



Lea County Event Center MASTER PLAN

JANUARY 2023



DEKKER
PERICH
SABATINI
Architecture
in Progress

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ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

Lea County Event Center (LCEC) has tremendous potential to anchor a district with the Lovington Highway Trail, the CORE, the NMJC campus, and the recent development in this area. The LCEC Master Plan articulates a comprehensive vision and recommended improvements that can help attract more visitors, events, and economic activity.

VISION AND GOALS

The vision for the LCEC is to create a dynamic, contemporary facility that competes with the best venues in the region, attracting quality shows and events for local residents and visitors alike. The LCEC Master Plan is a collaborative effort between Lea County and New Mexico Junior College, the City of Hobbs and civic organizations. The new facility will create synergy with nearby attractions like NMJC and the Hobbs CORE while also expressing its own unique identity. must create synergy and be harmonious with the partners while allowing each to be distinctive.

The goals for the update to the Lea County Event Center include:

- Create a sense of pride in the community, be aesthetically pleasing, and catch driver's attention on the Lovington Highway
- Provide the WOW factor while being architecturally cohesive with the partners in the area - visually appealing to capture more events

- Be a community-focused, multi-use facility providing a variety of entertainment and economic development opportunities
- Bring people together!
- Provide common sense sustainability by saving money on energy, operations, and maintenance

PROCESS

The project team completed this master plan over the course of several months in late 2022 in coordination with County partners such as NMJC, Municipal Schools, the City of Hobbs, and the civic partners. Public outreach was conducted at key project milestones and included a public open house that occurred on November 10, 2022, at the Lea County Event Center to obtain feedback on preliminary site concepts and two project updates at County Commission hearings. The feedback received from these engagement efforts was incorporated into the recommended improvements outlined in this plan.

OPPORTUNITIES AND CONSTRAINTS

The LCEC site has a variety of opportunities and constraints that were taken into consideration during the early phases of planning. The Event Center is well-positioned at the intersection of two major roads and located near NMJC, the CORE and Zia Park Casino Hotel. This placement primes the site to be a strategically placed activity center for the area. With a dated façade and a location that is set far back from the roadways, the actual Event Center does not project a strong identity. The site lacks good connections to surrounding properties and no clear pedestrian access/circulation. The site

could have stronger visual connections to both NMJC and to the CORE, through better signage, landscaping, and pedestrian improvements.

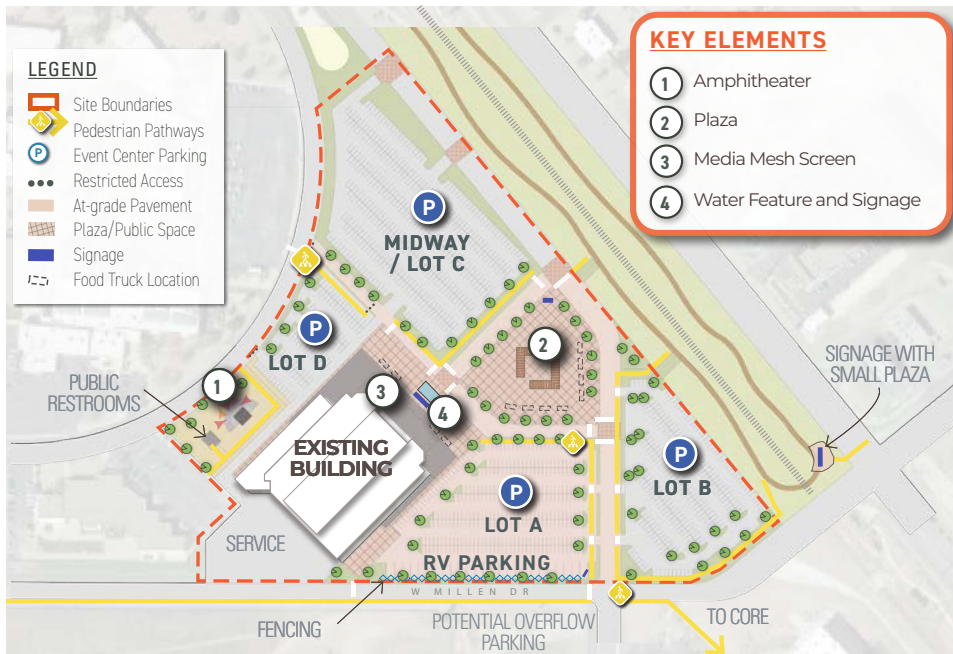
RECOMMENDED IMPROVEMENTS

This master plan proposes updates to LCEC that support the vision and goals of Lea County. These include improvements to the building facade, additional ancillary facilities like the amphitheater and public restrooms, and site amenities such as a plaza and enhanced connections to NMJC and the CORE. The master plan outlines two alternatives for both facility and site concepts that incorporate the input received throughout the master planning process.

Proposed exterior façade improvements aim to give visitors and passersby a new experience of the Lea County Event Center while leaving its core functions intact. The project team developed two design options to update the street-facing facades (see Figures 5 and 6 on pages 18-19). Both design options include new exterior elevation materials such as perforated and solid metal panels, cementitious panels, and glazing that can be lit at night for dramatic effect. They both utilize a variety of contemporary materials that add color and pattern without mimicking its neighboring facilities like the CORE. The design approach pulls the façade forward and away from the existing building face to create an intermediate lobby and meeting spaces that transition to the arena and banquet hall.

The preferred concept (see Figure 6 on page 19) removes the existing lobby and replaces it with a new lobby linking the front entrance to the banquet hall entrance around the corner. To unify the whole, the remaining exterior walls of the LCEC would be skinned with new materials to

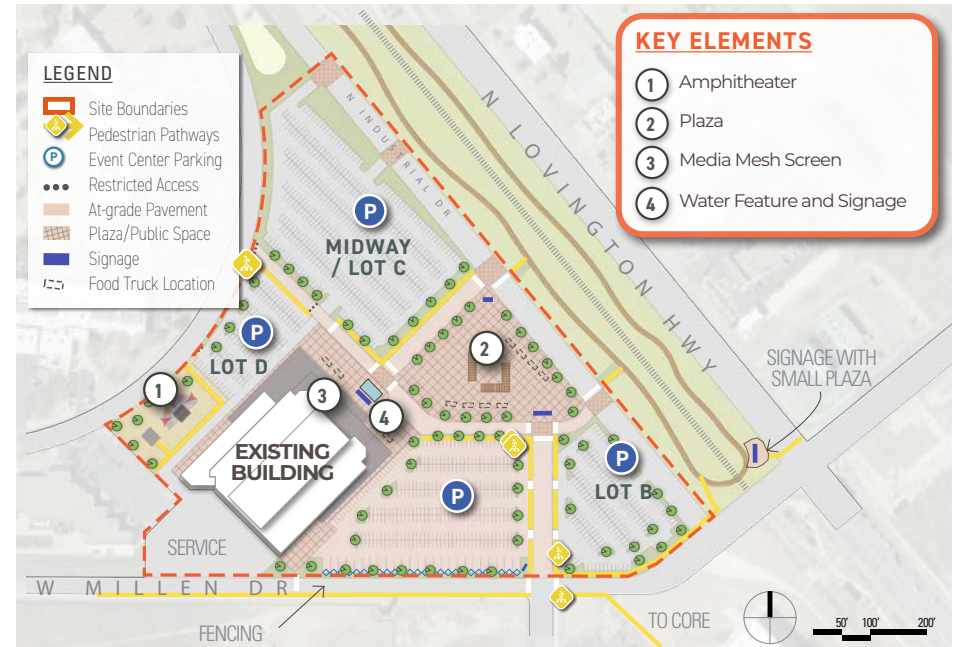
PREFERRED SITE CONCEPT A: INDUSTRIAL REALIGNMENT



match. In addition, a programmable large media mesh display, and distinct wall signage will draw attention, provide information, and generate excitement.

Site improvements are intended to enhance the overall character and experience of the site. These features impact the way that the community perceives the Event Center and the overall experience of someone visiting the site. The Preferred Site Plan Concept (p.17) reconfigures vehicular/pedestrian circulation and parking areas to create a sense of arrival and clarify overall site navigation. The preferred concept recommends realigning Industrial Dr. so it curves south through the site to connect with Synergy Park Blvd to the south of Millen Dr. This realignment moves this intersection further away from Lovington Highway and allows for safer vehicular and pedestrian interaction. The reconfigured

ALTERNATIVE SITE CONCEPT B: INDUSTRIAL EXISTING ALIGNMENT



circulation would connect better to the building entrance and introduce new opportunities for civic spaces, enhancing the overall aesthetics and user experience of the site. One proposed change to the site would create at-grade pedestrian crossings that feature a different material/texture as a visual cue to drivers to slow down (p. 26-27). Additional recommended site amenities include a new entry plaza, a centralized plaza, and purposefully located landscaping, signage, and pedestrian pathways. These improvements will not only support events within the facilities at LCEC but also make the outdoor areas of this site an attraction and premier public space for Lea County residents and visitors.

CONCLUSION

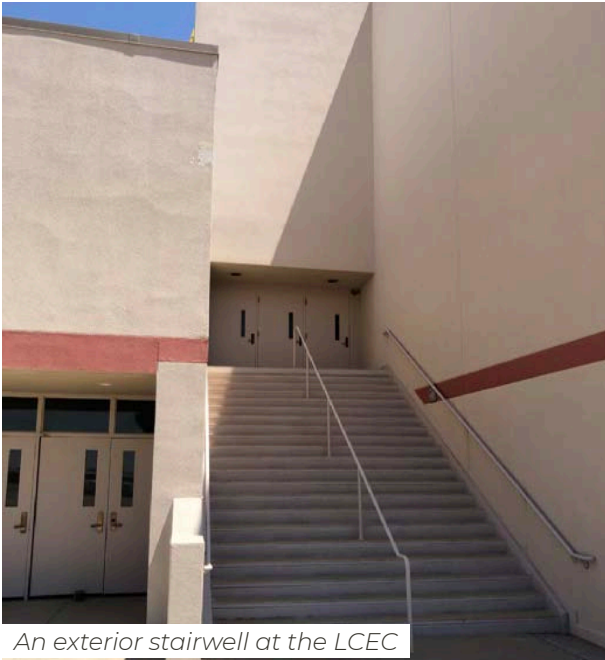
For decades the LCEC has been an economic driver and a regional destination for the

community. This master plan proposes updates that would enable this facility to be more successful in attracting new activity to the area, helping to transform the event center into a more lively, distinct, and fun destination that will continue to serve Lea County well into the future.

INTRODUCTION

PROJECT SCOPE

Lea County Event Center (LCEC) has a tremendous potential to anchor a district with the Lovington Highway Trail, the CORE, the NMJC campus, and recent developments in this area. This master planning effort provides the County with a site-wide comprehensive vision and direction. The LCEC Master Plan articulates a comprehensive vision and recommended improvements that can help attract more visitors, events, and economic activity. This master plan proposes changes that support the vision and goals of Lea County, including improvements to the building facade, and to the overall site. A new amphitheater and public restrooms, along with a food truck plaza help energize the site and better pedestrian pathways strengthen connections to NMJC and the CORE.



An exterior stairwell at the LCEC



Main entrance to the LCEC

VISION AND GOALS

The vision for the LCEC is to create a dynamic, contemporary facility that competes with the best venues in the region, attracting quality shows and events for local residents and visitors alike. The LCEC Master Plan is a collaborative effort between Lea County and New Mexico Junior College, the City of Hobbs, and civic organizations. The new facility will create synergy with nearby attractions like NMJC and the Hobbs CORE while also expressing its own unique identity.

The goals for the update to the Lea County Event Center include:

- **Create a sense of pride in the community, be aesthetically pleasing, and catch driver's attention on the Lovington Highway**
- **Provide the WOW factor while being architecturally cohesive with the partners in the area - visually appealing to capture more events**
- **Be a community-focused, multi-use facility providing a variety of entertainment and economic development opportunities**
- **Bring people together!**
- **Provide common sense sustainability by saving money on energy, operations, and maintenance**

EVENT CENTER HISTORY

The Event Center was created in the early 1990's. Using arena floor seating in combination with stadium seating, the Center can accommodate concerts for over 6,000 ticket holders. The arena floor can be cleared of seats and used for a variety of events, including equestrian and monster truck shows.

A Banquet facility addition came 10 years after the initial build. The ample banquet hall can be subdivided into three separate rooms holding up to 120 people each for functions. These rooms and a 30-person meeting room are served by a fully equipped kitchen. It is clearly a versatile facility serving a multitude of entertainment, social, educational, and business functions. With plenty of surface parking surrounding the building, the Event Center is an important and thriving component of services provided by Lea County.

EXISTING CONDITIONS ANALYSIS

CONTEXT

Lea County Event Center is located in Hobbs, New Mexico at the intersection of North Lovington Highway and Millen Dr. The Event Center site spans approximately 23.6 acres from the boundary of New Mexico Junior College (NMJC) to Millen Dr. on the south and Industrial Dr. on the northeast. N. Lovington Highway parallels Industrial Dr. to the north, with the Lovington Highway Trail and railroad tracks located between the roads. The Lovington Highway Trail stretches approximately 4.5 miles from the northern edge of Hobbs into the LCEC to the south.

This area has seen improvements since the LCEC was built in the early 1990's, most notably the construction of the CORE (Center of Recreational Excellence) located to the south of Millen Dr. Covenant Health Hobbs Hospital was also recently constructed at the southeast corner of the site. Zia Park Casino Hotel & Racetrack is also located to the southwest of LCEC along Millen Dr. and attracts a large number of visitors annually.

FACILITIES

The Event Center entrance is accessed after crossing an extensive parking field. Commentary from County staff and the public suggested that the building and grounds could be more welcoming. The building envelope itself is imposing. The effect is amplified by the minimal use of windows against the massing of large solid wall planes. The single-story lobby opens onto the interior concourse of the Event Center to access the bleachers and Arena. The Banquet Halls are off to one side and can be accessed from either the interior or from the side parking lot. The various

interior spaces in the existing facility are nicely interconnected.

The service side of the building has a coiling door and a ramped drive that extends from the Millen Dr. side of the building to the lower Arena floor. The receiving area directly outside this back entrance is not ideal for vehicular access and circulation; this has been identified as a feature designated for improvement.

The overall conclusion is that the Event Center itself is functional for the uses it has been designed for, but several areas need improvement, including upgrading its exterior presence, enhancing connectivity between the main entrance and Banquet entrance, providing more queuing for events, and improving the receiving area. We are also cognizant that there may be future need for more meeting space to accommodate larger business/convention-type functions than the facility can accommodate today.

SITE INFRASTRUCTURE

SITE AMENITIES

Currently, the site offers very little in the way of amenities. Most of the 23.6 acres is dedicated to parking and drive aisles. There are some pedestrian walkways and landscaping surrounding the building as well as along Millen Dr. Connections to surrounding facilities are also lacking, particularly to the Lovington Highway Trail and the CORE.

VEHICULAR CIRCULATION AND PARKING

There are two access points from Industrial Dr.

and two access points from Millen Dr. that create a grid network of vehicular circulation within the site and provide access to parking areas. There are approximately 1,544 parking spaces and 32 handicap parking spaces, totaling 1,576 parking spaces spread throughout the site.

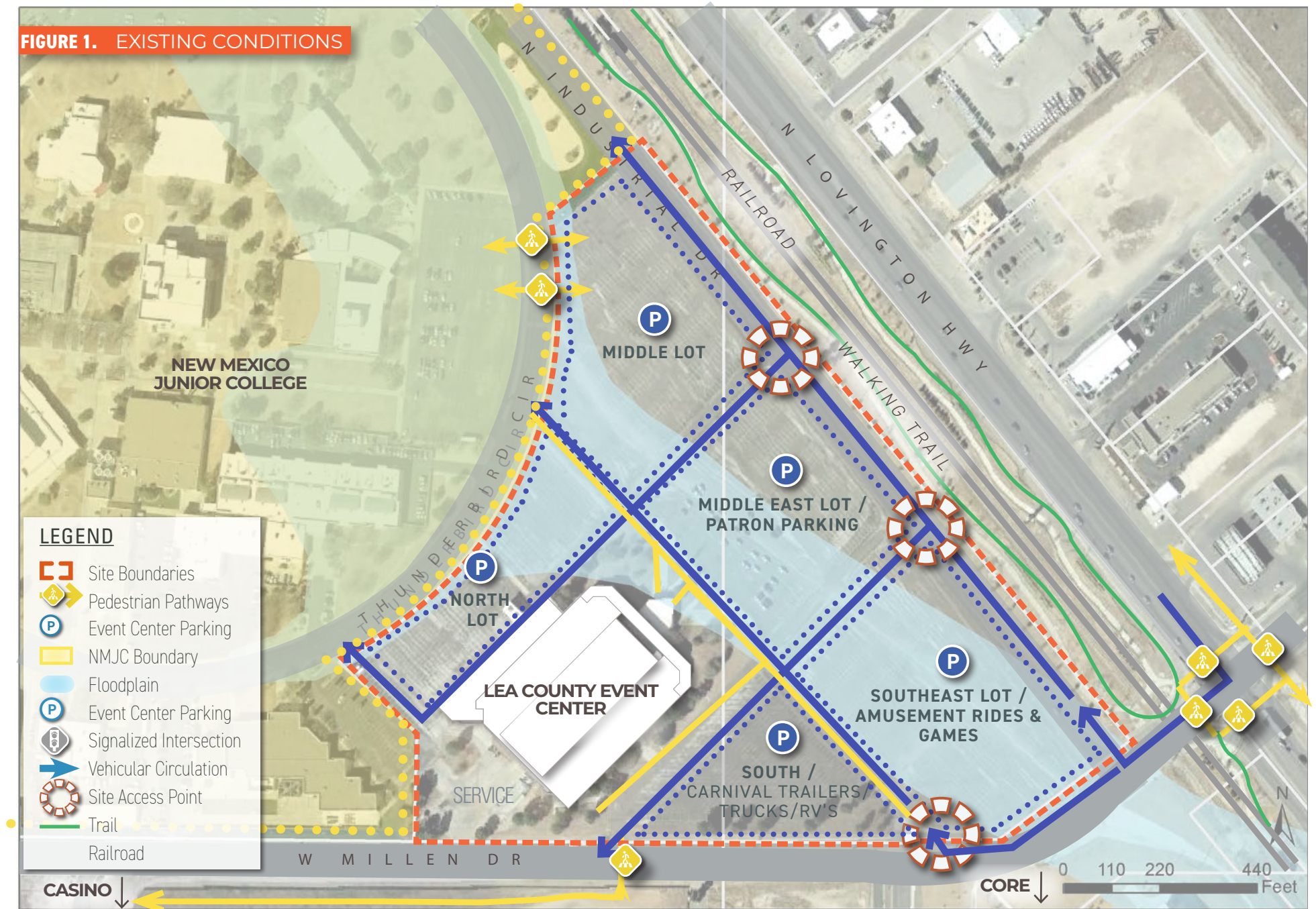
GRADING AND DRAINAGE

Most of the existing surface is within the floodplain, with a minor slope from the northwest to southeast. In order to minimize additional flood problems, the intent is to maintain existing flows as much as possible.

UTILITIES

Presently there are gas, water, and electric service connections to the building from the south off Millen Dr. Gas service enters the site from Millen and feeds the facility via a meter located on the south side of the building off the Receiving area. A gas extension around the building to the Banquet Hall was added when that addition was constructed. An 8" water main, also in Millen Dr., supplies domestic and fire suppression lines to the building. A primary electrical feeder extends from Millen to a 1000 kva transformer which is on a pedestal near the gas meter. Nearby, a conduit carries telephone to the main terminal. An 8" sanitary sewer line extends from the east corner of the Event Center to a manhole in Millen Dr. A grease interceptor and additional 6" sanitary sewer was brought online with the Banquet Hall addition and extends west across the parking lot to a manhole in Thunderbird.

FIGURE 1. EXISTING CONDITIONS



OPPORTUNITIES AND CONSTRAINTS

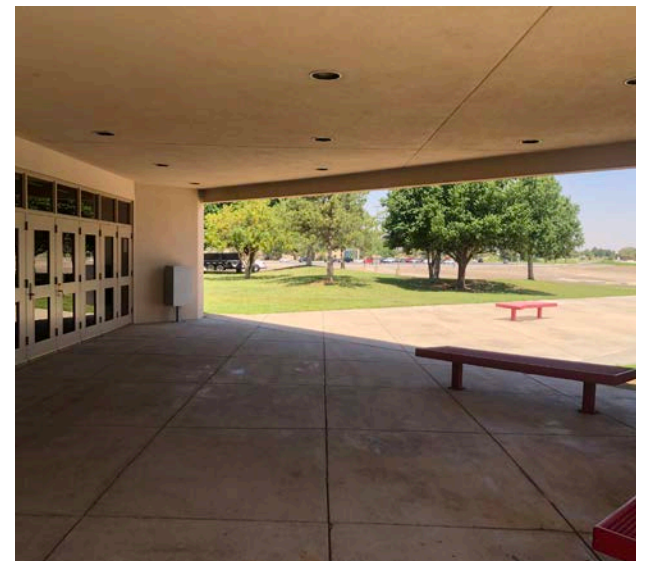
The Lea County Event Center site has a variety of opportunities and constraints to take into consideration when considering improvements to both the facility and the site itself. LCEC is well-positioned at the intersection of two major roads, including Lovington Highway, with an annual average daily traffic (AADT) count of 22,856 vehicles. Its proximity to NMJC to the north and the CORE and Zia Park Casino Hotel & Racetrack to the south lend this site to be a strategically placed activity center for the area. Current pedestrian accessibility within the site and connecting to surrounding properties is severely lacking. Providing enhanced pedestrian connections between these attractions will help bring people together and offer a unique and varied experience.

Aesthetically, LCEC does not offer much curb appeal with a dull facade and a sea of asphalt parking surrounding the facility. The opportunity exists to add placemaking elements that create a unique and separate experience for users through landscaping, pedestrian amenities, signage, and gathering spaces.

On flood maps, a flood zone is indicated draining from the northwest to the southeast across the site through the parking areas. There is no underground drainage system through the site, so stormwater flows across the surface of the parking areas during storm events causing some inconveniences to parked vehicles. An in-depth study of stormwater drainage on-site is not part of the scope of work but is recommended before implementing site improvements.

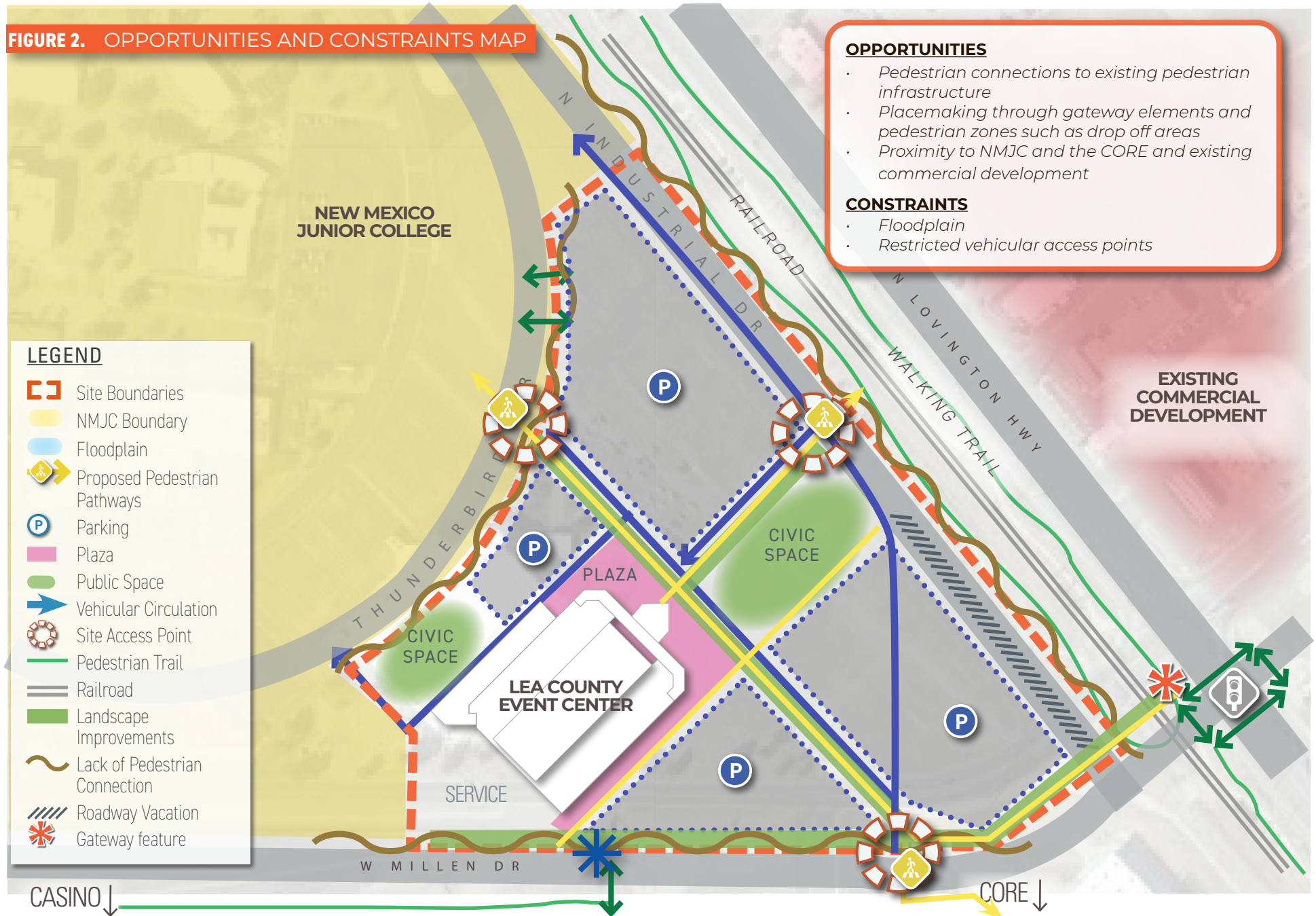


View of the Banquet Hall



Main entrance

FIGURE 2. OPPORTUNITIES AND CONSTRAINTS MAP



OUTREACH

The project team hosted a public open house on November 10, 2022, at the Lea County Event Center. Appendix 1 contains the Conference Report from this public open house. The event was well attended. The project team presented the draft site concepts to attendees and answered questions. Attendees could provide feedback via a comment card, through email at a later time, or on display boards. Sticky dots in green and red provided attendees an opportunity to indicate on the display boards their preferences amongst the images featured. Appendix 1 contains photos of the display boards after this exercise.

Common themes from attendees' input include:

- Floodplain concerns
- Parking
 - Make sure Event Center still has enough parking for events
 - Needs new striping
 - More vehicular access points
 - Landscape on west side of RR tracks could be used for parking
 - RV Parking location
- Landscape, Site, and Traffic Improvements
 - Too many trees proposed
 - Pedestrian improvements needed along Millen Dr
 - Consider traffic study for realignment of Industrial Dr
- Connection between NMJC/Event Center/ CORE
 - Strengthen pedestrian connections

throughout

- Concern for pedestrian safety with vehicular traffic
- Suggested Facility Improvements (interior)
 - Add flexible breakout spaces to attract larger regional and state-wide conferences

Main takeaways from the sticky dot exercise:

- Amphitheater
 - Red: do not include grass
 - Green: do include shade sails, build up as opposed to digging into the site (prevent flood control issues)
- Food Truck/Water Feature
 - Mixed: Water feature concept
 - Green: Very excited about the food truck court
- Media Mesh Screen
 - General approval for a media mesh screen.
- Art & Signage
 - Red: dislike sculptural art shown on the exhibit
 - Green: prefer a simple reader board/digital sign
- Outdoor Exercise Equipment
 - Majority of votes to exclude this concept as a whole
- Pedestrian-Scale Lighting
 - Mixed votes on specifics, but agree that lighting is a key element to safety
- Streetscape Landscaping

- Red: Overall concern for the number of trees
- Prefer at-grade tree wells
- At-Grade Pavement
 - General approval for accent at-grade pavement

Presentations to the Lea County Board of County Commissioners (LCBCC) took place on October 6, 2022, and January 12, 2023. The LCBCC presentation on October 6, 2022, included goals and vision of the Event Center and preliminary site concept design. The second LCBCC presentation on January 12, 2023, included a final site concept design and building facade improvements.



Public meeting presentation



Dot exercise



Public meeting participants



Public meeting boards with public feedback

DESIGN RECOMMENDATIONS

OVERVIEW

The Site Plan takes into account the vision and goals of Lea County for LCEC and details a site-wide concept that includes both building facade improvements as well as improvements to the site such as additional facilities, landscaping, signage, at-grade pavement, a food truck plaza and interactive water feature, and enhanced pedestrian connections. There are two site plan concepts: both propose the same site amenities, with Concept B proposing a larger area for a food truck plaza. The main difference between Concept A and B is the alignment of Industrial Drive. Concept A proposes to realign Industrial Dr. to connect to Synergy Park Blvd to the south of Millen Dr. Concept B leaves Industrial Dr. in its current alignment.

PROPOSED FACILITIES

EVENT CENTER RENOVATIONS

The Event Center building functions well internally but the exterior appearance and overall site would benefit from improvements. The design should unify access to several distinct entries and provide sheltered queuing, so people don't have to wait outside in the elements prior to an event. There is a need to update and dignify the existing façade creating a sense of light and openness that it presently lacks. It should draw the eye like the adjacent CORE does while having its own distinctive identity.

The project team explored two design options intended to give visitors and passersby a new experience of the Lea County Event Center while

FIGURE 3. SITE PLAN - CONCEPT B



FIGURE 4. PREFERRED SITE PLAN - CONCEPT A

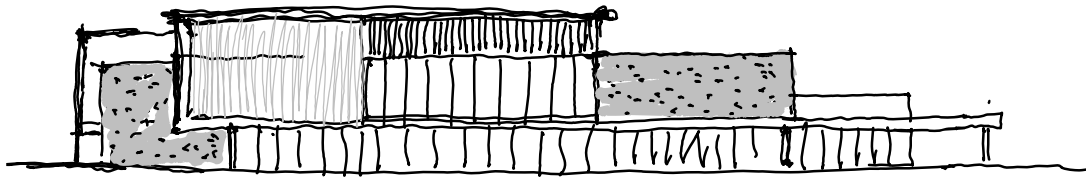
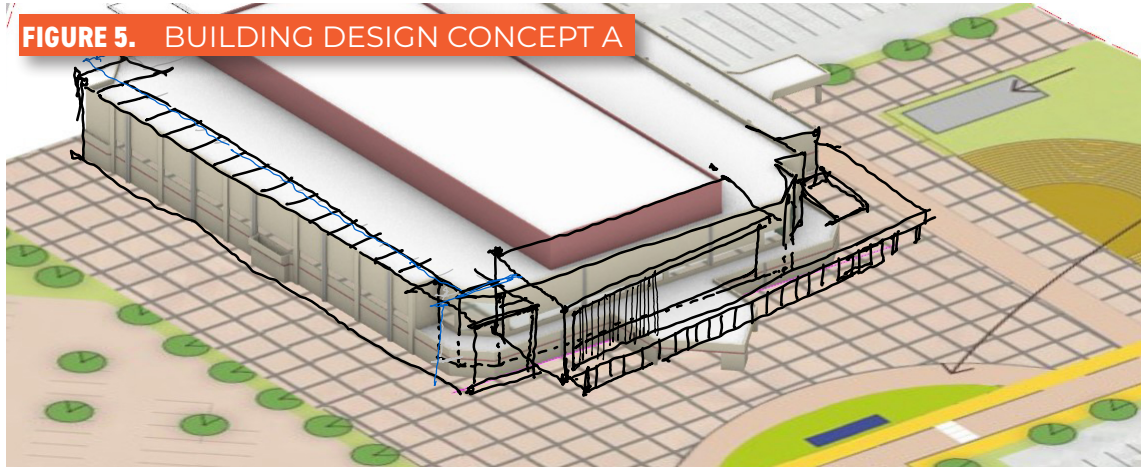


leaving its core functions intact. Both options present an exterior elevation that has updated skin materials, including perforated and solid metal panels, cementitious panels, and glazing that can be lit at night for dramatic effect. Through the use of color and pattern, the building façade will be updated with contemporary materials without mimicking its neighbors.

Both design options pull the façade forward and away from the existing building face to create intermediate lobby and meeting spaces that transition to the arena and banquet hall. In one proposed scenario, the existing lobby and entry would be removed and replaced with a new lobby linking the front entrance to the banquet hall entrance around the corner. To unify the whole, the remaining exterior walls of the Center would be skinned with new materials to match. In addition, a programmable large media mesh display, and distinct wall signage will draw attention, provide information, and generate excitement.

The preferred design option shifts the attention to the northwest corner to better acknowledge the significance of the Banquet Hall entry as an accessory to the main Event Center arena. Though still conceptual, the design already suggests a unique façade that would complement the importance of the Lea County Event Center in the region. It would break up the static symmetry of the present facility, while addressing its multifunctionality.

FIGURE 5. BUILDING DESIGN CONCEPT A



METAL MESH PANELS



MEDIA MESH



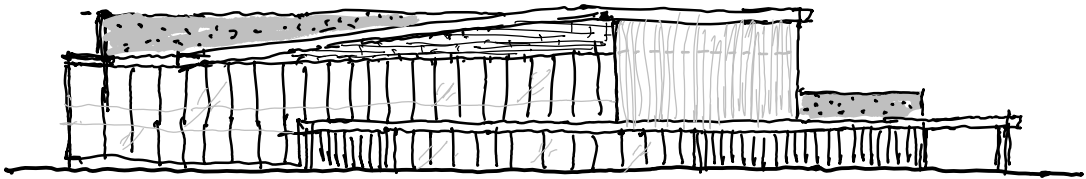
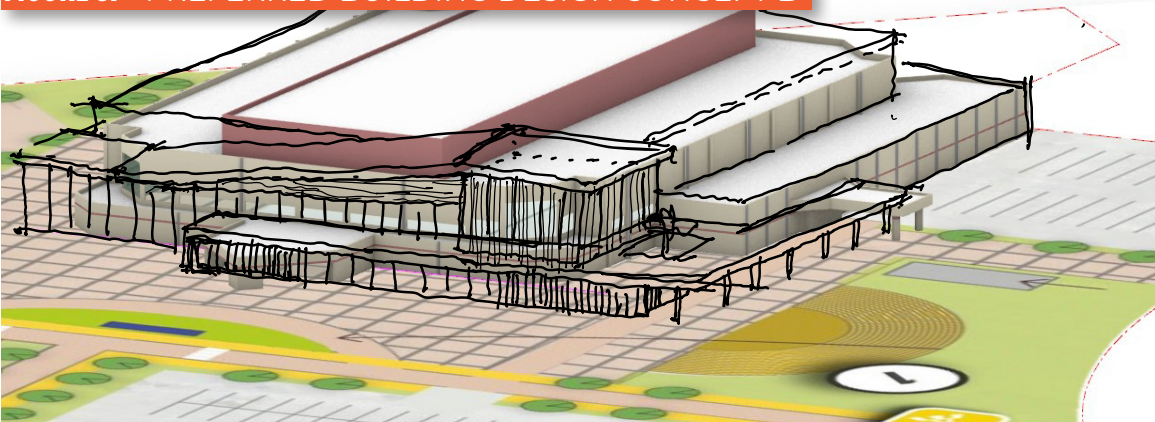
FIBER CEMENT PANELS



METAL BAR SCREEN



FIGURE 6. PREFERRED BUILDING DESIGN CONCEPT B

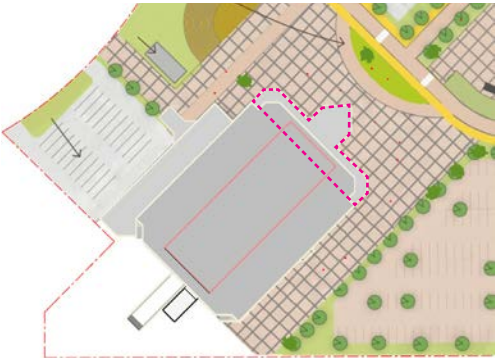
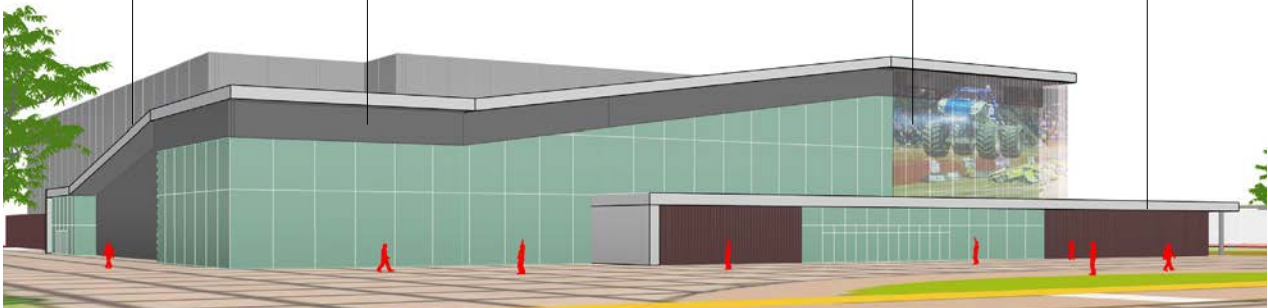


METAL MESH PANELS

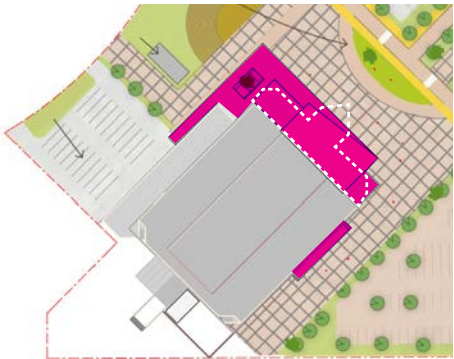
FIBER CEMENT PANELS

MEDIA MESH

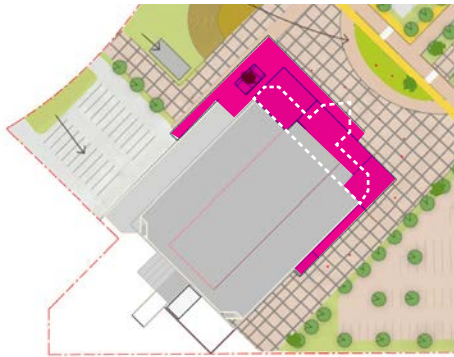
METAL BAR SCREEN



EXISTING
10,000 SF (DEMOLITION)



CONCEPT A
28,500 SF



CONCEPT B
33,500 SF

FIGURE 7. PRIMARY FACADE CONCEPTS

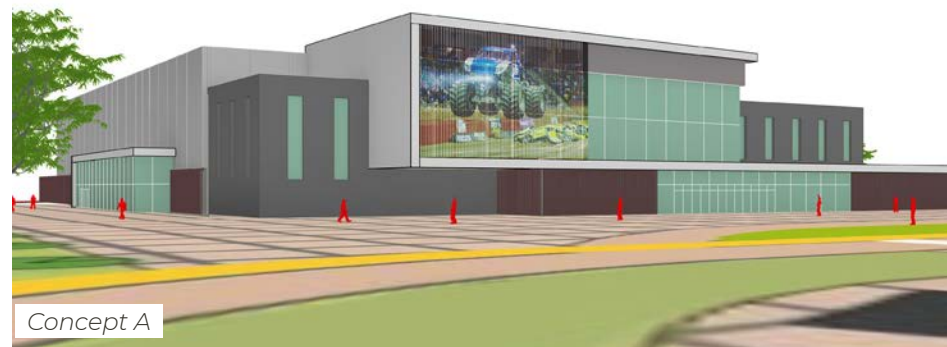
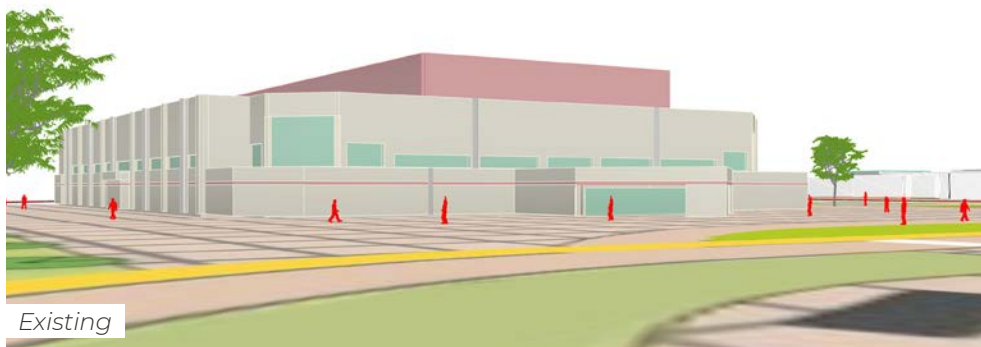
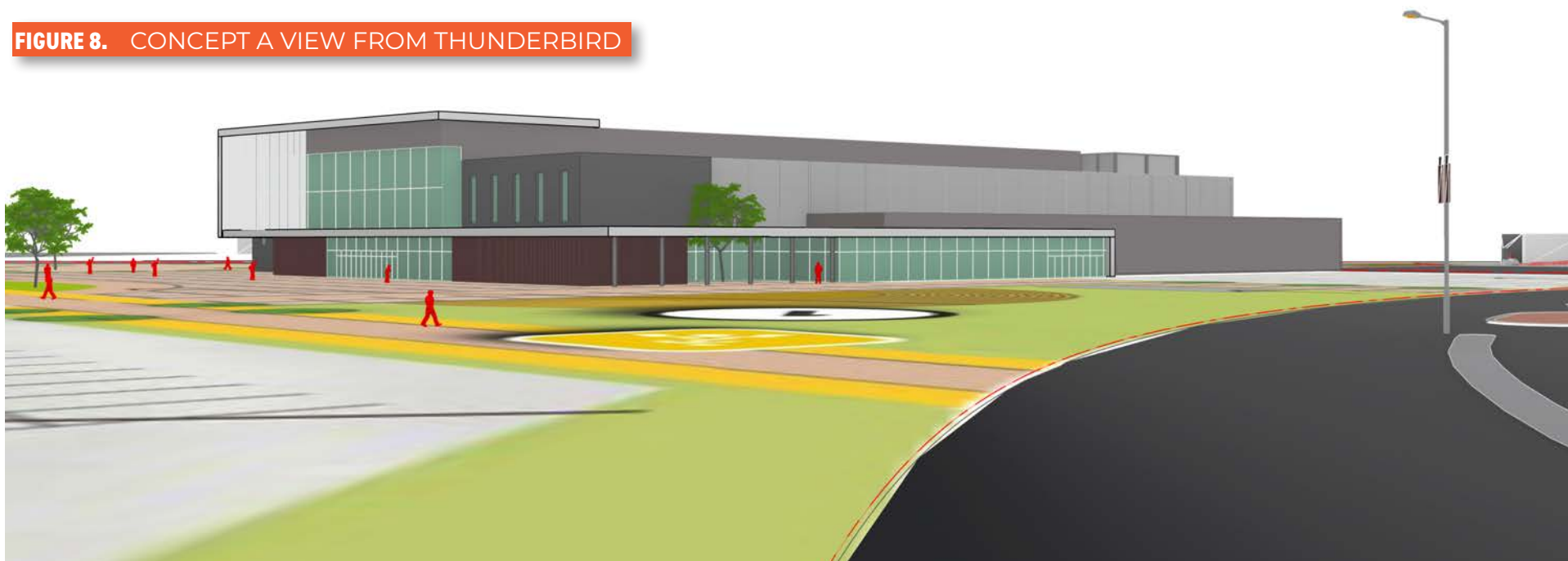


FIGURE 8. CONCEPT A VIEW FROM THUNDERBIRD



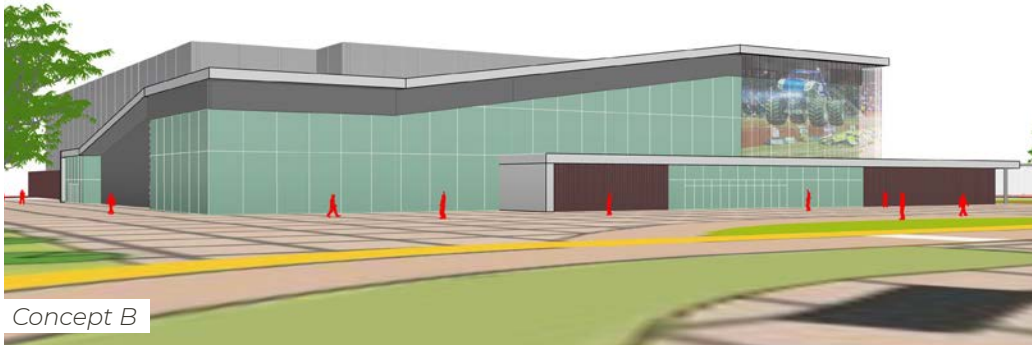


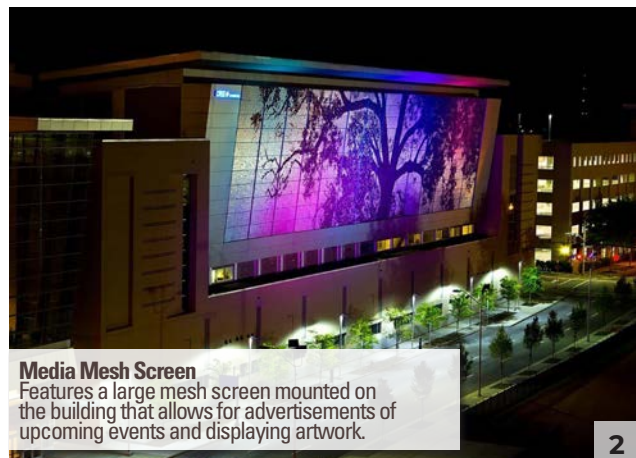
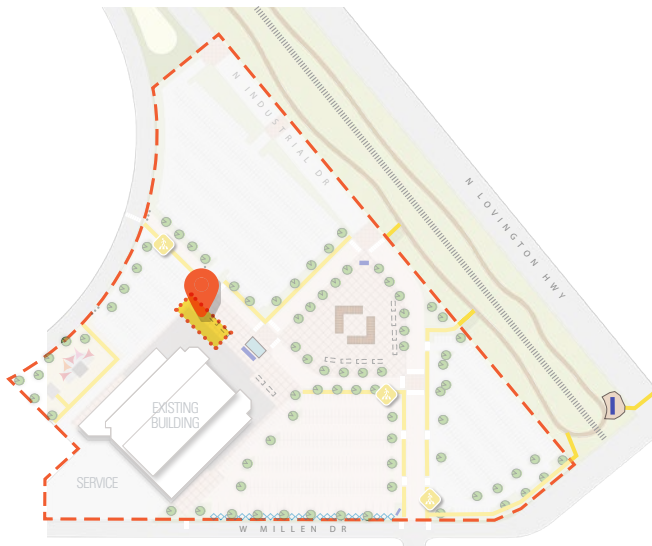
FIGURE 9. CONCEPT B VIEW FROM THUNDERBIRD



MEDIA MESH

The primary building façade includes a media mesh application that allows the façade to have a dual function as a dynamic, large scale media wall. Media mesh technology allows a highly transparent LED screen to be mounted over the building façade turning the surface. The incorporation of this large-scale public screen provides an opportunity for a dynamic communication platform to audiences.

KEY MAP



AMPHITHEATER

A small amphitheater is proposed for the northern edge of the site abutting Thunderbird Circle. It is anticipated to seat approximately 200 people with concrete steps to encourage a freeform organization of the audience. The seating area and the stage will have both shade structures to provide a comfortable experience for the audience and the performers.

OUTDOOR TOILET FACILITIES

Public restrooms are an important part of outdoor public gathering spaces. These restrooms are proposed as a freestanding, easily accessible building near the amphitheater.

KEY MAP



Amphitheater
Small amphitheater arranged around a stage that can accommodate local band performances and shows. Seating is elevated to allow for



SITE INFRASTRUCTURE

The Site Plan envisions a number of site improvements that could enhance the overall site character and experience. These features impact the way that the community perceives the Event Center and could help to attract more events.

SITE AMENITIES

Site amenities are critical to creating a venue that will create a sense of pride in the community. Detailed below are such improvements as landscaping, signage, at-grade pavement, food truck plaza and interactive water feature, and pedestrian amenities. These improvements will not only support events within the facilities at LCEC but also make the outdoor areas of this site an attraction and premier public space for Lea County residents and visitors.

Pedestrian Amenities

Creating a pedestrian network of walkways and amenities helps to activate more of the site and enhance the user experience. A network of walkways is recommended to connect destinations within the site and off-site, including the Lovington Highway Trail, the CORE, and NMJC. Crosswalks should be installed at appropriate intervals for pedestrians to safely cross Industrial Dr. and Millen Dr. Because of the increased traffic on Millen Dr., a HAWK (High-Intensity Activated cross walk) signal could be installed to connect the Event Center to the CORE. Further traffic studies are needed before installation of a HAWK signal. Additional pedestrian amenities include seating, trash receptacles, pedestrian-scaled lighting, decorative pavers, shade structures, and enhanced landscaping.

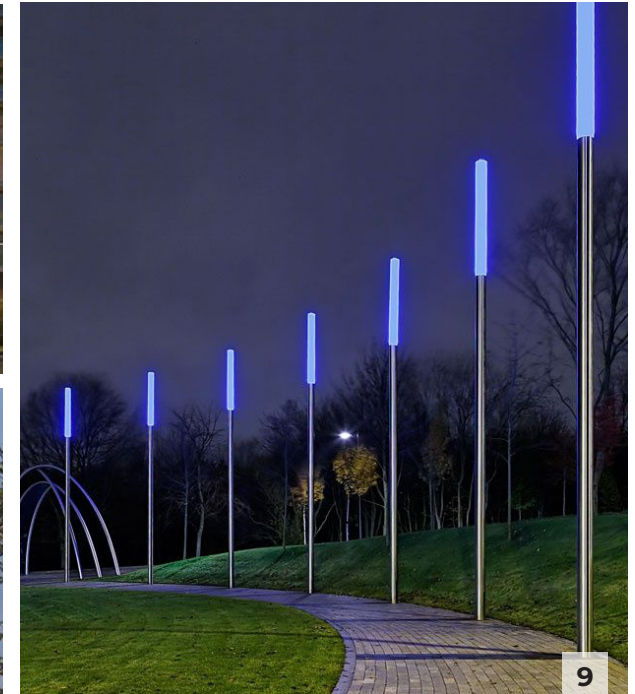
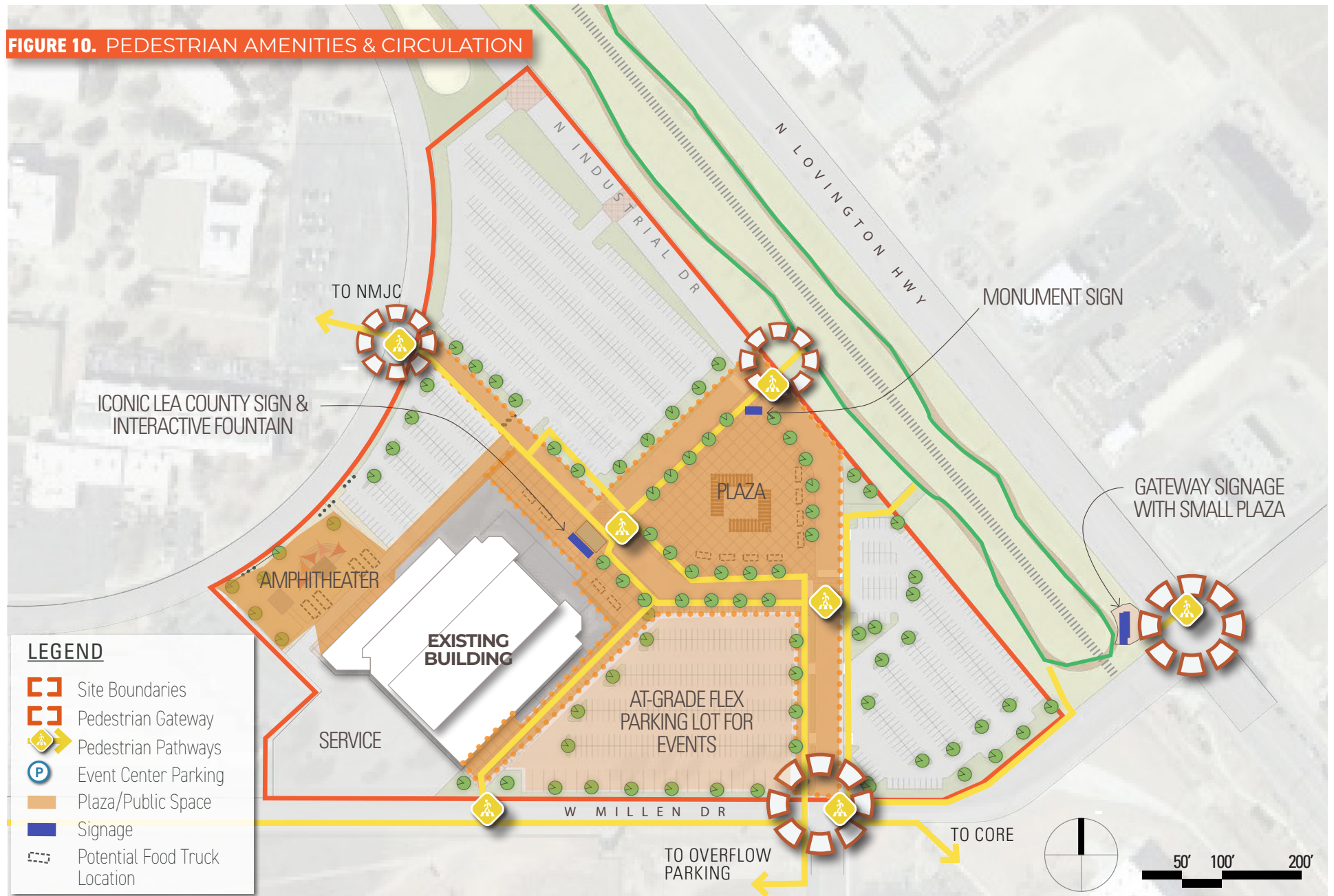


FIGURE 10. PEDESTRIAN AMENITIES & CIRCULATION



Landscaping

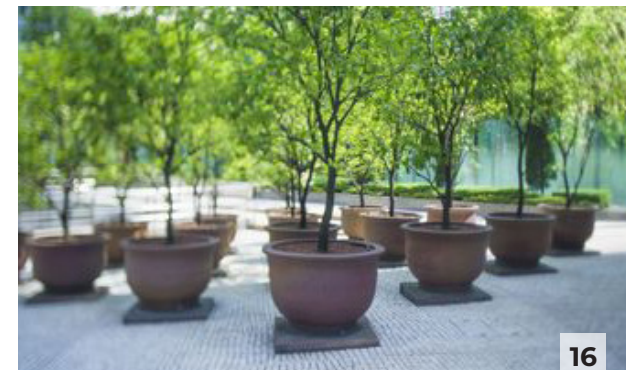
Landscaping serves to soften the appearance of buildings and parking areas while also providing shade and reducing the heat island effect. It is recommended to place trees, whether in grates or in planters, along internal drive aisles, within parking lots, in front of the building, and around the food truck plaza. These strategic locations will allow for a more pleasant pedestrian experience. In addition to trees, small shrubs and grasses are recommended in designated landscape areas to complement tree plantings and further soften the appearance of buildings and parking areas. These plants should be drought-tolerant and appropriate varieties that flourish in the Hobbs' climate.

At-grade Pavement

When entering the site at Millen Dr and Industrial Dr, the pavement changes to at-grade so there are no curbs and gutters. The pavement will also be a different color, whether stamped concrete or pavers, to indicate that this is a pedestrian zone. These pavement changes signal to drivers to slow down and watch for pedestrians and also helps pedestrians feel safer when traversing the area. The at-grade pavement on Industrial Dr extends north past the food truck plaza and also extends into the site along the drive aisles that surround the food truck plaza and the Event Center building. The parking lot to the south of the Event Center building will also be at-grade to allow for more space for outdoor community events.



Streetscape Landscaping
Features street trees, bushes, and plantings that soften the appearance of buildings, parking areas and pedestrian pathways.



At-grade Pavement

Features an internal vehicular circulation network and parking areas at-grade (no curb or gutter) to provide a pedestrian-friendly



Plaza Spaces

The primary gathering space of the site is located directly to the north of the event center. This centralized civic space will serve as a gateway feature that exhibits a higher level and concentration of pedestrian amenities such as shaded seating, an interactive water feature, landscaping, and pedestrian lighting. It is complemented by an entry plaza located adjacent to the public face of the event center that will feature an iconic entrance sign, water feature and similar pedestrian amenities. These spaces are intended to remain as open flexible civic spaces that accommodates a variety of public gathering and events that can support the adjacent facility. Their design, and that of the amphitheater facility to the southwest, should be designed to accommodate the parking of multiple food trucks and provide complementary amenities such as shaded seating that can support events at the facility.

KEY MAP





Signage

Wayfinding signage establishes placemaking and ensures visitors can easily navigate the site. A variety of types of signs is recommended for the site, all with similar styles, colors, and fonts to create a cohesive user experience. A large marquee sign is recommended at the intersection of N Lovington Hwy and Millen Dr to attract the attention of travelers. Directional vehicular signage is placed at the entrance to the site along Industrial Dr to inform drivers of destination locations. Public art incorporating a similar color scheme and a large sign is placed at the intersection of Millen Dr and Industrial Dr to guide visitors into the site. Lastly, a large monument sign that sits on the ground and allows visitors to interact and take photos with it will be located in front of the building. The sign can spell out 'Lea County' in order to further brand the site and give users a unique experience.

KEY MAP

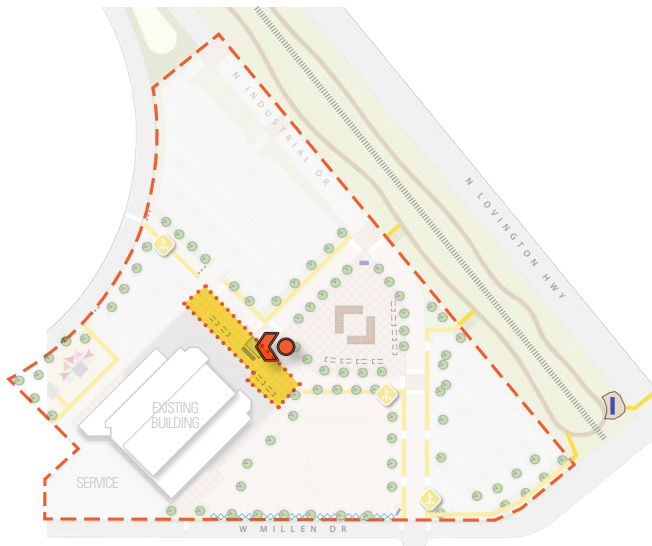


FIGURE 13. WAYFINDING SIGNAGE





VEHICULAR CIRCULATION AND PARKING

Industrial Realignment

Vehicular circulation and parking are recommended to change significantly from what is currently on-site. Firstly, Industrial Dr is recommended to be realigned so that it curves south through the site to connect with Synergy Park Blvd to the south of Millen Dr. This realignment moves the intersection further away from Lovington Highway and allows for safer vehicular and pedestrian interaction.

Conceptual Parking Layout

Parking is laid out in four designated parking lots. The large lot to the north maintains a large asphalt area free of landscaping islands in order to host the carnival amusement rides and games. This lot contains 456 parking spaces with entry points along Industrial Dr and one entry point along an internal drive adjacent to the amphitheater. Southeast of the new food truck plaza, another parking lot contains 253 parking spaces with landscape islands. This parking lot is accessed off of the realigned Industrial Dr. To the south of the food truck plaza, an at-grade parking lot with landscaping contains 371 parking spaces. This parking lot can be used as an extension of the plaza spaces to host larger events like farmers markets and car shows. The fourth parking area is located to the north of the banquet hall and contains 94 parking spaces. This area is accessed by the drive aisle between the amphitheater and the building. There are also two restricted access points along Thunderbird Circle. These restricted access points will have a barrier that can be removed in the instance that NMJC agrees to allow traffic from the Event Center on

Thunderbird Circle. The total amount of parking spaces provided is 1162, not including RV spaces.

Location for the RV Spaces

RV parking spaces are currently located along Millen Dr to the south of the Event Center. County staff desires to move these spaces to a less visible location. If possible, RV parking spaces could be relocated to the south of Millen Dr along with any overflow parking.

Service Area Reconfiguration Layout

The service area has been designated as an area slated for improvement. Truck and other vehicular circulation are somewhat impeded in the receiving area by the extent of the ramp to the arena, the close proximity to Millen, and the limited amount of turnaround space. Circulation will be improved with the reduction of existing landscape enabling the addition of a paved road access for through-circulation around the southwest corner of the facility. In the design phase of this project, these pathways should be verified with truck-turning radius software.

GRADING AND DRAINAGE

Finished grades for the parking areas, the Food Truck Plaza, drives, roads, and walkways are anticipated to remain close to existing finish grade. Civil improvements at and around any new proposed structures are expected to involve minor grading to achieve drainage away from the structures. Where landscaping is proposed, it is recommended to create small retention basins with 1:10 slopes where space allows.

UTILITIES

It remains to be seen if any or all of the service meters and/or switchgear will need to be upsized for the new work, pending design for actual new service loads for building additions, new site lighting, and site features, although an electrical service upgrade is likely. There is a provision in this plan to provide conduit for a fiber communication line extending from new head end equipment in the building to a proposed junction box in Industrial Drive for future connection to the fiber matrix intended to interconnect the Lea County facilities around Hobbs. Existing sanitary sewer lines extend from the main building to a manhole on Millen and from the Banquet Hall to a manhole in Thunderbird Circle.

ALTERNATIVE CIRCULATION

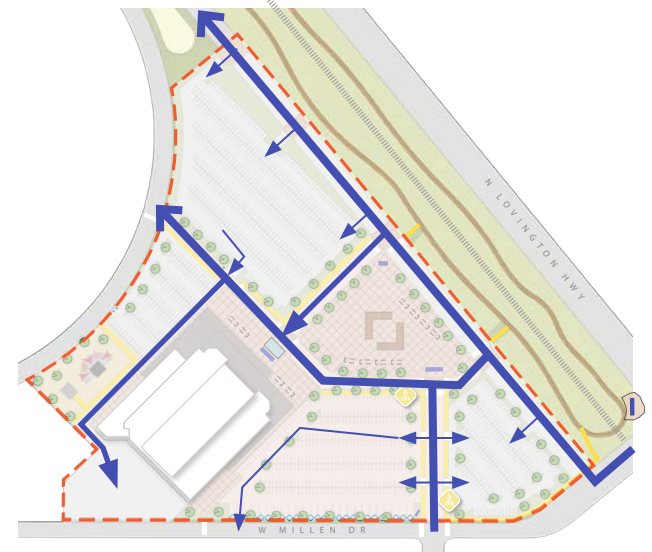
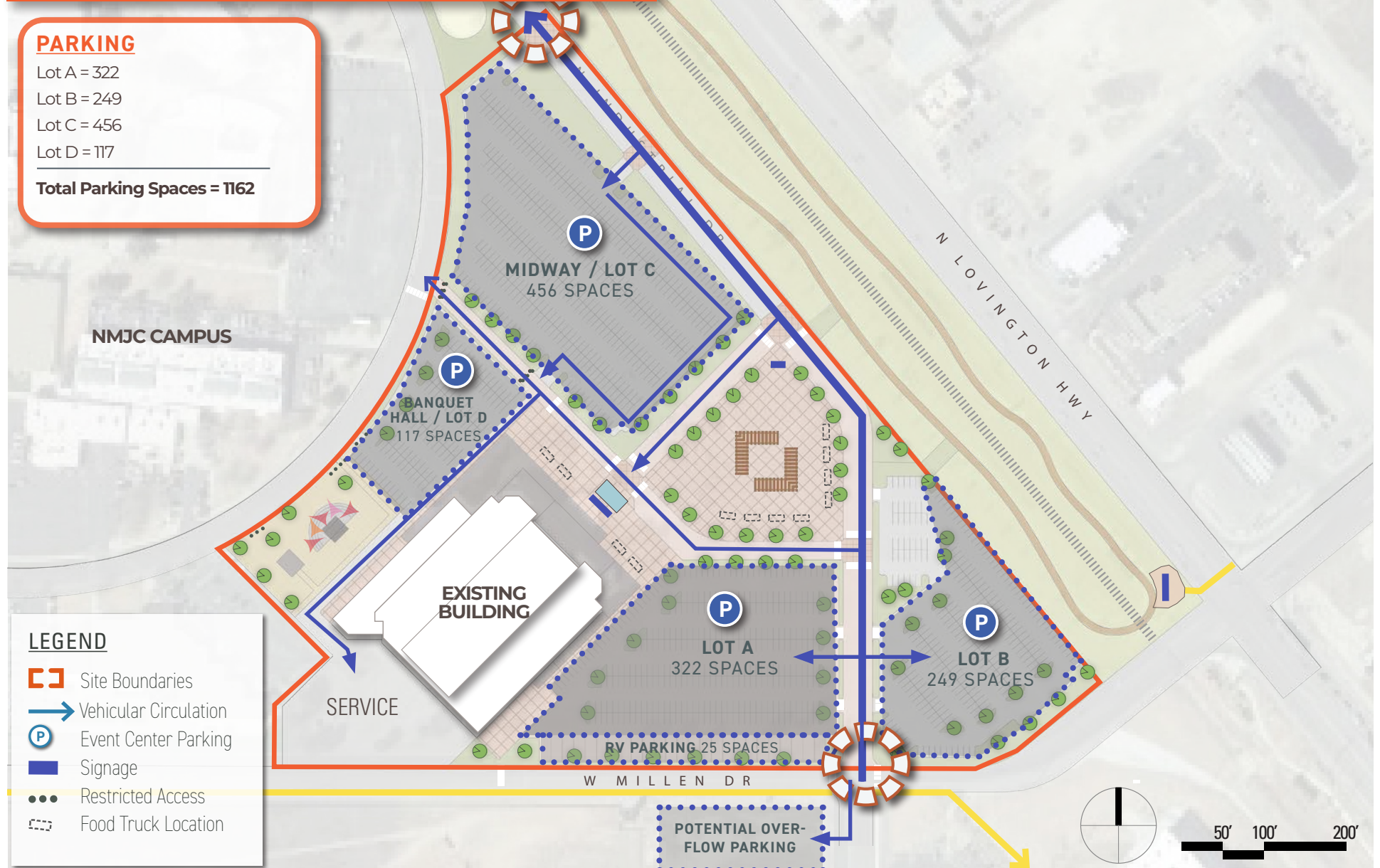


FIGURE 15. PREFERRED VEHICULAR CIRCULATION & PARKING



OPINION OF PROBABLE COST

LEA COUNTY EVENT CENTER COST PROJECTION

BUILDING	22,039,427
MEDIA MESH	2,776,449
CENTRAL PLAZA	1,756,466
LANDSCAPING	1,122,105
ART & SIGNAGE	1,041,168
AMPITHEATER	1,318,209
RV SPACES	1,474,660
PUBLIC RESTROOM	598,315
REALIGN ROAD	624,826
NEW INTERIOR ROADS	520,114
SIGNALIZATION (for events)	500,000
SERVICE/RECEIVING	461,973
SITE LIGHTING	428,406
FIBER (only onsite)	144,375

37,015,628 TOTAL

(24,815,876 BUILDING, 12,199,752 SITE)

PHASING OPTIONS:

PHASE 1 12,199,752 SITE

PHASE 2 24,815,876 BUILDING

Or

PHASE 1 12,199,752 SITE

PHASE 2 Building (minus media mesh) 22,039,427

PHASE 3: Media mesh 2,776,449

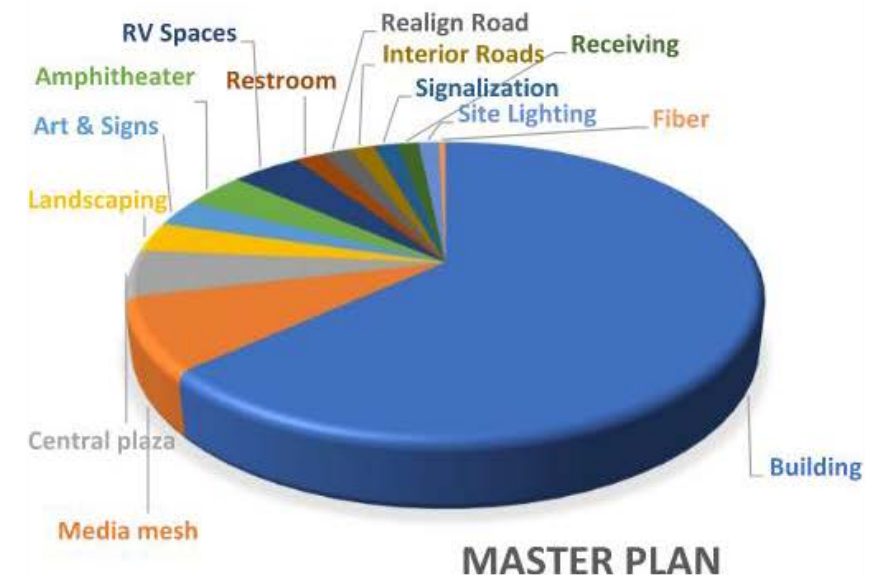


FIGURE 16. PHASING PLAN



CONCLUSION

For decades the LCEC has been an economic driver and a regional destination for the community. This master plan proposes updates that would enable this facility to be more successful in attracting new activity to the area, helping to transform the event center into a more lively, distinct, and fun destination that will continue to serve Lea County well into the future.

KEY MAP





APPENDICES

APPENDIX 1: OUTREACH MATERIALS

Conference Report

Project No.: 22-0156
Project: **Lea County Event Center MP**
Date: November 11, 2022
Place: Lea County Event Center, Hobbs, NM

Attending: See sign in sheet - attached
By: Vikki Everett

Copies To: Lea County Personnel
Issue Date: 11-16-2022

Discussion Items:

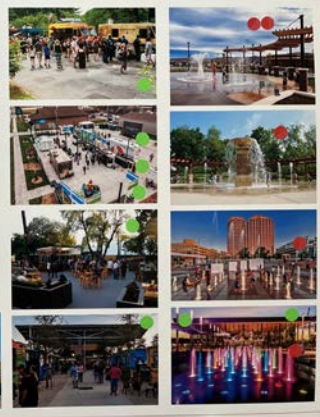
1. Concerns regarding the floodplain:
 - a. Concern about the flood water and how it will impact the development of the LCEC site improvements.
 - b. The long-term plan for flood control includes having a collection area behind the CORE as well as potential upstream study and mitigation.
2. Parking:
 - a. It has been observed that graduation ceremony parking is the only time the entire LCEC parking lot is at capacity
 - b. Make sure the building still complies with parking code after removing any existing parking or adding useable building square footage.
 - c. The current state of the parking lot striping needs improvement (parking lot may not be utilized as intended due to the parking space lines being worn away)
 - d. More vehicular entrances should be incorporated into the entire site for the planned improvements
 - e. Some or All the landscape on the west side of RR tracks could potentially be used as parking.
 - i. RR has an access easement 100-ft either side of the tracks.
 - ii. Verify who owns the land, and where the property boundaries, easements and rights-of-way are for all the affected adjacencies.
 - iii. The city maintains the green space – LCEC center could take over maintenance if they absorb the land for parking, or other use.
 - f. Reconsider where RV parking is located on the masterplan.
 - i. Place it in a way to discourage unwanted activity from the casino/racetrack
3. Feedback on Landscape, Site and Traffic Improvements:
 - a. General feedback: do not like how many trees are proposed
 - b. Pedestrian improvements are needed along Millen
 - c. There should be a traffic study performed to verify the facility of the proposed alignment of Industrial - currently it is too close to Lovington Hwy.
 - i. What are the impacts of realigning Industrial?
 - ii. Will the new alignment improve traffic load and congestion that is happening at Lovington Hwy?
 - iii. Also look at Millen access.
 1. Millen wasn't designed for the traffic load and pedestrian crossings will have to be protected
 - a. Possibly use a Hawk system that turns streetlights red for pedestrian traffic.
 - d. A few more people voiced concerns regarding how many trees are proposed
4. Strengthening the Connection between NMJC/LCEC/CORE
 - a. What is the desired connection between LECE and NMJC?
 - i. NMJC would like to see a safe walking path across Thunderbird
 - ii. There was an overarching concern about pedestrian traffic and vehicle interaction between the three facilities
 - b. Purpose of the CORE is to be linked to LCEC, strengthen this pedestrian connection if possible
 - i. Encourage pedestrian traffic from NMJC around the south end of the event center
5. Suggested Facility Improvements (Interior)
 - a. Will any more additional meeting space be design for inside the LCEC
 - i. Flexible break out spaces would allow LCEC to compete for larger conferences and events
 - ii. The mayor would like to see the LCEC be able to draw west Texas agricultural conferences
6. Information on Revenue Generating Improvements:
 - a. Hobbs now has the appropriate hotel accommodations to host a large event at the event center but not having break out space is limiting the bids
 - b. Would like to see the LCEC be able to attract events like the Governor's conference
 - c. Opportunity to utilize the expanded event center to host regional and statewide conferences
7. Miscellaneous concerns:
 - a. The town is growing north
 - b. More fishing areas.
 - c. Overall - the mayor thinks the master plan will be well received by the public
8. Red/Green Sticker Activity
 - a. Amphitheater
 - i. Red: do not include grass
 - ii. Green: do include shade sails, build up as opposed to digging into the site (prevent flood control issues)
 - b. Food Truck/Water Feature
 - i. Red: Do not like the water feature concept
 - ii. Green: Very excited about the food truck court
 - c. Media Mesh Screen
 - i. General approval for a media mesh screen.
 - d. Art & Signage
 - i. Red: dislike sculptural art shown on the exhibit
 - ii. Green: prefer a simple reader board/digital sign
 - e. Outdoor Exercise Equipment
 - i. Majority of votes to exclude this concept as a whole
 - f. Pedestrian-Scale Lighting
 - i. Mixed votes on specifics, but agree that lighting is a key element to safety
 - g. Streetscape Landscaping
 - i. Red: Overall concern for the number of trees
 - ii. Prefer at-grade tree wells
 - h. At-Grade Pavement
 - i. General approval for accent at-grade pavement

This report is assumed to be a true and accurate account of this communication unless notice to the contrary is received within 10 calendar days of issue.

Site Concept Elements

① **Food Truck Plaza and Interactive Water Feature**
Features a dedicated area for food trucks to park, shade structures with seating and tables, and an interactive water feature.

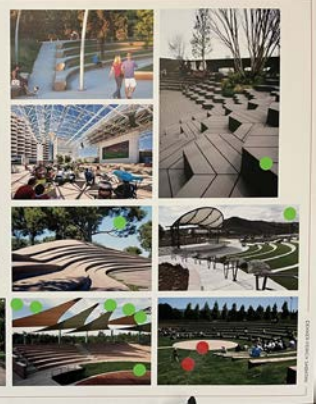
...water feature that allows children to play in water.



Site Concept Elements

① **Amphitheater**
Small amphitheater arranged around a stage that can accommodate local band performances and

Sealing is essential to allow for proper drainage in the foodbin.



① Amphitheater

2 Food Truck Plaza/Interactive Water Features



Site Concept Elements

④ **Media Mesh Screen**
Features a large mesh screen mounted on the building that allows for advertisements of upcoming in-

and displaying artwork.



Site Concept Elements

④ **Placemaking Art & Signage**
Features large-scale stone 3D letters that read "Lee County" and offer a photo opportunity for visitors. It

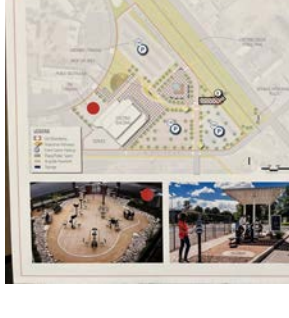
art featured at the southeast corner. Directional and monument signage to guide visitors to destination.



Site Concept Elements

• **Outdoor Exercise Equipment**
 • Ensure exercise equipment accessible to the public. Shade structures and seating provide areas to take breaks.

575 2011-11-10



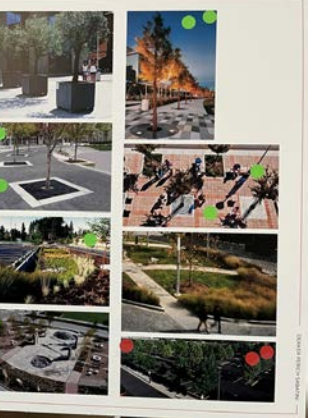
Site Concept Elements

- **Pedestrian-Scale Lighting**
Features a comprehensive lighting package with pedestrian-scale lighting poles and street furniture.



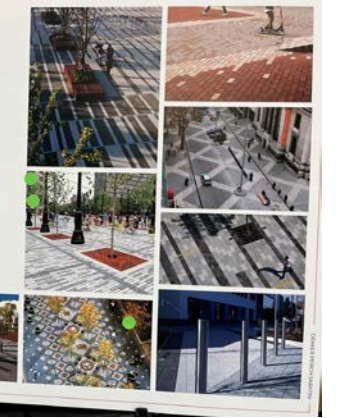
Site Concept Elements

- **Streetscape Landscaping**
Features street trees, bushes, and plantings that soften the appearance of buildings, parking areas, and



Site Concept Elements

Features an internal vehicular circulation network and parking areas at grade (no cut or gutter) to provide excellent handicapped access.



APPENDIX 2: IMAGE CREDITS

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