



CITY OF ROUND ROCK
FEASIBILITY STUDY
CENTER FOR THE ARTS

June 11, 2015

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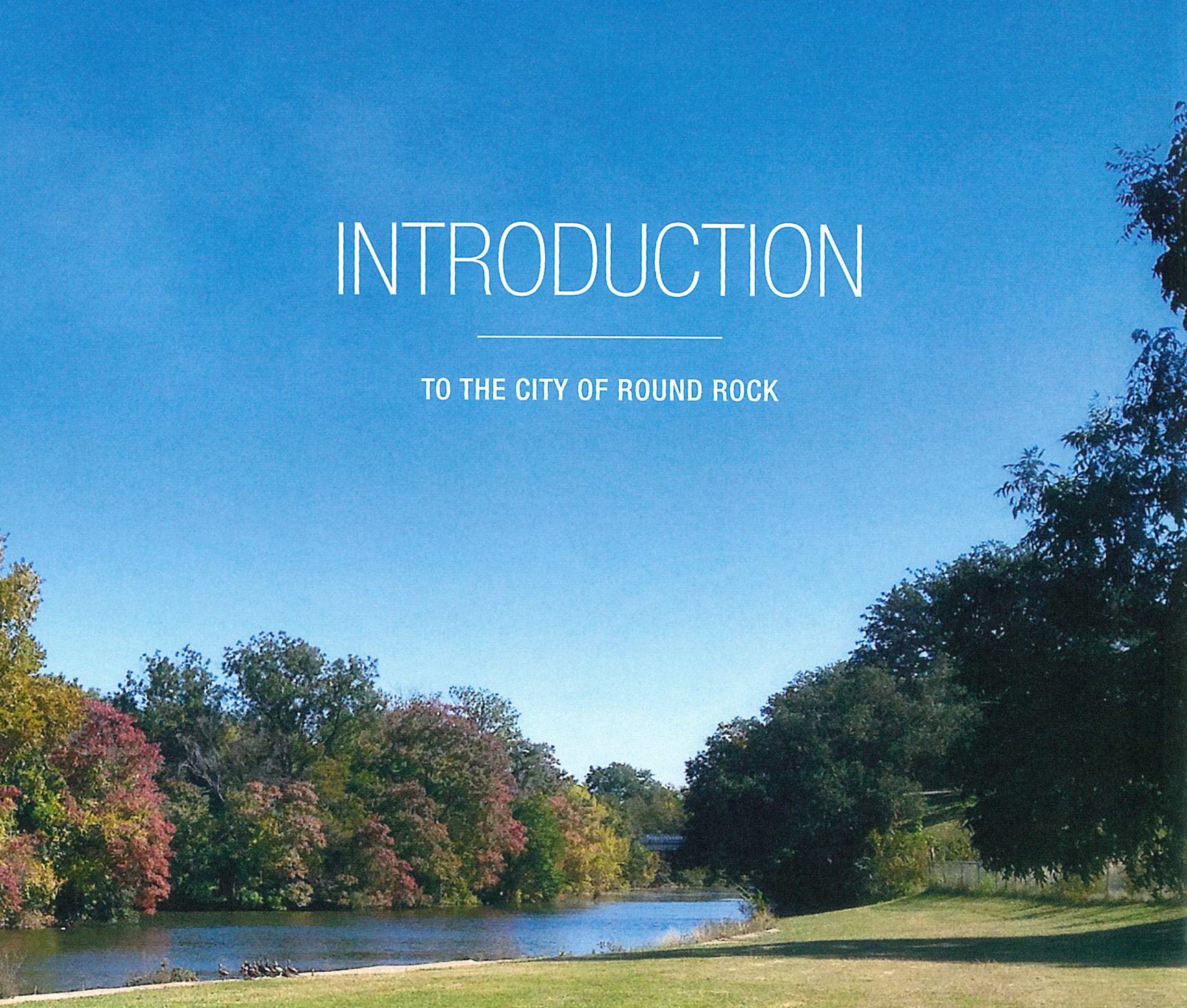
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INTRODUCTION

TO THE CITY OF ROUND ROCK





INTRODUCTION

The City of Round Rock is nationally and regionally recognized as a premier place to live with strong connectivity to central Texas, tradition and style. The following highlights describe the community:

- Seventh-best American small city in which to live
- Strong Economic Development Program
- Convenient Access to Transportation
- Attractive Residential Communities
- Intact, Pedestrian Friendly Historic Core
- Extraordinarily Safe and Secure
- Strong Community Spirit
- Desirable Proximity to Region
- 1,700 Acres of Parks and Trails
- Quality School System
- High Level of Municipal Services

Three primary tenets of Round Rock are purpose, passion, and prosperity. All three elements encompass primary areas within the growth of the City. All three are embedded in the need for a new performing arts center, originated with clear identifiable purpose, embracing the passion of the arts, and fueling prosperity for the community. This study seeks to elaborate on the purpose, priority, and program of such a facility.

ARTS & CULTURE

The City of Round Rock Arts and Culture Department supports the economic development of the community by adding value through the arts to downtown Round Rock and other areas. Arts and culture are important to quality of life, strong communities and creating a fun, interesting place to live for our residents.

The City of Round Rock official government website describes the priority of the arts:

“The City is at an important transition point: arts and culture are becoming a crucial component of the City’s quality of life. To this end, the City Council has identified the need to expand and strengthen arts and cultural activities in Round Rock.”

A recently commissioned arts master plan best articulated this vision in the following statement: “The arts and culture are important to Round Rock’s quality of life, strengthening the community, inspiring more investment, and creating a greater sense of place.”

The identified goals to accomplish this effort and to establish a thriving arts community are identified as follows:

- Support the economic development of the community, by adding value to the downtown and planned growth areas.

- Further establish Round Rock as a destination for all types of visitors.
- Inspire innovation and unique collaboration across public, private, and non-profit sectors.
- Contribute to Round Rock’s position as a full-service community with a high quality of life.

When properly organized and funded, arts and culture organizations serve as economic contributors to a community. Statistically, as patrons attend a quality performing arts event, additional revenues from ancillary services such as parking, dining, shopping, and beverages follow. The arts and culture industry in the State of Texas promotes, innovation, long-term growth, and generates approximately \$4.6 billion annually in taxable sales.

Although the arts are active and thriving in the area, the City of Round Rock does not have a professional quality level venue for artistic performances. This would be equivalent to playing a baseball without a baseball field. Each of the primary and secondary arts groups seeks independent facilities to perform their associated productions. Having a City-owned state-of-the-art center for visual and performing arts venue would provide a centralized location and contribute economic revenue back into the community.

AN ARTS STRATEGIC PLAN

ROUND ROCK ARTS GROUPS

Round Rock has a vibrant arts group, consisting of musicians, actors, dancers, performers, sculptors, visual artisans, and many other cultural expressions. These groups elevate the arts in the community through their performances, partnerships, and productions.

The City of Round Rock Arts and Culture department provides direction, linkage, and oversight to a large number of groups. The Arts and Cultural department individually works directly with a large constituency of performing artists groups and collectively through the Round Rock Arts Council. A brief summary of the groups delineated on the City portal, arranged alphabetically, are listed here:

Art Center of Williamson County

Michael Hammons
www.artcenterwc.com
512-422-1506

Artspace

Christina Rudofsky
www.roundrockarts.org
512-218-7099

Art by the Glass

Natalie Knobloch
www.artbytheglassstudio.com
512-535-6350



The Art Institute of Austin

Monica Jeffs
www.artinstitutes.edu/austin
512-691-1727

Austin Metamorphosis Dance Ensemble

metamorphosisdance.org
512-246-6047

Center Arts Club

Charlitte Barbini
Center Art Club of Round Rock
512-633-8050



Champs and Classical Chamber Concerts

Toby Blumenthal Phillips
www.gtownfestival.org
512-321-8641

Childbloom Guitar Program

Kevin Taylor
www.childbloom.com
800-950-8502

Cordovan Art School

John Howell
www.cordovanartschool.com
512-275-4040



The Dance Gallery

www.dancegalleryonline.com
512-218-0084



Edgen Films and 4Reelz

Leah Weinberger, Chief Business Development Officer
http://edgenfilms.com/
www.4reelzschoolorffilm.com
512-799-8361



Penfold Theatre Company

Ryan Crowder
www.penfoldtheatre.org
512-850-4849

Phase 2 Music Works

Rick White and Tony Bray
www.phase2musicworks.com
512-797-5619



Round Rock Arts

Kris Whitfield, President
www.roundrockarts.org
512-689-2450

Round Rock Ballet Folklorico

Yolanda Sanchez

www.roundrockballetfolklorico.org/2.html

512-659-5667



Texas Society of Sculptors

Mary Morse

<http://tsos.org/>

512-968-5493



Round Rock Community Choir

Michael Rosensteel

www.roundrockcommunitychoir.org

512-547-6302

Williamson County Symphony Orchestra

John Gordon

www.williamsoncountysymphonyorchestra.org

512- 789-5073



Round Rock ISD Fine Arts

Jim VanZandt

[http://roundrockisd.org/
departments/fine-arts/](http://roundrockisd.org/departments/fine-arts/)

512-751-0472

Williamson Museum

Mickie Ross

www.williamsonmuseum.org

512-943-1674

Williamson County Old Settlers Association

www.wcosa.org

512-388-1733

Round Rock Drums

Ed and Kim Francis

<http://roundrockdrums.com/>

512-289-2561

Round Rock Symphony

Tim Laughlin

www.roundrocksymphony.org

814- 932-7251



Sam Bass Community Theatre

Gene Storie

www.sambasstheatre.org

512-244-0440

Texas Chautauqua on Brushy Creek

Rob Brown

<http://www.chautauquatx.org/>

512-413-0394



STUDY PURPOSE

This study endeavors to identify venue needs, components, and relationships of a proposed performing arts facility to the community of Round Rock. Specifically, this study explores four primary components as delineated below:

RESEARCH & PLANNING

- Commence a discovery process to determine pertinent issues related to the arts facility
- Identify project goals and established program criteria
- Conduct interviews with local arts user groups & stakeholders
- Identify existing regional arts facilities
- Benchmark comparable arts facilities and current trends
- Explore relationship of the proposed arts facility to other Round Rock development initiatives
- Provide foundational insight into customizing the facility in response to City aspirations, artisan performance needs, and public demand

FACILITY SIZING & DEMAND ANALYSIS

Based upon the findings of the discovery process delineated above, the study identifies building spatial relationships and commences conceptual facility sizing.

- Explore anticipated audience demand to assist in sizing the facility
- Define opportunities, benefits, and potential impacts of an arts facility
- Determine appropriate venue size and performance type
- Determine applicable spatial uses and anticipated facility users
- Identify anticipated project capacity, functionality, and level of quality
- Evaluation of Owner's arts facility development budget criteria

FACILITY CONCEPT DIAGRAMS

In this phase, the study uses spatial programmatic relationship information determined from analysis of items listed in previous phases and defines scaled building organization diagrams. A preliminary conceptual site test fit of the building organizational diagrams illustrates the anticipated contextual fit.

- Prepare written building spatial program report
- Identify anticipated facility sizing and spatial relationships
- Prepare preliminary concept spatial relationship plan diagram
- Prepare preliminary conceptual site test fits (assumed one site)
- List development options and opportunities of an arts facility

DELIVERABLES & PRESENTATIONS

- Present narrative codifying the process, findings, and results from the defined scope of work listed above.

This Final Report documents the findings as undertaken with the steps described above.



RESEARCH & PLANNING

INTERVIEWS, MEETINGS & SURVEYS



DATA COLLECTION

INTERVIEWS, MEETINGS, SURVEYS

With the assistance of the City of Round Rock Arts and Culture department, a series of integrated meetings, questionnaires, assessments, and surveys were organized and conducted with primary arts groups in order to assist in the planning of a proposed professional grade cultural arts venue. These face-to-face collaborative meetings, conducted during the fall of 2014 at the Arts Space conference room, sought to identify the various arts group facility needs, requirements, and aspirations.

Subsequent individual meetings were conducted with a smaller grouping of artists, community leaders, and organizations to expand the perspective regarding potential usage and to explore viability of a City-owned performing arts center.

Additional virtual meetings were held with the City of Round Rock Arts and Cultural department during the fall of 2014 and early winter of 2015 to further refine the process.

QUESTIONNAIRES

Customized arts production questionnaires, developed specifically for this feasibility study, were utilized to facilitate understanding of current facility needs, anticipated future

requirements, and to help define the type and size of a performing arts facility. Specialized questionnaires were generated for participating arts groups and also for various local community groups.

PERFORMANCE GROUPS

Performing arts group questions centered on a combination of primary overarching topics and secondary detailed specific areas. Primary elements consisted of the following parameters that in turn influenced overall program recommendations.

- Arts Group organizational structure
- Production & performance information
- Typical audience size
- Spatial usage & needs
- Projected audience growth
- Production support
- Administrative functions & needs
- Education & community outreach potential
- Space program usage
 - *Public*
 - *Private*
 - *Performance*
 - *Support*
 - *Storage*
 - *Education*
 - *Amenity*
 - *Administrative*

- Technical criteria
 - *Stage*
 - *Equipment*
 - *Storage*
 - *Orchestra Pit*
 - *Rigging*
 - *Loading*

Results from the discovery process were analyzed to find commonalities, spatial relationships, and needs that provided foundations of the recommended building program.

The following artist groups participated in the questionnaire survey and dialogue:

- Arts Space
- Penfold Theater
- Sam Bass Theater
- Round Rock Symphony
- Williamson County Symphony Orchestra
- Round Rock ISD
- Round Rock Choir
- Round Rock Drums
- Ron Jones
- Dance Gallery
- Austin Metamorphosis Dance
- Chautauqua
- Childbloom Guitar
- Round Rock Ballet Folklorico
- Center Art Club

CORPORATE GROUPS

A secondary category of questionnaires were developed and utilized with local community organizations, businesses, and corporations. Questions consisted of the following overview concepts:

- What are your current corporate assembly space needs?
- How often do you rent other facilities for these meetings or corporate gatherings?
- What off-site facilities do you currently rent for these meetings?
- How large of a meeting space do you require (people or area)?
- What time of the day are these meetings scheduled (morning, lunch, afternoon, evening)?
- Would you rent event space in a new Round Rock Performance Hall?
- If so, how often would you anticipate?
- What type of spaces would be important to you?
- What typical equipment would be required for your events?
- Would you be interested in receiving information about potential sponsorship and partnership opportunities?

REGIONAL BENCHMARKING

Foundational to the discovery process utilized in this report, was an identification of various regional performing arts facilities currently located within a reasonable driving distance from the City. These facilities were delineated by location, audience size, quality level, and identified as either interior or exterior venues. Facilities were subsequently arranged by size and grouped by locality.

Venue locations were grouped as either in the City of Round Rock or the proximate region. Audience sizes, above a working threshold, were averaged to identify a blended regional seating count and illustrated in Table 01.

Performance quality levels classified the facility type into the following categories:

- World class
- Professional
- University
- School
- Other

World class performing arts venues are distinguished by superior audience chamber acoustics found solely in a small number of premier facilities throughout the world. Only a

few select cities have this level of facility. Professional facilities provide superior industrial grade acoustics that support artistic expression required by leading orchestras, theater companies, dance artisans, and performers.

The majority of contemporary cities offer a professional grade performing arts venue for their citizens and artisans. Cultural facilities of this caliber promote the arts and elevate City presence. It is rare that a thriving population center does not house a professional quality performing arts center.

University level venues support quality artistic expression found at typical higher education facilities servicing collegiate level performances. School level venues support an acoustical environment required to support performances typically found at secondary K-12 education auditoriums.

Other venues encompassed various community, church, or miscellaneous facilities used for performances. These venues are available for performing arts group rental.

Findings from the regional benchmarking effort substantiated an inherent need for a professional quality performing arts venue within the City of Round Rock. Subsequent data collection and programmatic efforts with the premier performing artisan groups reinforced these initial findings.

TEXAS BENCHMARKING

All major cities in the State of Texas, such as Dallas, Fort Worth, San Antonio, and Austin have prominent performing arts centers. Many universities within the state have invested in performance venues.

Notable Texas cities with populations similar to Round Rock have embarked on adding professional cultural venues in order to promote the performing arts community, foster civic pride, strengthen local brand, and to increase revenues. Some comparable cities with similar existing, new, or proposed facilities are listed.

PERFORMING ARTS CENTER

McAllen, Texas

- 134,720 population
- \$49.9M construction cost
- Currently under construction

1,800 SEATS

93,470 SF SIZE

WAGNER NOEL

PERFORMING ARTS CENTER

Midland, Texas

- 119,385 population
- \$65M construction cost (2012)
- \$81.6 project cost

1,800 SEATS

108,500 SF SIZE

LUBBOCK PERFORMING ARTS CENTER

Lubbock, Texas

- 239,540 population
- \$85M project cost (2015)

2,000 SEATS

122,200 SF SIZE

DALLAS CITY PERFORMANCE HALL

Dallas, Texas

- \$32.4M construction cost (2012)
- \$42.1M project cost (2012)

750 SEATS

59,000 SF SIZE

GLOBE NEWS CENTER FOR THE PERFORMING ARTS

Amarillo, Texas

- 196,400 population
- \$31.1M construction cost (2006)
- \$39.4M construction (2014 dollars)

1,300 SEATS

70,835 SF SIZE

EISEMANN CENTER FOR THE PERFORMING ARTS

Richardson, Texas

- 103,300 population
- \$43M construction cost (2002)
- \$61.3M construction (2014 dollars)

1,800 SEATS

108,500 SF SIZE

SUGARLAND PERFORMING ARTS CENTER

Sugarland, Texas

- 83,760 population
- \$76.8M construction cost (2015)
- \$83.6M project cost (2015)

6,500 SEATS

200,000 SF SIZE

FACILITY SURVEY

Table 01

	WORLD CLASS	PROFESSIONAL QUALITY	UNIVERSITY QUALITY	SCHOOL K-12	OUTDOOR	OTHER QUALITY	INDOOR CAPACITY	OUTDOOR CAPACITY
ROUND ROCK								
RRISD Performing Arts Auditorium				●			1,500	
RRISD High School Gymnasium						●	2,700	
First United Methodist Church						●	1,200	
Old Settlers Park Pavilion					●			1,000
RRISD C.D. Fulkes Auditorium				●			500	
RR Amphitheater					●			500
RR Public Library Meeting Room						●	250	
RRISD PAC Black Box				●			220	
Sam Bass Community Theater						●	50	
AVERAGE							917	750
REGION								
Sheffield Zilker Hillside Theatre					●			5,000
UT PAC. Bass Concert Hall			●				2,924	
Long Center. Dell Hall	●						2,400	
Riverbend Centre	●						2,305	
Long Center Concert Park					●			2,000
Paramount Theatre							1,300	
UT PAC Hogg Memorial Auditorium			●				1,261	
GISD Klett Center PAC				●			1,250	
UT LBJ Auditorium							967	
Texas School for the Deaf				●			880	
Southwestern Theater			●				750	
UT PAC Bates Recital Hall			●				700	
One World Theater							500	
UT PAC Payne Theater				●			500	
Austin High Auditorium							450	
Austin ISD Performing Arts Center				●			1,200	
AVERAGE							1,245	3,500





DATA ANALYSIS

TO DETERMINE FEASIBILITY

ANALYSIS CRITERIA & FINDINGS

OVERVIEW

The data discovery analysis process included a careful evaluation of information collected during the interview and questionnaire phases. These endeavors identified pertinent commonalities among various user needs. The process evaluated individual production usage, historic and projected audience sizing, potential building requirements, and prospective neighborhood locations. From this analysis, conclusions were drawn about the types of spaces required to serve the projected needs of the artists. Program elements were developed to support a performing arts center utilized by music, dance, theater, visual artists, corporations, and citizens of Round Rock. Blending current needs with historical data provided guidance to “right size” the facility and to recommend a center for the arts that is both reasonably conservative and appropriate for the City.

Discovery and findings were classified into the following criteria:

- Productions
- Audience attendance
- Building
- Site

PRODUCTIONS

Raw data collected from stakeholder interviews and questionnaire responses was incorporated into a master matrix that analyzed historic and potential performance production usage. In order to determine the quantity, type, and performance venue size, each artisan company provided information on the number of usage days required on a per-production basis incorporating loading, rehearsal, and performance needs. The anticipated number of productions, performances per production, and audience attendance is depicted in Table 02. Conservative peak and blended average attendance levels are identified. Although projected performance usage exploration provides helpful insight, additional attendance perspectives are needed in order to right-size the venue. Audience attendance projections, utilizing historic records and projected participation provides more pertinent indicators of facility size.



USAGE PROJECTIONS

Table 02

ARTS GROUPS	CURRENT PRACTICE				FUTURE PRACTICE			
	PRODUCTIONS PER YEAR	PERF PER PRODUCTION	AUDIENCE AVERAGE	TOTAL AUDIENCE AVERAGE	PRODUCTIONS PER YEAR	PERF PER PRODUCTION	AUDIENCE AVERAGE	TOTAL AUDIENCE AVERAGE
Round Rock Arts Council				0				0
Round Rock Symphony Orchestra.	7	1	500	3,500	7	1	700	4,900
Penfold Theater Co.	4	16	80	5,120	4	16	80	5,120
Sam Bass Community Theater	7	14	40	3,920	7	14	40	3,920
Williamson Co. Symphony	4	9	1,000	36,000	4	10	1,200	48,000
Round Rock Community Choir	5	1	400	2,000	5	1	500	2,500
Round Rock Ballet Folklorica	2	8	2,000	32,000	6	20	500	60,000
Austin Metamorphosis Dance	3	4	130	1,560	4	4	200	3,200
RRISD	12	1	500	6,000	12	1	600	7,200
Round Rock Drums	13	3	300	11,700	20	4	500	40,000
Ron Jones				0	2	3	200	1,200
Dance Gallery	2	3	800	4,800	3	4	800	9,600
Childbloom Guitar	2	1	100	200	4	1	300	1,200
Chautauqua Round Rock	1	1	75	75	12	12	80	11,520
Center Art Club	1	1	250	250	1	1	250	250
TOTAL				107,125				198,610



AUDIENCE

Attendance projections served as the primary contributor to the performing arts facility recommendations. These projections were divided into music, dance, theater, and other categories to assist with facility sizing. The analysis indicated that two primary venues were needed within a new singular state-of-the-art performing arts facility. A traditional larger proscenium based audience chamber designed primarily for larger performances and a smaller flexible theater space designed for more intimate settings emerged.

A secondary rehearsal space was determined to be helpful with production preparations and also to provide opportunities for the facility to house synergistic social or corporate events during the off-performance hours. Providing opportunities for simultaneous, complimentary, and diverse events was a priority.

AUDIENCE PROJECTIONS

Table 03

		CURRENT PRACTICE				FUTURE PRACTICE			
		AVERAGE LOW	AVERAGE HIGH	LARGEST	PEAK AVERAGE	AVERAGE LOW	AVERAGE HIGH	LARGEST	PEAK AVERAGE
PERFORMING ARTS GROUPS									
Round Rock Symphony	M	300	700	1,200	1,200	300	700	1,200	1,200
Round Rock ISD	M	500	700	1,500	1,500	500	700	1,500	1,500
Penfold Theater Co.	T	100	100	250	-	100	150	250	-
Sam Bass Community Theater	T	35	40	55	-				-
Williamson Co. Symphony	M	550	1,000	1,800	1,800	550	1,000	1,200	1,200
Round Rock Community Choir	M	400	500	500	-	500	600	750	-
Round Rock Ballet Folklorica	D	200	200	800	-	200	500	800	-
Round Rock Drums	M	300	300	500	-	300	300	500	-
Ron Jones	T	50	100	300	-	75	200	300	-
Dance Gallery	D	800	800	1,000	1,000	800	800	1,200	1,200
Childbloom Guitar	M	100	200	400	-	100	200	400	-
Texas Chautauqua	M				-				-
Austin Metamorphosis	D	130	130	400	-	200	200	400	-
Phase 2 Music Works					-				-
SUBTOTAL MUSIC	M	300	475	850		325	500	800	
SUBTOTAL THEATER	T	50	75	200		50	125	175	
SUBTOTAL DANCE	D	375	375	725		400	500	800	
TOTAL		300	400	725	1,375	325	475	775	1,275

BUILDING

Following the conclusions derived during the data discovery analysis phase, an architectural spatial program was developed. This spatial summary was generated from data received during the comprehensive questionnaire, interview process, audience projection analysis, and informed by historical data. Spaces were divided into primary groupings such as performance, support, front-of-house, back-of-house, and amenities. Each category in turn was subdivided into smaller components to more adequately represent spatial requirements.

Performance spaces included the audience chamber, stage, acoustic isolation entries, apron, orchestra pit, understage areas, overstage areas, catwalks, gridirons, control areas, and production storage areas.

Performance support spaces included dressing rooms, performers green room lounge, wardrobe storage, and laundry areas.

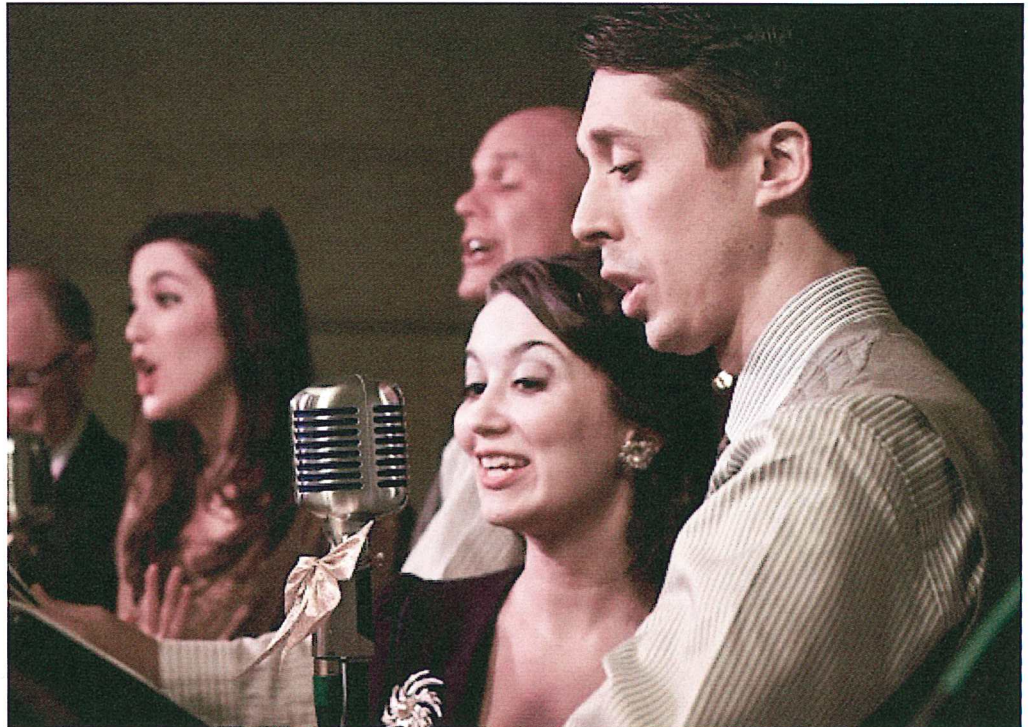
Front-of-house included a main level lobby area, public balcony space, event room, concessions, restrooms, box office, first aid area, and general storage areas.

Back-of-house spaces included receiving areas, loading, recycle stations, security, and restrooms.

Flexible theater spaces included seating, staging, acoustical isolation entries, galleries, controls, equipment, and storage areas.

Amenity spaces included retail, rehearsal room, classrooms, arts gallery, catering kitchen, and multi-purpose conference areas.

Table 04, Building Program Survey, identified the priorities, preferences, and spatial requirements from the various arts groups communicated during the discovery phases. This table in turn provided guidance to the development of the architectural Building Program Summary delineated in Table 06.



BUILDING PROGRAM SURVEY

Table 04

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10
PERFORMANCE SPACES										
HALL										
Hall, Audience Level Seating	●	●	●	●	●	●	●	●	●	●
Hall S.L.L.	●	●	●	●	●	●	●	●	●	●
Hall Balcony Seating	●	●	●	●	●	●	●	●	●	●
Hall Balcony S.L.L.	●	●	●	●	●	●	●	●	●	●
STAGE										
Stage		●	●	●	●	●	●	●	●	●
Stage Wing Space S.L.	●	●	●	●	●	●	●	●	●	●
Stage Wing Space S.R.	●	●	●	●	●	●	●	●	●	●
Stage Rigging Zone	●	●	●	●	●	●	●	●	●	●
Stage S.L.L.	●	●	●	●	●	●	●	●	●	●
Stage Apron	●	●	●	●	●	●	●	●	●	●
Stage Acoustic Shell Storage	●	●	●	●	●	●	●	●	●	●
Stage Piano Storage	●	●	●	●	●	●	●	●	●	●
UNDERSTAGE										
Orchestra Pit	●	●	●	●	●	●	●	●	●	●
Orchestra Pit S.L.L.	●	●	●	●	●	●	●	●	●	●
Orchestra Pit Storage	●	●	●	●	●	●	●	●	●	●
Arbor Pit	●	●	●	●	●	●	●	●	●	●
Trap	●	●	●	●	●	●	●	●	●	●
OVERHEAD										
Stage Locking Gallery	●	●	●	●	●	●	●	●	●	●
Stage Loading Gallery	●	●	●	●	●	●	●	●	●	●
Stage Pin Rail	●	●	●	●	●	●	●	●	●	●
Stage Grid	●	●	●	●	●	●	●	●	●	●
Stage Forestage Grid	●	●	●	●	●	●	●	●	●	●
Stage Fly Gallery	●	●	●	●	●	●	●	●	●	●
Hall Catwalk 1	●	●	●	●	●	●	●	●	●	●
Hall Catwalk 2	●	●	●	●	●	●	●	●	●	●

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10
PERFORMANCE SPACES										
CONTROL & SERVICE										
Control Room Lighting	●	●	●	●	●	●	●	●	●	●
Control Room Sound	●	●	●	●	●	●	●	●	●	●
Control Room Projection	●	●	●	●	●	●	●	●	●	●
Follow Spot Room	●	●	●	●	●	●	●	●	●	●
Dimmer Rack Room	●	●	●	●	●	●	●	●	●	●
Amp Rack Room	●	●	●	●	●	●	●	●	●	●
Sound Rack Room	●	●	●	●	●	●	●	●	●	●
STORAGE										
Storage, Hall Seating & Program	●	●	●	●	●	●	●	●	●	●
Storage, Platform Seating & Staging	●	●	●	●	●	●	●	●	●	●
Storage, Rigging	●	●	●	●	●	●	●	●	●	●
Storage, Sound Equipment	●	●	●	●	●	●	●	●	●	●
Storage, Lighting Equipment	●	●	●	●	●	●	●	●	●	●
Storage, Visiting Company	●	●	●	●	●	●	●	●	●	●
Storage, Musical Instrument	●	●	●	●	●	●	●	●	●	●
PERFORMANCE SUPPORT										
Green Room Performers Lounge	●	●	●	●	●	●	●	●	●	●
Dressing Room Private	●	●	●	●	●	●	●	●	●	●
Dressing Room General	●	●	●	●	●	●	●	●	●	●
Dressing Toilet Rooms Mens	●	●	●	●	●	●	●	●	●	●
Dressing Toilet Rooms Women's	●	●	●	●	●	●	●	●	●	●
Wardrobe Storage	●	●	●	●	●	●	●	●	●	●
Laundry	●	●	●	●	●	●	●	●	●	●

● NECESSARY
● UNNECESSARY

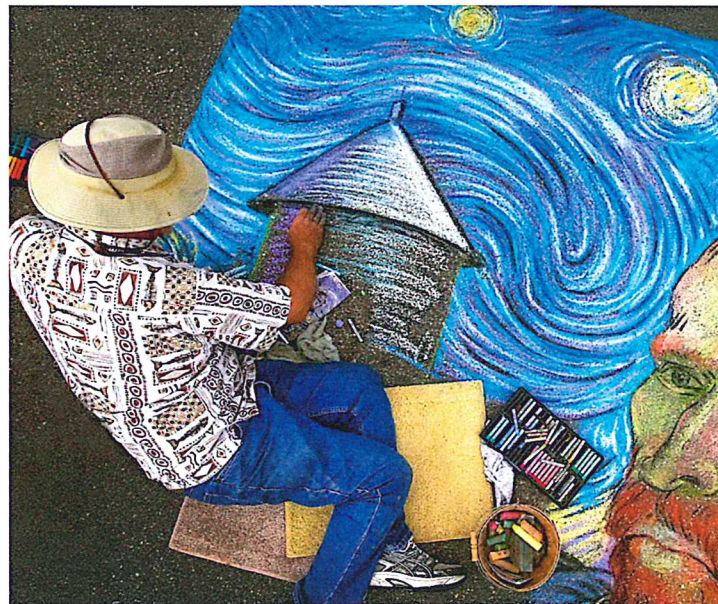


BUILDING PROGRAM SURVEY

Table 04

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10
FRONT-OF-HOUSE										
Lobby Area 1 Main Level	●	●	●	●	●	●	●	●	●	●
Lobby Area 2 Balcony	●	●	●	●	●	●	●	●	●	●
Storage General	●	●	●	●	●	●	●	●	●	●
Box Office Ticket Sales	●	●	●	●	●	●	●	●	●	●
Concessions	●	●	●	●	●	●	●	●	●	●
Concessions Storage	●	●	●	●	●	●	●	●	●	●
Public Restrooms Men's	●	●	●	●	●	●	●	●	●	●
Public Restrooms Women's	●	●	●	●	●	●	●	●	●	●
Storage Front-of-House Furniture	●	●	●	●	●	●	●	●	●	●
First Aid Office	●	●	●	●	●	●	●	●	●	●
Office	●	●	●	●	●	●	●	●	●	●
Donors Event Room	●	●	●	●	●	●	●	●	●	●
Janitorial	●	●	●	●	●	●	●	●	●	●
BACK-OF-HOUSE										
Receiving Area	●	●	●	●	●	●	●	●	●	●
Scene Shop	●	●	●	●	●	●	●	●	●	●
Recycle Storage	●	●	●	●	●	●	●	●	●	●
Office	●	●	●	●	●	●	●	●	●	●
Backstage Restroom Women's	●	●	●	●	●	●	●	●	●	●
Backstage Restroom Mens	●	●	●	●	●	●	●	●	●	●
Security	●	●	●	●	●	●	●	●	●	●

● NECESSARY
● UNNECESSARY



BUILDING PROGRAM SURVEY

Table 04

	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6	GROUP 7	GROUP 8	GROUP 9	GROUP 10
FLEXIBLE THEATERS										
Theater Seating	●	●	●	●	●	●	●	●	●	●
Theater Staging	●	●	●	●	●	●	●	●	●	●
Theater S.L.L.	●	●	●	●	●	●	●	●	●	●
Lighting Control Room	●	●	●	●	●	●	●	●	●	●
Catwalk	●	●	●	●	●	●	●	●	●	●
Storage	●	●	●	●	●	●	●	●	●	●
Amp Room	●	●	●	●	●	●	●	●	●	●
Dimmer Room	●	●	●	●	●	●	●	●	●	●
AMENITIES										
Art Gallery	●	●	●	●	●	●	●	●	●	●
Art Gallery Storage	●	●	●	●	●	●	●	●	●	●
Multi-Purpose Conference	●	●	●	●	●	●	●	●	●	●
Rehearsal Space	●	●	●	●	●	●	●	●	●	●
Classroom	●	●	●	●	●	●	●	●	●	●
Book shop Retail	●	●	●	●	●	●	●	●	●	●
Café										
Catering		●	●	●	●	●			●	●
Catering Kitchen Storage		●	●	●	●	●			●	●

SITE NEIGHBORHOOD

The City of Round Rock is experiencing rapid growth acceleration in economic, population, public amenities, and development. Projections indicate this growth to continue in all areas within the City limits. Several potential neighborhoods for the performing arts facility were identified through discussions with the artist community, City patrons, previously commissioned studies, and site character observations. These neighborhoods, identified in Table 05, were categorized into four primary evaluation criteria areas that included adjacencies, area, perception, and economics.

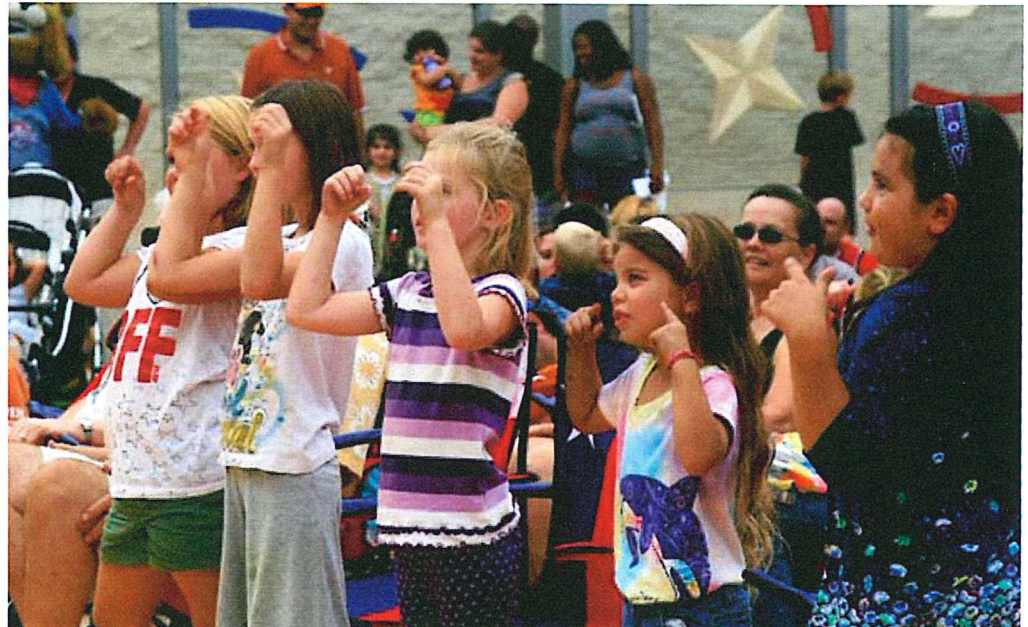
Adjacencies ranked components such as vehicular access, public transportation, pedestrian access, walkability, community connectivity, heritage trail linkages, and proximity to retail, restaurants, and family-oriented amenities.

Spatial and program components evaluated items such as availability of site area, outdoor performance opportunities, and expansion capabilities.

Perception and culture identified and ranked areas such as civic pride, receptivity, city brand promotion, arts group brand elevation.

Economics identified if land is currently available in the neighborhood for locating the proposed City Center for the Performing Arts.

Each potential neighborhood was then ranked according to the four primary areas using a weighted formula to derive quantifiable comparisons of the various neighborhoods.



SITE EVALUATION CRITERIA

Table 05

	DOWNTOWN BRAND	BRUSHY CREEK NATURE	GRIMES NORTHEAST	OLD SETTLERS SUNRISE	OTHER TBD	COMMENTS
ADJACENCIES						
Vehicular Access	●	●	●	●		Vehicular accessibility
Public Transportation	●	●	●	●		Availability of public transit
Pedestrian Access. Walkability	●	●	●	●		Walking distance to other amenities
Parking Availability	●	●	●	●		Parking capacity
Adjacency Retail	●	●	●	●		Location of nearby retail stores
Adjacency Restaurants	●	●	●	●		Location of nearby restaurants
Adjacency Family Oriented	●	●	●	●		Location of nearby family attractions
Visual Connectivity	●	●	●	●		Visual identification to the City
Community Connectivity	●	●	●	●		Cultural connection with the community
Heritage Trail Connectivity	●	●	●	●		Connection to heritage trail
SPATIAL & PROGRAM						
Site Area Availability	●	●	●	●		Required site area is available
Outdoor Performance Area	●	●	●	●		Property has room for outdoor performances
Expansion Opportunities	●	●	●	●		Property has room for expansion
PERCEPTION & CULTURE						
Civic Pride	●	●	●	●		Builds civic recognition
Welcomed Location	●	●	●	●		Welcoming & inviting location
Receptivity Public	●	●	●	●		Perceived public response to property
Receptivity Round Rock Arts	●	●	●	●		Perceived arts group response to property
City Brand Promotion	●	●	●	●		Promotes City awareness brand
Arts Brand Promotion	●	●	●	●		Promotes arts group brand
ECONOMICS						
Land Availability	●	●	●	●		Land available for purchase
AVERAGE SCORE	8.00	7.75	5.50	5.50		

- GOOD (1.0)
- NEUTRAL (0.5)
- BASIC (0.0)



A vibrant field of bluebonnets in full bloom, with a dense line of green trees in the background. The flowers are in various stages of development, from buds to fully open blossoms. The lighting is bright and natural, suggesting a sunny day.

SPACE PROGRAM

BUILDING



SPACE PROGRAM

This space program is based upon the information derived from the Building Program Survey that identified individual and collective arts group spatial requirements.

Performance spaces included the audience chamber, stage, acoustic isolation entries, apron, orchestra pit, understage areas, overstage areas, catwalks, gridirons, control areas, and production storage areas.

Performance support spaces included dressing rooms, performers green room lounge, wardrobe storage, and laundry areas.

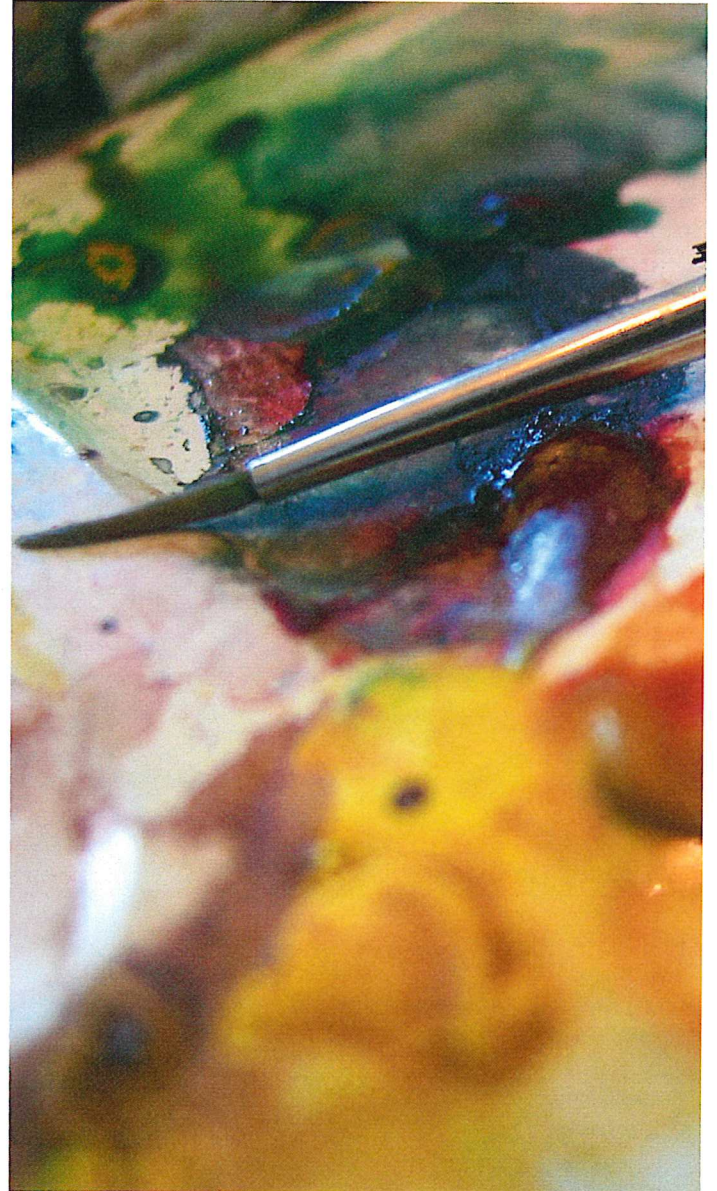
Front-of-house includes a main level lobby area, public balcony space, event room, concessions, restrooms, box office, first aid area, and storage areas.

Back-of-house spaces included receiving areas, loading, recycle stations, security, and restrooms.

Flexible theater spaces included seating, staging, acoustical isolation entries, galleries, controls, equipment, and storage areas.

Amenity spaces included retail, rehearsal room, classrooms, arts gallery, catering kitchen, and multi-purpose conference areas.

Within Table 06 Building Program Summary, each proposed space is listed by name, net area, conversion factors, number, location, and gross area. Each was added to provide aggregate and total areas associated with the program. The total square footages were then used in developing preliminary construction costing budget information. The analysis indicated that an approximate 70,000 gross square foot facility would serve the needs of the local arts groups, community events, and various other productions.



BUILDING PROGRAM SUMMARY

Table 06

	LEVEL	PEOPLE	UNIT	NET SF	QUANTITY	TOTAL NET	FACTOR	GROSS SF	REMARKS
PERFORMANCE SPACES									
HALL									
Hall Audience Level Seating	1	750	11.5 SF	8,625 SF	1	8,625 SF	1.10	9,488 SF	Assumes 90% fixed seats 10% movable seats
Hall S.L.L.	1			60 SF	6	360 SF	1.20	432 SF	Assumes 2 front, 2 cross-aisle, 2 rear
Hall Balcony Seating	2	375	11.5 SF	4,313 SF	1	4,313 SF	1.10	4,744 SF	
Hall Balcony S.L.L.	2			60 SF	4	240 SF	1.20	288 SF	Assumes 2 front & 2 rear
STAGE									
Stage	1	105	45 SF	4,725 SF	1	4,725 SF	1.10	5,198 SF	105'-0" W x 45'-0" D. 60'-0" Wide x 30'-0" H proscenium
<i>Stage Wing Space. S.L.</i>									Included in stage area
<i>Stage Wing Space. S.R.</i>									Included in stage area
<i>Stage Rigging Zone</i>									Included in stage area
Stage S.L.L.	1			60 SF	4	240 SF	1.20	288 SF	
Stage Apron	1								Included in orchestra pit
Stage Acoustic Shell Storage	1			550 SF	1	550 SF	1.10	605 SF	Included as separate storage off stage
Stage Piano Storage	1			200 SF	1	200 SF	1.10	220 SF	Included as separate storage off stage
UNDERSTAGE									
Orchestra Pit	0	25	20 SF	500 SF	1	500 SF	1.10	550 SF	
Orchestra Pit S.L.L.	0			60 SF	2	120 SF	1.20	144 SF	
Orchestra Pit Storage	0			75 SF	0	0 SF	1.10	0 SF	
Arbor Pit	0	10	45 SF	450 SF	1	450 SF	1.10	495 SF	10'-0" W x 45'-0" D
Trap	0				1	0 SF	1.10	0 SF	Not included
OVERHEAD									
Stage Locking Gallery					1	0 SF		0 SF	Included in gross
Stage Loading Gallery					1	0 SF		0 SF	Included in gross
Stage Pin Rail					1	0 SF		0 SF	Included in gross
Stage Grid						0 SF		0 SF	Area of stage. Included in gross
Stage Forestage Grid									Included in gross
Stage Fly Gallery						0 SF		0 SF	Included in gross
Hall Catwalk 1					1	0 SF		0 SF	Included in gross
Hall Catwalk 2					1	0 SF		0 SF	Included in gross

BUILDING PROGRAM SUMMARY

Table 06

	LEVEL	PEOPLE	UNIT	NET SF	QUANTITY	TOTAL NET	FACTOR	GROSS SF	REMARKS
STORAGE									
Storage Hall Seating & Program	1			150 SF	1	150 SF	1.10	165 SF	
Storage Platform Seating & Staging	1			350 SF	1	350 SF	1.10	385 SF	
Storage Rigging	1			150 SF	1	150 SF	1.10	165 SF	
Storage Sound Equipment	1			150 SF	1	150 SF	1.10	165 SF	
Storage Lighting Equipment	1			150 SF	1	150 SF	1.10	165 SF	
Storage Visiting Company	1				0	0 SF	1.10	0 SF	Not included
SUBTOTAL					41	22,173 SF		24,621 SF	
PERFORMANCE SUPPORT									
Green Room Performers Lounge	1	20	15 SF	300 SF	1	300 SF	1.10	330 SF	
Dressing Room Private	1	1	200 SF	200 SF	2	400 SF	1.25	500 SF	
Dressing Room General	1	20	45 SF	900 SF	2	1,800 SF	1.25	2,250 SF	
Dressing Toilet Rooms Men's	1	4	35 SF	140 SF	1	140 SF	1.25	175 SF	
Dressing Toilet Rooms Women's	1	4	35 SF	140 SF	1	140 SF	1.25	175 SF	
Wardrobe Storage	1			125 SF	0	0 SF	1.10	0 SF	Not included
Laundry	1			100 SF	0	0 SF	1.10	0 SF	Not included
Dressing Toilet Room Bbox. Men's	1	8	35 SF	280 SF	1	280 SF	1.25	350 SF	
Dressing Toilet Room Bbox Men's	1	8	35 SF	280 SF	1	280 SF	1.25	350 SF	
SUBTOTAL					9	3,340 SF		4,130 SF	
FRONT-OF-HOUSE									
Lobby Area 1 Main Level	1	325	15 SF	4,875 SF	1	4,875 SF	1.10	5,363 SF	Min. 40% of orchestra level seating
Lobby Area 2 Balcony	2	125	15 SF	1,875 SF	1	1,875 SF	1.10	2,063 SF	Min. 30% of balcony level seating
Storage General	1			125 SF	1	125 SF	1.10	138 SF	
Box Office Ticket Sales	1			150 SF	1	150 SF	1.10	165 SF	Locate off lobby
Concessions	1			200 SF	1	200 SF	1.10	220 SF	Locate off lobby
Concessions Storage	1			125 SF	1	125 SF	1.10	138 SF	
Public Restrooms Men's	1	14	25 SF	350 SF	2	700 SF	1.25	875 SF	Sink=Occ/55; WC = Occ/100; U= Occ/50
Public Restrooms Women's	1	28	25 SF	700 SF	2	1,400 SF	1.25	1,750 SF	Sink=Occ/27; WC = Occ/25
Storage FOH Furniture	1			150 SF	1	150 SF	1.10	165 SF	
First Aid Office	1			100 SF	1	100 SF	1.10	110 SF	
Office	1			100 SF	1	100 SF	1.10	110 SF	
Donors Event Room	1	40	12 SF	480 SF	1	480 SF	1.10	528 SF	
Janitorial	1			50 SF	2	100 SF	1.20	120 SF	
SUBTOTAL					16	10,380 SF		11,743 SF	

BUILDING PROGRAM SUMMARY

Table 06

	LEVEL	PEOPLE	UNIT	NET SF	QUANTITY	TOTAL NET	FACTOR	GROSS SF	REMARKS
BACK-OF-HOUSE									
Receiving Area	1			200 SF	1	200 SF	1.10	220 SF	
Scene Shop	1			450 SF	1	450 SF	1.10	495 SF	
Recycle Storage	1			150 SF	1	150 SF	1.10	165 SF	
Office	1			100 SF	2	200 SF	1.10	220 SF	
Backstage Restroom Women's	1			150 SF	1	150 SF	1.25	188 SF	Assumes 2 WC & 1 sink
Backstage Restroom Men's	1			150 SF	1	150 SF	1.25	188 SF	Assumes 1 WC, 1U, 1 sink
Security	1			150 SF	1	150 SF	1.10	165 SF	
SUBTOTAL					8	1,450 SF		1,640 SF	
FLEXIBLE THEATERS									
Theater Seating	1	200	12 SF	2,400 SF	1	2,400 SF	1.10	2,640 SF	Flexible seating
Theater Staging	1			1,200 SF	1	1,200 SF	1.10	1,320 SF	50% of seating area
Theater S.L.L.	1			60 SF	2	120 SF	1.20	144 SF	
Lighting Control Room	1			150 SF	1	150 SF	1.20	180 SF	Includes SII In gross
Catwalk	3				1	0 SF	1.10	0 SF	Included in theater gross SF
Storage	1			125 SF	1	125 SF	1.10	138 SF	
Amp Room	2			150 SF	1	150 SF	1.20	180 SF	
Dimmer Room	2			150 SF	1	150 SF	1.20	180 SF	
SUBTOTAL					9	4,295 SF		4,782 SF	NC 20
AMENITIES									
Art Gallery	1	100	10 SF	1,000 SF	1	1,000 SF	1.10	1,100 SF	Separate space
Art Gallery Storage	1			250 SF	1	250 SF	1.10	275 SF	
Multi-Purpose Rehearsal Space	1	105	45 SF	4,725 SF	1	4,725 SF	1.10	5,200 SF	Min. stage area. NC 25
Classroom	1	40	30 SF	1,200 SF	1	1,200 SF	1.10	1,320 SF	
Book Shop Retail	1			0 SF	0	0 SF	1.10	0 SF	Not included
Café	1			0 SF		0 SF	1.10	0 SF	Not included
Catering	1			250 SF	1	250 SF	1.10	275 SF	
Catering Kitchen Storage	1			125 SF	1	125 SF	1.10	138 SF	
Administrative Office	1			100 SF	4	400 SF	1.10	440 SF	
Administrative Conference	1			200 SF	1	200 SF	1.10	220 SF	
SUBTOTAL					11	8,150 SF		8,968 SF	

BUILDING PROGRAM SUMMARY

Table 06

	LEVEL	PEOPLE	UNIT	NET SF	QUANTITY	TOTAL NET	FACTOR	GROSS SF	REMARKS
MISCELLANEOUS									
BOH Circulation	1		10%		1	4,980 SF	1.00	4,980 SF	
Mechanical	2		15%		1	7,470 SF	1.00	7,470 SF	
Unusable or Inaccessible	1		5%		1	2,490 SF	1.00	2,490 SF	
SUB-TOTAL					3	14,940 SF		14,940 SF	
TOTAL BUILDING SF									
LEVEL 00								1,189 SF	
LEVEL 01								53,991 SF	
LEVEL 02								15,487 SF	
LEVEL 03								156 SF	

SITE, SURFACE PARKING, OPTION A

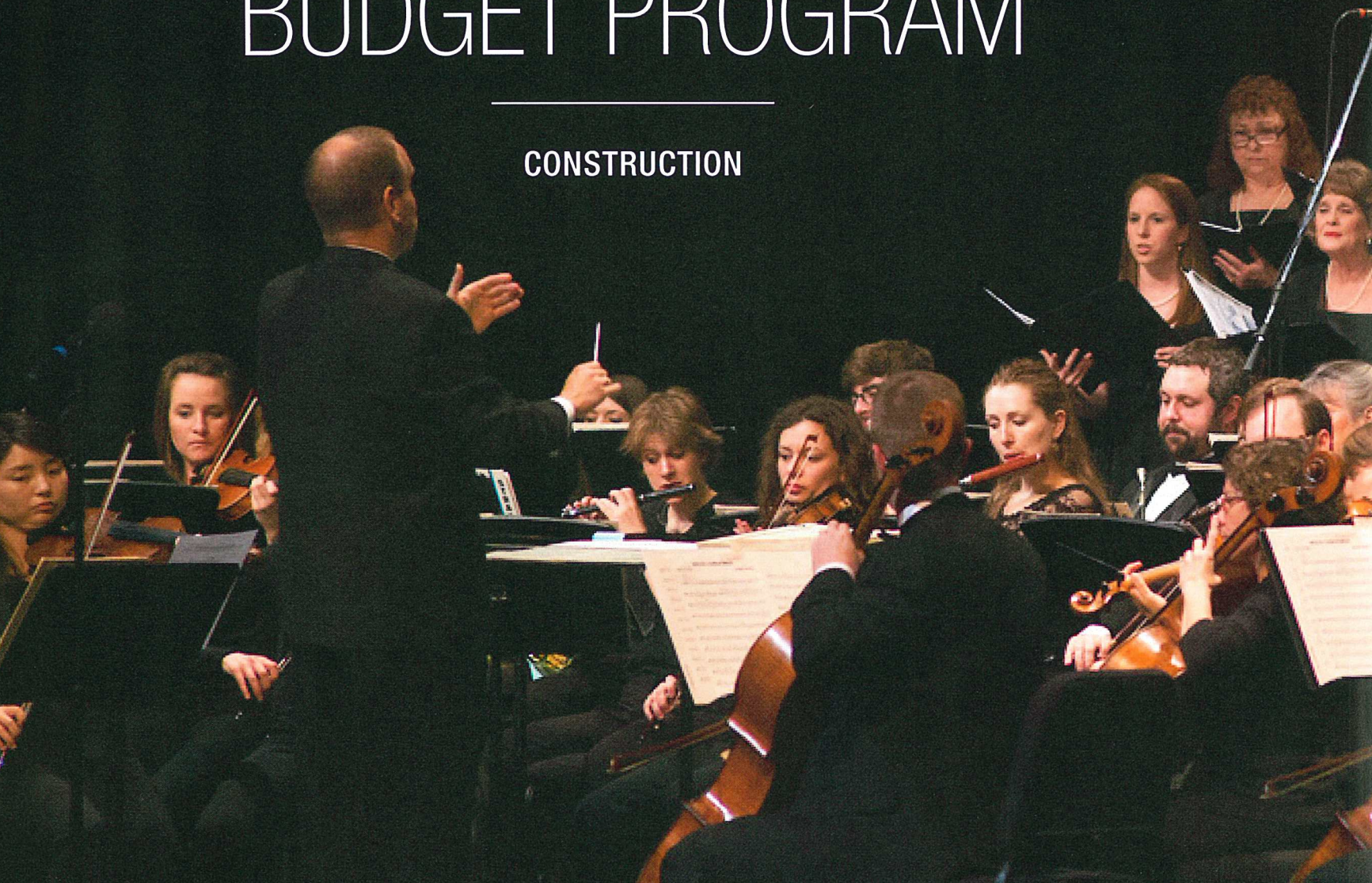
								Acres		
Parking Spaces (Theater Zoning Requirements)								344		
Surface Parking Area Required (350 SF/Space)							3.55	154,700 SF		Parking area less with structured parking
Open Space (Recommended)					40%		1.92	83,500 SF		Open surface less with structured parking or downtown site.
Pedestrian Hardscape					12.5%		0.44	19,350 SF		
Building Footprint								54,000 SF		
TOTAL SITE REQUIRED, SURFACE							7.15	311,550 SF		

SITE, STRUCTURED PARKING

								Acres		
Parking Spaces (Theater Zoning Requirements)								344		
Surface Parking Area Required (350 SF/Space)							1.49	65,000 SF		Parking area less with structured parking
Open Space (Recommended)							1.23	53,500 SF		Open surface less with structured parking or downtown site.
Pedestrian Hardscape							0.46	20,000 SF		
Building Footprint								54,000 SF		
TOTAL SITE REQUIRED, STRUCTURED							4.42	192,500 SF		

BUDGET PROGRAM

CONSTRUCTION





BUDGET

Preliminary conceptual construction cost budgets were developed for the spaces identified in the Building Program Summary Table. These budgets take into consideration spatial needs, acoustical quality, finish level enhancements, production capabilities, and seating capacity.

This section delineates the process methodology employed in the generation of the preliminary construction cost budget, the model format, various assembly components, primary cost driver identification, exclusions, foundational assumptions, and an overall summary. A separate cost budget table is provided at the conclusion of this section.

It is important to note that the construction cost budget, although the more substantive costing contributor, does not represent the total project cost. Additional items, such as those listed in the exclusion section of this document, must also be considered when establishing an overall project budget.

PROCESS METHODOLOGY

The following four step process was utilized in the development of the preliminary conceptual construction budget.

- Develop net space requirements
- Add gross area factor
 - *Structure & walls*
 - *Lobbies & circulation*
 - *Back-of-house circulation*
 - *Mechanical & electrical spaces*
 - *Unusable spaces*
- Develop spatial arrangements
- Develop budget model
 - *Functional requirements*
 - *Performance equipment*
 - *Acoustic requirements*
 - *Site conditions*

BUDGET MODEL

The conceptual budget model utilized the ASTM Unifomat II criteria, an industry standard classification system, as a foundational organizational structure for information. The budget model includes the following items.

- Substructure
- Building shell & structure
- Building interior
- Building services & systems
- Equipment
- Specialty construction & demolition
- Site work
- Contingencies
- General conditions

COMPONENTS

The following components provide common definitions and assumptions utilized in the budget model:

SUBSTRUCTURE

The substructure component identifies foundations, slabs, excavation, dewatering and elements associated with anchoring the building.

BUILDING SHELL & STRUCTURE

This category identifies the structural system, exterior walls, roofing, overhangs, and other elements providing building enclosure.

BUILDING INTERIOR

This category delineates areas within the building enclosure and includes interior walls, floors, ceilings, balconies, catwalks, grids, acoustical criteria, and similar areas.

BUILDING SERVICES & SYSTEMS

This section includes information on the building mechanical, ventilation, electrical, plumbing, fire protection, lighting, controls, security, information technologies, and other building related items providing services to the building.

SPECIALTY CONSTRUCTION & DEMOLITION

This area demarcates unique construction and demolition elements that are not applicable to a new performing arts center.

SITE WORK

This category comprises elements outside of the building footprint such as utilities, excavation, parking, landscaping, walkways, amenities, and similar exterior areas.

CONTINGENCIES

Given that this is a conceptual budget, this category allowance allows for ongoing design and pricing refinements that will occur during the design, estimation, and construction process.

Change Order contingencies provide additional allowances for conditions that may occur during construction activity.

GENERAL CONDITIONS

This category includes anticipated Construction Manager overhead, profit, and coordination allowances.

ESCALATION TO BID DATE

The preliminary conceptual budget estimate in this study is tied to Q1 2015 dollars and market activity. Additional escalation contingencies for normal price increases between now, bonding, and construction activity may require additional vetting.

COST DRIVERS

Cultural facilities, due primarily to the stringent performative and durability requirements are inherently more expensive than many other building types. Primary items that directly influence the cost are listed below.

- Long term durability of facility type
- Acoustic & noise control
- Elongated Construction Schedule
- Uniqueness of design
- Specialty theatrical equipment
- Larger architectural volume requirements
- Finishes & detail
- Increase construction trade coordination
- “Wow” factor
- Market activity
- Product availability

INCLUSIONS

The following major items are included in the preliminary conceptual construction budget. Detailed elements are discussed in the assumptions section.

- Building Shell
- Building Structure
- Building Interiors
- Mechanical & Electrical Services
- Performance Equipment and Seating
- Utilities
- Design/Pricing Contingencies
- General Conditions, Overhead, Profit
- Construction Change Order Contingency

EXCLUSIONS

The preliminary conceptual construction budget does not include additional ancillary project soft costs that may be required for complete project delivery. These items typically contribute between 20%-30% to a construction cost and will define an overall project cost. Some examples of these excluded items are listed below.

- Professional Fees & Reimbursable expenses (Architect, Engineering, etc.)
- Permits
- Geotechnical & Environmental analysis
- Site & Utility Surveys
- Client Contingency
- Fund-raising
- Public Relations
- Legal
- Staff Expenses
- Site Procurement Costs
- Site Construction
- Parking
- USGBC LEED premiums
- Testing & Inspections
- Finance Expenses
- Endowment subsidies
- Hazardous Materials Abatement & Disposal

ASSUMPTIONS

The following information delineates the assumptions included in the preliminary conceptual budget.

CODES

- 2012 International Building Code
- 2012 International Energy Conservation Code
- 2012 International Mechanical Code
- 2012 International Plumbing Code
- 2012 International Fire Code
- 2014 National Electrical Code
- City of Round Rock Zoning Ordinance
- City of Round Rock Code Amendments

AREA

- Building area as indicated in budget tables
- Site area allowance as indicated in tables. Specific site selection is undetermined at this point. As a result, other than generic utility connectivity to the site, specific site costing parameters are excluded from the report

STRUCTURE

- Combined primary concrete and secondary steel framed structural system.
- Approximate 1125 seating audience chamber
- One balcony level
- No attic slab

- Conventional mechanical room concrete slab. No mechanical floating acoustically isolated concrete topping slab assembly is assumed.

BUILDING ENCLOSURE

- Insulated brick & precast concrete walls or equivalent construction with approximate 15% decorative accent adornment.
- Curtainwall infill at lobbies, entrances, and residual areas. Assumed an overall 35% window to wall ratio.
- Sloped standing seam metal roofing assumed for 50% and modified bitumen flat roofing system assumed for 50%.
- Overhang canopies at primary entrances to provide shelter from inclement weather.
- Exterior building identification signage

BUILDING INTERIORS

- Partitions: A combination of full height concrete or grout filled CMU substrate walls at sound critical spaces
- Doors: Sealed and gasketed doors at sound critical spaces
- Stairs: one public & two egress
- Conveying Systems: one public elevator & one service elevator

INTERIOR FINISHES

- Large Theater
 - Floors: sprung wood floor at stage. Polished and sealed concrete floors at audience seating areas with combination of carpet and wood flooring at aisles.
 - Walls: decorative shaped gypsum board with acoustical dispersive and absorptive surfaces.
 - Ceiling reflectors primarily gypsum board with accents. Painted flat gypsum board finishes under balconies.
 - Balcony metal railing assemblies.
 - Acoustic banners in audience chamber.
- Flexible Theater
 - Floor: Sprung wood floors at stage and seating areas.
 - Walls: 30% absorptive fabric and 70% painted flat gypsum board assembly.
 - Ceiling: 25% shaped acoustic gypsum board and 75% painted flat gypsum. Acoustic absorptive panels at 50% coverage.
 - Metal railing working catwalk assemblies.
- Rehearsal Room
 - Floors: Sprung wood floors at stage and seating areas.
 - Walls: 30% absorptive fabric and 70% painted flat gypsum board assembly.
 - Ceiling: 25% shaped acoustic gypsum board and 75% painted flat gypsum. Acoustic absorptive panels at 50% coverage.

- Lobbies & Public Circulation
 - Floors: Polished concrete
 - Walls: 30% fabric, 60% gypsum board, 10% decorative
 - Ceiling: 25% shaped gypsum board, 65% flat gypsum board, 10% decorative
 - Soffits: Flat gypsum board & acoustic panels
 - Railings: Architectural metal railing system
- Public Restrooms
- Art Gallery
- Back-of-House
- Support

PERFORMANCE EQUIPMENT

- Adjustable acoustic banners
- Orchestra shell enclosure
- Theatrical platforms and rigging
- Grid-iron
- Theatrical fire safety curtain at proscenium
- Stage draperies
- Adjustable theatrical proscenium closure
- Dance floor surface
- Theatrical lighting instruments and accessories
- Fixed and loose audience seating
- Theatrical dimming controls
- Integrated audience chamber audio-visual systems

ACOUSTICAL CRITERIA

- Large Theater: NC 15
- Flexible Theater: NC 20
- Rehearsal Hall: NC 25

SITework

- Site work is excluded from the anticipated construction budget and insufficient information regarding a selected site.
- Utilities is an allowance and is intended for associated mechanical and electrical work.

SUMMARY

The preliminary conceptual budget summary comprises the following:

- Gross floor Area: Nominal 70,825 gross SF
- Approximate 1,125 seat proscenium theater
- 250 seat flexible theater
- Rehearsal room
- Art gallery
- Front-of-house lobby and public spaces
- Back-of-house and support spaces
- Administrative spaces
- Mechanical and electrical
- Unusable and inaccessible spaces



PRELIMINARY BUDGET SUMMARY

Table 07

	QUANTITY	UNIT	RATE	AMOUNT	G SF	%	REMARKS
SUBSTRUCTURE				\$1,323,000			
SUBSTRUCTURE				\$1,323,000			
Sub-Structure				\$1,323,000	\$18.68	4.15%	
Excavation	53,990	SF	\$3.50	\$189,000			
Foundations	53,990	SF	\$15	\$810,000			
Slabs	53,990	SF	\$6	\$324,000			
BUILDING SHELL & STRUCTURE				\$13,423,000			
BUILDING SHELL & STRUCTURE				\$13,423,000			
Structure				\$6,193,000	\$87.44	19.42%	
Framed Structure	70,825	SF	\$75	\$5,312,000			
Grids	5,200	SF	\$45	\$234,000			
Catwalk	650	LF	\$450	\$293,000			
MISC	70,825	SF	\$5	\$354,000			
Enclosure				\$5,907,000	\$83.40	18.52%	
Walls	63,250	V SF	\$55	\$3,479,000			55' Average Height
Glazing	15,815	V SF	\$75	\$1,186,000			25% glazing ratio
Roofs	53,990	SF	\$20	\$1,080,000			
Projections	10,800	SF	\$15	\$162,000			
BUILDING INTERIOR				\$5,896,000			
PARTITIONS, DOORS, WINDOWS				\$2,037,000	\$28.76	6.39%	
Partitions	70,825	SF	\$20	\$1,417,000			
Doors Acoustic	50	LF	\$5,500	\$275,000			
Doors General	100	LF	\$2,250	\$225,000			
Doors Overhead	1	EA	\$30,000	\$30,000			
Windows	1,200	V SF	\$75	\$90,000			
STAIRS				\$720,000	\$10.17	2.26%	
Stairs. Public	6	FLT	\$50,000	\$300,000			
Stairs. Egress	12	FLT	\$35,000	\$420,000			55' Average Height

PRELIMINARY BUDGET SUMMARY

Table 07

	QUANTITY	UNIT	RATE	AMOUNT	G SF	%	REMARKS
FINISHES				\$3,139,000	\$44.32	9.84%	
Hall	14,950	SF	\$75	\$1,121,000			
Stage	5,200	SF	\$50	\$260,000			
Flexible Theater	4,780	SF	\$50	\$239,000			
Rehearsal Multi-Use	5,200	SF	\$55	\$286,000			
Front Of House	11,745	SF	\$45	\$529,000			
Performance Support	4,130	SF	\$45	\$186,000			
Back-of-House	1,640	SF	\$15	\$25,000			
Amenities	3,770	SF	\$55	\$207,000			
Back-of-House Circulation	4,980	SF	\$35	\$174,000			
Mechanical	7,470	SF	\$15	\$112,000			
BUILDING SERVICES & SYSTEMS				\$6,683,000			
CONVEYING SYSTEMS				\$450,000	\$6.35	1.41%	
Elevators. Public	1	EA	\$250,000	\$250,000			
Elevators. Service	1	EA	\$200,000	\$200,000			
SYSTEMS				\$6,233,000	\$88.01	19.55%	
Mechanical	70,825	SF	\$40	\$2,833,000			
Electrical	70,825	SF	\$30	\$2,125,000			
Fire Protection	70,825	SF	\$5	\$354,000			
Plumbing	70,825	SF	\$8	\$567,000			
Low-Voltage & Security	70,825	SF	\$5	\$354,000			
EQUIPMENT				\$4,065,000			
THEATRICAL SEATING				\$555,000	\$7.84	1.74%	
Hall Seating. Fixed	1,010	EA	\$500	\$505,000			
Hall Seating. Movable	110	EA	\$450	\$50,000			
PERFORMANCE EQUIPMENT				\$2,585,000	\$36.50	8.11%	
Adjustable Acoustics	1	EA	\$325,000	\$325,000			
Theater Rigging	1	EA	\$600,000	\$600,000			
Theater Fire Curtain	1	EA	\$200,000	\$200,000			

PRELIMINARY BUDGET SUMMARY

Table 07

	QUANTITY	UNIT	RATE	AMOUNT	G SF	%	REMARKS
Stage Draperies	1	EA	\$150,000	\$150,000			
Dance Floor Surfaces	1	EA	\$60,000	\$60,000			
Portable Lighting Instruments	1	EA	\$250,000	\$250,000			
Loose Theater Equipment	1	EA	\$200,000	\$200,000			
Theater Lighting Control System	1	EA	\$450,000	\$450,000			
Theater Audio Visual Control System	1	EA	\$350,000	\$350,000			
STAGING, PLATFORMS, SHELL				\$725,000	\$10.24	2.27%	
Orchestra Pit Lift	1	EA	\$200,000	\$200,000			
Staging Platforms	1	EA	\$75,000	\$75,000			
Orchestra Shell	1	EA	\$450,000	\$450,000			
COMMERCIAL				\$200,000	\$2.82	0.63%	
Catering Kitchen	1	EA	\$200,000	\$200,000			
MOVABLE FURNITURE				\$355,000	\$5.01	1.11%	
Chairs	600	EA	\$325	\$195,000			Multi-purpose
Sofas & Benches	10	EA	\$3,500	\$35,000			
Tables	50	EA	\$500	\$25,000			Banquet tables
Miscellaneous	1	EA	\$100,000	\$100,000			
SPECIAL CONSTRUCTION & DEMOLITION				\$0			
SPECIAL CONSTRUCTION				\$0	\$0	0.00%	
Not Applicable							
DEMOLITION				\$0	\$0	0.00%	
Not Applicable							
BUILDING SITWORK				\$500,000			
Site Preparation	251,275	SF		\$0			Excluded
Site Improvements	251,275	SF		\$0			Excluded
Utilities	1	EA	\$500,000	\$500,000	\$7.06	1.57%	Allowance
BUILDING CONSTRUCTION				\$31,890,000			

PRELIMINARY BUDGET SUMMARY

Table 07

	QUANTITY	UNIT	RATE	AMOUNT	G SF	%	REMARKS
BUDGET CONTINGENCIES				\$3,189,000			
Pricing	10%			\$3,189,000			Allowance
Escalation	0%			\$0			Not Included
Change Order	0%			\$0			Not Included
GENERAL CONDITIONS							
Construction Manager	10%			\$3,507,900			
TOTAL CONSTRUCTION BUDGET				\$38,586,900			
PROGRAM BUDGET				\$7.4M - \$11M			
<i>Program budget varies 25%-30% typically. See exclusions for additional potential project program costs.</i>							
TOTAL PROJECT BUDGET				\$46M - \$49.8M			

BUILDING

DIAGRAMS

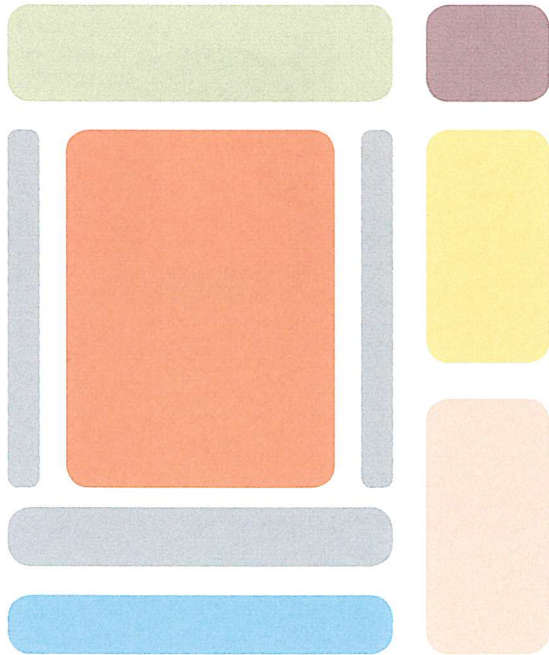




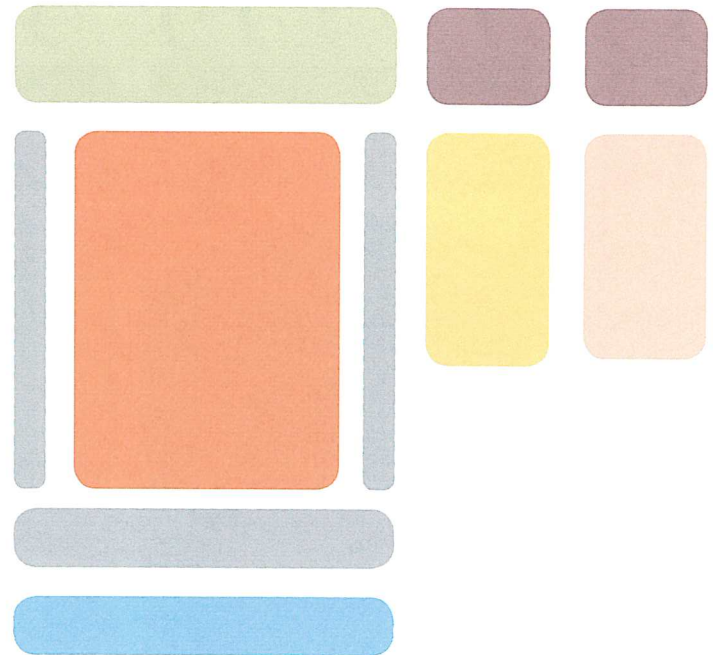


DIAGRAMS

Compact Diagram



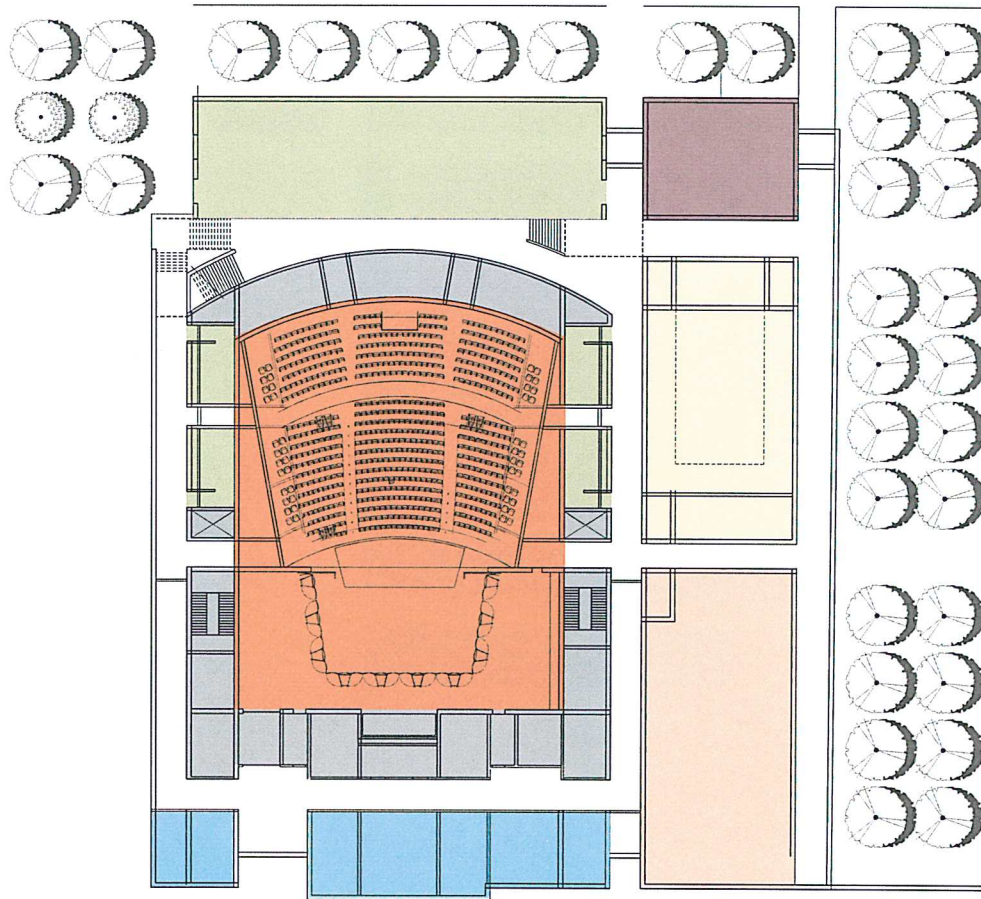
Linear Diagram



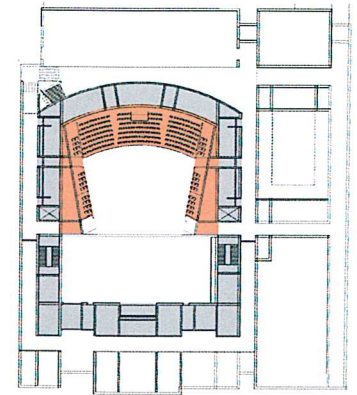
- Performance Hall ●
- Flexible Theater ●
- Multi-Function Rehearsal ●
- Front-Of-House ●
- Back-Of-House ●
- Amenity ●
- Support ●

CONCEPTS

Compact Concept, Level 01



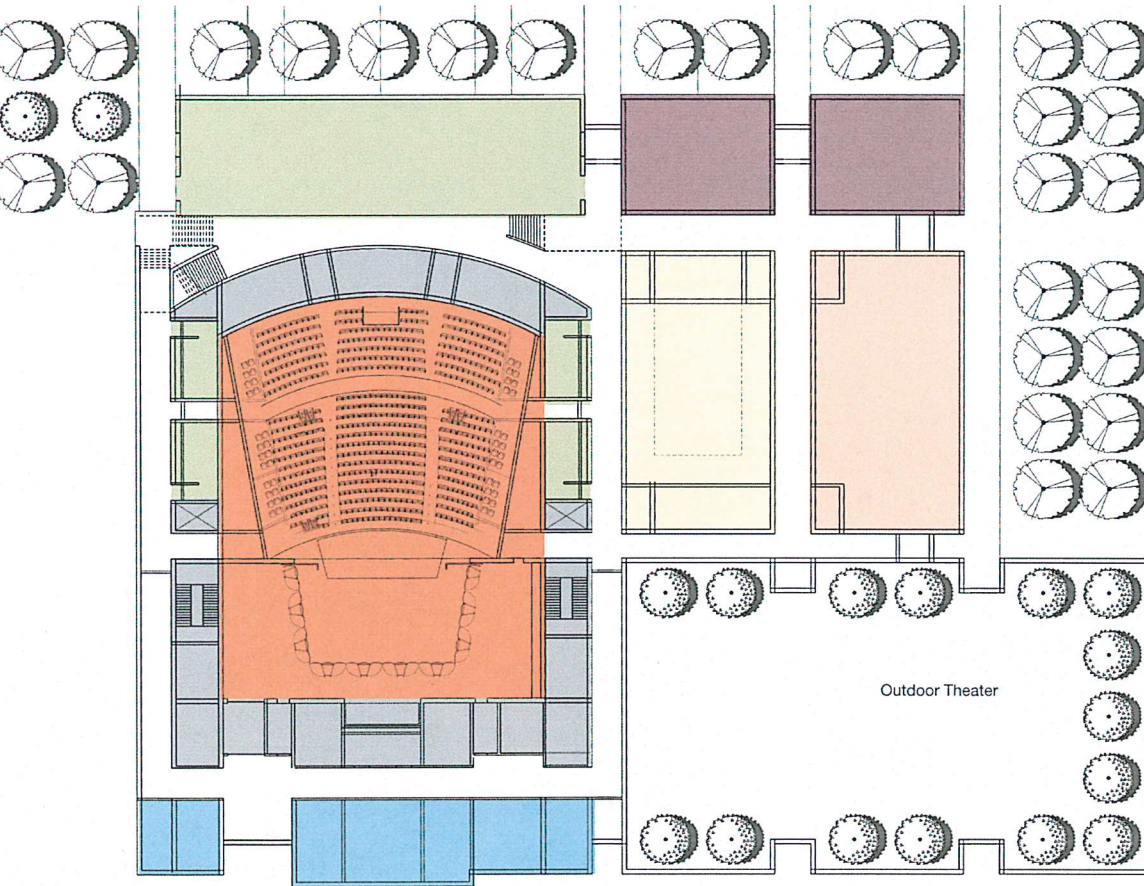
Level 02



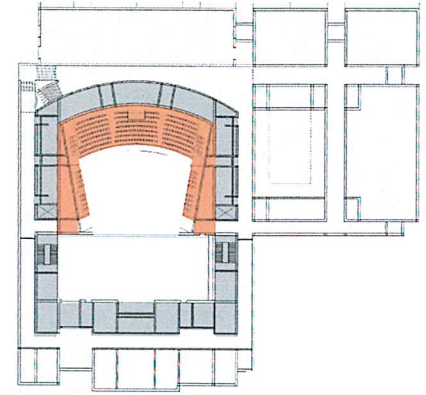
- Performance Hall ●
- Flexible Theater ●
- Multi-Function Rehearsal ●
- Front-Of-House ●
- Back-Of-House ●
- Amenity ●
- Support ●

50 · BUDGET PROGRAM

Linear Concept, Level 01



Level 02





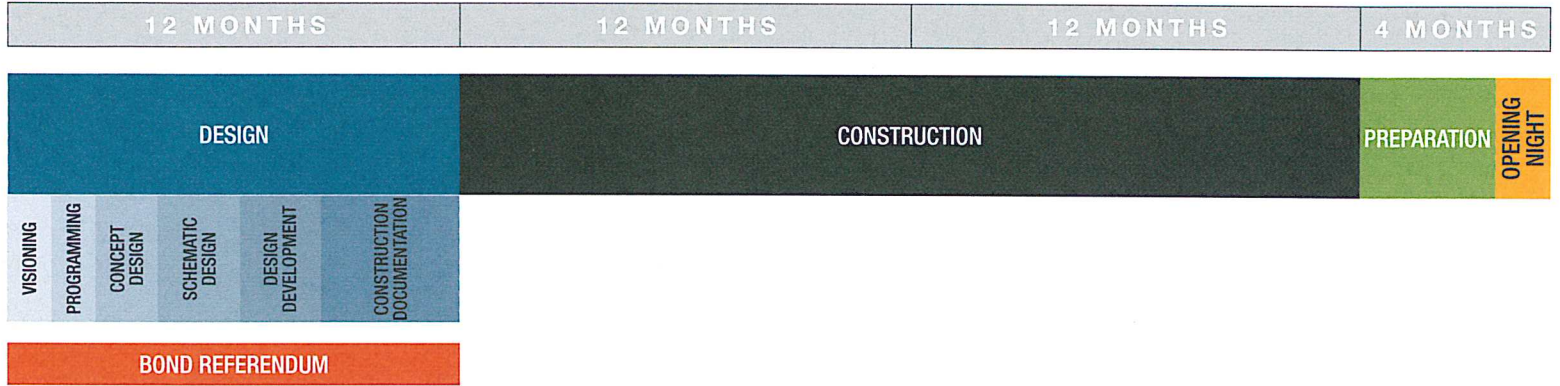
A hand is shown in the bottom left corner, drawing a zebra's body with black and white chalk on a blue background. The background is decorated with wavy, horizontal lines in shades of orange and yellow, resembling a sunset or a stylized landscape. The word "SCHEDULE" is written in large, white, sans-serif capital letters in the upper center. Below it, a thin white horizontal line is drawn. Underneath the line, the words "4-YEAR PLAN" are written in smaller, white, sans-serif capital letters.

SCHEDULE

4-YEAR PLAN



SCHEDULE





RECOMMENDATIONS

BASED ON RESEARCH, ANALYSIS, BUDGET



RECOMMENDATION

Based upon our analysis, we recommended the following budget allocations be provided for a new City of Round Rock Performance Center.

- 70,800 SF Facility
- \$38.6M Construction Cost Allocation
- \$46M—49.8M Project Cost Allocation

In order to proceed with the project, the following primary steps are recommended:

1. Select a Project Specific Site
2. Commence Architectural Design Services
3. Prepare Bond Referendum







Photo by Robin Zebrowski



ACKNOWLEDGEMENTS

GROUPS AND INDIVIDUALS

THANK YOU TO...

THE CITY OF ROUND ROCK

Mayor Alan McGraw
Craig Morgan, City Council
George White, City Council
Frank Leffingwell, City Council
Will Peckham, City Council
John Moman, City Council
Kris Whitfield, City Council
Laurie Hadley, City Manager
Brooks Bennett, Assistant City Manager
Bryan Williams, Assistant City Manager
Will Hampton, Communications Director
Scot S. Wilkinson, Director for Arts and Culture

SPECIAL THANKS TO

Scot S. Wilkinson, Director for Arts and Culture, City of Round Rock
for his tireless dedication to the City of Round Rock's arts community.

ARTS FACILITY NEEDS ADVISORY TEAM

Charles Avery
Rufus Honeycutt
Bethany Leffingwell
Cathy Kincaid
Judy McLeod
Kris Whitfield, City Council

ROUND ROCK ARTS GROUPS

Artspace
Austin Metamorphosis Dance Ensemble
Center Arts Club
Childbloom Guitar Program
The Dance Gallery
Edgen Films and 4Reelz
J. Ron Jones Entertainment
Penfold Theatre Company
Phase 2 Music Works
Round Rock Arts
Round Rock Ballet Folklorico
Round Rock Community Choir
Round Rock ISD Fine Arts
Round Rock Drums
Round Rock Symphony
Sam Bass Community Theatre
Texas Chautauqua On Brushy Creek
Williamson County Symphony Orchestra