



# Pensacola Bay Center **Architectural Review**

IMPROVEMENT CONCEPTS - DATE 10.26.23

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01/

# Project Insights

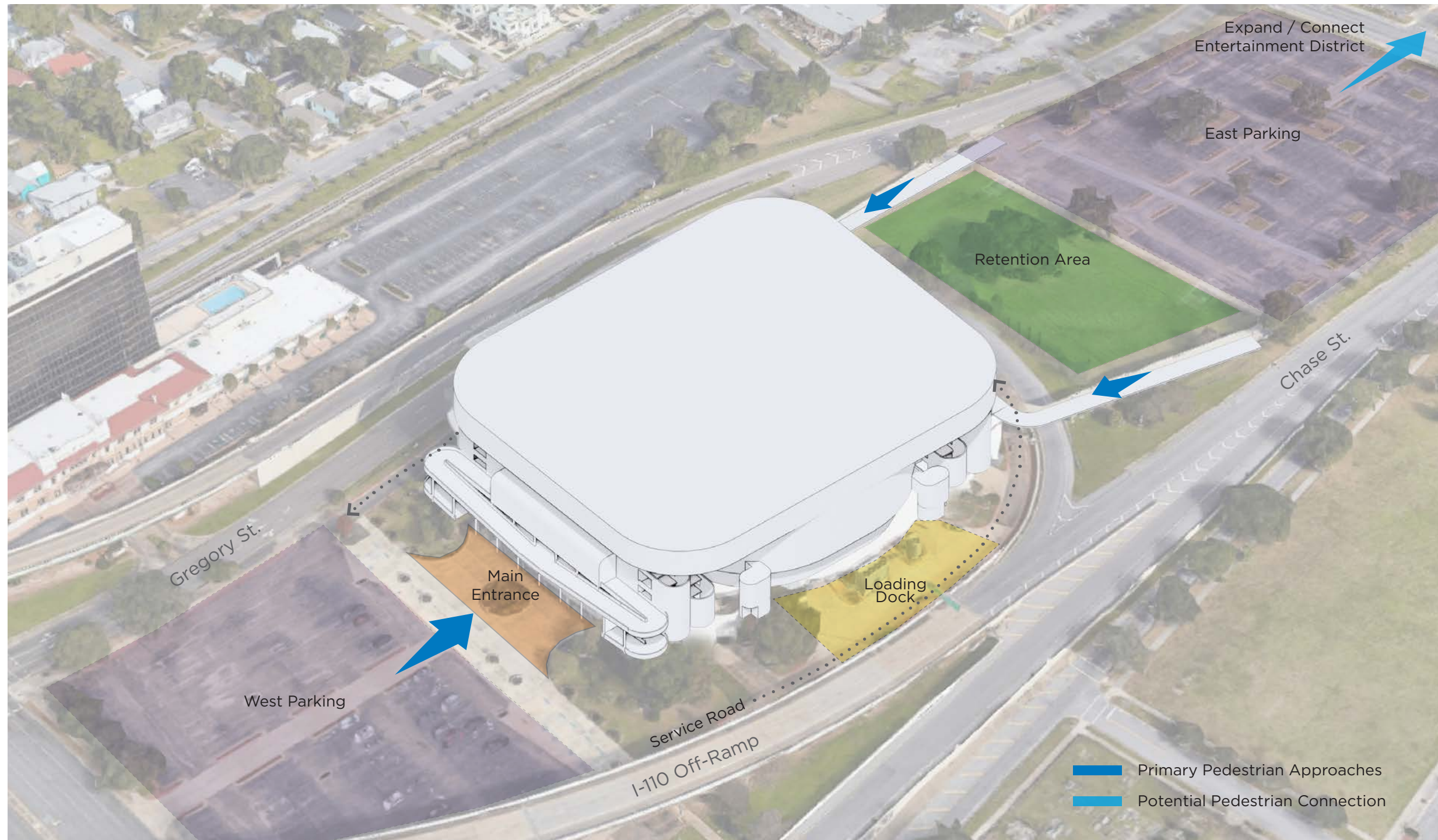
## **Project Objectives**

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- 1** Design a vision that ensures the arena's future success.
- 2** Solve the site's major east to west circulation issues.
- 3** Facilitate the entry into the building and create spaces that will boost the fan experience.
- 4** Clarify the operations and back of house spaces
- 5** Update the arena's fixtures and materials to produce a modern arena.

02/

# Building Assessment



**Main Challenges**

Building is isolated from parts of the city. Road network around it creates notable service access issues and limited pedestrian connectivity.

Lack of visual indicator for main entry points. Ground level entry is undersized, main concourse level access via external ramps.

Loading dock undersized and constrained by I-110 off-ramps.

Split concourses and separated entrances limit spectator general circulation outside of seating bowl.

Lack of diverse seating tiers and premium space offerings.

Food and beverage offerings constrained by available existing spaces on split concourses.

Dated materials and finishes of public spaces.

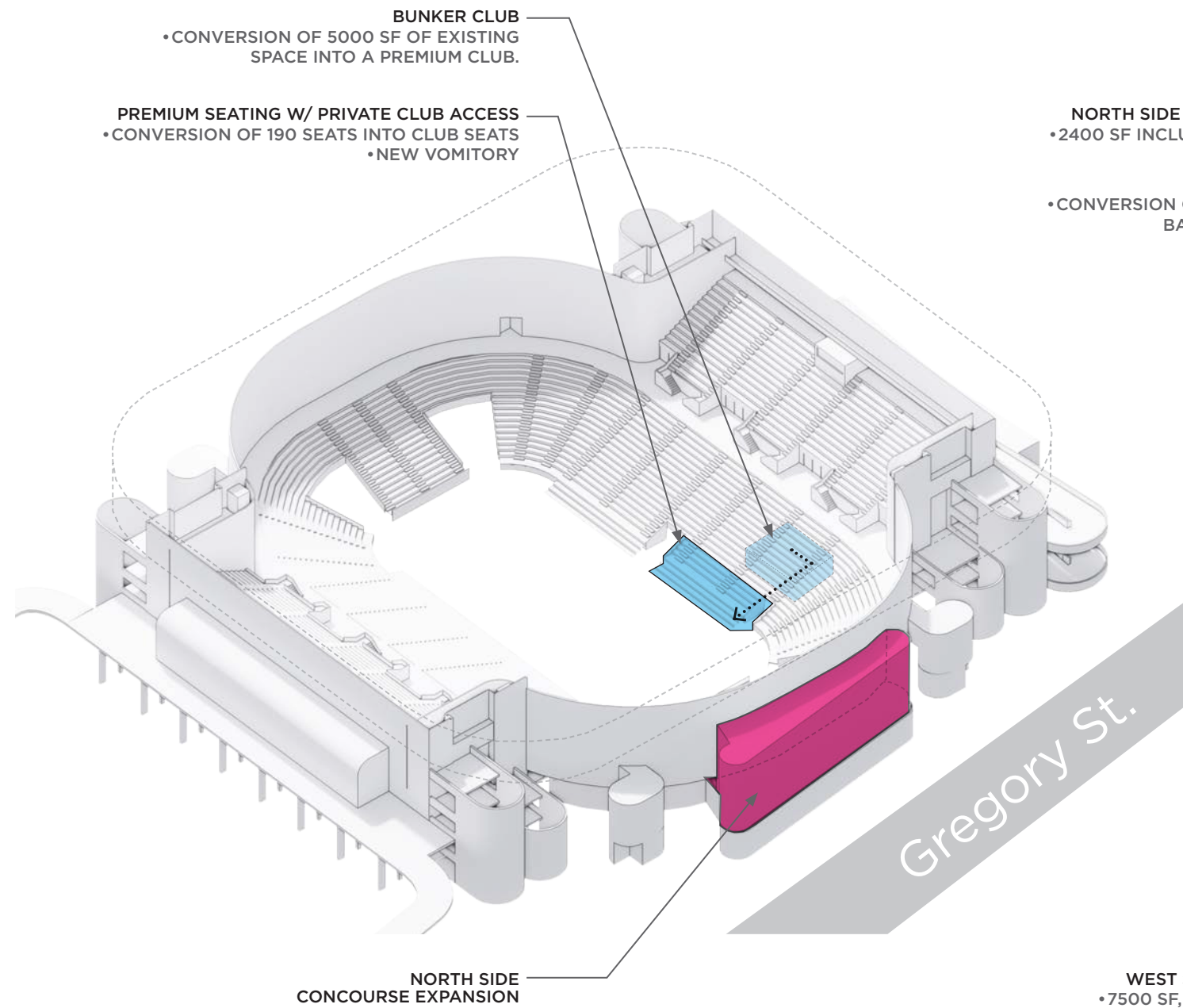
Need for auxiliary storage spaces that align with building program.

Resiliency and sustainability measures require evaluation.

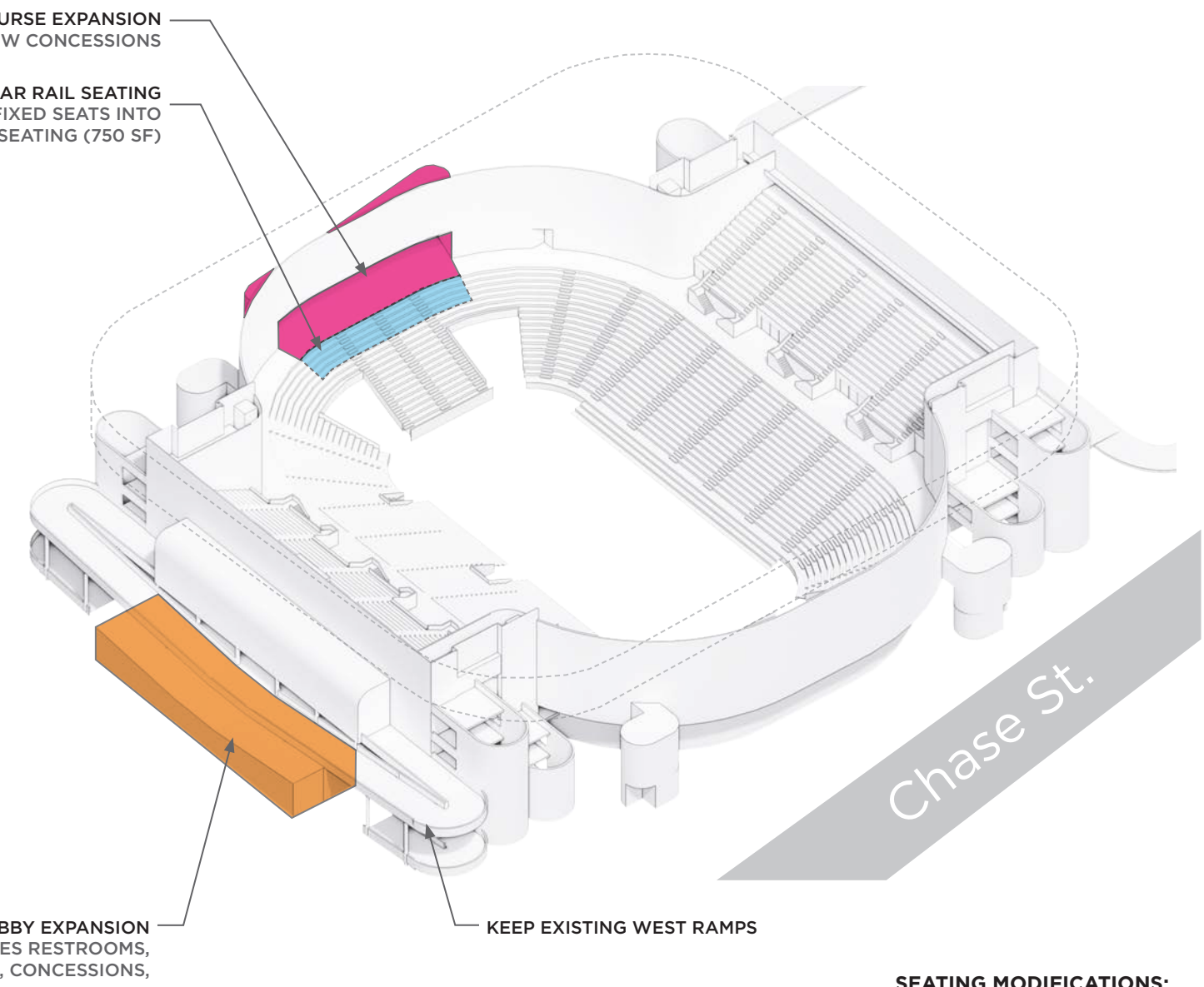
03/

# Design Concepts

Design Concepts **Concept 1 - Limited Addition**



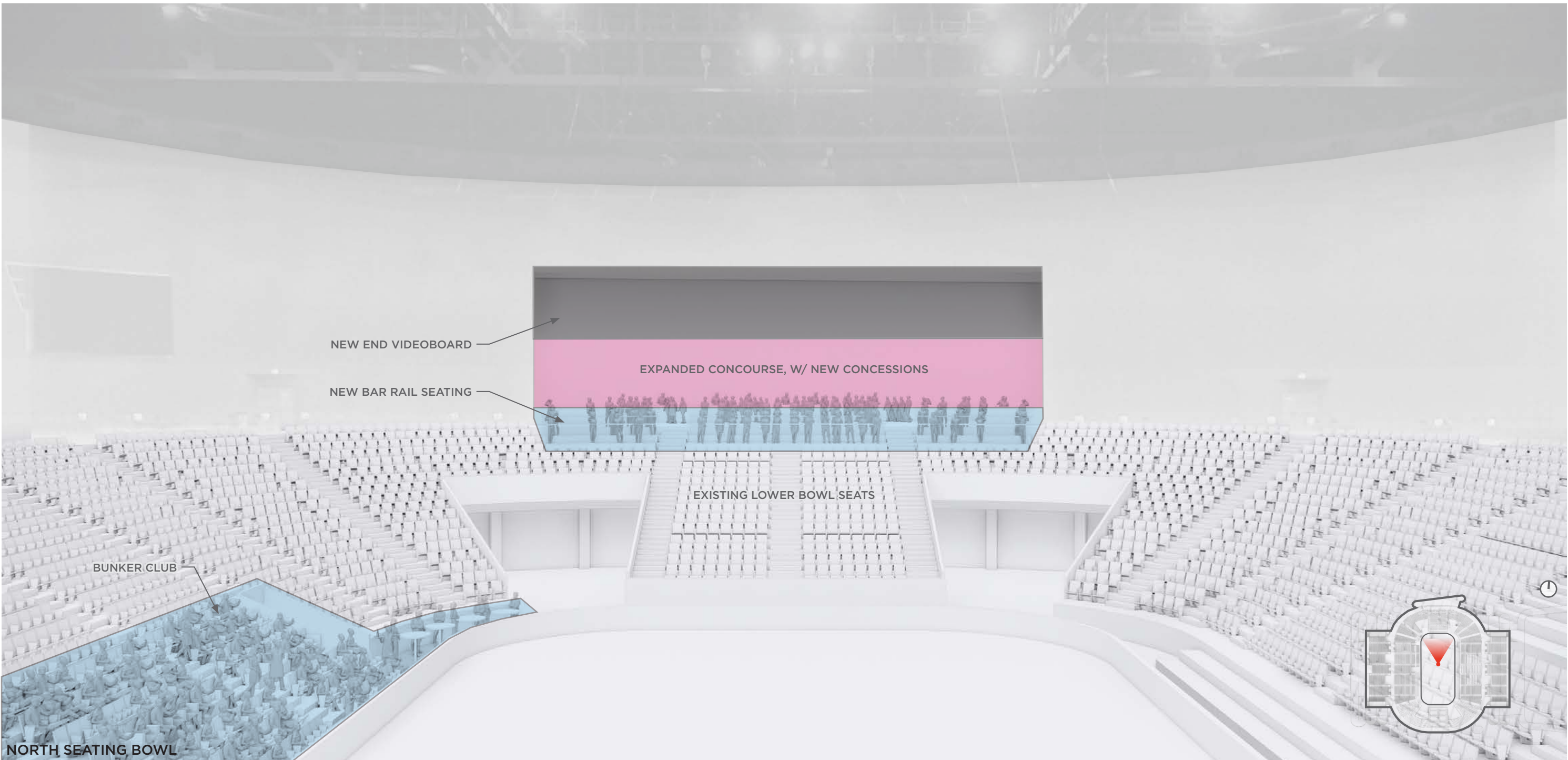
NORTHEAST AXON VIEW

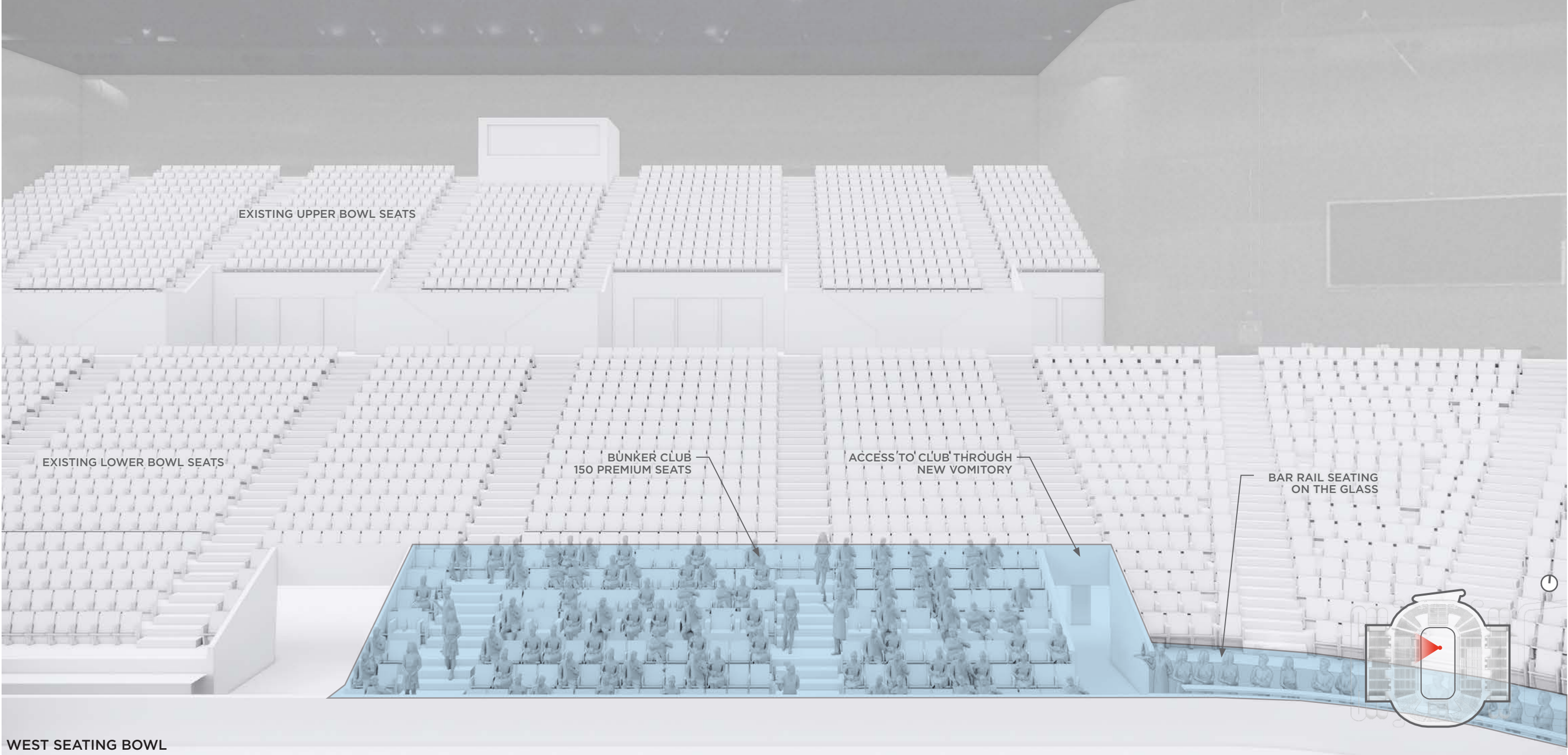


SOUTHWEST AXON VIEW

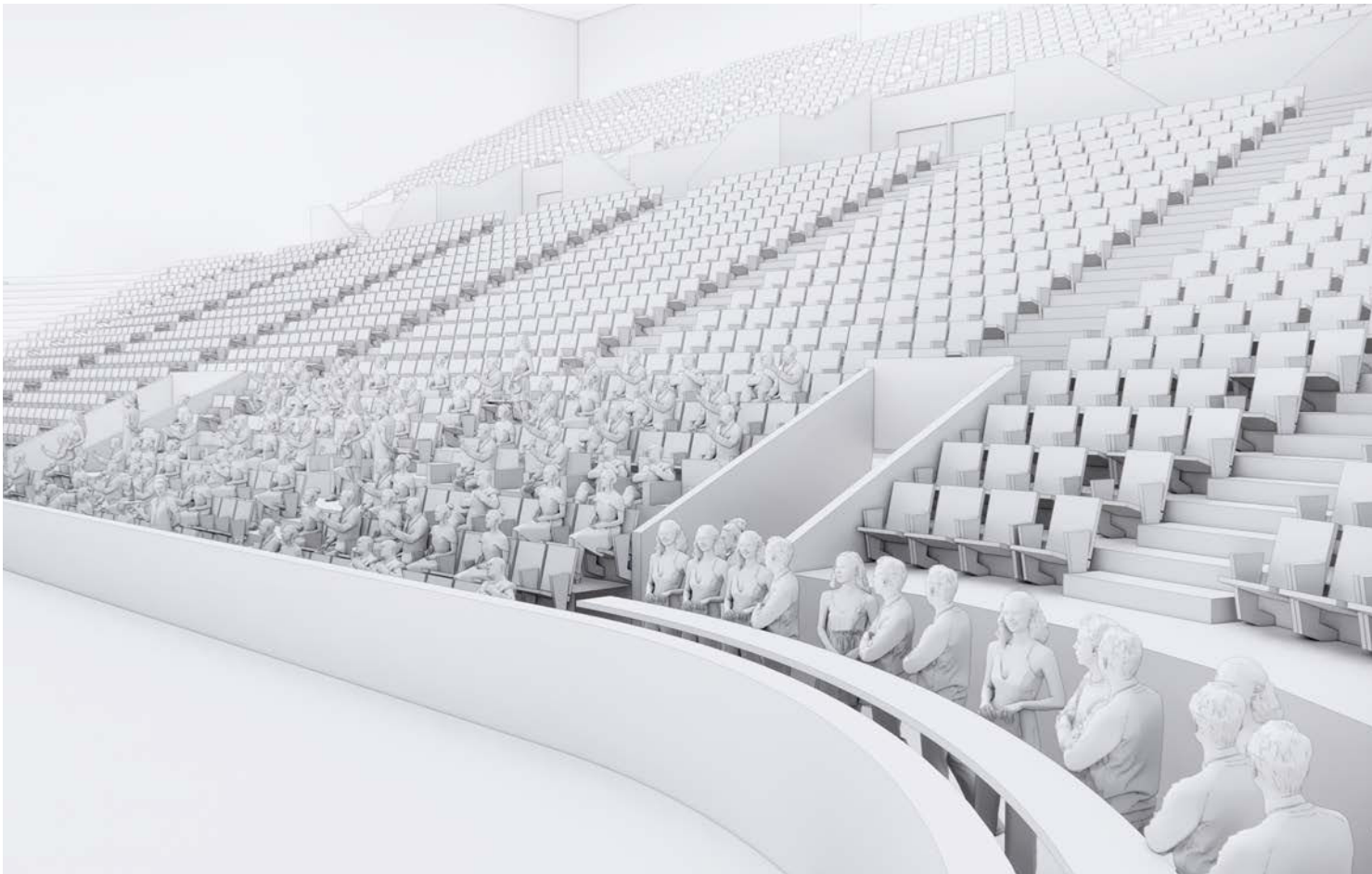
**SEATING MODIFICATIONS:**  
**-190 GA SEATS**  
**+150 PREMIUM SEATS**  
**+60 SRO SEATS**  
**NET DIFFERENCE: +50**



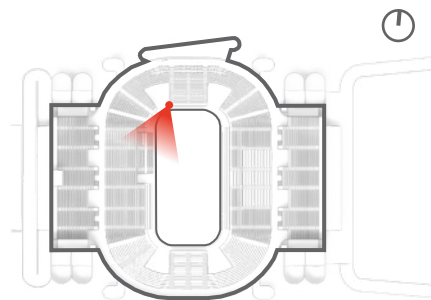




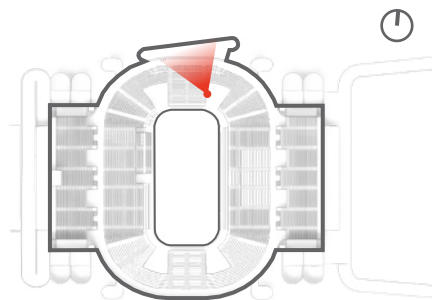
**WEST SEATING BOWL**

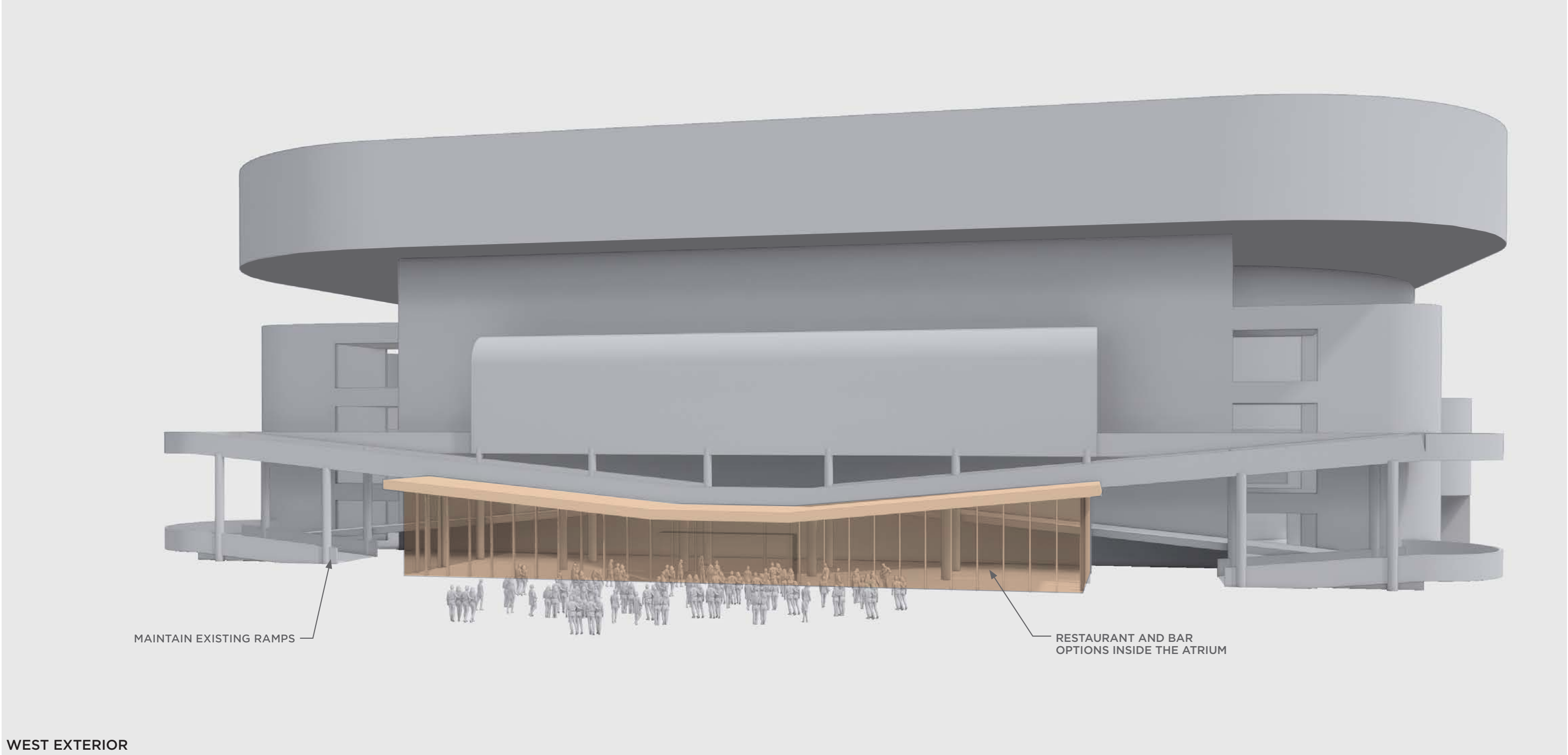


**BUNKER CLUB**



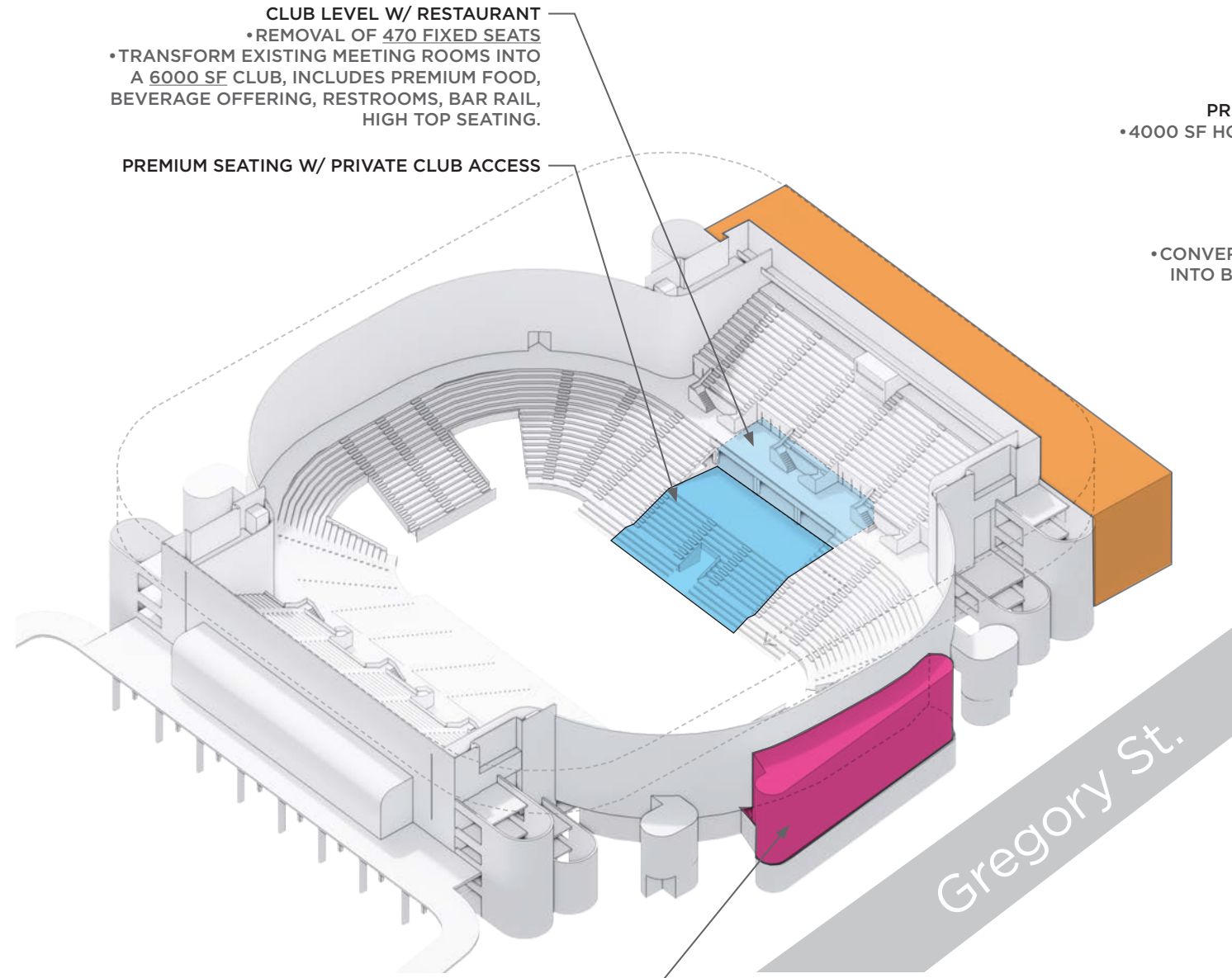
**NORTH BAR RAIL SEATING**





**WEST EXTERIOR**

Design Concepts **Concept 2 - Expanded Addition**



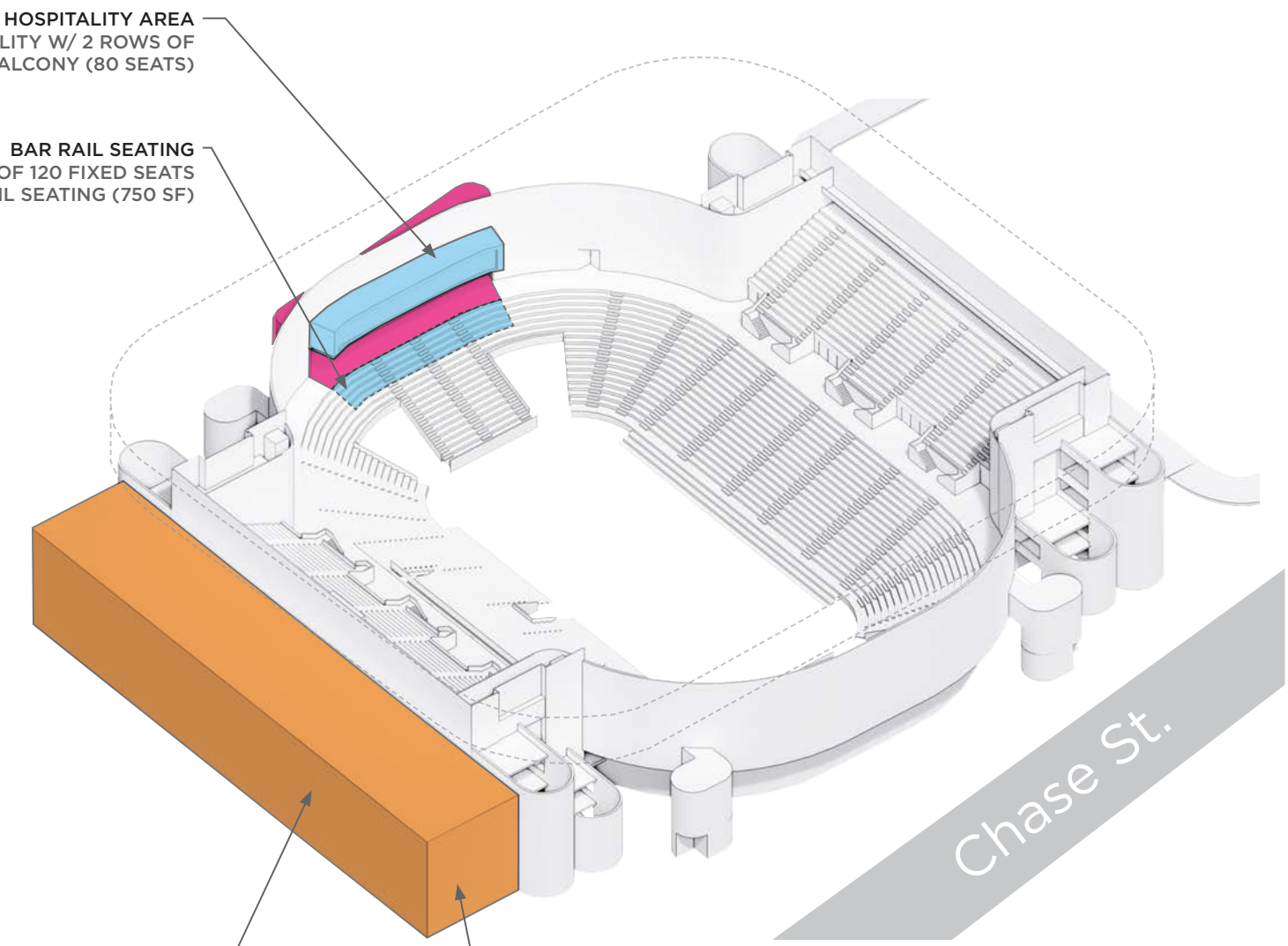
**CLUB LEVEL W/ RESTAURANT**  
 • REMOVAL OF 470 FIXED SEATS  
 • TRANSFORM EXISTING MEETING ROOMS INTO A 6000 SF CLUB, INCLUDES PREMIUM FOOD, BEVERAGE OFFERING, RESTROOMS, BAR RAIL, HIGH TOP SEATING.

**PREMIUM SEATING W/ PRIVATE CLUB ACCESS**

**NORTH SIDE CONCOURSE EXPANSION**  
 • 2400 SF INCLUDES NEW CONCESSIONS

Gregory St.

NORTHEAST AXON VIEW



**PREMIUM HOSPITALITY AREA**  
 • 4000 SF HOSPITALITY W/ 2 ROWS OF BALCONY (80 SEATS)

**BAR RAIL SEATING**  
 • CONVERSION OF 120 FIXED SEATS INTO BAR RAIL SEATING (750 SF)

**WEST SIDE LOBBY ADDITION**  
 • 13,500 SF INCLUDES NEW CIRCULATIONS, ESCALATOR, RESTROOMS, CONCESSIONS,

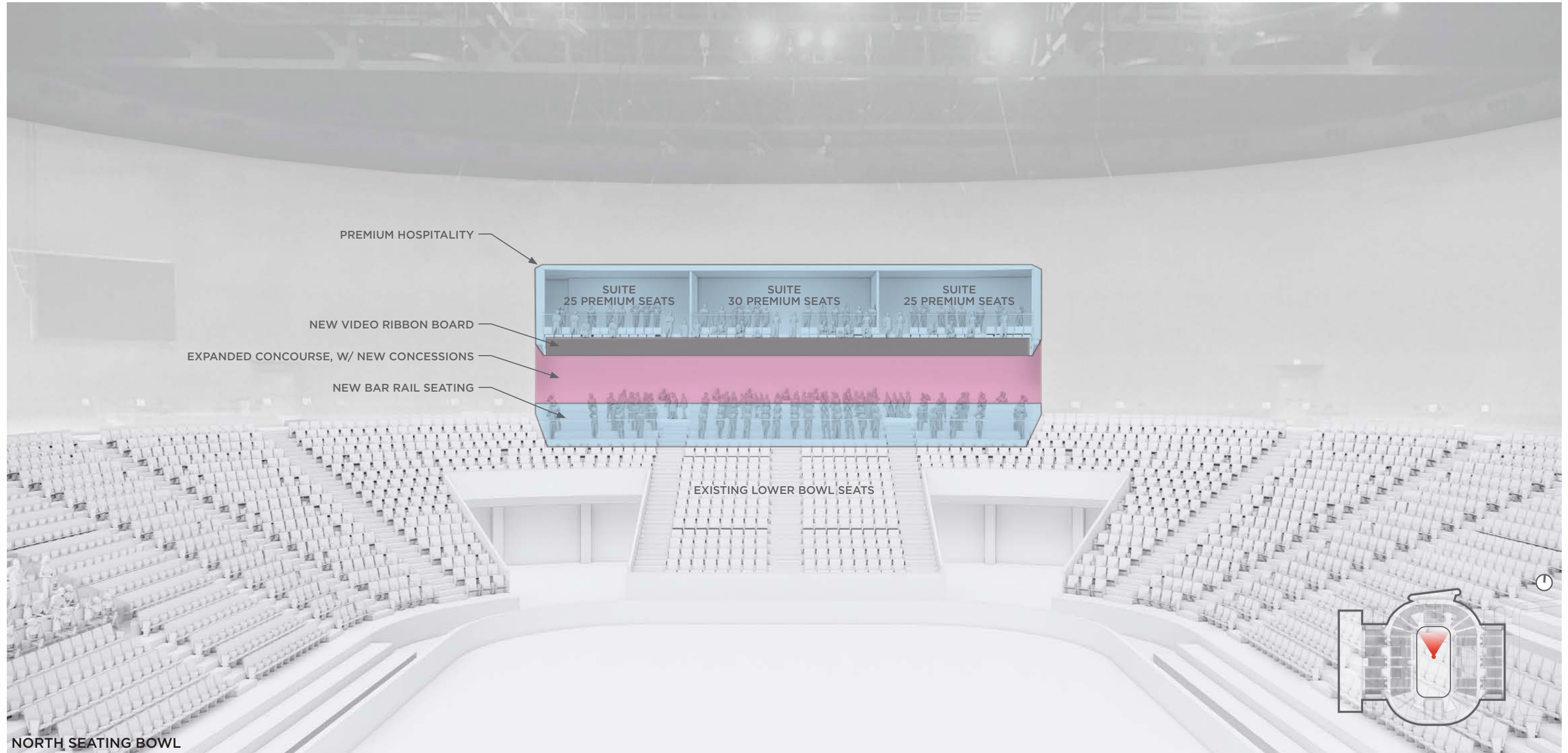
REMOVE EXISTING WEST RAMPS

Chase St.

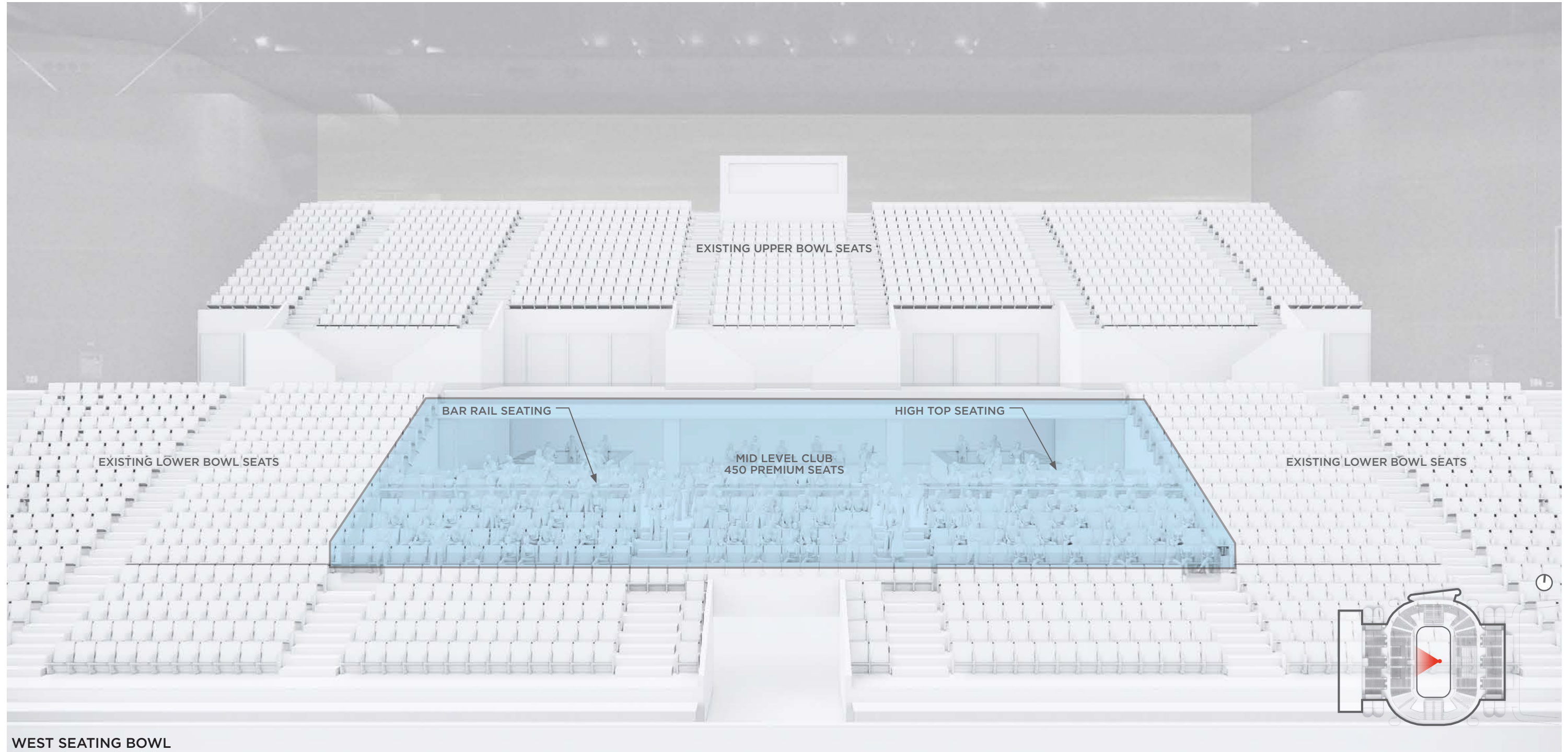
SOUTHWEST AXON VIEW

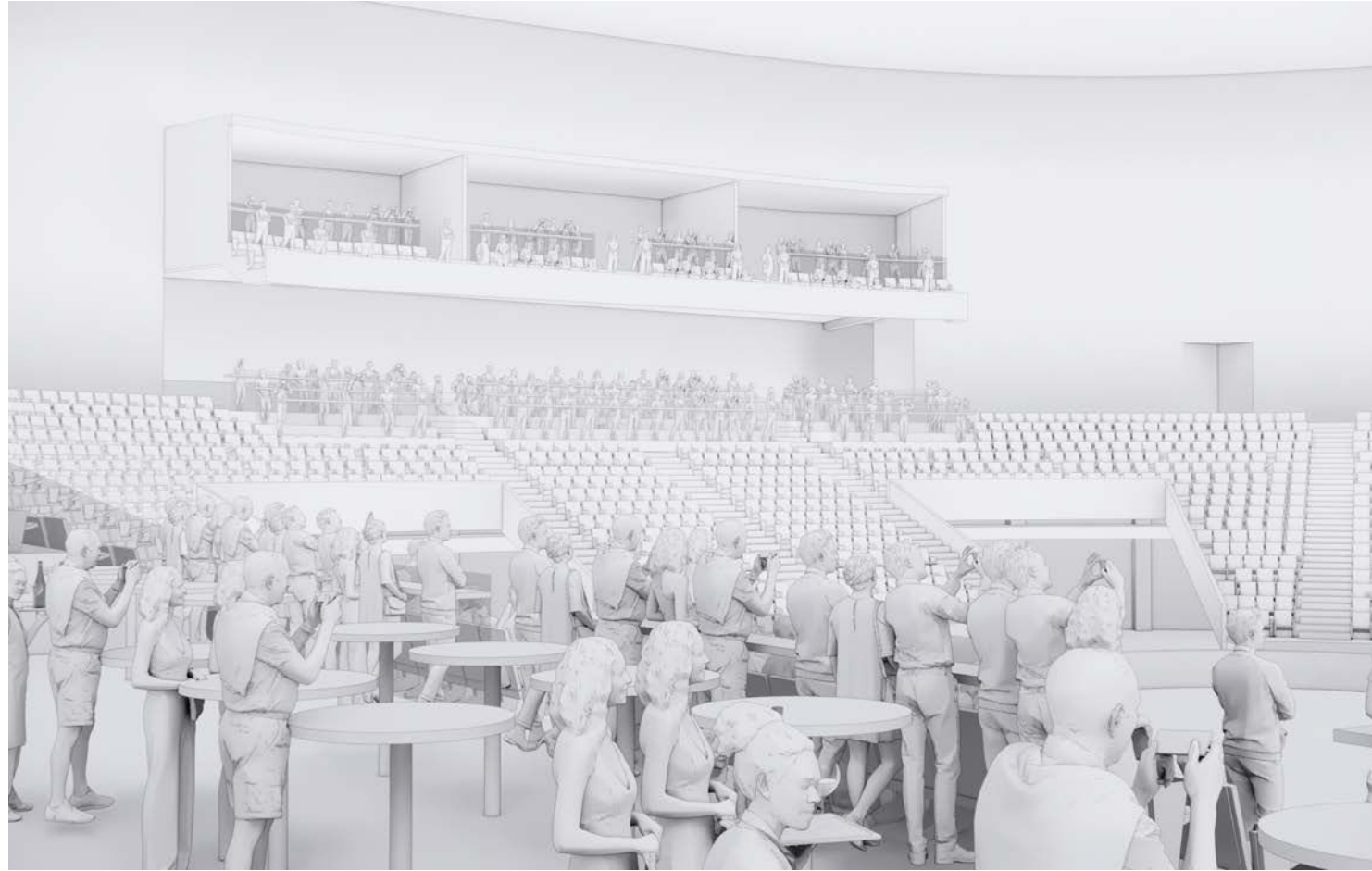
**SEATING MODIFICATIONS:**  
**-470 GA SEATS**  
**+300 PREMIUM SEATS**  
**+50 SRO SEATS**  
**NET DIFFERENCE: -20**

Design Concepts **Concept 2 - Expanded Addition**

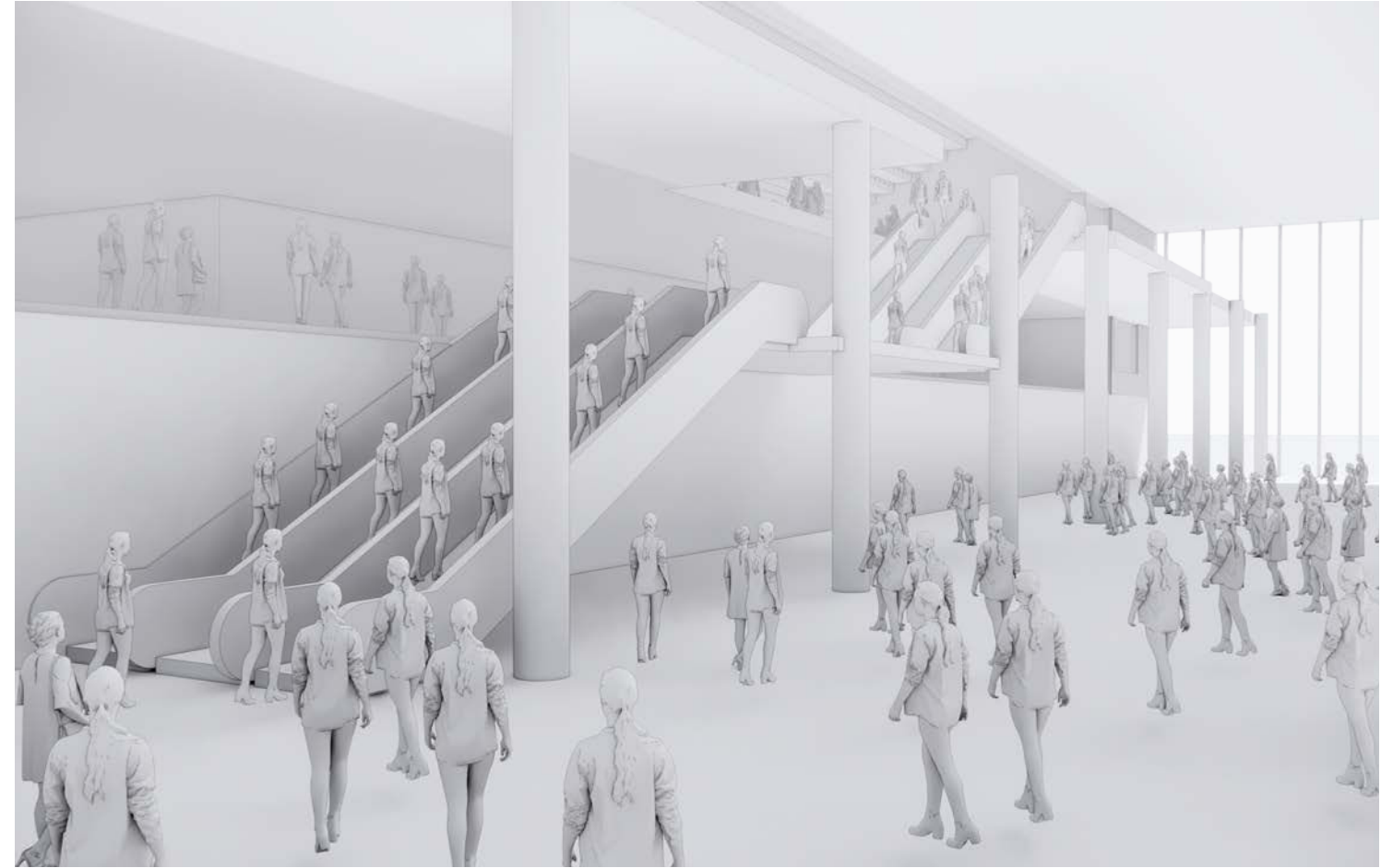
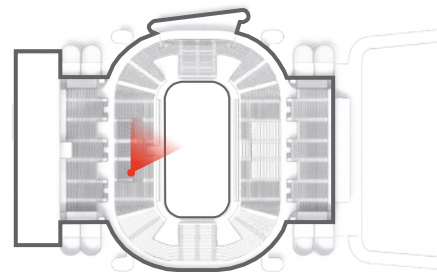


Design Concepts **Concept 2 - Expanded Addition**

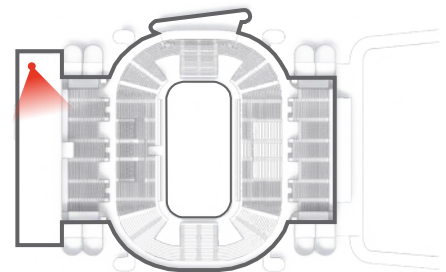




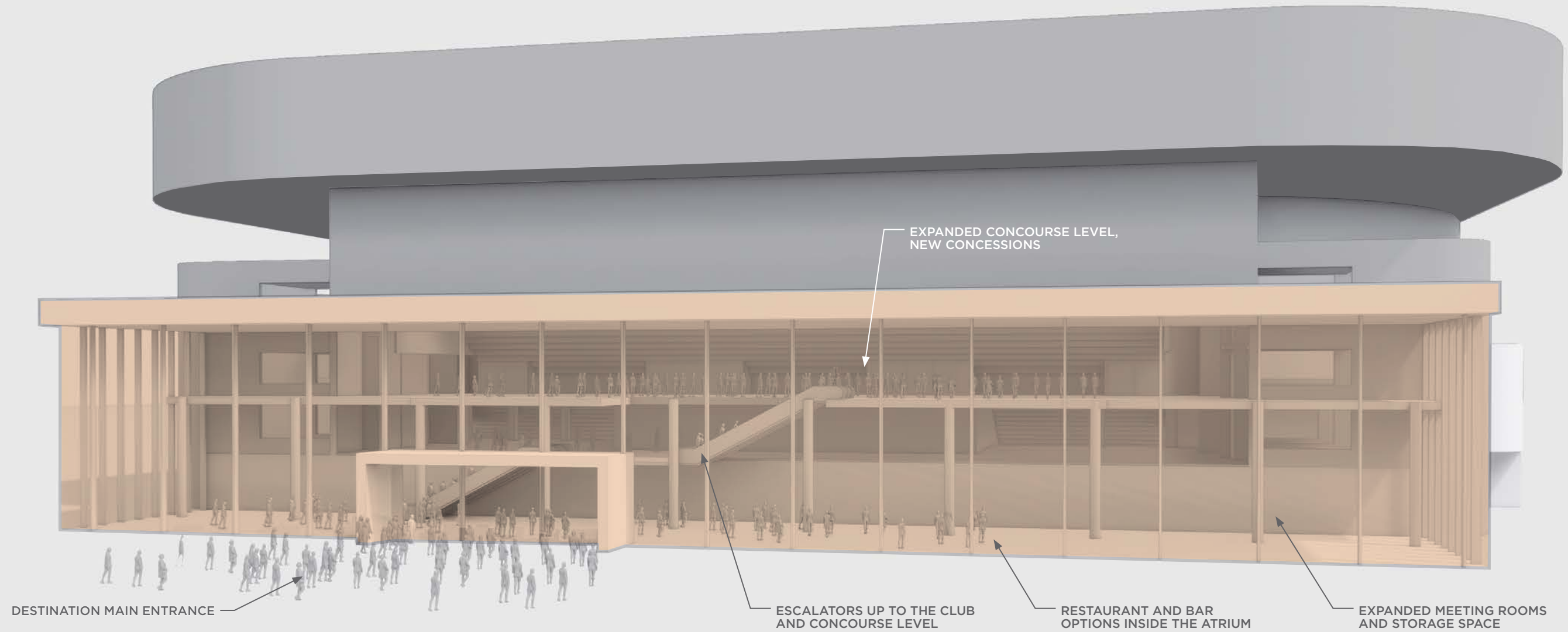
MID CLUB LOOKING NORTH



WEST ENTRANCE ATRIUM

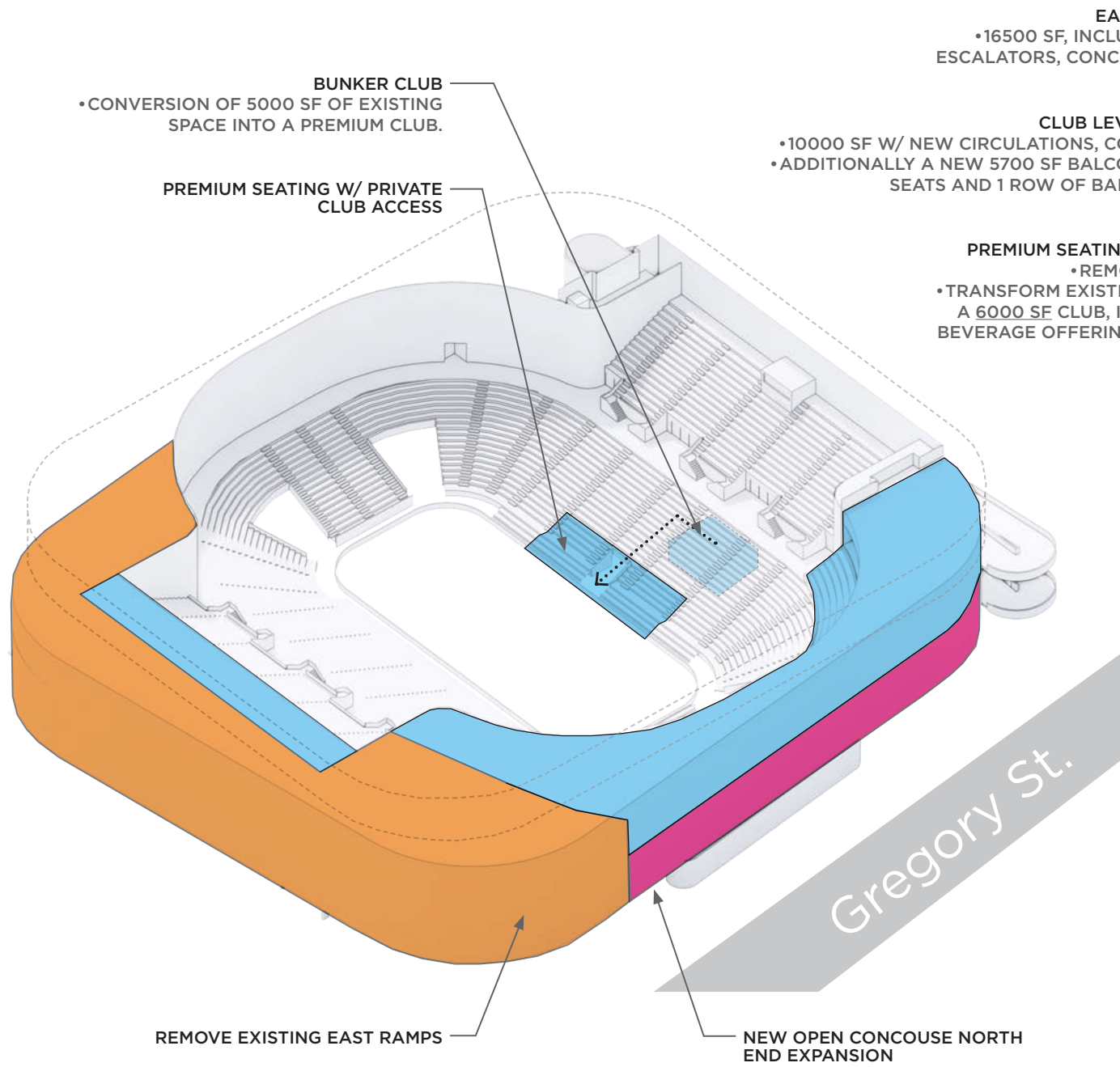




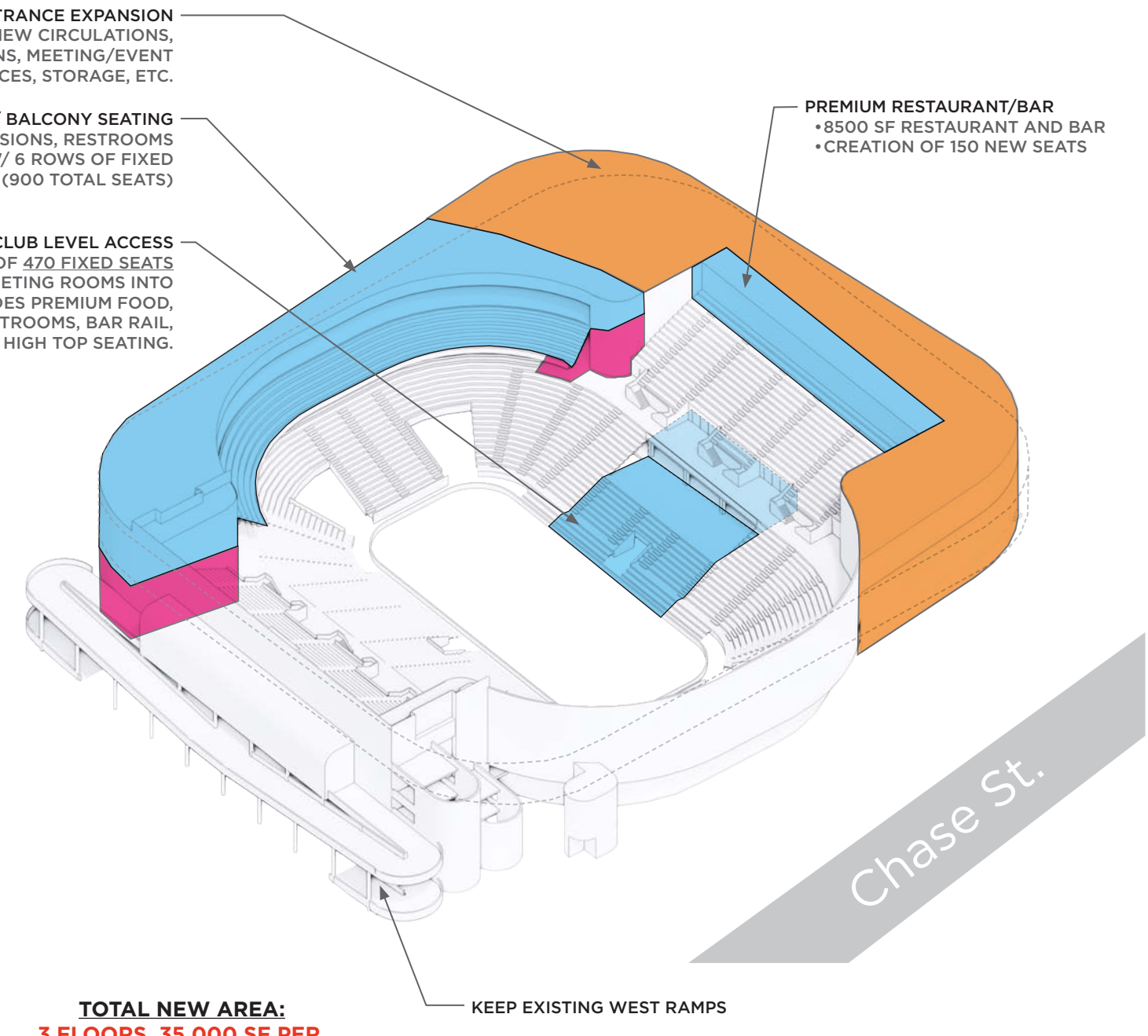


**WEST EXTERIOR**

Design Concepts **Concept 3 - Flip the Script**



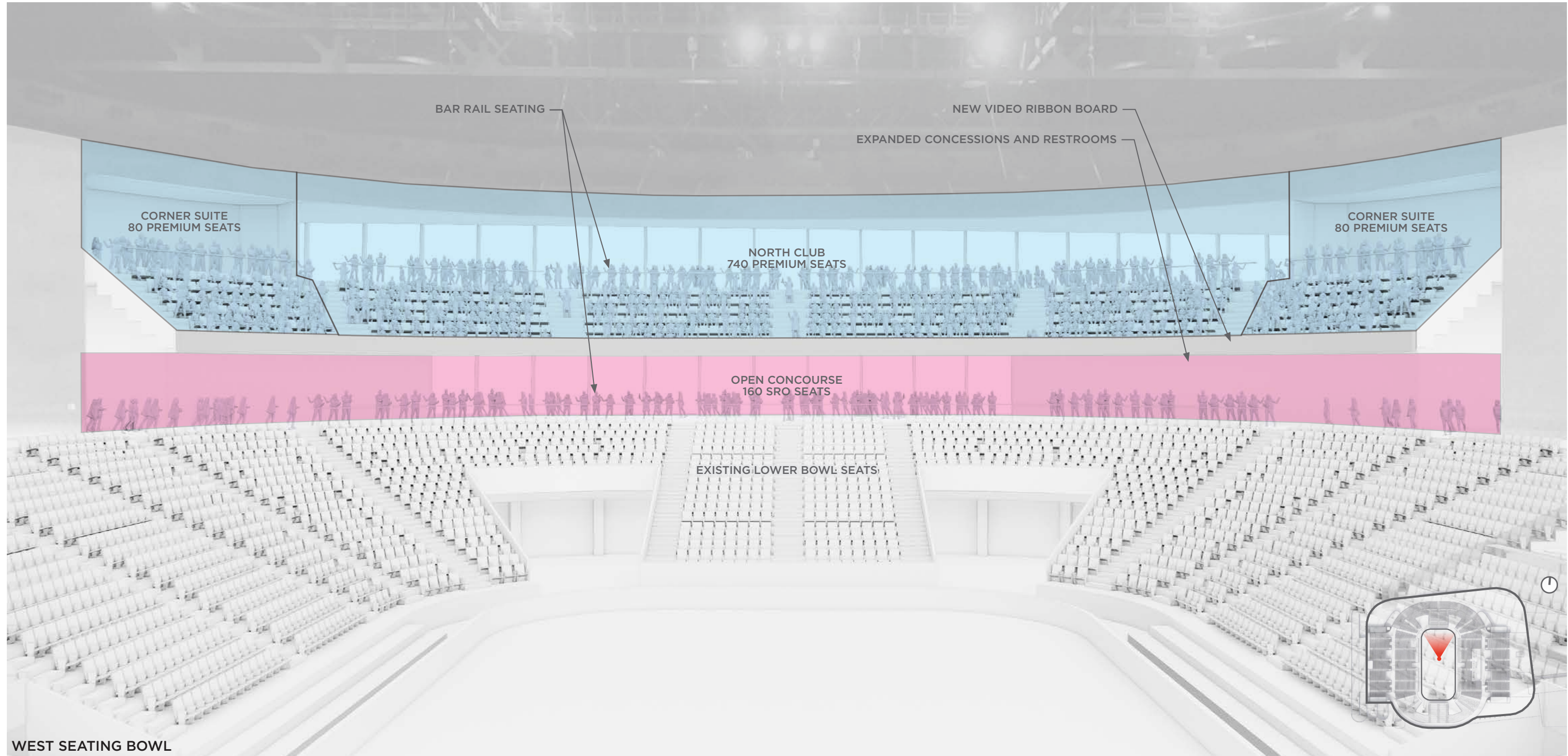
NORTHEAST AXON VIEW



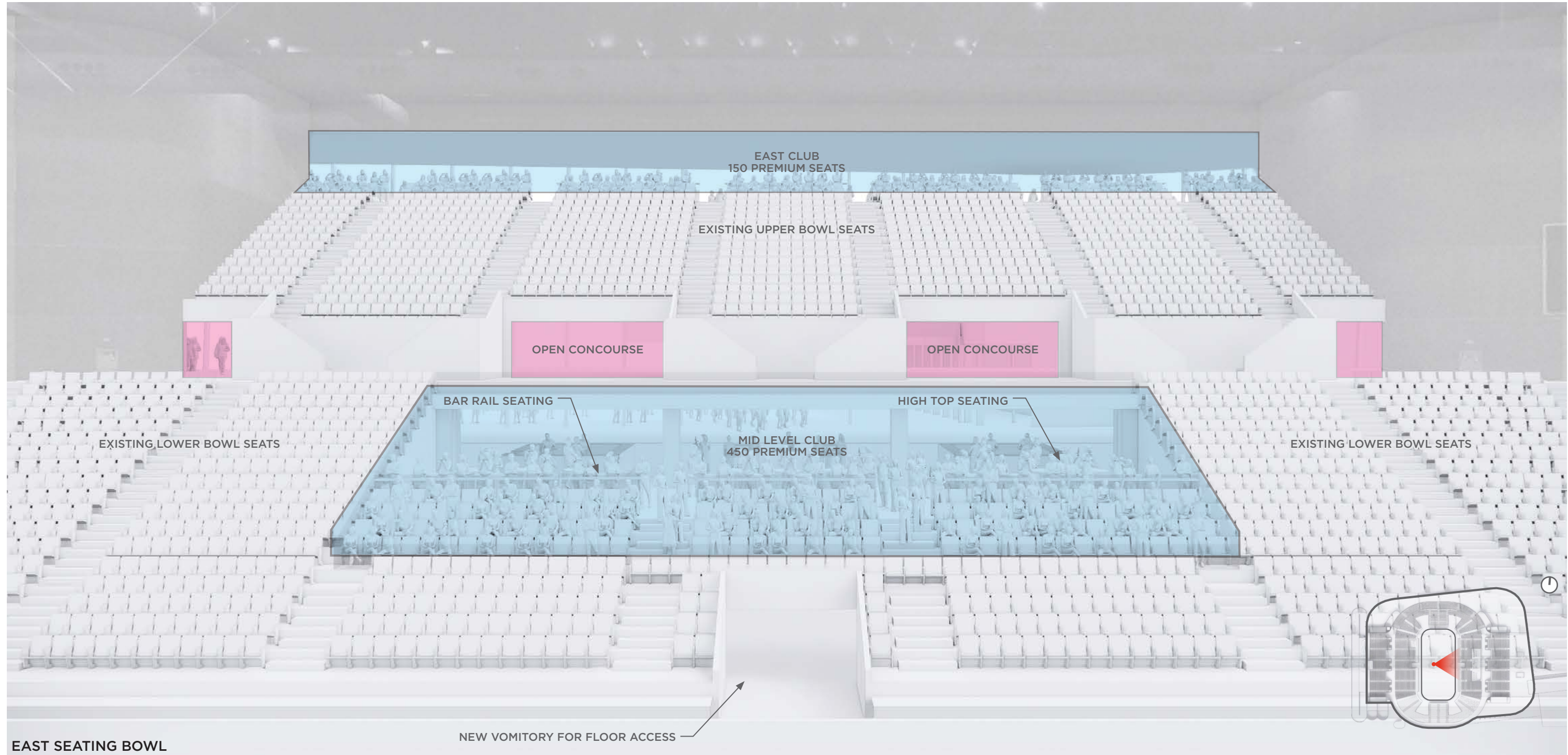
SOUTHWEST AXON VIEW

**SEATING MODIFICATIONS:**  
**-660 GA SEATS**  
**+1500 PREMIUM SEATS**  
**+160 SRO SEATS**  
**NET DIFFERENCE: +1000**

Design Concepts **Concept 3 - Flip the Script**

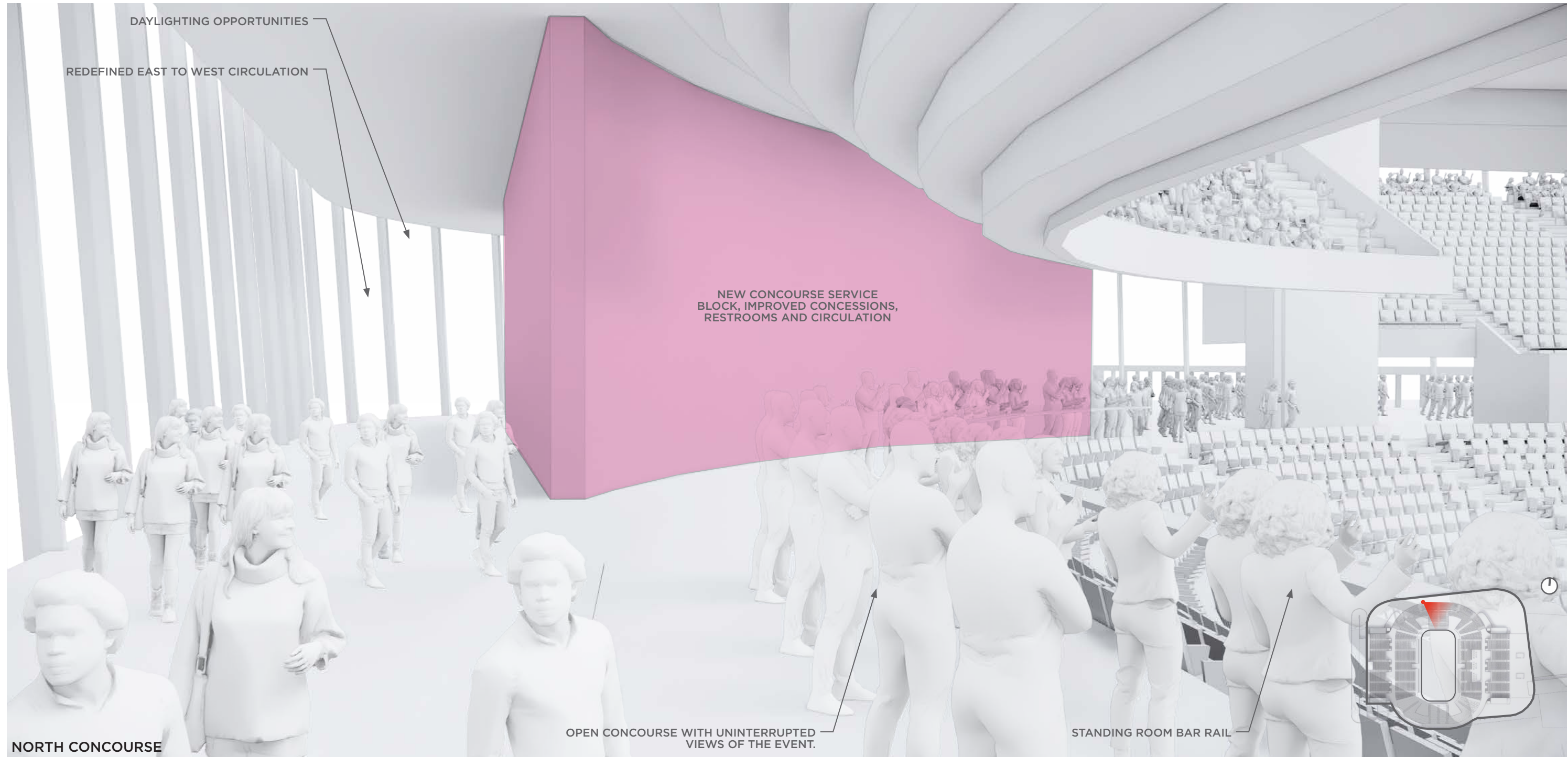


Design Concepts **Concept 3 - Flip the Script**



**EAST SEATING BOWL**

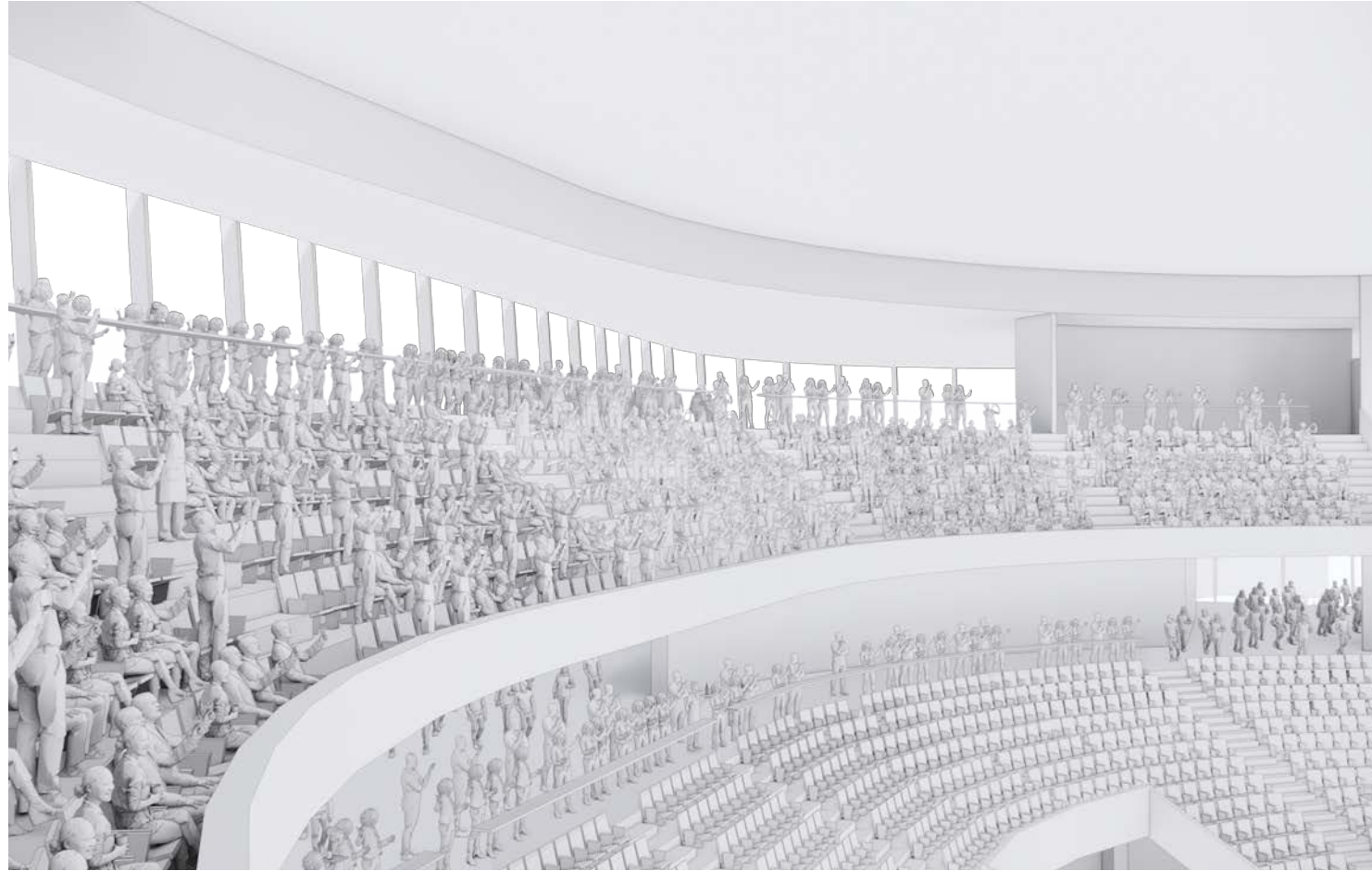
Design Concepts **Concept 3 - Flip the Script**



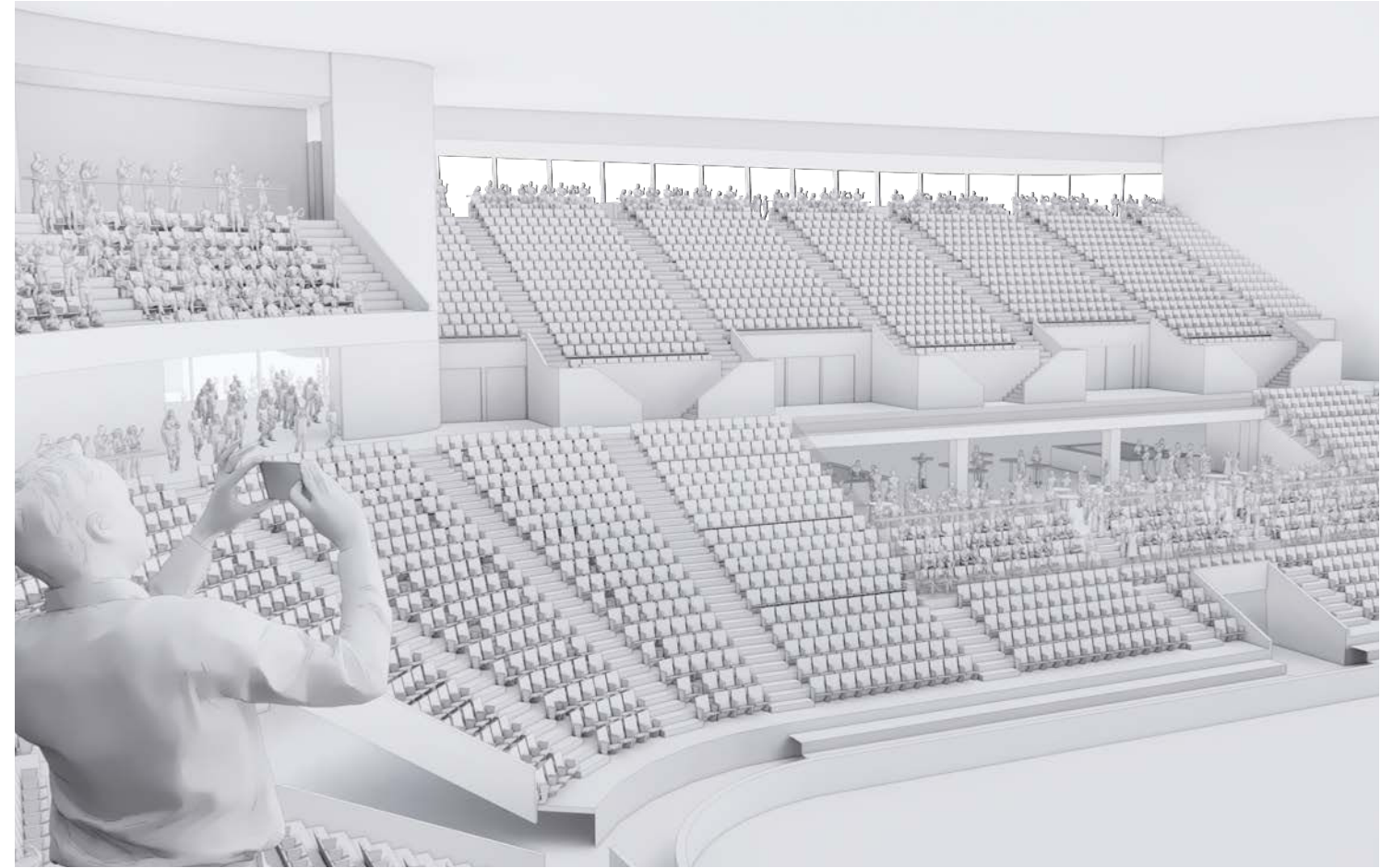
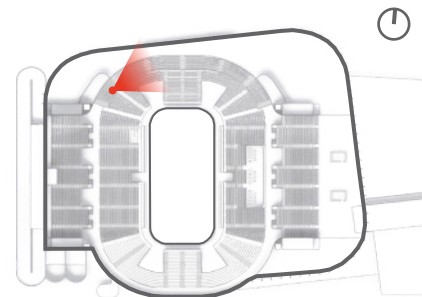
NORTH CONCOURSE

OPEN CONCOURSE WITH UNINTERRUPTED VIEWS OF THE EVENT.

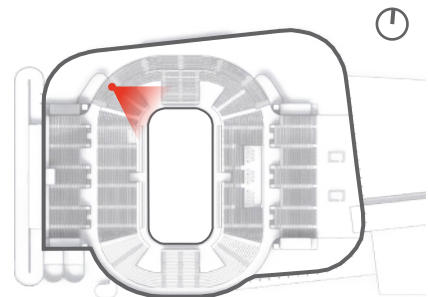
STANDING ROOM BAR RAIL

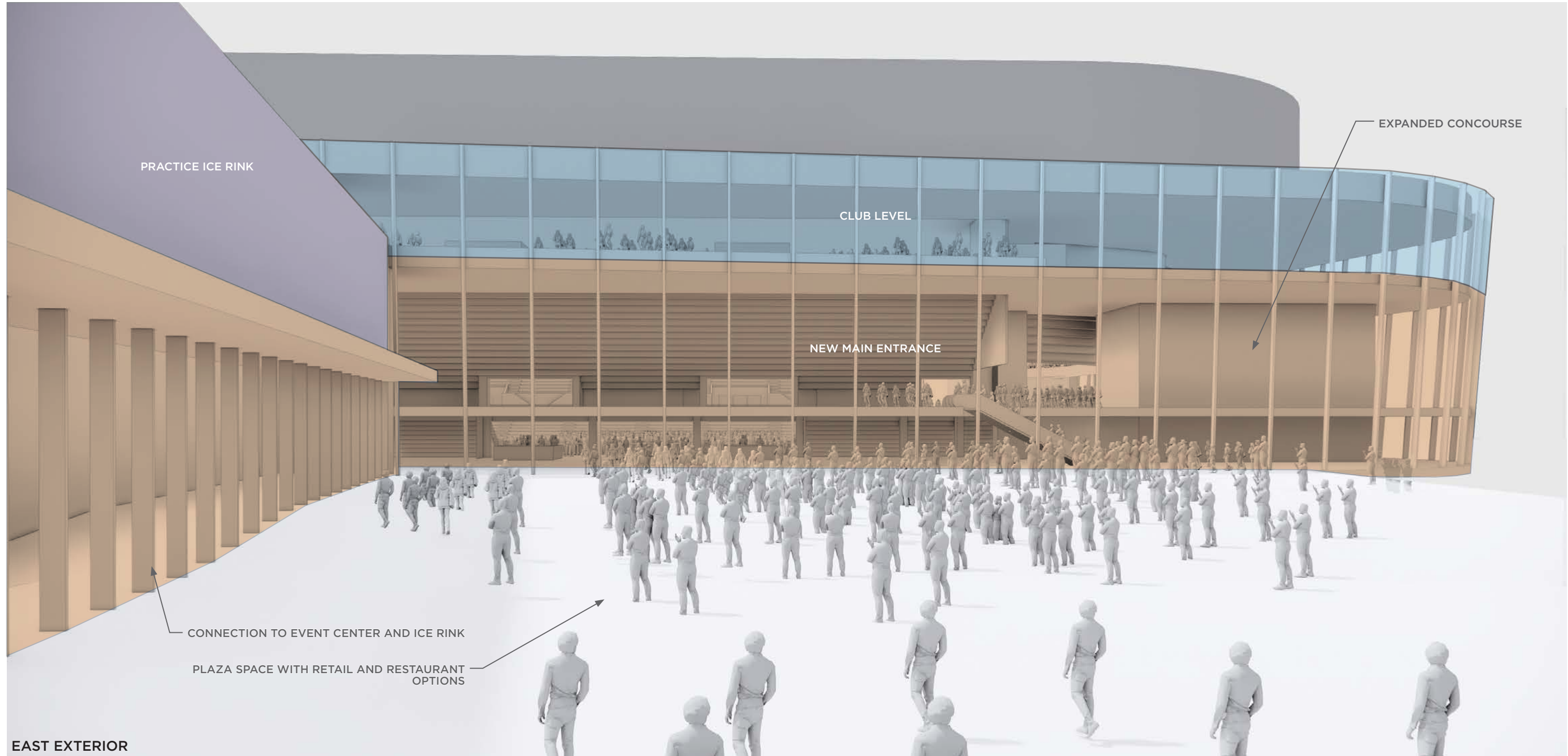


**NORTH CLUB**

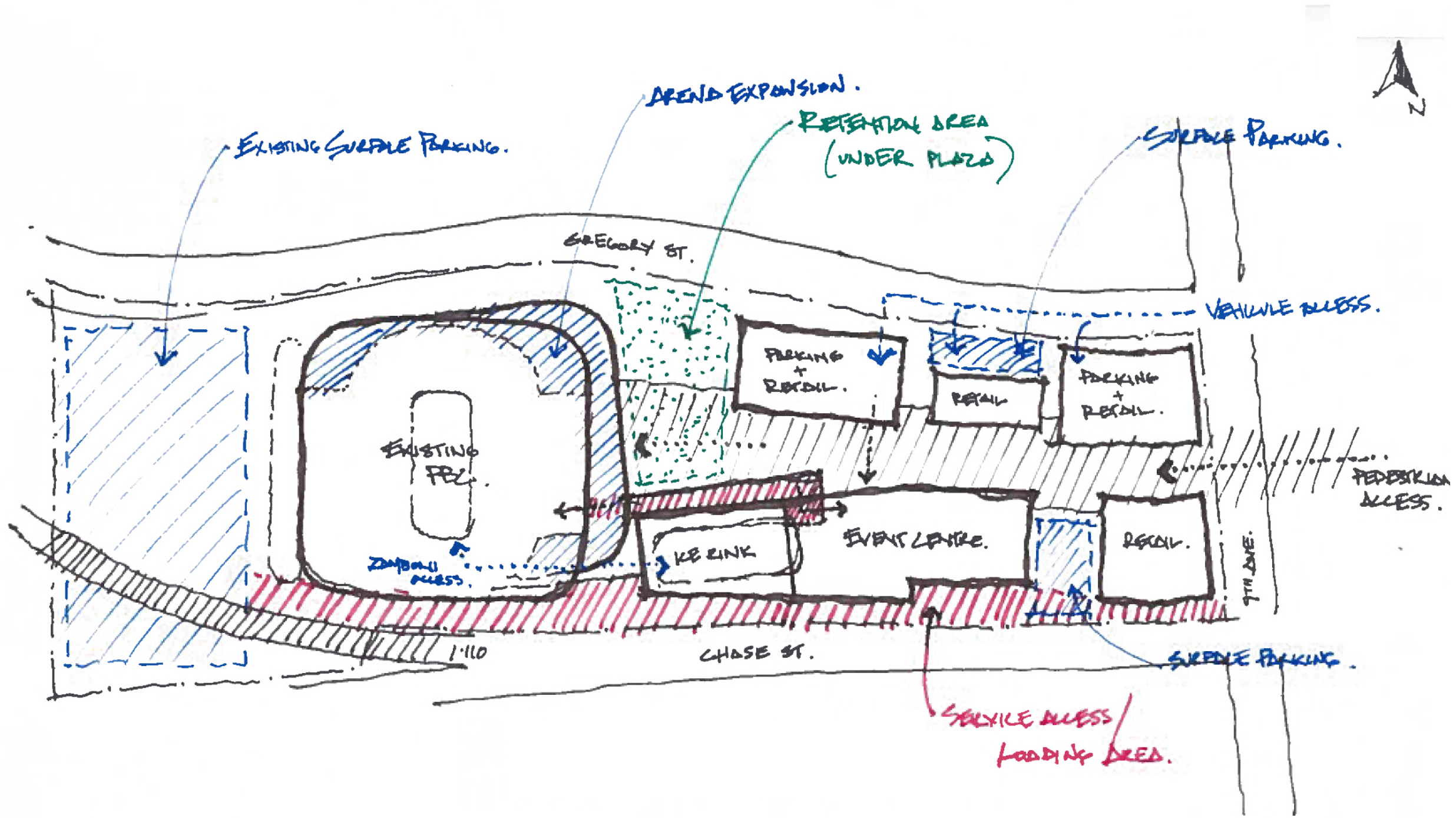


**VIEW FROM NORTH CLUB**





Design Concepts **Concept 3 - Flip the Script**



Create an entertainment district within the arena's existing east parking lot, with different retail and restaurant options. Ideal for pre-function activation.

Programming located along the edges, keeps the vehicle and services accesses along the perimeter, allowing for a fully pedestrian entry plaza.

Event center and practice ice rink directly connected to the main arena's entrance.

Dedicated loading area along Chase Street provides efficient access.

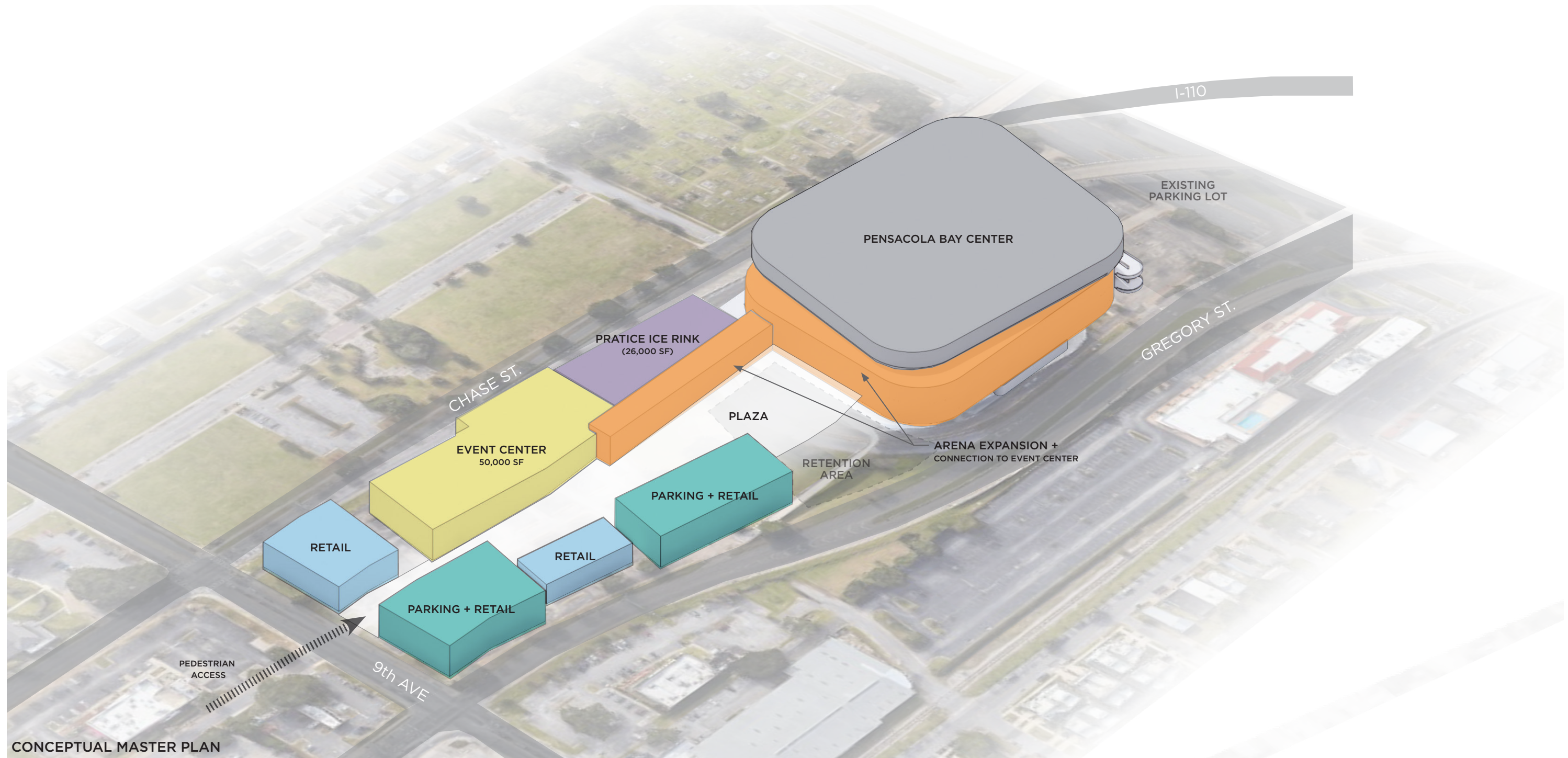
Opportunity to create connections to the surrounding neighborhood and promote pedestrian access to the arena

Improve the site's resiliency through better surface water management and protection of the existing retention area.

CONCEPTUAL SITE PLAN



Design Concepts **Concept 3 - Flip the Script**



CONCEPTUAL MASTER PLAN

Design Concepts **Concept 3 - Flip the Script**



CONCEPTUAL MASTERPLAN

# Design Concepts **Summary**

## **Concept 1** Limited Addition

**Expand the west lobby to create a more functional main entrance.**

- + Space for a compliant ADA entrance.
- + Relocate Hockey Operations to the main entrance
- + Keep the existing west ramps.

**Re-organize Meeting Room A to create a new bunker club with direct access to a premium seating area and the floor.**

- + Space for a merchandise kiosk with dedicated storage.

**Expand the north concourse above the ice rink storage**

- + Create new concessions and bar offerings.
- + Transform endzone seating into bar rail seats.

**Update team and event spaces. Updated fixtures, finishes and provide a functional layout for tournament hosting.**

**Upgrade building envelope, glazing, interior and exterior finishes.**

SEATING MODIFICATIONS:  
**-190 GA SEATS**  
**+150 PREMIUM SEATS**  
**+60 SRO SEATS**  
NET DIFFERENCE: **+50**

## **Concept 2** Expanded Addition

**Create an entire new entrance lobby on the west side.**

- + Remove existing west ramps
- + Redesign access to mid-level and concourse level.
- + Transform the entrance into a pre-game destination, with a restaurant, concessions, bar, merchandise kiosk
- + Additional storage
- + Possible daylighting opportunity.

**Transform the West Mid-Level meeting rooms into a new premium club space, with open access to a dedicated seating area**

- + Private access from the new entrance lobby
- + Restaurant and Bar area with a direct view into the seating bowl
- + Dedicated back of house and storage spaces on the level.

**Expand the north concourse above the ice rink storage**

- + Create new concessions and bar offerings.
- + Transform endzone seating into bar rail seats.
- + Proposed premium hospitality suite above the concourse level, center stage view.

**Update team and event spaces. Updated fixtures, finishes and provide a functional layout for tournament hosting.**

**Upgrade building envelope, glazing, interior and exterior finishes.**

SEATING MODIFICATIONS:  
**-470 GA SEATS**  
**W+300 PREMIUM SEATS**  
**+50 SRO SEATS**  
NET DIFFERENCE: **-20**

## **Concept 3** Flip the Script

**Flip the arena's original entrance scheme. Create a large entry space that wraps around the east and north side of the building.**

- + Remove existing East ramps and the I-110 Gregory St connector.
- + Create a new elevated promenade to access the main entrance.
- + Re-design access to mid-level, concourse level and upper level
- + Transform the entrance into a concourse with a restaurant, concessions, bar, merchandise kiosk.
- + Space for new meeting rooms and additional storage

**Transform the concourse level to create a connection between both sides of the arena.**

- + Create new concessions and bar offerings

**Transform the East Mid-Level meeting rooms into a new premium club space.**

- + Private access from the new entrance lobby
- + Restaurant and Bar area with a direct view into the seating bowl
- + Dedicated back of house and storage spaces on the level.

**Additional premium spaces created above the North concourse and the East upper bowl.**

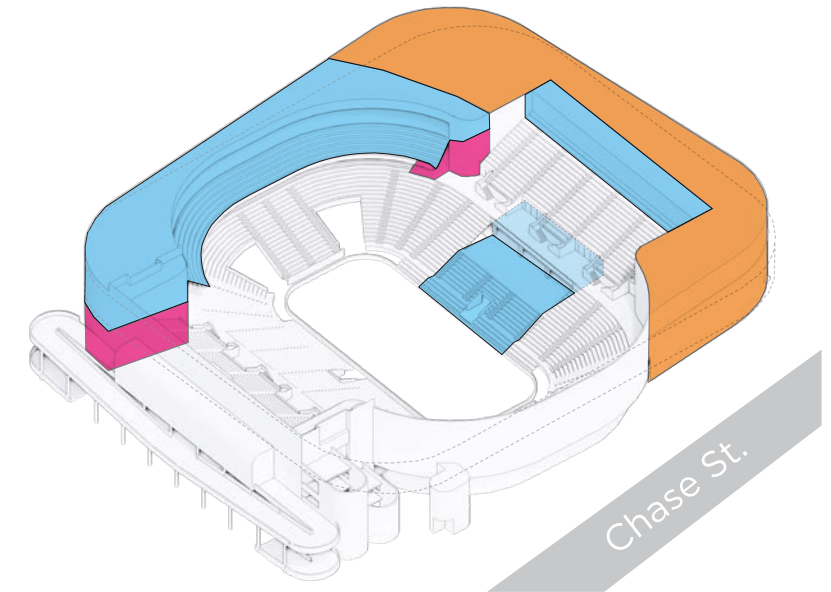
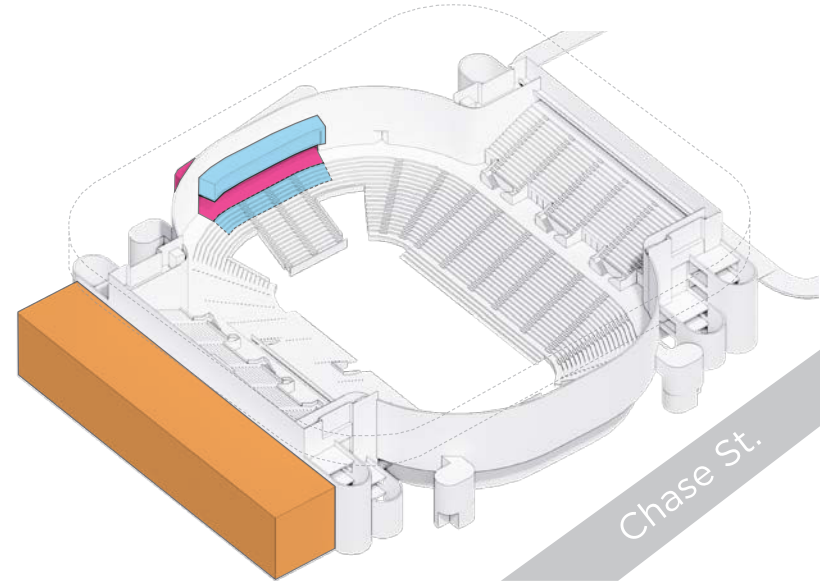
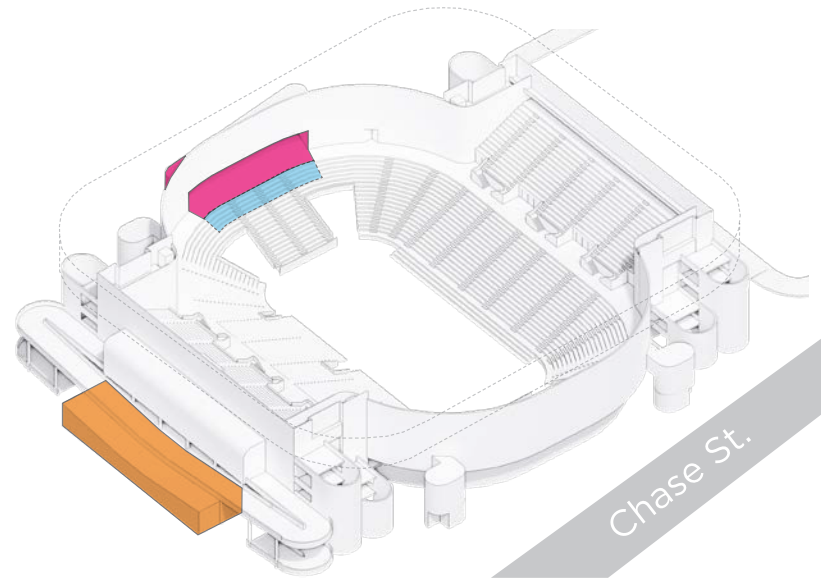
**Re-organize Meeting Room A to create a new bunker club with access to a premium seating area.**

**Relocate the loading dock area to the West side.**

**Upgrade building envelope, glazing, interior and exterior finishes.**

SEATING MODIFICATIONS:  
**-660 GA SEATS**  
**+1500 PREMIUM SEATS**  
**+160 SRO SEATS**  
NET DIFFERENCE: **+1000**

# Design Concepts Summary



## Concept 1 Limited Addition **\$14.8M**

1A	West Lobby Expansion	\$7,531,036
1B	North Concourse Expansion	\$3,986,672
1C	Bunker Club & Premium Seating	\$3,310,022

## Concept 2 Expanded Addition **\$34.4M**

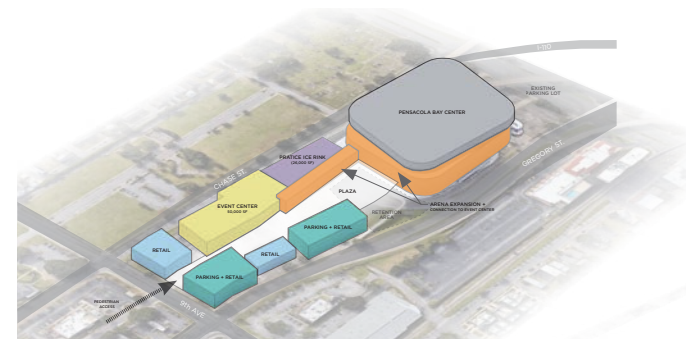
2A	West Lobby + Ramp Replacement	\$19,323,391
2B	North Concourse Expansion	\$3,883,406
2C	Premium Hospitality Area	\$3,890,131
2D	Club Level + Premium Seating	\$4,086,387
2E	Main Kitchen Renovation	\$3,231,785

## Concept 3 Flip the Script **\$66.5M**

3A	North / East Expansion	\$44,435,739
3B	Premium Restaurant Bar	\$5,048,815
3C	Bunker Club & Premium Seating	\$3,334,177
3D	Club Level + Premium Seating	\$4,154,323
3E	Event Center Connection	\$6,334,688
3F	Main Kitchen Renovation	\$3,231,785

### Conceptual Cost Notes:

- Refer to Appendix for detailed cost estimate breakouts.
- Conceptual cost estimates are based on 2023 costs.
- 5% escalation per year is recommended to the midpoint of construction.
- Highlighted items represent phasing opportunities.
- Refer to Capital Expense Matrix in Facility Condition Assessment for additional cost information on building systems.



## Concept 4 Plaza District **\$69.8M**

4A	Practice Ice Rink	\$21,051,776
4B	Event Center	\$36,618,578
4C	Grand Plaza	\$4,986,970
4D	Service / Loading	\$2,616,525
4E	West Parking Lot	\$2,446,151
4F	Retention Pond	\$2,113,263