



Gensler

SPORTS



**PAUL BROWN STADIUM IN
HAMILTON COUNTY OHIO
JUNE 16, 2022**

OUR PROCESS: ASSESSMENT & MASTERPLAN

STEP 1: ASSESSMENT

ASSESSMENT

EVALUATION OF EXISTING FACILITY
CAPITAL IMPROVEMENTS
INDUSTRY STANDARD UPGRADES
FUTURE PROOFING
BUILDING REPAIRS

OUR PROCESS: ASSESSMENT & MASTERPLAN

STEP 2: MASTERPLAN

ASSESSMENT

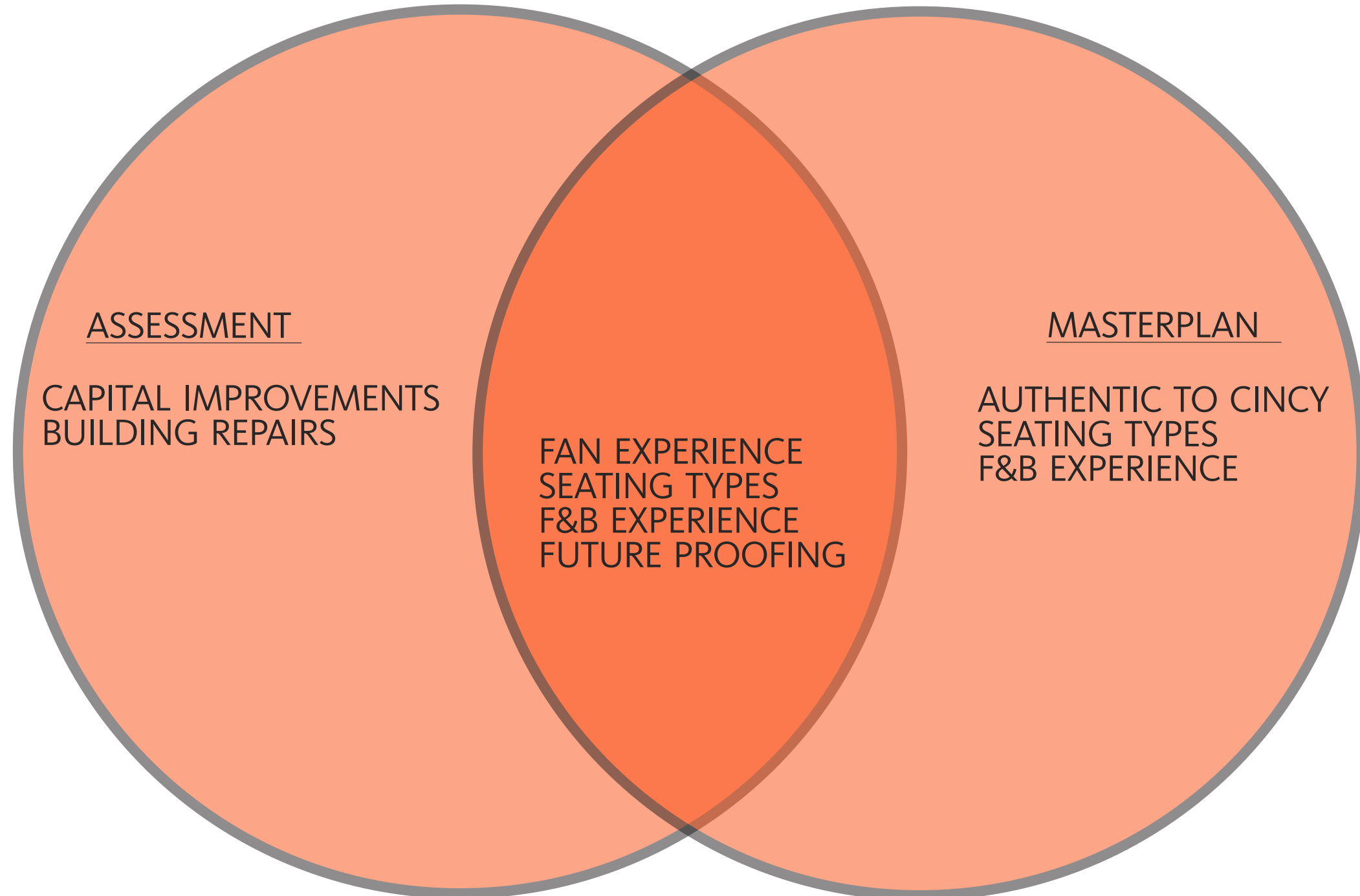
EVALUATION OF EXISTING FACILITY
CAPITAL IMPROVEMENTS
INDUSTRY STANDARD UPGRADES
FUTURE PROOFING
BUILDING REPAIRS

MASTERPLAN

EVALUATION OF EXISTING FACILITY
AUTHENTIC TO CINCINNATI
FAN EXPERIENCE
- SEATING TYPES/ F&B EXPERIENCE
FUTURE PROOFING

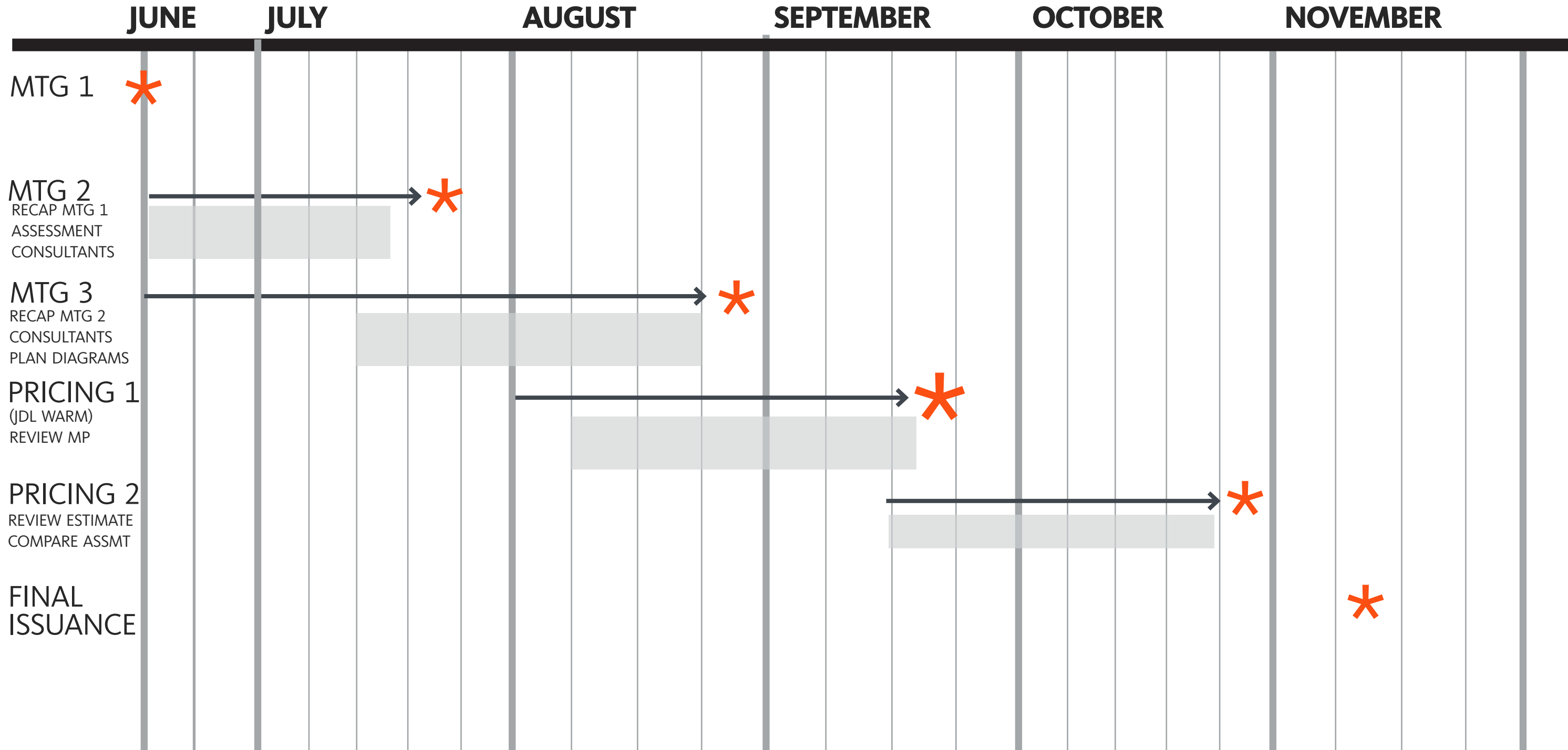
OUR PROCESS: ASSESSMENT & MASTERPLAN

STEP 3: ASSESSMENT & MASTERPLAN



OUR PROCESS: ASSESSMENT & MASTERPLAN

TIMELINE



MASTERPLAN GOALS

- 1- **Accessible top quality experience for fans**
- 2- **Preserve Paul Brown, Football, and Bengals history**
- 3- **Show off Cincinnati to the world**
- 4- **Create revenue opportunities to support competitive NFL team**



AUTHENTIC CINCINNATI



A STADIUM FOR ALL FANS



PROCESS SUMMARY TO-DATE

ORGANIZED FEEDBACK FROM 2021 KICKOFF INTO THEMES AND GOALS

- Create special moments that pull fans through spaces
- Refresh finishes, lighting, and art program to connect with city
- Speed up stadium entry to alleviate congestion at gates
- Improve vertical transportation
- Convertible Clubs and the Canopy level is undersold: repurpose/plan to attract new fans
- Cascading terrace decks in the Southeast corner
- North seating/club deck with larger LED video board
- Generate elevated sponsorship opportunities
- Introduce more ways to experience the game; loge boxes, mini suites, standing decks
- Elevate football operations to better appeal to free agents

SALES ANALYSIS & NFL BENCHMARKING

(STILL IN PROGRESS)

STADIUM VISITS

- BANC OF CALIFORNIA (LAFC)
- SOFI (LA)
- ALLEGIANT (LV)
- T-MOBILE (LV HOCKEY ARENA)
- FORD FIELD (DET)
- EMPOWER FIELD (DEN)
- BUCCANEERS' STADIUM (TAMPA)
- M&T BANK (BAL)
- FIRST ENERGY (CLE)

RENOVATION BUCKETS FOR CONSIDERATION

Function & Flow

- F1 Gate D Plaza - reduce congestion
- F2 Relocate / Add Escalators - improve vertical transportation
- F3 Relocate NW Scoreboard
- F4 In-bowl sponsorship
- F5 Gate sponsorship
- F6 Building Naming Rights
- F7 Elevate Locker, Sports Performance, and Equipment areas to stay competitive / up-to-date
- F8 Right-size Football and Business Ops

Traditional Upgrades

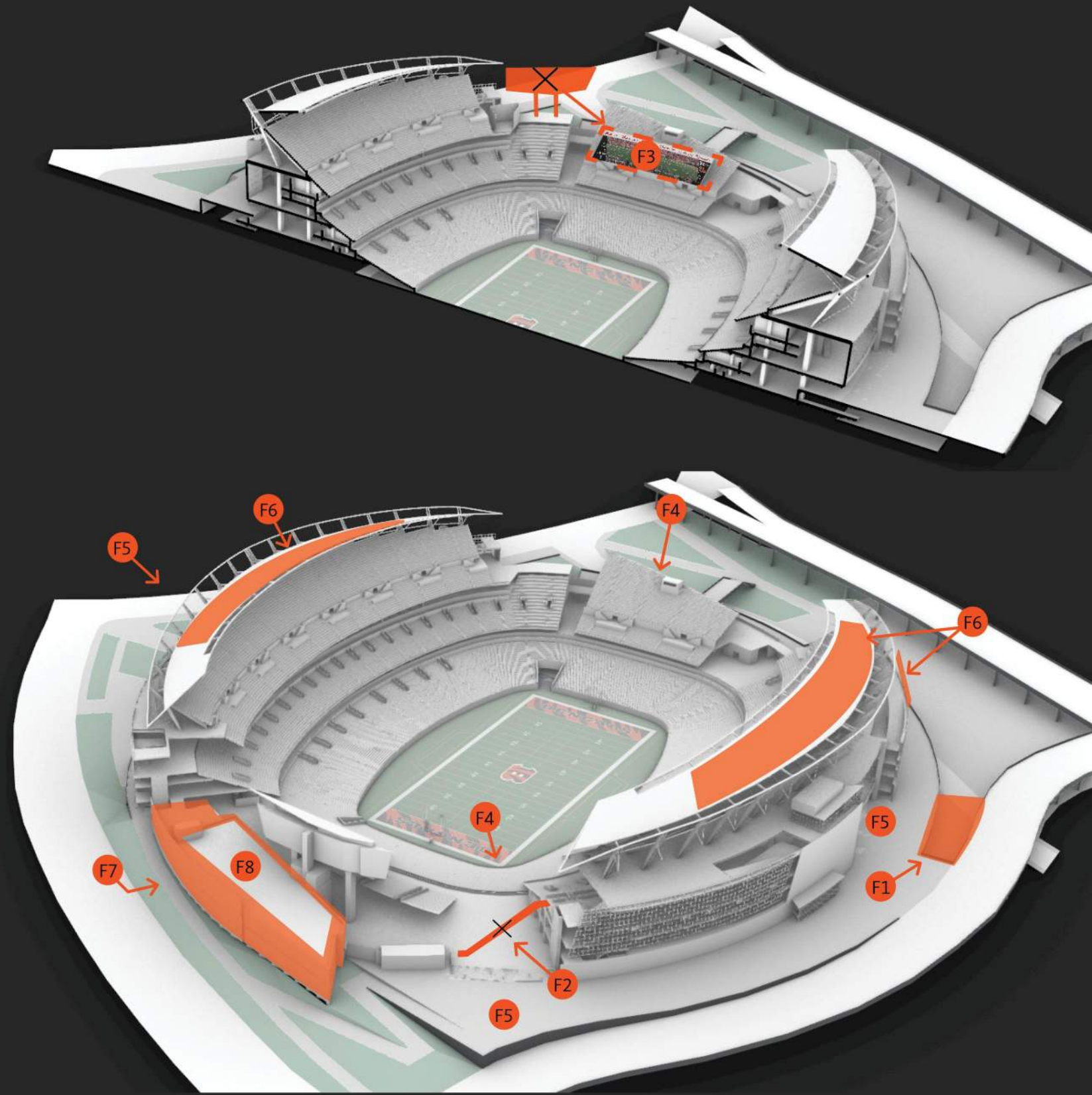
- T1 Refresh and diversify suite experiences
- T2 Conditioned area for west 50 yardline lower bowl seats
- T3 Market food hall experience at east sideline level
- T4 Seat loge boxes
- T5 Graphics/LED screens in concourse areas
- T6 Relocate Press Box
- T7 LED ribbons on bowl fascias
- T8 Energize convertible clubs
- T9 Fireworks
- T10 Refresh Field Club
- T11 Lighting enhancements

New Fans / New Experiences

- N1 Canopy Crazyes
- N2 Living Sports Betting Club
- N3 Night club at east upper concourse
- N4 SE corner cascading balconies
- N5 North Pavilion / Seat Reduction
- N6 South rooftop experiences
- N7 Sky bridge to connect upper concourses

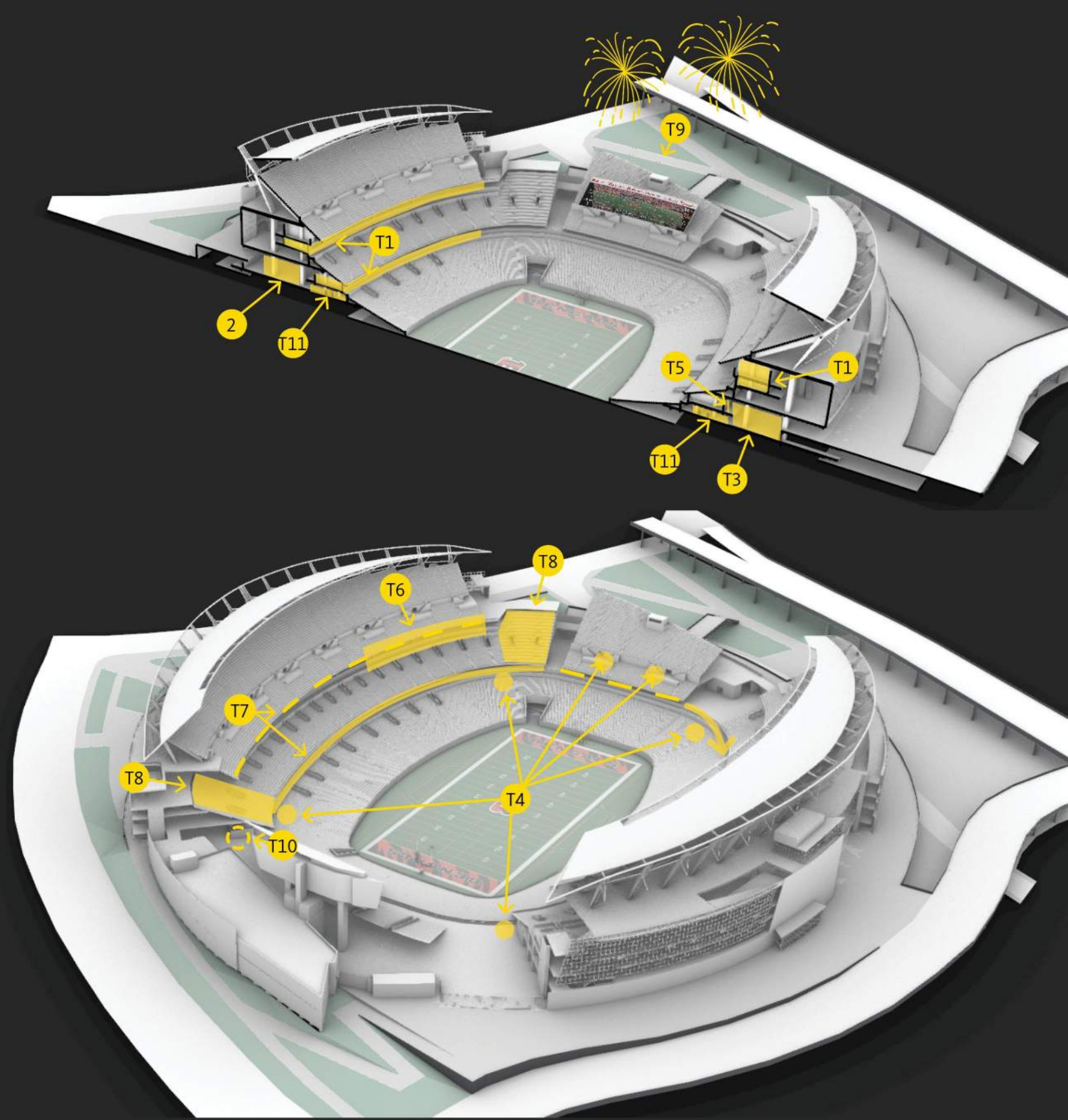
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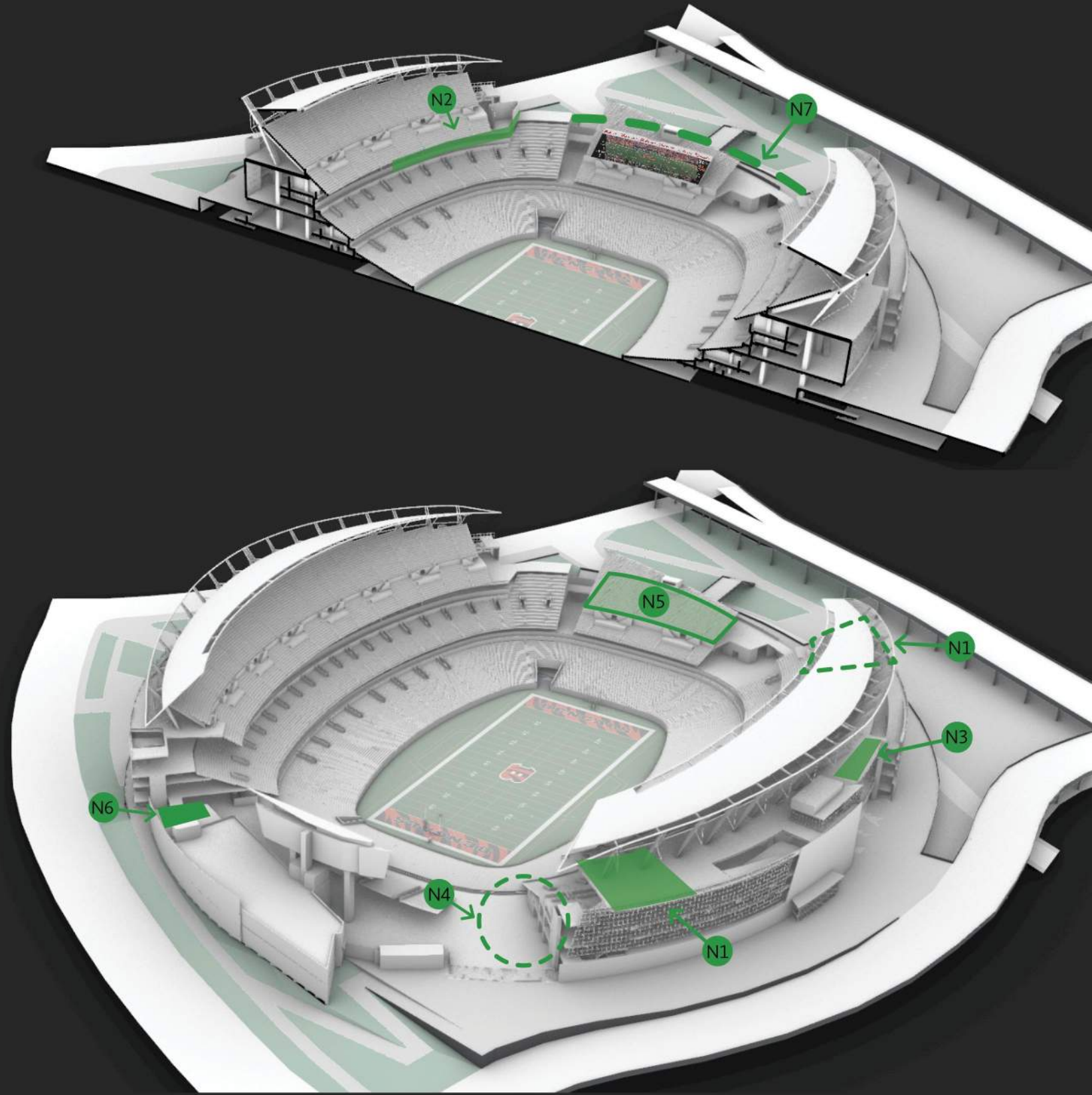
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New Fans / New Experiences

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- N2 Live Sports Betting Club
- N3 Night Club at east upper concourse
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FUNCTION & FLOW

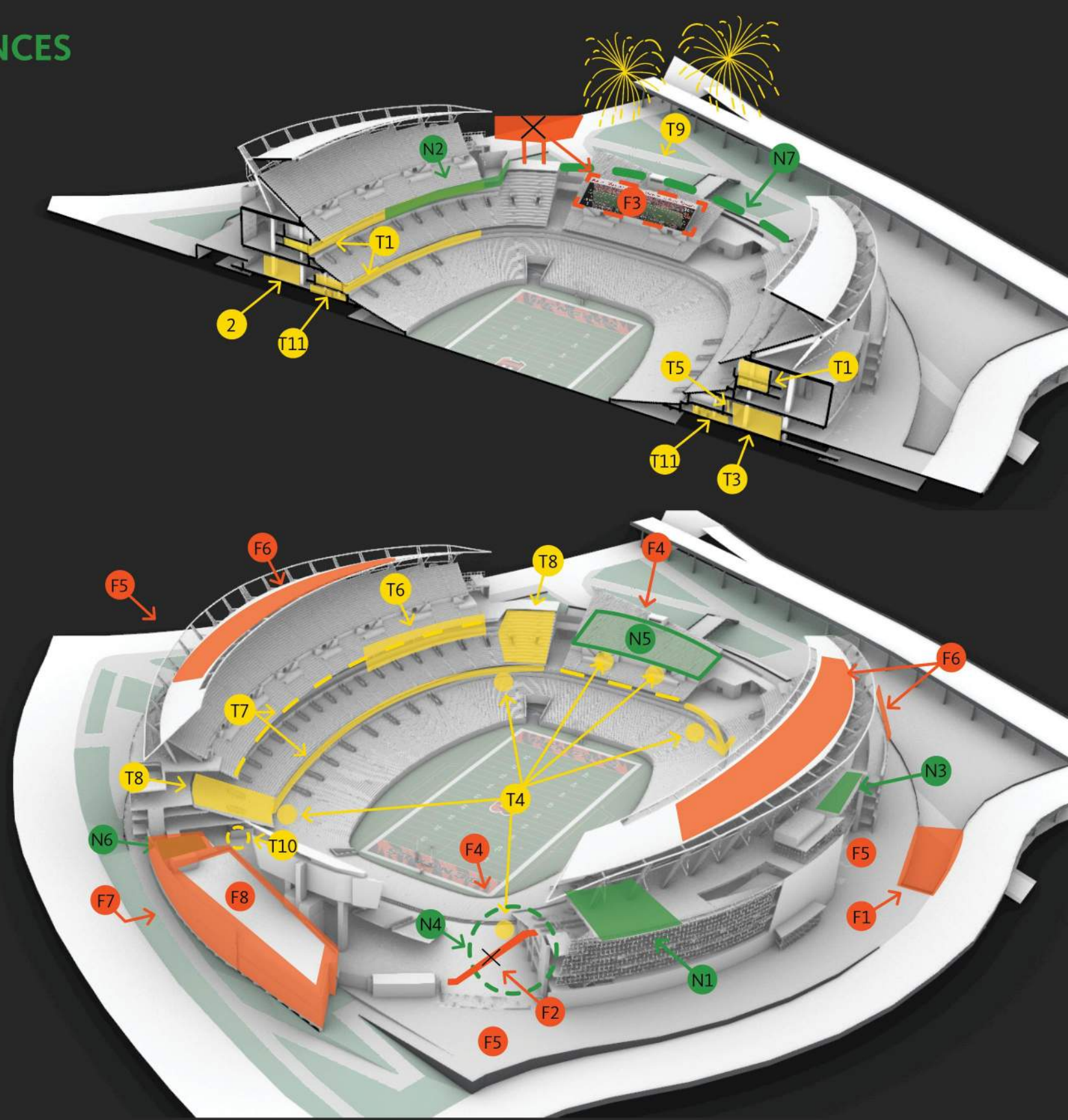
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TRADITIONAL UPGRADES

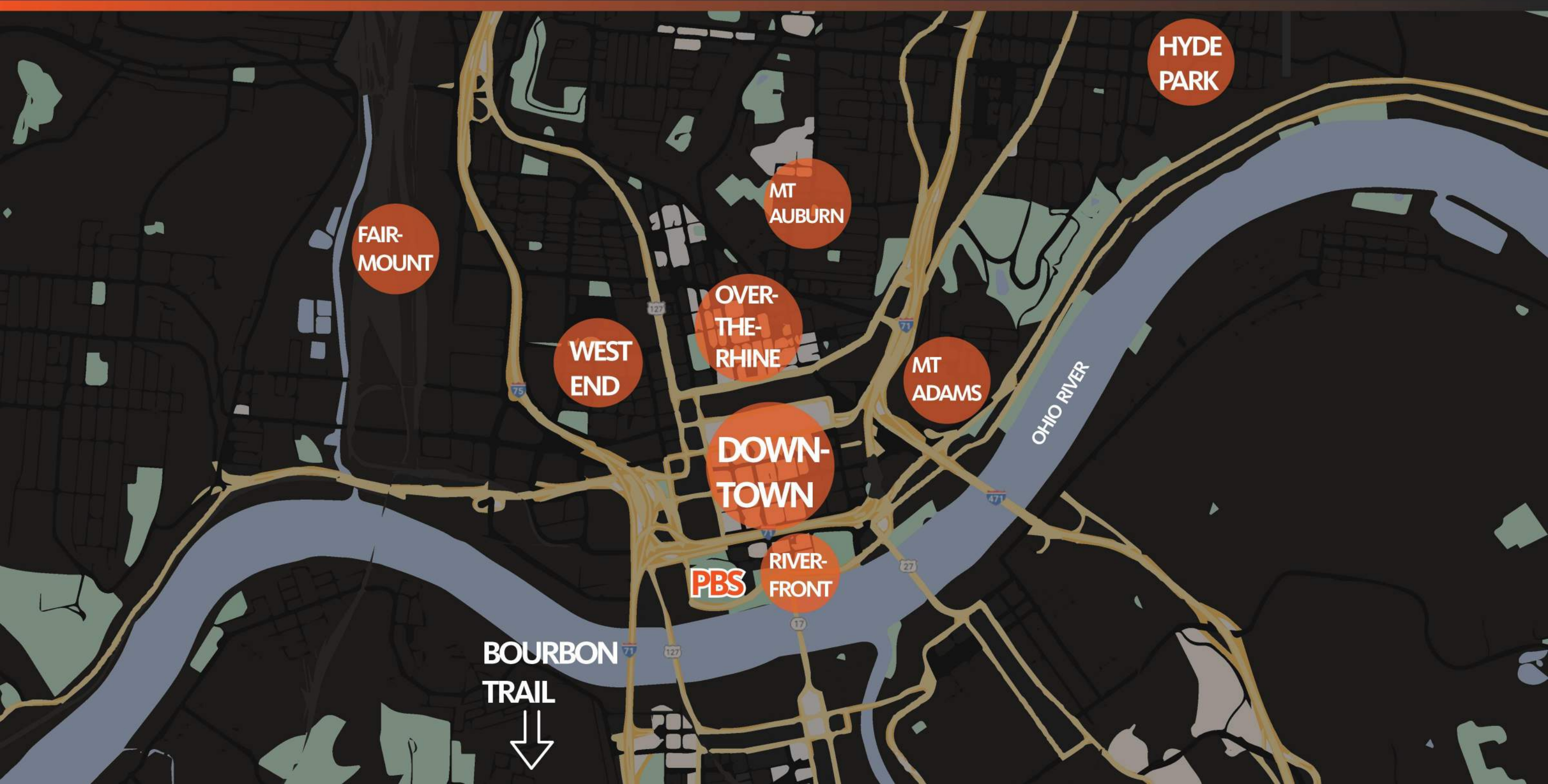
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DISTRICTING THE STADIUM



A LANDMARK IN THE NEIGHBORHOOD



FAIRMOUNT

WEST END

OVER-THE-RHINE

MT AUBURN

MT ADAMS

DOWNTOWN

RIVER-FRONT

HYDE PARK

OHIO RIVER

BOURBON TRAIL



THE DISTRICTS

FINDLAY MARKET



BOURBON TRAIL



INCLINE RAILWAYS



CULTURE & ARTS



GERMAN HERITAGE



URBAN JUNGLE



THE DISTRICTS

URBAN JUNGLE



GERMAN HERITAGE



BOURBON TRAIL



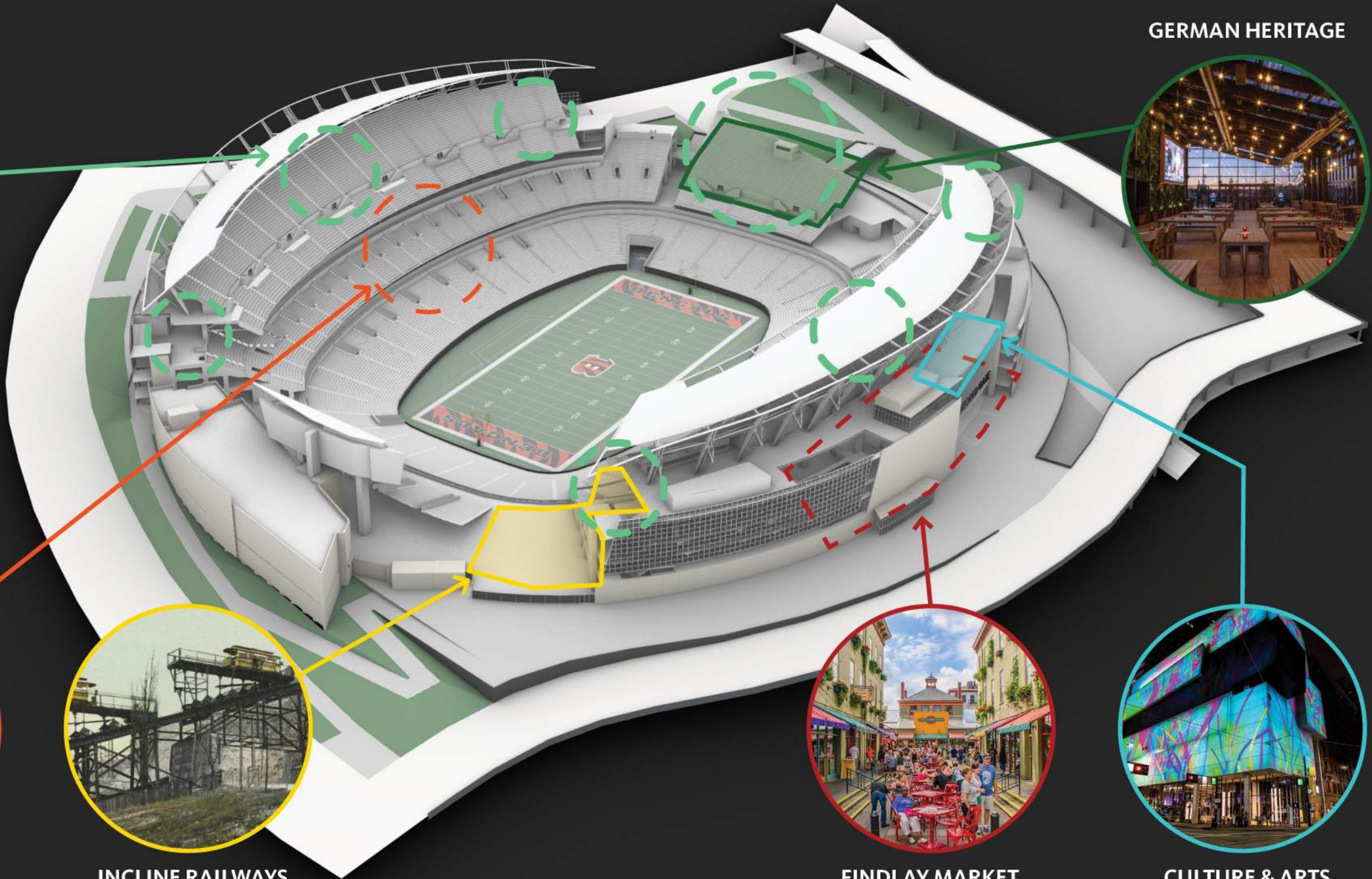
INCLINE RAILWAYS



FINDLAY MARKET



CULTURE & ARTS



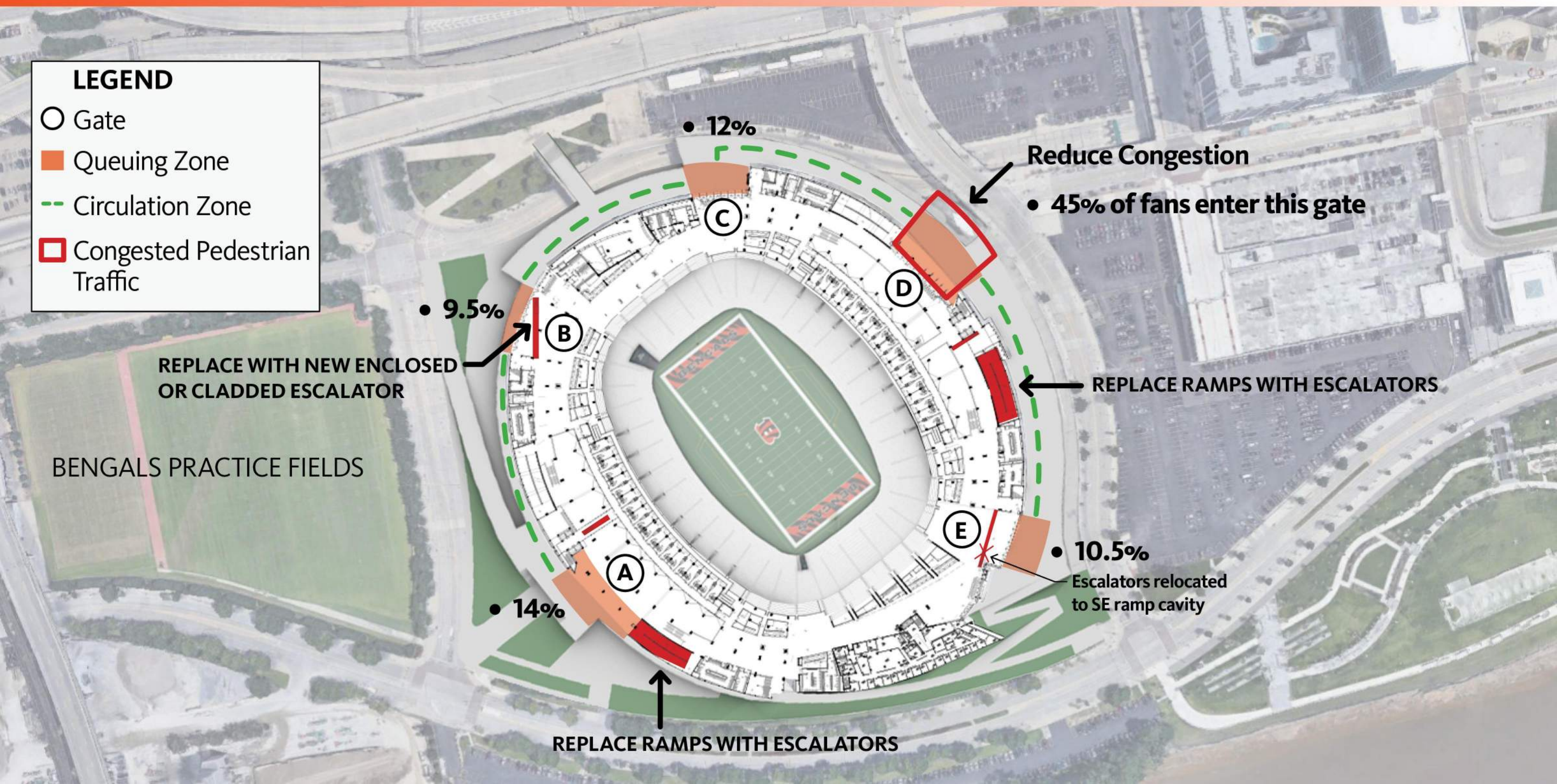
FUNCTION & FLOW



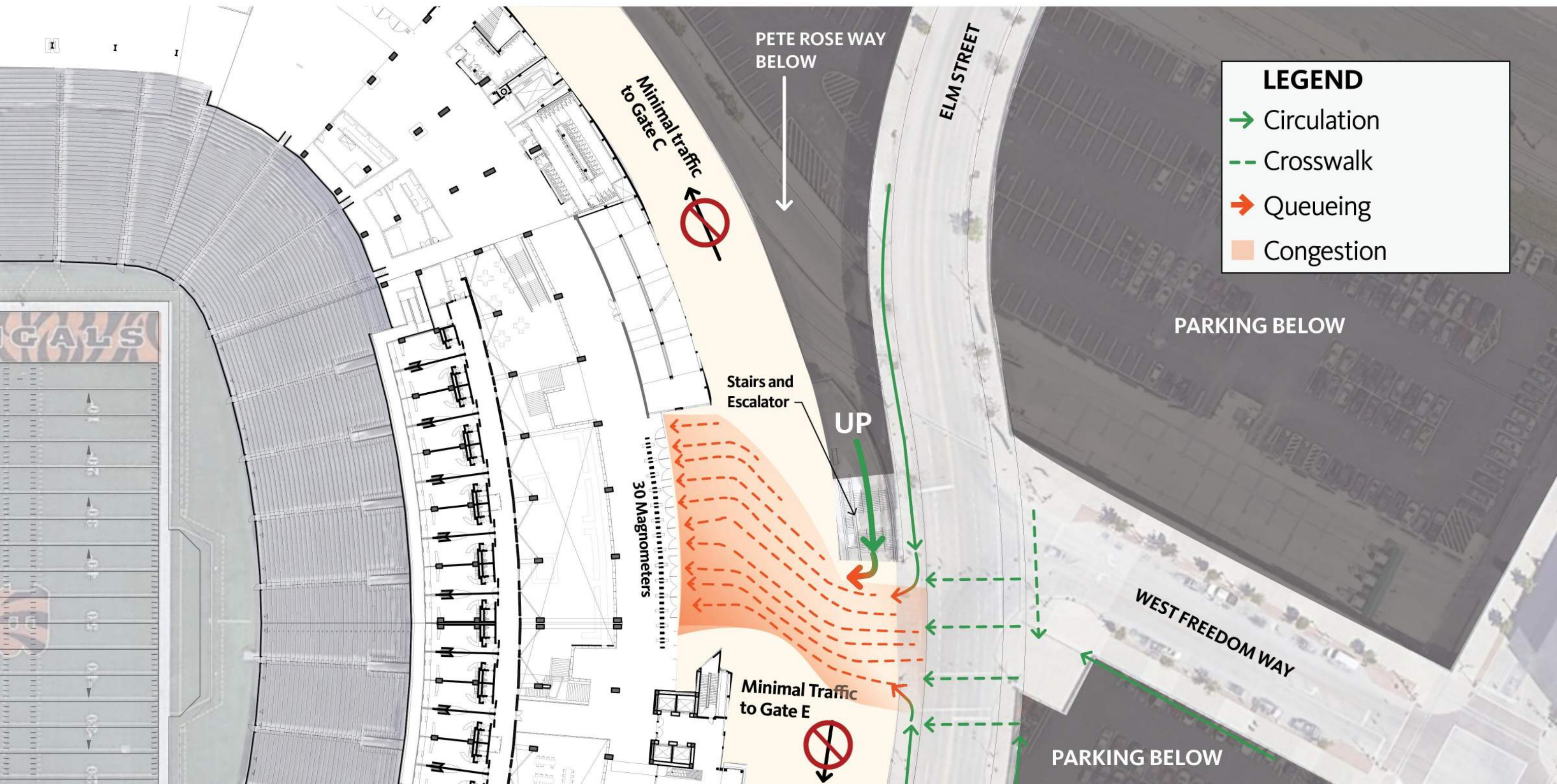
SITE CIRCULATION OVERVIEW

LEGEND

- Gate
- Queuing Zone
- - - Circulation Zone
- Congested Pedestrian Traffic



GATE D PLAZA EXISTING



SPEED UP STADIUM ENTRY

Interventions to improve fan ingress

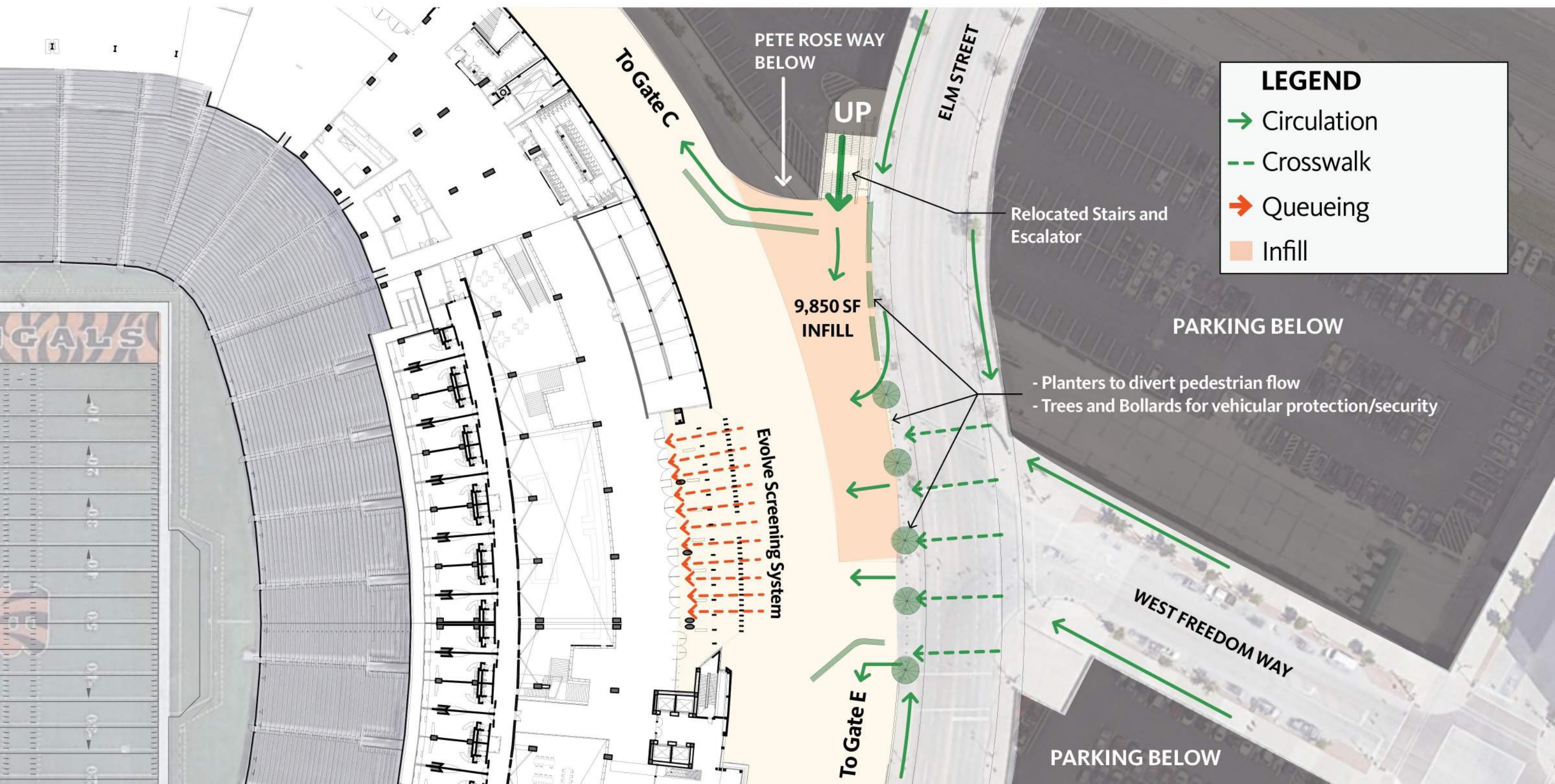
- **Strategic landscaping and signage to steer traffic flow and distribute the stadium gate usage among all the gates**
- **Permanent shade structures over gates where longer wait times are unavoidable**
- **Improved security screening and ticketing technology to speed up stadium entry**

EVOLV EXPRESS WEAPONS DETECTION SYSTEM

- Used at Columbus Crew, Atlanta Falcons, and Tennessee Titans Stadiums
- Screens 3,600 people per hour, 10x faster than metal detectors



GATE D PLAZA PROPOSED

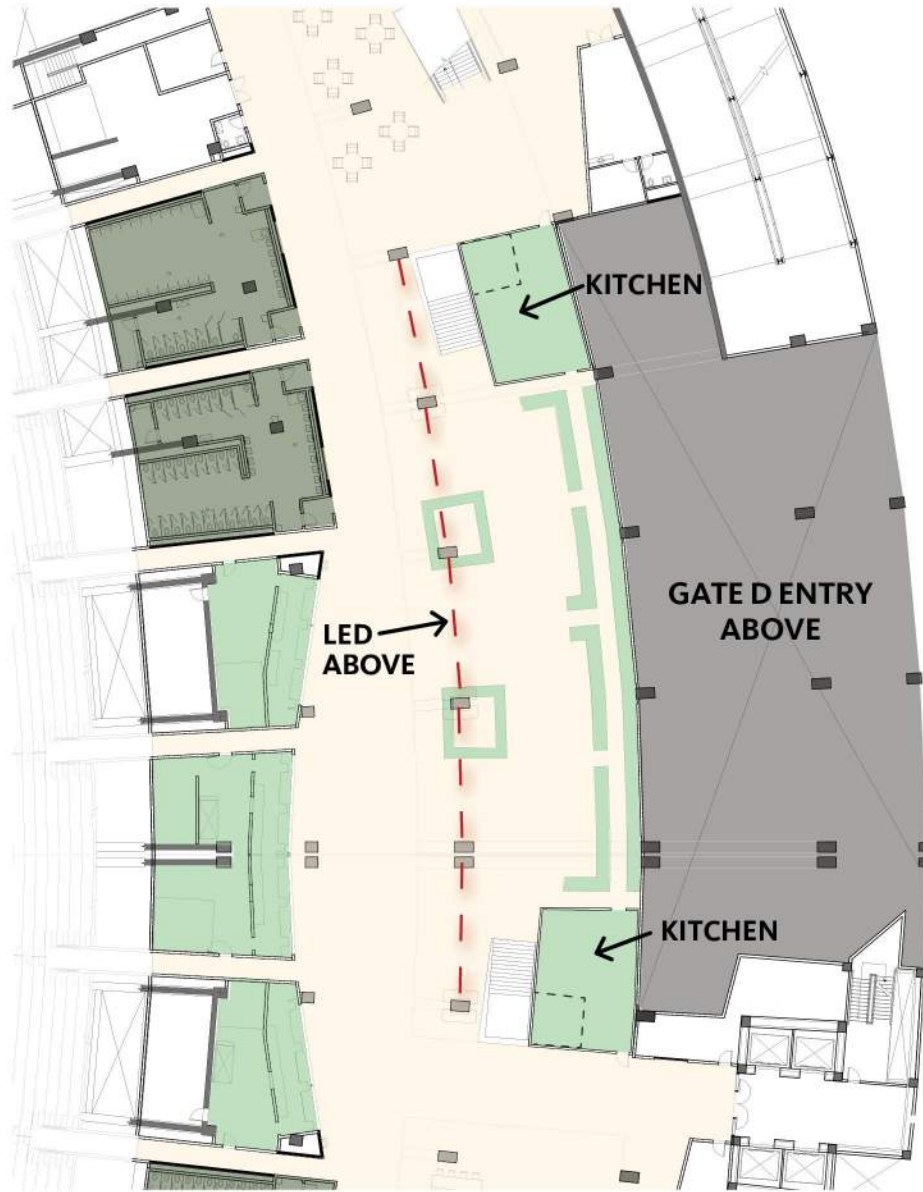


LEGEND

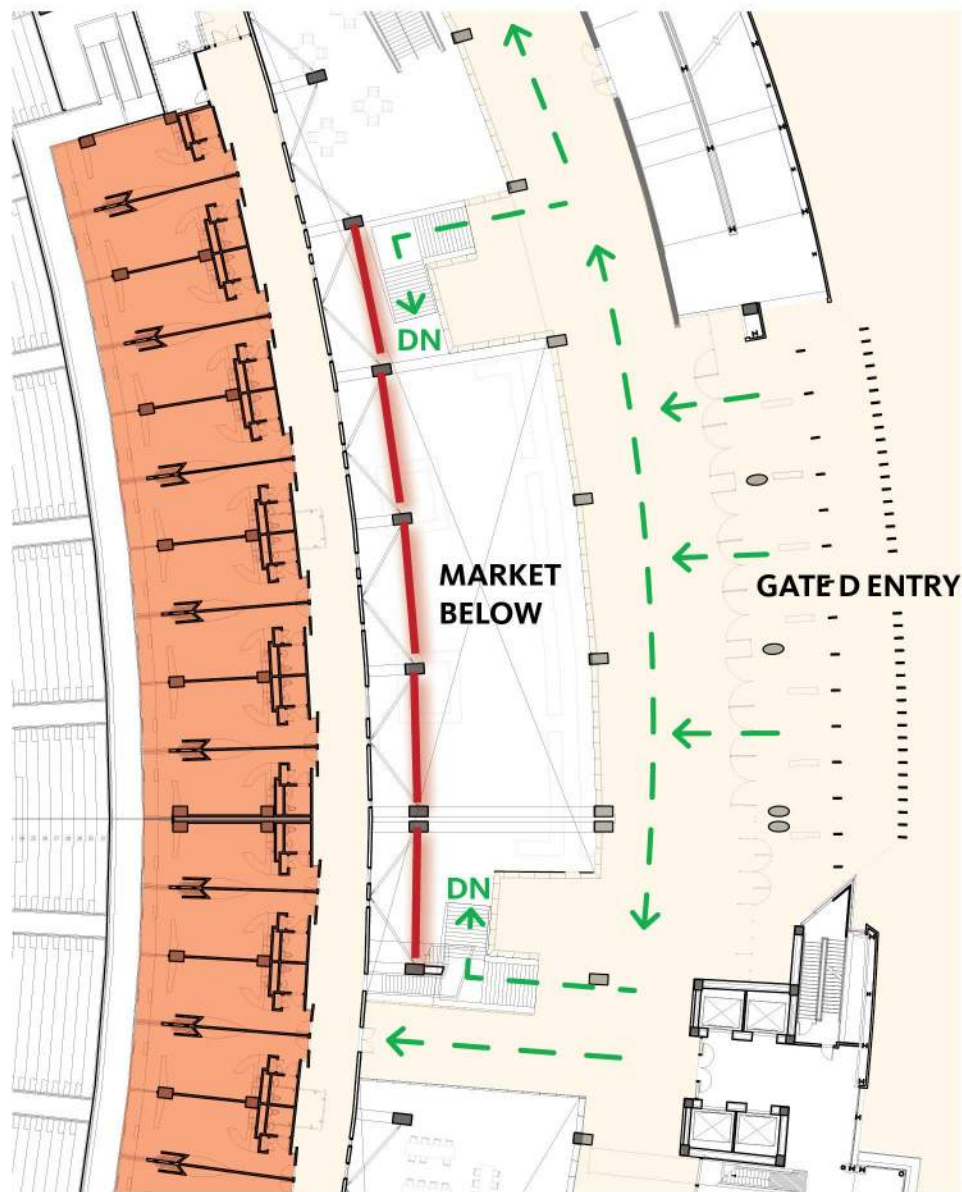
- Circulation
- - - Crosswalk
- Queueing
- Infill



FINDLAY MARKET DISTRICT



SIDELINE LEVEL



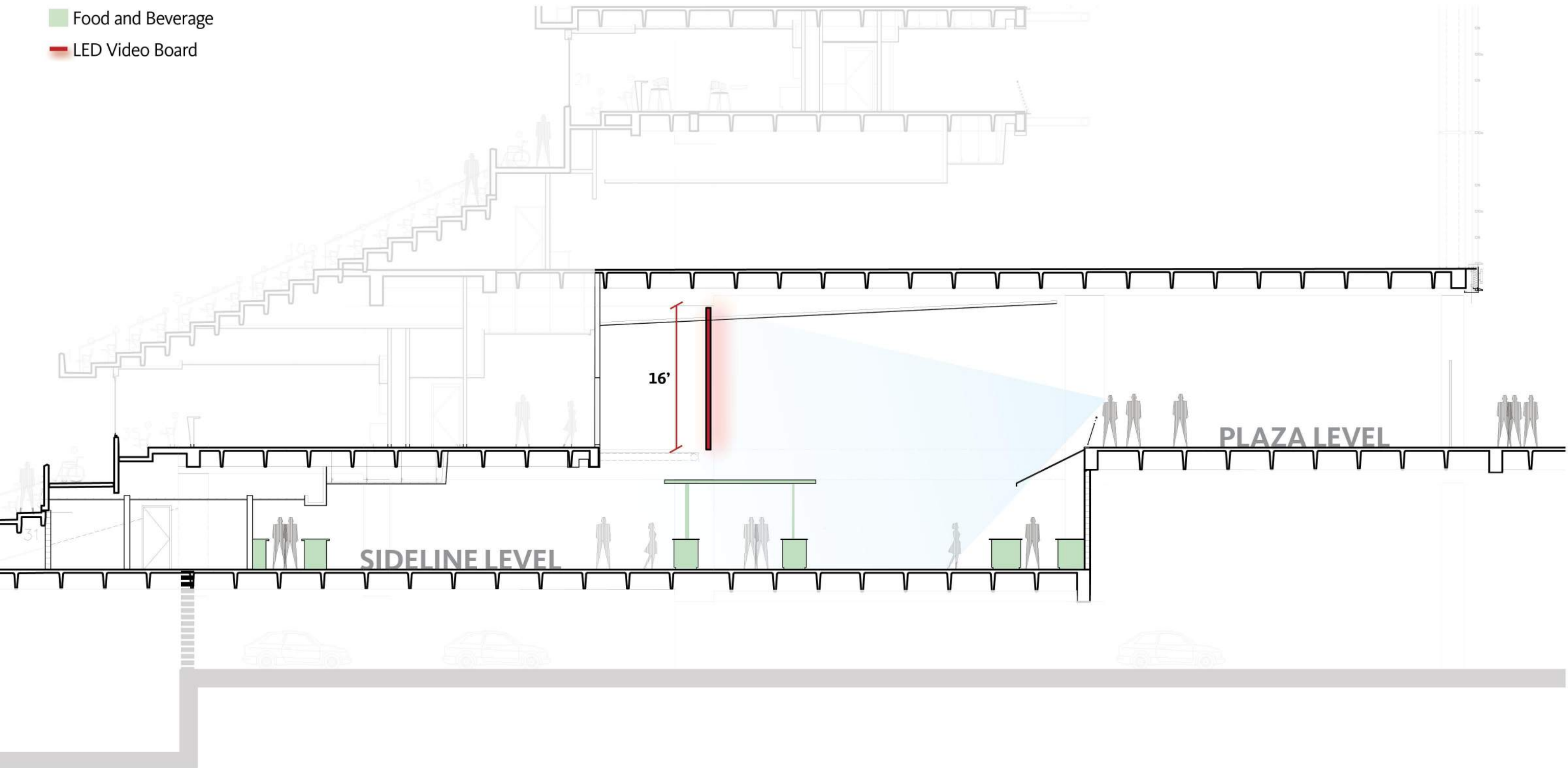
PLAZA LEVEL

■ Food and Beverage ■ Restrooms ■ Unusable Space ■ Suites -> Fan Circulation - LED Video Boards



FINDLAY MARKET DISTRICT SECTION

- Food and Beverage
- LED Video Board



FINDLAY MARKET DISTRICT

Points of Sale

Existing 26
Proposed 44

- Food and Beverage
- Restrooms
- Retail
- Unusable Space



EAST SIDELINE

VERTICAL TRANSPORTATION

NFL Stadium	Year opened	Year renovated	Capacity	Ramps	Escalators	Passenger Elevators	Freight Elevators
Paul Brown Stadium	2000	-	67,341	4	8	8	2
M&T Stadium (BAL)	1998	2019	71,008	2	16	14	2
Raymond James Stadium (TB)	1998	2018	65,890	4	?	9	?
FirstEnergy Stadium (CLE)	1999	2015	67,895	4	12	10	2
Allegiant Stadium (LV)	2020	-	65,000	1	44	18	?

VERTICAL TRANSPORTATION

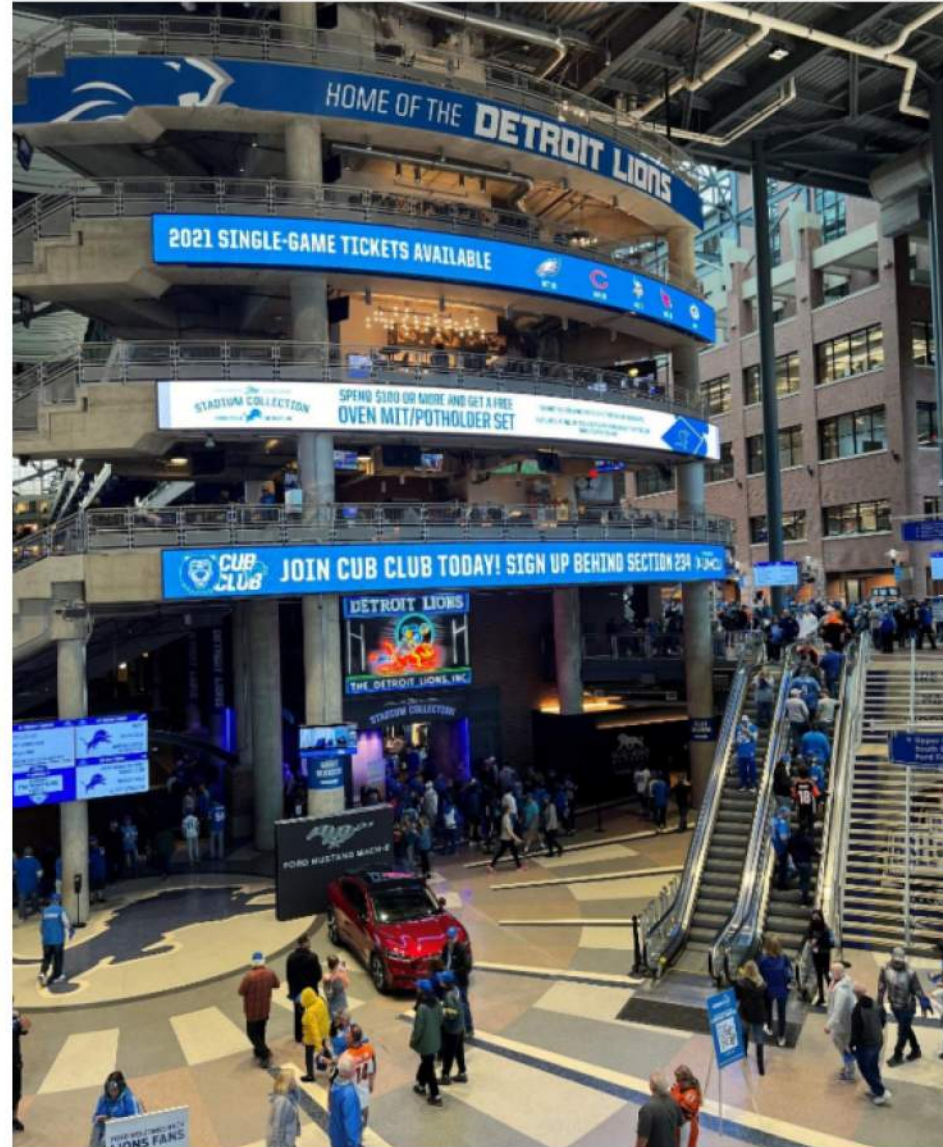
RAYMOND JAMES STADIUM

TAMPA BAY



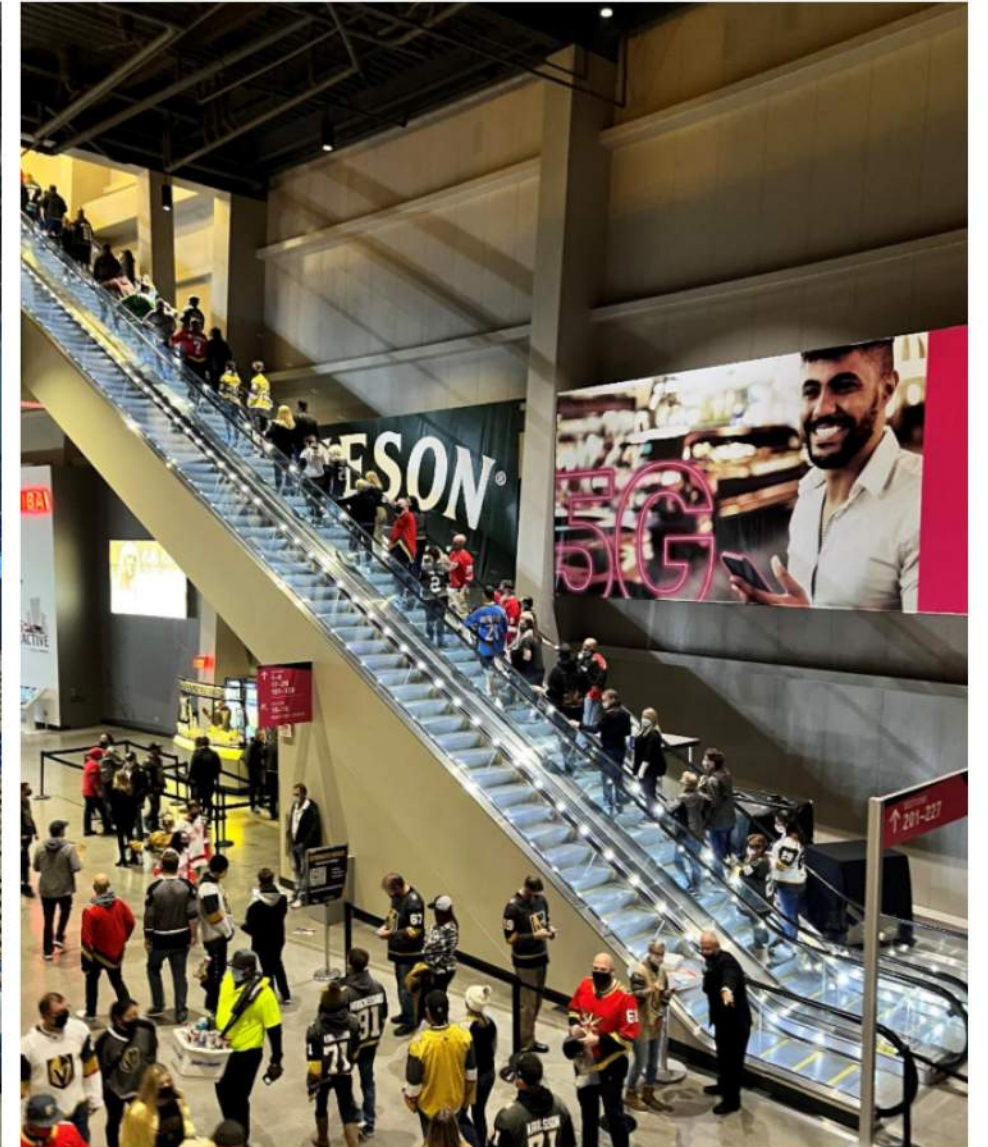
FORD FIELD

DETROIT



T-MOBILE ARENA

LAS VEGAS

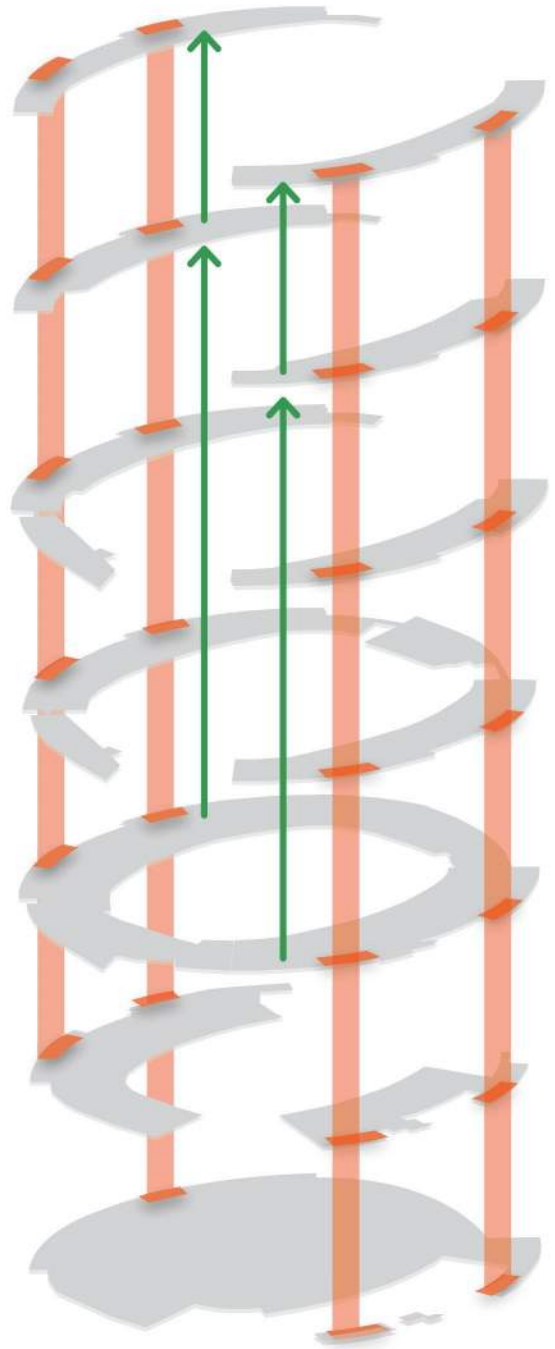


VERTICAL TRANSPORTATION

LEGEND

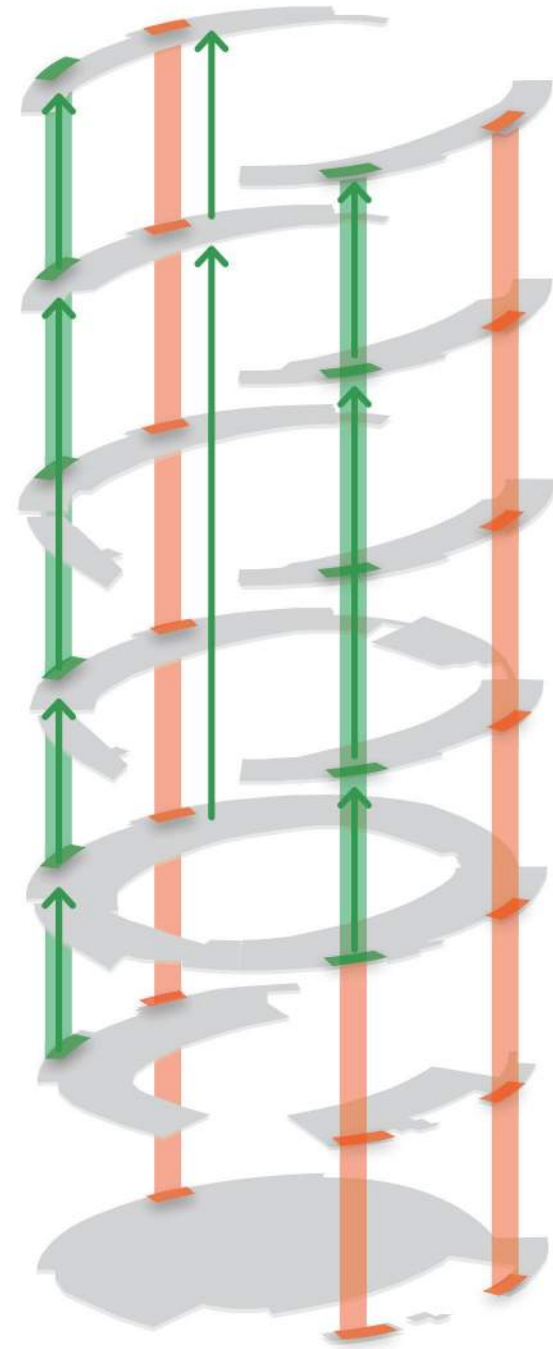
- Ramp
- Escalator

REMOVE SOUTHERN RAMPS AND REPLACE WITH ESCALATORS WITHIN RAMP CAVITY



EXISTING

UPPER CONCOURSE LEVEL
BENGALS SUITE LEVEL
MID SUITES LEVEL
CLUB LEVEL
PLAZA LEVEL
SIDELINE LEVEL
SERVICE LEVEL

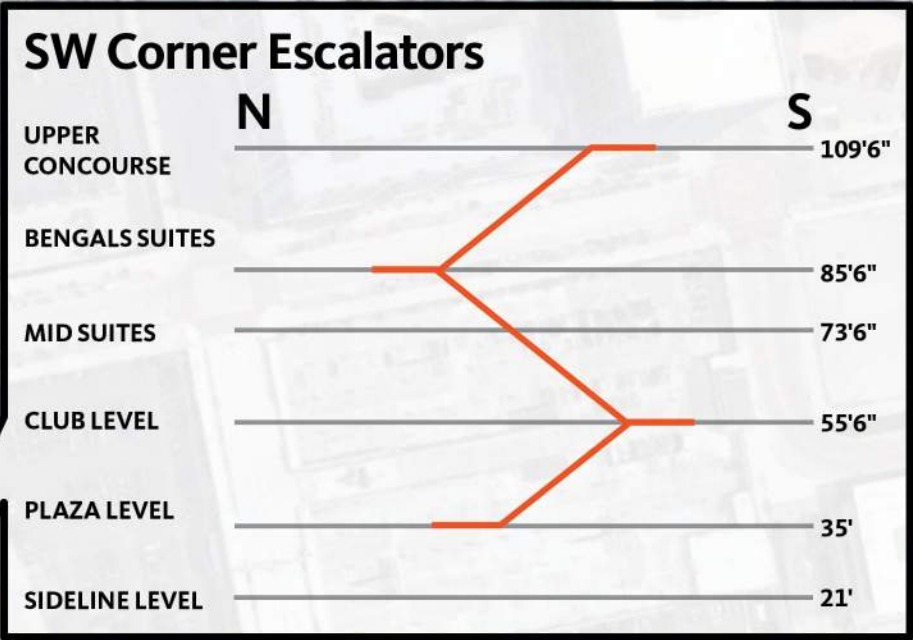


PROPOSED

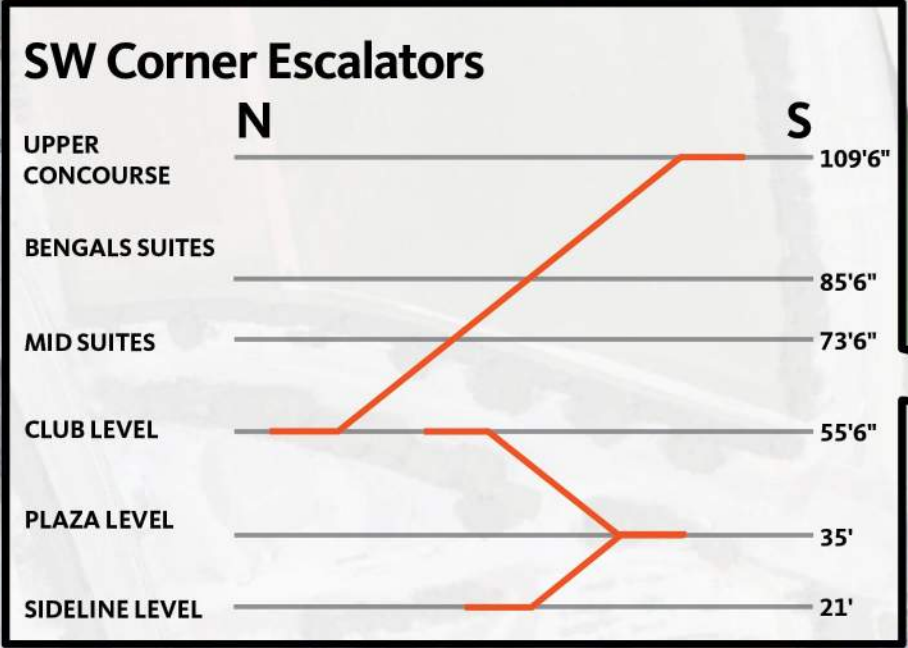
VERTICAL TRANSPORTATION

LEGEND

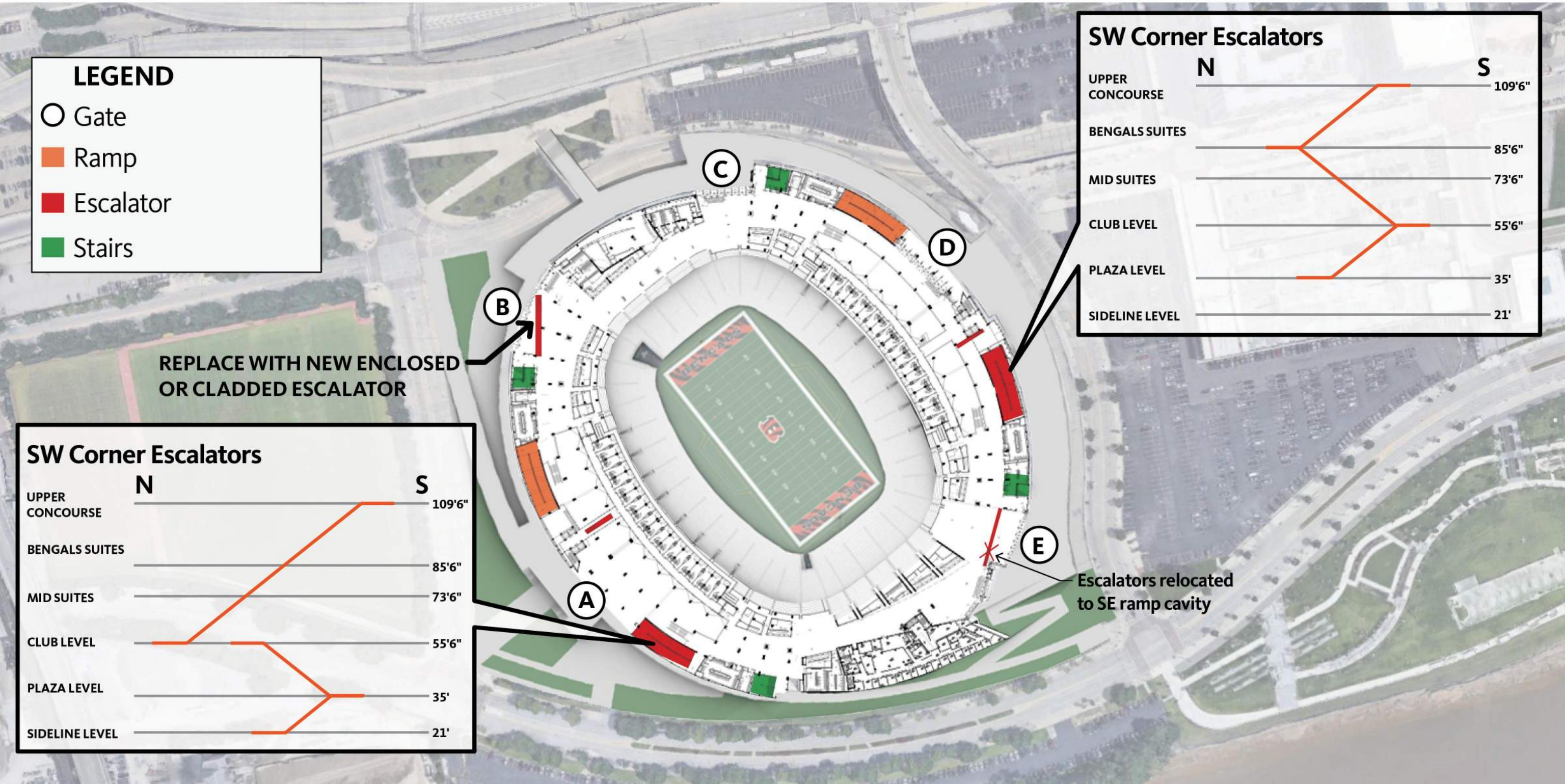
- Gate
- Ramp
- Escalator
- Stairs



REPLACE WITH NEW ENCLOSED OR CLADDED ESCALATOR



Escalators relocated to SE ramp cavity



NEW FANS / NEW EXPERIENCES



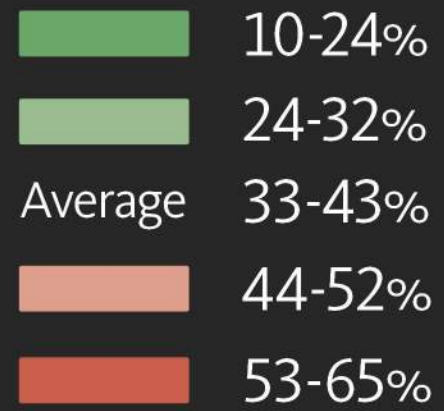
SEAT MIGRATION

Average regular season attendance -

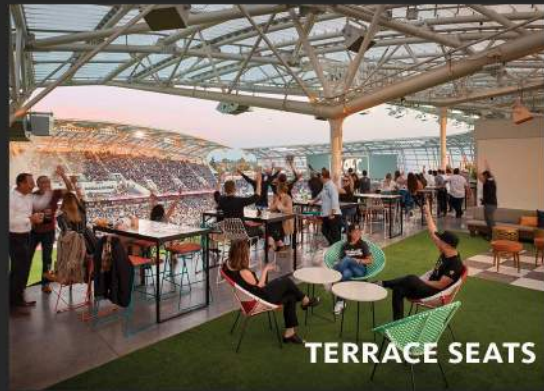
2015 = 63,993

2019 = 58,500

38% reduction in attendance



DIVERSIFY EXPERIENCES



TRADITIONAL MIX

- General Seating
- Club Seating
- Suites

PROPOSED MIX

- General Seating
- Club Seating
- Suites
- Standing Room Decks
- Standing Drink Rails
- Sponsor Deck Seating
- Loge Boxes
- Premium Suites
- Field Suites

TRADITIONAL SEATING MIX

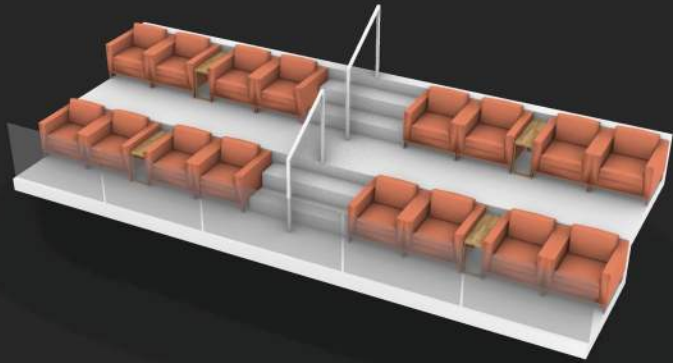


MODERN PROFESSIONAL VENUE TRENDS SEATING MIX

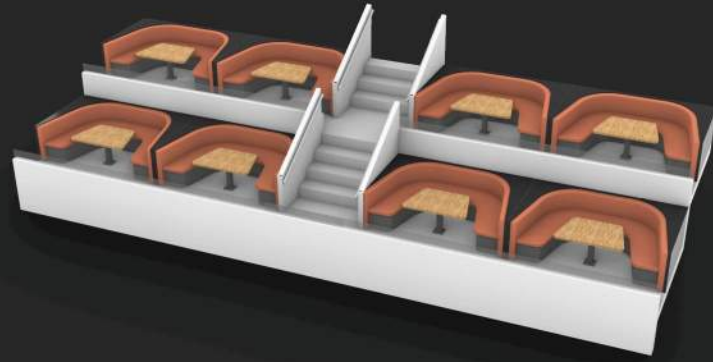


LOGE CATALOG

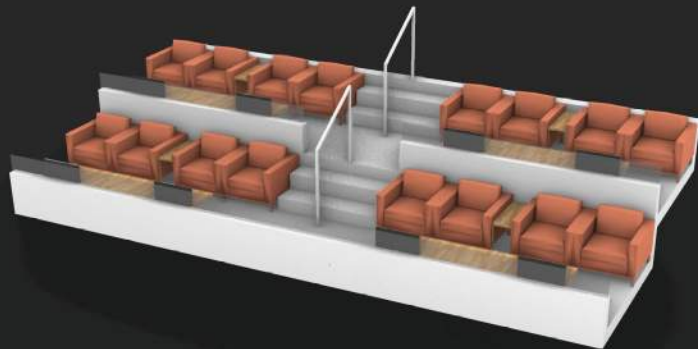
4 ACROSS CLUB CHAIR



BANQUETTES



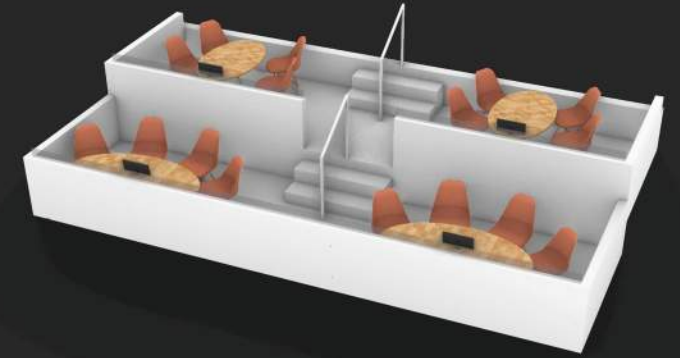
LIVING ROOM



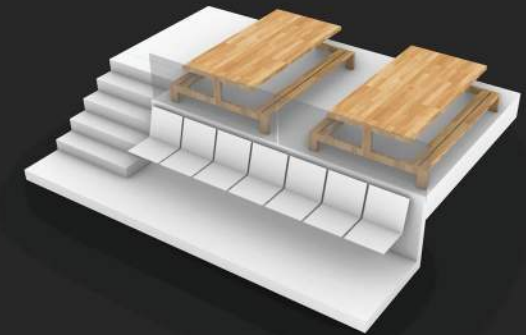
2X2



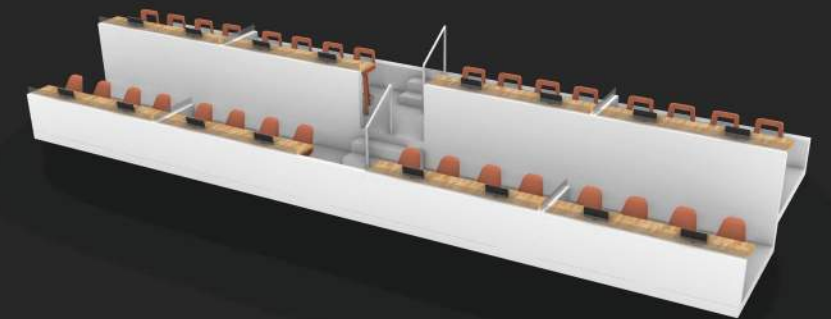
TABLES



TAVERN TABLE

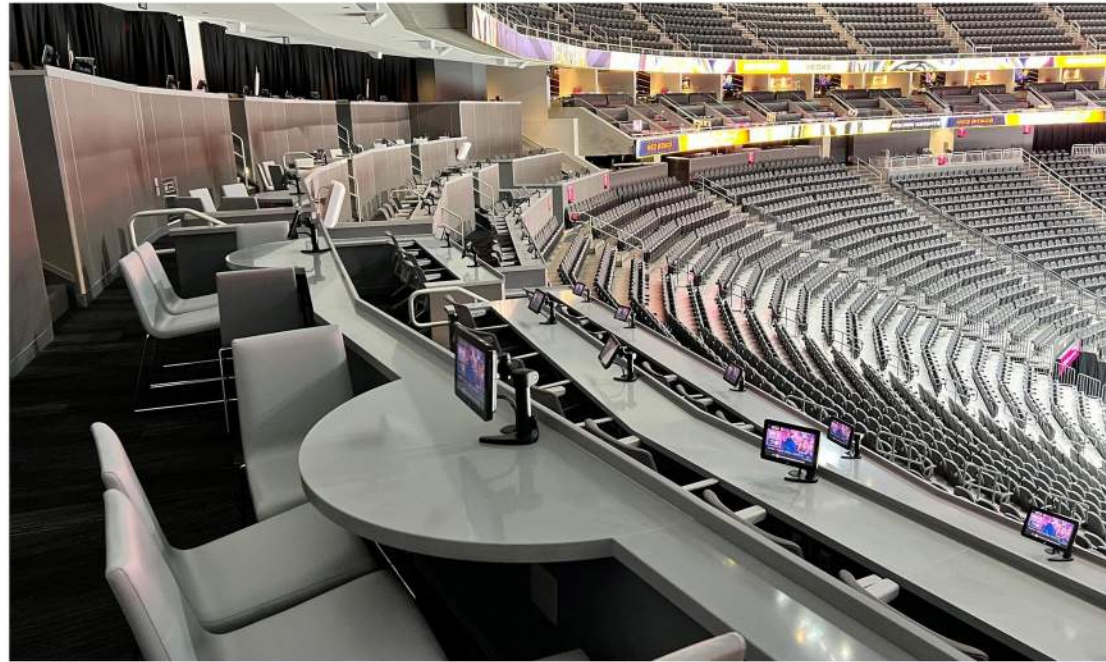


COUNTER

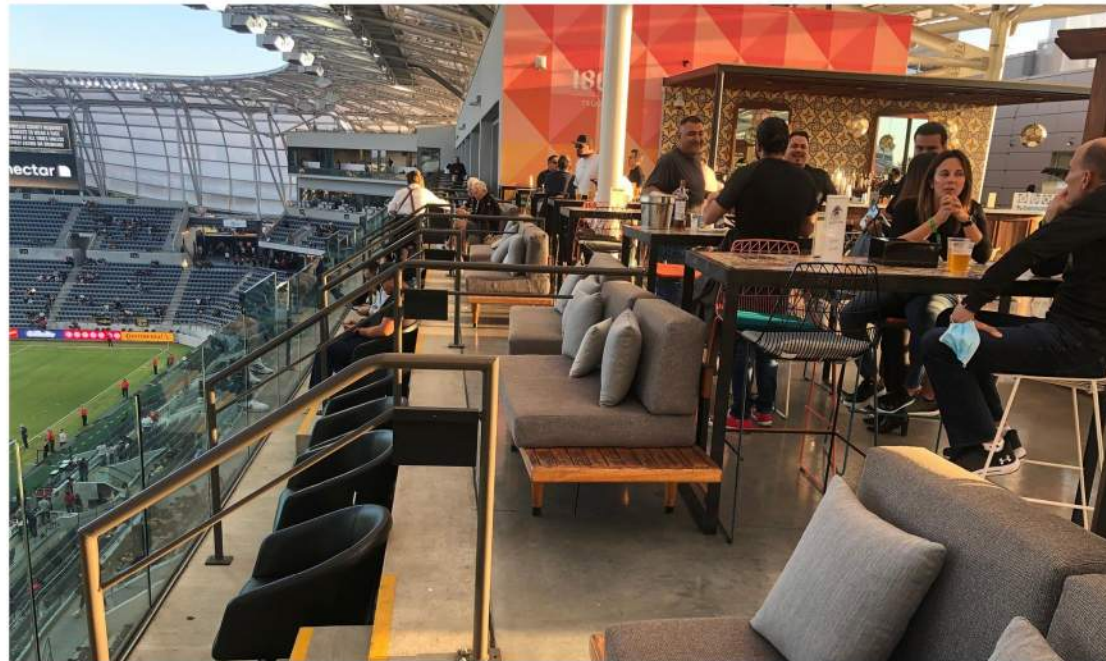


LOGE EXAMPLES

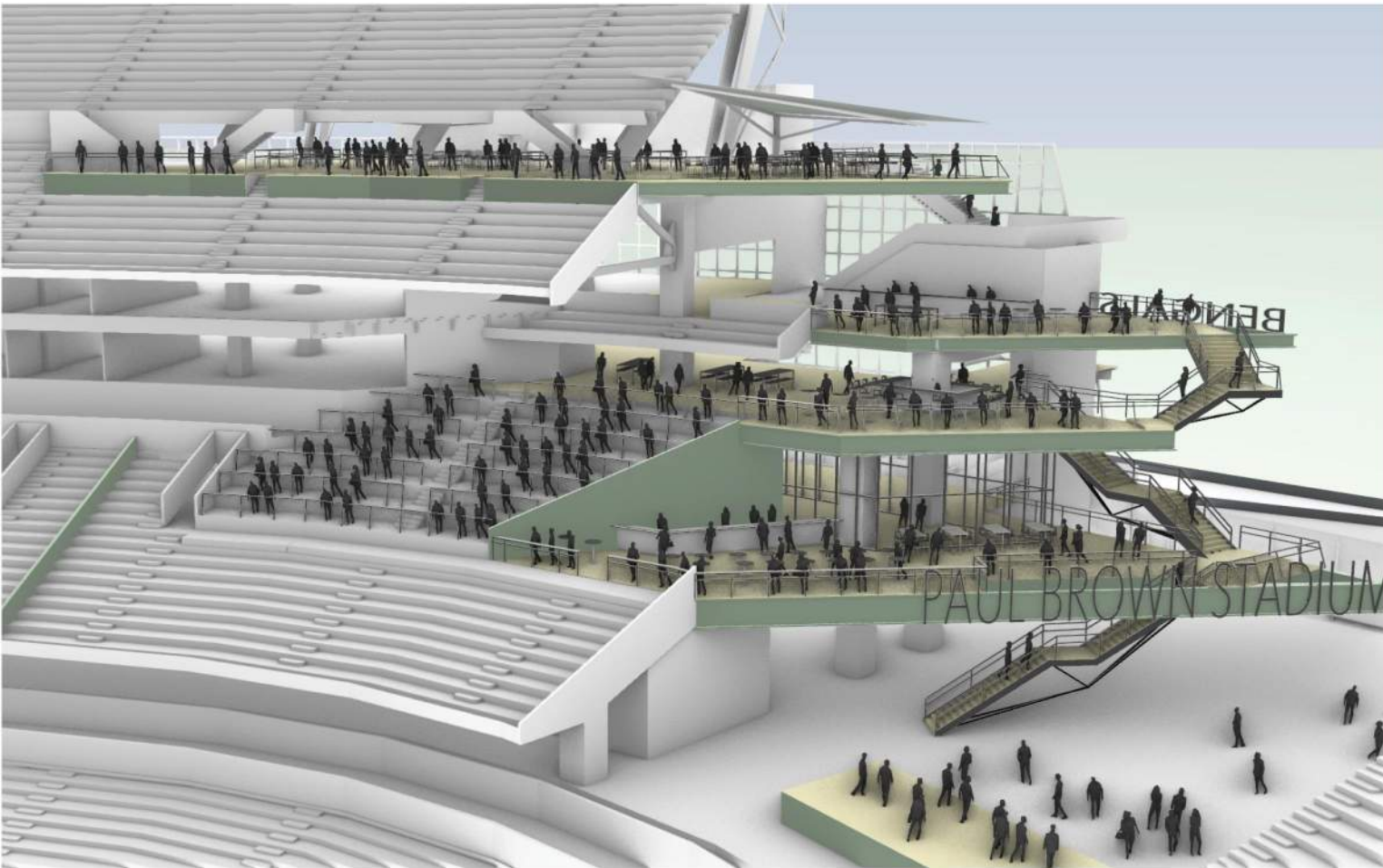
ALLEGIANT STADIUM
LAS VEGAS RAIDERS



BANC OF CALIFORNIA STADIUM
LOS ANGELES FC



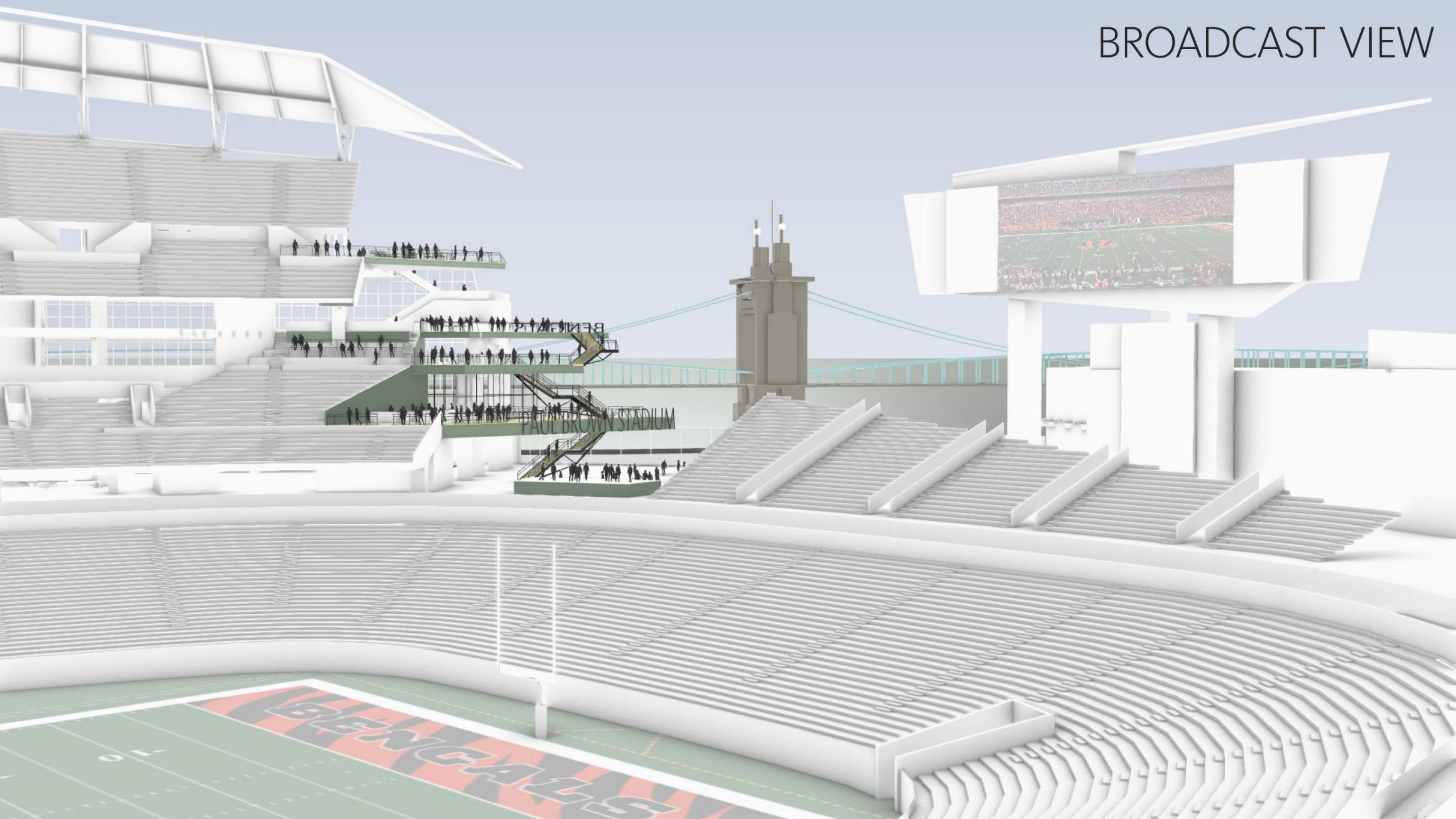
SOUTHEAST CORNER CASCADING BALCONIES



CAMDEN YARDS
OUTFIELD DECKS



BROADCAST VIEW



CLUB LEVEL



MID SUITES LEVEL



BENGALS SUITES LEVEL



CANOPY LEVEL



TICKET BREAKDOWN

EXISTING

CLUB = 350

GEN = 1,000

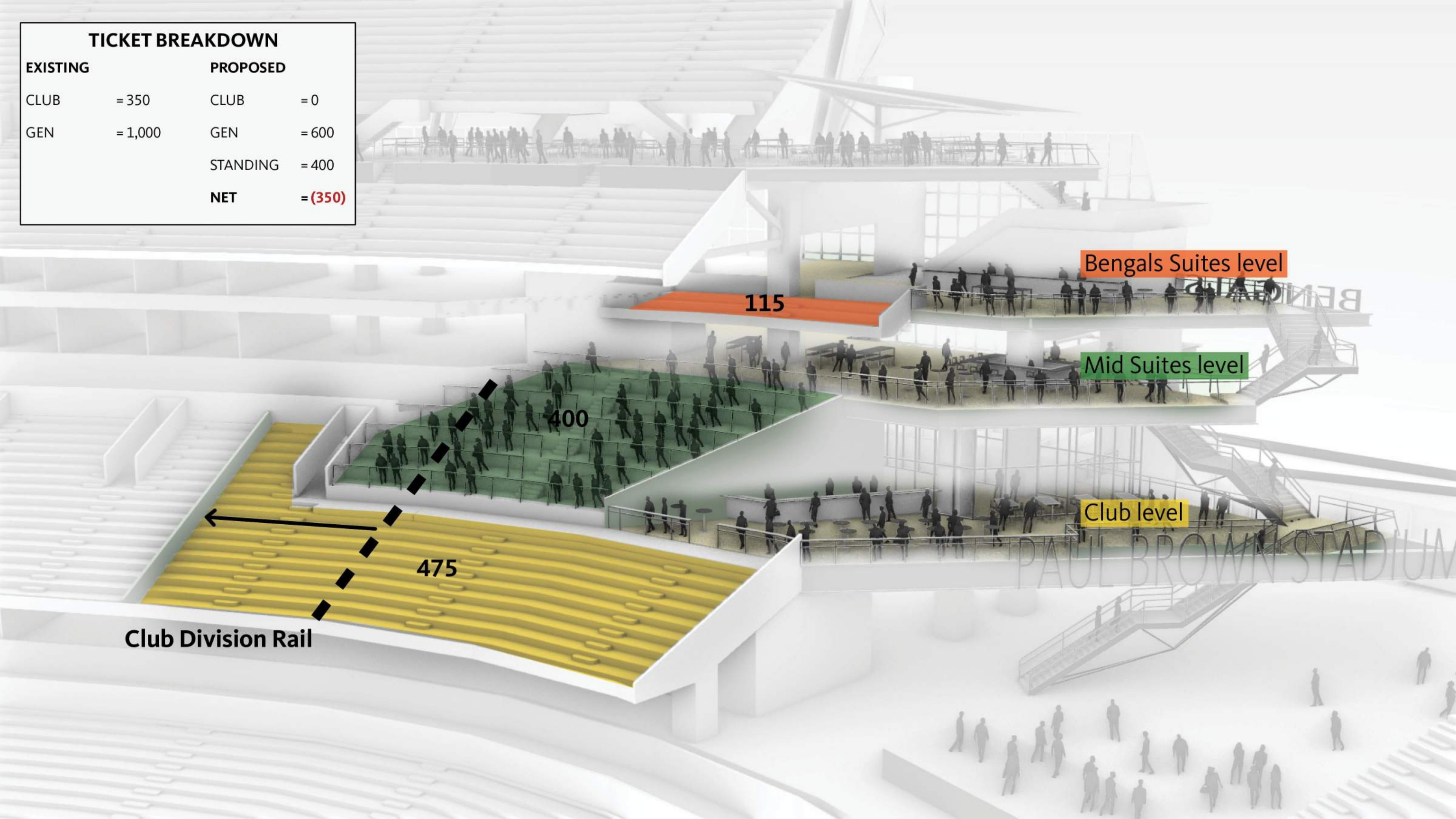
PROPOSED

CLUB = 0

GEN = 600

STANDING = 400

NET = (350)



Bengals Suites level

115

Mid Suites level

400

Club level

475

Club Division Rail

NORTH SCOREBOARD / PAVILION

EXISTING VIDEO BOARD

PAUL BROWN STADIUM

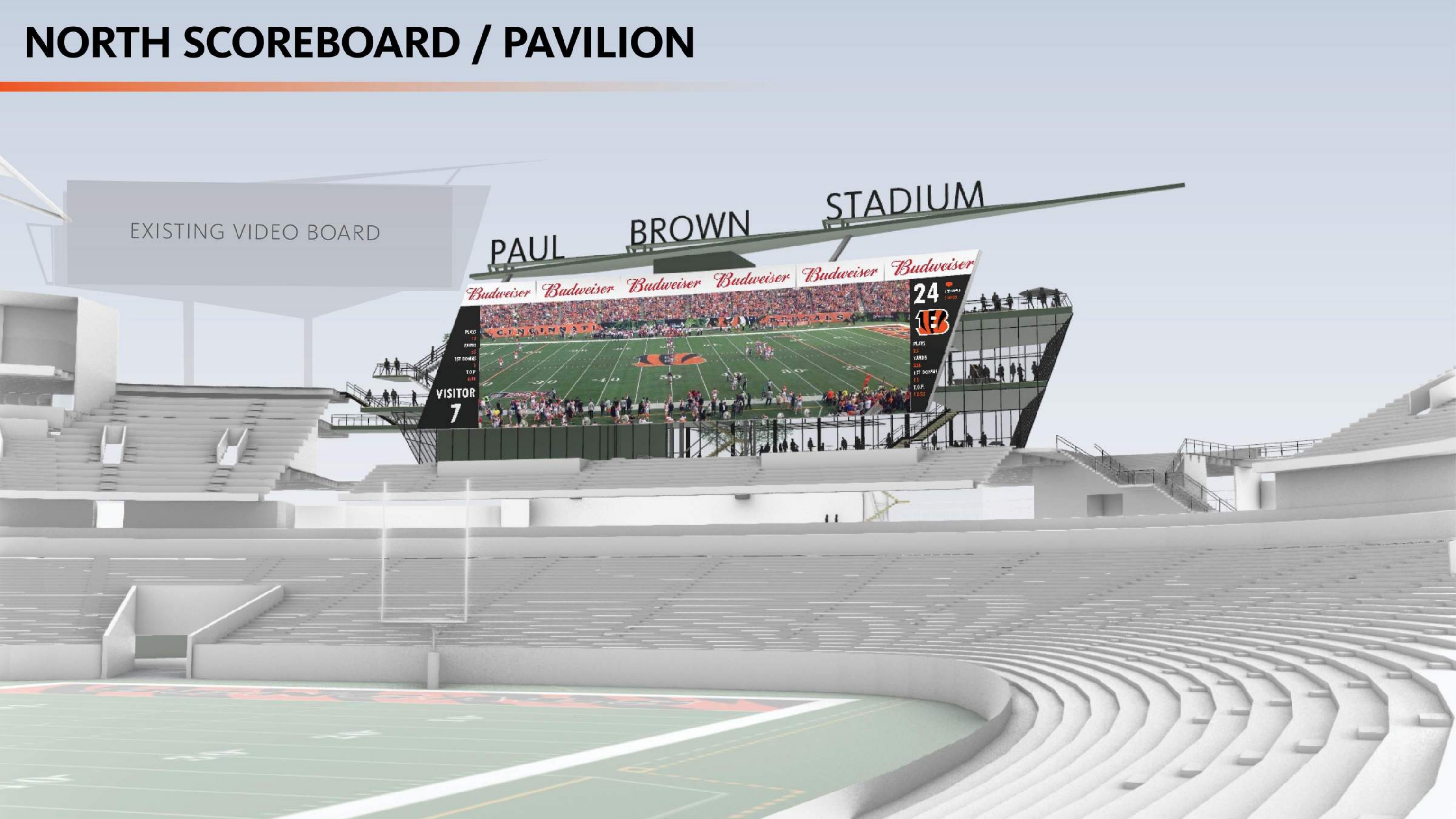
Budweiser Budweiser Budweiser Budweiser Budweiser Budweiser

Scoreboard display showing a football game in progress. The field is visible with players and the Cincinnati Bengals logo. The scoreboard includes the following information:

PLAYS	12
YARDS	20
1ST DOWN	9
TOP	6:44
VISITOR	7

On the right side of the scoreboard, there is a large number 24 and the Cincinnati Bengals logo. Below the logo, the following information is displayed:

PLAYS	33
YARDS	354
1ST DOWNS	18
TOP	12:52

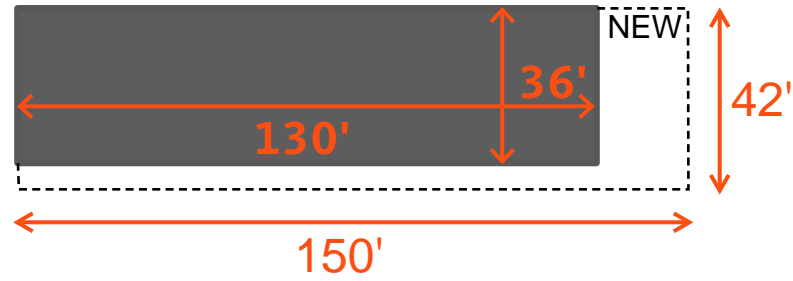


NORTH SCOREBOARD / PAVILION



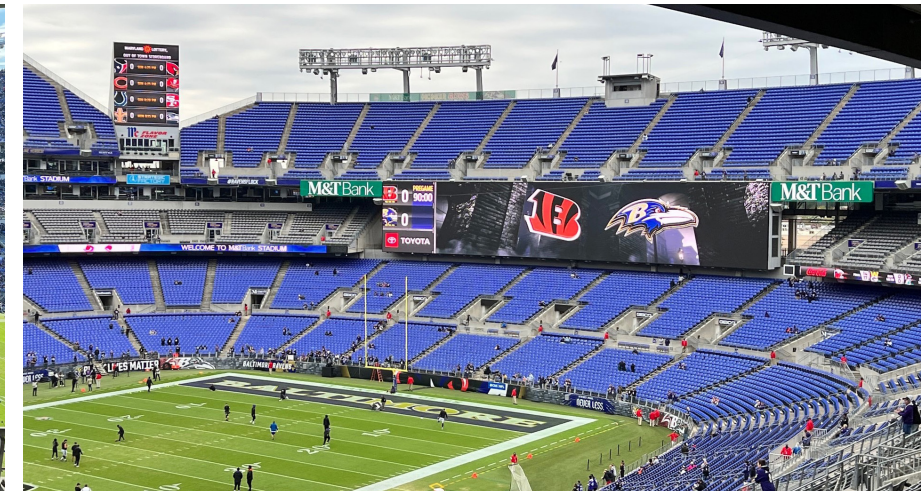
PAUL BROWN STADIUM 2015

24th largest in NFL



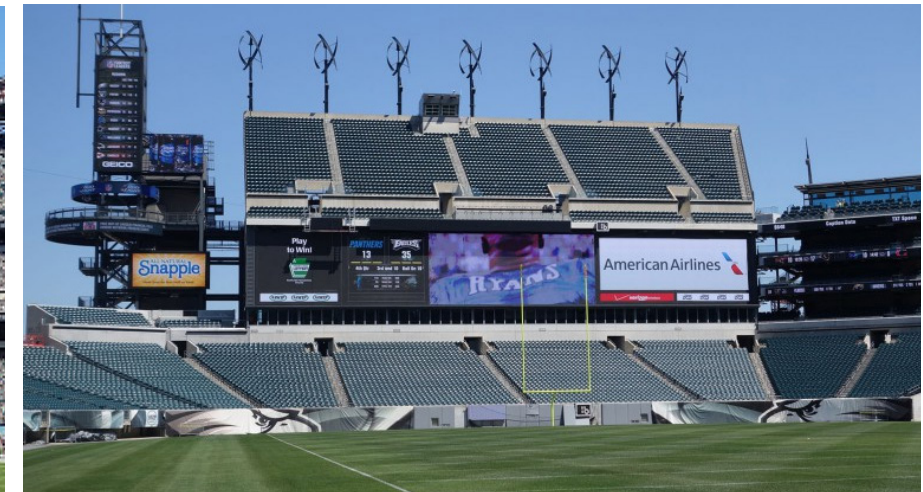
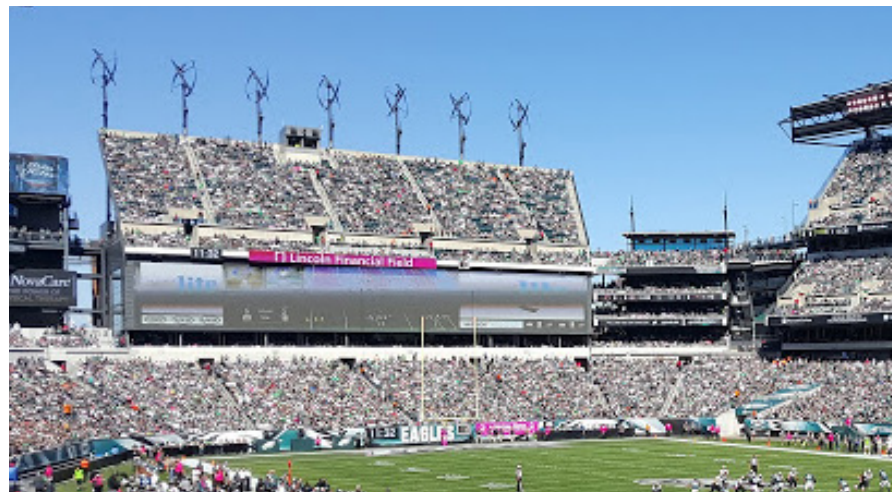
M&T STADIUM 2017

16th largest in NFL

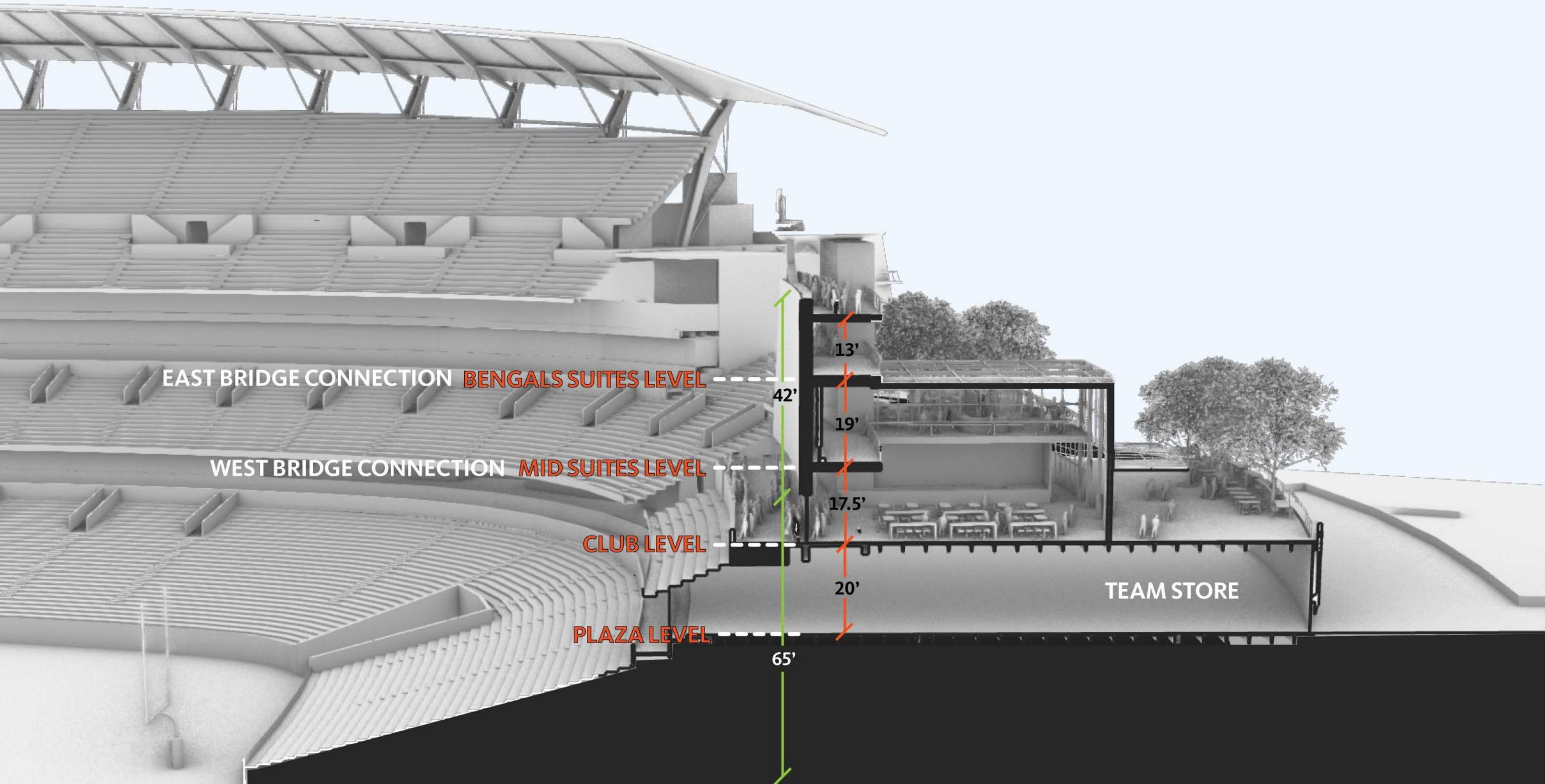


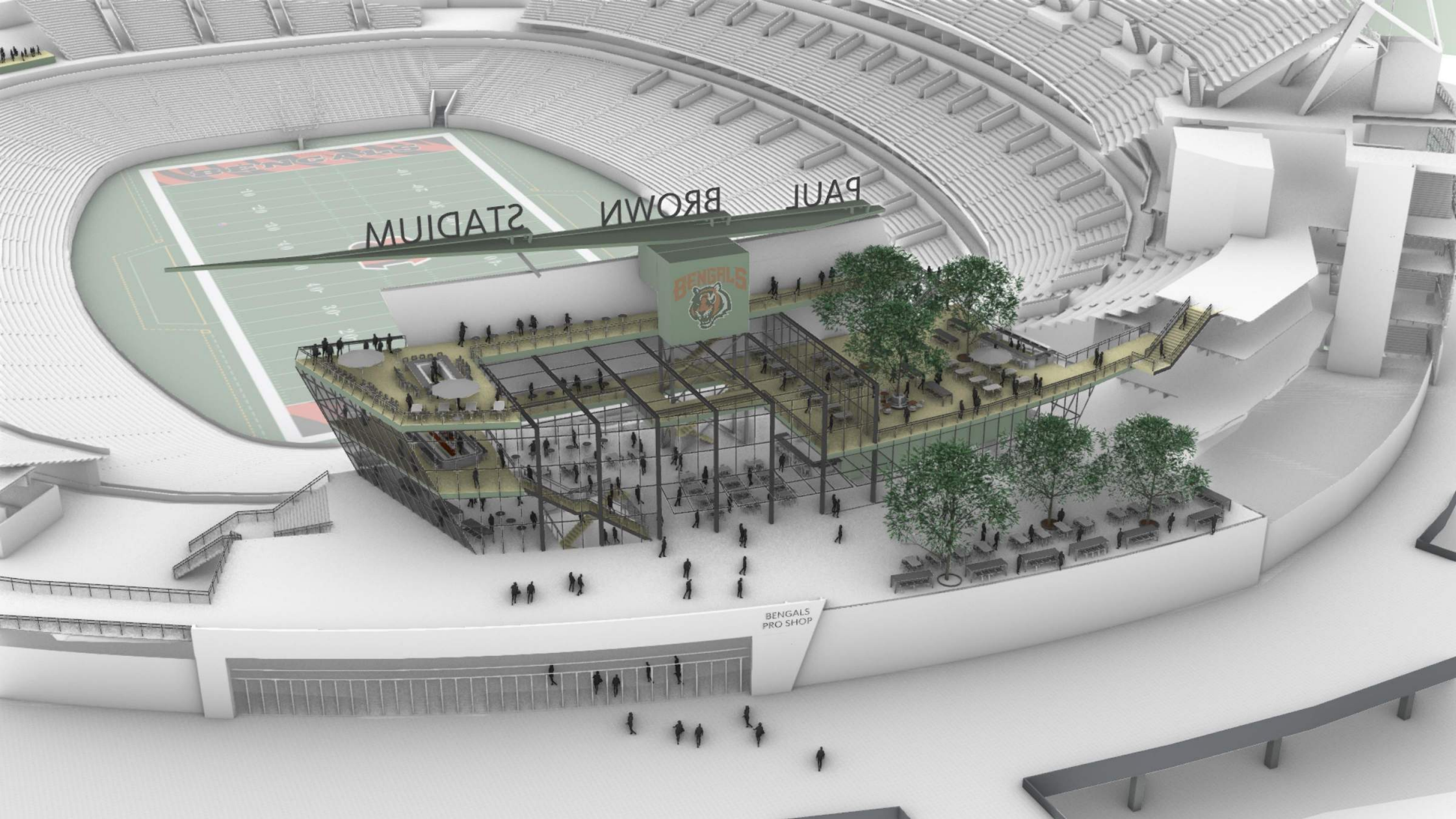
LINCOLN FINANCIAL FIELD 2014

22nd largest in NFL



NORTH PAVILION SECTION





PAUL BROWN STADIUM



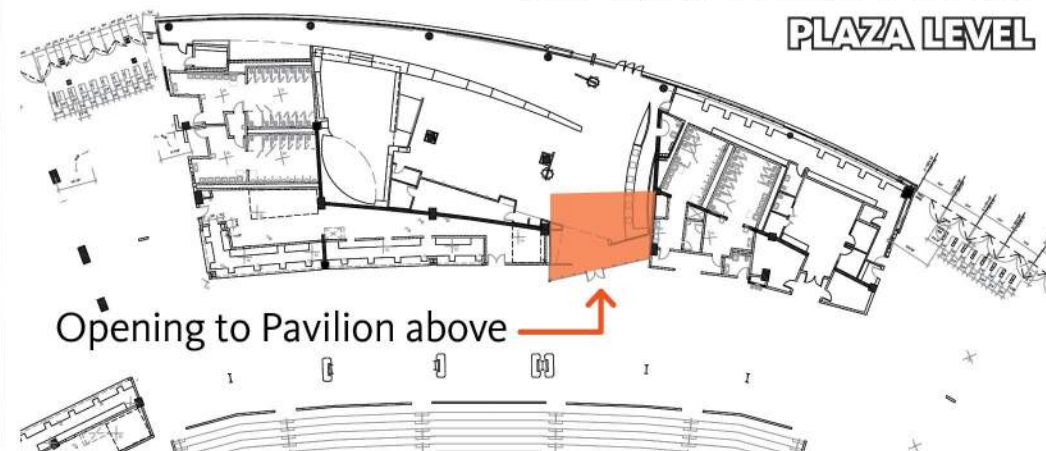
BENGALS PRO SHOP



Opening to Pavilion from team store



TEAM STORE PLAN PLAZA LEVEL



Opening to Pavilion above

