



GREENVILLE ARENA DISTRICT : BON SECOURS WELLNESS ARENA

MASTER PLAN + MARKET STUDY

 **greenville** +  **LMN**  **Gensler**

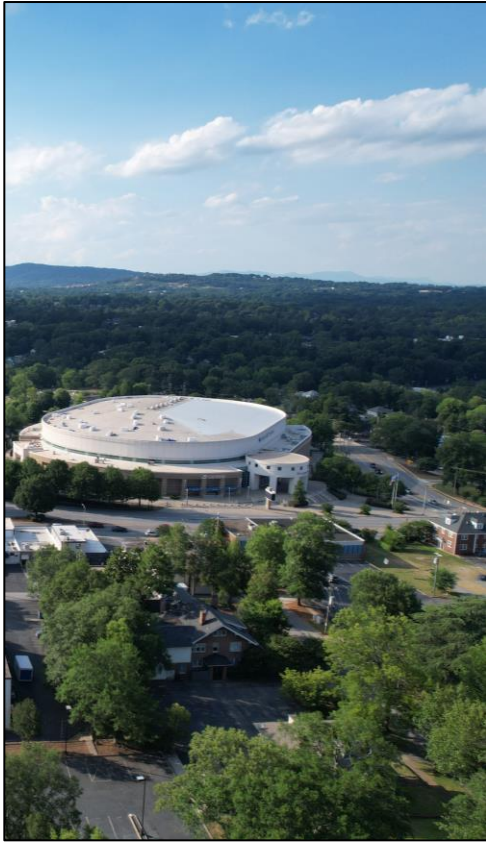
MAY 2025

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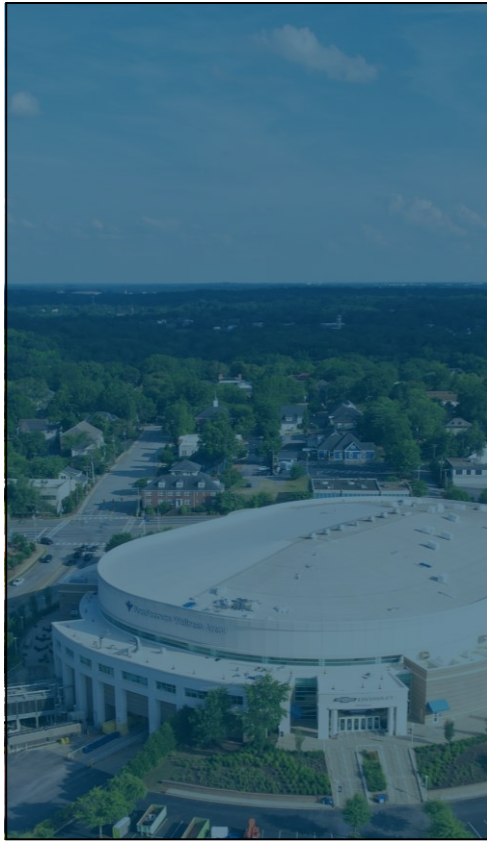
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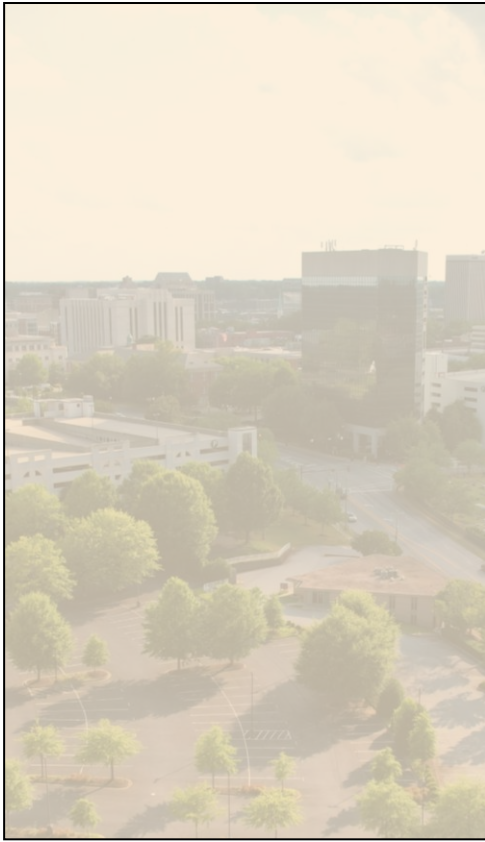
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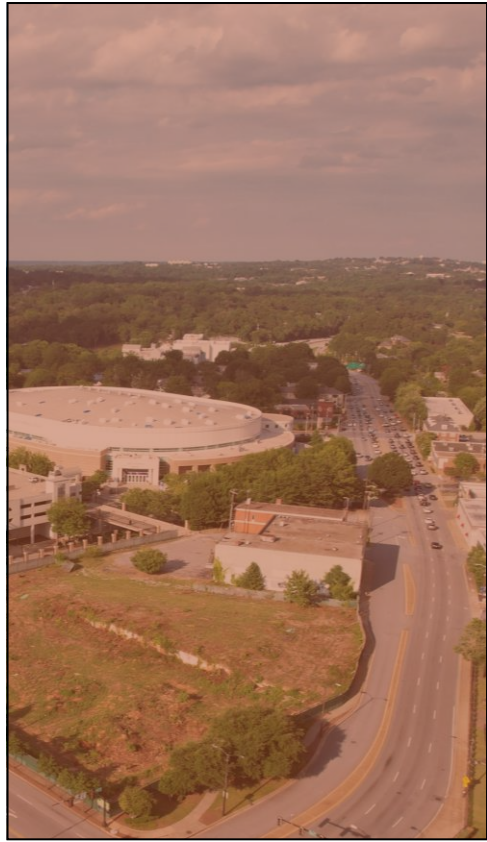
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NEXT STEPS

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APPENDIX

Not Included



An aerial photograph of a city, likely Knoxville, Tennessee, featuring a large arena (Frist Center for the Performing Arts) and various commercial buildings. The image is overlaid with a dark, semi-transparent layer to enhance the text visibility.

01

EXECUTIVE SUMMARY

An introduction to the project and high-level overview of the design work, cost estimate and associated economic impacts.

The Greenville Arena District (“GAD”), a political subdivision of the State of South Carolina, has a strong tradition of bringing high quality entertainment to Greenville since 1940. State legislation forming Greenville Memorial Auditorium District (“GMAD”), which later became the Greenville Arena District, dates back to 1940. GMAD owned and operated Greenville Memorial Auditorium which opened in 1958 and changed to the Greenville Arena District in 1998 upon the construction and opening of the Bon Secours Wellness Arena (“BSWA” or “Arena”) (then known as the BI-LO Center). The GAD is governed by a nine (9) member Board of Directors, nominated by Greenville County (the “County”) Council and appointed by the Governor of South Carolina.

BSWA is located in award-winning downtown Greenville, SC. Greenville County boasts an unrivaled quality of life and is the most populous county in South Carolina with nearly 570,000 residents (2025 census). The area is home to dozens of multinational corporations, including BMW Manufacturing, Michelin North America, GE Power, TD SYNEX Corporation, and Fluor Corporation, and is known for its booming economy and high paying jobs.

Greenville is in the Greenville/Spartanburg/Anderson/Asheville Designated Market Area (DMA) and is one of the fastest growing metropolitan areas in the US with a population of over 2 million making it the 36th ranked media market in the United States (stationindex.com). The BSWA is self-operated with a highly experienced full-time management team of 32 professionals, with a strong focus on long-term planning to ensure the Arena remains relevant, profitable, and viable for the future. BSWA continues to be a source of world-class sporting and live entertainment events year-over-year. The Arena hosts approximately 130 commercial and ticketed events and an additional 75-100 community/non-profit events annually.

With a maximum capacity of 15,500, diverse programming includes an average of 30 concerts per year, SEC Women’s Basketball Tournament, NCAA Basketball Tournament (Men’s 1st & 2nd Rounds, Women’s Regionals), Furman University Basketball (alternative home court), WWE, Disney on Ice, Cirque du Soleil, Monster Jam, Graduations, and is home to Greenville Swamp Rabbits Hockey of the ECHL. Annual attendance is approximately 600,000 guests.





The Arena celebrated the 25th Anniversary in September 2023, and the GAD seeks significant improvements to ensure continued success for the next 25 years. The GAD re-imagines the Arena and Arena site as the epicenter of a vibrant neighborhood serving as a gateway to the Upstate of South Carolina. The GAD seeks to understand viable and actionable design options which adds to or enhances the existing live entertainment atmosphere, provides flexible event and meeting venues, new dining options, and improved accessibility.

The GAD is committed to creating a distinct destination that embodies a unique sense of place that is Greenville, South Carolina.

The purpose and goals for the Masterplan efforts includes developing creative design options and workable solutions that provide frameworks for:

- 1. Betterment, expansion, advancement, and improvement for the existing Arena building
- 2. Betterment and programming that is complimentary to the existing Arena with intent to develop the full GAD property
- 3. Consistent campus design
- 4. Market and Economic Impact Studies which takes existing operations and regional competition in consideration

Masterplan focuses design changes and enhancements, using occurrences in new arenas as benchmarks, to the following:

- 1. Guest (Fan) Experiences
- 2. Client Experiences
- 3. Complimentary Spaces and Programming
- 4. Revenue Generation
- 5. Operational Improvements
- 6. Sustainability and Resilience
- 7. Safety and Security
- 8. Campus Development



* The assembled project team exhibited understanding to the scope of work, contained a portfolio of similar projects, and had experience working together and on similar public projects.

Building and maintaining relationships and trust throughout the community was critical in the successful development of the Master Plan. To guide the efforts, the project team focused on the following Principles of Community Engagement.

- 1. Informing and educating.
- 2. Understanding Community Needs and Identifying Opportunities.
- 3. Gathering Diverse Feedback.
- 4. Ensuring Transparency.
- 5. Honoring Site History.
- 6. Accessibility Shadowing and Disability Community Engagement.
- 7. Integration and Implementation.

The project successfully outlined a clear vision, ensuring all stakeholders and design teams aligned on its goals and aspirations. The Vision, **Building Community Through Entertainment**, seeks to elevate the aging arena and underutilized site to a consistent and cohesive architectural theme and introduce new complimentary programs which support the arena. By planning for these changes, it enables the existing site to transform into a vibrant neighborhood that is active 7 days a week, 365 days a year.

Through the establishment of six (6) design principles: Welcoming Community Partner, Financial Stewardship, Safety & Wellness, Enhanced & Inclusive Guest Experience, Homage to the Site’s History, and Connectivity, the design principles provided a robust framework for filtering ideas and guiding informed decisions throughout the design process. The design principles also serve as guideposts to ensure the project is meeting the Arena’s four (4) organization objectives for success: Full Entertainment Experience, Community Impact, Financial Health, and Organizational Health.

A benchmarking analysis compared the existing arena with a new arena to identify opportunities and inspire innovative approaches to improve operations and update front-facing public spaces. The analysis is supplemented by targeted and specific assessments appropriate for this design effort of the current arena. The assessment helped shape viable design concepts.

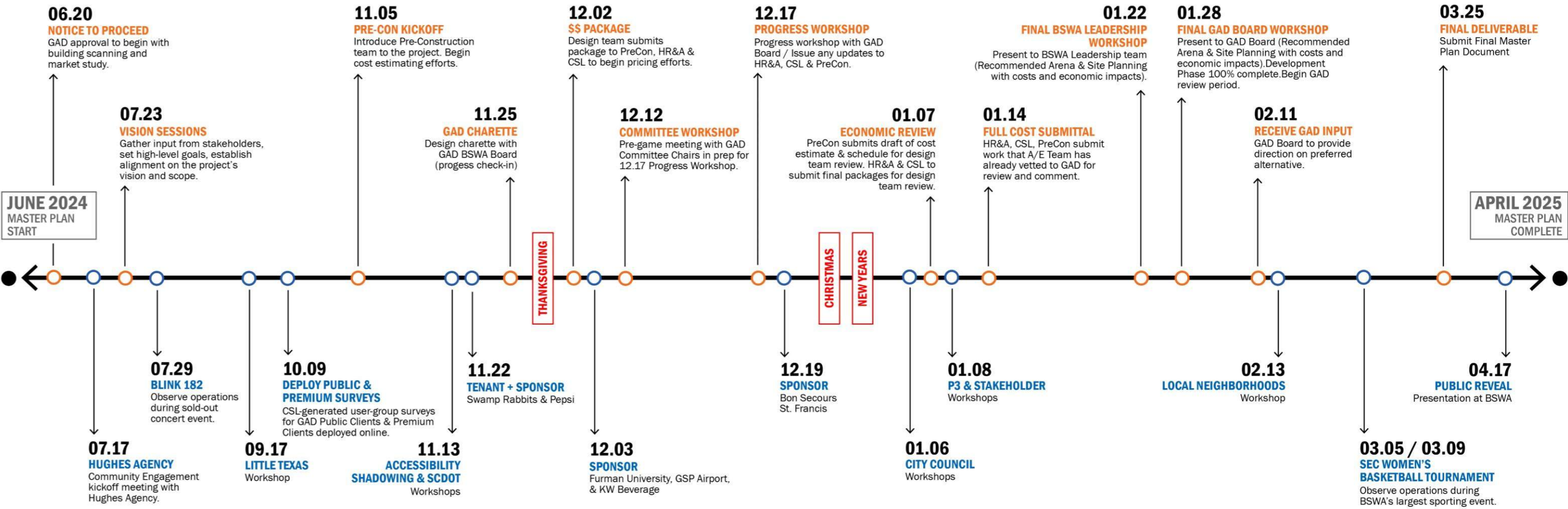
Community Engagement, a critical step in the process, played a pivotal role in the development of the six (6) design principles, incorporating perspectives from influencers and decision-makers to enhance inclusivity and secure buy-in. An additional seven (7) community engagement principles were created and formulated the core in shaping a future beloved place, build consensus, and to bridge a community’s history and presence with a vision for the future.

Initial planning studies explored strategies to elevate the site, including site and architectural concept designs that drew upon the region’s cultural, natural, and architectural inspirations. This resulted in a reimagined façade deeply rooted in the Upstate South Carolina identity. Additional studies examined the potential for premium options to elevate user experiences. Premium seats or spaces in arenas transform the act of attending an event into a truly unforgettable occasion. From prime views that immerse guests in the heart of the action to exclusive amenities such as gourmet dining and private lounges, these elevated options offer comfort and convenience that standard seating simply can't match. The added perks, like expedited entry or personal concierge services, ensure a seamless and luxurious experience, making attendees feel valued and special. Whether it’s sports, concerts, or theatrical performances, premium offerings enhance both the excitement and overall satisfaction, creating lasting memories for the audience. Finally, the project developed a forward-thinking vision for a “new” neighborhood onsite featuring dynamic mixed-use elements such as retail spaces, food and beverage establishments, parking solutions, and a vibrant new community amenity - a 6,500 person capacity amphitheater.

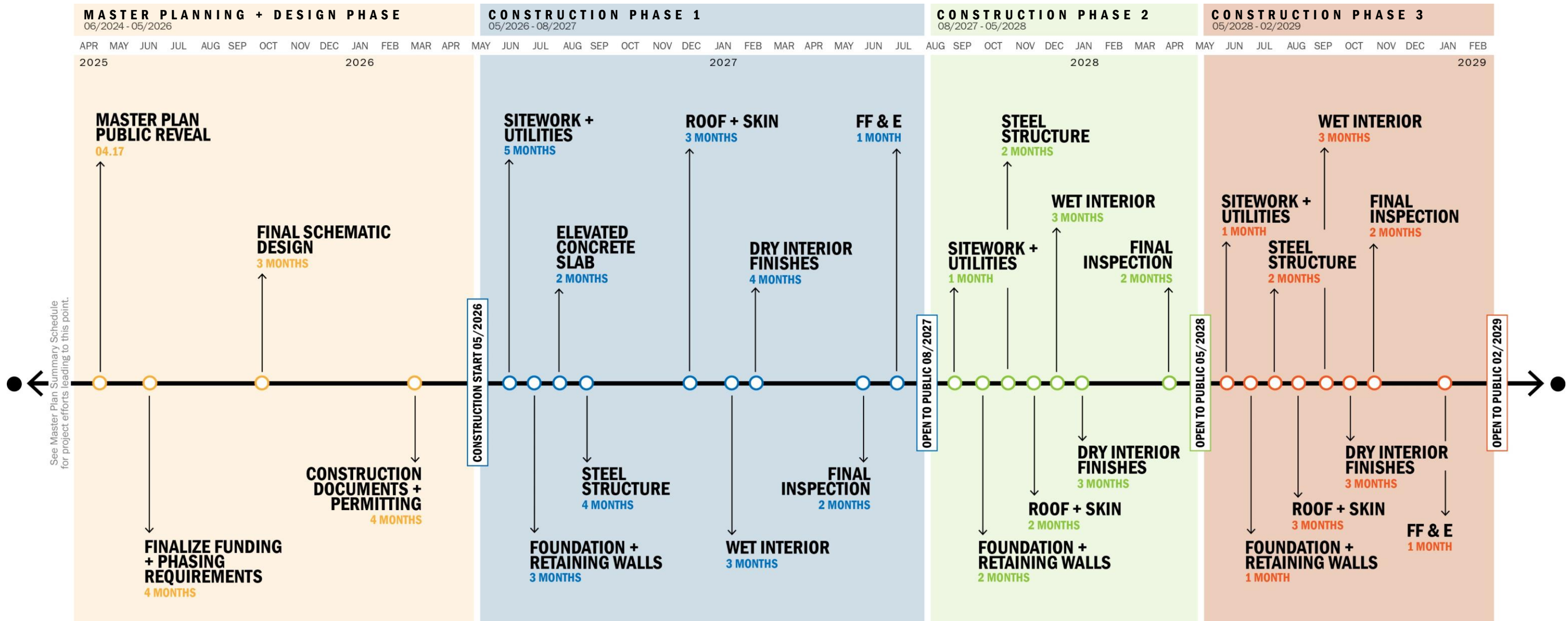
Probable statements of construction costs and economic impact added depth to the planning, ensuring financial feasibility and community enrichment. Strategic collaboration among the project team and analysis of local and regional markets were imperative in determining not only up-front costs, but the long-term economic impacts that the project (arena renovation and site development) could ultimately have on Greenville, SC, and the surrounding regions.

This plan, over the course of ten (10) months, has successfully laid the groundwork for a transformative vision that blends innovation, local identity, and economic growth!

PROJECT
DEVELOPMENT



ENGAGEMENT
COMMUNITY



Following the design phase, the initial BSWA renovation is planned to occur in three construction phases to minimize impacts to operations. See note 1 below.

Full Event Level renovation, Concourse Level from loading dock to the SW entrance (including new West Lobby, Motor Lounge & Concourse Club) and other infill program in this area.

Concourse Level renovations starting with the SW entrance and stopping at the mid-point of the East elevation.

Completion of interior & exterior Concourse Level renovations, including the Pepsi Terrace and stopping at the loading dock.

*1 : Renovations to the seating bowl and premium seating are not included in the initial BSWA renovation and are intended to occur as a future phase TBD.

*2 : Schedule above is a graphic representation only. While phase durations and sequence of construction tasks there-within are accurate, task durations are not intended to align with months shown in calendar ribbon

*3 : Swamp Rabbits Hockey season occurs annually from late September – early May. SEC Women’s Basketball Tournament is held annually in March.



Elevate the arena & site to a consistent & cohesive architectural theme and introduce new complimentary site programs which support the arena.
Entertainment is the filter for making design decisions.

- Strong focus on long-term planning to ensure the arena remains relevant, profitable, and viable for the future.
- Continues to be a source of world-class sporting and live entertainment events year after year.
- Elevate the arena and site in a way that encompasses a cohesive theme, enhances existing facilities, and incorporates new complimentary uses.
- Committed to creating a distinct destination that embodies a unique sense of place - a hub where individuals come together to enjoy, unwind and create shared memories.
- Foster a seamless connection with downtown Greenville, celebrating the distinctive essence and historical significance of the BSWA, and reinforcing its role as the cornerstone of our community's identity.
- Envision and plan for the long-term viability of the arena and to maintain a strong competitive advantage in the Southeast and beyond.
- Meets the (4) Organizational Objectives: Financial Health, Community Impact, Organizational Health, and Experience.



WELCOMING
COMMUNITY PARTNER

- 1. Find opportunities to better serve the community and public service.
- 2. Integrate Public Art.
- 2. Continue to be an Emergency Shelter.
- 3. Continue the serve the additional 75-100 annual community and non-profit events



FINANCIAL
STEWARDSHIP

- 1. Be Intentional with use of finances and resources.
- 2. Seeks to elevate and expand the arena's market profile and brand.
- 3. Revenue Generation – Premium Spaces, Sponsorships, Seat Inventory
- 4. Find ways the project can have a greater regional economic impact.



SAFETY & WELLNESS

- 1. Find Ways to Improve Staff Health.
- 2. Improve Event Security.
- 3. Improve Accessibility. Chris Sparrow | Erica James.
- 4. Design for Maximum efficiency in Operations.
- 5. Design for the next 25 years & longevity for the Arena, including Sustainability considerations.



ENHANCED & INCLUSIVE
GUEST EXPERIENCE

- 1. To provide a full entertainment experience upon arrival and departure.
- 2. Create a cohesive design theme.
- 2. Improve experiences.
 - 1. Back of House
 - 2. Client Experience
 - 3. Improved Dock and Marshaling
 - 4. Amenities
 - 5. F&B
 - 6. Entrances
 - 7. Code Updates



HOMAGE TO SITE'S
HISTORY

- 1. Celebrate the significance of the Arena Site.
- 2. Find ways to remember Little Texas, one of Greenville's first Black Working Class Neighborhoods.
- 3. Create thoughtful celebrations and remembrances of residents.



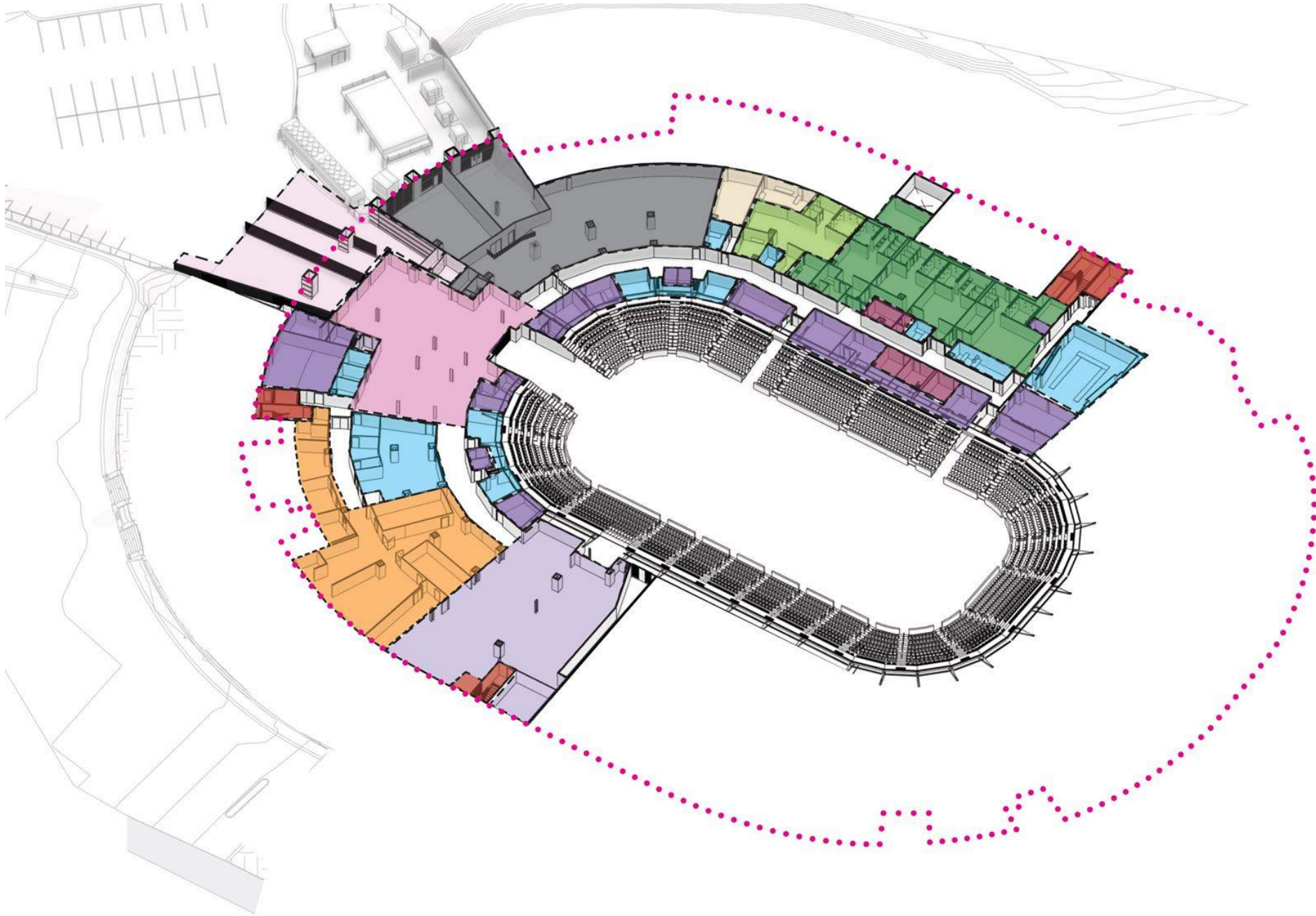
CONNECTIVITY

- 1. Improve the physical and visual connection to downtown.
- 2. Strengthen the site as a gateway into downtown.
- 3. Improve Pedestrian and Multimodal Access.
- 4. Find Ways to Create a distinct destination that embodies Greenville.

- NOTES:**
- Undersized Loading Dock
 - Insufficient Marshalling Area
 - Inadequate Storage Space
 - Inadequate Client Spaces
 - Locker Room Shortage and Deficiencies
 - Lack of Employee Amenities
 - Lack of a Freight Elevator



- LEGEND**
- NEW CONCOURSE FOOTPRINT ABOVE
 - KITCHEN
 - TEAM SPACES
 - DOCK/MARSHALLING
 - OFFICE/FLEX
 - BUILDING SUPPORT
 - STORAGE
 - TEAM SUPPORT
 - VERT. CIRCULATION
 - STAR ROOMS
 - MEP



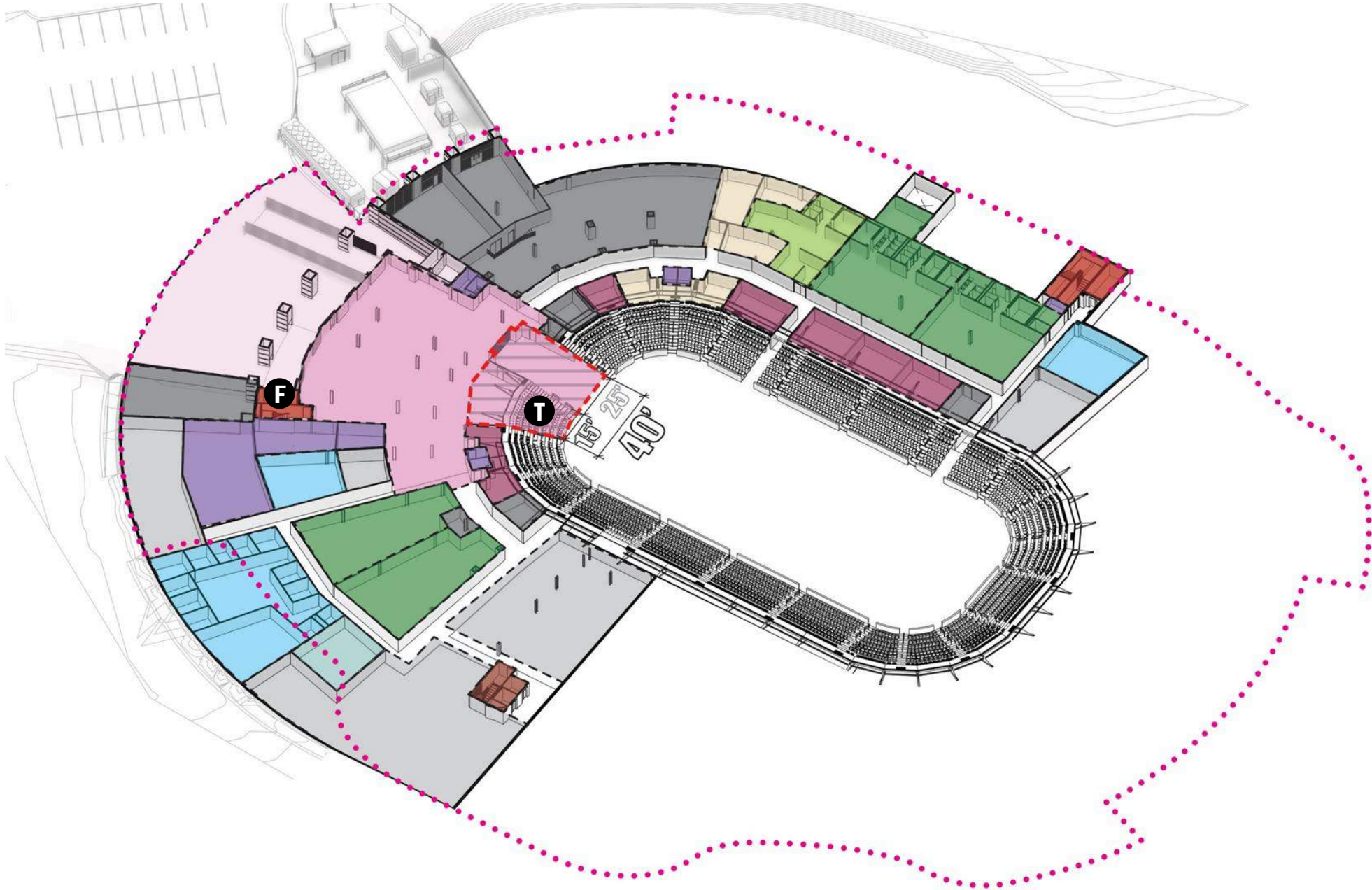
NOTES:

- Expanded Loading Dock
- Expanded Marshalling Area
- Additional Storage Space
- Additional Locker Rooms
- Additional Client Spaces



LEGEND

- NEW CONCOURSE FOOTPRINT ABOVE
- F** NEW FREIGHT ELEVATOR
- T** NEW TELESOPICS
- MEDIA SPACE
- TEAM SPACES
- DOCK/MARSHALLING
- OFFICE/FLEX
- BUILDING SUPPORT
- STORAGE
- TEAM SUPPORT
- VERT. CIRCULATION
- STAR ROOM/ SUPPORT
- MEP



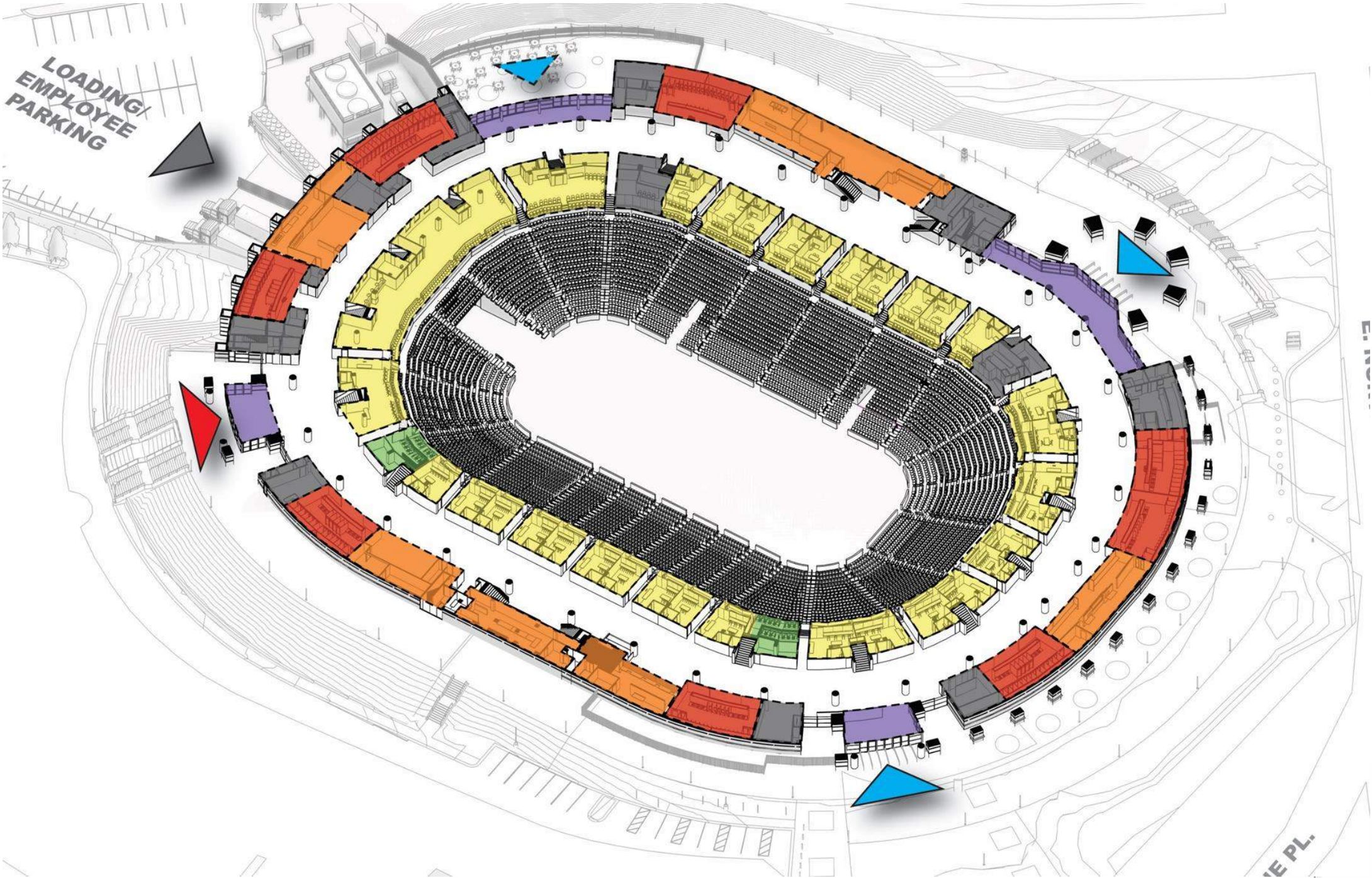
NOTES:

- No views into the bowl
- Limited premium options
- Small entry lobbies
- Poor access to dedicated VIP entry
- Concourse congestion caused by portable food and beverage carts
- Limited restroom facilities
- Limited accessible seating options



LEGEND

	ENTRY
	PREMIUM
	RR
	FOOD SERVICE
	SUPPORT
	ADA SEATING
	GA ENTRY
	VIP ENTRY
	LOADING DOCK

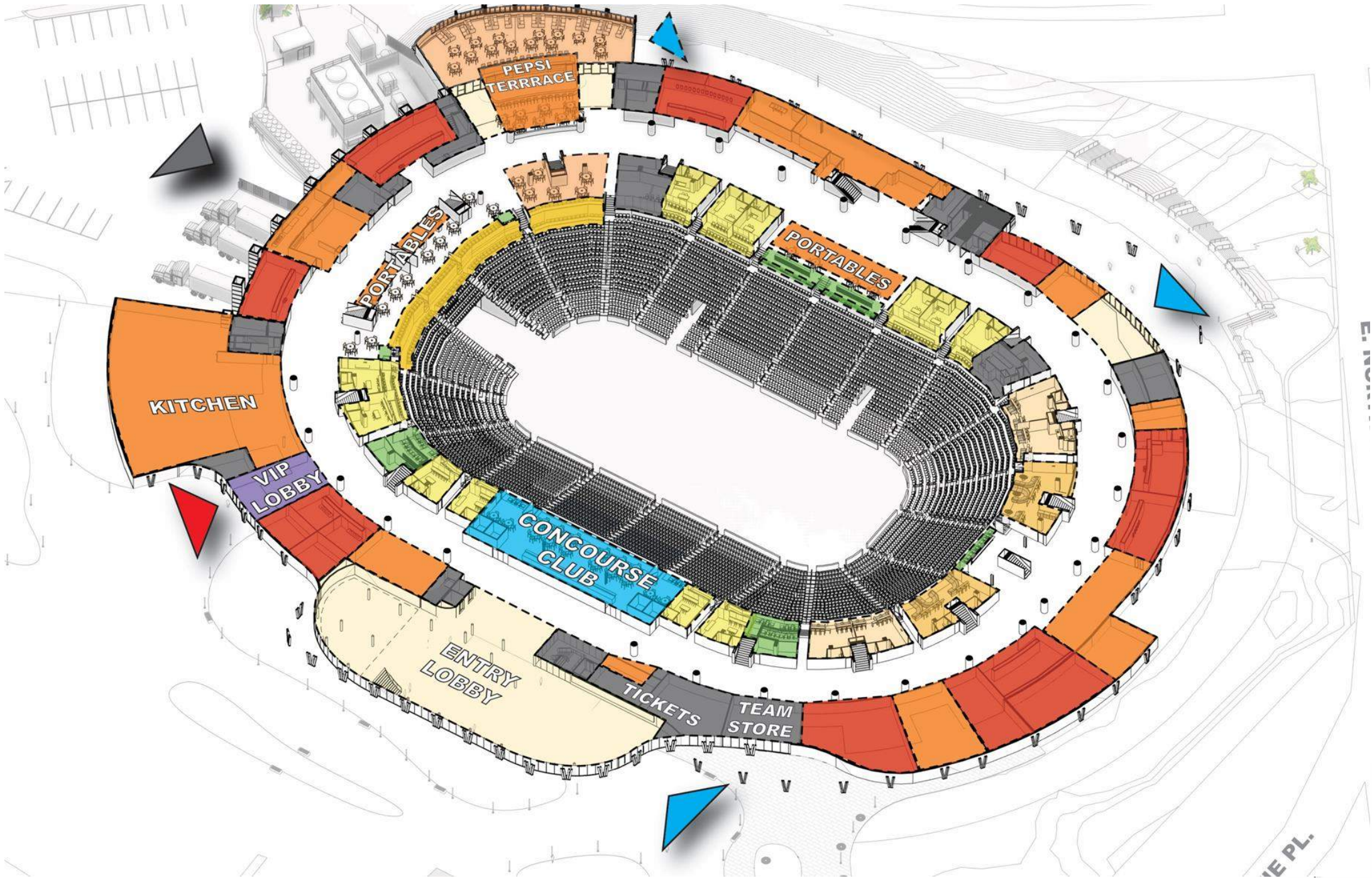


NOTES:

- New/expanded main entry lobby on west side.
- Dedicated VIP entry with improved access.
- New/relocated central kitchen.
- Expanded outdoor terrace.
- Expanded concessions and food service.
- Expanded restrooms and fan support.
- New premium hospitality experiences.
- Additional accessible seating.
- New concourse club.
- Views into the bowl from the concourse.
- Dedicated spaces for portable food and beverage carts alleviates concourse congestion.

 **LEGEND**

	ENTRY
	PREMIUM
	RR
	FOOD SERVICE
	SUPPORT
	ADA SEATING
	GA ENTRY
	VIP ENTRY
	LOADING DOCK



ID	BSWA ITEM OF WORK	QUANTITY	UOM	UNIT COST	TOTAL COST
SITE & HARDSCAPES		6.2	AC	\$1,607,832.23	\$9,968,560
0100	Site	6.2	AC	\$965,015.48	\$5,983,096
0110	Hardscapes & Landscapes	31,500	SF	\$126.52	\$3,985,464
STRUCTURE EXPANSION		56,887	SF	\$797.61	\$45,373,839
0200	Primary Structural Expansion (Core & Shell)	56,887	SF	\$797.61	\$45,373,839
EVENT LEVEL		67,029	SF	\$172.44	\$11,558,587
0400	Storage West	13,365	SF	\$127.69	\$1,706,614
0405	Storage East	2,015	SF	\$152.27	\$306,816
0407	Catering	2,063	SF	\$303.65	\$626,432
0410	Team Space West	4,505	SF	\$232.26	\$1,046,311
0415	Team Space East	6,446	SF	\$232.10	\$1,496,119
0420	Office Space	6,670	SF	\$217.51	\$1,450,789
0425	Building Support	2,883	SF	\$232.82	\$671,214
0430	MEP West & Maintenance Shop	3,457	SF	\$199.96	\$691,270
0435	MEP East	7,397	SF	\$32.39	\$239,613
0440	Marshalling	8,000	SF	\$148.76	\$1,190,106
0445	Team Support	2,290	SF	\$216.94	\$496,793
0450	Star Suites	2,633	SF	\$286.30	\$753,831
0460	Event Circulation	5,305	SF	\$166.39	\$882,680

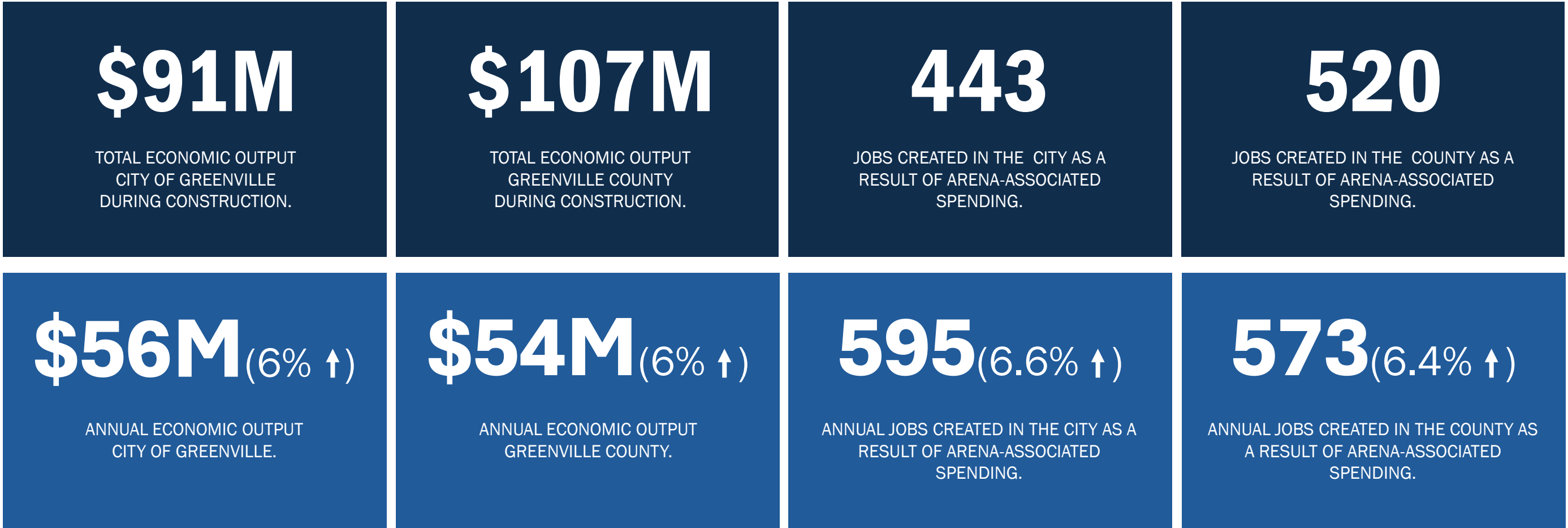
ID	BSWA ITEM OF WORK	QUANTITY	UOM	UNIT COST	TOTAL COST
CONCOURSE LEVEL		116,152	SF	\$370.68	\$43,055,700
0500	Concourse Club	4,090	SF	\$388.02	\$1,586,984
0505	Main Lobby	9,774	SF	\$322.44	\$3,151,561
0510	Ticketing	1,599	SF	\$274.75	\$439,332
0515	Security	1,184	SF	\$299.89	\$355,076
0520	Food Service - Concession	8,841	SF	\$767.18	\$6,782,647
0525	Food Service - Kitchen	7,052	SF	\$953.41	\$6,723,472
0530	Restrooms	13,599	SF	\$510.96	\$6,948,595
0540	Team Store	952	SF	\$234.17	\$222,929
0545	Portables & Suite Removal	8,608	SF	\$187.21	\$1,611,514
0550	Club Seating Upfit	13,538	SF	\$250.75	\$3,394,630
0555	VIP Entry	1,096	SF	\$252.04	\$276,240
0560	Support	2,980	SF	\$200.08	\$596,226
0565	Pepsi Bar	5,512	SF	\$528.98	\$2,915,733
0570	Circulation (Concourse)	37,327	SF	\$215.68	\$8,050,760
UPPER / CLUB LEVEL		12,769	SF	\$332.80	\$4,249,506
0600	Motor Lounge	6,112	SF	\$515.07	\$3,148,115
0605	Exterior Deck/Amenity	850	SF	\$581.17	\$493,992
0610	Ledge Seating & Seating Replacement	5,807	SF	\$104.60	\$607,399

ID	BSWA ITEM OF WORK	QUANTITY	UOM	UNIT COST	TOTAL COST
SPECIAL PROJECTS					\$7,552,700
0700	Dehumidification Upfit Allowance	1	LS	\$1,200,000.00	\$1,200,000
0710	WiFi System Upgrade Allowance	1	LS	\$1,200,000.00	\$1,200,000
0720	Roof Structure Upgrades	1	LS	-	-
0730	Full Bowl Seating Replacement	1	LS	-	-
0740	Mechanical System Improvements	1	LS	-	-
0750	Videoboard Upgrade/Replacemtn	1	LS	\$3,000,000.00	\$3,000,000
0760	Hill Climb Experience	4	ACRES	\$3,750,000.00	\$1,500,000
0770	Connect Existing 408 N. Church Parking Lot	1.07	ACRES	\$610,000.00	\$652,700
SUBTOTAL		-			\$121,758,892
Suggested Design Contingency		7%			\$8,372,433
Suggested Construction Contingency		3%			\$3,588,186
TOTAL					\$133,934,781

CLARIFICATIONS	
1	Pricing is based on the Gensler/LS3P drawings dated 12.18.24
2	Pricing reflected above is in "today's dollars" and includes no future market escalation.
3	P&P bond, impact fees, building permits, design contingency, and Builder's Risk are not included
4	Pricing breakouts are for accounting purposes only.
5	Food service equipment is included in respective areas for a total allowance of \$5.5M
6	Budget DNI FF&E materials/Owner Furnished Equipment and any Builder's Risk or Property Insurance associated with these items.

*1 : Estimate prepared Q1 2025 and reflects market conditions at that time.

CONSTRUCTION IMPACTS



ONGOING (ANNUAL) IMPACTS

*1 : Reference CSL report “Assessment of Bon Secours Wellness Arena Interior & Exterior Enhancements” in Chapter 6 Appendix for full economic impact details.
*2 : Data shown reflects discrete impacts. Totals are not additive.

NEW WEST ELEVATION



			LOW RANGE		MID RANGE		HIGH RANGE	
AREA	QUANTITY	UOM	UNIT COST	TOTAL	UNIT COST	TOTAL	UNIT COST	TOTAL
SITE								
010 - Site	8.50	AC	\$ 942,331.80	\$ 8,009,820	\$ 1,013,260.00	\$ 8,612,710	\$ 1,084,188.20	\$ 9,215,600
020 - Open Space	184,940	SF	\$ 23.25	\$ 4,299,855	\$ 25.00	\$ 4,623,500	\$ 26.75	\$ 4,947,145
040 - Potential Off-Site Roadway Work	1	LS	\$ 1,000,000	\$ 1,000,000	\$ 1,250,000	\$ 1,250,000	\$ 1,500,000	\$ 1,500,000
TOTAL SITE			\$	13,309,675	\$	14,486,210	\$	15,662,745
PHASE 1								
105 - Garage Retrofit	53,000	SF	\$ 65.00	\$ 3,445,000	\$ 70.00	\$ 3,710,105	\$ 75.00	\$ 3,975,000
105 - Amphitheater	4,000	SEATS	\$ 7,500.00	\$ 30,000,000	\$ 8,500.00	\$ 34,000,000	\$ 9,500.00	\$ 38,000,000
110 - Parking	380,000	GSF	\$ 120.00	\$ 45,600,000	\$ 130.00	\$ 49,400,000	\$ 140.00	\$ 53,200,000
120 - Retail - Community	7,000	GSF	\$ 232.50	\$ 1,627,500	\$ 250.00	\$ 1,750,000	\$ 267.50	\$ 1,872,500
130 - Circulation Portal	1	LS	\$ 650,000.00	\$ 650,000	\$ 750,000.00	\$ 750,000	\$ 900,000.00	\$ 900,000
TOTAL PHASE 1			\$	81,322,500	\$	89,610,105	\$	97,947,500
PHASE 2								
210 - Retail - Food & Beverage	25,000	GSF	\$ 232.50	\$ 5,812,500	\$ 250.00	\$ 6,250,000	\$ 267.50	\$ 6,687,500
TOTAL PHASE 2			\$	5,812,500	\$	6,250,000	\$	6,687,500
TOTAL PROJECT			\$	100,444,675	\$	110,346,315	\$	120,297,745

*1 : Estimate prepared Q1 2025 and reflects market conditions at that time.

CONSTRUCTION IMPACTS



ONGOING (ANNUAL) IMPACTS

*1 : Reference HR&A report “Greenville Arena District Master Plan Impact Study” in Chapter 6 Appendix for full economic impact details.
*2 : Data shown reflects discrete impacts. Totals are not additive.

SITE MASTER PLAN



An aerial photograph of a city, likely Greenville, South Carolina, with a warm, orange-toned overlay. The image shows a mix of urban buildings, green spaces, and a river in the distance. Overlaid on the image is a large white '02' and the word 'ENGAGEMENT' in a bold, white, sans-serif font.

02

ENGAGEMENT

This chapter reveals the power of listening as an essential planning tool, documenting how diverse stakeholder perspectives were gathered, analyzed, and implemented to shape an arena district that authentically serves the entire Greenville community.

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Community engagement serves as the foundation for shaping spaces that are cherished by the people who live, work, and interact within them. When communities actively participate in design and planning processes, they foster a collective sense of ownership and pride. This involvement allows for the creation of places that are not only functional, but also reflective of the cultural, social, and emotional identities of the people they serve.

To achieve meaningful engagement, prioritizing personal connections with community members is essential. By valuing these relationships, the project team was able to build trust, establish consensus, and ensure that many diverse voices were heard. When individuals feel their perspectives are genuinely considered, they are more likely to embrace and support initiatives, resulting in a stronger sense of belonging, cohesion, and consensus.

The dedicated efforts of the project team highlighted the importance of early and continuous outreach to engage the community. Through extensive one-on-one interviews, focus groups, online surveys, and public forums, the project team created an inclusive environment where everyone had an opportunity to contribute. These methods ensured that stakeholders from various backgrounds could share their unique insights and concerns, enriching the final plan with a broad spectrum of ideas.

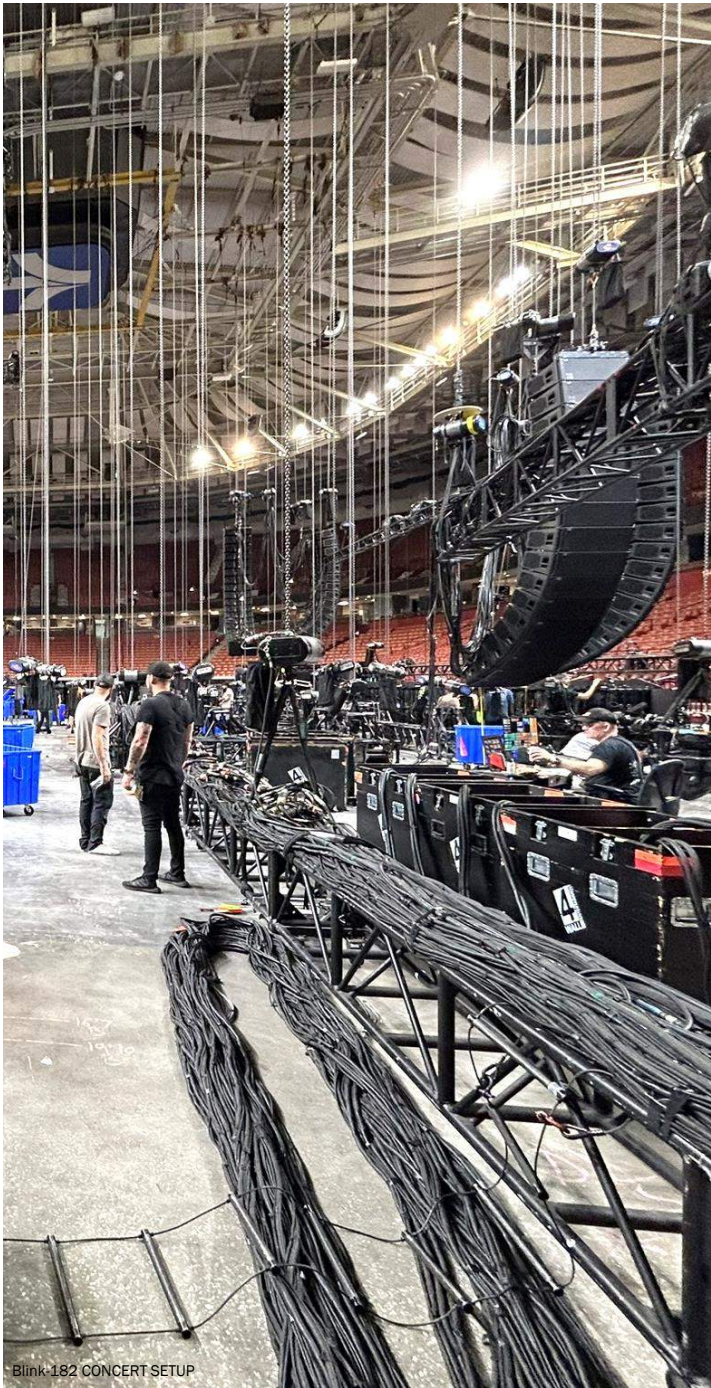
The project team's methodology was meticulously tailored to address the Arena's specific needs. By listening carefully to community members and translating their feedback into actionable recommendations, the team maximized the project's relevance and potential for success. This approach demonstrated a commitment to adapting strategies to local conditions rather than imposing generic solutions, designing a project that is “**uniquely Greenville**” or “**uniquely Upstate SC.**” It also underscored the power of collaboration in fostering impactful outcomes.

The significance of the community engagement for this project went beyond the immediate benefits for the single project. It cultivated a culture of inclusivity and active participation, inspiring the people who participated. By embedding the community's feedback into the design the project is both functional and loved.

The project team prioritized collaboration, trust, and thoughtful methodologies, and empowered participants to see their ideas reflected in tangible and impactful ways. The connectivity and synergy between the project team and the community transformed the project that resonated with local identity and pride.



SEC WOMEN'S BASKETBALL TOURNAMENT



Blink 182 CONCERT SETUP



SEC WOMEN'S BASKETBALL TOURNAMENT



BSWA NEIGHBORHOOD ENGAGEMENT

1. INFORMING AND EDUCATING

An informed community is an empowered community. We prioritized clear communication about the master planning process, project objectives, potential impacts, and funding sources. We ensured that all participants in the engagement process had a foundational understanding of both the project's scope and how their input would shape outcomes.

2. UNDERSTANDING COMMUNITY NEEDS AND IDENTIFYING OPPORTUNITIES

Every successful project begins with listening. Our engagement process was designed to gather comprehensive insights into community expectations and how the arena can better serve these needs. By creating multiple channels for feedback—from surveys to focus groups to one-on-one meetings—we ensured that we captured both breadth and depth of community perspective.

3. GATHERING DIVERSE FEEDBACK

The Bon Secours Wellness Arena serves many different communities, and our engagement approach reflected this diversity. We intentionally sought input from:

- Residents and business owners in the neighborhoods surrounding the Bon Secours Wellness Arena
- Event attendees, who experience the facility as guests
- Performers, artists, and promoters, who use the facility
- Former residents of Little Texas, whose community history is tied to the site
- Members of the disability community to offer critical perspectives on accessibility
- Local market stakeholders, including developers, realtors, and hospitality groups
- Public officials at the city and county level, as well as the state legislative delegation

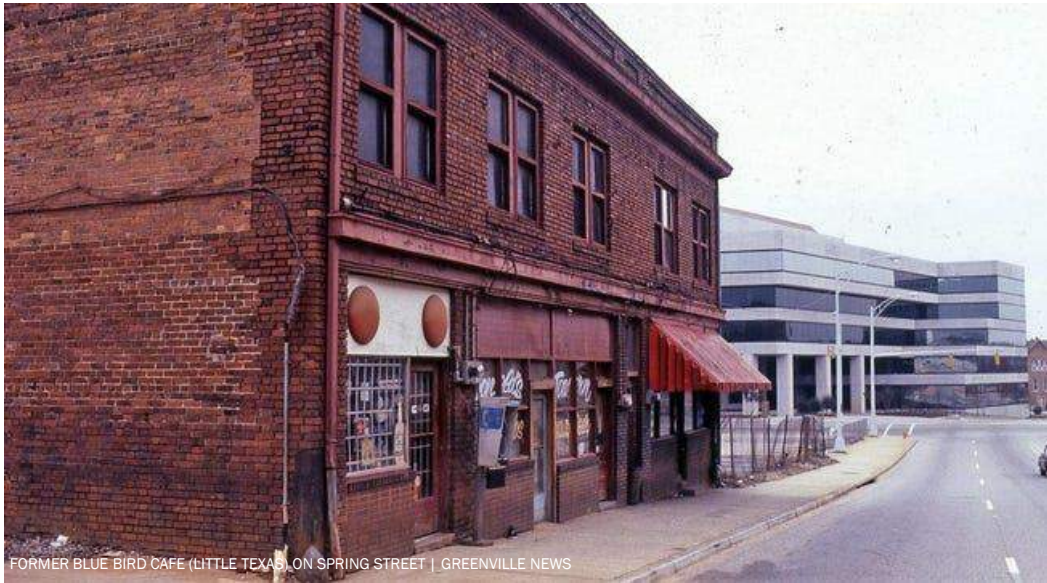
Each group brings unique perspectives that, when combined, create a more complete picture of how the arena functions within the community and how it could better serve in the future.

4. ENSURING TRANSPARENCY

Trust is built through transparency. Throughout our engagement process, we maintained open communication about how decisions were being made and how community input was being incorporated. This included regular updates on project progress, clear articulation of how feedback influenced design decisions, and honest acknowledgment of constraints and trade-offs.



FORMER LITTLE TEXAS RESIDENT CHARLESTON THOMPSON | GREENVILLE NEWS



FORMER BLUE BIRD CAFE (LITTLE TEXAS) ON SPRING STREET | GREENVILLE NEWS

5. HONORING SITE HISTORY

The land where the Bon Secours Wellness Arena stands today has a rich history as the Little Texas neighborhood, one of Greenville's first Black working-class communities. Our engagement approach recognized that acknowledging this history is not only respectful but essential to creating an authentic sense of place.

We reached out to former residents, collecting stories and memories that have informed our understanding of the site's significance. These narratives will be incorporated into final design, ensuring that the future development honors and celebrates this important chapter in Greenville's history.

6. ACCESSIBILITY SHADOWING AND DISABILITY COMMUNITY ENGAGEMENT

A crucial component of our engagement strategy involved collaborating with disability community representatives to ensure the master plan addressed accessibility needs. We conducted an immersive shadowing experience during a Swamp Rabbits hockey game with Chris Sparrow, who uses a wheelchair, and Erica James, who is visually impaired.

This engagement reinforced that accessibility is not merely about meeting code requirements but about creating a welcoming, dignified experience for all visitors. The master plan now incorporates these insights, elevating accessibility from a compliance issue to a core design principle that enhances the arena experience for everyone.

7. INTEGRATION AND IMPLEMENTATION

Community engagement is only meaningful if it genuinely influences outcomes. Throughout our process, we carefully documented all feedback, analyzed patterns and priorities, and integrated these insights into the master plan. This principle ensures that community voices are not just heard but heeded.

The final master plan demonstrates how community input shaped its recommendations, creating a direct line from engagement to implementation. This transparency not only honors the time and thought that community members contributed but also builds ongoing support for the plan's execution.

The master plan that has emerged from this engagement process is not simply a technical document—it is a reflection of community values, a bridge between history and future, and a roadmap to creating a more vibrant, accessible, and beloved arena district that serves all of Greenville.



ACCESSIBILITY SHADOWING | SWAMP RABBITS HOCKEY GAME

ARENA EVENTS : SEC TOURNAMENT, BLINK182 CONCERT, SWAMP RABBITS HOCKEY GAME

The team observed diverse events to assess operational and guest experiences firsthand. By attending basketball, concert, and hockey events, members evaluated flow patterns, concessions, seating, and accessibility. These immersive experiences revealed how the facility adapts to different configurations, highlighting strengths and improvement opportunities.

THE COMMUNITY : RESIDENTS AND BUSINESSES LOCATED IN THE VICINITY OF THE ARENA

Engagement with neighboring residents and businesses addressed event-day impacts including traffic, parking, noise, and pedestrian safety. Discussions explored opportunities for better neighborhood integration and year-round campus activation, ensuring the master plan balances arena success with community compatibility while identifying mutually beneficial improvements.

STAKEHOLDER GROUPS : KW BEVERAGE, PEPSI OF GREENVILLE, BON SECOURS ST. FRANCIS HEALTH SYSTEM, GSP INTERNATIONAL AIRPORT, FURMAN UNIVERSITY

Sessions with longstanding arena partners gathered insights on facility utilization and sponsorship assets. Partners offered perspectives on potential improvements to enhance visibility and create new activation opportunities. These discussions revealed strong support for the arena's future vision while identifying enhancements to strengthen these vital partnerships.

TENANT OPERATIONS : GREENVILLE SWAMP RABBITS

Consultation with the arena's primary sports tenant revealed challenges with locker rooms, training facilities, and displacement during non-hockey events. The team gathered insights on team facilities and game-day operations, focusing on creating dedicated spaces, improving accessibility between team areas and ice, and enhancing the game-night atmosphere.

HONORING HISTORY WHILE EMBRACING THE FUTURE : LITTLE TEXAS COMMUNITY

Engagement with former Little Texas residents revealed stories of a close-knit African American community that once occupied this site. Tony Mims, Ed Ferguson, Charlotte Walker, and Phillip Chapman shared memories of community interdependence and homeownership. These narratives directly informed planning for community spaces that reconnect the site to its historical roots.

ACCESSIBILITY SHADOWING : CREATING TRULY INCLUSIVE EXPERIENCES

Shadowing experiences with Chris Sparrow and Erica James provided crucial insights into how visitors with disabilities navigate the arena. This engagement highlighted the importance of moving beyond minimum ADA compliance to create truly equitable experiences, addressing considerations from wheelchair sightlines and service animal accommodations to digital accessibility in wayfinding systems.



GAD BOARD & CITY/COUNTY PUBLIC OFFICIALS & STAFF

All feedback gathered through our engagement activities has been compiled, analyzed, and integrated into the master plan. The final report reflects the community's input and will be shared with key stakeholders, ensuring that the vision for Bon Secours Wellness Arena's next 25 years is truly community driven.

As the project moves into implementation phases, we remain committed to ongoing engagement. The relationships built and insights gained through this process will continue to inform decision-making, ensuring that the arena remains a vital community asset that reflects and serves the diverse needs of Greenville and the surrounding region.



03

THE ARENA

From analysis of existing conditions to the final proposed renovation, this chapter showcases the proposed future of the Bon Secours Wellness Arena.

28 - 74



LEVERAGE
EXISTING SPACES

A tremendous amount of underutilized circulation (horizontal and vertical) appears to exist within the building that could be more effectively programmed. Stairs could be consolidated, concourse circulation could be improved, and club level zones could be more efficient and better defined. Building expansion is therefore in response to the existing area within the building being utilized for their best and highest use.



CONSOLIDATE
INVESTMENT

Renovation plans often fail when investment is spread too thin across too many small ideas. Our team was committed to defining a series of projects that will yield the greatest return on investment as it relates to fan experience, new revenue streams, and community impact. **Big ideas with big, efficient impact for the Greenville Community.**



CONTROL THE
HOUSE SIZE &
EFFICIENCY

BSWA would benefit from the detailed study of both proven planning and performance strategies like those recently deployed at the Moody Center in Austin, TX. The existing upper seating bowl geometry is directly traced by the roof structure geometry above. The pair create the ideal condition to explore a more intentional, efficient, and impactful house reduction strategy for specific events. Lower seating bowl seating systems were also be studied to make sure the right balance of load in/load out efficiency, storage, and event level premium experiences and revenue is achieved. **Let's make certain the "house size" is always the "right size" for any event.**



DIVERSIFY
PREMIUM
EXPERIENCES

Our team is confident that we can create a shared vision to raise both the floor and the ceiling of your revenue model within BSWA while providing a more diverse product mix ensuring every fan has a comfortable point of entry. We are committed to creating a great seat, and a great experience for every fan while introducing new revenue streams.



CONNECT TO
DEVELOPING
CONTEXT

Evolving plans to develop the site area and surface parking lots as a more active mixed-use, retail, and entertainment destination with a better connection to downtown Greenville will require the arena to respond accordingly with a more active, engaging and revenue-producing exterior program. Given the growth of the region and the partnerships within the community, BSWA can become the entertainment destination within the Carolinas.



VALUE EVERY FAN
(EXPERIENCE)

A fresh look at both main and upper concourse planning, circulation and food service strategies promises to yield ample opportunities for a more frictionless fan experience at BSWA. Properly zoning each concourse to ensure that fans can always access the food, beverages, and amenities they are looking for without traveling to the other side of the building will be equally important. **Less time going to and from somewhere, more time enjoying the event together.**



03.1

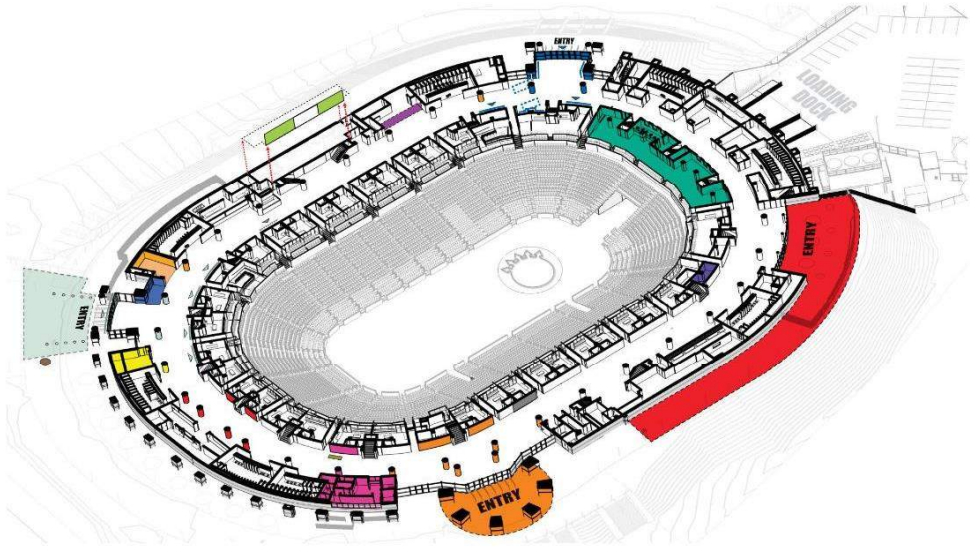
ANALYSIS

Conducting an architectural analysis and mapping the existing program locations are pivotal steps in preparing for renovations. These processes allow the design team to gain a comprehensive understanding of the arena's current layout, functionality, and spatial relationships. By analyzing the architectural structure locations, circulation patterns, sponsorship locations, food service locations, etc., designers can identify constraints and opportunities within the building. Mapping the existing program ensures these functions are addressed while accommodating modern standards for accessibility, technology, and sustainability. This analysis fosters a data-driven approach to decision-making, ensuring that renovations are both innovative and seamlessly integrated with the existing conditions. Such thorough preparation minimizes risks, optimizes resources, and sets the foundation for a successful transformation of the arena.

SPONSORS

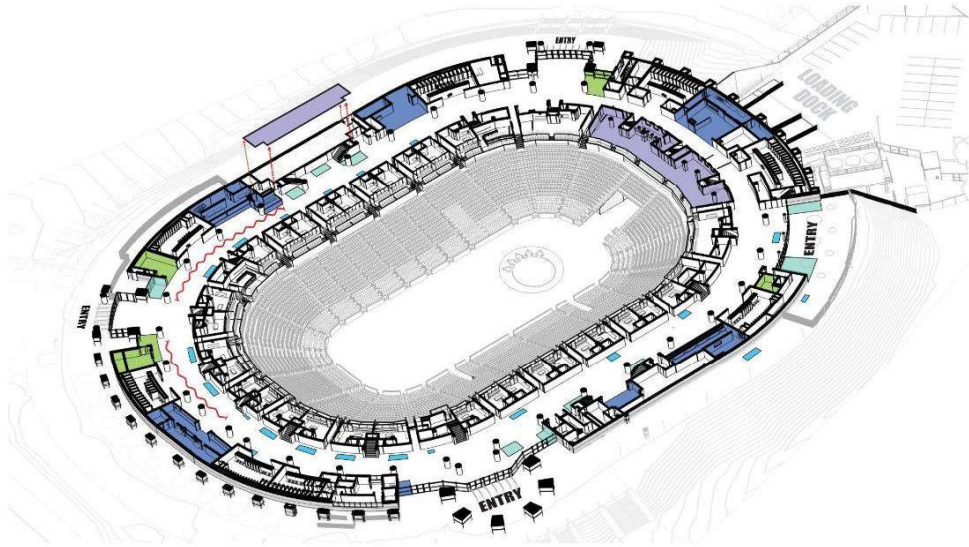
BON SECOURS (TITLE SPONSOR)

- LEGEND
- FIRST CITIZENS ROTUNDA ENTRANCE AND COLUMN BRANDING
 - GSP INTERNATIONAL AIRPORT BOX OFFICE AND WALL SIGNAGE
 - BON SECOURS VIDEO WALL
 - SPINX GUEST SERVICES & BAR
 - PEPSI TERRACE, WALL SIGNAGE AND COLUMN BRANDING
 - SWAMP SHOP MERCH STAND AND COLUMN BRANDING
 - FURMAN PLAZA, WALL SIGNAGE AND COLUMN BRANDING
 - LITTLE TEXAS MEMORIAL
 - BON SECOURS ST. FRANCIS CHARGING STATION AND COLUMN BRANDING
 - MEZZANINE LOUNGE (HARLEY DAVIDSON)
 - CRAFT BEER MARKET (VOO DOO RANGER / KW)
 - CHEVROLET VIP ENTRANCE, WALL SIGNAGE AND COLUMN BRANDING
 - CHEVROLET VEHICLES
 - WICKED WEED LOUNGE
 - SCANSOURCE SENSORY SUITE
 - SPONSOR DESK



F&B + MERCH

- LEGEND
- LOUNGE
 - MARKET / CONCESSION
 - TEMPORARY BAR / CONCESSION
 - PORTABLE BAR / FOOD CART
 - MERCHANDISE
 - CONGESTION / LONG LINES



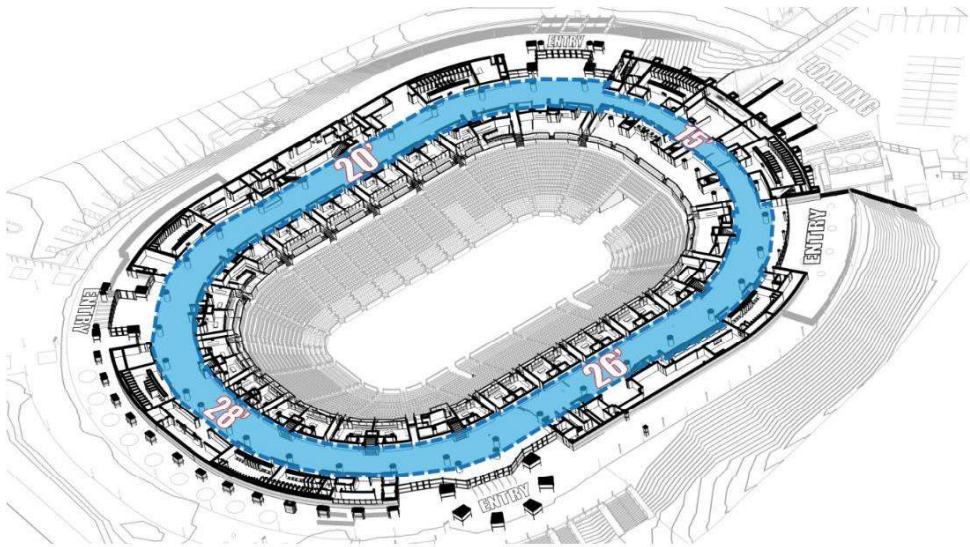
CONCOURSE

CONCOURSE WIDTH

TIGHTEST WIDTH- 15'

LARGEST WIDTH- 28'

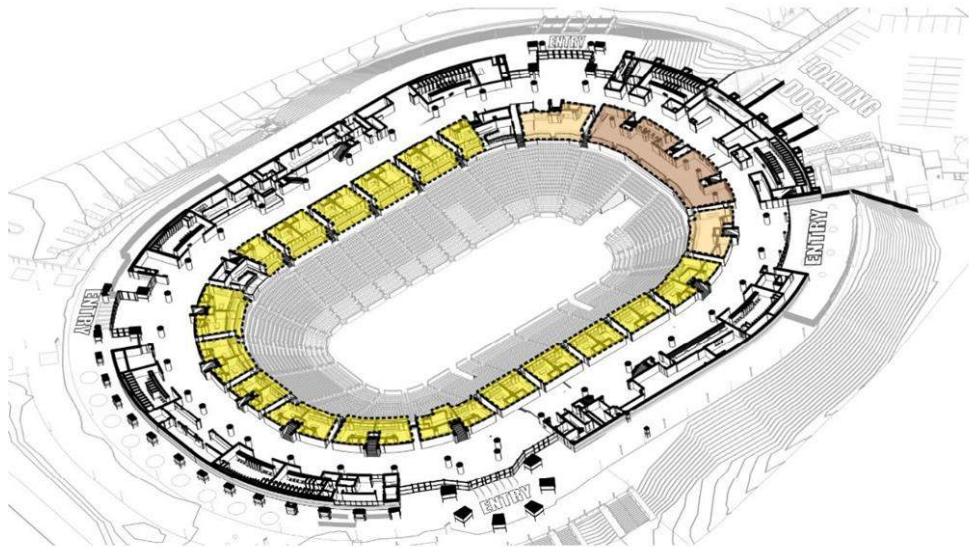
*IF CARTS ARE REMOVED, EXISTING CONCOURSE WIDTH MAY BE SUFFICIENT



PREMIUM

SEATING INVENTORY

- LEGEND
- SUITES - 32
 - SUPER SUITES - 2
 - CLUB - 1



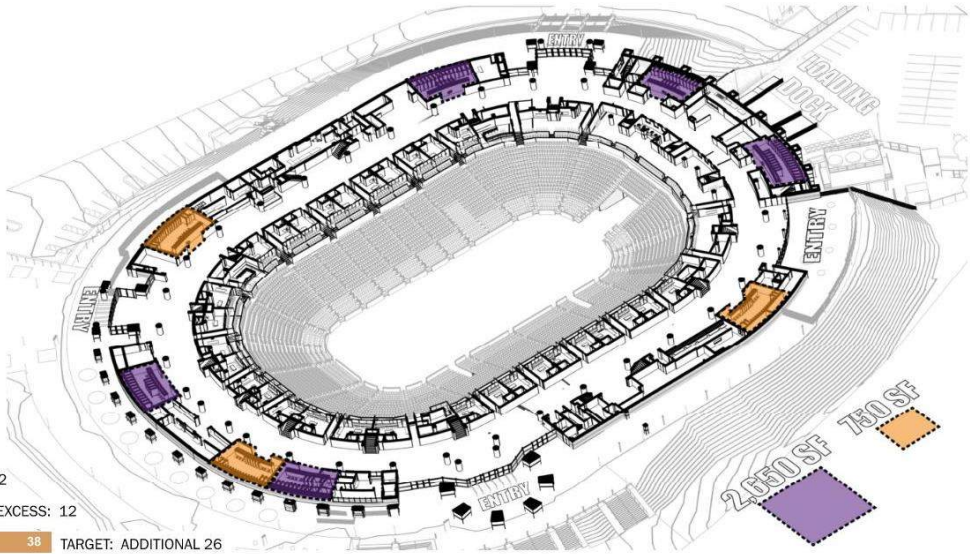
RESTROOMS ▶

MEN'S FIXTURE COUNTS | ANALYSIS TO IBC 2018

STALLS	12	24	TARGET: ADDITIONAL 12
URINALS		47	57 EXCESS: 12
LAVS	12	38	TARGET: ADDITIONAL 26

WOMEN'S FIXTURE COUNTS | ANALYSIS TO IBC 2018

WATER CLOSETS	94	138	TARGET: ADDITIONAL 44
LAVS	29	50	TARGET: ADDITIONAL 21

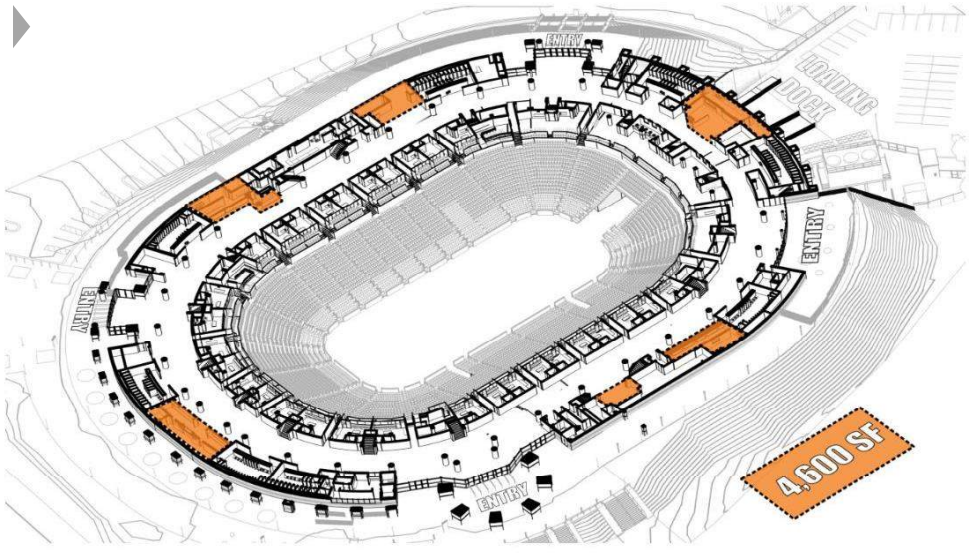


FS: CONCESSION ▶

POINTS OF SALE

CONCOURSE POINTS OF SALE (EXCLUDES CARTS)

POINTS OF SALE	29	75	TARGET: ADDITIONAL 46 PoS
*1 POS/ 200 SPECTATORS			
*1 POS ~ 100 SF			

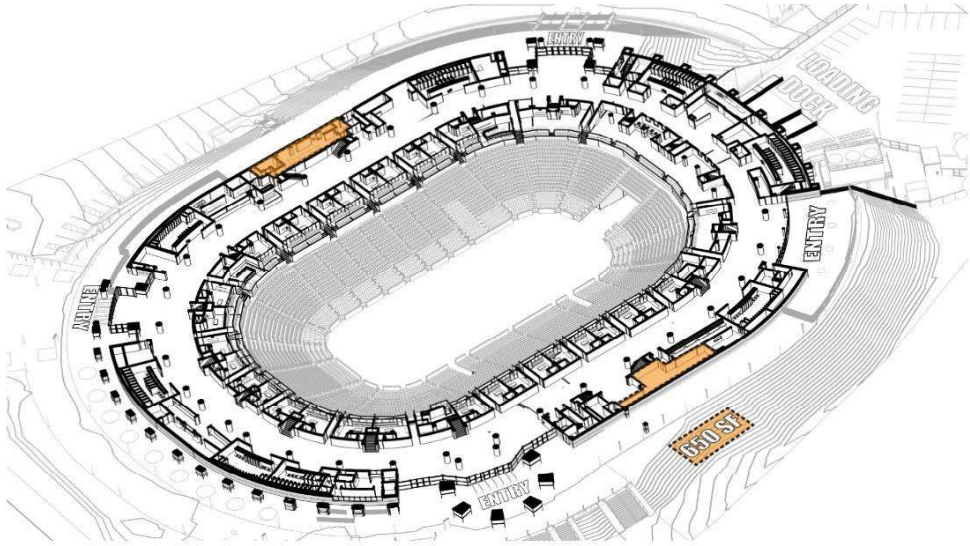


FS: KITCHEN ▶

POINTS OF SALE

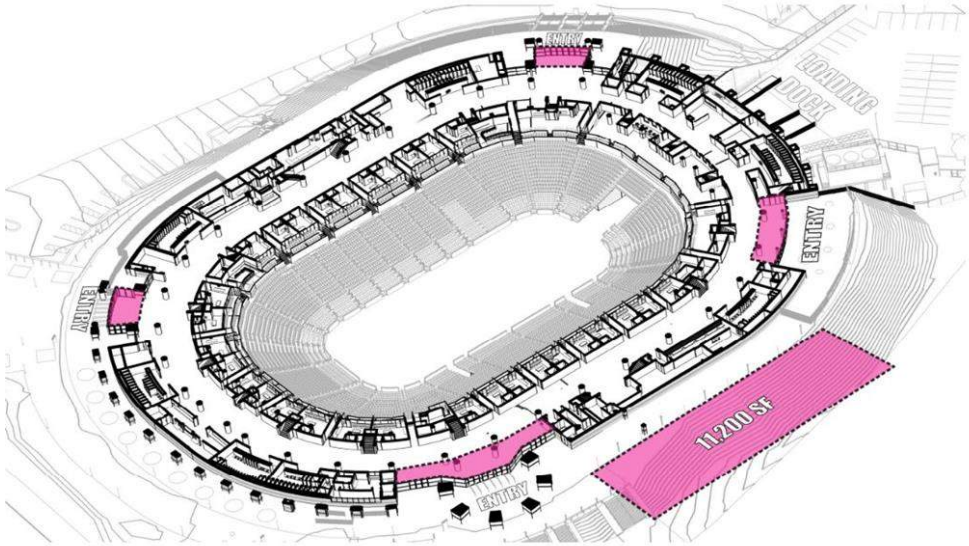
CONCOURSE LEVEL KITCHEN

SF	2,600	8,000
TARGET: ADDITIONAL 650 SF		
BASIS OF DESIGN: KITCHEN SUITE 8,000 SF		
*EVENT LEVEL KITCHEN: 4,750 SF		

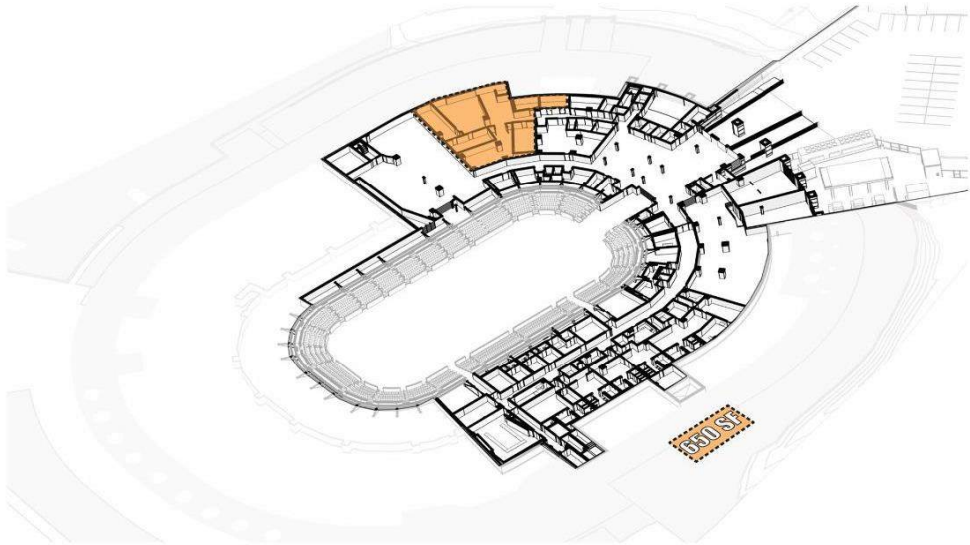
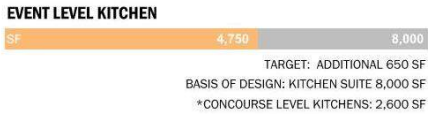


ENTRIES ▶

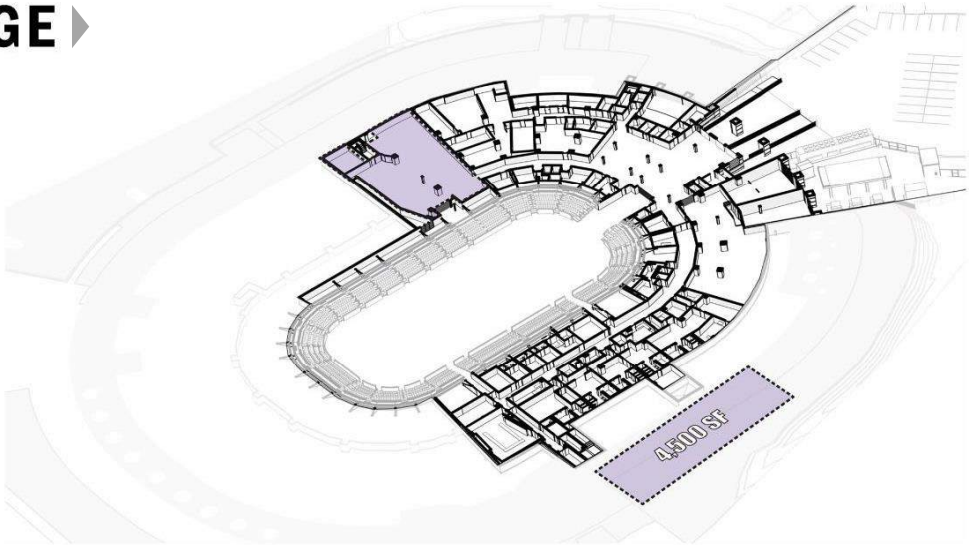
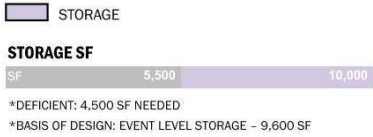
CURRENT ENTRY SF: 4,900 SF
OPTIMAL AREA SF: 16,100 SF
*MULTIPLIER 1.1 SF/ GUEST



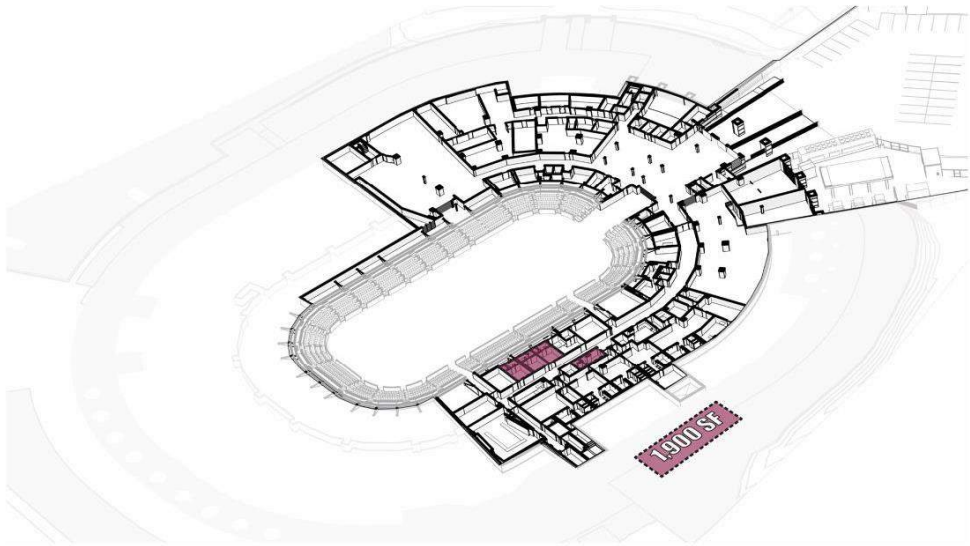
FS: KITCHEN ▶



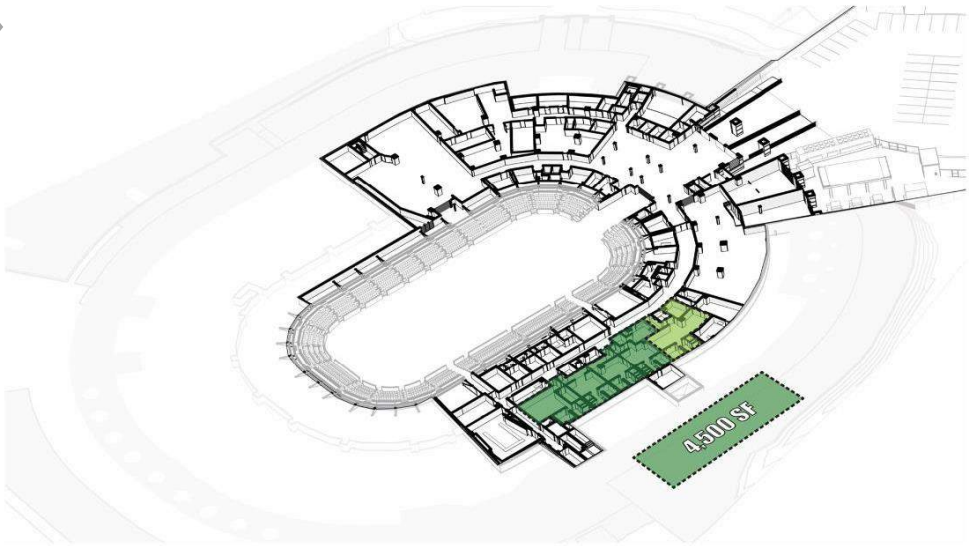
GENERAL STORAGE ▶



STAR SUITES ▶



LOCKER ROOMS ▶



LOADING / MARSHALLING ▶

MARSHALLING

DOCKS

MARSHALLING SF

SF	3,800	7,700
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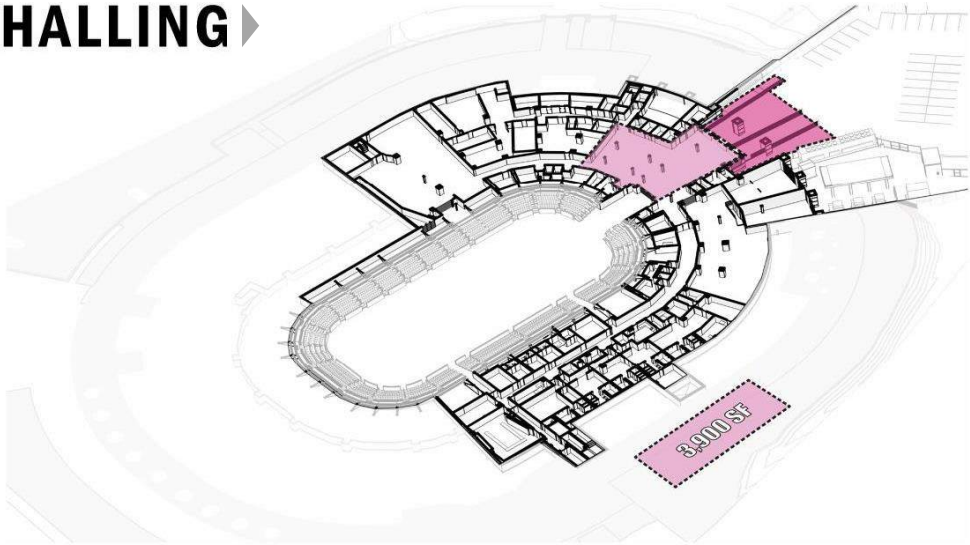
*DEFICIENT: 3,900 SF NEEDED

*BASIS OF DESIGN: MARSHALLING ~ 11,600 SF

LOADING SF

BAYS	2	4
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*DEFICIENT: 2 BAYS NEEDED



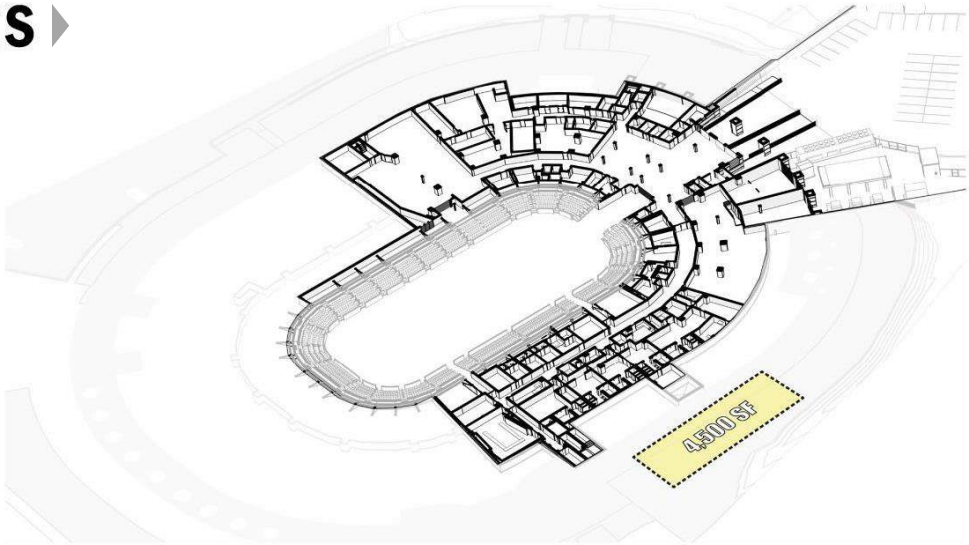
PREMIUM SPACES ▶

PREMIUM

PREMIUM SF

SF	4,500
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*BASIS OF DESIGN: 4,500 SF





03.2

PLANNING

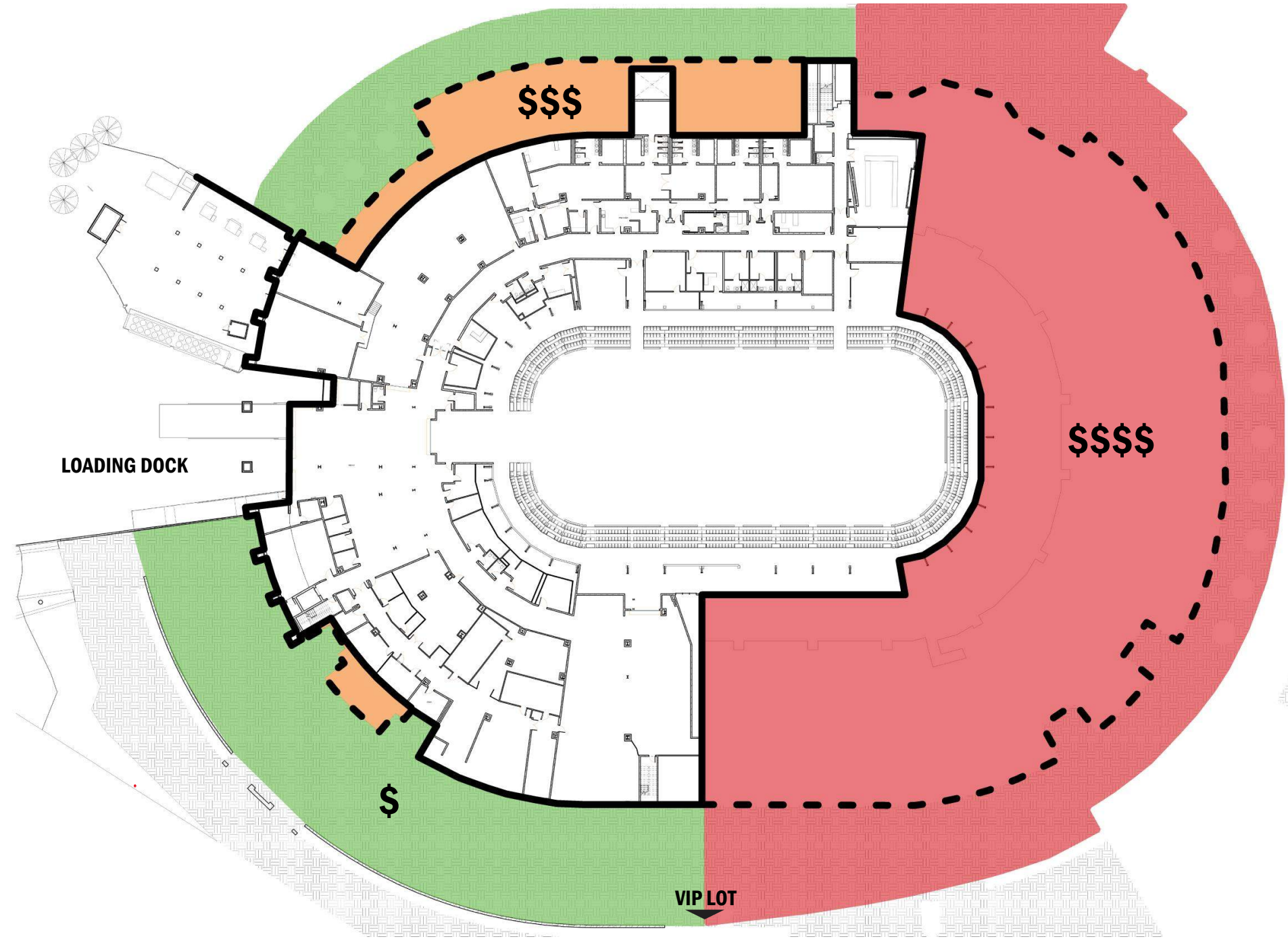
An in-depth look at the proposed arena program, floor plans and diagrams.

Based on analysis of the existing site conditions and existing arena construction/footprint, this excavation study shows the relative cost associated with a structural expansion 360 degrees around the arena.

\$ = Most cost-effective area for expansion
\$\$\$\$ = Least cost-effective area for expansion.

LEGEND

- EXISTING CONCOURSE & SEATING BOWL ABOVE
- EXISTING CONCOURSE ABOVE
- NO EXISTING CONSTRUCTION ABOVE



EVENT LEVEL

PROGRAMMED = 32,000 SF
EXISTING = 14,000 SF

18,000 SF

ADDITIONAL RECOMMENDED

SCOPE SUMMARY

- Expanded Loading Dock
- Expanded Marshalling Area
- Additional Storage Areas
- Additional Locker Rooms
- Additional Star / Green Rooms
- Add Freight elevator

CONCOURSE LEVEL

PROGRAMMED = 50,000 SF
EXISTING = 28,000 SF

22,000 SF

ADDITIONAL RECOMMENDED

SCOPE SUMMARY

- New / Expanded Entry Lobby
- New / Relocated Central Kitchen
- Additional Accessible Seating
- Expanded Concessions + Food Service
- Expanded Restrooms + Fan Support
- New Premium Hospitality Experiences
- Expanded Outdoor Terrace

TOTAL BUILDING

EVENT LEVEL 14,000 SF
CONCOURSE LEVEL 22,950 SF

40,000 SF

ADDITIONAL RECOMMENDED

ADDITIONAL SCOPE SUMMARY

- Expanded Entry Plaza
- Exterior Building Improvements
- Expanded Premium Hospitality
- Additional Accessible Seating

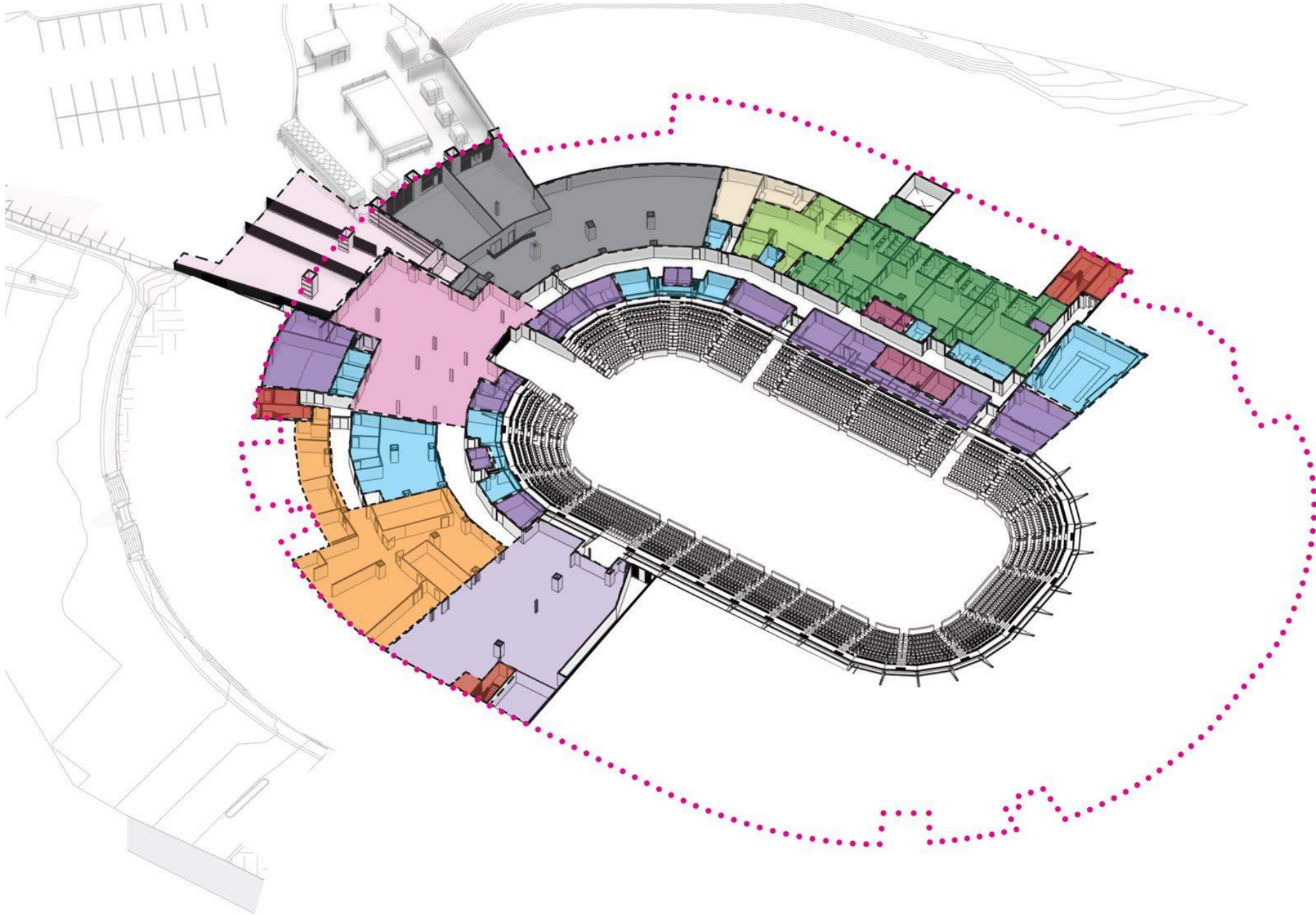
NOTES:

- Loading dock too small
- Marshalling area too small
- Not enough storage
- Outdated locker rooms/client spaces
- Not enough locker rooms
- Lack of employee amenities



LEGEND

- NEW CONCOURSE FOOTPRINT ABOVE
- KITCHEN
- TEAM SPACES
- DOCK/MARSHALLING
- OFFICE/FLEX
- BUILDING SUPPORT
- STORAGE
- TEAM SUPPORT
- VERT. CIRCULATION
- STAR ROOMS
- MEP



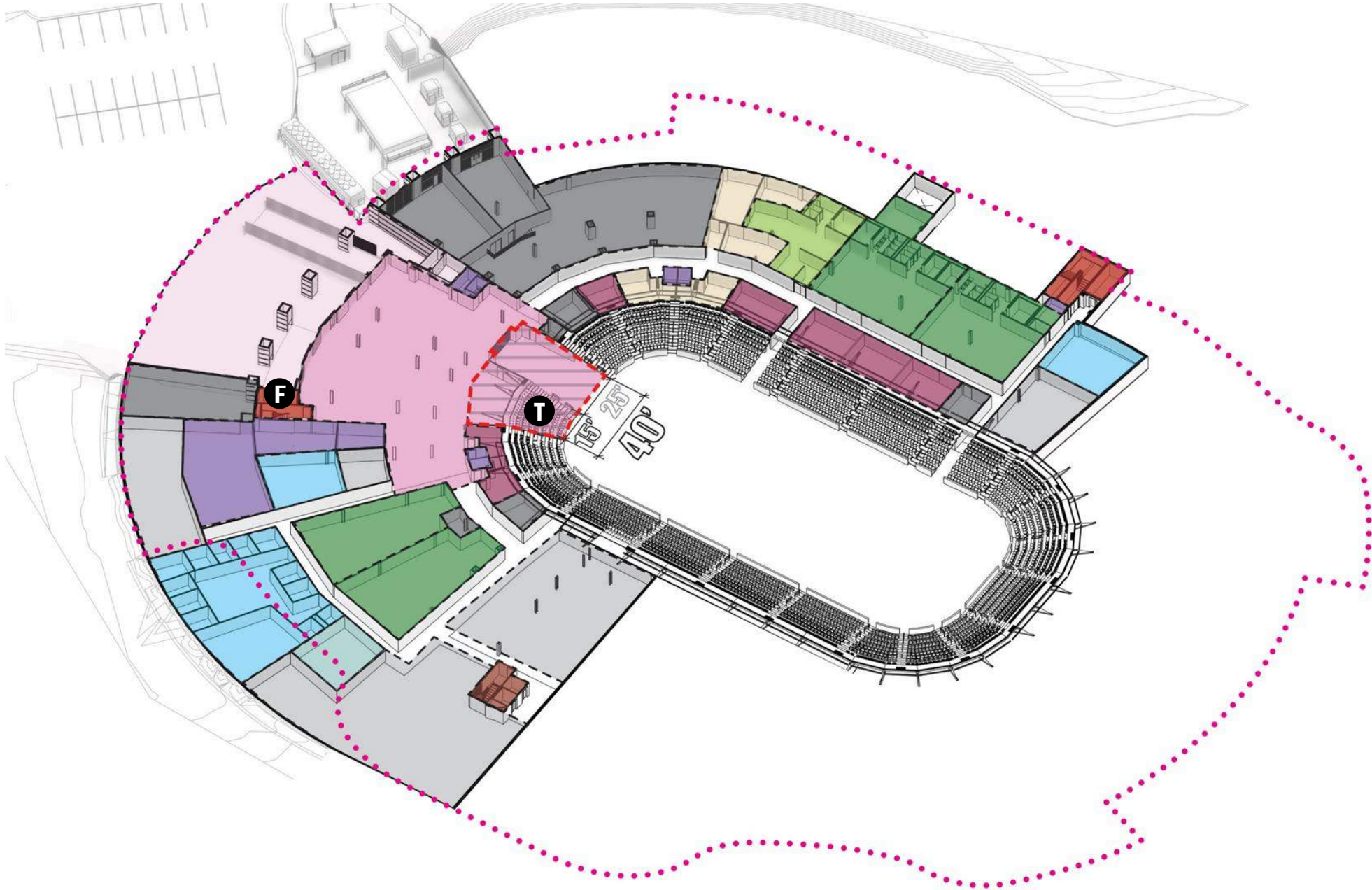
NOTES:

- Expanded loading dock.
- Expanded marshalling area.
- Additional storage areas.
- Additional locker rooms.
- Additional star/green rooms.



LEGEND

- NEW CONCOURSE FOOTPRINT ABOVE
- F** NEW FREIGHT ELEVATOR
- T** NEW TELESOPICS
- MEDIA SPACE
- TEAM SPACES
- DOCK/MARSHALLING
- OFFICE/FLEX
- BUILDING SUPPORT
- STORAGE
- TEAM SUPPORT
- VERT. CIRCULATION
- STAR ROOM/ SUPPORT
- MEP

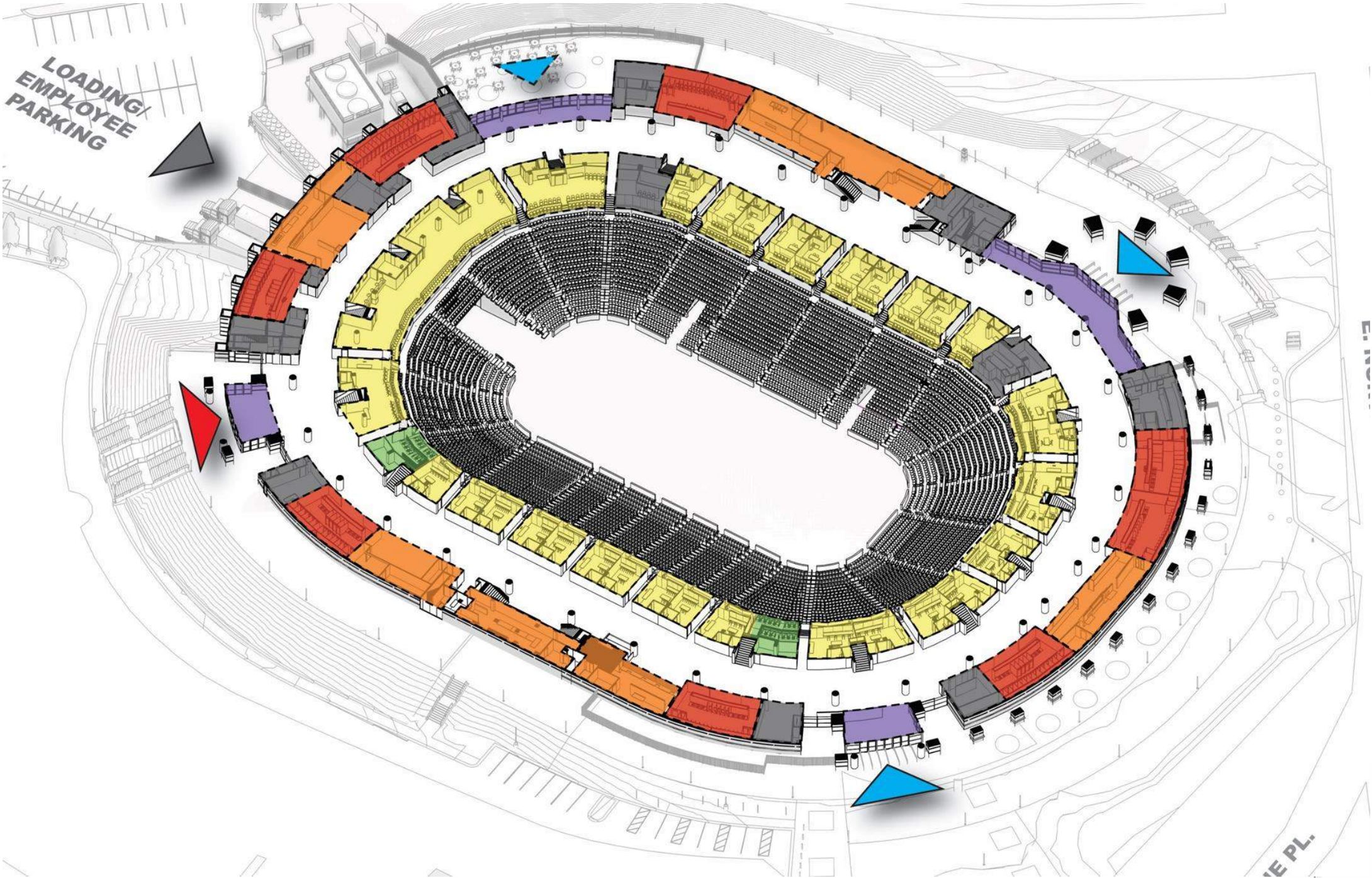


NOTES:

- No views into the bowl
- Very limited premium options
- Small entry lobbies
- Poor access to dedicated VIP entry
- Concourse congestion caused by portable food and beverage carts.

LEGEND

	ENTRY
	PREMIUM
	RR
	FOOD SERVICE
	SUPPORT
	ADA SEATING
	GA ENTRY
	VIP ENTRY
	LOADING DOCK

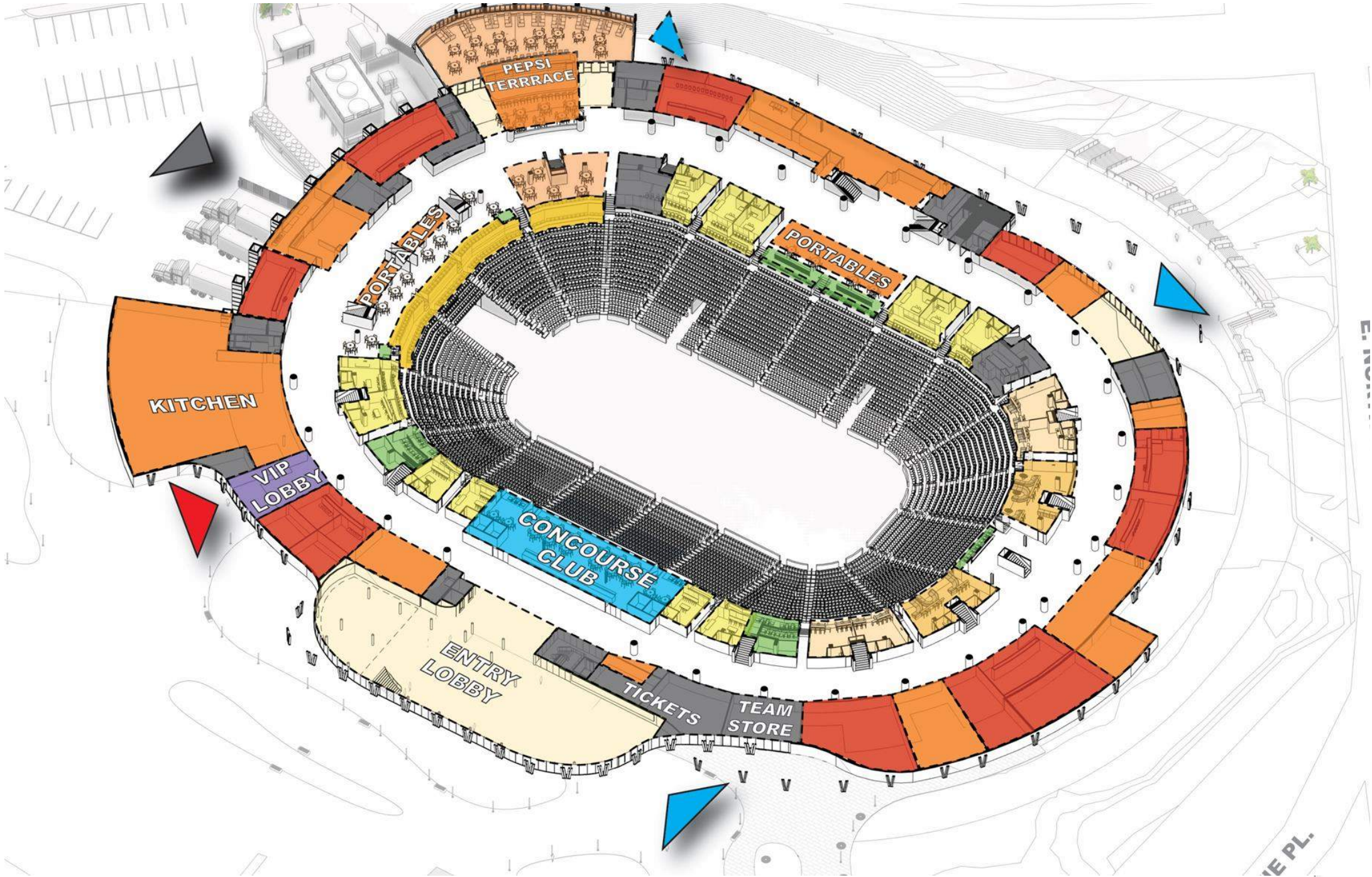


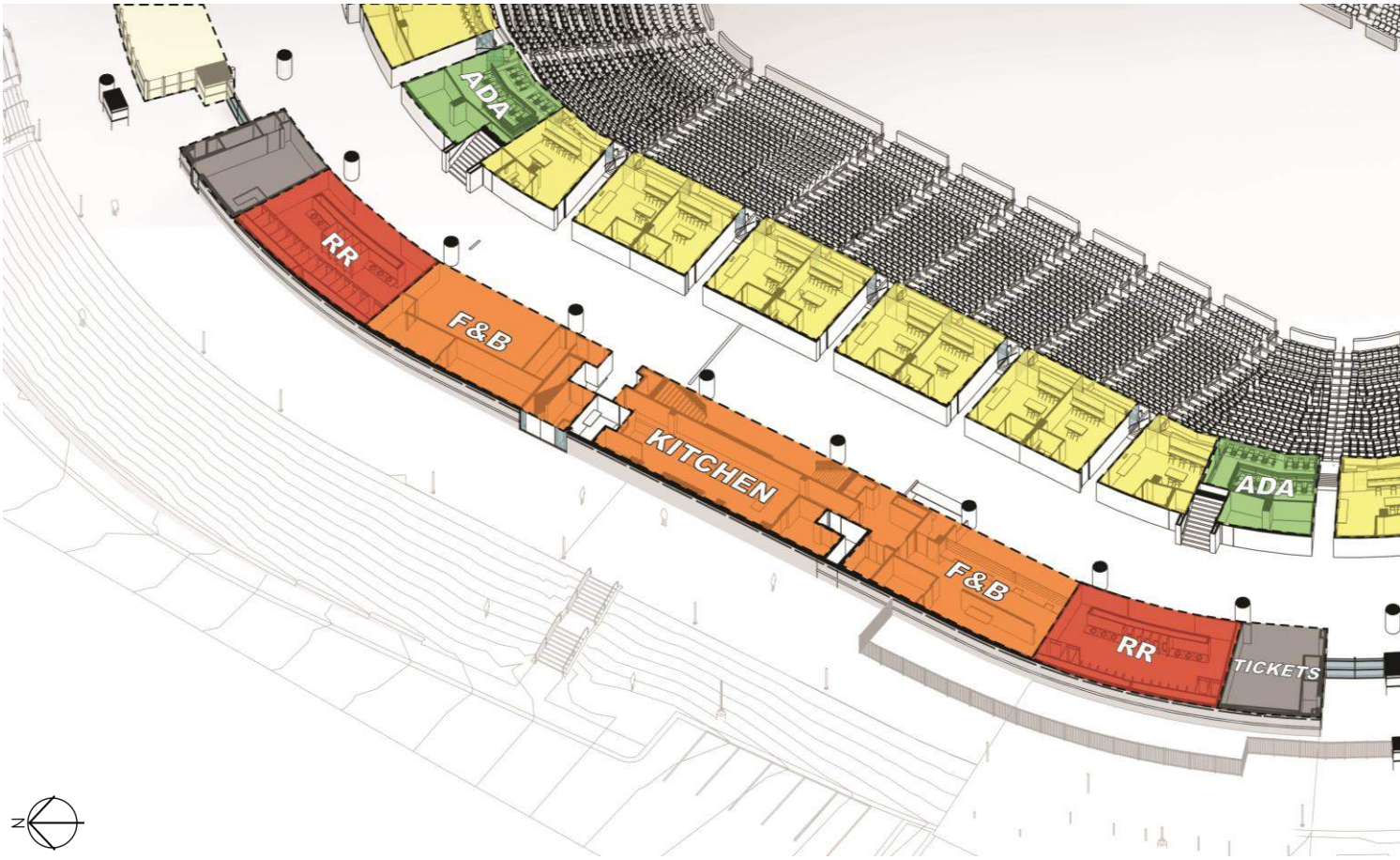
NOTES:

- New/expanded main entry lobby on west side.
- Dedicated VIP entry with improved access.
- New/relocated central kitchen.
- Expanded outdoor terrace.
- Expanded concessions and food service.
- Expanded restrooms and fan support.
- New premium hospitality experiences.
- Additional accessible seating.
- New concourse club.
- Views into the bowl from the concourse.
- Dedicated spaces for portable food and beverage carts alleviates concourse congestion.

 **LEGEND**

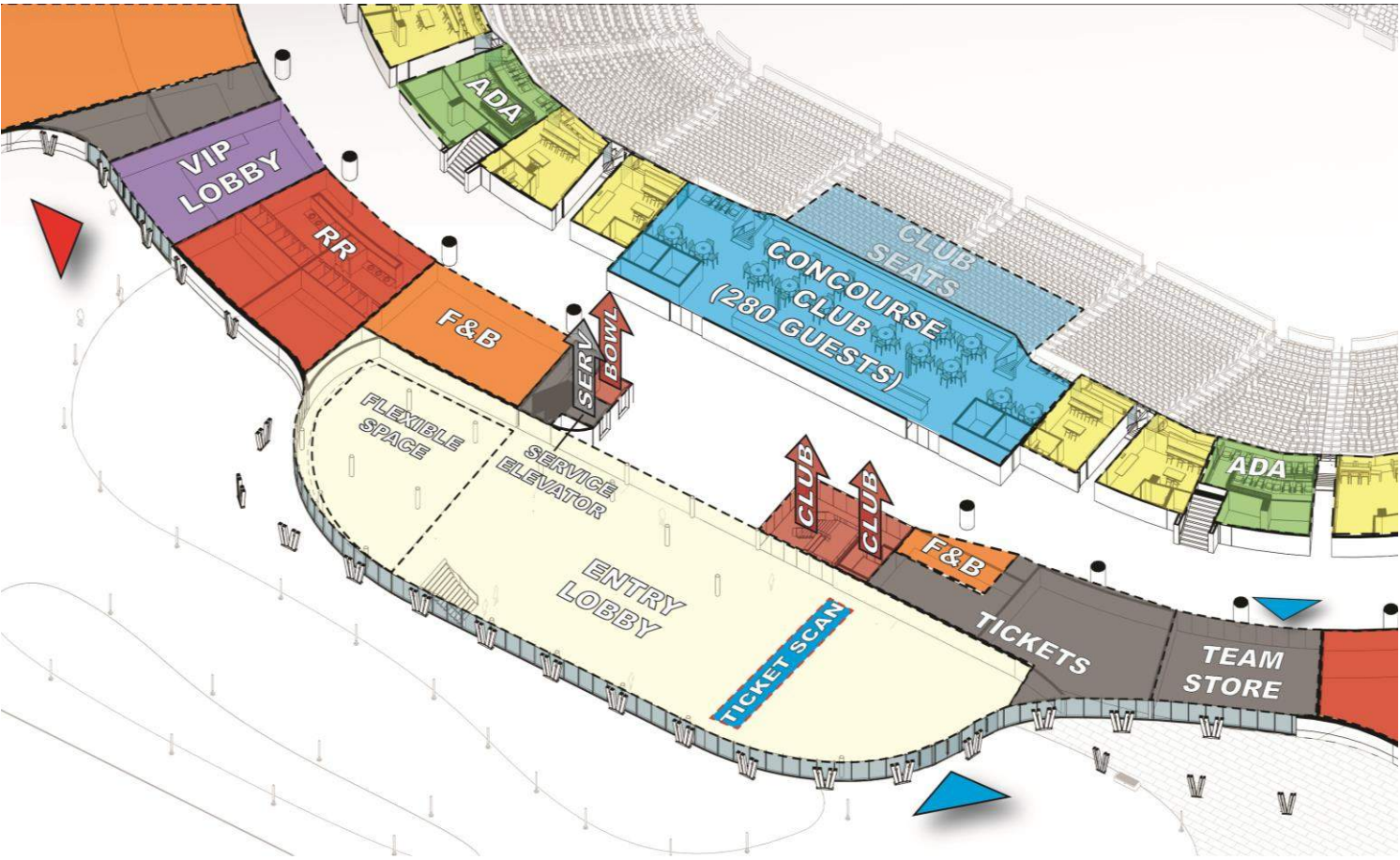
	ENTRY
	PREMIUM
	RR
	FOOD SERVICE
	SUPPORT
	ADA SEATING
	GA ENTRY
	VIP ENTRY
	LOADING DOCK





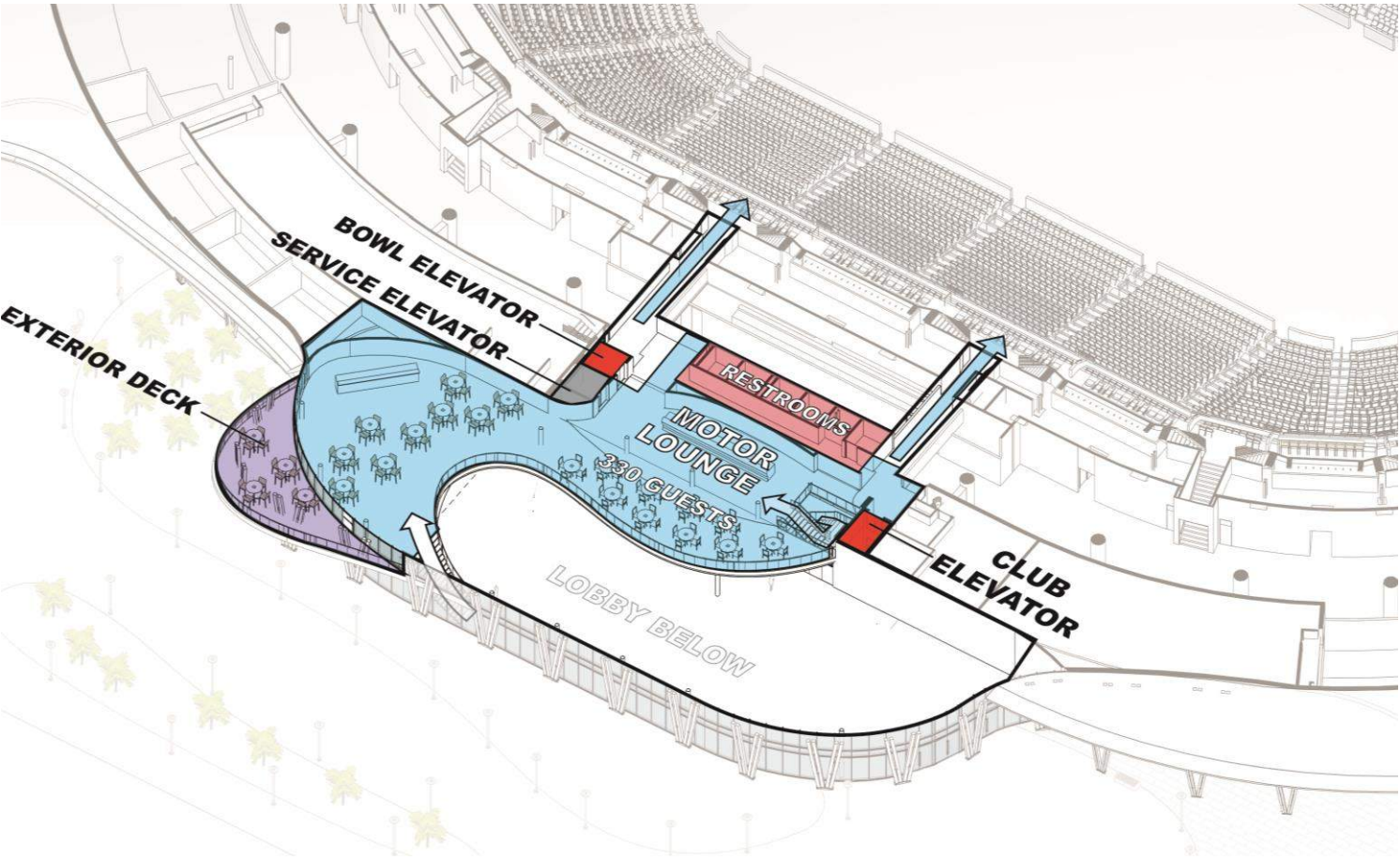
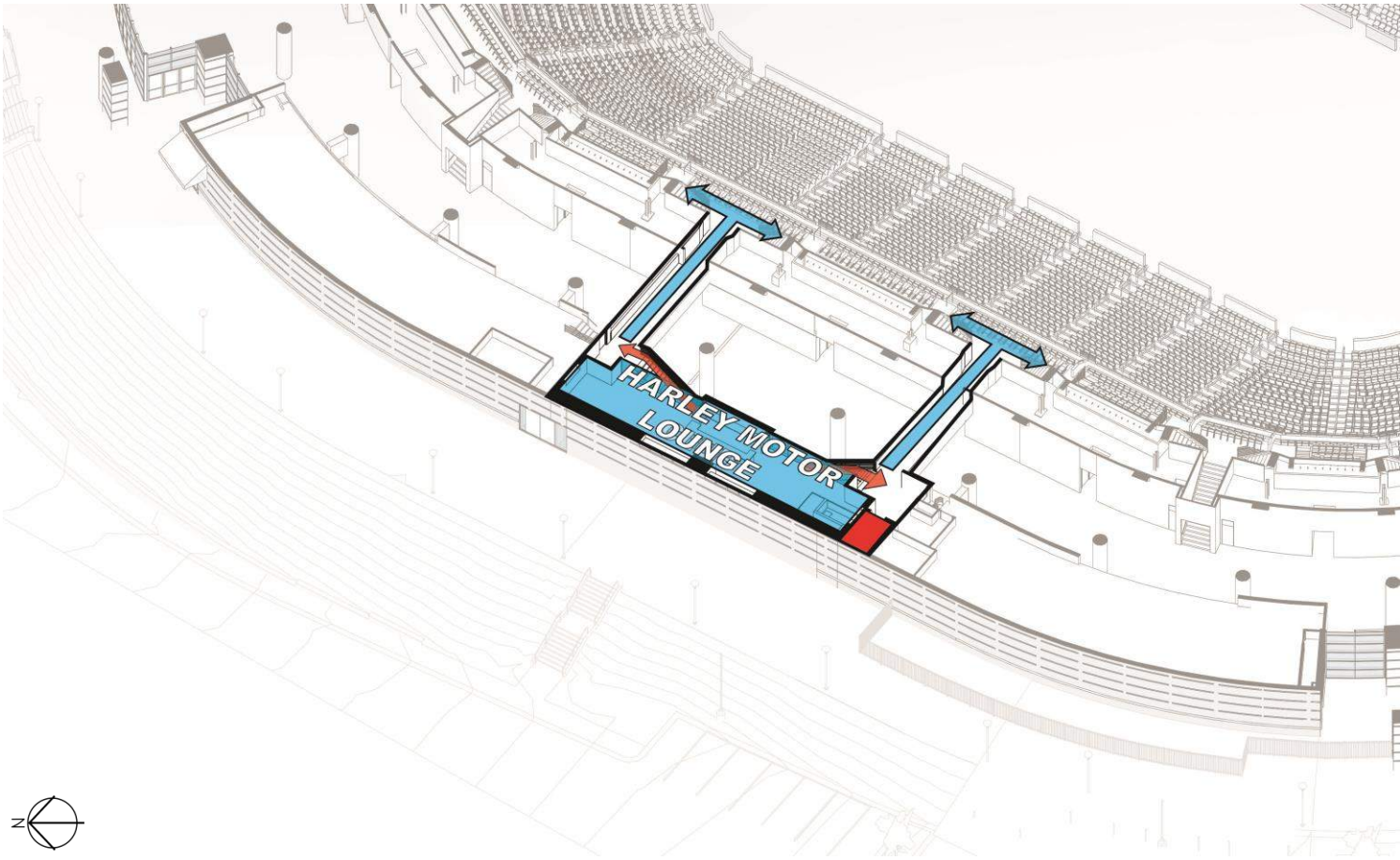
EXISTING WEST ELEVATION

- Small compressed concourse width.
- Insufficient kitchen size for food and beverage locations.
- No connection to site.
- No views into the bowl.
- No flexible space for events or merchandise.



PROPOSED / EXPANDED WEST ELEVATION (ENTRY LOBBY)

- Large, double height entry space.
- Flexible programmable space for events or merchandise set up.
- Large circulation point to concourse.
- New large concourse club with 280 guest capacity; useable for gameday and non-gameday needs.
- Space for security scanning and operations.
- Team store access from interior and exterior.
- Sponsorship opportunities

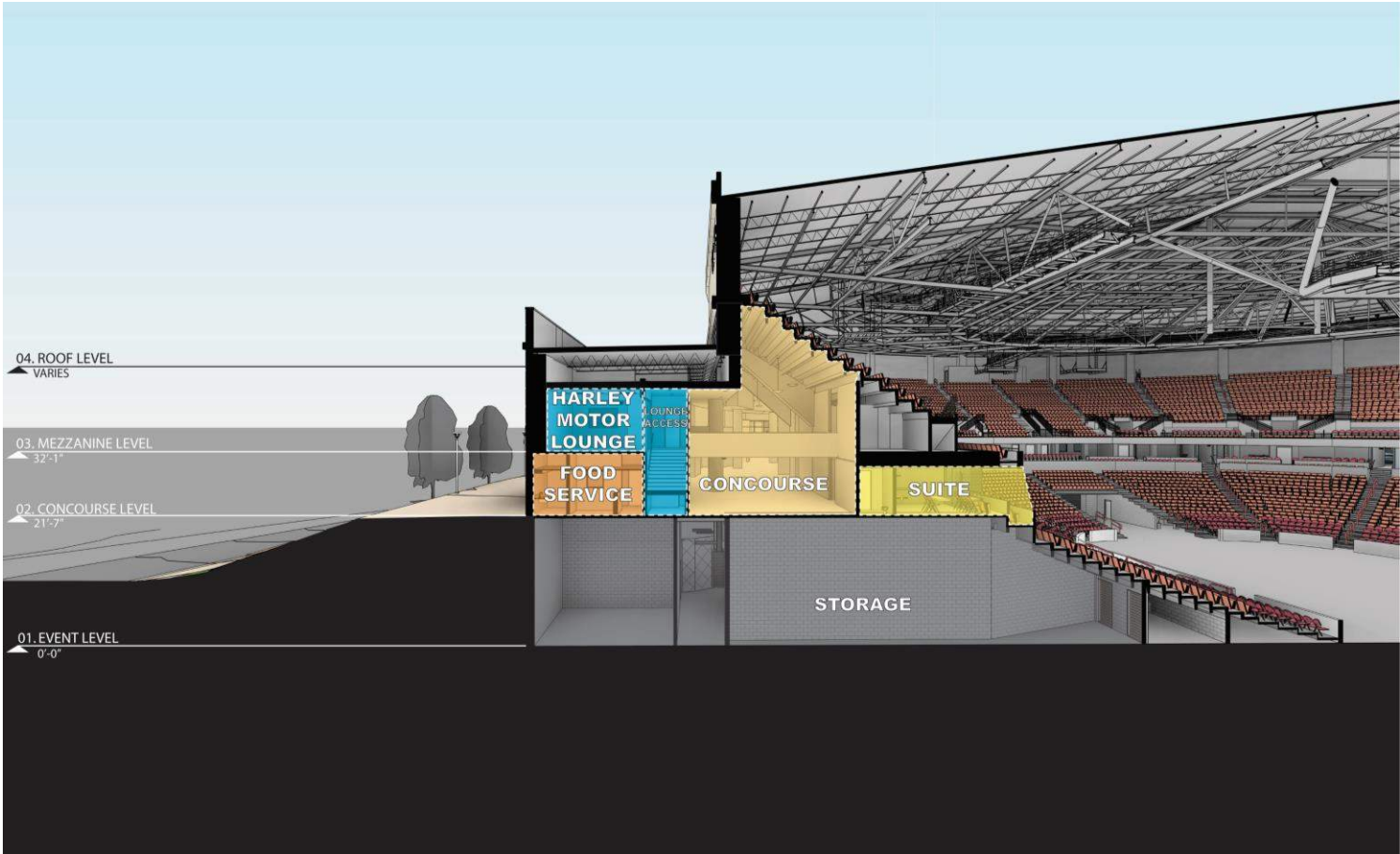


EXISTING MOTOR LOUNGE

- Poor views to exterior.
- Limited restroom access.
- Limited capacity for guests.
- Difficult wayfinding to Lounge

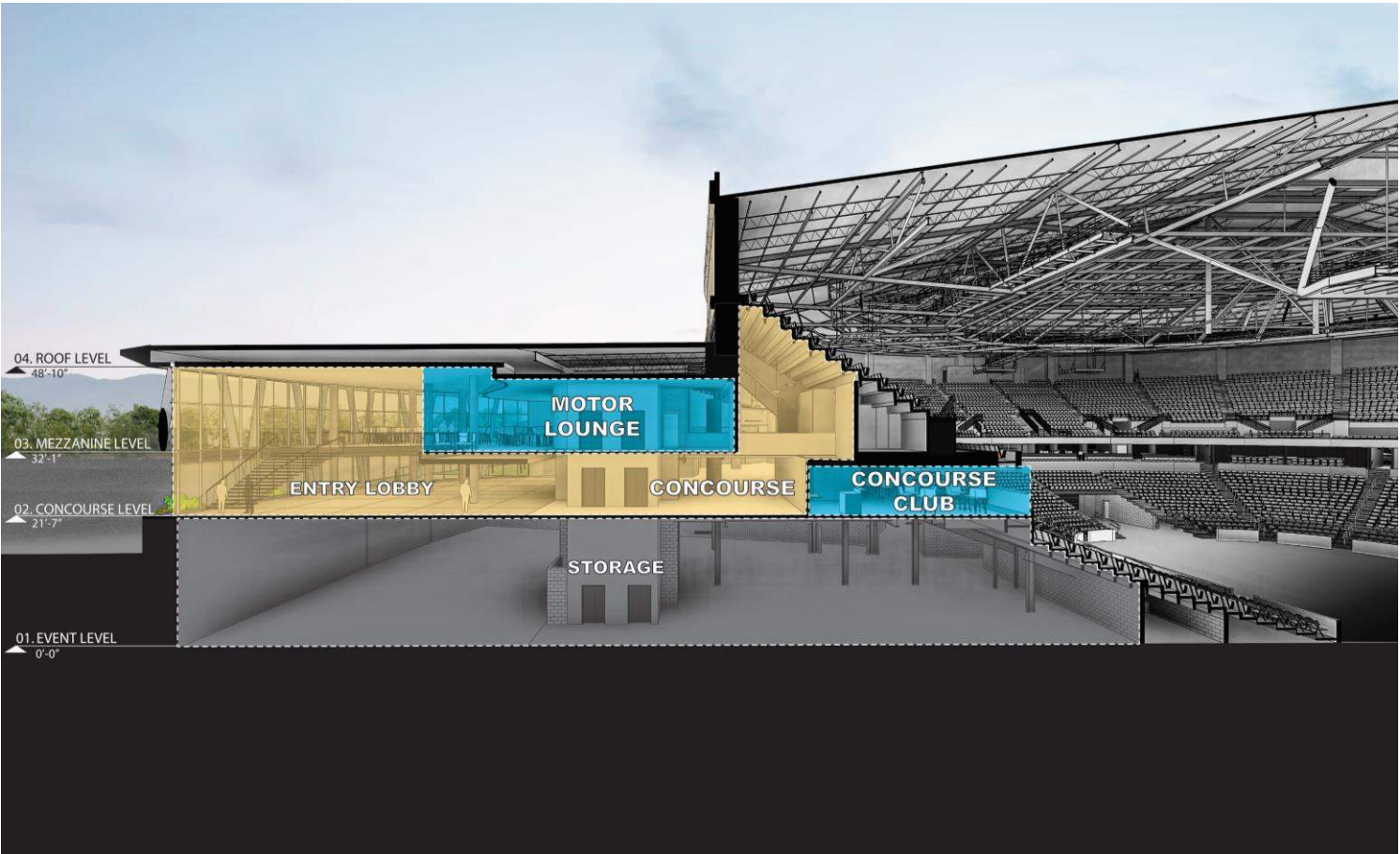
PROPOSED / EXPANDED MOTOR LOUNGE

- New lounge with over 300 guest capacity
- Dedicated restrooms
- Outdoor deck space
- Large glass façade with views from interior to exterior.
- Can be programmed to host events
- Dedicated vertical circulation
- Larger bar for food and beverage service



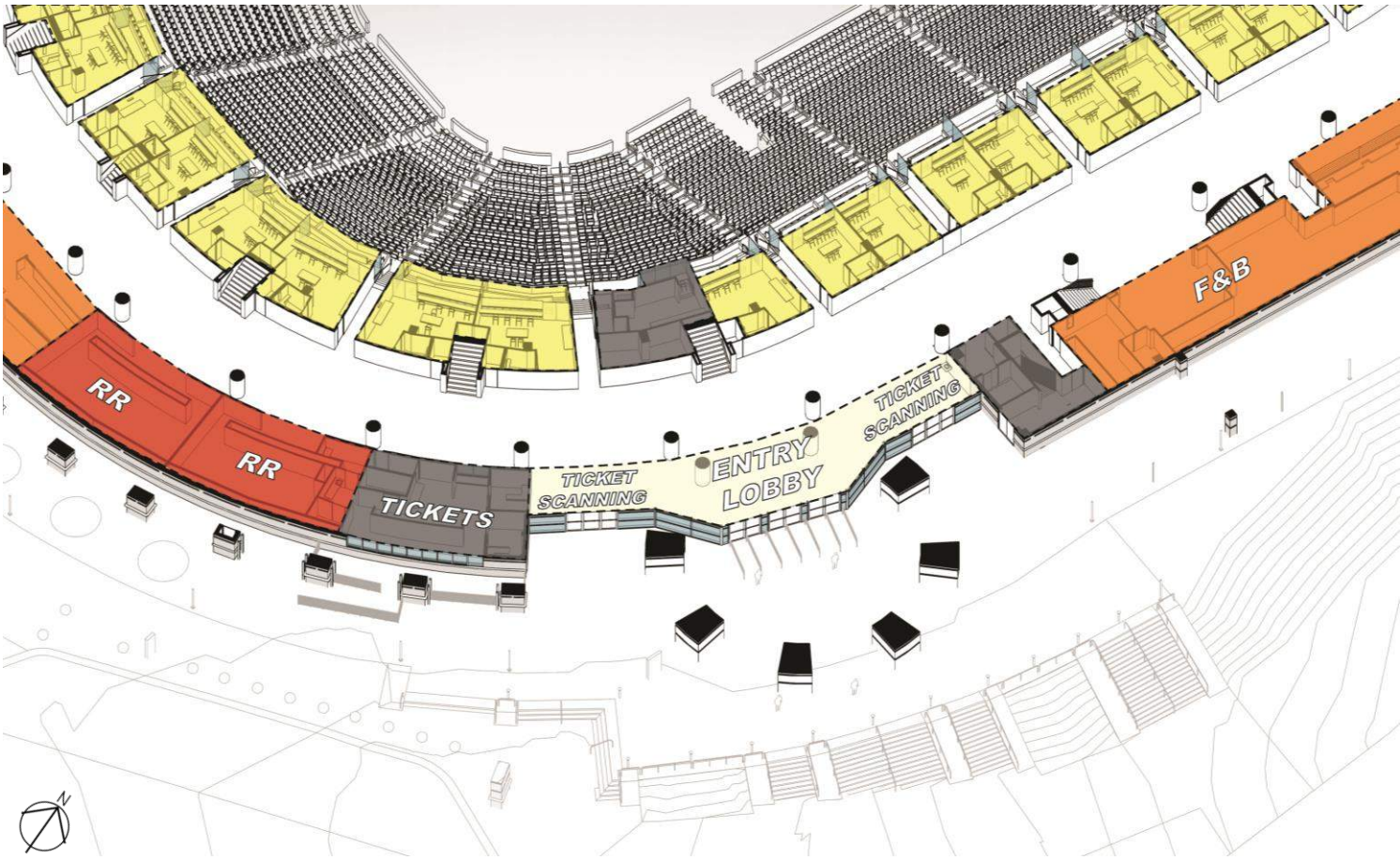
EXISTING WEST ELEVATION

- Limited access from concourse.
- Small and confined premium space.
- Limited number of guests. No engagement with exterior.



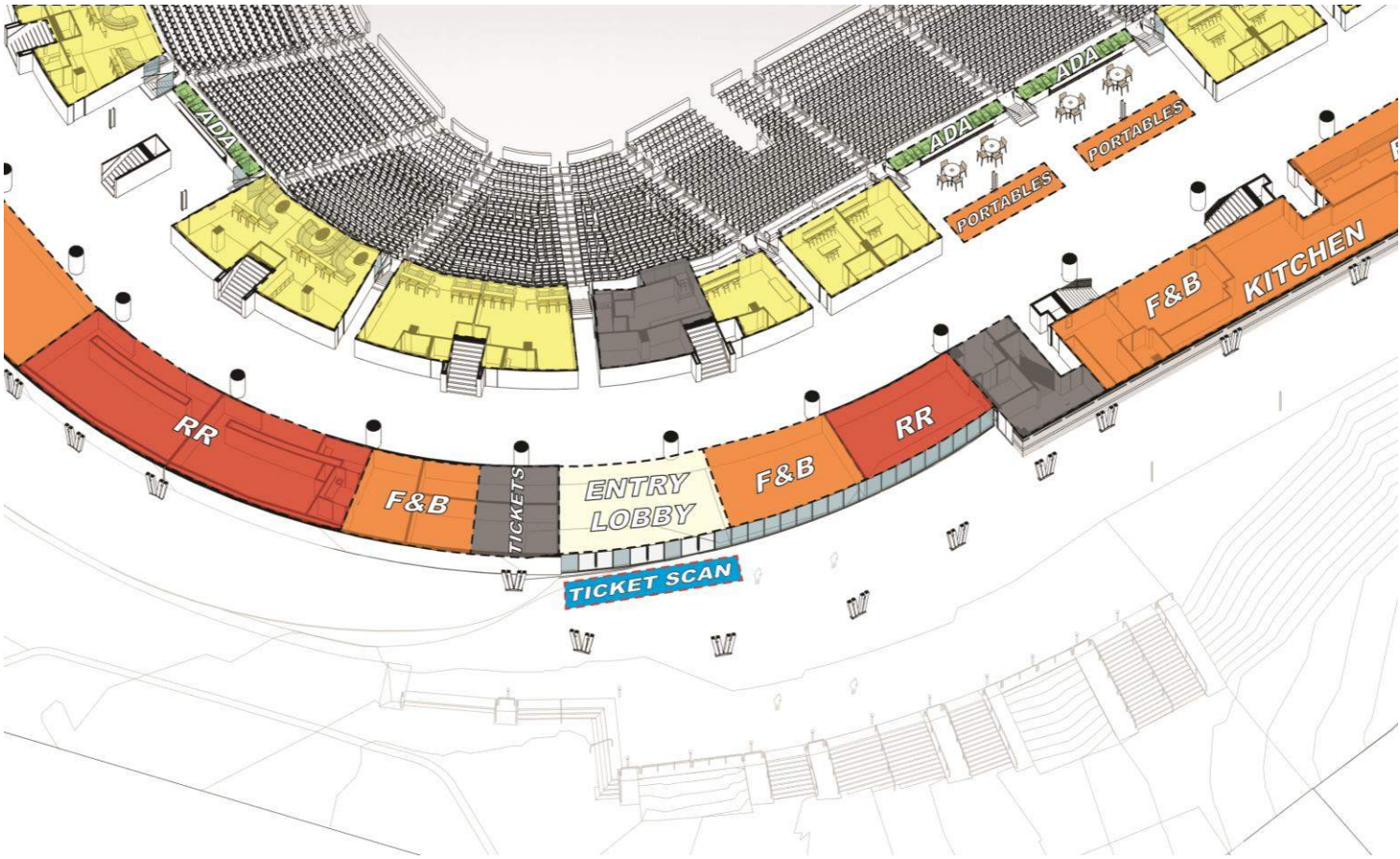
PROPOSED / EXPANDED WEST ELEVATION (ENTRY LOBBY)

- Lobby and lounge visually connected.
- Double height space.
- Entry lobby with ample amount of space to access main concourse.
- Views to exterior.



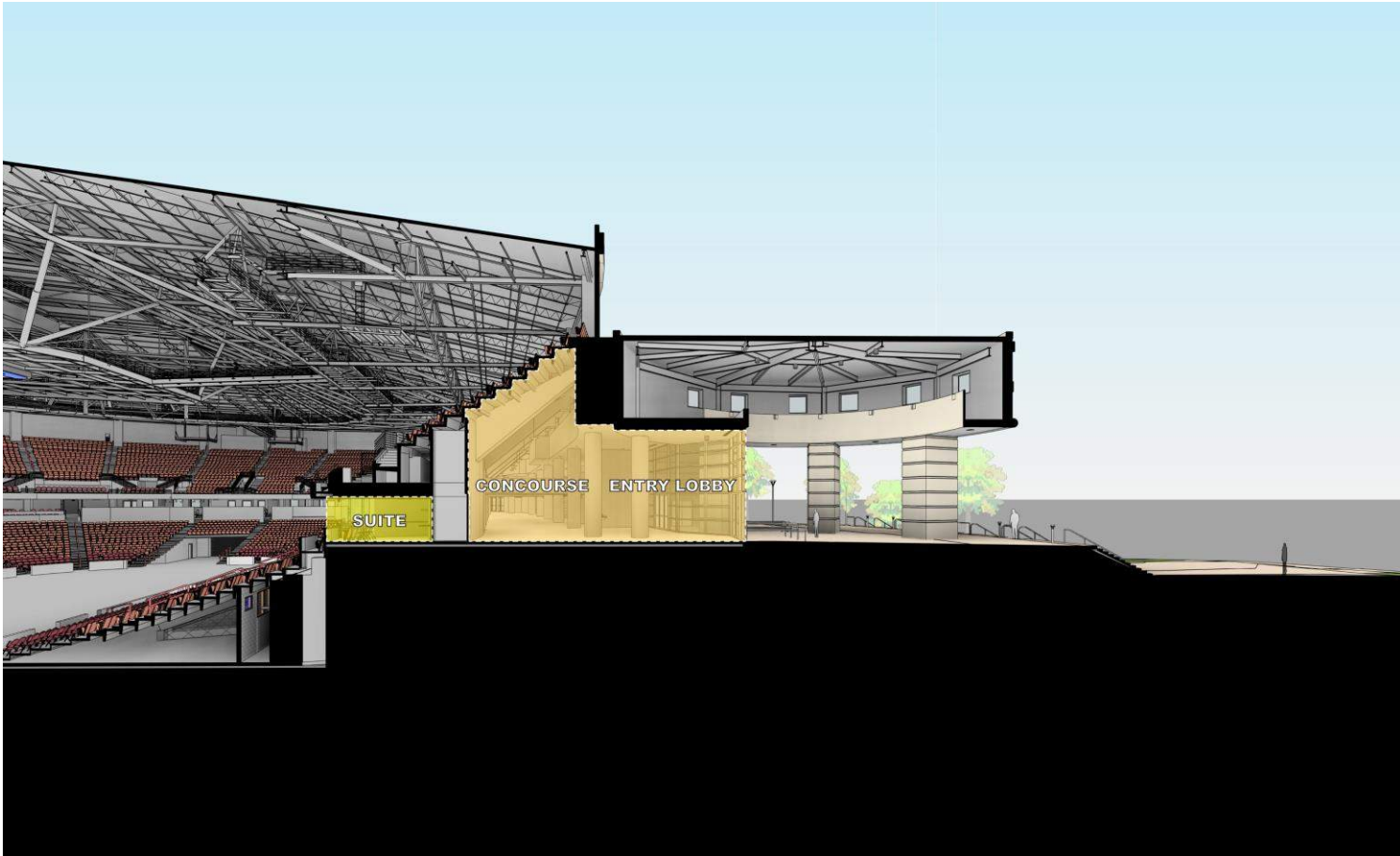
EXISTING EAST ENTRY

- Small, congested entry lobby.
- Difficult wayfinding from concourse.



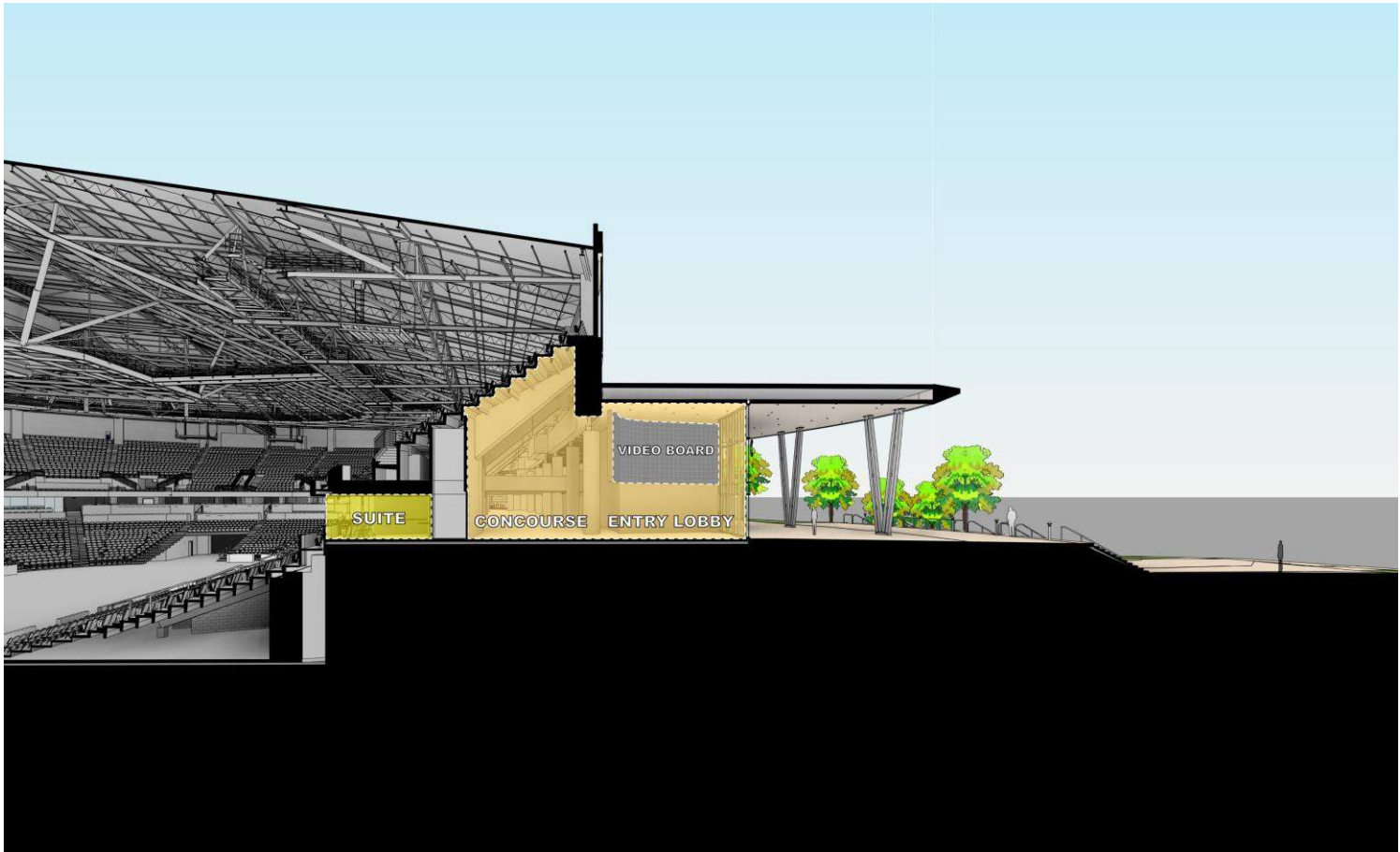
PROPOSED EAST ENTRY

- Covered outdoor for ticketing and security
- Immediate access to food and beverage, and restrooms
- Better visibility from interior to exterior.
- Sponsorship opportunities.



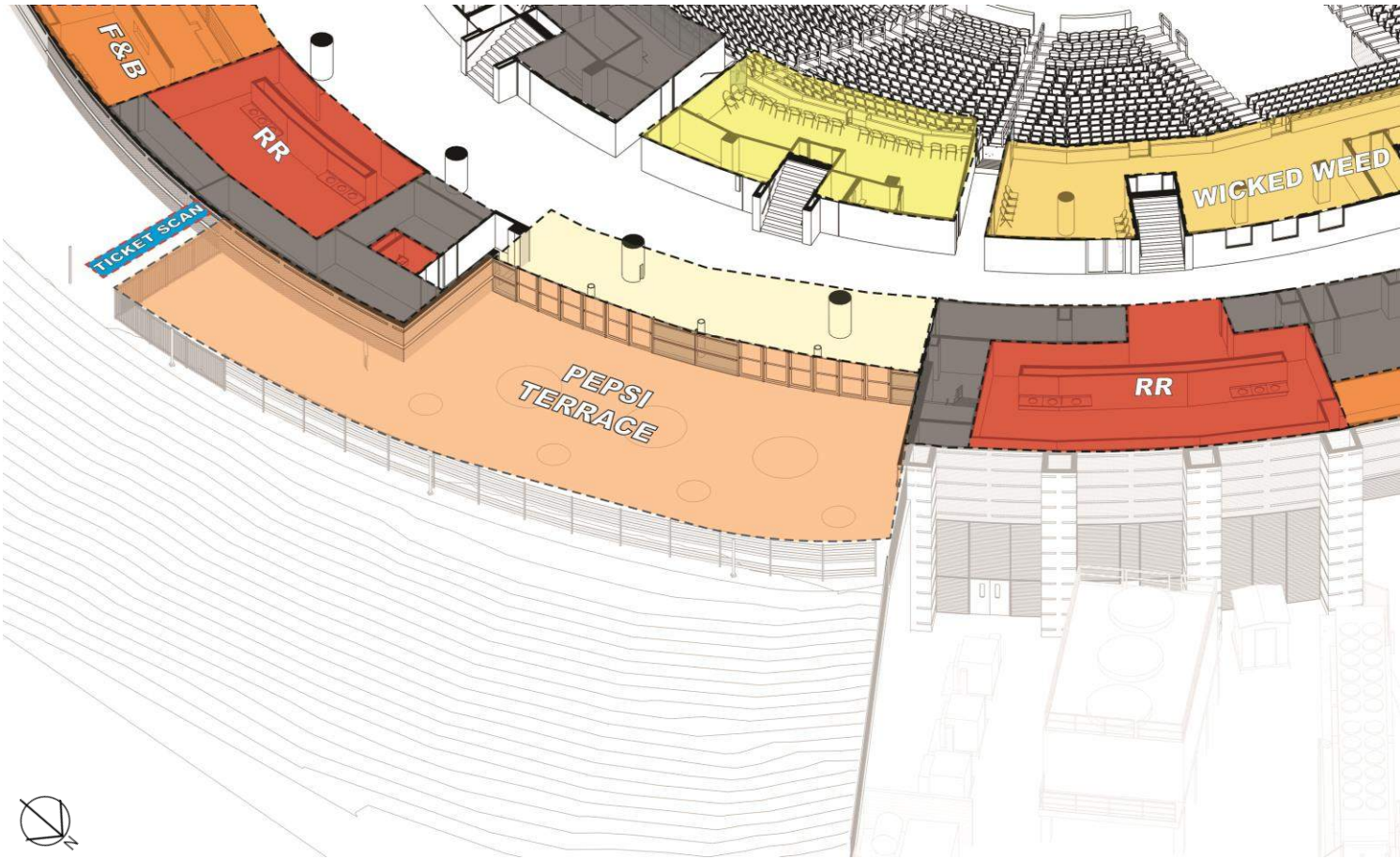
EXISTING EAST ENTRY

- Limited interior to exterior visibility.
- Outdated entry sequencing.
- Lobby is too small for number of guests entering.



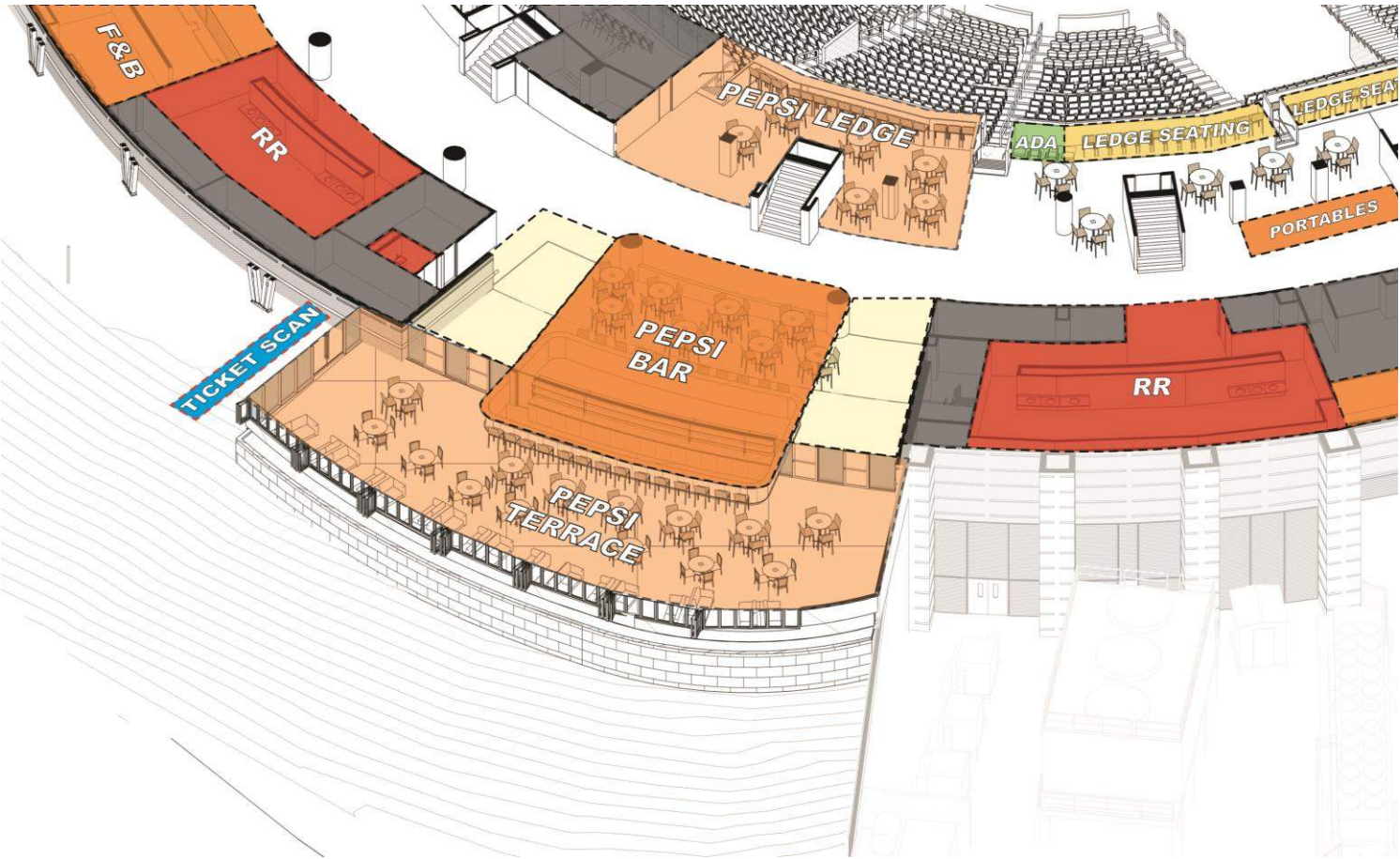
PROPOSED EAST ENTRY

- Expanded lobby for high traffic events.
- Sponsorship opportunities.
- Covered exterior space for ticketing and security.



EXISTING PEPSI TERRACE

- Limited service for food and beverage.
- Visual connection to loading dock area.
- Little to no connection to interior.
- Space use dependent on outdoor conditions.



PROPOSED / EXPANDED PEPSI TERRACE

- New bar for food and beverage.
- Indoor outdoor flexibility with operable window walls.
- No views to loading dock.
- Expanded deck for accommodating more guests.
- Interior Pepsi Ledge branded as an extension of the exterior space.
- Sponsorship opportunities
- Area can be separately ticketed.



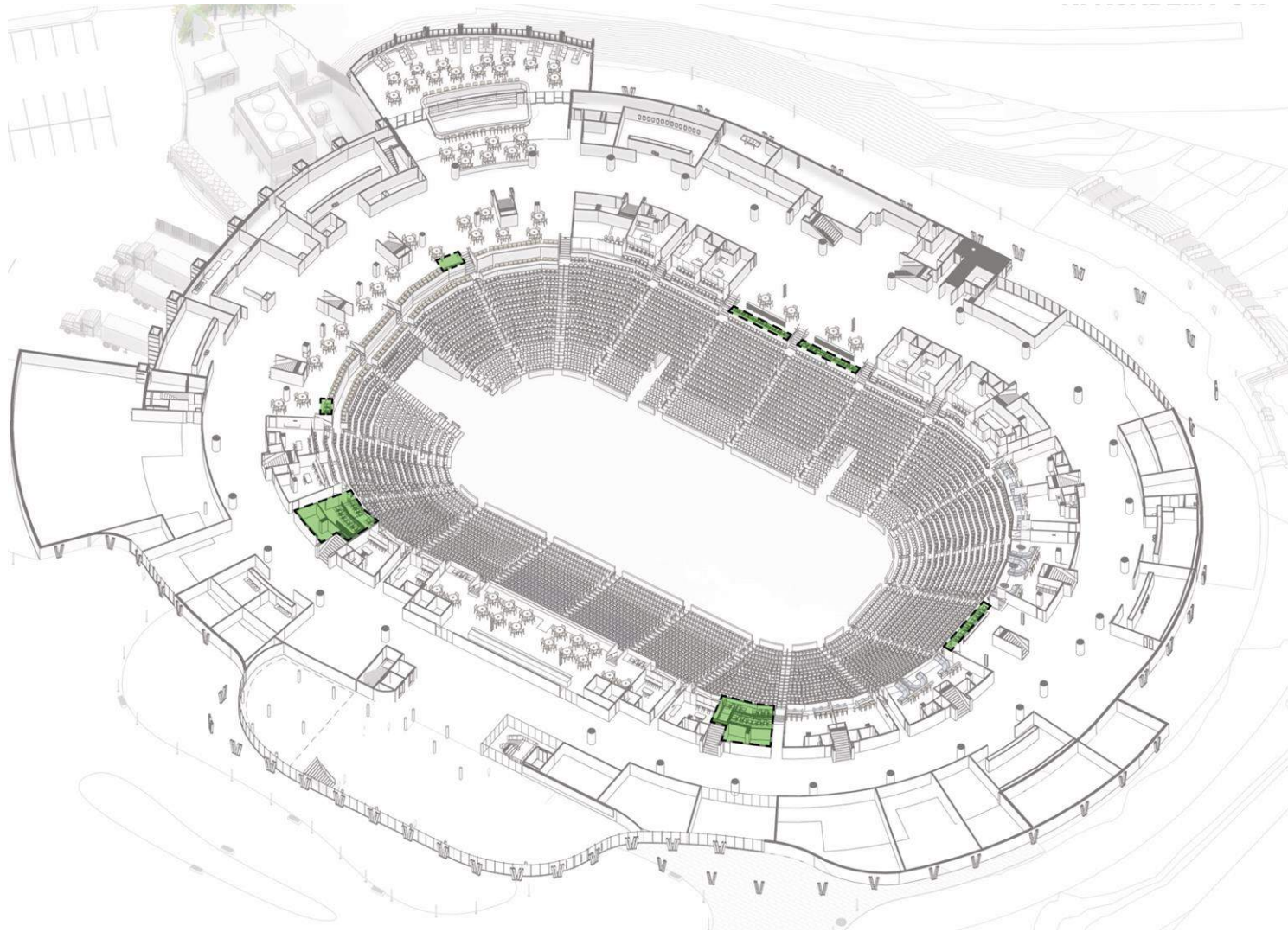
03.3

PREMIUM OFFERINGS

Bon Secours Wellness Arena has seen strong demand for premium seating. Its multi-year waitlist for new suite agreements indicates that there is demand for more premium opportunities than currently offered. Further diversifying the premium seating offerings and creating ultra-premium experiences would allow the arena to satisfy the demand for more customer segments.

Additionally, by offering premium seating products with varying sizes, levels of amenities, and pricing, the arena will be better able to accommodate the preferences of different customer segments, thus increasing revenue potential. As a means of assessing demand in the marketplace for various premium seating products, CSL conducted a premium seating targeted survey.

The following pages provide a summary of the data received from the online survey.



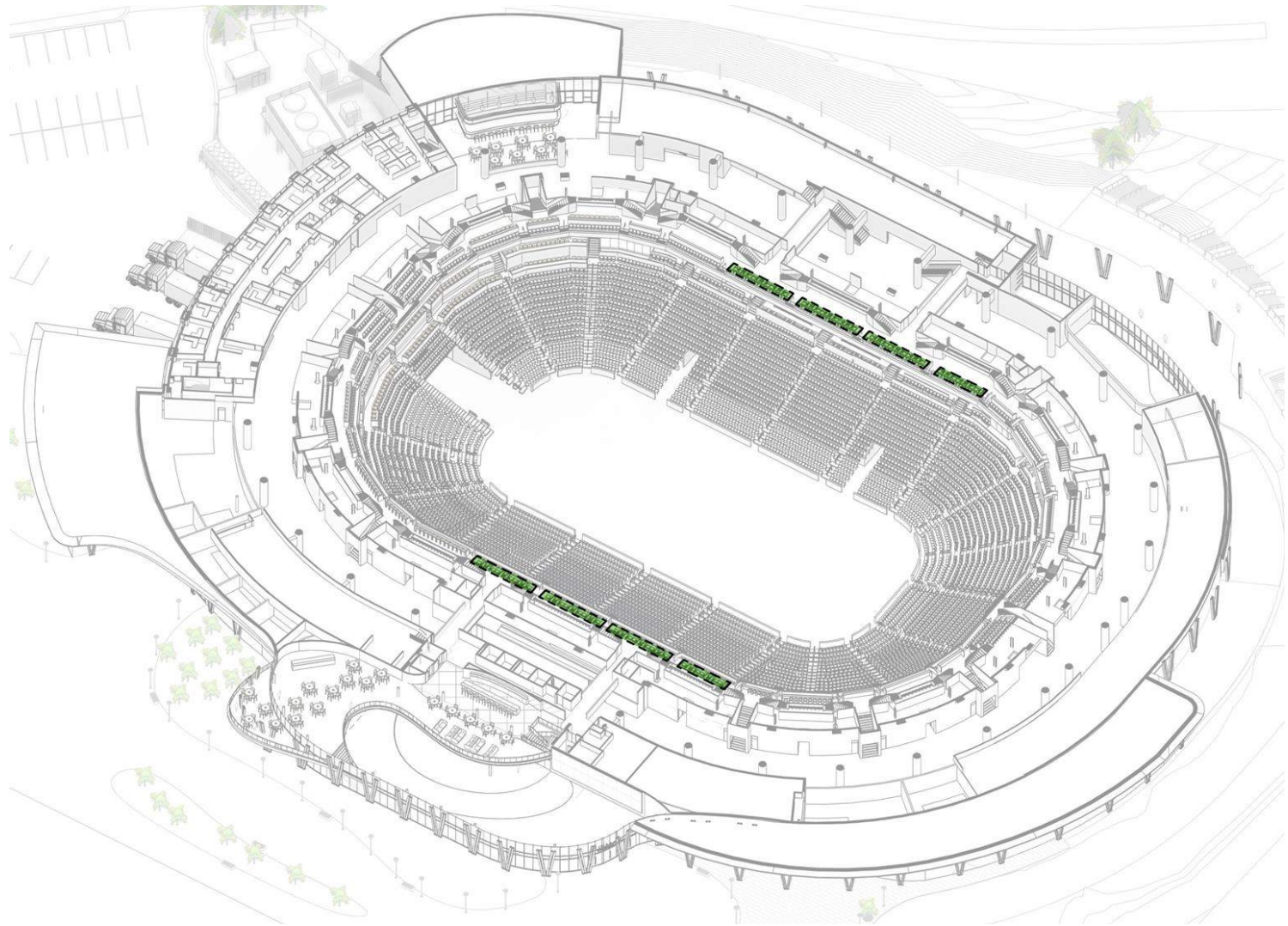
**CONCOURSE WHEELCHAIR POSITIONS
ANALYSIS TO 2010 ADA STANDARDS FOR ACCESSIBLE DESIGN**

WHEELCHAIR POSITIONS	14	34
COMPANION SEATS	14	34

TARGET: 20 ADDITIONAL POSITIONS

SEAT COUNT IMPACT

- (6) SUITES



**MEZZANINE WHEELCHAIR POSITIONS
ANALYSIS TO 2010 ADA STANDARDS FOR ACCESSIBLE DESIGN**

WHEELCHAIR POSITIONS	33	44
COMPANION SEATS	33	44

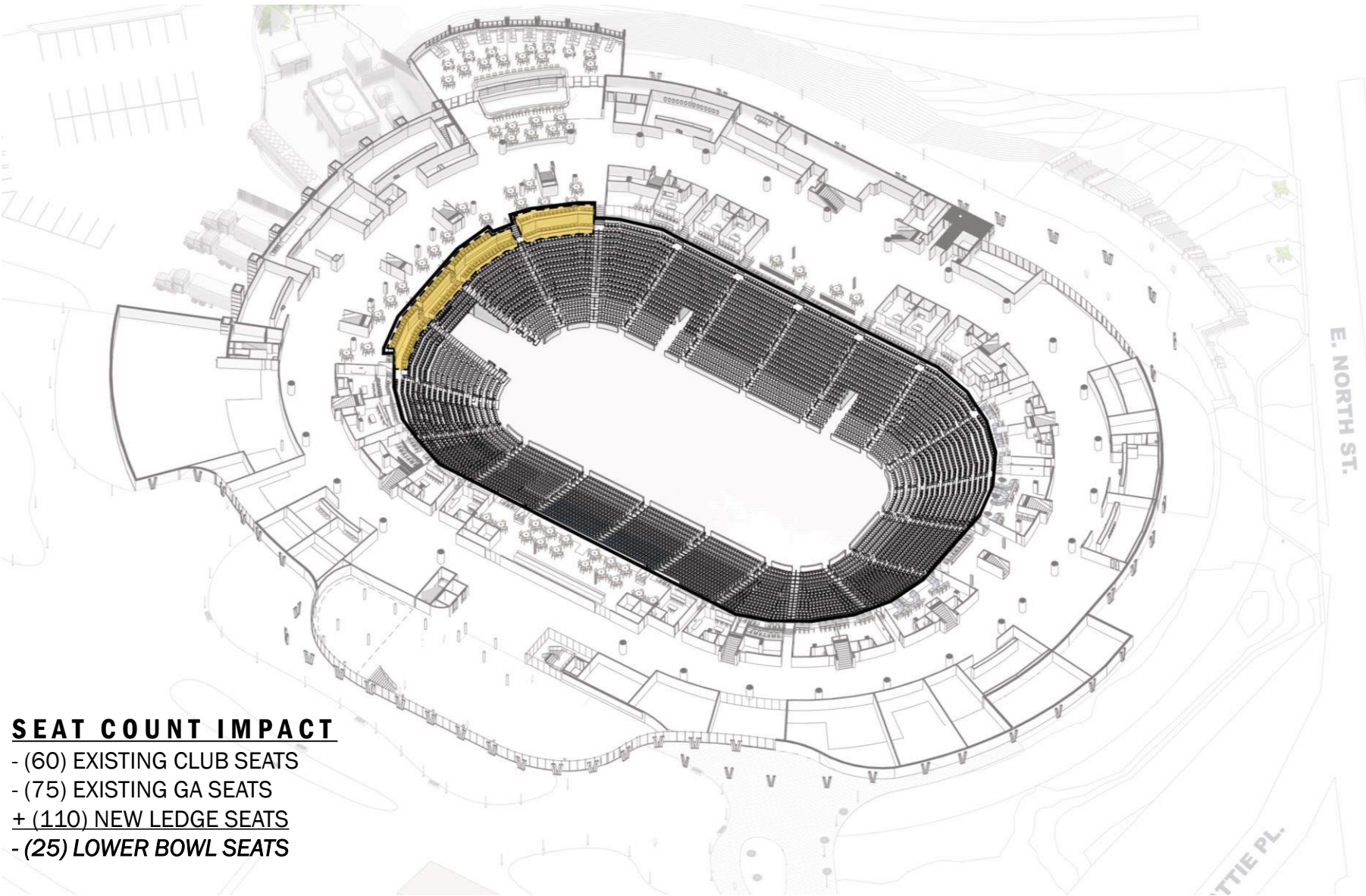
TARGET: 11 ADDITIONAL POSITIONS

SEAT COUNT IMPACT

- (60) SUITES

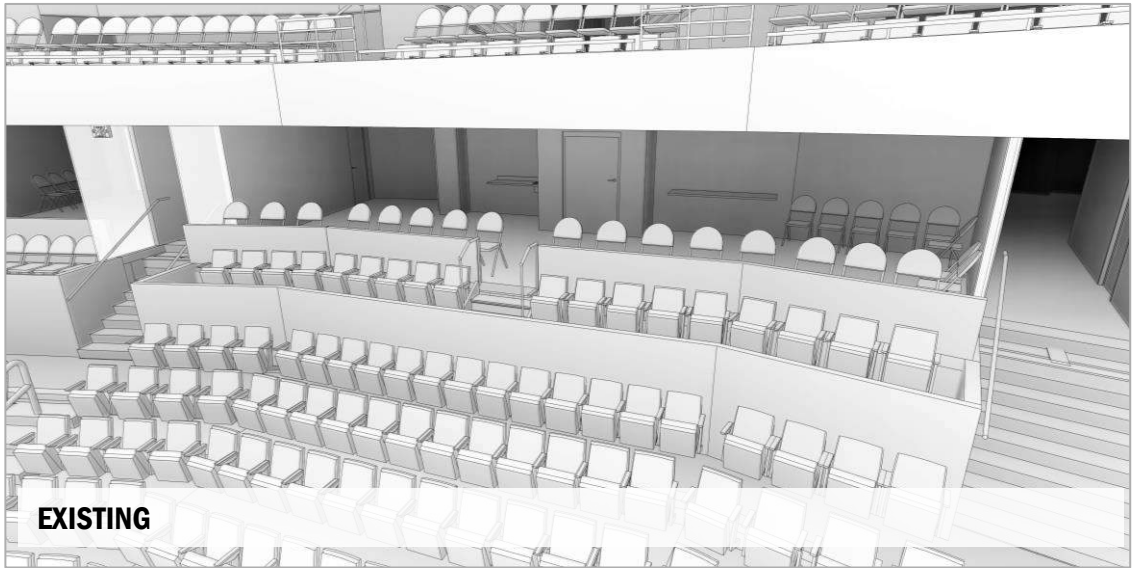
Seating Product	TESTED PRICES				SURVEY DEMAND (Favorable Responses)		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Ledge Seats	\$1,000	\$750	\$500		760	904	1,447
Lower Bowl Club Seats	\$3,000	\$2,250	\$1,500		280	280	594
Semi-Private Suites	\$30,000	\$25,000	\$20,000		7	7	15
Super Suite Seats	\$9,000	\$7,500	\$6,000		0	0	0
Bunker Suites	\$90,000	\$75,000	\$60,000		0	0	0
Event-by-Event Small Group	\$1,800 to \$3,600	\$1,800 to \$3,600	\$1,800 to \$3,600		13	13	13
Total	--	--	--		1,060 (people responded favorably to the High Price Options)	1,204 (people responded favorably to the Mid Price Options)	2,069 (people responded favorably to the Low Price Options)

Including the Purposeful Engagement Methodologies cited in the Community Engagement section, **CSL conducted two additional market surveys**, a smaller community survey and a targeted premium product survey sent only to select individuals in the Bon Secours Wellness Arena database,. The premium survey received 118 completes while the community survey received 917 completes. Estimated survey demand for new premium products ranges from 1,060 to 2,069 seats with notable interest in ledge seating, club seating and small group boxes. The full results of the premium survey are shown above and broken down in more detail on the following pages.

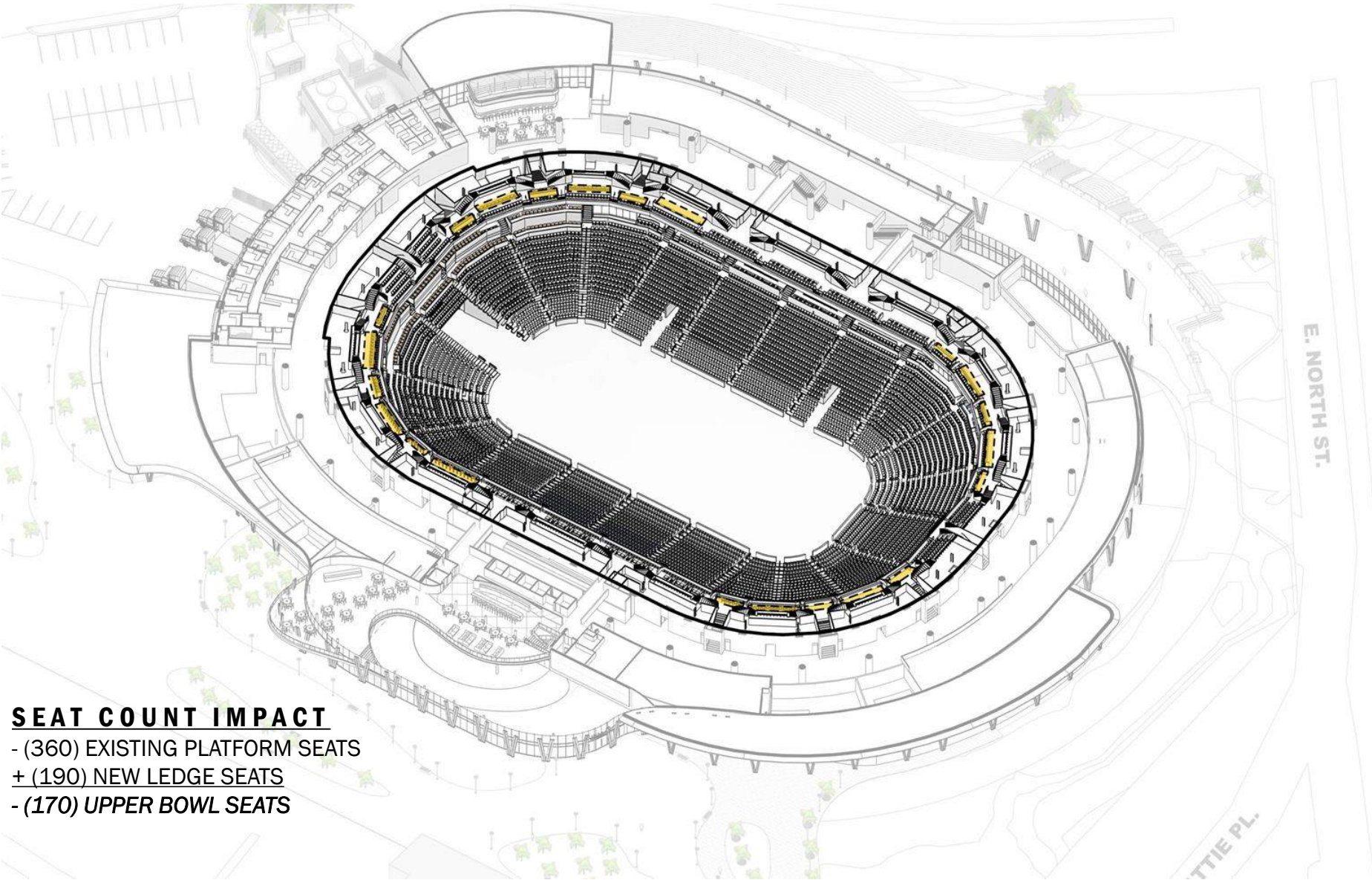


SEAT COUNT IMPACT

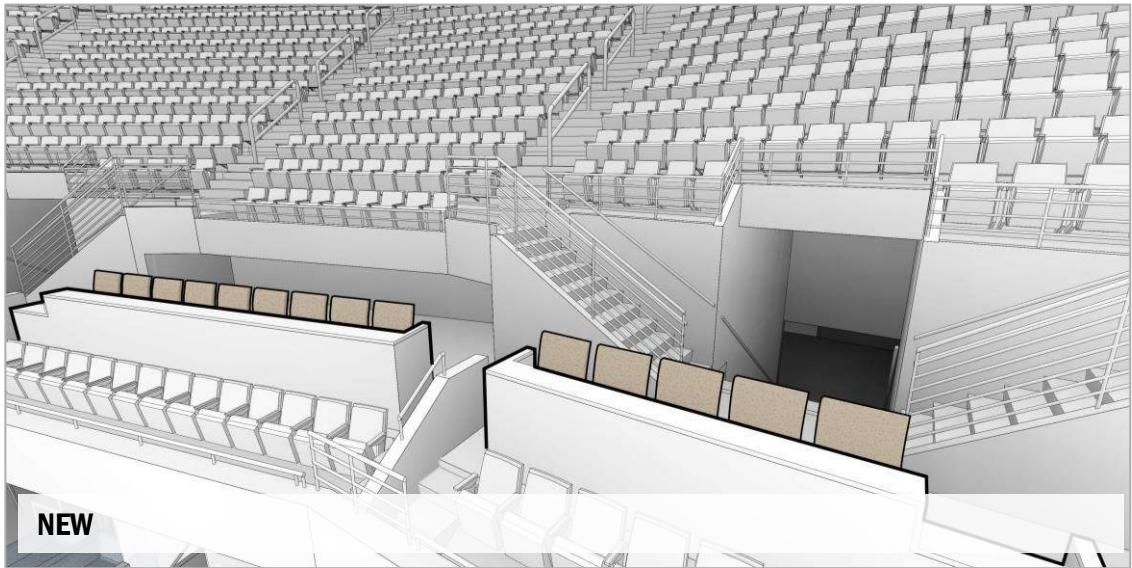
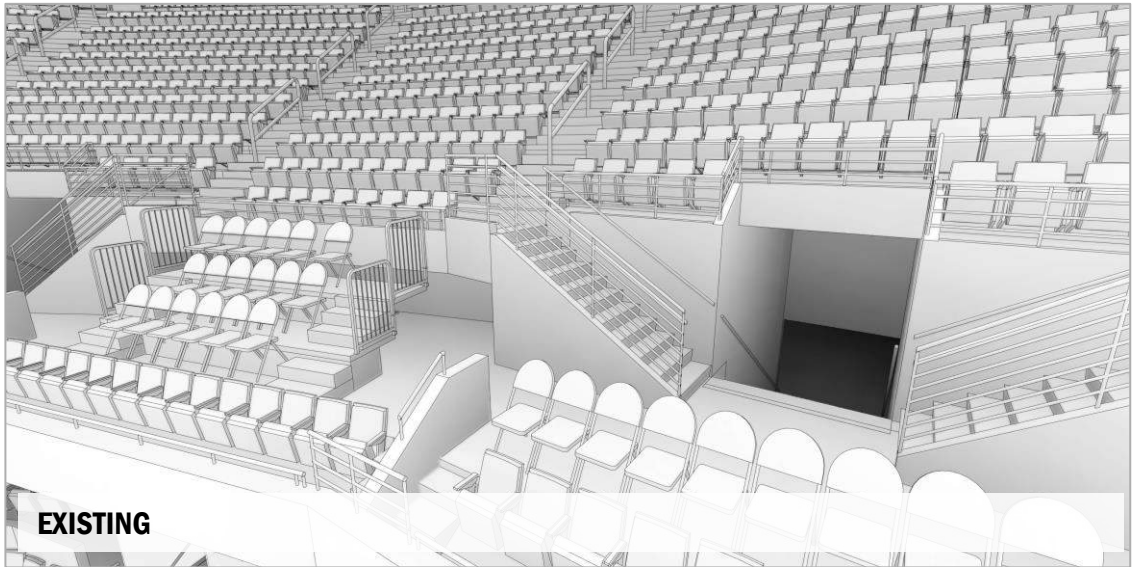
- (60) EXISTING CLUB SEATS
- (75) EXISTING GA SEATS
- + (110) NEW LEDGE SEATS
- (25) LOWER BOWL SEATS



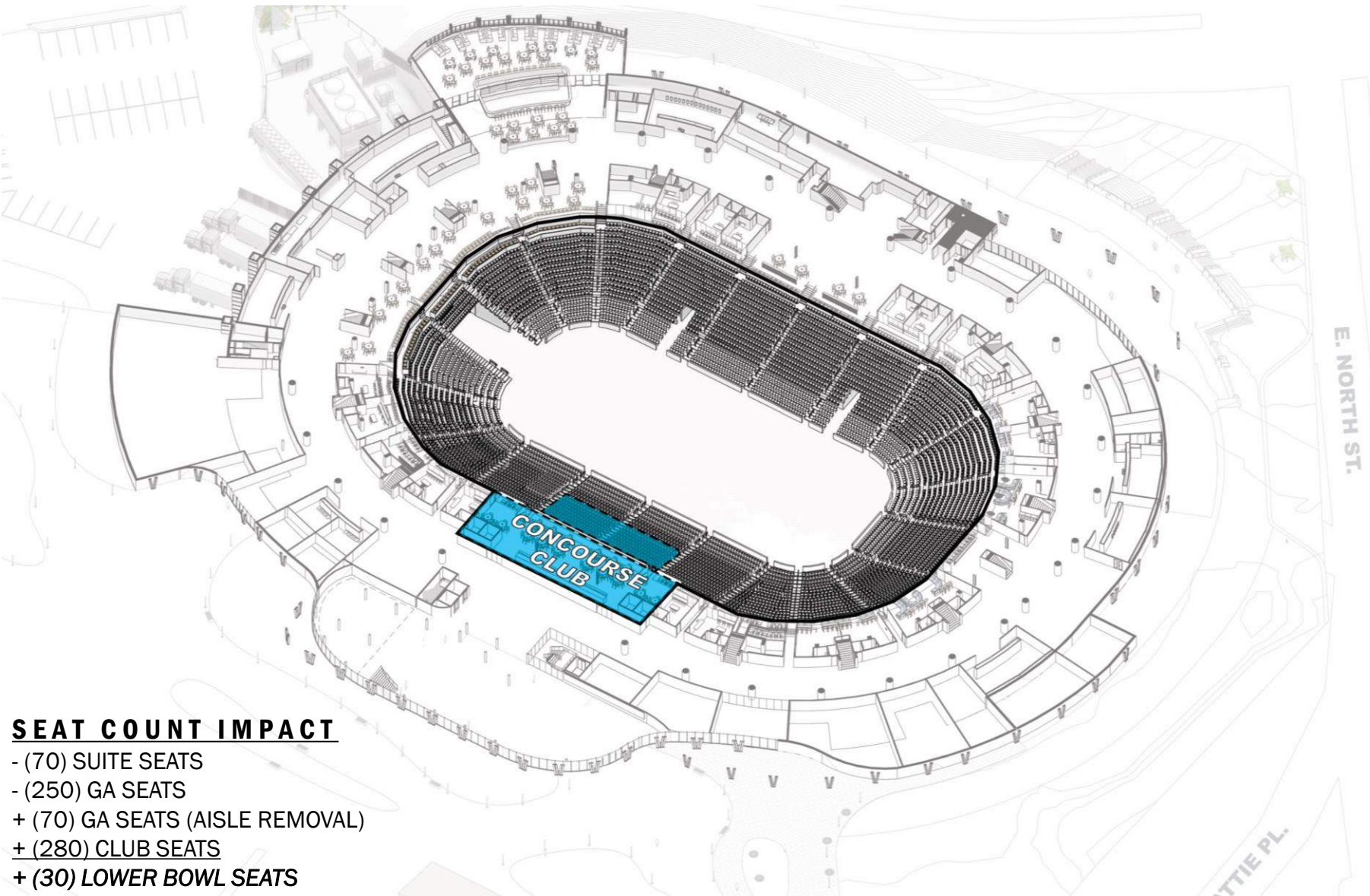
Seating Product	TESTED PRICES				SURVEY DEMAND		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Ledge Seats	\$1,000	\$750	\$500		760	904	1,447



SEAT COUNT IMPACT
- (360) EXISTING PLATFORM SEATS
+ (190) NEW LEDGE SEATS
- (170) UPPER BOWL SEATS

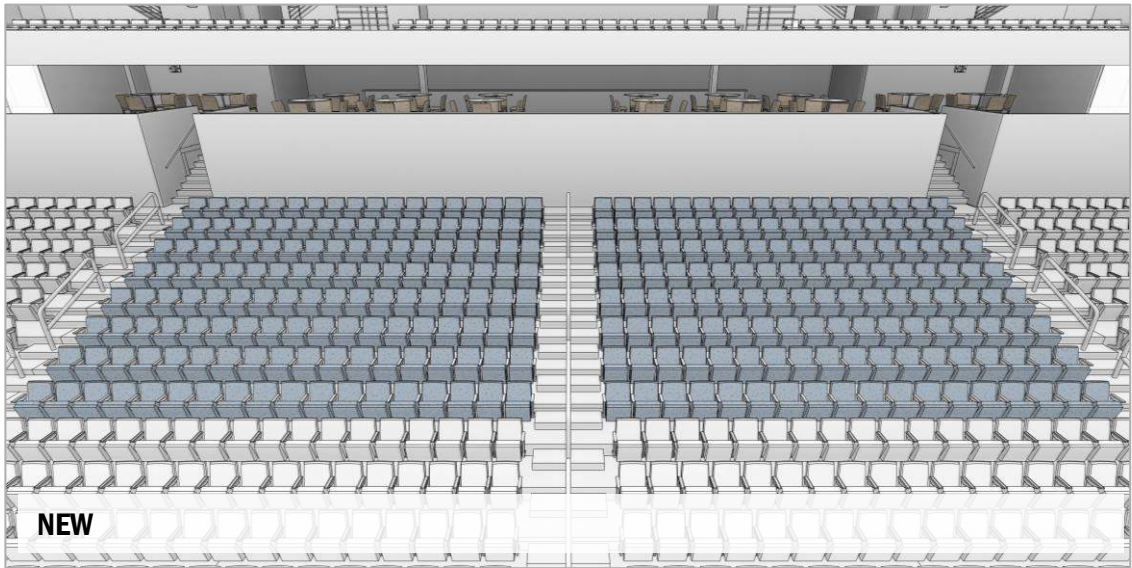
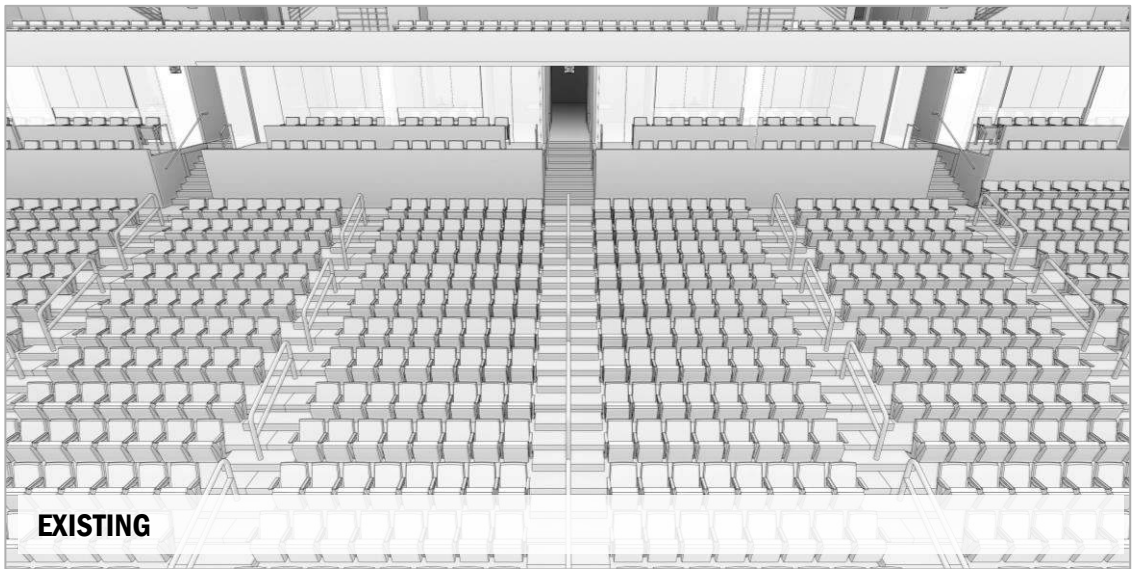


Seating Product	TESTED PRICES				SURVEY DEMAND		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Ledge Seats	\$1,000	\$750	\$500		760	904	1,447

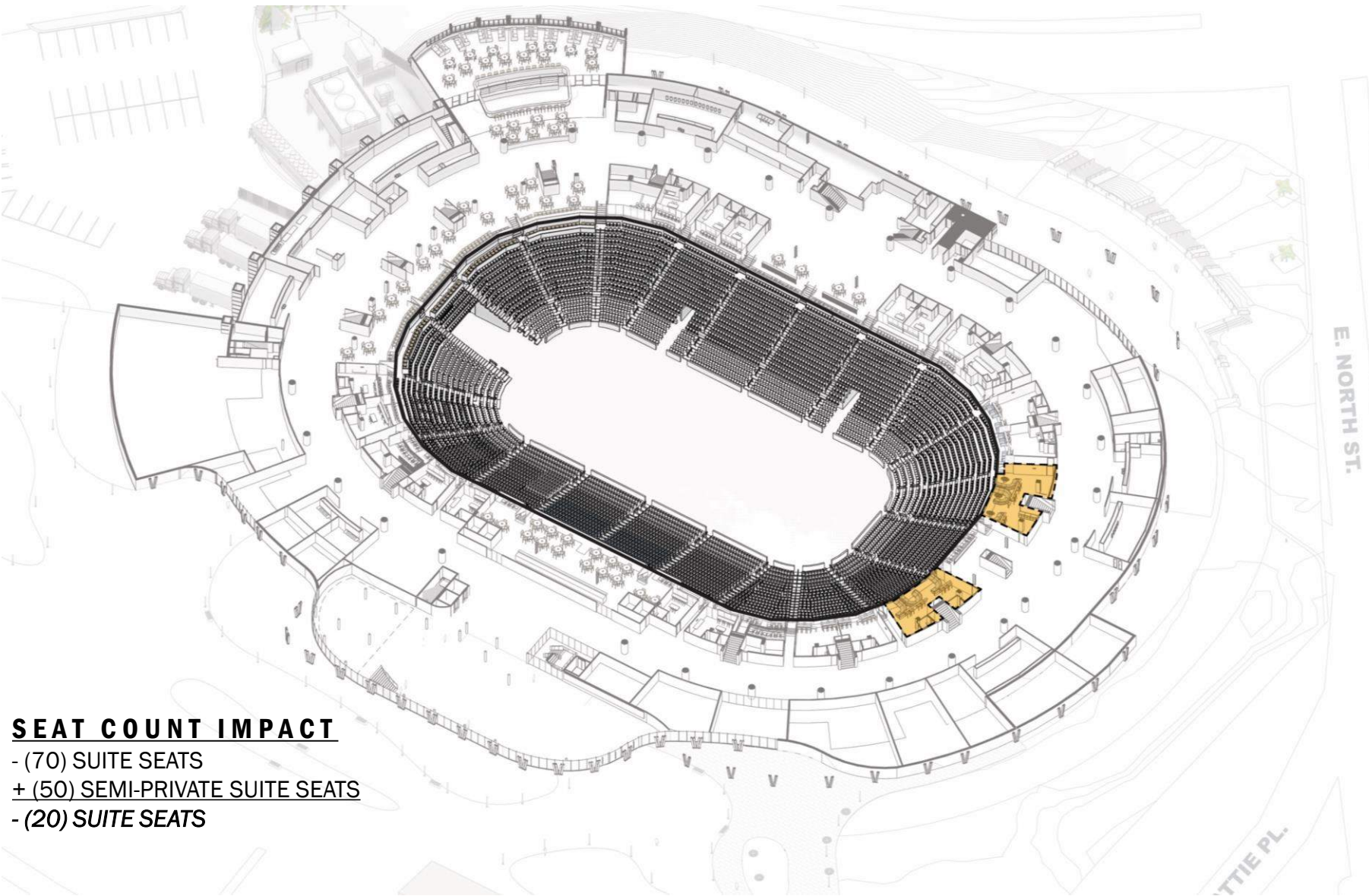


SEAT COUNT IMPACT

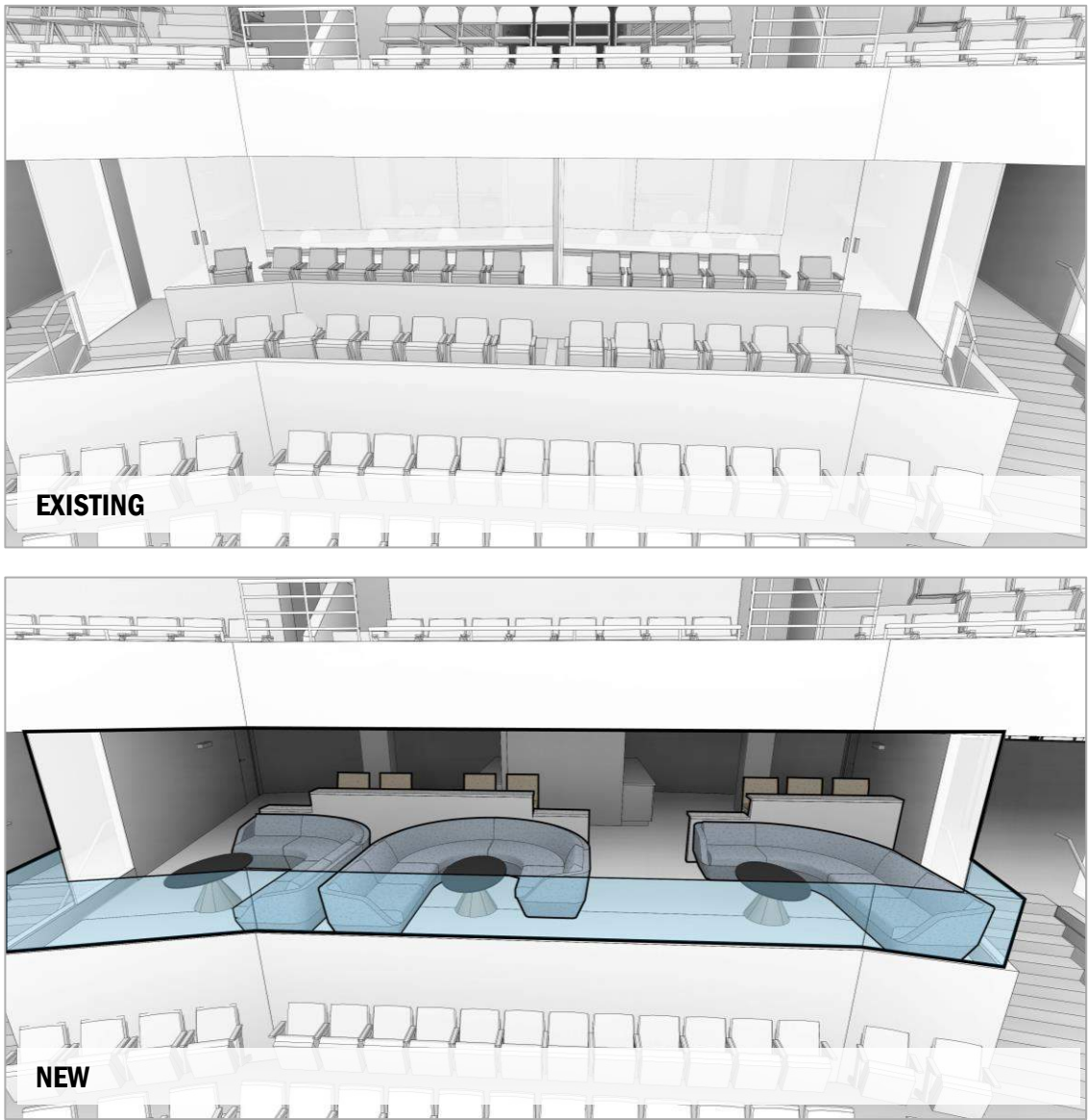
- (70) SUITE SEATS
- (250) GA SEATS
- + (70) GA SEATS (AISLE REMOVAL)
- + (280) CLUB SEATS
- + (30) LOWER BOWL SEATS



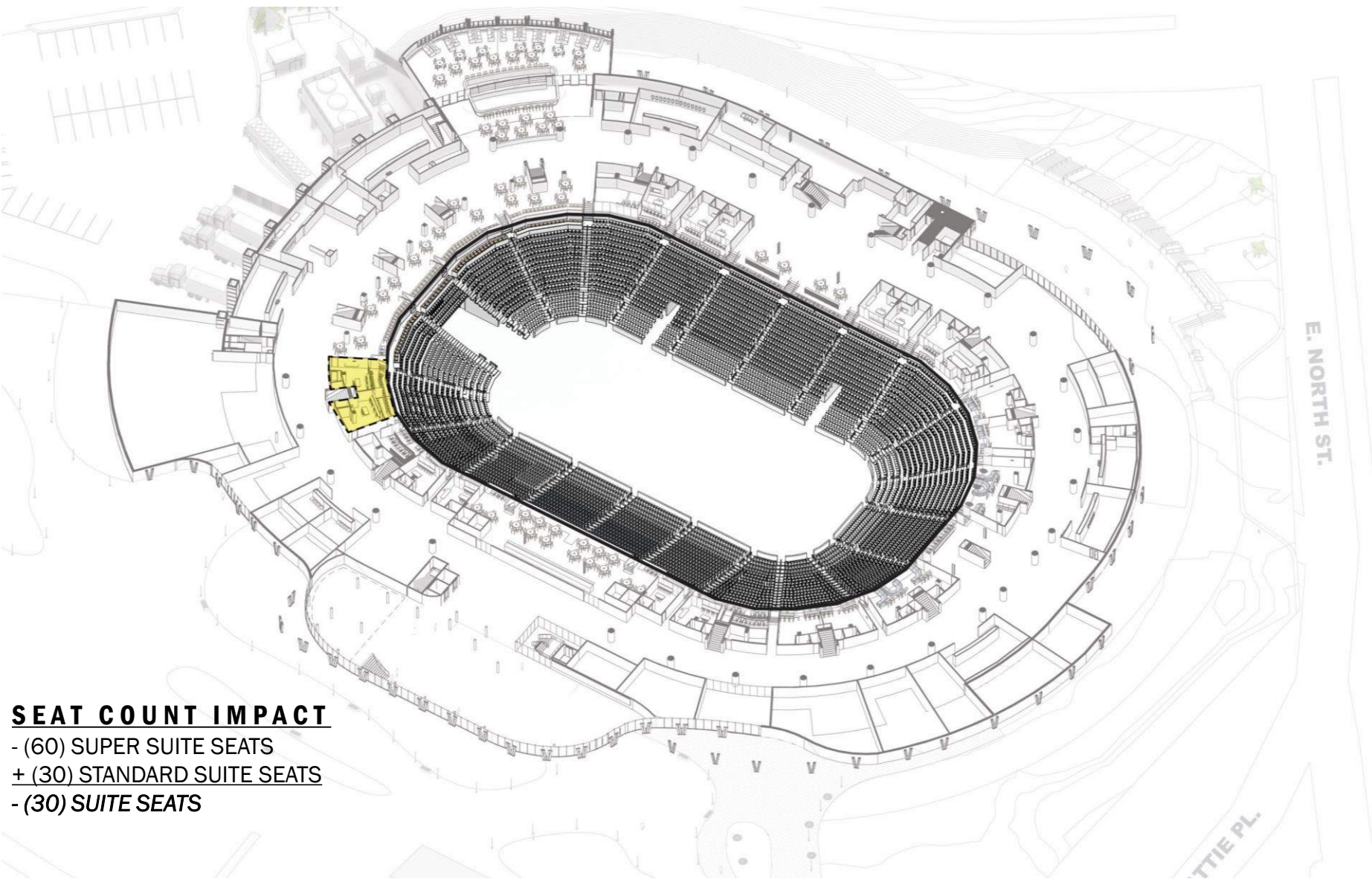
Seating Product	TESTED PRICES				SURVEY DEMAND		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Lower Bowl Club Seats	\$3,000	\$2,250	\$1,500		280	280	594



SEAT COUNT IMPACT
- (70) SUITE SEATS
+ (50) SEMI-PRIVATE SUITE SEATS
- (20) SUITE SEATS

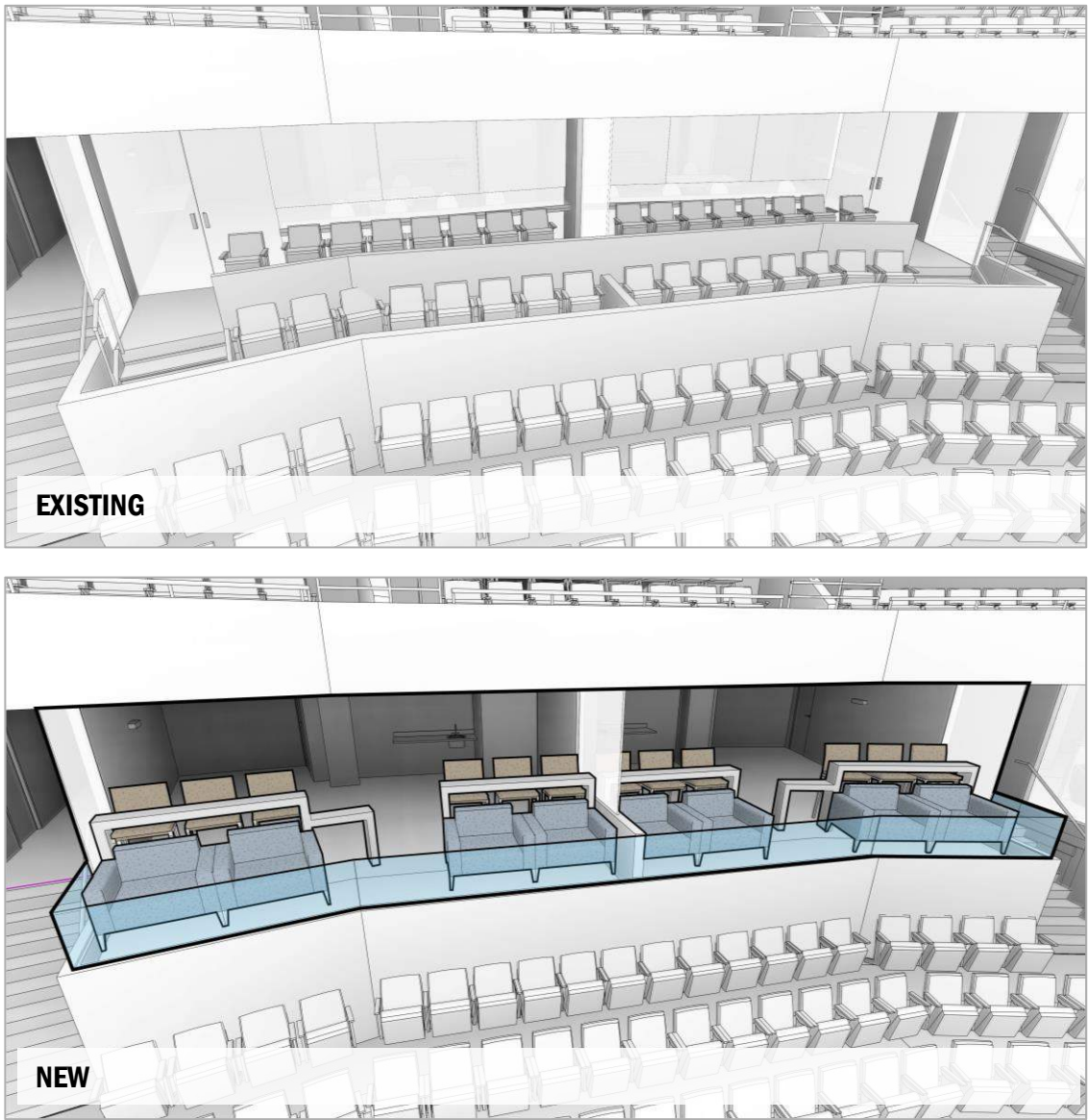
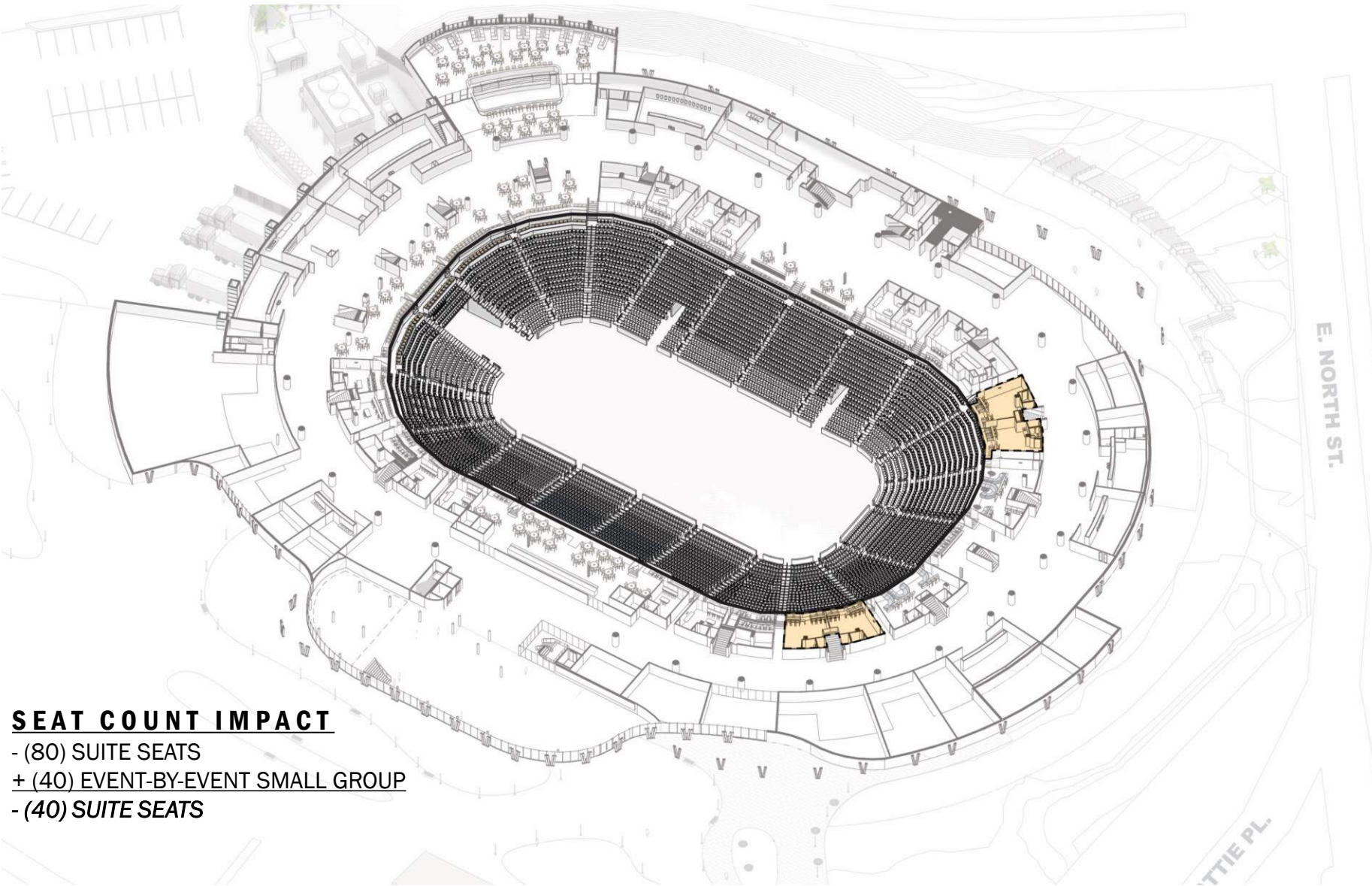


Seating Product	TESTED PRICES				SURVEY DEMAND		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Semi-Private Suites	\$30,000	\$25,000	\$20,000		7	7	15

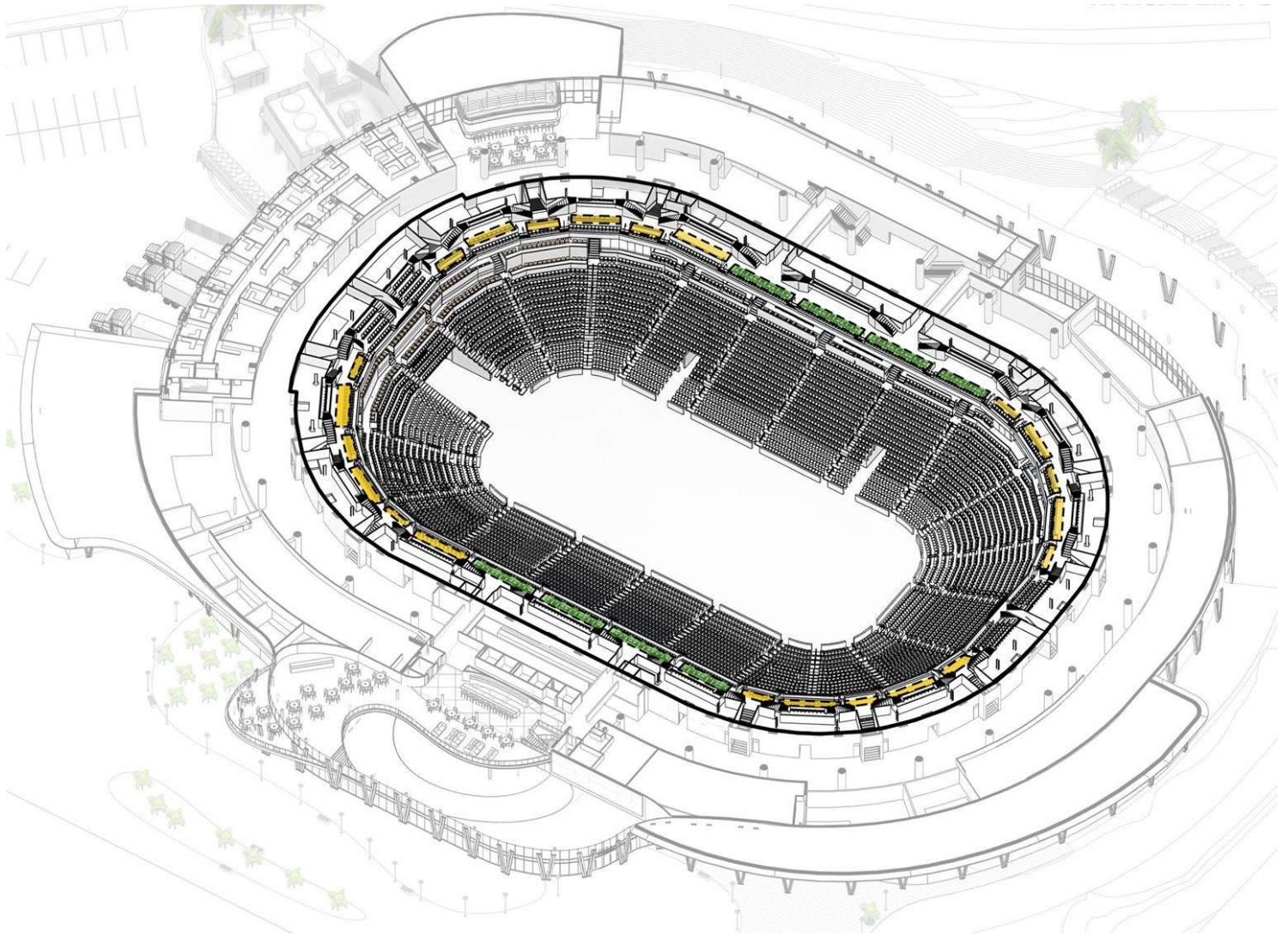
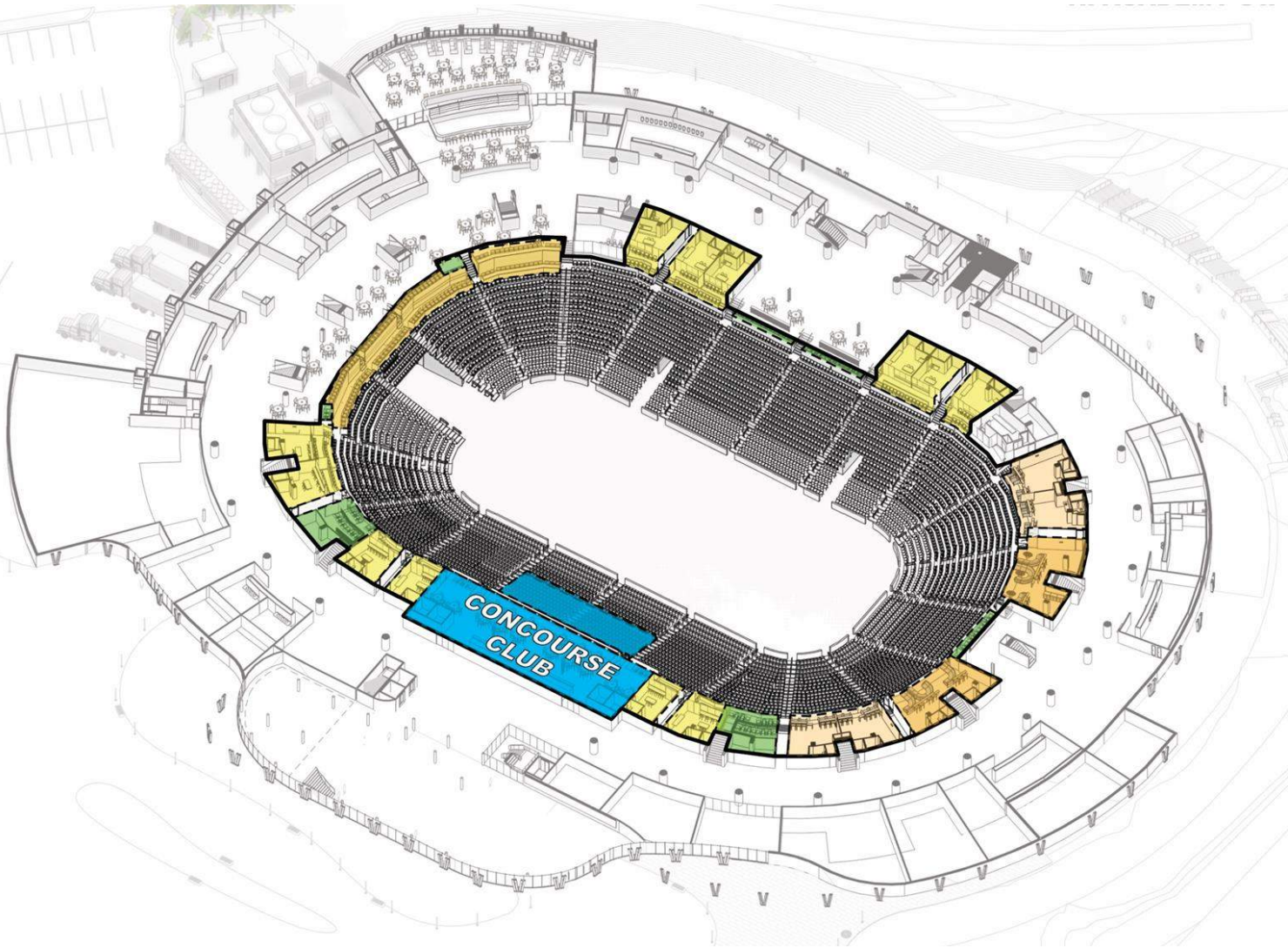


SEAT COUNT IMPACT
- (60) SUPER SUITE SEATS
+ (30) STANDARD SUITE SEATS
- (30) SUITE SEATS

Seating Product	TESTED PRICES				SURVEY DEMAND		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Super Suite Seats	\$9,000	\$7,500	\$6,000		0	0	0



Seating Product	TESTED PRICES				SURVEY DEMAND		
	High Price	Mid Price	Low Price		High Price	Mid Price	Low Price
Event-by-Event Small Group	\$1,800 to \$3,600	\$1,800 to \$3,600	\$1,800 to \$3,600		13	13	13



TOTAL CONCOURSE SEAT IMPACT		TOTAL MEZZANINE SEAT IMPACT	
- (75) GA SEATS	- (340) PREMIUM SEATS	- (360) GA SEATS	
+ (100) GA SEATS (AISLES)	+ (290) PREMIUM SEATS	+ (20) ADA SEATS	
+ (25) GA SEATS	- (25) PREMIUM SEATS	+ (190) LEDGE SEATS	
		- (150) SEATS	

	EXISTING -SPORT	EXISTING - 270 EVENT	PROPOSED - SPORT	PROPOSED - 270 EVENT
Floor Seats	-	1,500	-	1,500
Lower GA	5,920	4,060	5,950	4,160
Lower ADA	14	7	34	30
Suite	500	470	200	120
Super Suite	60	-	-	-
Lower Club Seats	60	•	280	280
Lower Ledge Seats	-	-	70	-
Semi-Private Suite	-	-	50	50
Event-by Event Small Group	-	-	40	40
Upper GA	7,450	4,460	7,030	4,150
Upper ADA	33	33	44	44
Upper Ledge	-	-	190	100
TOTAL	13,990	10,490	13,530	10,120

*1 : Accessible seats not included in total estimate summary.
*2 : Seat count summary is approximation referencing manifest provided integrating new seating product concepts.
*3 : Refer to “Sport” columns for total BSWA seating (existing & proposed). “Sport” seating counts include Premium Offerings (existing & proposed). See pages 50-57 for more information on Premium Offerings.
*4 : Seating counts are not representative of the full arena “capacity”. Existing capacity for BSWA is 15,000 people.

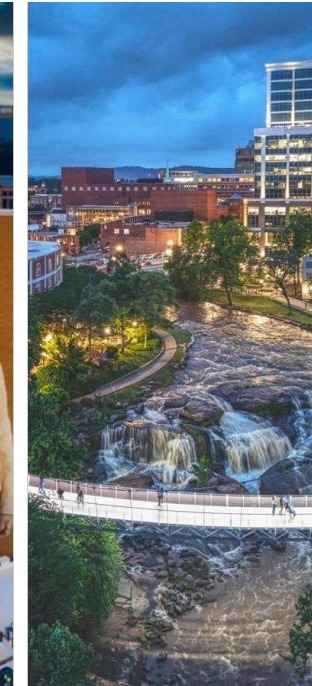
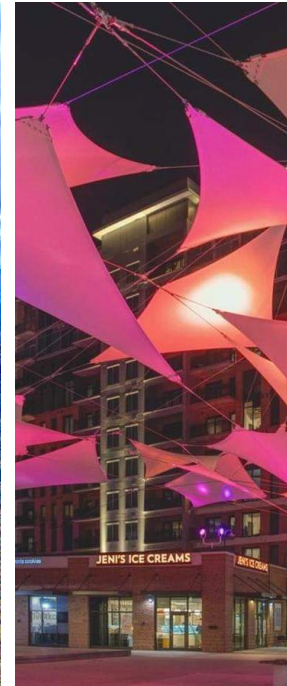
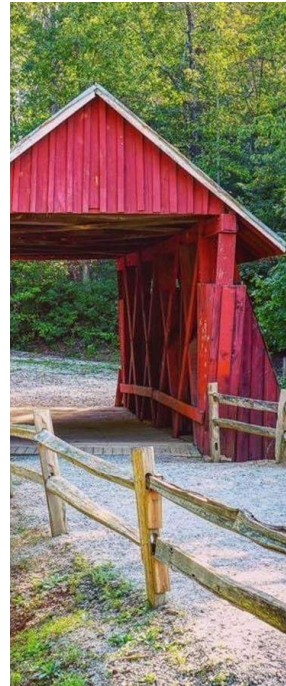
The RFQ for Architect qualifications listed the arena capacity as 15,500. The study focused on seat capacity changes for potential, new premium experiences for two specific arena events only; sport and 270 event, or end stage condition. The capacity listed in the chart above are approximate values. Due to variations in event types and layouts, the arena would not reach the maximum capacity. The study has identified a likely loss in overall capacity. However, despite any likely loss in the existing capacity, diversifying the premium seating offerings and creating ultra-premium experiences would allow the arena to satisfy the demand for more customer segments and increase revenue potential.



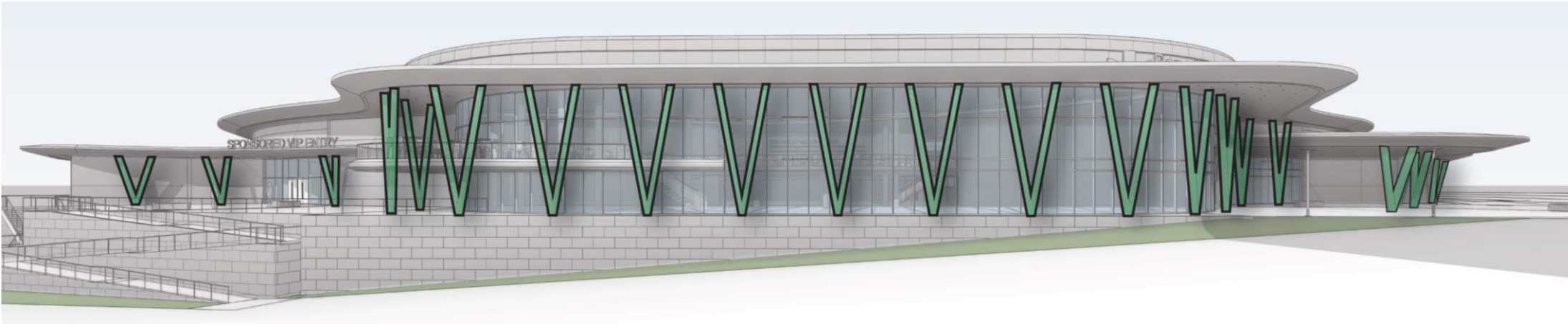
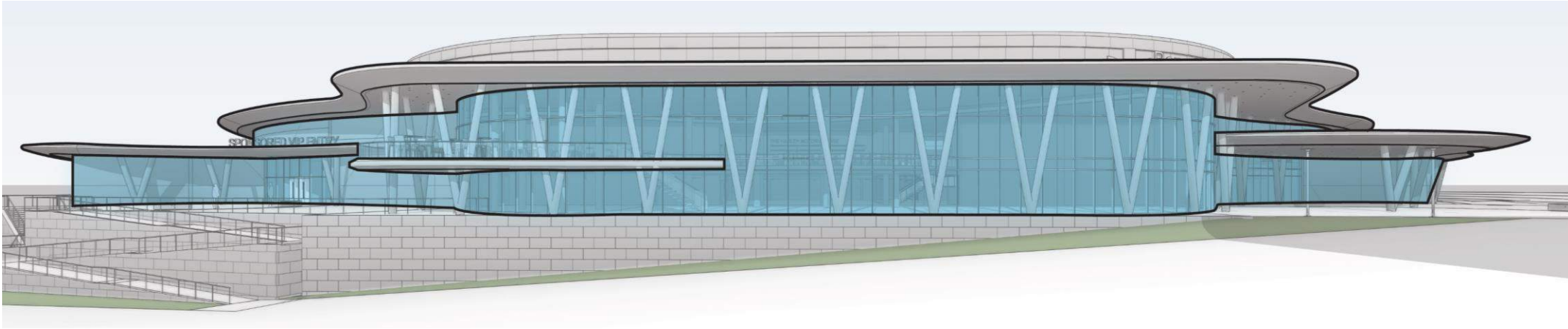
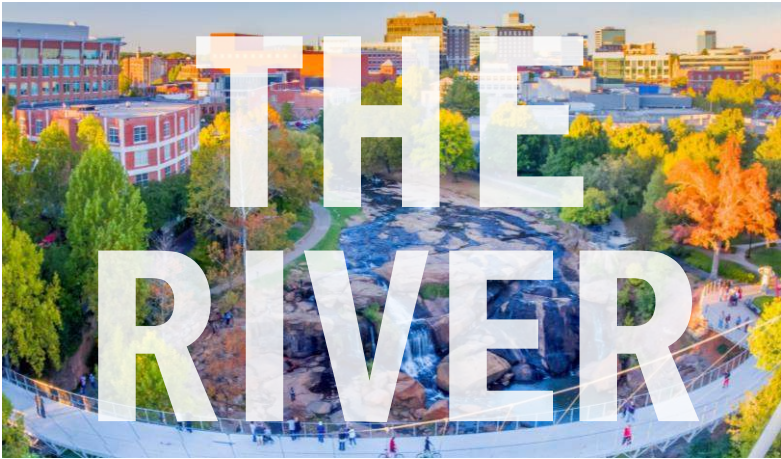
03.4

DESIGN

Design inspiration and a collection of renderings showing the proposed arena renovations.



James Simpson Photography



To anchor the architectural design firmly within the essence of the upstate of South Carolina, the design team drew inspiration from the region's natural and built environment. By immersing themselves in local imagery and architectural case studies, the team established a foundation for a distinctive design language that would seamlessly integrate with the existing building while shaping future developments.

Three iconic regional features : trees, the Reedy River, and waterfalls — emerged as guiding elements for the design.

TREES , with their intricate structures and resilience, inspired the exposure of the building’s structural framework, epitomized in the proposed ‘V’ columns. This approach celebrates the harmony of strength and elegance found in nature.
The **REEDY RIVER** , renowned for its organic flow and serene beauty, influenced the fluid, freeform contours of the expansion, creating a sense of movement and connection with the landscape.
WATERFALLS , embodying both power and grace, inspired the terraced design of the site (seen later in this document). This cascading approach not only honors the region's iconic features but also thoughtfully addresses the elevation change between Church Street and the main concourse.

Through these design elements, the project aspires to weave the spirit of the Upstate into every architectural gesture, creating a space that feels inherently rooted in its surroundings.

PROPOSED WEST ELEVATION





EXISTING WEST ELEVATION



PROPOSED WEST ELEVATION



EXISTING FURMAN ENTRY



PROPOSED FURMAN ENTRY

PROPOSED FURMAN ENTRY





EXISTING VIP ENTRY



PROPOSED VIP ENTRY



EXISTING PEPSI TERRACE



PROPOSED PEPSI TERRACE



EXISTING EAST ELEVATION



PROPOSED EAST ELEVATION



EXISTING EAST ENTRY



PROPOSED EAST ENTRY

PROPOSED EAST ENTRY





PROPOSED WEST LOBBY





EXISTING EXTERIOR AT MOTOR LOUNGE



PROPOSED MOTOR LOUNGE



EXISTING EXTERIOR AT MOTOR LOUNGE



PROPOSED MOTOR LOUNGE



PROPOSED CONCOURSE CLUB



PROPOSED SEATING BOWL

PROPOSED SEATING BOWL





EXISTING MULTI-PURPOSE SPACE



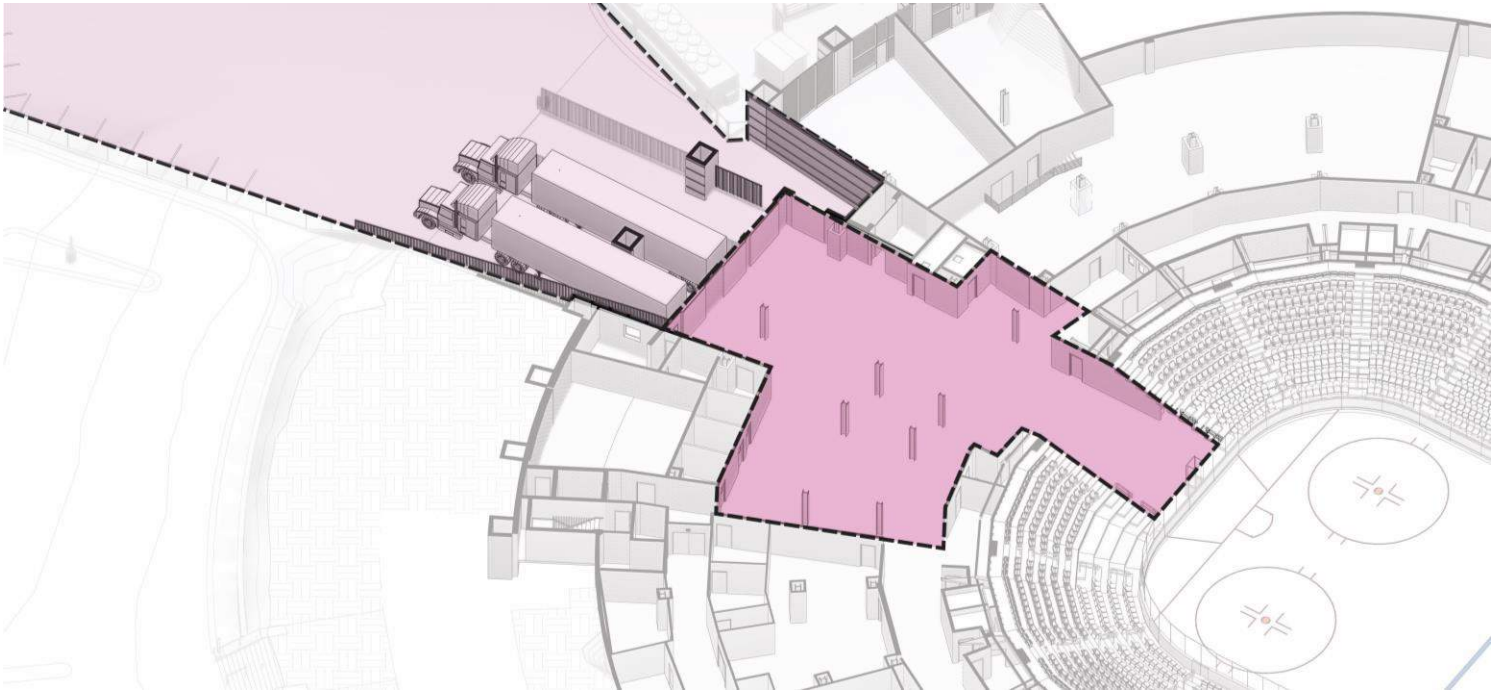
PROPOSED FLEX SPACE



EXISTING LOCKER ROOM

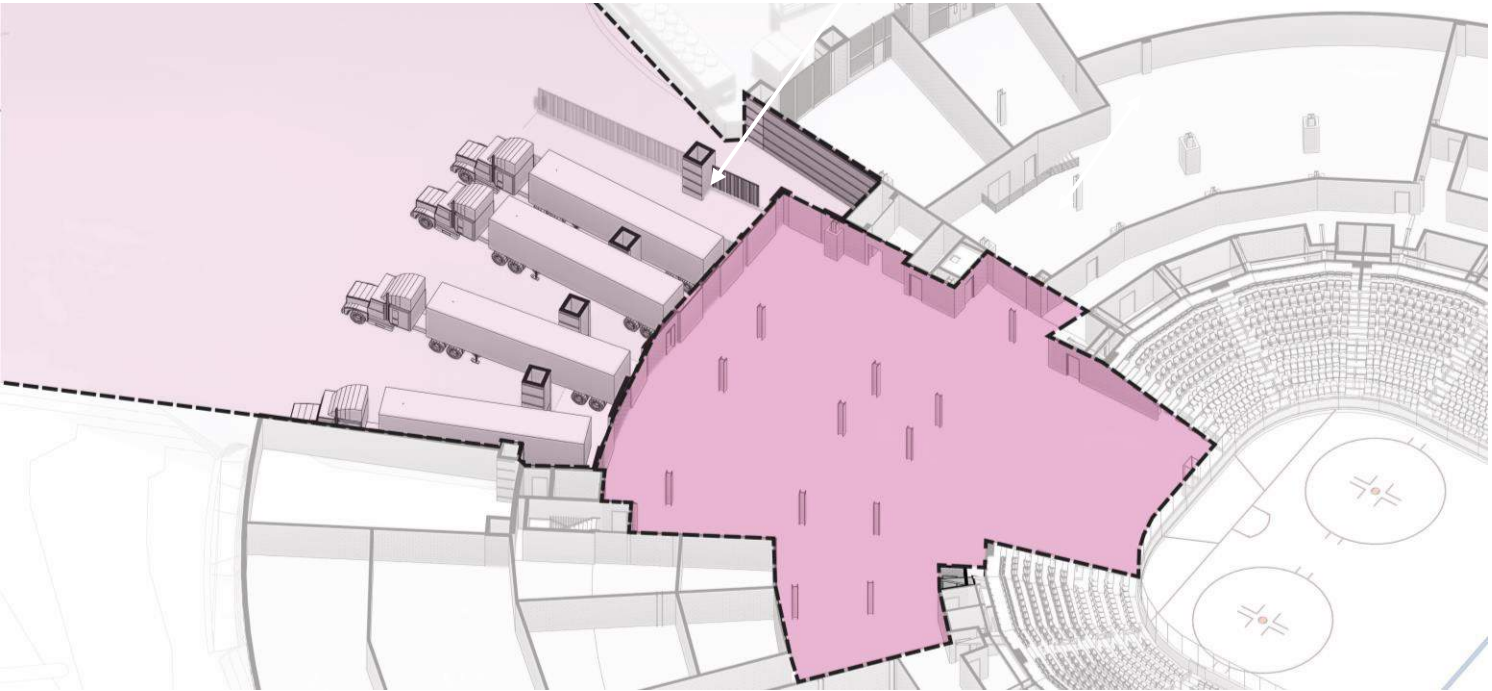


PROPOSED LOCKER ROOM



EXISTING LOADING + MARSHALLING

- 3,900 SF OF MARSHALLING
- 2 LOADING DOCK BERTHS
- 1 LOADING RAMP



NEW LOADING + MARSHALLING

- 7,000 SF OF MARSHALLING
- 4 LOADING DOCK BERTHS
- 1 LOADING RAMP

An aerial photograph of a city landscape, featuring a large, curved, light-colored building on the left, a parking lot with several trees in the foreground, and a dense urban area with various skyscrapers in the background. The sky is overcast. Overlaid on the image is a large white '04' and the text 'THE SITE' in a bold, white, sans-serif font.

04

THE SITE

From analysis of existing conditions to the proposed site development phasing plan, this chapter showcases the future for the site of the Bon Secours Wellness Arena.

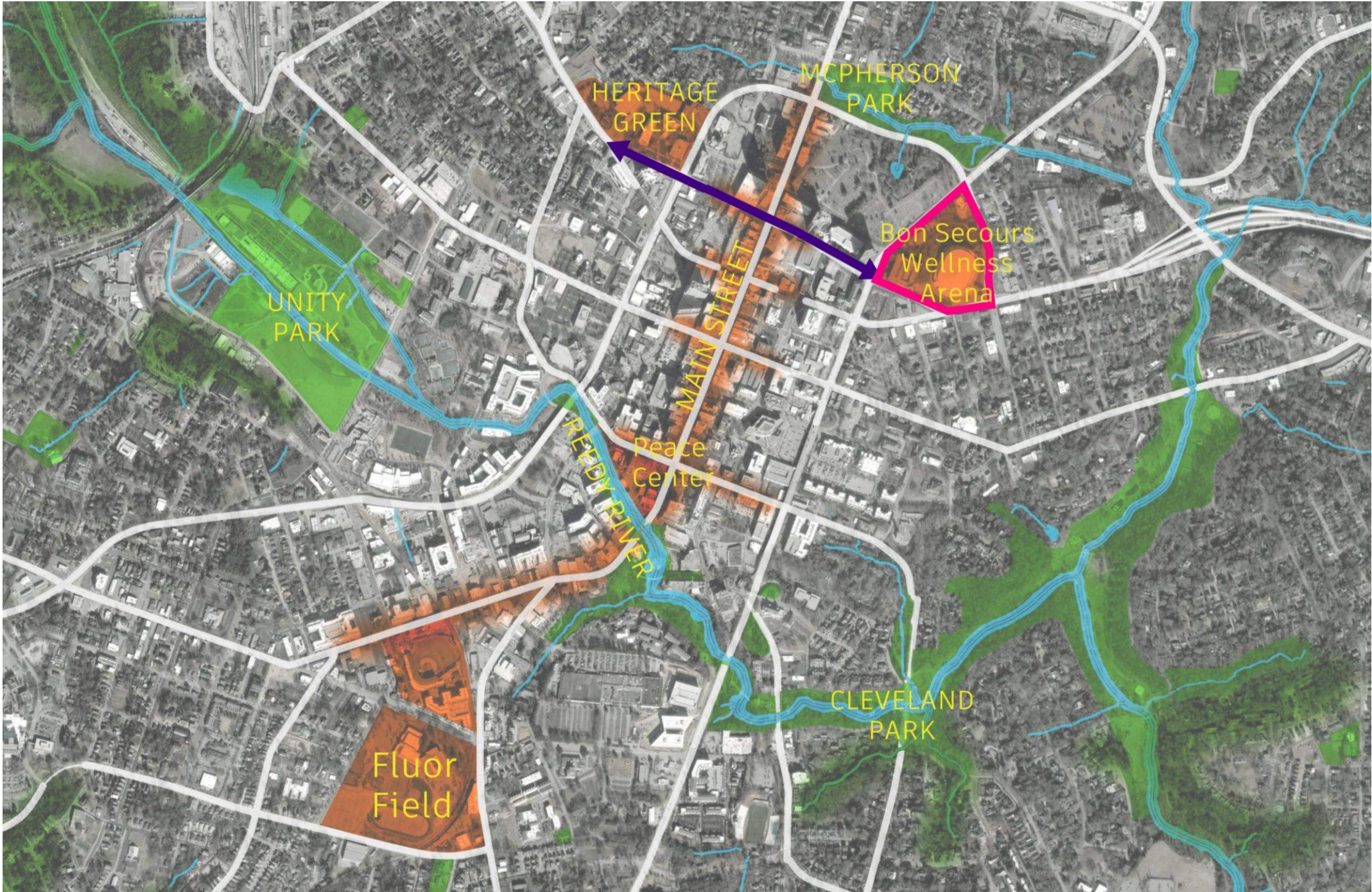


04.1

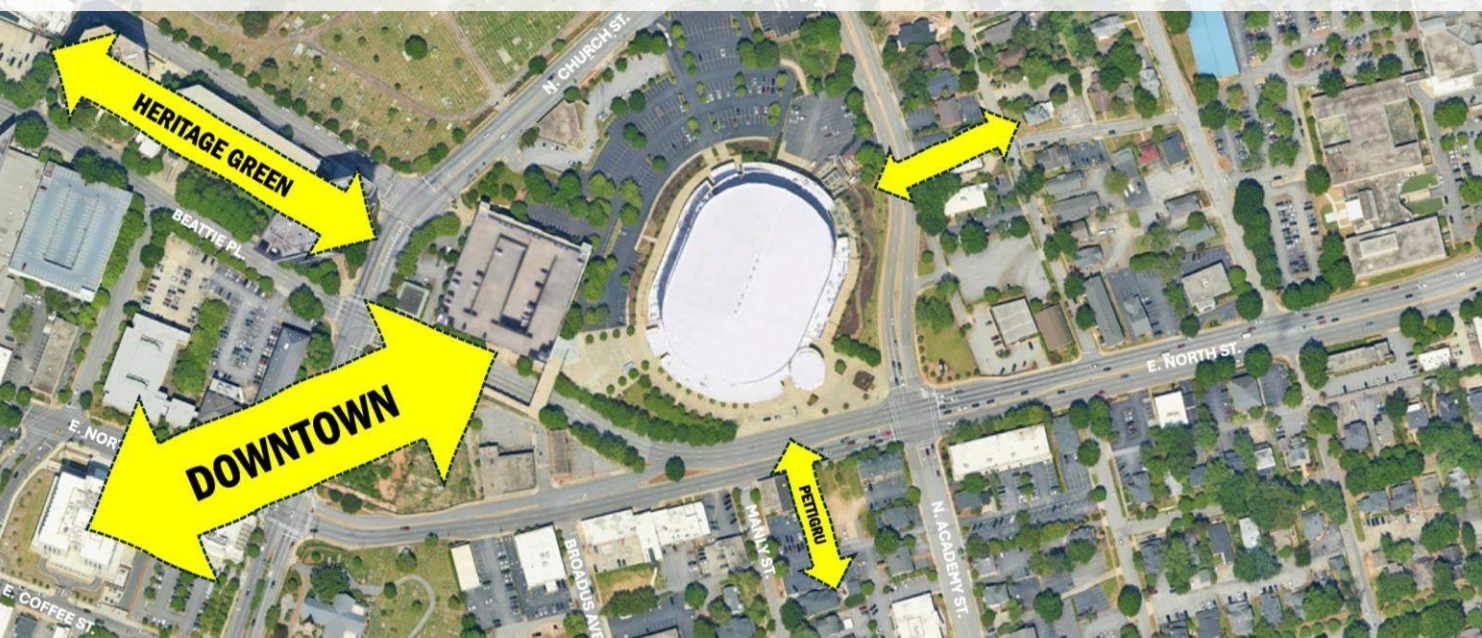
ANALYSIS

An assessment of the existing site conditions within and surrounding the arena site.

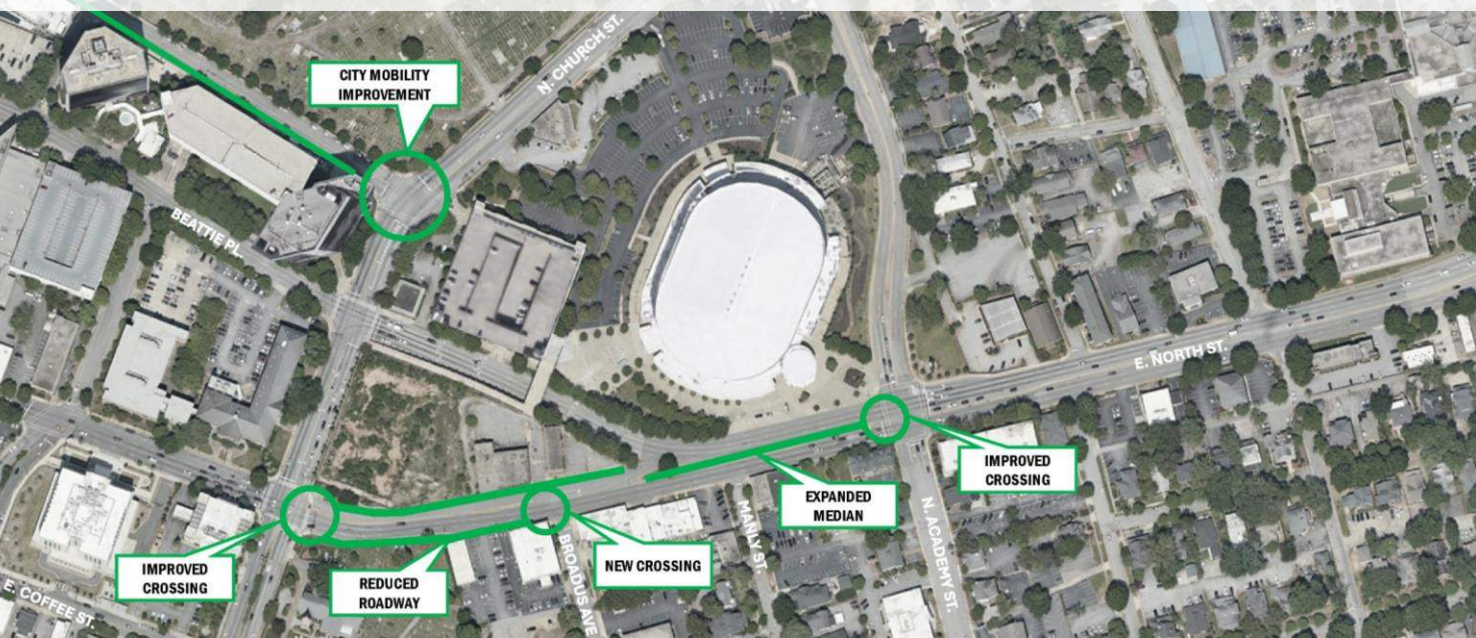
The BSWA is one of several public amenities located along Greenville’s interconnected pedestrian pathways. Its proximity to Main Street establishes it as a major pedestrian destination for the city.



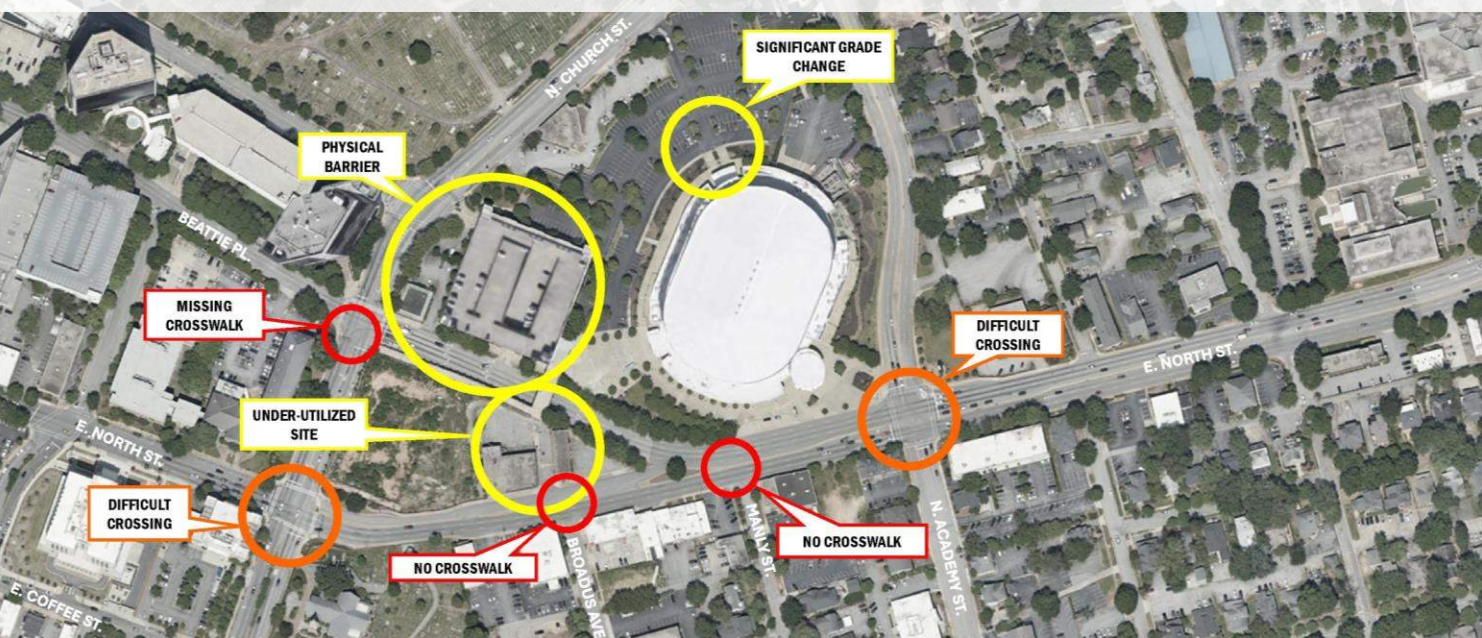
DIRECTIONALITY



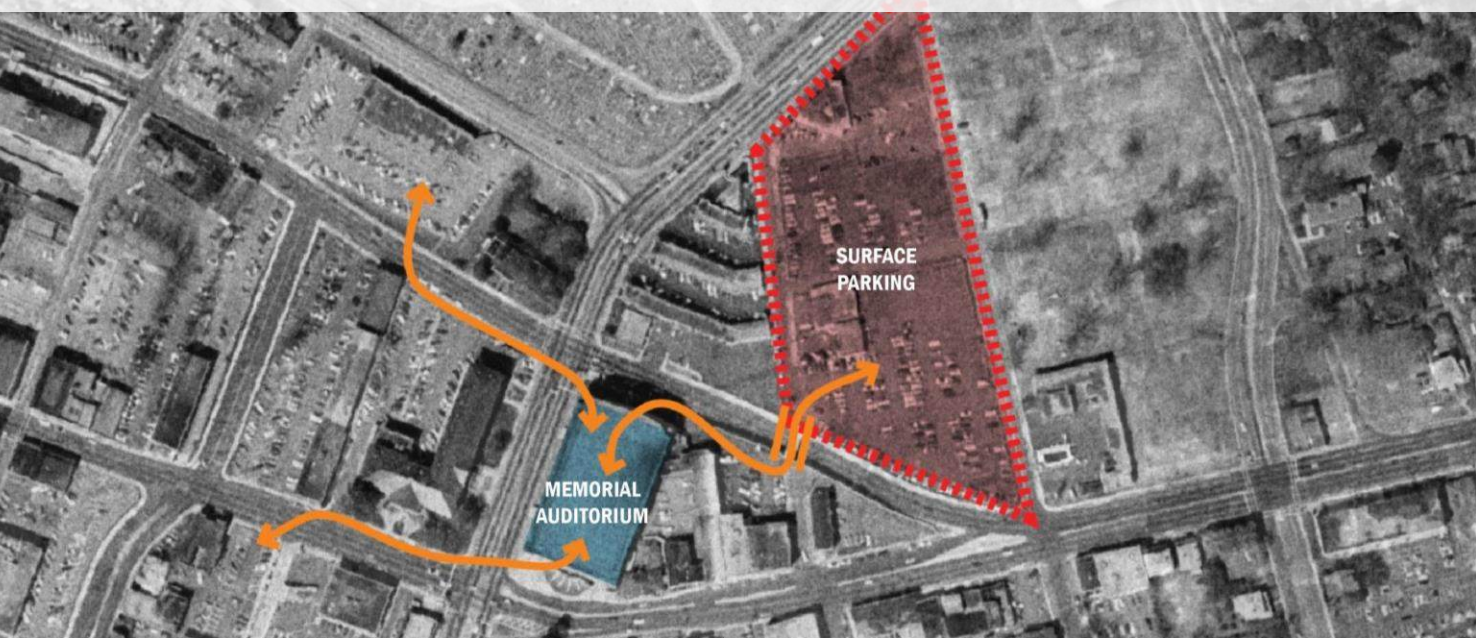
PLANNED GATEWAY IMPROVEMENTS

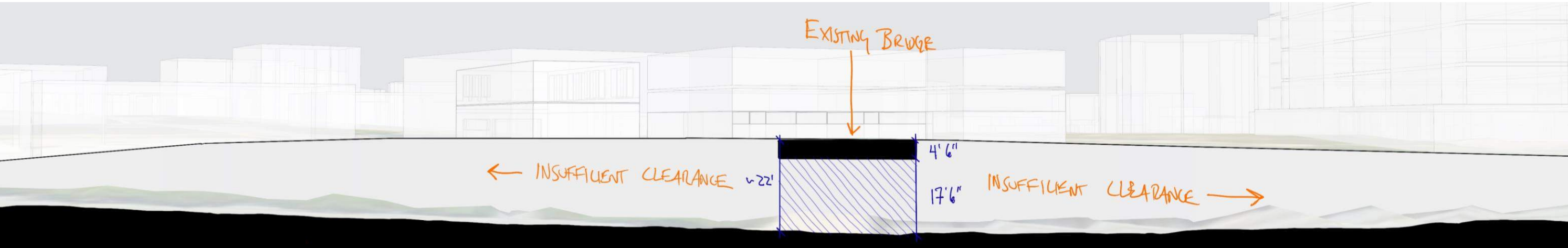


ACCESS CHALLENGES



HISTORY OF THE BEATTIE PL. BRIDGE (SINCE 1979)

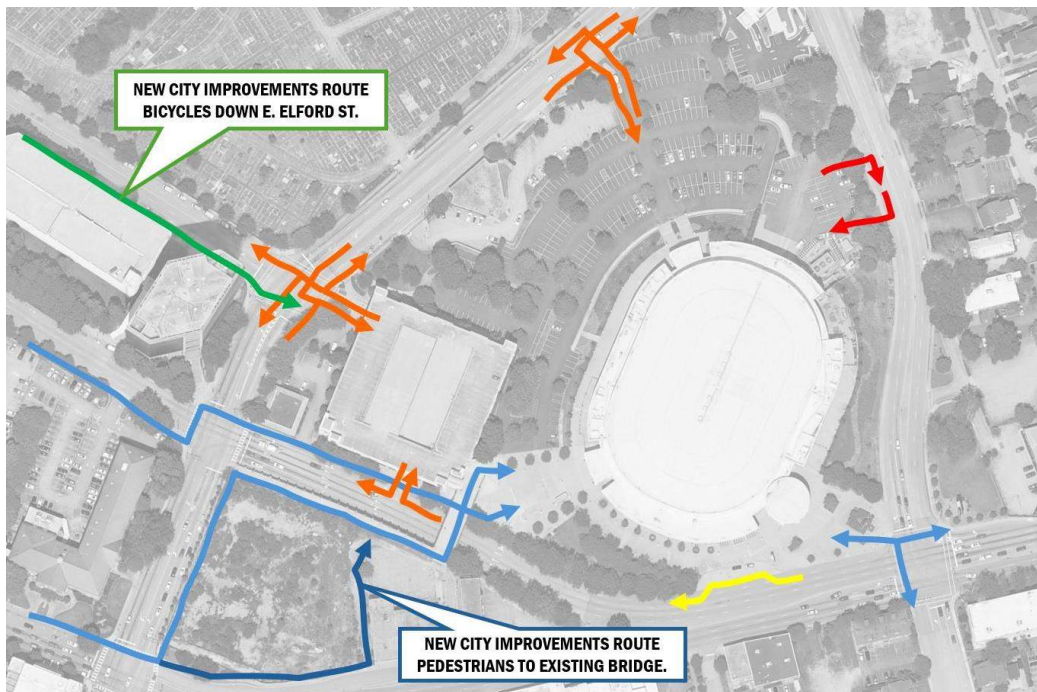




ACCESS

- Design team met with City of Greenville transportation and SCDOT staff on 11/13.
- Discussed planned pedestrian improvements along E. North Street.
- City shared the latest plans to route pedestrians south of the new Gateway development and north across the existing pedestrian bridge.
- City shared improvements to Elford St. that provide the primary means of bicycle access to the site.
- Overall, City improvements will significantly enhance the pedestrian approach to the site and reduce the need for a new crossing at Beattie and Church.

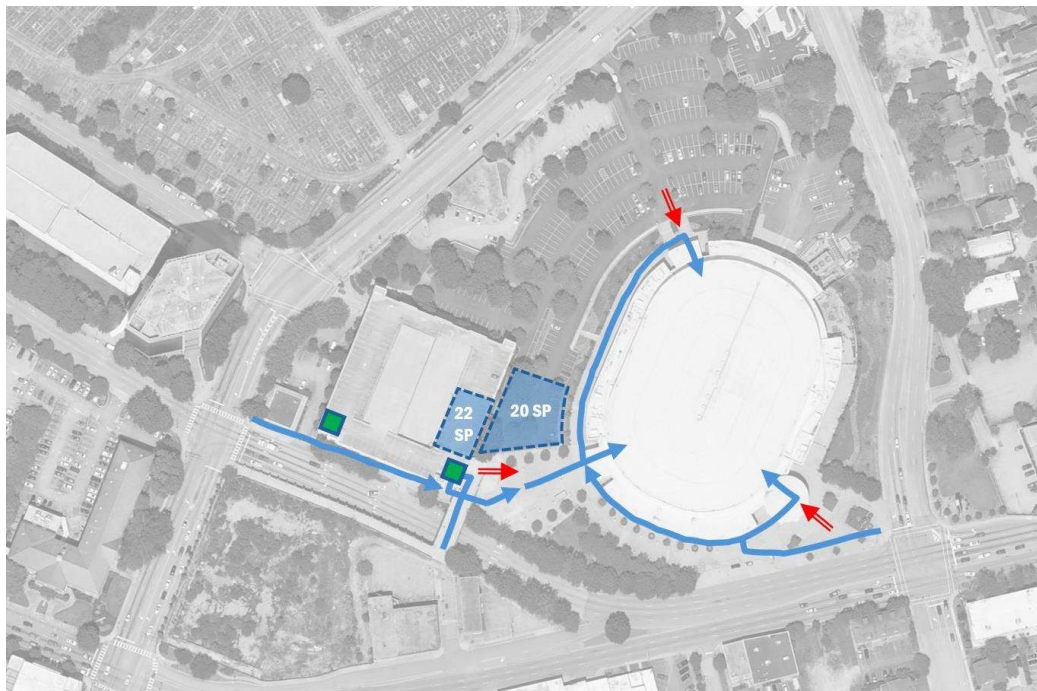
- PRIMARY PEDESTRIAN ACCESS
- NEW PEDESTRIAN ACCESS
- VEHICULAR ACCESS
- LOADING ACCESS
- PICK-UP/DROP-OFF
- PRIMARY BIKE ACCESS



ACCESSIBILITY

- Accessible parking is located adjacent to Furman Plaza, both at grade and within the existing parking garage.
- There is an accessible path around the perimeter of the arena but large stairs create inaccessible routes at the VIP and First Citizens Bank entrances.
- Existing pedestrian bridge is only accessible by utilizing the elevator located inside the existing parking garage.
- CSL Market Survey results showed an experience of 4.4/7 for “Accessible Elevator / Ramp Access” and 3.4/7 for “Accessible Parking”; indicating significant room for improvement.

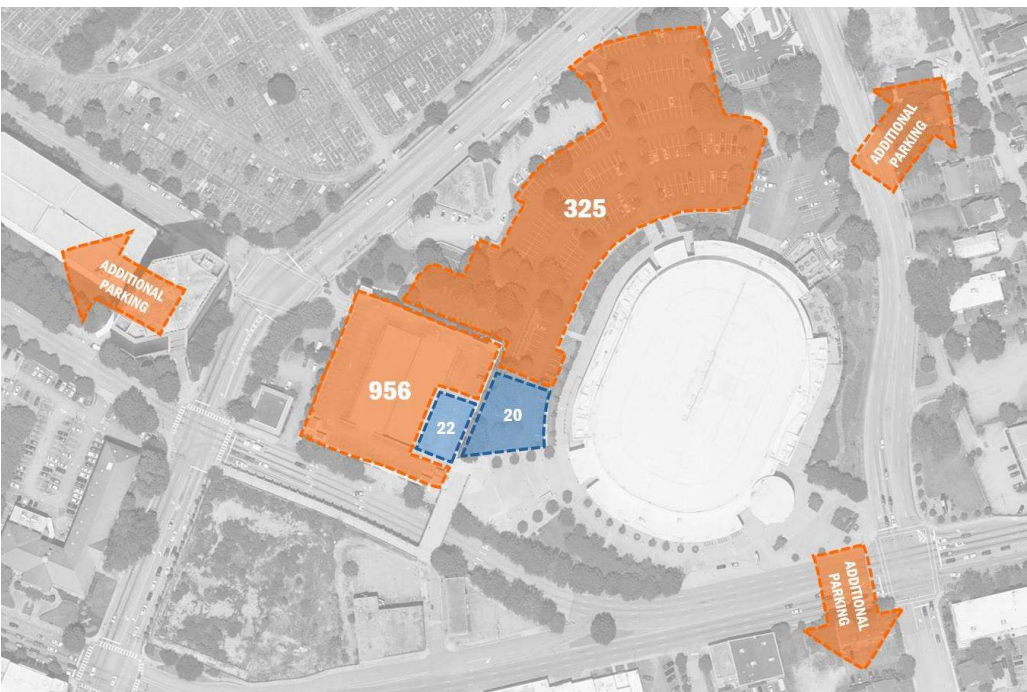
- ACCESSIBLE ROUTE
- INACCESSIBLE ROUTE
- ACCESSIBLE PARKING: 20 SURFACE + 22 GARAGE
- ELEVATOR



PARKING

- There are currently 1,303 parking spaces on-site, including 978 spaces in the garage and 325 surface parking spaces.
- Pivot Parking confirmed there are approximately 3,300 additional spaces off-site that are used for arena events. They noted that the existing parking was “working,” but that there was opportunity for improvement.
- The CSL Market Survey results show that 38.6% of respondents thought “Parking Options” were the most important potential improvement for the site and 65.4% said that “Convenient Parking Access” was the most important feature of their experience.

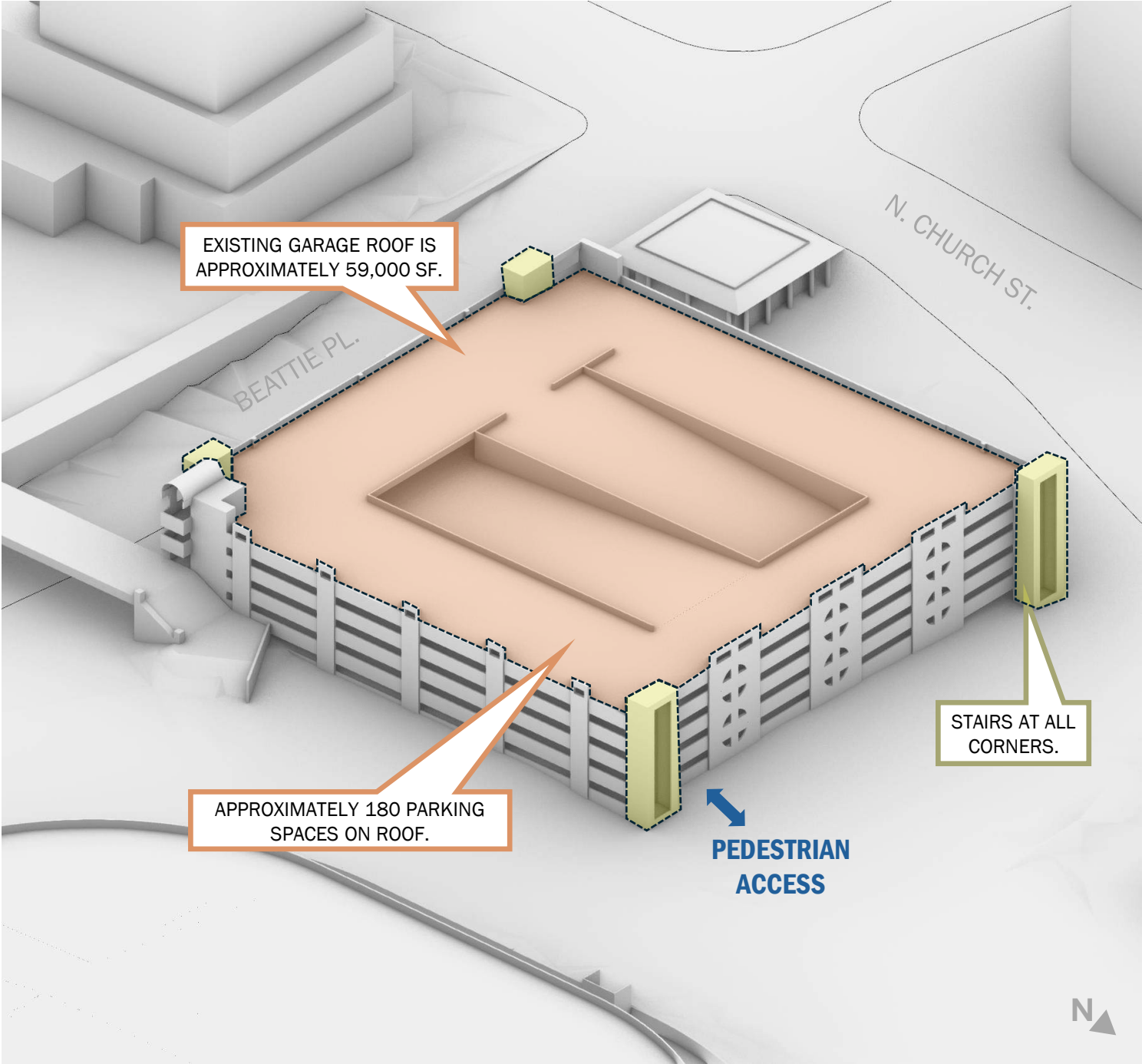
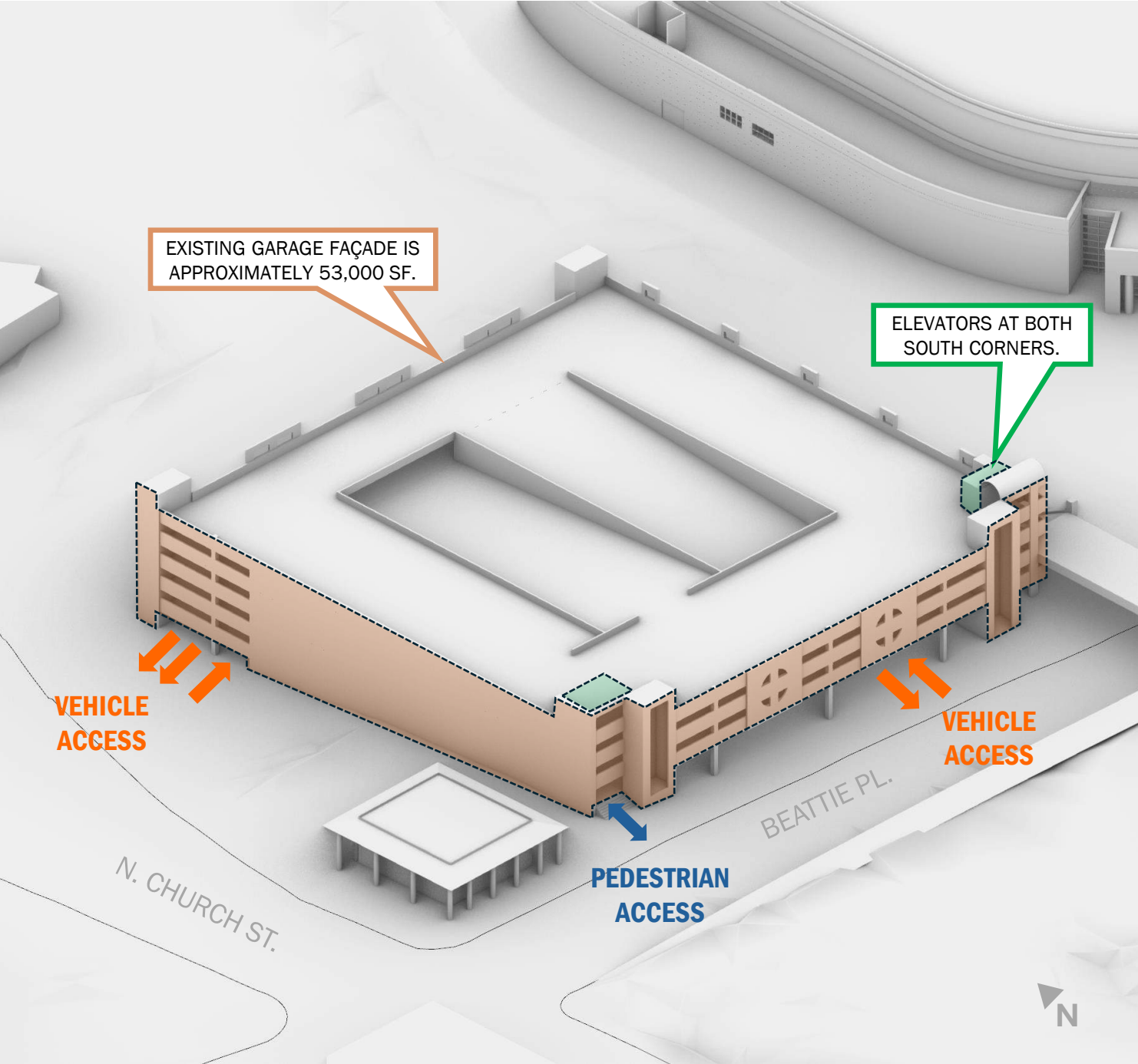
- ACCESSIBLE PARKING SPACES
- STANDARD PARKING SPACES



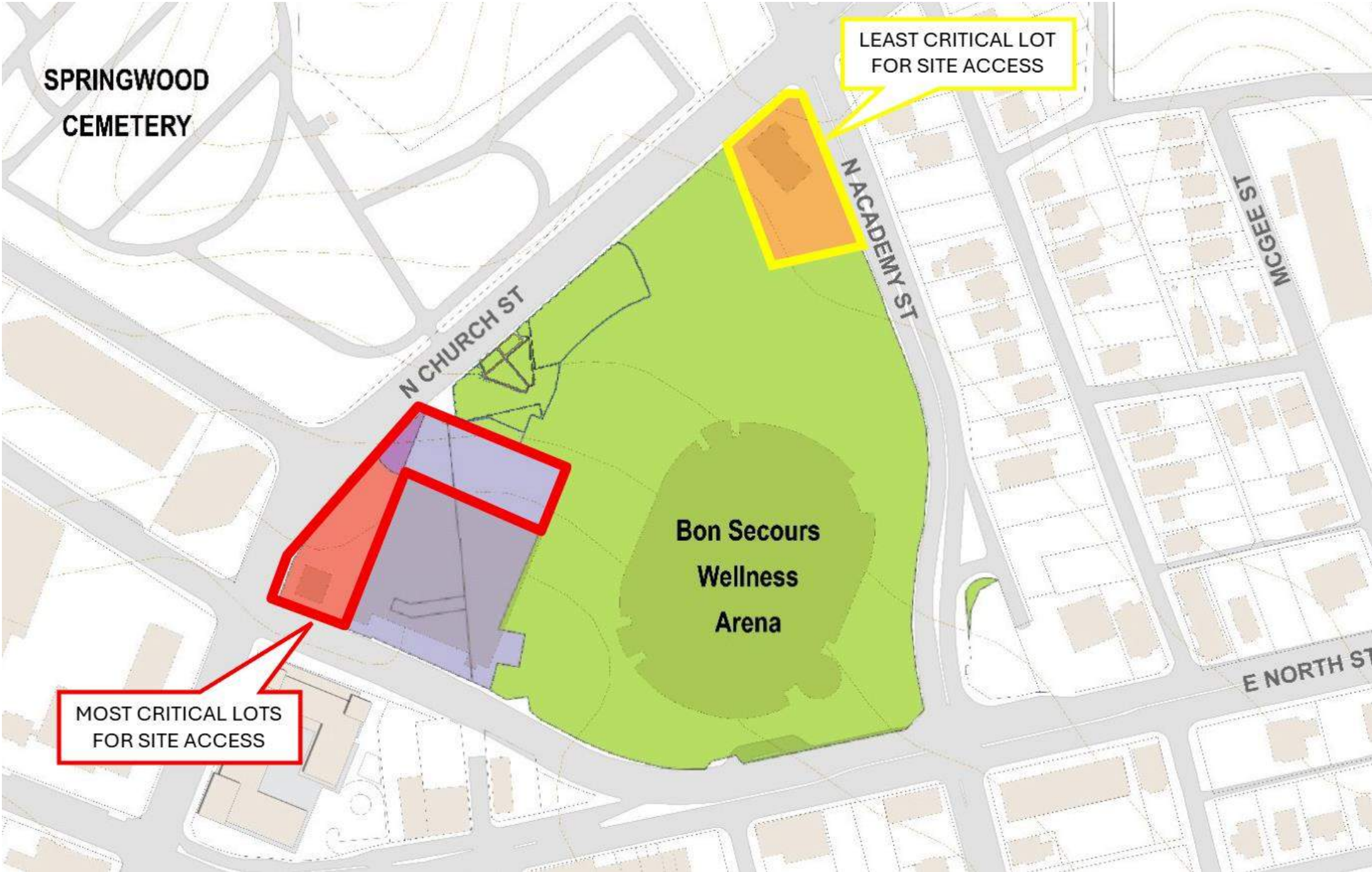
PIVOT PARKING

- MOST DESIRABLE OFF-SITE (3,300 SPACES)
- SUB-PRIME OFF-SITE (600 SPACES)
- LESS DESIRABLE (700 SPACES)





PARCEL OWNER	PARCEL SIZE
GREENVILLE ARENA DISTRICT	13.32 ACRES
CITY OF GREENVILLE	1.1 ACRES
FIRST CAROLINA BANK	0.8 ACRES
DOWNTOWN PROPERTIES INC.	0.6 ACRES
TELLUS LLC	0.1 ACRES
TOTAL	15.92 ACRES

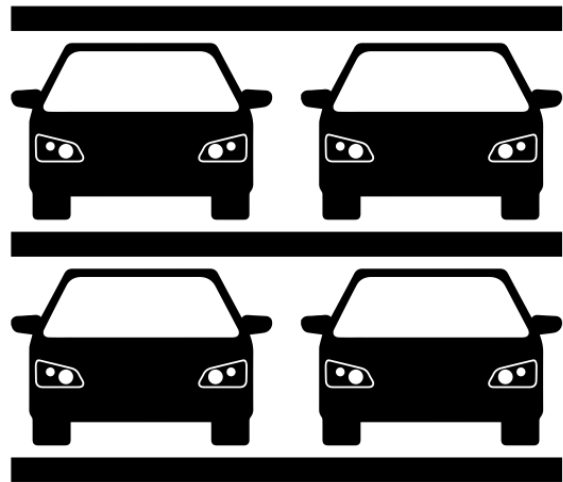


An aerial photograph of a city, likely Boston, showing a mix of urban buildings, green spaces, and a large parking lot in the foreground. A large, white, semi-transparent number '04.2' is overlaid in the center of the image.

04.2

SITE PROGRAM OPPORTUNITIES

In support of the Bon Secours Wellness Area, a variety of new program opportunities were identified and tested for potential implementation on the site. This section introduces those opportunities and the scale of which the local market could support them.



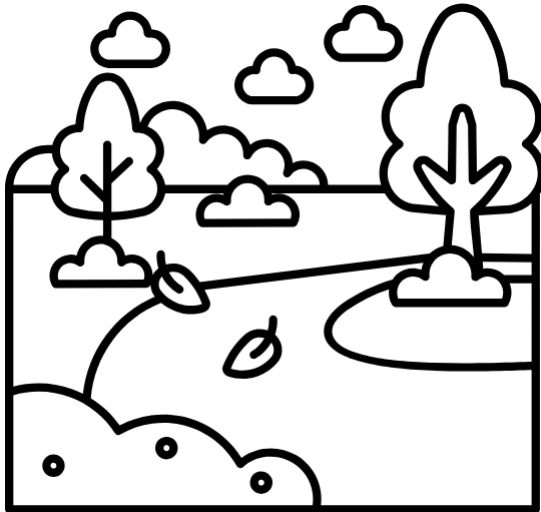
STRUCTURED PARKING

PARKING FOR NEW DEVELOPMENT
NEW VIP AND STAFF PARKING
NEW BACK-OF-HOUSE



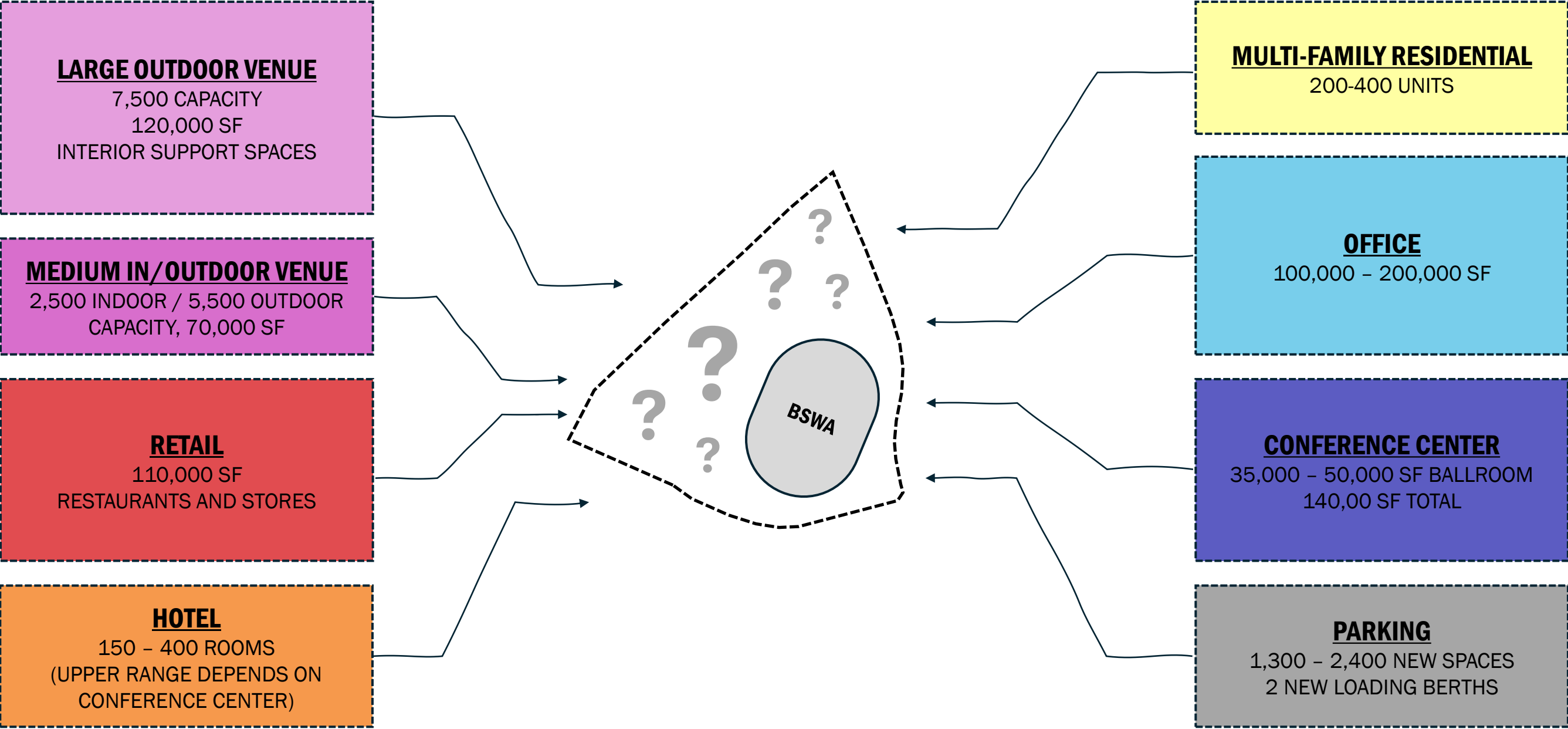
NEW BUILDINGS

SITE ACTIVATION
POTENTIAL NEW REVENUE
PROGRAM SYNERGIES



LANDSCAPING

OUTDOOR PUBLIC SPACES
MORE GREENERY
MORE PLACEMAKING



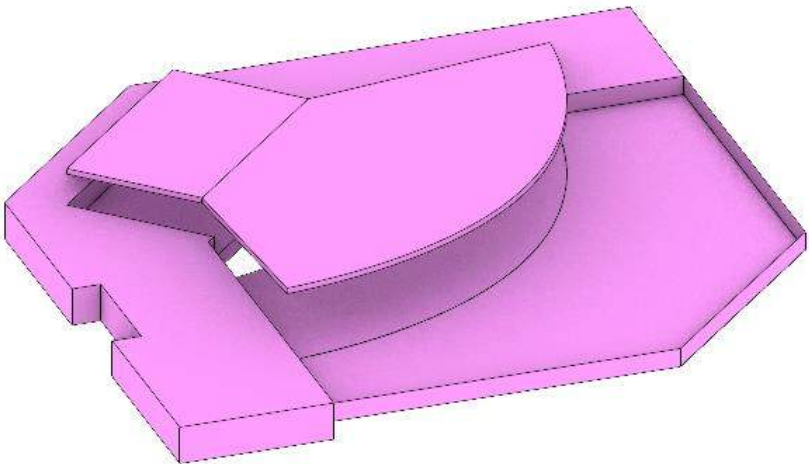
PROGRAM	OUTDOOR VENUE	INDOOR / OUTDOOR VENUE	RETAIL	HOTEL	RESIDENTIAL	OFFICE	CONFERENCE CENTER
OUTDOOR VENUE	-	-	-	-	-	-	-
INDOOR / OUTDOOR VENUE	X	-	-	-	-	-	-
RETAIL	✓✓	✓✓	-	-	-	-	-
HOTEL	✓✓	✓✓	✓✓	-	-	-	-
RESIDENTIAL	✓	✓	✓✓	✓	-	-	-
OFFICE	✓	✓	✓✓	✓	✓	-	-
CONFERENCE CENTER	X	X	✓✓	✓✓	✓	✓	-

An aerial photograph of a city skyline, featuring various buildings, green spaces, and a large parking lot in the foreground. A large, white, semi-transparent number "04.3" is overlaid in the center of the image.

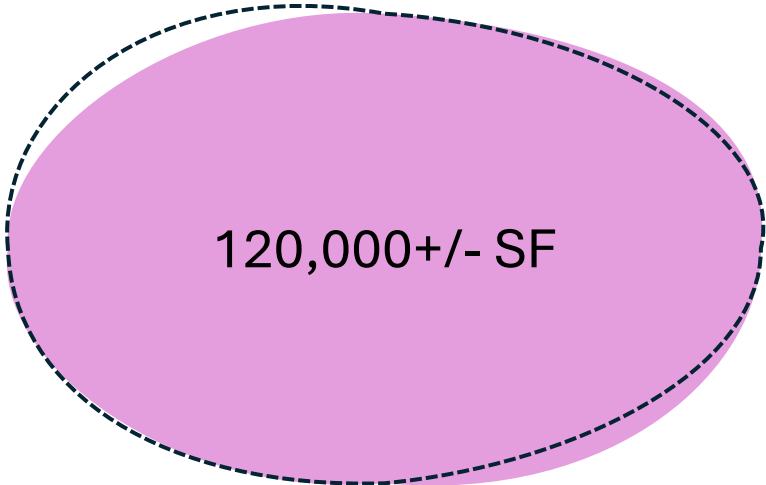
04.3

RECOMMENDED DEVELOPMENT

In order to remain consistent and true with the District's vision of being a place for "recreation" and "entertainment" the team identified certain program elements from within Section 04.2 for inclusion in the recommended Site Program. Section 04.3 focuses on that recommend development.



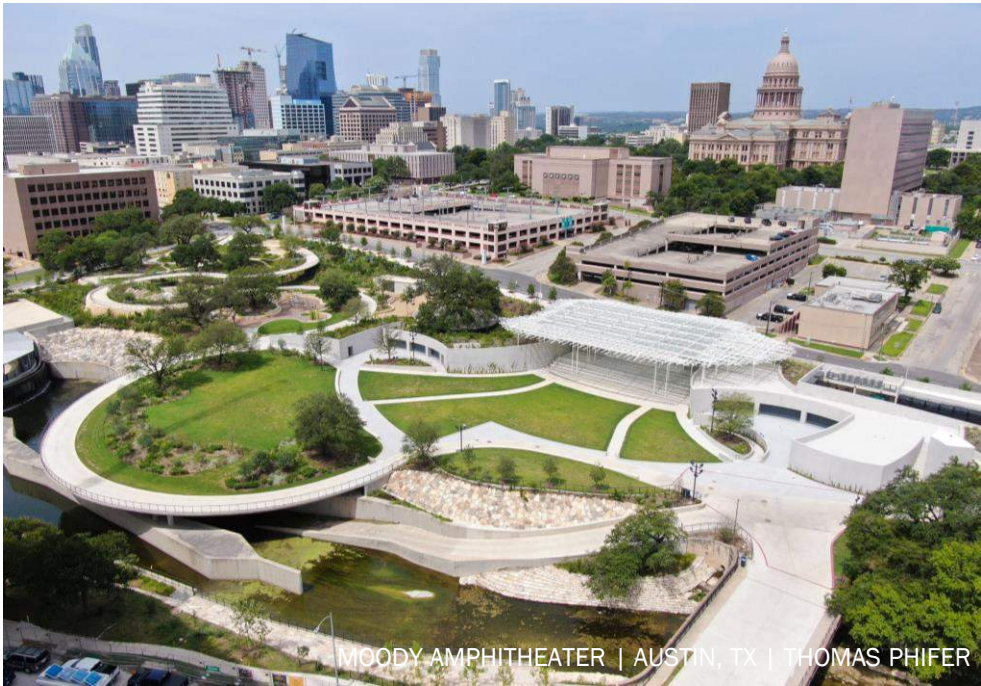
EXAMPLE 3D



CONCEPTUAL PLAN



MEIJER GARDENS AMPHITHEATER | GRAND RAPIDS, MI | COX-MEDENDORP-OLSON



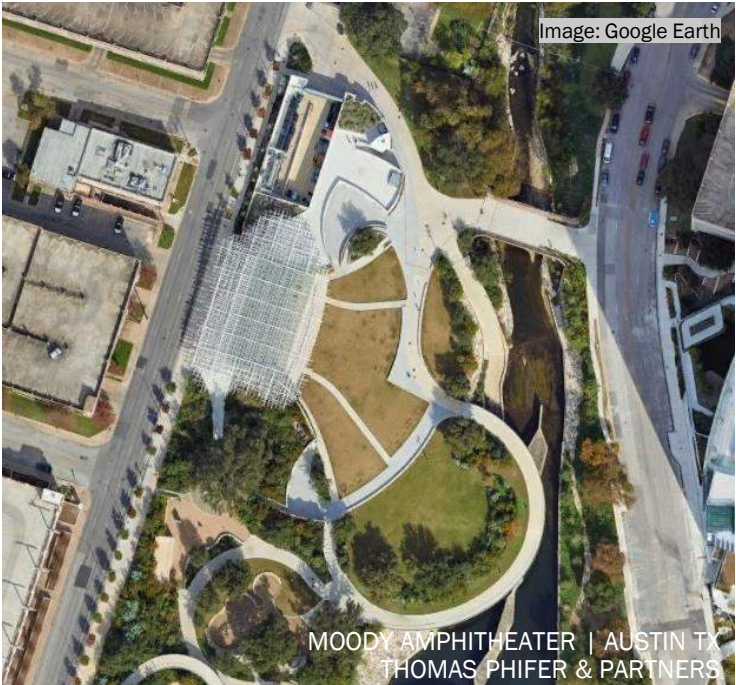
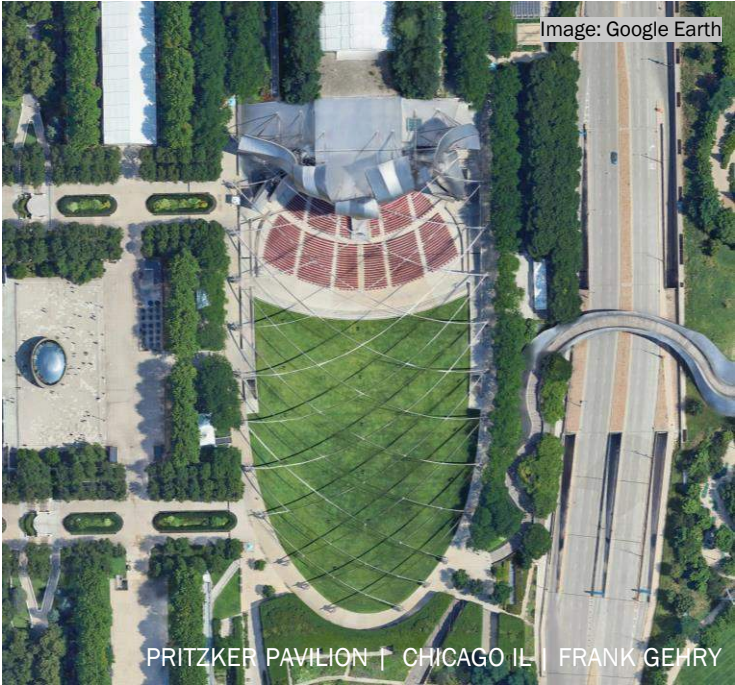
MOODY AMPHITHEATER | AUSTIN, TX | THOMAS PHIFER



ALPINE VALLEY MUSIC THEATER | EAST TROY, WI

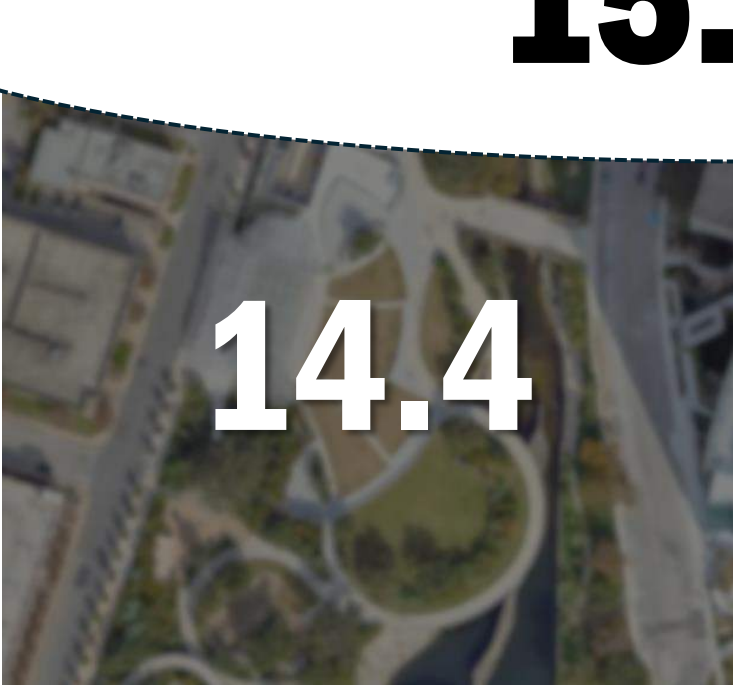
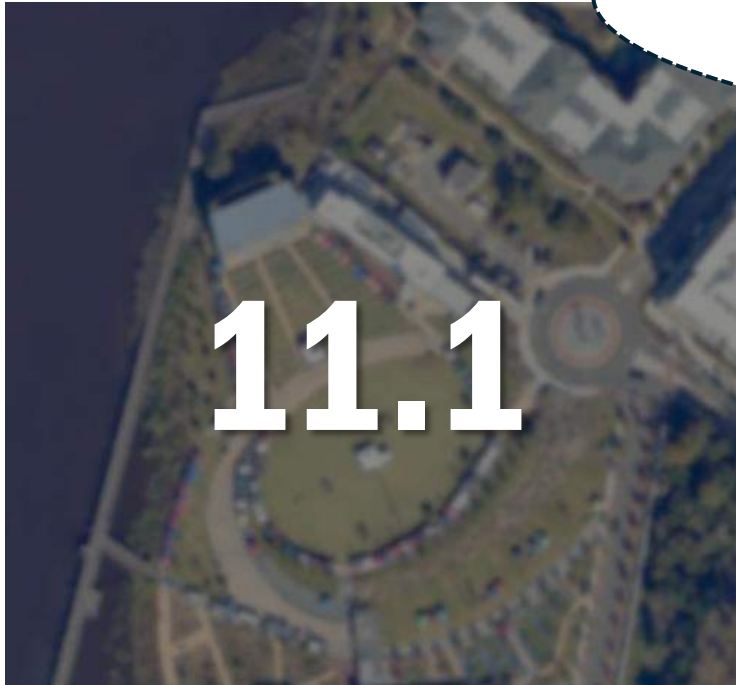


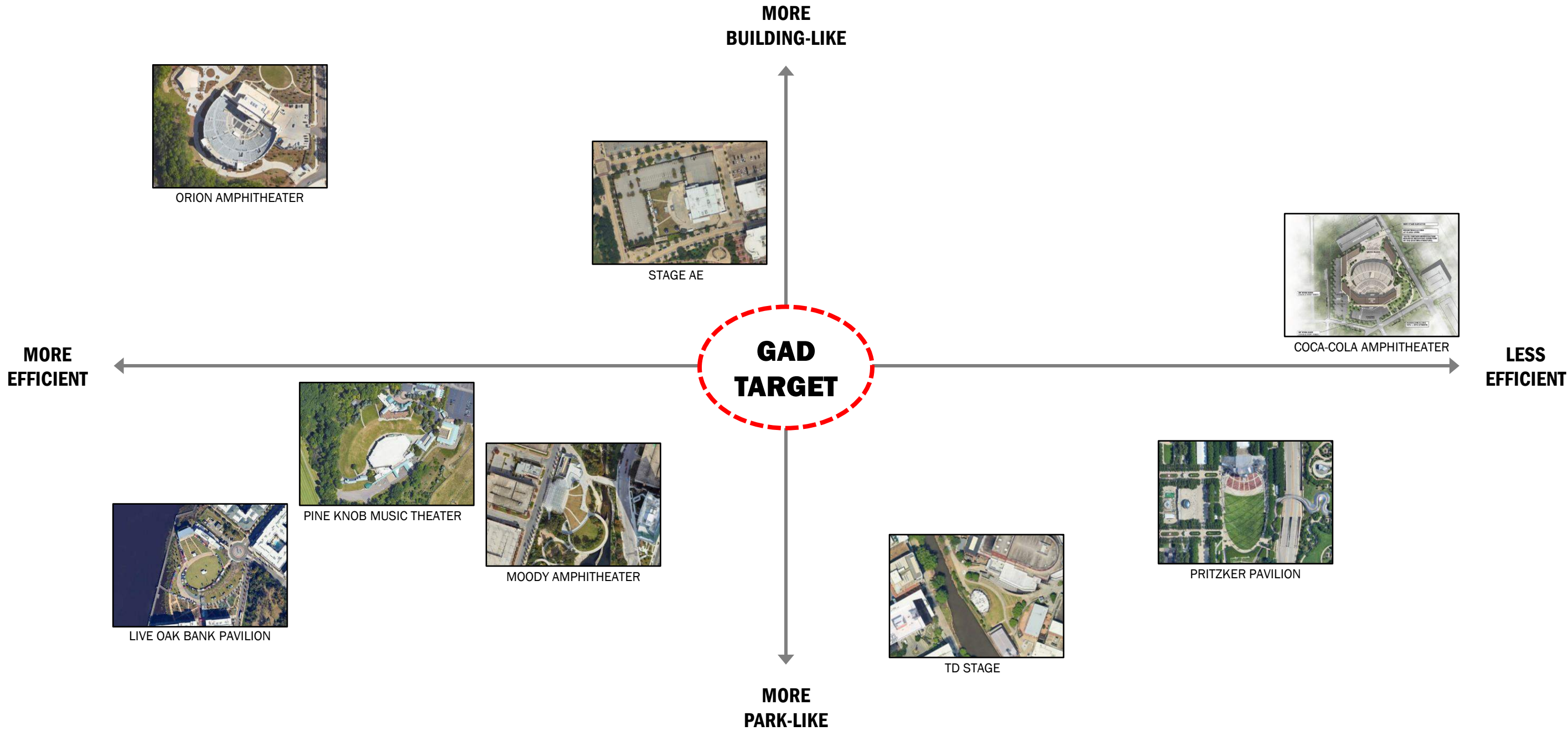
MUSHRIF PARK AMPHITHEATER | ABU DHABI, UAE | SEMPLE BROWN

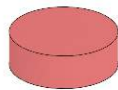




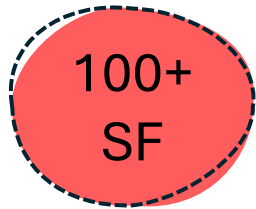
15.2 AVG.





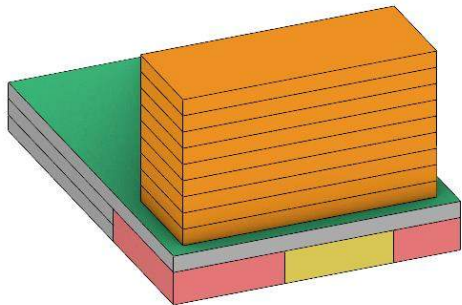


EXAMPLE 3D



CONCEPTUAL PLAN





EXAMPLE 3D



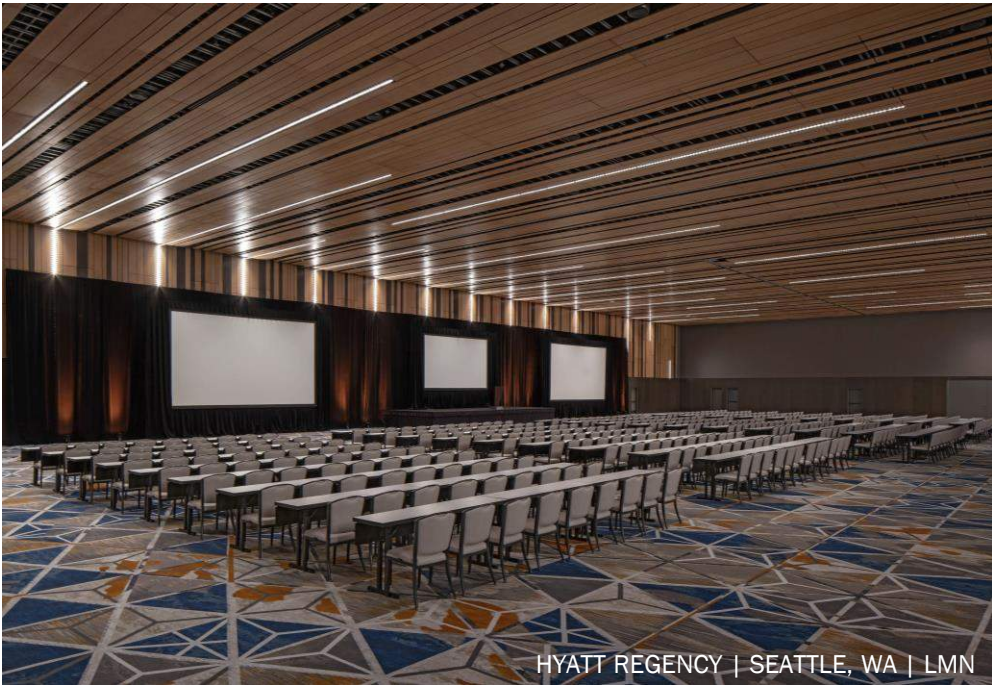
AC MARRIOTT SOUTHPARK | CHARLOTTE, NC | LS3P



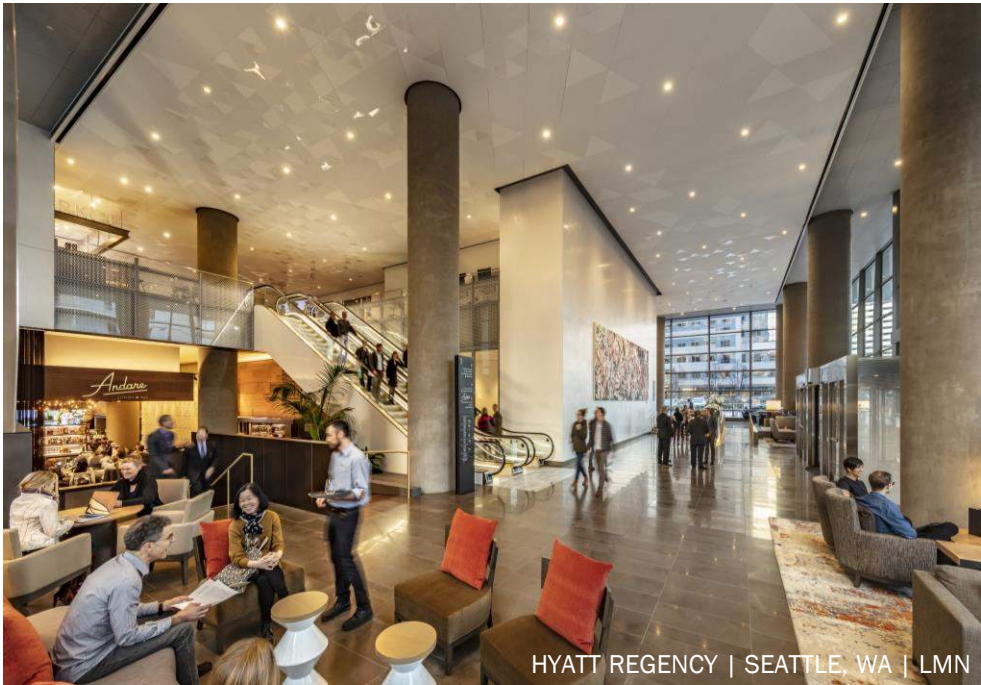
100 STEWART | SEATTLE, WA | OLSON KUNDIG



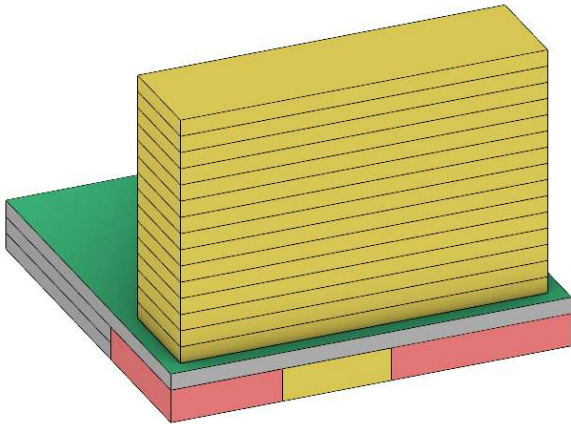
CONCEPTUAL PLAN



HYATT REGENCY | SEATTLE, WA | LMN



HYATT REGENCY | SEATTLE, WA | LMN



EXAMPLE 3D



THE NOVUS | DURHAM, NC | LS3P



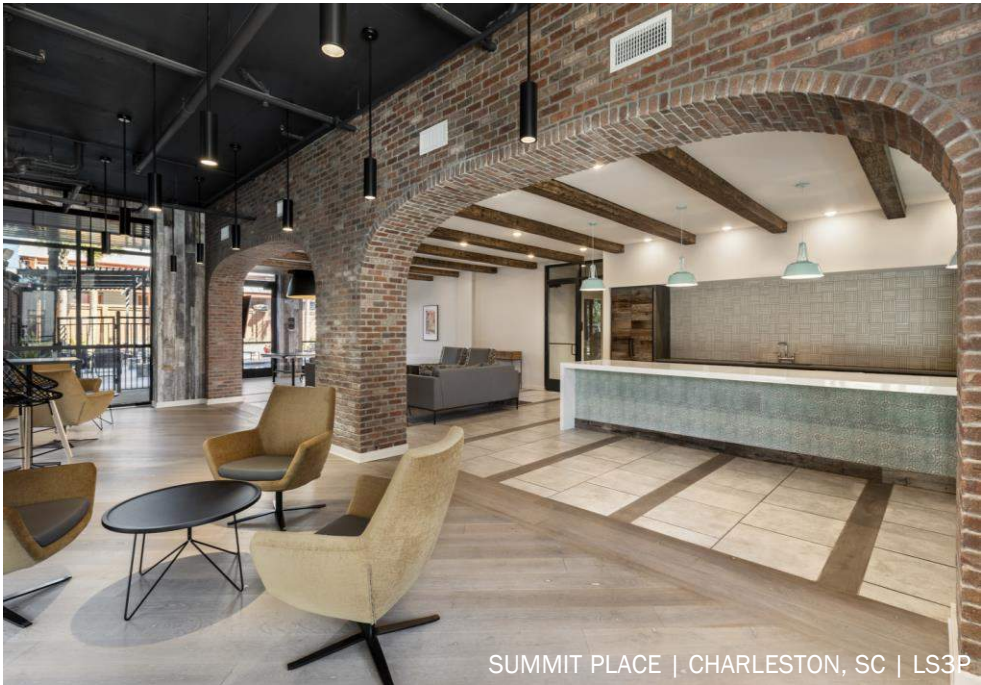
NEWS PLACE ON ELLIS SQUARE | SAVANNAH, GA | LS3P

10,000+ SF

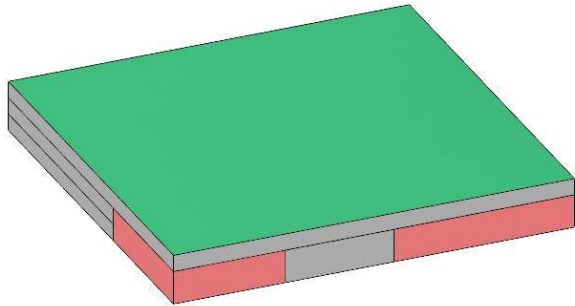
CONCEPTUAL PLAN



800 COLUMBIA | SEATTLE, WA | LMN



SUMMIT PLACE | CHARLESTON, SC | LS3P



EXAMPLE 3D



GLOBAL TECH CAMPUS | REDMOND, WA | LMN



UNIVERSITY OF WASHINGTON | SEATTLE, WA | LMN



CONCEPTUAL PLAN



COUNTY SQUARE | GREENVILLE, SC | LS3P



UNIVERSITY OF WASHINGTON | SEATTLE, WA | LMN

PARKING COUNTS

- 325 existing surface spaces
- 978 existing structured spaces
- 1,303 total spaces on-site

LOADING

- 2 existing loading berths

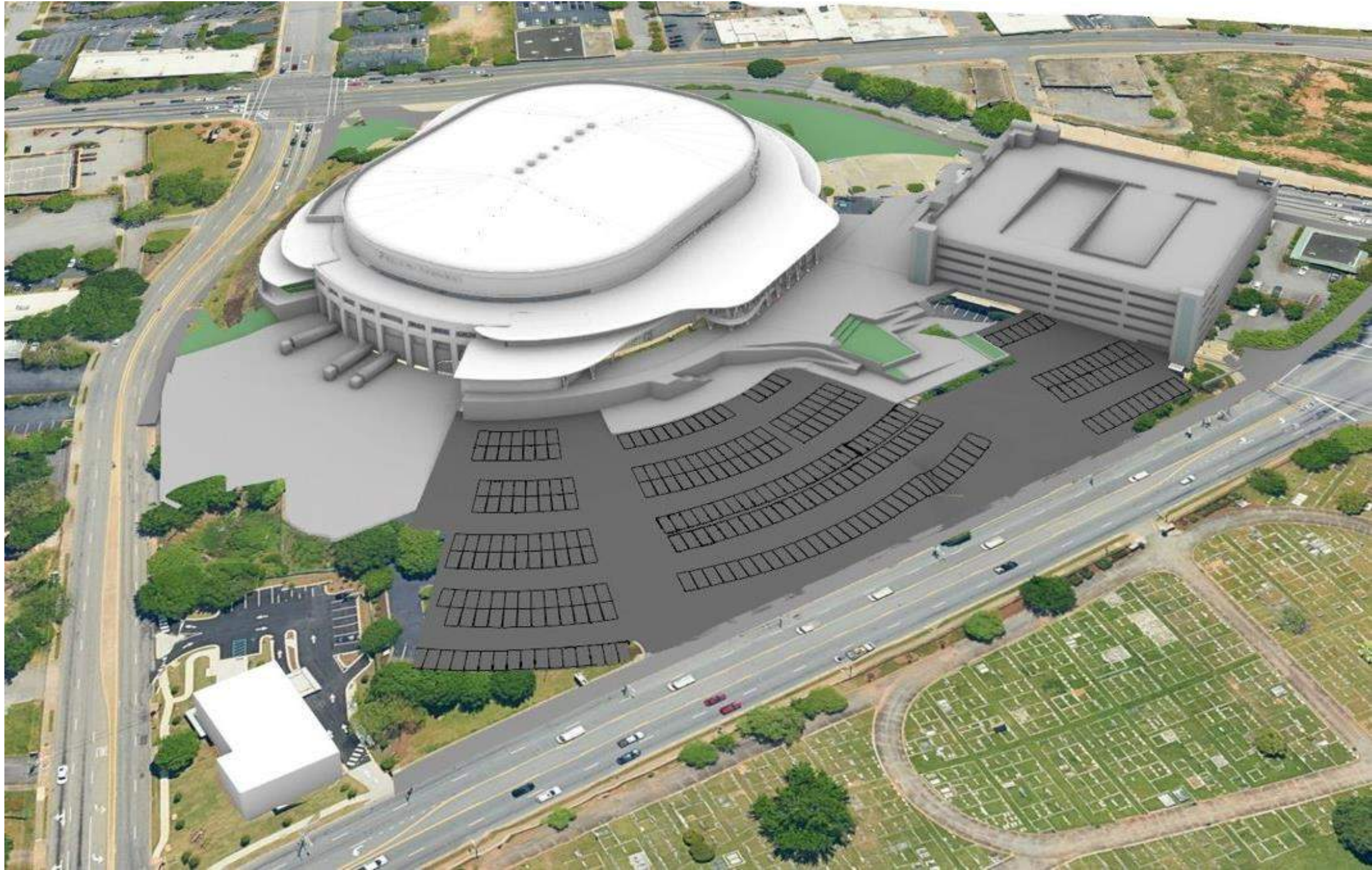


PARKING COUNTS

- 300 existing surface spaces¹
- 978 existing structured spaces
- 1,278 total spaces on-site
- 52 spaces vs. today

LOADING

- 2 existing loading berths
- 2 new proposed berths
- 4 total loading berths



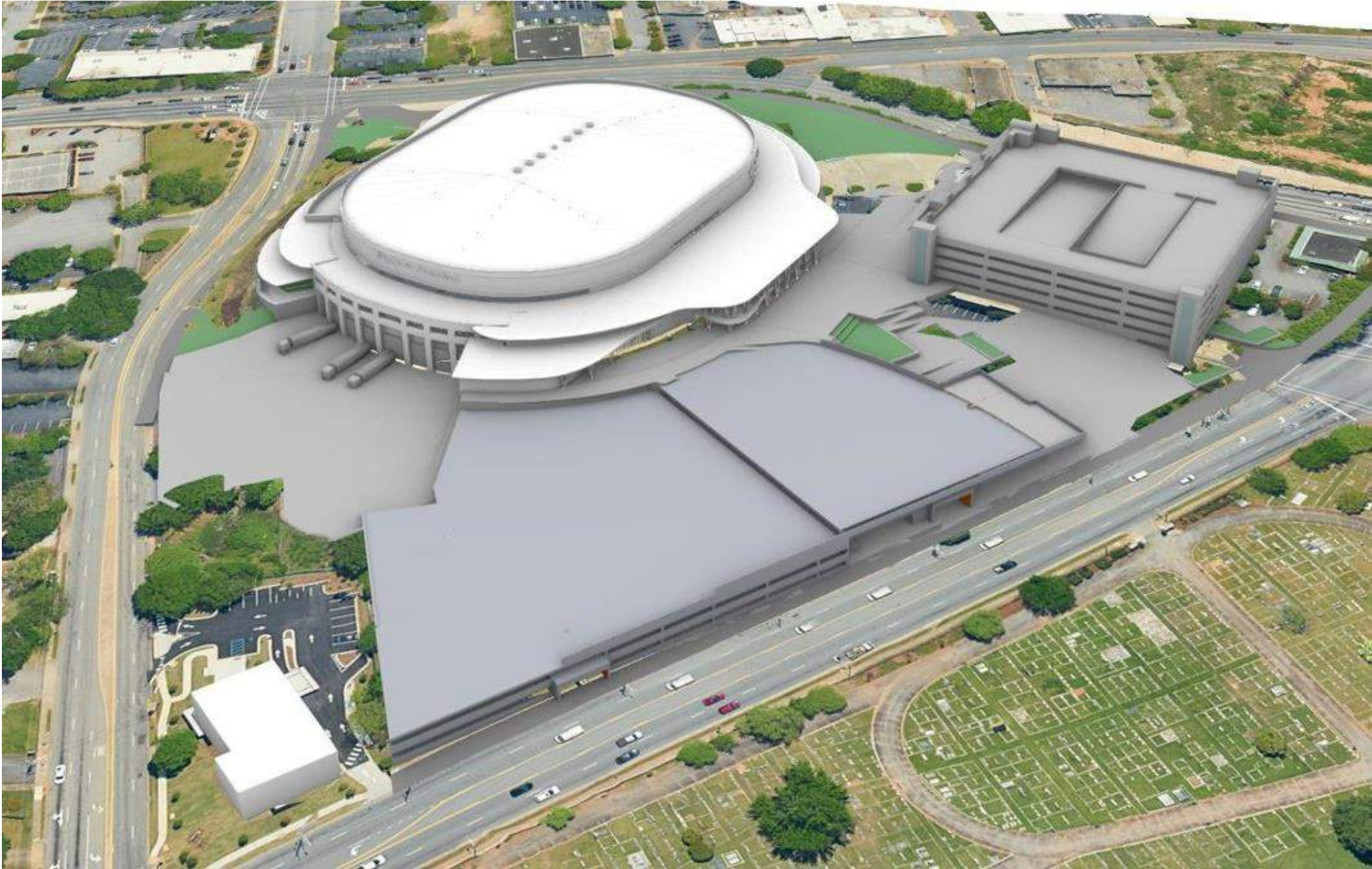
¹28 spaces lost due to loading dock expansion.

PARKING COUNTS

- 978 existing structured spaces
- 1,000 new structured spaces
- 1,978 total spaces on-site²
- +648 spaces more than existing

LOADING

- 4 total loading berths



²352 spaces lost due to removal of surface parking.



An aerial photograph of a city, likely Greenville, South Carolina, showing a mix of urban development and green spaces. A large, semi-circular arena is visible in the lower-left foreground. The number '04.4' is overlaid in a large, white, sans-serif font across the center of the image.

04.4

HONORING ‘LITTLE TEXAS’

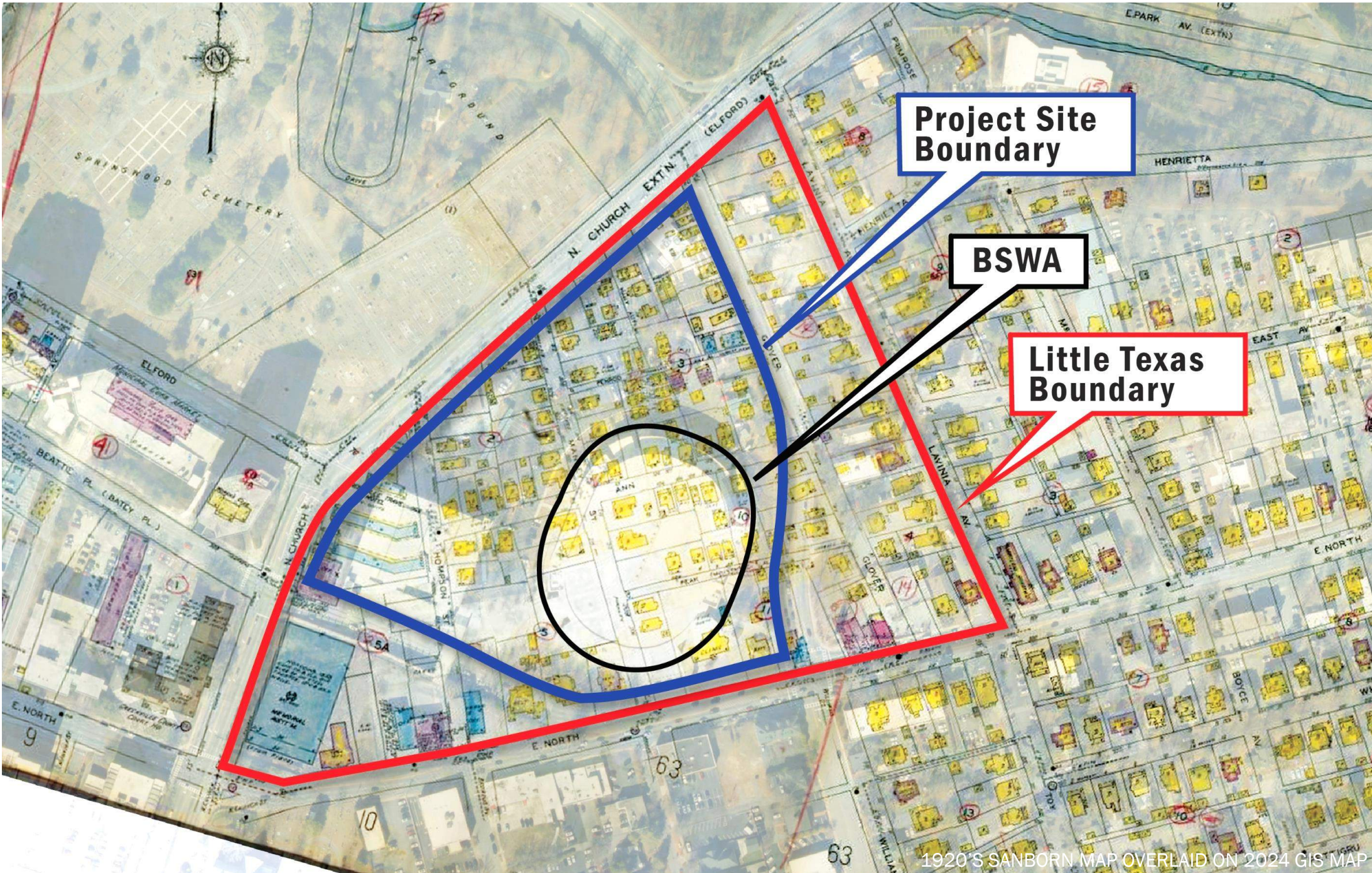
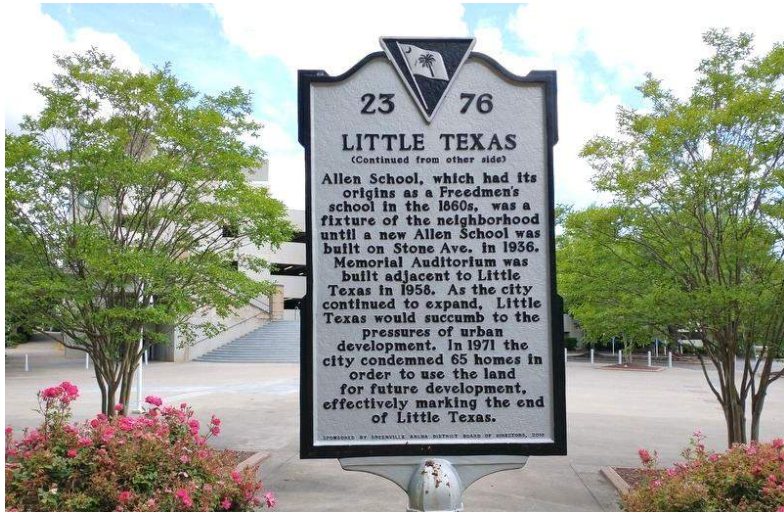
Honoring the site's history is a key design principle for this project. Little Texas, one of the first black working-class neighborhoods in Greenville, played a vital role in the community's identity. However, in the 1960s, residents were displaced to make way for hotels, modern buildings, and eventually the Bi-Lo center, now known as the Bon Secours Wellness Arena. A brief history of Little Texas and numerous examples of celebratory strategies are shown in this section.

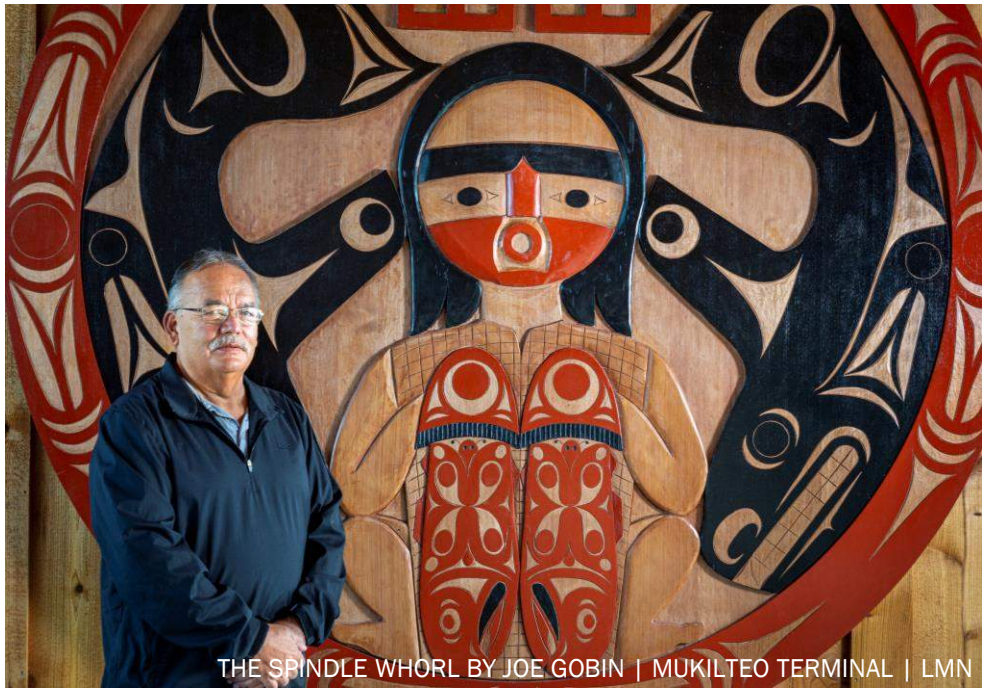
Honoring the site's history is a key Design Principle for this project. From the early stages of the design process, it was clear that the project must celebrate the legacy of Little Texas, one of Greenville's first Black Working Class Neighborhoods. Spanning eight (8) city blocks from Elford Street to Lavinia Avenue, Little Texas played a vital role in the community's identity. However, in the 1960s, residents were displaced to make way for hotels, modern buildings, and eventually the Bi-Lo Center, now known as the Bon Secours Wellness Arena.

To create an immersive design solution, a thoughtful framework was established, driven by the following guiding principles:

- 1. A Commitment to Hard Work
- 2. A Strong Sense of Community
- 3. Resilience and Toughness
- 4. The Celebration of Family Bonds
- 5. A Deep Appreciation for the Arts
- 6. The Nostalgia of the Corner Store, a symbol of entrepreneurship and a cherished gathering place for Storytelling and Song

Inspired by these drivers, meaningful solutions could include incorporating artwork, creating a versatile programmed space, constructing a small stage, or designing an inviting outdoor gathering area—each with the intent to preserve and honor Little Texas's rich history. (Existing Little Texas plaque on site at the Furman Plaza below).

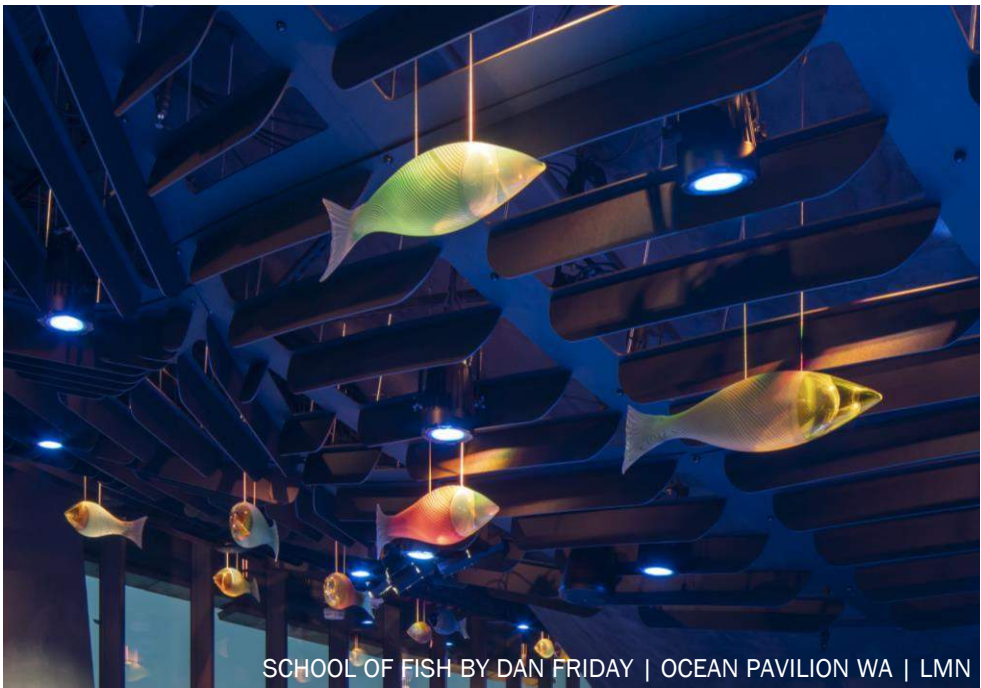




THE SPINDLE WHORL BY JOE GOBIN | MUKILTEO TERMINAL | LMN



NE 8TH STREET BRIDGE | BELLEVUE WA | LMN



SCHOOL OF FISH BY DAN FRIDAY | OCEAN PAVILION WA | LMN



NC STATE FRIDAY INSTITUTE | RALEIGH, NC | LS3P



CMS WEST CHARLOTTE HIGH SCHOOL | CHARLOTTE, NC | LS3P

STRATEGIES

- Interpretive signage or historical markers.
- Remembrance garden or other named spaces.
- Public art piece, program or performances.
- Community-based retail spaces.



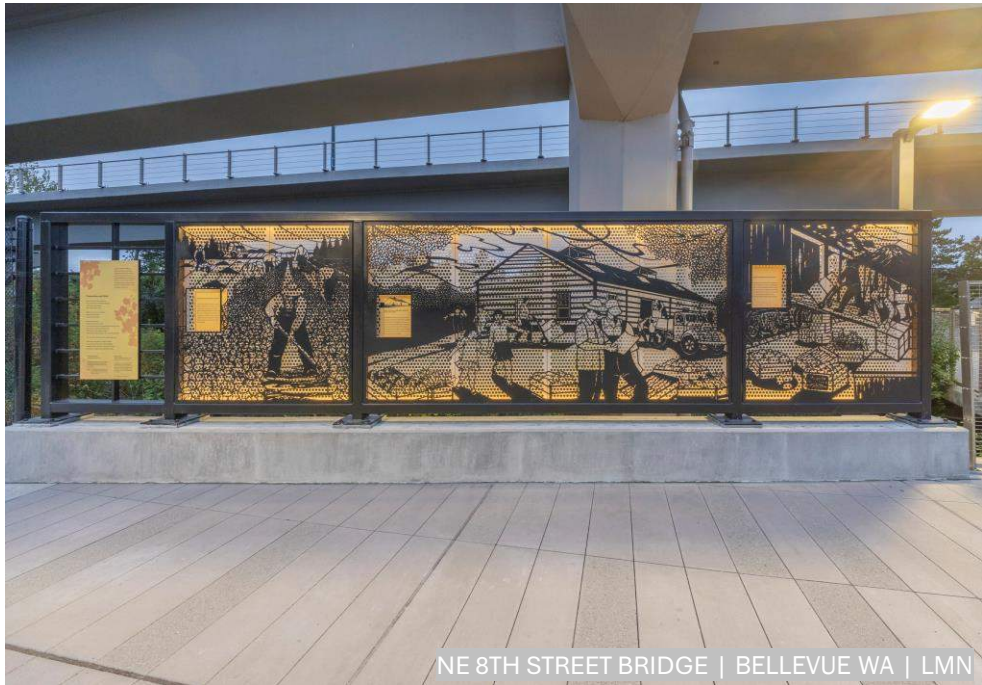
NE 8TH STREET BRIDGE | BELLEVUE WA | LMN



NE 8TH STREET BRIDGE | BELLEVUE WA | LMN



NE 8TH STREET BRIDGE | BELLEVUE WA | LMN



NE 8TH STREET BRIDGE | BELLEVUE WA | LMN



BACKGROUND

- Pedestrian bridge in Bellevue, WA, designed by LMN.
- Community art honors the contributions of local Japanese Americans and includes a 117-foot-long mural by artists Erin Shigaki and Mari Shibuya, which references “kintsugi,” the Japanese art of repair.
- This project uses art and educational murals to tell the story of a particular community.



MUKILTEO FERRY TERMINAL | MUKILTEO WA | LMN



MUKILTEO FERRY TERMINAL | MUKILTEO WA | LMN



MUKILTEO FERRY TERMINAL | MUKILTEO WA | LMN



MUKILTEO FERRY TERMINAL | MUKILTEO WA | LMN

BACKGROUND

- Ferry Terminal in Bellevue, WA, designed by LMN.
- Tribal cultural artworks created by local Native American artists are displayed throughout the terminal, creating a strong connection to the tribal community and history.
- This project uses community art to acknowledge and honor a particular community.



OCEAN PAVILION | SEATTLE WA | LMN



OCEAN PAVILION LOBBY | SEATTLE WA | LMN



OCEAN PAVILION ENTRY | SEATTLE WA | LMN

BACKGROUND

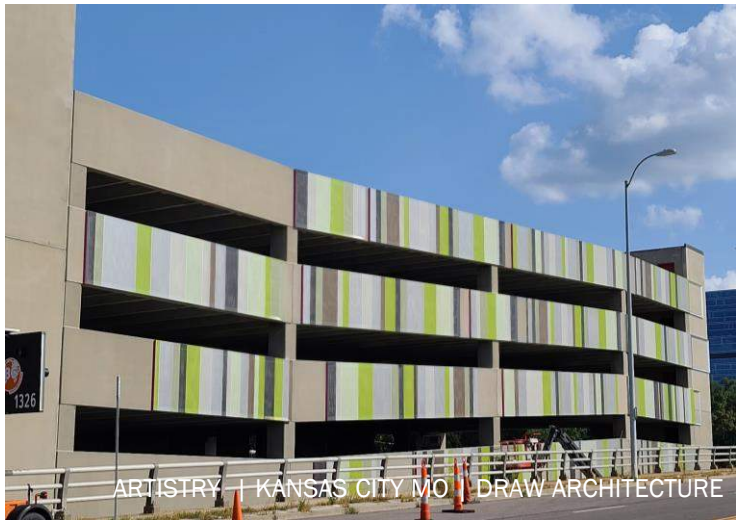
- New aquarium in Seattle, WA, designed by LMN.
- Art by local Native American artist, Dan Friday, is incorporated into the interior and exterior of the building at the main entrance.
- This project uses art integrated with architecture to provide cultural identity and acknowledgement

An aerial photograph of a city, likely Greenville, South Carolina, showing a mix of modern high-rise buildings and older structures. A large, white, semi-transparent number '04.5' is centered over the image. The foreground shows a parking lot and some greenery.

04.5

EXISTING GARAGE OPPORTUNITIES

In an effort to develop a consistent architectural language across the site, the team worked with the City of Greenville to identify opportunities to enhance the appearance of the existing on-site parking garage. This section is a collection of work performed by the design team and is intended to showcase examples of what a newly-clad parking garage could look like.



\$
NEW COAT OF PAINT

- More interesting color
- Tie-in to arena colors
- Emphasize architecture

\$
MURALS / PUBLIC ART

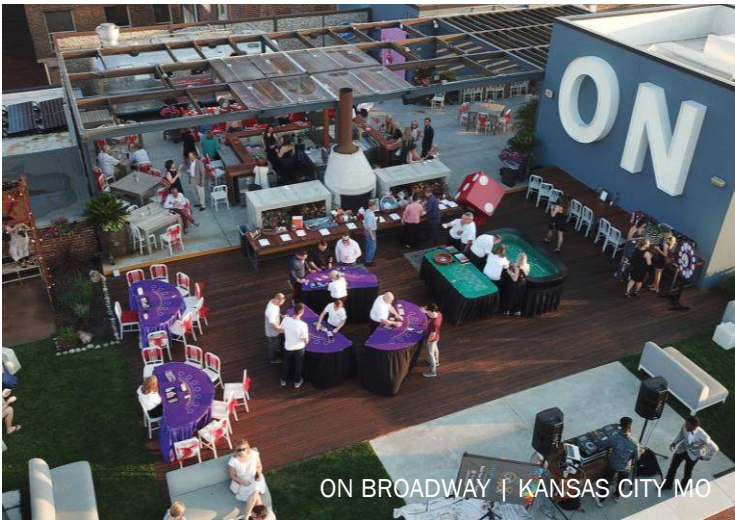
- Add visual interest
- Showcase for local artists
- Tell the story of the community

\$\$
DECORATIVE ADDITIONS

- 3-Dimensional activation
- Addition of material and texture
- Full coverage or select areas

\$\$\$
SCREEN ENCLOSURE

- Full transformation
- Wide variety of options
- Can unify or conceal architecture



\$\$
ENHANCE EXISTING STAIRS

Add visual interest
Emphasize verticality
Improve experience

\$\$
ADD GREEN WALLS

Soften the garage expression
Reflects natural environment
Improves air quality

\$\$\$
ADD RETAIL LINER

More interesting color
Tie-in to arena color
Emphasize architecture

\$\$\$
ADD ROOF DECK

Panoramic views of the surrounding landscape
Host special events
Unique experience

An aerial photograph of a city skyline with various buildings and green spaces. A large, white, semi-transparent number '04.6' is centered over the image.

04.6

FINAL PROPOSED DEVELOPMENT

The final recommendation for the development of the site.

- 1. Prior alternatives (*see appendix*) were dense, crowded, out of scale for the site and use.**
- 2. Site development should be focused on entertainment.**
- 3. The existing city-owned parking garage must remain in use.**
- 4. Early phase amphitheater is a top priority.**
- 5. Acquisition of the adjacent bank parcel is not feasible or necessary.**
- 6. Bring attention to the pedestrian experience along Church Street.**
- 7. Elford Street should become a prominent entry point for the site.**



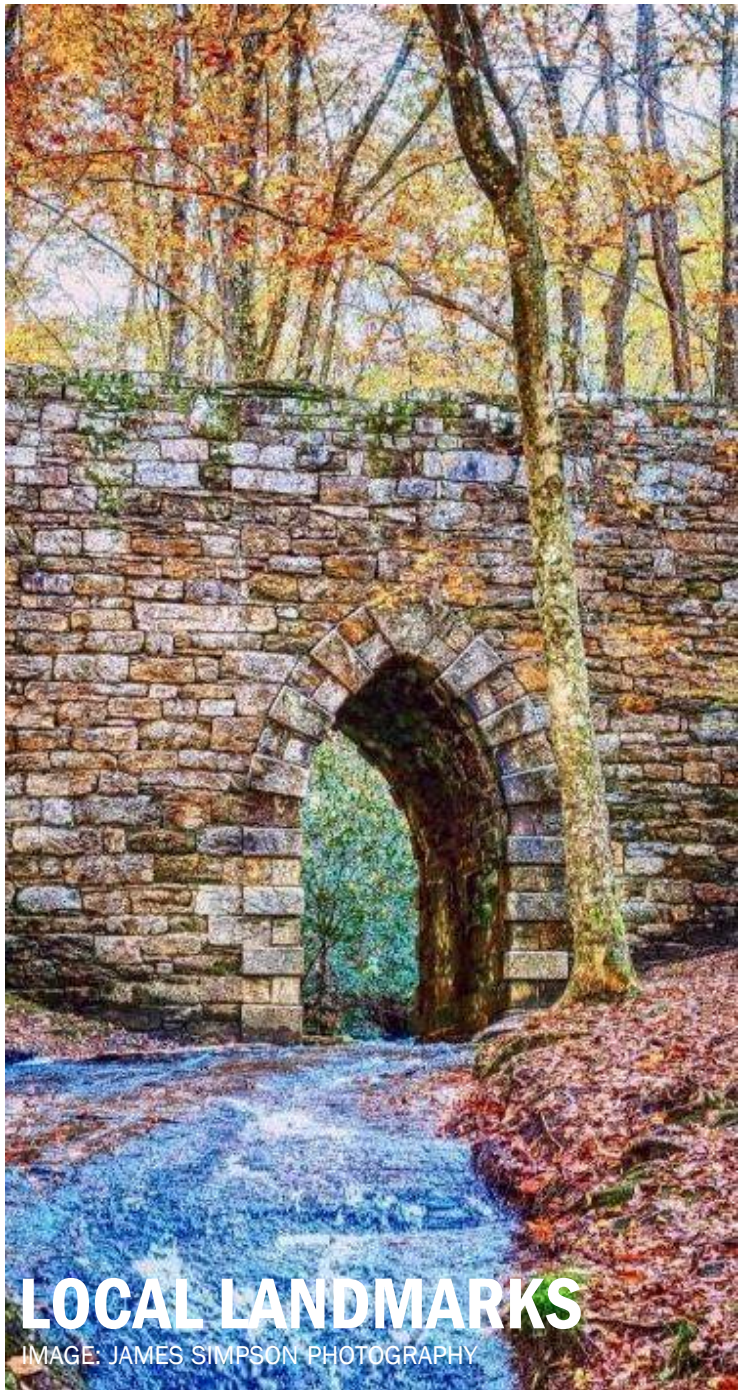
MAIN STREET
IMAGE: VISITGREENVILLE.ORG



BLUE RIDGE MOUNTAINS
IMAGE: JAMES SIMPSON PHOTOGRAPHY



FALLS PARK
IMAGE: TOWNCAROLINA.COM



LOCAL LANDMARKS
IMAGE: JAMES SIMPSON PHOTOGRAPHY

An aerial photograph of a city, likely Greenville, South Carolina, showing a mix of urban development and green spaces. A large, semi-circular arena is visible in the lower-left foreground. The background is filled with various city buildings, including several tall skyscrapers. A large, white, semi-transparent number '04.7' is overlaid in the center of the image.

04.7

SITE ELEMENTS

A breakdown of the recommended program for the site development.

NOTES:

- Image shows full buildout of preferred alternative concept
- Redevelopment of existing City-owned parking garage is assumed to be a future redevelopment and outside of this scope of work
- Bank parcel is not required and provides limited benefit.
- Privately-owned parcel (yellow) will be developed by others



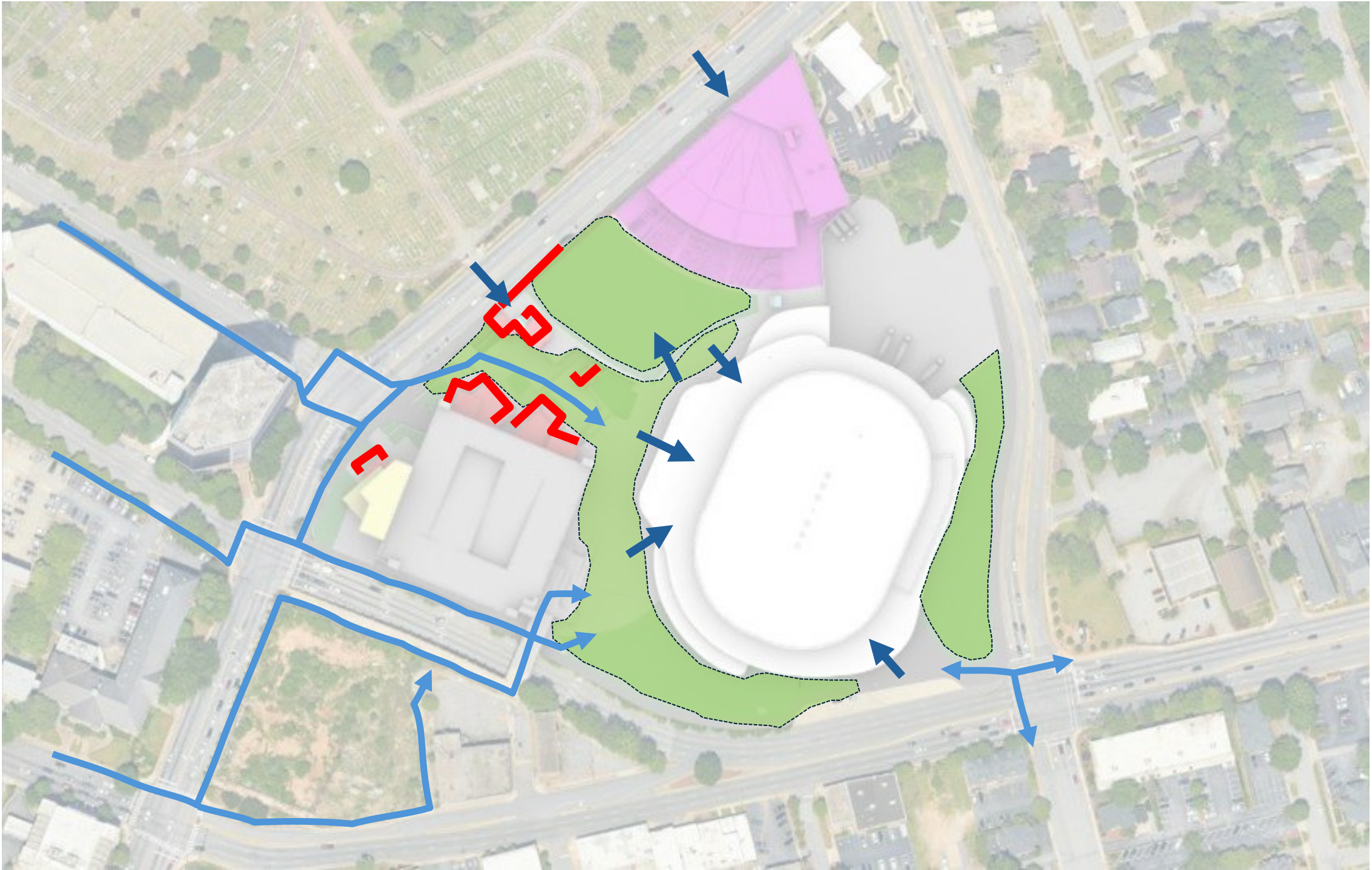
Preferred Alternative			Program Area						Units				Parking			
Phase	Residential		Hotel	Office	Retail		Venue	Parking	Total	Open Space	Residential		Hotel	Rec. Spaces*	Existing Spaces	New spaces
	Market	Workforce			F&B	Community					Market	Workforce				
Ex. to Remain	-	-	-	-	-	-	-	N/A	N/A	N/A	-	-	-	1,303	1,303	-
1(arena)	-	-	30,000	-	1,500	-	-	52,711	84,211	-	-	-	51	48	-52	-
2	-	-	-	-	5,000	5,000	-	-	10,000	15,063	-	-	-	41	-80	-
3	-	-	-	-	10,000	5,000	72,000	340,000	427,000	41,000	-	-	-	373	-212	1,000
4(future)	80,000	-	-	70,000	10,000	-	-	-	160,000	-	80	-	-	249	-	-
Total:	80,000	-	30,000	70,000	26,500	10,000	72,000	392,711	681,211	56,063	80	-	51	2,014	959	1,000

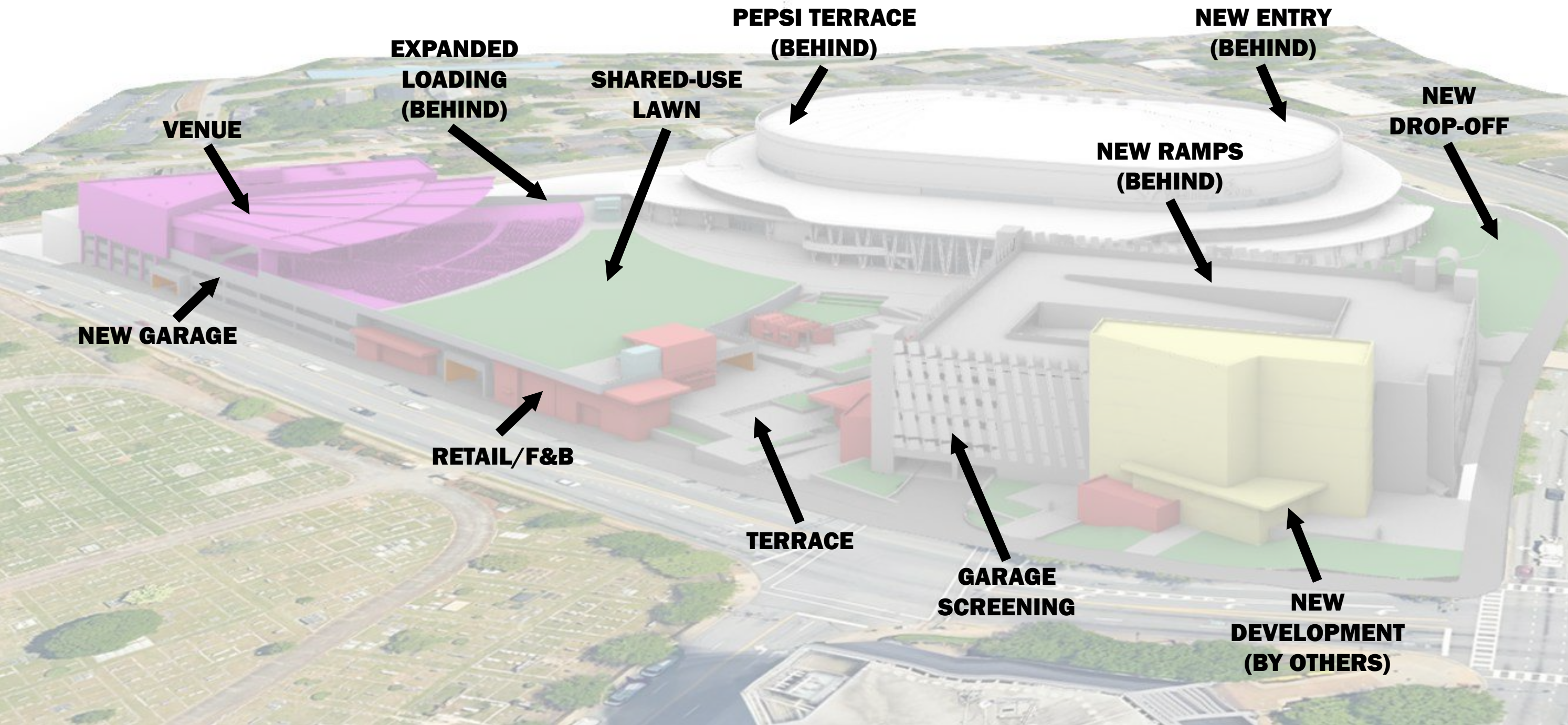
*Appears that there are no parking minimums in MX-D per GMC 19-4.6.2.B.2.a. To be confirmed.

NOTES:

- Terrace entry off Elford creates large, multi-level gathering space at the heart of block.
- Opportunity for amphitheater lawn to provide multi-functional gathering or open space.
- Assumes Privately-owned parcel is developed as urban square with food and beverage.
- Expanded Furman Plaza, open space feel, capable of hosting large events.
- Expanded access from pedestrian bridge to capture those entering from North Street improvements with improved accessibility on site.
- Expanded entry green, parklike experience for those coming from neighborhood parking.

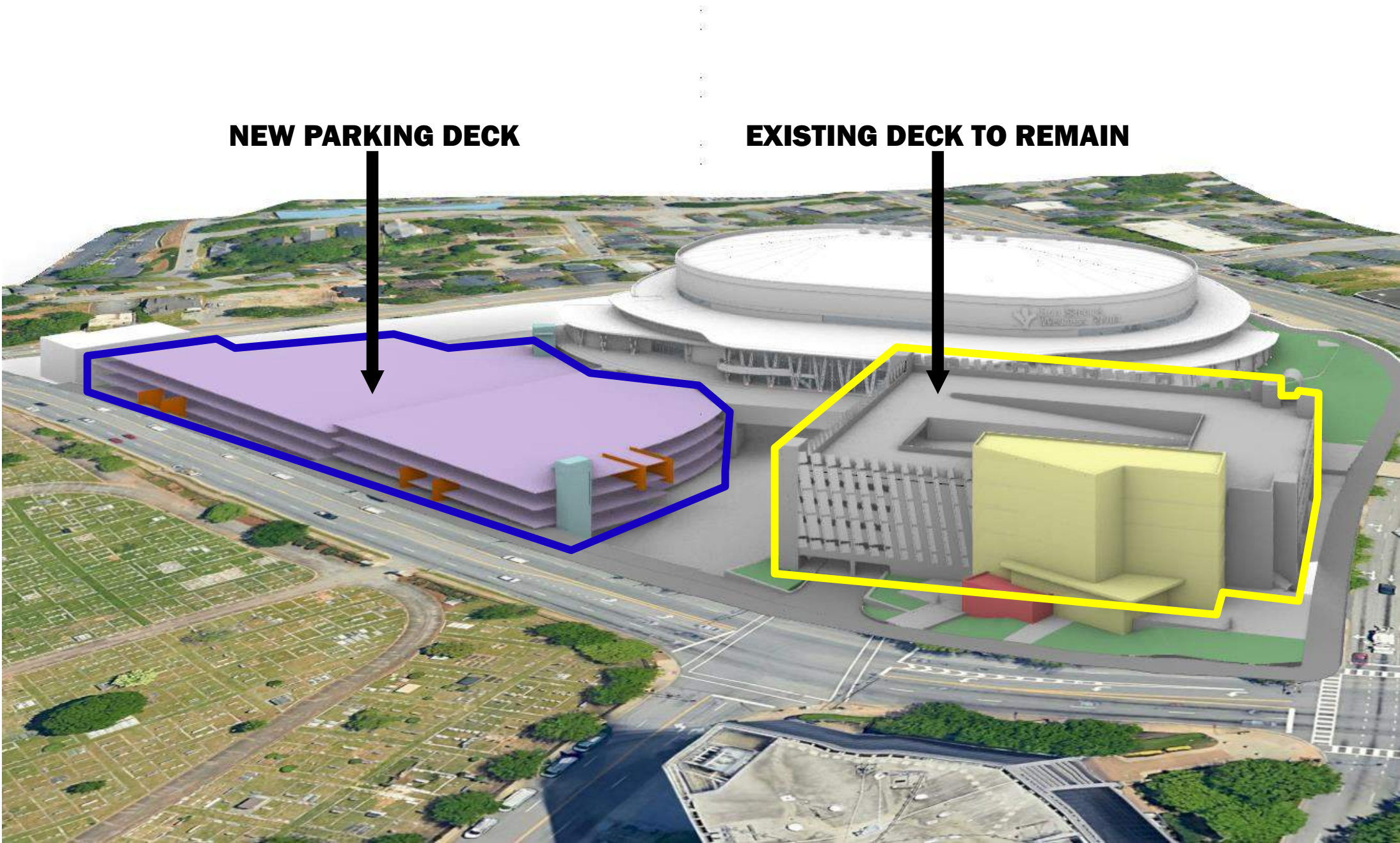
- PRIMARY PEDESTRIAN ACCESS
- PRIMARY BUILDING ENTRANCES
- RETAIL FRONTAGES
- PUBLIC OPEN SPACE





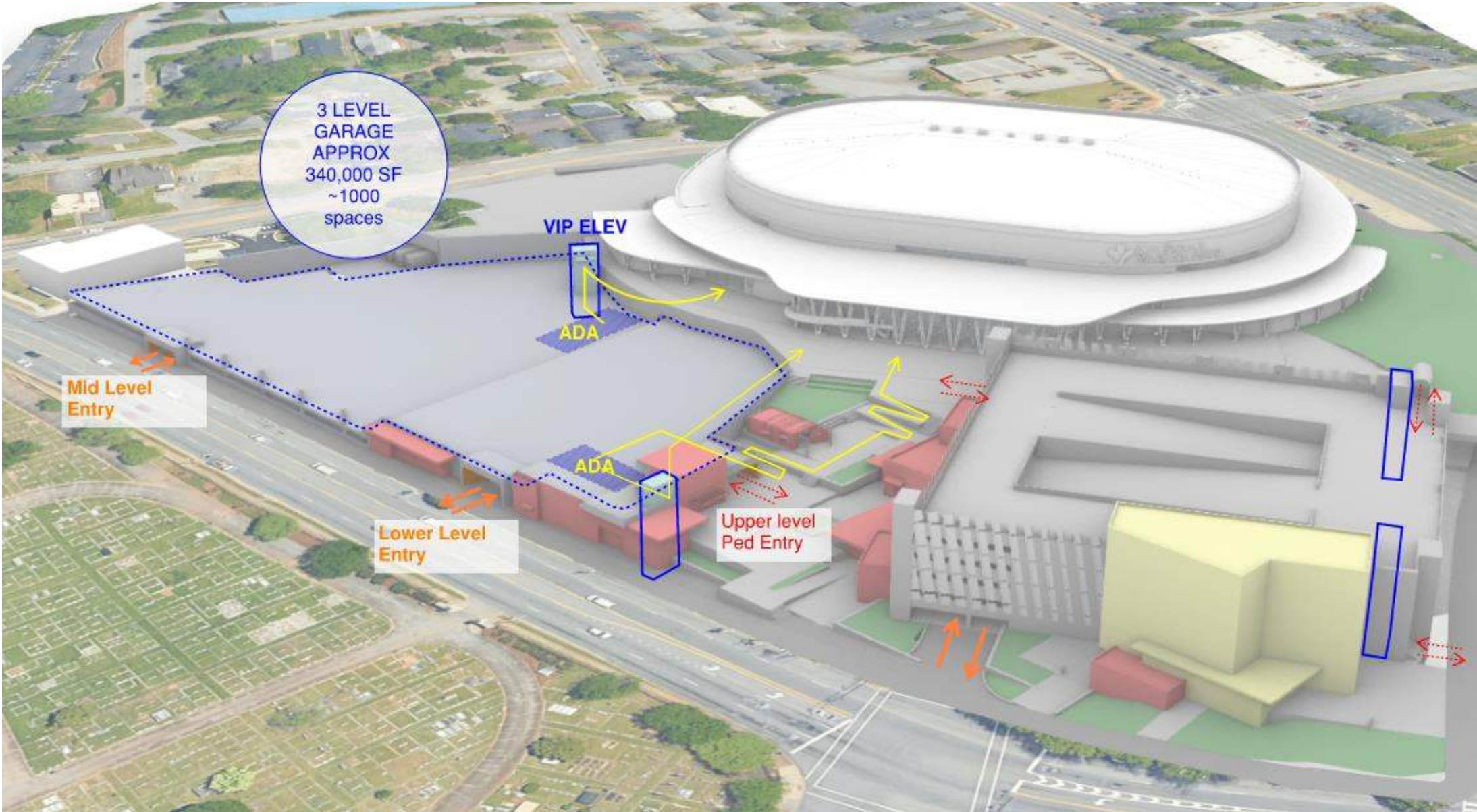
NOTES:

- Existing Deck to Remain ~ 1,000 spaces
- Existing Surface Parking Removed ~ 300 spaces
- New Parking Deck ~ 1,000 spaces
- **Total On-Site Parking ~ 2,000 spaces**



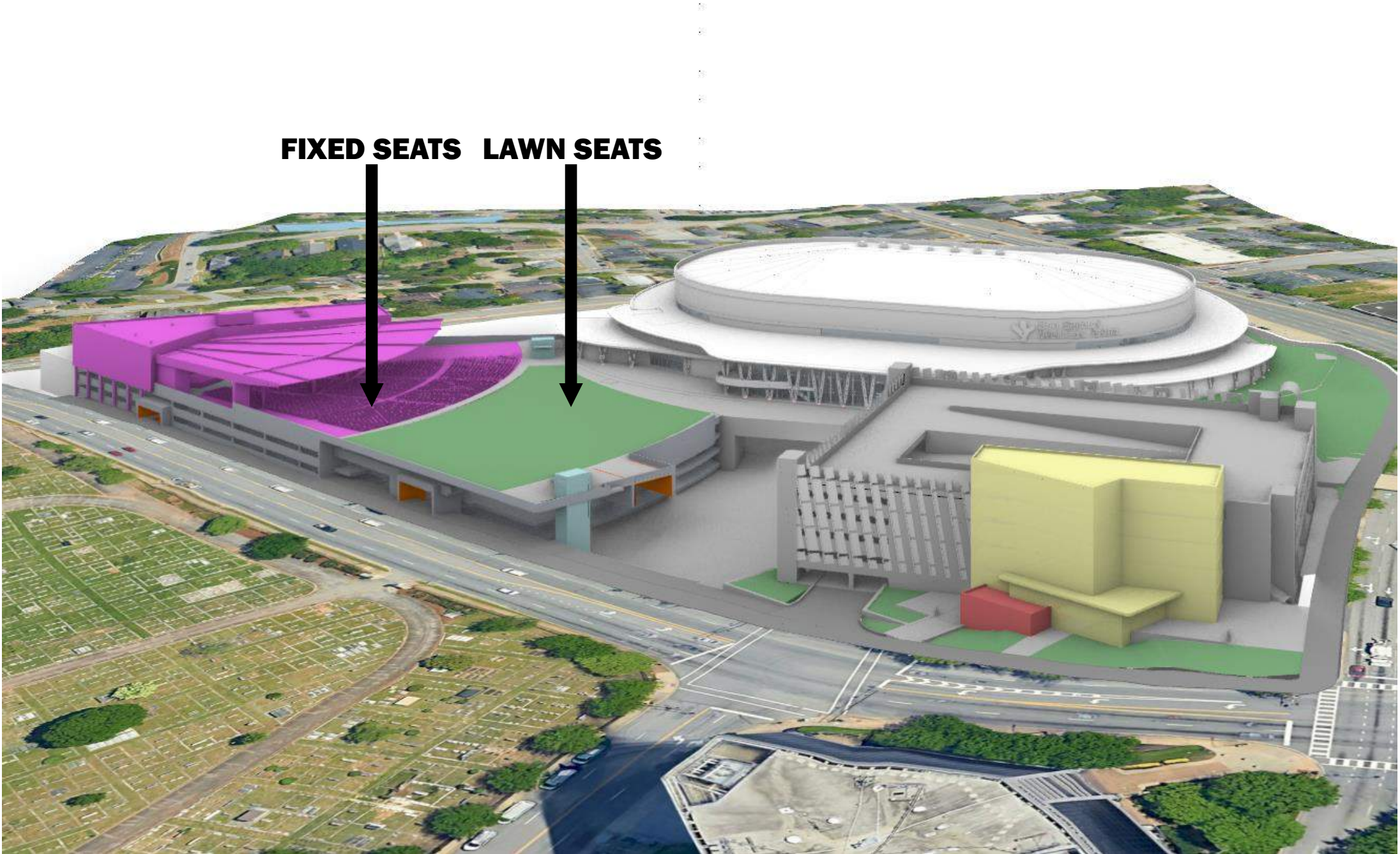
NOTES:

- Two Right-in Right-out vehicle entries on Church St.
- Main pedestrian access adjacent to terrace element
- Improved ADA access at all levels across the site



NOTES:

- Fixed Seats (Under Canopy) ~ 4,000
- Lawn Seats ~ 2,500+
- **Total Venue Capacity ~ 6,500 spaces**

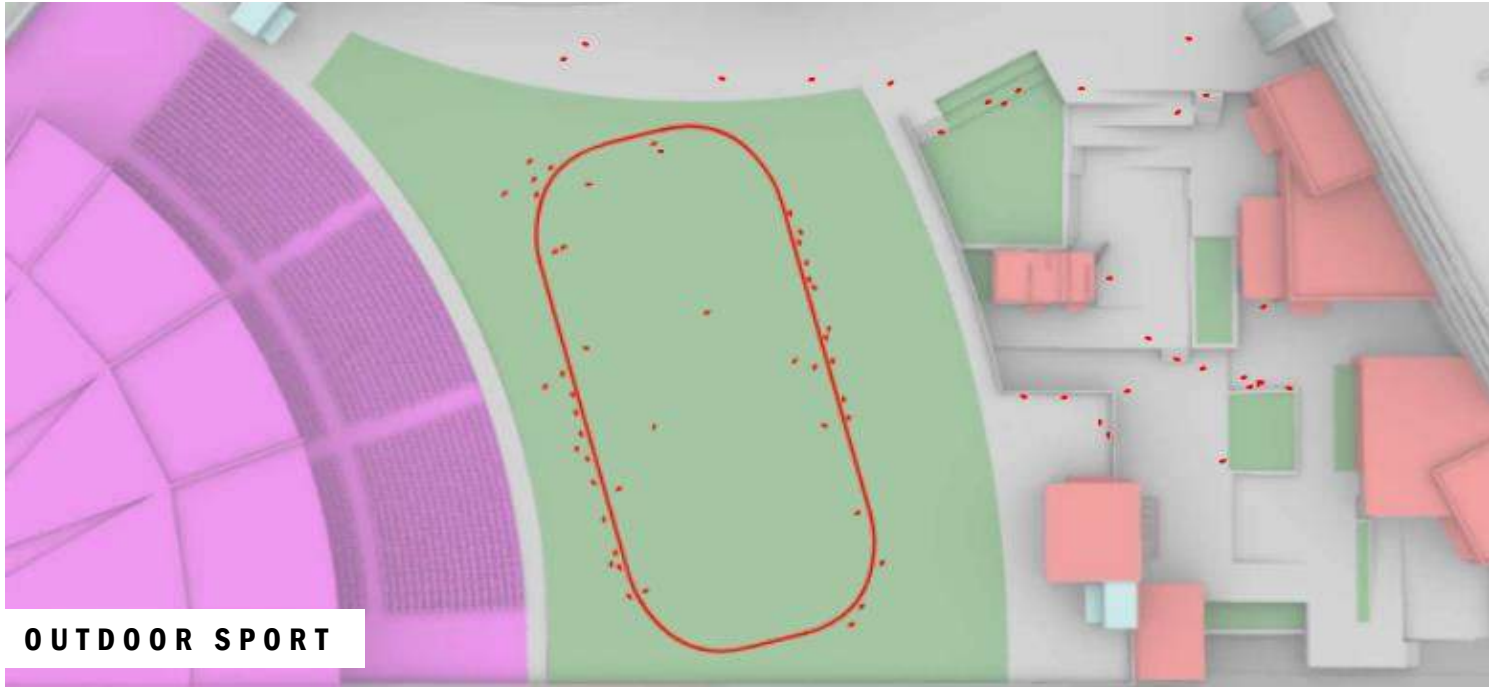


PROPOSED AMPHITHEATER

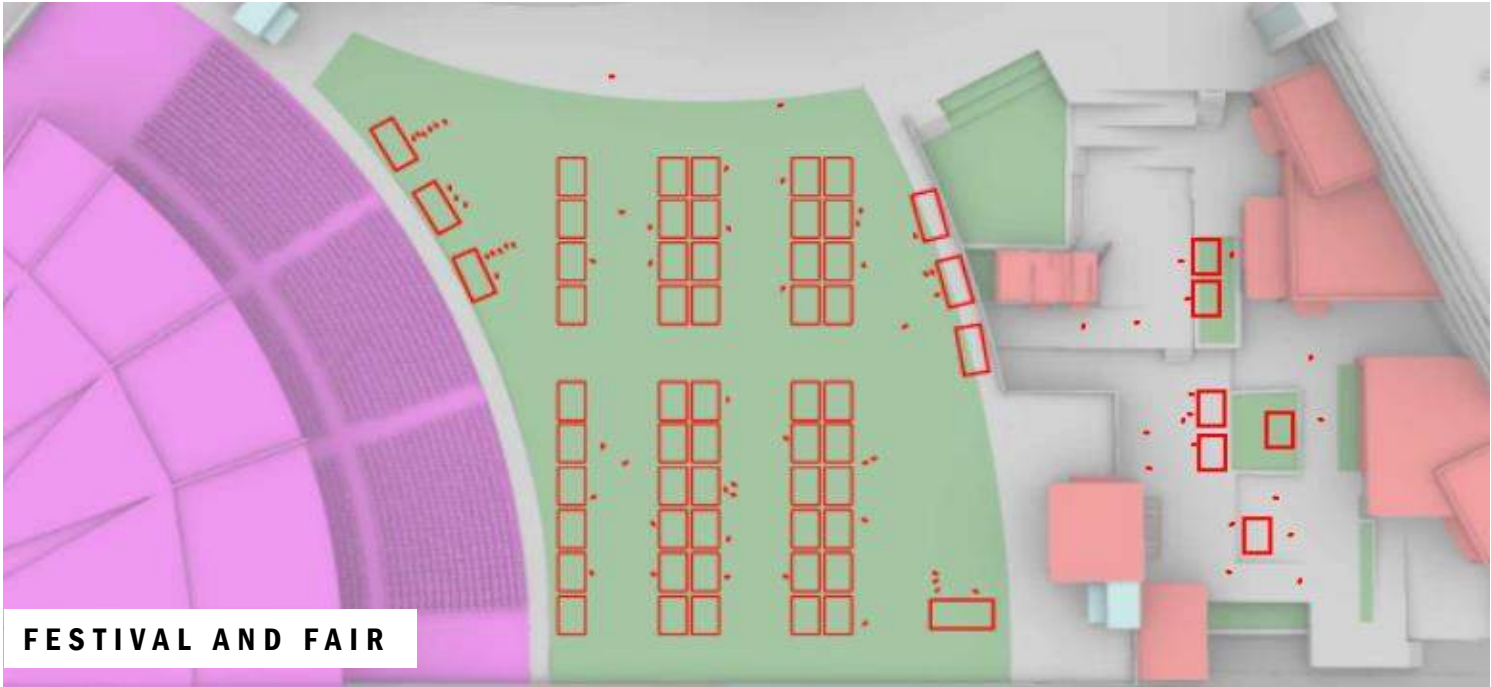


PROPOSED AMPHITHEATER

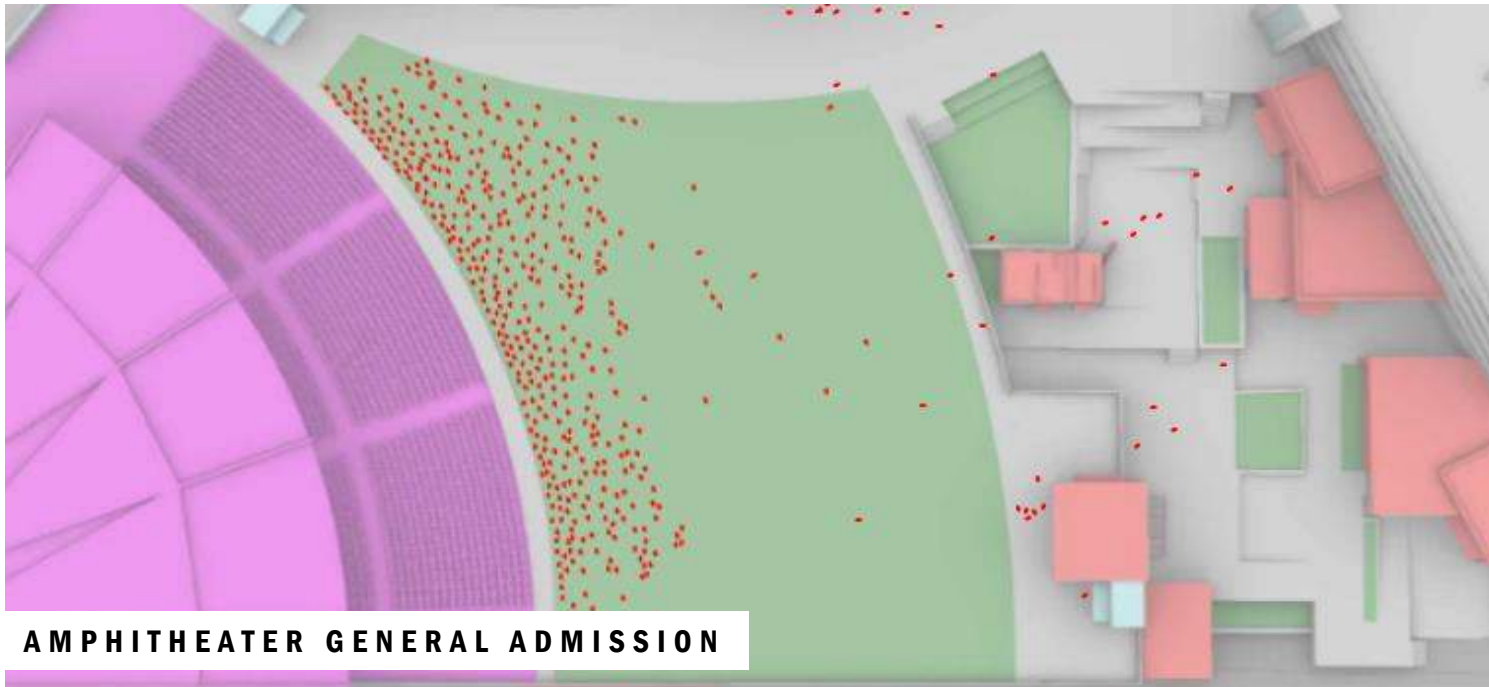




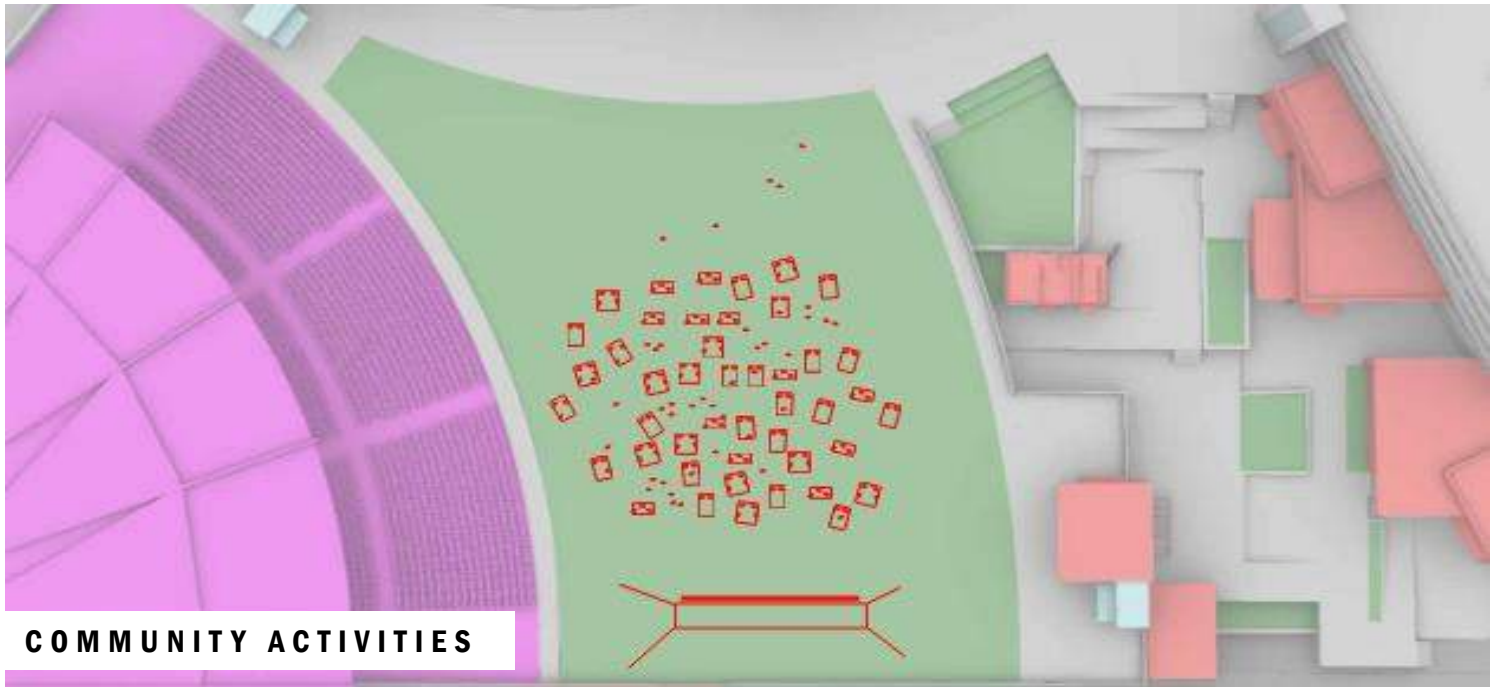
OUTDOOR SPORT



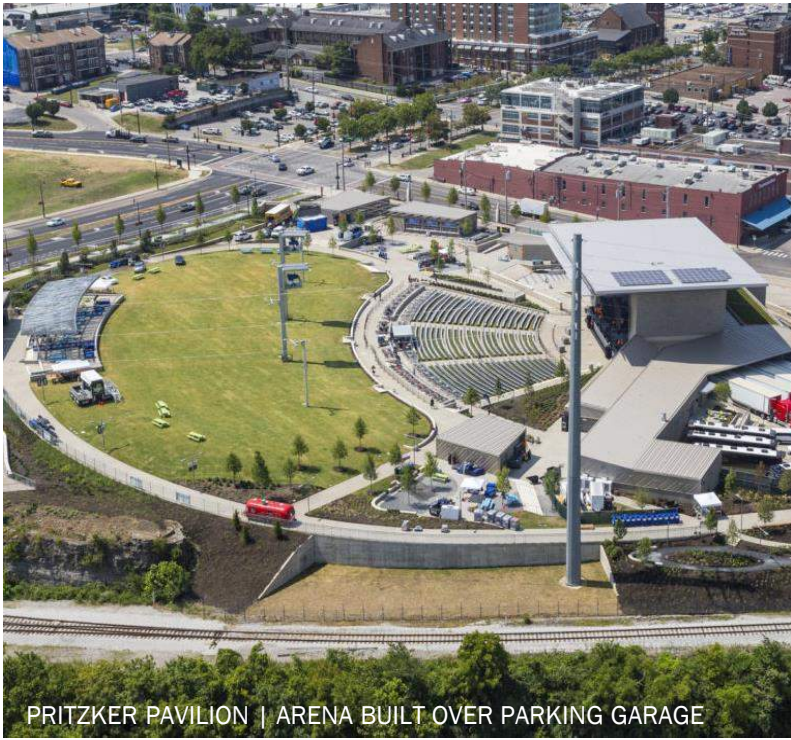
FESTIVAL AND FAIR



AMPHITHEATER GENERAL ADMISSION



COMMUNITY ACTIVITIES



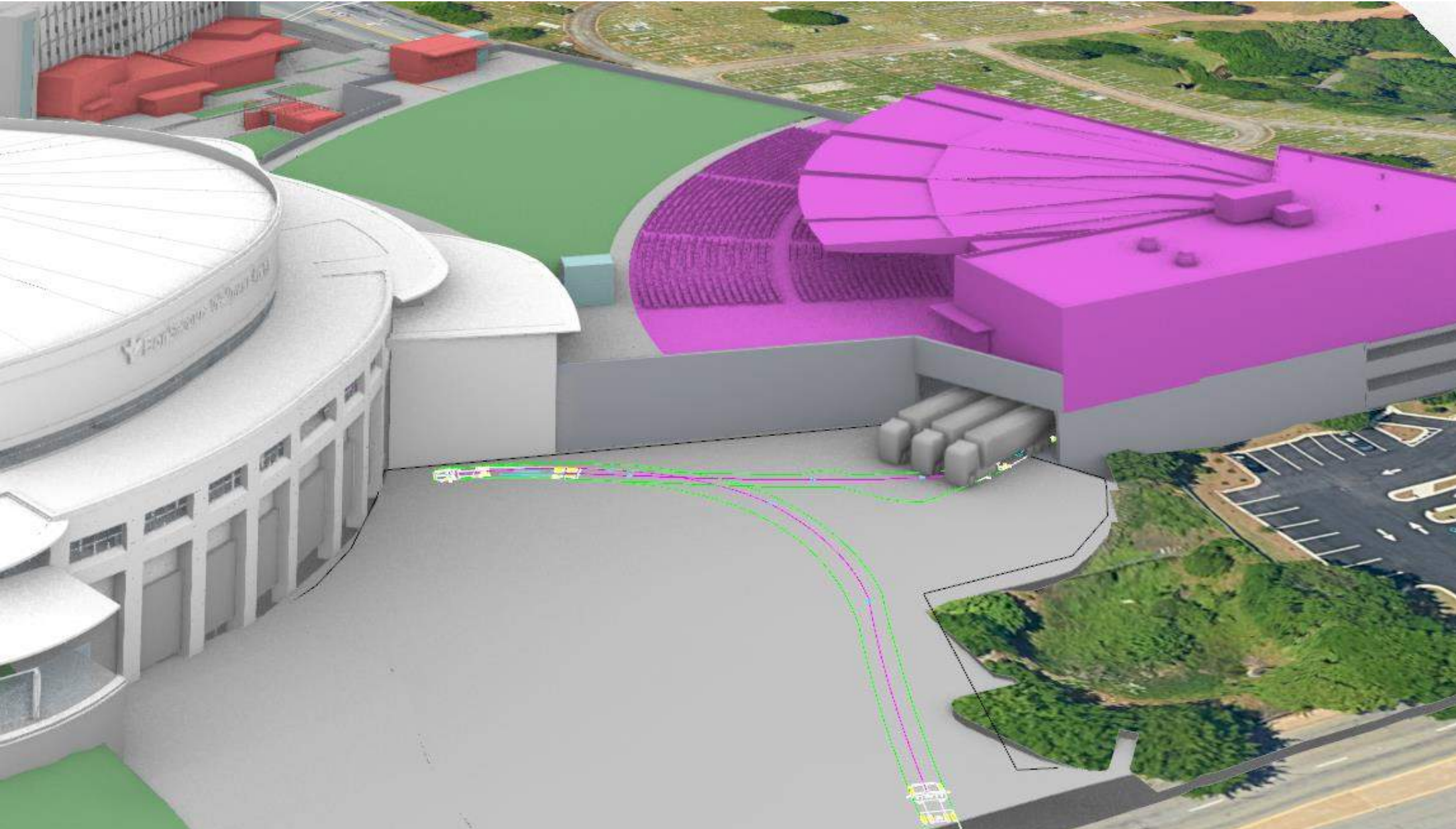
PRITZKER PAVILION | ARENA BUILT OVER PARKING GARAGE

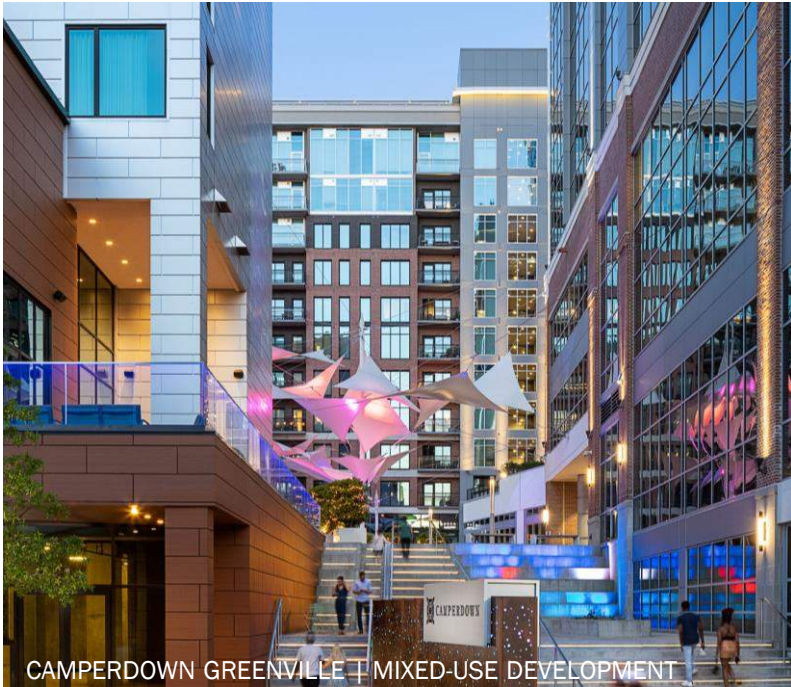


ASCEND AMPHITHEATER | LOADING BAYS BELOW MAIN STAGE

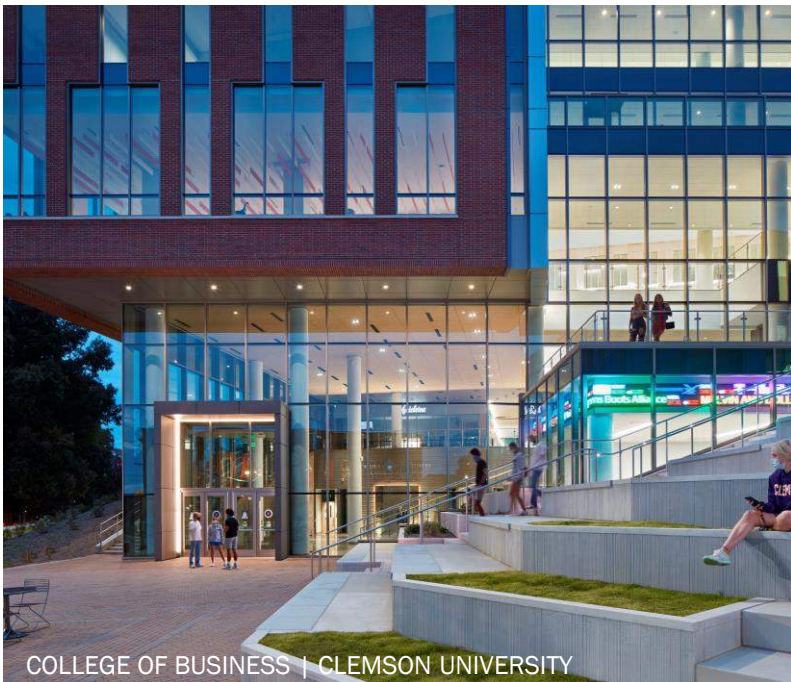
EXPANDED LOADING DOCK

By increasing the quantity of loading dock positions from (2) existing to (4) new and expanding the size of the loading dock court to better support the BSWA functions (at Event Level), the new loading dock area can simultaneously support the functions of the proposed Amphitheater; with loading functions occurring below Event Level. It is understood that the timing and size of simultaneously occurring events will be need to be coordinated to ensure proper and efficient use of the loading dock and the site at large.





CAMPERDOWN GREENVILLE | MIXED-USE DEVELOPMENT



COLLEGE OF BUSINESS | CLEMSON UNIVERSITY

RETAIL / F&B ~ 25,000 SF

GENERAL COMMERCIAL - 20,000 SF

Low/no rent to incubate new commercial and retail. Possible Liner at Garage or other low-cost spaces in plazas.

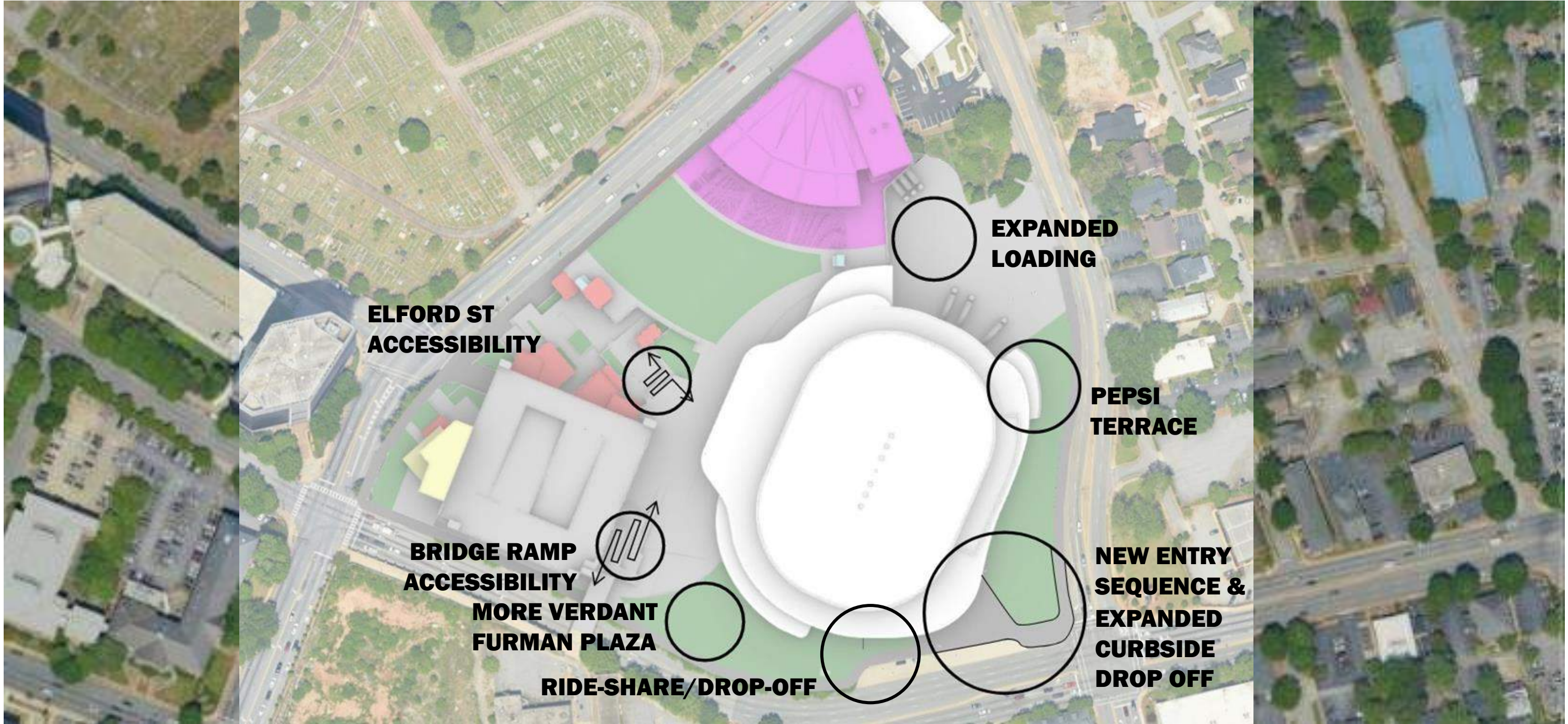
COMMUNITY RETAIL - 5,000 SF

Full size commercial to serve site visitors. Opportunities for food & beverage accompanied by merchandise & vending.



PROPOSED TERRACE





An aerial photograph of a city skyline, featuring various buildings and green spaces. A large, white, semi-transparent number '04.8' is overlaid in the center of the image.

04.8

SITE PHASING

A phasing strategy was developed to help achieve the full vision for the site,. This strategy includes four phases with a 25-year look-ahead for the full build-out of the site.

EXISTING CONDITIONS



PHASE ONE | ARENA RENOVATION

Arena renovation plus Terrace and surrounding access requirements.



PHASE TWO | TERRACE EXPANSION

Full Terrace build-out, including new food and beverage + retail opportunities.



PHASE THREE | AMPHITHEATER

Amphitheater and multi-purpose lawn atop parking garage w/ vertical circulation.



FUTURE PHASE I 2050

Replace existing parking garage with new development.



05

NEXT STEPS

To help ensure the successful transition from Master Plan Study to formal Design Phase, the project team has identified several “Next Steps” which should be taken into consideration.

132 - 133

Anticipated next steps for the project (arena & site) include but should not be limited to :

- Chiller Replacement Design
- Agency Reviews, City and County Meetings, etc.
- Validate comprehensive building program
- Continue iterative updates to floor plans based on new and/or recent observations and knowledge (adjacencies, trash removal, employee spaces, tunnels, etc.)
- Comprehensive Structural Assessment
- MEP and Fire Protection Assessment
- Technology Audit and Assessment
- Determine opportunities for new FF&E.
- Traffic Study
- Geotechnical Exploration
- Boundary & Topographic Survey – existing and new
- Detailed Design Feasibility Study for Amphitheater
- Additional marketing collateral to be created for this project (renderings, animations, models, etc.)
- Additional Community Engagement as the project develops
- Continued seat capacity evaluations as the project progresses
- Determine Furniture, Furnishings, & Equipment Scope
- Determine Environmental Graphics and Rebranding Scope



ACKNOWLEDGEMENTS

Recognizing and thanking those who, through collaborative engagement, helped to influence the outcomes of the GAD BSWA Master Plan & Market Study.

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