

Program Summary:

An athletic complex designed to catalyze economic growth in a small town, offering premier sports facilities, outdoor recreation, and amenities for local and regional communities.

Program Statement:

This complex is the first of its kind for the city, representing a transformative investment in public sports, wellness, and tourism. Designed to support both local recreation and large-scale tournaments, the complex establishes a regional hub for youth sports and outdoor events, with a projected economic impact of \$1.2 billion over the next 20 years. The program includes 30 buildings, 16 artificial turf baseball and softball fields, 3 soccer and football fields, 9 tennis courts, walking and biking trails, 3 playgrounds, a 6-acre fishing pond, RV parking, and related amenities. Infrastructure features a loop road, over 1,100 parking spaces, and integrated stormwater systems. Master planned for flexibility, safety, and user experience, the layout organizes fields around natural site features and circulation loops to simplify navigation and support event logistics. Buildings such as locker rooms, pavilions, concessions, restrooms, press boxes, batting cages, and an events center share a cohesive design language that emphasizes durability and civic identity. Although not a sustainability-specific project, environmental considerations guided key decisions. Artificial turf reduces water and maintenance demands, native landscaping promotes resilience, and multi-use trails encourage year-round public use. The complex can simultaneously host seven different sporting events and is equipped to accommodate five separate collegiate-level events at the same time. Now a destination for regional tournaments and community gatherings, the complex embodies the city's goals for public health, economic growth, and placemaking. More than an athletic venue, it is a long-term civic asset designed to grow with its community.

MP-185.01

Building Area: (sf)

53,000 sf (buildings)

185 acres (total site)

Cost per Square Foot:

\$704 (buildings only)

\$4.63 (entire 185-acres)

\$8.57 (100-acre site dev.)

Construction Cost

\$37,310,000

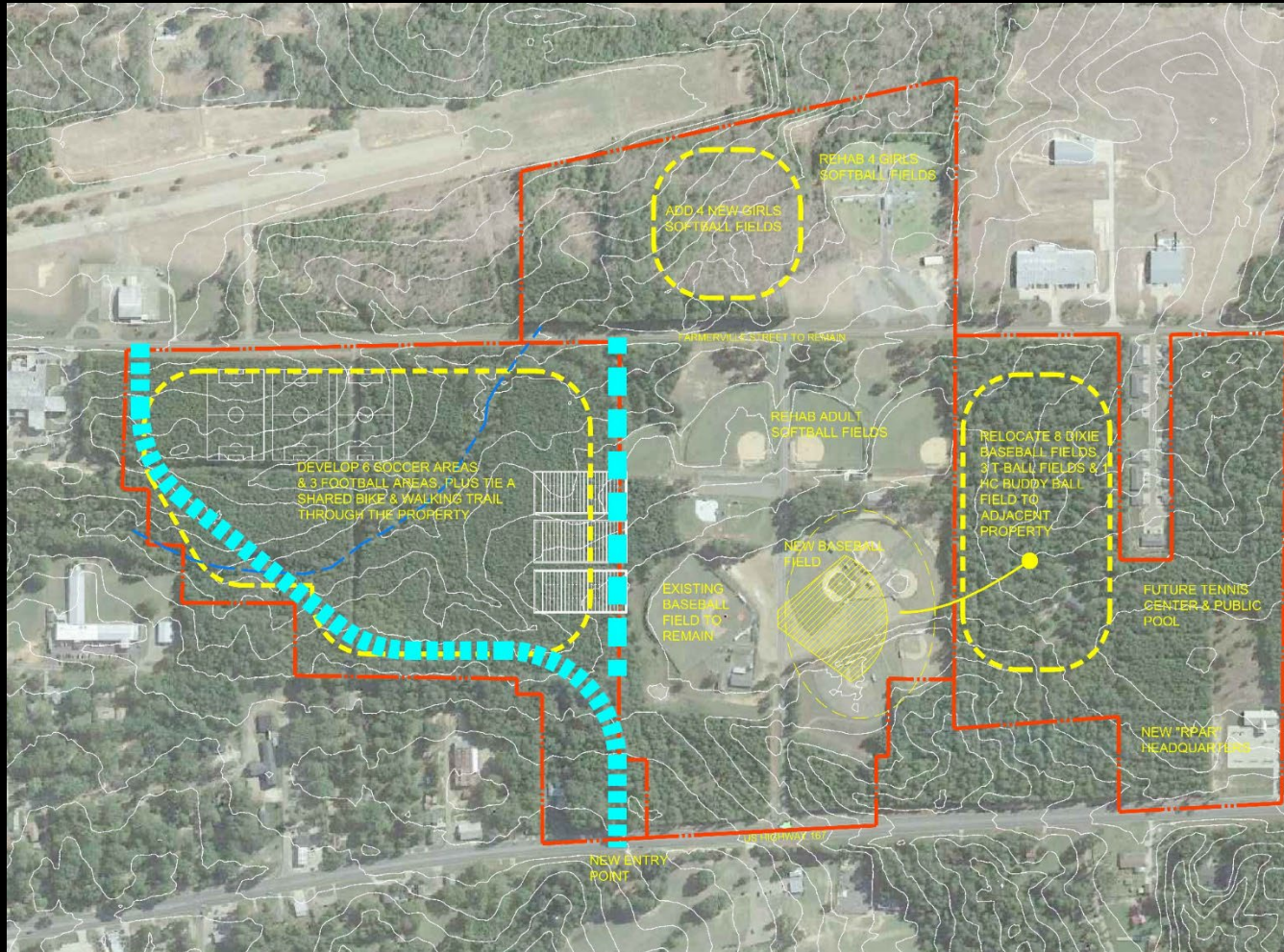
Date of Completion:

2020

MP-185.02

Preliminary Master Site Plan

This preliminary site plan illustrates the early master planning vision for a regional sports complex situated on a 185-acre site, with approximately 100 acres identified for active development. The plan maps the distribution of sports facilities, circulation routes, and key program areas across the property. Highlighted elements include proposed soccer and football fields, new and rehabilitated baseball and softball fields, tennis courts, playgrounds, a future tennis center and public pool, and a new city parks and recreations headquarters. Infrastructure components such as new entry points, parking zones, and internal loop roads are integrated into the layout to enhance accessibility and event logistics. Natural site features, including existing topography and drainage corridors, informed the arrangement of fields and trails to promote both functional efficiency and environmental sensitivity. This early concept provided the framework for organizing diverse recreational uses while balancing open space preservation, user experience, and long-term flexibility for the growing regional destination.



Master Site Plan

MP-185.04

Aerial View

A sweeping aerial view captures the multi-sport complex, featuring 16 artificial turf baseball and softball fields, 3 soccer/football fields, 9 tennis courts, and extensive parking woven into natural site features. Visible within the complex is the city's existing high school baseball field, upgraded with synthetic turf as part of the broader development. Trails, playgrounds, a six-acre fishing pond, and unified architectural structures complete this dynamic regional hub for sports, recreation, and community life.





MP-185.05

Baseball & Tee-Ball Aerial View

The 8-field baseball complex in the foreground hosted the 2019 Dixie World Series, while the 3-field tee-ball complex in the background serves the community's youngest athletes and the local Buddy Ball program. Buddy Ball provides children and young adults with physical and intellectual challenges the opportunity to play ball in an inclusive, supportive environment, ensuring that everyone can experience the joy of the game.

MP-185.06

Baseball Aerial View

The grand opening of the 8-field baseball complex marked a milestone for the city, hosting the 2019 Dixie World Series and showcasing the facility's capacity for large-scale regional tournaments. As part of the broader sports complex master plan, these fields contribute to the community's economic growth and support a range of local and regional athletic events, reinforcing the complex's role as a dynamic civic and recreational asset.



MP-185.07

Baseball Field

One of several regulation-size baseball fields featuring durable artificial turf surfaces designed for optimal playability and year-round use. The field depicted here is one of the three championship fields that includes a large covered grandstand and elevated press box.



MP-185.08

Softball & Tennis Aerial View

Another aerial view highlights the four-field softball complex, including a championship field dedicated to the local high school team, complete with its own locker room and batting cage. Adjacent, nine tennis courts feature dedicated concessions, restrooms, and locker rooms designed for both tournament play and community use.



MP-185.09

Baseball & Softball Entries

Two images showcase the main entrance buildings at the baseball and softball complexes: sleek, functional ticket buildings designed to welcome visitors and efficiently manage entry. The baseball entrance serves as a hub for tournament play and community events that houses offices, locker rooms and a conference room for game officials, a spacious dining hall, and public restrooms.

Both buildings reflect a cohesive architectural language throughout the complex, featuring clean lines, durable materials, and refined detailing. The use of brick and metal panels, paired with a color palette inspired by the local university, creates a strong sense of regional pride and visual harmony. This materiality emphasizes longevity and civic identity, making these structures lasting community landmarks.

Beyond their practical roles, these buildings serve as welcoming gateways, establishing a unified visual identity across the complex. They set the tone for a high-quality experience, blending form and function while reinforcing the complex's status as a premier destination for athletes and spectators. Together, they embody the city's commitment to sports, wellness, and community engagement.





MP-185.10

Team Pavilion & Batting Cage

Two images capture key amenities designed to enhance both athlete and community experiences within the complex. The first shows one of four open-air team pavilions, thoughtfully outfitted with HVLS fans and picnic tables to offer comfortable, shaded gathering spaces. These pavilions serve as vital hubs for teams during tournament play, as well as welcoming spots for local games and broader community events.

The second image highlights one of four versatile batting cage facilities, equipped to support rigorous training and game-day preparation. A flexible netting system allows the space to transform quickly from multiple individual batting lanes into one large, open practice area, accommodating a variety of uses—from team drills, pitching and fielding practice, to occasional non-sport community activities.



MP-185.11

Outdoor Play Area

The photo captures the largest of the three playgrounds thoughtfully integrated throughout the complex: a vibrant, colorful space designed with both safety and enjoyment in mind. Bright play structures and resilient surfacing create an inviting environment where children can explore, climb, and imagine, while surrounding seating areas provide comfort for families and caregivers. Adjacent to the playground is a covered pavilion that offers shaded gathering space and includes two family restrooms, enhancing convenience for visitors and supporting longer stays.

This playground, like all elements of the complex, reflects the project's overarching commitment to flexibility, user experience, and community well-being. It offers not just recreation, but a vital gathering place that reinforces the complex's role as a regional hub for sports, wellness, and civic life.

Architecturally and aesthetically, the playground complements the cohesive design language seen throughout the complex's buildings and facilities, contributing to a unified sense of place that emphasizes durability, civic identity, and the city's vision for vibrant, inclusive public spaces.



MP-185.12

Entrance & Wayfinding Signage

A series of photos highlights the thoughtfully designed signage system that guides visitors throughout the expansive sports complex, blending functionality with a strong visual identity. At the forefront is the main entrance sign, proudly displaying new logos created specifically for the complex, setting a tone of civic pride and welcoming guests to this regional hub for sports and community events.

Wayfinding signage including light pole banners, stand-alone directional signs, and ground-mounted parking signs for each sports venue ensures clear, intuitive navigation. This system supports the complex's ability to host multiple large-scale events while maintaining a smooth user experience.



MP-185.13

Placemaking & Branding

This set of images illustrates how custom-designed logos, created specifically for the city's new sports complex, are not only central to the identity of the project but also thoughtfully integrated into the architecture of each main building across the complex. These logos, developed to give the facility a distinctive and unifying brand, are featured prominently on the entrance buildings at each sporting venue, including baseball, softball, tee-ball, soccer/football, and tennis.

Rather than being treated as standalone graphics, the logos are applied as dimensional signage, making them visible wayfinding cues and key visual markers for each individual sports area. This intentional placement reinforces orientation across the expansive site while strengthening the overall brand and sense of place.

Consistent with the complex's cohesive design language, the logos reflect durable materials and clean, modern lines. The color palette for the logos is uniquely assigned to each sport complex, helping visitors quickly identify different venues and enhancing the clarity and visual harmony of the entire site. Together with the broader signage system, these architectural logos embody the city's investment in placemaking, identity, and creating a multi-functional destination that serves local residents and regional visitors for generations to come.

