

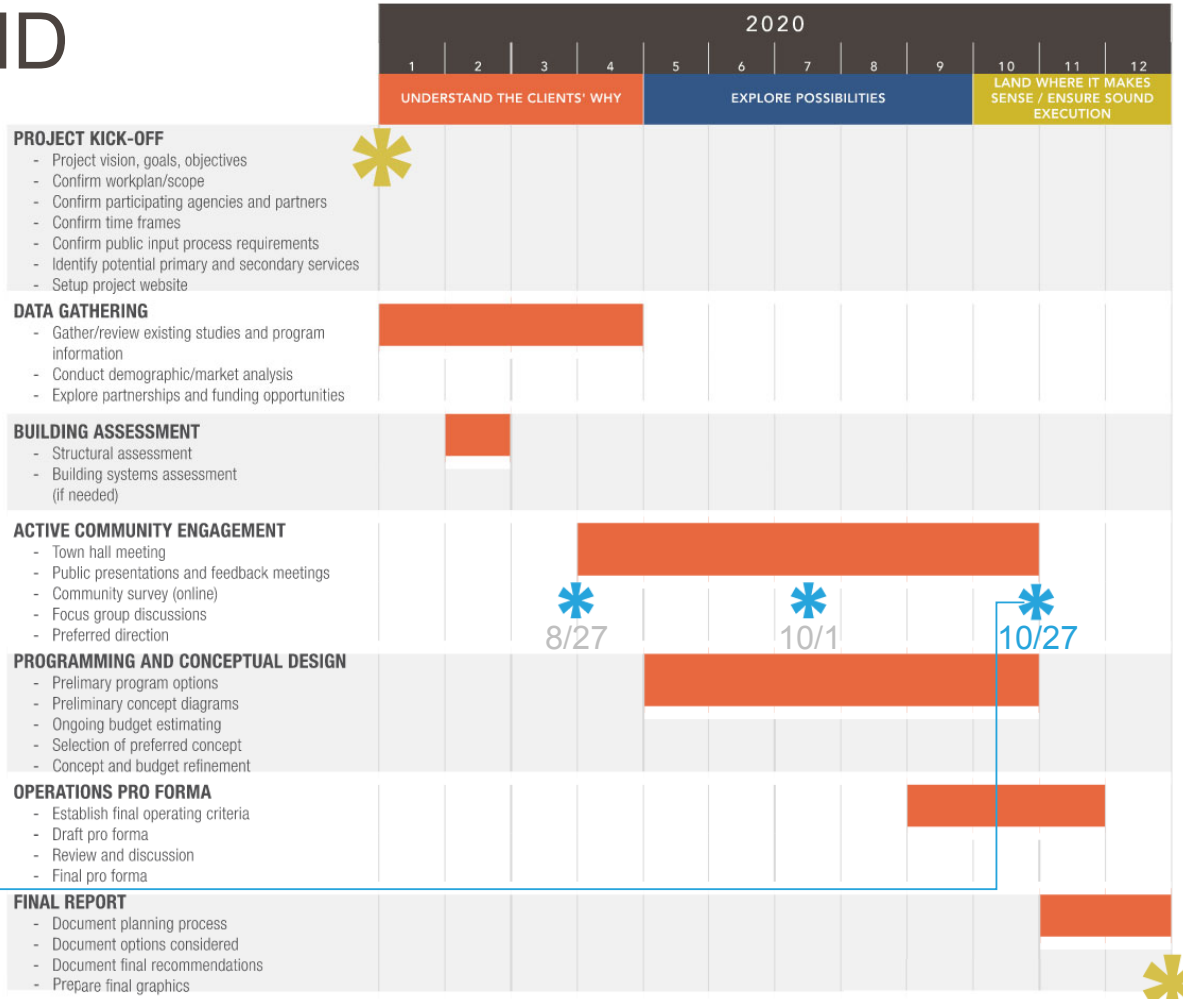
Joplin Memorial Hall Feasibility Study
Community Input Meeting

October 27th, 2020

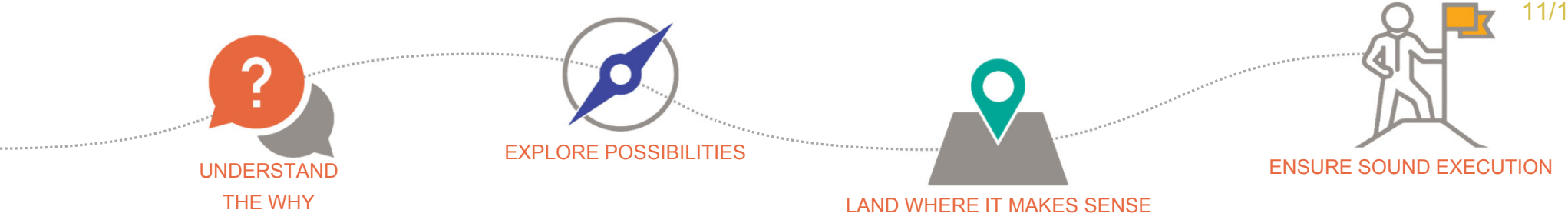
AGENDA

- Introductions
- Feasibility Study Scope and Process
  - Building Assessment Summary
  - Market Analysis / Operations Planning
  - SurveyMonkey Online Input
- Conceptual Design
- Next Steps

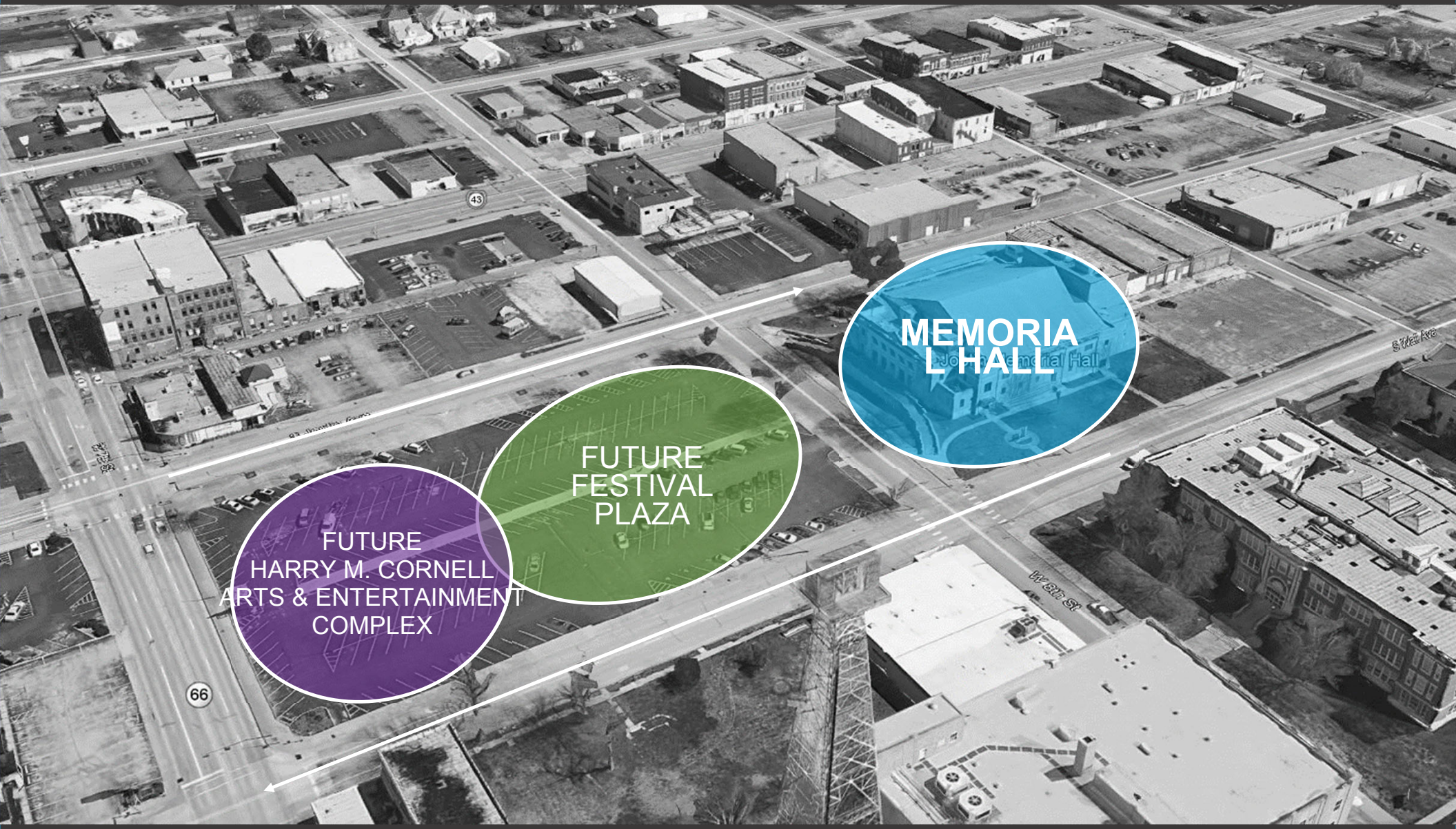
SCOPE OF WORK AND SCHEDULE



WE ARE HERE



EXISTING CONDITIONS



NOTE:
The City of Joplin will not manage or have any financial liability to the Cornell Complex financial operations. Connect2Culture is a grassroots, non-profit arts organization founded in 2009.
C2C will manage the Performance Hall, the Festival Plaza, and Rooftop Terrace within The Cornell Complex. All funds for the construction of the Cornell Complex have been private commitments from individuals and businesses.

STRUCTURAL ASSESSMENT

PRIMARY CONCERNS

- **Significant stairstep cracking was observed in the exterior brick wall near the elevator at the northeast corner of the building.**
- **A portion of the existing roof structure on the west side of the auditorium failed and collapsed on June 15, 2020.**
- **The concrete ramp on the north side of the building is in poor condition.**
- **Corrosion-related deterioration of concrete roof structure was observed on the north side of the auditorium.**
- **Some of the mortar joints in the stone panels at the bottom of the exterior building walls are loose or deteriorated.**
- **Brick parapet walls were observed to have a darkened discoloration at the surface of the brick indicating the likelihood of moisture-related issues with the brick.**

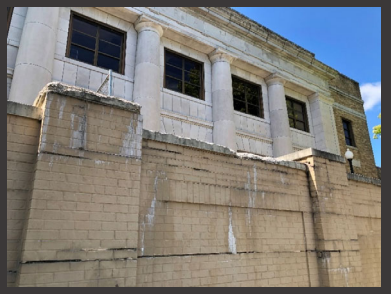
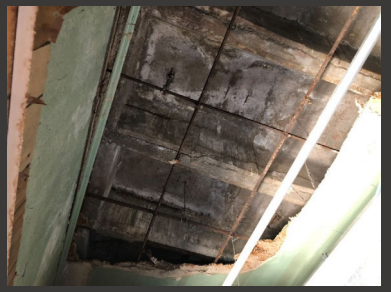


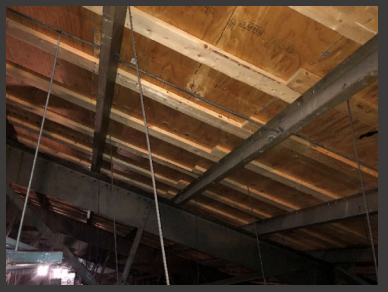
STRUCTURAL ASSESSMENT

RECOMMENDATIONS

- **The most significant structural issue with the building is the state of the roof slab on the east and west sides of the auditorium.**
- **Due to the extent of apparent foundation settlement at the exterior wall of the elevator, an experienced foundation repair contractor should be engaged to install steel underpinning piers and mechanically stabilize the existing building foundation.**
- **Repairs to the cast-in-place concrete beam-and-slab roof structure are required to maintain the integrity of the roof structure.**
- **The north ramp and ramp walls should be removed and replaced.**
- **The condition of the brick parapet walls should be monitored over time.**
- **The condition of steel lintels that support brick above exterior windows and doors should be monitored over time for corrosion.**





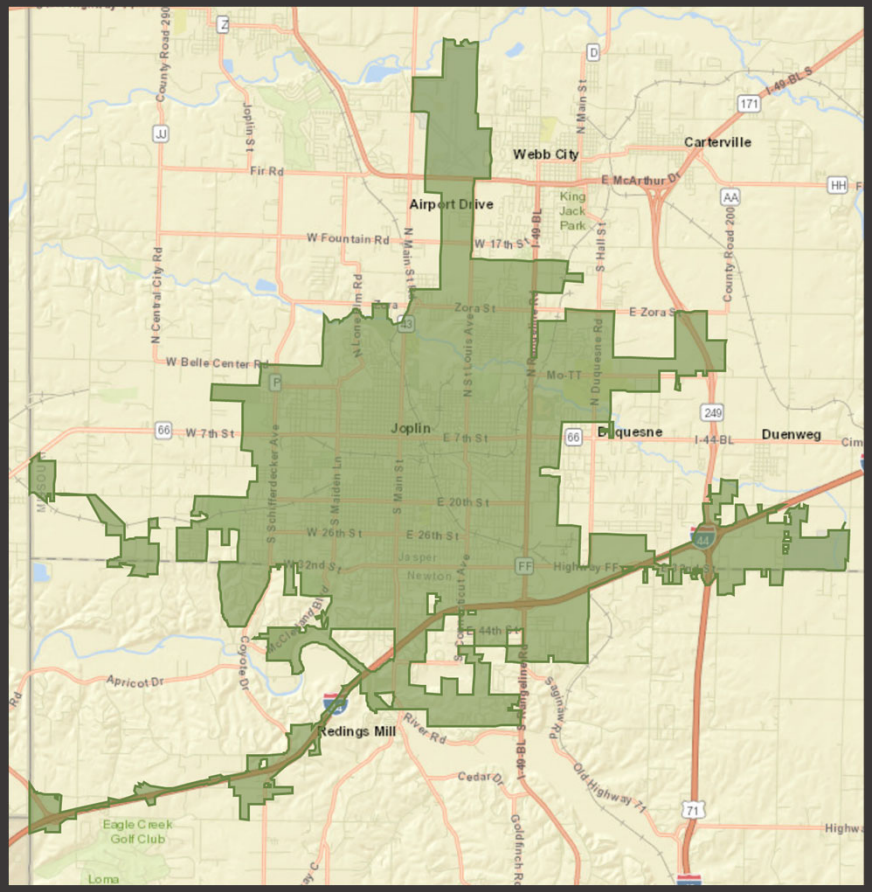
MARKET ANALYSIS

PRIMARY SERVICE AREA AND PARTICIPATION DATA

BALLARD*KING & ASSOCIATES LTD

MARKET ANALYSIS

IMMEDIATE SERVICE AREA



4.8% Growth 2010-2020

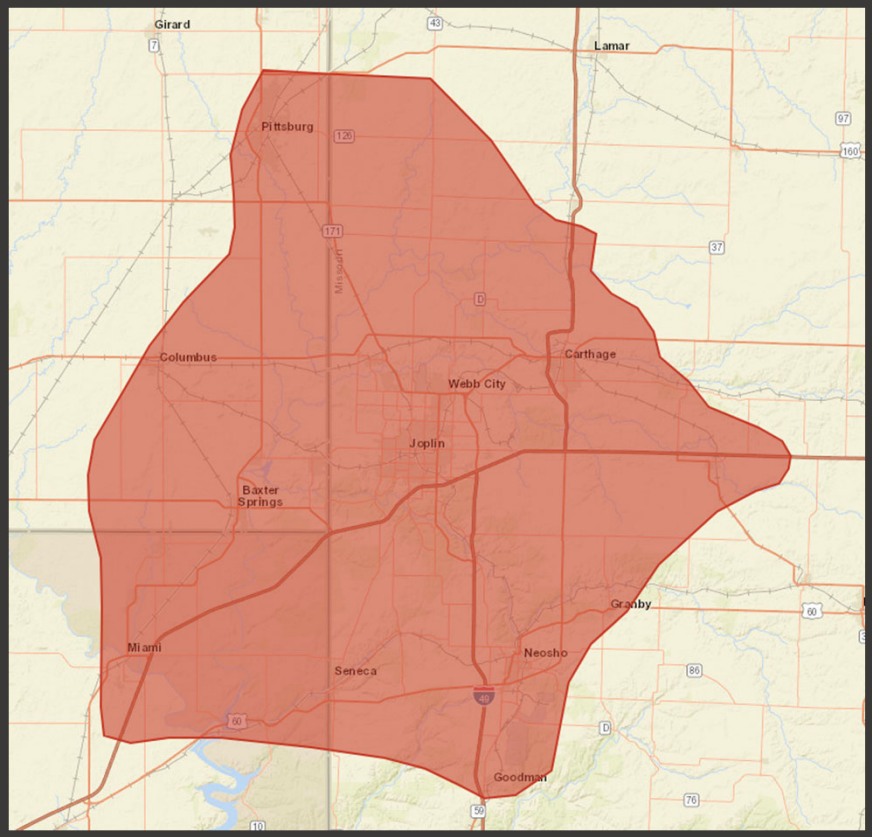
53,197 2020 Population

29.3% Households w/ Kids

BALLARD*KING & ASSOCIATES LTD

MARKET ANALYSIS

IMMEDIATE SERVICE AREA



3.1% Growth 2010-2020

245,806 2020 Population

33.4% Households w/ Kids

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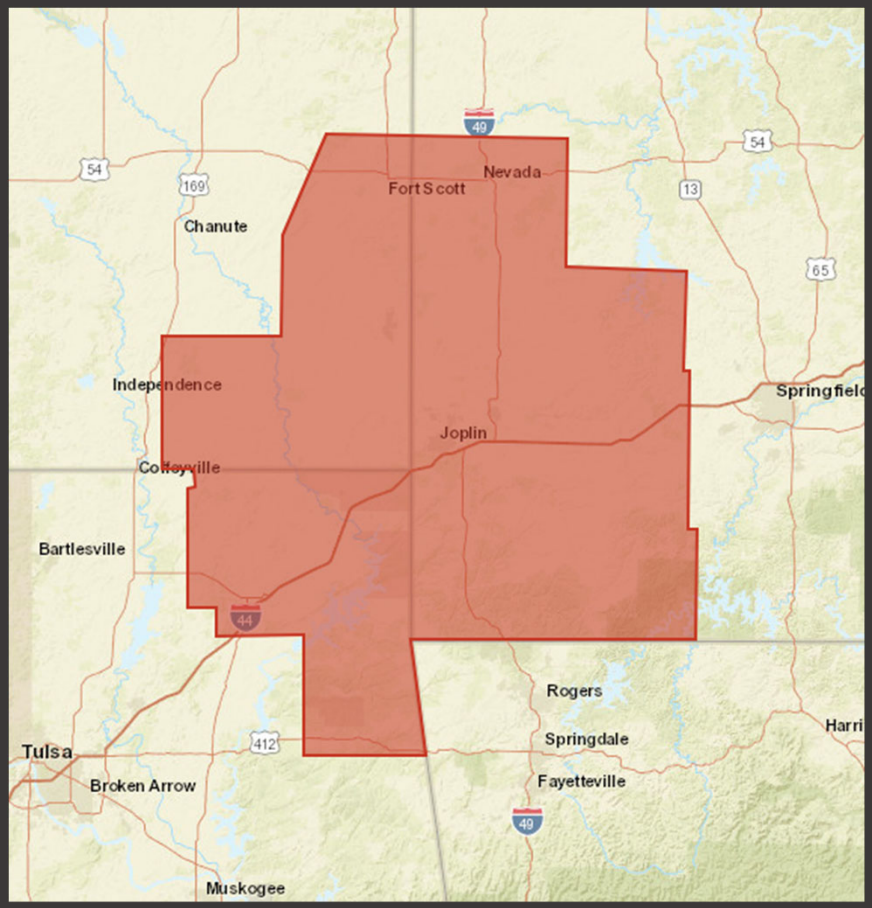
MARKET ANALYSIS

IMMEDIATE SERVICE AREA



3.1% Growth 2010-2020

512,796 2020 Population

32.6% Households w/ Kids

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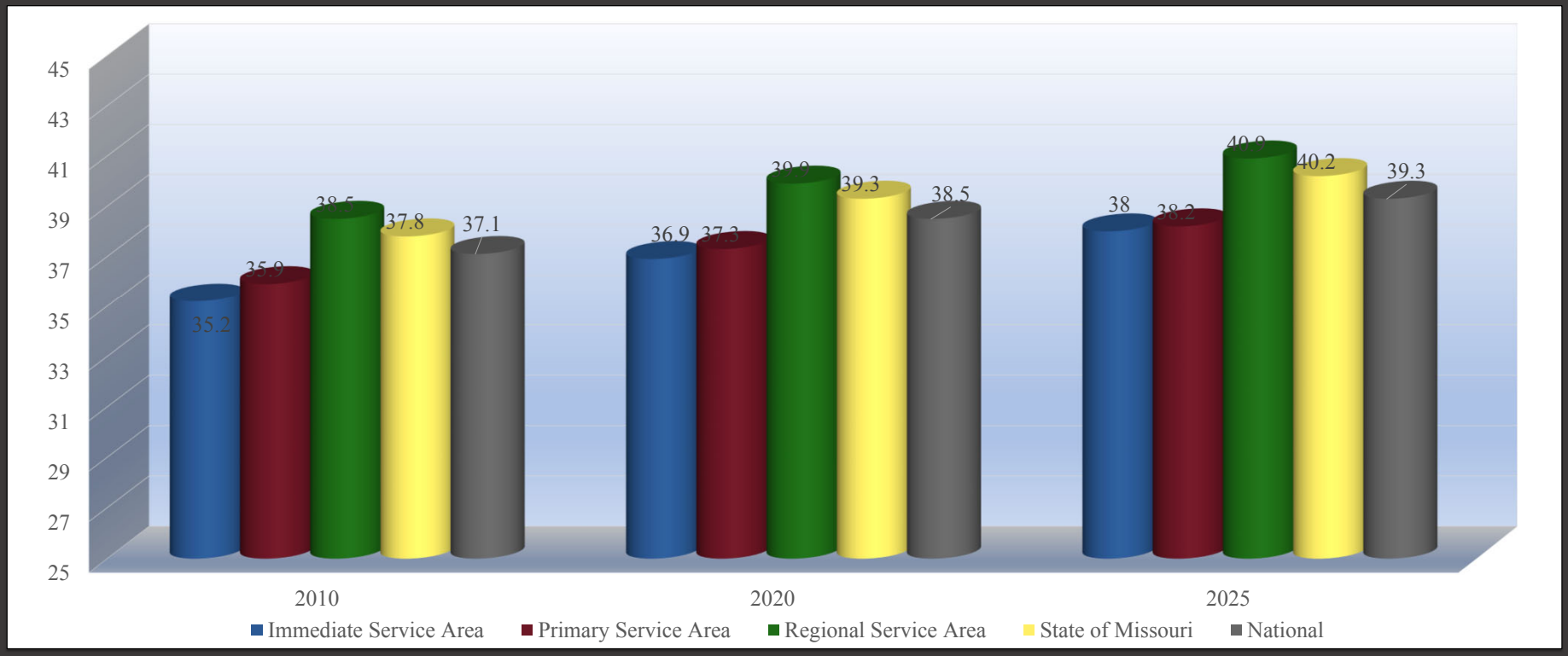
MARKET ANALYSIS

MEDIAN AGE



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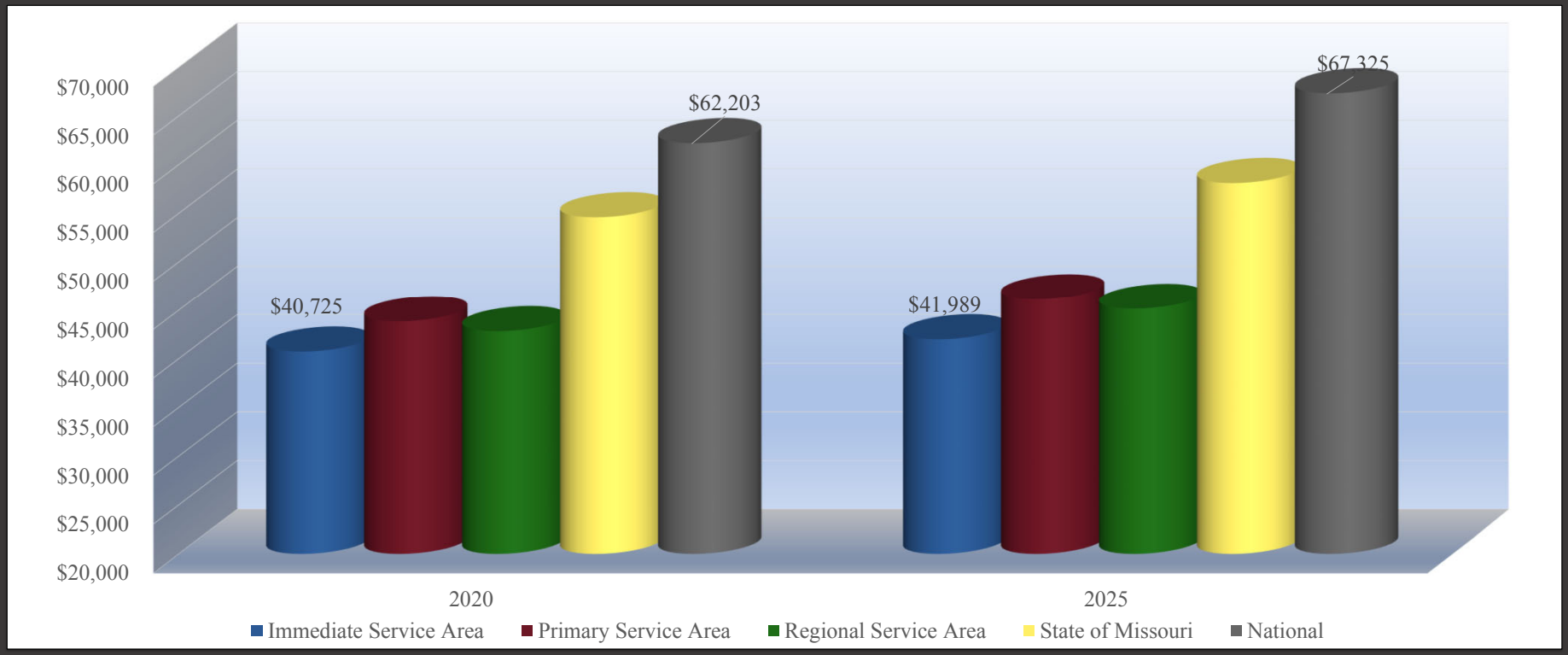
MARKET ANALYSIS

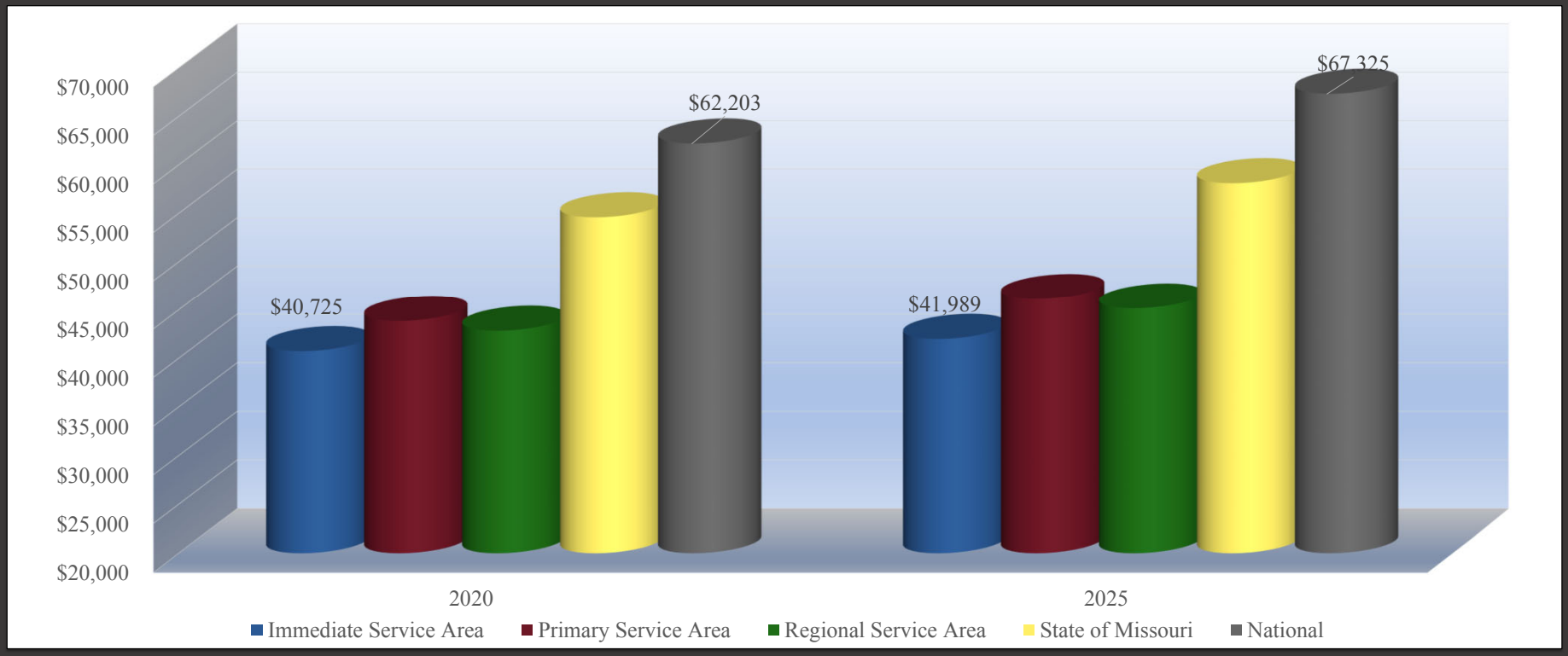
MEDIAN INCOME



BALLARD*KING & ASSOCIATES LTD

MARKET ANALYSIS

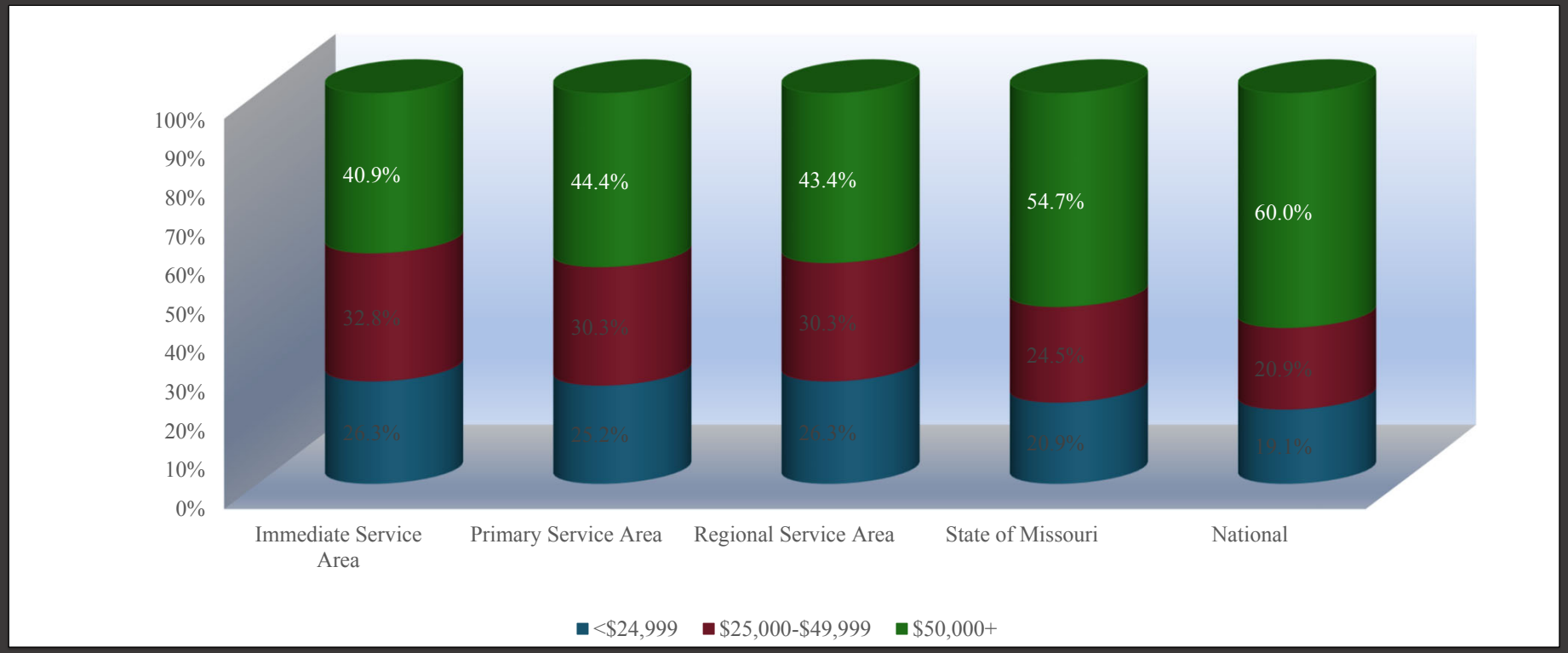
MEDIAN INCOME



BALLARD*KING & ASSOCIATES LTD

MARKET ANALYSIS

MEDIAN INCOME



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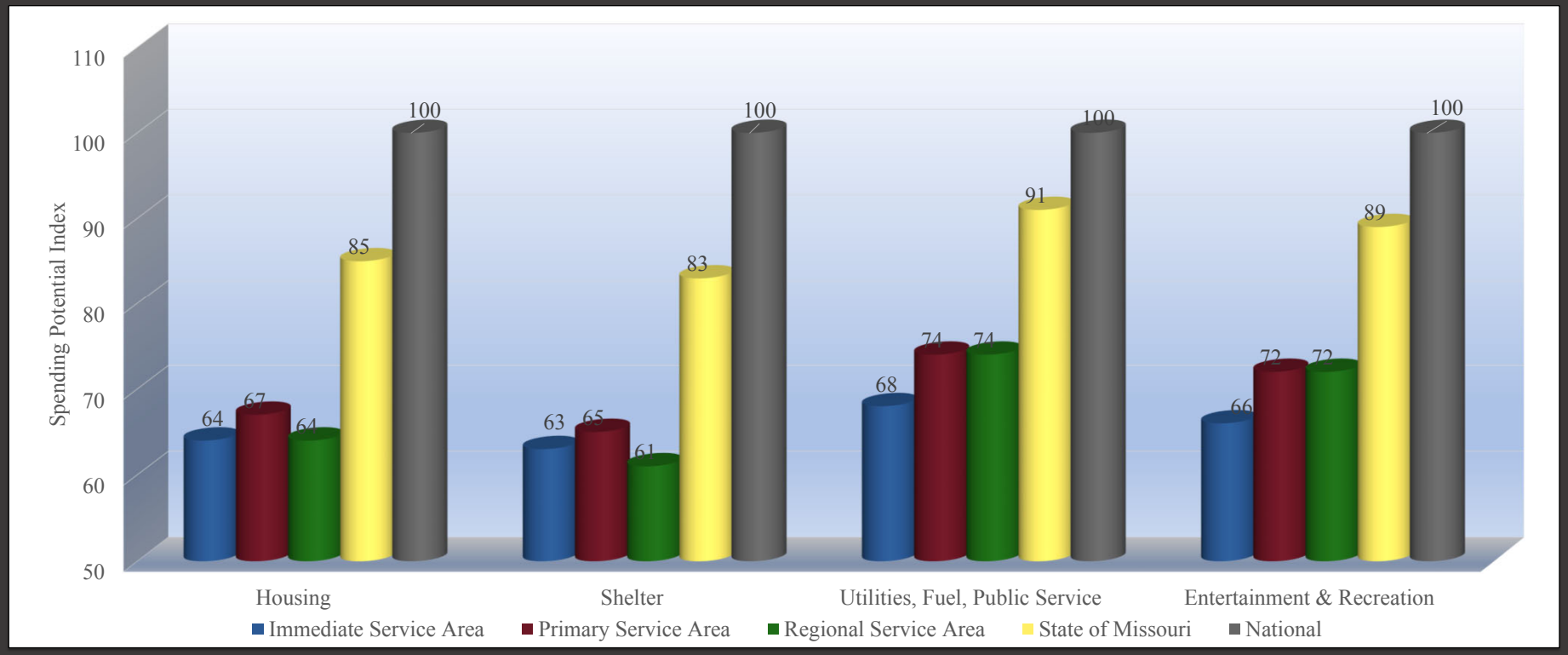
MARKET ANALYSIS

HOUSEHOLD BUDGET EXPENDITURES



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MARKET ANALYSIS

NGSA (INDOOR ACTIVITIES)

National Sporting Goods Association (NGSA)

- Exercise Walking
- Exercise w/ Equipment
- Aerobic Exercising
- Workout @ club
- Weightlifting
- Yoga
- Basketball
- Billiards/Pool
- Volleyball
- Gymnastics
- Cheerleading
- Ping/Pong
- Soccer
- Tennis
- Baseball
- Softball
- Football (tackle, touch, flag)
- Golf
- Lacrosse

OTHER DATA POINTS

National Endowment for the Arts

Spending Patterns for Non-Sports Activities i.e. Enrichment Activities

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OPERATIONS PLANNING

OPPORTUNITIES AND CONSIDERATIONS

OPERATIONS PLANNING

OPERATIONAL REALITIES

Monday thru Saturday Operation

Weekday Focus: Community Programs and Small Rentals

Weekend Focus: Special Events and Larger Rentals

Cost Recovery will be Challenging

Will Require Updated Rate Structure

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OPERATIONS PLANNING

STAFFING OPPORTUNITIES AND CONSIDERATIONS

Full Time

- Recreation Coordinator (1)
- Custodial (2)
- Maintenance (.5)

Part Time

- Front Desk
- Concessions
- Building Supervisor
- Special Event
- Instructors

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OPERATIONS PLANNING

PROGRAMMING OPPORTUNITIES AND CONSIDERATIONS

Traditional

- Dance
- Group Fitness
- Basketball
- Volleyball
- Pickleball
- Futsal
- Cheerleading
- Floor Hockey
- Sports Camps

Non-Traditional

- Health & Wellness
- Meals
- Food Preparation
- Educational Seminars

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OPERATIONS PLANNING
RENTAL OPPORTUNITIES

Rental Spaces

- Stage & Kitchen
- Activity Floor
- Memorial Hall Meeting Rooms
- New Addition Meeting Rooms
- Dance Studio
- Memorial Hall
- Annex
- Full Facility

Rental / Special Events Opportunities

- Sports Tournament Rentals
- Concerts
- Play
- After Prom / Graduation Parties
- MMA
- Rodeo / Livestock Auction
- Circus
- Expos
- Pageants
- School Age Dance

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SURVEY FEEDBACK

COMMUNITY INPUT

SurveyMonkey®

SURVEY FEEDBACK

COMMUNITY INPUT

SURVEY.01 GENERAL INPUT

CONCURRENT WITH PUBLIC MEETING #1

LAUNCHED AUGUST 21ST
CLOSED SEPTEMBER 4TH

SURVEY.02 CONCEPT POSSIBILITIES

CONCURRENT WITH PUBLIC MEETING #3

LAUNCHED OCTOBER 1ST
CLOSE OCTOBER 27TH

SURVEY.03 CONCEPT CONFIRMATION

CONCURRENT WITH PUBLIC MEETING #3

LAUNCH OCTOBER 27TH
CLOSE NOVEMBER 6TH

SurveyMonkey®

SURVEY FEEDBACK
COMMUNITY INPUT

SURVEY.01

GENERAL INPUT
CONCURRENT WITH PUBLIC MEETING #1

LAUNCHED AUGUST 21ST
CLOSED SEPTEMBER 4TH

KEY TAKE-AWAYS
- Indoor recreation spaces for a variety of activities
- Performing arts for capacity of up to 2000 guests
- Meeting + Banquet space for up to 400 guests
- Visits to Memorial Hall in past two years for a wide variety of events
- Support for renovation of Memorial Hall for use as a concert venue and civic center uses

819
TOTAL RESPONSES
92% COMPLETION RATE

6M:46S
TYPICAL TIME SPENT

SurveyMonkey®

SURVEY FEEDBACK
COMMUNITY INPUT

SURVEY.02

CONCEPT POSSIBILITIES
CONCURRENT WITH PUBLIC MEETING #2

LAUNCHED OCTOBER 1ST
CLOSED OCTOBER 27TH

KEY TAKE-AWAYS

- Top 3 Priorities (assuming performing arts component is a given):
  - Diversity and flexibility of spaces for banquets, tradeshows, expos, and other types of community gatherings
  - Spaces for indoor recreation and athletic programming
  - STEAM-based Children's Discovery Center
- 26% of respondent households would visit a few times a month
- Continued and new Veteran's and war memorials are important to the future of Memorial Hall
- Biggest concerns: Access to parking and cost of operations
- 60% of respondents believe renovation and/or expansion of

312
TOTAL RESPONSES
97% COMPLETION RATE

8M:7S
TYPICAL TIME SPENT

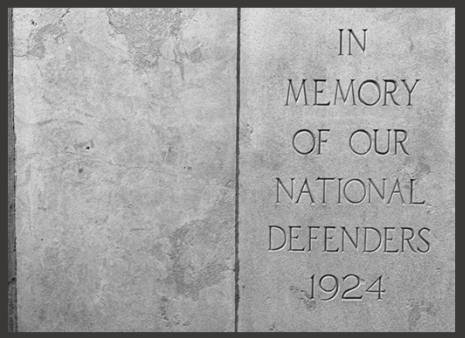
SurveyMonkey®

MEMORIAL HALL

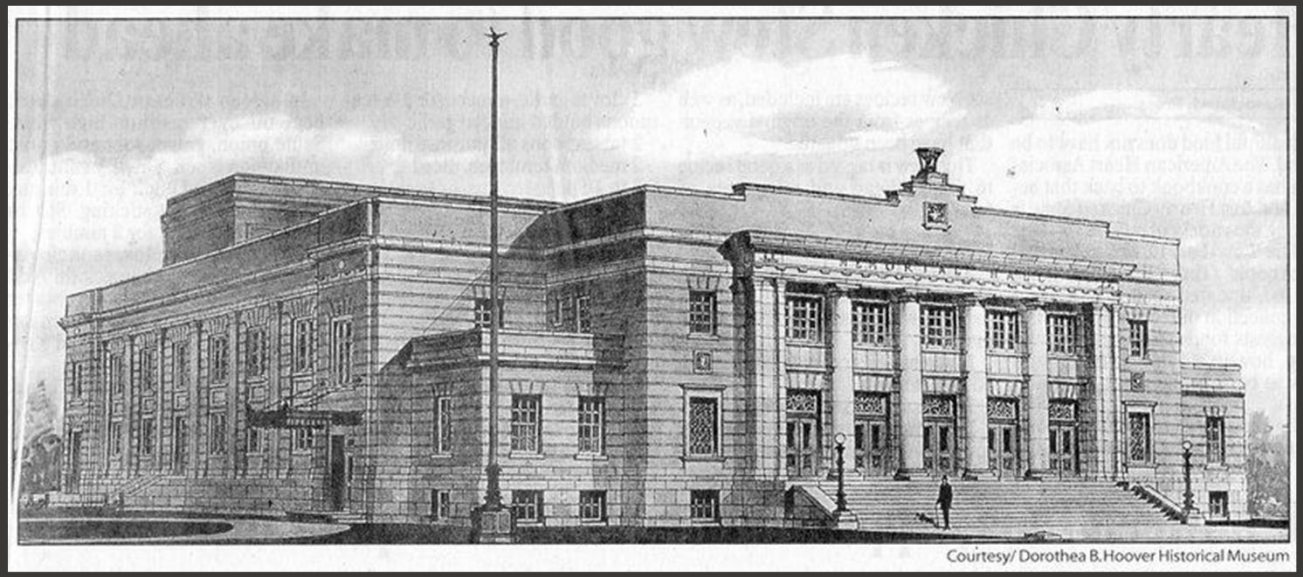
IMAGINING THE FUTURE | RESPECTING THE PAST

sfsarchitecture

HISTORY






Courtesy/ Dorothea B. Hoover Historical Museum





CULTURE


SEE A ROLLER GIRL FOR TICKETS!
-VS-
SATURDAY SEPT 07 2019
Doors Open: 6:00 pm
First Whistle: 7:00 pm
JOPLIN MEMORIAL HALL
212 W 8th St, Joplin, MO 64801


Help us celebrate our 12th birthday!
Mo-Kan Roller Girlz
Birthday Bash
Admission:


LIVE PRO WRESTLING IN JOPLIN
NWL
DAWN OF A NEW ERA






MAY 13TH
HAIRBALL



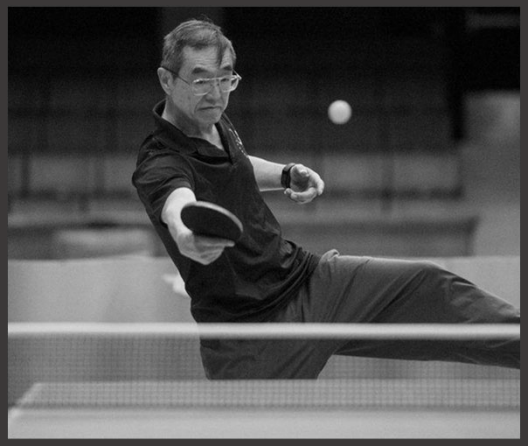
COMMUNITY













FUTURE ...

Full Renovation

New North Entry
- Accessibility + Connectivity

Veteran Exhibits and Recognition

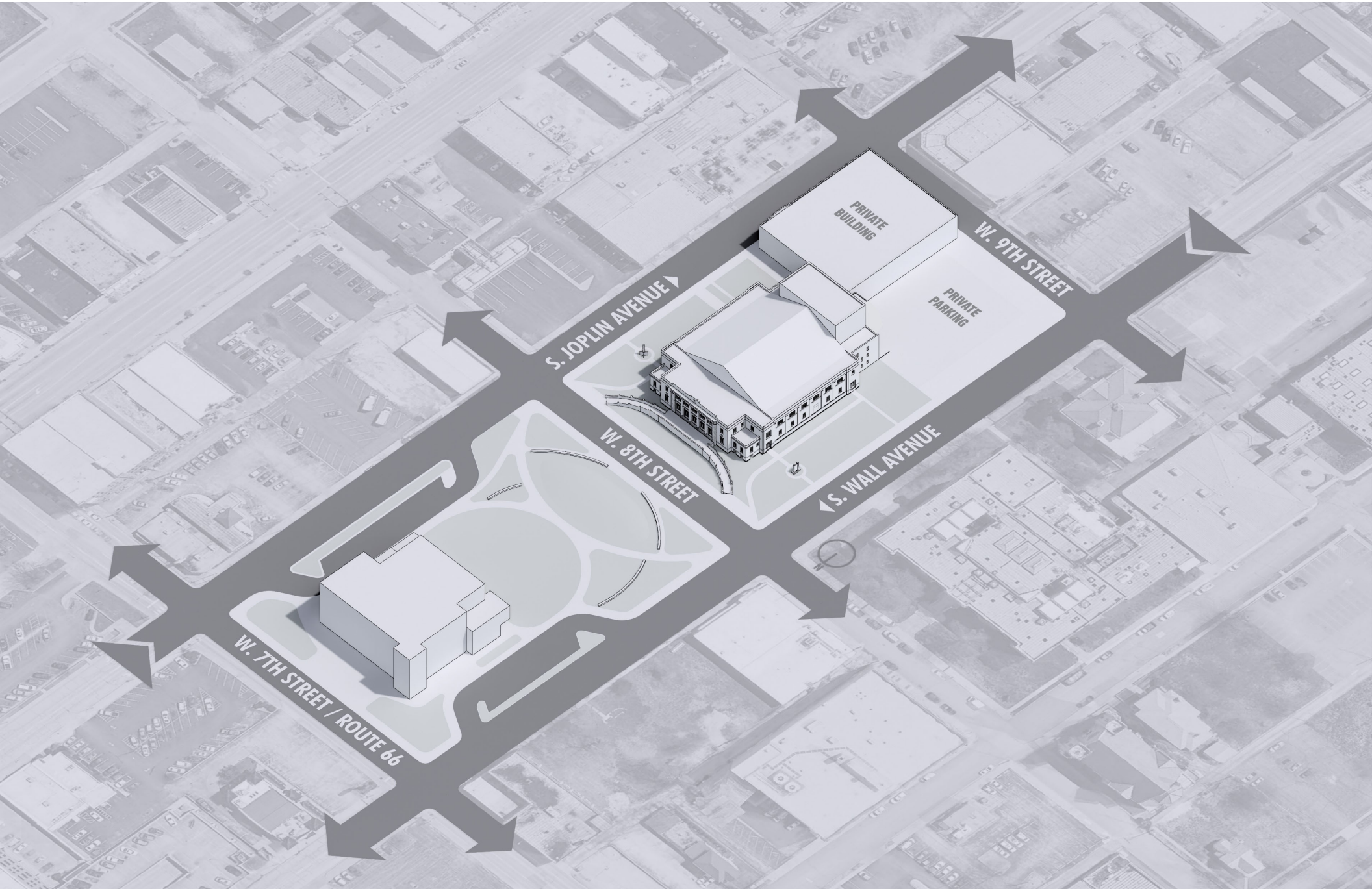
Flexible Seating in Performance Space
- Concerts and Events
- Banquets and Tradeshows
- Recreation Opportunities

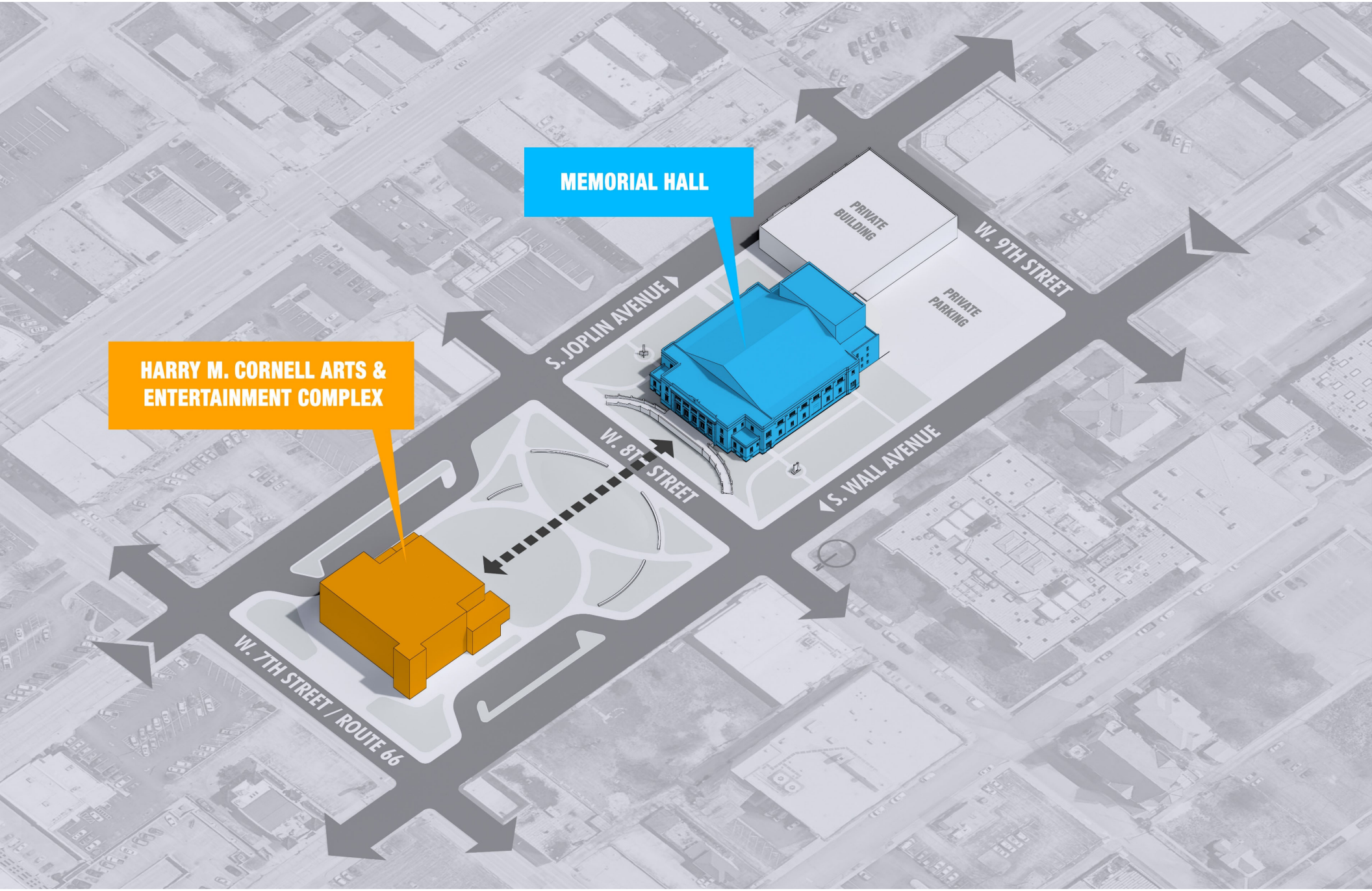
Multi-Purpose Spaces

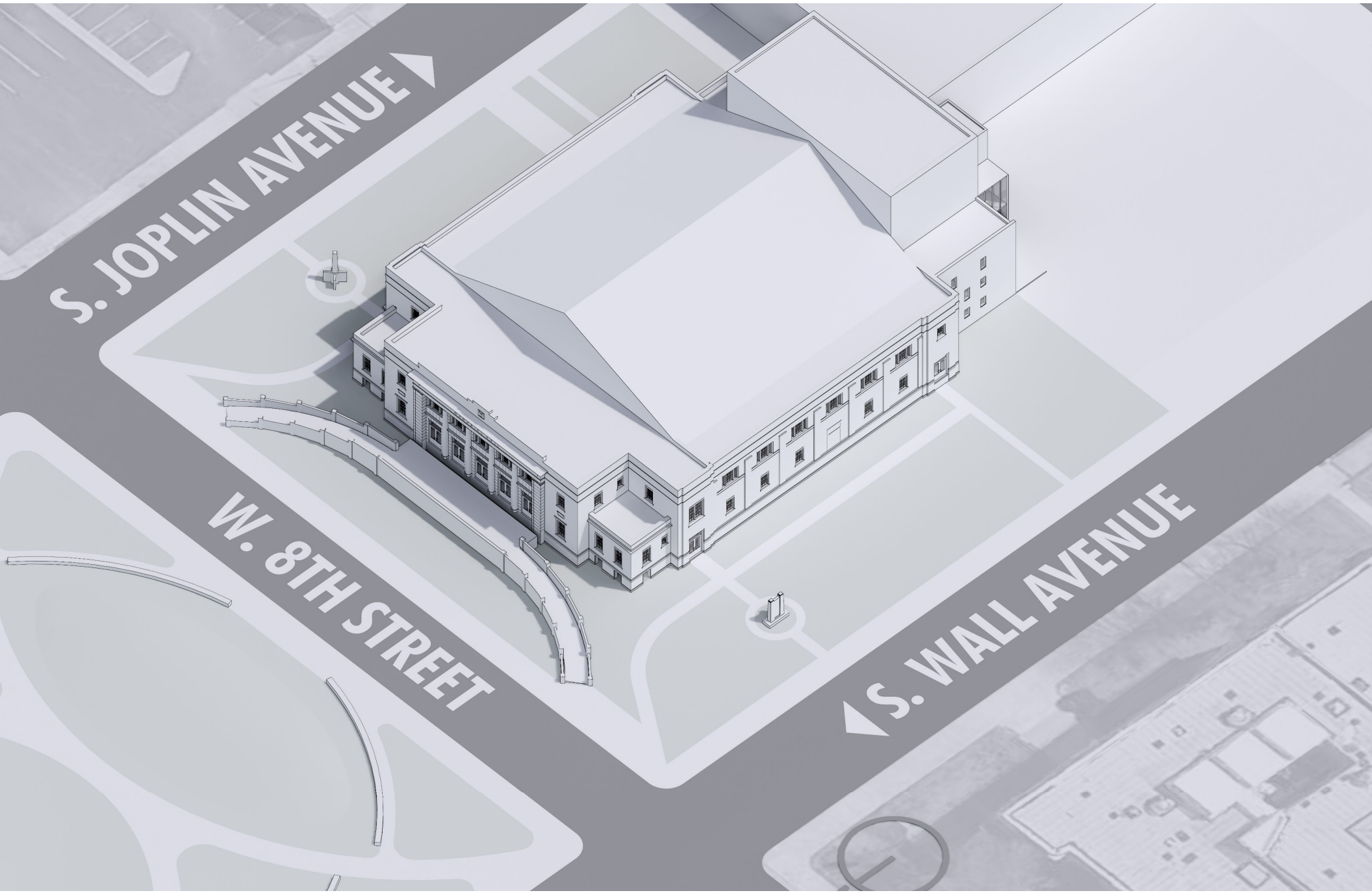
Building Addition

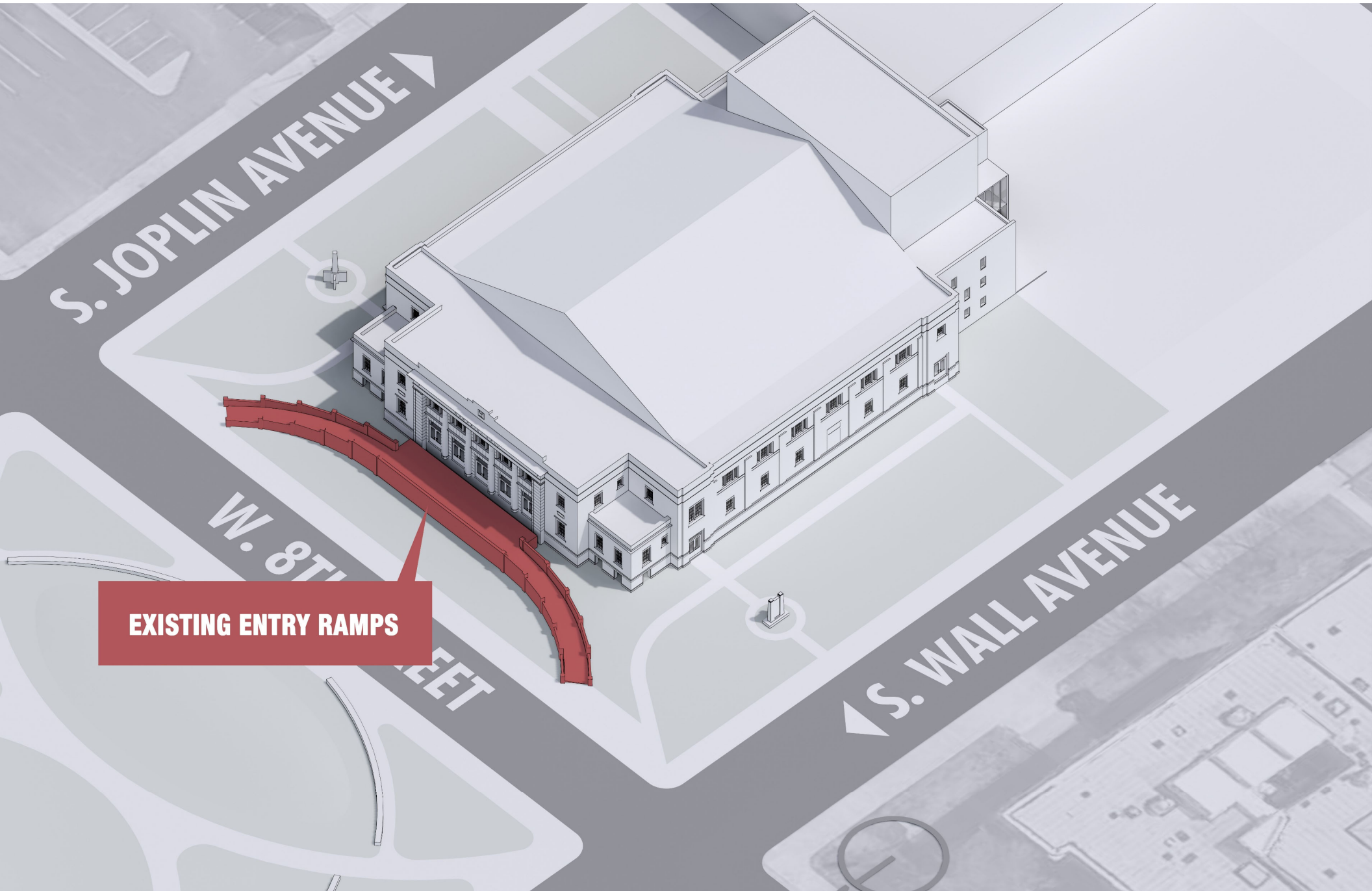
Expanded Meeting and Program Spaces

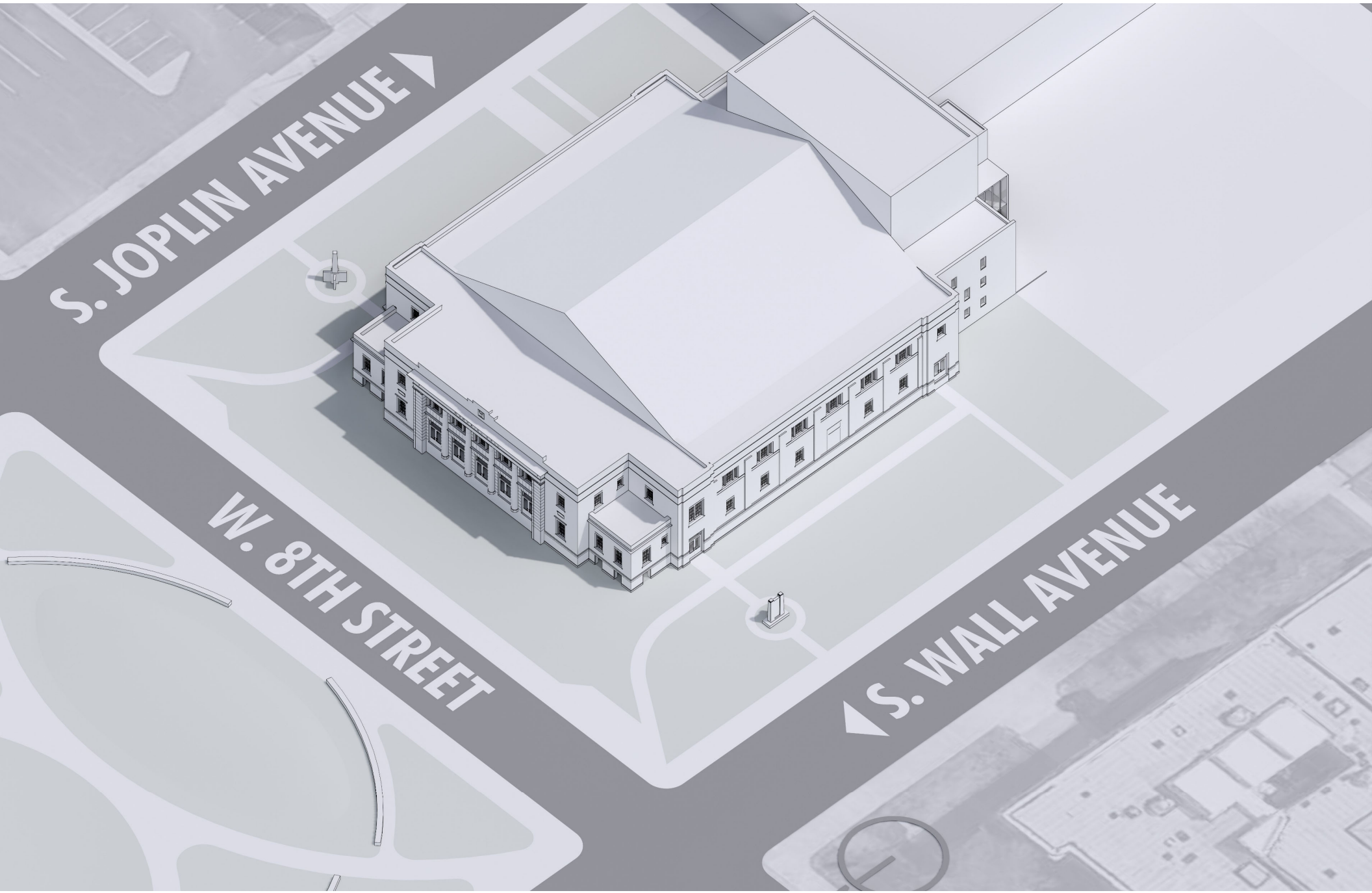


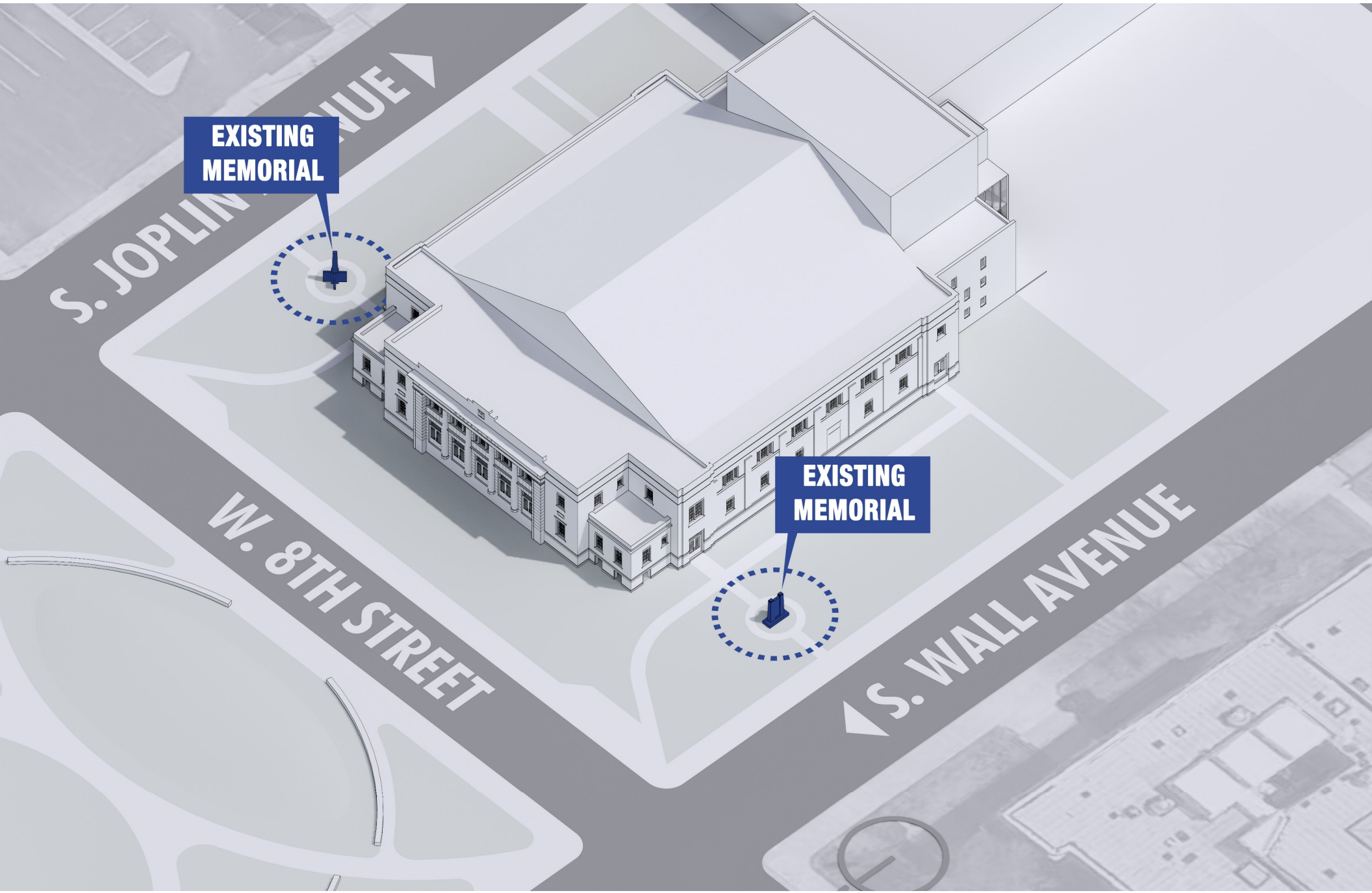

PRIVATE BUILDING
PRIVATE PARKING
S. JOPLIN AVENUE
W. 9TH STREET
W. 8TH STREET
S. WALL AVENUE
W. 7TH STREET / ROUTE 66

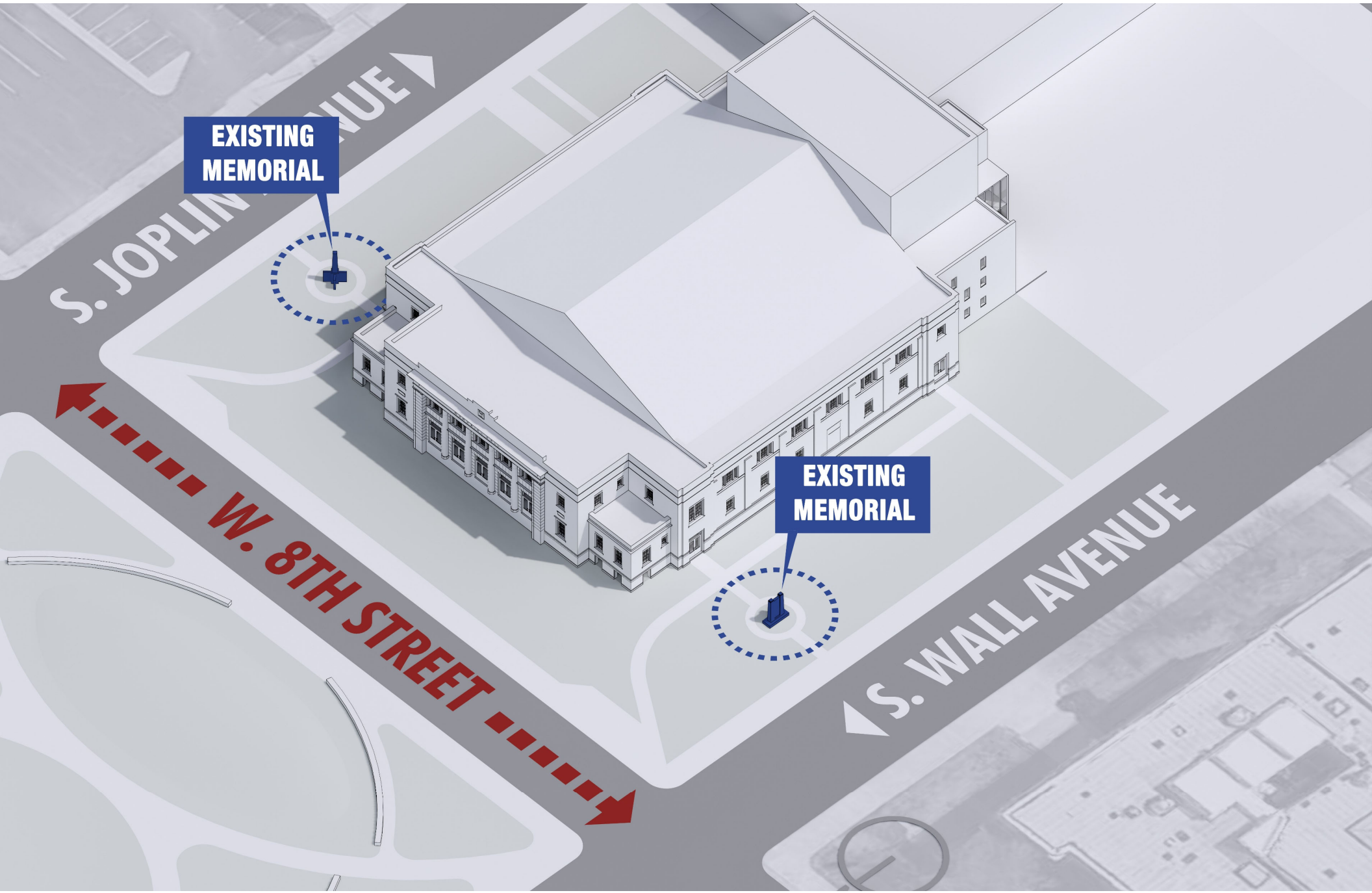

MEMORIAL HALL
HARRY M. CORNELL ARTS & ENTERTAINMENT COMPLEX
PRIVATE BUILDING
PRIVATE PARKING
S. JOPLIN AVENUE
W. 9TH STREET
W. 8TH STREET
S. WALL AVENUE
W. 7TH STREET / ROUTE 66

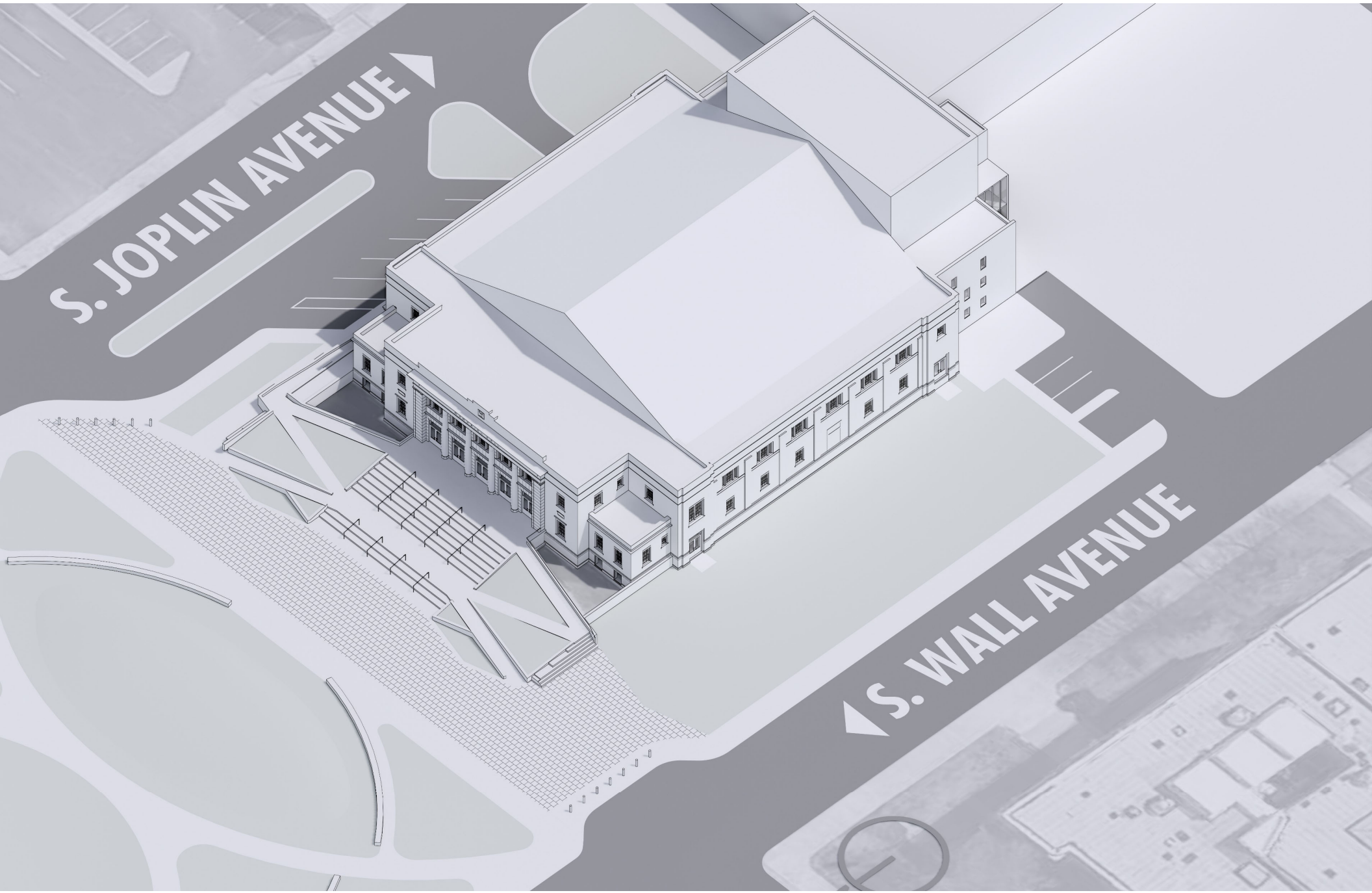

S. JOPLIN AVENUE
W. 8TH STREET
S. WALL AVENUE

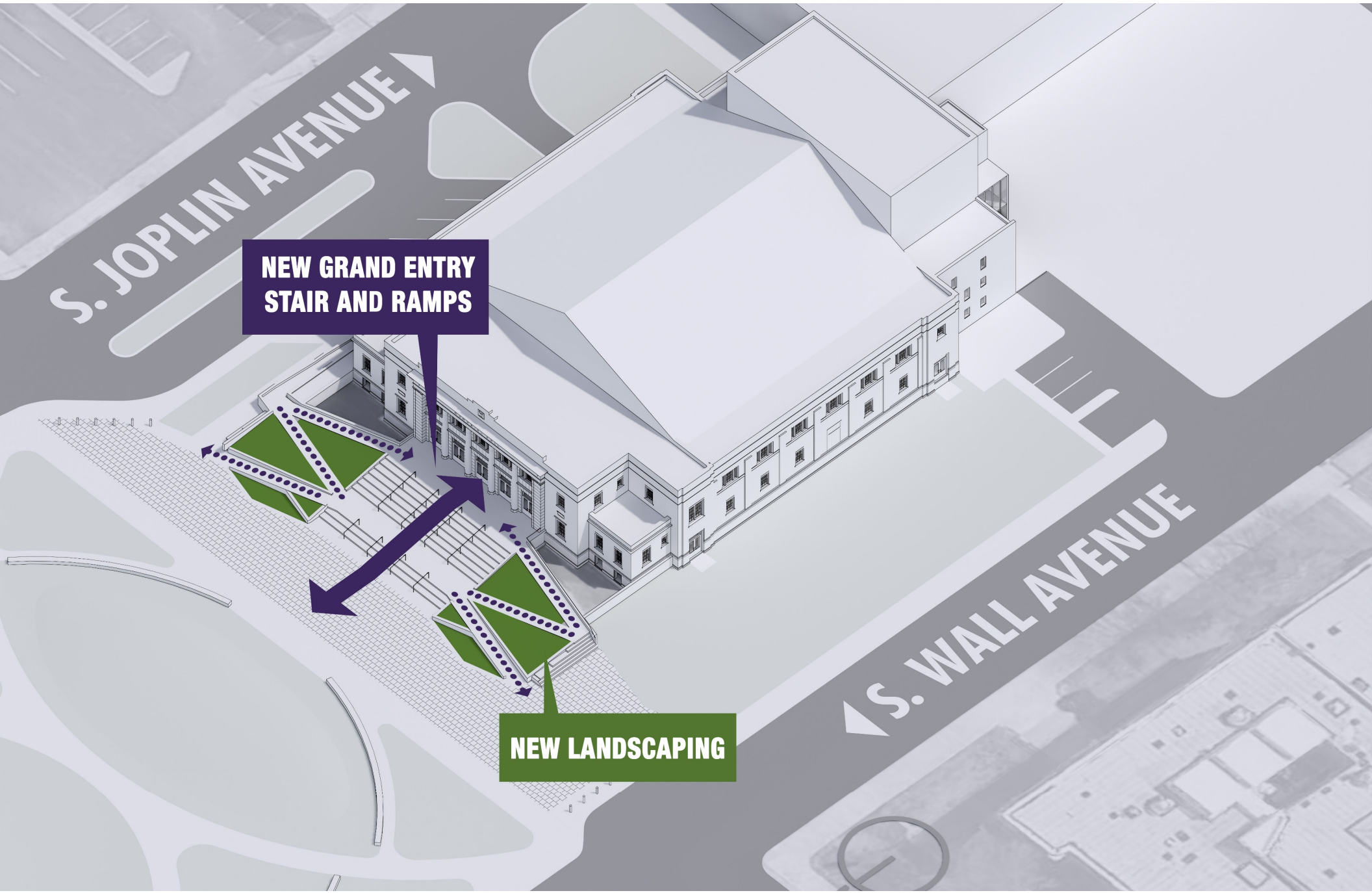

S. JOPLIN AVENUE
W. 8TH STREET
S. WALL AVENUE
EXISTING ENTRY RAMPS

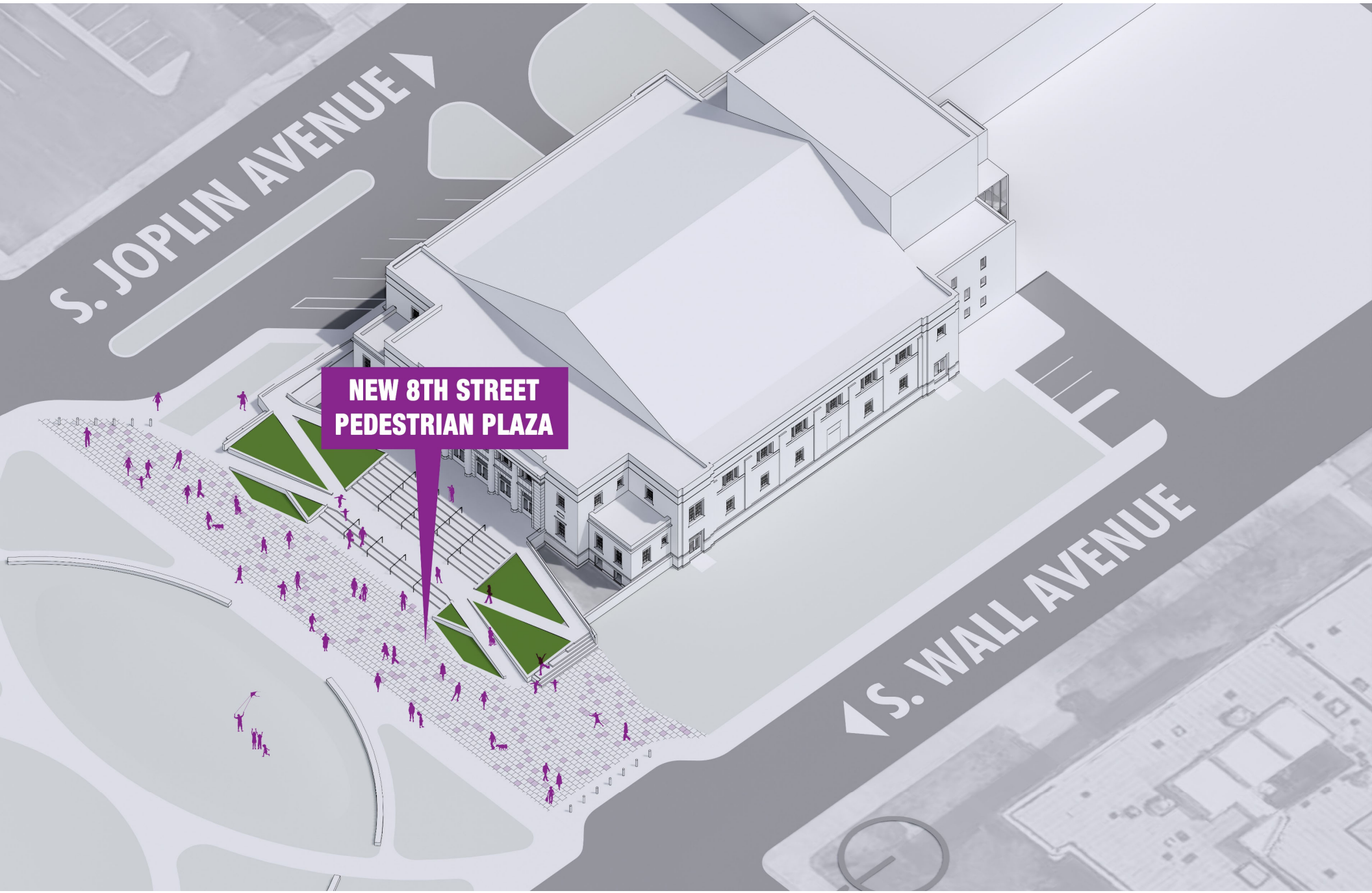

S. JOPLIN AVENUE
W. 8TH STREET
S. WALL AVENUE

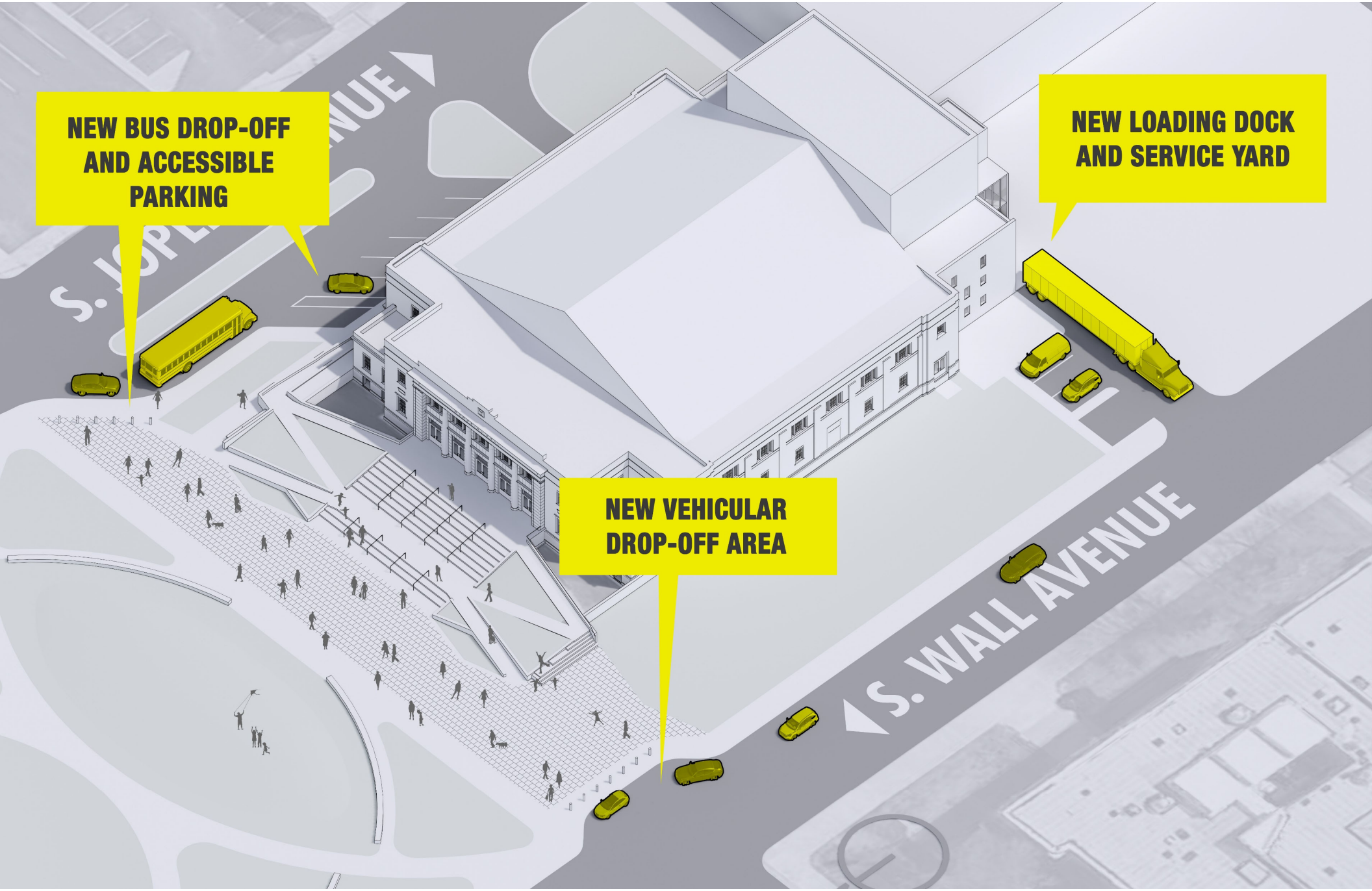

EXISTING MEMORIAL
EXISTING MEMORIAL
W. 8TH STREET
S. WALL AVENUE

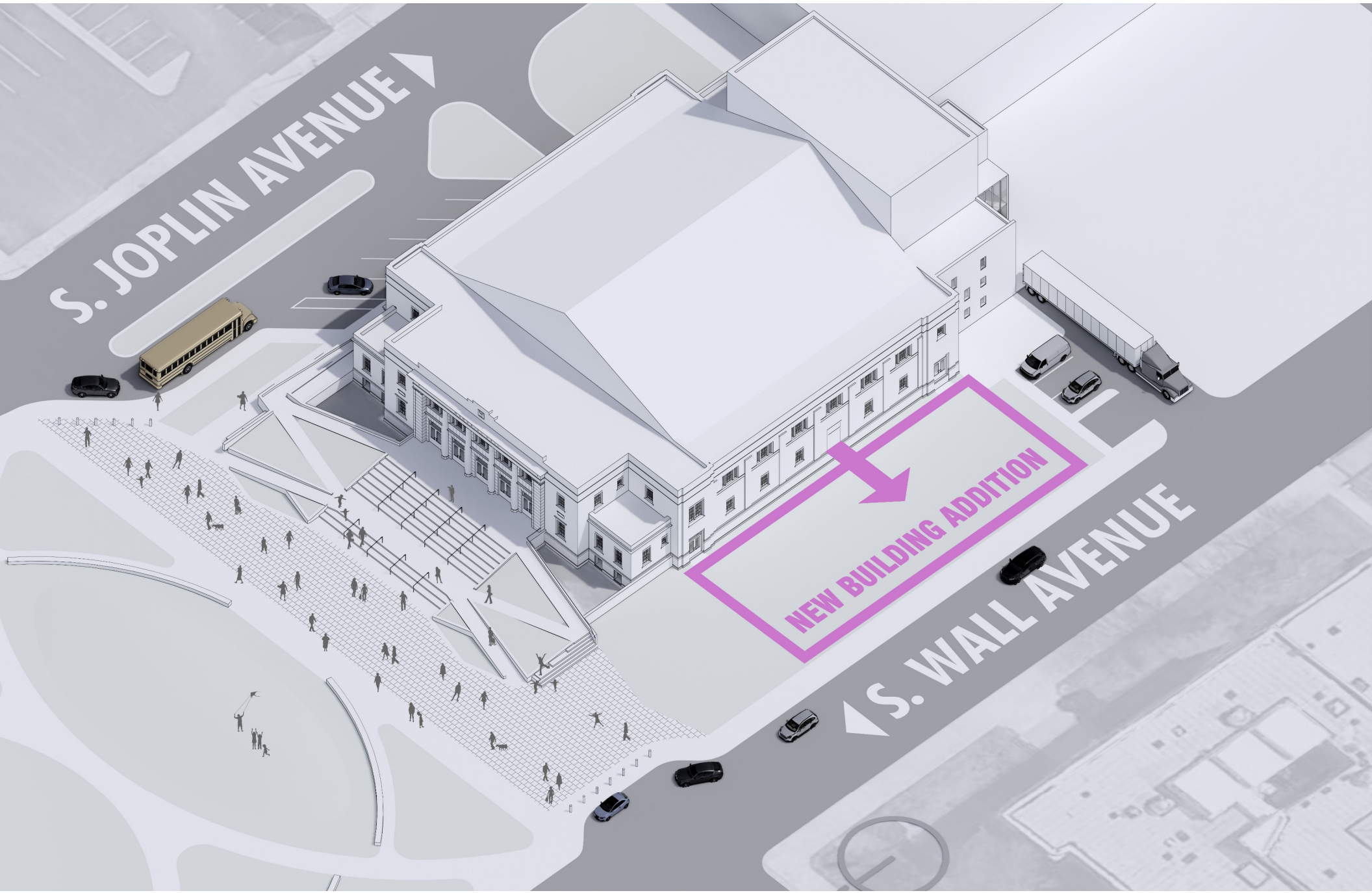

EXISTING MEMORIAL
EXISTING MEMORIAL
W. 8TH STREET
S. WALL AVENUE

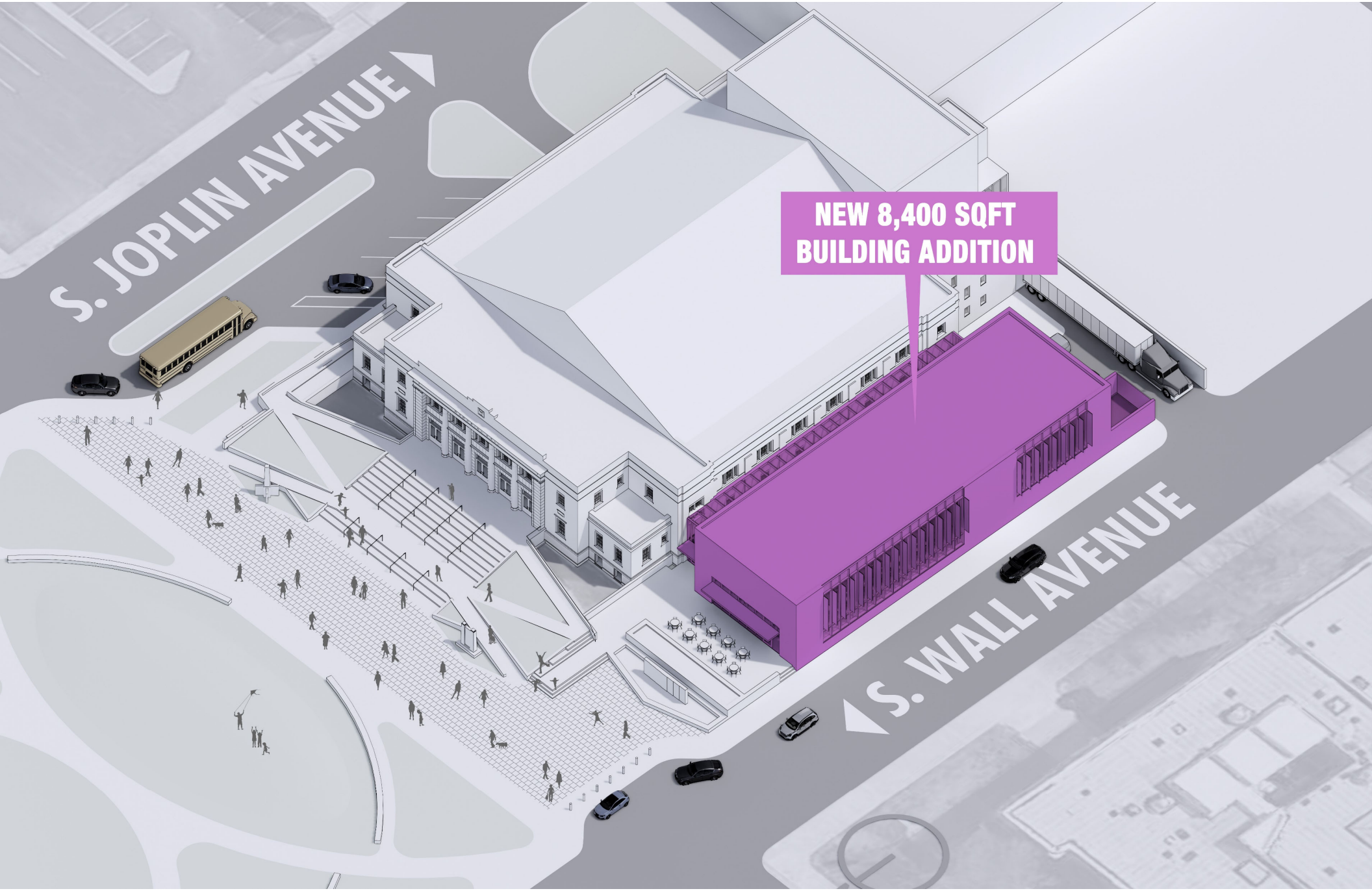

S. JOPLIN AVENUE
S. WALL AVENUE

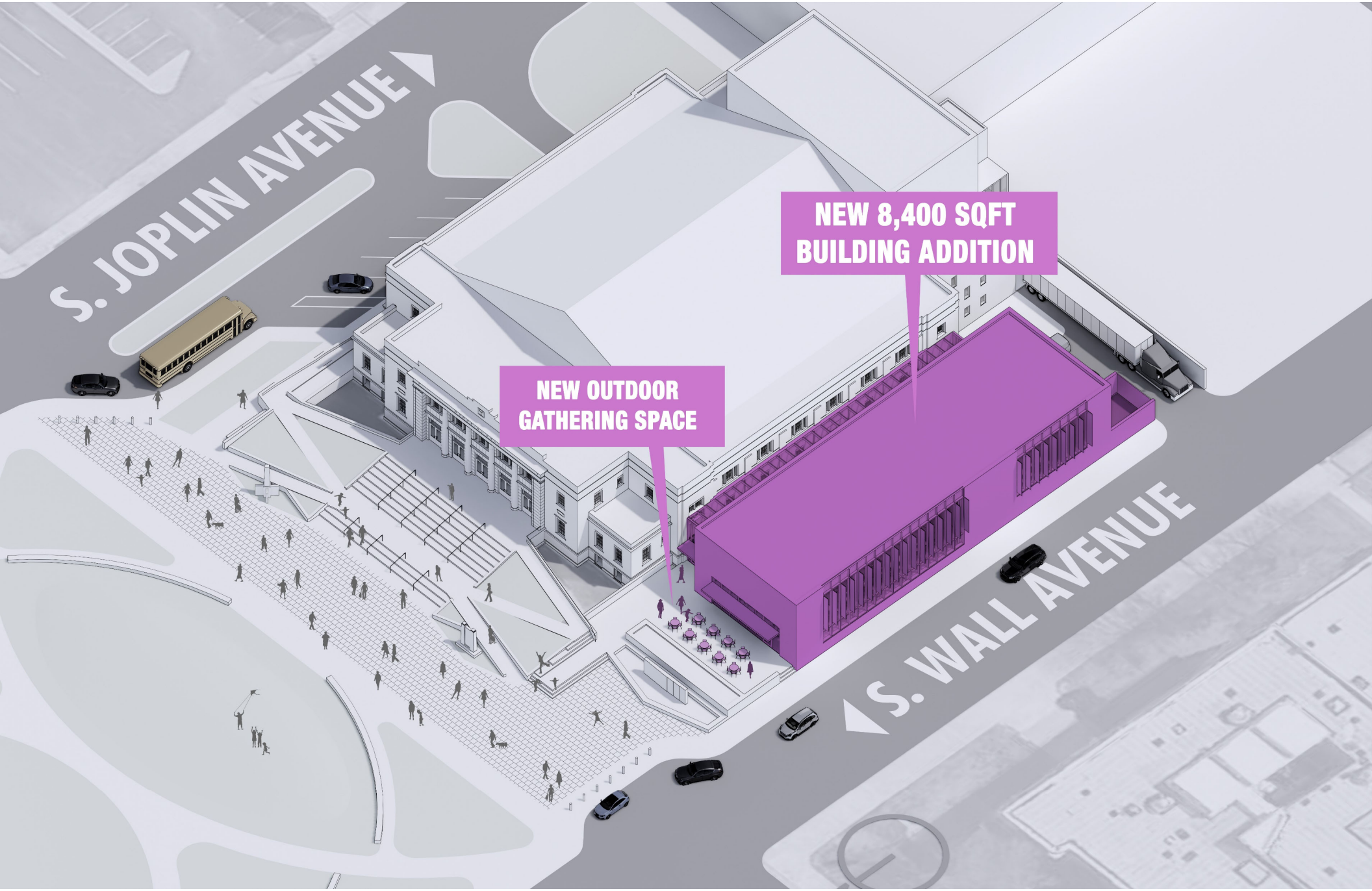

S. JOPLIN AVENUE
NEW GRAND ENTRY
STAIR AND RAMPS
NEW LANDSCAPING
S. WALL AVENUE

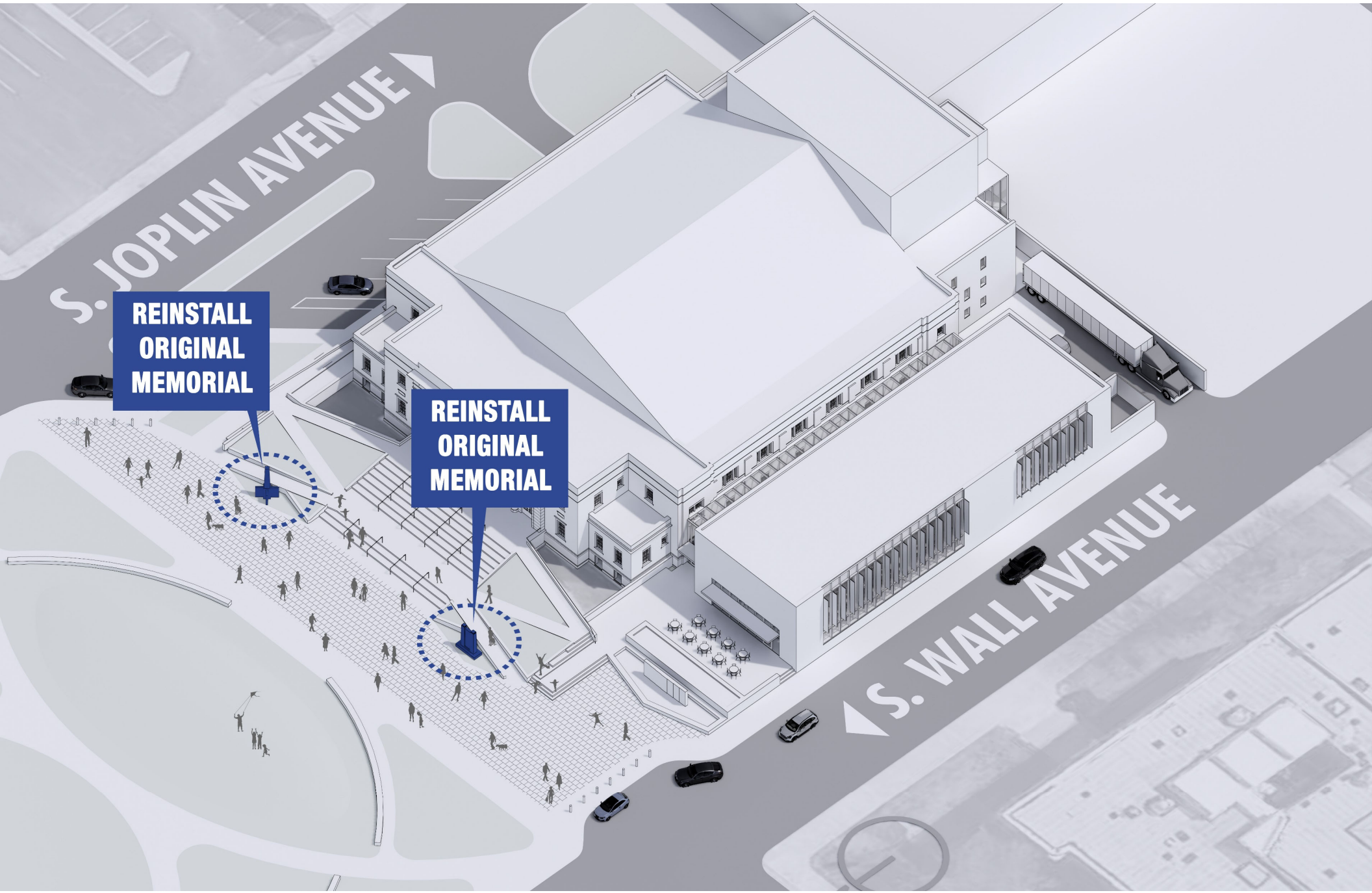

S. JOPLIN AVENUE
NEW 8TH STREET
PEDESTRIAN PLAZA
S. WALL AVENUE

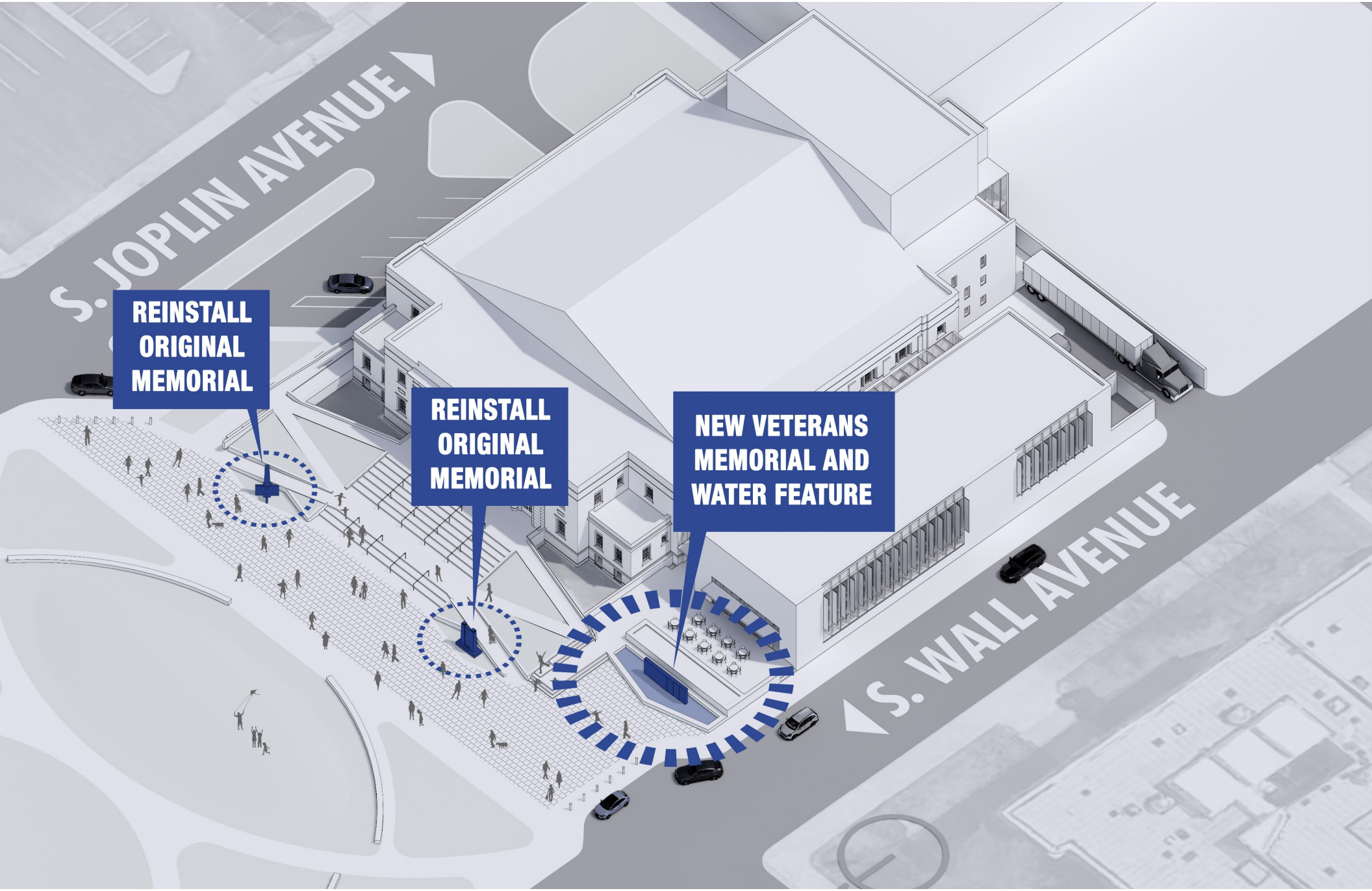

NEW BUS DROP-OFF AND ACCESSIBLE PARKING
NEW LOADING DOCK AND SERVICE YARD
NEW VEHICULAR DROP-OFF AREA
S. WALL AVENUE


S. JOPLIN AVENUE
NEW BUILDING ADDITION
S. WALL AVENUE


S. JOPLIN AVENUE
NEW 8,400 SQFT
BUILDING ADDITION
S. WALL AVENUE


S. JOPLIN AVENUE
NEW 8,400 SQFT
BUILDING ADDITION
NEW OUTDOOR
GATHERING SPACE
S. WALL AVENUE


S. JOPLIN AVENUE
REINSTALL ORIGINAL MEMORIAL
REINSTALL ORIGINAL MEMORIAL
S. WALL AVENUE


S. JOPLIN AVENUE
REINSTALL ORIGINAL MEMORIAL
REINSTALL ORIGINAL MEMORIAL
NEW VETERANS MEMORIAL AND WATER FEATURE
S. WALL AVENUE


USDA ORGANIC
USDA ORGANIC

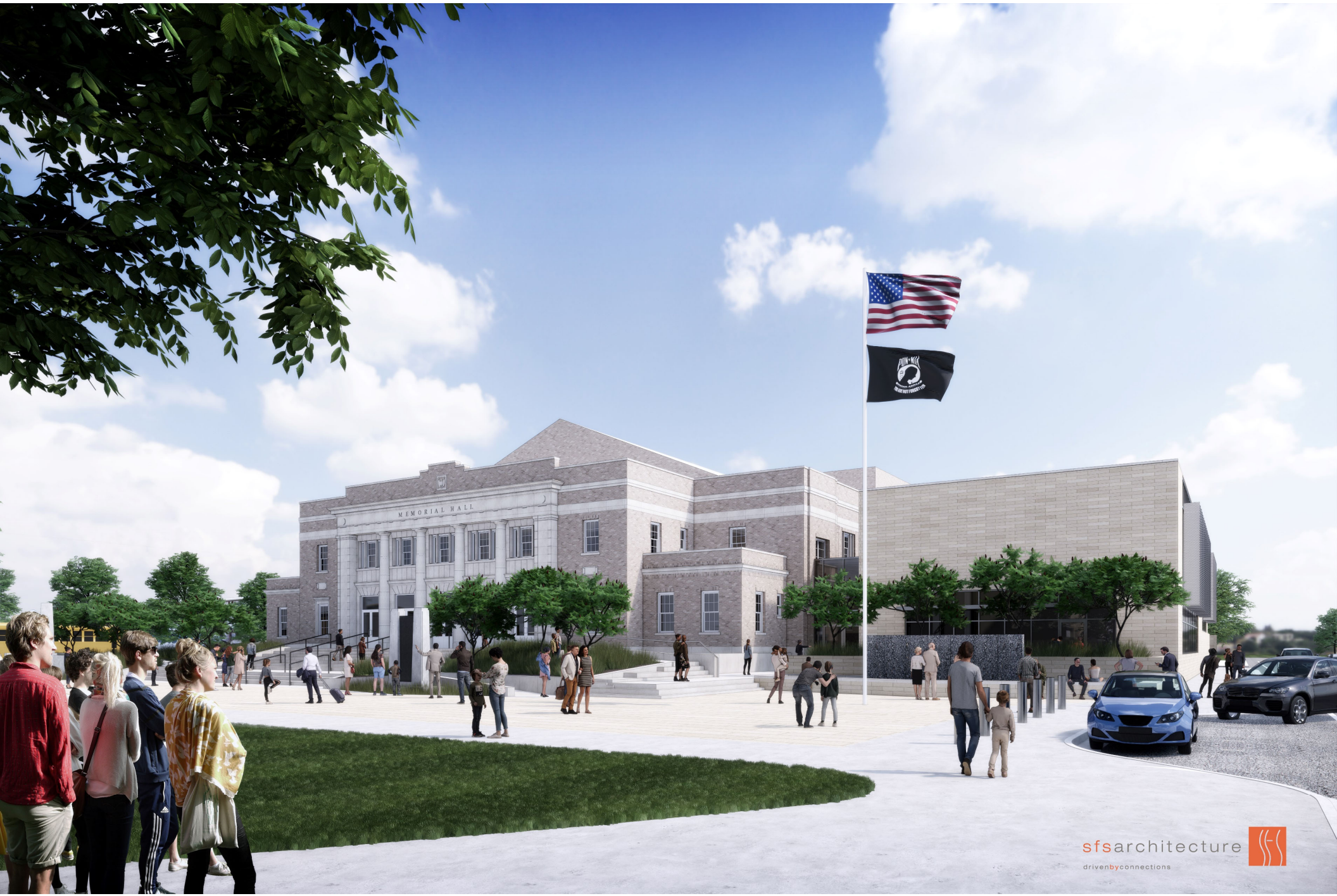


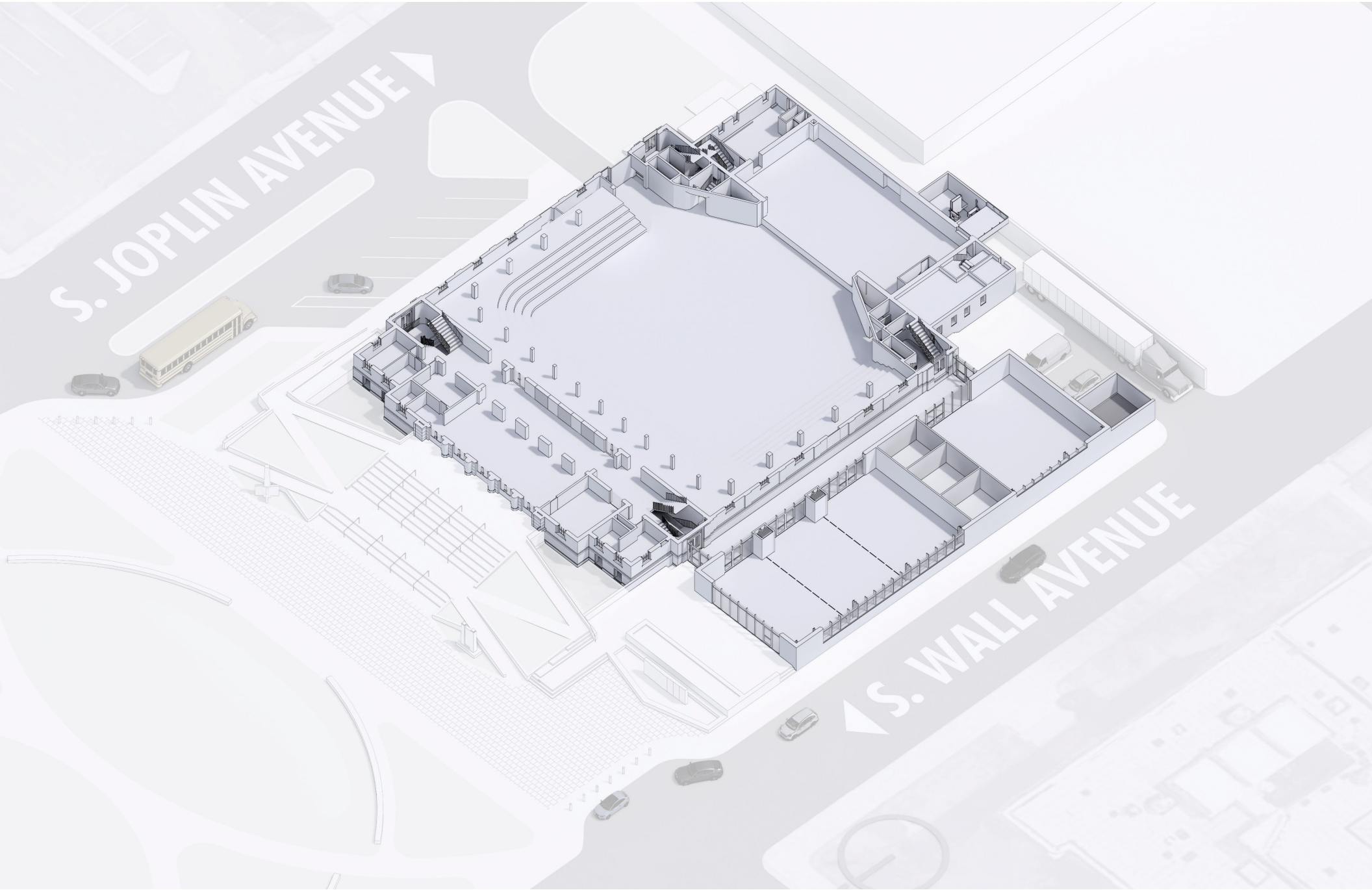

IN MEMORY OF
OUR HEROIC
COMBAT DEAD
OF THE
KOREAN
AND
VIETNAM
CONFLICTS

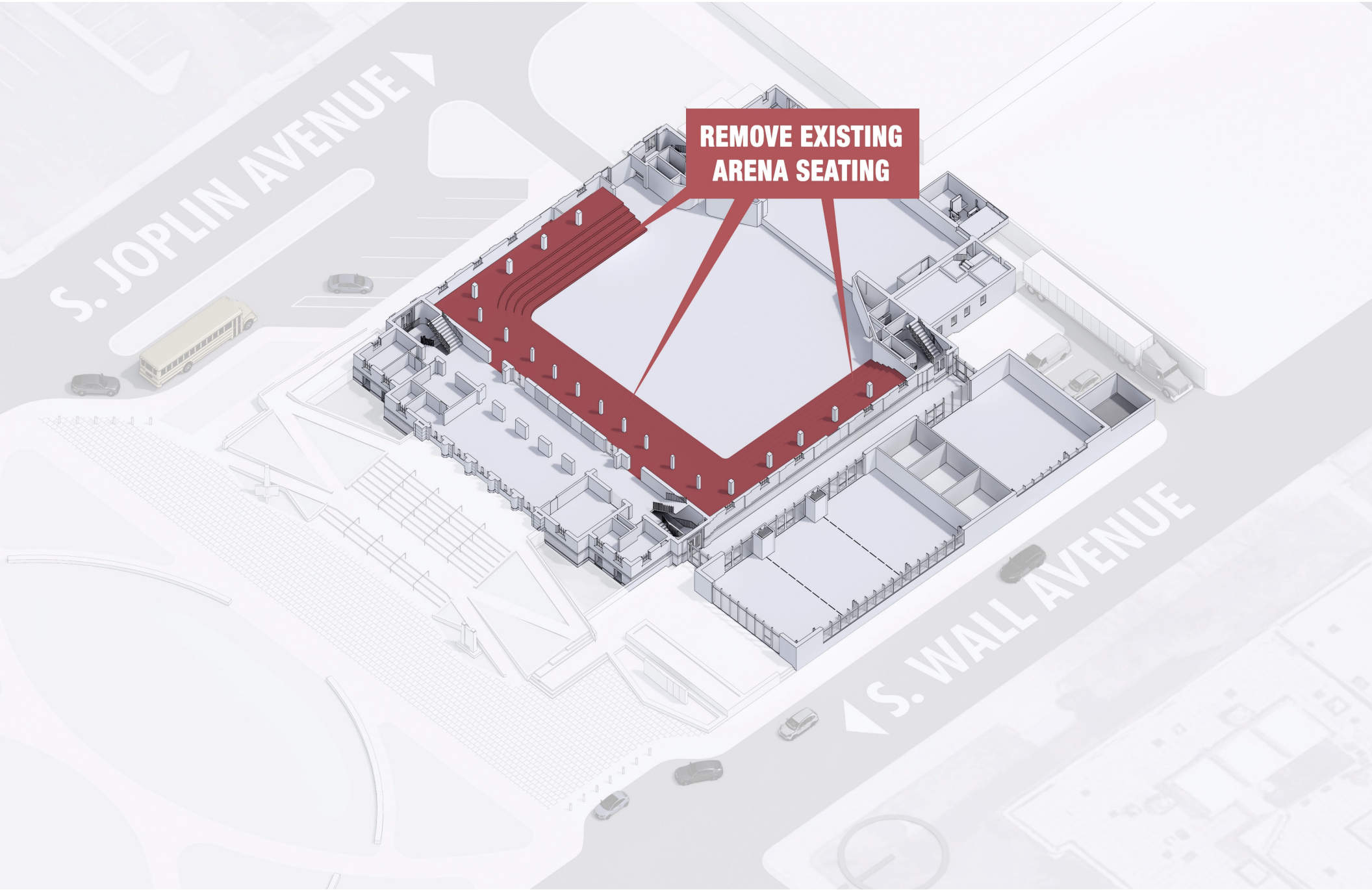

Order Korean BBQ
STOP
CHALK

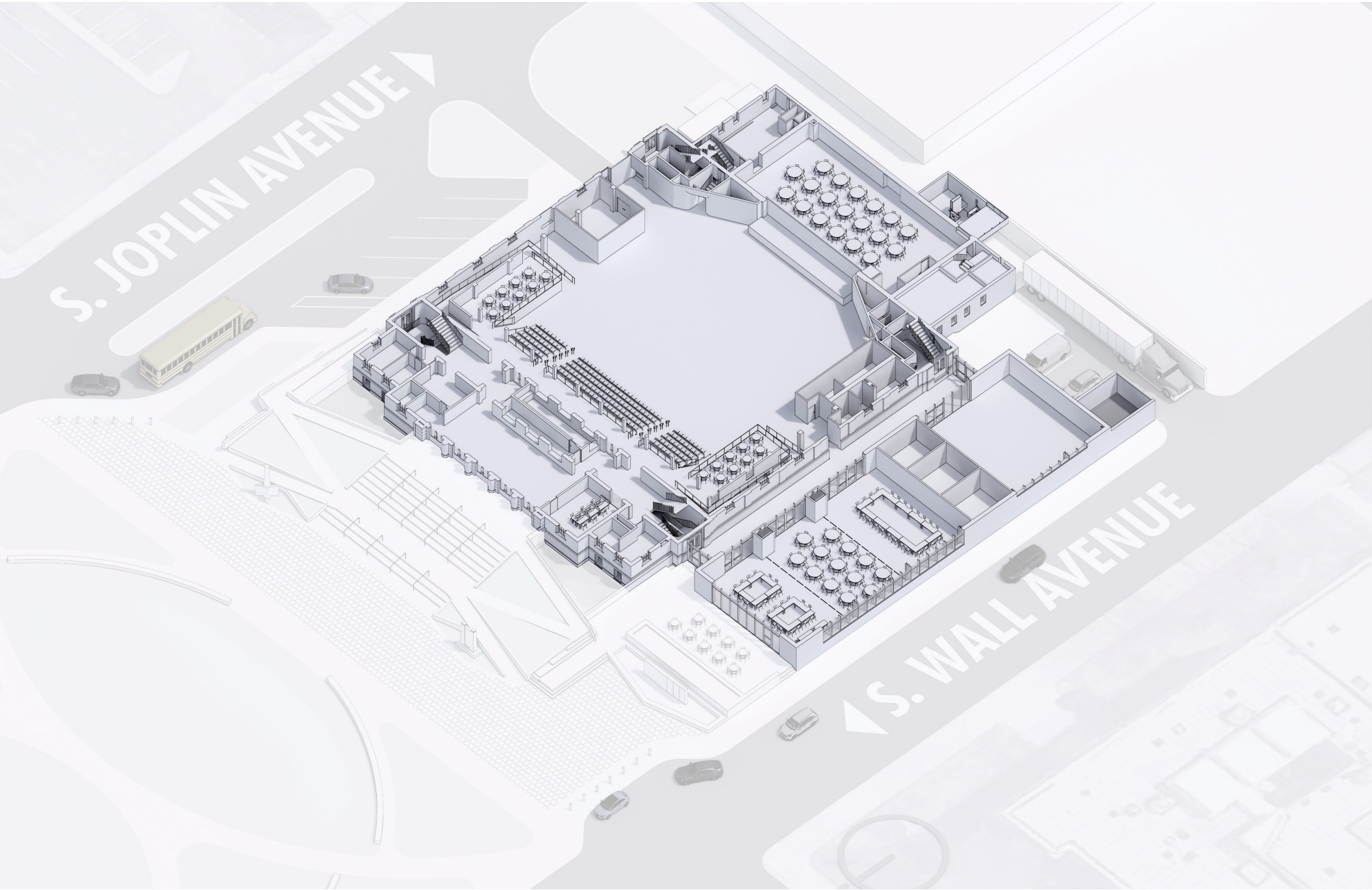

MEMORIAL HALL
sfsarchitecture
drivenbyconnections

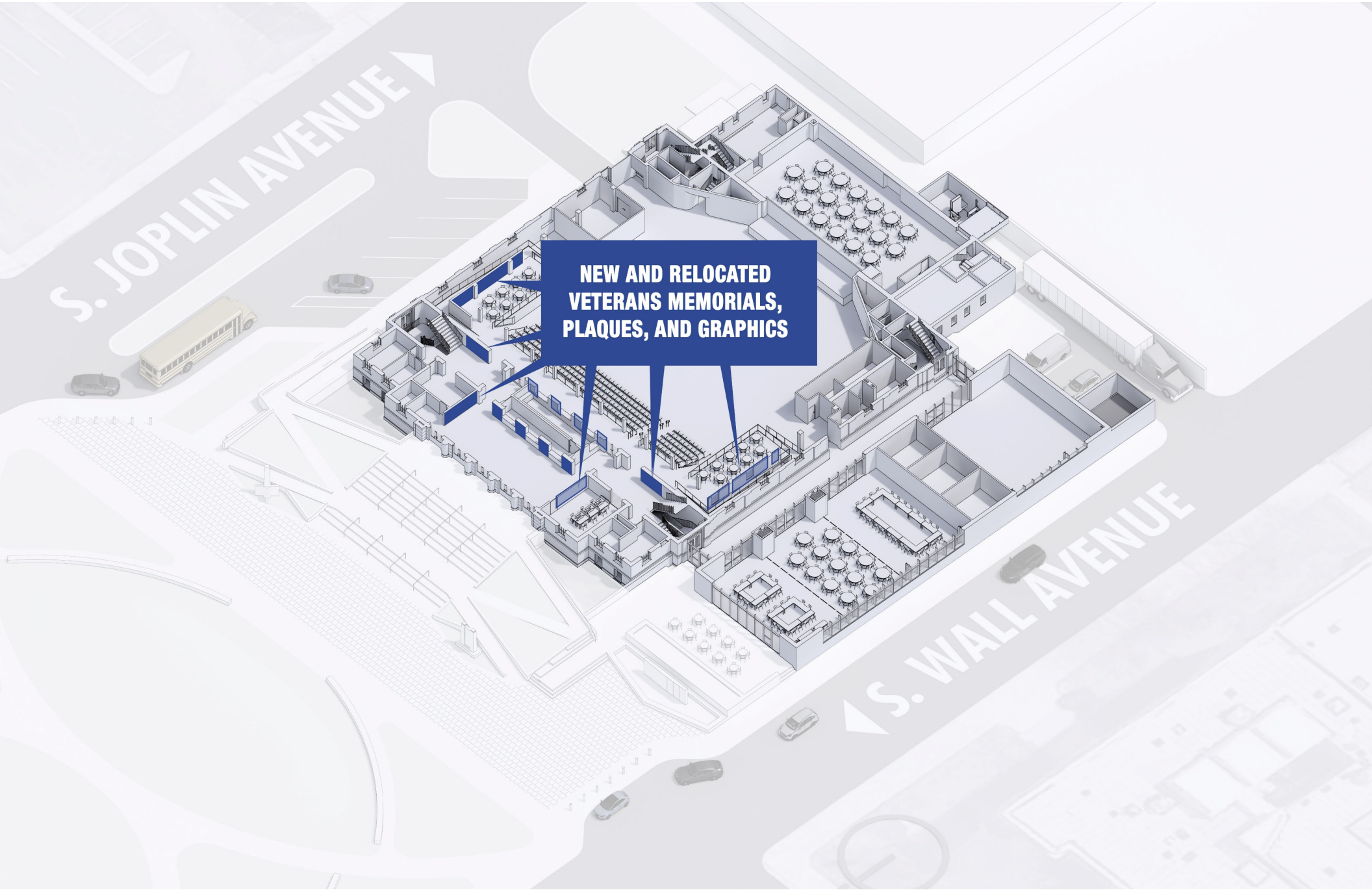

sfsarchitecture
drivenbyconnections

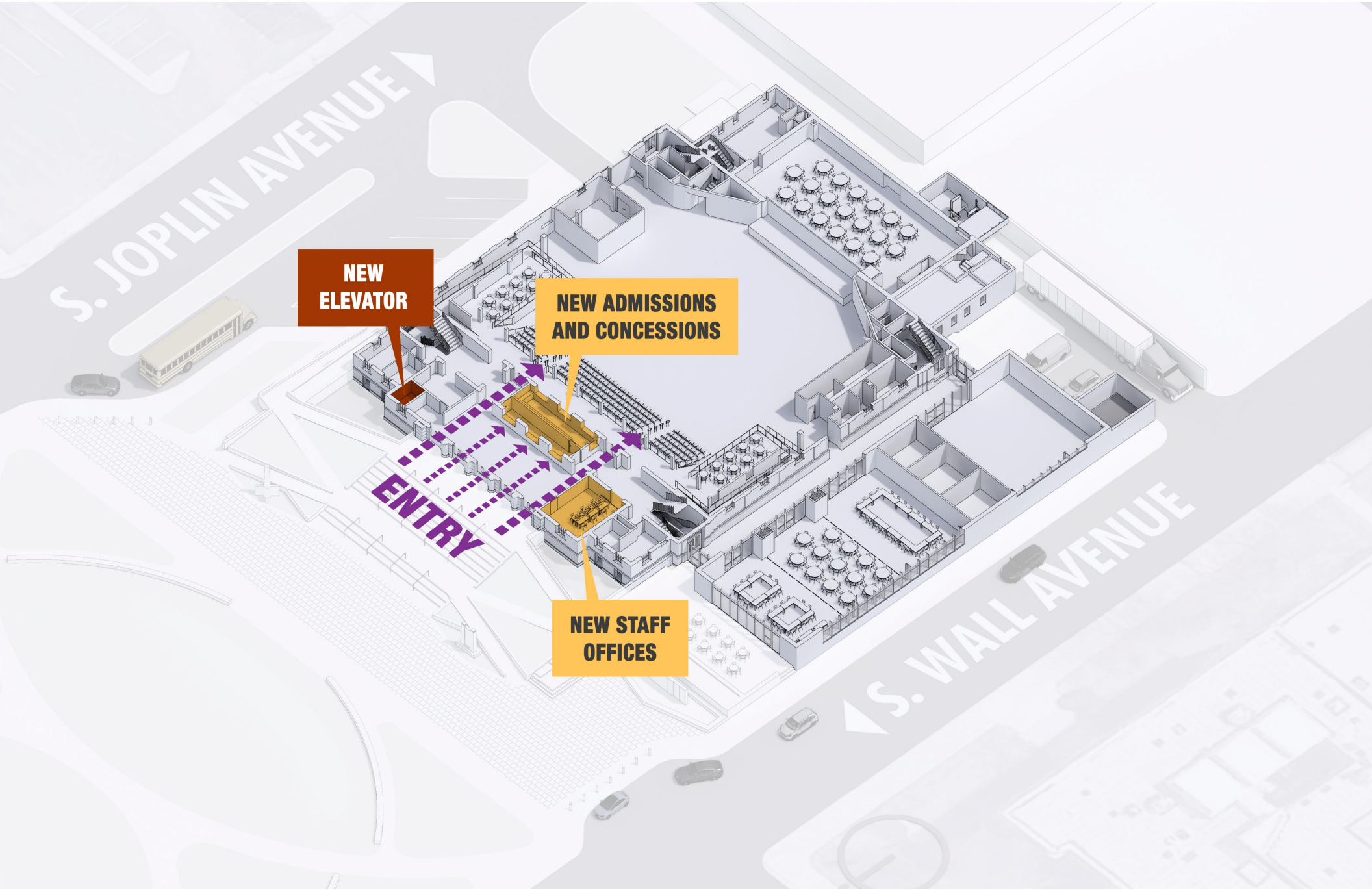

MEMORIAL HALL
sfsarchitecture
drivenbyconnections

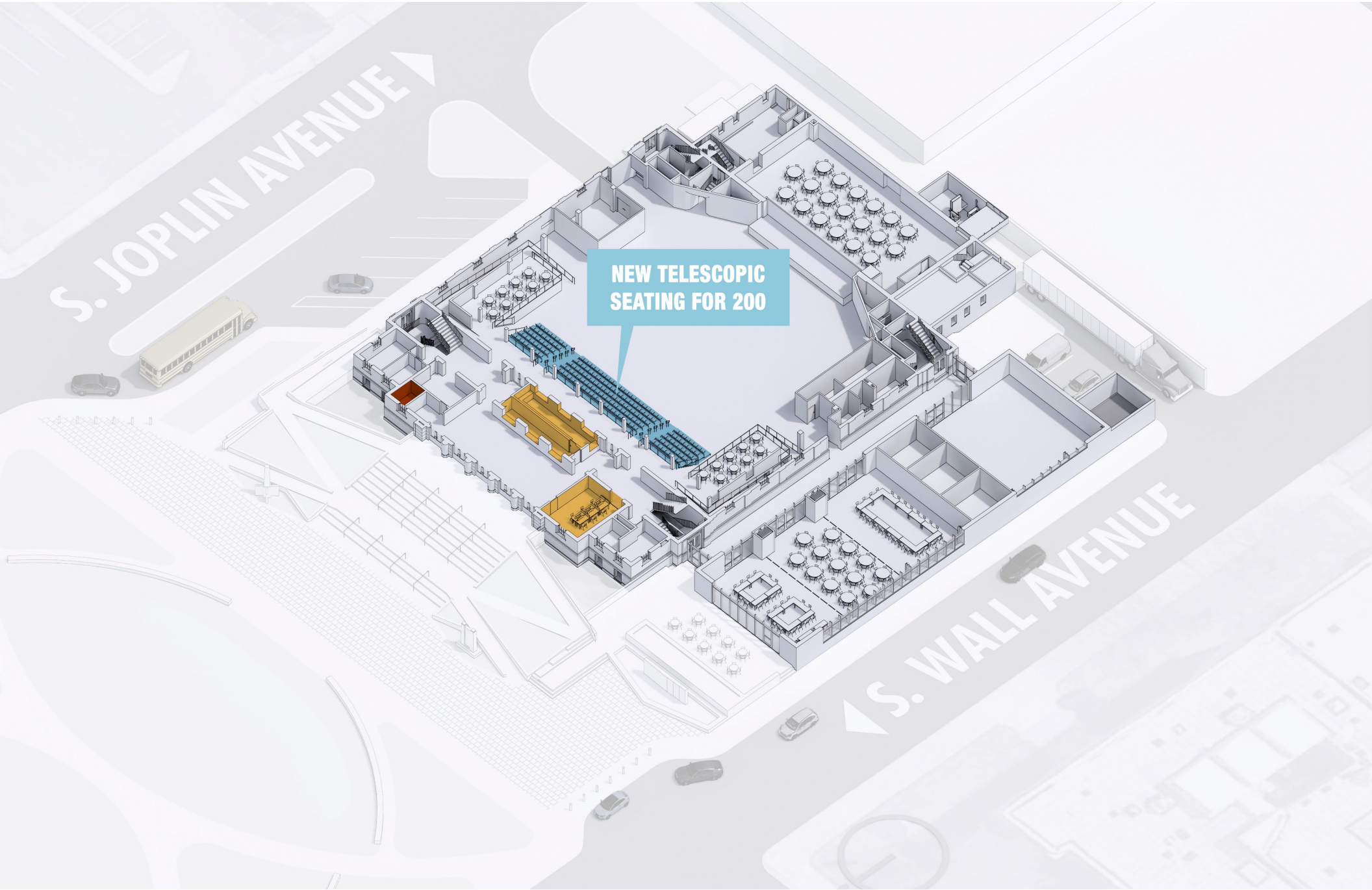

S. JOPLIN AVENUE
S. WALL AVENUE

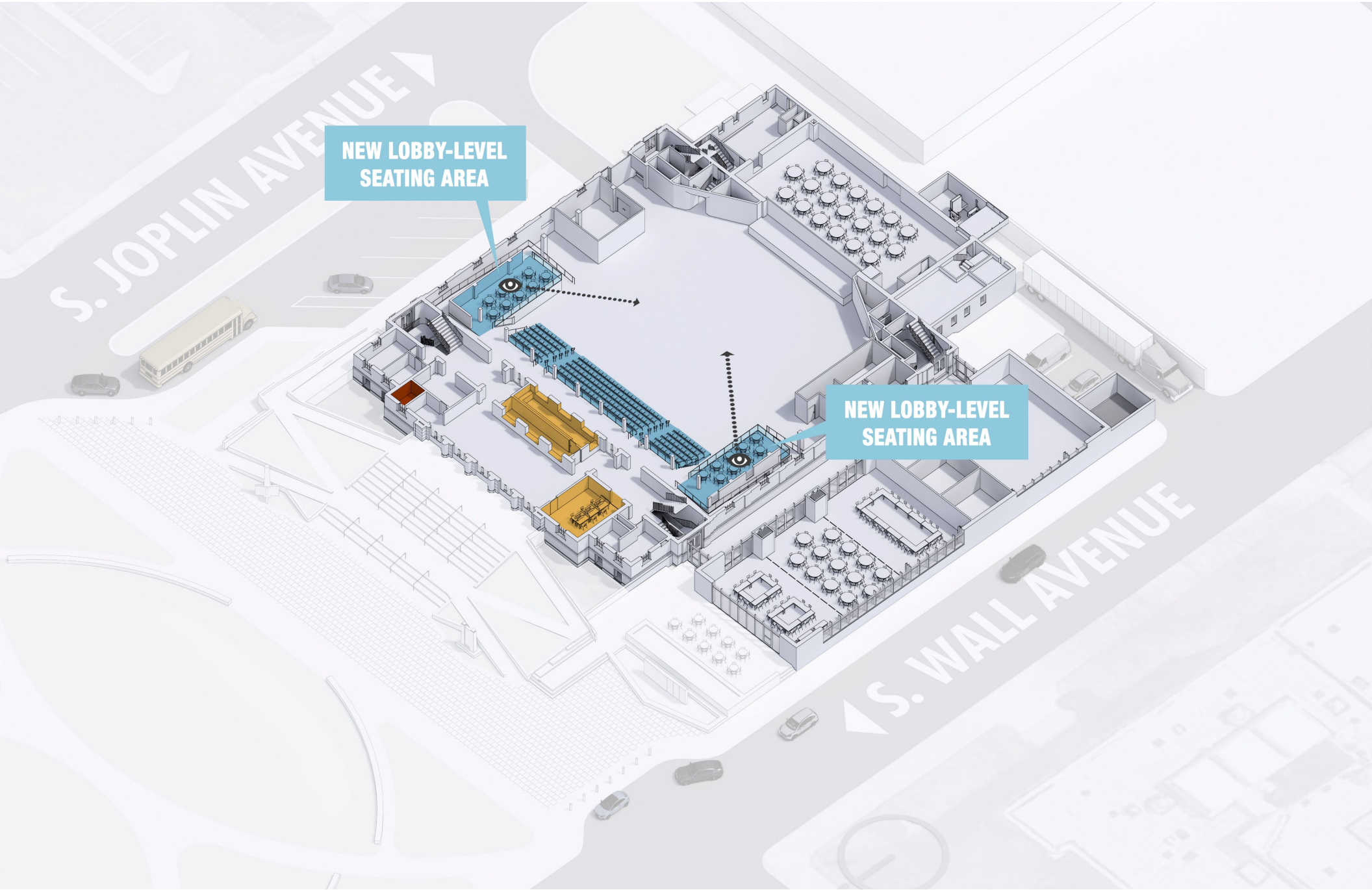

REMOVE EXISTING
ARENA SEATING
S. JOPLIN AVENUE
S. WALL AVENUE

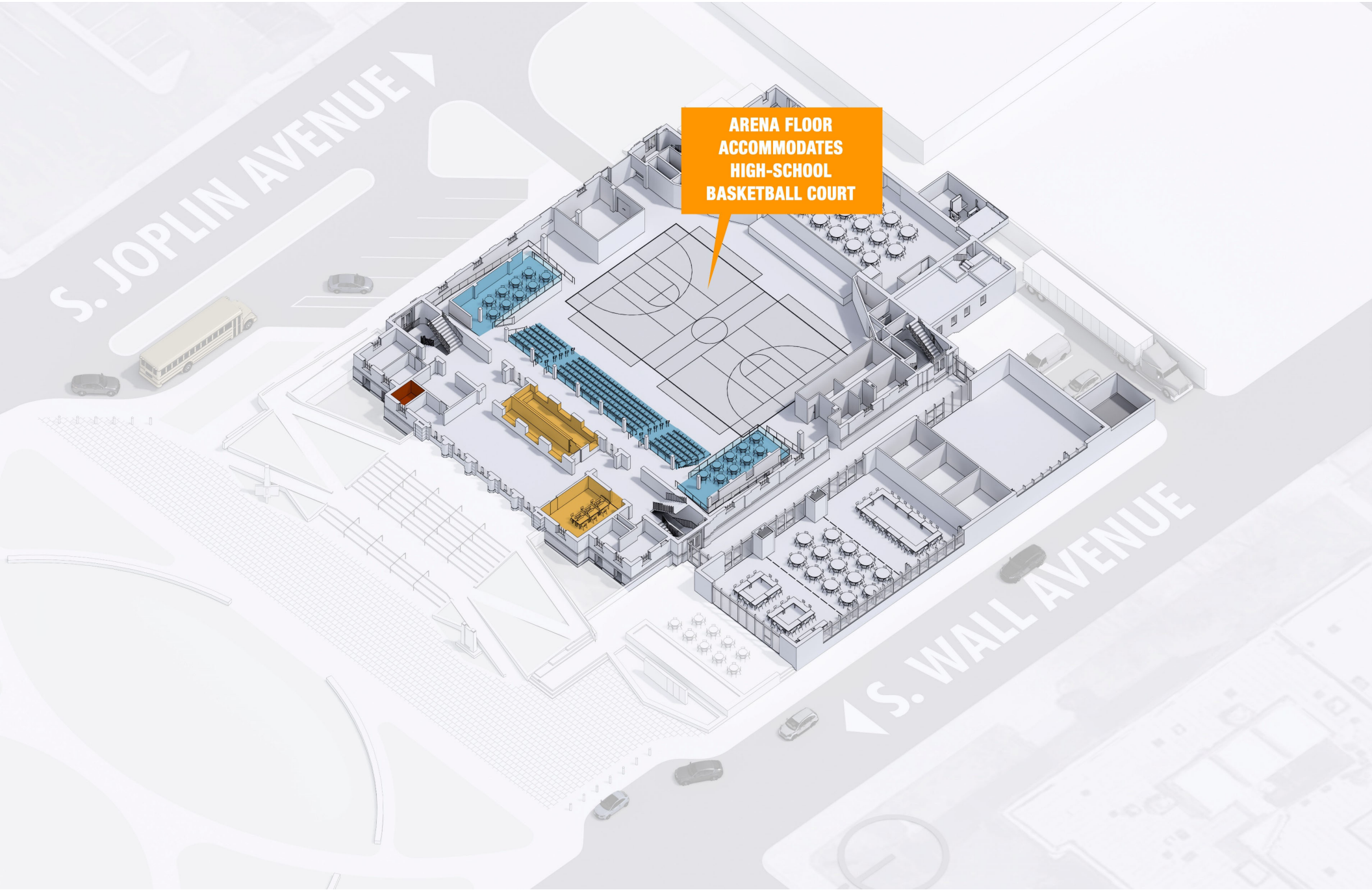

S. JOPLIN AVENUE
S. WALL AVENUE

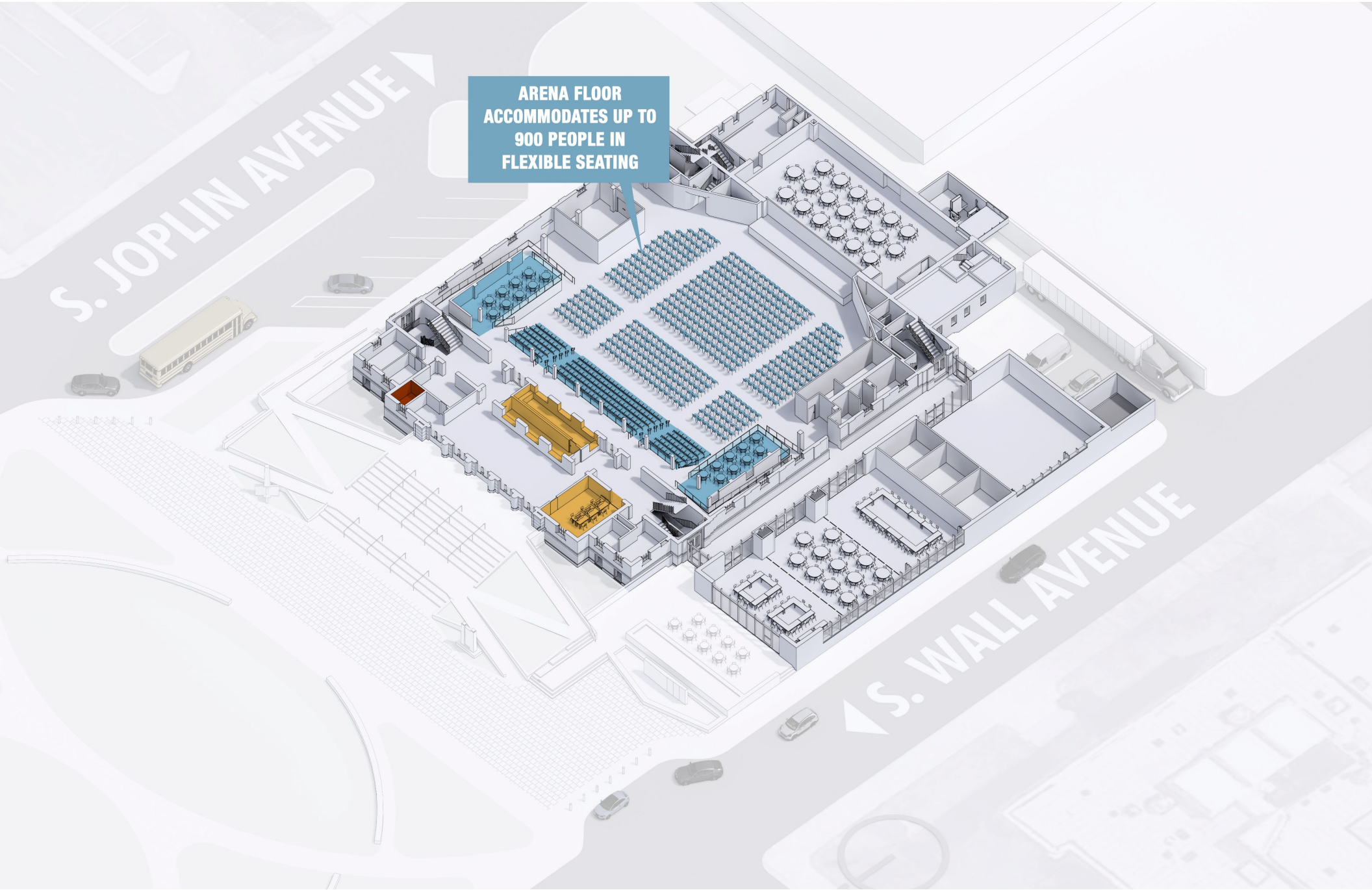

S. JOPLIN AVENUE
NEW AND RELOCATED
VETERANS MEMORIALS,
PLAQUES, AND GRAPHICS
S. WALL AVENUE

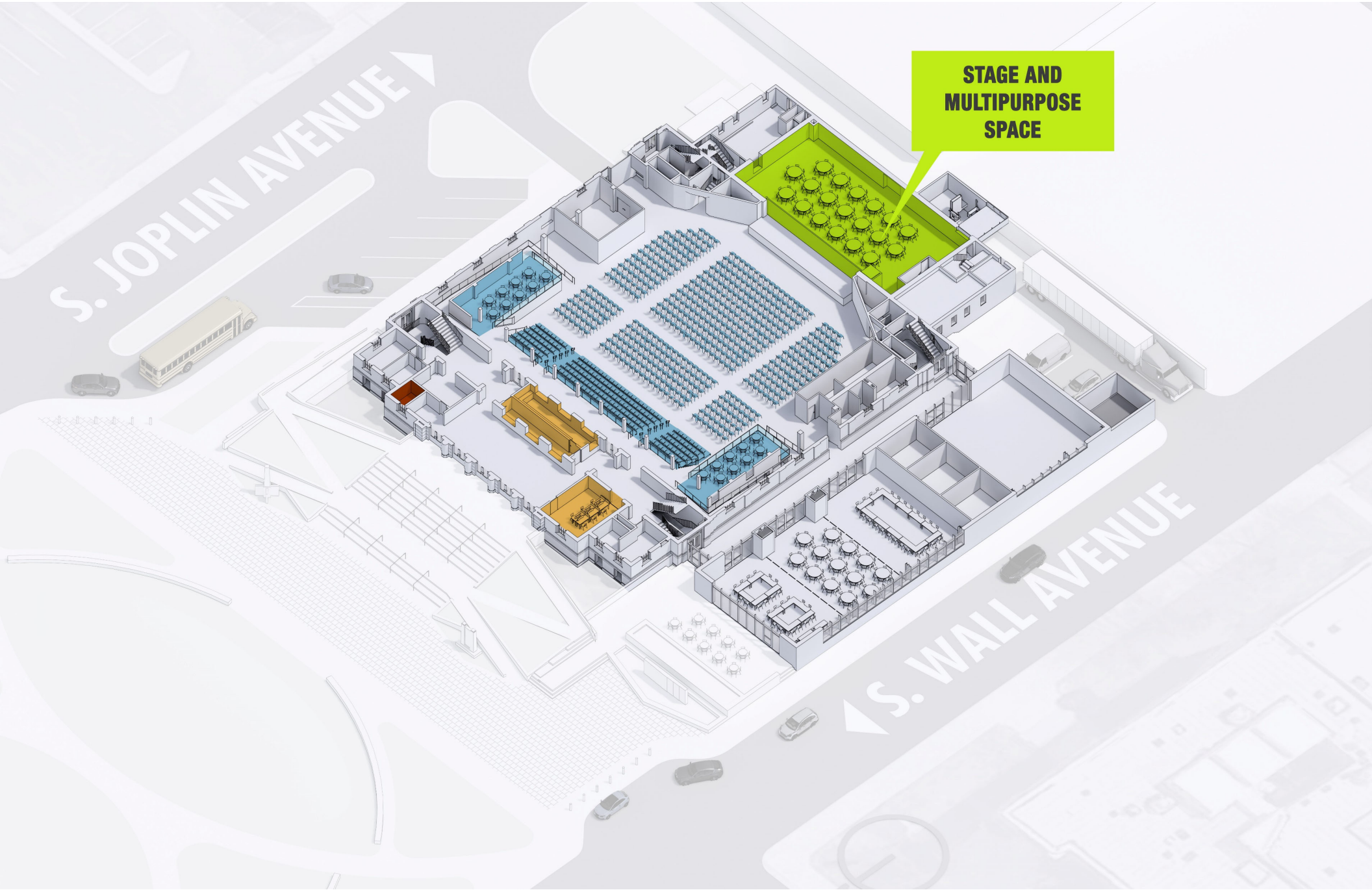

S. JOPLIN AVENUE
NEW ELEVATOR
NEW ADMISSIONS AND CONCESSIONS
ENTRY
NEW STAFF OFFICES
S. WALL AVENUE

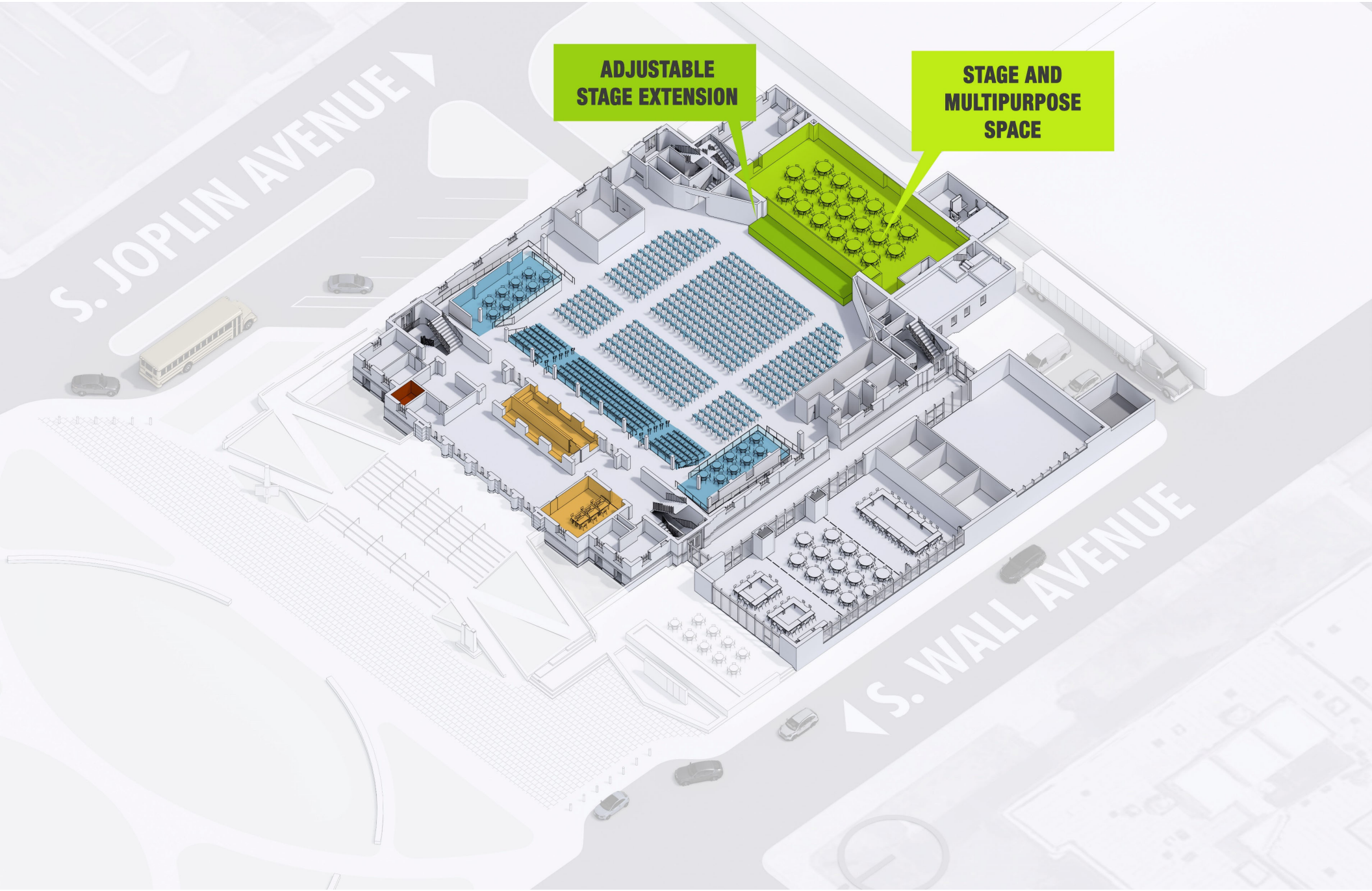

S. JOPLIN AVENUE
NEW TELESCOPIC
SEATING FOR 200
S. WALL AVENUE

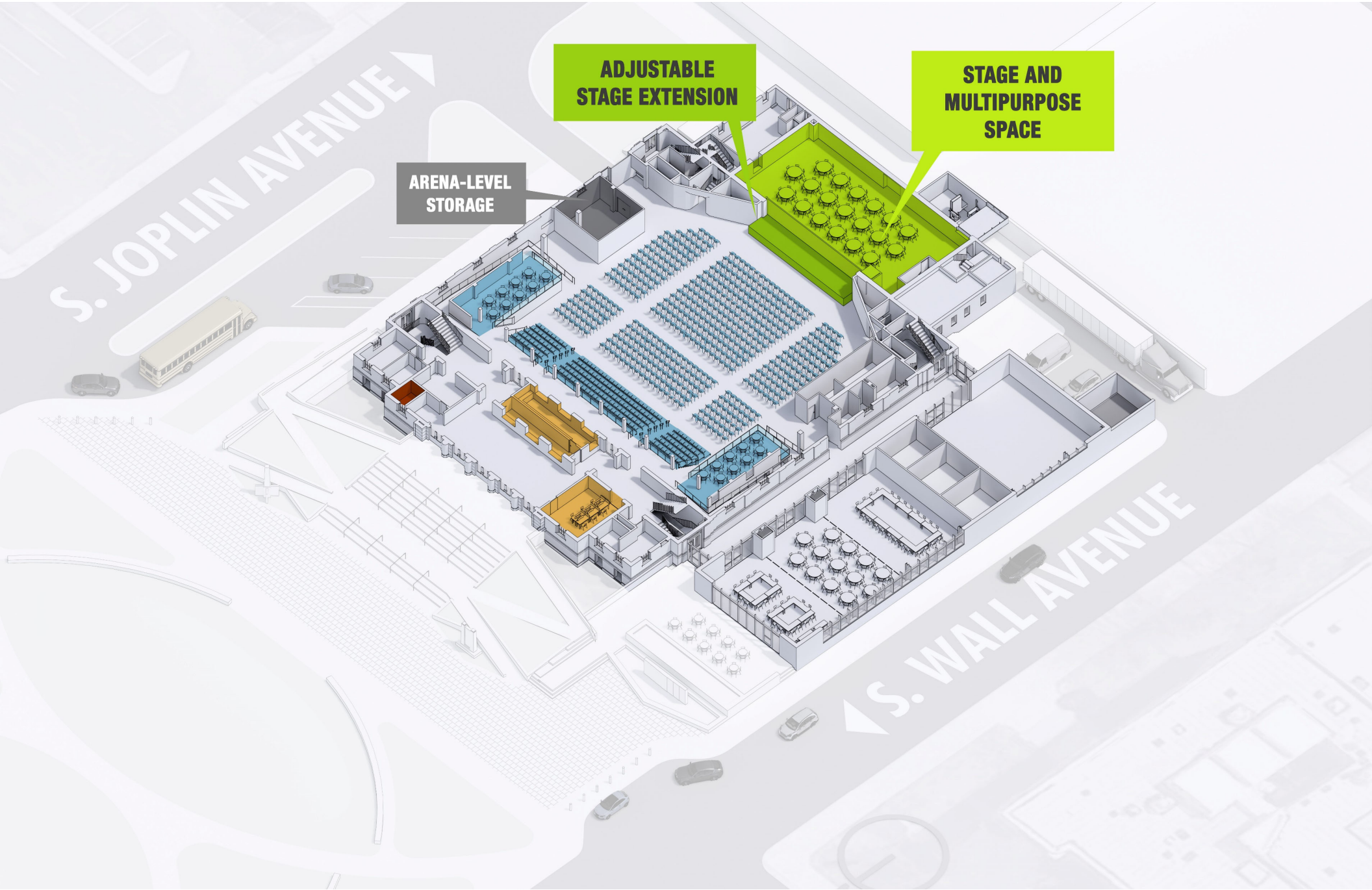

NEW LOBBY-LEVEL SEATING AREA
NEW LOBBY-LEVEL SEATING AREA
S. JOPLIN AVENUE
S. WALL AVENUE

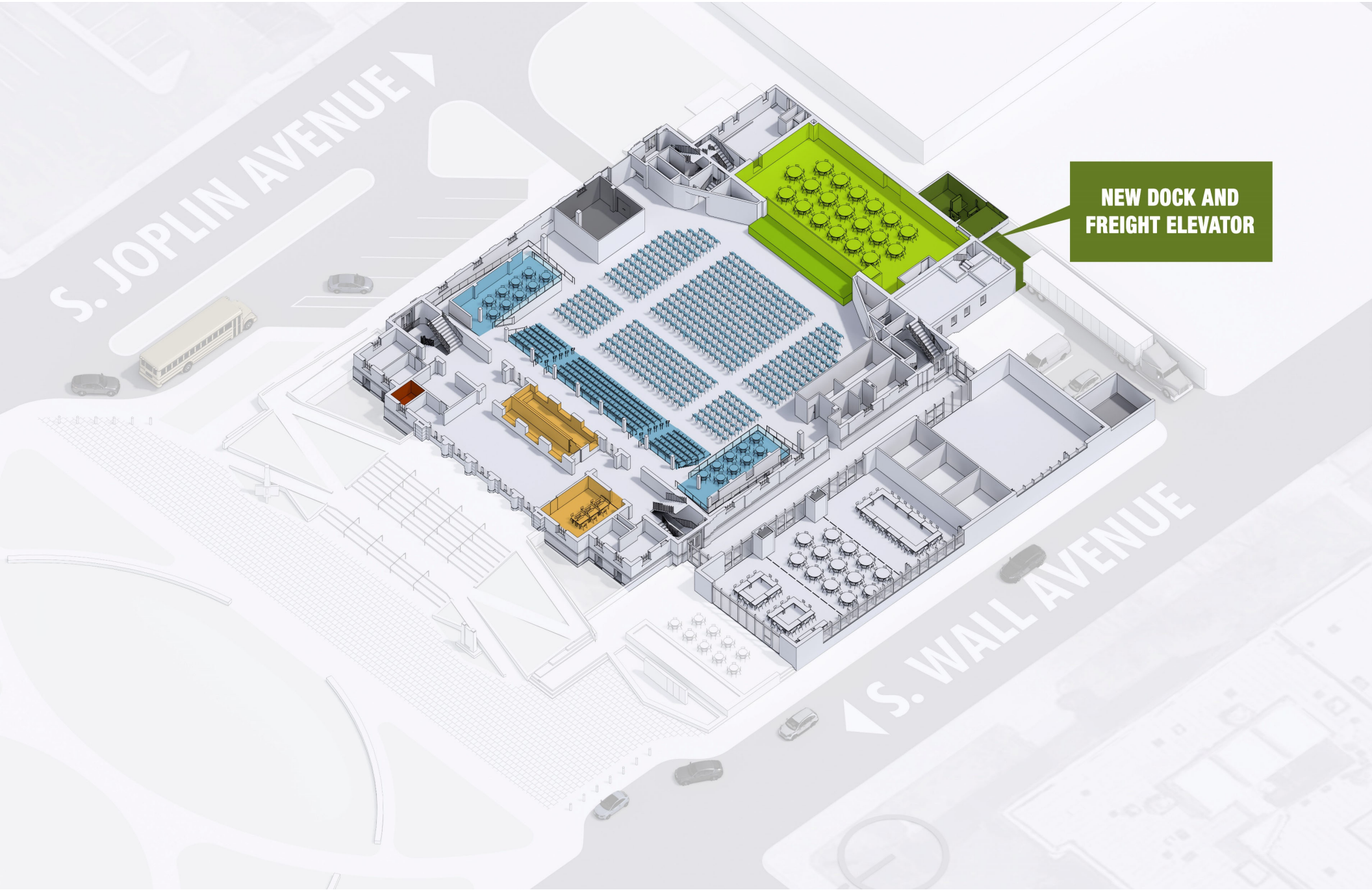

ARENA FLOOR
ACCOMMODATES
HIGH-SCHOOL
BASKETBALL COURT
S. JOPLIN AVENUE
S. WALL AVENUE


ARENA FLOOR
ACCOMMODATES UP TO
900 PEOPLE IN
FLEXIBLE SEATING
S. JOPLIN AVENUE
S. WALL AVENUE

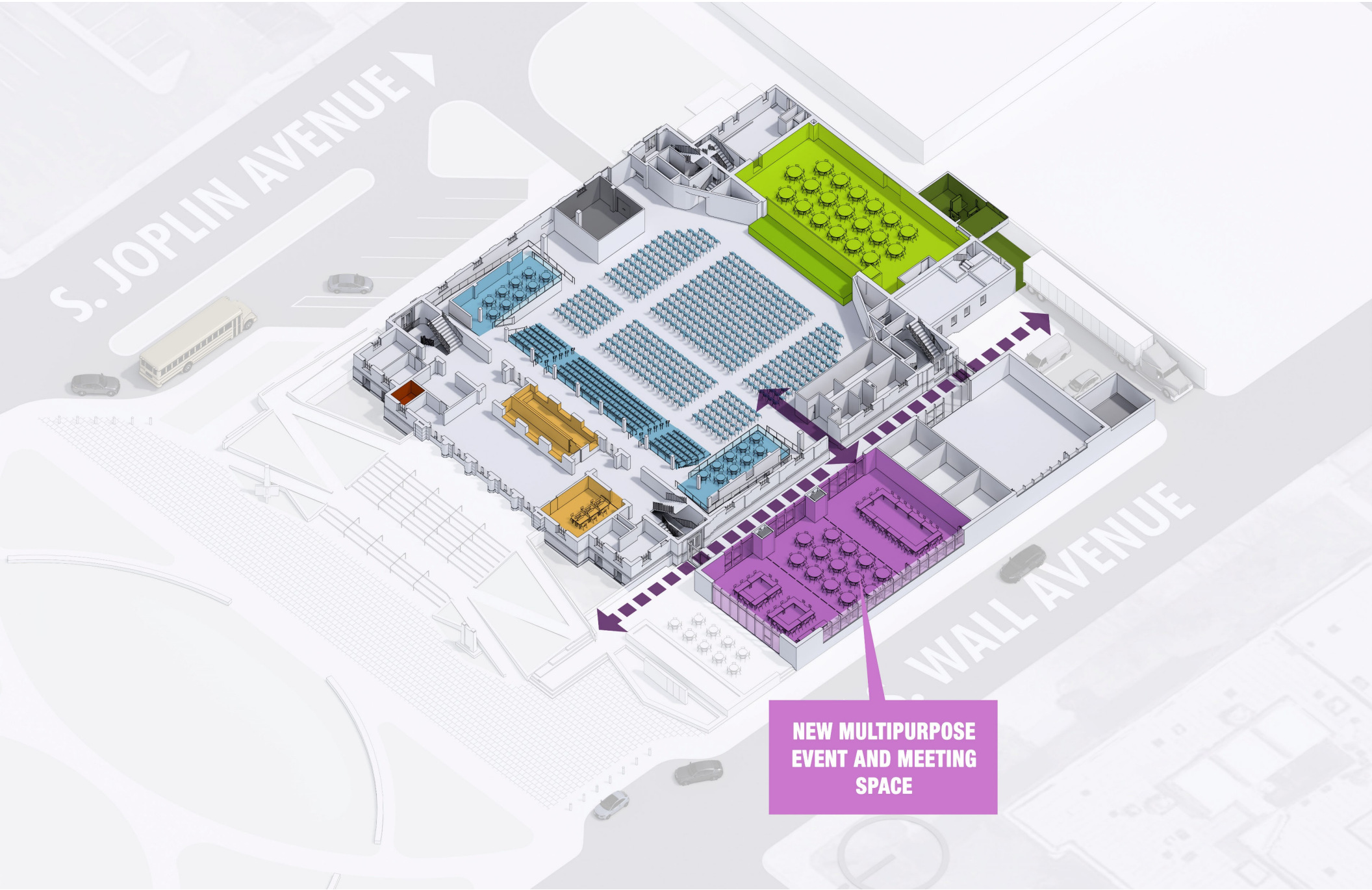

STAGE AND MULTIPURPOSE SPACE
S. JOPLIN AVENUE
S. WALL AVENUE


ADJUSTABLE STAGE EXTENSION
STAGE AND MULTIPURPOSE SPACE
S. JOPLIN AVENUE
S. WALL AVENUE

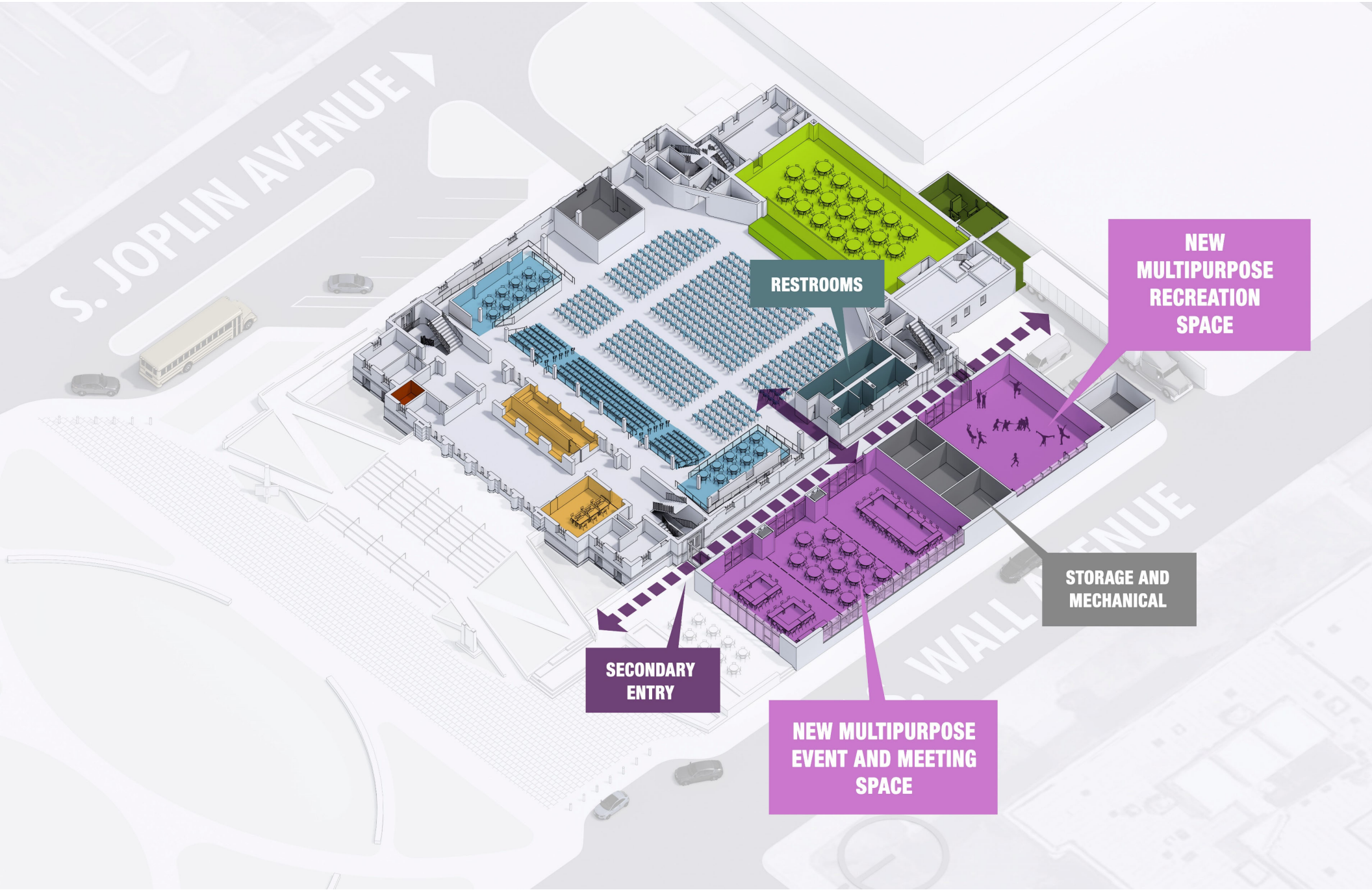

ADJUSTABLE STAGE EXTENSION
STAGE AND MULTIPURPOSE SPACE
ARENA-LEVEL STORAGE
S. JOPLIN AVENUE
S. WALL AVENUE

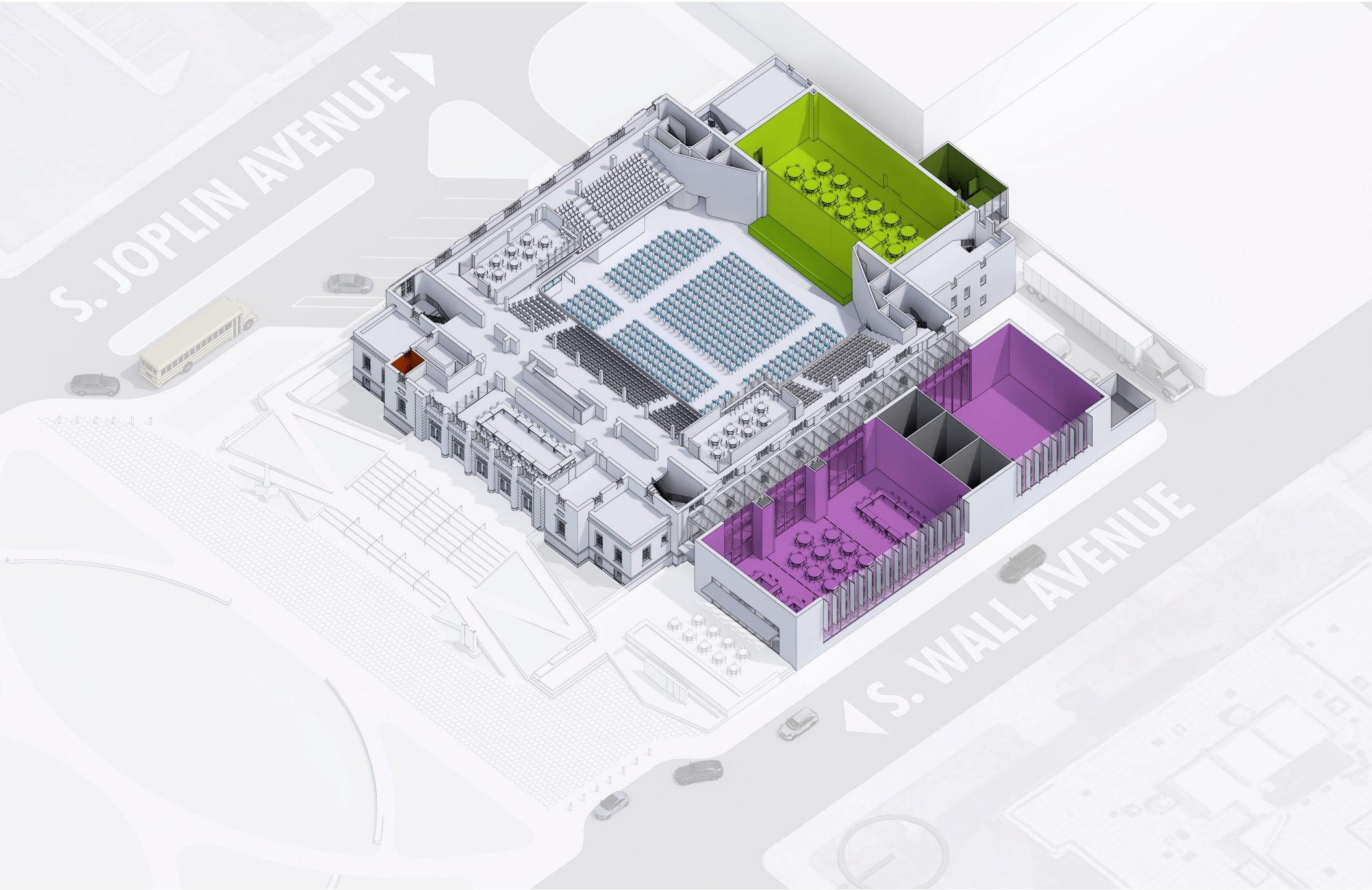

S. JOPLIN AVENUE
NEW DOCK AND
FREIGHT ELEVATOR
S. WALL AVENUE

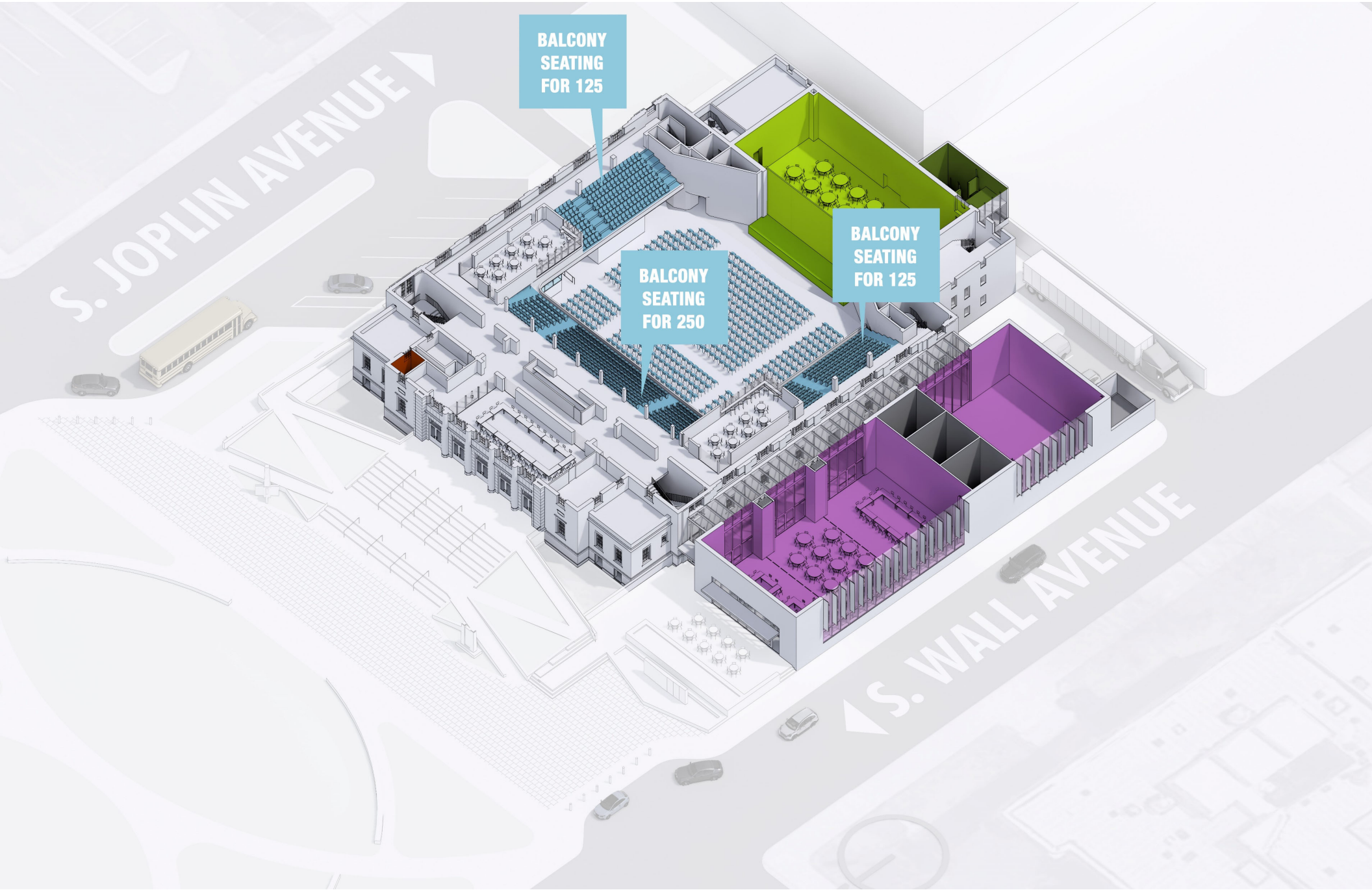

S. JOPLIN AVENUE
S. WALL AVENUE

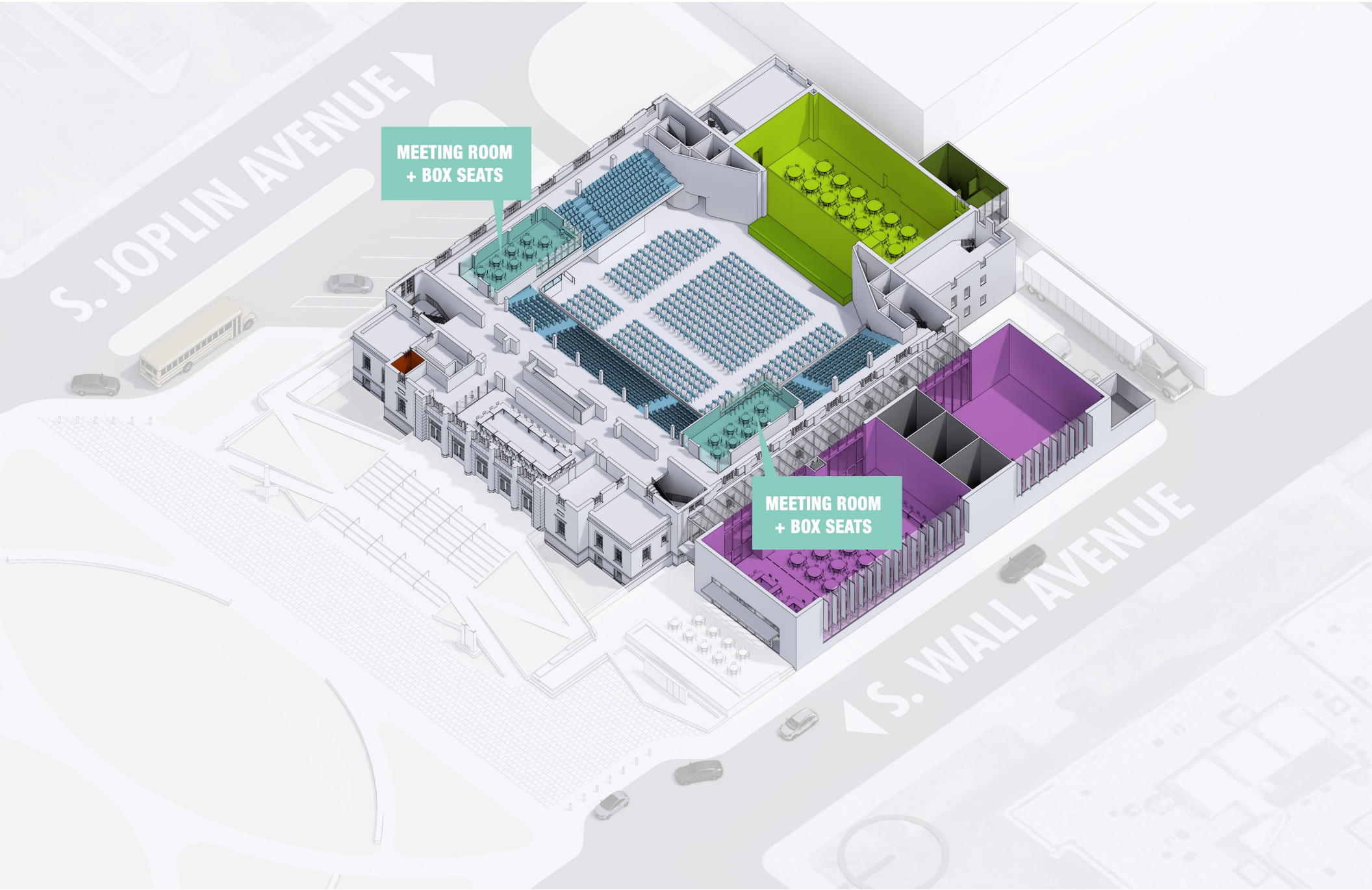

S. JOPLIN AVENUE
S. WALL AVENUE
NEW MULTIPURPOSE EVENT AND MEETING SPACE

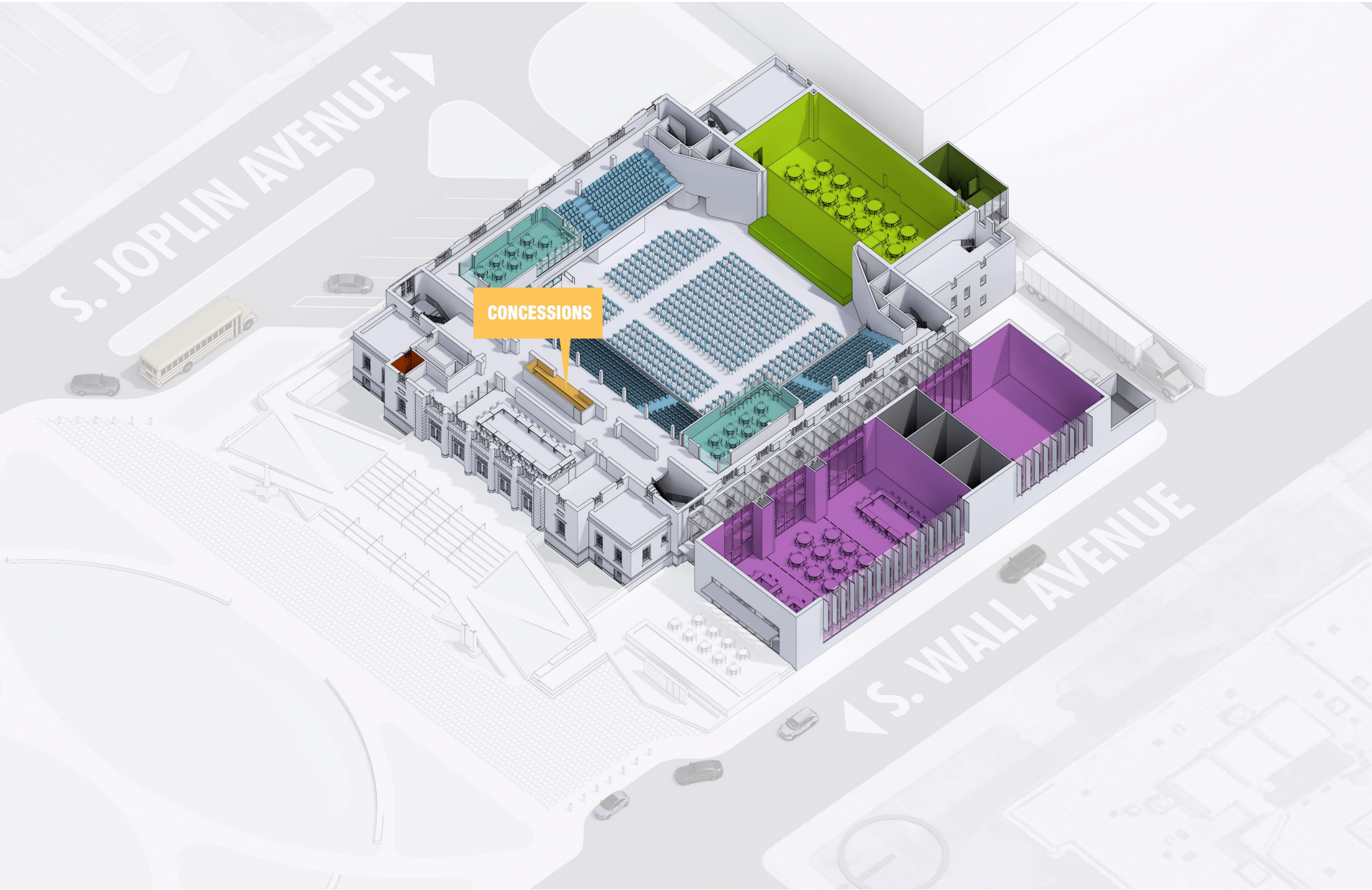

S. JOPLIN AVENUE
S. WALL AVENUE
NEW MULTIPURPOSE RECREATION SPACE
NEW MULTIPURPOSE EVENT AND MEETING SPACE

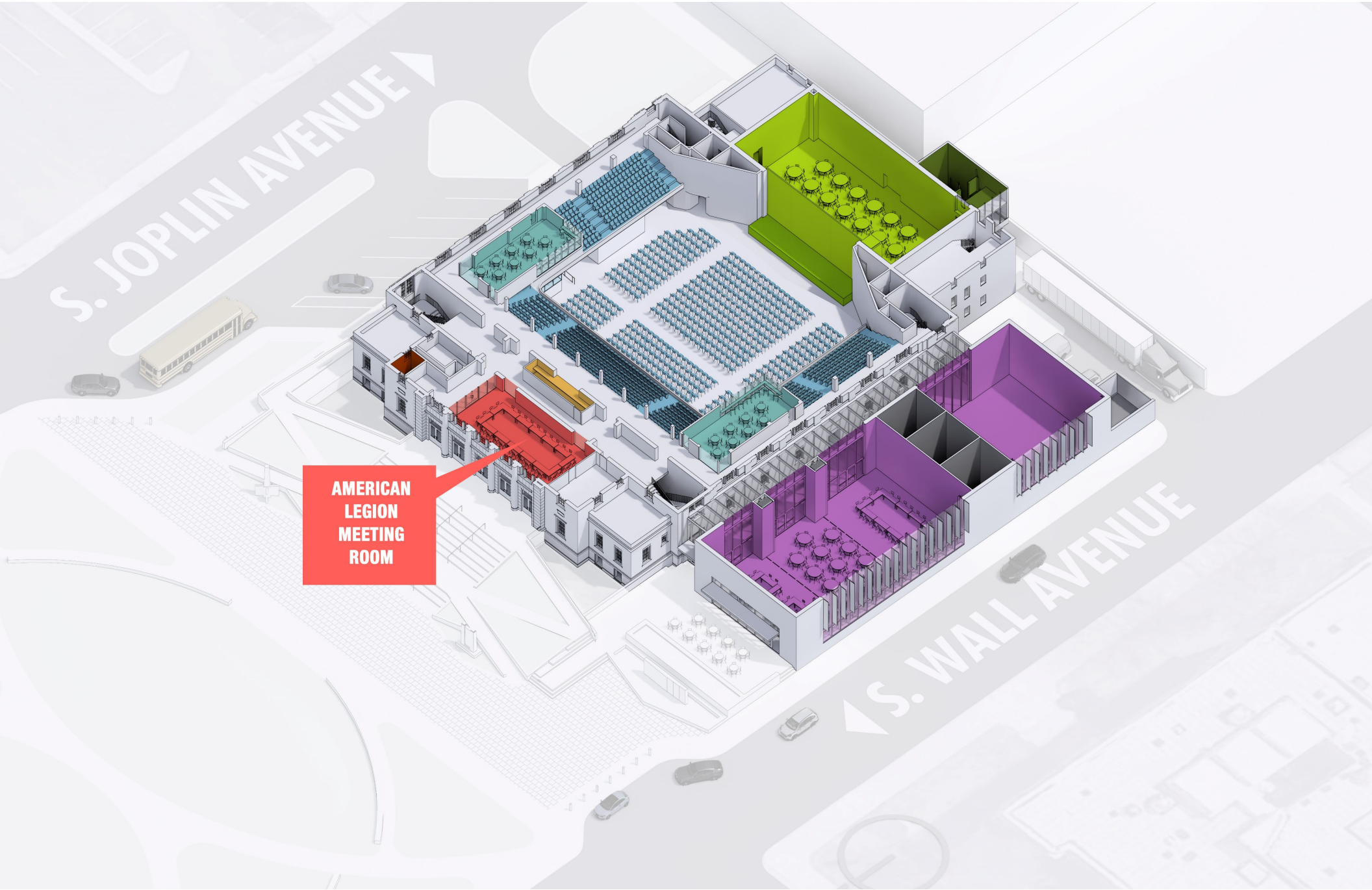

S. JOPLIN AVENUE
RESTROOMS
NEW MULTIPURPOSE RECREATION SPACE
STORAGE AND MECHANICAL
SECONDARY ENTRY
NEW MULTIPURPOSE EVENT AND MEETING SPACE


S. JOPLIN AVENUE
S. WALL AVENUE


BALCONY SEATING FOR 125
BALCONY SEATING FOR 250
BALCONY SEATING FOR 125
S. JOPLIN AVENUE
S. WALL AVENUE


S. JOPLIN AVENUE
MEETING ROOM
+ BOX SEATS
MEETING ROOM
+ BOX SEATS
S. WALL AVENUE


S. JOPLIN AVENUE
CONCESSIONS
S. WALL AVENUE


S. JOPLIN AVENUE
S. WALL AVENUE
AMERICAN LEGION MEETING ROOM


Federal Home Loan Bank
NEW YORK
Federal Home Loan Bank
NEW YORK







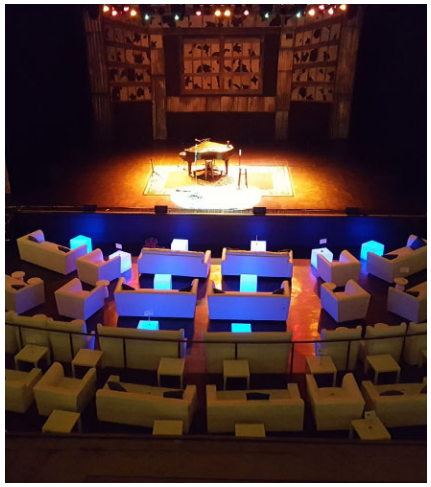


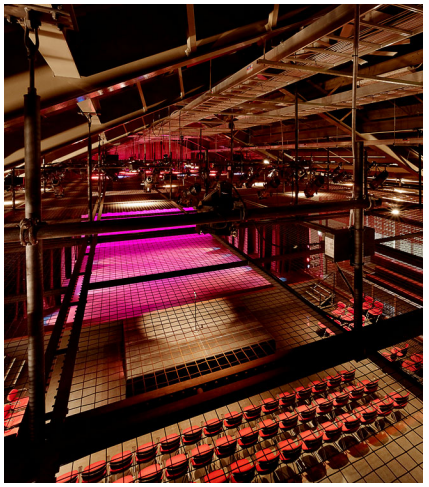




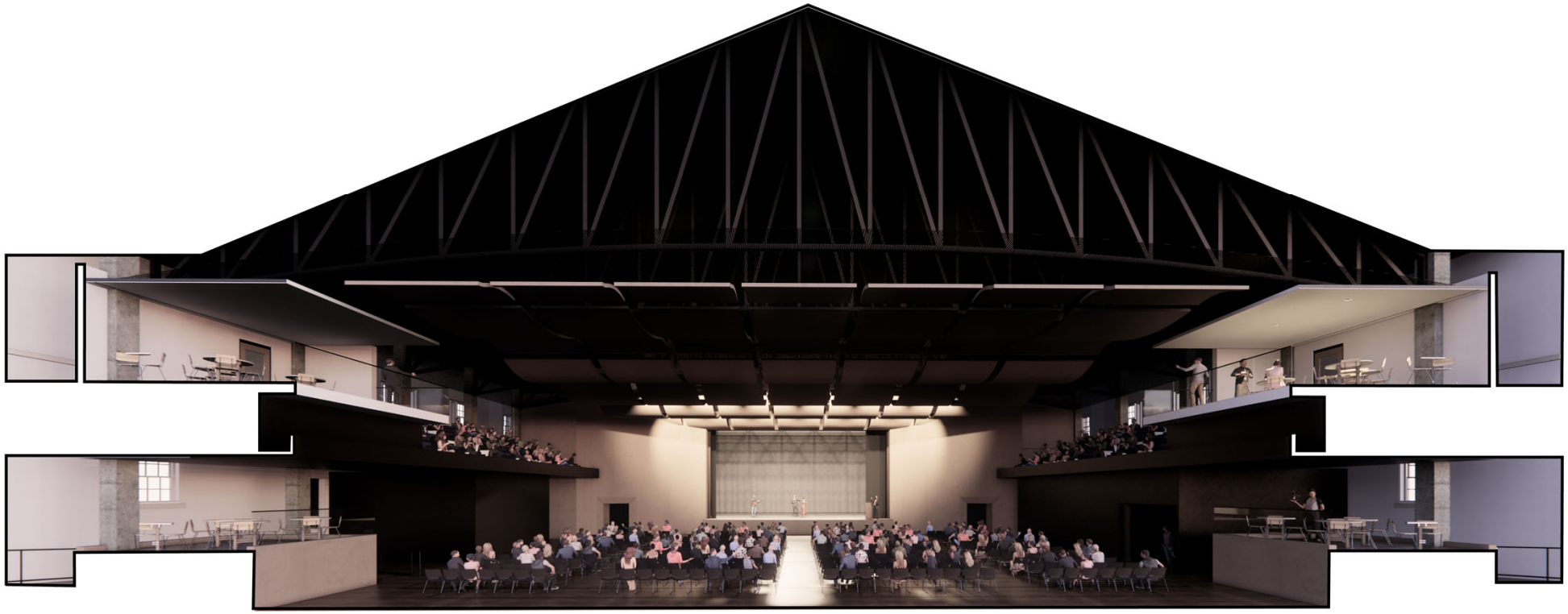

Rydell '59























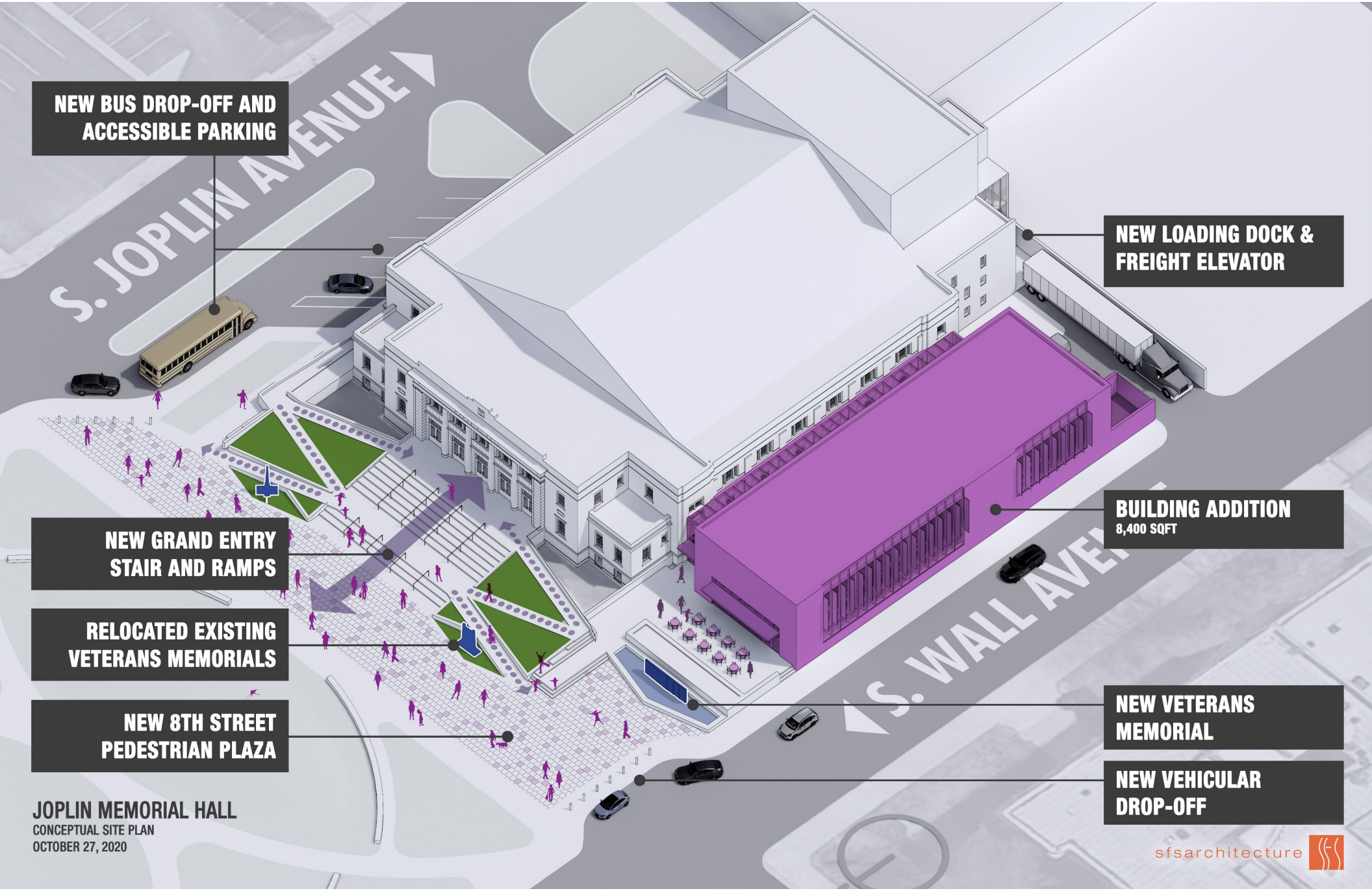


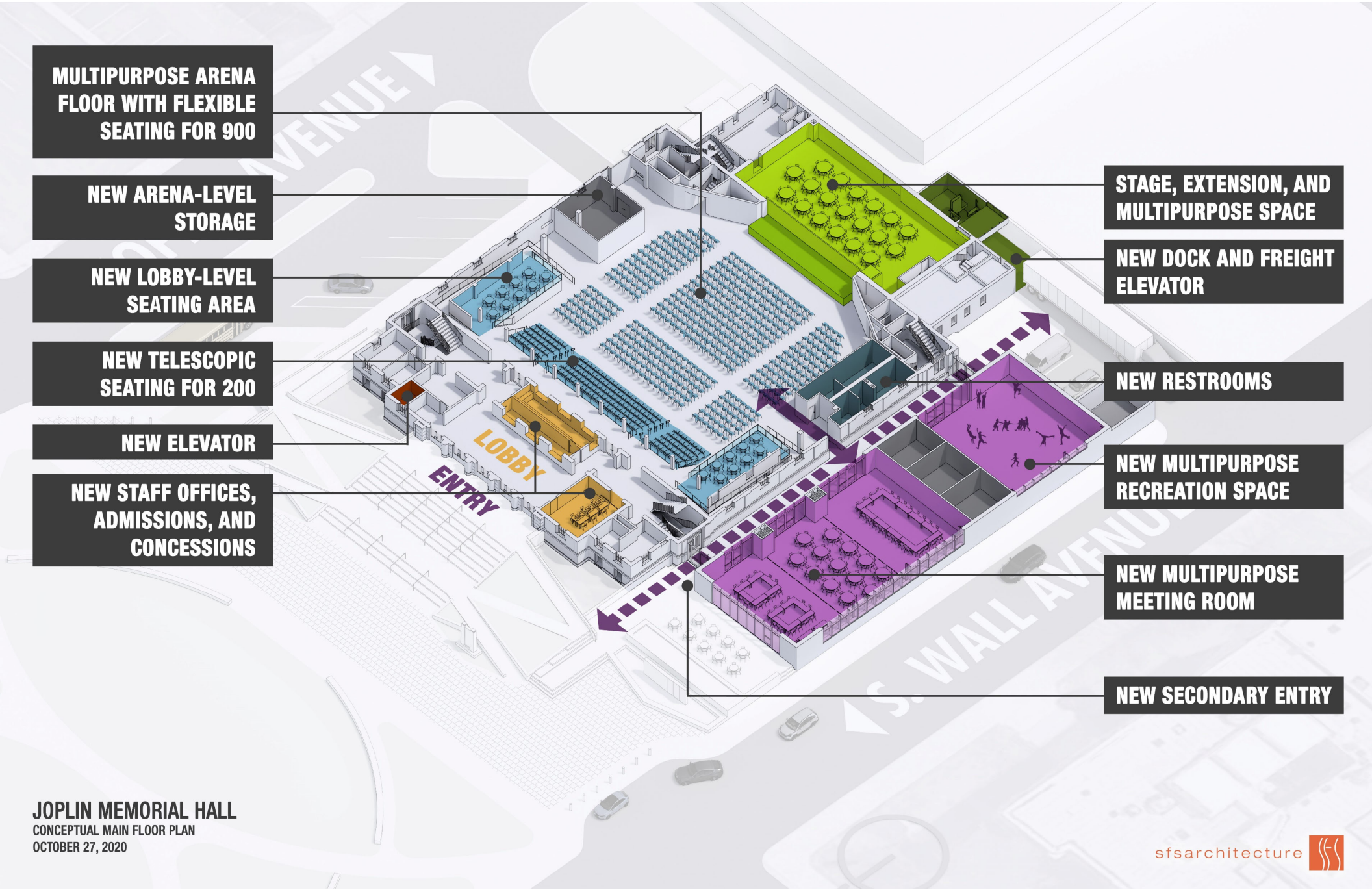
NEXT STEPS

- Refine Design Concept
  - Site Plan + Floor Plans
  - Perspective Renderings
  - Cost Estimating
  - Operations Plan
- City Council Presentation

QUESTIONS + DISCUSSION




NEW BUS DROP-OFF AND ACCESSIBLE PARKING
S. JOPLIN AVENUE
NEW LOADING DOCK & FREIGHT ELEVATOR
BUILDING ADDITION
8,400 SQFT
NEW GRAND ENTRY STAIR AND RAMPS
RELOCATED EXISTING VETERANS MEMORIALS
NEW 8TH STREET PEDESTRIAN PLAZA
S. WALL AVE
NEW VETERANS MEMORIAL
NEW VEHICULAR DROP-OFF
JOPLIN MEMORIAL HALL
CONCEPTUAL SITE PLAN
OCTOBER 27, 2020
sfsarchitecture

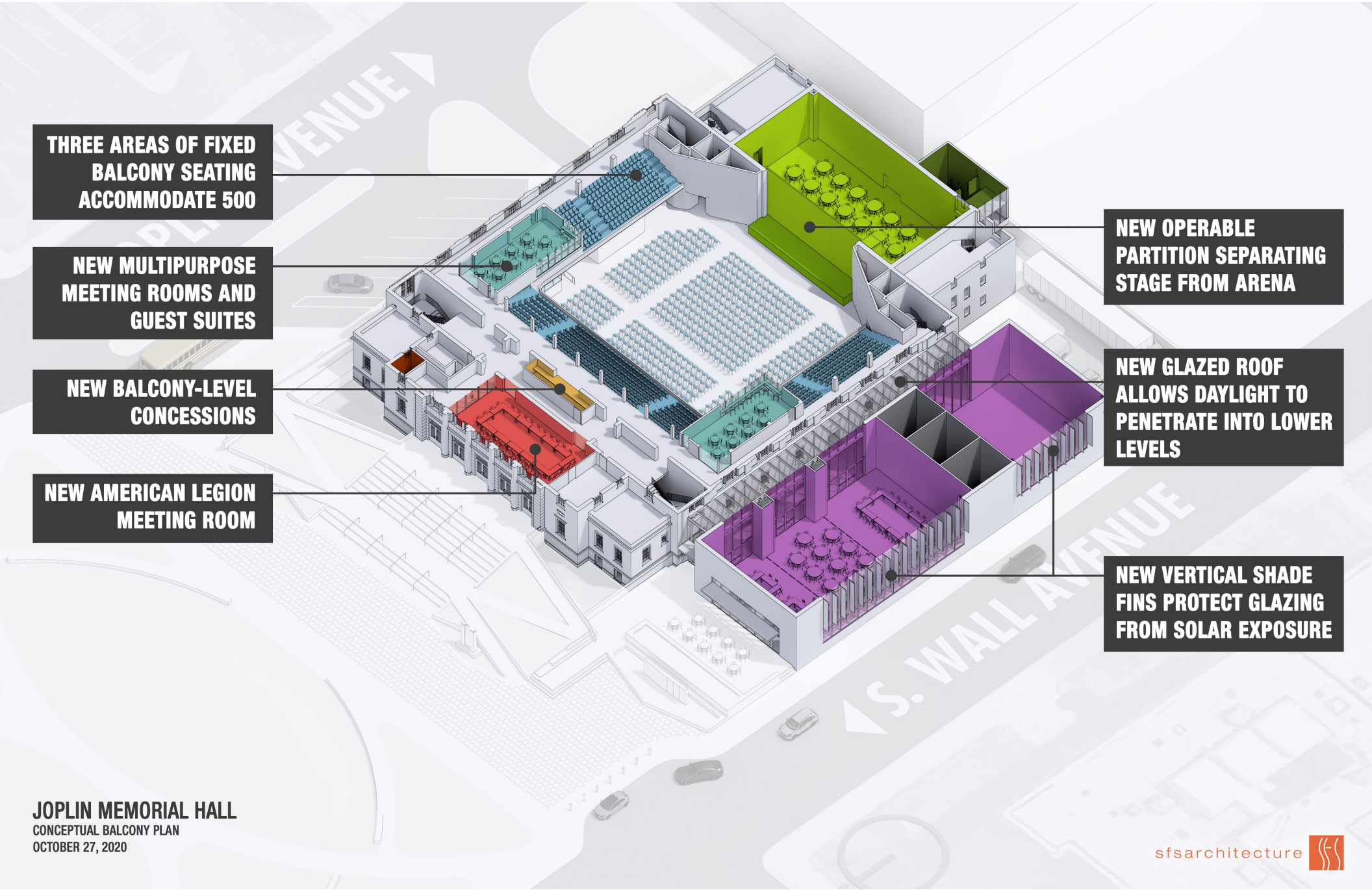


JOPLIN MEMORIAL HALL

CONCEPTUAL MAIN FLOOR PLAN

OCTOBER 27, 2020

sfsarchitecture



JOPLIN MEMORIAL HALL

CONCEPTUAL BALCONY PLAN

OCTOBER 27, 2020

sfsarchitecture