



BROWN COUNTY EXPO CENTER

EXPO CENTER & DISTRICT REDEVELOPMENT PROJECT

THE DESIGN TEAM

JEFF PIETTE
PROJECT MANAGER

RYAN FREELAND
DESIGN ARCHITECT

MATT BREEST
LEAD PROJECT DESIGNER

GREG ZAMELL
PROJECT ARCHITECT

COLLEEN CASSIDY
PROJECT DESIGNER



RUSS MURDOCK
MEP ENGINEER EXEC.

MIKE VOGEL
STRUCTURAL ENGINEER

TODD GRALLA
EXPO CENTER EXPERT

BOBBY SLOAN
EVENT OVERLAY/PLANNER

CHRISTINE WRIGHT
INTERIOR DESIGN

KAHLER SLATER | POPULOUS | HENDERSON ENGINEERS | GRAEF



**ASH
WAU
BEN
ON**

PROJECT

\$93M

PROGRAMMING

WORKSHOP 01	NOV 1+2
WORKSHOP 02	NOV 19+20
WORKSHOP 03	DEC 11
WORKSHOP 04	JAN 17
WORKSHOP 05	FEB 5
WORKSHOP 06	FEB 25

SCHEMATIC DESIGN COMPLETE

DOCUMENTATION

DEMO

CONSTRUCTION

COMPLETION

NOV 2018 - FEB 2019

FEB 2019

DEC 2018 - JUN 2019

APRIL 2019

JUN 2019 - DEC 2020

JAN 2021

PROGRAM

INDOOR

CONCESSION
EXPO HALL
FOOD SERVICE
MEETING/OFFICE
PREFUNCTION
RESTROOMS
LOAD/SERVICE

OUTDOOR

PROGRAM ELEMENTS:
CONCESSION
OUTDOOR EXPO
GAMEDAY/TAILGATE
FOOD TRUCKS
GATHERING
STAGE

THE TEAM

ARCHITECTURE
CONTRACTOR
OWNER
STRUCTURAL/CIVIL
MEPT

KAHLER SLATER + POPULOUS
MIRON CONSTRUCTION
BROWN COUNTY + PMI
GRAEF
HENDERSON ENGINEERS

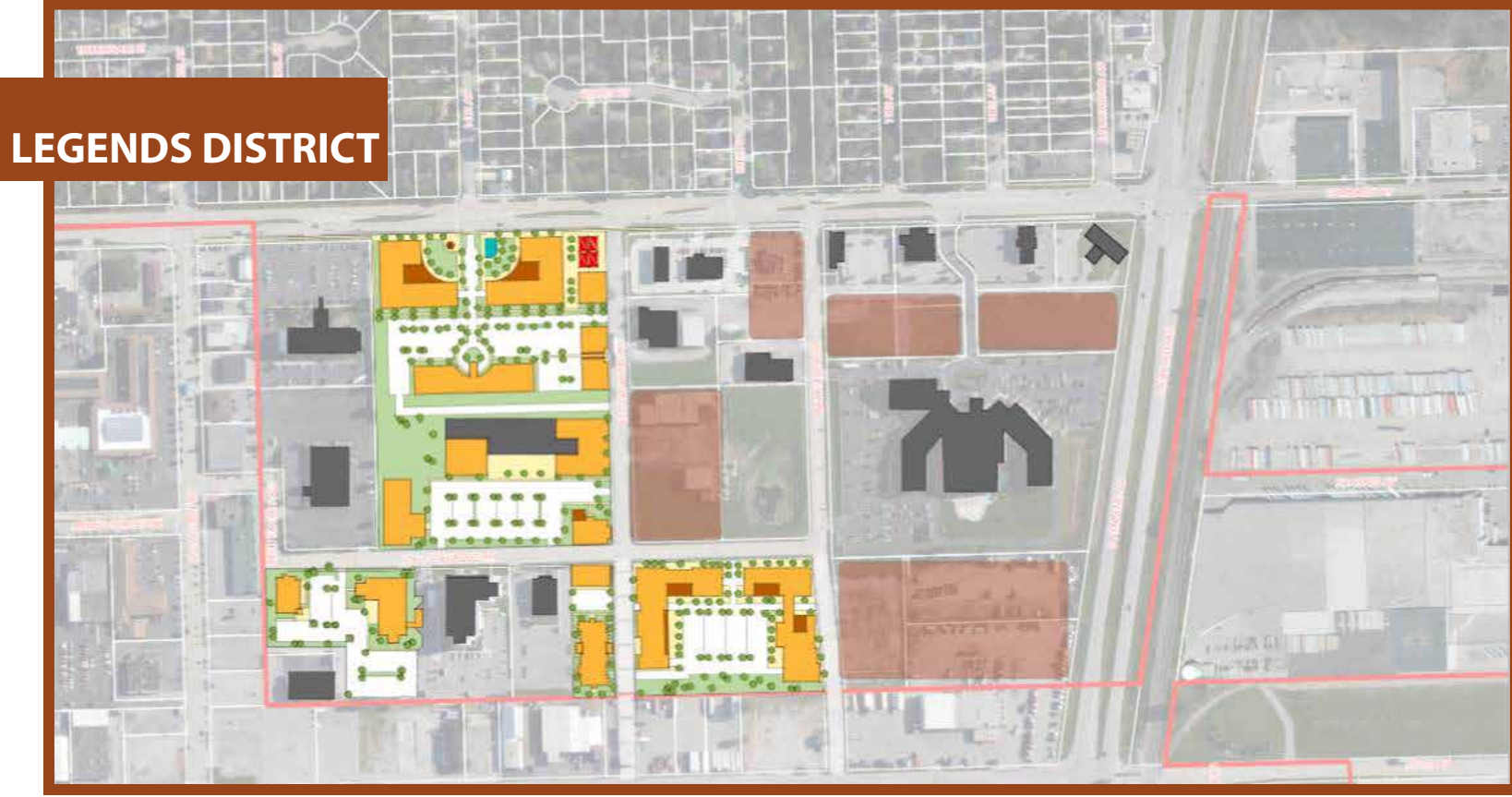
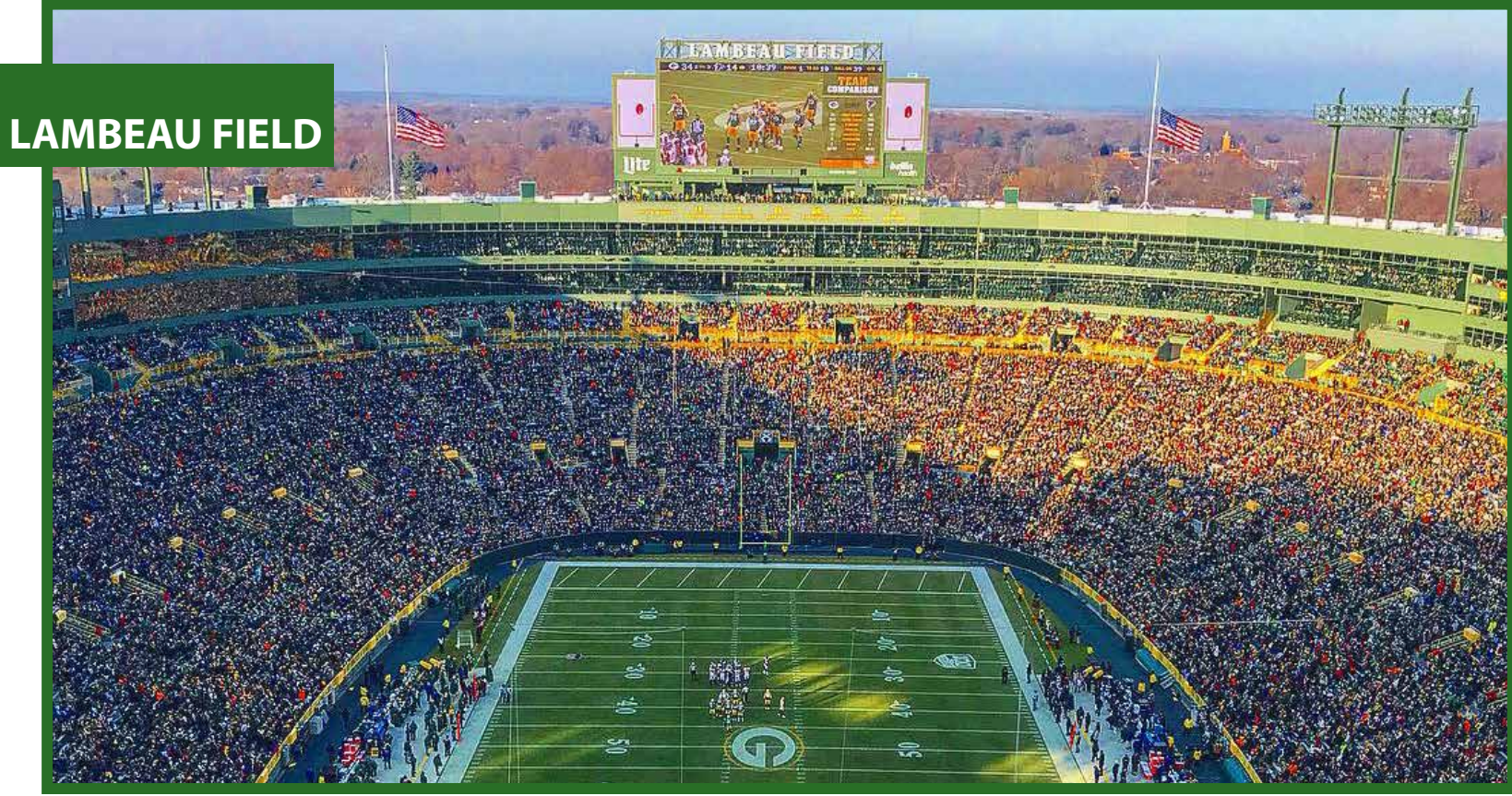


UNIVERSITY OF
GEORGIA
ENTERTAINMENT
GROUP

Kahler Slater
POPULOUS



THE DISTRICTS



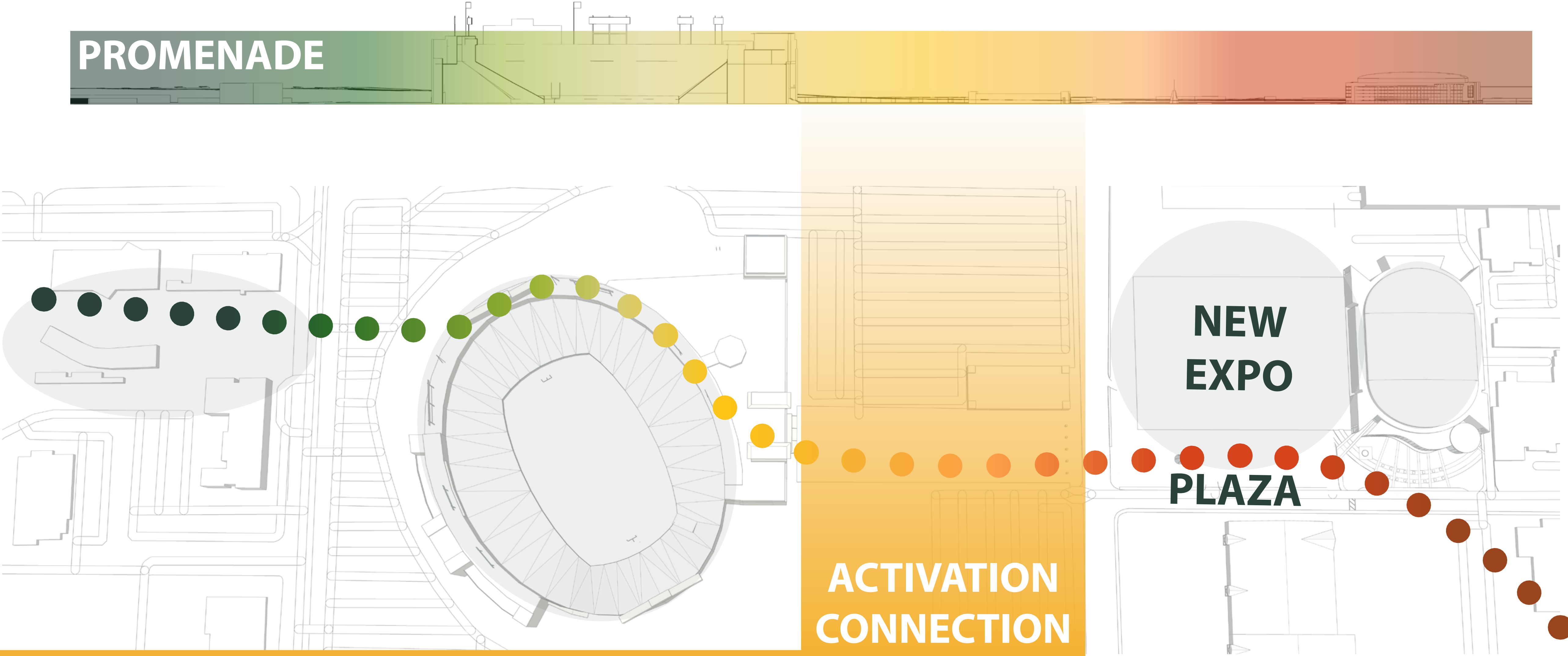
CONNECTING THE DISTRICTS

TOWNSQUARE

EXPO EVENTS

GAMEDAYS

ACTIVITY



WORD PLAY EXERCISE

PROGRAMMING

- Inspiring
- Natural Light / Transparent
- Open Plan
- Vibrant
- Stacked
- Vertical Circulation
- LED Lighting
- Color Changing
- Inviting
- Views
- Beacon
- Destination

- Dramatic
- Everyday Activities
- Statement Piece
- Urban
- Visible Street Landmark
- Inviting to Pedestrians
- Casual Spaces
- Overhangs
- Seamless Indoor + Outdoor
- Hidden BOH
- Recessed Façade on Oneida
- Cutting Edge

- Different From Lambeau and Resch
- Skylights
- Green Roof
- Unique Spaces
- Bright
- Graphics
- Football Fan Experience
- Monumental
- Timeless
- Artistic
- Premier Corner
- Smart Technology

- Activation Hub
- Creative + Practical
- Unique Options (Flexible)
- Smart Spaces
- Mixed Use (Overlapping Programs)
- Inside + Outside Space
- Future Development
- Family Friendly
- Multipurpose Prefunction
- Activation on Each Level
- Covered Outdoor Space
- Expandable + Contractible
- Adaptable
- Breakout Areas
- Pet Friendly

- Meeting
- Large Events
- Public Safety
- Resch Connection
- Maximize sqft
- Compliment Lambeau + Titletown
- Efficient
- All Inclusive
- Reflective of Budget
- Mechanical Consideration
- Surrounding Adjacencies
- Way Finding
- Circulation (Especially on Game day)
- Hidden Parking
- Indoor Market + Food Court
- Sponsorship / Naming Rights on Exterior
- Outdoor Event Space
- Concert Capabilities
- Rooftop Accessibility
- NFL Draft Opportunities
- Interior Destinations

ARCHITECTURE (WOW FACTOR)

- Loading for Private Vehicles
- Utilities
- Food and Beverage
- Escalator Between Levels
- Simple yet Effective
- Reduce Staff
- Grab and Go Food
- Ticketing Kiosk
- Winter is “Busy Season”
- Electrical
- Local
- Large Kitchen for Faster Production
- Elevators
- Remote Access

- Data Collection and Response
- Customer Experience
- Off-grid
- Futuristic
- Efficient Production
- Connected
- Interchangeable
- BOH Connection
- Energy Reduction
- Easily Accessible
- Seamless
- Profitable
- Good Food Options
- Manual Controls

OPERATIONS

- Climate Response
- Sustainable
- Oneida Integration
- Catalyst + Connection
- Concessions + Restrooms Outside
- Power + Data Collection
- Consider Hudson Site
- Signage
- Consider Hudson Training Facility Repercussions
- Green Wall
- Event Security (Vestibules)
- Transportation (Drop off + Pick-up)
- Corner Connection
- Pedestrian Traffic Options
- Slow Down Oneida
- Enhance Memorial

SITE PLANNING

- Ramp (ADA)
- Connect to Lambeau
- Parking
- Front / Back of Site
- Covered Loading + Entry
- Efficient Overhead Doors
- Plenty of Storage
- Consider Neighborhood
- Continuity
- Visual Connection
- Solar Orientation Sustainability
- Ice Prevention
- Consider snowplowing
- Utilities (Outdoor + Indoor)
- Vegetation
- Pervious

DESIGN DRIVERS

SCALE

Establish a civic presence that expands upon the energy of the adjacent developments, one that creates an Inviting pedestrian scale, and provides a dynamic gateway to the district.

COMMUNITY

The nature of the district lends itself to events of all sizes. Each event, from a consumer show to NFL game day, will require its own set of needs and should be incorporated into the design and program of the facility.

CLIMATE

Develop a Sustainable relationship to the elements that protects not only the architecture, but patrons inside and out. Allow for natural light to warm interior and exterior spaces during the “busy” season and provide unique opportunities to frame views to adjacent amenities.

FUNCTION

The Building diagram needs to be more than flexible, movable walls and flexible space should be the baseline. An adaptable building will grow with the industry, create new business and work harder for the sales team, allowing for new business, simultaneous events, and never having to say no.

WAYFINDING

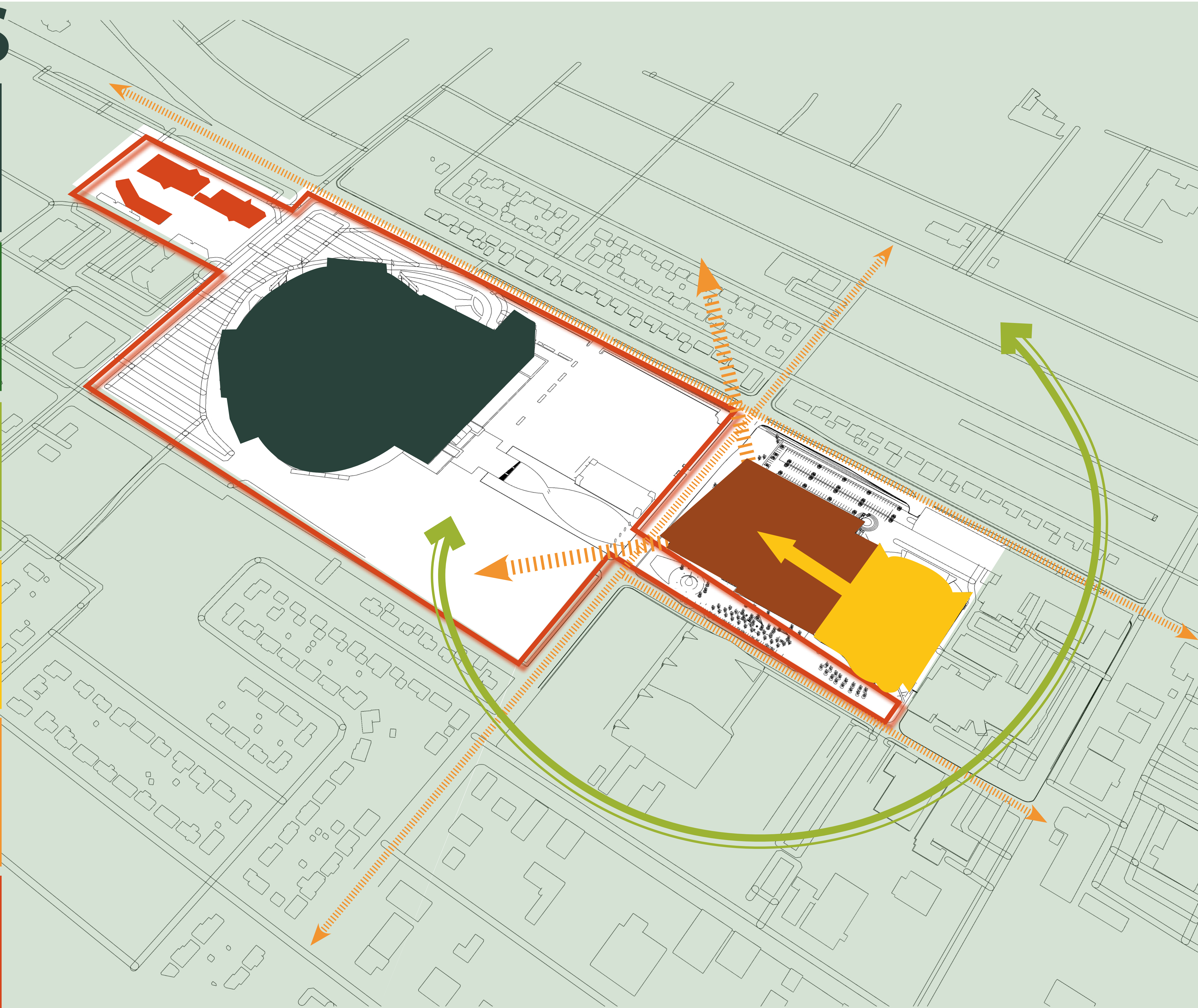
A strong branding strategy will help distinguish the facility with its own identity, provide clear and dynamic wayfinding, utilize lighting as a dynamic element, and incorporate the ability to customize graphics to response to various events.

OUTDOORS

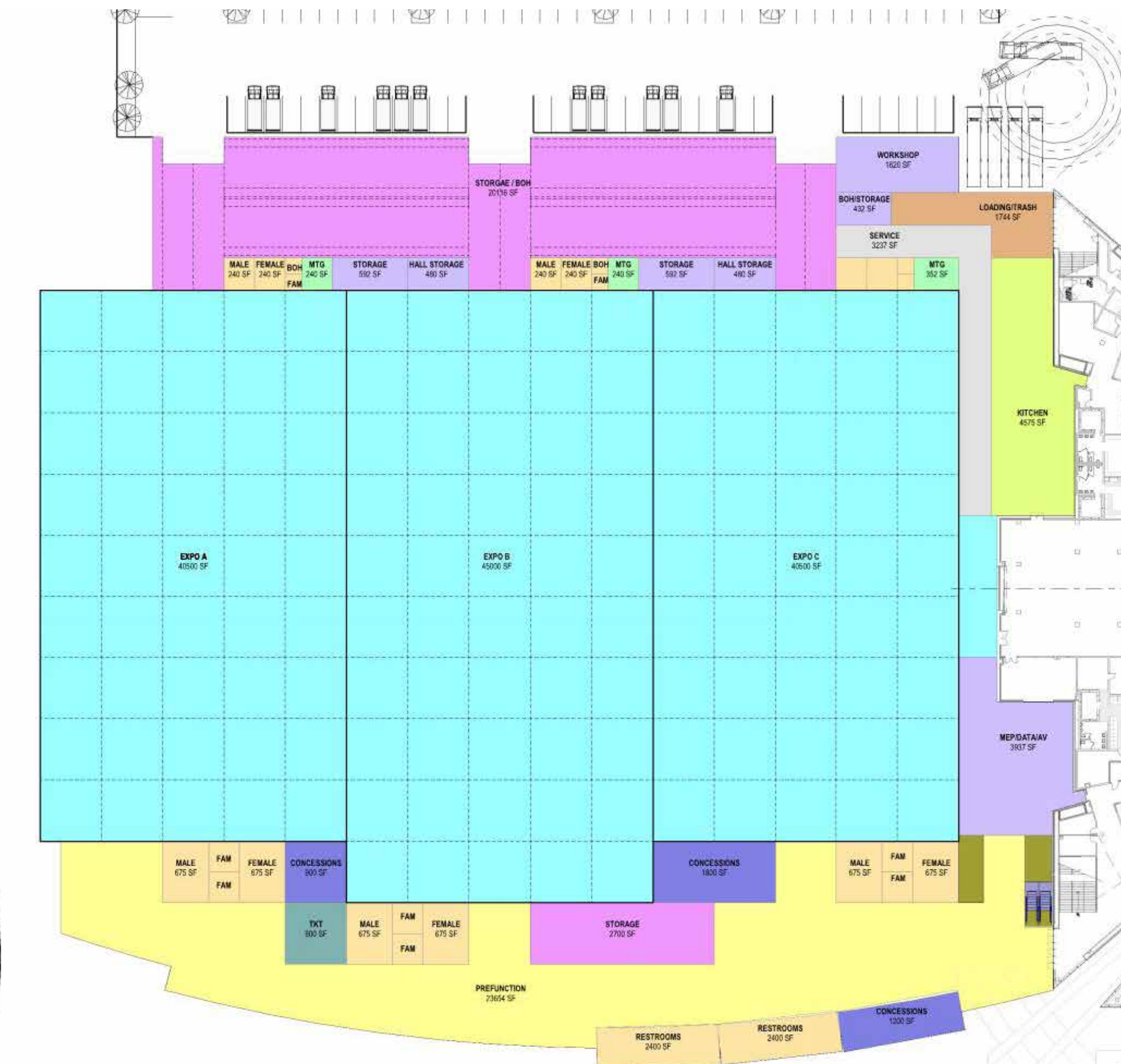
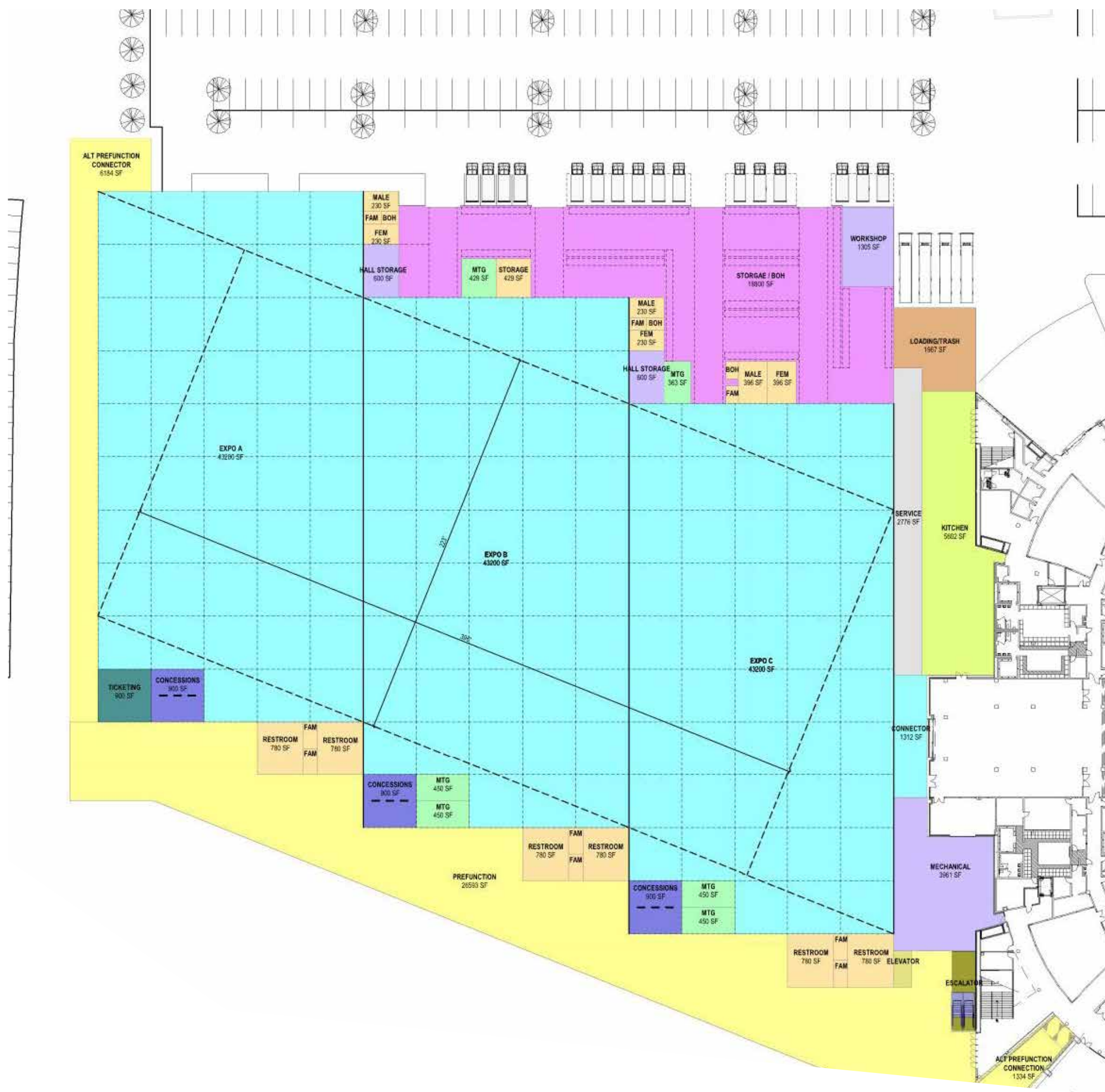
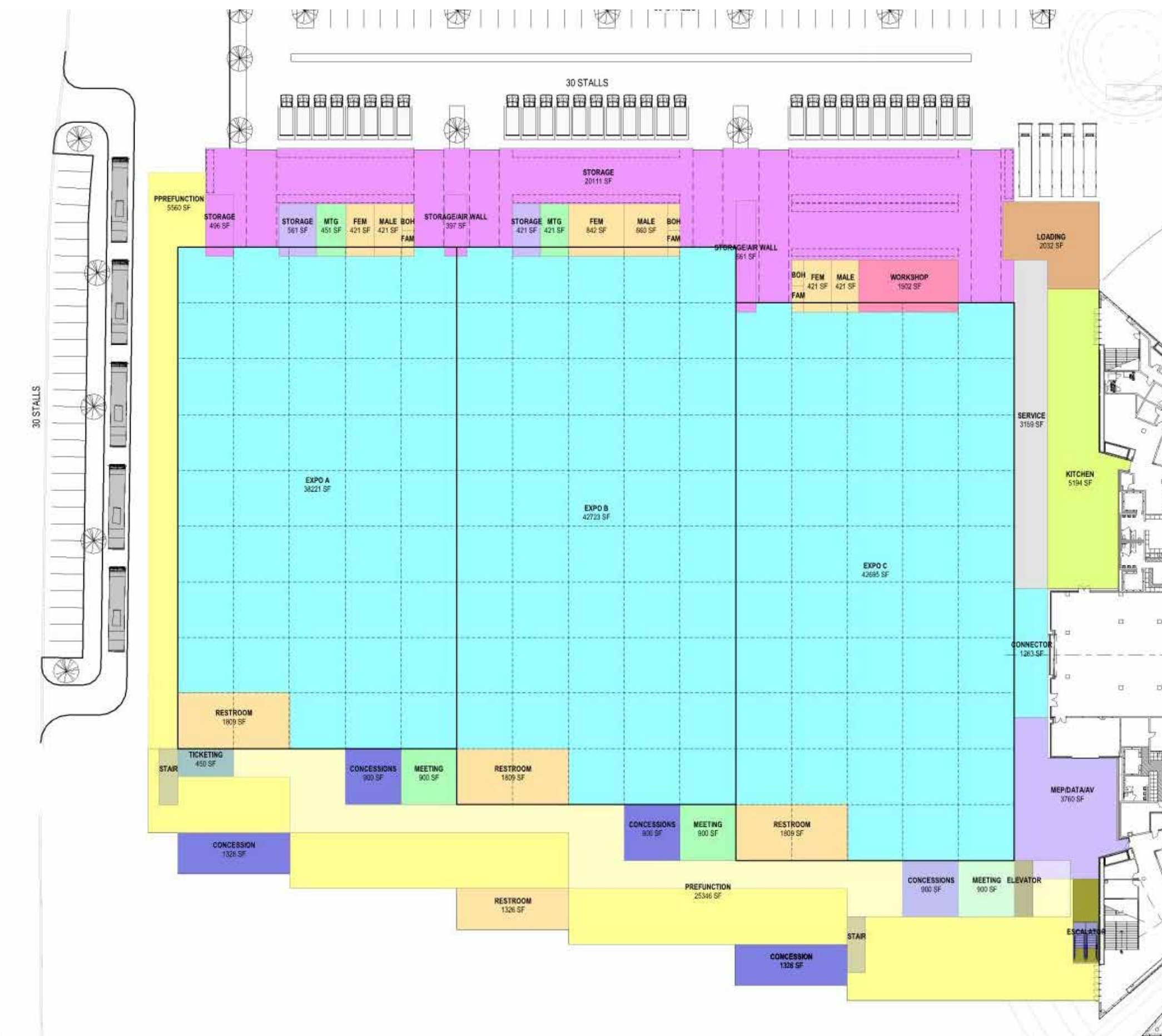
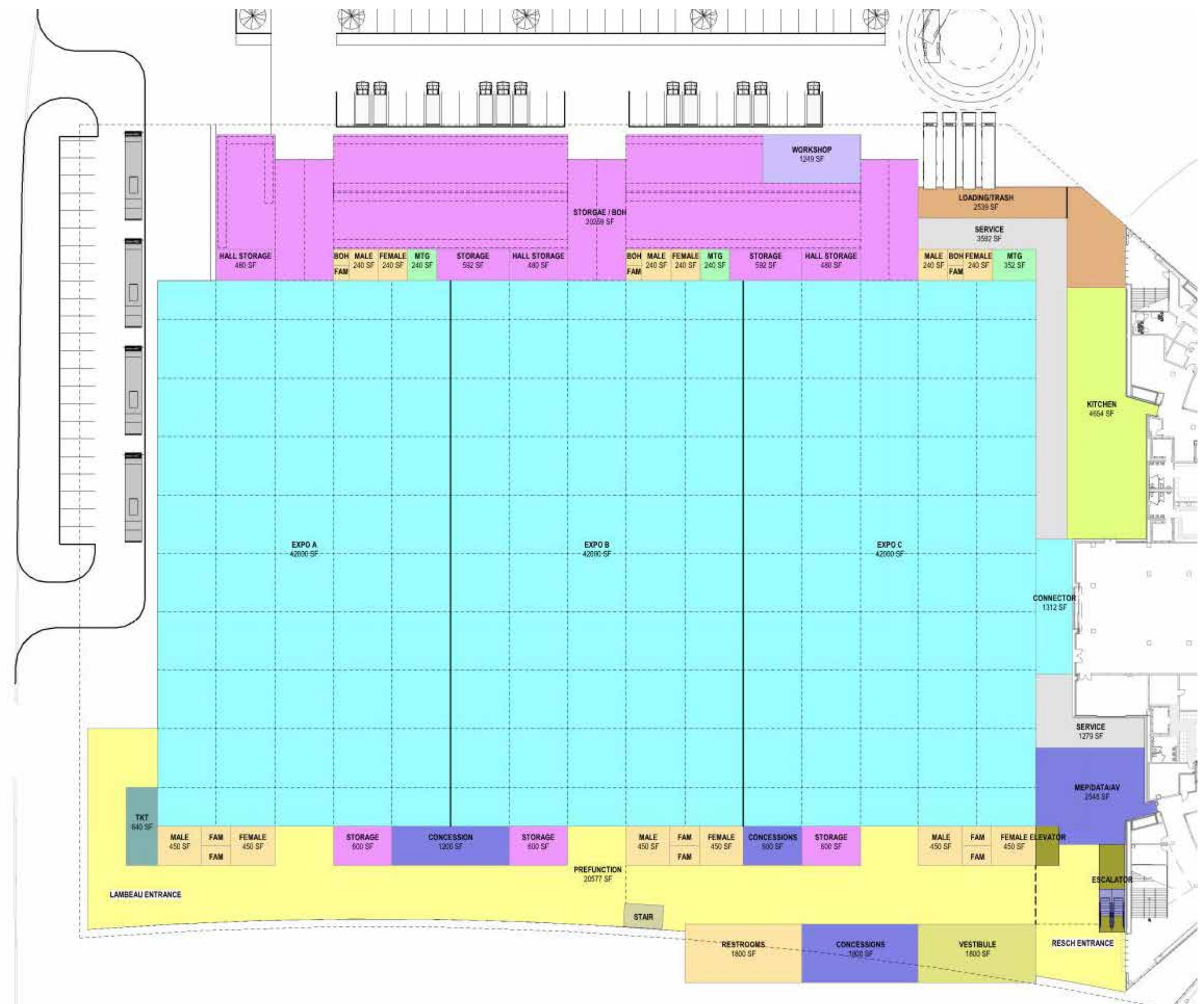
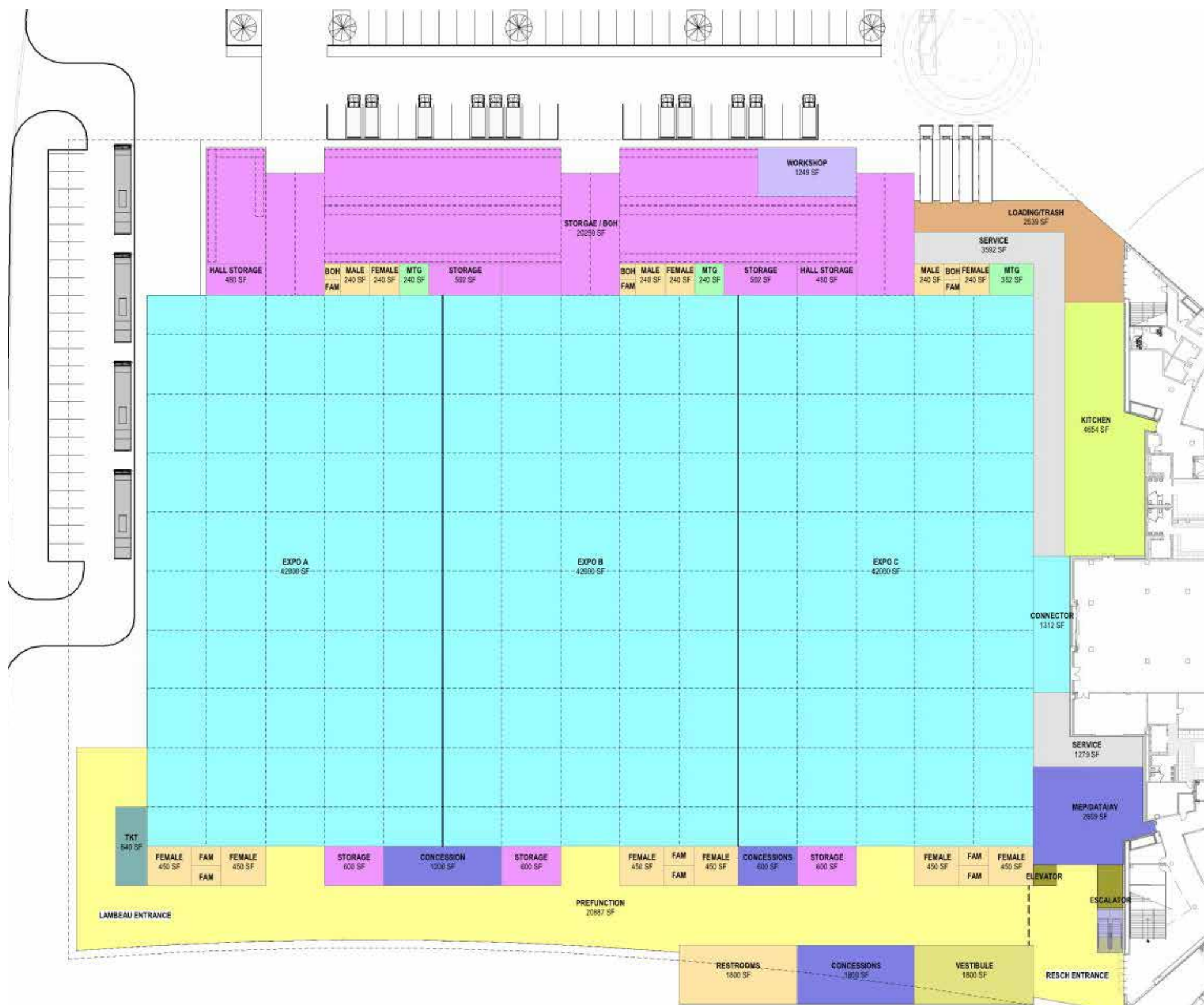
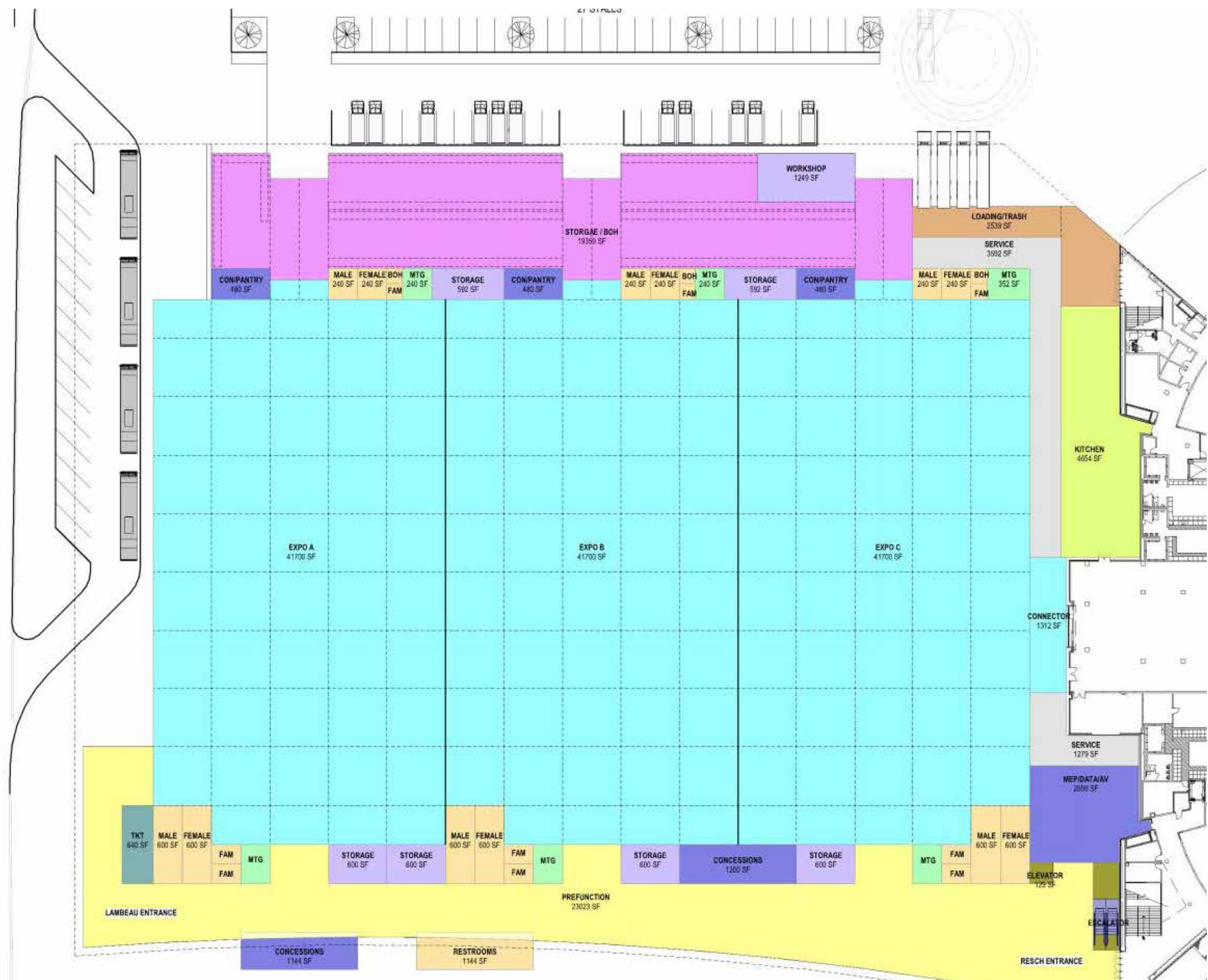
Each outdoor moment must be programed with a unique identity, one that reduces scale and corresponds to the wide variety of events that are planned to take place in building and the district.

AESTHETICS

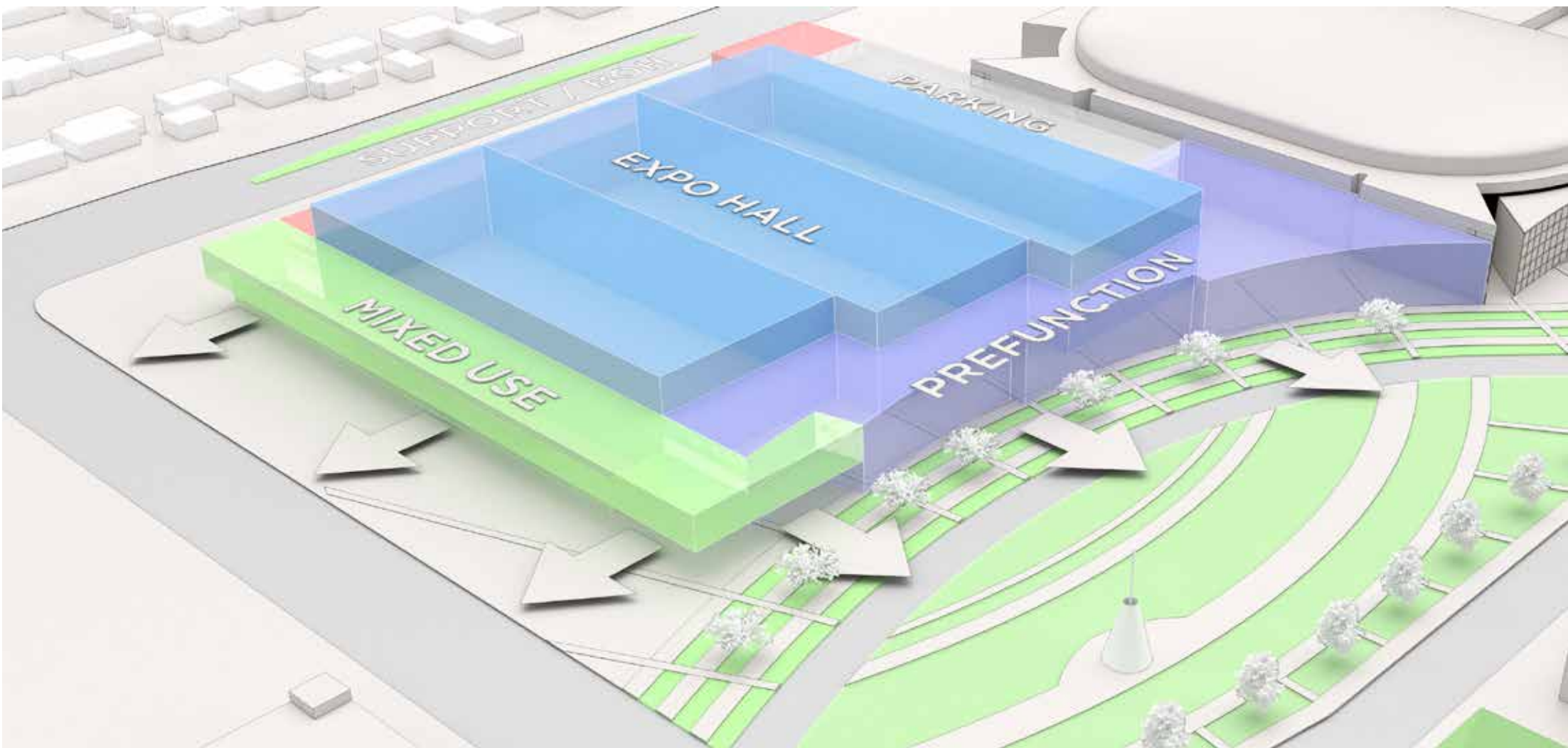
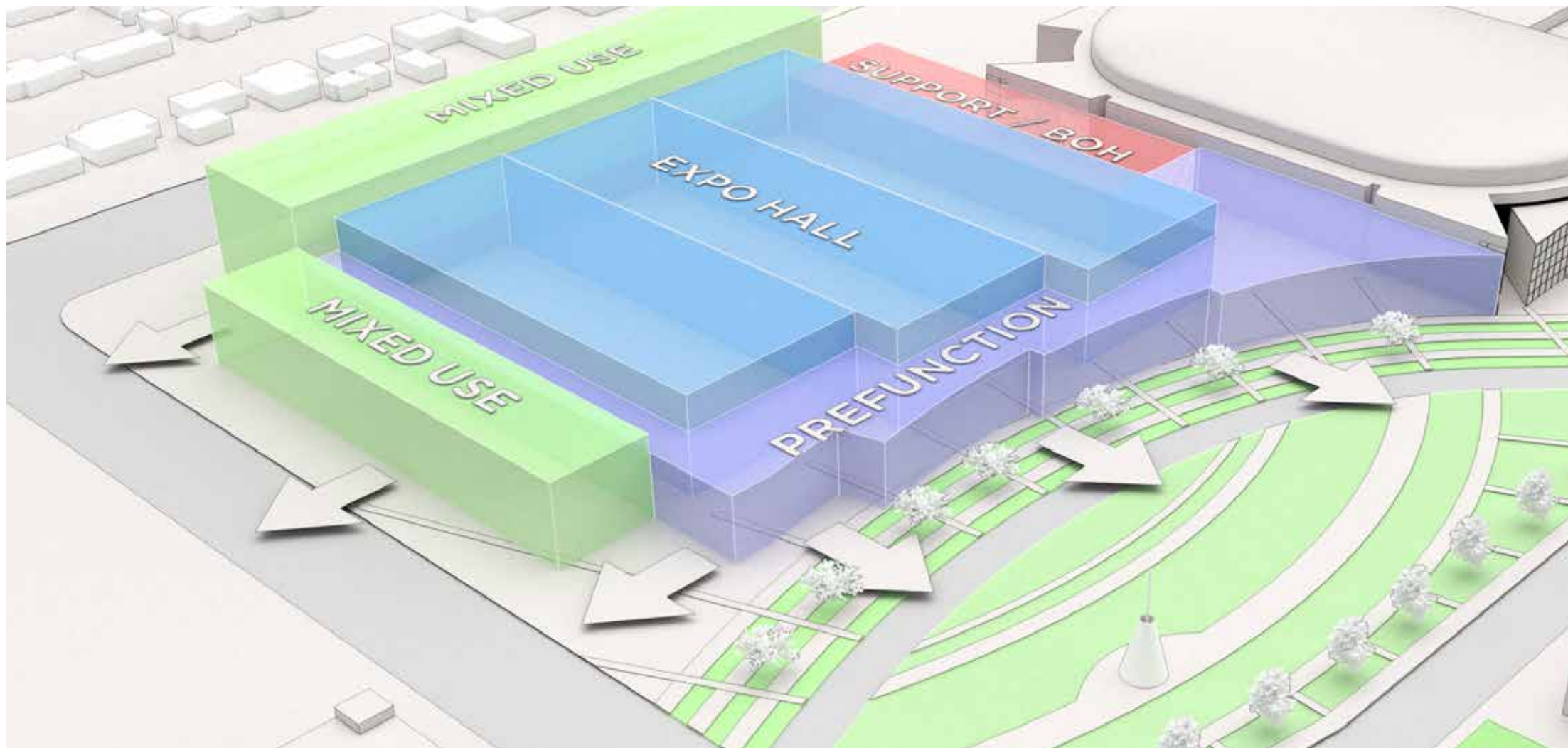
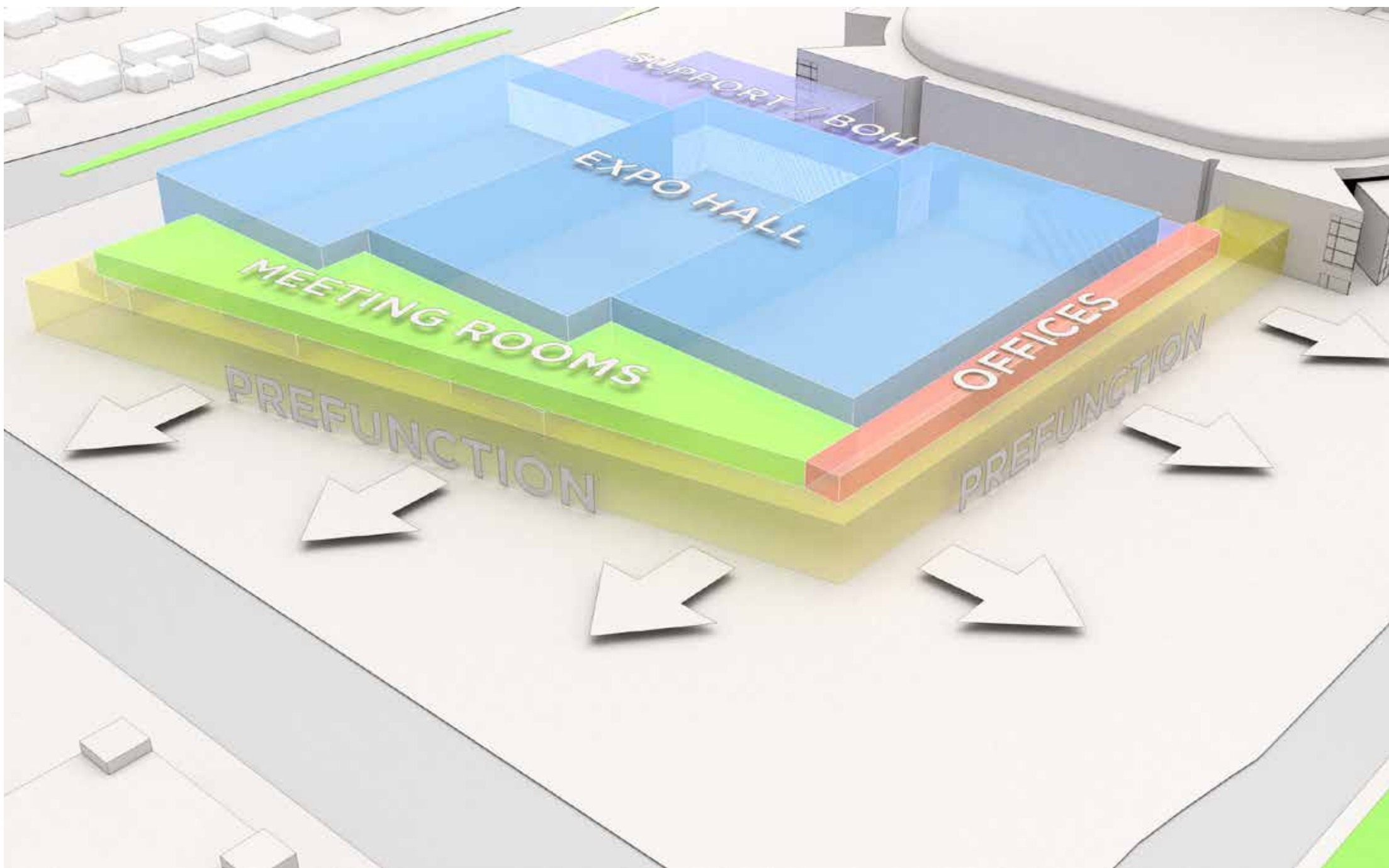
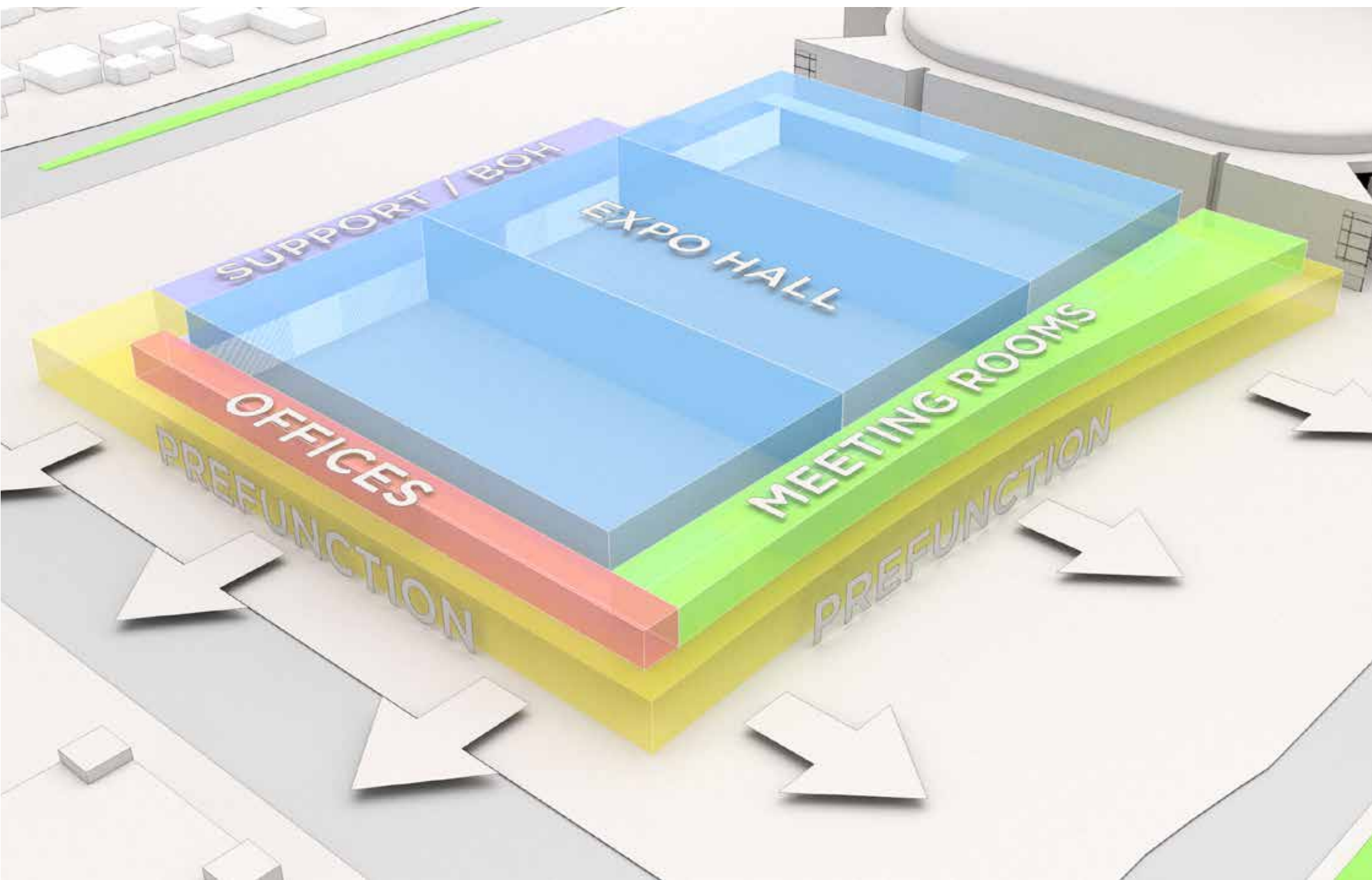
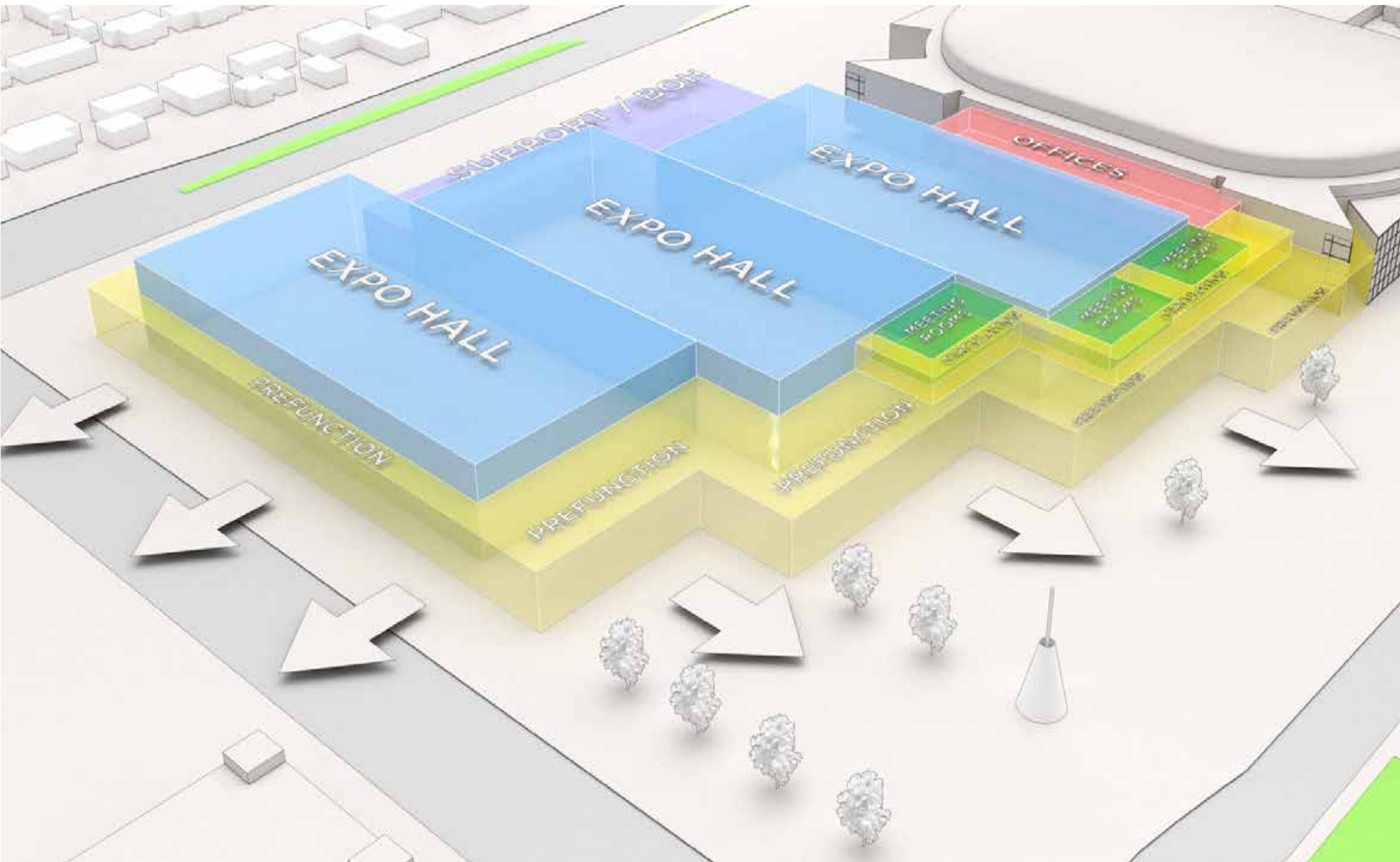
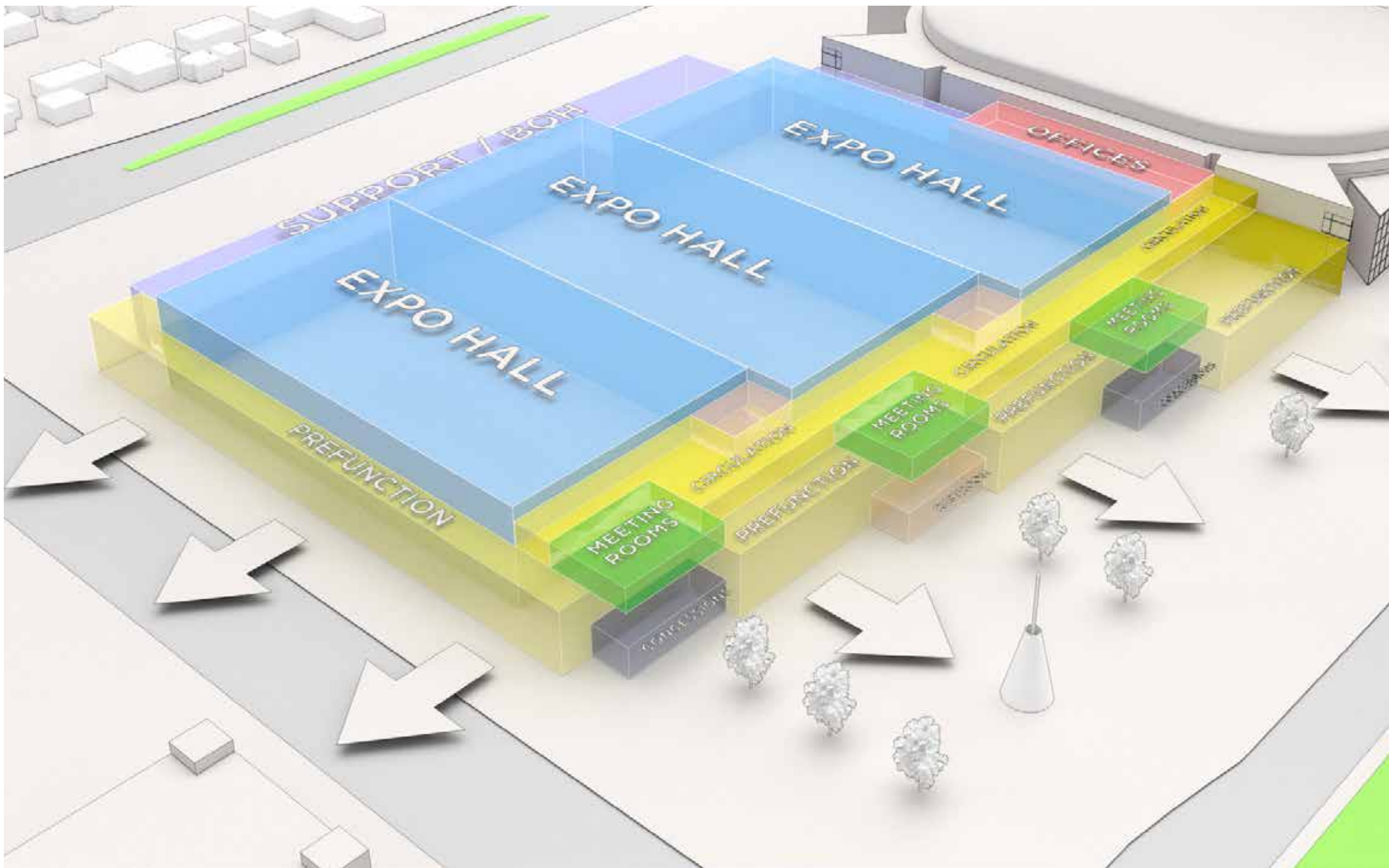
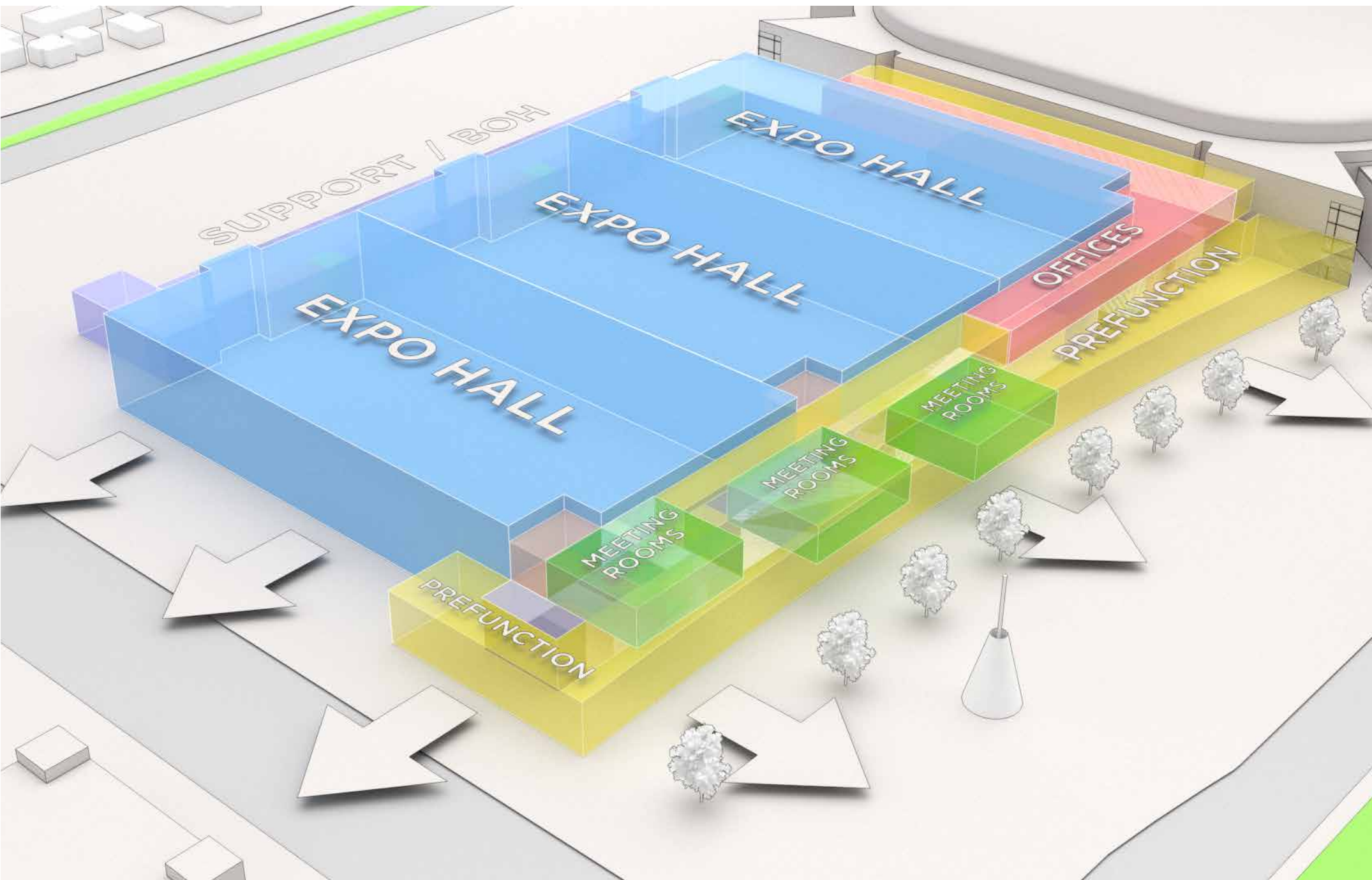
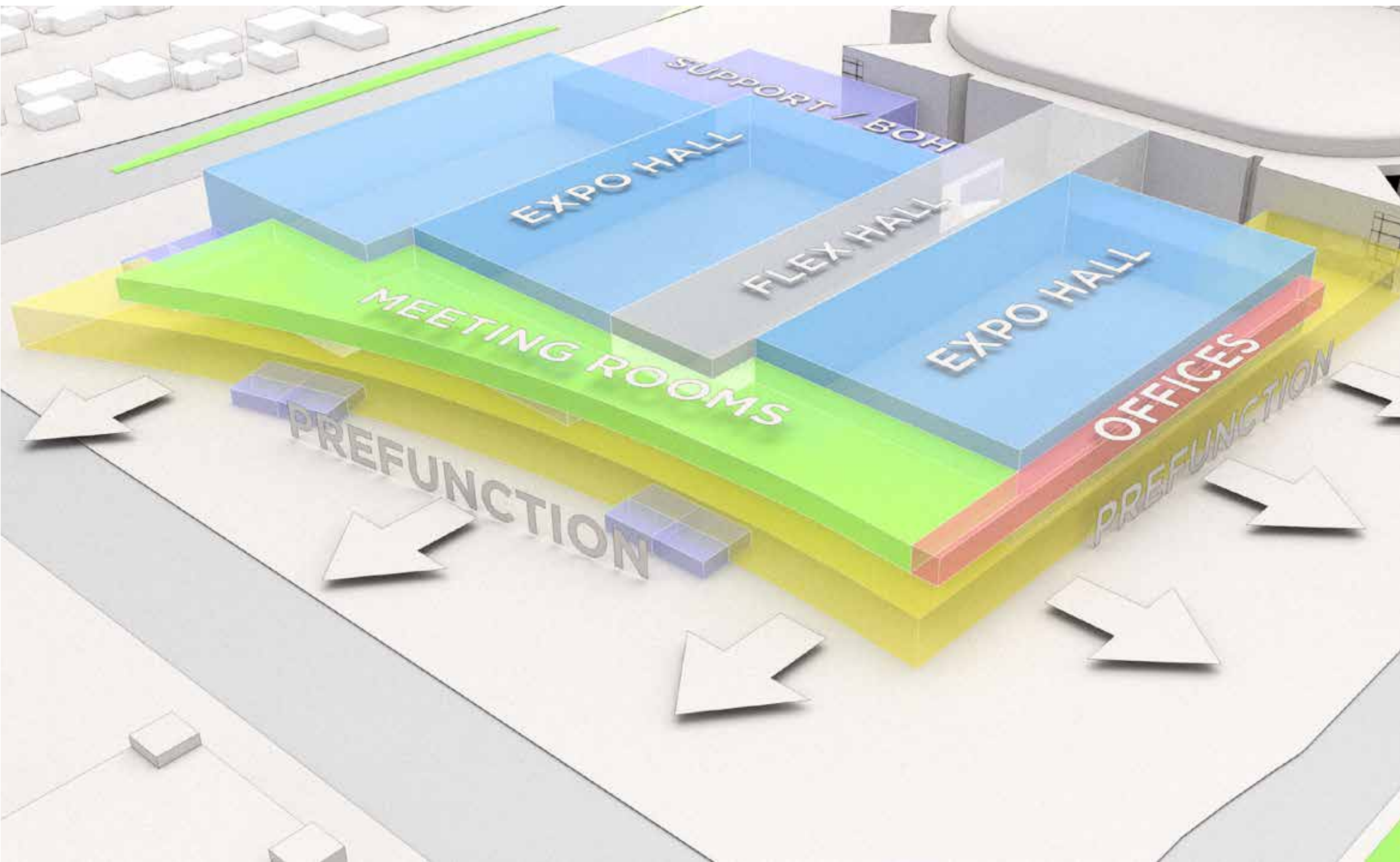
A prominent, visible area like this requires a dynamic, timeless design that acknowledges the community and its goals but looks toward a bright future.



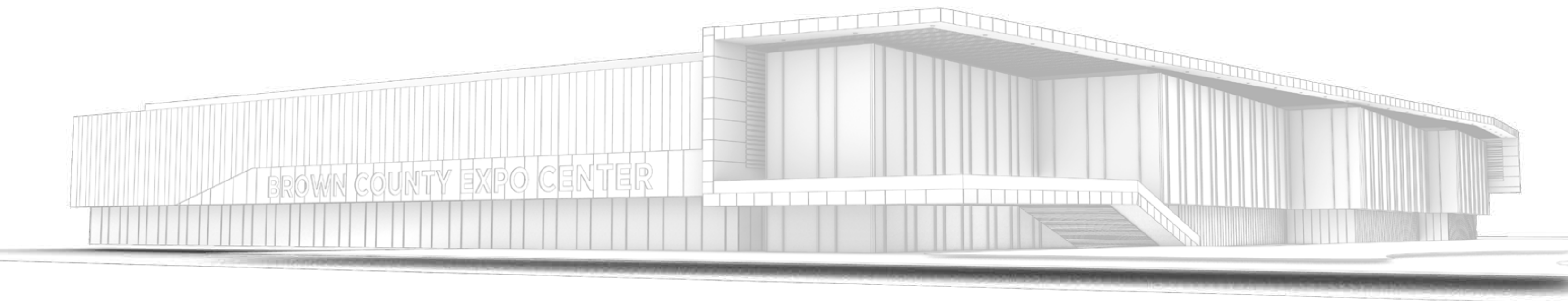
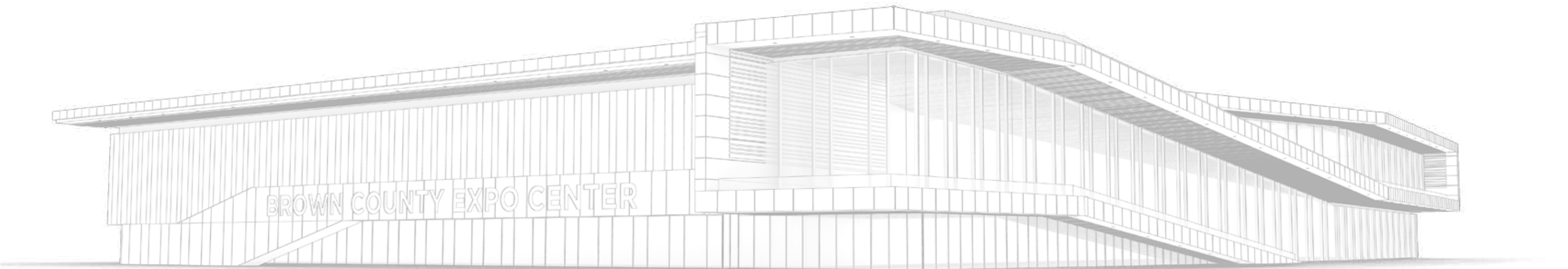
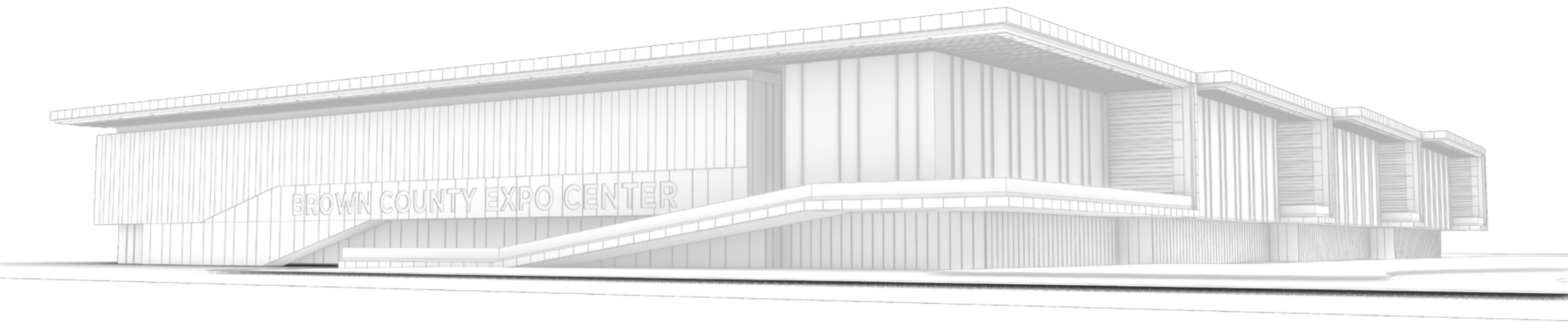
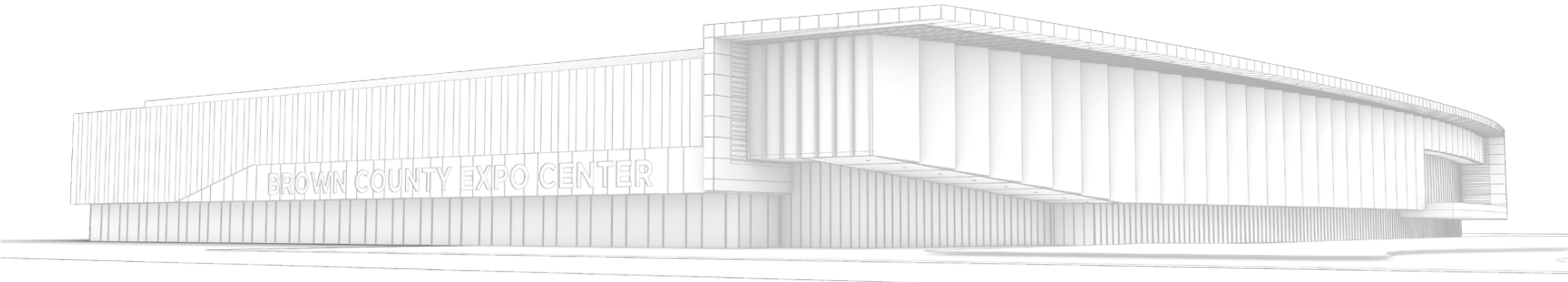
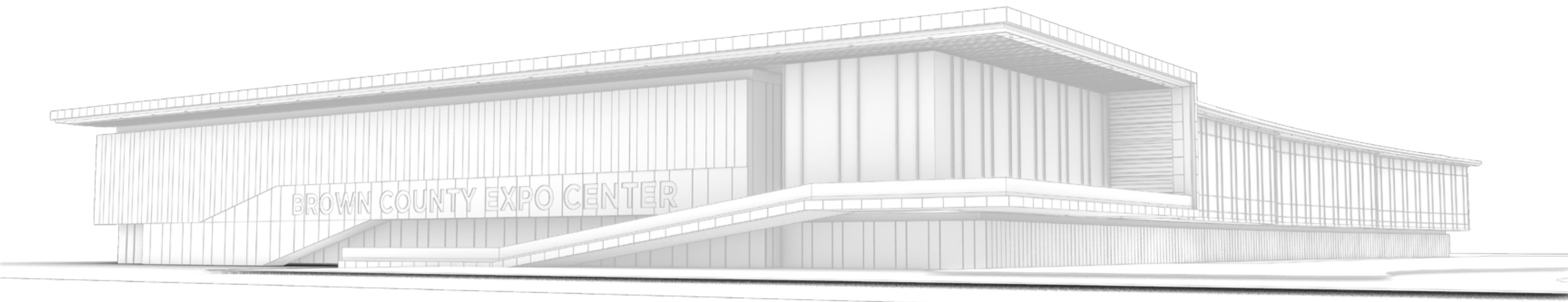
PLAN STUDIES



PROGRAM STACK STUDIES



MASSING STUDIES



OVERLAYS

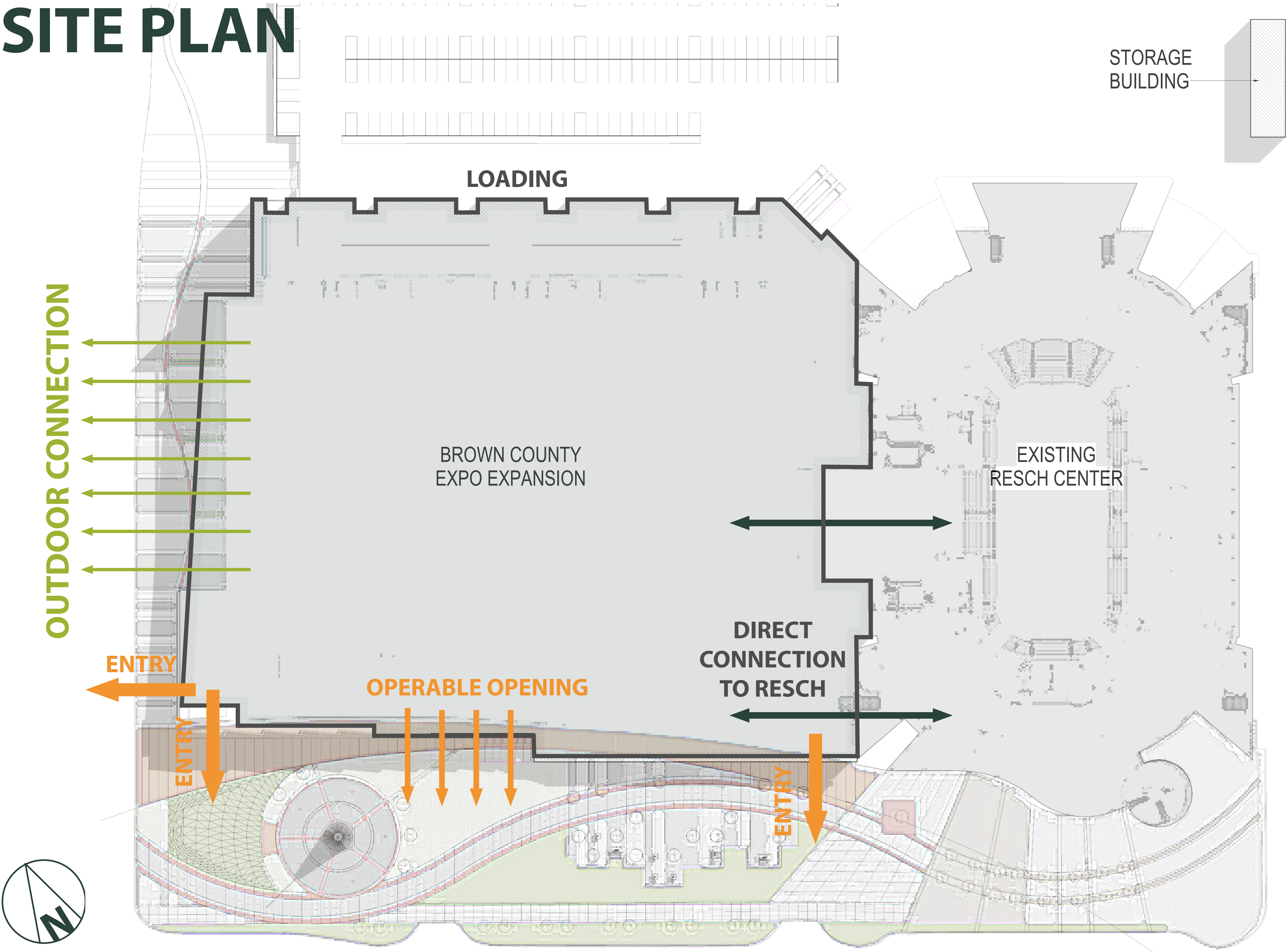


DALLAS
ENTERTAINMENT
GROUP

Kahler Slater
POPULOUS



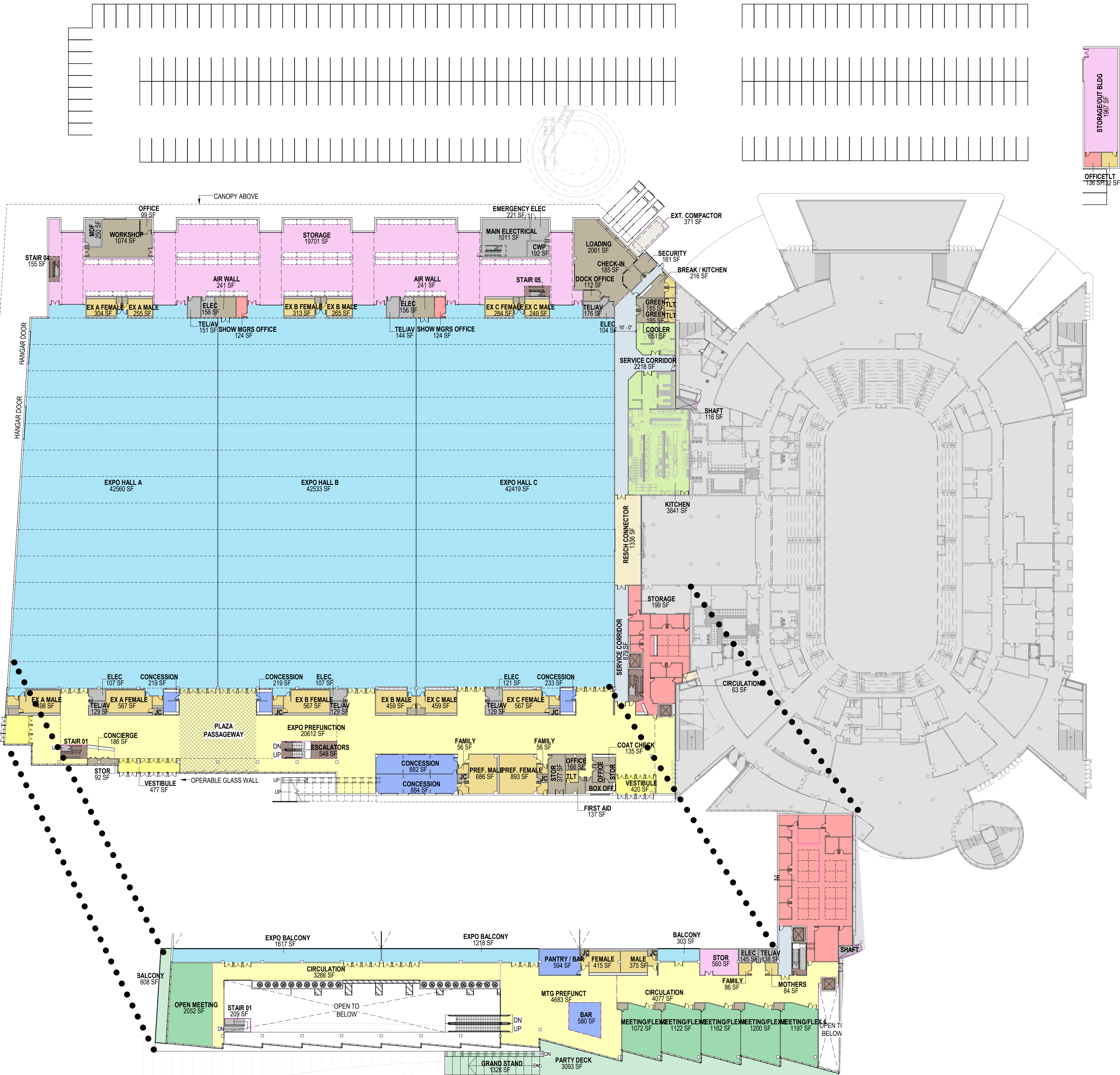
SITE PLAN



PROGRAM

DEPARTMENT LEGEND

- ADMINISTRATION
- BUILDING SUPPORT
- CONCESSION
- ENTRY
- EXPO
- GENERAL CIRCULATION
- KITCHEN
- MEETING
- MEP
- OUTDOOR AMENITY
- PREFUNCTION
- RESTROOM
- STORAGE
- SUPPORT CIRCULATION
- VERTICAL CIRCULATION

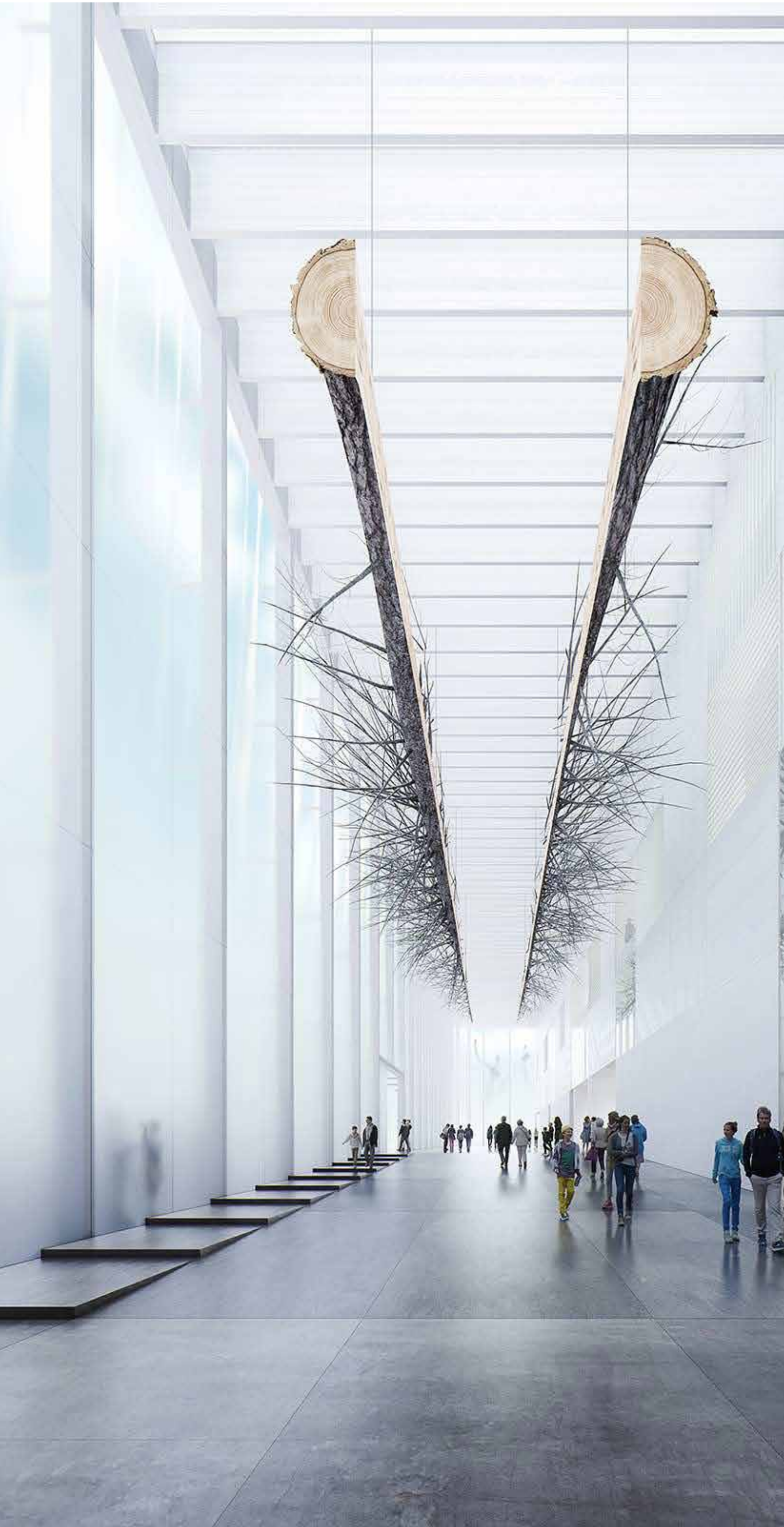


UNIVERSITY OF WASHINGTON
ENTERTAINMENT GROUP

Kahler Slater
POPULOUS

ASH
WHEEL
ON

NATURE MEETS INDUSTRY



FOR THE COMMUNITY



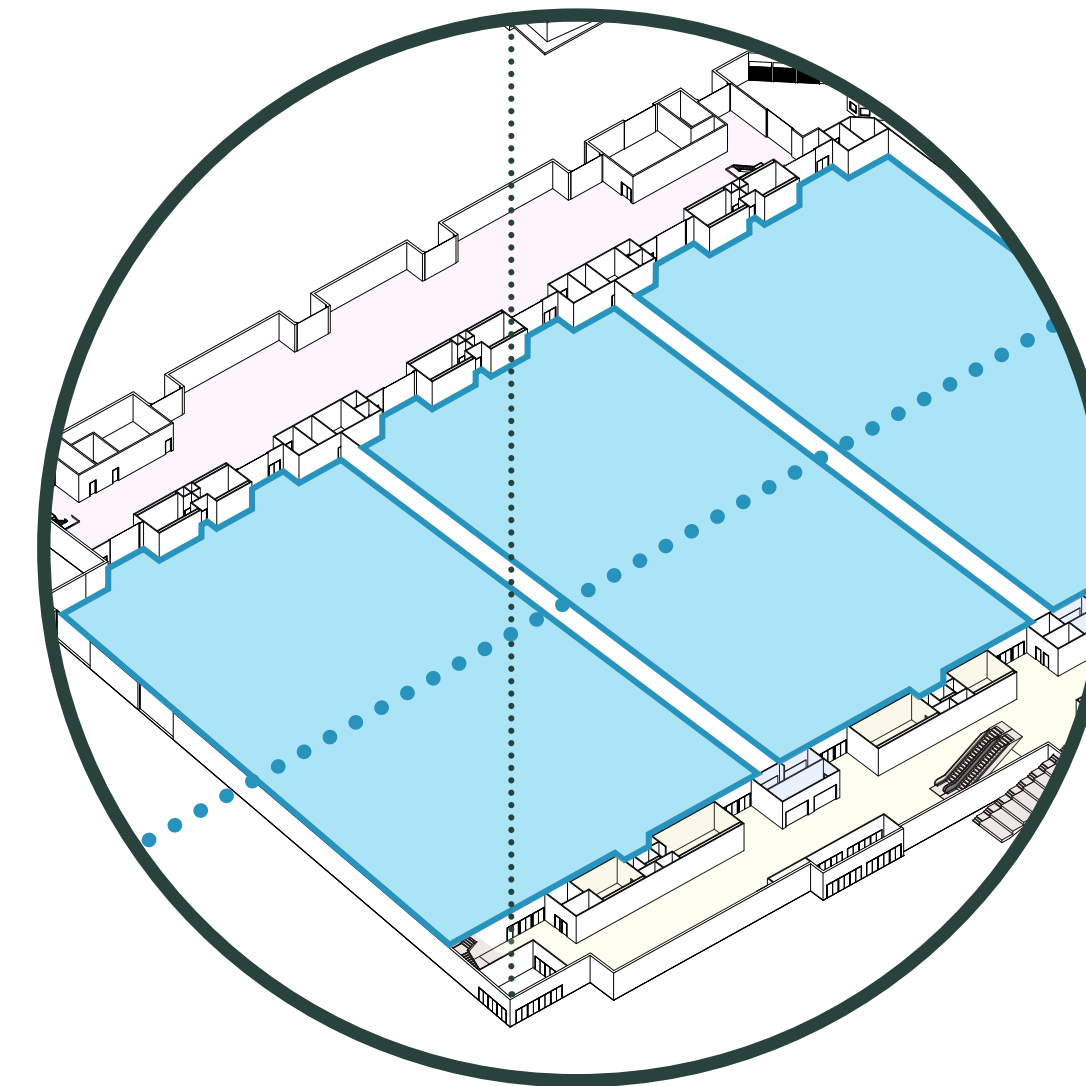
CONSUMER SHOWS



AUTO/EQUIPMENT/
BOAT SHOWS



EQUESTRIAN
EVENTS



3 HALLS FOR
COMBINATION USE



COURT SPORTS



CONCERTS



TAILGATING/
GAMEDAY EVENTS



PREFUNCTION
USABILITY



MULTI-PURPOSE/
FLEXIBLE SPACE



OUTDOOR
ACTIVATION



BROWN COUNTY EXPO CENTER

EXPO CENTER & DISTRICT REDEVELOPMENT PROJECT