

# STADIUM OF THE FUTURE



JACKSONVILLE FLORIDA



# STADIUM OF THE FUTURE



- **Age** of our stadium – **29 years old**.
- Existing major mechanical, electrical & plumbing systems are reaching the **end of their useful life**.
- **There has been significant deferred maintenance over the past years.**
- The **capital** required to keep the current stadium operating at acceptable levels continues to increase.
- The Jaguars began the public dialogue regarding the future of the stadium in March 2016.
- In July 2020, the Jaguars and the City of Jacksonville began the process of finding a long-term stadium solution.
- Several key steps towards a comprehensive plan for The Stadium of the Future are already in process – with our football team and operations moving out of the stadium and into the Miller Electric Center.

## WHAT OTHER CITIES AND TEAMS HAVE DONE SINCE 1995

### NEW STADIUMS



### MAJOR RENOVATIONS



### NEW STADIUMS IN NEW CITIES



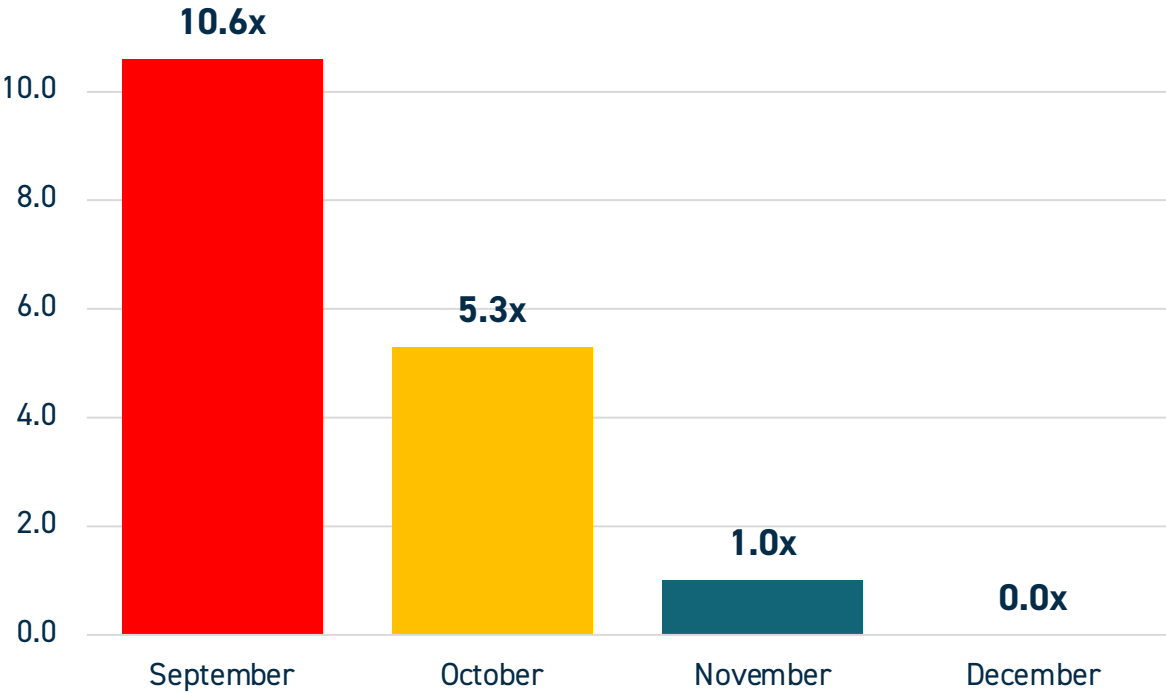
### NEW STADIUM AGREEMENTS



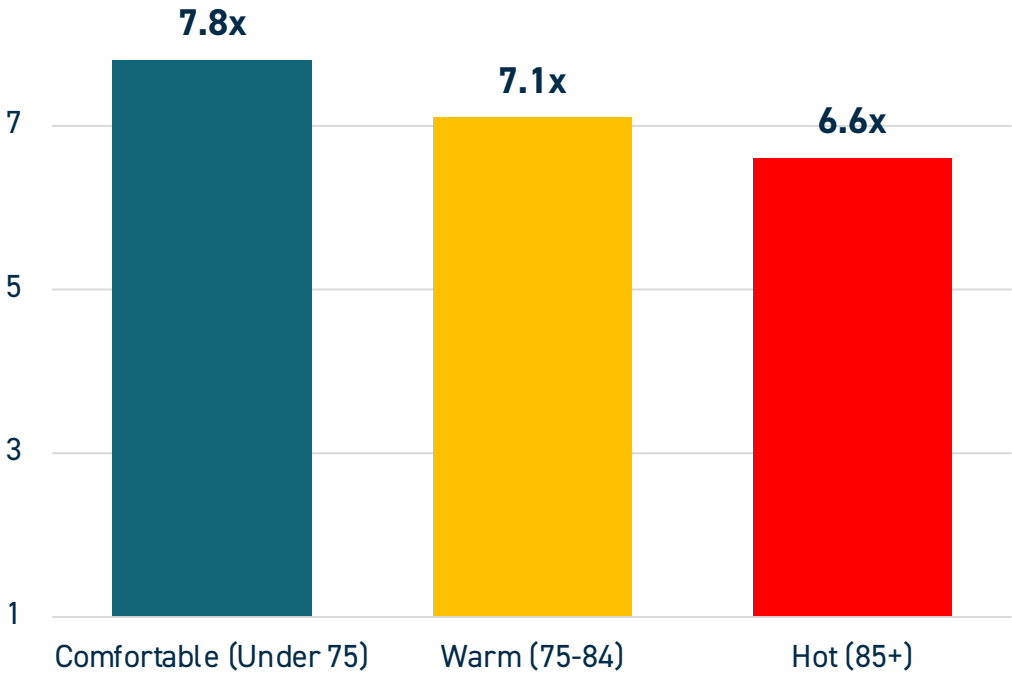
# SEPTEMBER HEALTH & SAFETY CONSIDERATIONS



Heat Incidents are Most Frequent Early in the Season



Fan Experience Suffers with Higher Temperatures



▼ **33%** Decreased Ticket Interest in the month of September



# STADIUM OF THE FUTURE GOALS



**Purpose:** To help downtown become an economic engine able to generate financial resources that are invested throughout the community.

**Objective:** To create an omnibus solution that addresses the current stadium condition and delivers a vibrant mixed-use neighborhood around the stadium, ballpark, arena, and amphitheater.

## ***Strategic Goals:***

- *Deliver a state-of-the-art reimagined City-owned stadium that meets the needs of the Jaguars and football fans while positioning the stadium and nearby venues to attract major non-NFL events*
- *Extend the current Jaguars lease beyond the 2029/30 NFL season*
- *Bring the University of Florida graduate campus to the current Fairgrounds property*
- *Position the TaxSlayer Gator Bowl to participate in an expanded college football playoffs*
- *Extend the Florida/Georgia game agreement beyond 2025*
- *Support development in the downtown core*
- *Create a much-needed connection between the St. Johns River, The Sports Complex, OUTEAST neighborhood and beyond*





# IT IS ABOUT MUCH MORE THAN JUST A STADIUM



Providing an enhanced entertainment experience for fans to enjoy before, during, and after events is critical to attracting major events to Jacksonville and protecting our current major events.

- Florida/Georgia Game
- TaxSlayer Gator Bowl
- College Football Playoffs
- Concerts
- Major NFL Events (NFL Draft)
- International Soccer



Nashville's East Bank Vision



# OUR VISION: BUILDING A WORLD-CLASS NEIGHBORHOOD/DISTRICT



## STEP 1

### Shipyards

- Four Seasons Hotel & Residences
- Office Tower
- Marina
- Marina Support Building & Park
- Riverwalk
- Met Park Commitment

### Miller Electric Center

## STEP 2

### Stadium of the Future

- Reimagined Stadium
- Mixed-use, Entertainment District
- Promenade & Greenspaces to connect the St. Johns River to the Sports Complex, OUTEAST neighborhood and beyond

## STEP 3

### UF Graduate Campus & Infrastructure to support campus

- Student housing, hotel, parking, public amenities, & support services





# PATH TOWARDS STADIUM OF THE FUTURE



- **Jaguars Initiate Public Dialogue** (March 2016)
- **Building Engineering Assessment** (July 2020)
- **Build 3-D Model** (January 2022)
- **CAA Icon Stakeholder Survey** (March 2022)
- **Conceptual Designs** (April 2022)
- **Conceptual Design Selection – HOK** (December 2022)
- **Design Advancement – HOK** (May 2023)
- **Schedule, Sequencing, and Renovation Pricing – AECOM-Hunt/Barton-Mallow** (May 2023)
- **Public Outreach Regarding Design and Plan** (June 2023)
- **Partnership Framework Between Jaguars and COJ** (TBD)
- **Schematic Design Kickoff to Achieve 2028 Opening** (October 2023)
- **City of Jacksonville and Jaguars Agreement Approval** (TBD)
- **NFL Owners Approval** (TBD)
- **Early Works Construction Mobilization** (February 2025)
- **Construction Commencement** (January 2026)
- **Facility Opening** (August 2028)



# STAKEHOLDER FEEDBACK



## Stadium of the Future: Fan & Stakeholder Feedback

- CAA ICON, an industry leading sports consulting firm, conducted a market feasibility study with stakeholders, season ticket members and Jaguars fans throughout Jacksonville.
- The survey results validated our founding design principles including:
  - Shade on all seats
  - Wider concourses
  - Increased vertical transportation
  - Replace HVAC, plumbing, mechanical and electrical systems
  - Concessions including more local restaurants
  - Better Wi-Fi/cell service throughout stadium
  - Enhanced programming before and after events
- “**89%** of those surveyed favorably **supported a renovation** and **81%** felt having **shade on all seats** was **very** or **extremely important.**”
- An additional finding was that the **majority viewed rain cover** as **very** or **extremely important** in a renovated stadium.
- Stakeholders from The University of Florida, The University of Georgia and The TaxSlayer Gator Bowl provided feedback and the College Football Playoff stadium requirements were considered.

## STADIUM OF THE FUTURE RESEARCH UPDATE



**5,842**  
responses  
were received



**51%**  
respondents were  
season ticket holders

Nearly unanimous support across all focus  
groups and survey results showed:



**89%**  
would support a  
renovation



**81%**  
felt that having shade  
on all seats was 'very'  
or 'extremely' important



**Shade canopy/  
partial roof**  
rated as **most important**  
potential addition for a  
renovated TIAA Bank Field



**Increased vertical  
transportation**  
throughout the stadium



Most respondents felt  
**improved airflow**  
was 'very' or 'extremely' important



**Wider concourses**  
were identified as an  
area of improvement



An additional finding was that the majority  
viewed **rain cover** as 'very' or 'extremely'  
important in a renovated stadium





# STADIUM OF THE FUTURE



JACKSONVILLE FLORIDA









































# FAN METRICS



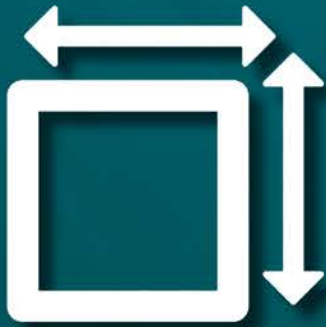
## CONCOURSES

MAIN CONCOURSE: DOUBLED WIDTH

▲ 185% AREA INCREASE

UPPER CONCOURSE WIDTH: 360 CONNECTIVITY

▲ 260% AREA INCREASE



## VENUE SIZE

1.85 MILLION SQUARE FEET

▲ 140K SF INCREASE



## ESCALATORS

32 NEW ESCALATORS

▲ 233% INCREASE



## FOOD + BEVERAGE

POINTS OF SALE DOUBLED

▲ 220 NEW POINTS OF SALE



## ELEVATORS

13 NEW ELEVATORS

▲ 140% INCREASE



## RESTROOMS

RENOVATED + EXPANDED

▲ 14 NEW RESTROOMS





JACKSONVILLE  
**JAGUARS**

TIAA Bank Field

TIAA Bank Field

TIAA Bank Field

TIAA Bank Field



TIAA Bank Field

JAGUARS

JACKSONVILLE  
**JAGUARS**

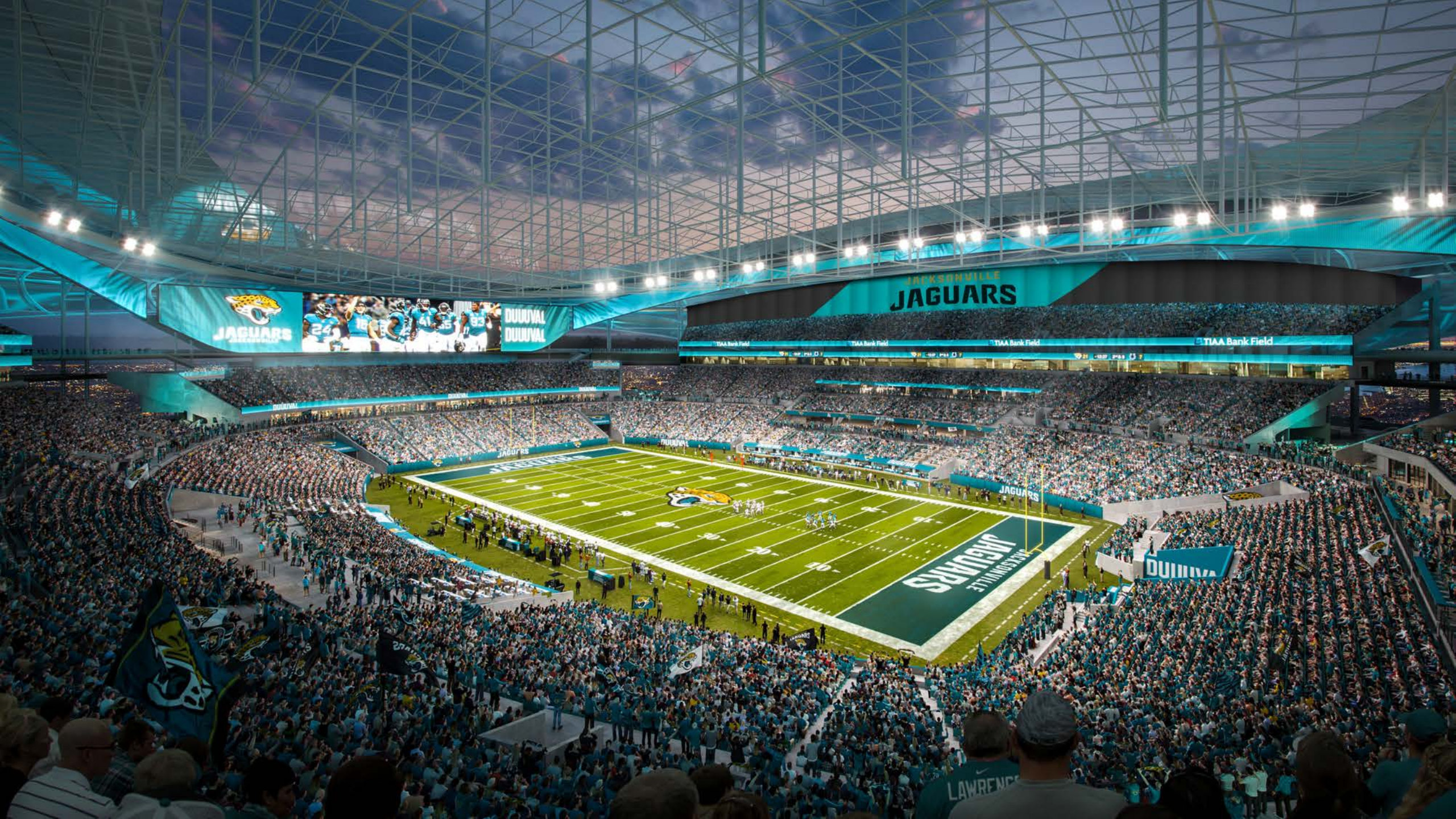
JAGUARS

JAGUARS









DUUVAL  
DUUVAL

JACKSONVILLE  
**JAGUARS**

TIAA Bank Field

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JAGUARS

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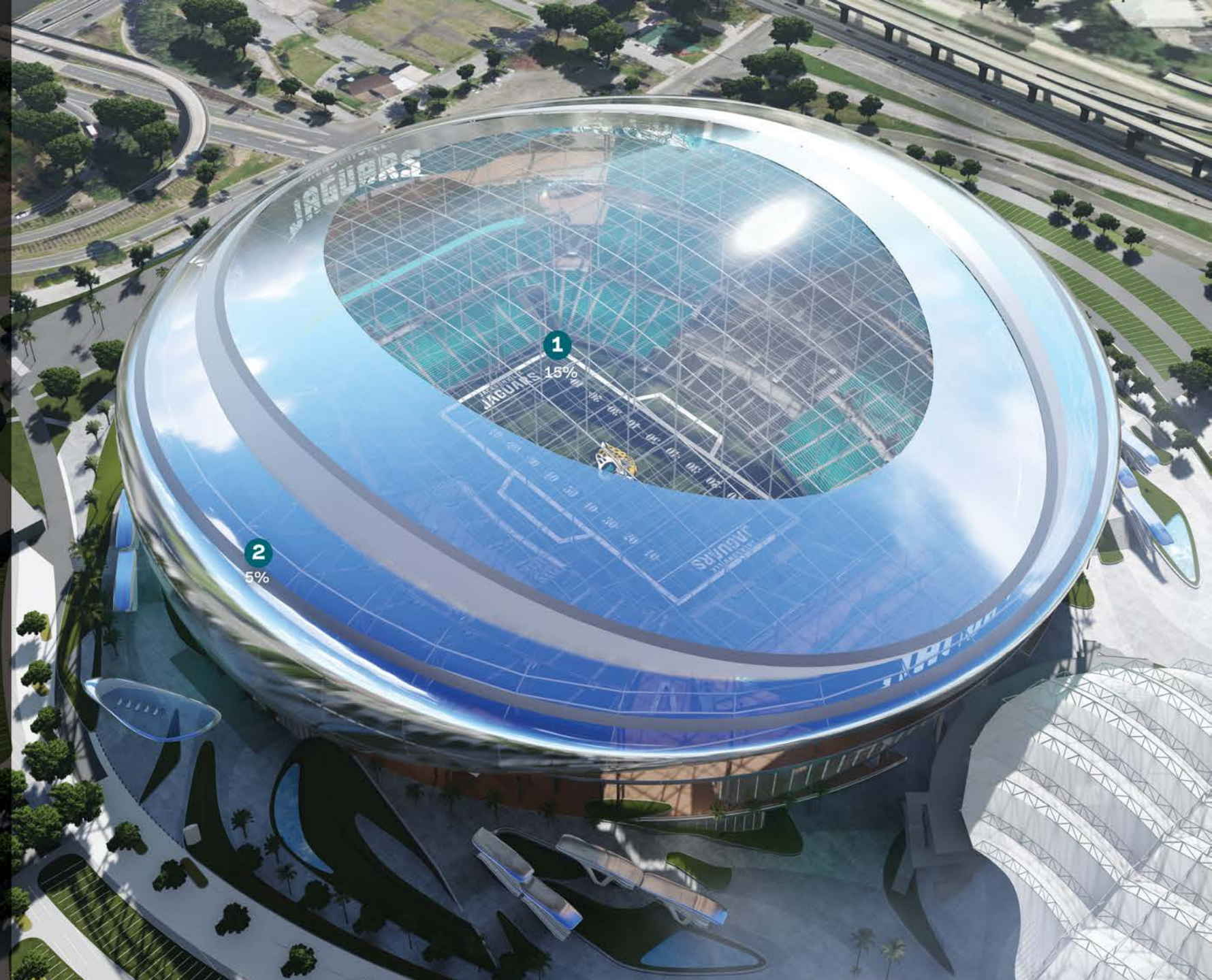
LAWRENCE



## MATERIALITY: REDUCED SOLAR HEAT GAIN

Selected both for its visual clarity and reduction in solar heat gain, the **Viewscope** roof and facade envelope reduces radiant heat within the seating bowl and concourses by 10-15 degrees (F) over direct sunlight.

### LIGHT TRANSMISSION





## VENTILATION: MAXIMIZE PASSIVE VENTILATION

At the start of the design process, the building envelope will be shaped in response to prevailing winds, as well as views to downtown Jacksonville and St. John's River. By selectively raising and lowering the facade, prevailing winds flow through the stadium, passively ventilating the venue.

Ventilation louvers and panels in the stadium roof provide exhaust of heated air. Heated air exhausting through the roof allows for cooler air to be drawn through the concourses and seating areas.















VS



TIAA Bank Field

Gators

TIAA Bank Field

TIAA Bank Field

TIAA Bank Field

24

25

24

2:15 Q4

DOWN 4

TO GO 1

BALL ON 48

24

4

1

48

TIAA Bank Field

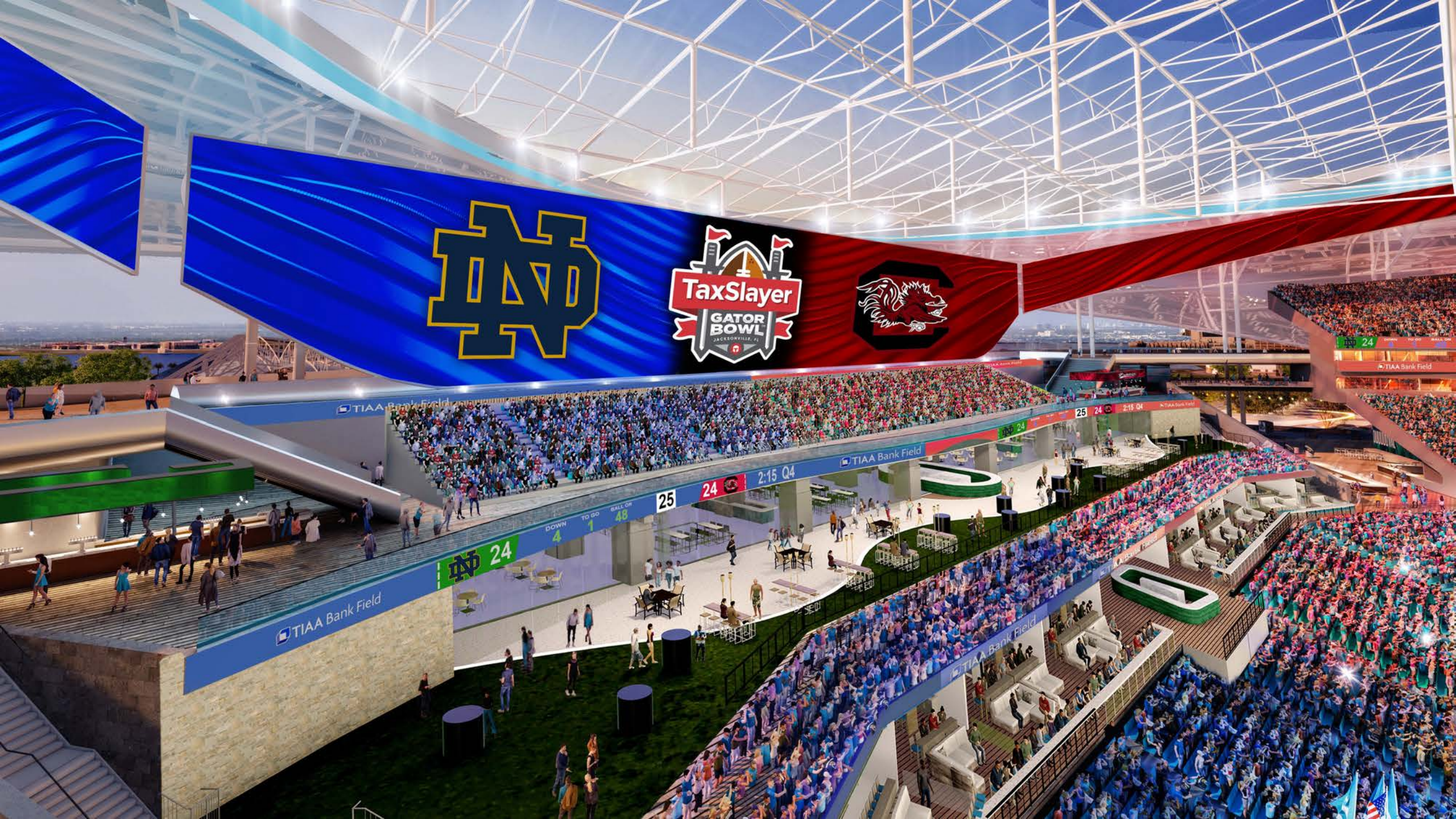












TIAA Bank Field

TIAA Bank Field

TIAA Bank Field

TIAA Bank Field









TIAA Bank Field

TIAA Bank Field

TIAA Bank Field

TIAA Bank Field

TCU

COLLEGE FOOTBALL  
PLAYOFF

G

JAGUARS

BULLDOGS



# TCU



COLLEGE FOOTBALL  
PLAYOFF



TIAA Bank Field

TCU 24

DOWN 4  
TO GO 1  
BALL ON 48

25

24 G 2:15 Q4

TIAA Bank Field

TCU 24

25 24 G 2:15 Q4

TIAA Bank Field

TCU 24

TIAA Bank Field









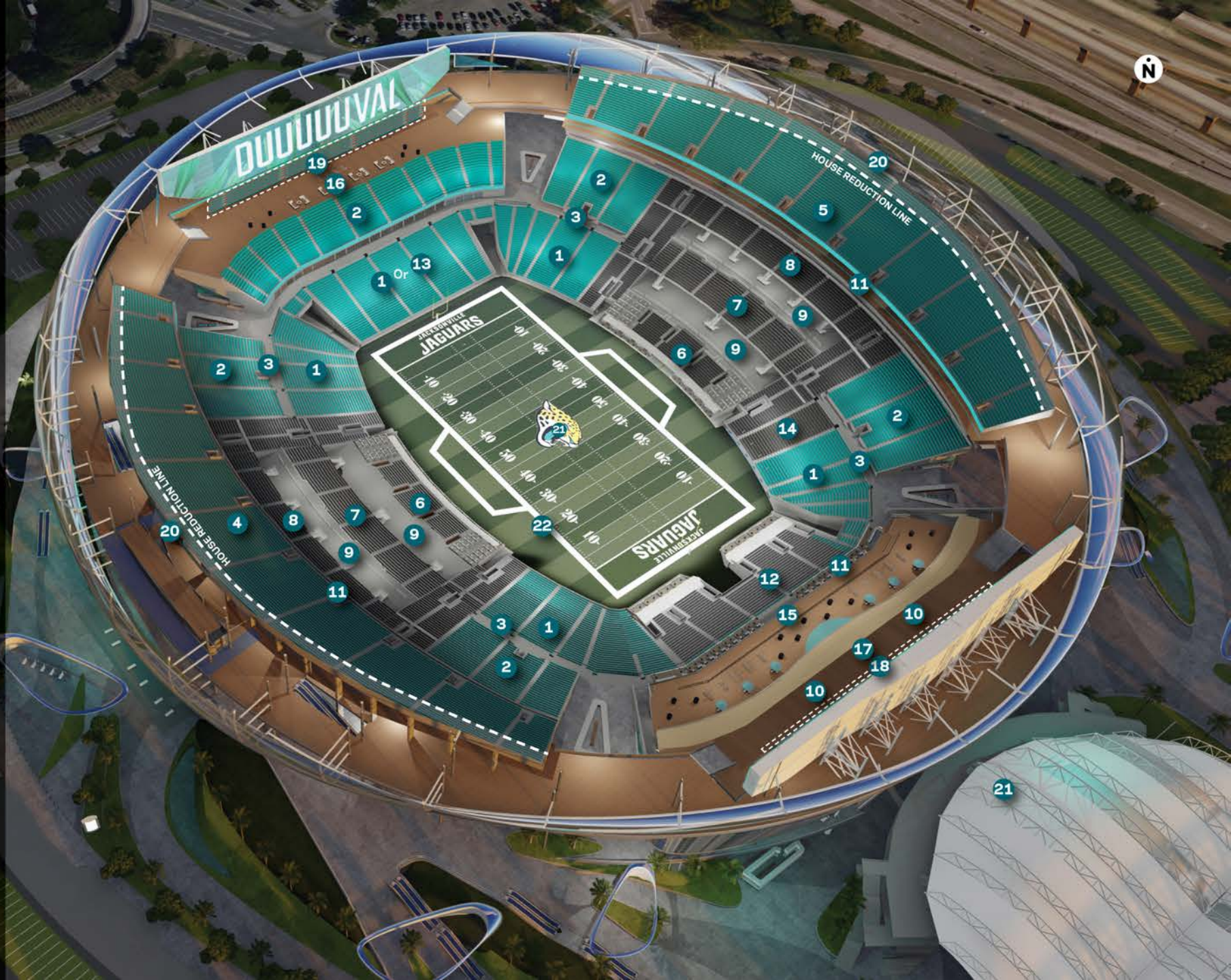






# SEATING MANIFEST

GENERAL SEATING		TOTAL 40,272
1 100 Seating	10,944 (NFL) / 7,752 (Collegiate)	
2 200 Seating	10,782	
3 Lower Bowl Accessible+Companion Seats	322	
4 400 West Seating	9,405	
5 400 East Seating	8,819	
PREMIUM SEATING		TOTAL 19,656
6 Field Club	2648	
Field Suites	224	
Living Room Suites	128	
Field Seating	360	
East Field Patio	96	
7 100 Club	4,592	
8 200 Club	3,684	
9 Club Bar Rails + SRO	2,720	
10 Cabanas	360	
11 Suites	1,456	
12 SEZ Club Seating	2,090	
13 NEZ Club Seating	0 (NFL) / 3,192 (Collegiate)	
14 All 32 Club Seating	564	
15 Terrace Club Seating	734	
STANDING ROOM		TOTAL 2,000
16 North End Zone SRO	1,000	
17 South End Zone SRO	1,000	
TOTAL BASE CAPACITY	61,928	
18 South Retractable (500 level)	+ 3,000	
19 North Retractable (500 level)	+ 3,000	
20 Upper Bowl Expansion	+ 3,680	
EXPANSION CAPACITY	71,608	
21 Daily's Place Capacity	6,000	
22 Event Surface	Varies Per Events. See Page 85	

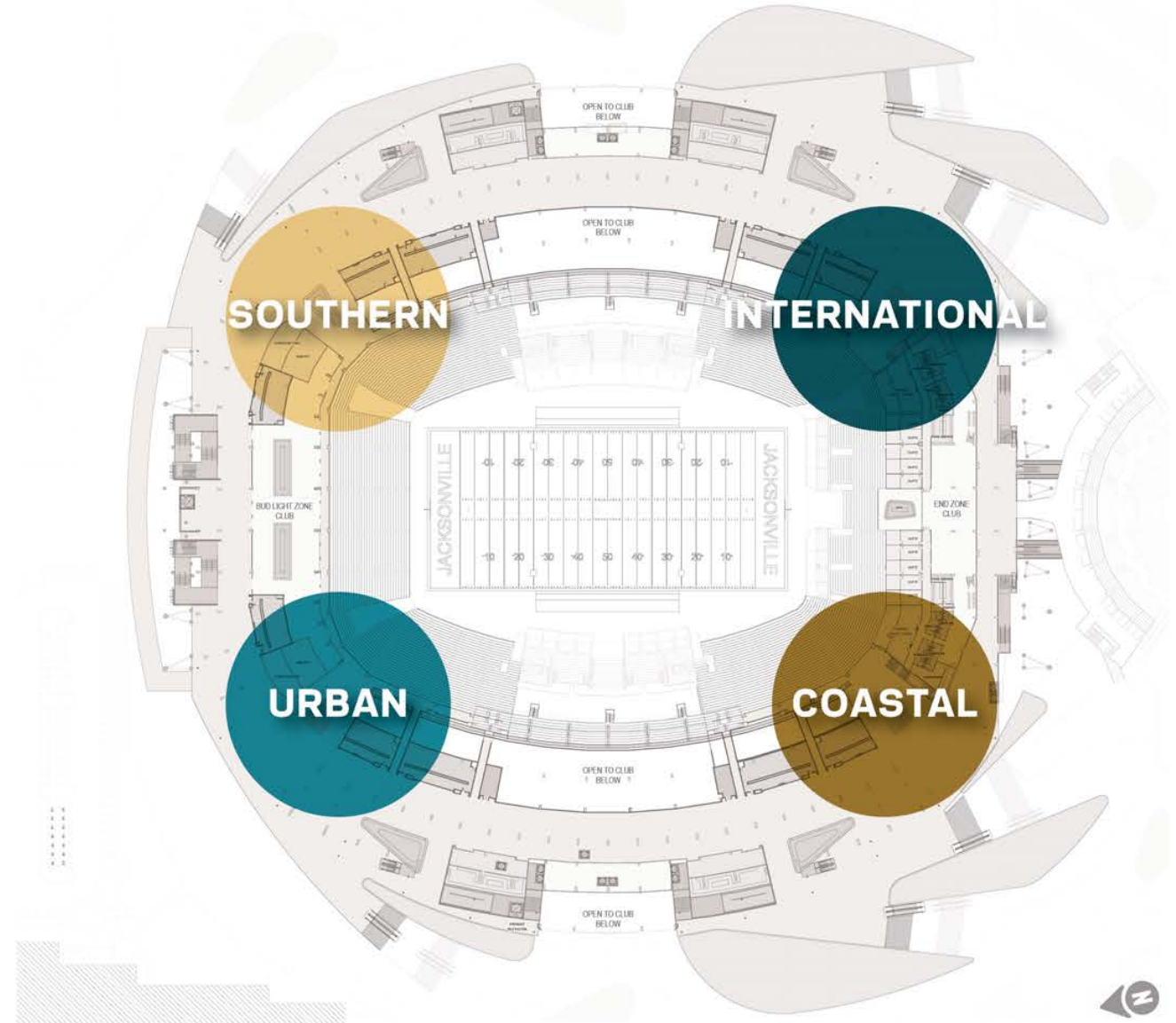




## Floor Plan

# Food District Overlay

Inspired by the many neighborhoods of Duval county and its rich diversity of culture, the stadium will feature a rich variety of food and beverage offerings. Located in the four corner breezeways of the stadium, each neighborhood will offer unique local and international themed cuisine, unique to the characteristics and styles of northeast Florida. Key to food program is offering market pricing inside the stadium.











WEST FIELD CLUB













































1ST DOWN  
TOWN

2024 INVESTMENT  
STRATEGY





## Partnership Structure with COJ

*A partnership structure between the Jaguars and COJ will need to be negotiated to meet the needs of all local stakeholders and will be approved by City Council, NFL, NFL stadium & finance committees, and 75% of NFL owners.*

## Public Outreach Regarding Partnership Structure

Similar to our recent projects, the Jaguars will facilitate broad public outreach via the 1<sup>st</sup> DownTown Jacksonville communication platform and multiple town hall meetings.



# HOW YOU CAN HELP



## Like the direction we're headed and want to stay informed and show your support?

- Register at [www.1stDowntownJacksonville.com](http://www.1stDowntownJacksonville.com) to help us grow our database of supporters.
- Share your enthusiasm for this transformative project with:
  - Friends
  - Co-workers
  - Neighbors
  - Elected Officials
  - Media
- Follow 1st DownTown Jacksonville on Instagram, Facebook, LinkedIn, and Twitter
- This will be an important and communal process and **we need your help** to make it a reality!



Scan to join our email list and stay in the know!

