



GWCC: MASTER PLAN PHASE II - STADIUM SOLUTIONS

Final Report

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Georgia World Congress Center Master Plan Phase II – Stadium Solutions The Georgia Dome

Atlanta, Georgia

This program document is intended to be evolutionary over the course of the design of the project. Space requirements and square footage will continue to evolve as conceptual design is progressed.

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EXECUTIVE SUMMARY

Study Overview

The Georgia World Congress Center Authority (GWCC) located in downtown Atlanta includes the Georgia Dome, 21-acre Centennial Olympic Park and the 3.9 million square foot convention center ranks among the top five largest convention destinations in the United States. It greatly benefits the City of Atlanta and all of Georgia. The GWCC's vision "is to constantly earn our reputation as one of the world's finest convention, sports and entertainment venues". The Georgia Dome built in 1992 is home to the Atlanta Falcons, the Atlanta Football Classic, the SEC Football Championship and the Chick-fil-A Bowl. Additionally the Dome has hosted two Super Bowls, events for the 1996 Olympic games and both a Men's and Women's NCAA Final Four. The permanent seating capacity is 71,250.

The intent of this study is to examine what a new NFL stadium program would look like today and understand how the Georgia Dome may or may not be able to incorporate these features and program elements. Of prime importance will be consideration of guest experience and comfort while also increasing revenue generation and sponsorship opportunities for the GWCC and its users. State of the art ultimately means "experience". What is the fan experience as they drive to the venue, park, tailgate, enter, circulate, interact with others, interact with the building, watch the game, eat, socialize and ultimately depart from the facility and site. What is their experience?

The program included in this written document outlines and defines functional requirements of rooms/spaces along with its associated general space requirements. Information contained in the facility program was assembled using a combination of interviews with user groups and recommendations based on Populous' expertise. In order to understand the needs of the GWCC and associated major users of the new facility, Populous held personal interviews with the following users groups:

- Atlanta Falcons
- Southeast Conference (SEC)
- Georgia State University
- Chick-fil-A Bowl
- Georgia High School Association

Meeting notes from the interviews are contained within this document for reference.

From the user group meetings the following elements and program items are important to understand.

- 65,000 to 75,000 seat capacity. This is the range established by the user groups.
- Premium amenities such as number of suites and club seats require a market study to determine demand and need.
- There are preferences for both open an air and an enclosed stadium.
- The level of service for an NFL facility regarding circulation, concession points of sale and restroom counts will be sufficient for all user groups.
- The SEC requirements for press and media in the press box and the NFL requirements for network media will be sufficient for all user groups.
- The multi-purpose nature of the building dictates the number and size of locker room facilities.
- LED capabilities are important to provide for multiple users' sponsorship needs for flexibility.
- All user groups desired providing the best fan experience possible including tailgating opportunities.

Incorporating the user group requests and from our experience, the program and design narrative include the following assumptions:

- 65,000 seat stadium with temporary seating for 75,000 seats.
- Operable roof concepts will be addressed through cost estimation only.
- No specific site will be used to test a new building.
- Made premium amenity assumptions including a future build out for suites.
- Four auxiliary locker rooms and a dedicated Atlanta Falcons locker room.
- Populous best practice recommendations for NFL facilities regarding concession points of sale, seating bowl, circulation and restroom counts.
- Populous best practice recommendations for large multi-purpose facilities regarding building operations, storage, staging and maintenance facilities.
- Opportunities for a range of services and amenities to provide multiple price points for patrons.
- Parking: Premium and General Patron

Study Process

The study process, over a three month period, includes the following steps.

- Notice to Proceed – December 2009
- User group interviews – January 20 and 21, 2010
- Develop a program space summary and design narrative – Draft presented February 23, 2010
- Incorporate comments from the user groups and GWCC into the document
- Develop Conceptual Design, testing the Georgia Dome's ability to incorporate desired program elements
- Prepare budget estimates of an expanded and renovated Georgia Dome and of a New Facility

DESIGN NARRATIVE

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I. General Description

This ideal NFL / Multi-Purpose Stadium will be designed to accommodate a variety of events. The following events are anticipated, but not limited, to include the following:

- NFL (Atlanta Falcons)
- NCAA Football (Georgia State University, SEC Championship, Atlanta Football Classic, Chick-fil-A Bowl)
- NCAA Basketball (SEC Championship, NCAA Tournament)
- High School Football (Georgia High School Association)
- Soccer (High School, NCAA and Professional)
- Consumer Shows
- Concerts
- Boat and Auto Shows
- National and Regional Conventions
- State and Local Conventions
- Motocross and Monster Truck Events

This new facility will offer Atlanta the ability to provide a state of the art NFL facility for the Falcons and to attract major sporting events, major concerts, religious meetings, political conventions and family shows. The versatility of the facility shall allow it to host events simultaneously.

This venue will seat approximately 65,000 spectators with the ability to expand to 75,000 seats. Retractable, portable and removable seating components will be utilized in order to achieve maximum flexibility for various event configurations.

The development and design of this facility shall be competitive in all respects with multi-purpose facilities recently constructed or under construction, and will meet the requirements of all applicable building codes and ordinances, including the ADA (Americans with Disabilities Act). The city of Atlanta has adopted the following building codes:

- International Building Code 2006
- International Plumbing Code 2006

The location of a new facility is not identified. The purpose of this programming exercise is to determine what the ideal facility needs are and how the Georgia Dome may be able to accommodate them. The Falcons ideal facility is an open-air stadium while the facility users require an enclosed stadium. Therefore, this program assumes a retractable roof facility.

The following pages outline the required spaces, organized per classification as defined in the *Program Area Summary*, for this facility with a description of each space. Refer to the *Program Area Summary* for all square footage.

II. Facility Systems Requirements

The following system requirements should be considered for the Multi-Purpose Facility. These systems are not included in the square foot summary and include the following:

Operable Roof

Provide an operable roof to allow flexibility for events while optimizing natural sunlight and ventilation for events that can be held outdoors such as the Atlanta Falcons games. The roof should open or close in approximately 10 minutes or less. The size and design of the roof will be determined through the design phases of the project. Provide a control room within the facility with direct sightlines of the roof. Operable roof concepts will be addressed through cost estimation only.

Operable Wall(s)

Operable walls may be included in the design at locations such as the main entries. This will provide a connection to the outdoors, connection to the city or surrounding environment, flexibility for events providing indoor/outdoor opportunities and potential added capacity for special events. The extent or location of such a wall or walls are to be determined.

HVAC Systems

The design and installation of mechanical systems will provide facilities that exhibit flexibility of use, provide for a healthful, safe, and comfortable environment while optimizing energy consumption and ongoing maintenance cost, all in accordance with applicable codes and regulations. Additionally an operable or fixed roof will require conditioning of the seating bowl.

Electrical Lighting Systems

Adequate general illumination shall be provided throughout the stadium for concourses, ramps, portals, etc. as well as required emergency lighting.

A complete field lighting system providing adequate illumination for High Definition television coverage shall be provided and shall consider the following: players primary and secondary viewing angles; broadcast television; spectator viewing comfort. Well-balanced lighting in coordination of scoreboard, video board and exterior television monitor placement and viewing angles shall be considered. The television networks shall be consulted prior to final design.

Provisions for flexible lighting components that can be adjusted depending the on the event type will be explored throughout the design process.

Utility Metering

Utility usage should be tracked by events to allow appropriate utility charges to be billed to each event. This is referred to as “metering”. The new facility should be capable of metering all utilities used by individual events. Each utility should be metered separately.

Potable Water Systems

Public restrooms at the general public concourses will have cold water service for lavatories. Hot water may be provided if required by local codes. Hot and cold water will be provided at all suite level restrooms and club level restrooms.

Secured, lockable hose bibbs with removable handles will be distributed at public restrooms, off the event floor, at building exterior and at other locations to be determined, to accommodate cleaning requirements.

Non-refrigerated drinking fountains shall be provided at all concourse levels. Fifty percent of the drinking fountains will be accessible. Electric water coolers will be provided at the club and suite level, locker rooms, press, team areas, administrative offices and possibly other locations.

Stormwater Drainage System

Roofs and canopies shall be drained by gravity via roof drains through inside leaders and house drains. Separate overflow drains will be provided adjacent to each roof drain. Each overflow drain will be piped independently to grade. All piping subject to “sweating” or condensation will be insulated. Drains will be provided to drain runoff from the truck dock areas. Appropriate sand/oil interceptors where required will be provided. The seating bowl and playing field will require storm drainage systems in the event of rain with the retractable roof system open.

Irrigation Water Systems

Provide an irrigation system to cover general landscape areas outside the facility. Specific requirements for the facility are yet to be determined. A grey water collection system could be used to supply water to the landscape and should be further explored.

Grease Waste Systems

Provide a centralized underground grease storage system that is designed to receive the gravity flow from all grease receiving kitchen fixtures and drains. Location and size is to be determined. Individual concession stands will have independent point of use grease interceptors.

Fire Protection Systems

Fire protection equipment such as sprinklers, standpipes, etc., shall be provided as required by applicable building and safety codes.

Technology and Security Systems

Technology is continually changing and requires flexibility in the infrastructure design. Patrons are desiring interactive experience at events such as iPhone applications that determine what restrooms have the shortest lines, instant game statistics, location of where they parked and what contacts are in the facility.

State of the art technology and security systems shall be provided consistent with NFL Security Guidelines and Homeland Security protocol. Full consideration will be given to secure perimeter barricade design and emerging, alternative video and sensory technologies that may be utilized throughout the facility. Integrated security system shall utilize access control, intrusion detection and video surveillance. The security system shall incorporate hardware and software specifically designed to support multi-systems, multi-users, multi-tasking point monitoring, system administration and operation. A physically and electronically secure telephone system will be provided to support all building tenants and applications required in the stadium.

Telephone and Data Systems

Telephone and data systems shall be provided. The new facility shall integrate wireless technology. Full consideration will be given to emerging, alternative technologies that may be utilized throughout.

Fire Alarm Systems

System shall be provided as required by applicable building and safety codes.

Communications Infrastructure

The communications infrastructure system shall support voice and data applications/system operated over a multi-media cabling plant including fiber optics and twisted pair copper. This infrastructure shall be supported by dedicated communications rooms and raceways. Communications infrastructure including cabling and raceways shall provide longevity to ensure future proofing. Cabling plant shall be the latest product available in the market, which meets latest standards with enhanced bandwidth capabilities and overhead. Raceways shall be provisioned to allow for a minimum of 20% spare capacity upon completion of facility. This will require a 30% initial design capacity to accommodate design/program changes.

Dedicated riser closets accommodating vertical cable runs shall connect dedicated communication rooms and server rooms that are adequately distributed within each level to maintain cabling distance limitations to devices throughout the facility. Risers shall be located adjacent to stadium freight and passenger elevator shafts where feasible and shall connect each level of the stadium. Consideration should be given to providing a horizontal backbone raceway connecting all communications rooms on each building level. Cable trays shall be provided throughout the facility for horizontal routing of all communication cabling including, but not limited to: scoreboard, sound, telephone, data, fiber optics and broadcast television and broadcast radio. Technology system cabling including sound system, scoreboard and broadcast cables shall be in conduit where required.

Acoustical Finishes

For facilities with roofs, since the facility will host a number of different events, proper consideration shall be given to provide appropriate acoustical finishes for the bowl.

Sound Systems

A complete distributed sound system shall serve the entire facility to include a seating bowl loudspeaker system, auxiliary speakers for concourses, lounges, premium spaces, team store(s), exterior plaza(s), stadium entrances, writing press, post game interview room(s), broadcast booths, lockers, offices, meeting support areas, etc., for event PA announcing, paging, music, radio and TV broadcasting. The sound system shall be designed to accommodate all types of meeting events, concerts and sporting events. Video time delay controls shall be provided as part of the scoreboard systems. The entire sound system shall be capable of receiving the main facility PA feed for emergency notification. Portable systems including microphones, speakers and mixer for special events may be considered. ADA compliant hearing assistance system for the seating bowl, writing press and press interview rooms shall be provided. A portable hearing assistance system for club and other meeting spaces for non-football events shall be provided.

Main audio equipment rack rooms shall be provided with 24/7 HVAC. Clubs, novelty stores, party suites and interactive display areas shall have their own independent A/V equipment racks to support localized A/V programming requirements.

Distributed Television Systems (DTV)

The DTV system shall provide video signals to TV sets located throughout the facility, including concessions, bars, concourses, club lounges, suites, designated premium seating areas, office/administrative areas, home team and locker room areas, and broadcast/press areas. The system will be capable of receiving signals from the local cable TV service, commercial satellite service, over-the-air TV broadcasts, feeds from in-house video production (such as in-house commercials, concession menu boards and scoreboard control systems) and mobile broadcast vehicles used for play-by-play game broadcasts. Full consideration will be given to emerging, alternative television distribution technologies such as internet protocol TV (IPTV).

Scoreboards / Videoboards / Ribbonboards

A complete, electronically operated, remote controlled software driven, LED message display ribbon board system shall be provided along with a large HD screen format, LED or similar video display systems. Consideration for optimum locations and sizes of main scoreboard/video display and ribbon board fascia displays will be given. A center-hung scoreboard is required for basketball games and must be provided at court location. The scoreboard location shall be flexible and serve the standards of each event. The control of these systems shall be from an integrated scoreboard control/video facility (typically within or adjacent to the press box) and shall be provided with 24/7 HVAC.

Auxiliary scoreboards will be located within the seating bowl to communicate important, but limited information (game clock, score, quarter/period, etc.) to spectators whose attention is not directed towards the large

displays. Delay of game clocks and locker room clocks will be provided. Other auxiliary boards shall be capable of providing captioning for hearing impaired patrons.

The production system shall allow for the ability to produce and display programs consistent with the most creative now shown in similar facilities and meet national and local broadcast standards.

Advertising

LED advertising panels associated with scoreboard and display systems may be of various size and illumination types. The configuration, quantity, layout and design of the advertising panels will be coordinated to ensure that the advertising space is consistent with the marketing, sponsorship, revenue and image goals of the facility. The location and size of advertising panels will also be coordinated with spectator sightline considerations, field lighting and loudspeaker locations. Provisions at concourses, club levels and entries for digital signage serving advertising, sponsorship and informational purposes will be provided as necessary. Consideration for IP addressable control for displaying data and images from a centralized control/server location will be given.

Naming Rights / Sponsorship Opportunities

Naming rights and sponsorship packages are integral to the overall financial success of a facility. It is recommended to include the design team throughout the process in determining the levels of potential sponsorships and naming rights as well as communicating what commitments have been secured including the implications of such commitment. Amenities include items such as buffet service, point of sale concessions, alcohol availability, parking number and proximity, club access, seat type, seat location, signage opportunities, level of exclusivity, media rights, logo placement opportunities (event day and website), level of partnership recognition, team access, field access, away game tickets, memorabilia access, other event ticket access and more. A company that sells naming rights or advises on price points and packages is recommended.

The following is a list of potential naming rights opportunities that GWCC should consider when developing a strategy to facility naming rights and sponsorships. Other opportunities may develop as the facility is designed. Sponsors will be encouraged to add interior elements and build out to develop a unique experience that conveys their message.

- Entire Facility
- Field
- Seating Sections (25 to 40)
- Building Entry Gates (3 to 4)
- Plazas (2 to 4)
- Tailgating Zones
- Concourse Quadrants at Each Level (4 to 8)
- Premium Amenity Entrance Lobby
- Clubs (different levels of amenities)
- Suite Level(s)
- Meeting Rooms

- Hall of Fame
- Broadcast Booth
- Owner's Suite
- NFL Play 60 Children's Learning Center
- Exterior Balconies
- Concourse Bars
- Designated Sponsor Areas in the Bowl and/or Concourse
- Falcons Training Facility (multiple options within this facility)
- High School Sports Recognition Zone
- College Sports Recognition Zone

Broadcast Cabling Systems

This facility will be pre-wired for play by play TV broadcast of football and basketball games to accommodate two independent broadcast organizations/crews meeting current NFL and NCAA requirements. Radio broadcast cabling and booth provisions meeting NFL guidelines shall be provided. Cabling shall support network, local and in-house broadcasting requirements. It is anticipated that the NFL broadcasters will provide their own cabling within the stadium provided infrastructure designed to meet their specified requirements. Local, in-house and network camera positions, booths and associated TV truck parking requirements meeting NFL and NCAA guidelines will be incorporated.

Skycam / Cable Cam

Provisions shall be made for the inclusion of a Skycam/Cable Cam system for use by network broadcast media during sporting events. These camera systems are computer-controlled, stabilized, cable-suspended camera systems that are suspended above the playing field. In a domed stadium, the cable reel locations can be on the catwalk system, which can be a simpler solution than one often sees in outdoor stadiums.

Wayfinding / Graphics

Coordinated exterior and interior wayfinding signage and graphics shall be included for the entire facility within the footprint curb line. The wayfinding signage and graphics will address the functional issues of wayfinding while creating an image for the project that reflects the personality of Atlanta and the architectural design of the facility. At a minimum, directional graphics shall be provided for the entire facility complex as noted below:

- Identification of facility entrances including ticket windows, turnstiles and special entrances
- Signage within the facility to indicate concourse levels, seating section, aisles, rows and seat numbers
- Identification of toilet rooms, first aid, exits, and other public facilities
- Concession identification signage shall be coordinated with a total graphics program
- Static and electronic directories shall be provided as appropriate
- Individual room identification signage will be provided for proper operation of the facility
- All signage will meet the requirements of the ADA
- Evacuation graphics will be provided in appropriate locations to meet required codes

- Back of house room identification, code and regulatory signage

Site signage will be as dictated by site requirements. Additional graphics of a promotional or commercial nature will be provided. Provisions for the sign boxes and back lighting for these graphics will be provided as a part of the base building. Power supply, fixtures and connections for illuminated panels will be provided to locations to be determined. This type of graphic may include advertising, specialty signage for novelties or concessions, or facility club identification. Specific signage as follows:

- Building policy signs at each entry
- Graphics/signage for ticket sales identification and information panels. Electronic message centers above individual ticket windows. At main box office a LED ribbon board to display and advertise current and upcoming events will be explored
- Site pedestrian directional signage within the curb line to public and back of house facility entrances

As an option, Naming Rights/Sponsorship Signage may be included and incorporated if desired. This could include signage such as:

- Exterior sponsor/building identification signs
- Building entrance/gate sponsor signage
- Specific sponsored foodservice operations
- Naming rights/sponsor may be incorporated on all or specific interior/exterior wayfinding and other graphic signage elements.
- Naming rights of facility painted on hard side of roofs of facility and roofs of ramps (if applicable) for aerial view

Thematic and pageantry graphics will be considered. This would provide thematic signage and graphics that will reflect the character of the facility and underlying thematic community references which will resonate in the facility to create a sense of place. Examples of locations where this could occur:

- Concession stands, bars, clubs, portable carts, dining areas
- Seating bowl
- Premium areas such as suites and clubs
- Retail and merchandise areas
- Concourse and public areas
- Areas celebrating local high schools and/or colleges
- Pageantry graphics such as icons, pylons or signature pieces which are not advertising or sponsor controlled.

Recycling

This new facility will implement a recycling program. There will be a trash chute dedicated to recycling. Details of the program are to be determined.

III. Classification 1: Spectator Facilities

Spectator Seating - Lower and Upper Bowl

Approximately 54,500 armchair self-rising seats shall be provided in a combination of fixed, moveable and retractable seats that can be arranged in various configurations, to provide the best sight lines for designated event types. This facility shall be capable of expanding to 75,000 seats. This does not include additional floor chairs which may be used for a stage event and which would increase the overall seating capacity for such an event.

Seating for disabled guests and their companions shall be provided in compliance with the Americans with Disabilities Act (ADA). The ADA seating is to be included in the maximum seat capacity.

Minimum sight line clearance shall be 2 ¼" above the eye level of the spectator in the preceding row. Minimum tread depth in seating areas shall be 33" and the typical seat width shall be 19" for general spectator seating. All seats shall be provided with cup holders.

Premium Seating – Club and Suite Seating

The Georgia World Congress Center is encouraged, due to revenue potential, to commission a market study confirming current and future demand. Final seat count for premium seating is subject to change pending the results of the market study. The market study will assist in determining market demand, price points and amenities. The seat counts and number of suites used in the program are merely placeholders until a recommendation is made to Populous on premium amenities.

Club Seating

Approximately 7,500 seats shall be located on the sideline. These seats will have direct access to up-scale food and beverage service in club lounges, which are adjacent to the club seats. These seats will be 21" wide minimum with a 36" tread depth. Padded seats with cup holders will be provided. Interactive technology may be integrated into the seating or into other elements of the club lounge, as an added amenity for these premium seat holders.

Suite Seating

111 suites are currently included in the program with future suite build out for 1,250 seats. Suites shall be located preferably along the sideline. The suites will likely have two rows of field view seats and a third row of seats at bar stool height.

A variety of suite sizes shall be provided, ranging in size from 16 seats to 100 seats. Padded seats with cup holders will be provided at 22" wide on a tread depth of 36-39". The breakdown of suites could be as follows:

Owners Suite – 50 seats

One suite shall be provided at this size. This suite will provide 34 fixed seats and 16 bar stool seats.

Private Suite – 16 seats

Approximately 80 suites shall be provided at this size. This suite will provide 12 fixed seats and 4 bar stool seats. One suite will be designated as the visiting owner's suite.

Private Suite – 24 seats

Approximately 20 suites shall be provided at this size. This suite will provide 16 fixed seats and 8 bar stool seats.

Private Suite – 32 seats

Approximately four suites shall be provided at this size. This suite will provide 24 fixed seats and 8 bar stool seats.

Private Suite – 50 seats

Approximately four suites shall be provided at this size. This suite will provide 32 fixed seats and 18 bar stool seats.

Party Suite – 100 seats

Approximately two suites shall be provided at this size. This suite will provide 78 fixed seats and 22 bar stool seats.

Future Suite build-out – 1,000 seats

An area will be integrated into the early building design to allow for an expansion of suites for approximately 1,000 seats. The suites can be built out at any size within the allotted area.

Temporary Seating

Areas within the seating bowl should be designed to allow for expansion of approximately 9,000 additional seats to bring the total capacity to 75,000 seats. Restrooms, concession points of sale and concourse space will not be increased for the additional capacity. Portable concessions are recommended to assist with the additional capacity. Currently storage of 9,000 temporary seats is not included in the program.

Temporary seating options can be developed for non-football events such as basketball or concerts to allow for optimum seating configurations. The temporary seating will be used for events such as hosting a Super Bowl, the Chick-fil-A Bowl and SEC football championship game. The Chick-fil-A Bowl and SEC Championship game requires no less than 70,000 seats. When the temporary seating is not constructed these areas can be sold or used as standing room only locations.

Camera Locations

Team camera locations shall be provided at two locations for teams to film games. Locate one area at an endzone and one area on the 50 yard line. Each location shall accommodate two (2) cameras (one for each team).

Broadcast camera locations: The following locations shall be provided to accommodate football broadcast media:

Field

All of the on-field camera positions are "soft", meaning they do not require a dedicated position or platform. The commonly seen shoulder and moving truck or cart mounted cameras are connected via cable boxes on the field wall at the 50 yard line and the corners of the facility. Space should be provided between the back of the team area (at least 10 feet) and the field wall to allow camera trucks to pass through.

Low End Zone (4 locations)

Two camera platforms in each end zone seating are required. These should be between the numbers and the hash marks, and be outside the goal net. The platform elevation should be about 4 to 5 feet above the field level. The platform on the press box ("near") side of the field should be 12 feet wide and 4 feet deep. The platform on the "far" side need only be 6 feet wide and 4 feet deep.

Not all four platforms are used for every game. Portable risers may be purchased to fill half of the near platform and the entirety of the far platform so that these seats may be sold as single game tickets or be placed in the team VIP/complimentary pool for the many games when these areas will not be required for cameras.

Main Follow (3 locations)

These cameras require three locations with platforms at the 50 yard line and between the 20-25 yard lines. The outboard pair should have the capacity to be 12 feet wide to accommodate one broadcast camera for each of two broadcast crews (non conference side by side) and one scoreboard camera. The 50 yard line position should be able to accommodate 6 cameras (30 feet wide).

The most critical aspect of these platforms is their elevation. The platforms shall be no higher than a 20-23° angle to the near side line. In some cases, it may be possible for the 25 yard cameras being higher in elevation than the 50 yard booth and cameras, but it's not recommended. If cameras are located behind spectators, they must be elevated approximately 10 feet above the tread of the seating row in front so that waving hands do not obstruct the camera's view.

Slash (4 locations)

These platforms should be located at the corners, on the extended diagonal line through the playing field, at the same elevation as the main follow cameras or slightly below. Slash positions at the front of the upper level seating would probably be accepted. Slash platforms should be 6 feet wide and 8 feet deep.

Reverse Angle (1 location)

Locate one platform at the 50 yard line on the far side of the field from the press box. This platform shall be at the same elevation as the main follow cameras. This location can be at the front of the upper level seating. Platform should be 12 feet wide and 8 feet deep.

High End Zone (2 locations)

Locate a camera platform at each end zone, on the center line of the playing field, at an elevation that allows the goal line to be clear of any obstruction from the goal post cross bar. The angle should show the cross bar below the goal line with the goal line the field above it (TV picture perspective) clear of obstruction. A typical angle to the goal line from the camera platform is 30-35°. A 12 foot by 8 foot platform is sufficient.

For basketball, the football field level cabling and in the end zones will provide enough cabling for the courtside shots and goal robotics. The main follow camera locations (30 feet wide) for football are typically too high for basketball and another location, such as a football ADA platform, is required to be found. This may be required in two locations, one for the court moved to one end of the facility for a “small” basketball seating configuration and one at the 50 yard line for the NCCA regional/final four, center of the field, court configuration.

Suites

The build-out shall include all finishes for a functioning suite. This will include a wet bar with cabinetry, an under-counter refrigerator and icemaker, sink, lounge furniture (NIC), TV's (NIC), and sound system. Common restrooms and/or private restrooms, with upgraded finishes, will be provided at the Suite Level, for the exclusive use of suite holders.

Primary access to the suite level(s) shall be by elevator. All suites will have wheelchair access and shall comply with ADA guidelines.

Club Lounge

The club lounge will serve as the lounge space for club seat ticket holders and may serve as meeting/reception space during conventions and for other private functions. The incorporation of movable walls and other flexible components shall be considered in the design of this space.

The club lounge is sized to accommodate a range of guests depending on furniture seating type and layout. The club lounge may have a direct view of the playing field and shall offer an upscale level of food and beverage service that includes upscale foodservice buffet and/or concessions, full service bars and a dining/lounge area.

Numerous televisions and video walls shall be incorporated into the design of the lounge space. Novelty sales will be accommodated within the club.

Access to the club level for the club patron shall primarily be by escalator and elevators. There shall be controlled access to this level, type to be determined.

The allocated club space can be divided into multiple clubs at various locations providing a range of amenities.

Main Concourse Club

This club may not be connected to a particular section of seats but rather serve more like an “anywhere club”. Members’ seats could be located anywhere in the stadium and they purchase rights to access the club. This Club will have the feel of an upscale sports bar with a capacity of up to 2,000 patrons.

Locker Room Club

The locker room club serves as an exclusive club for members only at the service level with visible access to the Falcon’s players or to the tunnel where they enter and exit the field. The club will be an upscale club with a variety of seating types, buffet service and a bar. Seating access will be from the field to the lower seating bowl via stairs with the possibility of having some seating at Field Level. The capacity could range from 200 to 700 and should be confirmed by a market study. The program has assumed 400 patrons at one time in the club.

Restrooms

General seating restroom fixture counts for the facility are based on 54,600 seats. For the few large scale events that will host significantly more people in this facility, provisions, such as portable toilets, shall be provided. There is no potty parity and all fixture counts will meet the minimum requirements of the IBC 2006 and IPC 2006 that have been adopted. Restrooms are divided into the following categories:

Public Restrooms

Public restrooms shall be located at all levels. There shall be public restroom facilities provided by the main ticket window and ticketing office. Public fixture counts are based on a seating capacity of 54,600 general seats at the lower and upper bowl (reference the *Program Area Summary* for seating capacity). Fixture counts are based on a ratio of 50% male and 50% female attendance. Fixtures shall be provided based on the following ratios at general seating concourses:

	Men	Women
Water Closets	1 per 300	1 per 60
Urinals	1 per 90	n/a
Lavatories	1 per 200	1 per 150

An attendant closet with a service sink providing hot and cold water and storage shall be provided to serve two public toilet rooms. A hose bib shall be provided for general maintenance in each public restroom. All public-level toilet rooms shall include cold water service at the lavatories. Hot water may be provided if required by local codes.

Club and Suite Level Restrooms

Club and Suite Level restrooms will be located at the Club and Suite Levels and will only be accessible to club and suite patrons. Toilet rooms for suite holders may be located along the suite corridors, which will be restricted to suite holders and their guests. These toilet rooms will be located convenient to all suites, at a minimum of one men's and one women's toilet room per quadrant. Restrooms are to be provided with hot and cold water at the lavatories. Higher level of finishes will be provided.

Fixture counts at the Club and Suite Level shall be based on slightly more generous ratios than toilet rooms at public concourses, as follows:

	Men	Women
Water Closets	1 per 200	1 per 50
Urinals	1 per 75	n/a
Lavatories	1 per 125	1 per 125

Mirrors, soap dispensers, changing tables and paper dispensers shall be provided in all restrooms. Feminine product dispensers shall be provided in women's restrooms. All toilet fixtures at public and premium levels of the building shall be fitted with automatic flush valves. All public-level and premium-level toilet rooms shall be accessible to disabled guests, in accordance with the guidelines of the ADA. Unisex/family toilets will be provided at each level of the stadium and will include changing tables and barrier-free design for wheelchair utilization.

First Aid

Provide a primary first aid station for spectators' emergency medical treatment, which shall include appropriate areas for entry/waiting area, physician/nurse office, treatment area for 2 beds, uni-sex restroom, storage closet and upper and lower cabinets with a sink. Location shall allow for nearby ambulance parking through non-public areas.

Provide satellite first aid stations, located at the Main and Upper Concourses. At each location provide a treatment area for one to two beds, uni-sex restroom and upper and lower cabinets with a sink.

Concierge Desk / Fan Information Station

Information booths or kiosks shall be provided, located on the Main Concourse, to provide information and general assistance to spectators. Appropriate space for two staff members shall be included, with a counter, casework and pull-down shutters.

NFL Play 60 Children's Learning Center

Provide a large room for children to visit year round on school trips or with their parents to learn about the NFL's Play 60 initiative. This program encourages kids to play for 60 minutes daily to beat childhood obesity. The room potentially could have interactive displays and videos teaching them about nutrition and fitness. Additionally, information about the Falcons athletes can be included to teach kids how they train and to become fans at an early age. The learning center should be adjacent to the team store and have a dedicated entrance from the exterior. Provide restrooms within the facility or in close proximity.

Hall of Fame

A hall of fame will be created adjacent to the main team store and preferably at street access. Another option is to integrate history and memorabilia displays throughout the main concourse. The content of the displays will need to be determined but may include video, audio, memorabilia, reader rails, graphics and interactive displays. A dedicated A/V room and storage will be required.

IV. Classification 2: Food Service & Retail Facilities

Main Commissary

Enclosed space for development of offices, storage facilities and food handling areas shall be provided. Commissary shall be located adjacent to the foodservice loading dock, with direct access to a freight elevator. Include roughed-in electrical and plumbing provisions, for freezers, coolers, and other kitchen equipment.

Main Kitchen

A full-service kitchen, sized to allow the cooking and preparation of catered food to suite and club areas will be located with the commissary. A secondary kitchen may be required adjacent to the club level for better service of food items.

Offices

Offices will be provided for the food service provider for year round use and operation. They should be adjacent to the kitchen and commissary.

Catering Pantries

Provide two (2) catering pantries at the Club and Suite Levels. These spaces will serve as a holding area and storage for their relative spaces. Limited to no cooking will occur in these spaces.

Concessionaire Lockers

Provide men's and women's locker rooms to hold personal belongings for working staff.

Beverage Distribution Room

Beer storage/pumping rooms will be distributed around the facility, as needed, for dispensing of draft beer.

Concessions

Permanent concession stands shall be located at all concourse levels and appropriately distributed for convenience to spectators. Planning of concession stands shall conform to the following criteria, which is subject to the recommendations and/or reasonable requests of the concessionaire. Concession stands should be designed to showcase the food preparation process to better promote the product to the customer.

The permanent stands will be fully finished, including the following provisions:

- The type of service for all concessions will be "belly-up" service.
- Quantity of stands in public concourses shall be calculated based on a ratio of one point per sale per every 175 spectators, at 5 lineal feet per point of sale.
- Three wall enclosures with access door, ceiling and service counter at concourse side with overhead grille enclosure.
- Each permanent stand shall be provided with floor drains based on the equipment in each stand.
- Each permanent stand shall be provided with electrical and mechanical services, including all power required to operate all equipment and hot and cold water of sufficient volume and pressure to operate all equipment.
- Data/telecommunications lines, for credit card transactions and for P.O.S. system interface
- Exhaust risers in accordance with local code requirements shall be provided along with complete exhaust systems at each stand labeled "cooking concession".
- A grease waste system shall be designed in accordance with governing plumbing codes. Point of use grease interceptors will be utilized if permissible.
- Specialty food stands shall be provided at main and upper concourse levels, which is included in the ratio of stands to spectators indicated above.
- Food service equipment (cookers, warmers, etc.) as determined by the concessionaire.
- Other equipment necessary to provide a workable operation shall be provided.
- Provide televisions at queuing area for concession patrons.

Club level concessions, located on the Club level concourse shall be appropriately distributed and provided at a ratio of one point per sale per every 75 club patrons, at 5 linear feet per point of sale. These concession stands will have upgraded finishes. Otherwise, their provisions are similar to those above.

Additional portable concession stands will be provided at all concourse levels. Power and data utilities shall be provided throughout concourses to accommodate various portable stands.

Provisions for food service setup and equipment shall be considered for the Main Plaza's (see *X. Exterior Space Requirements – Exterior Main Plazas* for more information). Electrical, data and water connections shall be provided where appropriate.

Vendor Commissaries

Commissaries will be provided for vendors (hawkers) for food handling and storage at a ratio of one vendor per 200 spectators and a minimum of 10 square feet per vendor. They will be located on Main and Upper Concourse levels and distributed evenly throughout (approximately one per quadrant). The following provisions shall be included:

- Four walls and ceiling, with 2 pair of double doors
- General lighting, HVAC, water heating equipment, supply and waste plumbing and required electrical service
- Exhaust riser system and required hoods
- Food service equipment (cookers, warmers, etc.) and hook-up of same

Public Bar(s) at Concourse

Provide bars at designated areas within the public concourses for general seated patrons. The bars can be sponsorship opportunities and designed to reflect the sponsor. Locations and numbers are to be determined.

Team Store

Provide a finished shell condition for the Atlanta Falcons. Locate in close proximity to the main entrance and should be accessible from the interior and exterior.

Auxiliary Team Store

Permanent retail booths shall be appropriately distributed throughout the facility. Locate booths at major entry/exit points at each public concourse. Provide booths at the Main and Upper.

These booths will serve as the main merchandiser during events (concerts, shows, etc.).

Portable stands shall be provided to supplement the permanent stands during certain events as needed and to provide upscale merchandise in an upgraded setting at the Club and Suite Level.

Retail Warehouse

Provide a centralized storage room for all retail and merchandising goods. Within this space shall be a merchandiser office and a secured room for counting money that is not visible by the public. Locate near the loading dock.

Novelty Stands

Provide finished shell. Three wall enclosure with access door, ceiling, and service counter at concourse side with overhead grille enclosure. Distribute stands throughout concourse.

V. Classification 3: Team Facilities

Atlanta Falcons Locker Room

Provide a dedicated locker room for Atlanta Falcons team's use for game-days. The locker room will have approximately 70 lockers at 42"x48"x96". Marker boards and a projection screen shall be provided. Team facilities should have direct access to the playing field. The locker room will adjoin with the other team support spaces described below, which will not be shared with visiting team facilities.

The grooming area will contain wet facilities for the locker room that includes the following:

- Shower room with 20 wall mounted shower heads
- Drying area adjacent to shower room, with towel stack holder and rods
- Toilet area adjacent to drying area, with 8 water closets, urinals and a vanity counter with 8 lavatories and full-length mirror with 8" wide shelf and electric outlets

Atlanta Falcons Players Lounge

Provide a dedicated space for players and pre-game team meals. This space will need to accommodate food and beverage service and high end video and audio equipment.

Family Waiting Areas 1 and 2

Two family waiting areas will be provided adjacent to the Falcons locker room. One waiting area will provide for families with children, providing a play area, seating areas, TV's, food area and restrooms. One waiting room will have multiple seating areas, TV's, food area, restrooms.

Auxiliary Facilities 1-4

The auxiliary locker rooms are sized to accommodate a variety of teams including NFL, NCAA, and High School.

The locker rooms will have approximately 70 lockers 30" wide. Marker boards and a projection screen shall be provided. Auxiliary locker rooms one and two will be connected by an overhead coiling door to be used for

NCAA games. Auxiliary locker rooms three and four will also be connected by an overhead coiling door to be used for NCAA games. Temporary lockers will be used when required within the auxiliary locker rooms for high school games.

The grooming area will contain the wet facilities for the locker room that includes the following:

- Shower room(s) with 13 wall mounted shower heads
- Drying area adjacent to shower room(s), with towel stack holder and rods
- Toilet area adjacent to drying area, with total of 8 water closets, 8 urinals and a vanity counter(s) with 8 lavatories and full-length mirrors with 8" wide shelf and electric outlets

The visiting coaches' locker room shall provide a locker/dressing area and a grooming area for coaches, located adjacent to player locker room, to accommodate approximately 24 coaches/support staff total (12 lockers at each location). Lockers will be 18-24" wide. Provide 6 showers, 4 lavatories and 4 water closets total (3 showers, 2 lavatories and 2 water closets at each location).

Sports Medicine

The training room includes treatment, taping, hydrotherapy, OSHA cut room, and work areas for game day use. Provide appropriate space for 10 taping tables, 6 treatment tables and upper and lower lockable storage cabinets with a sink. The hydrotherapy room shall have a visual connection to the training room. The OSHA cut room for treating bleeding wounds shall include a treatment table, medicine cabinet, and floor drain. An exam room will be provided along with a doctors office, head trainer office, trainer lockers, and storage.

X-Ray Room

Provide space and x-ray equipment adjacent to team facilities with direct access from the field. X-ray facilities shall have the capability of immediate and complete X-ray processing and must meet current League standards when built.

Atlanta Falcons Coaches Facilities

The coaches' locker room shall provide a locker/dressing area and a grooming area, located adjacent to the player locker room, to accommodate up to 20 coaches/support staff. A separate locker room and shower to be provided for Head Coach.

Team Equipment

An equipment room shall provide storage for team equipment and uniforms for game day use, located adjacent to the player locker room. Provide window with roll-down shutter between locker room and equipment room, for easy issuance of equipment to players on game days. Provide a dedicated and secured Atlanta Falcons storage room adjacent to the equipment distribution room.

Meeting Rooms

Provide three meeting rooms ranging in size for all of the main users. Additionally one of the meeting rooms will serve as emergency operating center for building officials to prepare in case of an emergency disaster. These rooms should be in a visually secure area of the building where press and media do not have easy access.

Falcons Cheerleaders Locker Room

Provide dedicated area for the Falcons Cheerleaders to prepare for games. This secured area will include a lobby, office area, locker room, hair and make-up room, secure storage and stretching area. These facilities will not be used by any other user group.

Green Room

This room will be utilized as a green room during performance events and as the mascot locker room during games. Shall be located directly adjacent to Star Dressing Room and includes a uni-sex toilet. This room will have shared usage as a lounge area to be used for other multipurpose functions.

Star Dressing Rooms

Provide four star dressing rooms, to be used by performing groups, bands, cheerleaders, etc. Provide a private toilet, shower and vanity. Provide a connection between dressing room and green room to allow use by one group.

Officials' Locker Room

Provide two (2) officials' locker rooms, one for men and one for women, to include ten (10) lockers at 18" wide. Provide a grooming area with 3 showers, 2 water closets, 2 urinals and 2 lavatories, mirror and shelf for each locker room. This space can be utilized as auxiliary space for other events.

Chain Crew Locker Room

Provide a locker room to accommodate the chain crew for football events or to accommodate other event personnel. Locate adjacent to an Officials' Locker Room and provide the ability to share a grooming area with an Officials' Locker Room. Provide 10 lockers at 18" wide.

VI. Classification 4: Media Facilities

Media facilities accommodating both the print and electronic news media shall be appropriately located and oriented within the facility for stadium and entertainment events. The design of the spaces outlined shall meet national broadcast standards for the NFL and NCAA Division 1.

Press Box

The press box contains workspace for writing and broadcast media and is located at an elevated level between the 50 yard line of the field and end zone. Some spaces listed can be located off of the 50 yard line at a separate location. Final location of all spaces shall be determined during design. The press box shall consist of the following spaces:

Writing Press

Provide writing stations for approximately 165 writers. Workspaces shall be provided at 30 inches on center with overflow spacing at 24" on center. This area shall contain built-in writing counters, electrical power outlet for each 2 stations, 2 telephone jacks per station, sound system with press box microphone locations and televisions mounted along the press box perimeter walls, or if possible mounted down into the work counter. Power and data shall be provided at 24" on center to allow for overflow. The field side may have operable glazing. Provide lockable cubby space for writers' personal storage.

Consideration shall be given for using the writing press area as a special spectator area during events or for other functions as seen necessary.

Radio Broadcast Booths (5)

Provide booths to accommodate home radio, visitor radio, national/extra radio, local television, extra television. Each booth should have 12' of frontage, with 24" deep work counter and operable glazing at field-side of booth and the following features:

- Portable platform at rear of booth, to contain producer's work area
- Open grid at ceiling, for attaching lights and backdrop at two booths for local and extra television.
- TV monitor and lens catcher tray at exterior face of booth, below glazing
- Acoustical treatment on walls and ceiling

Open-tray and enclosed conduit for television cables shall be provided from all television camera and broadcasting booth locations to television van parking locations and satellite connection.

Time/Clock Operations Booth

Provide a booth to accommodate four positions at front to manage time and clock operations during sporting events. This booth should be utilized as an auxiliary booth during other events. Provide an operable field-side window.

Public Address Announcer's Booth

This space for the PA announcer and sound engineer will contain a built-in counter and all controls required for a public address system serving the entire facility. The PA booth should have an operable field-side window. Locate adjacent to scoreboard control room.

Sound/Video/Scoreboard Control

Provide a raised access floor for all cabling to run under floor. Operations consoles will be custom-designed to accommodate equipment for operations of all scoreboards, video and display boards and audio systems.

Network Television Broadcast Booth

Provide a booth located at the 50 yard line, between 40 and 80 feet above the field, and a minimum of 20 feet in width. It shall be equipped with a built-in folding counter, acoustical treatment on walls and ceilings, and include provisions for ceiling mounted lighting instruments on an open pipe grid. Windows shall be operable and allow as large an open area as possible to provide unobstructed views for announcers and cameras. Provide a uni-sex restroom for network television personnel only, accessible from within the booth. An auxiliary television booth will be provided adjacent to the network television booth for other needs, such as local broadcast.

Primary network broadcast booth and all other radio and TV broadcast booths shall be pre-wired to all broadcast cabling to be run from the booths to TV truck parking locations. A “lens catcher” tray shall be provided on the exterior face of each booth below the window line.

For camera locations, see *Broadcast Camera Locations under VI. Classification 4: Media Facilities*.

Statisticians Booth

This space for the statisticians will contain a built-in counter with monitors for each person up to 10.

Instant Replay Booth

This will be used by NFL officials for officials’ judgments and should accommodate four persons. If not needed for other use, it can serve as an auxiliary booth.

Coaches’ Booth (2)

Provide space for up to 10 persons in each booth, with writing counter at each seat. Operable glazing at field-side of booth and acoustical treatment on walls/ceiling are to be provided. A standard coaches’ communications system includes booth equipment, sideline equipment headsets, and required stadium equipment. The standard system accommodates eight (8) coaches in the booth and ten (10) field coaches.

Security Command Center

Provide a booth for security control that will accommodate approximately 10 personnel from various authorities. This booth must have a visual of all spectator seating sections and provide ten telephones and computer screens.

Media Work Room

This room will contain workspace for media relations staff to use on game days, including copy machines and storage cabinets. Provide a counter accessible by media for stats.

Lounge / Dining

Provide a dining area for media personnel that includes portable buffet line service. Locate adjacent to the media pantry. Provide multiple TV monitors to view other games in progress.

Pantry

Locate adjacent to the media dining area. This space will serve as a holding area for food and catering supplies. This pantry will not accommodate cooking.

Storage

Provide a lockable storage room for media supplies. Locate in close proximity to the media work room.

Restrooms

Toilet facilities for the press shall be provided for men and women and include an attendant closet.

- Provide a men's restroom with 2 water closets, 5 urinals and 4 lavatories
- Provide a women's restroom with 4 water closets and 4 lavatories
- Provide a unisex toilet within the National Broadcast Booth

Media Check-In

Provide space for media check-in procedures. All members of the press and broadcast media shall enter through this check point, which is separate from the stadium staff entry and public entries. Location and operation of this space shall be coordinated with requirements for security offices. Elevator access required.

Media Work Room

Provide a large open room for media personnel at Event Level during NFL games, SEC games, tournaments and similar events. This room will serve as the working headquarters for media personnel and should be located adjacent to the Press Conference Room, Media Dining/Multipurpose Room and Media Check-In. Provide power and data for approximately 200 people.

This space will service different functions when not utilized by media personnel.

Restrooms

Provide a men's and women's restroom at the Event Level for use by media personnel and others. Provide 3 water closets and 2 lavatories in each. Locate in close proximity to media rooms at Event Level.

Falcons Press Interview Room

Locate in proximity to the Atlanta Falcons Locker Room. Provide movable seating for 75-100 and a stage for interviews. This room shall have television cable tray access and include electrical requirements for broadcast and radio entities. A local sound system shall be provided for press conference microphone distribution to media. Provide a raised platform at the back of the room for 8-10 cameras at 5' on center.

Consideration shall be given to other potential uses for this space during other events, such as a classroom or meeting room.

Visiting Press Interview Room

Provide three interview rooms in close proximity to visiting team facilities. Visiting teams will use this space for pre and post-game interviews. No platforms are required. The rooms will be used as auxiliary space for other events.

Photographers Work Room

Locate off field tunnel. Fit out with work counters and data/power outlets, to allow downloading of photographer's digital photography.

TV Broadcast Truck Parking (exterior space)

For more information, see *TV Broadcast Truck Parking* under *X. Exterior Space Requirements*.

Crew Break Room

Provide space for temporary broadcast crew meetings and meals on game day. This space may be combined with others for shared use. Fit out with electrical outlets for catering set-up.

Crew Toilet Room

Men's and women's toilet rooms should be provided, adjacent to break room. Toilets should be made available for media working in temporary space or in trucks immediately outside of the stadium. Provide 1 men's and 1 women's restroom with 1 water closet and 1 lavatory each.

VII. Classification 5: Administration Facilities

Facility Operations Offices

Provide finished office space for Facility Operations offices. Administrative facilities shall include complete space provisions for stadium operations, ticketing operations, and security facilities. Administrative space, complete with typical medium level walls, floors, ceilings, general lighting, heating and air conditioning shall be

provided. Certain administrative office areas will receive upgraded finishes. Space shall also be available for future development. Provide the following spaces for Facility Operations:

Reception

Provide open space to accommodate a reception desk and waiting area.

Private Offices

Enclosed office space shall be provided for the Facility Manager, Assistant Facility Manager and other staff.

Open Office Work Space

An open work space shall be provided to accommodate additional work stations.

Conference Room

A conference room shall be provided to accommodate 16 people. The appropriate technology and accessories shall be provided.

Break Room

Provide a space to accommodate movable table and chairs, upper and lower cabinets with a sink, refrigerator and a microwave. Vending machines will be located within this space.

Copy Room

Dedicated space shall be provided for a copy machine and other office equipment as necessary.

Storage Closet

Provide a storage closet for use by facility operations staff only. This space will serve as storage for office supplies among other things.

Restrooms (2)

Provide a men's restroom with 1 water closet, 1 urinal and 1 lavatory. Provide a women's restroom with 1 water closets and 1 lavatory. Each restroom shall be compliant with ADA guidelines.

Stadium Operations

These spaces will serve as the central office for the show/event manager during an event. They should be designed to facilitate office, meeting and communication functions. The offices should be located to provide direct visual surveillance and access to the exhibit floor.

Ticket Office

The ticket office will include private offices, an open office/work space, vault and ticket storage, computer server room, break room, a work room and other auxiliary support space. Provide a customer service room within the ticketing office.

The ticket office should have direct access from the outside, for season ticket holders and the general public. One-way glass shall be provided for private offices to allow viewing of ticket windows. Each ticket window will have bullet-proof glass, a money drawer, storage, printer, panic button, microphone, LED or similar signage on outside and window coverings. Provide security cameras within ticket office as necessary.

Falcons Sales and Marketing Offices

Provide finished office space for Sales and Marketing offices. Facilities shall include complete space provisions for sales and marketing facilities, complete with typical medium level walls, floors, ceilings, general lighting, heating and air conditioning shall be provided. Certain office areas will receive upgraded finishes.

VIII. Classification 6: Service & Operations Facilities

Building Staff Facilities

Provide finished locker space for building staff personnel. Provisions shall include 15-20 full height lockers at 18" wide, in both the men's and women's locker rooms. Provide a break room in close proximity to the locker rooms, with tables and chairs, vending machines and a kitchenette.

Event Staff Support Facilities

Provide the following spaces for event staff:

Entry / Check-in Area

Provide an area with direct and secure access to the outside, where event staff will check in for duty. This area should be isolated from public entry points and performer dressing rooms/green room and be located in close proximity to event staff locker rooms.

Laundry / Uniform Storage and Distribution

Provide secure storage space with a distribution counter and shelving. Provide a space for laundry equipment adjacent to the distribution area.

Locker Rooms

Provide facilities for approximately 500 male and 500 female employees. It is anticipated that there will be an equal split between male and female employees.

- Dressing room for 500 men, with 12”wide x 12”high x 12” deep lockers for each employee. Lockers will be stacked 5 high at a minimum.
- Dressing room for 500 women, with 12”wide x 12”high x 12” deep lockers for each employee. Lockers will be stacked 5 high at a minimum.

Break Room

Provide 1 break room at the Event Level. This space will service all event staff for the facility (ushers, ticket takers, foodservice, housekeeping, security, etc.). Provide movable table and chairs, vending machine(s) and cabinets with sink as appropriate.

Building Operations

Provide the following spaces for facility maintenance staff:

Offices

Two offices shall be provided for maintenance staff, located directly adjacent to or within the maintenance shop. Offices shall be enclosed, finished, heated, air conditioned and lighted. Provide an open work area to accommodate workstations.

Building Operations Shop

The shop area shall be divided to accommodate all trades within the facility that includes maintenance, plumbing, HVAC, carpentry, paint, and electricians. This area will house all supplies and equipment needed to repair and maintain the facility. Provide 14 full-height metal lockers and shower/toilets for maintenance staff within the shop for each men and women. Provide floor drains.

Janitorial

Provide the following spaces for housekeeping:

Offices

Two offices shall be provided for cleaning personnel, located directly adjacent to the central supply storage area.

Central Housekeeping Supply Room

Provide secure storage space for cleaning supplies and equipment. This space shall include floor drains, a washer and dryer, shelving and storage systems and an area to store floor scrubber machines.

Satellite Housekeeping Storage Rooms

Provide space on each level of the building to store cleaning supplies.

Trash Holding Rooms

Provide space on each level of the building for the collection of trash. Locate one room per quadrant on each level of the facility. Each trash holding room will house a trash chute. Three trash chutes will be trash only; one trash chute will be recycling only. Rooms should have an exhaust system. Rooms do not need to be conditioned.

Trash Chutes

Provide space in trash holding rooms for trash chutes, with one chute dedicated to recycling.

Janitor Closets

Janitor closets shall be appropriately distributed throughout the facility. These spaces will include a mop sink.

Grounds Keeping

Provide facilities for grounds keeping including a work room, office, maintenance, storage, and chemical storage. Rooms for chemicals and vehicles will be appropriately designed and provided for. Provide lockers, showers, and toilets for staff. The break room will be shared with building operations staff.

Security

Provide centralized space immediately accessible from the exterior, with all control and status panels for security and life safety systems in the facility. This space shall serve as security headquarters for this new facility. This space should have a view of key event and non-event access points to the building. Provide a security personnel entrance to this space.

Three offices shall be provided for security personnel to accommodate two full-time staff and one day-of-event manager. Offices shall be enclosed, finished, heated, air conditioned and lighted. Provide general storage that includes a space for radios and other communication equipment, a break room and uni-sex restrooms.

A security control booth shall be located within the press box. See *Press Box under VI. Classification 4: Media Facilities* for more information.

A satellite office and debrief rooms should be located separate from the command center. This space will be used as a holding place for those individuals that are being transported off-site.

Storage

Storage space will be appropriately distributed throughout the facility on all levels. Dedicated storage rooms for facility operations, furniture/movable seating, promotions, turf, and playing court equipment will be provided. Storage requiring climate control will need to be identified.

Playing Field

The field will be designed to NFL play standards when in playing field mode, and for interchangeable use as an exhibit hall floor or other sporting events, which will include the following provisions:

- 350 pounds per square foot floor live load capacity
- Direct drive access to field level from loading area (for all truck sizes). Multiple access points may be required for different events.
- Loading dock adjacent to field level, all with dock levelers (see loading dock in *VIII. Classification 6: Service and Operations Facilities* for further information)
- An appropriate location for a utilidor will need to be determined. For more information regarding the utilidor, see 'Utilidor' under *VIII. Classification 6: Service & Operations Facilities*.
- Provide empty conduits from selected floor boxes to a service area for use by technical support staff to temporarily route controls, microphones, additional power and other cables.
- Water, drains and compressed air should be provided at perimeter walls and in selected floor boxes.

A removable artificial turf playing surface, acceptable to the NCAA and FIFA, shall be provided. Various turf systems will be explored to provide the most efficient system for rapid conversion for other functions. A separate artificial turf playing surface may be required, acceptable to the NFL and Atlanta Falcons.

The football playing field area shall be designed for a football field 53.3 yards wide by 120 yards in length. Minimum distance of the football playing field sideline from the stadium seating shall be 48 feet. A minimum distance of 20 feet shall be provided as clearance at the endzone.

The soccer playing field area shall be designed for an international soccer field 75 yards wide by 110 yards in length by removing some seating. The overall dimensions needed to support the auxiliary space around the playing field are 85 meters wide by 125 meters in length.

For information regarding the scoreboard and sound system/acoustics refer to *II. Facility System Requirements*.

Field Entrances

A minimum of two openings near the end zone shall provide access to the playing field from within the stadium at the service dock area. The entrance shall be adequate for large trucks with a maximum 16'-0" height clearance. The opening shall be secured with an overhead door. An adjacent pedestrian door shall be provided. Tunnel exits from playing field and temporary stairs leading to the field seating areas shall be used to provide for field level concert seating exit requirements. One additional field tunnel may be deemed necessary for concerts and other special events, and is included in the program until otherwise determined.

Field Toilet

Provide 4 field toilets, one located at each corner of the playing field. Locate field toilets adjacent to field access tunnels.

Football Game Equipment

Football goal posts (professional and collegiate) and pads, kicking screens, sideline markers, end zone pylons, personnel vests, coach's intercom, referee mikes and team benches shall be stored in this location.

Staging

There will be approximately 6 loading docks, all located at the exterior of the facility (no interior space). For more information, see *X. Exterior Space Requirements*. The unloading area directly behind each loading dock shall be a minimum of 25 feet in depth.

Provide a marshalling/staging area adjacent to the main loading dock. This space will be utilized by events for setup/set-down, storage and temporary staging of offices/rooms. This space will have direct access to the event floor.

Utilidor

The utilidor will house space for transformers, panel boards, disconnects, and empty pull port conduits. This area will be located beneath the event floor, and it will run the horizontal length of the facility. The primary purpose of this area is to support quick access to utilities and to set up temporary special services for events. This is a secured space and not a service circulation corridor.

The general arrangement is to place electrical service – transformers and panels – along one side and low voltage and compressed air along the other, using the aisle to maintain the code-required working clearances.

The utilidor should incorporate the following features:

- Rated construction as required by code
- Fire protection as required by code
- Provide card access system limited to authorized staff
- Utilidor minimum width varies from 8 to 10 feet depending on equipment layout
- 6" pull port empty conduit (PVC) with bell flange at wall 4'-0" above finished floor to serve every other utility box. Provide minimum number of turns, use ells (not tees) for connections.
- Provide 4" concrete housekeeping pads under all floor-mounted equipment
- Ceiling height shall be 8'-0" minimum, 10'-0" recommended. Ceiling shall be open to structure
- Floor shall be sealed concrete
- Walls shall be concrete or CMU
- Provide floor drainage; can be integrated into break manifold system for exhibit hall utility boxes
- Convenience outlets; transformers, distribution panels, and load centers for exhibition hall power. Both 120/208 and 277/480-volt are required.

- Provide fluorescent, strip, hung or surface mounted lighting.
- Provide patch panels for connecting copper and fiber optic horizontal distribution cables to the data backbone.

IX. Classification 7: Circulation

Pedestrian access to the facility shall be available at multiple locations to allow for convenient access, parking and public transportation stops. At nearly every level of the facility, continuous pedestrian circulation will be provided through the use of ramps and/or stairs. Vehicular access to the event floor/playing field shall be provided. The following circulation components shall be provided:

Concourses

Public concourses shall serve as main circulation arteries for the seating bowl. They shall be of adequate width to provide safe and convenient access and egress for spectators. Public toilet rooms and concessions will be located along the concourses.

- Power/telephone/data outlets will be located at the concourses, to serve portable stands and exhibits.
- Provide power and connections at all concourses for video monitors. Televisions shall be distributed at all concessions.
- ATM's will be provided at both Main and Upper Concourses and possibly at other circulation areas, to be determined.

There shall be a common corridor at the Suite Level, providing circulation to suites at that level, of adequate width to provide safe and convenient access and egress.

Ramps

Pedestrian vertical transportation systems shall be designed for emergency egress and the ease of movement of spectators and for the internal movement of stadium personnel. Ramps shall meet all minimum code requirements for width and distribution. Pedestrian ramps shall have a maximum 1:12 slope and adequate widths to provide easy accessibility to and from all concourse levels. All ramps shall be designed to accommodate vehicles commonly used for stadium maintenance and concession operations.

Stairs

Stairs will be utilized as emergency egress and as a means of moving spectators vertically. Pedestrian stairs will have a maximum rise of 7 inches and a minimum tread of 11 inches. All stairs will be equipped with handrails as required by governing building codes. Stairs shall be located to comply with exiting requirements and to facilitate the movement of security and stadium operations personnel throughout the building.

Elevators

Elevators (freight and passenger) shall serve all levels of the stadium and shall be located to provide for the proper functioning of the facility and to maximize their efficiency. Provide a minimum of two elevators at each side of the building for access to the suite level and access for the disabled to all levels. Provide access to the top of the seating area, catwalks, camera locations, etc., by at least one elevator. Also, there shall be two elevators to the press box.

Passenger traction elevators shall be approximately 5'-4" by 8'-4", 4,500 pound capacity, and 350 f.p.m. and shall be located in pairs, to serve suite patrons, club patrons, disabled spectators, and press and service areas.

Freight traction elevators shall be approximately 11'-0" by 15'-0", 10,000 pounds capacity, and 150 f.p.m. speed. Dimensions and capacity in pounds are subject to change. If ramps are not provided to service all levels of the facility adequate to allow passage of pickup truck sized vehicles, one freight elevator shall be sufficient size to accommodate this size of vehicle.

Escalators

A combination of elevators and escalators will provide other means of access to upper levels of the building. Escalators will be the primary means of vertical circulation for Club Level patrons.

Parking (Inside Stadium)

To provide an added level of service to suite holders the team, and the owner, 115 parking spots are recommended. Each suite holder will have one parking space reserved inside the stadium along with additional passes in a lot or garage nearby. Additionally player/staff parking will be reserved for those requiring a more secured means to enter and exit the facility.

Event Level Service Corridor

Provide a drive-through service corridor on the Event Level with 16-foot clear height and 20-foot clear width with truck/bus turn around spaces as required.

Event Level Service Tunnel

A minimum of two openings near the end zone seating shall provide access to the playing field/event floor from within the facility at the service dock area. The entrances shall be adequate for large trucks with a minimum 16-foot height clearance. The opening shall be secured with an overhead door. An adjacent pedestrian door shall be provided.

Tunnel exits from playing field and temporary stairs leading to the field seating areas shall be used to provide for field level concert seating exit requirements. One additional field tunnel may be deemed necessary for concerts and other special events. All field entrances shall have infill seating to completely close the entrance to the field, or lower the clearance height to 8'-0" and maximize seating capacity.

X. Exterior Space Requirements

The following spaces are not considered part of the building Gross Square Footage (GSF) and therefore are not part of the above space classifications (Classification 1 through 7). These spaces are, however, critical to the design and site layout and must be sized appropriately in order to function properly.

General Site Requirements

A desirable site for an NFL Stadium footprint and site circulation consists of 25 acres. This site is easily accessible to a variety of transportation methods, has parking within a ½ mile to ¾ mile radius of the site, is located in a developed area with hotels, retail and businesses nearby, is a clean site without water table or utility issues and is within a surrounding context that the stadium will have the appropriate scale and fit. Typically this ideal site is rare to find. To select the best site suitable for an NFL Stadium sites will be evaluated by the following parameters:

- Urban design including location, context, scale and fit
- Transportation including parking, public transit, pedestrian connections
- Site factors including size, remediation, zoning, demolition, configuration, infrastructure, etc
- Cost including land acquisition, facility, parking, site development
- Timing including site preparation, relocation, permits
- Revenue including facility marketability, area economics, City tax, tenants, facility pro forma

The site design will incorporate secure perimeter design and Homeland Security protocols in an integral aesthetic manner such as furnishings, sculptures, fountains, planter walls and landscaping. The site and parking lots will need to accommodate portable toilets, trash containers, hot coal remnants, queing of cars at parking toll booths, and possibly permanent restrooms close to the stadium while accessible to tailgating patrons. Restrooms on the exterior of the stadium at street level may be utilized pre-game by tailgating patrons as well.

Tailgating Pavilions

To encourage patrons to arrive early and to enjoy pre-game festivities, tailgate pavilions are recommended. These designated areas can range in sizes and amenities from 10' x 10' open plazas to large 40' x 40' or larger roofed structures. Patrons can bring their own shade canopies, grills and coolers to their reserved plaza area or they can have everything catered and furnished ready for them and their guests to arrive. The pavilions can be sponsored by corporations or patrons as well as provided on a first come first serve basis to encourage early arrivals.

Provide power, data and water to the covered reserved and/or sponsored pavilions. Provide power only to the open plaza tailgate areas. Restrooms should be made available in close proximity by either building a restroom facility on-site or providing access to the street level restrooms within the stadium from the exterior. Just prior

to the gates opening the restroom access can be changed to ticketed restrooms accessed from the concourse only.

Plazas

Provide paved entry plazas at each major entry gate with adequate space for queuing, directional signage, lighting, sound capabilities, power and data. Provide flexibility for integrated sponsors into each major entry plaza. This may include sponsor displays, branding and theming displays, sound, video display, pre-game activities, game promotional give aways and the like. It is recommended to develop compatible stories or themes that will compliment both the sponsor and the event.

Suite Holder / Club Parking

Provide approximately 2,500 to 3,000 parking spaces in close proximity to the stadium in addition to 110 spaces within or directly adjacent to the stadium. It is recommended to provide a dedicated egress system off of the property onto a main arterial system.

Public Parking

There should be approximately 20,000 to 22,500 parking spaces within a ½ to ¾ -mile radius proximity of the stadium in addition to a public transportation system such as public buses and a rail system. New surface parking would require an additional 240 acres of land if it's a suburban property.

Main Loading Dock Exterior Bays

The main loading dock will consist of four to five bays with one-way vehicular circulation to minimize turn around area. All docks will be equipped with dock levelers. Each bay should accommodate a 14' wide by 80' long space. The main loading dock should have direct access to the staging/marshalling area to better serve event setup and logistical procedures.

Provide a foodservice and housekeeping loading dock with 2 bays. This space is to be located near the foodservice and housekeeping facilities. Provide a satellite loading dock with 2 bays.

TV Broadcast Truck Parking

Provide parking space immediately adjacent and accessible to the event floor to accommodate television truck parking for the rights-holding television network. This area will accommodate a minimum of three 70-foot expandable TV production studios and two satellite uplink trucks with room for a generator. The number of locations shall be adequate for NFL play-off level production efforts, determined in consultation with NFL and primary broadcasters. Parking shall not impact other stadium operation functions. This shall be a secured space with immediate access to the crew break room and crew toilet.

Media Truck Parking

Parking for television and local affiliates' satellite units shall be provided in close proximity to the facility with unrestricted access to the southern sky. If line-of-sight signal transmission to local TV station studios is not

possible, provisions, including AC power and pre-wired cabling shall be provided for each area local TV station expected to regularly cover NFL games. Additional spaces, not necessarily adjacent to the stadium shall be provided for overflow situations. Space shall be provided for up to 25 up-link units (per SEC facility requirements) with AC power and empty conduit for cabling provisions.

ENG/Satellite parking area shall be secured and located as close to the television broadcast truck area as is operationally feasible.

INTERIOR DESIGN NARRATIVE

Overview

The interior spaces of the Georgia Dome will create a series of unique, interconnected environments that tell a story of the distinct character of Atlanta, the World Congress Center and the Atlanta Falcons. The spaces will seamlessly weave together the interconnected experiences expected in today's best sports venues and convention centers alike. They will strive to build a strong connection to the heart of the community by implementing color, texture, and design motifs that represent the future of Atlanta. They will capture the energy of a sports fans and conventioners equally.

Entrance Gates

The entrance lobbies to the Stadium will be a physical extension of the exterior plazas and a connection to the interior concourses. A community gathering point, filled with light, energy, and celebration, this will be one of the most active and dynamic zones visually and acoustically in the building, serving as the ceremonial entrance and departure point for the Event experience. As a dramatic first impression to visitors, an appropriate higher level of finish is present here. Polished stained concrete flooring throughout the space will provide an opportunity to integrate unique design features by use of differentiating pattern and color. The impressive multi-level volume will be accented by suspended, themed ceiling clouds and super-graphics relating to local and regional iconography and the Falcons. The glass and aluminum curtain wall system will be expressed similarly at each of the four main general admission entrance gates. Each gate will accommodate a unique custom sponsor driven theme that defines the gates.

Team Store & Retail Spaces

Exterior walls will be mostly transparent, utilizing an aluminum and glass storefront wall system to provide maximum visibility. The environment will be heavily branded, interactive and both visually and acoustically dynamic. The team store will offer display flexibility from an exhibit and merchandising standpoint. Bold paint colors and custom graphic wall treatments, digital media, and cutting edge retail display systems all define an experience similar to that found in a Nike Town. A suspended open grid ceiling with a combination of focused and indirect pendant light fixtures defines the ceiling above. Typography and team logos will be integrated into a finished floor combination of carpet, terrazzo and engineered hardwood. Animated signage will include bold visual letterforms at the entrances as well as translucent graphics applied directly to the glass.

Public Concourses

The Main and Upper concourses will be the most highly used public experiences in the building. Due to the nature of the long expanses of open space creative potential exists to integrate environmental displays, branding, graphics, and visual media which celebrate the connected communities using the Georgia Dome, including the Falcons and all other events; music concerts, high school athletics and special events such as

school graduations. The experience will be defined by key uses of color, vivid super-graphics relating to team identity and local heritage, and high impact signage and wayfinding graphics. The finished floor will be predominately sealed concrete with wall surfaces a combination of burnished block and painted gypsum board. An exposed ceiling above will feature suspended lighting and areas of floating grid.

Public Restrooms

Public restrooms will be designed with maintenance and durability as the highest priority. Walls will be a combination of burnished and painted concrete masonry units (CMU). Ceramic tile will be utilized on wet walls. Porcelain sinks, stainless fixtures and resin partitions will be utilized in bathroom facilities.

General Concessions

Concessions areas will place high priority on material maintenance and durability. Dynamic, dimensional signage associated with them will provide visual interest and branding and theming opportunities. Walls will be painted gypsum and tile, counters will be solid surface, and the underneath counter facades will be a modular metal panel system. Floors will be a poured seamless finish with integral cove base. Ceilings will be 2'x2' acoustical ceiling tile.

Main and Upper Concourse Sports Lounge and Bars

The Main Concourse Sports Lounge and Bar will be one of the most popular and active destinations on the Main and Upper concourse levels. A casual, informal atmosphere full of liveliness and energy, this place will attract a diverse crowd from all parts of the Stadium. Strategically located at the 50 yard line of the Main concourse the Main Sports Lounge and Bar will dominate the action. Fans will be able to watch the game or event action from this location and will also be able to view adjoining plaza spaces outside, connecting them to the GWCC campus. At the Upper concourse the end zone Sports Lounge and Bar will access the East Event Plaza via huge sliding glass doors. A large scale feature bar with dynamic illumination will create a focal point giving each Sports Lounge and Bar their unique identity. High definition video monitors controlled with IPTV will present digital media content from all locations throughout the facility. Finishes will have a masculine, urban feel.

Suites

The private suite experience will offer some of the most exclusive interior environments within the Stadium. The material palette will be appropriately clean and sophisticated. The finished floor will be comprised of a combination of broadloom carpet, hardwood flooring, with ceramic and honed stone tile as accents. Dynamic framed art prints capturing great moments in Falcons history will adorn the space. Lighting will be of the highest quality level, with pendants providing punctuation and soft ambience from indirect sources. Walls will be a combination of polished plaster, wall covering and painted gypsum. Countertops and drink rails will be stone. Seating will be in a higher grade of upholstery. Enduring materials and refined detailing will ensure maximum durability of these environments.

Club Lounge

The Club Lounges will support the design direction established by the suites and will provide the same level of distinctiveness. There will be two Primary Clubs at the North and South sidelines with two Secondary Clubs at the East and West end zones. These spaces will be a seamless fusion of the new and the old, providing a high level of warmth, comfort and elegance. The material palette will be appropriately sophisticated. A large central bar in each zone will provide a focal point of interest. Buffet service at this level is anticipated. Clusters of seating groups, as well as high definition video monitors will be placed strategically throughout. Large scale framed art prints capturing Georgia, Atlanta and Falcons imagery will compliment the space. Lighting will be sophisticated with predominantly indirect incandescent sources, with suspended pendants and floor lamps. Walls will be a combination of painted gypsum and fabric wall covering and in special locations unique sponsorship integration. Drink rails will be a combination of stone and solid surface. Seating throughout will be high grade fabric and leather upholstery.

Locker Room Club

This most exclusive club will be limited to members and their guests only. Integrated in a way that makes it feel like part of the locker room, this Club will appeal to those wanting high energy access to the Falcons as they take the field before the game, halftime and post game interviews. The Locker Room Club will be an intimate night club environment, a fusion of upscale ambiance and the excitement of being close to the action. The sophisticated lounge atmosphere will have a unique branding approach and be defined by an elegant material palette, clean detailing, and a comparable aesthetic of refinement found in a W Hotel. The highlight of the space will be a signature bar designed to be an icon. Custom wood elements, custom wall coverings and back lit frosted glass will articulate the vertical surfaces. The finished floor will combine areas of hardwood, broadloom carpet, and honed stone tile. The furniture will exhibit a congruent level of refinement with plush fabrics and selected pieces incorporating custom graphics relating to the brand identity of the sponsor for this hip upscale atmosphere. Elegant mood lighting will include a combination of pendants, recessed incandescent fixtures, and custom LED light fixtures in special locations. High definition video monitors will be strategically placed in key positions without becoming cluttered.

Falcons Team Locker Room

Home team lockers will be custom designed meeting the Falcons specific needs and requirements. Comfortable and spacious amenities enhance the facility with state of the art technology, equipment and fixtures. Floors will be a combination of microbial resistant carpet, rubber flooring, tile, and seamless poured flooring in shower areas. The space will be animated by large team identity logo integrated into the locker room floor with LED lighting, a first in the NFL. Wall graphics will reflect the team's identity and player lockers will be custom including built-in video technology and docking stations. Flat screen monitors, artwork and inspirational team graphics will be utilized to create a high energy team space.

Secondary Sponsor Zones, General Concession Stand Theming, Retail Novelty Theming, Food Court Theming and similar areas.

The design theme for these specialized spaces will be developed through detailed analysis of the sponsors brand theme to carry that message to the users of the facility. Brand delivery will be through custom displays and product specific displays highlighted with high end theatrical lighting, high definition video technology and interactive brand elements that enhance the customers experience with the sponsors brand and image.

INTERIOR FINISH LEVELS

FINISH LEVEL FL-01

Locations: Owner's Suite

- FLOORING:** 80% Patterned cut and loop broadloom carpet, equal to Atlas Montage Collection, 20% Natural Slate, honed finish.
- WALLS:** 60% Wallcovering equal to Maharam, 20% Natural Slate mosaic, 20% Paint.
- WALL BASE:** 100% 4" Solid wood wall base.
- CEILING:** 70% Acoustical ceiling tile 2x2, equal to Armstrong Optima Vector, fine texture with concealed spline, 30% Paint.
- MILLWORK:** Countertop – 100% Granite countertop, standard thickness, polished finish with eased edge profile
- Cabinets – 100% Premium grade hardwood and wood veneer cabinets with matching melamine interiors equal to Nevamar LamMates inside cabinets.

Locations: Owner's Suite Toilet

- FLOORING:** 100% Natural Slate, honed finish.
- WALLS:** 80% Wallcovering equal to Maharam, 20% Natural Slate mosaic.
- WALL BASE:** 100% Natural Slate, honed finish
- CEILING:** 100% Paint.
- MILLWORK:** 100% Granite countertop, standard thickness, polished finish with eased edge profile.
Undercounter plumbing shield to be wood veneer.

FINISH LEVEL FL-02

Locations: Suites, Club Spaces, Locker Room Club, Hall of Fame,

- FLOORING: 60% Patterned cut and loop broadloom carpet, equal to Atlas Montage Collection, 40% Ceramic tile equal to Daltile Metal Effects Series 13x20”.
- WALLS: 40% Wallcovering equal to Maharam, 30% Embossed Leather wrapped wall panels equal to Edelman Leather, 20% Paint, 10% Ceramic tile mosaic equal to Daltile Metal Effects Series 1x2”.
- WALL BASE: 100% 4” Solid wood wall base
- CEILING: 70% Acoustical ceiling tile 2x2, equal to Armstrong Optima Vector, fine texture with concealed spline, 30% Paint.
- MILLWORK: Countertop – 100% Granite countertop, standard thickness, polished finish with eased edge profile
- Cabinets – 100% Premium grade hardwood and wood veneer cabinets with matching melamine interiors equal to Nevamar LamMates inside cabinets.

Locations: Wet Areas

- FLOORING: 100% Ceramic tile equal to Daltile Metal Effects Series 13x20”.
- WALLS: 80% Wallcovering equal to Maharam, 20% Glass tile mosaic, equal to Vogue Bay.
- WALL BASE: 100% Ceramic tile equal to Daltile Metal Effects Series
- CEILING: 100% Paint.
- MILLWORK: 100% Granite countertop, standard thickness, polished finish with eased edge profile. Undercounter plumbing shield to be wood veneer.

FINISH LEVEL FL-03

Locations: Club Concessions, Exterior Bar, Team Store, Players Facilities, Coaches Facilities, Cheerleader Facilities, Star Dressing Facilities

- FLOORING: Players, Coaches, and Cheerleader Facilities: 100% 60oz spike proof broadloom custom cut pile carpet equal to Durkan Hospitality, 100% Rubber Flooring equal to Eco Surfaces at Cheerleader Stretching areas.
- Exterior Bar: 100% Exterior stained and stamped concrete

Club Concessions: 100% Porcelain tile equal to Vogue Bay Travertine Tile 12" x 24"

Team Store: 60% Cut and Loop patterned broadloom carpet, equal to Shaw Contract Group Carpet, Inspired by Wool Collection, 40% Engineered Hardwood, equal to Valenza Collection by Armstrong Commercial Flooring.

WALLS: 100% Paint

Club Concessions: 60% Glass tile, equal to Vogue Bay Cultural Brick glass mosaic, 40% Paint

Team Store: 50% Slat wall display system with wood finish, equal to Marlite, 25% Custom digitally printed wall covering equal to MDC Wallcovering, 25% Paint.

WALL BASE: 100% 6" Rubber base with millwork profile, equal to Johnsonite millwork base, reveal profile.

Club Concessions: 100% 4" Stainless steel base.

CEILING: 80% Acoustical ceiling tile 2x2, equal to Armstrong Optima Vector, fine texture with concealed spline, 20% Paint

MILLWORK: Countertop – 100% Quartz surfacing, standard thickness, polished finish with eased edge profile, equal to Dupont Zodiaq

Cabinets – 100% Premium grade hardwood and wood veneer cabinets with matching melamine interiors equal to Nevamar LamMates inside cabinets.

Exterior Bar: 100% Solid surface countertop, equal to Dupont Corian, 100% Brushed aluminum panel bar front

LOCKERS: 100% Premium grade construction custom wood lockers

Locations: Wet Areas at Players Facilities, Coaches Facilities, Cheerleader Facilities, Star Dressing Facilities

FLOORING: 100% Poured acrylic flake flooring, custom 4 color blend, equal to BASF Performance Flooring Systems.

Star Dressing: 100% Ceramic tile equal to Republic Tile Natural Trend collection.

WALLS: 70% Ceramic tile equal to Republic Tile Natural Trend collection, 20% Paint, 10% Glass tile mosaic, equal to Vogue Bay.

WALL BASE: 100% Poured acrylic flake flooring cove base, custom 4 color blend, equal to BASF Performance Flooring Systems.

Star Dressing: 100% Ceramic tile equal to Republic Tile Natural Trend collection.

CEILING: 100% Paint.

MILLWORK: 100% Quartz surfacing, standard thickness, polished finish with eased edge profile, equal to Dupont Zodiaq, Undercounter plumbing shield to be metal laminate.

FINISH LEVEL FL-04

Locations: Public Restrooms, Offices, Concession Stands, Auxiliary Facilities, Sports Medicine Facilities, Meeting Rooms, Press Box, Media Facilities, Stadium Operations, Ticket Office, Concourse, Public Elevators, First Aid Rooms

FLOORING: Public Restrooms, Concourse, Concession Stands: 100% Poured acrylic flake flooring, custom 4 color blend, equal to BASF Performance Flooring Systems.

Offices, Meeting Rooms, Press Box, Media, Stadium Operations, Ticketing: 100% Carpet tile equal to Shaw Contract Group Carpet, Couture Inspired by Wool Collection.

Sports Medicine, First Aid: 100% Vinyl sheet flooring, equal to Johnsonite.

Public Elevators: 100% Ceramic tile equal to Daltile Metal Effects Series 13x20"

WALLS: 100% Paint

Public Toilets: 50% Paint, 40% Ceramic tile equal to Caesar Tile, Natural Collection 12x24, 10% Glass accent tile, equal to Daltile Products

Concession Stands: (front wall only) 90% Glazed ceramic tiles, equal to Daltile, 10% Stainless accent tiles, equal to Vogue Bay

Public Elevators: Equal to Kone Elevators, Panoramic Series

WALL BASE: 100% 6" Rubber base with millwork profile, equal to Johnsonite millwork base, reveal profile.

Public Restrooms, Concourse, Concession Stands: 100% Poured acrylic flake flooring cove base, custom 4 color blend, equal to BASF Performance Flooring Systems.

CEILING: 100% Acoustical ceiling tile 2x2' size, equal to Armstrong Optima Vector.

Public Restrooms: 70% Acoustical ceiling tile 2x2' size, equal to Armstrong Optima Tegular with 4" axiom trim.

Concession Stands: 100% Vinyl lay in panel, 2x2', equal to Armstrong Clean Room VL

MILLWORK: Countertop - 100% Solid surface countertop, equal to Dupont Corian.

Cabinets – 100% Premium grade construction laminate cabinets with black melamine equal to Nevamar LamMates inside cabinets.

Concessions: 100% Stainless steel countertop.

FINISH LEVEL FL-05

Locations: Storage, Pantries, Janitor Closets, Food Service Areas, Team Equipment Areas, Building Staff Facilities, Building Operations, Grounds Keeping, Security, MEP

FLOORING: 100% Sealed Concrete

WALLS: 100% Paint

WALL BASE: 100% 4" Rubber base, equal to Johnsonite

CEILING: 100% Painted exposed structure

Food Service: 85% Vinyl coated lay in panel, 2x2', equal to Armstrong Clean Room VL, 15% Painted bulkhead at counter

First Aid Rooms: 100% Vinyl lay in panel, 2x2', equal to Armstrong Clean Room VL

Locations: Wet Areas

FLOORING: 100% Ceramic tile, 2x2" equal to Daltile.

WALLS: 60% Ceramic tile, 2x2" equal to Daltile, 40% Paint.

WALL BASE: 100% Ceramic tile, 2x2" equal to Daltile.

CEILING: 100% Painted exposed surface.

MILLWORK: 100% Premium construction laminate countertops equal to Wilsonart Laminate.

A	B	C	D	E	F	G
CLASSIFICATION 1: SPECTATOR FACILITIES						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Spectator Seating - a market study is recommended to determine demand	Armchair Seating	54,500	5.5	299,750		
	Club Seating	7,500	6.5	48,750		Based upon Atlanta Falcons recommendations
	Suite Seating	2,350	8.0	18,800		Based upon 110 suites, using 16, 24, 32, and 50 person suites
	Wheelchair and Companion Seating	552	17.5	9,660		For General Seating
	Temporary Seating	10,000	5.5	55,000		Area can be standing room only when temporary seats are not in use, up to 7,800 @ 7 sq. ft. a person
	Camera Locations	28	50	1,400		28 @ 50 sq. ft. per person
	SUB-TOTAL - SPECTATOR SEATING	75,454			433,360	433,360
Suites - a market study is recommended to determine demand	Suites - 16 person	80	500	40,000		Includes restroom
	Suites - 24 person	20	750	15,000		Includes restroom, visiting owner suite
	Suites - 32 person	4	960	3,840		Includes restroom
	Suites - 50 person	4	1,500	6,000		Includes 2 restrooms each suite
	Party Suites - 100 person	2	3,000	6,000		Includes 2 restrooms each suite
	Owner's Suite - 50 person	1	1,700	1,700		Includes 2 restrooms, private owner booth
	Future Suites	1	32,500	32,500		Space to expand another 1,250 suite seats, based upon addition of 1/3 more suites
SUB-TOTAL - SUITES	111			105,040	126,048	
Club - a market study is recommended to determine demand	Club Lounge	1	82,230	82,230		Club can accommodate approximately 4,500 for banquet seating, 6,800 for mixed seating, and 11,500 for standing room only. Club may be divided into multiple clubs with different design concepts
	Club Lobby	1	1,000	1,000		may require multiple locations
	Club Level Concessions	100	125	12,500		based upon 1:75 ratio
	Club Level Restroom - Men	63	55	3,465		Based upon ratios of 1:300 water closets, and 1:75 urinals; 2006 IBC code:
	Club Level Restroom - Women	79	55	4,345		Based upon 1:50 ratio; 2006 IBC code:
	Family Toilet	4	70	280		
	Club Storage	2	750	1,500		
	Club Pantry	4	400	1,600		Additional kitchen may be required
	Club First Aid	2	250	500		
	Club Coats	1	3,750	3,750		Assumes 50% usage at 1 s.f. per
	Club Janitor Closet	4	60	240		
SUB-TOTAL - CLUB				111,410	133,692	Based upon 18 gsf per person for 7,500
Additional Amenities	Club Falcon - Locker Room Club	1	10,000	10,000		located adjacent to Falcons field entrance; serves 400-600 exclusive members with visual access to the team as they enter/exit the field. Club is not assigned to particular seats
	Falcon public bar / exterior balcony	2	4,000	8,000		Exterior space for general tickets patrons
	NFL Play 60 Learning Center	1	5,000	5,000		
	Sponsored Areas	4	1,500	6,000		location and amenities TBD
	SUB-TOTAL - ADDITIONAL AMENITIES				29,000	34,800
Public Restrooms	Public Restroom - Men	399	55	21,945		Based upon ratios of 1:300 water closets, and 1:90 urinals; 2006 IBC code:
	Public Restroom - Women	460	55	25,300		Based upon 1:60 ratio; 2006 IBC code
	Family Toilet	12	70	840		
	SUB-TOTAL - PUBLIC RESTROOMS				48,085	57,702
Guest Services	Main First Aid	1	1,000	1,000		
	Satellite First Aids	3	600	1,800		
	Fan Information Station	2	300	600		
	Customer Relations Room	1	120	120		
	SUB-TOTAL - GUEST SERVICES				3,520	4,224
Hall of Fame	Entry	1	1,000	1,000		Hall of Fame to be located adjacent to or within main concourse
	Display Area	1	18,000	18,000		
	Restroom	2	250	500		
	Janitor Closet	1	70	70		
	SUB-TOTAL - HALL OF FAME				19,570	23,484
SUB-TOTAL (NET AREA)					749,985	813,310

CLASSIFICATION 2: FOOD SERVICE & RETAIL FACILITIES						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Food Service	Main Commissary	1	15,000	15,000		
	Kitchen	2	5,000	10,000		
	Food Service Provider Offices	1	2,400	2,400		
	Catering Pantry	2	2,500	5,000		
	Concessionaire Lockers	2	1,000	2,000		200 lockers at 12"W x 12"D
	Beverage Distribution Room	8	300	2,400		
	Money Counting room	1	900	900		
	Vault Room	1	75	75		
	SUB-TOTAL - FOOD SERVICE			37,775	45,330	
Concession Stands	Main Concourse Level Public Concessions	189	125	23,625		a POS ratio of 1:175 and 60% of bowl population
	Upper Concourse Level Public Concessions	126	125	15,750		Assumes a POS ratio of 1:175 and 40% of bowl population
	Concession Storage	8	500	4,000		
	Vendors Commissaries	275	10	2,750		1 vender per 200 spectators
	SUB-TOTAL - CONCESSION STANDS			46,125	55,350	
Retail Sales	Team Store	1	8,000	8,000		
	Auxiliary Team Store	2	1,000	2,000		
	Retail Warehouse	1	6,000	6,000		
	Novelty Stands	8	750	6,000		
	SUB-TOTAL - RETAIL SALES			22,000	26,400	
SUB-TOTAL (NET AREA)				105,900	127,080	

CLASSIFICATION 3: TEAM FACILITIES						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Atlanta Falcons Facilities	Entry	1	500	500		
	Locker Room	1	5,500	5,500		70 custom wood lockers 36"W X 48"D
	Showers / Toilets	1	1,750	1,750		8 lavatories, 8 water closets, 6 urinals, and 20 showers
	Players Lounge	1	1,000	1,000		
	Family Waiting Area 1	1	2,000	2,000		Children oriented, includes child play area
	Family Waiting Area 2	1	2,000	2,000		Modern, multiple seating areas, multiple
	SUB-TOTAL - ATLANTA FALCONS FACILITIES				12,750	15,300
Atlanta Falcons Coaches	Coaches Locker Room	1	1,000	1,000		20 custom wood lockers 30"W x 30"D
	Atlanta Falcons Head Coach Locker Room	1	450	450		
	Atlanta Falcons Head Coach Showers/Toilets	1	300	300		
	Coaches Showers / Toilets	1	500	500		3 lavatories, 2 water closets, 2 urinals, and 5 showers
	SUB-TOTAL - ATLANTA FALCONS COACHES FACILITIES			2,250	2,700	
Auxiliary Facilities 1	Entry	1	350	350		
	Locker Room	1	3,500	3,500		70 laminate veneer lockers 30"W x 24"D; provide overhead coiling door to auxiliary facilities 2
	Showers / Toilets	1	1,500	1,500		8 lavatories, 8 water closets, 8 urinals, and 13 showers
	SUB-TOTAL - AUXILIARY FACILITIES 1			5,350	6,420	
Auxiliary Coaches Facilities 1	Coaches Locker Room	1	500	500		18 lockers 30"W x 30"D
	Coaches Showers / Toilets	1	350	350		3 lavatories, 2 water closets, 2 urinals, and 5 showers
	SUB-TOTAL - AUXILIARY COACHES FACILITIES 1			850	1,020	

Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Auxiliary Facilities 2	Entry	1	350	350		
	Locker Room	1	3,500	3,500		70 laminate veneer lockers 30"W x 24"D; provide overhead coiling door to auxiliary facilities 1
	Showers / Toilets	1	1,500	1,500		8 lavatories, 8 water closets, 8 urinals, and 13 showers
	SUB-TOTAL - AUXILIARY FACILITIES 2			5,350	6,420	
Auxiliary Coaches Facilities 2	Coaches Locker Room	1	500	500		18 lockers 24"W x 24"D
	Coaches Showers / Toilets	1	350	350		3 lavatories, 2 water closets, 2 urinals, and 5 showers
	SUB-TOTAL - AUXILIARY COACHES FACILITIES 2			850	1,020	
Auxiliary Facilities 3	Entry	1	350	350		
	Locker Room	1	3,500	3,500		70 laminate veneer lockers 30"W x 24"D; provide overhead coiling door to auxiliary facilities 4
	Showers / Toilets	1	1,500	1,500		Assumes 8 lavatories, 8 water closets, 8 urinals, and 13 showers
	SUB-TOTAL - AUXILIARY FACILITIES 3			5,350	6,420	
Auxiliary Coaches Facilities 3	Coaches Locker Room	1	400	400		18 lockers 24"W x 24"D
	Coaches Showers / Toilets	1	350	350		3 lavatories, 2 water closets, 2 urinals, and 5 showers
	SUB-TOTAL - AUXILIARY COACHES FACILITIES 3			750	900	
Auxiliary Facilities 4	Entry	1	350	350		Visiting cheerleaders locker room
	Locker Room	1	3,500	3,500		70 metal lockers 30"W x 24"D; provide overhead coiling door to auxiliary facilities 3
	Showers / Toilets	1	1,500	1,500		8 lavatories, 8 water closets, 8 urinals, and 13 showers
	SUB-TOTAL - AUXILIARY FACILITIES 4			5,350	6,420	
Auxiliary Coaches Facilities 4	Coaches Locker Room	1	400	400		18 lockers 24"W x 24"D
	Coaches Showers / Toilets	1	350	350		3 lavatories, 2 water closets, 2 urinals, and 5 showers
	SUB-TOTAL - AUXILIARY COACHES FACILITIES 4			750	900	
Sports Medicine	Training Room	1	1,200	1,200		
	Hydro Room	1	750	750		Warm plunge, cold plunge, ice machine, and 2 hi-boys
	Hydro Mechanical Room	1	200	200		
	Exam Room	2	250	500		
	X-Ray Room	1	300	300		
	Restroom	1	100	100		
	Head Trainer Office	1	200	200		
	General Storage	1	300	300		
	Janitors Closet	1	70	70		
SUB-TOTAL - SPORTS MEDICINE			3,620	4,344		
Team Equipment	Equipment Distribution Room	1	650	650		Adjacent to Falcons Locker room and minimum of two auxiliary locker rooms
	Secured Storage (Falcons)	1	200	200		
	Laundry Room	1	500	500		
	Office	1	150	150		
	Restroom	1	70	70		
	SUB-TOTAL - TEAM EQUIPMENT			1,570	1,884	
Meeting Rooms	Meeting Room 1	1	1,300	1,300		Seats 75-80
	Meeting Room 2	1	400	400		
	Meeting Room 3	1	800	800		
	SUB-TOTAL - MEETING ROOMS			1,700	2,040	

Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Atlanta Falcons Cheerleaders Locker Room	Locker Room	1	1,200	1,200		30 custom lockers 36"W x 36"D
	Showers / Toilets	1	1,100	1,100		8 lavatories, 5 water closets, and 8 showers
	Hair/Make up room	1	320	320		
	Stretching	1	350	350		Mirrored walls, stretching bar mounted to wall, and rubber flooring
	Secured Entry/Lounge	1	500	500		
	Offices	4	120	480		
	Storage	1	300	300		
	SUB-TOTAL - ATLANTA FALCONS CHERLEADERS LOCKER ROOM			4,250	5,100	
Green Room	Locker Room	1	200	200		6 metal lockers measuring 18"W x 18"D; also used as mascot locker room
	Showers / Toilets	1	70	70		
	Storage	1	30	30		
	SUB-TOTAL - GREEN ROOM			300	360	
Star Dressing Room	Locker Room	4	200	800		
	Showers / Toilets	4	70	280		
	Storage	4	30	120		
	SUB-TOTAL - STAR DRESSING ROOM			1,200	1,440	
Officials	Locker Room	2	300	600		10 metal lockers 18"W x 24"D
	Showers / Toilets	2	250	500		3 lavatories, 2 water closets, 2 urinals, and 3 showers
	Lounge Area	1	300	300		
	SUB-TOTAL - OFFICIALS			1,400	1,680	
Chain Crew Locker Room	Locker Room	2	300	600		10 metal lockers 18"W x 24"D
	SUB-TOTAL - CHAIN CREW			600	720	
SUB-TOTAL (NET AREA)				54,240	65,088	

CLASSIFICATION 4: MEDIA FACILITIES

Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Press Box	Lobby at Press level	1	400	400		
	Writing Press	165	30	4,950		30" spacing (200 @ 24" spacing)
	Home Radio	2	275	550		
	Visiting Radio	2	225	450		
	Extra Radio	1	250	250		
	Coaches Booth	2	300	600		
	Time / Clock Operations	1	300	300		
	PA Announcer	1	250	250		
	Sound / Video / Scoreboard / Roof	1	400	400		Includes 7 LF area for roof operation. Final location for roof operation TBD.
	Video Control Room	1	1,000	1,000		Does not require field view
	Network Television	1	700	700		
	Extra Television	1	400	400		
	Statisticians	1	250	250		
	Instant Replay	1	200	200		
	Media work room	1	1,000	1,000		
	Security Command Center	1	250	250		
	Lounge / dining	1	1,000	1,000		
	Pantry	1	500	500		
	Storage	1	300	300		
		Men's Restroom	1	300	300	
	Women's Restroom	1	300	300		4 lavatories and 4 water closets
	SUB-TOTAL - PRESS BOX			14,350	17,220	

Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Media Facilities	Media Check-in	1	200	200		
	Affiliate Staging Area	1	200	200		
	Media Meeting Room	1	250	250		
	National Media Staging Area	1	300	300		
	Falcons press interview room	1	1,600	1,600		Adjacent to Falcons Locker room
	Visiting press interview Room	1	500	500		
	Equipment Storage	2	200	400		
	Field Level Media Restroom	2	250	500		
	Photographers Work Room	1	750	750		
	SUB-TOTAL - MEDIA FACILITIES			4,700	5,640	
TV Truck Parking Area	Number of TV Truck Locations	6	2,250	13,500		
	Crew Break Room	1	250	250		
	Crew Toilet	2	70	140		1 lavatory, and 1 water closet
	SUB-TOTAL - TV TRUCK PARKING AREA			13,890	16,668	
SUB-TOTAL (NET AREA)				32,940	39,528	
CLASSIFICATION 5: ADMINISTRATION FACILITIES						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Facility Operations Offices	Reception	1	250	250		
	Offices	8	150	1,200		
	Conference Room	1	300	300		
	Break Room	1	250	250		
	Open Office Area	1	800	800		
	Copy Room	1	250	250		
	Storage Closet	1	50	50		
	Restroom	2	70	140		
		SUB-TOTAL - FACILITY OPERATIONS OFFICES			3,240	3,888
Stadium Operations	Private Office	7	150	1,050		
	Reception	1	300	300		
	Break Room	1	150	150		
	Conference Room	3	200	600		
	Open Office Area	1	1,000	1,000		
	Restroom	2	70	140		
	SUB-TOTAL - STADIUM OPERATIONS			3,240	3,888	
Ticket Office	Work Area	1	900	900		
	Ticket Windows (Will Call and Sales)	1	600	600		9 ticket windows
	Future Sales Windows	1	300	300		3 ticket windows
	Money Counting Room with vault	1	300	300		
	Conference Room	1	200	200		
	Break Room	1	250	250		
	Storage	1	150	150		
	Restroom	2	70	140		
	SUB-TOTAL - TICKET OFFICE			2,840	3,408	
SUB-TOTAL (NET AREA)				9,320	11,184	

CLASSIFICATION 6: SERVICE & OPERATIONS FACILITIES						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Building Staff Facilities	Entry / Check-in	1	250	250		
	Laundry / Uniform Distribution	2	600	1,200		
	Men's Locker Room	1	1,200	1,200		
	Men's Showers / Toilets	1	400	400		
	Women's Locker Room	1	1,200	1,200		
	Women's Showers / Toilets	1	400	400		
	Break Room	1	300	300		
	SUB-TOTAL - BUILDING STAFF			4,950	5,940	
Building Operations	Maintenance Shop	1	1,650	1,650		
	Common Shop Area	1	1,200	1,200		
	Electrician Shop	1	1,200	1,200		
	Carpenter Shop	1	1,500	1,500		
	Plumber/HVAC Shop	1	1,200	1,200		
	Paint Shop	1	800	800		
	Men's Shop Locker Room	1	300	300		
	Men's Shop Shower / Toilets	1	400	400		
	Women's Shop Locker Room	1	300	300		
	Women's Shop Shower / Toilets	1	400	400		
	SUB-TOTAL - BUILDING OPERATIONS			8,950	10,740	
Janitorial	Offices	2	150	300		
	Cleaning Personnel Office	1	150	150		
	Cleaning Storage	1	1,500	1,500		
	Central Housekeeping Supply Room	1	500	500		
	Satellite Housekeeping Storage Rooms	24	120	2,880		
	Trash Holding Rooms	24	150	3,600		
	Trash Chutes	24	20	480		
	Janitor Closet	24	50	1,200		
	SUB-TOTAL - JANITORIAL			10,610	12,732	
Grounds Keeping	Grounds Keeping Work Room	1	600	600		
	Office	1	150	150		
	Vehicle/Grounds Keeping Maintenance	1	4,000	4,000		
	Locker Room	2	300	600		
	Showers / Toilets	2	300	600		
	Equipment and Bin Storage Area	1	500	500		
	Chemical Storage Room	1	300	300		
	Break Room	1	300	300		
SUB-TOTAL - GROUNDS KEEPING			7,050	8,460		
Security	Security Operations	1	1,200	1,200		
	Manager's Office	1	200	200		
	Security Storage	1	200	200		
	Security Debrief Rooms	4	50	200		
	Observation Post	1	200	200		
	Security Uni-Sex Restroom	1	70	70		
	SUB-TOTAL - SECURITY			2,070	2,484	
Playing Field	Playing Field	1	108,000	108,000		
	Field Entrances (Vehicles)	2	2,500	5,000		
	Football Game Equipment	1	500	500		
	Equipment Storage	1	500	500		
	Field Entrances (Players)	2	1,000	2,000		
	Field Toilets	4	70	280		
	SUB-TOTAL - PLAYING FIELD			116,280	139,536	
Storage	Building Operations	1	10,000	10,000		500 SF each for SEC, Chick-fil-A, & GSU
	General Stock Room	1	5,000	5,000		
	Promotions	1	1,000	1,000		
	Field Storage	1	20,000	20,000		
	General	1	2,000	2,000		
	SUB-TOTAL - STORAGE			38,000	45,600	

		Recommended Program				
Space Type	Room Description	Units	SF	Total NSF	Total GSF (*1.20)	Comments
MEP	Mechanical Room	1	25,000	25,000		
	Main Electrical Room	1	15,000	15,000		
	Chiller Yard	1	7,000	7,000		
	Chiller Pump Room	1	7,000	7,000		
	Emergency Generator Room	1	2,000	2,000		
	Electrical Closets	24	400	9,600		
	Main Tele/data Room	1	1,000	1,000		
	Tele/data Closets	24	400	9,600		
	Fire Pump	1	400	400		
	Domestic Booster Pump	1	200	200		
	Steam Entry	1	200	200		
	Elevator Equipment Closet	1	500	500		
	Computer Server Room	2	500	1,000		
		SUB-TOTAL - MEP			78,500	94,200
Dock/Staging	Loading Dock	1	3,000	3,000		
	Trash Management	1	1,500	1,500		
		SUB-TOTAL - DOCK/STAGING			4,500	5,400
SUB-TOTAL (NET AREA)				270,910	325,092	
CLASSIFICATION 7: CIRCULATION						
		Recommended Program				
Space Type	Room Description	Units	SF	Total NSF	Total GSF (*1.20)	Comments
Concourse	Main Concourse	1	125,000	125,000		
	Suite Concourse	2	20,000	40,000		
	Upper-Concourse	1	100,000	100,000		
		SUB-TOTAL - CONCOURSE			265,000	265,000
Vertical Circulation	Ramps	6	10,650	63,900		
	Stairs	48	750	36,000		
	Public Elevators	12	60	720		
	Service Elevators	2	192	384		
	Escalators	30	275	8,250		
	SUB-TOTAL - VERTICAL CIRCULATION			109,254	131,105	
Parking	Suite Holder Parking	110	400	44,000		
	Owner's Parking	5	400	2,000		
	Player/Staff Parking	50	400	20,000		
	Other	10	400	4,000		
		SUB-TOTAL - PARKING	175		66,000	79,200
Service Tunnel	Field Level Service Tunnel	1	30,000	30,000		
	Marshalling	1	30,000	30,000		Area for staging before & during events
		SUB-TOTAL - TUNNEL			60,000	66,000
SUB-TOTAL (NET AREA)				500,254	541,305	
SUMMARY						
		Recommended Program				
Space Type	Room Description	Units	SF	Total NSF	Total GSF (*1.20)	Comments
SUB-TOTAL CLASSIFICATION 1: SPECTATOR FACILITIES				749,985	813,310	
SUB-TOTAL CLASSIFICATION 2: FOOD SERVICE & RETAIL FACILITIES				105,900	127,080	
SUB-TOTAL CLASSIFICATION 3: TEAM FACILITIES				54,240	65,088	
SUB-TOTAL CLASSIFICATION 4: MEDIA FACILITIES				32,940	39,528	
SUB-TOTAL CLASSIFICATION 5: ADMINISTRATIVE FACILITIES				9,320	11,184	
SUB-TOTAL CLASSIFICATION 6: SERVICE & OPERATIONS				270,910	325,092	
SUB-TOTAL CLASSIFICATION 7: CIRCULATION				500,254	541,305	
TOTAL NET SQUARE FOOTAGE (NSF)				1,723,549		
+ NET-TO-GROSS MULTIPLIER (20%)				199,038		
TOTAL GROSS SQUARE FOOTAGE (GSF)				1,922,587	1,922,587	

A	B	C	D	E	F	G	
CLASSIFICATION 1: LOBBY							
Space Type	Room Description	Recommended Program					
		Units	SF	Total NSF	GSF (*1.20)	Comments	
Entry Lobby	Lobby	1	6,000	6,000		Display Area	
	Elevator	2	65	130			
	SUB-TOTAL - ENTRY LOBBY			6,130	7,356		
Public Restrooms	Public Restroom - Men	4	55	220		3 lavatories, 3 urinals, and 1 Water Closets	
	Public Restroom - Women	4	55	220		3 lavatories, 4 Water Closets	
	Family Toilet	1	70	70			
	Janitor Closet	1	20	20			
	SUB-TOTAL - PUBLIC RESTROOMS			530	636		
SUB-TOTAL (NET AREA)				6,660	7,992		
CLASSIFICATION 2: TEAM ADMINISTRATION							
Space Type	Room Description	Recommended Program					
		Units	SF	Total NSF	GSF (*1.20)	Comments	
Atlanta Falcons	Reception / Waiting	1	300	300			
	Head Coach Office	1	400	400			
	Head Coach Restroom	1	300	300			
	Head Coach's Administration Assistant	1	120	120			
	Assistant Coaches Offices	2	350	700			
	Asst. Coaches Admin. Assistants	2	120	240			
	Position Coaches Offices	11	300	3,300			
	Director of Football Operations	1	300	300			
	Conference Room	2	800	1,600			
	War Room	1	850	850			
	Copy Room / Kitchen	1	400	400			
	Video Editing Room	1	250	250			
	Video Coordinator Office	1	150	150			
	Manager's Work Room	1	600	600			
	General Storage	1	250	250			
	Restrooms - Men	6	55	330		4 lavatories, 4 urinals, and 2 Water Closets	
	Restrooms - Women	6	55	330		4 lavatories, 6 Water Closets	
		SUB-TOTAL - ATLANTA FALCONS			10,420	12,504	
Scouting Offices	Entry / Lounge	1	250	250			
	V.P. of Player Personnel	1	350	350			
	Director of Pro Scouting	1	300	300			
	Director of College Scouting	1	300	300			
	Admin. Assistant Work Station	2	80	160			
	Copy Room	1	325	325			
	Pro Personnel Assistant Office	1	150	150			
	Scouting Admin. Office	1	120	120			
	File Room	1	120	120			
		SUB-TOTAL - SCOUTING OFFICES			2,075	2,490	
Player Development	Director of Player Development Office	1	250	250			
	Player Development Coordinator Office	1	175	175			
	Players' Work Room	1	150	150			
	SUB-TOTAL - PLAYER DEVELOPMENT			575	690		
Executive Offices	Entry / Lounge	1	250	250			
	President / GM	1	500	500			
	Executive Conference Room	1	275	275			
	Admin. Assistant Office	1	170	170			
	Admin. Assistant Storage Room	3	100	300			
	Exec. VP / Assistant GM Office	1	400	400			
	Admin. Assistant / Travel Coordinator	1	140	140			
	Aux. Office	2	200	400			
	Manager Salary Cap / Legal Counsel	1	200	200			
	V.P. Football Operations Office	1	200	200			
	Senior V.P. of Administration Office	1	320	320			
	Admin. Assistant to V.P. of Admin	1	150	150			
	Copy Room / Storage	1	200	200			
	Owner's Office	1	400	400			
	Owner's Assistant	1	100	100			
		SUB-TOTAL - EXECUTIVE OFFICES			4,005	4,806	

Space Type	Room Description	Recommended Program				Comments	
		Units	SF	Total NSF	Total GSF (*1.20)		
Media Relations	Director of Public Relations Office	1	300	300			
	Associate Director of P.R. Office	1	225	225			
	Research Coordinator Office	1	120	120			
	Publications Coordinator Office	1	120	120			
	Intern Workstation	2	120	240			
	Media Library	1	225	225			
	Storage	1	225	225			
	Media Work room	1	500	500			
	Conference Room	1	336	336			
		SUB-TOTAL - MEDIA RELATIONS			2,291	2,749	
Community Relations	Director of Community Relations Office	1	225	225			
	Mgr. Community Programs Workstations	1	175	175			
	Admin. Assistant Work Station	1	175	175			
	Storage	1	175	175			
		SUB-TOTAL - COMMUNITY RELATIONS			750	900	
Development	Director of Development Office	1	250	250			
	Admin. Assistant Work Station	1	160	160			
	Manager Pavilion / WPC Sales / Volunteer Groups Office	1	120	120			
	Pavilion Ops. Coordinator Work Station	1	120	120			
	Intern Workstation	2	80	160			
	Future Sales Office	1	120	120			
	Storage	1	160	160			
	Conference Room	1	200	200			
	Falcons Travel Office	1	175	175			
		SUB-TOTAL - DEVELOPMENT			1,465	1,758	
	Stadium Operations	Director of Stadium Operations Office	1	275	275		
Admin. Assistant Work Station		1	120	120			
Admin. Assistant Storage Room		1	100	100			
Project Cost Coordinators Office		1	150	150			
Stadium Ops. Personnel Mgr. Office		1	180	180			
Manager of Security Office		1	180	180			
Copy / File Room		1	160	160			
Aux. Office		1	120	120			
Storage Room		1	250	250			
Mail Room		1	200	200			
		SUB-TOTAL - STADIUM OPERATIONS			1,735	2,082	
Sales and Marketing / Special Events	V.P. Sales & Marketing Office	1	275	275			
	Admin. Assistant Work Station	1	120	120			
	Director Corporate Sponsorships Office	1	100	100			
	Director of Sales Office	1	150	150			
	Sales Manager's Work Station	1	180	180			
	Sponsorship Coordinators Workstations	1	180	180			
	Sales Coordinators Office	1	160	160			
	Graphics Coordinators Office	1	120	120			
	Mascot Office	1	250	250			
	Cheerleading Coordinator Work Station	1	200	200			
	Intern Workstation	6	50	300			
	Special Events Marketing Managers Office	1	175	175			
	Special Events Manager	1	120	120			
	Special Events Shared Office Coordinators	1	160	160			

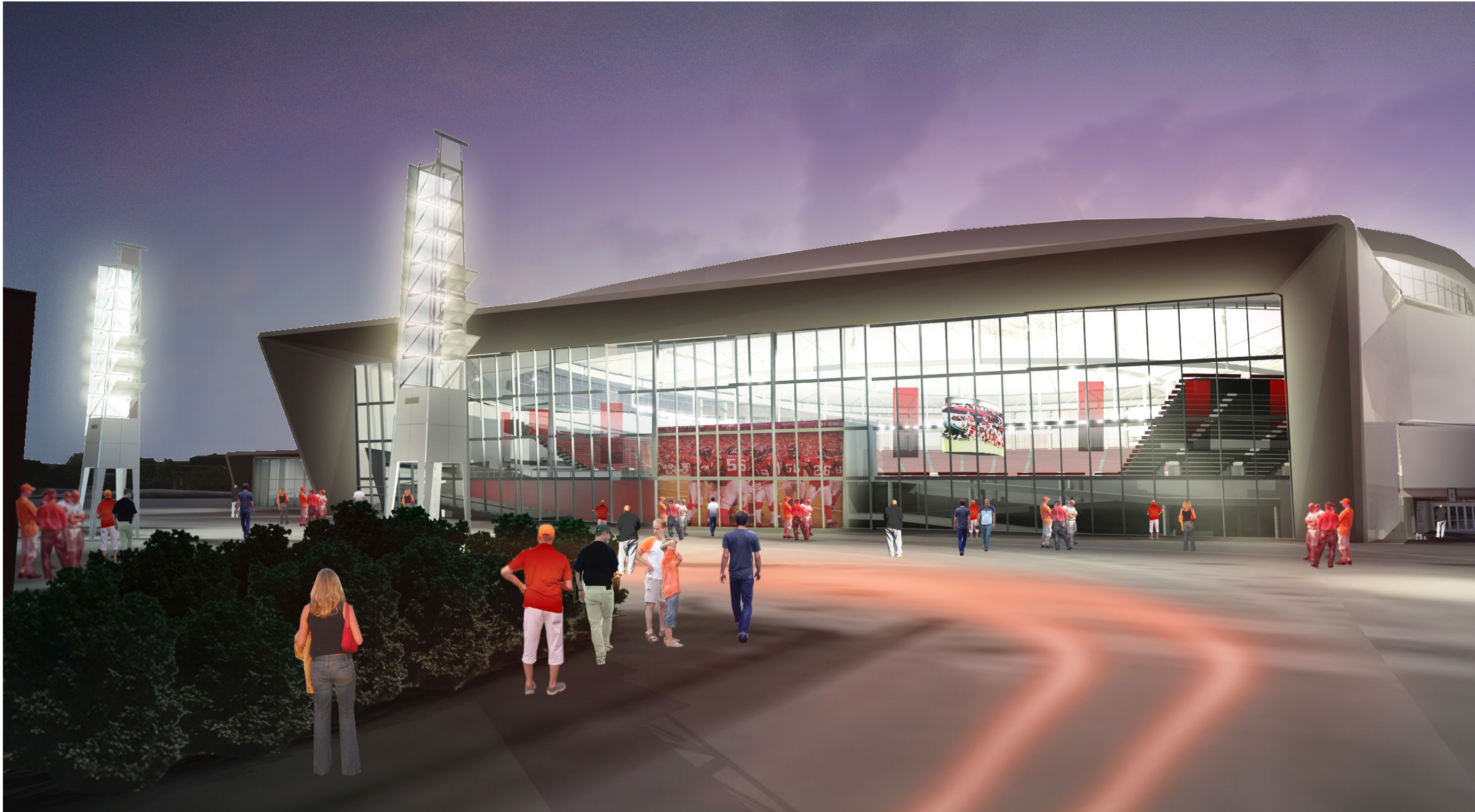
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Sales and Marketing / Special Events continued	Special Events Storage	1	100	100		
	Internet Managers Office	1	225	225		
	TV Production Senior Producer Office	1	175	175		
	TV Production Producer Office	1	120	120		
	TV Productions Video / Internet Creative Mgr.'s Office	2	120	240		
	TV Production Work Stations	2	40	80		
	Telemarketing Ticket Sales Managers Workstation	1	80	80		
	Telemarketing Ticket Sales Coordinator Workstation	1	80	80		
	Telemarketing Workstations	4	50	200		
	Telemarketing Ticket Directors Workstation	2	75	150		
	Conference Room	1	350	350		
	Storage	1	300	300		
	Intern Bullpen	6	40	240		
	Copy Room	1	80	80		
	SUB-TOTAL - SALES & MARKETING				4,910	5,892
Finance	Director of Finance Office	1	280	280		
	File Area	1	50	50		
	Manager of Accounting Office	1	200	200		
	Admin. Assistant Workstation	1	160	160		
	Admin. Assistant Storage Room	1	100	100		
	Personnel & Benefits Managers Office	1	225	225		
	Storage Room	1	300	300		
	Accounting Clerks Workstations	4	80	320		
	Future Accounting Office	1	120	120		
	Manager of Finance Office	1	120	120		
	Finance Conference Room	1	250	250		
	Copy Room / Paper Storage	1	250	250		
	Storage Room	1	720	720		
	Vault Area	1	360	360		
SUB-TOTAL - FINANCE				3,455	4,146	
Information Systems	Director of Information Systems Office	1	250	250		
	Information Systems Workstations	7	100	700		
	Manager Information Systems Office	1	175	175		
	Data Equipment room	1	400	400		
	Computer Storage / Work Room	1	500	500		
SUB-TOTAL - INFORMATION SYSTEMS				2,025	2,430	
SUB-TOTAL (NET AREA)				33,706	40,447	

CLASSIFICATION 3: TEAM FACILITIES

Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Atlanta Falcons	Entry	1	500	500		
	Locker Room	1	4,500	4,500		82 lockers 36"W x 30"D, expandable to 100 lockers
	Shower and Restrooms	1	1,750	1,750		
	Lounge	1	800	800		
	Sauna	1	175	175		seating for 12
	Steam Room	1	175	175		seating for 12
	SUB-TOTAL - ATLANTA FALCONS				7,900	9,480
Atlanta Falcons Coaches Locker Room	Entry	1	250	250		24 lockers 30"W x 24"D
	Assistant Coaches Locker Room	1	500	500		
	Assistant Shower and Restrooms	1	500	500		
	Head Coach Locker Room	1	300	300		
	Head Coach Shower and Restrooms	1	250	250		
SUB-TOTAL - COACHES LOCKER				1,800	2,160	

Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Film Study	Large Theatre	1	2,500	2,500		
	Small Theater	1	1,200	1,200		
	Library / Workroom	1	1,500	1,500		
	Storage	1	500	500		
	Player Dining	2	4,000	8,000		
	SUB-TOTAL - FILM STUDY				13,700	16,440
Equipment Room	Equipment	1	4,000	4,000		includes 2 storage rooms of 500 sq. ft.
	Equipment Office	2	100	200		
	Laundry	1	800	800		
	SUB-TOTAL - EQUIPMENT ROOM			5,000	6,000	
Athletic Training	Training Room	1	2,100	2,100		
	Exam Room	3	100	300		
	Hydrotherapy Room	1	1,400	1,400		hot plunge, cold plunge, Swim-X pool, 5 full-body whirlpools, ice machine
	X-Ray	1	200	200		
	Trainers Office	1	120	120		
	Asst. Trainers Office	1	200	200		Shared Office for 2 assistants
	Training Work Room	1	250	250		
	Doctors Office	1	250	250		
	Storage	1	350	350		
	Toilet Room	1	70	70		
	Cooler / Drink Room	2	80	160		
	SUB-TOTAL - ATHLETIC TRAINING			5,400	6,480	
Strength Training	Weight Room	1	7,500	7,500		
	Strength Coach Office	1	120	120		
	Office	2	100	200		
	Strength Training Storage	1	350	350		
	SUB-TOTAL - STRENGTH TRAINING			8,170	9,804	
Staff Lockers	Men's Staff Locker Room / Showers	1	500	500		
	Women's Staff Locker Room / Showers	1	500	500		
	SUB-TOTAL - STAFF LOCKERS			1,000	1,200	
Practice Field	Practice Field	1	80,000	80,000		
	Practice Field Storage	2	1,000	2,000		
	Cardiovascular Area	1	500	500		
	SUB-TOTAL - PRACTICE FIELD			82,500	99,000	
SUB-TOTAL (NET AREA)				125,470	150,564	
CLASSIFICATION 4: OPERATIONS & SUPPORT FACILITIES						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
Support	Building Storage	2	500	1,000		
	Custodial Closets	4	20	80		
	Press Conference Room	1	1,200	1,200		
	Loading Dock	1	1,400	1,400		
	SUB-TOTAL - SUPPORT			3,680	4,416	
MEP	Mechanical Room	1	2000	2,000		
	Electrical Room	1	2500	2,500		
	Main Telecom Room	1	300	300		
	Domestic Water Service	1	200	200		
	Central Recirculated Domestic Water Heating System	1	200	200		
	Landscape Irrigation System	1	200	200		
	Gray Water System Equipment	1	100	100		
	Fire Protection	1	500	500		
	Elevator Machine Room	1	200	200		
SUB-TOTAL - MEP			6,200	7,440		
SUB-TOTAL (NET AREA)				9,880	11,856	

SUMMARY						
Space Type	Room Description	Recommended Program				Comments
		Units	SF	Total NSF	Total GSF (*1.20)	
	SUB-TOTAL CLASSIFICATION 1: LOBBY			6,660	7,992	
	SUB-TOTAL CLASSIFICATION 2: TEAM ADMINISTRATION			33,706	40,447	
	SUB-TOTAL CLASSIFICATION 3: TEAM FACILITIES			125,470	150,564	
	SUB-TOTAL CLASSIFICATION 4: MEDIA FACILITIES			9,880	11,856	
	TOTAL NET SQUARE FOOTAGE (NSF)			175,716		
	+ NET-TO-GROSS MULTIPLIER (20%)			35,143		
	TOTAL GROSS SQUARE FOOTAGE (GSF)			210,859	210,859	



EAST EVENT PLAZA GRAND ENTRANCE - SHOWING SLIDING GLASS WALL AND SPORTS LOUNGE



PEDESTRIAN VIEW ALONG NORTHSIDE DRIVE LOOKING NORTH



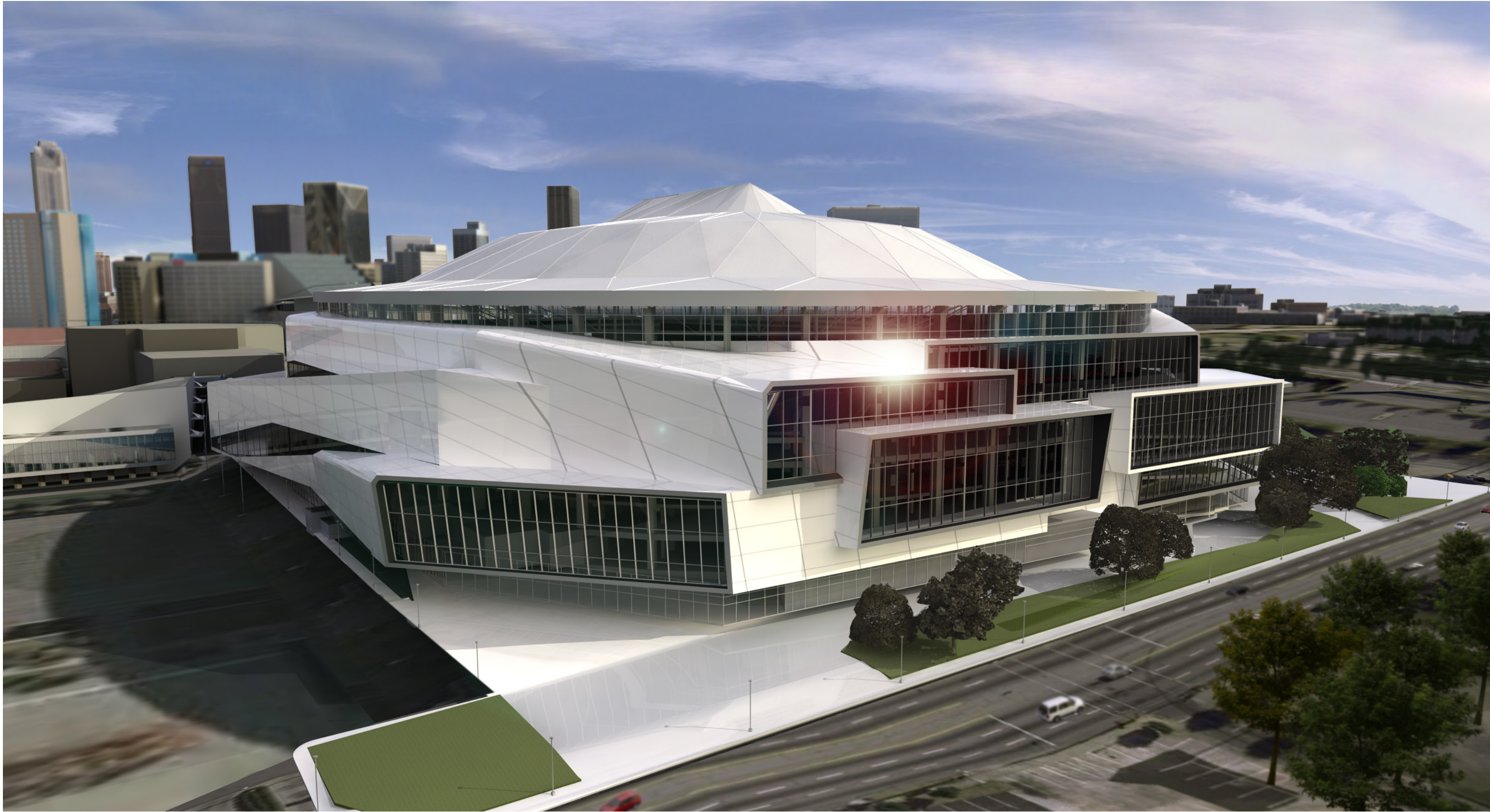
VIEW LOOKING NORTHEAST



VIEW LOOKING NORTHEAST



NIGHT VIEW LOOKING NORTHWEST



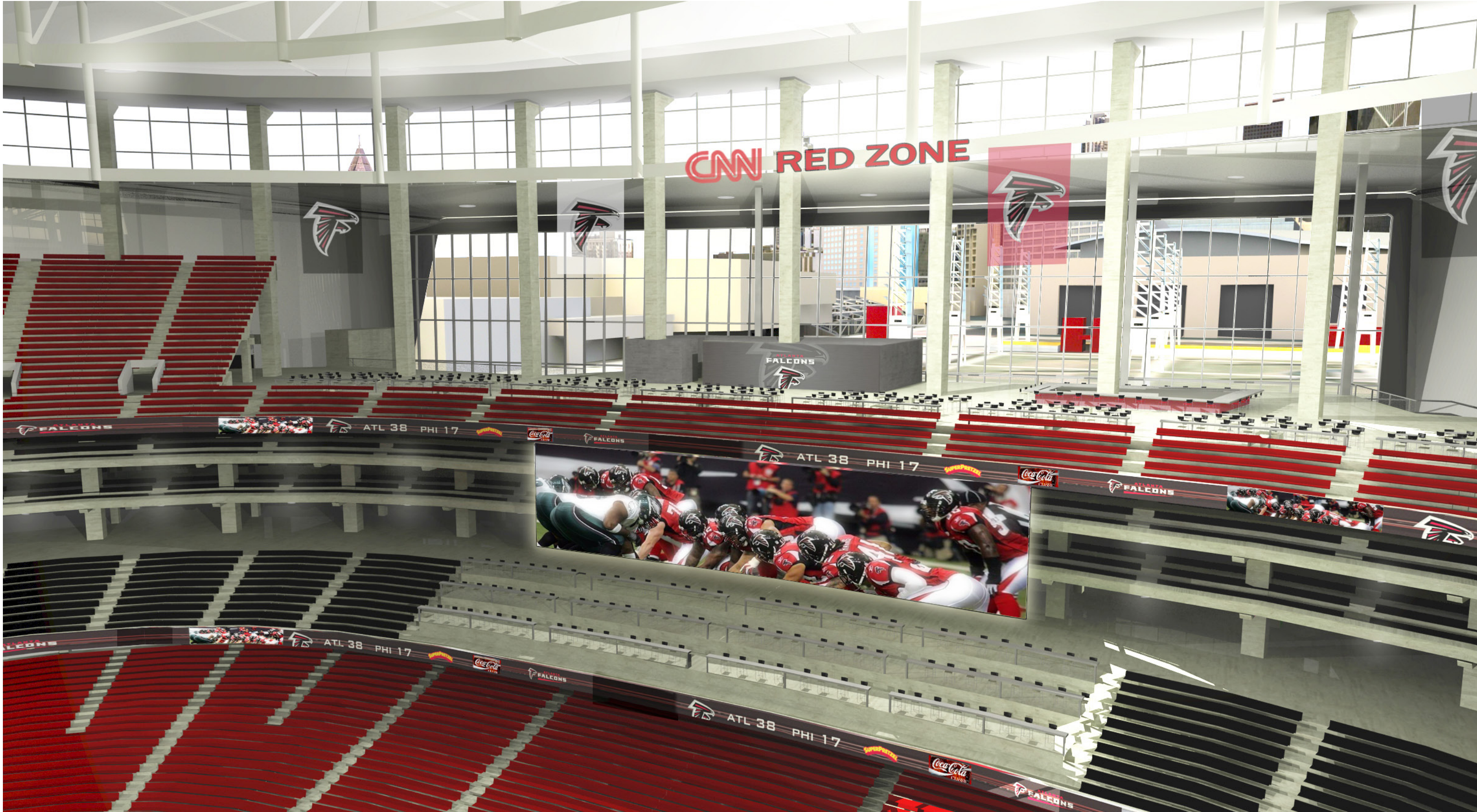
NORTHSIDE DRIVE LOOKING SOUTHEAST



NIGHT VIEW LOOKING TOWARDS DOWNTOWN



BOWL VIEW SHOWING NEW CENTER HUNG SCOREBOARD AND SUPER VOMS

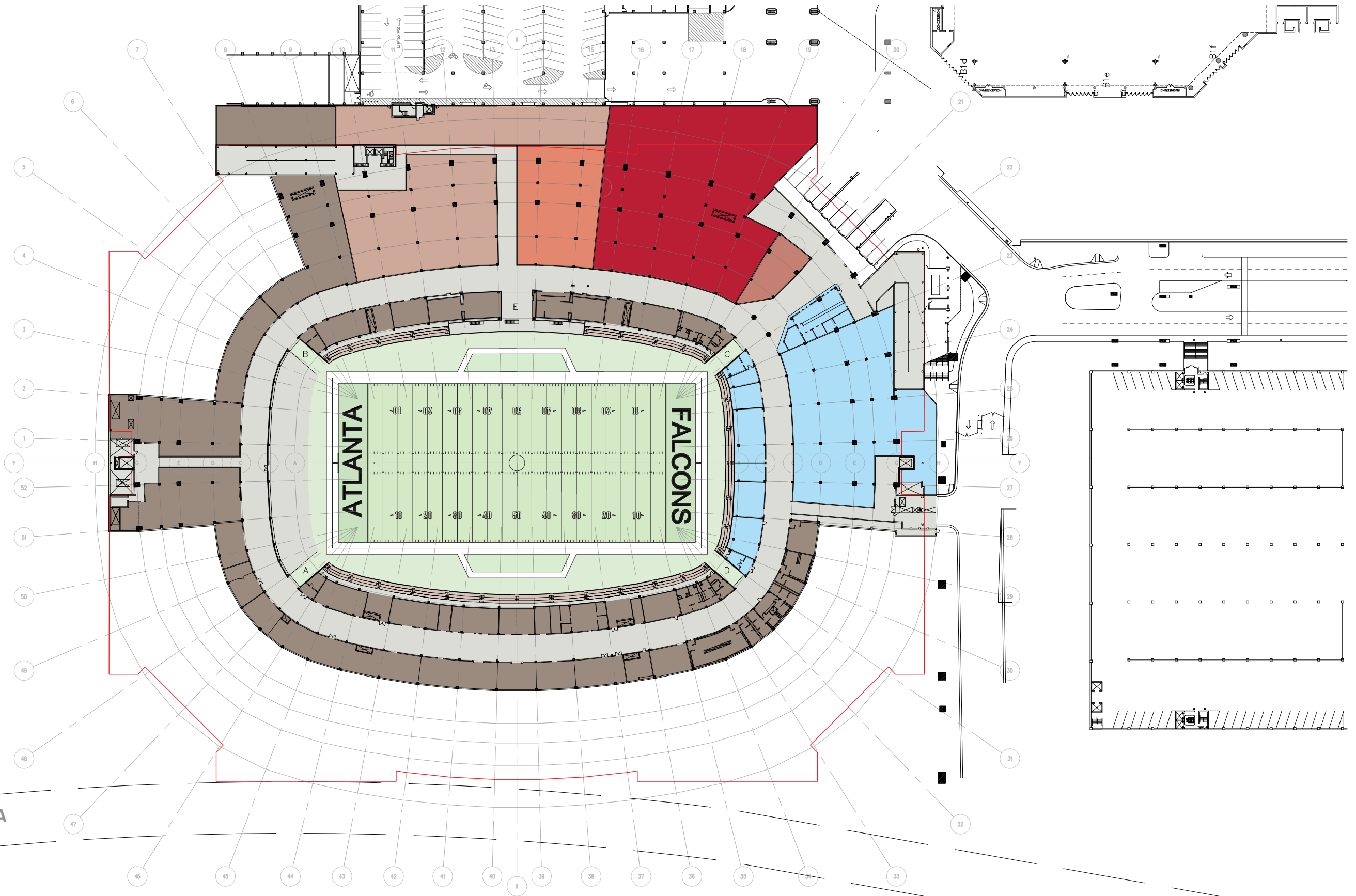


UPPER CONCOURSE CONNECTION TO EVENT PLAZA



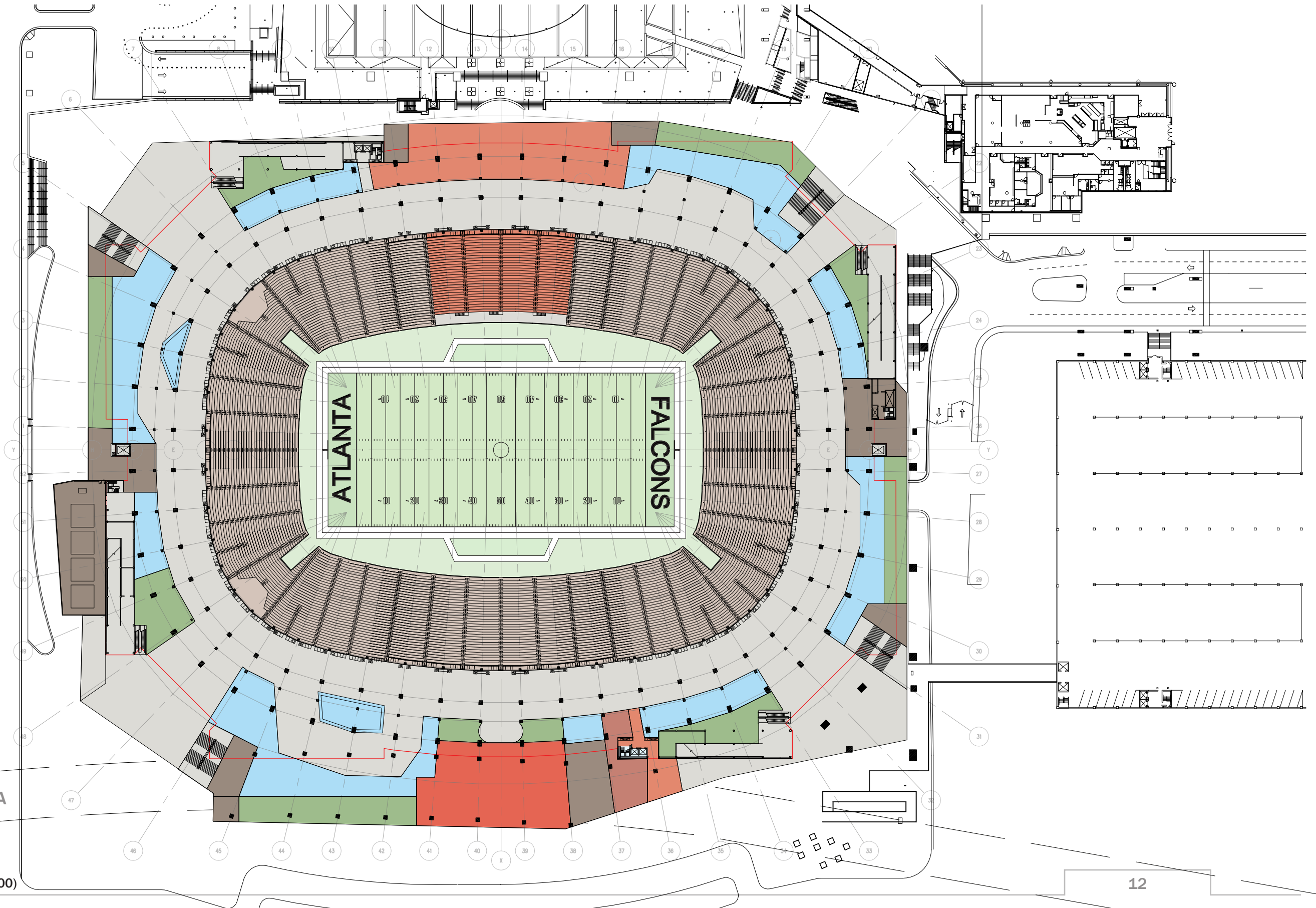
UPPER CONCOURSE SPORTS LOUNGE AND BAR

- CIRCULATION
- OPERATIONS
- AUXILIARY LOCKERS
- FALCONS LOCKER
- MEDIA
- FOOD SERVICE
- CLUB / VIP



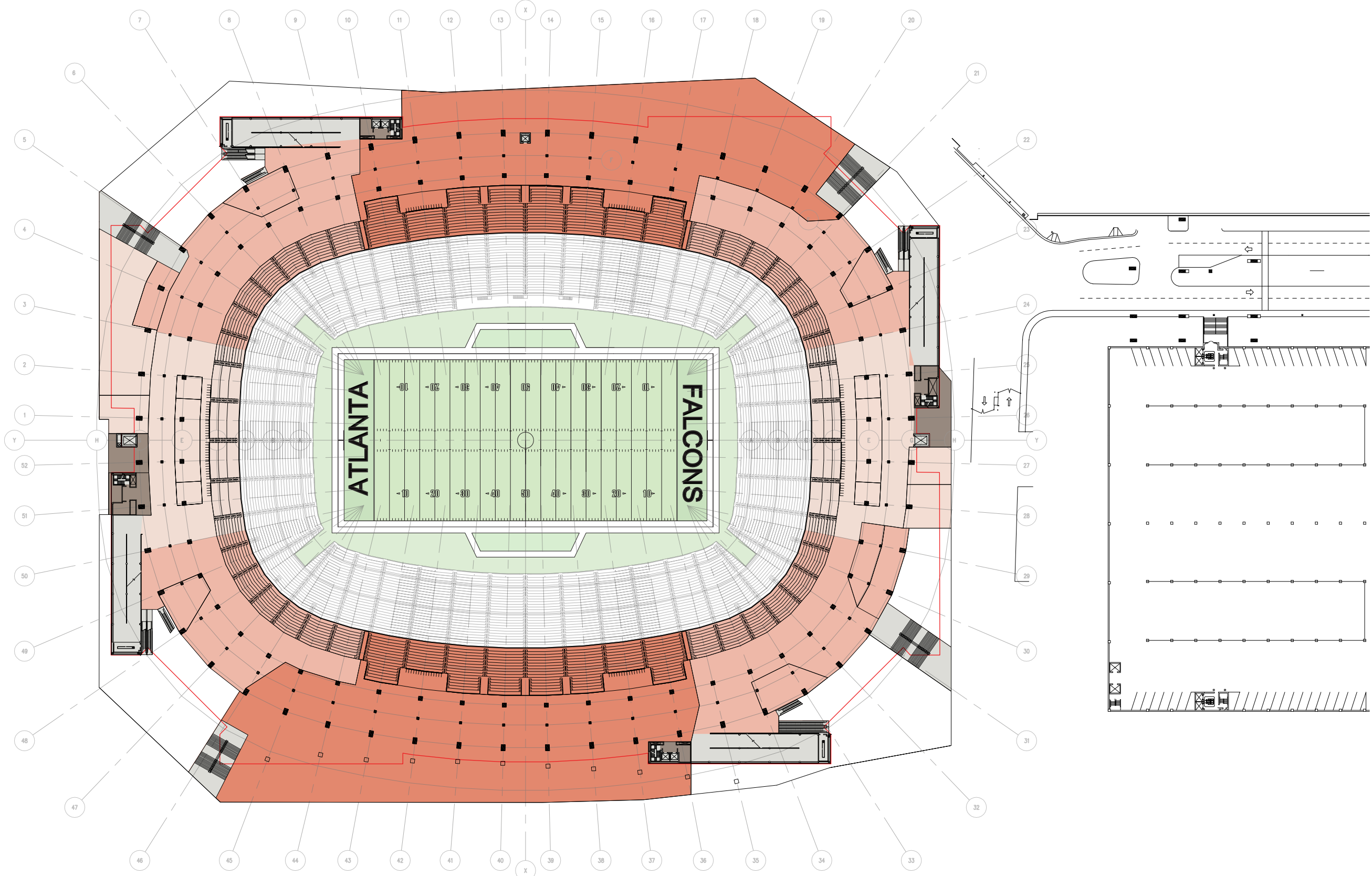
SERVICE LEVEL PLAN (1:100)

- CIRCULATION
- OPERATIONS
- TOILETS
- FOOD SERVICE
- HALL OF FAME
- CLUB / VIP



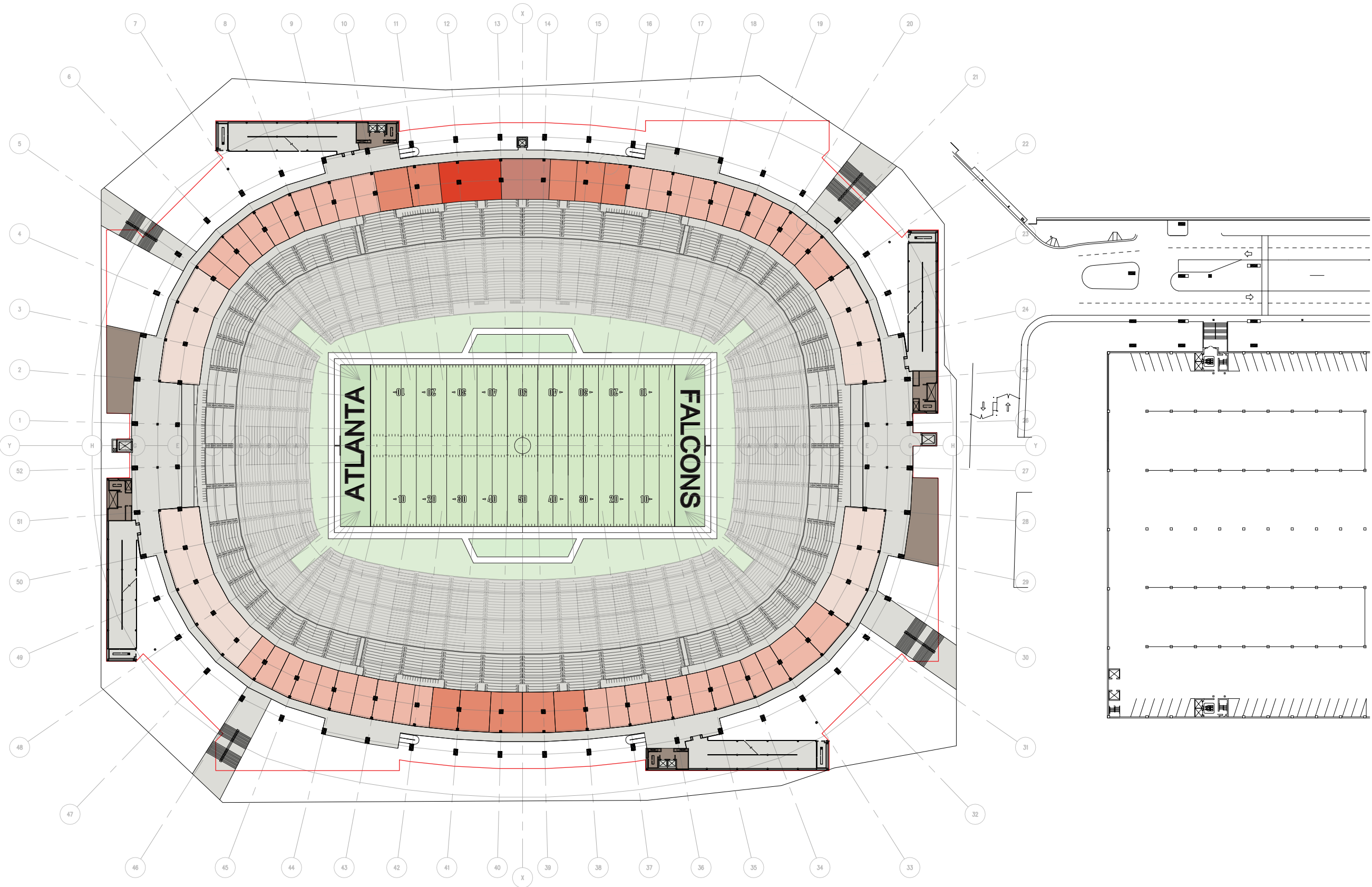
MAIN LEVEL PLAN (1:100)

- CIRCULATION
- OPERATIONS
- CLUB I
- CLUB II
- CLUB III



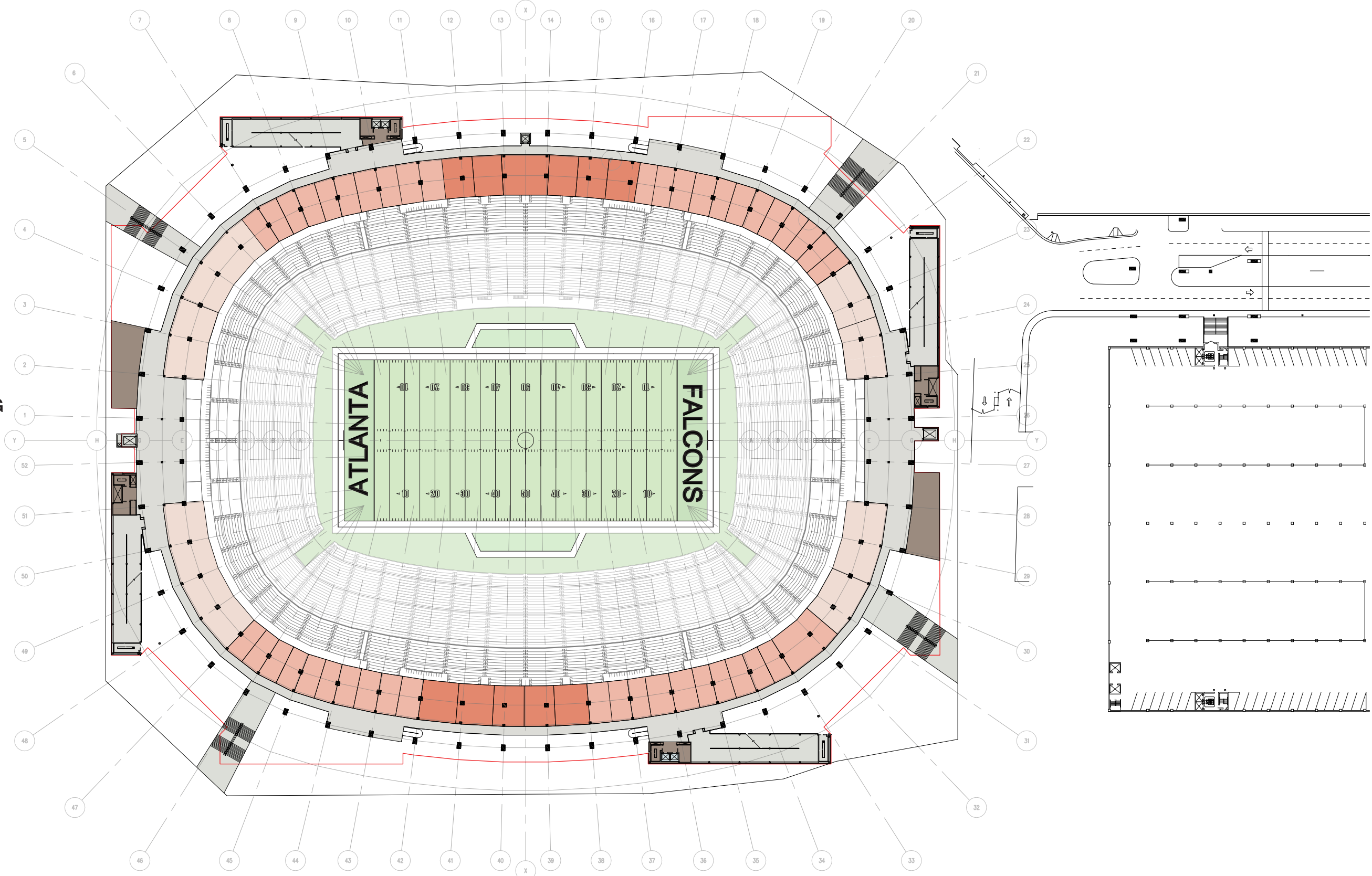
CLUB LEVEL PLAN (1:100)

- CIRCULATION
- OPERATIONS
- NATIONAL MEDIA
- OWNER'S SUITE
- SUITE 1
- SUITE 2
- FUTURE PREMIUM SEATING



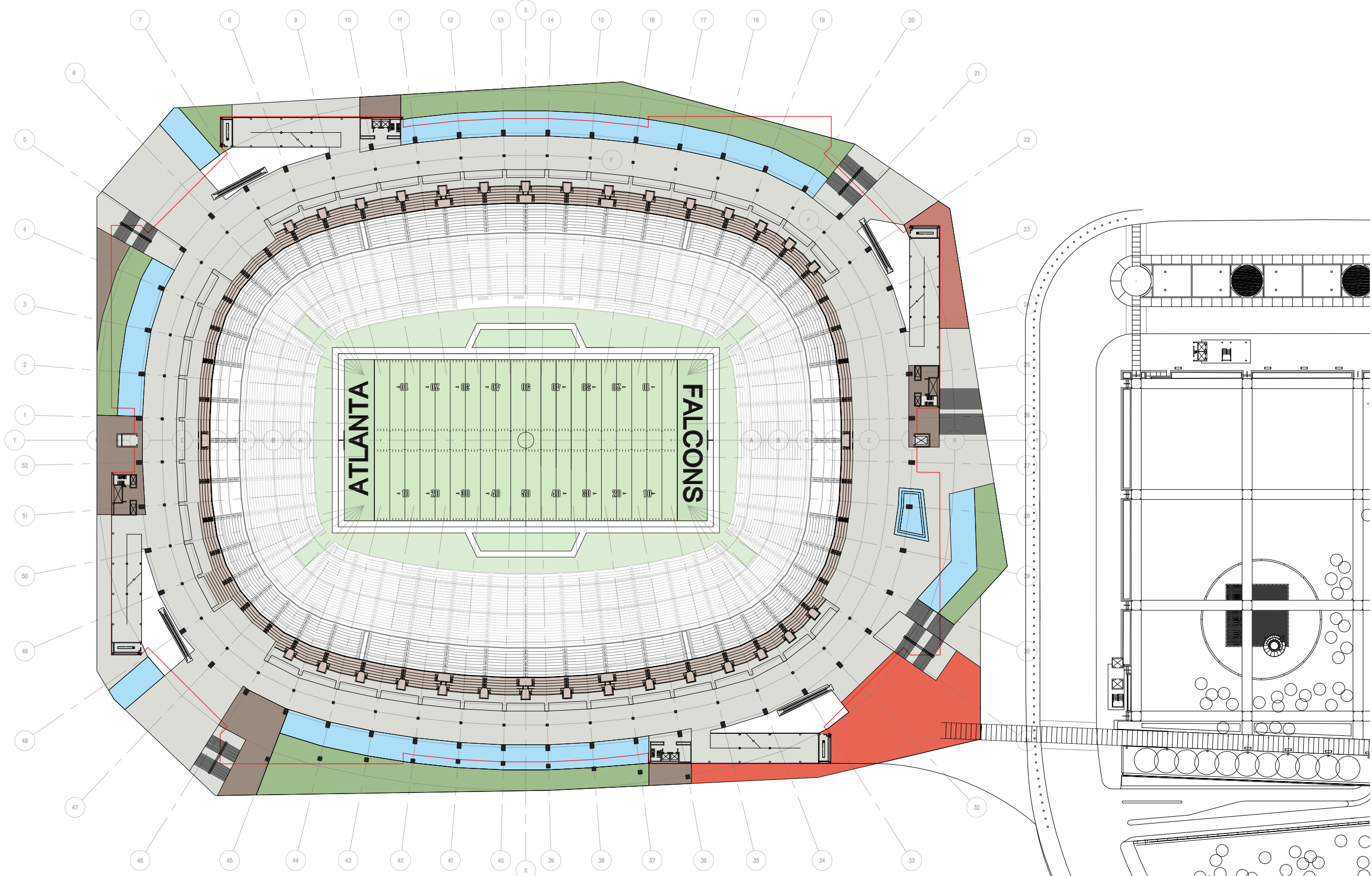
LOWER SUITE PLAN (1:100)

- CIRCULATION
- OPERATIONS
- SUITE 1
- SUITE 2
- FUTURE PREMIUM SEATING



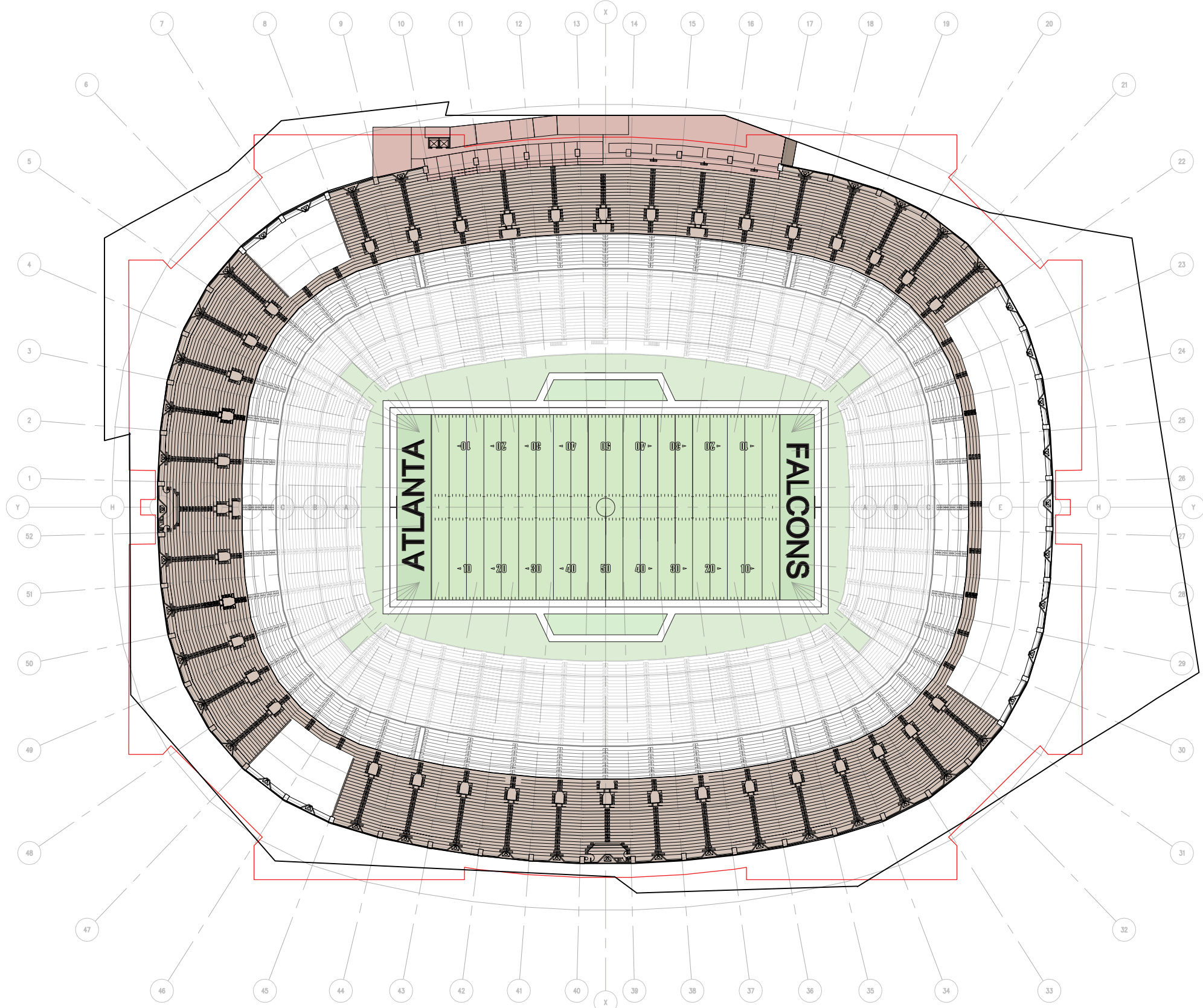
UPPER SUITE PLAN (1:100)

- CIRCULATION
- OPERATIONS
- TOILETS
- FOOD SERVICE
- TEAM STORE

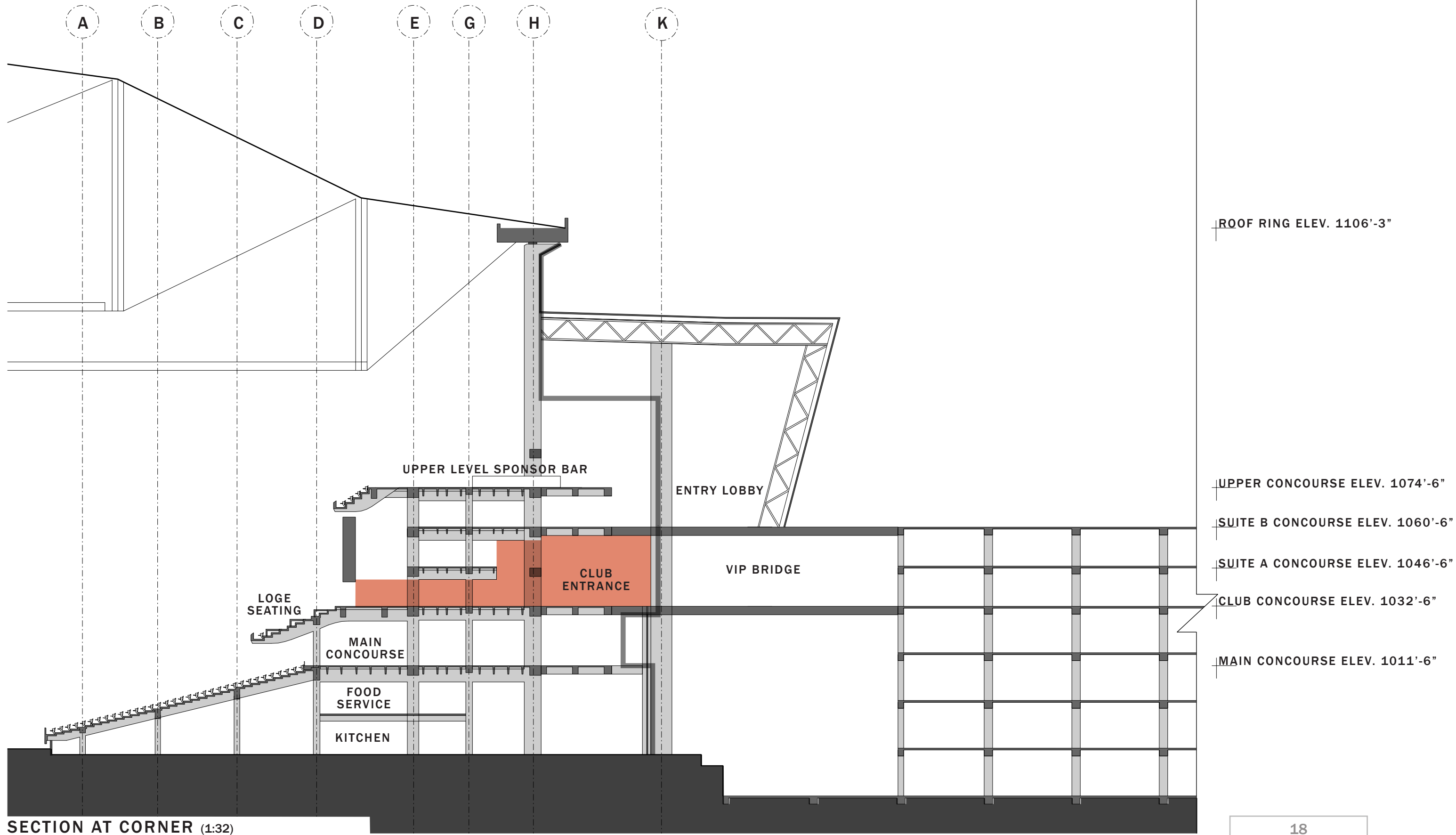


UPPER LEVEL PLAN (1:100)

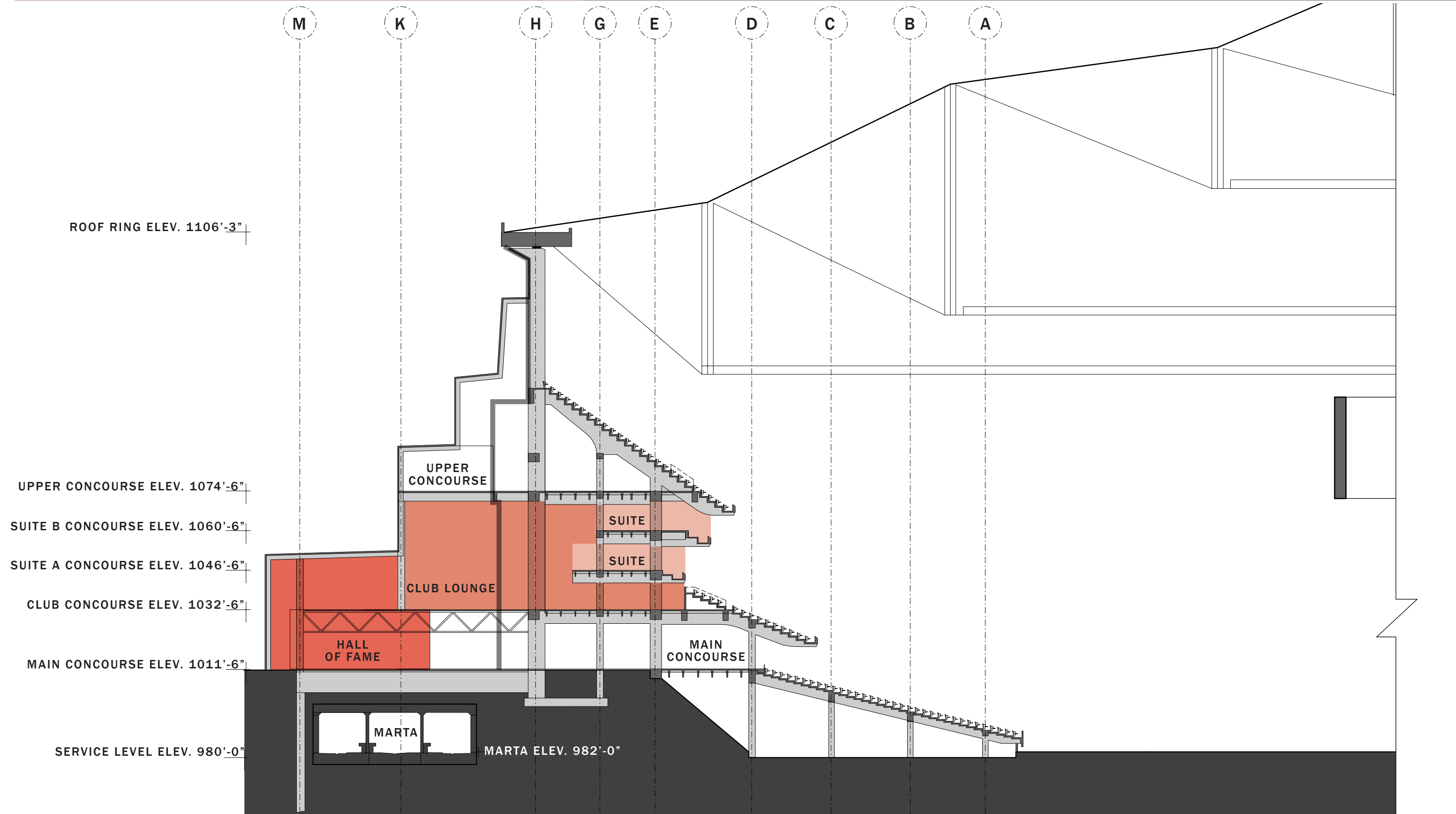
 MEDIA



PRESS LEVEL PLAN (1:100)



SECTION AT CORNER (1:32)



ROOF RING ELEV. 1106'-3"

UPPER CONCOURSE ELEV. 1074'-6"

SUITE B CONCOURSE ELEV. 1060'-6"

SUITE A CONCOURSE ELEV. 1046'-6"

CLUB CONCOURSE ELEV. 1032'-6"

MAIN CONCOURSE ELEV. 1011'-6"

SERVICE LEVEL ELEV. 980'-0"

UPPER CONCOURSE

SUITE

SUITE

CLUB LOUNGE

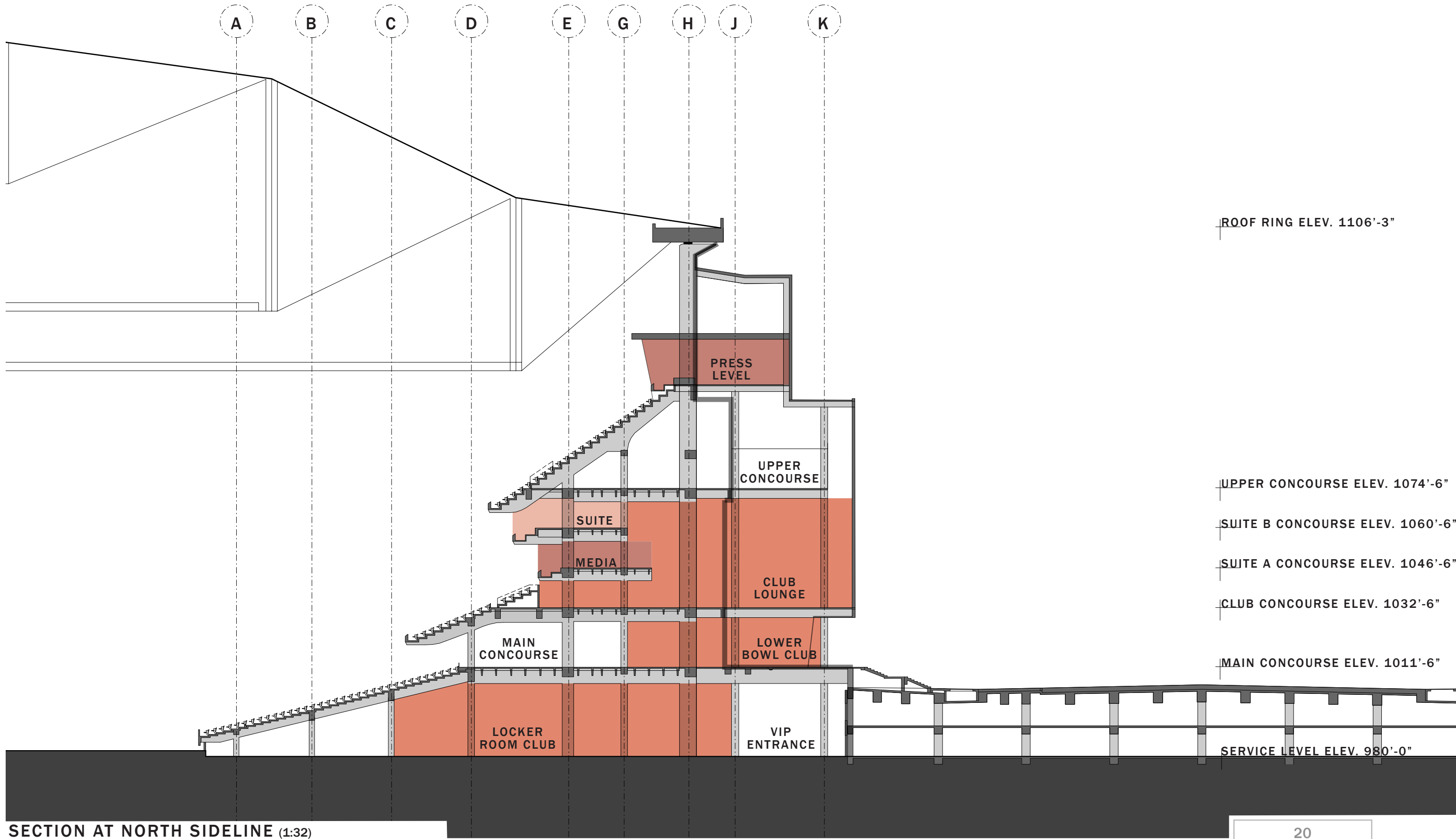
HALL OF FAME

MAIN CONCOURSE

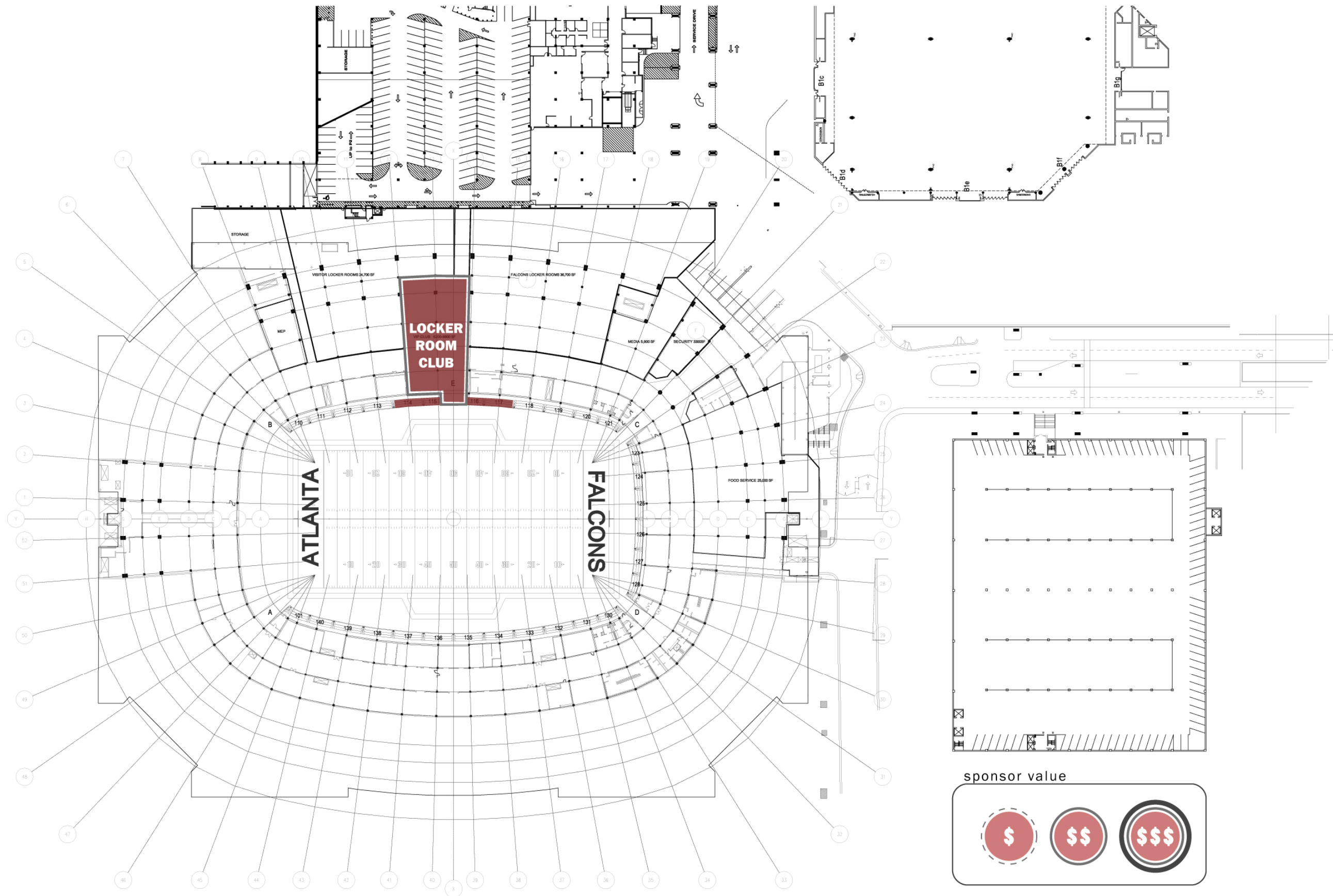
MARTA

MARTA ELEV. 982'-0"

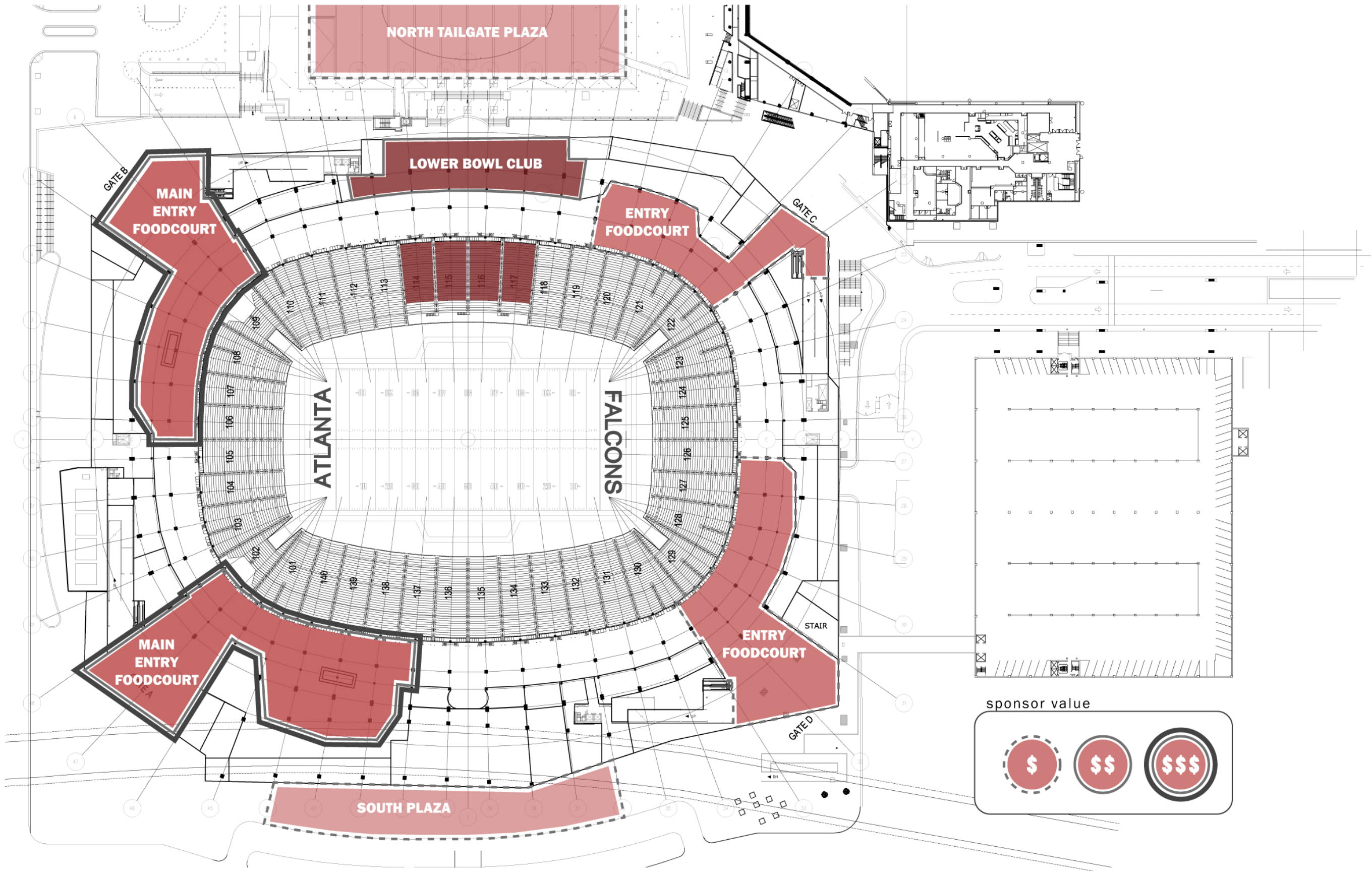
SECTION AT SOUTH SIDELINE (1:32)



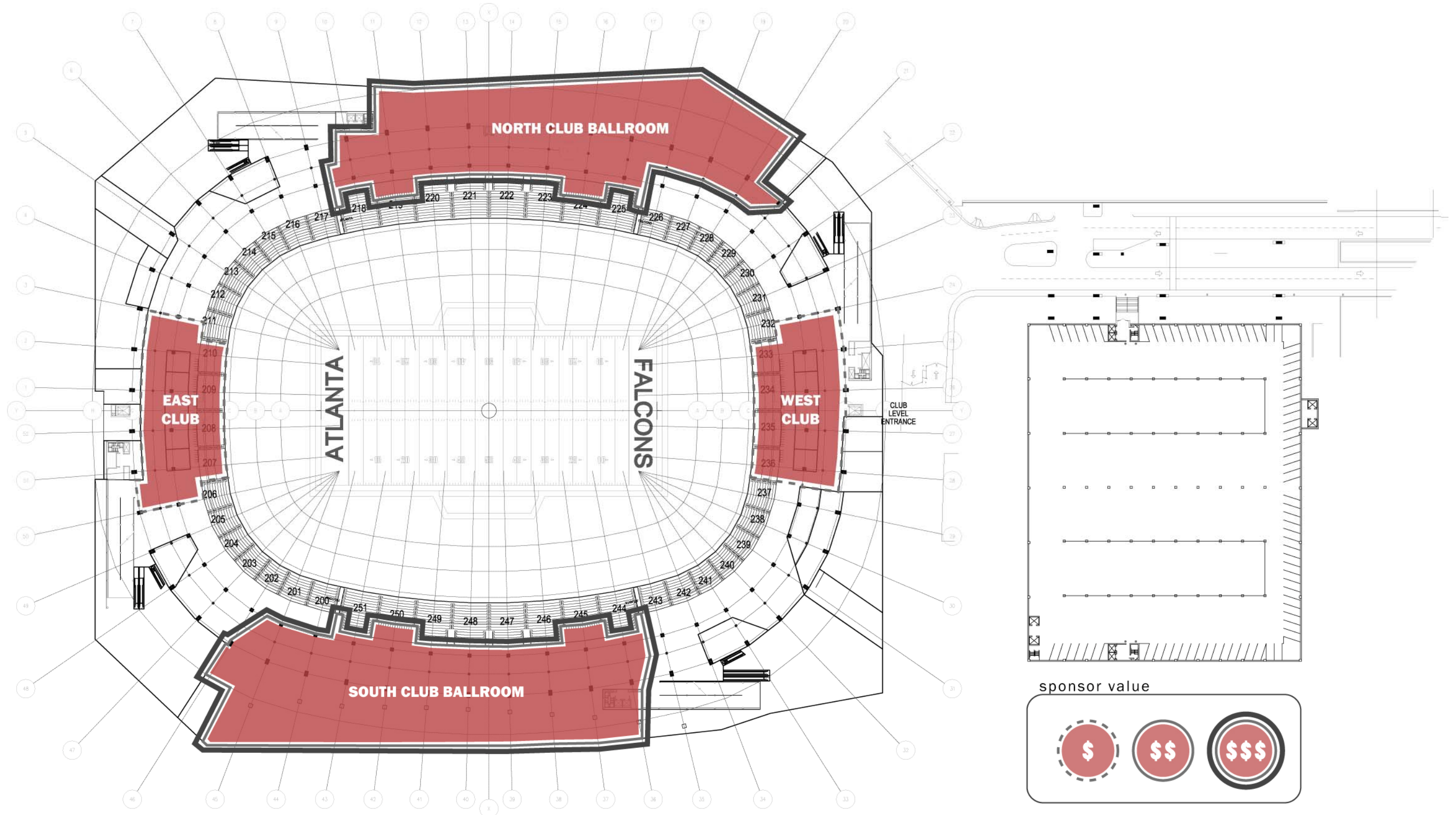
SECTION AT NORTH SIDELINE (1:32)



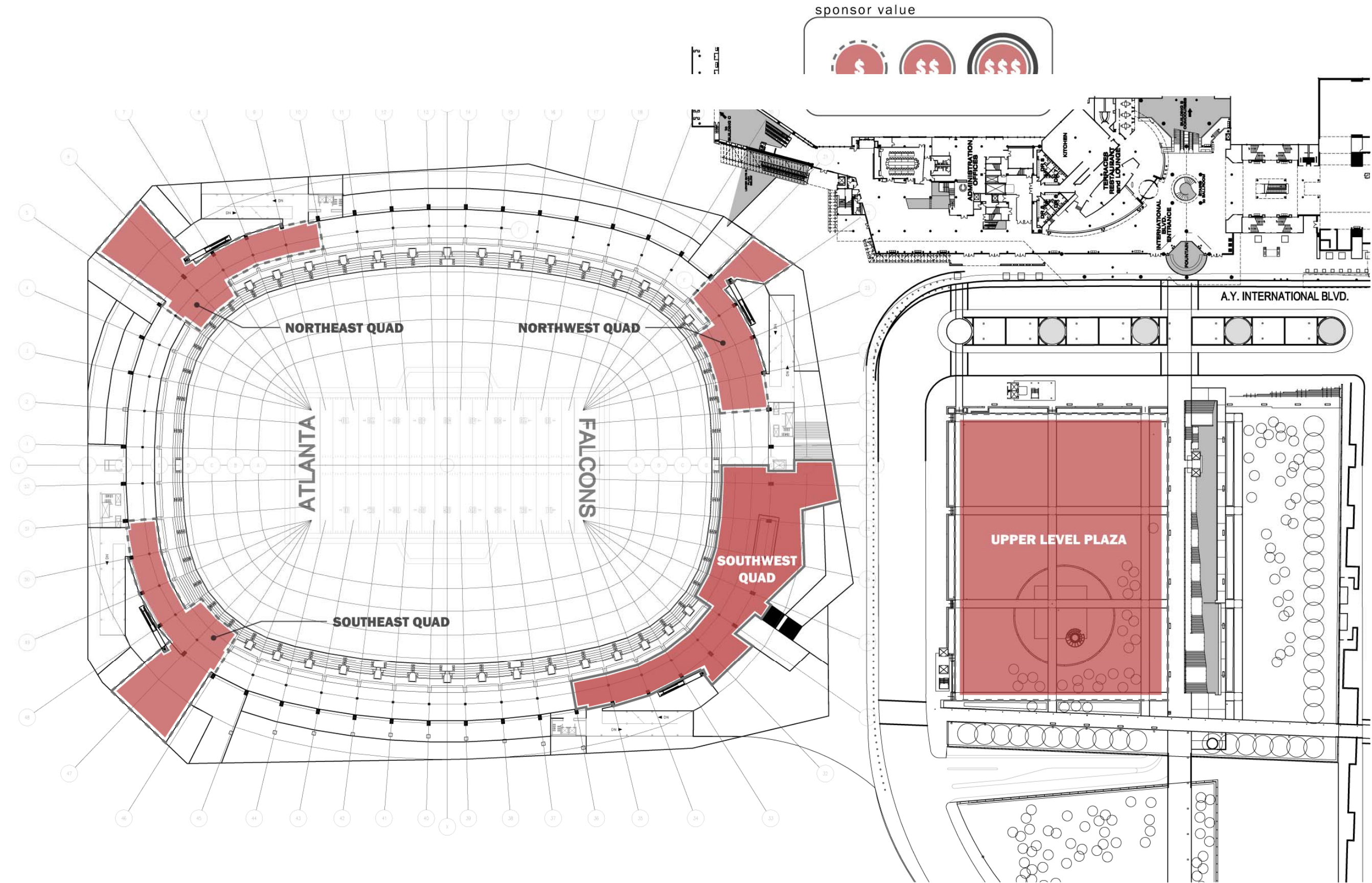
LOCKER ROOM CLUB



MAIN LEVEL PLAN



CLUB LEVEL PLAN



UPPER LEVEL PLAN

2010 EXPANDED / RENOVATED GEORGIA DOME BUDGET				
	AREA	COST/S.F.	COMPONENT COST	TOTALS
Existing Stadium	1,637,000 s.f.			
New Additional Area	369,000 s.f.	\$320/s.f.	\$118,100,000	
Major Renovation	72,000 s.f.	\$200/s.f.	\$145,600,000	
Minor Renovation	232,000 s.f.	\$100/s.f.	\$23,200,000	
Seating Bowl/Field	499,000 s.f.	\$50/s.f.	\$25,000,000	
Total Stadium Area	1,828,000 s.f.			
Cost Sub Total				\$311,900,000
Replace Roof Fabric				\$30,000,000
Operable Roof (Option)			\$200,000,000	
Construction Cost Total				\$341,900,000
Soft Costs - Fees - Etc. - 15%				\$51,300,000
Escalation to Year				TBD
Parking - Structured				TBD
Parking - Surface				TBD
Off-Site Infrastructure				TBD
Land				TBD
Total Project Cost				TBD

ATLANTA FALCONS MEETING

The purpose of this meeting will be to listen to your ideas on what should be considered to make Falcon games more enjoyable and successful as we examine your ideal NFL Stadium. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Identify goals and objectives for your ideal NFL Stadium.
- Describe a visual image for your ideal NFL Stadium.
- Describe your vision and top priorities for your ideal NFL Stadium.
- Identify programmatic elements that are essential, such as seating capacity, roof or no roof, special areas, etc in this facility
- Identify aspects to other stadiums you know of or have competed in that you see as valuable to your franchise.
- Discuss premium seating and amenities and the possible market demand for the following:
 - Suites – type, size, capacity, location in stadium
 - Club and club seats – types and location
 - Membership clubs – types and location
 - Loge Boxes – number and location
- Discuss type of video technology you would like included.
- Identify sustainable goals and commitments for the new facility.
- Discuss Team goals relative to advertising opportunities and provisions desirable within your ideal NFL stadium.
- Describe what you would like your ideal NFL Stadium to do better than any other stadium.
- Identify the strengths of the Georgia Dome – from both an operational standpoint and a public perspective.
- Describe the challenges you face with your current operations and facilities.
- Identify 3 key components that would improve your overall operations and organization.

GEORGIA STATE UNIVERSITY FOOTBALL

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we program an ideal NFL Stadium in Atlanta. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Identify 3 key components that will be essential your overall operations and organization.
- Review goals for **equipment storage** as it relates to 1) year-round storage, 2) season-long storage and 3) game-day storage. Will home team equipment need to be stored in this new facility? Or will Georgia State transport all game day equipment from campus facilities per game?
- Discuss year round **facility use needs** (i.e. game weekend only, season use only, other training needs, dedicated or general use locker room preference)
- Discuss **premium amenities** and the possible market demand for the following:
 - Suites
 - Club and club seats
 - Loge boxes
- Discuss **other amenities** as it relates to the following:
 - AD Suites and number of seats
 - President Suite and number of seats
- Identify **media rights partner** (if one exists) and the expectations for a new facility.
- Provide the following information for **Ticketing**:
 - Average game attendance
 - Seating capacity goal
- Is there a need to host summer camps? If so, identify what sports and facilities needed.

SOUTHEASTERN CONFERENCE (SEC) TOURNAMENT AND FOOTBALL CHAMPIONSHIP GAME

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we study an ideal NFL Stadium in Atlanta. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Describe what SEC events are currently held in the Georgia Dome besides basketball and football if there are any. Would there be an event you would hold in a new facility if it could be accommodated?
- Describe what works well with your current operations at the Georgia Dome for both basketball and football.
- Describe the challenges you face with your current operations at the Georgia Dome for both basketball and football.
- Describe your current operations and setup requirements related to the SEC basketball tournament.
- Describe your current operations and setup requirements related to the SEC football championship game.
- Describe the following for each the SEC basketball tournament and the SEC football championship game.
 - Media facilities as it relates to location and quantity of each of the following:
 - Writing press
 - Radio
 - Network TV
 - TV trucks and satellites
 - Post-game interview

CHICK-FIL-A BOWL

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we study an ideal NFL Stadium in Atlanta. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Discuss the typical operations and planning of the event.
- Describe what works well with your current operations.
- Describe the challenges you face with your current operations.
- Identify 3 key components that would improve your overall operations and organization.
- What is your vision and what are your top priorities for a new ideal facility?
- Discuss key facility requirements as it relates to the following:
 - Team facilities (home and visitor)
 - Team locker rooms
 - Coaches locker rooms
 - X-Ray facilities
 - Post game interview
 - Media facilities requirements (example list below)
 - Writing press
 - Photo / Camera Deck
 - Network and satellite parking
 - Required booths (example list below):
 - Radio
 - Network TV
 - Officials
 - Statisticians
 - Public Announcer
 - Video and Sound
 - Instant replay
 - Security command center
 - Coaches box (home and away)
 - Camera locations
 - Photo / Camera Deck
 - Auxiliary booths (radio, TV)

- Support facilities
 - Chain crew
 - Officials
 - Cheerleaders
 - Mascot
 - Band
 - Photographers
- Discuss other requests for facilities including AD Suites, University President Suites, etc.
- Identify ticketing needs as it relates to the following:
 - Average number of seats sold
 - Number of day of game tickets sold
 - Number of ticket windows
 - Process for press credentialing
- Describe any storage needs within the facility.
- Identify any need for administrative/planning offices within the facility.

ATLANTA FOOTBALL CLASSIC

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we study an ideal NFL Stadium in Atlanta. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Discuss the typical operations and planning of the event.
- Describe what works well with your current operations.
- Describe the challenges you face with your current operations.
- Identify 3 key components that would improve your overall operations and organization.
- What is your vision and your top priorities for an ideal facility?
- Describe any current traditions or displays for the event that needs to be accommodated for in the new facility.
- Discuss key facility requirements as it relates to the following:
 - Seat count
 - Premium amenities
 - Media rights partners
 - Sponsorship partners
- Discuss other requests for facilities including AD Suites, University President Suites, etc.
- Identify ticketing needs as it relates to the following:
 - Average number of seats sold
 - Number of day of game tickets sold
 - Number of ticket windows
- Describe any storage needs within the facility.
- Identify any need for administrative/planning offices within the facility.

GEORGIA HIGH SCHOOL ASSOCIATION

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we study an ideal NFL Stadium in Atlanta. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Discuss the typical operations and planning of the event.
- Describe what works well with your current operations.
- Describe the challenges you face with your current operations.
- Identify 3 key components that would improve your overall operations and organization.
- What is your vision and your top priorities for an ideal facility?
- Describe any current traditions or displays for the event that needs to be accommodated for in the new facility.
- Discuss key facility requirements as it relates to the following:
 - Seat count
 - # of locker rooms
 - Media Interview facilities
 - Special needs
- Identify ticketing needs as it relates to the following:
 - Average number of seats sold
 - Number of day of game tickets sold
 - Number of ticket windows
- Describe any storage needs within the facility.
- Identify any need for administrative/planning offices within the facility.

GWCC

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we study an ideal NFL Stadium in Atlanta. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

- Describe what works well with your current operations.
- Describe the challenges you face with your current operations.
- Identify 3 key components that would improve your overall operations and organization.
- What is your vision and your top priorities for an ideal facility?

Describe other uses

- Trade shows
- Concerts
- Monster Truck
- Motor events
- Soccer
- Other

Attendees:

Georgia State University Football
Southeastern Conference (SEC) Tournament and Football Championship Game
Chick-Fil-A Bowl
Atlanta Football Classic
Georgia High School Association

The purpose of this meeting will be to listen to your ideas on what should be considered to make your activities and events more enjoyable and successful as we develop the program for an **ideal NFL Stadium in Atlanta**. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this effort.

Please prepare to discuss the following topics:

- Identify 3 key components of a new facility essential to overall organizational goals.
- What is your vision for a ideal new facility
- Organization and team needs
 - Facilities
 - Event based
 - Ongoing need
 - Operations
- Seating
 - Capacities
 - Premium Seating
 - Club Seats
 - Loge Seats
 - Suites
 - Special Seating Provisions
- Team Facilities
- Media Facilities
 - Broadcast
 - Writers
- Ticketing
- Parking / Transportation
- Event Type
 - Football
 - Basketball
 - Other
- Sponsor Provisions / Advertising
- Describe what currently works well at the Georgia Dome
- Describe what challenges you face at the Georgia Dome and GWCC Facilities

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MEETING NOTES

<p>ATTENDEES:</p>	<p>Georgia World Congress Center (GWCC) Kevin Duvall, Dan Graveline, Carl Adkins, Will Lofdahl</p> <p>Georgia State University (GSU) Cheryl Levick, Kosha Irby, James Greenwell, Todd Reeser,</p> <p>Georgia High School Association (GHSA) Dr. Ralph Sweargin</p> <p>Chick-fil-A Bowl Gary Stokan, David Epps, Derek Martin</p> <p>SEC Charlie Hussey, Charles Bloom, David Knight, Craig Mattox</p> <p>Populous Dennis Wellner, Jon Knight, Jack Boyle, Joel Spearman</p>	<p>PROJECT NAME:</p>	<p>Georgia Dome and GWCC MP</p>
<p>DATE OF MEETING:</p>	<p>January 20, 2010</p>	<p>PROJECT NUMBER:</p>	<p>07.2922.12</p>
<p>DATE:</p>	<p>January 22, 2010</p>	<p>LOCATION OF MEETING:</p>	<p>Georgia Dome Owner's Club</p>
<p>COPIES:</p>	<p>Attendees File</p>	<p>SENT VIA:</p>	<p><input type="checkbox"/> Email <input type="checkbox"/> US Mail <input type="checkbox"/> UPS Overnight <input type="checkbox"/> Courier</p>

Meeting: Master Plan Phase II – Stadium Solutions**Introduction**

- 01.20.01 Carl Adkins, General Manager of **Georgia Dome**, began by explaining their four phases of recent renovations that cost a total of 55 million. He added that these have been steps in a long a process leading up to the purpose of these sessions.
- Phase 1: Renovation of suites, club lounges, concessions and toilet relocations, club seating, and LED fascia board
 - Phase 2: Tornado repair and exterior repainting
 - Phase 3: New video boards and video production suite
 - Phase 4: Audio and acoustic improvements (currently in process)
- 01.20.02 For the long term Carl Adkins explains that Populous has worked on master plan studies for what is best for the Georgia Dome and the GWCC campus. As well as spelling out the staff transitions of the past year with Khalil Johnson and Dan Graveline retirements, as well as Dan Graveline's new role as a consultant to the organization. He will remain as a consultant for C.Y. 2010.
- | 01.20.03 Discussion of each user group's specific vision:

Georgia State: Their vision is two parts:

- Part 1: Team Needs
 - They are a new team (Sept. 2nd, 2010) needs to be perfect from day one
 - Feel comfortable and well serviced
 - Take advantage of the recruiting impact of the stadium
- Part 2: Fan Needs
 - How fans feel about the environment needs to be perfect from the start

Chick-fil-A Bowl:

- Needs to please multiple clients; teams playing, and their fans.
- Needs to be the best bowl ever for the teams involved
- Fans need to get a full package experience
- Needs to help them meet their internal goals of operational excellence

SEC: Feels similarly to the Chick-fil-A Bowl; student athletes are the number one priority, but it needs to be a fan friendly facility, which can be improved by increasing functionality and hospitality. All of their customers need to be accommodated. This includes fans, team, cheerleaders, bands, everyone.

GHSA: Since they play multiple games in a day, the stadium needs to be smooth, seamless transition between teams/games. Making fun use of space and staff usage.

- 01.20.04 Is the design or appearance of the facility important to you?

Georgia State:

- It is critical to them, in terms of recruiting and retaining players.
- It needs to be an icon; the building itself recruits
- Unique to Atlanta
- Can it be a tourist attraction itself?

- Needs to be able to flip a switch and change the identity (Falcons to Georgia State)
- If it can't be sold out, how does it stay intimate and disguise empty seats
- Three critical aspects: Visibility, Versatility, Technology (What is the Future?)

Chick-fil-A: The architecture needs to be unique, and an addition to the game. No one buys a ticket for architecture, but it adds to the experience.

- Need to raise national awareness of the event
- More than the home of the Falcons, needs to be a chameleon
- Traffic is a huge issue
- Scalability – Go bigger like Cowboys Stadium, but contract for soccer and center court basketball
- Club lounge view into bowl are important
- Improved locker rooms – tenants vs. temporary
- The competition for the patron is TV
- The basic performance of the building must be solid and operationally sound.

SEC: Architecture isn't as important, but it is a bonus if the building is unique.

- Roof is a minimum
- What can technology do for us?
- It's already good for viewing football; don't ruin the sightlines and view of the event for some gloss

GHSA: Architecture takes a backseat to football and sightlines

- In high school each team's goal is "Get to the Dome"
- Do it big or do it better, but its good now

01.20.05 What is working well and what could work better

- Use of all parking including the red deck for any and all events
- Traffic accessibility – ingress and egress
- Make sure soccer can be accommodated
- Need tailgating capabilities
- Need upscale space with view to field

Fan Experience

01.20.06 In terms of fan experience the Georgia Dome has a great base (staff) – they just need to evolve, not change. Do not abandon Core and Base.

Issues of:

- Lines at Concessions
- Clean wide concourses
- Egress/Ingress
- Security

Georgia State: Has 150,000 alums within driving distance – must get to bottom of traffic

- Give us a Dome Experience not a Game Experience
- Go Green – could be the stadium hook
- For recruiting purposes, but everyone recruits someone

Chick-fil-A: Need a better customer experience, and celebrate the destination. Come early and stay late (LA Live) this mitigates traffic and parking issues

- How do we obtain this critical mass?
- Connect ability of Hall C – operationally, physically, etc.
- Trophy presentations in the courtyard or in a unique setting
- Covered walkway between, etc.
 - How can the facility help us max out revenue when it's already selling out (Chick-fil-A)
 - Have a plan in place for capacity flexibility

SEC: Pregame and postgame dining opportunities

- Fan Fest outside has weather concerns how can an indoor/outdoor event be better connected to the building including seating?

Locker Rooms

01.20.07 Finding a balance between tenant and temporary, Falcons vs. special events. Locker room flexibility and adaptability is needed.

GHSA: Back to point of scalability, need more locker rooms, 4 locker rooms of 70-120 people with showers.

Chick-fil-A: Single events shouldn't be limited by Atlanta Falcons domination.

- Two 125 person locker rooms with training and coaches areas
- Need more meeting rooms and team support spaces
- Should not need to use the Falcon's locker room as they do now

SEC:

- Two 85 person locker rooms, but everyone is currently happy with existing conditions
- Need more team meeting space, auditorium, and more video and technology

Georgia State:

- Two 125 person locker rooms, each equal with advanced lockers, safes, electronics, etc.
- Coaches should have access to rooms that are very technologically advanced – currently good, but could be better. This may even apply to church services
- Need actual lockers to offer all likely data and technology access/connection

Technology

Georgia State:

- How do we engage smartphones?
- Docking stations, locker rooms, consumer seats, etc.
- Personalize, how and what?
- Ticketing technology to get demographics and add to security

Media/Broadcast

01.20.08 **GHSA:**

- 57 radio stations, plus streaming, and growing in network. Need 8-12 booths
- Need more press box (multiple games).
- Expansion of coaching observations deck (crow's nest) gets cramped with 4 teams

SEC:

- Has to add secondary booths on A level
- Broadcast needs 3-4 more booths, 8 total
- Need more photographers spaces (40-60) especially at the field level, digital media added has made some space obsolete (dark rooms)
- 6 people per coaches box
- Dedicated elevator needed for media or coaches (currently share)
- Coaches would prefer to be lower
- TV works well, but satellite trucks on opposite side of entry from press
- Loading dock is cramped during changeover times
- TV talent needs dedicated lounge, meeting rooms, etc.
- A lot of media are game day arrivals – creates a parking issue
- Temporary parking is needed for credential pickup
- More booth space is needed, up to 6 more on B level
- What happens with ESPN adds 3D (additional truck), how else will technology affect this?
- Prewire and build-in post game interview equipment, platforms, lighting, etc. all-in.
- Access between levels other than existing spiral stair

Ticketing01.20.09 **SEC:**

- 70,000-75,000 seats; expansion is an option but are afraid of limiting demand
- 20,000-25,000 for basketball to help keep intimate feel

Chick-fil-A: Similar to SEC demands, numbers can't go lower, but perhaps a bit higher, should be flexible.

Georgia State: Lower bowl only at first 20,000-30,000 seats, then grow upwards to 30,000-50,000, eventually 50,000-70,000.

GHSA: Matchups create variance but 20,000-30,000 is good for lower bowl and club (staging area).

Premium

01.20.10 The key with premium is to stay flexible and offer a good variety.

Chick-fil-A: Asked Populous what are the current trends in premium space, examples of Dallas and Indianapolis?

- About packaging
- Premium space tends to be city to city/market to market
- Try to be very adaptive
- Would like some of the clubs to have views or direct connection to the field of play
- Not currently selling all the suites (market too narrow) but do sell all the seats
- What are the amenities that sell clubs? (bathrooms, clubs, bar, sinks, big screens, etc.)
- Really comes down to what each place/client can sell
- A change in capacity could be alright, but it would be a serious blow to their business model

- Need to frame the game day experience.
- Can we offer amenities within the seating bowl, identify sections that offer various unique options and opportunities
- This starts with the parking experience

Georgia State: How do ideas become groupings of seats?

- Creating unique experiences
- They are currently not ready for premium experiences but will
- Taking premium seating out of play for now, but still want premium “areas”
- Want club seats – around 3,000 with access to lower club, not club level (sections 115-116 halfway up)
- Club seats in lower bowl, same seats, but what extra can you get?
- Current suites don't fit their group sizes of 25-50, suites in groups of 16 and 100
- What are they offering in Orland arena?

SEC: Similar to Chick-fil-A, not always selling out suites, but would like more club seats and club lounge space(s) (Chick-fil-A agrees)

- -expand the club experience

GHSA: All seats are general admission, and no club currently, but do use a few suites. No definitive answer for the toilet in suite debate, client based

Center hung scoreboard

01.20.11 **SEC:** As a fan they didn't like the center hung scoreboard (Cowboys), too distracting, but it's a must for basketball.

Georgia State: Prefers 4 corner approach for football, and center hung for basketball (connection to TV).

- Sports are pure entertainment now, the diehard fan is dying

GHSA: Prefers no distraction caused by the center hung scoreboard

Suites

01.20.12 **SEC:** They only control about 20 suites, so they would prefer more club seating than suites.

Chick-fil-A: Agrees with SEC, would prefer more club that they control.

Georgia State: Believe it is fine as it is, and will require fewer than the SEC and Chick-fil-A Bowl.

Revenue/Partners / Ads should the facility try and embrace the changing face of the game from a sport venue to an entertainment venue?

01.20.13 Challenge is balancing the venue's partners with the partners of the events. The revenue, branding and rights need to be flexible. Multiple tiers and multiple companies for multiple tenants

Chick-fil-A:

- How can you maximize each other's profits while not competing with each other
- Can ad space be chameleonic – does this work with the trend of shifting away from exclusives

Planning and Office Needs

01.20.14 **Need a real emergency operations center that can act as a conference room in nonemergency**

01.20.15 **Chick-fil-A:**

- Need for temporary event offices with computers, phones, etc.
- Room for 3-4 people

SEC:

- Need room for more than 3-4 people.
- Should be hardwired office and cubicles
- Reception space works fine, but need more meeting rooms, better amenities, more space for TV, judges, officials, etc.
- Outside gated area is a lot of wasted space
- Need open programmable exterior spaces
- Need more souvenir and retail spaces near entrances. Some permanent, some portable

GHSA:

- Hub of activity at loading docks
- Need more coordination space at this location not so far away
- Need family meeting room interior, not exterior
- Room for 6-8 people

Storage Needs

01.20.16 **SEC:**

- Storage needed for band, cheerleaders, and dance team (need dressing rooms as well)
- Cheerleaders and dance teams for both teams share a single dressing room
- Need for privacy space, a private behind the scenes meeting area, especially for emergencies

GHSA: Player family meeting areas needed, potentially and interior space, not like SEC at the exterior by gate E.

Chick-fil-A: A permanent storage area roughly 500 sq. ft.

Site

- Need player and player guest gates 500 to 800 people separate from spectators
- CNN International Street Be a pedestrian/event space
- Connect convention halls with covered walkway, bridge or ???
- Connect hall C?
- How do we connect with open space including the Park?
- VIP parking a real challenge – location, amount and access

Outdoor Areas

01.20.17 **SEC:** Outside works well currently, most of their exterior stuff is located in Hall C and not outside.

Chick-fil-A: Like SEC, most of their events are interior, at a separate facility, like Hall C.

Food

01.20.18 **Chick-fil-A:**

- Similar to ad conflicts, more contractual than architectural
- Event merchandising is lacking and badly located currently

01.20.19 **SEC:** Accessing level B with media needs more connection; the spiral stair doesn't function well.

01.20.20 **Chick-fil-A:** How can security be better presented (terrorism as a concern). Should be more visible, and more of an operations issue than an architectural one.

01.20.21 **SEC:** Player guest gates currently too isolated, can they be incorporated into every gate. How do you address student entries? Can they all be integrated while still providing them as separate areas?

01.20.22 Better connectivity to Congress Center needed in avoidance of bad weather, connect Halls A, B, and C to Dome. A physical connection between Hall C and Dome would be nice, but at minimum a covered walkway would be adequate. Could provide more of a park setting around. How does this affect parking, egress and ingress are issues and it could mean less parking if it becomes more efficient. Can this efficiency and physical connection provide a VIP corridor?

01.20.23 Dan Graveline's 3 keys to successful event management:

- See what you want to see
- Hear what you want to hear
- Keep everyone comfortable while doing the above

01.20.24 Deliverables decided upon based upon this meeting

- Ideal program and narrative
- Show and discuss how this compares to current facility
- Drawings to suggest how to rectify discrepancies with descriptions

ATLANTA FALCONS MEETING

The purpose of this meeting will be to listen to your ideas on what should be considered to make Falcon games more enjoyable and successful as we examine your ideal NFL Stadium. Feel free to bring any information with you (notes, photos, drawings or sketches) that will help illustrate your needs as this is your opportunity to help shape the program elements of a new facility. We appreciate your input and participation in this programming effort.

Please prepare to discuss the following topics:

- Identify goals and objectives for your ideal NFL Stadium.
- Describe a visual image for your ideal NFL Stadium.
- Describe your vision and top priorities for your ideal NFL Stadium.
- Identify programmatic elements that are essential, such as seating capacity, roof or no roof, special areas, etc in this facility
- Identify aspects to other stadiums you know of or have competed in that you see as valuable to your franchise.
- Discuss premium seating and amenities and the possible market demand for the following:
 - Suites – type, size, capacity, location in stadium
 - Club and club seats – types and location
 - Membership clubs – types and location
 - Loge Boxes – number and location
- Media provisions:
 - broadcast
 - writers
- Marketing and premium seat sales area
- Game day team facilities
- Retail space
- Hall of Fame provisions
- Parking
 - Premium
 - General spectator
- Food service

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- Discuss type of video technology you would like included.
- Identify sustainable goals and commitments for the new facility.
- Discuss Team goals relative to advertising opportunities and provisions desirable within your ideal NFL stadium.
- Describe what you would like your ideal NFL Stadium to do better than any other stadium.
- Identify the strengths of the Georgia Dome – from both an operational standpoint and a public perspective.
- Describe the challenges you face with your current operations and facilities.
- Identify 3 key components that would improve your overall operations and organization.

MEETING NOTES

ATTENDEES:	<p>Georgia World Congress Center (GWCC) Kevin Duvall, Dan Graveline, Carl Adkins, Will Lofdahl</p> <p>Atlanta Falcons Rich McKay, Greg Beadles, Jim Smith, Dave Cohen, Danny Branch, Spencer Treadwell</p> <p>Populous Dennis Wellner, Jon Knight, Jack Boyle, Joel Spearman</p>	PROJECT NAME:	Georgia Dome and GWCC MP
DATE OF MEETING:	January 21, 2010	PROJECT NUMBER:	07.2922.12
DATE:	January 25, 2010	LOCATION OF MEETING:	Georgia Dome Board Room
COPIES:	Attendees File	SENT VIA:	<input type="checkbox"/> Email <input type="checkbox"/> US Mail <input type="checkbox"/> UPS Overnight <input type="checkbox"/> Courier

Meeting: Ideal NFL Stadium in Atlanta

- 01.20.01 Objective of the meeting was established as collecting data of the ideal stadium with no limitations on which to create the program and narrative.
- 01.20.02 The two primary goals and vision of the stadium are an open-air stadium and an iconic stadium that feels like the home of the Falcons inside and outside, while maintaining a flexibility to host other events.
- 01.20.03 The stadium should accommodate future expansion, such as the MLS or World Cup, if a sacrifice of 5 percent functionality for the Falcons needs to be made to accommodate this, it should be done.
- 01.20.04 The stadium should maximize revenue, in the following ways: premium seating on the sideline only, varied suites, variable GA seating (Dallas, Arizona), siting to maximize naming rights, flexible signage (digital in nature)

- 01.20.05 premium parking improvement is the number one customer request (in, on and around the stadium),
- 01.20.06 Maximize exposure and access to POS of all types.
- 01.20.07 The ideal stadium should start by maximizing revenue then work to improve the fan experience, especially in areas like ingress and egress, surface parking, and tailgating (creating the stadium atmosphere).
- 01.20.08 MARTA works well, and is a great resource, but it creates the 3 hour fan. They want fans to be captive for a longer period (6 hours).
- 01.20.09 A robust technology infrastructure needs to be created that will evolve without renovation to accommodate expansion and development for the next 30 years.
- 01.20.10 Fan entry points need to be balanced.
- 01.20.11 State of the art video displays need to be in place, but not necessarily the center hung scoreboard in Dallas, which is viewed as a distraction to the game.
- 01.20.12 The exterior plaza (Philadelphia, Dallas) is an important aspect to creating the stadium atmosphere and should provide the roles of being a focal point of entry, should act as more than just a gate, should be a source of revenue in both pre and post game.
- 01.20.13 The revenue model should match the market, now the 8th largest in the NFL.
- 01.20.14 Operational expenses are critical, and everything should be done to reduce these.
- 01.20.15 Sustainability is an important attribute to team owner Arthur Blank, and all the necessary steps should be taken to incorporate “green” ideas, especially if they can reduce the operational expenses.
- 01.20.16 Capacity should be flexible to adapt to future needs but should reflect a 65,000-85,000 capacity need, with the end zones being the way to shift between these capacities.
- 01.20.17 Standing Room Only areas are a good option, but should be around 5,000 in capacity, not 25,000 as in Dallas.
- 01.20.18 7,500 club seats is a good preliminary target. A view of the field is preferred. In limited locations a view of downtown could substitute for a view of the field.
- 01.20.19 50 suites on each sideline for a total of 100 to 120 should be the preliminary capacity targets. Suite sizes should vary depending on the market, but as of now no number is set for total seating capacity of suites. Two levels of suites is acceptable but not a tower like Philips
- 01.20.20 The new stadium should behave more like New England’s business plan, less for more, not more for less.

- 01.20.21 Dan Graveline makes the point that end zone suites, while not as valuable for football, does have its value especially in basketball, hockey, etc. and that the GWCC can find a market for them.
- 01.20.22 A seat in the end suite is still just a seat at a football game; there is an expectation of more.
- 01.20.23 Premium opportunities should be varied based on demographics, still to be determined. The building should facilitate a pricing and amenity strategy that is consistent and understandable without bargains or
- 01.20.24 The Falcons do not see using a PSL strategy
- 01.20.25 The level and values at which the premium opportunities will be tiered at will be looked at by the Falcons and sent to us for discussion.
- 01.20.26 The visiting media area should be located in the end zone, and the home media area should be small and high.
- 01.20.27 There should be at least one large retail location, with smaller satellite locations.
- 01.20.28 Due to the internet, the retail store, regardless of location, will be open 24 hours a day.
- 01.20.29 An indoor training facility is a must, regardless of proximity to stadium. This location would host training camp and require 15-25 acres depending on team office location and proximity. 3-4 fields, one enclosed but not a bubble.
- 01.20.30 Fans should have access to the team at this facility, and proximity to stadium would make this a more desirable destination for fans.
- 01.20.31 There should be a heritage of football location, or Hall of Fame, and should be prominent and iconic. The football culture of the south should be represented, not just the team, a reference to the current high school football helmet wall.
- 01.20.32 While no definitive numbers for parking are established or discussed, the parking should be tiered like the rest of the premium experience. An example is giving a suite holder 3 parking passes, one very close to his suite, perhaps in the building (Dallas), and two further away.
- 01.20.33 The level of food service must dramatically improve. Historically a shift from McDonalds expectations to Chili's expectations to now Bones expectations. Level of service needs to match level of price and experience. More remote kitchens perhaps. If you can't do it right, don't even do it. Suite holders need to believe that they have their own chef.
- 01.20.34 Non-profit staff is no longer adequate to meet expectations of fan paying higher prices.
- 01.20.35 Time of arrival is a large issue, as expectation levels rise, experience can only be as good as local service. Cold item must still be cold, hot items must still be hot.
- 01.20.36 Video display needs to be as big and clear as possible, without being a distraction. A mid-level location, like currently exists works the best.

- 01.20.37 An increased media footprint is needed to accommodate a full broadcast studio, like the NFL Network. On site production of all types of content including web, etc.
- 01.20.38 A better tailgate atmosphere is desired, resulting in less parking decks and more surface parking.
- 01.20.39 Signage is critical, and you can make so much more in revenue on signage in an open air stadium with no limit of the enclosure (walls and roof) and exposure to surrounding area. As much opportunity as possible for signage.
- 01.20.40 The stadium needs to be renovation ready to accommodate all future growth and industry changes. Plan for the inevitable 15 year renovation
- 01.20.41 Locker rooms need to be as numerous as possible and as big as possible, with each being dedicated to a team; Atlanta Falcons, NFL visitor, SEC 1, SEC 2, High School 1, High School 2, 8 total?.
- 01.20.42 Game day meeting space is not worth creating, as teams are shifting away from this.
- 01.20.43 Easy public and secure access to clubs for varied smaller events is needed. Rented outside of game days.
- 01.20.44 Always need more elevators.
- 01.20.45 Populous will investigate what is working and what is not at Cowboys and Indy.