

KOSCIUSKO
 COUNTY
 4-H & COMMUNITY
 FAIR

Warsaw Community Public Library
 Vertical file

KOSCIUSKO
 COUNTY
 4-H &
 COMMUNITY
 FAIR
 CHARRETTE

February 21 - 24, 1993



Community-Based Projects Program
 College of Architecture and Planning
 Ball State University
 Muncie, IN 47306

*We would like to thank all those who made this charrette possible.
We especially acknowledge:*

*The Kosciusko County 4-H & Community Fair Board
Jack Anglin, President*

Kosciusko County/Purdue University Cooperative Extension Service

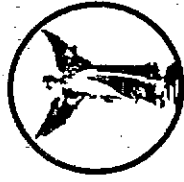
The Greater Warsaw Area Chamber of Commerce

*and all the many businesses, organizations
and individuals that contributed
their time, talents and resources.
Without their involvement and
assistance this project would
not have been possible.*



Kosciusko County 4-H & Community Fairgrounds Charrette

This report has been prepared for educational and informational purposes.
It is not a substitute for professional documents.
Do not use for any other purpose without the expressed written permission from:
Community-Based Projects Program
College of Architecture and Planning
Ball State University
Muncie, IN 47306



Project Director
Dr. James A. Segedy, AICP
Associate Professor of Urban Planning

Faculty Advisor
James R. Underwood
Professor of Architecture

Project Design Team
Deric Daugherty
Phillip Folkerts
Jeremy Fretts
Jerry Happel
Nancy Hill
Phil Jenkins
Josh Lantz
Mark Monroe
J. Matt Music
Kevin Seminger
Brent Shaffer
Kerry Sims
Amarjit Tamber
Michael Urbanski
Matt Woodruff



Community-Based Projects Program
Center for Environmental Design, Research and Service
College of Architecture and Planning • Ball State University • Muncie, Indiana

Community-Based Projects Program

The College of Architecture and Planning at Ball State University, since admitting its first class in the September of 1966, has recognized its responsibility to not only educate and train environmental professionals, but also provide public education and service to its constituents—the citizens of Indiana. The dual focus of education and service is the primary thrust of the CBP Program, a multi-disciplinary activity that accommodates faculty and students from departments of architecture, landscape architecture, and urban planning and development.

The primary goal of the CBP Program is to provide the CAP students with a series of viable learning experiences in problem recognition, planning and design, citizen participation methods, etc. This goal is based on the philosophy/assumption that a more realistic and pragmatic understanding of these activities can best be gained by the students through their participation in a community-based, problem focused, "hands on" format.

A second instructional goal of the program is to provide public education in environmental planning and design to both the public and private sectors so that they may more effectively participate in the decision-making process that is an integral component of creative problem-solving. This goal is based on the philosophy/assumption that an informed and educated "public" is the key to an effective participatory format for all community planning and development efforts. The development of communication techniques geared to increasing public awareness and facilitating a "take part" process, is an important part of the program.

The third goal of the program is to provide a public service in the form of technical assistance to both the public and private sectors in community planning and design matters. This goal is based on the assumption that responsible decisions concerning the future of Indiana's physical environment must be based on accurate, unbiased information and objective comparisons of alternative strategies and proposals.

A fourth goal of the program is to promote research activities that focus on the widest range of Indiana's communities. This research concerns itself with the methodologies employed in the analysis, programming, planning, and design(synthesis) of urban and rural communities and the teaching of the professionals who will be involved in them.

Four points should be noted:

- The potential of success for the planning and design of any facility, or any community, is dependent on you, the public and private sectors of the community which have been the greatest asset of the continuing success of the Kosciusko County 4-H and Community Fair, and not us (the Charrette Team);
- We are not a substitute for professional services;
- The educational objectives of the CBP Program are of primary importance;
- Everyone in the community can contribute in their own unique way.



Charrette Overview

This document is designed to serve as a primer summarizing the process, findings, and recommendations of the Kosciusko County 4-H Fair Charrette Team. It is intended to be used as an operations manual and record of process based on the involvement of the Fair Board and concerned citizens in a logical series of events aimed at the development of a Master Plan and organization strategy that would be specific to the Kosciusko County 4-H Fair and its related operations. Ideas and concepts presented here are intended to serve as a stimulus for discussion and involvement. Specific recommendations are presented as a series of design and programmatic options which may be considered for implementation through a long term, strategic planning effort. It is intended that this document be used as a policy statement, providing guidance and inspiration for the future directions of the Fair and its associated activities by displaying images of what might be, as well as the means to achieve them.

This document is presented as a series of idea pieces that encourages the systematic development, review, and implementation of a master plan. In reviewing this document it is important to remember that the process which inspired it is as important, if not more important that the ideas and recommendations contained within it.

This project, while attempting to address the Fair as part of the entire community focused on several identified areas of perceived need. The outlined information and graphics presented may serve to remind the reader that involved citizenry have been the greatest strength of the Kosciusko County 4-H Fair, and it is they who created this plan/strategy and, therefore, are the most critical resource guiding the future of the fairgrounds and the Fair.



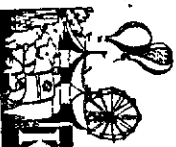
Analysis

The first step in our analysis was information gathering. The Charrette Team held an informal meeting with the members of the Fair Board to discuss history, structure, and potential development of the Kosciusko County 4-H Fairgrounds. During this brief meeting we were able to assemble some chief concerns of the Fair Board, while gaining important insights which served as a foundation from which to begin our research and interview process.

In addition to observations and technical data collected, the Charrette Team conducted interviews with over one-hundred twenty individuals and representatives of various Kosciusko County organizations. The Team was overwhelmed by the enthusiasm shown by the participants, especially by their willingness to offer suggestions, insights and recommendations for the improvement of the Fairground's activities and facilities.

The following questions were designed to elicit responses which would allow the Charrette Team to better assess the strengths and weaknesses of the fair operations and facilities, understand the concerns and expectations of the participants and the role of the fair and fairgrounds as part of the community:

- How should we, or shouldn't we, take advantage of the water frontage?
- Should the Fairgrounds provide public access to the lake?
- How could we best utilize the racetrack area? Should or could it be moved?
- What are the circulation problems associated with the Fair— access to and from? internal/on-site? parking for patrons? parking for exhibitors?
- Is it easy to find your way to the fairgrounds? Around the fairgrounds? Is the signage effective? What are the focal points?
- What are your strongest memories of the Fair?
- What are the safety issues? What is the general atmosphere of the Fair?
- What kinds of infrastructure/facilities are needed?
- What is the quality of the fairgrounds? the fair facilities? the midway? the exhibits? the food service area? the shows? What would you like to see changed?
- Is the Fair held at the best time?
- Does public transportation serve the fairgrounds?
- What is the relationship between the Fair Board and the community? businesses? etc.?
- What should be done with the grandstand?
- What kinds of public facilities would you like to see on the fairgrounds site?
- What kind of character/design style should the fairgrounds take?
- What kinds of other activities would you like to see on the site? farmers' market? community center? youth facility? senior center? convention/exhibition facility?
- What keeps groups away from the fairgrounds?
- What is or should be the scale of fairgrounds operations—local, regional, etc.?
- Is the Fair/fairgrounds marketing itself well?
- Do you use the fairgrounds when the Fair is not going on?
- What are some of the educational opportunities of the fairgrounds?
- What events could/should be consolidated? expanded? eliminated?
- What would you do if you owned the fairgrounds?
- Is there a need for a convention/exhibit center?
- What makes the facility an asset? a liability?
- What is the number one thing we should work on?



Interview Results

The responses to these questions coupled with our reviews of fair and fairground documents and our observations of the site can be summarized in five broad categories:

- Strengths
- Weaknesses
- Issues
- Needs
- Expectations/Goals

The points presented below represent a summary of those which were expressed most frequently during the interviews as well as our observations. While some of these issues raised may not affect all parties involved they are significant in assessing the overall future of the fair and the fairgrounds.

Strengths

- 4-H influence/involvement
- Site/location on the lake
- Accessibility
- Involved members of the Fair Association
- Natural setting
- Shrine building
- Good drainage
- Warsaw Amenities
- In the largest ag revenue producing county in Indiana

Weaknesses

- Needs promotion
- Lack of business/industry/community involvement
- Aesthetics/image/identity
- Lack of public access to the lake
- Resistance to change
- Underutilization of facilities & resources
- Limited capacity of Shrine building
- Drainage/Sewerage
- Location of livestock facilities



Interview Results

Issues

- Downtown Central Park Development
- Lake Association concerns
- Fees/charges
 - Fair admission too expensive
 - Facility rental undervalued
- Greater need for rural centerpiece - 4-H emphasis
- Public transportation/access
- Public/Private/Developer relationships
- Financing
- Maintain lake/water quality

Needs

- Infrastructure
 - restrooms
 - building improvement/redevelopment
 - exhibition space(s)
 - improved grandstand/attraction
- Multi-purpose facility
- Comprehensive plan
- Professional management
- Large animal show/auction facility
- Year round utilization/revenue generation
- Youth/senior opportunities

Expectations

- Year round utilization
- Lake front utilization
- Fair week activities
- Community involvement
- Fair organization/efficiency
- Better community resource utilization
- Improved public image
- Recognize and build on strengths



Organizational Structure and Development Funding

Proposed Organizational Structure

Based upon comments from a significant number of the interview participants and our own observations, the Charrette Team recommends the following organizational structure to more efficiently carry out the mission of the Kosciusko County 4-H and Community Fair Association.

In addition, two new positions on the Board of Directors are recommended to better represent area youngsters. The proposed Board members should be the 4-H Junior Leader/President and an at-large representative, not active in the 4-H program.

The recommendations, depicted below, closely follow the existing organizational structure except for the addition of two new positions on the Board of Directors, a professional General Manager to oversee the year-round fairground operations, and a Long Range Planning Committee consisting of various task forces.

Organizational Structure and Development Funding

General Manager

The appointment of a professional General Manager is recommended to assist the Board of Directors in managing the burden of routine operational matters. This would allow the Board to concentrate on the actual planning and operations of the annual Kosciusko County 4-H and Community Fair. It is understood that the General Manager position will serve as an independent agent following the policies and directives of the Kosciusko County 4-H and Community Fair Board of Directors. His/her responsibilities could include:

- Serving on:
 - Executive Committee(ex-officio)
 - Fiscal Advisory Committee
 - Long Range Planning Committee
 - other committees as directed by the Executive Committee
- Supporting the Fair Board President during the annual Fair
- Administrating the year-round enhancement of the fairgrounds in the areas of:
 - Facilities maintenance
 - Events scheduling
 - Marketing
 - Public relations
 - Documents and records
 - Office administration
 - Security
 - other areas designated by the Executive Committee

Long Range Planning Committee

The Long Range Planning Committee would be responsible for implementing, reviewing, and updating the strategic plan for the fair and fairgrounds.

- Task forces should be created to work on specific projects or programs, for example:
 - Revenue Options Task Force
 - Memorial Task Force
 - Community Center Development Task Force
 - Project Evaluation Task Force
 - Marketing Task Force
 - Citizen Awareness and Involvement Task Force
 - others as needed
- The Long Range Planning Committee will regularly report to the Board of Directors and the General Manager
- The committee should address financing new development projects and programs

Organizational Structure and Development Funding

Other suggestions for improving the function and efficiency of the Kosciusko County 4-H and Community Fair Association include:

- Involve younger members
- Organize a membership drive
- Recognize outstanding members:
 - banquets
 - certificates
 - "Wall of Fame"
- Clarify issues
- Work with other business/service/homeowner organizations
- Maintain a database including:
 - project ideas, plans, etc.
 - contributions
 - volunteers
 - fair workers



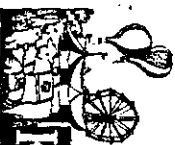
Organizational Structure and Development Funding

Development Funding

New projects, programs, and developments, especially as the fair begins to investigate year-around use of the fairgrounds site and facilities, requires establishing new sources of funding. The increased utilization of fairgrounds facilities will go a long way in generating new revenues, but additional funding sources will be needed for initial project development and operations.

Based upon comments from concerned citizenry and our own observations, the Charrette Team offers several suggestions with emphasis on phased implementation, public-private partnerships, utilization of volunteer labor, and solicitation of large industries.

- Phased implementation:
 - Utilizes funding available at the present time
 - Builds "momentum"
- Create a "partnership" with Kosciusko County:
 - Develop volunteer resources
 - Solicit corporations/businesses for support
- Increase rental price of existing facilities(ie, boat storage)
- Sell advertising space in the fair flyer
- Encourage regional events:
 - 4-H events
 - Gold Wing Rider events
- Grants and state funding opportunities:
 - Indiana Department of Natural Resources
 - Indiana Department of Commerce
 - Indiana Department of Environmental Management
 - Lilly Foundation
- Maintain a list of donors:
 - Update and publicize list
 - Solicit these donors regularly
- Recognize major donors:
 - Dinners/banquets
 - Gifts (fair passes, certificates, photographs, etc.)
- Establish a memorial gift program
- Create a "Buy-a-Brick" or similar program
- Sponsor raffles, games, contests, etc.
- Produce newsletter



Kosciusko County Parks Commission Partnership

The Fair Board could increase the amount of available funds through an agreement/trust relationship with the recommended Kosciusko County Parks Commission. This agreement could result in the county/fair partnership which may increase eligibility for grants which could be used to fund fairground improvements and programs. This process includes:

1. Work with the Kosciusko County Commissioners to establish a County Park Board.
2. The Fair Board sells the property to the Kosciusko County Park Commission, with several contingencies.
3. The Fair Board then leases, manages, and operates the fairgrounds.

This arrangement has other benefits as well:

- Guarantees that the property remains a public park space in perpetuity
- Increased eligibility for grants including:
 - wetland construction grants
 - beautification funds
 - handicap accessibility improvement monies

The development and implementation of fairground projects and facilities can be successful through partnerships with Kosciusko County. Components of the partnership include:

- Fairground Association
- Facility planning and programming
- Free or leased usage of property
- Supplemental financing
- Shared risk, responsibilities, and profits
- Kosciusko County
- Primary financing
- Infrastructure development
- Operation and maintenance
- Shared risk, responsibilities, and profit

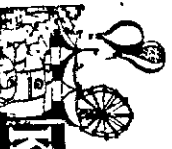
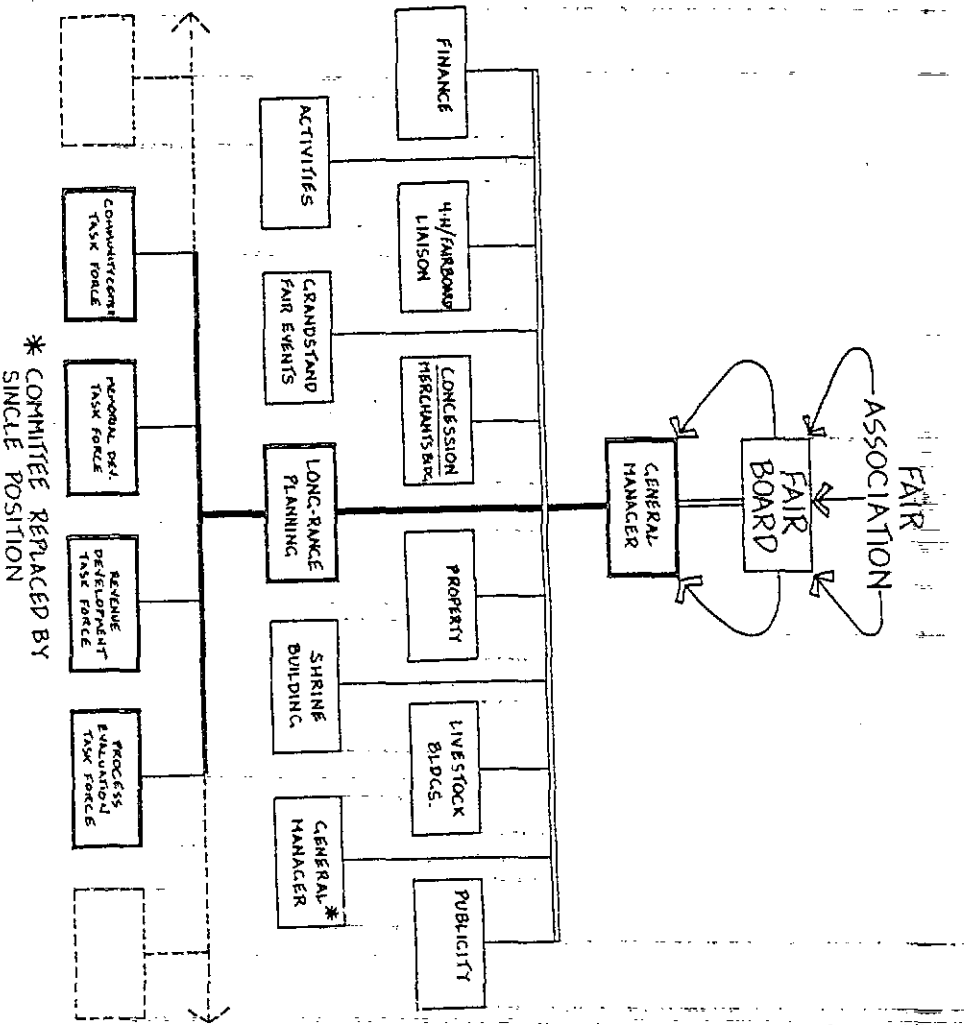


Facility and Activity Programming

The Charrette Team identified several facility and activity programming needs and issues:

- Current Fair week programming
- Potential Fair week programming
- Current Fairgrounds programming (year-round)
- Potential Fairgrounds programming (year-round)

The table on the facing page lists the programs for each facility on the Fairgrounds, both current and potential. The table also provides a list of potential improvements to structures and facilities which would better accommodate these programs and activities. Also presented are suggestions for several new facilities, such as the Kosciusko Community and Exhibition Center, and the Winona Lake Marina.



Kosciusko County 4-H & Community Fairgrounds Charrette

Facilities(Existing & Potential)	Current Programs & Events	Potential Programs & Events	Development Needs
Shrine Building	Banquets	Stroller Rental Red Cross/First Aid	Police & Fire Office / Area Information Office
Entrance & Parking Areas	Ticket Sales & Collection Public Announcements	Red Cross/First Aid Public Transit	Information Office Buffers Signage
Main Street - the vendor buildings		Festival Winter Carnival Square Dances Pioneer Days	Seating Area Plaza Access for Food Delivery & Trash Pickup Telephones Kitchen Facilities
4-H Exhibit Buildings	4-H Meetings Cat & Dog Shows	Extension Offices Livestock Auctions	Heating Truck & Trailer Parking Loading Docks Common Exhibition Areas Horse Ring & Stables Rabbit & Poultry Building Concrete Floors
Merchant's Building	Non-Food Vendors Flea Market Food Vendors	Queen Judging Farmer's Market Extension & 4-H Offices Educational Displays Art, Crafts, & Antique Shows Car, Truck, & Boat Shows	
Carnival & Midway Area	Rides & Vendors	Petting Zoo	Truck & Trailer Parking Industrial/Agricultural Midway Area Monument/Memorial "Wall of Fame"
Marina		Boat Rental Picnics Fishing Tournaments Ice Fishing Derbies Sponsor Ski Shows Parasail Rides Licensing Workup Services Fireworks Sand Volleyball Competition	Boat Launch Picnic Shelters Gas Pumps & Visitor Slips Rental Mooring Pier & Storage Fish Cleaning Stations Bait & Tackle Shop Lakeside Cafe Truck & Trailer Parking Public Aquarium Beach Lockers
Campgrounds		Nature Exhibits Seeding Camping Clubs	Electrical Hookups Parking Picnic Shelters Restrooms & Showers
Grandstand	Tractor Pulls Rodeos	Concerts Roping Competition Circus	Covered Seating Portable Stage Animal Show Ring Tractor Pull Strip
Community Center		Weddings Meetings Banquets Conventions 4-H Offices Exhibits(Science Fairs, etc.) Bingo Home & Garden Shows Arts & Heritage Festivals Gardening Lectures & Demonstrations Recycle Center	Facility Parking
Home & Family Arts Building	Fish Fries Auctions Craft Shows	Day Care	
Passive Recreation/Park		Organized Athletic Leagues Community Gardening Company Picnics	Field Sports Facilities Community Gardens
Infrastructure			Handicap Access Electricity Lighting Pedestrian & Bicycle Access Sanitary Facilities



Site Analysis

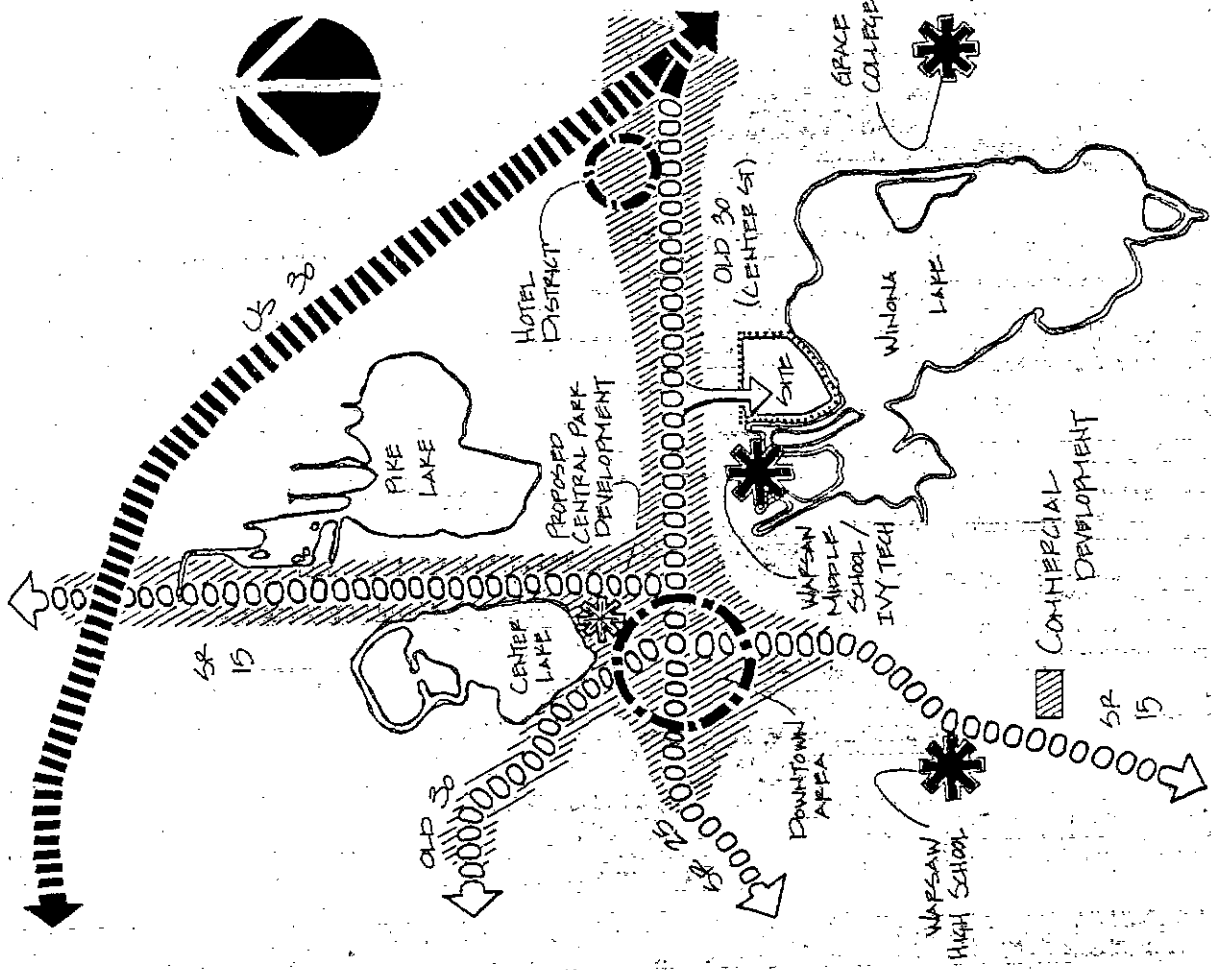
Physical & Environmental Analysis

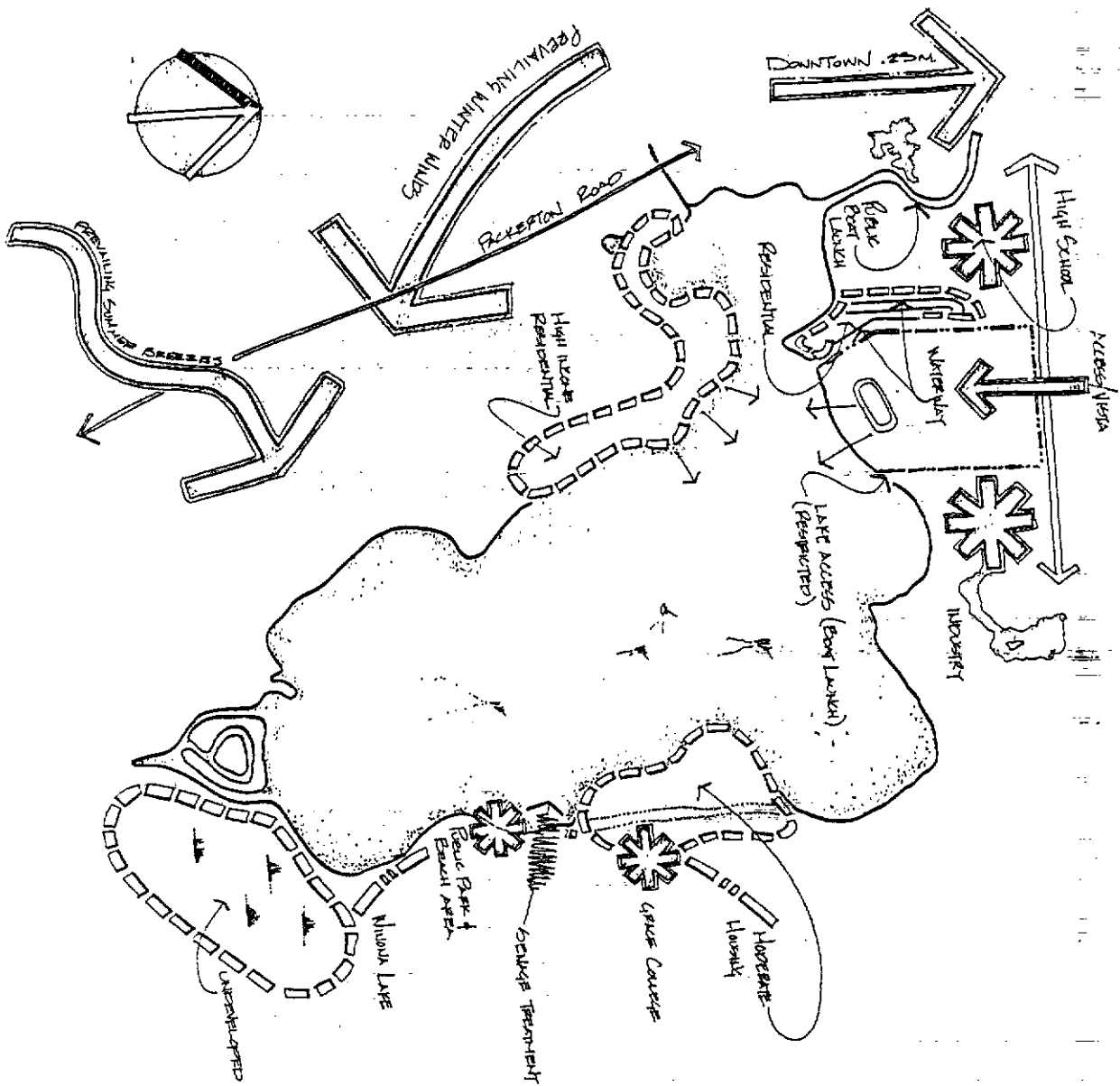
In addition to the structural and programmatic analysis of the fairground's operation, the Charrette Team conducted an analysis of the physical and environmental features of the site. The following maps illustrate the fairgrounds in context to Kosciusko County, in context to its location in Warsaw, and in a detailed site analysis. Each of these maps helps illustrate the accessibility of the fairgrounds, not just to residents of Warsaw but to Kosciusko County residents. An important issue, underutilization of the lake front, is well depicted on the site analysis map. Looking at these maps, the Charrette Team considered the other issues which arise in the given context of the fairgrounds site:

- Proximity to industry
- Proximity to public services and facilities
- Proximity to public utilities
- Environmental factors:
 - prevailing winds
 - vegetation
 - site drainage
 - natural vistas

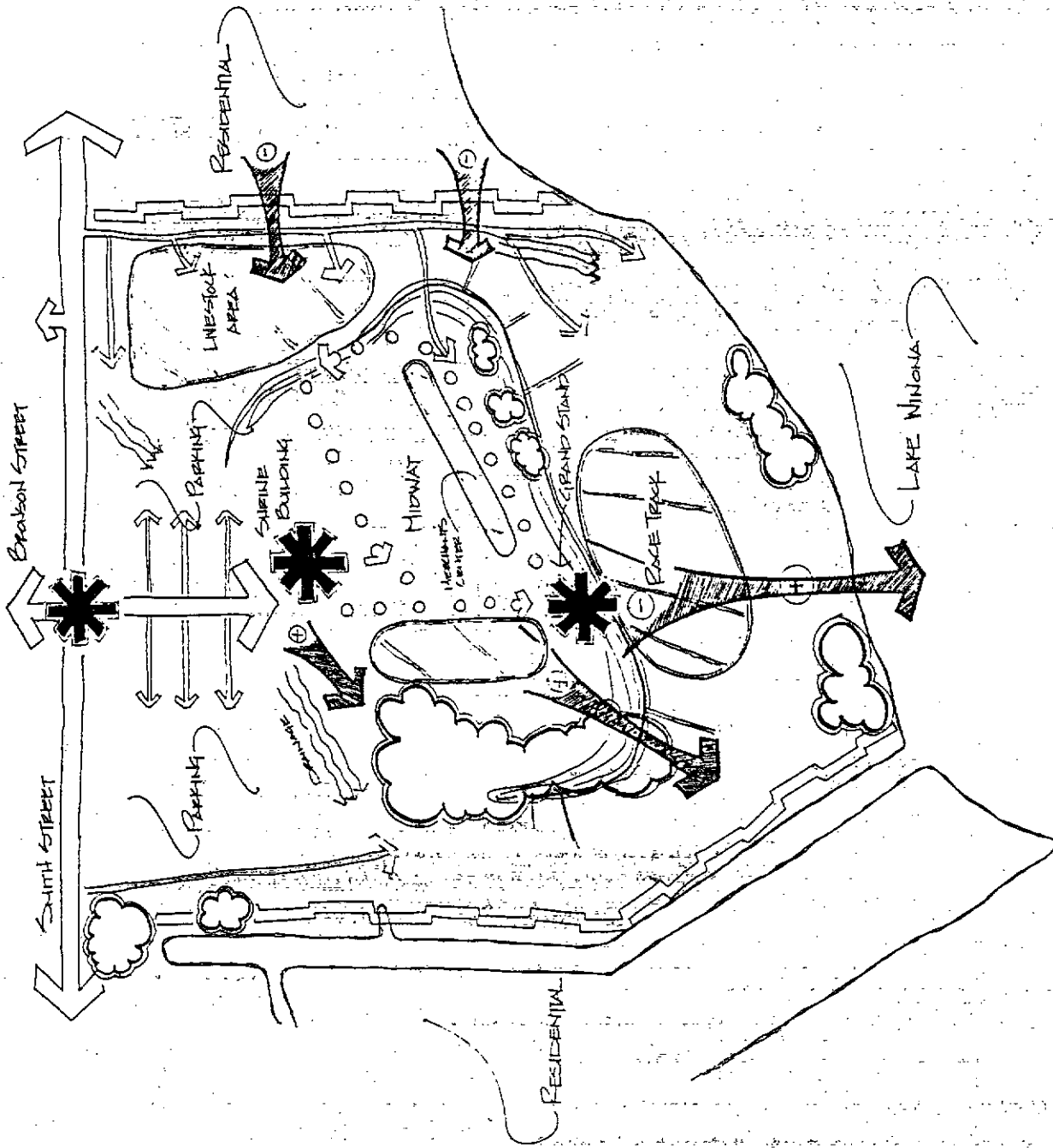


Area Context Map





Site Analysis



Alternative Proposals

Utilizing the information collected during the research and analysis phase of the project, the Charrette Team designed three alternative Master Plans to display possible development options for the fairgrounds. The three alternatives are not intended to serve as explicit development plans. They are provided as a set of possible design solutions and should be used to stimulate discussion of potential fair development plans among groups such as the Long Range Planning Committee discussed earlier.

There are key elements shared between each of the unique design proposals. These shared elements are responses to issues which the Charrette Team identified as critical in the continued success of the Kosciusko County 4-H and Community Fair and the year-round utilization of the fairgrounds.

Each design proposal recommends the restructuring of the grandstand/track area, the reconfiguration of the exhibitors building, the enhancement of the 4-H and food vending areas, and the use of constructed wetland technology for waste water management. Each proposal also includes the development of a new and versatile indoor exhibition space.

The proposals recommend the development of a unified design scheme to help establish a strong visual identity and character. A major tree planting program/tree nursery program is also recommended for the site. This program, as well as demonstration garden plots could serve as a laboratory and/or commercial venture for the 4-H clubs of Kosciusko County.

The establishment of a visual corridor between a strong entry statement and the grandstand/lakefront is critical to enhancing the identity and character of the fairgrounds.
Design proposals for Kosciusko County Community and Exhibition Center and the Lake Winona Marina are provided following the three master plan proposals.

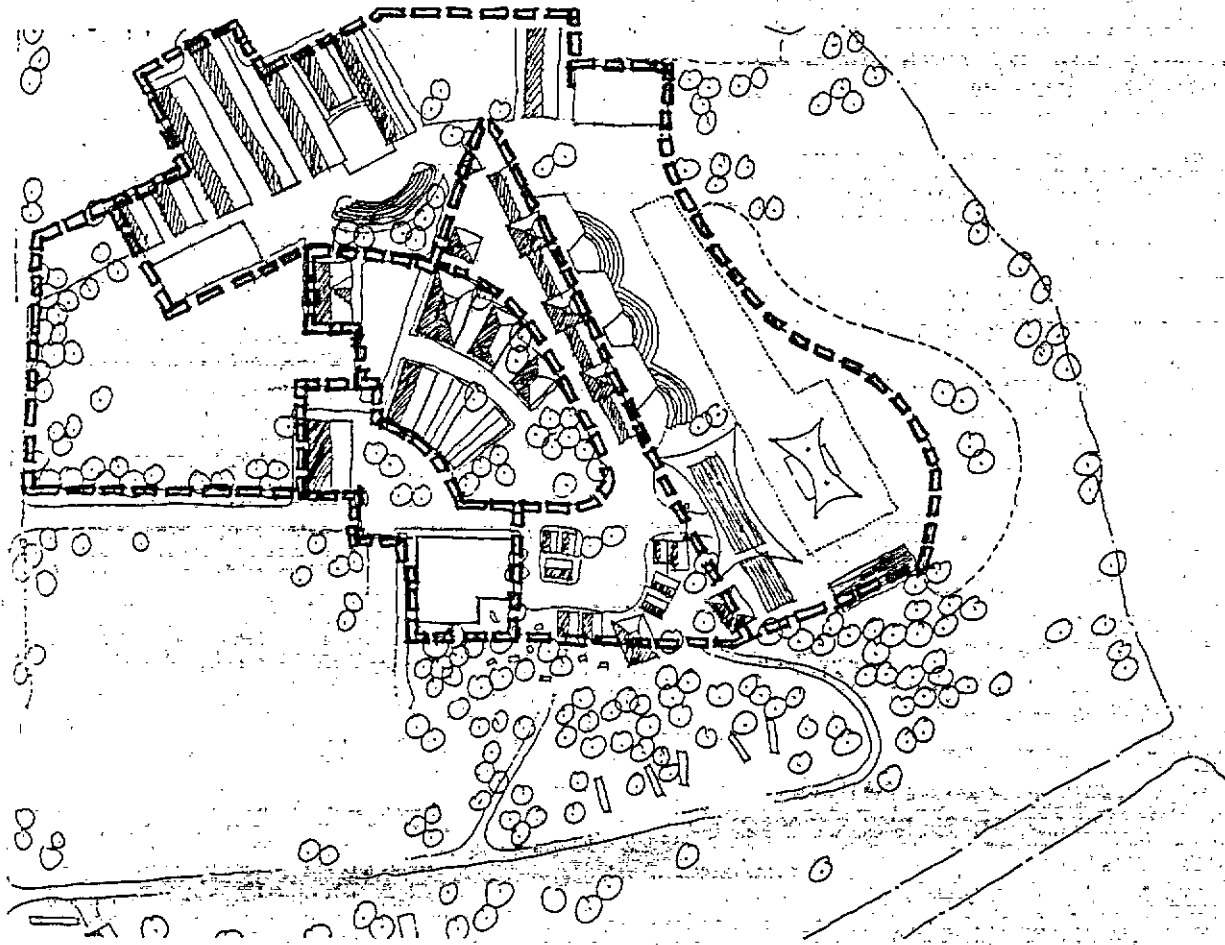
Proposal A

Proposal A has as its central theme the development of a more unified 4-H area with the development of an exhibitor mall in the area currently utilized by the midway. This would provide a centralized and flexible space for exhibitions, shows, displays, etc. This also serves as the heart of the fairgrounds moving fairgoers towards the 4-H exhibits and grandstand areas. The 4-H Auction Barn serves as the anchor of the exhibition space to help draw foot traffic through the space.

Local food vending areas are concentrated in one area southwest of the exhibition center with adjacent tree covered picnic areas. The grandstand area is redeveloped with several different stage/event pavilions facing the water.

Parking is concentrated in the northwest portion of the site with a single grand entrance leading radiating from it towards the 4-H area, food village, and grandstand areas.





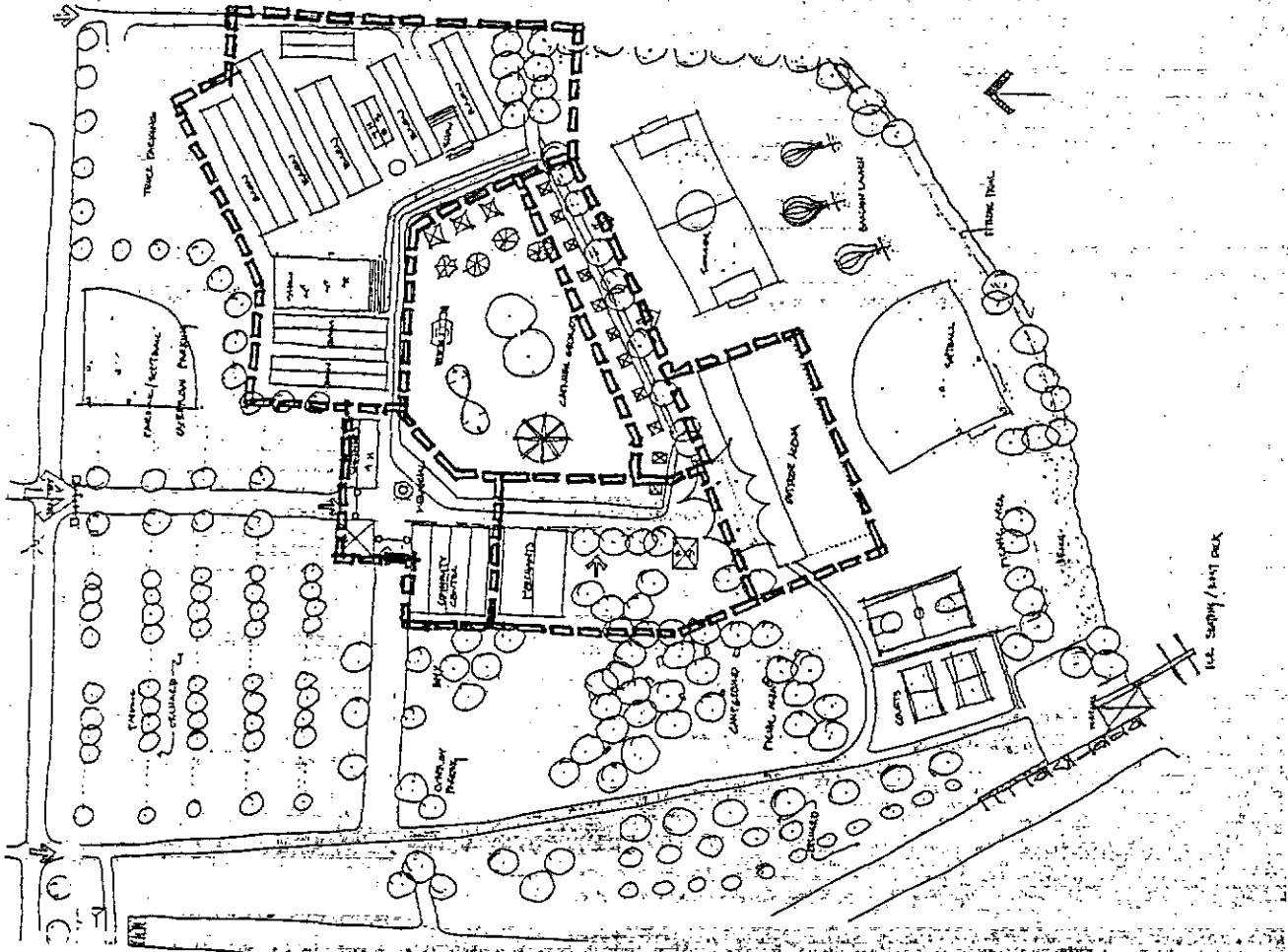
Proposal B

Proposal B

Proposal B represents only minimal changes to the existing fairgrounds site. The expansion of the 4-H facilities to include a new large animal arena offers a greater visibility to 4-H activities. The exhibitors building is reconfigured so as to allow greater access to the lakefront. The lakefront area will be developed with recreation fields as well as the redesigned grandstand area. The area now adjacent to the exhibitors building will be developed as the vendor area.



Proposal B



Proposal C

Proposal C

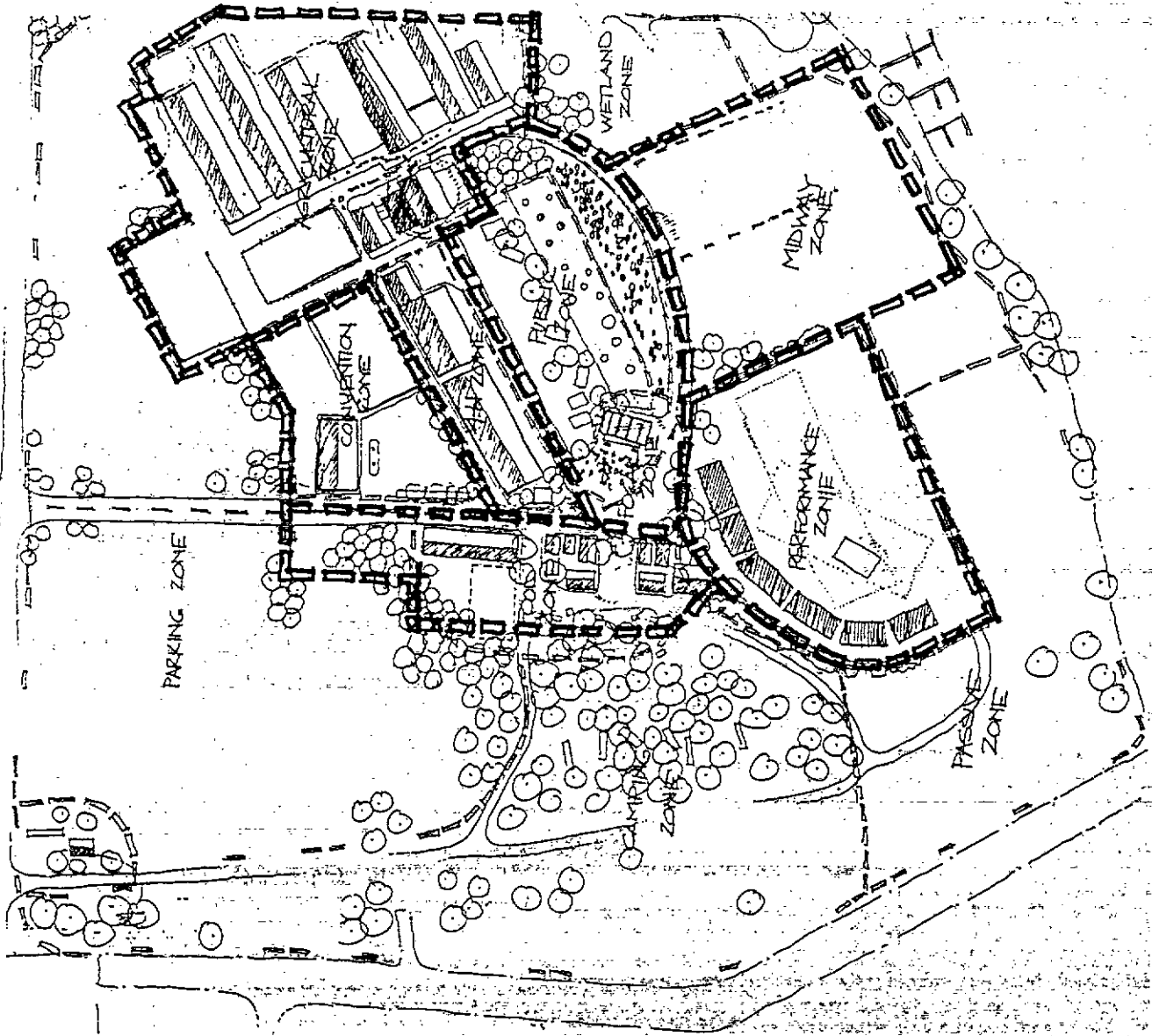
The third site development proposal focusses on developing the waterfront as a major site amenity. Through the development of a strong corridor between the entrance and the performance and midway areas (both located towards the water) a strong community space is created. From this focal point the visitor is directed to the 4-H exhibits, vendor areas, midway or the grandstand area.

The 4-H areas was further developed by adding a 4-H building in which projects can be exhibited and extension offices located.

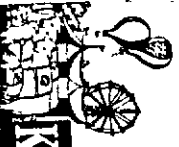
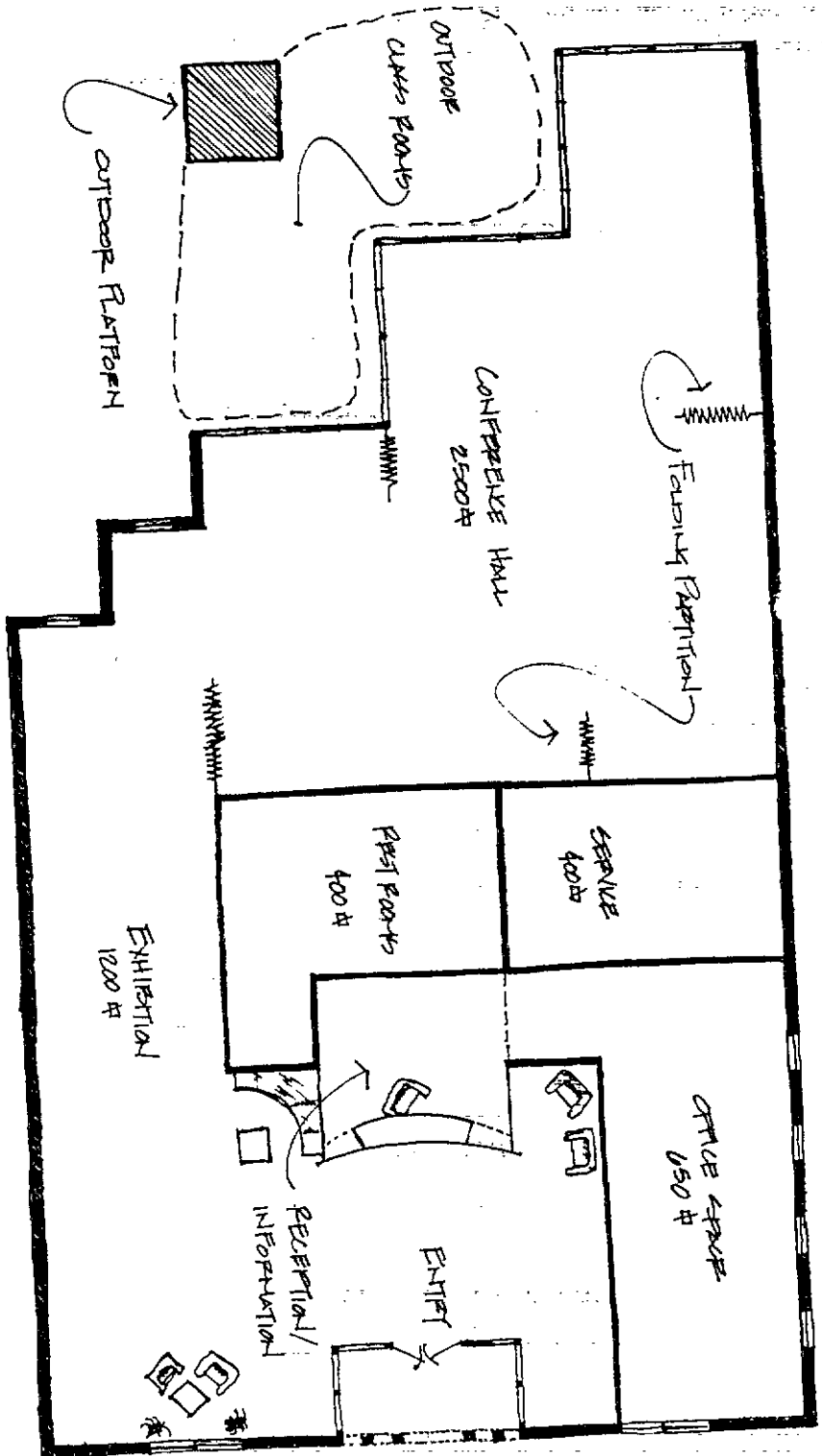
The 4-H area was enhanced by redeveloping the large animal area to include a major show arena, judging/auction pavilion and unified facades.



Proposal C

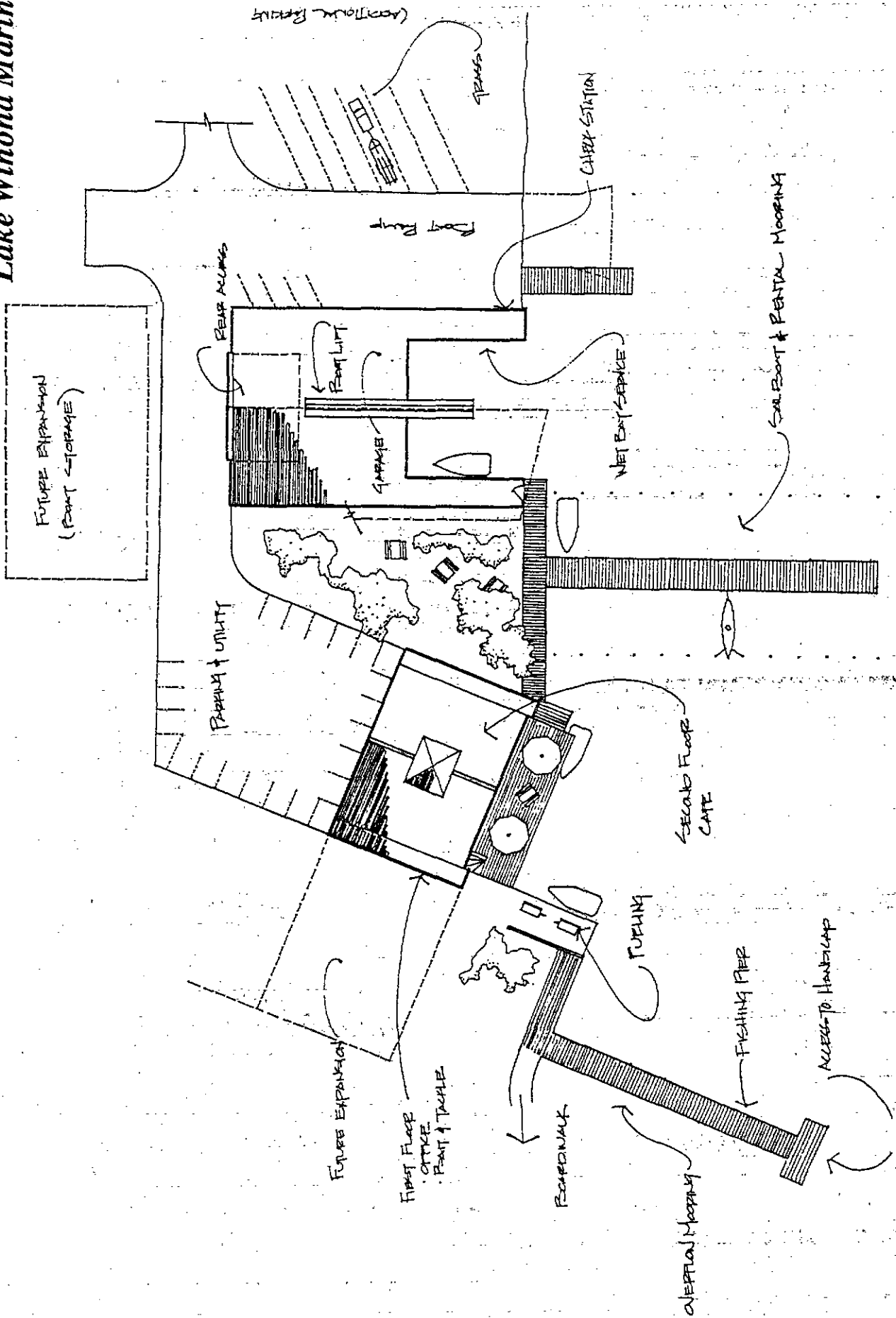


Kosciusko County Community and Exhibition Center



Kosciusko County 4-H & Community Fairgrounds Charrette

Lake Winona Marina



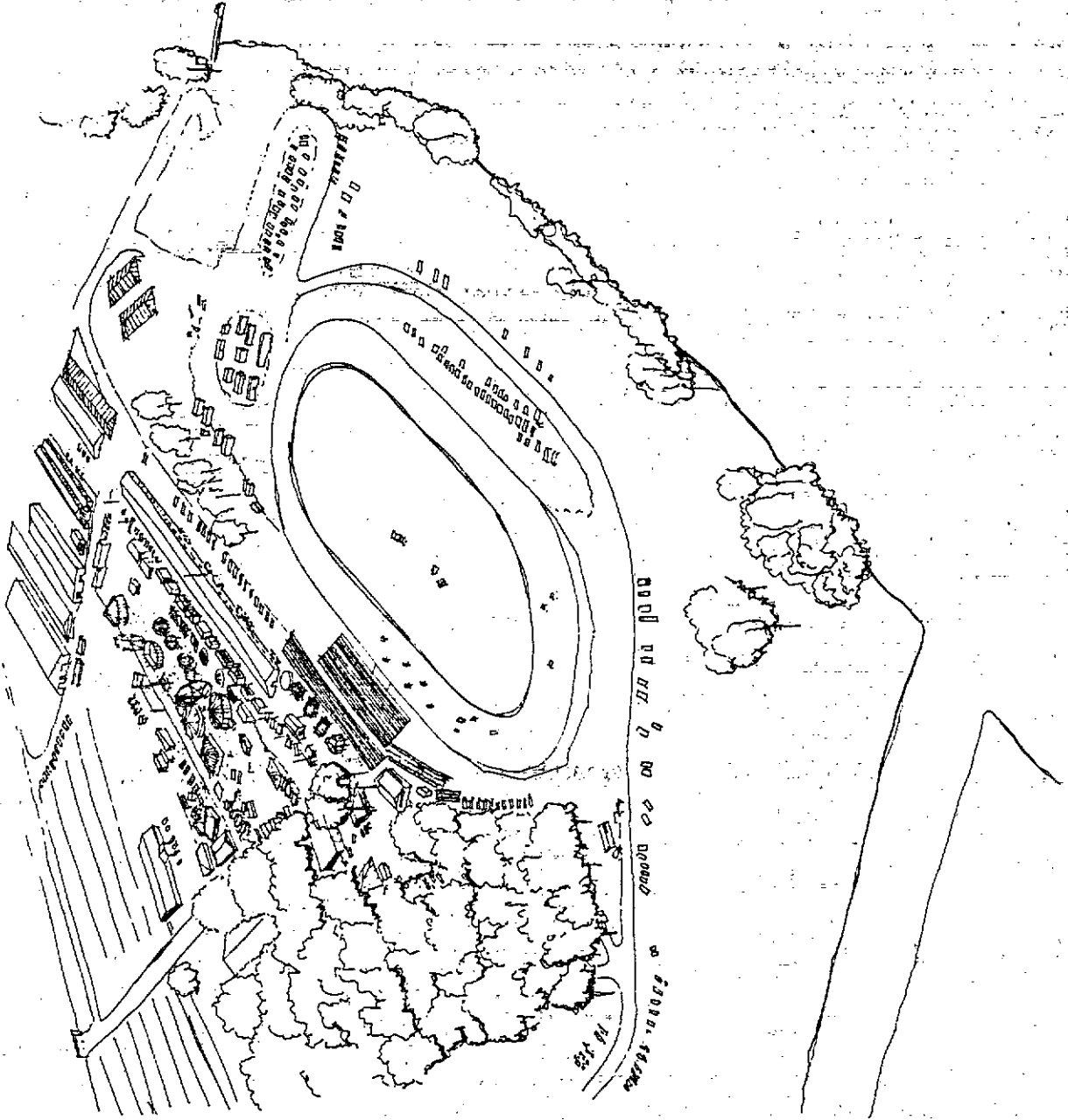
Character Sketches

Before & After

Following the development of the master plan proposals, the Charrette Team created character sketches to better depict the visions we shared for the future of the Kosciusko County 4-H and Community Fair and fairgrounds. A collection of these images is provided on the following pages. In some instances, the Charrette Team felt that options were best described in the context of their present appearance. For this reason, some of the sketches are organized to depict the current appearance of the site, "before," and are followed by sketches of the changes we envisioned, "after." The Charrette Team's intention in providing these sketches is to augment the structural, programmatic, and physical recommendations already presented.

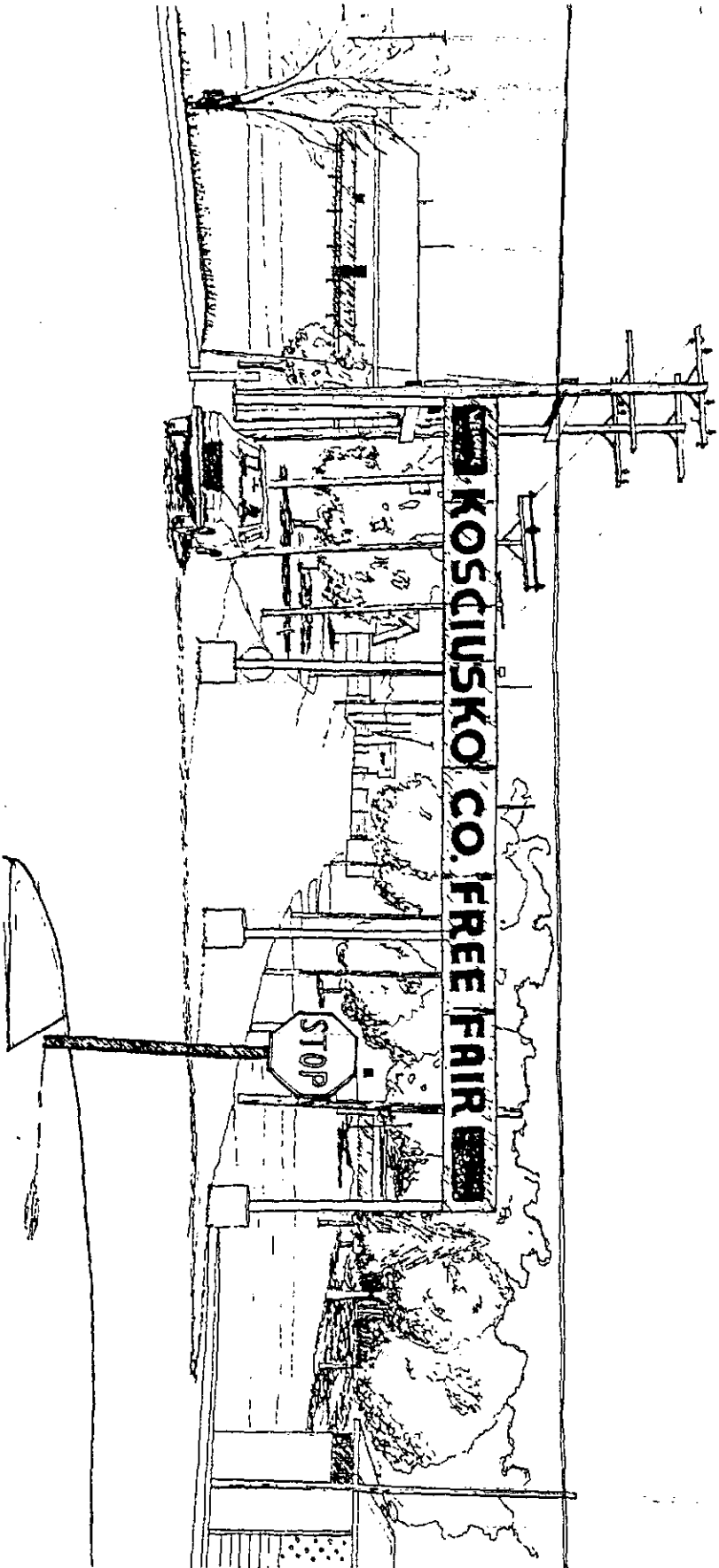


Site Perspective



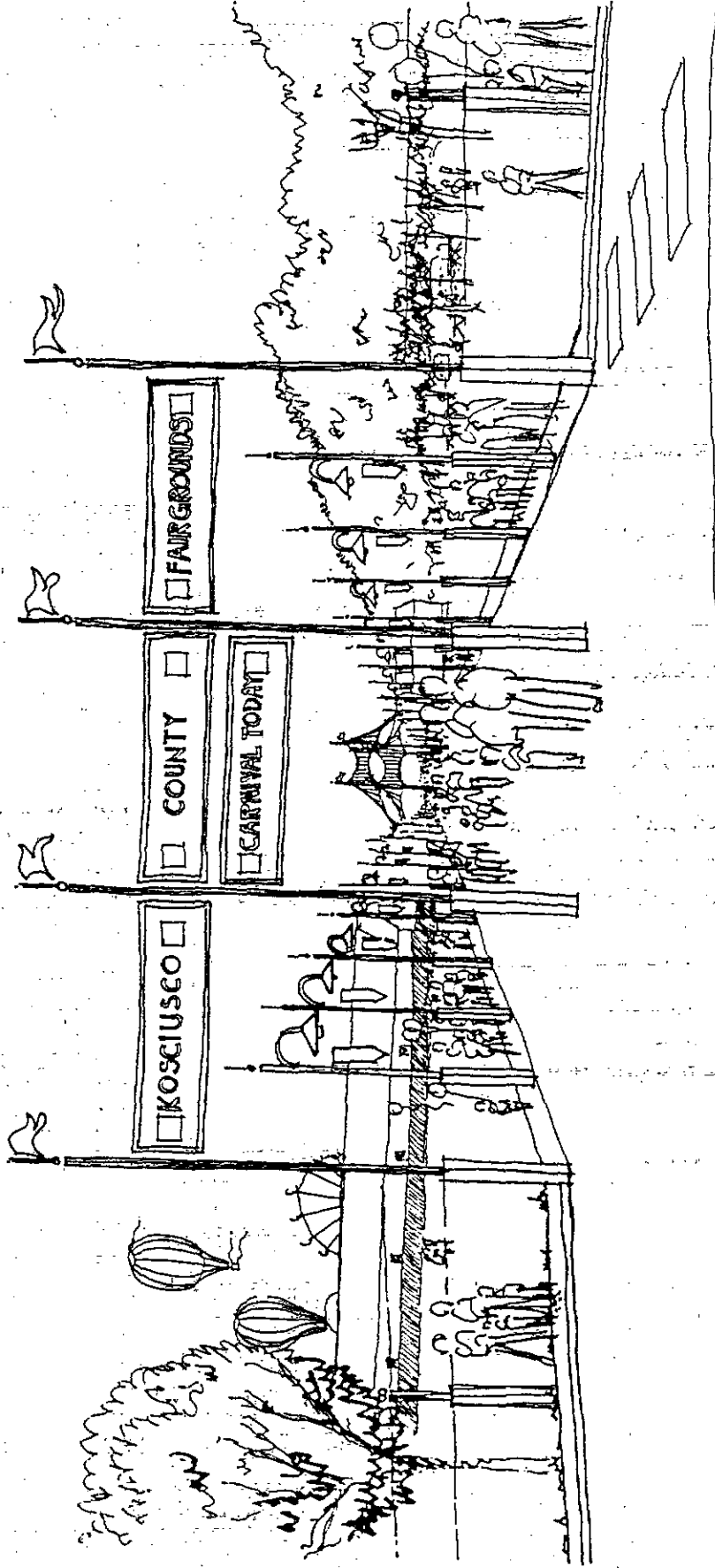
Community-Based Projects Program
Center for Environmental Design, Research and Service
College of Architecture and Planning • Ball State University • Muncie, Indiana

Fairgrounds Entrance (before)

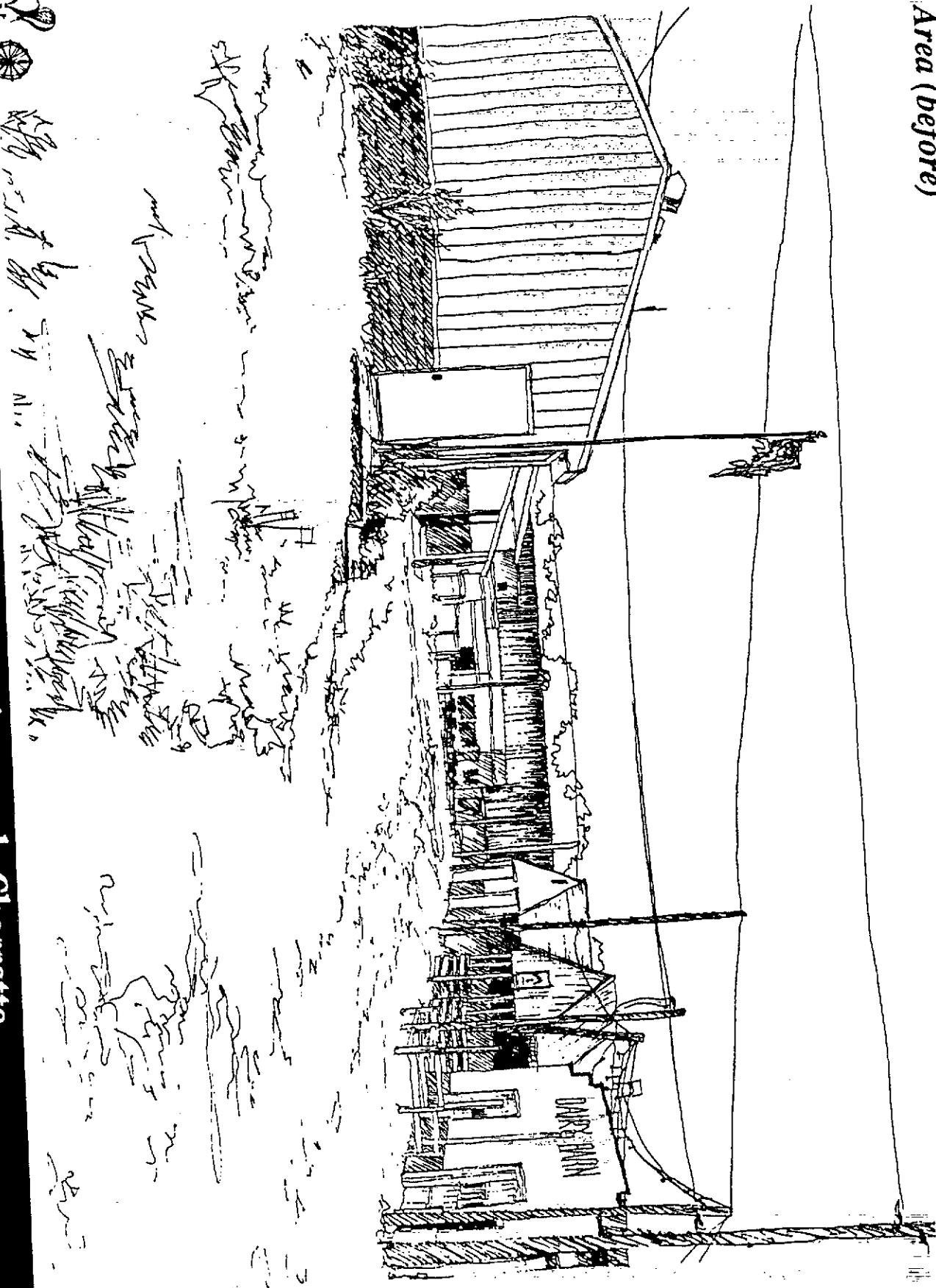


Kosciusko County 4-H & Community Fairgrounds Charrette

Fairgrounds Entrance (after)



4-H Area (before)

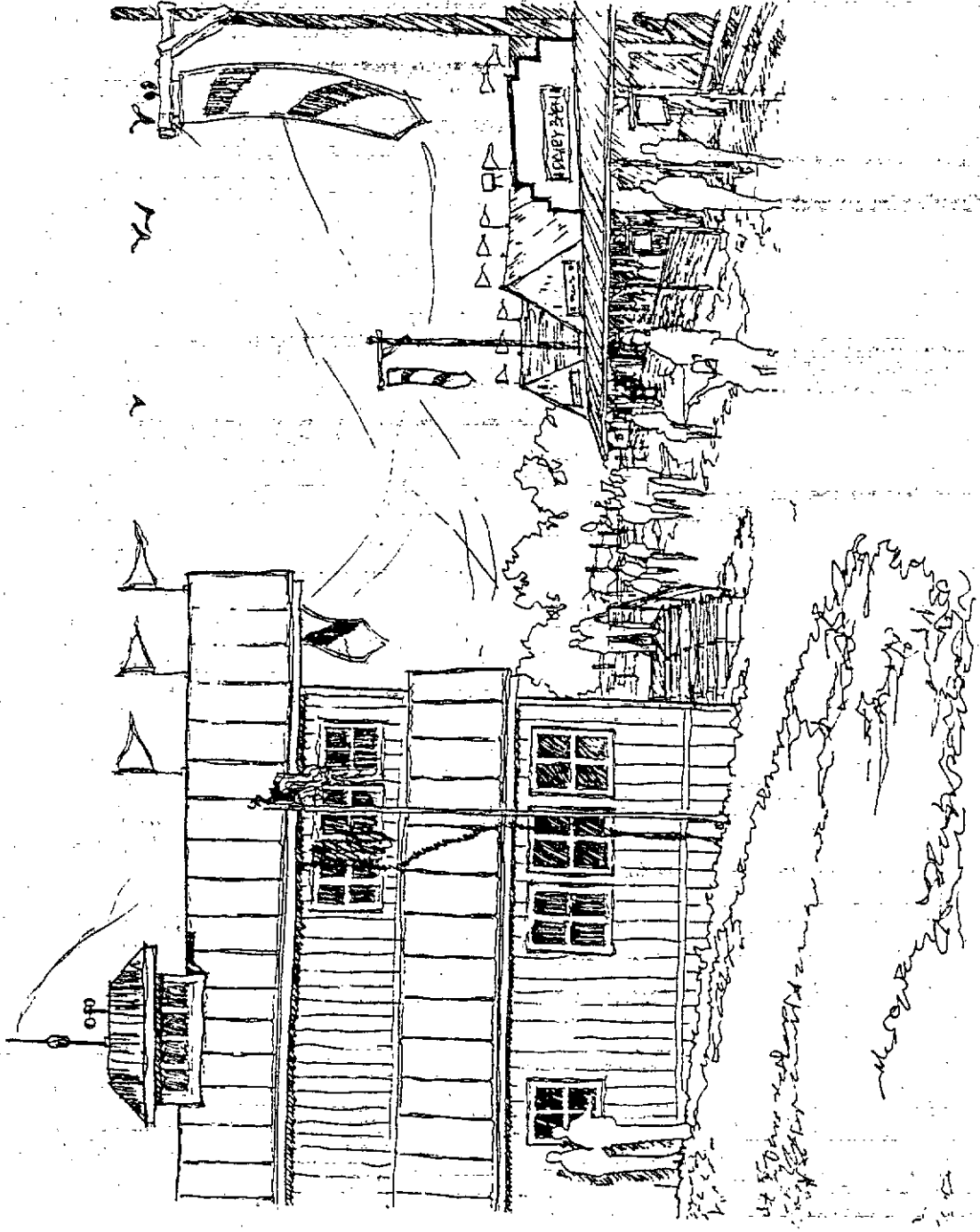


Handwritten notes in the left margin of the sketch, including the words "and plans" and "to be done".

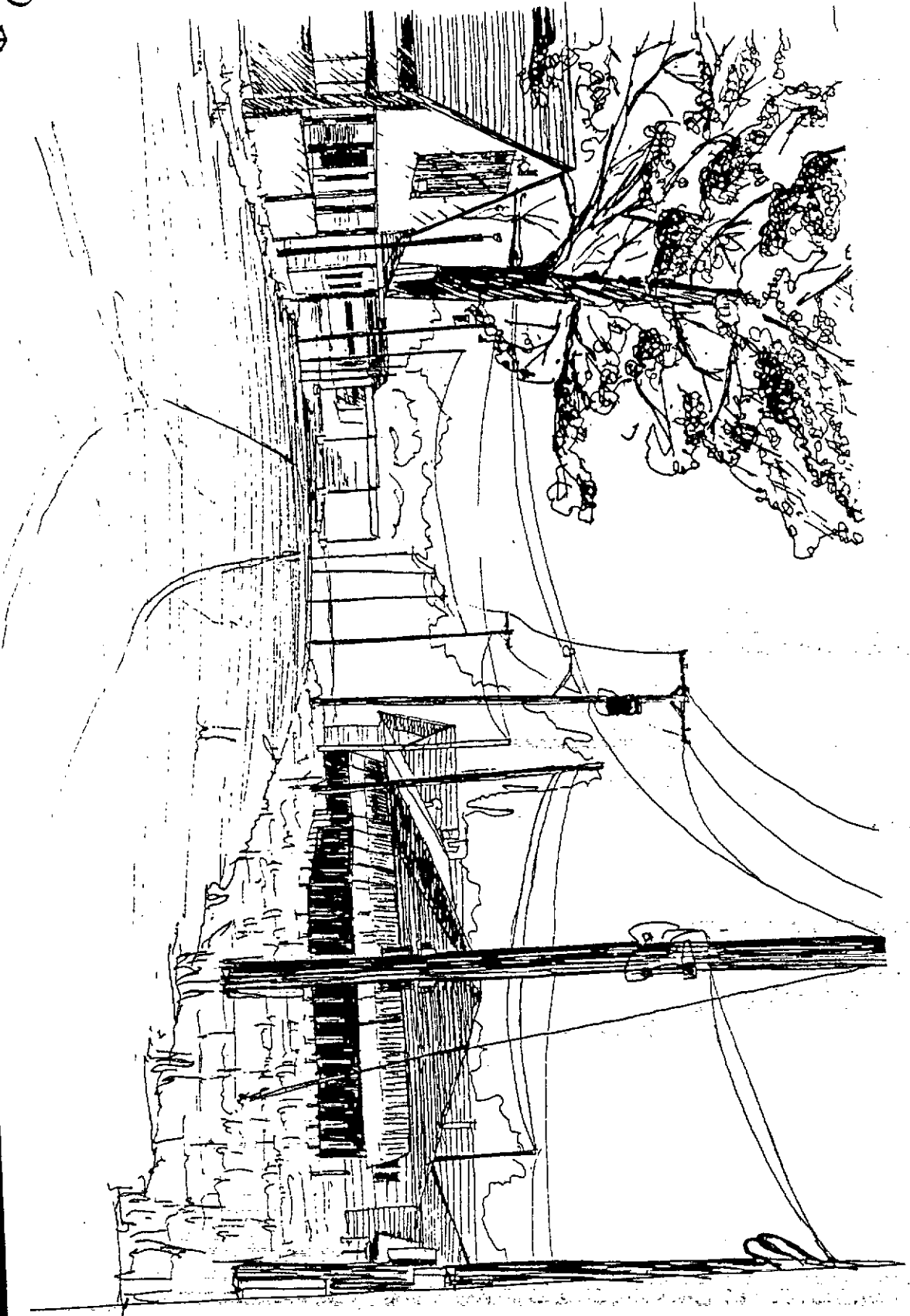


Kosciusko County 4-H & Community Fairgrounds Charrette

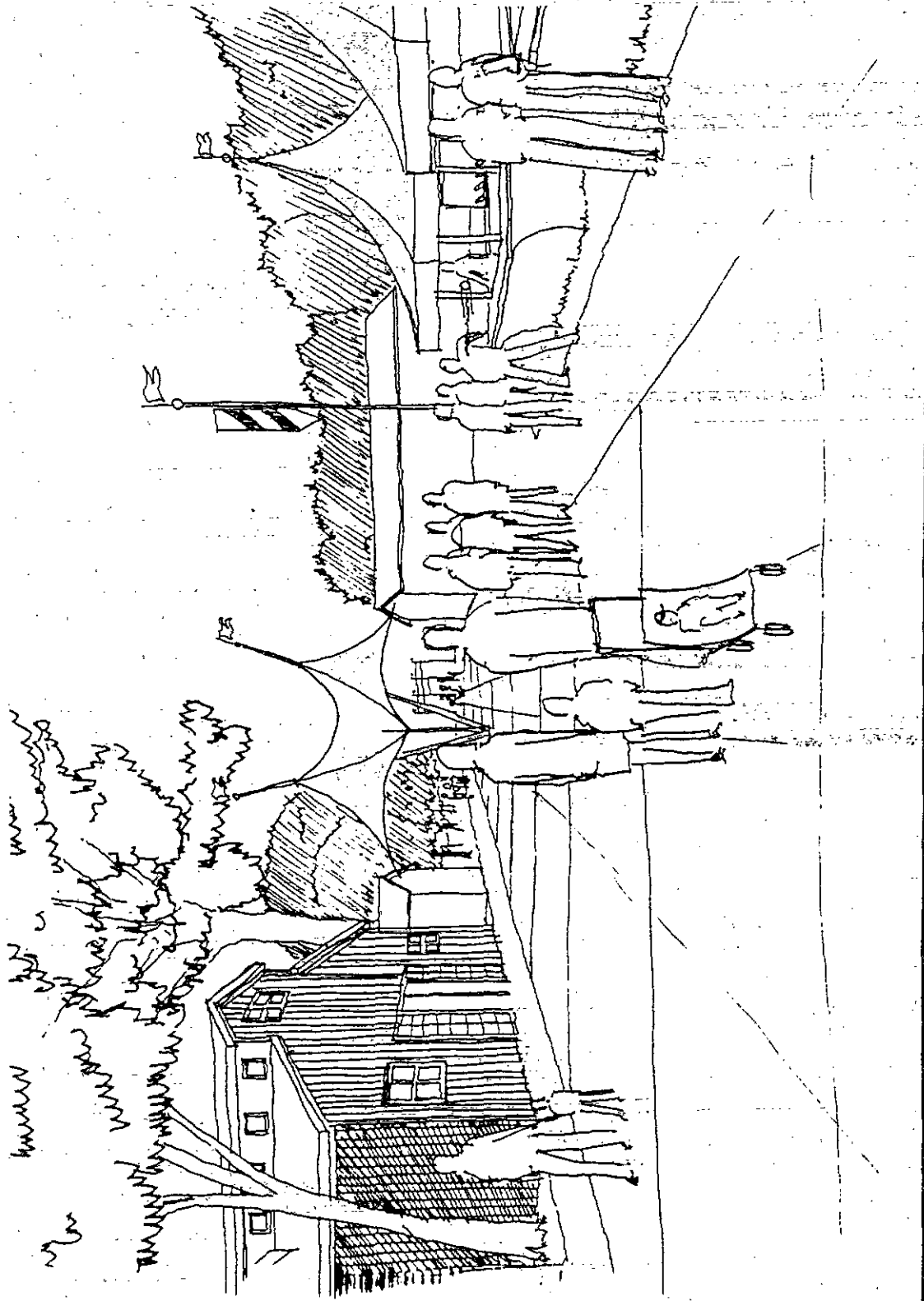
4-H Area (after)



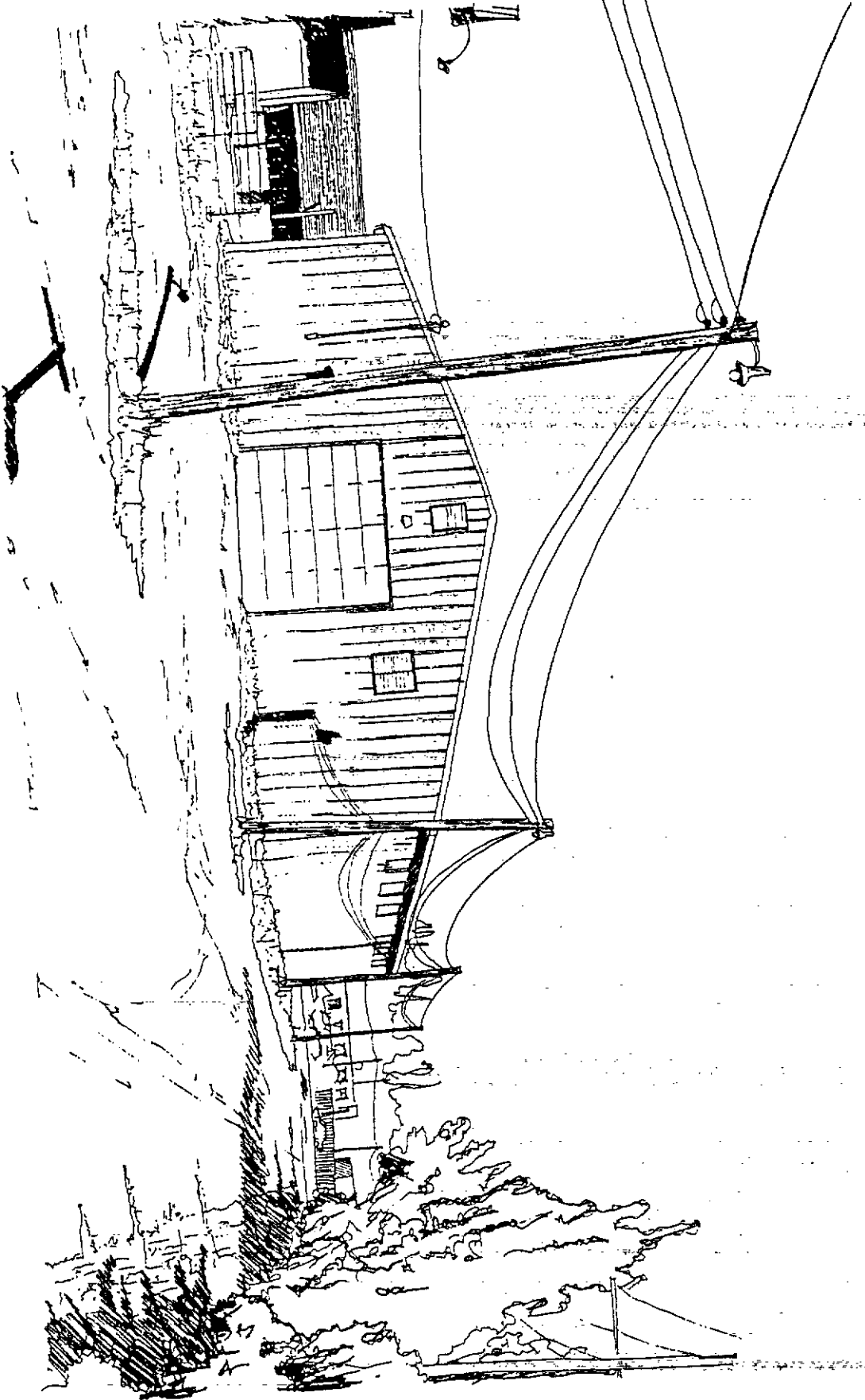
Vendors' Area (before)



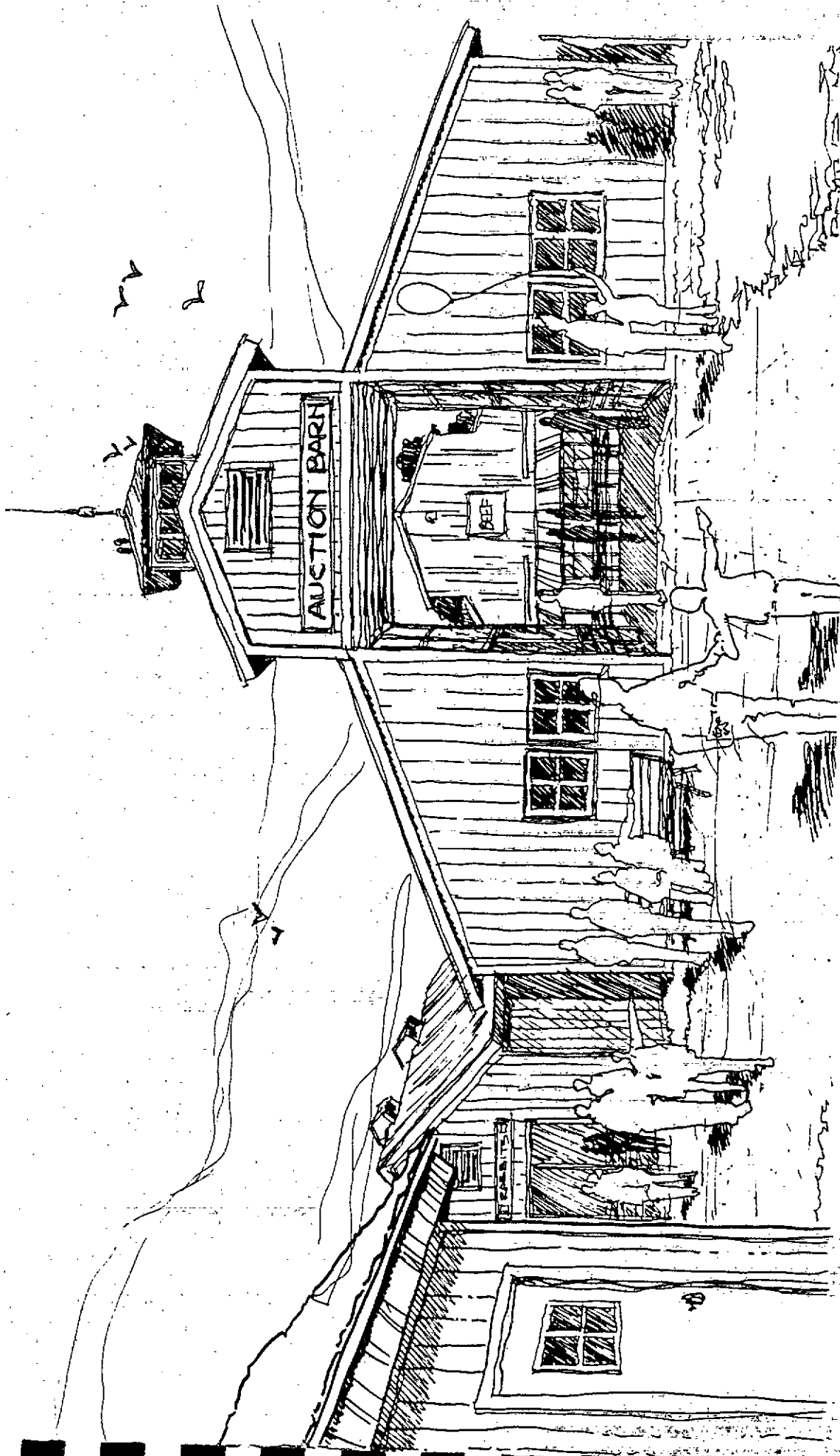
"Main Street" — Vendors' Area (after)

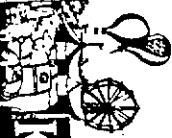
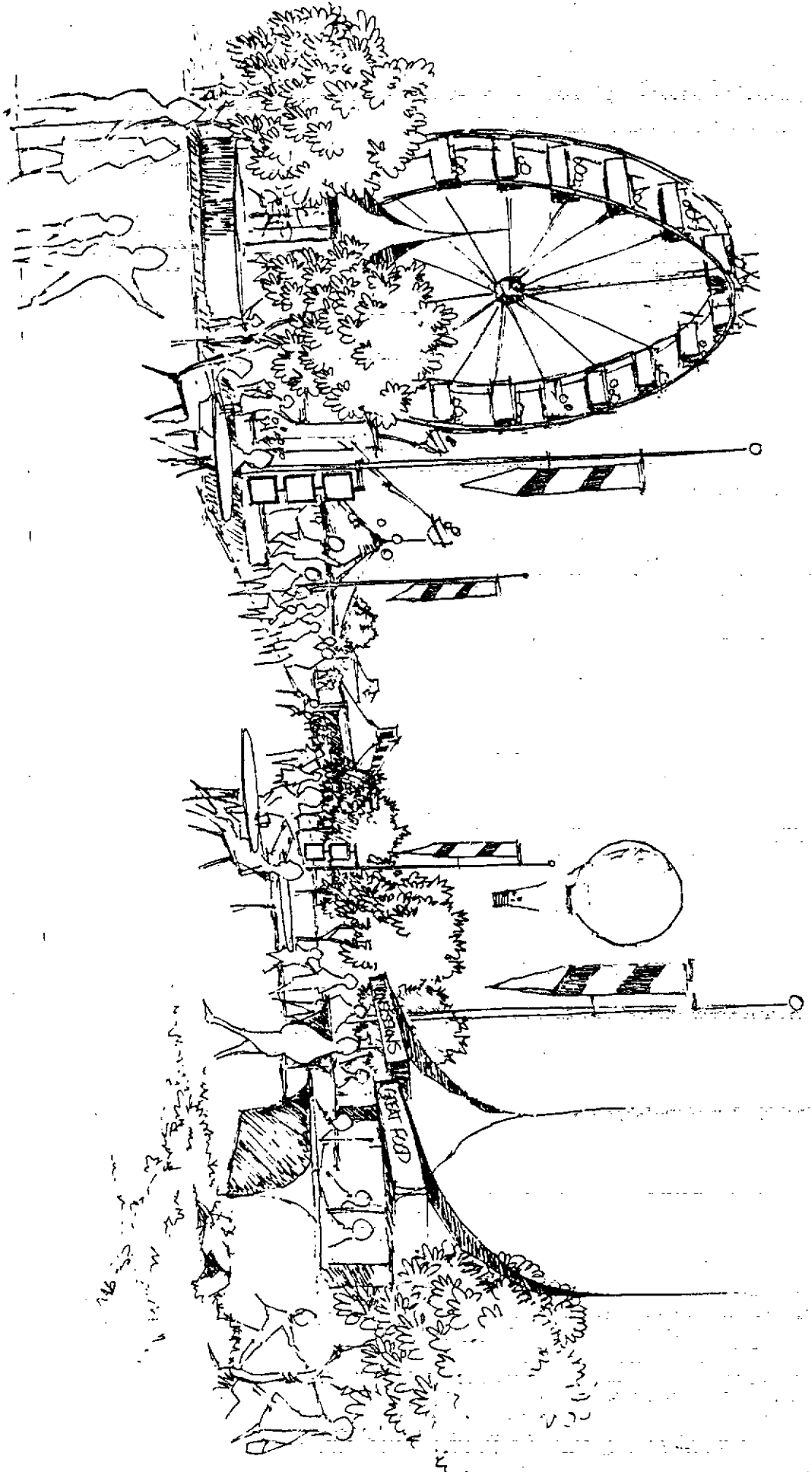


Auction Barn (before)

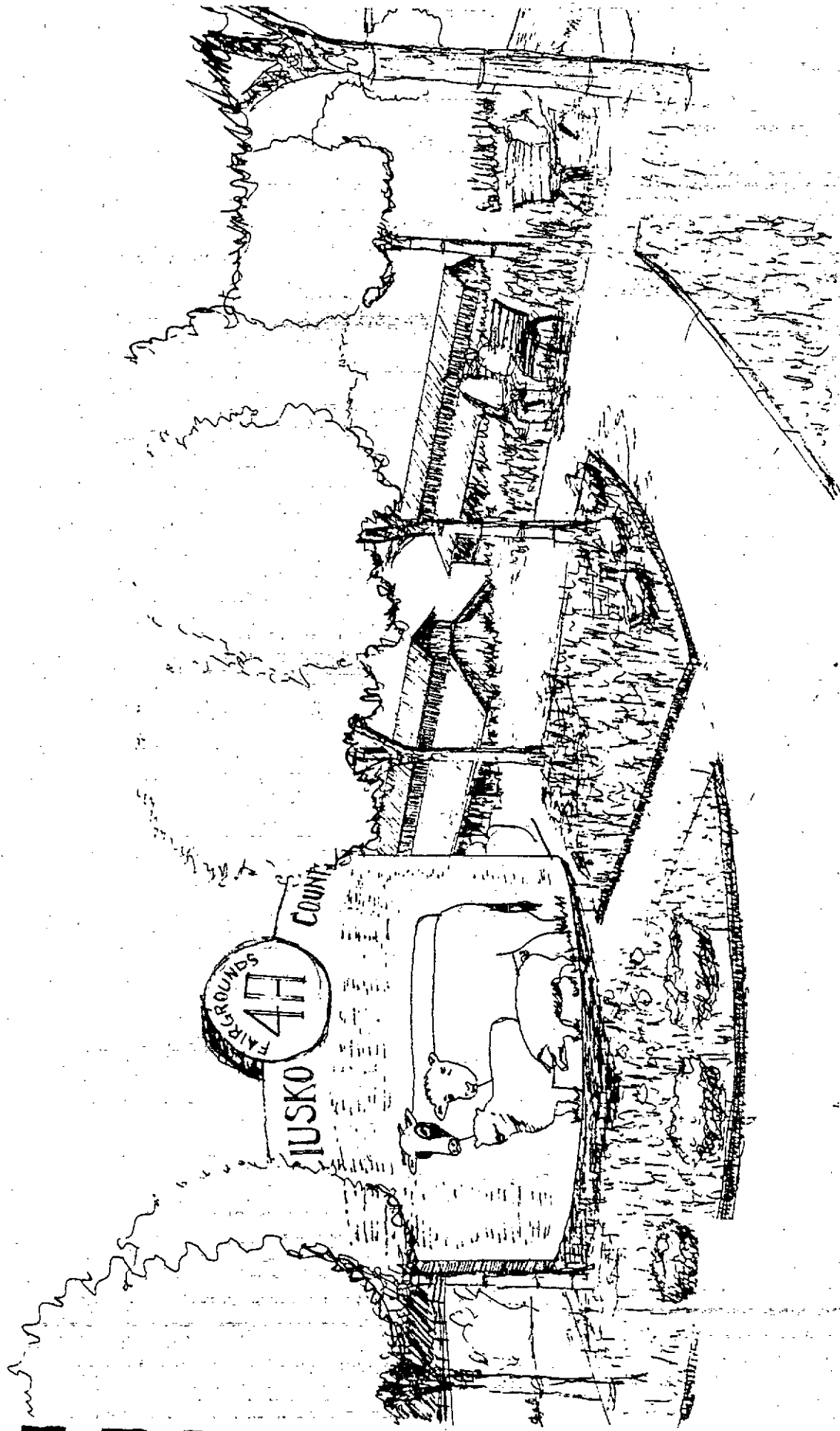


Auction Barn (after)

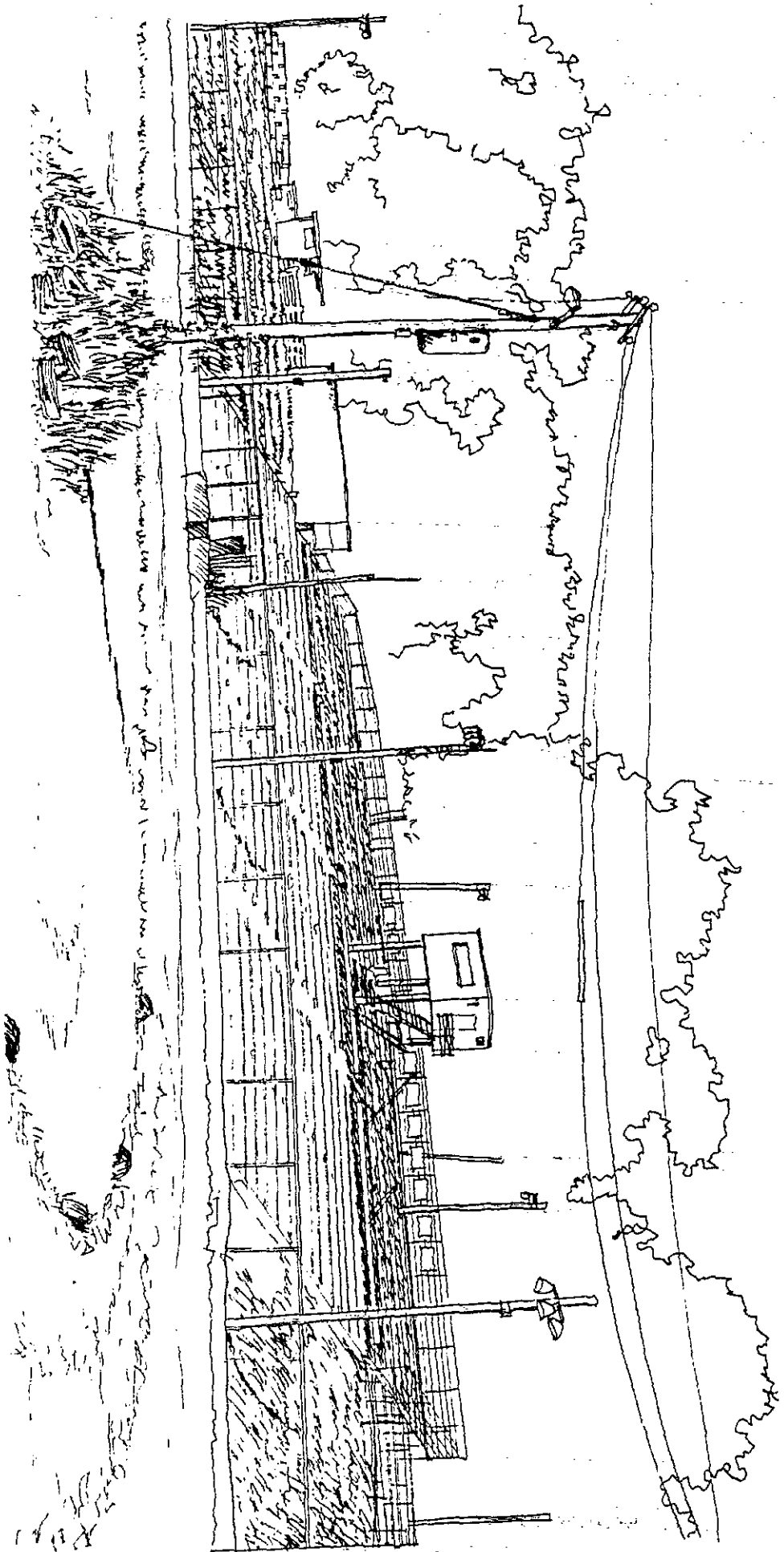




"Wall of Fame"

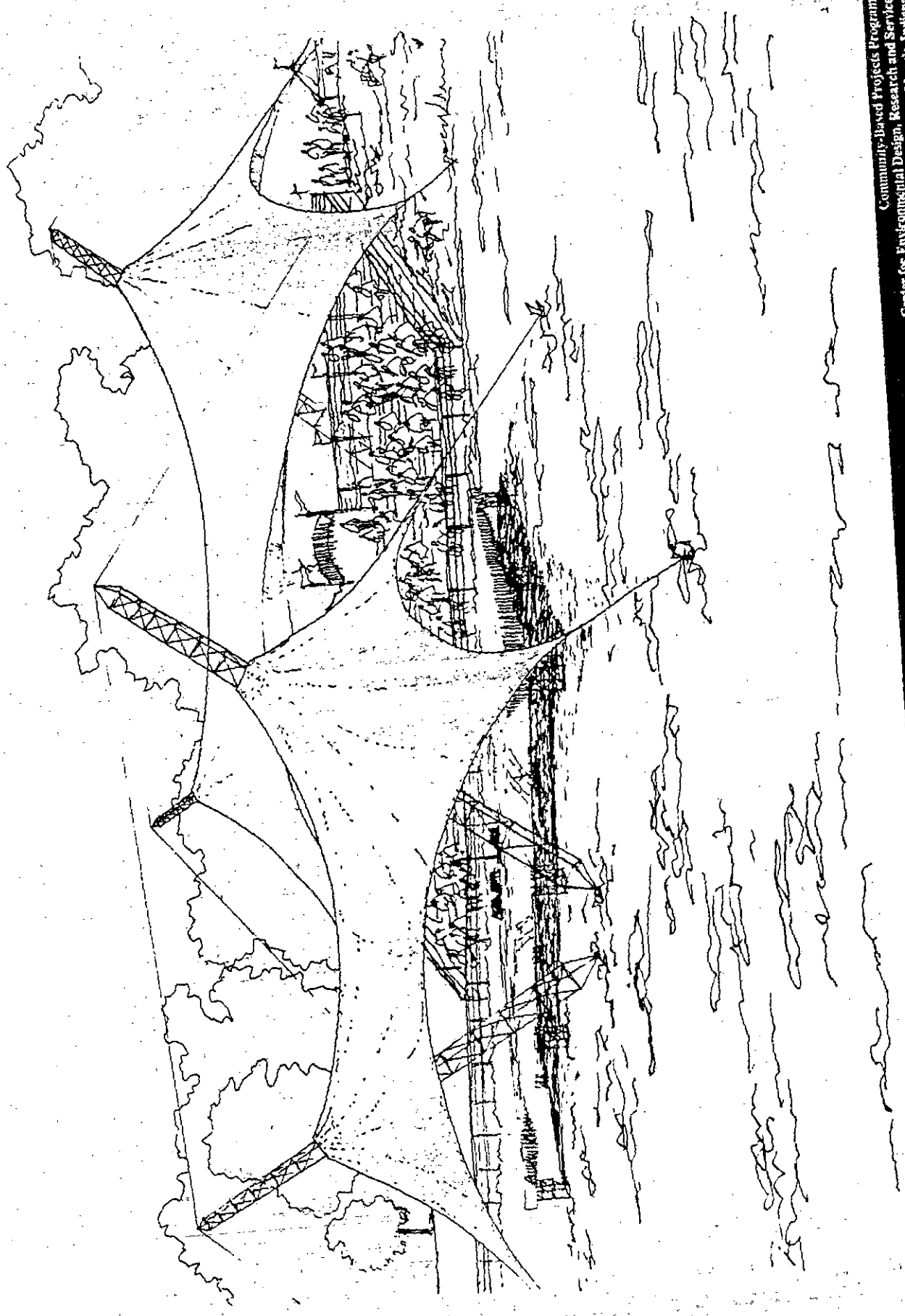


Grandstand (before)

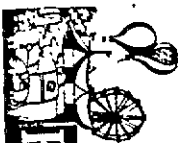
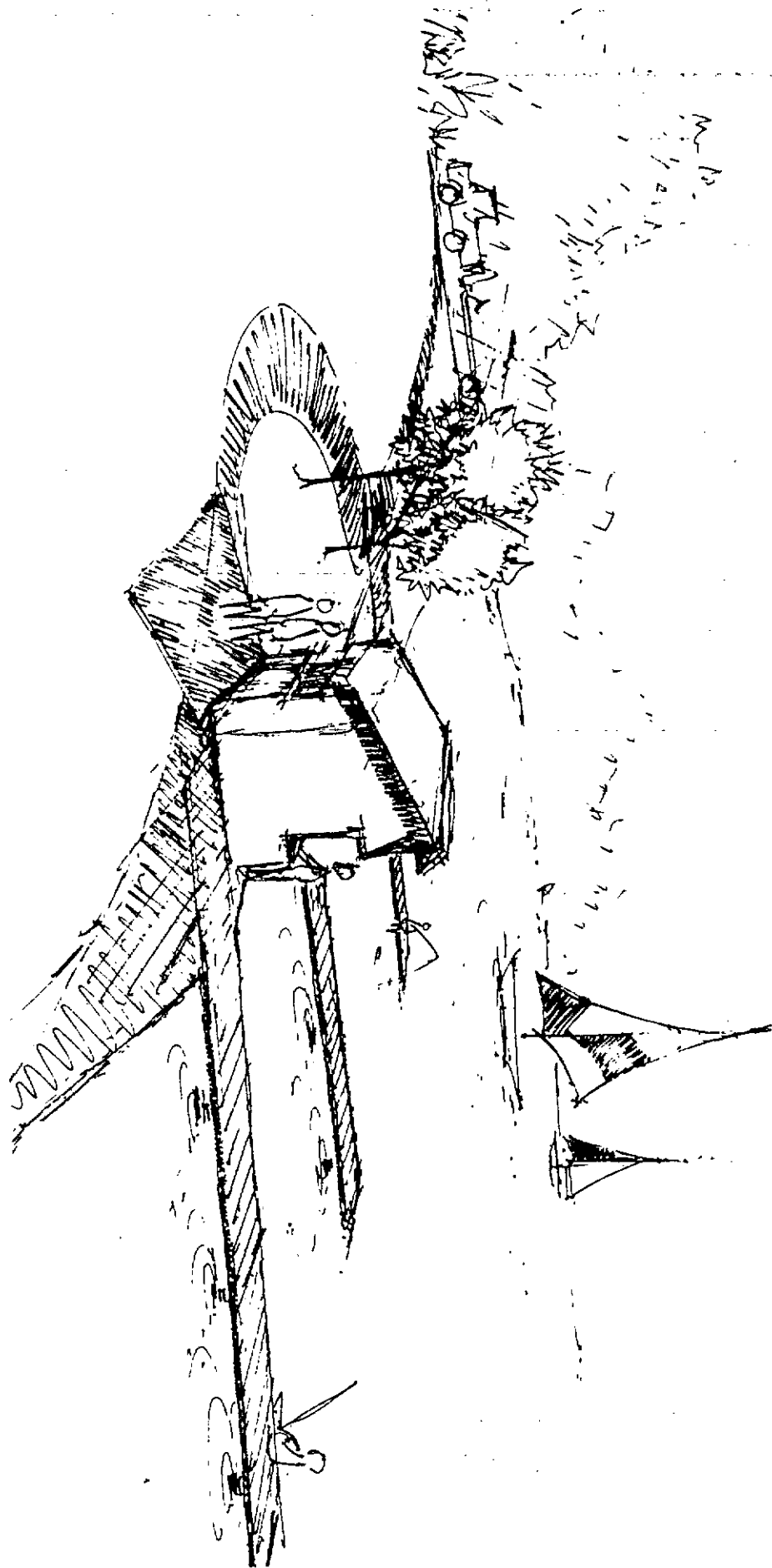


Kosciusko County 4-H & Community Fairgrounds Charrette

Grandstand (after)

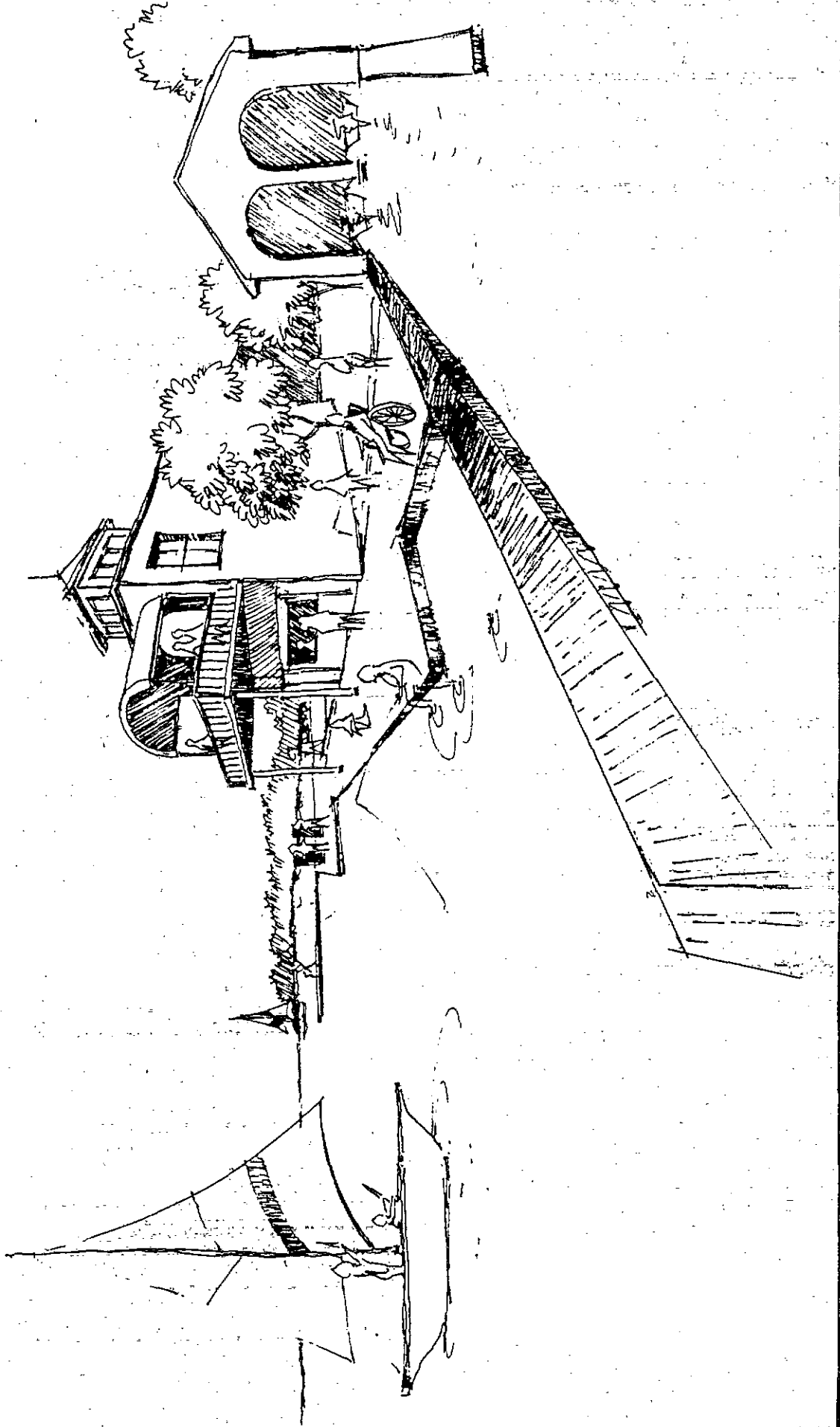


Marina Concept A



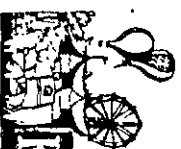
Kosciusko County 4-H & Community Fairgrounds Charrette

Marina Concept B



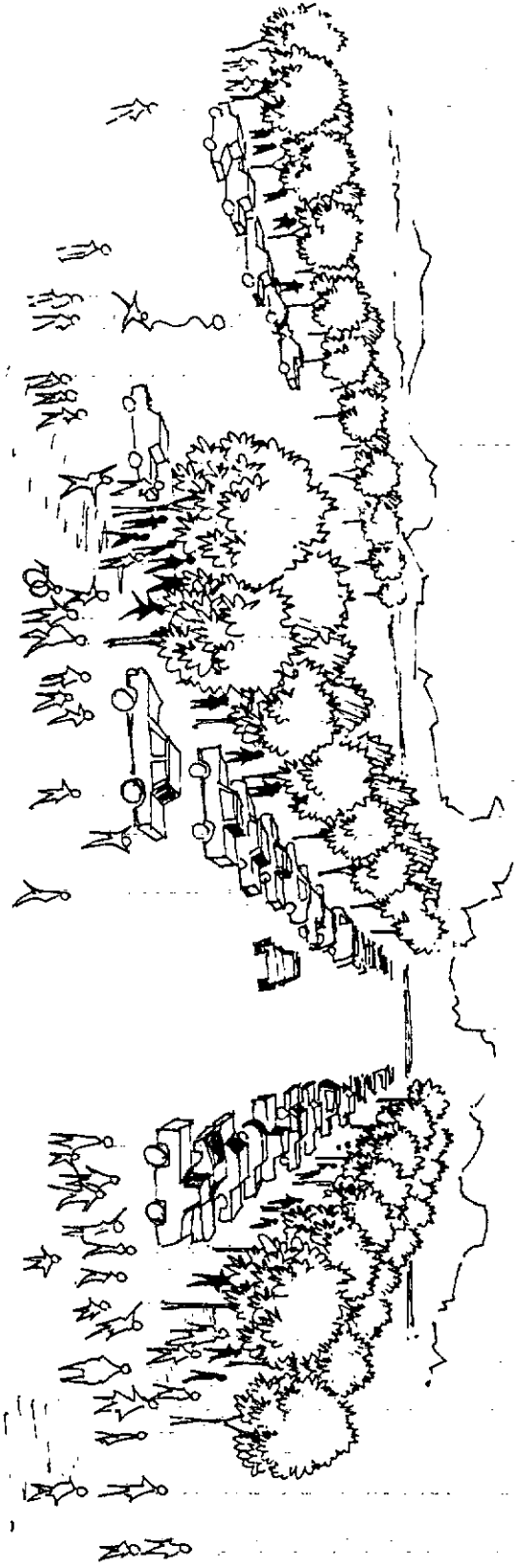
Community-Based Projects Program
Center for Environmental Design, Research and Service
College of Architecture and Planning • Ball State University • Muncie, Indiana

Marina Entrance



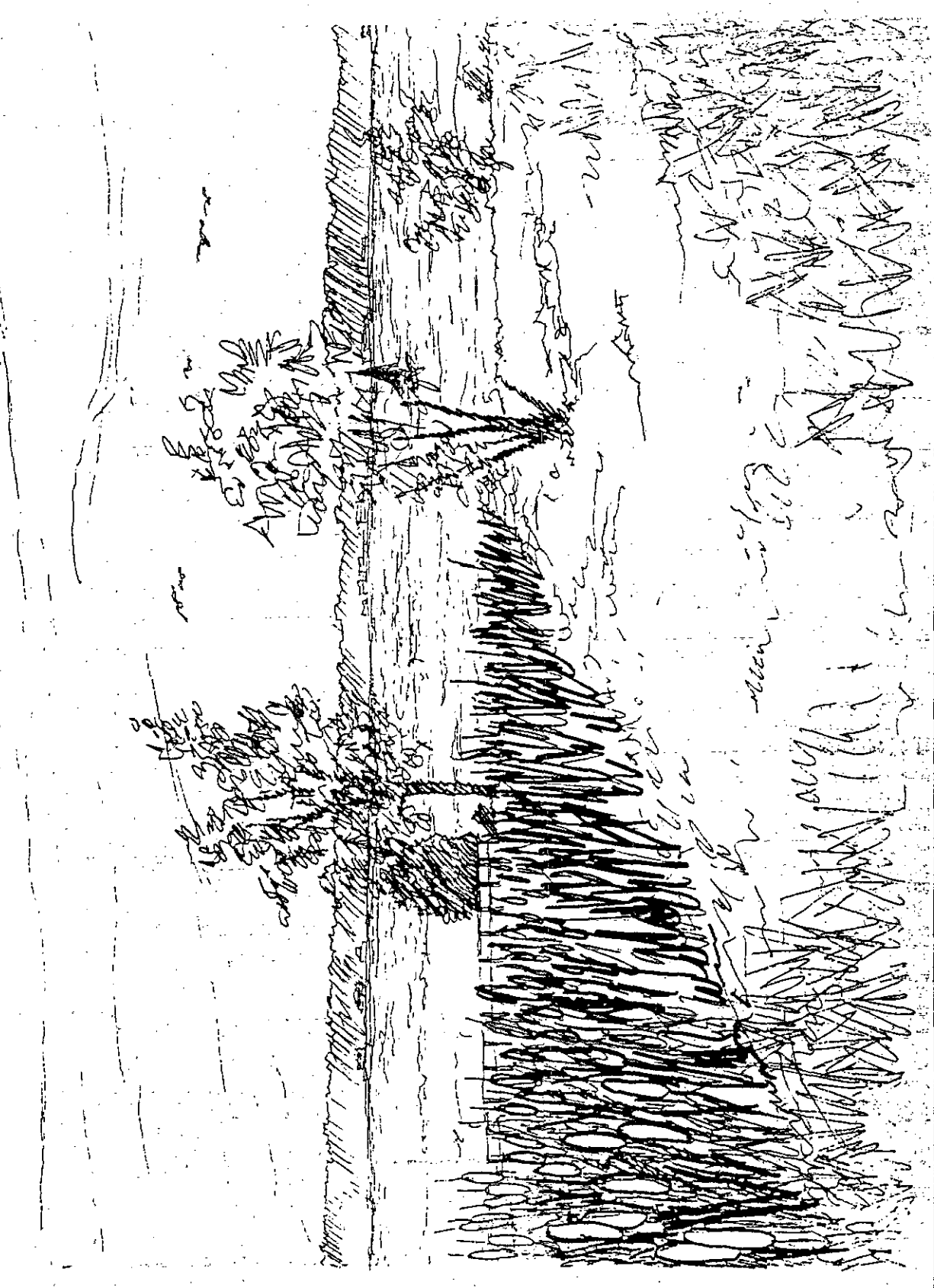
Kosciusko County 4-H & Community Fairgrounds Charrette

Fairgrounds Parking



Kosciusko County 4-H & Community Fairgrounds Charrette

Constructed Wetlands Proposal



Community-Based Projects Program
Center for Environmental Design, Research and Service
College of Architecture and Planning • Ball State University • Muncie, Indiana