

ST. AUGUSTINE AMPHITHEATRE MASTER PLAN  
*Continuing a Legacy Beneath the Stars*



FREDERICK HALBACK AND ASSOCIATES, INC.

*with* LES THOMAS ARCHITECTS, INC.

*for* ST. JOHNS COUNTY COMMISSIONERS *and* THE TOURIST DEVELOPMENT COUNCIL

JANUARY 2002



## BASIS FOR DESIGN – *THE SCRIPT*

### THE MISSION STATEMENT

WHEN THE ST. AUGUSTINE AMPHITHEATRE RAISES ITS CURTAIN, it shall deliver a high quality, positive experience that is accessible to both residents and visitors of Northeast Florida. It shall provide a wide variety of affordable entertainment that is culturally enriching and educational, through the close of the evening's curtain.

The St. Augustine Amphitheatre is a unique venue not only because of its ideal proximity to other attractions in and around St. Augustine, but also because the amphitheatre is a one-of-a-kind outdoor facility in the northeast Florida region providing diverse opportunities for its use.

### NEED FOR MULTI-PURPOSE FACILITY

Since its opening in 1965, the amphitheatre has filled a void in the Northeast Florida region. With growth in the number of visitors and new residents in Northeast Florida, and particularly in St. Augustine, there is an ever increasing need for a performing arts venue with a seating capacity in excess of 3,000. This kind of facility will provide for all cultural performance types, including theater, music, performance art, conference and lecture series, high school graduations, and educational programs, to name just a few.

The renovated St. Augustine Amphitheatre will fill such a niche. As a home for performing arts, it will contribute to the local St. Augustine community and provide an additional link for cultural heritage tourism. At present, the amphitheatre seats about 2,000 and there is no such facility within the 100 mile radius that spans between the centers of Jacksonville, Daytona, and Gainesville.

When renovations are complete, the St. Augustine Amphitheatre will seat 5,000 and continue to offer a unique outdoor theater experience within a historic setting.





## EVALUATION OF EXISTING CONDITIONS

### *Site Location*

The St. Augustine Amphitheatre site is located within the Anastasia State Recreation Area east of A1A in St. Johns County, Florida. The eastern portion of the 40-acre site is currently developed and consists of the amphitheatre, its associated buildings, and a parking lot. The west side of the site is mostly wooded with species characteristic of the coastal oak hammock. A coquina quarry from the Spanish Colonial period is located in the northwestern portion of the site.



### *Structural and Building Conditions of the Amphitheatre*

Significant cracking has been noted along the south end of the seating bowl as well as one wall of the ticket room. Based on the findings of several engineering tests and site observations, it has been determined that the structural stress has been caused by gradual sliding of the slope just south of the amphitheatre which consists primarily of loose sands. Slope instability can be properly checked by properly terracing the slope as an integral part of the site design.



Within the restrooms and concessions building, much of the ceiling and floor needs to be replaced and all of the toilet fixtures, sound and control equipment, and kitchen prep equipment is in poor condition, requiring complete removal and/or replacement. The cast building's roofing material and exterior show signs of deterioration and its doors and windows do not meet the current wind load component requirements. None of the buildings have adequate lighting and do not meet current ADA codes for accessibility.



### *Drainage and Site Utilities*

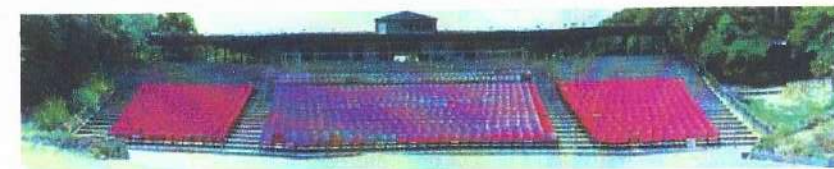
The worst drainage condition is presently located at the bottom of the amphitheatre's seating tiers and all along the orchestra pit. Flooding in the recent past has probably been due to a blocked outfall ditch and clogged drainage inlets and/or their connecting pipes. Other areas of the site, including storm water collection and distribution points, appear to be in effective working condition.

Currently, there are three septic tanks located on site. Even though these tanks appear to be functioning adequately, it is recommended that a new city sewer line be installed to replace the tanks in order to accommodate the expanded size of the facility as well as comply with current environmental standards for sensitive wetland/coastal areas.

It is also recommended that new water lines be installed to avoid the extensive cost of subsurface exploration of the existing utility lines' condition and provide adequate fire protection flow.

### *Site Improvements*

The cost associated with bringing the existing buildings up to code would be prohibitive. Therefore, the value of site reconstruction far outweighs any value in piecemeal site repairs over time, considering the enormity of work required for overall improvement of the amphitheatre site. Boring tests of the theater's subsurface reveal that conditions are favorable for the construction of future roof support structure columns, in lieu of covering the stage and part of the seating bowl.





### Significant Jurisdictions

- Zoning category GU – The amphitheatre is owned by the State of Florida Parks Department and all development plans require review and approval by the Parks Department as well as the City of St. Augustine.
- Flood Zone B – According to the Flood Insurance Map the amphitheatre is above the 100-year flood elevation.
- Conservation Overlay Zone 2 – If any site improvements are proposed within 100 feet of a wetland jurisdiction line, approval is required by the City Planning and Zoning Board to ensure that an adequate conservation buffer has been provided. Because this requirement is relatively stringent, it is not anticipated that additional permits will be required by the St. Johns River Water Management District of the U.S. Army Corps of Engineers.



### Permits

- Florida Department of Transportation (FDOT) Connection Permit – Required if improvements are planned for the driveway within FDOT right-of-way.
- State Department of Transportation Utility Permit – Required if improvements are proposed to be made to the existing off-site water and/or sewer system located within FDOT right-of-way.
- St. Johns River Water Management District 40C-42 (Stormwater Treatment) Permit – Required if there is any net increase in impervious (pavement or rooftop) surface area.
- Florida Department of Environmental Protection Water and Sewer Permits – Required if there are significant extensions or improvements to the water distribution and/or sewage collection system.



### Other Requirements

- Landscape Permits – The amphitheatre site is within the “Class 6” classification which means that the code is presently met by the existing trees and landscaping. However, city permits are required for the removal of any tree of three inches or larger at diameter breast height (dbh) or the removal of any Southern Red cedar tree more than two feet tall or having a trunk diameter one inch at a point three inches above the ground. Removal of any tree larger than 20 inches dbh will require approval by the City Planning and Zoning Board.
- Handicap Accessibility Requirements – The City will enforce handicap accessibility to comply with the Americans with Disabilities Act (ADA).
- Parking Requirements – Under the “theater” category, a minimum of one parking space per four seats will be required. This ratio may be adjusted to accommodate actual facility needs and will be further researched during the development of a Transportation Management and Operations Plan.



## TRANSPORTATION OPPORTUNITIES

Renovation of the St. Augustine Amphitheatre will increase the total number of seats from approximately 2,500 seats to 5,000 seats. Assuming that the demand for event parking will also increase, in proportion to the additional seating, a preliminary Transportation Management Plan (TMP) has been developed to accommodate parking and transportation needs for all amphitheatre events based on off-site parking linked with a shuttle system.

Assuming that the average vehicle occupancy is 3 persons per vehicle and that 10% of the total number of attendees will arrive by charter bus, the total number of spaces required for a sold-out performance (of 5,000) is estimated at 1,500.

Because 590 spaces are presently available, including on-site amphitheatre parking and nearby Elks Lodge parking, there is an estimated parking deficit of 910 spaces. To alleviate this deficit, additional parking has been identified at various off-site locations. Below is a list corresponding to the Diagram of Potential Off-Site Parking. These sites have been chosen because of their convenient location and accessibility to the amphitheatre.

SHOPPING CENTER AT SR 312/SR A1A	300 SPACES
ANASTASIA BAPTIST CHURCH	230 SPACES
ANASTASIA STATE PARK	240 SPACES
RB HUNT ELEMENTARY SCHOOL	300 SPACES
<b>TOTAL</b>	<b>1,070 SPACES</b>
<b>NUMBER OF SPACES REQUIRED</b>	<b>910 SPACES</b>
<b>BALANCE</b>	<b>160 SPACES</b>

**P** REMOTE PARKING



## COMPONENTS OF THE TRANSPORTATION MANAGEMENT PLAN

- **Pre-Event Traffic Circulation** – This includes the strategic placing of traffic control officers at critical points, the use of parking incentives as “early bird” discounts and reserved parking for established patrons and major contributors to better distribute the location and arrival rate of pre-event traffic.
- **Post-Event Traffic Circulation** – This includes the use of traffic control officers and use of post-event activities to encourage attendees to stay a little longer to better distribute the rate of outgoing traffic flow.
- **Transit** – The use of private shuttle bus service, charter bus service, and St. Augustine Amphitheatre transit service, providing transit to the site from off-site locations, will be encouraged through priority parking provisions and other site amenities.
- **Signage** – Both directional and prohibitive signage will be used along appropriate sections of A1A, and SR 312 to adequately direct the flow of both local and out-of-town traffic to the site.
- **Site Design** – All internal and external intersections will be re-designed to provide better turning radii for bus traffic, paved driveways will be installed, and parking management practices will be implemented to ensure efficient parking of buses.
- **Implementation and Monitoring** – Since the need for parking may change over time, it will be important to assess actual parking conditions, in order to make any necessary revisions to the original traffic management measures.





## HISTORIC INFLUENCES

The St. Augustine Amphitheatre was originally built to commemorate the 400th year anniversary of the founding of St. Augustine, Florida by Pedro de Menendez in 1565. The land was obtained by a lease from the Florida Board of Parks and Historic Memorials. After five years of planning and construction, the Amphitheatre formally opened on June 27, 1965. The site of the amphitheatre sits on a 40-acre lot which had historically been the site of the Royal Spanish Quarry.

Coquina (the Spanish word for shellfish or cockle) block, the local rock formed during the Pleistocene Age over 500,000 years ago, was mined in this quarry and used for building structures during the early Spanish Colonial Period. Examples of Coquina block can still be seen at the Castillo de San Marcos, the City Gates, and other homes in the historic "Spanish Quarter" of St. Augustine.

The primary purpose for the St. Augustine Amphitheatre had been to provide performances of Florida's state play called the "Cross and Sword," a Paul Green Symphonic drama about the founding of St. Augustine. This performance ran continuously for over 32 years. Unfortunately, the play was never financially successful, since it was unable to draw the crowds originally anticipated. Maintenance of the facility suffered over the years, due to the lack of attendance and public support.

Since 1977, the amphitheatre site has been open for year round tours as an integral part of St. Augustine's history. Though the "Cross and Sword" was discontinued due to lack of support and interest many other events are regularly scheduled at the amphitheatre. Just a few of these are listed here.

## TYPICAL SCHEDULE OF AMPHITHEATRE EVENTS

ATLANTIC SHAKESPEARE FESTIVAL

CARIBBEAN SOUND STEEL BAND, *music trio*

CAROLS BY CANDLELIGHT, *annual Christmas event*

CELEBRATION OF LIFE MEMORIAL CONCERT

CZECHOSLOVAKIA SYMPHONY ORCHESTRA

CINDERELLA, FRACTURED FAIRY TALE, *children's performance*

CORE ENSEMBLE OF EBONY EMBERS, *Black History Month*

EARTH DAY

ERIC BURDON & THE NEW ANIMALS, *pop music concert*

FATHER'S DAY BLUES FESTIVAL

FIRE AND ICE, *chili and ice sculpture contest*

FREEDOM FESTIVAL, *Tribute for victims of 9-11-01*

GAMBLE ROGERS FOLK FESTIVAL, *four day concert*

GREEK FESTIVAL

PASSION PLAY

TAMMERLIN, *Folk Music Duo*

TAMS AND DRIFTERS, *summer sizzler beach event*

FARMERS' MARKET, *on-going - in the parking lot*



## FEASIBILITY AND PROGRAM – THE BACKDROP AND STAGE SET

### GENERAL CONDITIONS OF THE ENTERTAINMENT INDUSTRY

#### *Favorable to the Development of Amphitheaters:*

- Indirect and direct costs associated with entertainment events continue to increase operational expenses at traditional facilities (Stadiums, Arenas, Theaters). Indirect costs can be difficult to assess and assign to a specific event. The physical structure of amphitheaters reduces indirect costs, which will reduce the overall operational expenses associated with events.
- A reduction in the operational expenses of events increases the profitability of a facility. Amphitheaters will have a higher profit margin and are more efficient to operate than traditional facilities.

#### *Unfavorable to the Development of Amphitheaters:*

- Increased production expenses are associated with conducting events. Corporate mergers of national promoters result in a monopoly on the talent and the media.
- Industry wide, there is a deficiency of technical personnel trained in the area of sound and lighting techniques.

### ANALYSIS OF SIMILAR FACILITIES

Three amphitheaters were selected for comparison with the St. Augustine Amphitheatre's expansion as a multi-purpose facility. All three of the amphitheaters were chosen because they possess characteristics similar to that of the St. Augustine Amphitheatre in order to apply a clear forecast of its economic opportunities.

#### *Similar Amenities*

- *Concessions:* Full concession operation
- *Patron Services:* Full compliment of patron services at a designated information booth
- *Ticket Operations:* Maintains a web site to distribute event information. Patrons may purchase tickets by telephone, fax, or in person at the box office
- *Lodging:* Adequate off-site lodging is available within a 25-mile radius
- *Restaurants:* Multiple off-site restaurants are available within a 10-mile radius
- *Transportation Services:* The site is serviced by bus, limousine, and taxi transportation

#### *Similar Surrounding Geographical and Economic Areas*

- *Regional Population:* A population of 2,000,000 occurs within a 50-mile radius and a population of 4,000,000 occurs within a 100-mile radius.
- *Proximity to Central Metropolitan Area:* The site is located within 100 miles of a major metropolitan area.
- *Regional Economic Market:* The regional market is considered economically diversified.
- *Average Direct Spending Per Event:* Each patron is estimated to spend, on the average, \$21.00 per event

#### *Frederick Brown, Jr. Amphitheatre, Peachtree, Georgia, 2,300 seats*

- Self-promotes approximately 14 total events during the summer months
- Supplements revenue from ticket sale collection with sale of novelties and concession products and assumes all financial liability for conducting events at the facility
- Revenue for operational expenses provided by the Development Authority of the City of Peachtree and corporate sponsors

#### *Ives Concert Park of Danbury, Connecticut, 5,000 seats*

- Self-promotes 8 major events during the summer months
- Primarily funded by the Charles Ives Center for the Arts, a not-for-profit organization, and assumes all liability for conducting events at the facility
- The Charles Ives Center solicits sponsorship for operational expenses and supplements sponsorship funding with the sale of admission tickets, novelties, and concession products

#### *Chastain Park Amphitheatre, Atlanta, Georgia, 6,000 seats*

- Relies on self-promotion as well as a national promoter to sponsor approximately 24 total events during the summer months
- Revenue obtained from the rental of the facility, facility advertisements, and a percentage of ticket sales, novelties sales and concession products, and assumes limited financial liability from conducting events at the facility
- Uses a national promoter and some self-promotion for programming and facility management



## ST. JOHNS COUNTY ENTERTAINMENT SURVEY

Respondents of a St. Johns County Survey conducted in October 2001 were asked questions about their attendance to ticketed performances. The majority of respondents are under the age of 50, are employed, and have an annual household income ranging between \$35,000 and \$100,000 per year.

The most significant findings of the survey are as follows:

### *Did you attend any ticketed performances in the past 24 months?*

Yes	54%
No	44%

### *If yes, what type of ticketed performances did you attend?*

Professional music production	45%
Professional drama	43%
Classical music concert	34%
Rock & Roll or pop music concert	33%
Amateur drama	17%

### *If no, why didn't you attend any ticketed performances in the past 24 months?*

Not interested in live performances	57%
Nothing I wanted to see	13%
Cannot attend evening performances	10%
Prices for tickets too high	9%

### *How did you buy your tickets for live performances?*

At theater box office	53%
Through Ticketmaster	30%
By mail through theater	18%
Season ticket holder	17%

### *How far in advance do you usually buy tickets?*

As soon as they become available	43%
A week or two before the event	31%
The day of the event	13%
Other	13%

### *Where have you attended performances in the last 24 months?*

Times Union Performing Arts Center, Jacksonville	27%
Alhambra Dinner Theater	17%
Flagler College Auditorium	17%
Florida Theater, Jacksonville	16%
Jacksonville Coliseum	15%
St. Augustine Amphitheatre	15%
Flagler County Auditorium	15%

### *How long are you willing to travel for a live performance?*

Up to 60 minutes	35%
Up to 30 minutes	24%
Up to 90 minutes	13%
Up to two hours	11%
Up to 15 minutes	10%
Other	7%

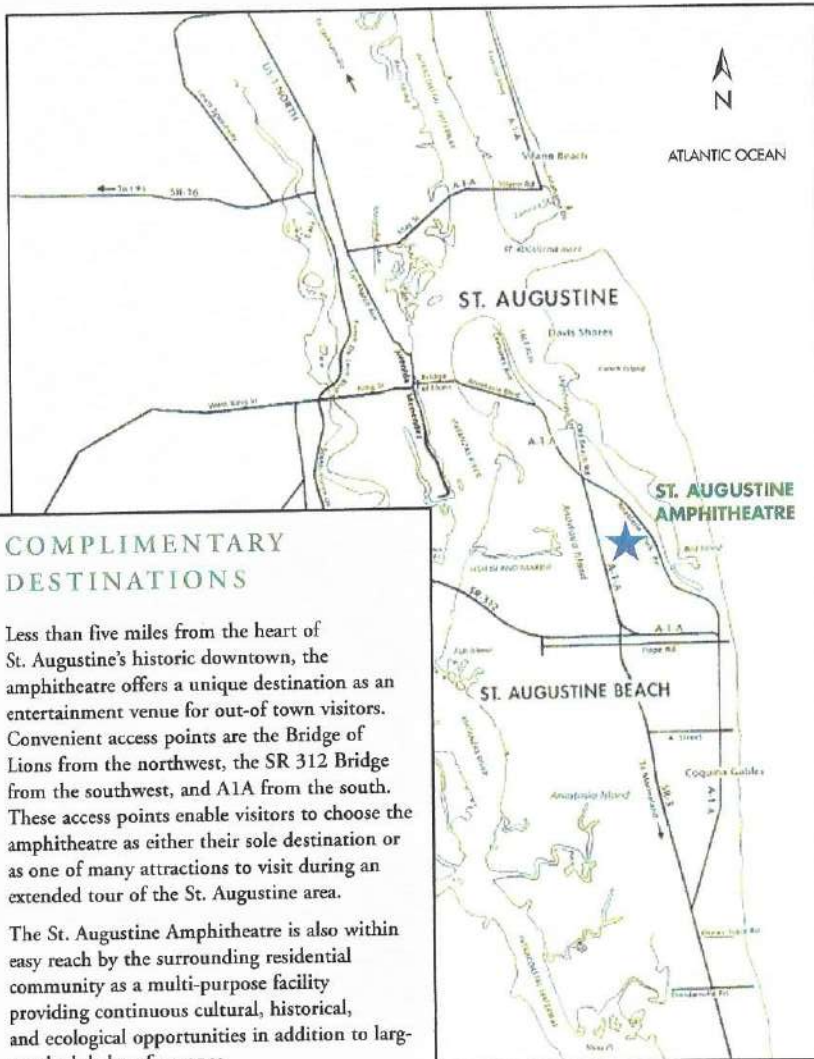
### *What price is too high to pay for a live performance?*

More than \$25	45%
More than \$50	32%
Other	23%

### *Do you consider paying more for live performances for charitable purposes?*

Yes	74%
No	21%
Don't know/no response	5%





**COMPLIMENTARY DESTINATIONS**

Less than five miles from the heart of St. Augustine's historic downtown, the amphitheatre offers a unique destination as an entertainment venue for out-of town visitors. Convenient access points are the Bridge of Lions from the northwest, the SR 312 Bridge from the southwest, and A1A from the south. These access points enable visitors to choose the amphitheatre as either their sole destination or as one of many attractions to visit during an extended tour of the St. Augustine area.

The St. Augustine Amphitheatre is also within easy reach by the surrounding residential community as a multi-purpose facility providing continuous cultural, historical, and ecological opportunities in addition to larger scheduled performance.



*Regional Destinations Within a 30-Minute Drive*

- Marineland
- Washington Oaks State Gardens
- Fort Matanzas National Monument
- Faver-Dykes State Park
- The Princess Place Estate

*Area Destinations Within a 15-Minute Drive*

- The Alligator Farm
- The St. Augustine Lighthouse
- Anastasia State Recreation Area
- Historic Downtown St. Augustine
- The Castillo de San Marcos

*Other Cultural/Entertainment Destinations Within a 15-Minute Drive*

- Flagler College Auditorium
- Kirk Auditorium, Florida School for the Deaf and Blind
- The Lightner Museum
- The Limelight Theatre
- Gypsy Cab Comedy Club
- Local art galleries, museums, and restaurants

## CONCEPTUAL DEVELOPMENT PROGRAM

### Stage/Production/Support

#### STAGE AREA

Stage – 2,800 sq. ft.

- 70'x40'x30' height
- Covered high span w/truss rigging
- Rollup doors to loading dock
- Back and side stage walls
- Air circulation, lights, sound, power (3 sources/400amp each)
- Side and back stage

Circulation/Stage Entrance – 704 sq. ft.

- Side entries – 10' wide
- Rear entry – 6' wide

Production – 1,000 sq. ft.\*

- Video/Sound Center – 2 sets
- Conference/Office
- Partitioned Flex Space
- Prop & Equipment Storage – 200 sq. ft.
- Access for cabling to video, lighting and sound control
- Soundboard and light platform – 100 sq. ft.\*

\* not included in sq. ft. total located upper/center of seating, covered

DRESSING/HOSPITALITY AREA – 2,800 SQ. FT.\*

Dressing Rooms – 2,230 sq. ft.

- Male and Female
- Restrooms with showers
- Makeup with counters
  - 4 stations each sex
  - hanging area and lockers
- Private Dressing Room – 120 sq. ft.
  - restroom and shower
  - makeup station
  - located next to green room
- Green Room Lounge – 450 sq. ft.
- Meet and Greet Area
  - screened terrace – 540 sq. ft.
  - adjacent to Green Room

\* not included in sq. ft. total

#### SUPPORT SERVICES

Kitchen/Catering 1,500 sq.ft.

- Full commercial kitchen

- Pantry/Storage
- Catering preparation (200 meals)
- Concession preparation

Loading Dock – 1,000 sq. ft.

- Parking for 2 semi-trailers at dock, 14'6" height min.
- Covered and lighted
- Ramp accessible
- Complete forklift maneuverability
- Direct access to stage

Secured Storage – 1,200 sq. ft.

- Covered/open air
- Secured/adjacent to loading dock

Service Yard

- Semi turnaround – maneuverability is key
- 2 trucks at dock, plus parking for 1 truck
- Dumpster and recycle bins
- Propane fueling station
- Limited staff and VIP parking
- Complete water, sewer, electric, sound and video hookup
- Fenced and secured

RESTROOMS – 560 SQ. FT.

Staff and Patrons

### Ticketing and Administration

RE-USE OF EXISTING BUILDING – 1,152 SQ. FT.

Ticket Windows with Office

Administrative Office

Security Command/Events Planning

Restroom

TICKET PLAZAS

Event Control and Cueing

Guest Service Kiosk – Information/Phones/ATM

### Guest Services

RESTROOMS – 1,200 SQ.FT.

INFORMATION – 256 SQ.FT.

First Aid/Life Safety Room

Guest Service Center

CONCESSIONS – 600 SQ. FT.

Food preparation/warm-up – 100 sq. ft.  
Pavilion/Storage

FOOD COURT/ENTRANCE PLAZA

Plaza/Lobby – 7,800 sq. ft.  
Terrace for vendor push carts

### Seating Bowl

GOAL OF COVERING 25-35% OF FIXED SEATS

APPROPRIATE PATRON LIGHTING AND ACCESSIBILITY

THREE SEATING TYPES

- Box seats, fixed seating, grass

FIXED SEATS WITH ARMRESTS

LOCATION FOR LIGHTING AND SOUND PLATFORMS

SEATING SCHEMES

• Box seats	250
• Fixed seats	3,662
• Grass/terrace	592 - 1,000

Total 4,504 - 5,000

Nature Arboretum Center – 1,200 sq. ft.

EXHIBIT/INTERPRETIVE ROOM

RESTROOMS

MEETING TERRACE/DECK

OPEN AIR/VENTILATED BUILDING

### Parking

• Guest parking	300
• Overflow/grass parking	90
• Staff/VIP parking	26
• Nature Center parking	44

Total 460





## THE CONCEPTUAL MASTER PLAN – *THE MAIN ACT*

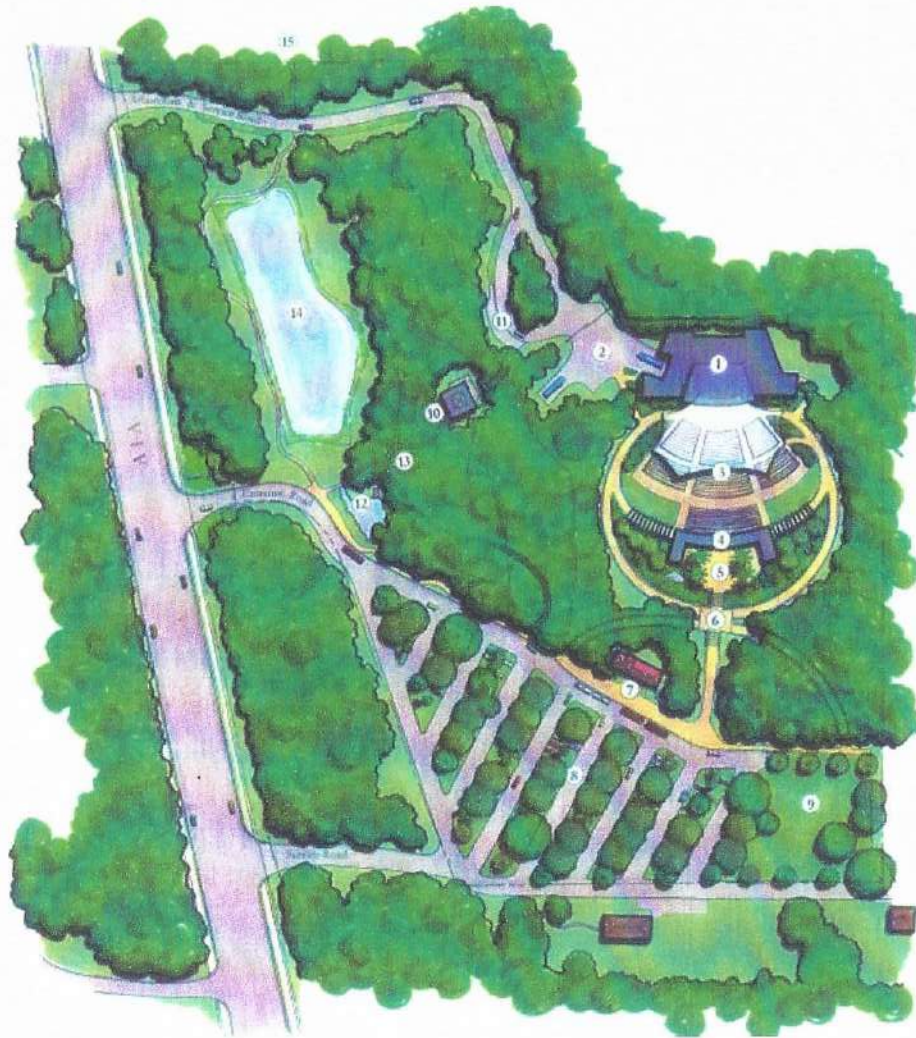
### THEME, CHARACTER, AND IMAGE

The design intent for renovation of the St. Augustine Amphitheatre is not only to provide easy access and physical comfort for all of the facility's user groups, but it is also to create visual imagery that combines aspects of Florida's history and uniqueness as a travel destination. The architectural theme of the amphitheatre and its support buildings will incorporate elements of the "Plantation," "Picturesque," and "Festival" styles that are characteristic of Florida.

Plans for the renovation call for extensive use of coquina block inspired by the colonial era sugar plantations and the application of arches, loggias, and balconies that create a picturesque framework and visual connection with the natural Florida landscape. A dramatic contrast to the historical elements will be the incorporation of the latest theater technology for a high quality facility and increased efficiency of its operations.



# ILLUSTRATIVE SITE PLAN



## NUMBER LEGEND

- 1) Service & Support Facility
- 2) Service Yard
- 3) Service Building
- 4) Concessions & Lounge
- 5) Ultimate Plaza
- 6) Admission & Donation Plaza
- 7) Loading & Unloading Building
- 8) Event Parking
- 9) Concession Parking
- 10) Service/Admission Center
- 11) Admission Drop-off & Pick-up
- 12) Viewing Walkway
- 13) Service Concession Booth
- 14) Concession Booth
- 15) Main Entrance/Concession Booth

## SYMBOL LEGEND

- Existing Landscaping
- Existing Landscaping
- Proposed Landscaping
- Drive
- Walkway/Path
- Waterway
- Service Area
- Transportation & Material
- Service Area
- Walkway/Path
- Walkway/Path



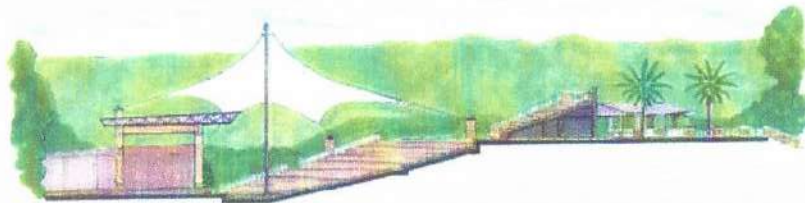
DETAILS OF PLAN



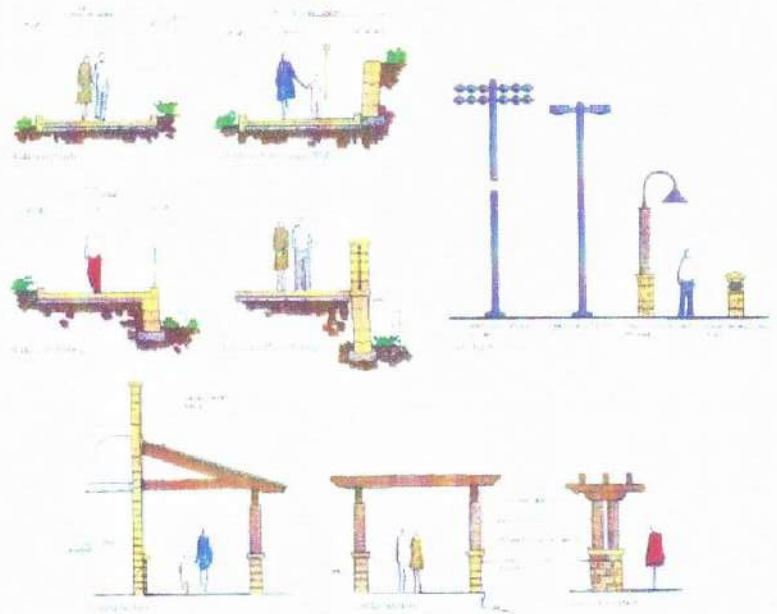
SECTION 1



SECTION 2



SECTION 3



## PROGRAM

### *Stage*

The new stage area will be sited generally in the same location as the existing stage, but will be 70' long x 40' deep x 30' in height and will have a covered high span with truss rigging. The new rigging will accommodate state-of-the-art visual/sound technology necessary to produce first-rate performances, which previously was not possible using the existing amphitheatre's obsolete lighting and sound system. The stage will also have moveable back and side walls with easy access to the loading dock.

### *Behind the Stage*

Backstage will include a loading dock with roll-up doors for larger sets and equipment, a covered backstage area with productions areas, dressing and green rooms, a hospitality area and support services.

The production area includes two video/sound areas, partitioned flex space, prop and equipment storage, and access for cabling to video, lighting, and sound control. A covered soundboard and light platform will be located upper/center of seating.

The dressing/hospitality area will include male, female, and private dressing areas with make-up counters, restrooms with showers, a green room lounge, and a meet and greet area.

Support services of the backstage area include a covered well-lit loading dock for 2 semi-trailers, as well as ramp access and forklift maneuverability. A covered, open-air storage area will be located adjacent to the loading dock and will be adequately secured with a lock system. A full commercial kitchen will also be provided with a pantry, storage, and ample preparation space for both catering and concessions.

### *Service Yard*

The service yard adjacent to the loading dock will be designed with adequate turning radii for tractor-trailers, dumpster and recycle bins, a surrounding fence with a locking gate for security, limited staff and VIP parking, a propane fueling station, and hook-ups for water, sewer, electric, sound and video.

### *Seating Bowl*

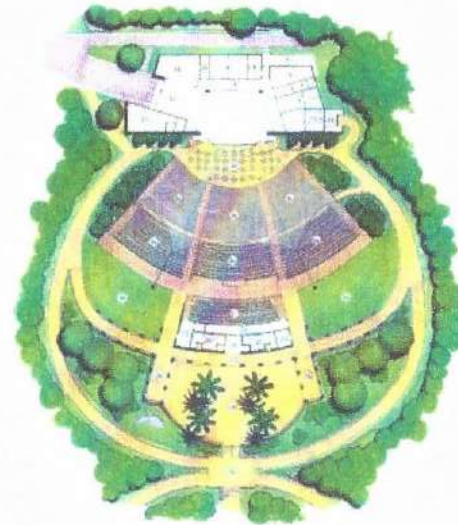
The seating bowl will consist of an expanded seating area with a total of 4,500 – 5,000 new seats, including boxed seating, expanded fixed seating, and a new grass seating area. Fixed seats will be upgraded with a newer seating model with arm rests for added physical comfort.

### *Guest Services & Loggia*

The guest services area, located under the amphitheatre's grandstand seating area will provide restrooms, a first aid/life safety room, a guest services and information center, storage, a food preparation area for concessions and a covered loggia/pavilion area for shade, shelter, and visual orientation.

### *Entrance Plaza*

The terraced Entrance Plaza consists of a food court with open-air concession stands and cafe seating, a row of date palms, and views from the plaza's balustrade into the surrounding natural woodland.



#### NUMBER LEGEND

1. Stage
2. Backstage Area
3. Dressing Rooms
4. Hospitality Area
5. Service Yard
6. Guest Services & Loggia
7. Entrance Plaza
8. Seating Bowl
9. Soundboard
10. Video/Sound Areas
11. Prop and Equipment Storage
12. Food Court
13. Cafe Seating
14. Concession Stands
15. Date Palms
16. Balustrade
17. Natural Woodland
18. Walkways
19. Fencing
20. VIP Parking
21. Propane Fueling Station
22. Water, Sewer, Electric Hook-ups
23. Dumpster and Recycle Bins
24. Locking Gate
25. Security
26. Staff and VIP
27. Tractor-Trailer
28. Seating Bowl



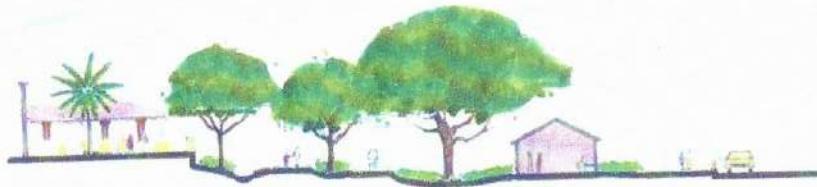


Figure 3-10: Top of Existing Plaza & Walls



### *Admissions Control Plaza*

The Admissions Control Plaza will provide a flexible event control and queuing systems to accommodate changing crowd numbers and types of performances. All circulation from the main parking area will funnel into this area prior to entering the amphitheatre.

### *Ticketing & Administration*

The existing administration building will be renovated and re-used for future ticketing and administration. An office, a security command and events planning room, a restroom, and ticket window are included.

### *Event Parking*

The existing parking lot will be re-designed so that lanes will run in a north-south direction toward the main entrance for easier access to the amphitheatre. Approximately 300 guest spaces and 90 overflow/grass parking spaces will be provided. The existing tree line will be expanded to provide additional tree cover for added shade and comfort. Landscaping will be added under the trees to increase parking efficiency and visually enhance the parking area.

An overflow grass area is provided for either additional parking during major events or as additional open space for outdoor markets or festivals.

### *Native Arboretum Center and Grounds*

The Arboretum Center will be an open-air/ventilated building, designed using elements of Florida's "Cracker" style architecture. The building will include exhibit/interpretive room, restrooms, and meeting terrace with large deck.

The Arboretum grounds will include an existing water feature, native garden displays, and interpretive areas with adequate signage that describe aspects of the area's history and ecology.

### *Coquina Quarry and Trails*

The existing coquina quarry and trail will remain relatively unchanged with the exception of an additional trail along the west side of the quarry, linking the quarry and arboretum center to the existing trail system that connects with Anastasia State Park. Some additional amenities will be provided, such as seating and tree shade to provide rest spots along the trail.





## INFRASTRUCTURE AND SUPPORT



## PHASING AND COSTS

### *Phase One*

ESTIMATED DATE OF COMPLETION: JULY 2003  
ESTIMATED COST: \$1.5 MILLION

- New 3,500 S.F. Covered Stage
- Behind Stage Circulation Space
- Expanded Concrete Seating Area for 3,042 Fixed Seats
- Grass Seating Areas to Seat 596
- Entrance Plaza and Walkways
- Infrastructure for Sanitary, Water, Electrical, and Communications
- Seating Bowl Improvements such as Lighting, Railings, and Signage

### *Phase Two*

ESTIMATED DATE OF COMPLETION: JULY 2004  
ESTIMATED COST: \$1.2 MILLION

- Lower Seating Bowl Roof Cover
- Back of the House
  - Video/Sound Production Room
  - Green Room and Dressing Rooms
  - Meet & Greet Area
  - Restrooms
- Catering Kitchen

### *Phase Three*

ESTIMATED DATE OF COMPLETION: END OF 2005  
ESTIMATED COST: \$1.2 MILLION

- Grandstand Seating
- Guest Services Located Under the Grandstand
  - New Restrooms
  - First Aid/Security
  - Information
- Palm Column Loggia
- Concession Pavilions
- Nature Arboretum
- Parking Improvements





## COMMITMENT & CONCLUSION – *THE SHOW MUST GO ON*

### RESOURCES AND NEXT STEPS

Facility improvements are critical to the amphitheatre's future. The amphitheatre currently does not have the seating capacity, concession or restroom facilities that most events require. Because the amphitheatre does not have an adequate stage or a built-in sound and lighting system, the increased expense of renting necessary equipment becomes a deterrent to organizing events of any size and kind.

Without the renovations, the St. Augustine Amphitheatre will lose vital events such as the Gamble Rogers Folk Festival and the Atlantic Shakespeare Festival. Residents of St. Johns County have come to rely on these festivals for entertainment, culture and education. The annual Gamble Rogers Folk Festival incorporates a full day program aimed at elementary and middle school students that includes workshops in traditional Florida folk music and storytelling arts. The renovated facility will include adequate covered spaces that can be used as classroom settings or rehearsal/teaching spaces for educational institutions, elder hostels, and community organizations.

Through the years, St. Augustine has attracted a wealth of artisans in a variety of disciplines. After renovations, the amphitheatre will continue, as it has in the past, to draw heavily from the talents of local actors, artisans, dancers, musicians, and set and costume designers. The amphitheatre will be equipped with all amenities to satisfy the need of its standard events, as well as becoming a more attractive venue for new events which have not yet considered using the St. Augustine Amphitheatre.

Since the amphitheatre is operated by St. Johns County, all of the contracts and outsourcing will go through a formal public bid. This gives local businesses an opportunity to become involved in the renovations, events and maintenance of the facility.

Because it is an outdoor facility, its use of energy compared with any indoor facility of its capacity will be very small. Not only will the amphitheatre offer a rustic setting, its audience amenities will rival those of other outdoor theaters and its incorporation of the latest theater technology will ensure the highest level of production quality.



## SUPPORTING CAST

### *Board of County Commissioners*

Marc Jacalone, *District 3, Chairman*

James E. Bryant, *District 5*

Dr. Mary Kohnke, *District 4*

Nicholas Meiszer, *District 1*

John Reardon, *District 2*

### *St. Augustine Amphitheatre Board of Directors*

Jim Bryant, *St. Johns County Board of County Commissioners Liaison*

Walter Kelly

Bruce Lucker

Bill Puckett

Darlene Schnittker

Jeffery Staffaroni

Rita Stark

Paul Williamson

### *St. Augustine Amphitheatre Foundation, Inc.*

Joseph Boles, Jr.

Dick Brown

J. Gus Craig, Jr.

Bruce Lucker

Jane Mathis

Jerry Nye

Nancy Sikes-Kline

Mary Ellen Treble

### *Community Leadership Supporters*

Mark Alexander, *Mayor, City of St. Augustine*

Dr. Hugh Balboni, *Superintendent of Schools, St. Johns County*

Paul Crawford, *Park Director, Anastasia State Recreation Area*

Dan Downs, *Director, Gamble Rogers Folk Festival*

Kathy Drake, *Interim Director, Communities in Schools*

Kathy Fleming, *Executive Director, St. Augustine Lighthouse*

James E. "Jim" King, *Florida Senator*

Doug Wiles, *State Representative*

Paul Williamson, *Public Affairs Director, City of St. Augustine*

### *Consultant Design Team*

Frederick Halback and Associates, Inc., *prime consultant, design and landscape architecture*

Les Thomas Architects, Inc., *architecture*

Planning Innovations, Inc., *transportation*

Privett-Niles and Associates, *surveying*

Graphics Ink Design Studio, *graphic design*

