



City of Frisco – Performing Arts Center Planning Phase 1A

City Council Update – January 19, 2024

THEATRE
PROJECTS

KEEN
INDEPENDENT
RESEARCH

Cost+Plus
CONSTRUCTION MANAGEMENT

Turner & Townsend

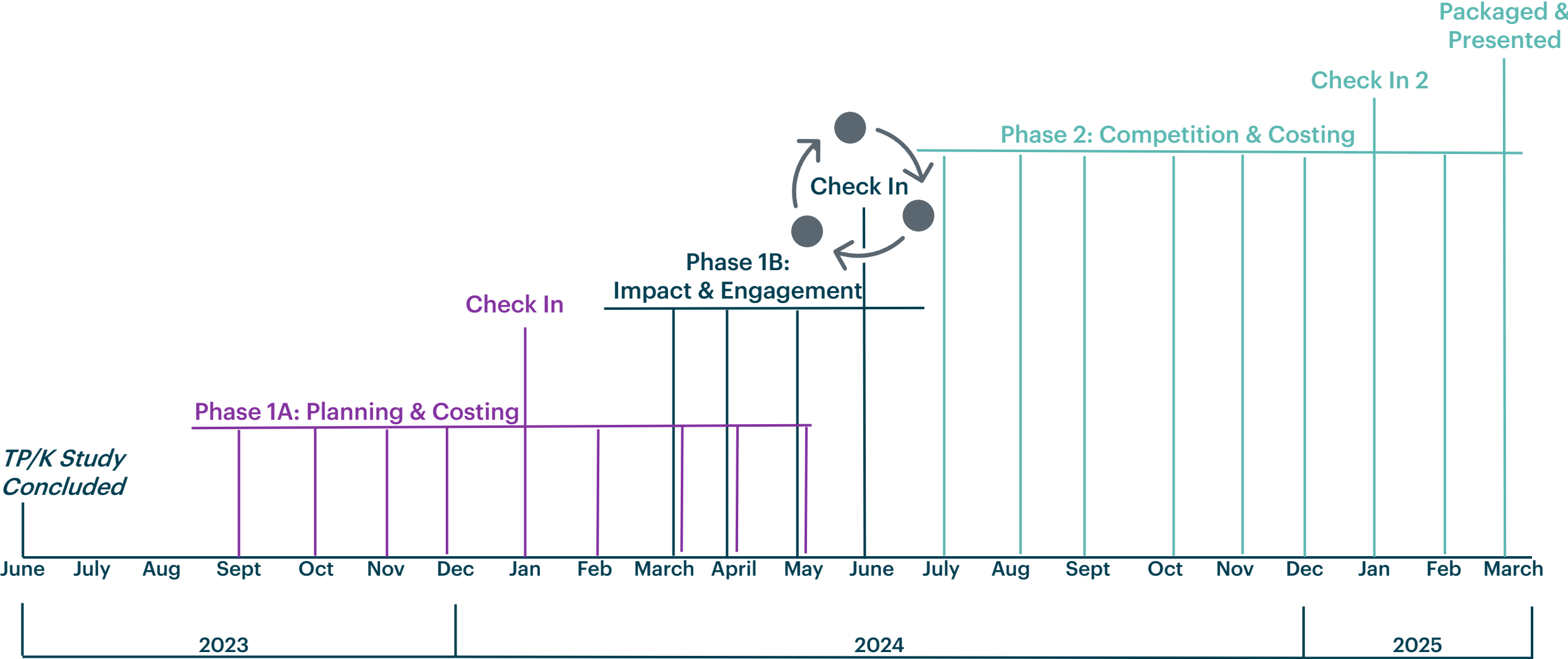
Fall 2023 direction

Frisco City Council (Phase 1A)

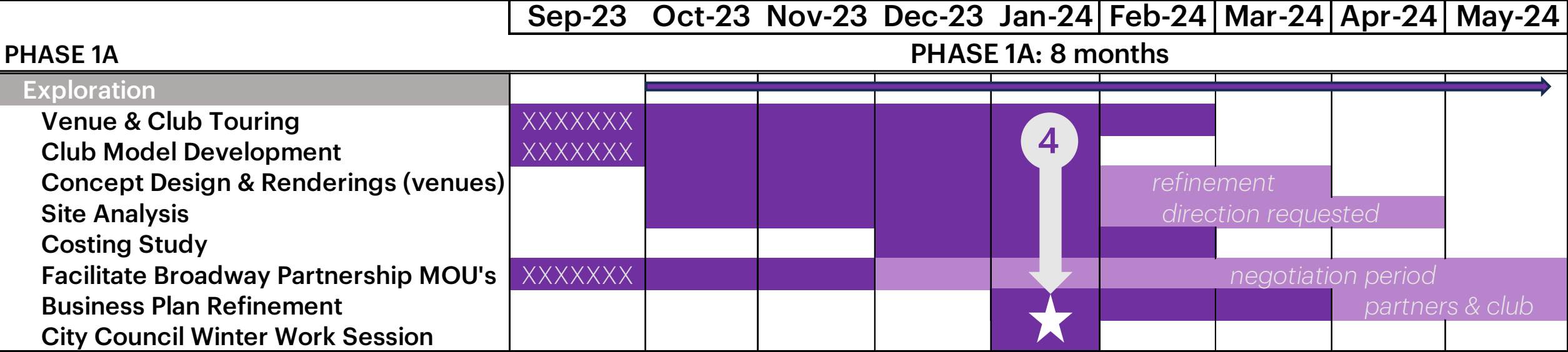
- **Club model concept and viability:** Determine if a profitable and “unique to Frisco” model exists that can be included with the performing arts center facility and business model.
- **Broadway partnership development:** Confirm that a Broadway booking partnership exists and that the market is viable for the proposed level of Broadway tour presentations/series.
- **Community partnership development:** Determine optimal size of facility and assess current proposed partnership/site location.



Project timeline



Phase 1A progress



Extended tasks include:

- Concept design refinement
- Site analysis opportunities
- Broadway partnership
- Business plan refinement

PAC Concept Designs

Round One

VENUE ELEMENTS
COSTING MODEL
SITE SELECTION



Frisco Arts Center Facility direction

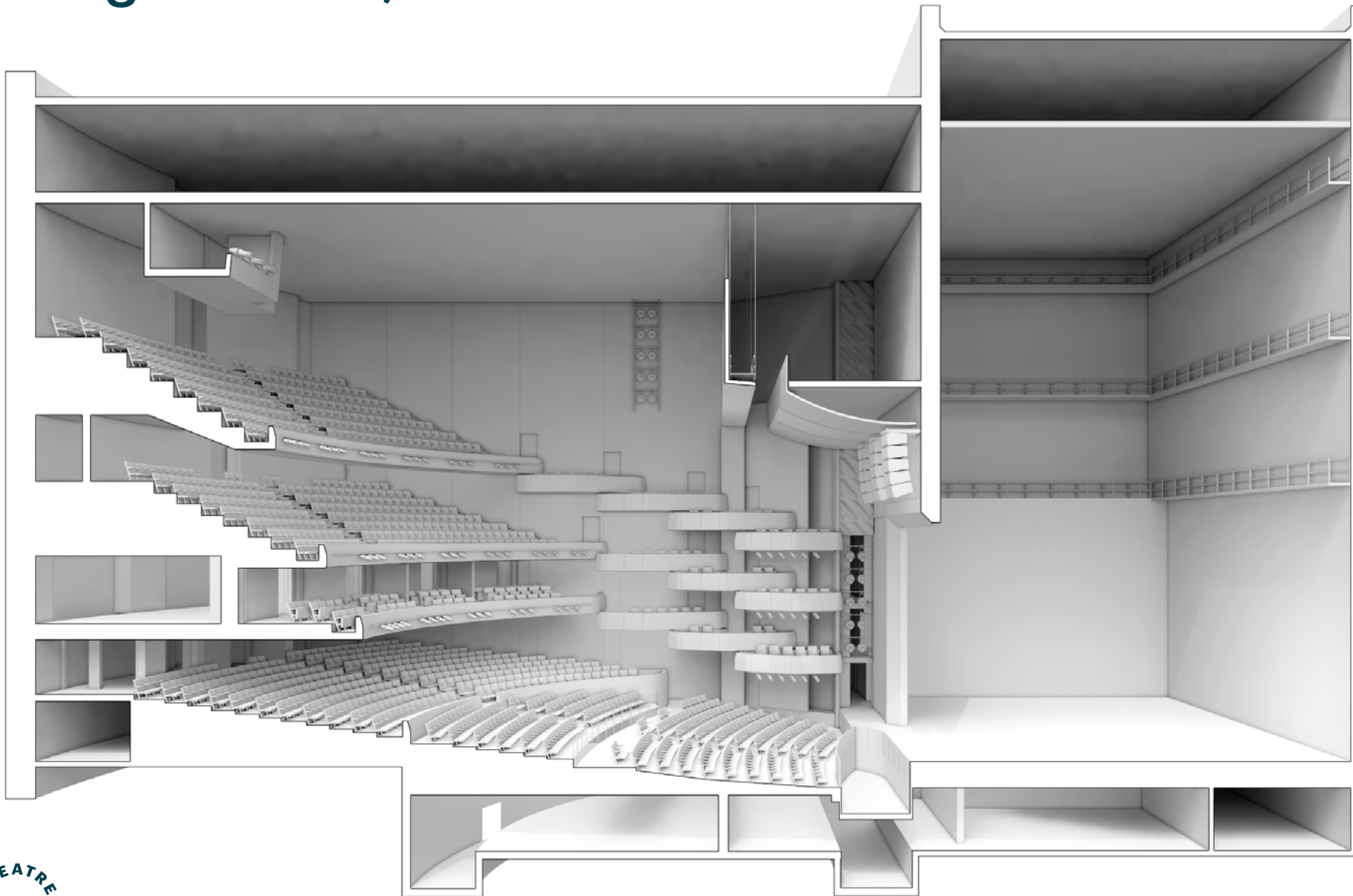
- **Large Hall (touring focus):** Broadway, music, comedy, attractions, events with community opportunity (major events)
- **Community Hall (community focus):** Multi-use for local and regional theatre, dance, popular music, symphonic/chamber music, cultural, immersive, educational, and events.
- **Flexible event and performance venue:** Larger than Discovery Center black box, with options for rehearsals, events, and performances.
- **Social club (membership model focus):** Can a membership/social club model be designed across the facility, both in seating and social areas?



Large Hall – 2,500+ seats



Large Hall – 2,500+ seats



- Broadway capable stage
- Programming includes commercial music, comedy, attractions (touring)
- Flexible configurations
- Current seating layout:
 - Orchestra: 1254 - 1324
 - Club Level: 156
 - Mezzanine: 520
 - Balcony: 528



Capacity decision:
What is the desired
seating capacity?

Large Hall

Capacity right-sizing

Current goals and project values identified include:

- Be competitive in DFW touring market (Broadway, music, comedy, events)
- Attract Broadway partner
- Broadway and commercial content producer financial targets
- Financially viable for commercial promoters
- Ticket prices that are right for the market
- Right size for growth of Frisco market (40-year projections)

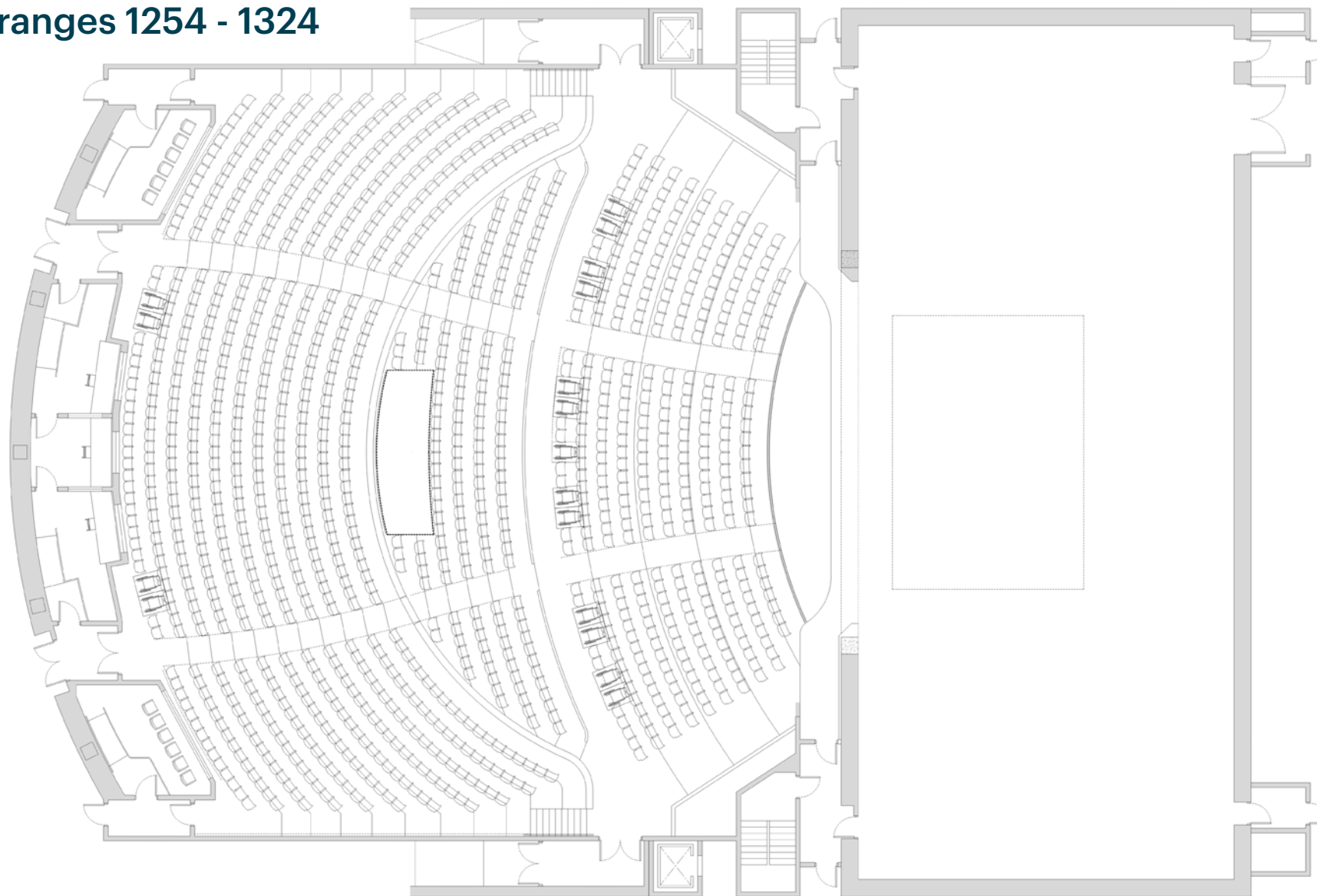
Facility	Location	Large Hall Name	Broadway Hall Size
Bass Performance Hall	Fort Worth, TX	Bass Performance Hall	2056
Winspear Opera House (AT&T PAC)	Dallas, TX	Winspear Opera House	2244
Frisco Performing Arts Center	Frisco, TX	TBD - Large Hall	2250-2800
The Music Hall at Fair Park	Dallas, TX	The Music Hall at Fair Park	3420

*Winspear Opera House is a part of the AT&T Performing Arts Center campus, but is a stand alone facility of approximately 200,00SF

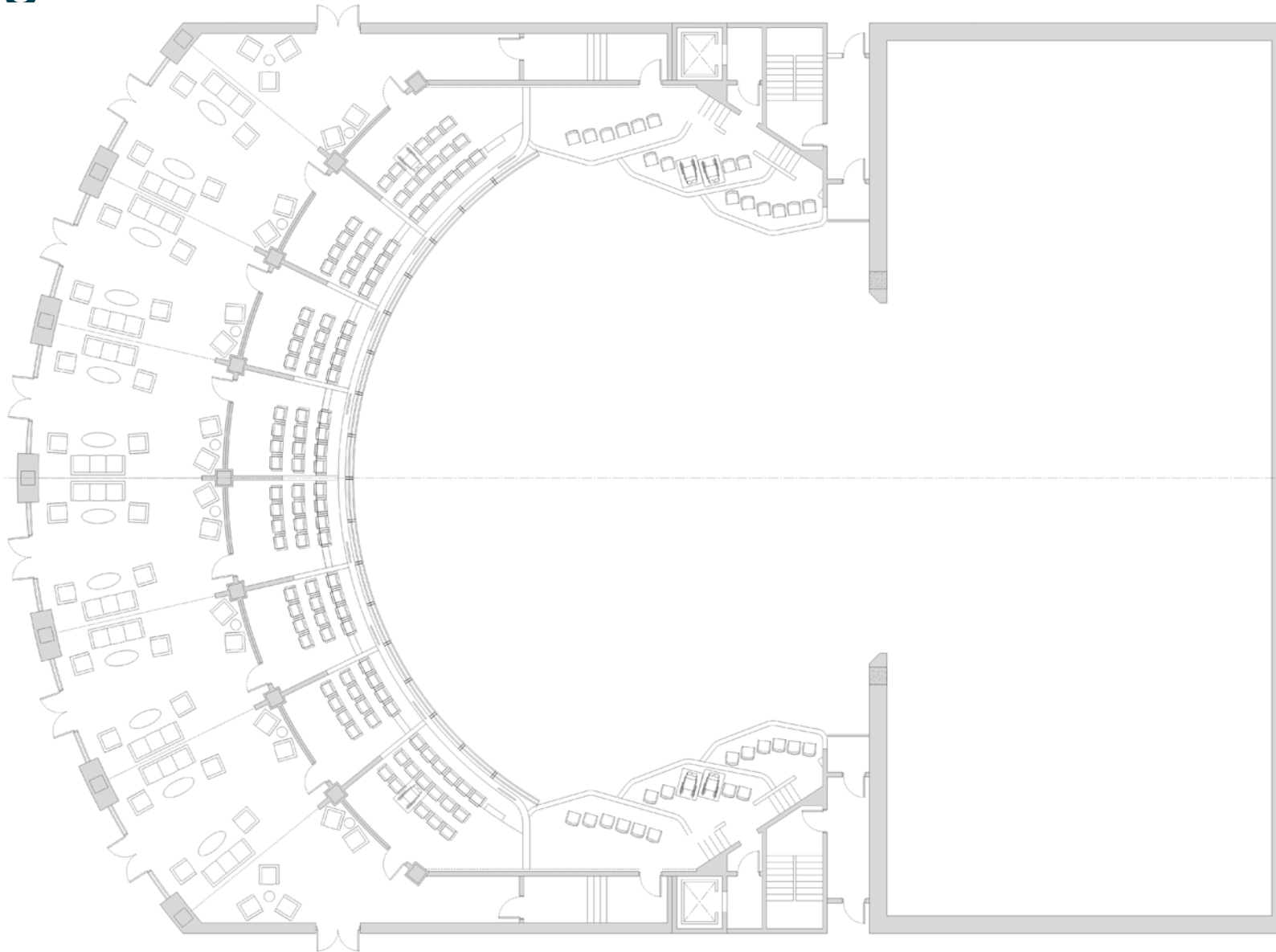


Large Hall – Orchestra level

Capacity ranges 1254 - 1324



Large Hall – Club level



Club Level Concept Frisco Experience

- Estimated 156 seats
- Premium center seating
- Corporate boxes
- Luxury suites
- Private entry
- Food and beverage



Stadium Status' Confirmed 360 Suite at SoFi
Stadium Source: Hollywoodreporter.com

Community Hall – 529-800 seats



Community Hall – 579-800 seats

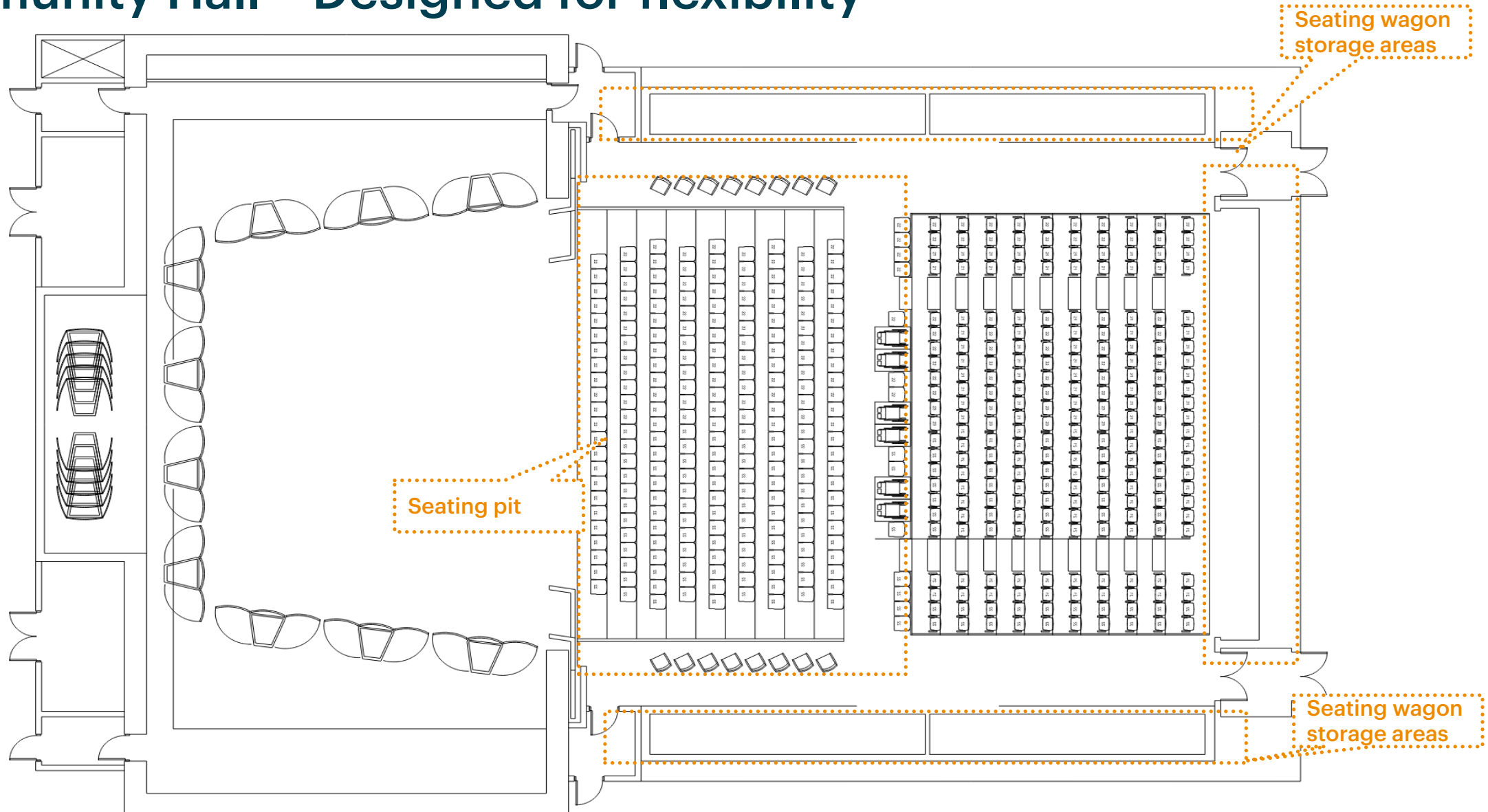
Catwalks and accessible technical positions

Fixed gallery seating (two- levels)

Seating pit

- Full size stage house – supports various events
- Orchestra shell to support future needs
- Designed with community needs and users in mind
- Flexible seating configurations
- Main Level: 267 – 487 (various seating) or 600 to 1,000 standing
- Gallery One: 154
- Gallery Two: 158

Community Hall – Designed for flexibility



Community Hall – Orchestral (with shell)

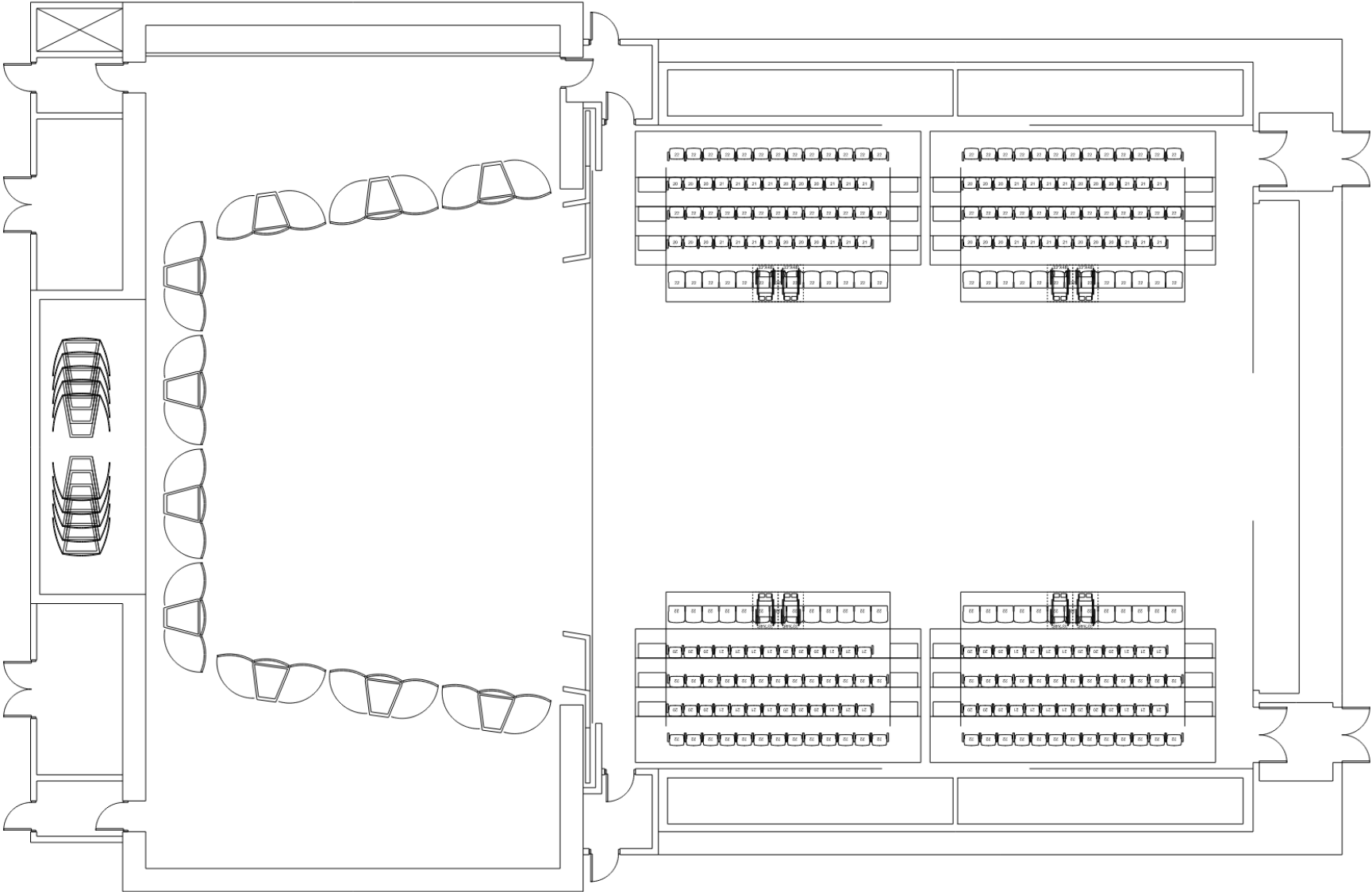


Community Hall – Cultural events and dance



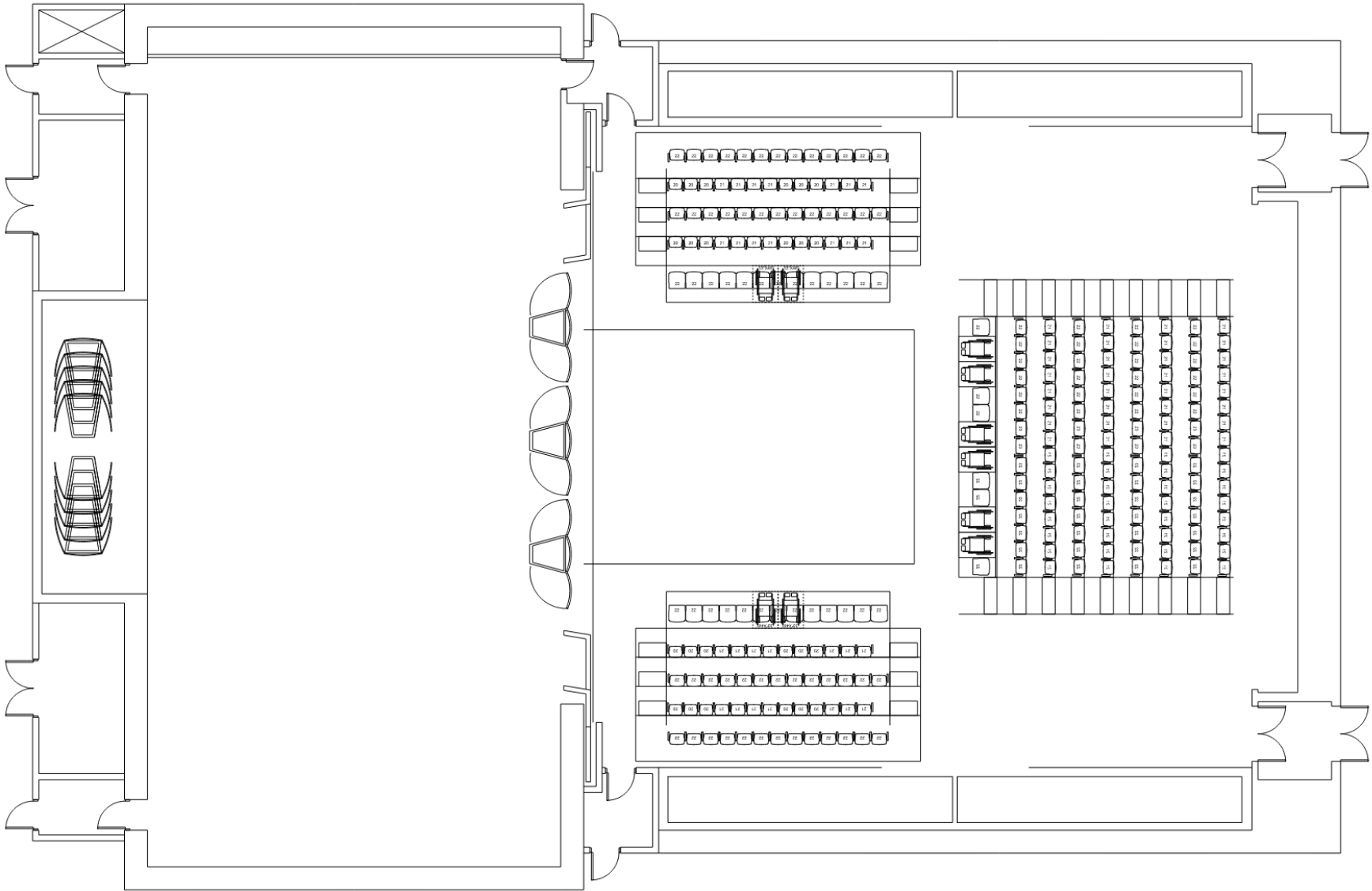
Community Hall – Seating configuration flexibility

Main level seating (288 seats)



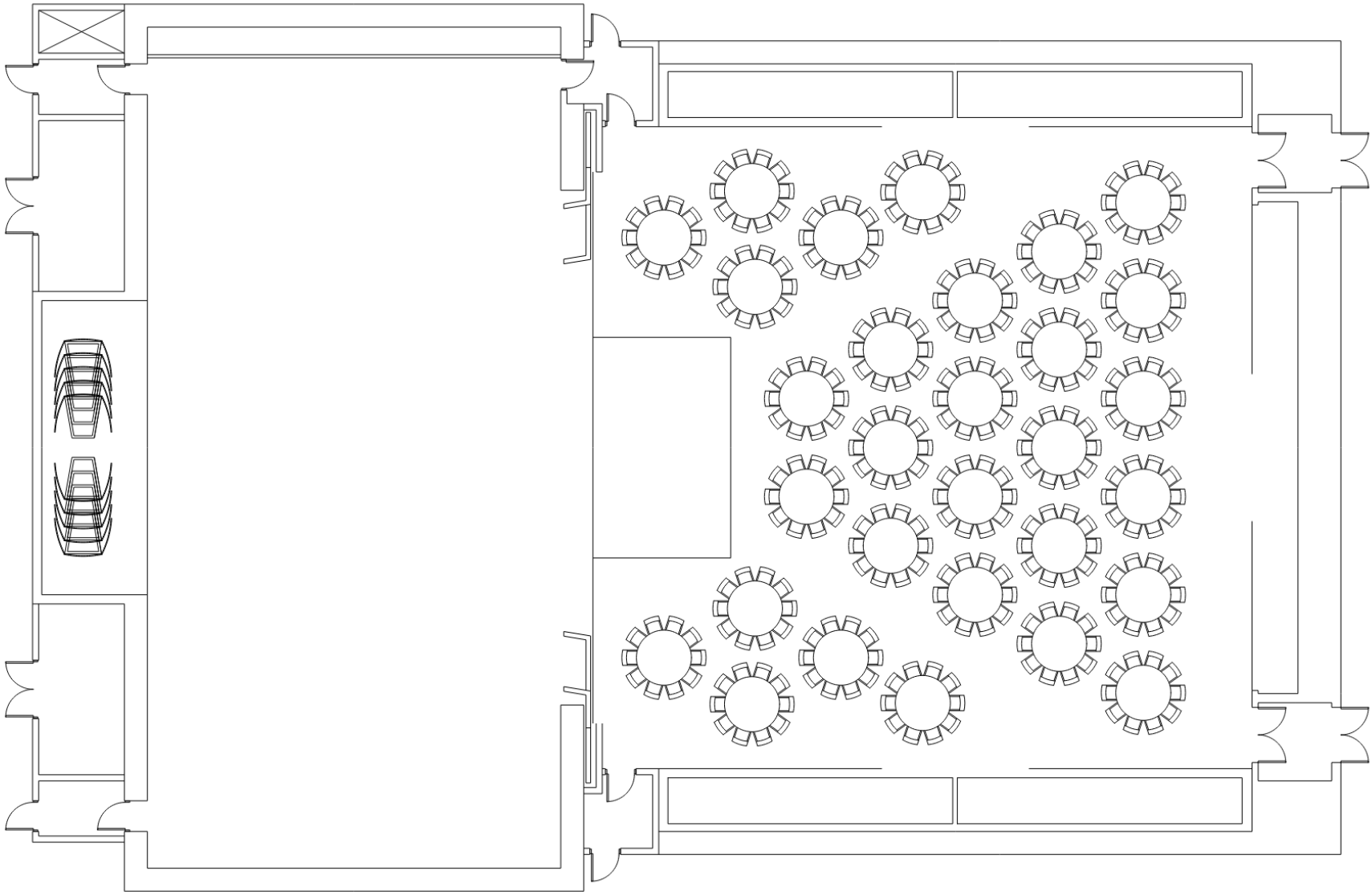
Community Hall – Seating configuration flexibility

Main level seating (267 seats)



Community Hall – Banquet/event options

Banquet seating (360 seats)



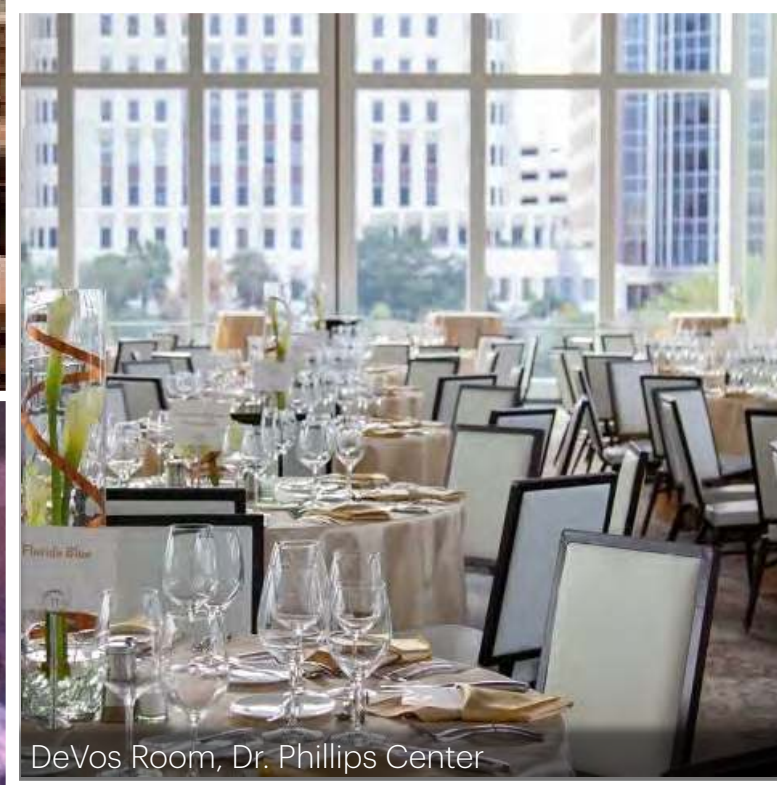
Flexible Performance & Event Room



Parker Arts Center



Hammon Hall, Winspear Opera House



DeVos Room, Dr. Phillips Center



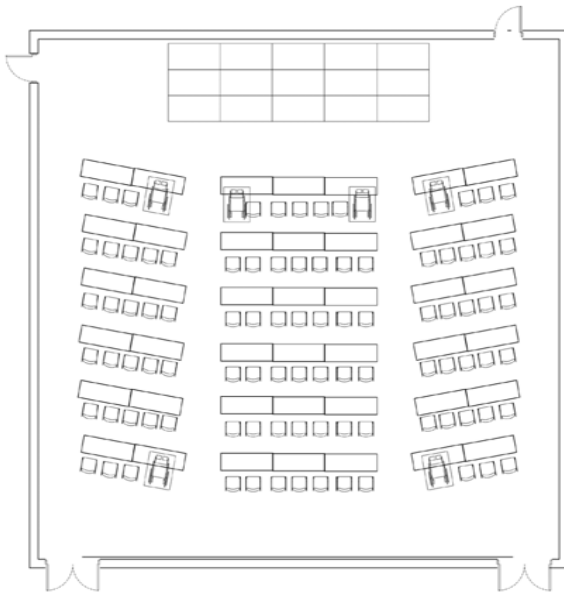
Lakeside Room, Tempe Center for the Arts



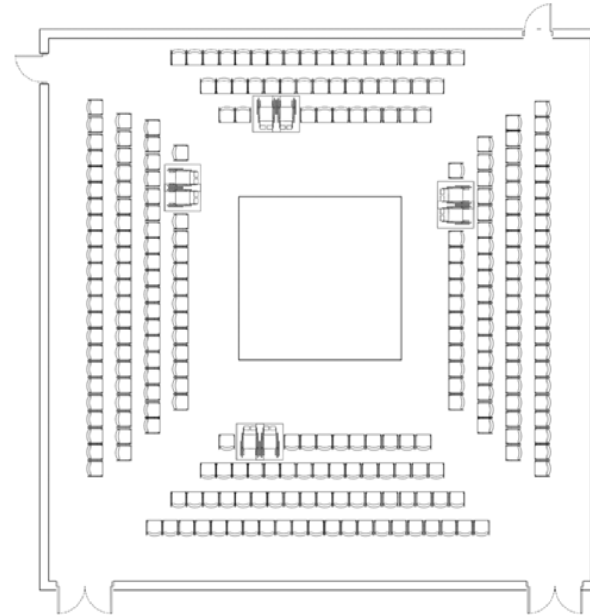
Chase Room, NJPAC

Flexible Event Room

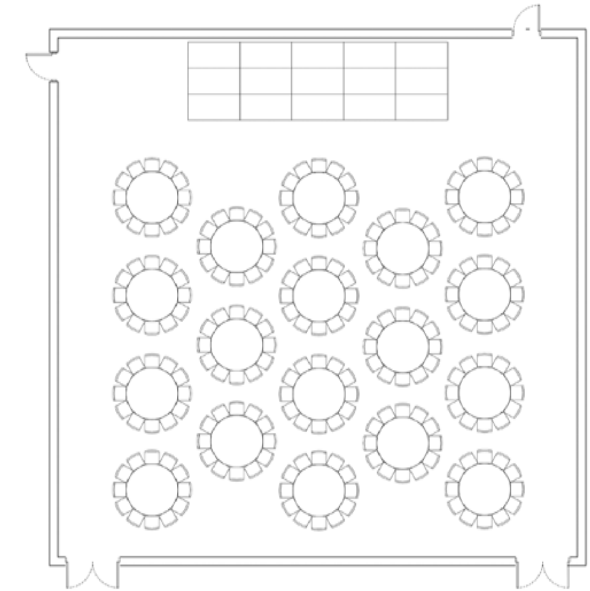
Classroom/Presentation



Arena/Theatre-in-the-Round



Banquet Events



Frisco Arts Center – Facility size (preliminary)

Program area	Net Feet ²
Public areas	84,597
Social Club	1,925
Performance spaces	72,163
Stage support	11,607
Performer support	15,607
Rehearsal	1,560
Production shops	1,513
Administration	4,150
Services	2,720
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Net Square Foot Total	195,841
<i>Grossing Factor</i>	1.63
Gross Square Foot Total	319,613
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Venue	Seating capacity
Large Hall	2,500
Community Hall	800
Event & Rehearsal Hall	200
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Total	3,500



Source: Example site size for illustration purposes only (Theatre Projects)



Connected Outdoor Spaces

Site specific, assessment pending



Source: Gogue Performing Arts Center at Auburn University, Theatre Projects



Source: Dr. Phillips Center for the Performing Arts, Theatre Projects

Costing Study

Round One

VENUE ELEMENTS
COSTING MODEL
SITE SELECTION



Previous study costing assumptions

Construction cost estimates:

- Size of facility (program): 135,000GSF
- Facility elements: 2,000-seat performing arts venue plus club areas
- Low-end finish cost estimate: \$252M
- High-end finish cost estimate: \$274M

Assumptions included Studio Gang architecture ~ approximately \$1,850/square foot

Current Frisco PAC changes

- Growth of size of facility: 319,000GSF (increase ~185,000 GSF)
- Facility elements: Large hall (2,000+ seats), Community hall (650 – 800 seats), Flexible event room, club area, commercial kitchen, social areas
- Site unknown

General costing assumptions

Size of Frisco PAC (program driven)

Furniture, fixtures, and equipment impacts

- Level/quality expectations: finish, brand, and quality standards
- Construction quality: architecture, acoustics, lights, sound, projection, rigging, seating, orchestra shell, etc.
- Range of venue flexibility systems
- Commercial kitchen, points-of-sale (food and beverage)

Site work

- Site preparation and grading
- Utility connections
- Stability of soil/ground (structural concrete)
- Landscaping and drainage
- Parking*

Fit and finish options

Lower Cost \$900/SF

Quality school
auditorium

Functional

Basic acoustical
treatments

Fixed or
manual configurations

Medium Cost \$1,054/SF

Focus on front of house

Back of house functional

Quality acoustics

Industrial elegance

Limits in flexibility

Higher End Cost \$1,200++/SF

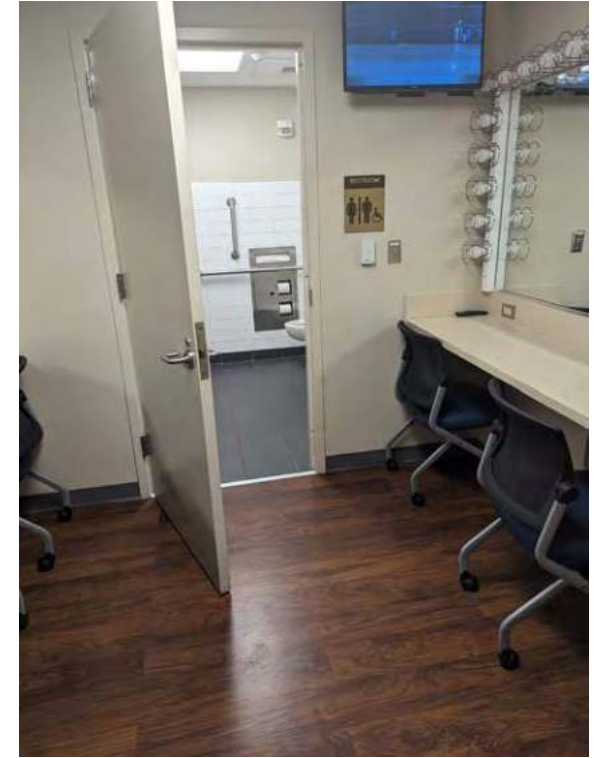
Focus on materials &
finishes (marble, etc.)

Architectural features
and vision drive cost

High acoustical rating

Higher levels of flexibility

Lower-end target: Fit and finish

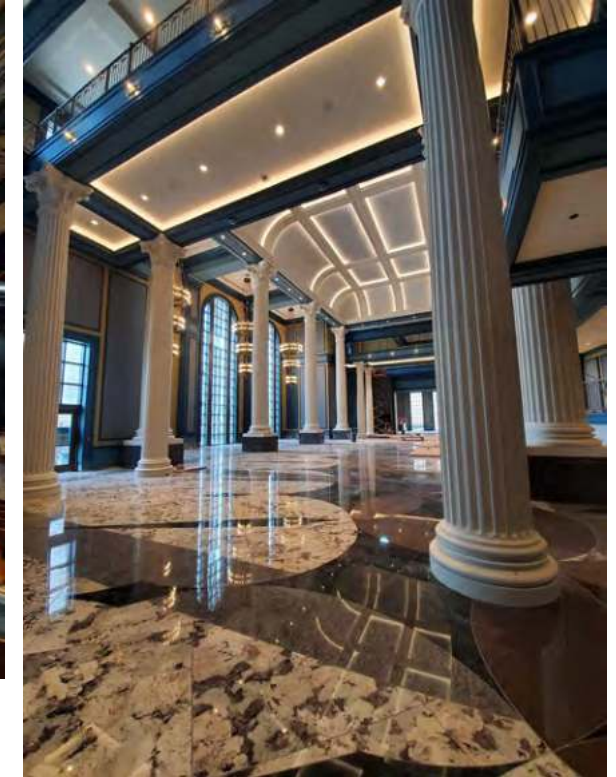


Medium target: Fit and finish



Image Sources: Theatre Projects

High-end target: Fit and finish



Rough order of magnitude (ROM) costing model

Construction Cost by program area (2024 dollars)

Program Area	Size (GSF)	LOW Cost per SF (\$900/SF)	MED Cost per SF (\$1,054/SF)	HIGH Cost per SF (\$1250/SF)
Large Hall	107,859	\$ 97,073,546	\$ 113,683,909	\$ 134,824,370
Community Hall	44,752	\$ 40,277,035	\$ 47,168,883	\$ 55,940,327
Flexible Performance & Event Room	11,915	\$ 10,723,770	\$ 12,558,726	\$ 14,894,125
Administrative & Support	13,663	\$ 12,297,128	\$ 14,401,303	\$ 17,079,344
Social Club	3,138	\$ 2,823,975	\$ 3,307,189	\$ 3,922,188
Public Areas	137,893	\$ 124,103,799	\$ 145,339,338	\$ 172,366,388
Total Facility	319,222	\$ 287,299,414	\$ 336,459,537	\$ 399,026,965
Outdoor Amphitheatre (optional)	TBD			

*Assumption of 4,250sf canopy and lawn tiered seating (Outdoor Amphitheatre), with FOH/BOH support attached to facility

Benchmark facilities (approximate escalated construction costs)

Facility	GSF	Construction Year	Cost per SF	Cost of Construction	Escalation*
Straz Center for the Performing Arts	335,000	1987	\$170	\$57 million	\$153 million
Blumenthal Performing Arts Center	289,000	1992	\$318	\$92 million	\$200 million
Tanger Center for the Performing Arts	105,000	2021	\$886	\$93 million	\$105 million
Buddy Holly Hall of Performing Arts and Science	220,000	2021	\$718	\$158 million	\$178 million
Dr. Phillips Center for the Performing Arts	330,000	2014/2022	\$1,858	\$613 million	\$789 million**
*2023 dollars adjusted for inflation, not construction escalation					
**2014 dollars adjusted to 2023 dollars					

Cost per SF represented in year of construction; Straz 1987 escalation is approximate

Performance space quality - costing model assumptions

Production equipment (included in construction cost estimate)

Program Area	Acoustics	Seating	Rigging/Drapery	Lighting	Audio-Visual	Controls/Misc.	ROM Estimate Total
Large Hall	\$ 441,500	\$ 1,925,000	\$ 4,808,560	\$ 1,611,582	\$ 2,510,743	\$ 404,600	\$ 11,701,984
Community Hall	\$ 877,900	\$ 590,000	\$ 1,238,502	\$ 1,220,878	\$ 1,034,203	\$ 354,400	\$ 5,315,883
Flexible Performance & Event Room	\$ 100	\$ 168,450	\$ 225,400	\$ 996,626	\$ 307,790	\$ 57,600	\$ 1,755,966
Outdoor Amphitheatre (optional)	\$ -	\$ -	\$ -	\$ 398,238	\$ 46,690	\$ 43,500	\$ 488,428
Total Facility	1,319,500	2,683,450	6,272,462	4,227,324	3,899,425	860,100	19,262,261

**Assumption of 4,250sf canopy and lawn tiered seating (Outdoor Amphitheatre), with FOH/BOH support attached to facility*



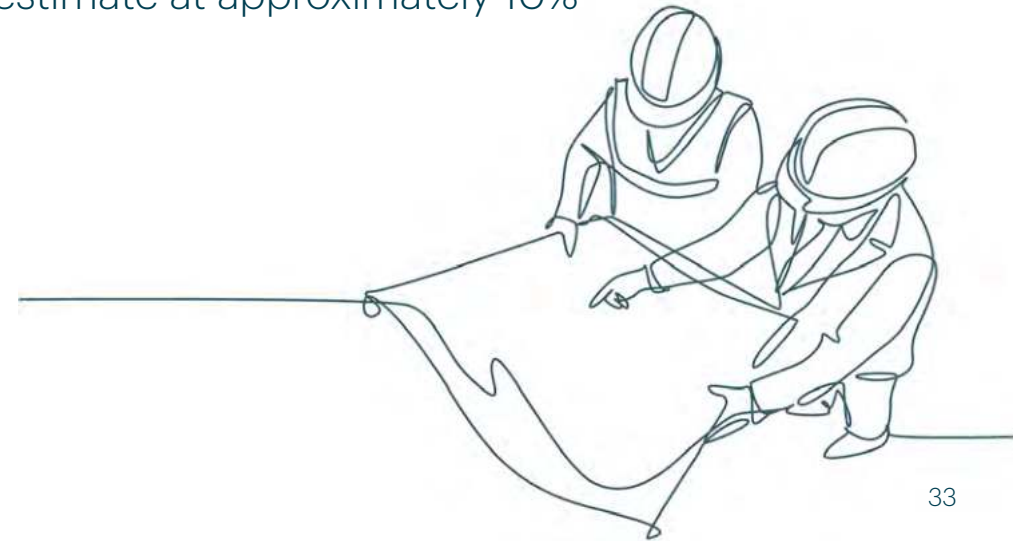
Project cost determination

In addition to cost of construction, project cost assumptions should include:

- Demolition of existing structures (cost site specific)
- Design phase (12.5% construction cost)
- General conditions, requirements, fees, bonds, insurances, permits, etc. (18.5% of construction cost)
- Change orders (3% of construction cost)
- Soft costs - FF&E, start-up staffing, branding, training, PR, professional fees, contingency, etc. (20% - 35% of construction cost)

Construction cost escalation should be considered:

- Escalation contingency 2024 dollars to 2026 dollars – estimate at approximately 10%



Next steps

Phase 1A Sept 2023 – May 2024

- Concept design (refinement)
- Business plan (refinement)
- Site analysis and selection
(direction needed)
- Broadway partner negotiations

Phase 1B Feb – Aug 2024

- Community engagement
- Funding study
- Economic impact
- Decision making milestone City
Council (August 2024)

Project website and hotline



Website: www.theatreprojects.com/FriscoPlanning
Email: FriscoPAC@TheatreProjects.com
Hotline: 945-205-0766



Frisco Performing Arts Center Planning Project 2023 - 2025



Project history

The City of Frisco has been studying the possibility of a new performing arts center for over 6 years and has completed several studies and assessments to support the future planning of the project. Envisioned as a hub for cultural enrichment, arts and culture, entertainment, and community engagement, this critical Frisco institution is moving ahead.

During the summer of 2023, Theatre Projects, in collaboration with Keen Independent Research, concluded a feasibility study that explored the current and future arts and entertainment market in Frisco and the greater Dallas-Fort Worth area and outlined suggested business planning and concept development for the potential arts and entertainment center. You can find the 2023 Frisco Arts Center Business Plan report here:

[2023 Business Plan](#)