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# Zumwalt Park Redevelopment

City Council Meeting  
June 21, 2022





# Why Is Park Redevelopment Important?

- The City is committed to Downtown Redevelopment and has obligated \$9,400,000 towards that goal including:
  - Zumwalt Park Redevelopment (\$5,000,000)
  - Business Accelerator (\$1,300,000)
  - Building Rehabilitation Grant Program (\$1,000,000)
  - Downtown Master Plan (\$ 100,000)
  - Homeless Shelter (\$2,000,000)
- The key to Downtown Redevelopment is **people**, including; living, working, eating, **recreating**, and **entertaining**.
- Zumwalt Park is currently a passive recreational space supporting a variety of temporary community type events.
- The plan is to make the Park more active by upgrading amenities including; an amphitheater with an annual concert series, splash pad, and playground in support of family recreation and entertainment.
- This will not only give our citizens a reason to be Downtown during the day, but it will also give citizens and visitors a reason to come Downtown in the evenings.
- **Zumwalt Park Redevelopment is the first, critical project that coupled with our other investments will help jump start our Downtown Redevelopment efforts**

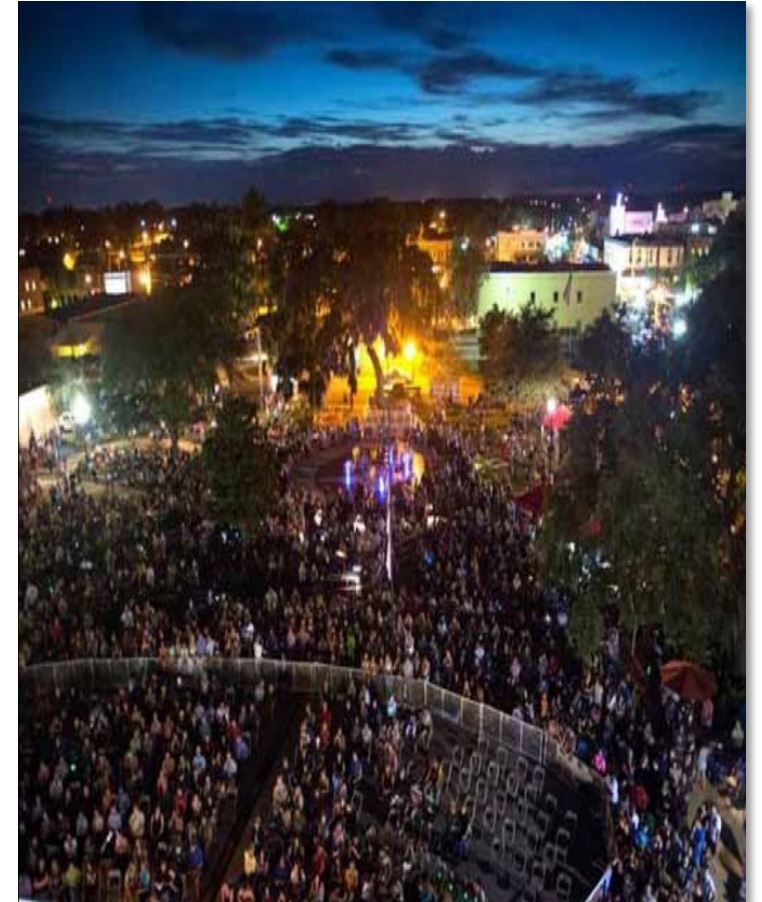


# How Do We Know It Will Work?

- There are currently approximately 2,500,000 residents combined within Fresno, Tulare, and Kern counties. This is the primary population base that the amphitheater concert series will be marketed to (1-hour radius).
- Management anticipates the City's concert series will include 20-25 concerts per year with most shows seating between 1,500 to 3,500 ticketed attendees. The proposed venue will likely support up to 5,000 attendees for festivals. Management is estimating around 35,000 - 50,000 attendees per year.
- Based on a recent Nielsen survey, approximately 52% of the U.S. population attends some sort of live music event each year.
- Assuming only 25% of the region's residents interested in attending our concert series, that leaves a pool of 625,000 residents to focus our marketing efforts on. In addition, there are approximately 65,000 vehicles that pass through Tulare each day on Hwy 99 which will serve as another pool of potential patrons for marketing purposes.
- For comparison purposes, the City of Ocala, Florida has a Downtown outdoor concert venue that includes a stage and splashpad. The City of Rocklin, California has an outdoor concert venue that includes an amphitheater. We have learned lessons from each and will build upon and leverage the success of both projects into what will be a much better project in Tulare.



# Ocala Citizen's Circle





# Rocklin's Quarry Park Amphitheater



- In 2021, there were 12 concerts and 6 rentals hosting 15,000 attendees from 285 cities and 32 states.
- Some recent or upcoming concerts include; Flock of Seagulls, Warrant, Parmalee, Pablo Cruise, Y&T, The Tubes, The Smithereens, War, Sister Hazel, The Spin Doctors, Starship, The Motels, and Switchfoot among others.



# Other Reasons Why This Is Important?

## Top 15 Things to Do in Tulare (Crazy Tourist Nov. 2020)

1. Del Lago Park
2. Tulare Historical Museum
- 3. Visalia Adventure Park
- 4. Visalia Farmers Market
5. Bravo Farms
6. Tulare Golf Course
- 7. ImagineU Children's Museum
8. Outlet Mall
- 9. Visalia Fox Theater
10. Kaweah Brewing Company
- 11. Sequoia National Park
- 12. Visalia Clevr Escape
- 13. Visalia Rawhide Ballpark
- 14. Visalia Mooney Grove Park
15. Apple Annies

- The concert operator will partner with many other organizations all of which will market and promote Downtown beyond the region.
- The Zumwalt Park Redevelopment project will bring well deserved and needed family recreation and entertainment to Tulare.
- This City has the unique, once in a lifetime, opportunity to utilize Federal government dollars rather than local tax dollars to pay for the majority of the project costs.
- We have a management team, a design team, and a potential operator team that knows how to design, construct, and operate the amphitheater and concert series with a proven track record of success.
- All issues of concern will be addressed during the design and operator RFP processes which will come back before City Council for approval.



Questions?

# ZUMWALT PARK RENOVATION PROJECT



CITY COUNCIL MEETING

JUNE 21, 2022





1. Project Kick-off
2. Design 3 Conceptual Alternatives
3. Community Workshop
4. Preferred Draft Concept
5. Parks Commission Presentation
- ▶ 6. **City Council Presentation**
7. Prepare Construction Drawings
8. Park to open end of 2023/early 2024



# PROJECT PROCESS





Zumwalt anchor installation with educational signage

Grass with picnicking & mature trees throughout

Restrooms

Pathways

Plaza

Pavilion

City Hall

Approximately 3.4-acres

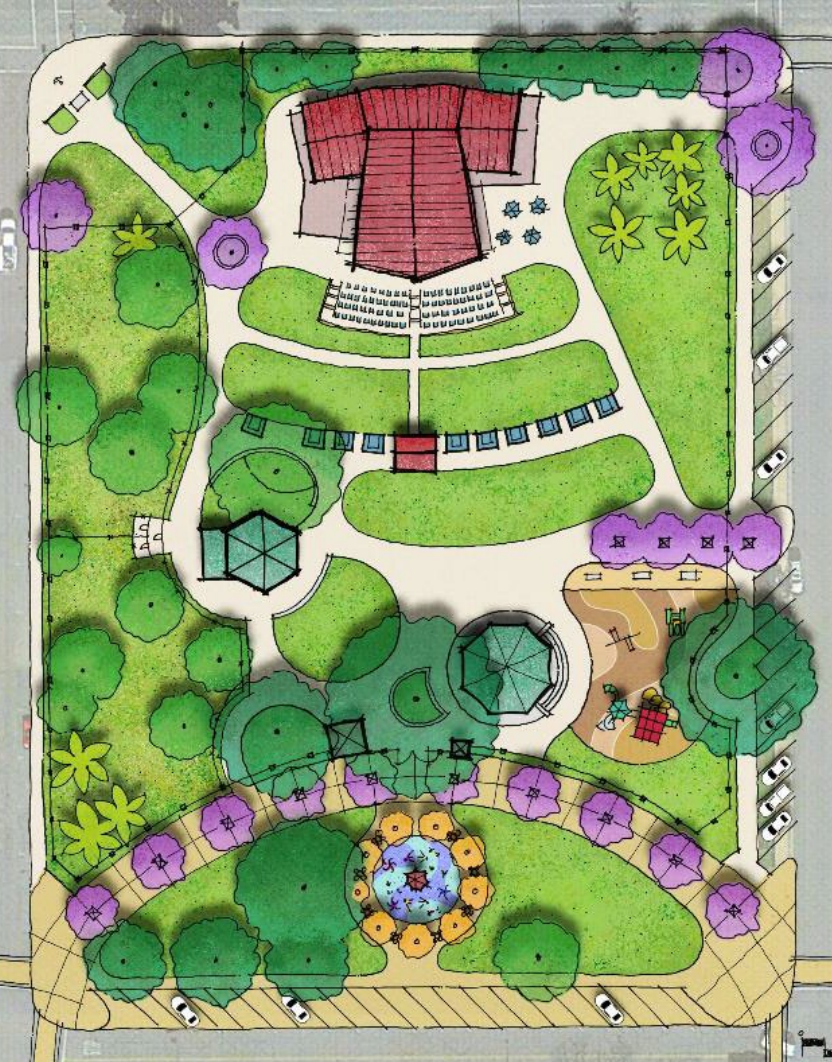
## MAIN PROGRAMMATIC ELEMENTS:

- Amphitheater
- Playground
- Splash pad
- Restrooms
- Flexible park space

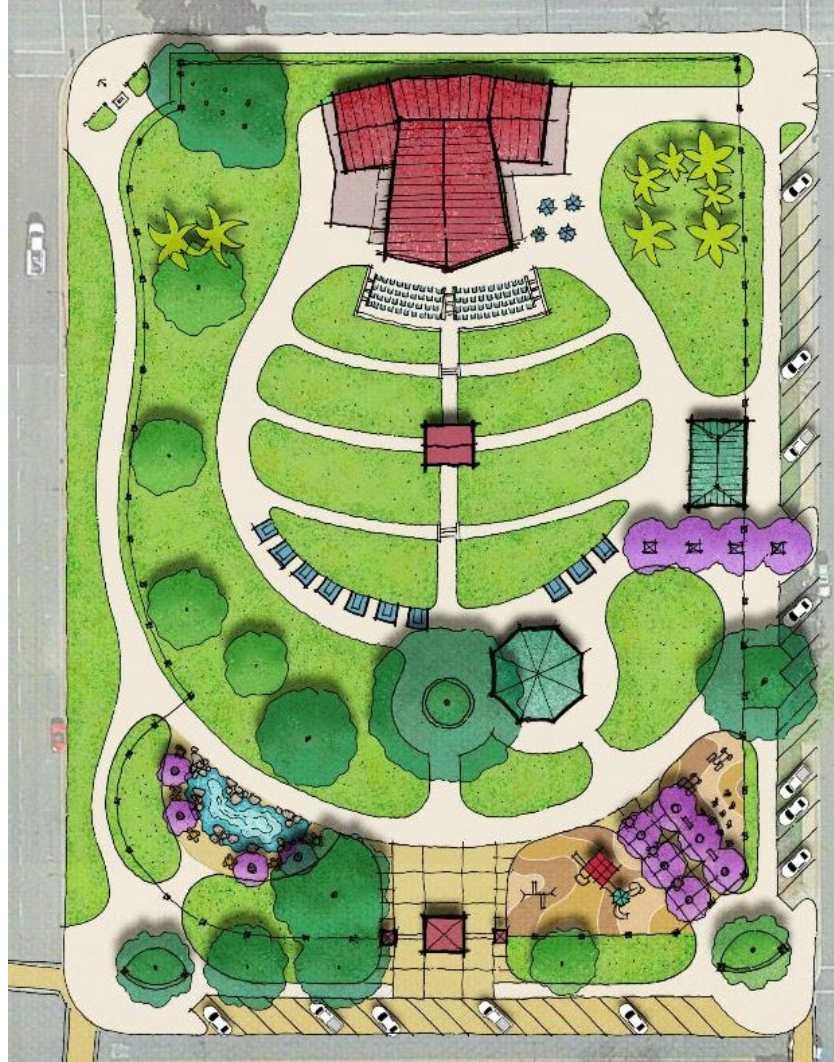


# PROGRAM ELEMENTS

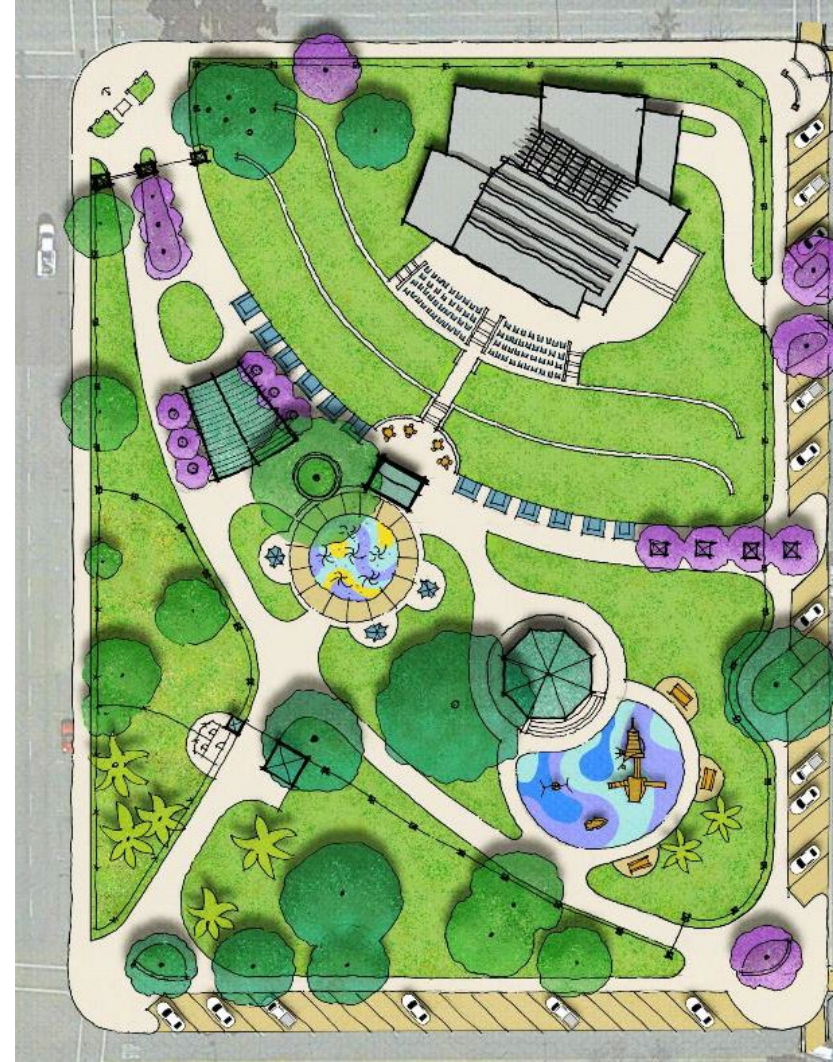




**Option 1**



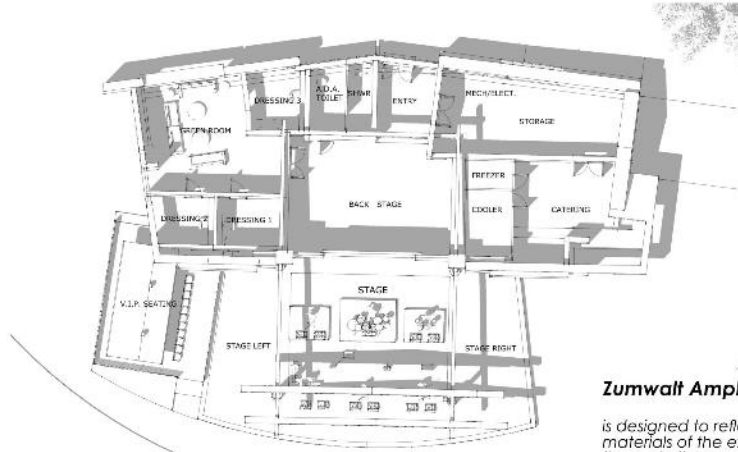
**Option 2**



**Option 3**

# DESIGN ALTERNATIVES

# amphitheater concept A

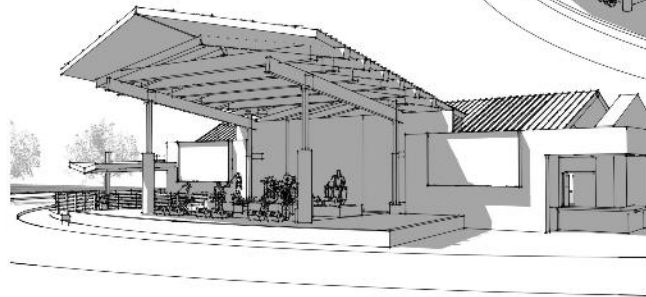
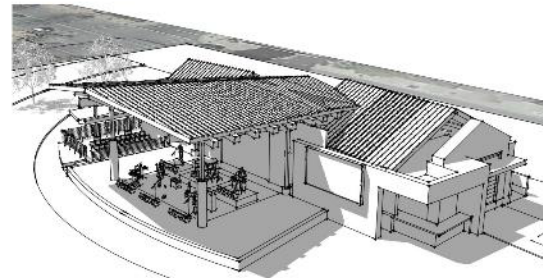
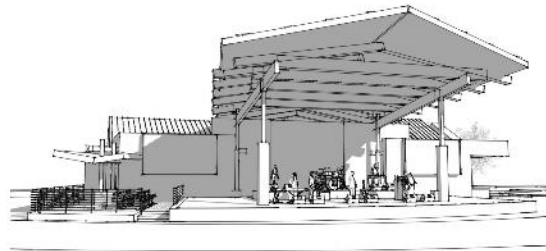


## Zumwalt Amphitheater Concept A

is designed to reflect the character & materials of the existing buildings on the park site, as well as the surrounding architecture. This amphitheater design compliments the traditional & more symmetrical park layout of Concepts 1 & 2, & defines strong public square.

The building has a central stage; musician green rooms are stage left and catering/V.I.P. support and storage/loading are stage right.

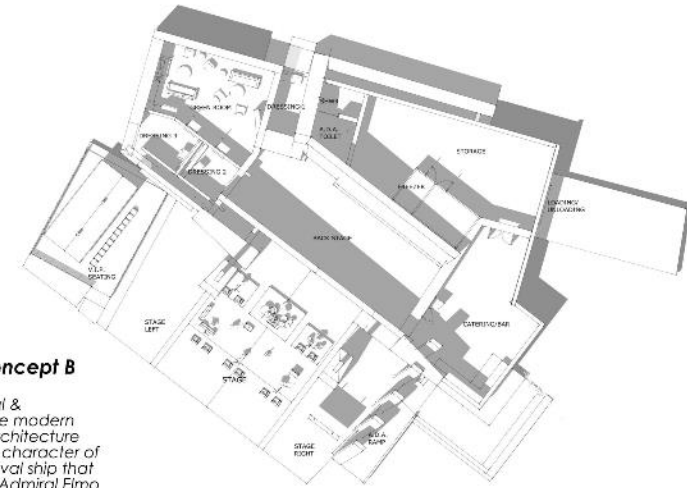
Simple gable roofs are covered in rural standing seam metal roofing & brick & concrete wall surfaces are complimented & made more natural with the proposed addition of rich wood surfaces used at the V.I.P. service bar & other accent areas.



place a blue dot on your preferred amphitheater concept



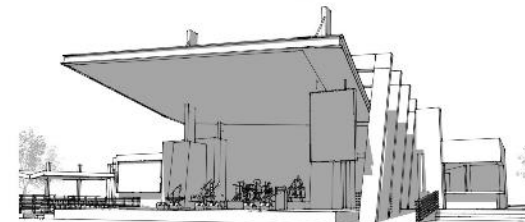
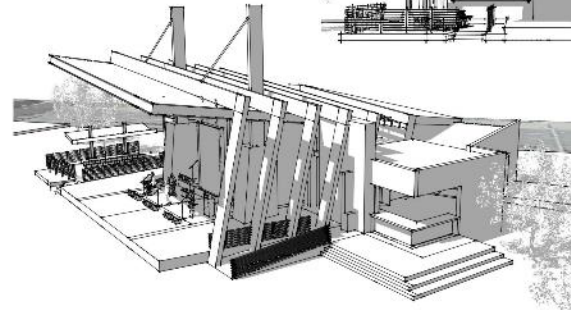
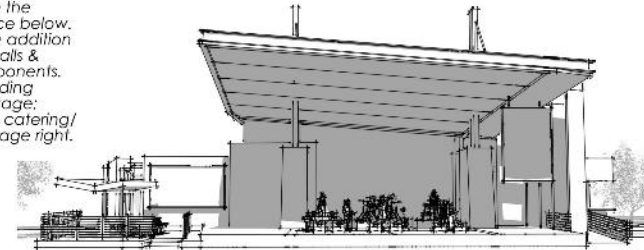
# amphitheater concept B



## Zumwalt Amphitheater Concept B

is designed to be more sculptural & asymmetrical, complimenting the modern park layout of Concept 3. The architecture reflects the nautical & sculptural character of a Zumwalt-class destroyer - a Naval ship that was named after Tulare native, Admiral Elmo Zumwalt - the very gentleman that inspired the name of our park.

Its angled multi-faceted roof rises from the ground to soar above the stage surface below. The materials are more tactile with the addition of rich wood surfaces, natural stone walls & column bases & wood structural components. The floor plan/space layout of this building is similar to Concept 1 with a central stage; musician green rooms are stage left & catering/V.I.P. support & storage/loading are stage right.



MODERN  
STYLE

CONTEMPORARY  
BARN STYLE



# COMMUNITY WORKSHOP

May 4, 2022





OPTION 2



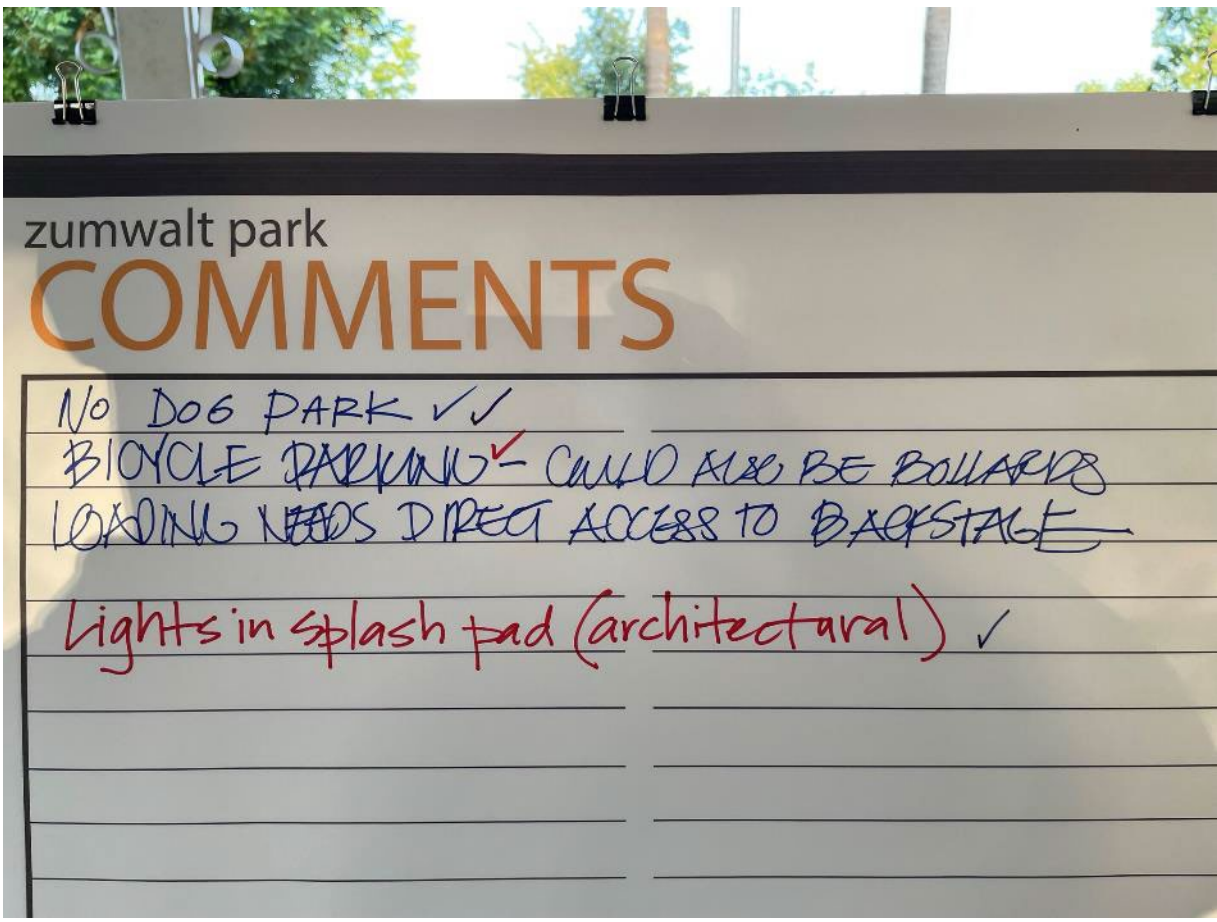
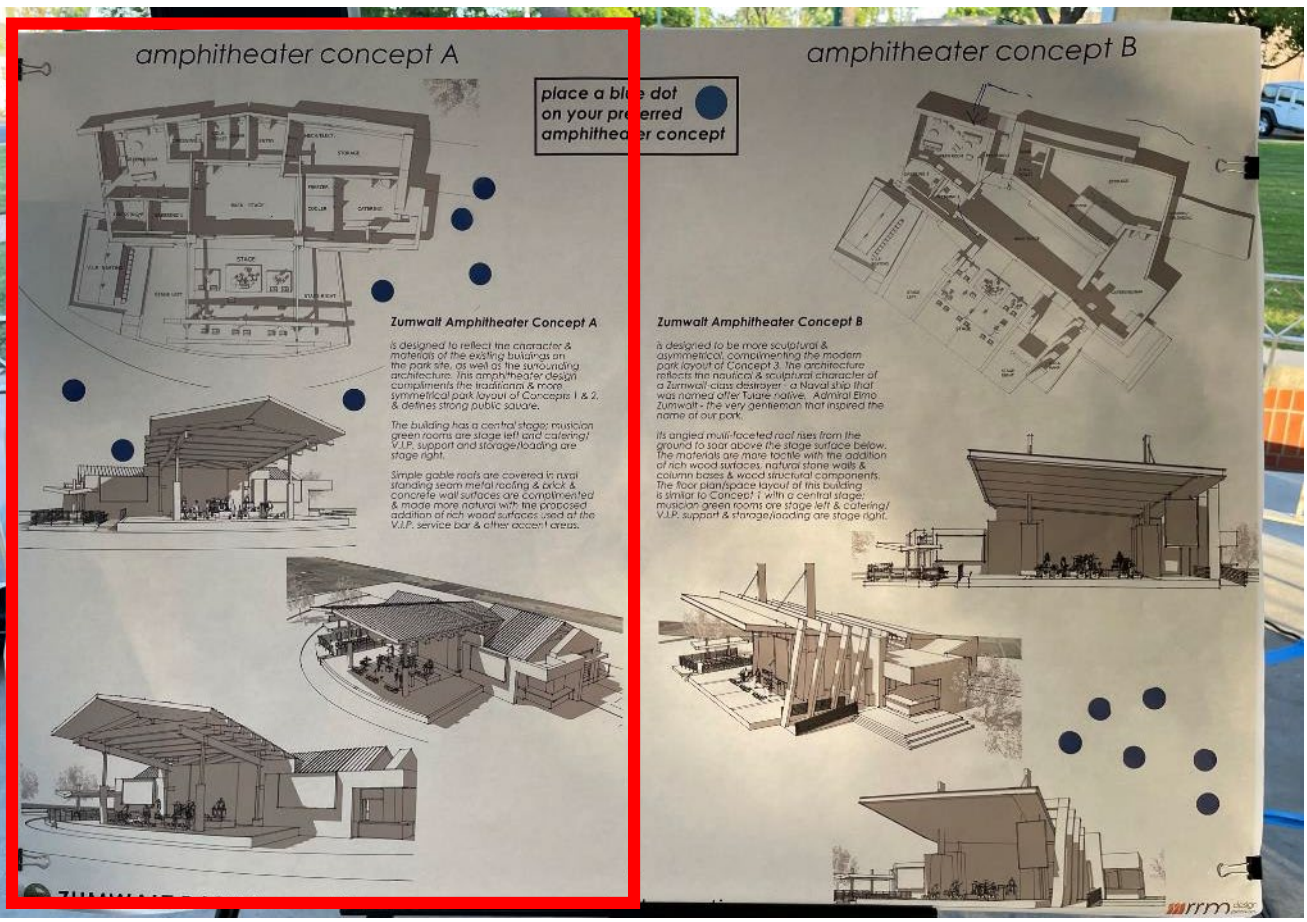
Pond themed splash pad



Maritime themed playground

# RESULTS

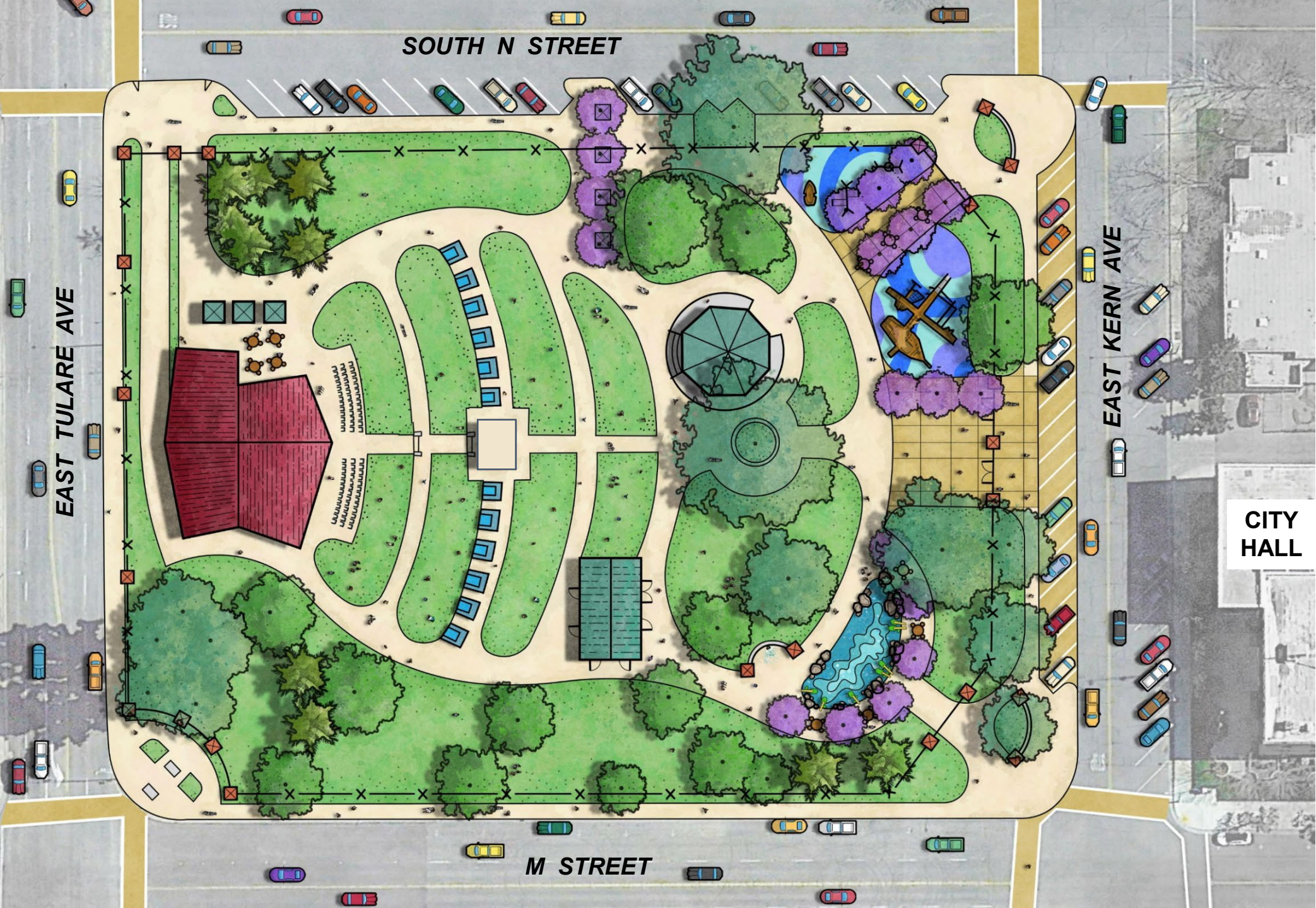
- Option 2 received the most overall support
- Pond theme for splash pad was popular
- Maritime playground inspired by the *USS Zumwalt* was supported



# RESULTS

- Amphitheater Option A was most popular
  - Inspired by agrarian/barn architecture
  - Traditional influences with a contemporary interpretation
  - Materials will tie into nearby civic buildings





SOUTH N STREET

EAST TULARE AVE

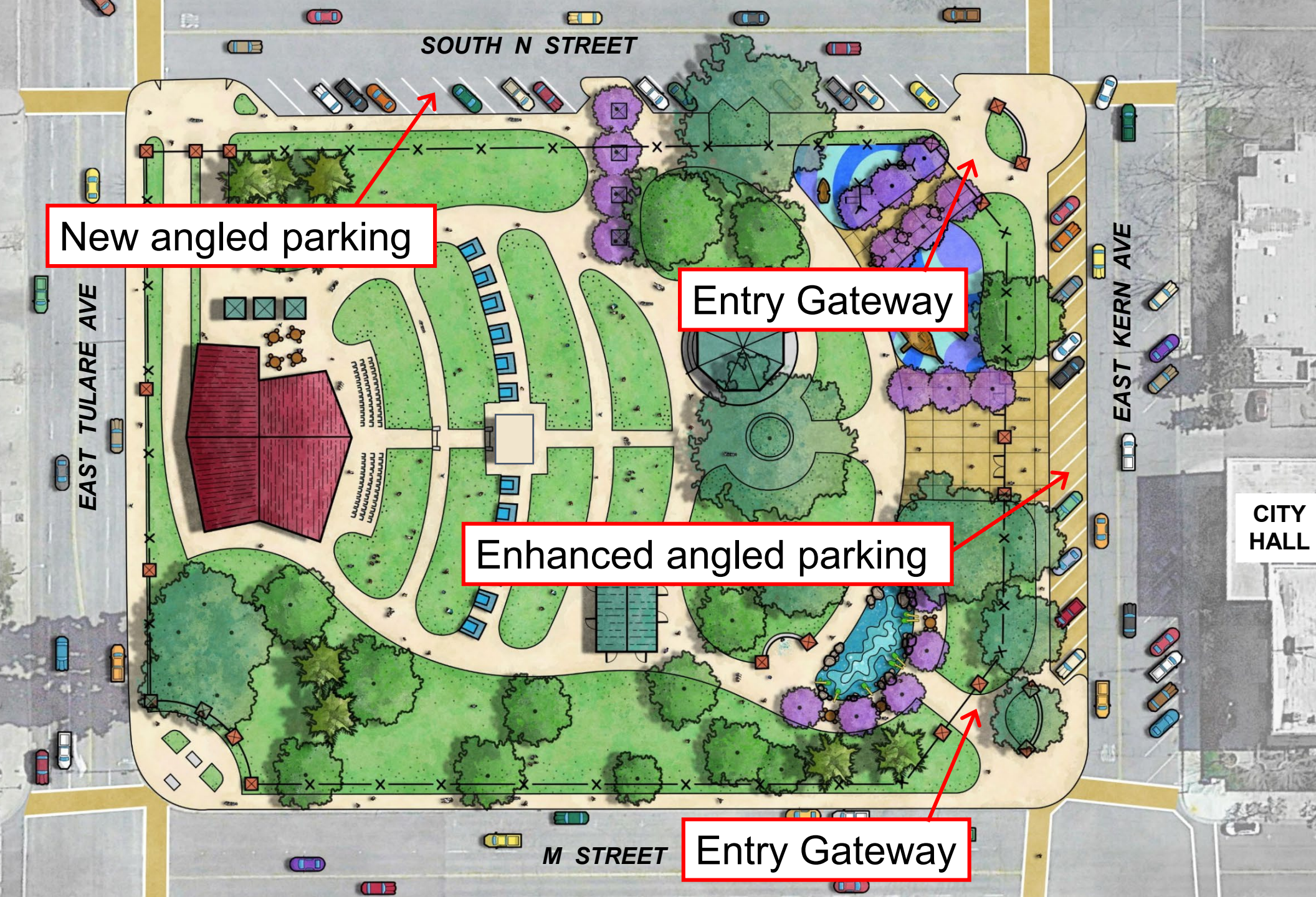
EAST KERN AVE

M STREET

CITY HALL

PREFERRED  
CONCEPT  
PLAN





SOUTH N STREET

New angled parking

EAST TULARE AVE

Entry Gateway

Enhanced angled parking

EAST KERN AVE

CITY HALL

M STREET

Entry Gateway

Street Improvements

PREFERRED CONCEPT PLAN



Perimeter Fence

SOUTH N STREET

Playground

Park Features

Lawn

Lawn

(e) Gazebo

Main Entry Plaza

EAST TULARE AVE

EAST KERN AVE

Restrooms

CITY HALL

Lawn

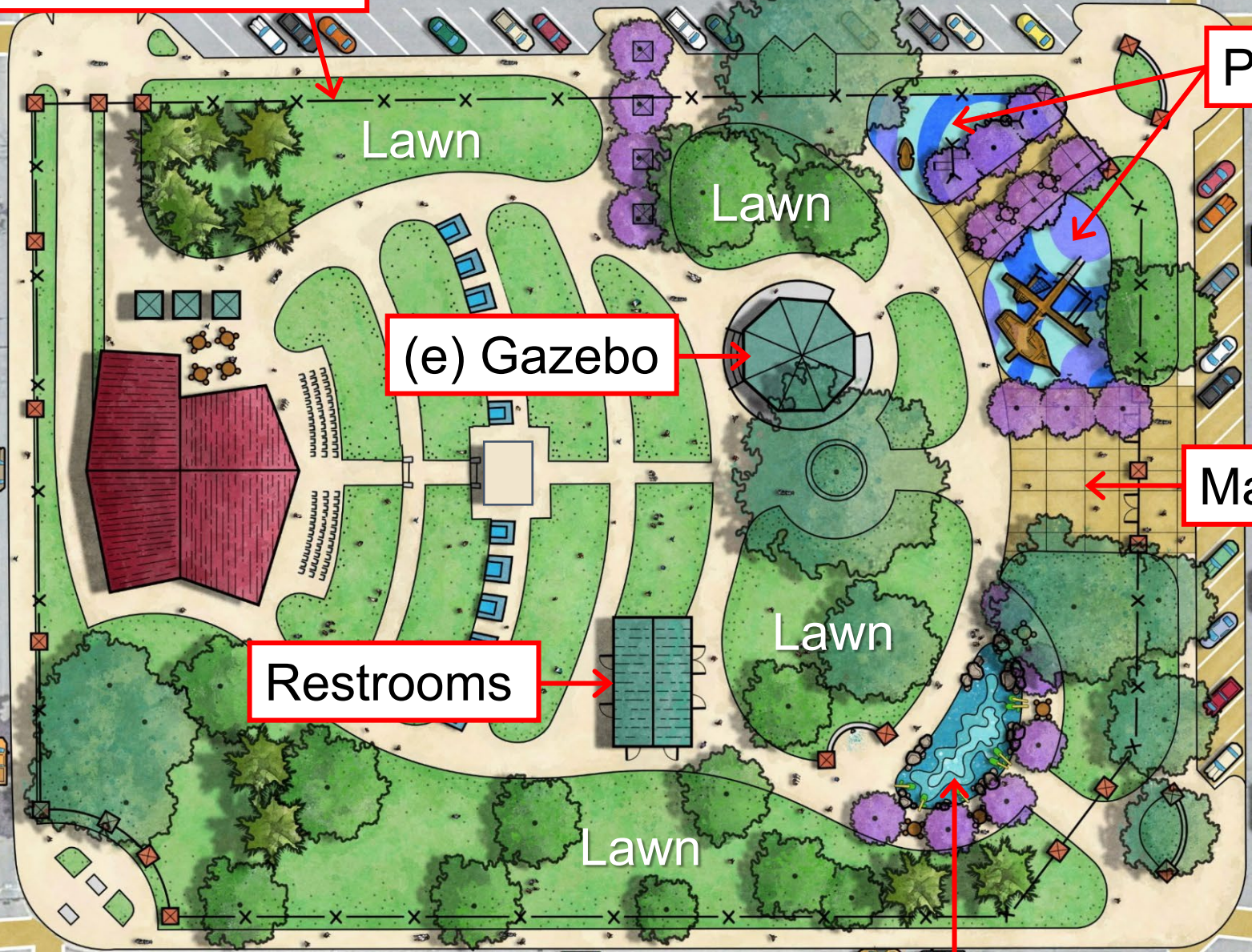
PREFERRED CONCEPT PLAN

Lawn

Splash Pad

NORTH

M STREET



Loading

Designated seating

VIP booths

Stage

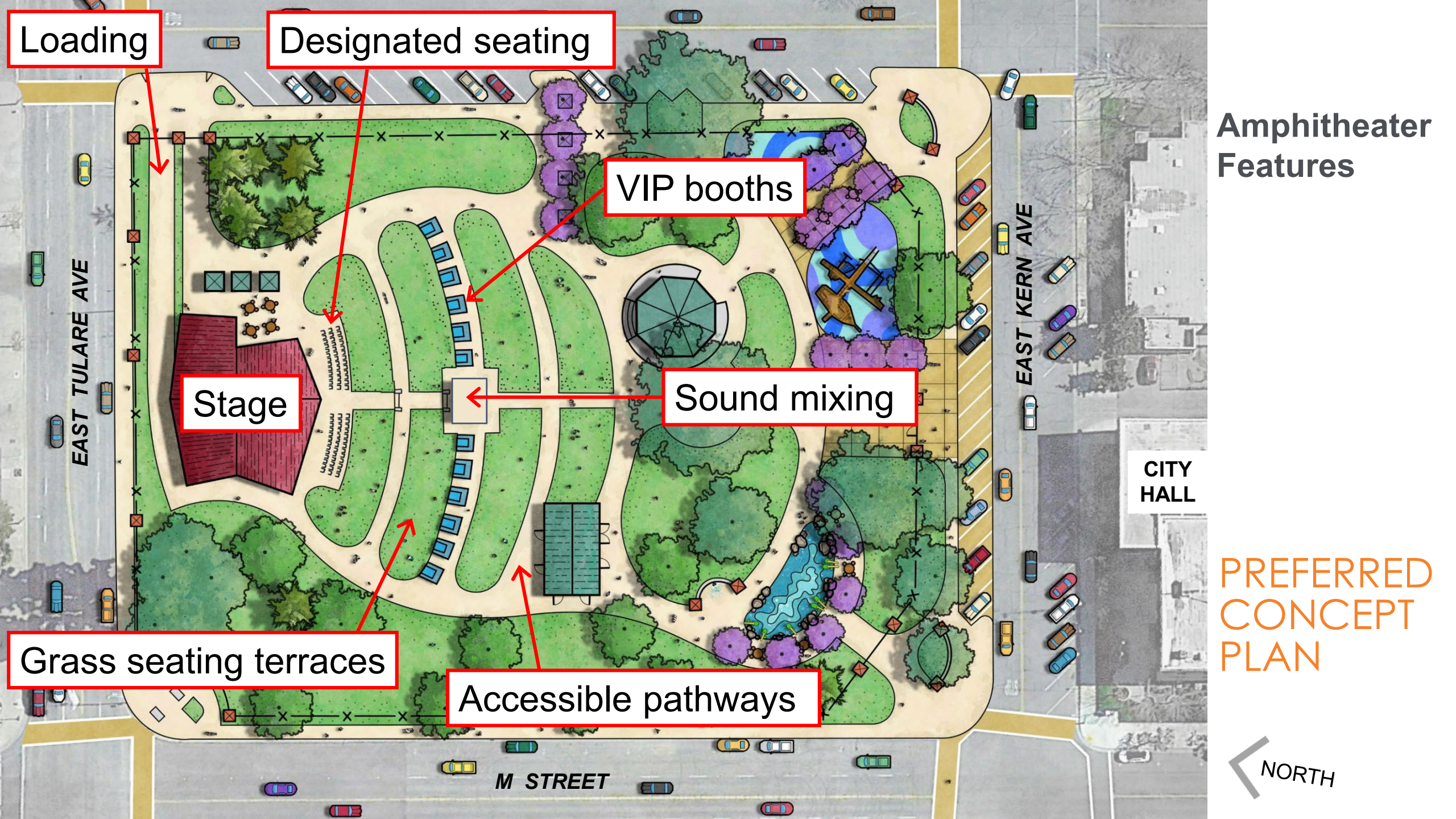
Sound mixing

Grass seating terraces

Accessible pathways

Amphitheater Features

PREFERRED CONCEPT PLAN



EAST TULARE AVE

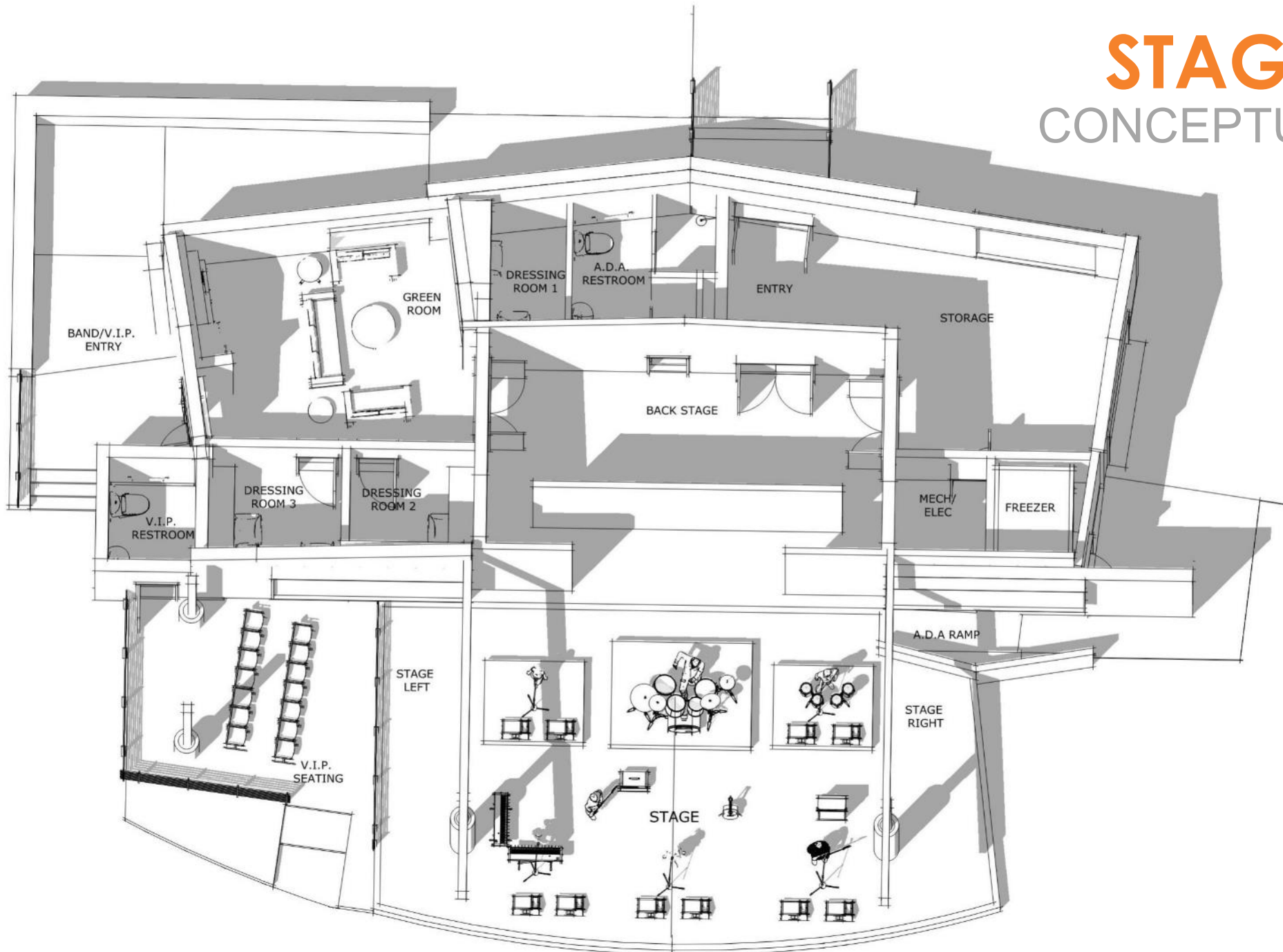
EAST KERN AVE

M STREET

CITY HALL

# STAGE BUILDING

## CONCEPTUAL FLOOR PLAN

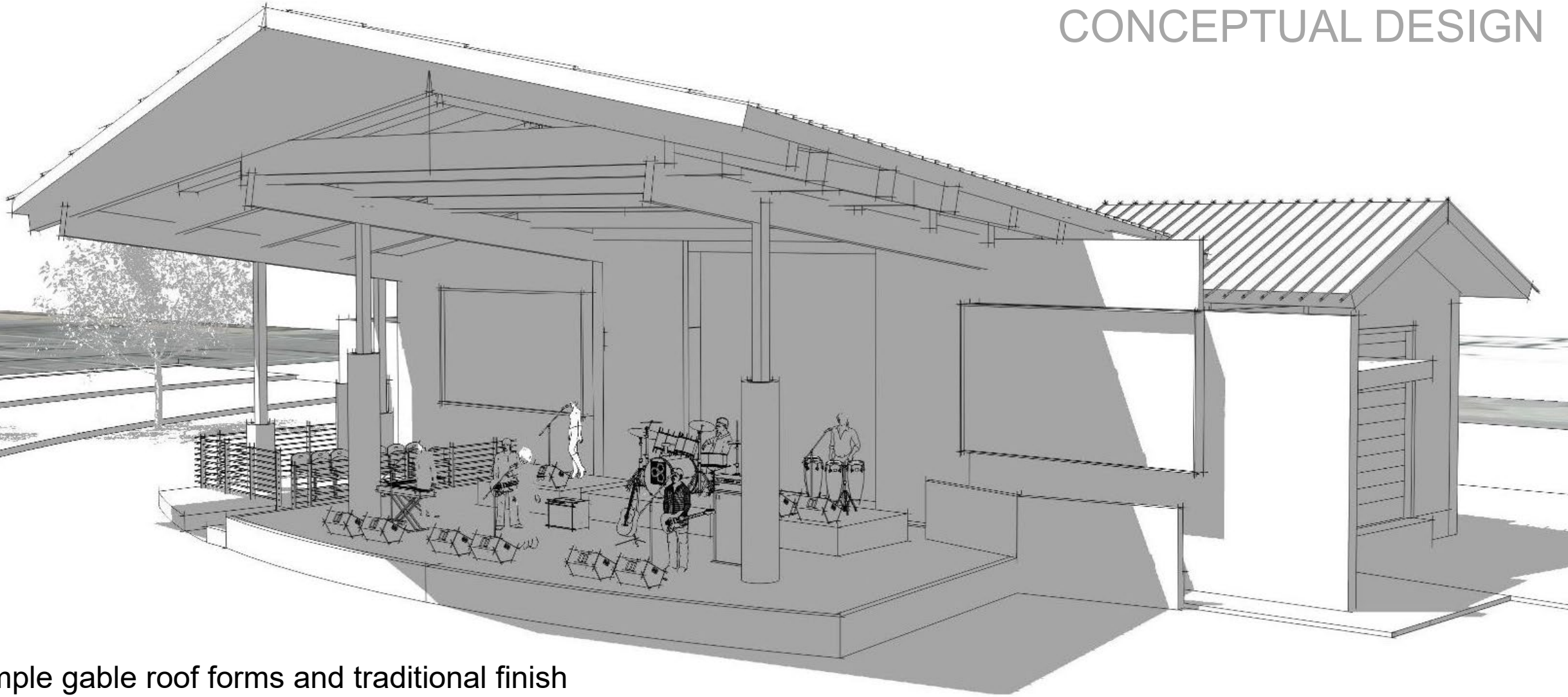


### FEATURES:

- Stage and backstage
- Talent green rooms
- VIP Seating
- Storage and loading area

# STAGE BUILDING

## CONCEPTUAL DESIGN



Simple gable roof forms and traditional finish materials (concrete, brick, metal, and wood) reflect nearby architecture, and give a contemporary agrarian character.

# STAGE BUILDING

## CONCEPTUAL DESIGN





Park entry at corner of East Kern and South N Streets





View of amphitheater and park from right of stage



Concert scene in early evening



# QUESTIONS & COMMENTS