

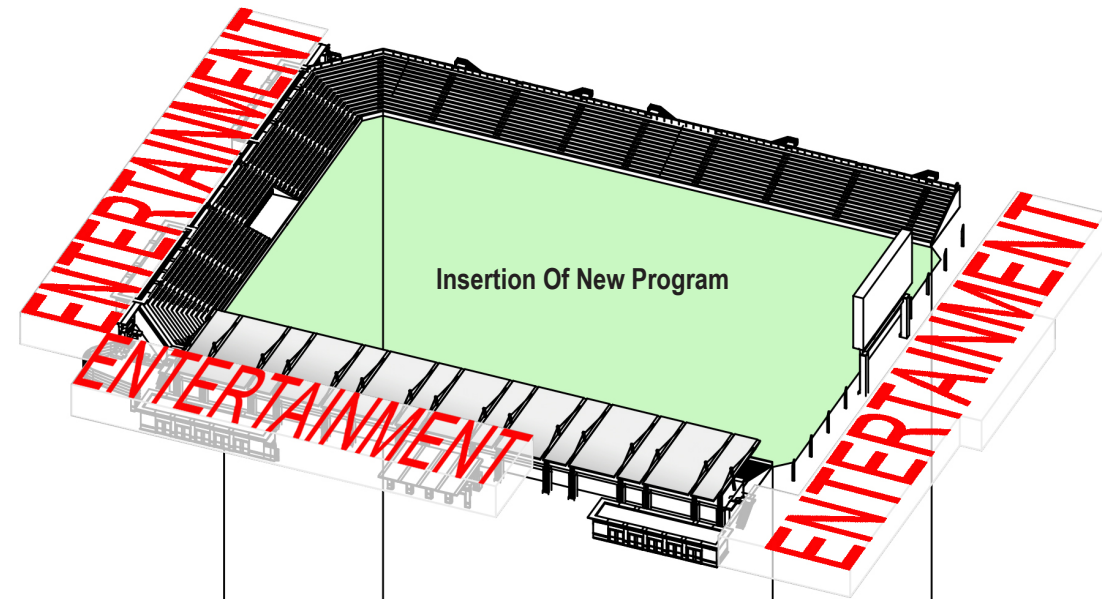
General Time Mixed Used Development
USL Stadium Adaptive Reuse



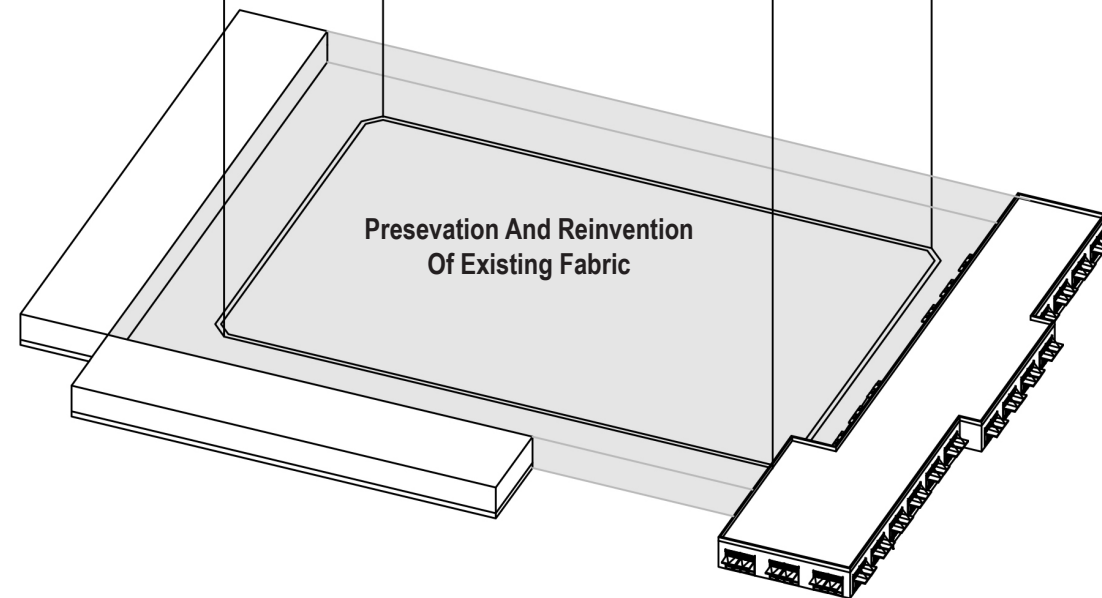
ATHENS, GEORGIA
MAY 7, 2020



AFTER



BEFORE



Precedence | Denver Rock Drill Denver, CO



Precedence | Optimist Hall Charlotte, NC

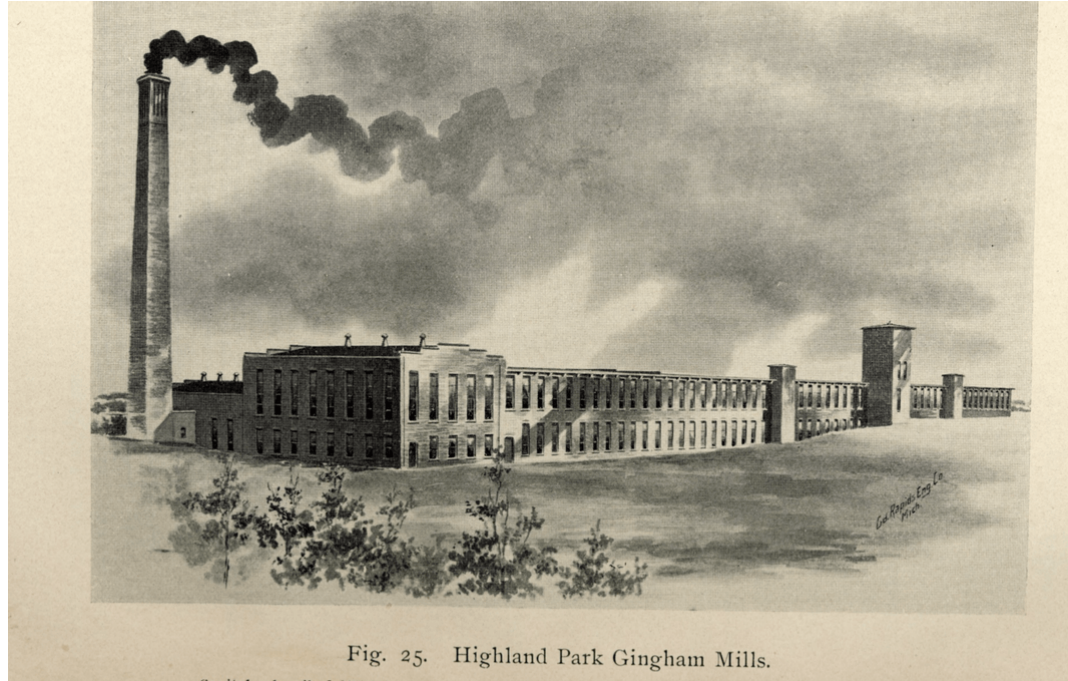


Fig. 25. Highland Park Gingham Mills.



Precedence | Sparkman Wharf Tampa, FL



Phase 1

P

(+/-300 Spaces)
Off site North

P

(+/-200 Spaces)
Off site West

FUTURE
MULTIFAMILY
8

9

3

1

2

11

10

(350 Spaces)

10

(350 Spaces)

10

(415 Spaces)

P

(+/-200 Spaces)
Off site East

Legend

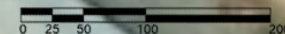
- 1 Stadium (+/- 5000 Seats)
- 2 Night Club & Brewhouse
- 3 Food Hall
- 4 Support
- 5 Hotel (120 Keys)
- 6 Retail Street
- 7 Office (150,00 SF)
- 8 Multi Family (150 Units)
- 9 Existing Warehouse
- 10 Parking
- 11 Plaza

Required Parking:

Restaurants= 50,000 SF (500 Spaces)
Stadium= 5,000 seats (1,250 Spaces)

Total= 1,751 Spaces

Total w/ Diversity Factor(0.70)=
1,226 Spaces





Phase 2

P
 (+/-300 Spaces)
 Off site North

P
 (+/-200 Spaces)
 Off site West

P
 (+/-200 Spaces)
 Off site East

- Legend
- 1** Stadium (+/- 5000 Seats)
 - 2** Night Club & Brewhouse
 - 3** Food Hall
 - 4** Support
 - 5** Hotel (120 Keys)
 - 6** Retail Street
 - 7** Office (150,00 SF)
 - 8** Multi Family (150 Units)
 - 9** Existing Warehouse
 - 10** Parking
 - 11** Plaza

Required Parking:

Restaurants= 50,000 SF (500 Spaces)
 Stadium= 5,000 seats (1,250 Spaces)
 Multi-Family= 150 units (225 Spaces)
 Hotel= 120 Rooms (121 Spaces)

Total= 2,096 Spaces

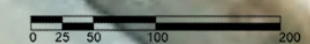
Total w/ Diversity Factor(0.70)=
 1,467 Spaces

FUTURE
 MULTIFAMILY
8

8
 (600 Spaces)

10
 (350 Spaces)

10
 (415 Spaces)





Phase 3

P
 (+/-300 Spaces)
 Off site North

P
 (+/-200 Spaces)
 Off site West

P
 (+/-200 Spaces)
 Off site East

FUTURE
 MULTIFAMILY
 8

8
 (600 Spaces)

8
 (600 Spaces)

10
 (350 Spaces)

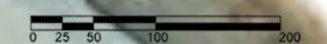
- Legend
- 1 Stadium (+/- 5000 Seats)
 - 2 Night Club & Brewhouse
 - 3 Food Hall
 - 4 Support
 - 5 Hotel (120 Keys)
 - 6 Retail Street
 - 7 Office (150,00 SF)
 - 8 Multi Family (150 Units)
 - 9 Existing Warehouse
 - 10 Parking
 - 11 Plaza

Required Parking:

Restaurants= 50,000 SF (500 Spaces)
 Stadium= 5,000 seats (1,250 Spaces)
 Multi-Family= 300 units (450 Spaces)
 Hotel= 120 Rooms (121 Spaces)
 Offices= 150,000 SF (333 Spaces)(Parking shared with stadium)

Total= 2,321 Spaces

Total w/ Diversity Factor(0.70)= 1,625 Spaces





General Time USL Stadium Mix-use Development: Master Plan

P
 (+/-300 Spaces)
 Off site North

P
 (+/-200 Spaces)
 Off site West

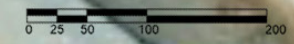
- Legend
- 1** Stadium (+/- 5000 Seats)
 - 2** Night Club & Brewhouse
 - 3** Food Hall
 - 4** Support
 - 5** Hotel (120 Keys)
 - 6** Retail Street
 - 7** Office (150,00 SF)
 - 8** Multi Family (150 Units)
 - 9** Existing Warehouse
 - 10** Parking (350 Spaces)
 - 11** Plaza

Provided Parking:

- 350 Surface
- 150 On-street
- 1200 Structured
- 700 Off-site

Total= 2,400 Spaces

P
 (+/-200 Spaces)
 Off site East



Area Diagram | Level 1

Legend

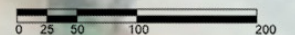
- 1 Team Facilities (10,000 SF)
- 2 Back of House (10,800 SF)
- 3 Administrative Offices (7,500 SF)
- 4 Food Hall & Tap House (9,800 SF)
- 5 Restaurant, Night Club, & Retail (27,700 SF)
- 6 Concessions and Restrooms
- 7 Ticketing and Entry



Area Diagram | Level 2

Legend

- 1 Corner Kick Party Terrace 1 (4,000 SF)
- 2 Open Air Suites (10,300 SF)
- 3 Corner Kick Party Terrace 2 (10,300 SF)
- 4 Corner Kick Party Terrace 3 (3,400 SF)
- 5 Press Box (2,700 SF)
- 6 Club (2,700 SF)



Circulation Diagram

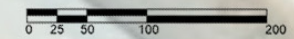
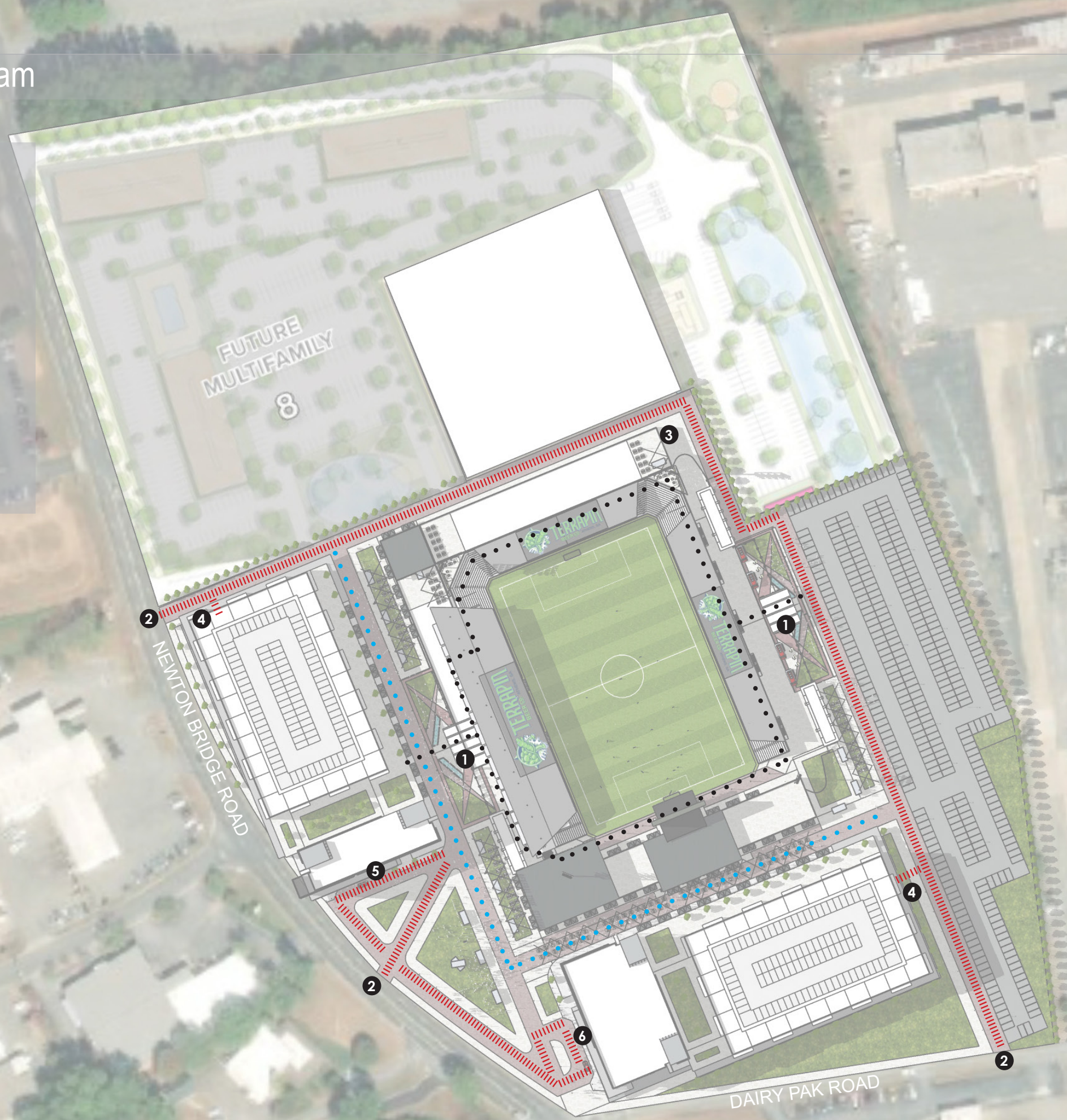
Legend

VEHICULAR TRAFFIC

PEDESTRIAN TRAFFIC

PEDESTRIAN STREET
(DURING EVENTS)

- 1 Pedestrian Entrance
- 2 Vehicular Entrance
- 3 Service Loading Area
- 4 Parking Deck Access
- 5 Hotel Drop-off
- 6 Office Drop-off





Aerial View - Night



Event Plaza



Retail Street and Entry



Food Hall



Retail Street and Night Club



Intersection View



Intersection View



Hotel View





Suite View



Party Terrace View



Stage View



Soccer Experience



Concert Experience



Football Experience



Lacrosse Experience



STAGE PARTY TERRACE

THE PITCH NIGHT

Rugby Experience



STAGE PARTY TERRACE

THE PITCH NIGHTCLUB

GENERAL TIER

Supporter Section View

