

## THE PLAN CIRCLE: PLAY



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### THE ARENA

**A destination for community sports and entertainment, the Arena is intended to anchor a vibrant, dynamic redevelopment by providing nationally recognized entertainment and sports to the development, the City, and the region. The building will be iconic in its design, complementing the character of the overall complex while creating an immediately recognizable destination within the larger Military Circle development.**

The arena will be flexible in accommodating the widest range of event types, uses, and shared opportunities with the variety of youth sports, community and corporate driven activities which will occur. Our design statement seeks to create a building which will both physically and emotionally open to the larger streetscape creating a level of connectivity and engagement with the surrounding development to encourage the widest possible range of integration and

utilization for the development and the larger Norfolk, Hampton Roads and greater tourism communities. With an eye towards maximizing seasonal driven peak demands, the new Arena and the Sports Complex will work in harmony to create a vibrant destination for a wide range of economic development possibilities. Community scale and identity are key vision elements for the Arena. Community venues should have their own unique image that makes them identifiable centers of activity within their cities and regions in which they reside. The personality of the location that call these facilities their homes should also be indelibly stamped into the design. **The image of our Arena will integrate with the design vocabulary of the larger development by creating a lower scale perimeter, which will bridge the larger volume and scale of the Arena architecture with the more intimate detailing of the pedestrian scale elements that will define**

**the public realm character of our proposal. This blend of “big and small” will create a design response which creates a more balanced economy of both investment and character for the resulting project.**

A core and fundamental development responsibility for a real estate pursuit of this magnitude should create connectivity and transparency. The Arena creates a dynamic, ground level entry pavilion that opens the physical structure to the adjacent development and streetscape. This opportunity is a result of both the high-water table present in the Norfolk area but also a key design innovation which enables the venue to better “open up” and connect with street festivals and other similar activities we anticipate occurring along our main street concept. This feature will allow the event level of the arena to have a direct connection to the exterior creating an



*“An arena serves as the vibrant heartbeat for entertainment, sports and live music shows - becoming the cultural epicenter for the region.”*

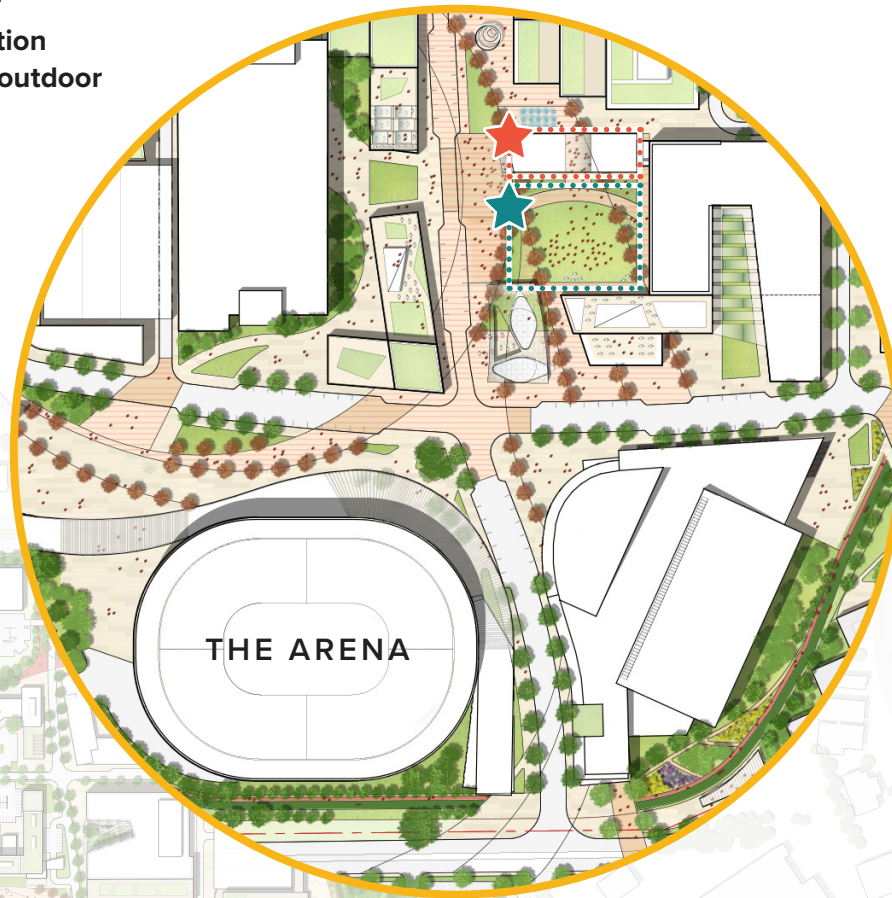
**Chuck Steedman**  
ASM Global



event utilization opportunity not present in a traditional arena model. AECOM has led the creation of this innovative “indoor/outdoor” planning concept, which when combined with active pedestrian-scale driven streetscape and plaza activation, will generate many unique event opportunities of the kind we envision for the Military Circle Redevelopment project. **Crossroads Pavilion, an extension of the Arena, is at the center of this redevelopment and plaza activation. It is the outdoor component of this intentional connection and planning concept. A picturesque outdoor**

**venue that opens to lush green space we are naming, Symphony Plaza,** Crossroads Pavilion creates a sense of intimacy and belonging. The pavilion can feature a Summer Concert Series on warm nights, Spoken Word events, and other civic and cultural activities that serve to complement the Arena’s indoor activities and meet the socialization needs of a community.

- ★ CROSSROADS PAVILION
- ★ SYMPHONY PLAZA



**The Crossroads Partnership team believes that for the Arena to be the premier entertainment venue in the state of Virginia and a venue that rivals and competes against similar east coast venues, the Arena must be optimized for entertainment.** Most multi-purpose arenas are planned around a base professional or collegiate sports use, which has a significantly different occupancy dynamic and demand load than that of a venue focused on entertainment. It is this fundamental difference in use that historically creates building programs larger than required and thus increasing both physical footprint and associated operations/design costs. The Arena strategy seeks to exploit this vision, which allow for a building with more efficient and optimized concourse amenities and supporting program spaces. **When combined with the adjacent mixed-use development and lifestyle-driven amenities we find an intersection where a community focused operations model will thrive in this specific envelope.** It is with this level of detail that our team believes we develop a premier venue in a transcendent mixed-use development that successfully

leverages the 1.7 million population footprint and the enormous tourism draw the Hampton Roads region represents. We want to create a comfortable, enjoyable, ease of access and memorable engagement for all who invest their time at Military Circle Redevelopment. Upon arrival, it begins by creating a car-to-seat lived experience. **By distributing parking decks and surface parking—more than 7,000 parking spaces—throughout the larger development plan, we create a unique door-to seat-experience.** The larger development plan introduces a variety of food & beverage experiences combined with community driven amenities. Every patron attending arena events will be able to customize and extend their experience with the amenities our plan has to offer beyond the physical limits of the arena. From top to bottom, this component of the larger site development already includes many efficient operations and spectator support accommodations. **We want to elevate the patron’s lived experience, which ensures Military Circle and all that it will offer becomes a staple form of entertainment and socialization.**