revenue performance of existing activities. Second, it provides for a wider range of scheduled activities by proposing strategically located new structures and increasing the efficiency of the fairgrounds' interior circulation. The following table summarizes economic performance inherent to the Master Plan in comparison to year 2000 operating performance.

Year-Round Program Activities	Existing 2000 Activities	Master Plan Program
Non-Fair Activity		
Revenue	\$7,109,500	\$10,143,200
Expense	\$4,592,900	\$5,655,700
Effective Net	\$2,516,600	\$4,487,500
Annual Summer Fair		
Revenue	\$6,729,300	\$7,504,500
Expense	\$5,163,600	\$5,436,700
Effective Net	\$1,565,700	\$2,067,800
Net Effective Revenue		
Total Fair and Non-Fair Activity	\$4,082,400	\$6,555,300

The Master Plan envisions a mix of activities and programs that offers an acceptable hedge against adverse impacts associated with the disruption of any one revenue producing activity.

To account for the differences in revenue and expense between year 2000 and the Master Plan, it was necessary to examine the physical arrangement of activity centers on the site. In 2000, the existing physical arrangement of operating activity could be broken down into 17 distinct activity areas. Operating performance under the Master Plan is described by 11 distinct activity areas. The reduction in activity centers results in a more accurate reflection of the cost center and revenue center activity of non-Fair operations. The principal sources of non-Fair expense and revenue under the Master Plan are summarized as follows:

1. Exhibition Area: All scheduled exhibition events, excluding livestock shows and equestrian shows, but including Car Rally's Irish Games, etc.
2. Centennial Farm: All maintenance and care expense associated with public education programming at this facility
3. Grandstand Arena: All spectator-oriented race/competitive events
4. Amphitheater: All live entertainment shows with mass audience appeal
5. Festival Grounds/Central Park: Special festival/camping events and maintenance of public staging and assembly area for concert events
6. Livestock Areas: All livestock shows, auctions, etc.
7. Equestrian Center (EQC): All year-round shows, auctions, etc.
8. Main Parking East: All swap meet activity
9. Main Parking West: All paid parking activity, regardless of actual location, and ancillary events, such as the Farmers Market
10. Theme Landscaping and Entry Gates: All maintenance expenses
11. Maintenance Yard and Storage: All direct administration and overhead and proportionate share of facility maintenance; direct facility maintenance is distributed on a proportionate basis across entire fairgrounds site.

Analysis of these activity centers indicates that the following courses of action will be necessary to realize the economic performance potential of the Master Plan:

- Increase scheduled programming for existing facilities that are not associated with the annual Fair or the swap meet.
- Reduce the amount of acreage allocated to existing activities that have marginal revenue generating capacity or no revenue generating capacity.
- Establish and expand revenue generating activities within fairgrounds facilities currently underutilized in service to the community or in support of overall operating performance of the OCFEC.
- Limit increases in acreage allocated to nonrevenue generating uses within the fairgrounds complex, and increase acreage allocated to activities most closely aligned with the long-term priorities of the Master Plan, thereby fulfilling the Master Plan Vision Statement.

The actions described above have been integrated into the Master Plan, thereby strengthening the ability of the Plan to guide long-term development and programming activity at the OCFEC. The Business Plan determined the economic performance limits and capabilities inherent in the Master Plan and will help guide implementation in such a way that the OCFEC is able to maintain a financially independent status while meeting community needs.

PHASING PLAN

The OCFEC Master Plan represents an eight to ten year implementation effort. The intent of the Phasing Plan is to present a manageable way of achieving Master Plan goals while taking into account costs, the need for access, and continued use of the site during construction periods.

The following phases are suggested as manageable implementation units and do not necessarily represent a strict sequence nor the cost center analysis presented in the Business Plan. Phases do represent a financially responsible process that allows the OCFEC to continue to function and accommodate year-round uses. If feasible, several phases may overlap or occur simultaneously. Phases were identified by working closely with OCFEC staff and the California Construction Authority. Phasing cycles are shown in Figure IS-2.

Phase 1—EQC (Western Portion): This phase will include removal of roughly 50 percent of the existing EQC including stalls, trainer areas, and show rings. It will also include grading and construction of a new parking area and the establishment of a new gate off of Arlington Drive. This area can be used as a staging area for later construction phases.

Phase 2—Park/Amphitheater: This phase will include removal of the earthen berm surrounding the amphitheater and the refurbishment of the amphitheater seating areas and sound system. Other activities focusing on mitigating sound may be included in this phase. This phase will also include the demolition of buildings 13 and 15 and the Little Theater. The sidewalk at the west and south edges of the amphitheater and Centennial Farm will be installed, as will the orange grove around the south and west edges of the amphitheater.

Phase 3—Entries: This phase will include improvements to the primary Fair gate located on Fair Drive as well as to the Newport Boulevard/Mesa entry, the Vanguard/Fair entry, and the Merrimac/Fairview entry. This phase will also include the relocation of the electronic signboard from the south side of the fairgrounds to the east side of the fairgrounds. A monument reader board will be constructed on the west side of the fairgrounds, near the entrance on Fairview.

Phase 4—Northwest Village: This phase will include the demolition of Building 17 and the construction of a new kitchen and an 85,000

square foot exhibit hall. It will also include landscaping, paving, and lighting improvements

Phase 5—Central Village: This phase will include the construction of a covering that will link Buildings 14 and 16 and architectural improvements to existing exhibit buildings. It will also include landscaping, paving, and lighting improvements.

Phase 6—South Village: This phase will include the demolition of the existing administration building and construction of a 40,000 square foot multipurpose building and a new arrival court. Also, the restroom and snack bar building in this area will be removed.

Phase 7—Festival Grounds: This phase will include the demolition of the restrooms and gazebos and the installation of a subsurface power grid. It will also include landscaping, paving, and lighting improvements.

Phase 8—Southeast Village: This phase will include the construction of a new area, the installation of sidewalks around the east and south edges of the Village, and construction of a new ticket booth and secondary gate.

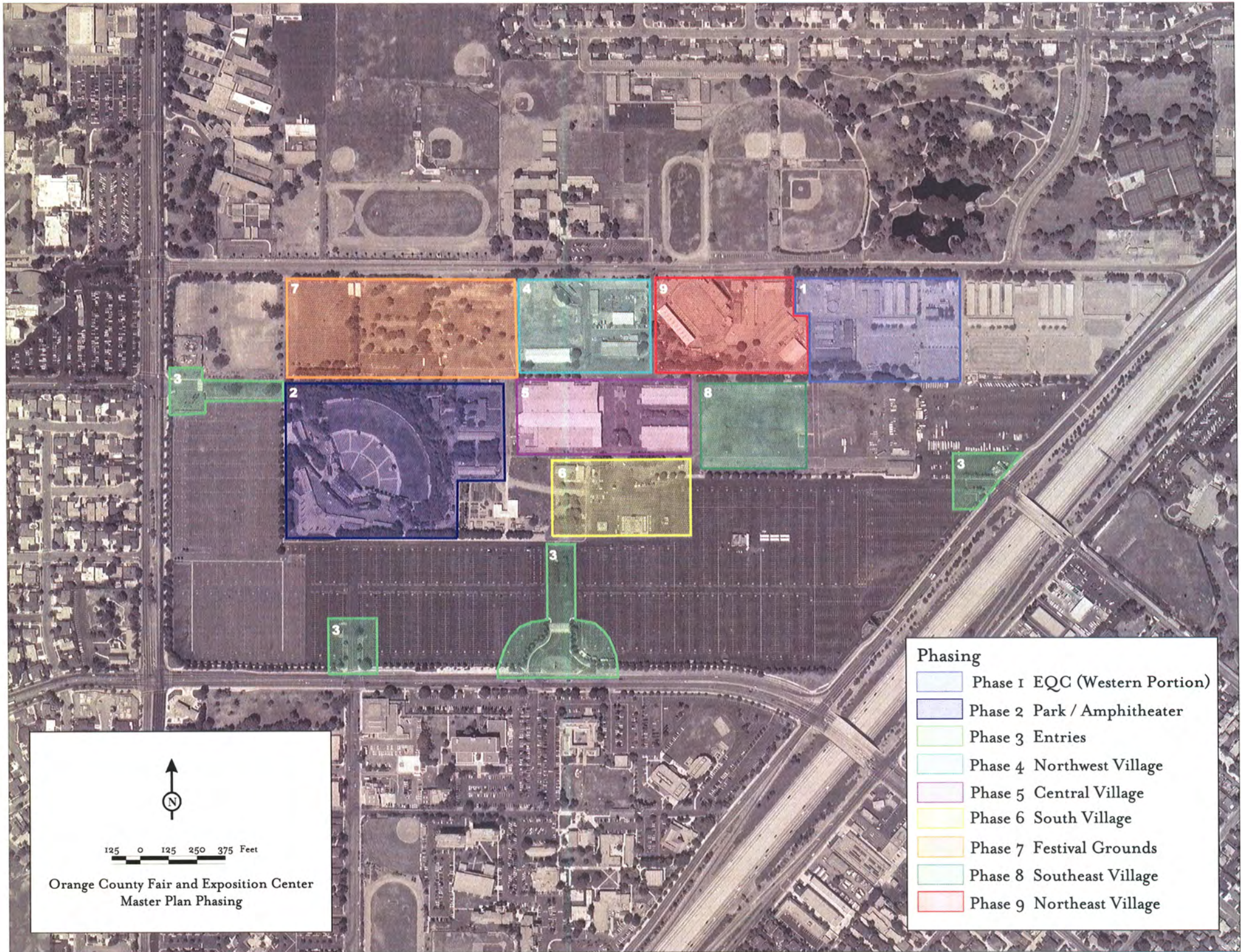
Phase 9—Northwest Village: This phase will include the demolition of the existing area and the construction of a 35,000 square foot storage building, a 43,000 square foot judging ring, and 97,000 square foot livestock building.

These phases are described in more detail in the table included in this section. The table describes the steps that will need to be taken during each implementation phase and issues that will need to be addressed prior to construction. The aerial photograph following each section of the table illustrates the physical location of that particular phasing cycle. The pie chart at the end of this section shows the breakdown of the estimated project cost by phasing cycle. All costs are estimated in 2002 dollars and are provided for general reference. Detailed


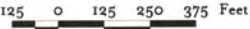
construction costs will be determined once OCFEC/CCA receive individual construction bids for separate projects.

ADMINISTRATION/AMENDMENT

The OCFEC Master Plan will be administered by OCFEC staff at the discretion of the Board of Directors. Though the OCFEC Master Plan represents a general blueprint for the Fairgrounds future, it is encouraged that an acceptable degree of commitment to the Master Plan be exercised by staff and the Board. To that end, minor changes such as type of landscaping, colors, materials, and general maintenance should be administered by the staff. Potentially significant changes to the Master Plan such as proposed building, driveway, and parking relocations should be presented to the appropriate subcommittee (e.g., Buildings and Grounds) and then to the full Board. An analysis of potential sitewide and environmental impacts shall be completed prior to final approval of potential significant changes.



Phasing	
	Phase 1 EQC (Western Portion)
	Phase 2 Park / Amphitheater
	Phase 3 Entries
	Phase 4 Northwest Village
	Phase 5 Central Village
	Phase 6 South Village
	Phase 7 Festival Grounds
	Phase 8 Southeast Village
	Phase 9 Northeast Village



 Orange County Fair and Exposition Center
 Master Plan Phasing

Phase	Area	Action	Issues	Staff Assigned
One	Equestrian Center (EQC)	<p>A. Remove stalls, trainer area, and rings.</p> <p>B. Relocated drive and establish new gate.</p> <p>C. Grade and install new parking area.</p> <p>D. Install new sidewalk next to Village.</p> <p>E. Install parking lot light standard (80').</p> <p>F. Install storm drain improvements.</p>	<p>a. Ensure that remaining EQC can accommodate additional horses.</p> <p>b. Might be part of larger Arlington improvement.</p> <p>c. Lay out electrical for light standard (1.E).</p> <p>d. Align new service gate for future arena/ livestock area.</p> <p>e. Remove unnecessary lights.</p> <p>NOTE: Could be used as staging area for construction activities in other portions of the fairgrounds.</p>	
Phase One Cost Estimate			\$1,300,000	

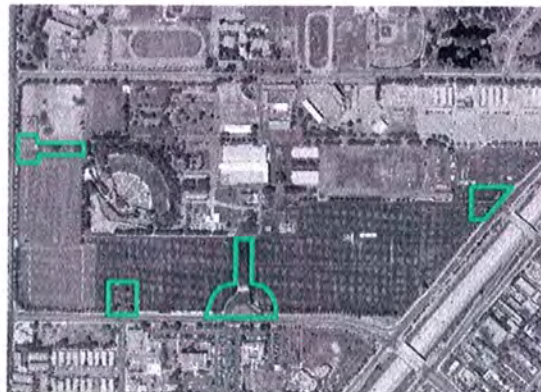


Phase	Area	Action	Issues	Staff Assigned
Two	The Park	<p>A. Remove amphitheater berm.</p> <p>B. Refurbish seats, stage, backstage, and sound system.</p> <p>C. Remove Buildings 13 and 15.</p> <p>D. Remove Little Theater.</p> <p>E. Remove ficus rows (partially or in entirety).</p> <p>F. Install orange grove around west and south edges of amphitheater.</p> <p>G. Expand Centennial Farm.</p> <p><i>continued on next page</i></p>	<p>a. Contact Caltrans for potential receiving site; contact City before commencing to define haul route.</p> <p>c. Need to relocate any non-Fair storage and identify replacement Fair time exhibit space.</p> <p>d. May need to delay in order to construct new space currently identified as part of another implementation phase.</p> <p>e. Need to review landscaping plan for park elements (e.g., orange grove) prior to tree removal.</p> <p>f. May include picnic tables and water fountains.</p> <p>g. Nonstructure expansion.</p>	

Phase	Area	Action	Issues	Staff Assigned
Two	The Park <i>(continued)</i>	<p>H. Commission RFP for park landscape plan.</p> <p>I. Install sidewalk at west and south edges of amphitheater and Centennial Farm.</p> <p>J. Install sound roof and walls for amphitheater (see note).</p> <p>K. Install pedestrian walkway lights (20').</p> <p>L. Install storm drain improvements.</p>	<p>i. Lights on sidewalks.</p> <p>j. Need to assess potential neighborhood impact and reaction prior to committing to covering amphitheater (EIR).</p> <p>k. Lights on walkways through park.</p> <p>l. Storm drain improvements to Arlington should also be included.</p>	
Phase Two Cost Estimate			\$4,500,000	



Phase	Area	Action	Issues	Staff Assigned
Three	Landsaped Entry	<p>A. Commission RFP for vehicular landscape plans for four gateways:</p> <ol style="list-style-type: none"> 1. Newport Boulevard/Mesa 2. Primary Fair Gate 3. Vanguard/Fair 4. Merrimac/Fairview <p>B. Relocate current electronic sign.</p> <p>C. Install storm drain improvements.</p>	<p>a. Preliminarily identified Date Palm as vertical element for each gateway.</p> <p>a.1. Include banners and signs and extend palms into site parking area along drive aisle.</p> <p>a.2. Create new entry design using a portion of the existing parking area; extend palms along drive into site; include walkways.</p> <p>a.3. Include banners and signs.</p> <p>a.4. Include banners and signs and extend palms into site parking area along drive aisle.</p>	
Phase Three Cost Estimate			\$2,800,000	



Phase	Area	Action	Issues	Staff Assigned
Four	Northwest Village	<p>A. Construct 85K square foot exhibit building (current Arlington Theater site).</p> <p>B. Remove Building 17.</p> <p>C. Construct 35K square foot kitchen/café building (former Building 17 site).</p> <p>D. Commission RFP for Village Landscape Plan.</p> <p>E. Landscape, paving and pedestrian sidewalks, lighting, and mobile landscaping.</p> <p>F. Install storm drain improvements.</p>	<p>a. Amphitheater must be available prior to commencing construction of new exhibit building.</p> <p>b. Need to identify replacement exhibit space (i.e., new exhibit building).</p> <p>c. Design to serve as central catering node for Village and sit-down café that may use outside space at south edge of building.</p>	
Phase Four Cost Estimate			\$10,000,000	



Phase	Area	Action	Issues	Staff Assigned
Five	Central Village	<p>A. Construct span across Buildings 14 and 16.</p> <p>B. Landscape, lights, paving and pedestrian walkways, flags, and banners.</p> <p>C. Install metal facades on existing exhibit buildings.</p> <p>D. Install storm drain improvements.</p>	<p>a. Similar concept of POP.</p> <p>b. Flags and banners need to be included.</p>	
Phase Five Cost Estimate			\$3,100,000	



Phase	Area	Action	Issues	Staff Assigned
Six	South Village	<p>A. Construct 40K square foot multipurpose building.</p> <p>B. Construct new arrival court.</p> <p>C. Remove Administration building.</p> <p>D. Landscape, paving and pedestrian sidewalks, lighting, and mobile landscaping.</p> <p>E. Install storm drain improvements.</p>	<p>a. May include indoor theater, recital area; administrative building; small exhibit area.</p> <p>b. Need to remove/relocate restroom and snack bar; paving, lighting, and water element plan; may commission art RFP for design element.</p> <p>c. Need to identify temporary facilities or construct new multipurpose building before removal.</p>	
Phase Six Cost Estimate			\$5,000,000	



Phase	Area	Action	Issues	Staff Assigned
Seven	Festival Grounds	<p>A. Remove/relocate restrooms and gazebos.</p> <p>B. Complete research for alternative paving surfaces.</p> <p>C. Landscape, paving and pedestrian sidewalks, lighting, and mobile landscaping.</p> <p>D. Preserve mature trees.</p> <p>E. Install subsurface power grid.</p> <p>F. Install landscaping (trees) along west and south edges.</p> <p>G. Install storm drain improvements.</p>	<p>b. May be partially paved with asphalt and polymer surface.</p> <p>c. Identify carnival layout around existing trees.</p>	
Phase Seven Cost Estimate		\$5,000,000		



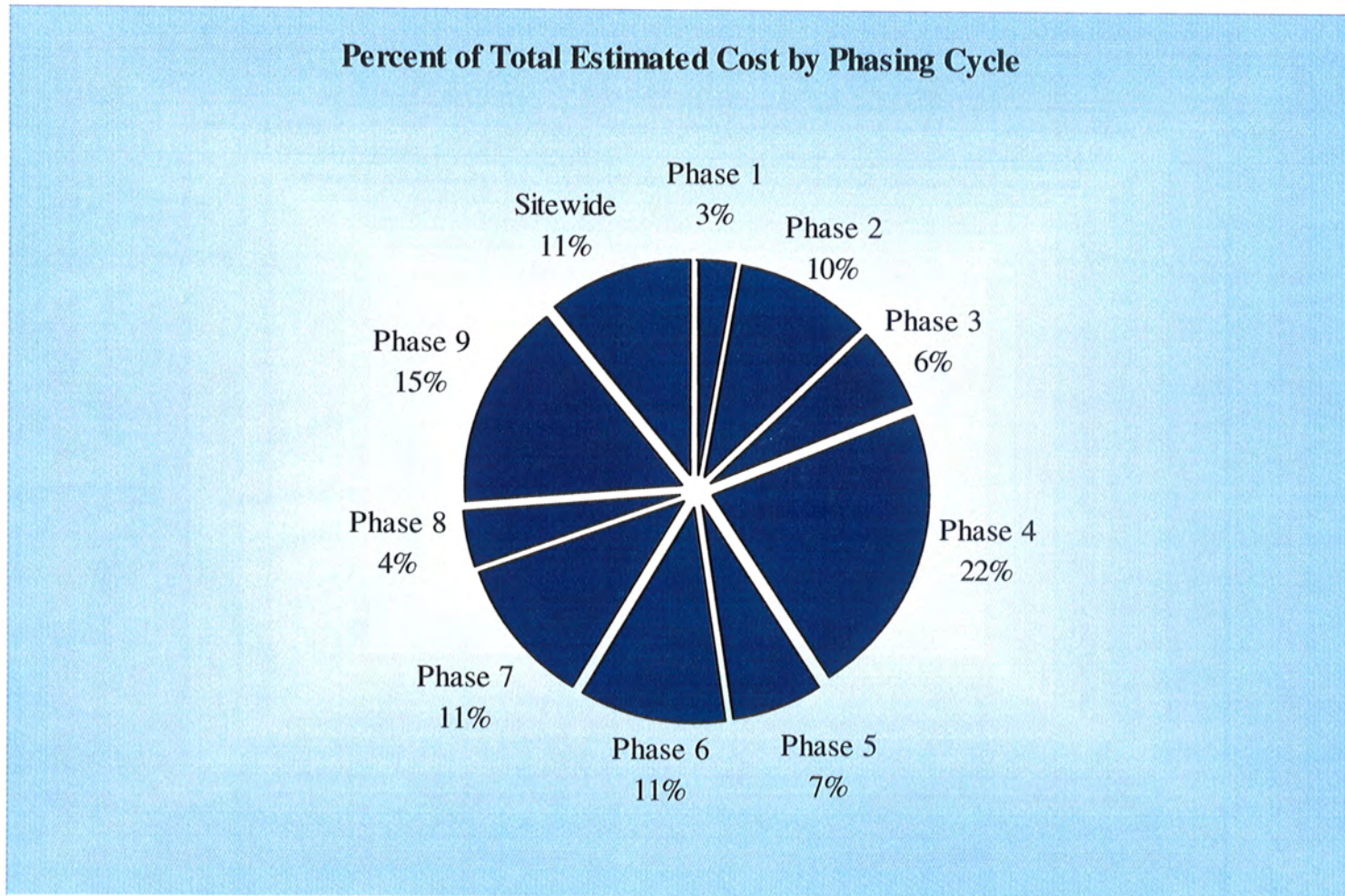
Phase	Area	Action	Issues	Staff Assigned
Eight	Southeast Village	<p>A. Construct new arena.</p> <p>B. Install sidewalk around east and south edge of Village.</p> <p>C. Construct new ticket booth.</p> <p>D. Construct secondary (vendor) gate.</p> <p>E. Install storm drain improvements.</p>	<p>NOTE: Once the new Festival Grounds are completed, this area could be available for construction phasing (short term) or parking (long term).</p>	
Phase Eight Cost Estimate			\$2,000,000	



Phase	Area	Action	Issues	Staff Assigned
Nine	Northeast Village	<p>A. Remove arena and miscellaneous buildings.</p> <p>B. Construct 35K square foot storage building.</p> <p>C. Construct livestock buildings.</p> <p>D. Construct 45K square foot judging ring.</p> <p>E. Landscape, paving and pedestrian sidewalks, lighting, and mobile landscaping.</p> <p>F. Install storm drain improvements.</p>	<p>a. Remove after new arena is constructed and in operation.</p> <p>b. Could be block, concrete tilt-up, or metal building.</p> <p>d. Multipurpose shade structure with "soft" floor.</p>	
Phase Nine Cost Estimate		\$7,000,000		



Phase	Area	Action	Issues	Staff Assigned
Sitewide	Parking Area Lights Exterior Fence Farmers Market Water Quality Additional SD Costs	A. Restripe. B. Install four additional 80' standards in eastern portion of parking area. C. Remove. D. Relocate to an area near the Millennium Barn. E. Water Quality System Inlets and Junctions.	b. Should include decorative metal sheath and festive banners. c. Install wrought iron fence around fairgrounds proper and around EQC. e. Mitigation measures will be needed. A Notice of Intent must be filed with the CA State Water Resources Control Board, and a Storm Water Pollution Prevention Plan (SWPPP) must be prepared to reduced water quality impacts related to construction. A Water Quality Management Plan must be prepared for postconstruction conditions. Mitigation may include use of hydrocarbon absorbers and catch basins, septic tanks, bioswales, and sediment removal planters. NOTE: These items are not associated with any subarea and could occur any time during Master Plan implementation.	
Sitewide Cost Estimate			\$5,000,000	



ACKNOWLEDGEMENTS

32nd District Agricultural Association Board of Directors

Ruben Smith, President
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