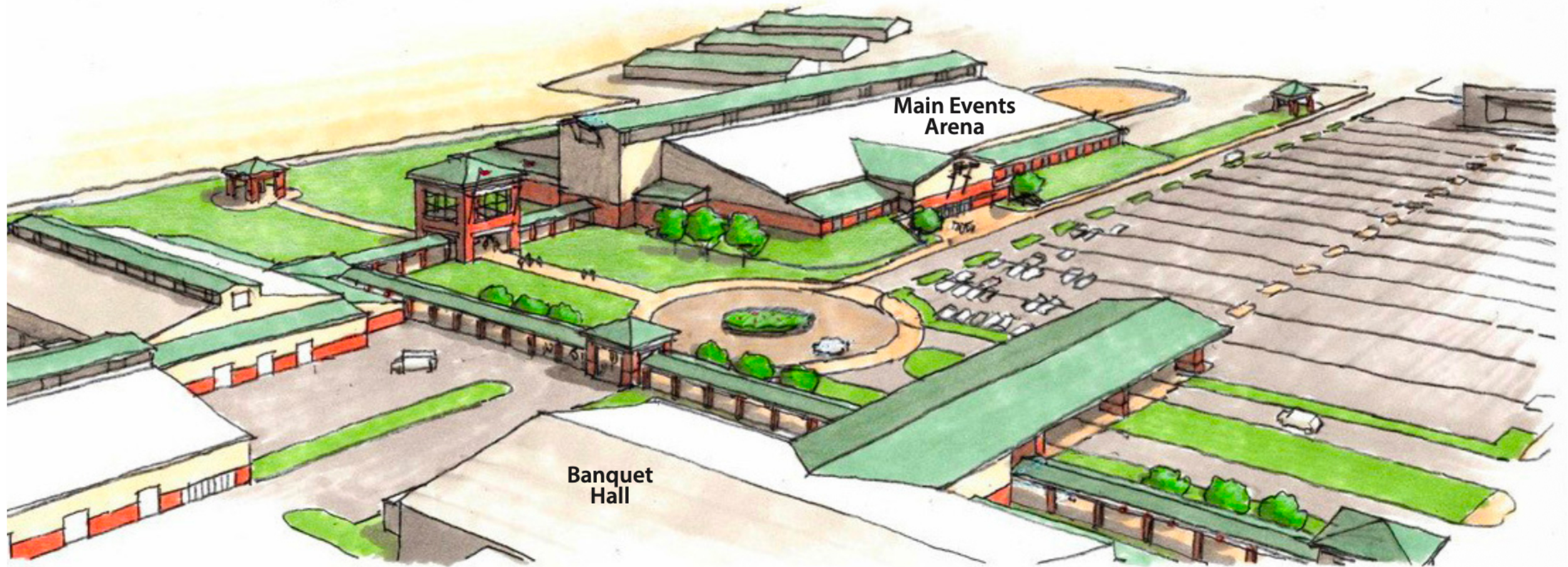




8.0 RECOMMENDED SITE DEVELOPMENT PLAN

The Master Plan developed for the Webb County Fairgrounds envisions multi-use facilities located in a planned layout on the redeveloped 140-acre fairgrounds site on the east side of Laredo. The plan builds on input from substantial community public involvement and consultation.

The fairgrounds property would be separated into two primary zones – one zone for the public and another for service activities and event participants. The public zone is characterized by expanses of paved parking, visibility from the highway and the main entry, landscaping, controlled yet flexible circulation, adequate signage and clear indications of destination points within the facility. The service/participant zone would be separate from the public zone. Trucks, trailers, equipment and animals would use areas in this zone. While attractively screened, this zone will be less tidy and will not include the same level of amenity and eye appeal as the public zone.

The Master Plan calls for a set of five new climate-controlled buildings clustered around a large pedestrian midway mall and outdoor exhibit space. Climate control significantly expands the types of events they can host and enhances the audience experience. Hot weather during the warm months and wet, cold, windy days during the winter are a daily part of life in the South Texas border region. Without air conditioning these sometimes extreme conditions make it difficult to stage major events which must attract large audiences to be financially successful. Corrosion control is an important benefit to be derived from climate control of these major structures. The large exhibition buildings and the Main Events Arena will have numerous roll-up doors so they can function without climate control on days when the weather is accommodating.

The recommended architectural style of the main buildings in the complex is solidly Texas ranch traditional. It incorporates regional symbols and natural colors. A proposed iron gateway arch at the boulevard entrance to the complex is a grand version of many ranch gates found in South Texas. The Main Entrance gateway will lead to a ticketing entrance plaza and a central traffic circle.

