

@THE GROUNDS EARNS BEST REAL ESTATE RENOVATION PROJECT OF THE YEAR AWARD FOR THE SACRAMENTO REGION

Placer County and Placer Valley Tourism's \$10 million investment helps set the stage for events center

Renovation of a decades-old fairgrounds into a modern event space that also celebrates and honors the past has earned Placer County Fairgrounds the Sacramento Business Journal's Best Real Estate Renovation Project of the Year award.

The Business Journal's annual awards competition acknowledges development projects that showcase the creativity and imagination of architects, developers, engineers and general contractors – and catches the attention and meets the needs of the community.

The fairgrounds, just north of downtown Roseville, effectively combines decades-old features, from clay tiles to Douglas fir wood trusses, with the modern-day needs of today. The result is an award-winning, eye-catching event space that will continue to host the annual Placer County Fair but also large conferences and major sports competitions.

Placer County and Placer Valley Tourism – a business improvement district (BID) that includes the cities of Roseville, Rocklin and Lincoln – have invested more than \$10 million to renovate and transform the fairgrounds in Roseville into a much-needed multipurpose event center.

"The award is just the latest chapter and helps share our still-evolving success story," said David Attaway, CEO of Placer Valley Tourism and @the Grounds, the new name for the fairgrounds.

Preserving the past helps pave the way for the future

Placer Valley Tourism's extensive transformation of the 61-acre fairgrounds included renovating Johnson and Jones halls and the multi-use barns, installing a digital marquee, new landscaping and walkways, and paving the south parking lot.

The renovation includes modern design while also preserving and sharing the construction history of the fairgrounds, thanks to architecture firm Williams + Paddon Architects + Planners Inc. The Placer County Fairgrounds opened in 1937, and the California Office of the State Architect designed Johnson and Jones halls in the 1940s.

General contractor Roebbelen Contracting found decorative tiles manufactured by Gladding McBean in Lincoln during the rehabilitation of

Jones Hall's exterior façade. The glazed aquamarine tiles were covered by four layers of paint. Now, they are a design element – and a much-cherished piece of history.

Inside the 11,000-square-foot building, construction crews removed a drop ceiling and found wooden trusses made of Douglas fir, a popular construction timber used in the 1940s. Now, new LED lighting and skylights complement the wooden trusses.

Also, granite boulders, reclaimed from the historic Griffith Quarry, are in @the Grounds' central plaza and serve as seating between Johnson and Jones halls.

Other improvements include new exterior painting, flooring, furniture, heating and cooling system, audio system and commercial kitchen equipment.

"Everyone involved in this project, from the architecture firm to the general contractor, has helped shape our vision and played a critical role to establish a one-of-a-kind conference and event space," Attaway said.

Coastal Partners is the project manager for @the Grounds. KPFF was the structural engineer for the renovation project. Air Systems Service and Consulting and Royal Electric were the mechanical and electrical engineers, respectively.

Next phase could begin in early 2019

The award-winning first phase of the renovation of the fairgrounds could complement and provide the foundation for a larger project – a proposed 160,000-square-foot events center. Placer County officials are currently reviewing the project, which could begin construction in early 2019.

The @the Grounds events center will be able to handle more than 300 events per year, from annual conferences to sports competitions. The events will generate about \$12 million annually to the local economy, from consumers eating in restaurants and shopping at nearby stores to staying in hotels.

"@the Grounds is a community investment that will generate positive returns for decades down the road," said Attaway of Placer Valley Tourism. "The economic benefits are obvious, but a first-rate events center will also attract many people from outside the area who can share their experiences and everything our region has to offer."