

Pensacola Bay Center Complex
A Connected Vision for Sports, Entertainment, Event and Hospitality

10.09.2025

POPULOUS

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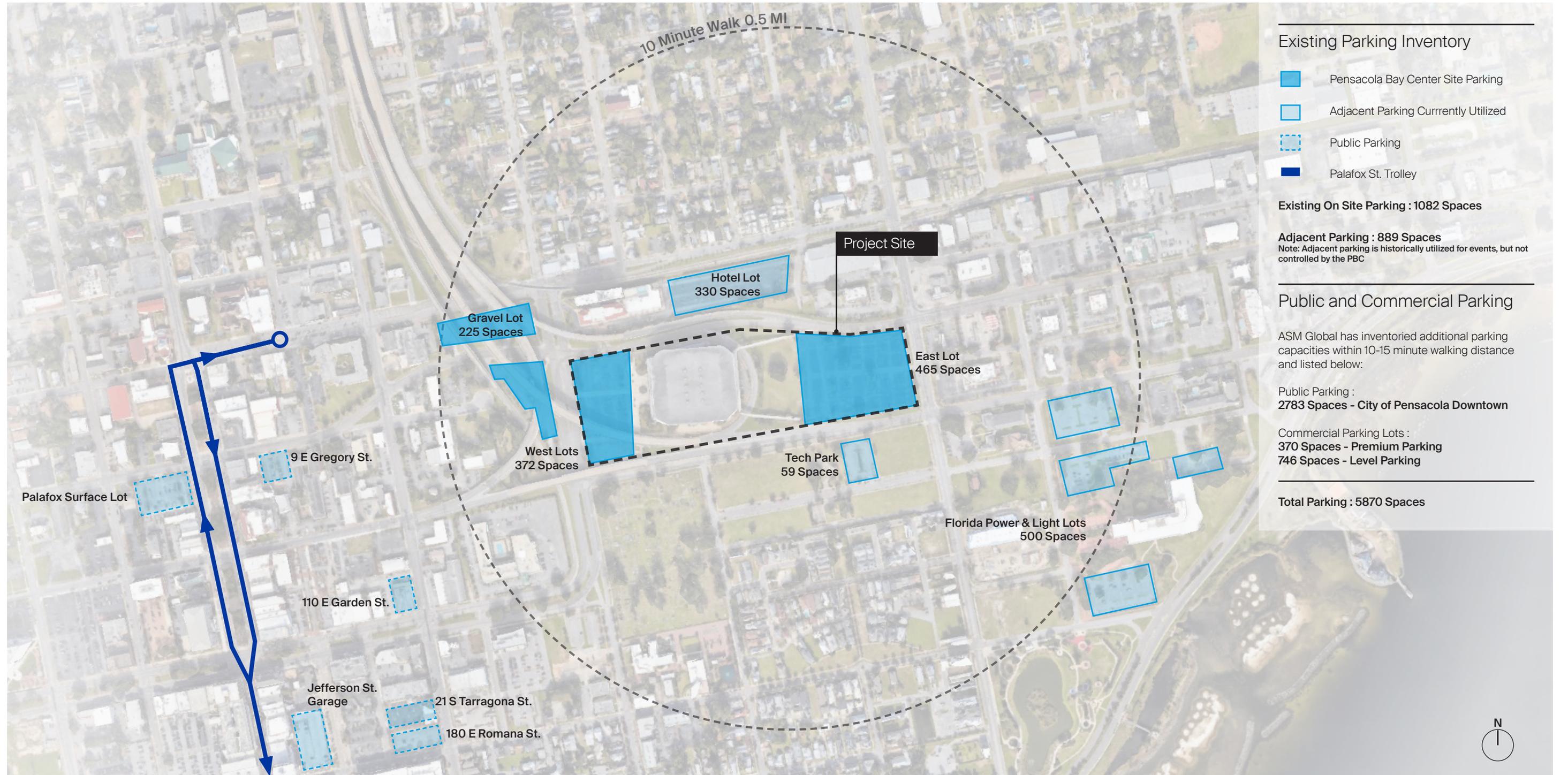
Concept Design

- Project Vision - Core Values
- Spatial Experiences

01

Site Study



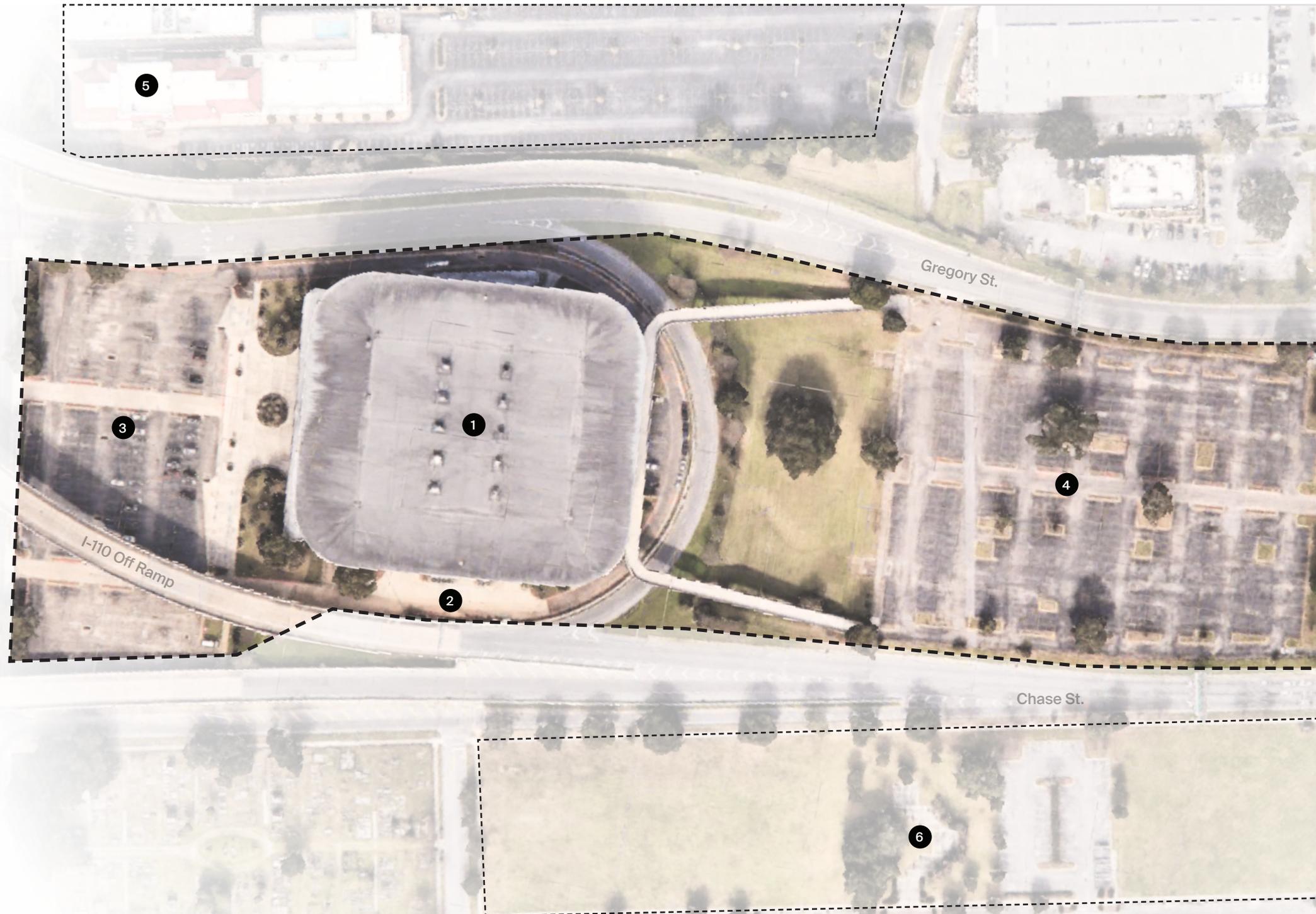


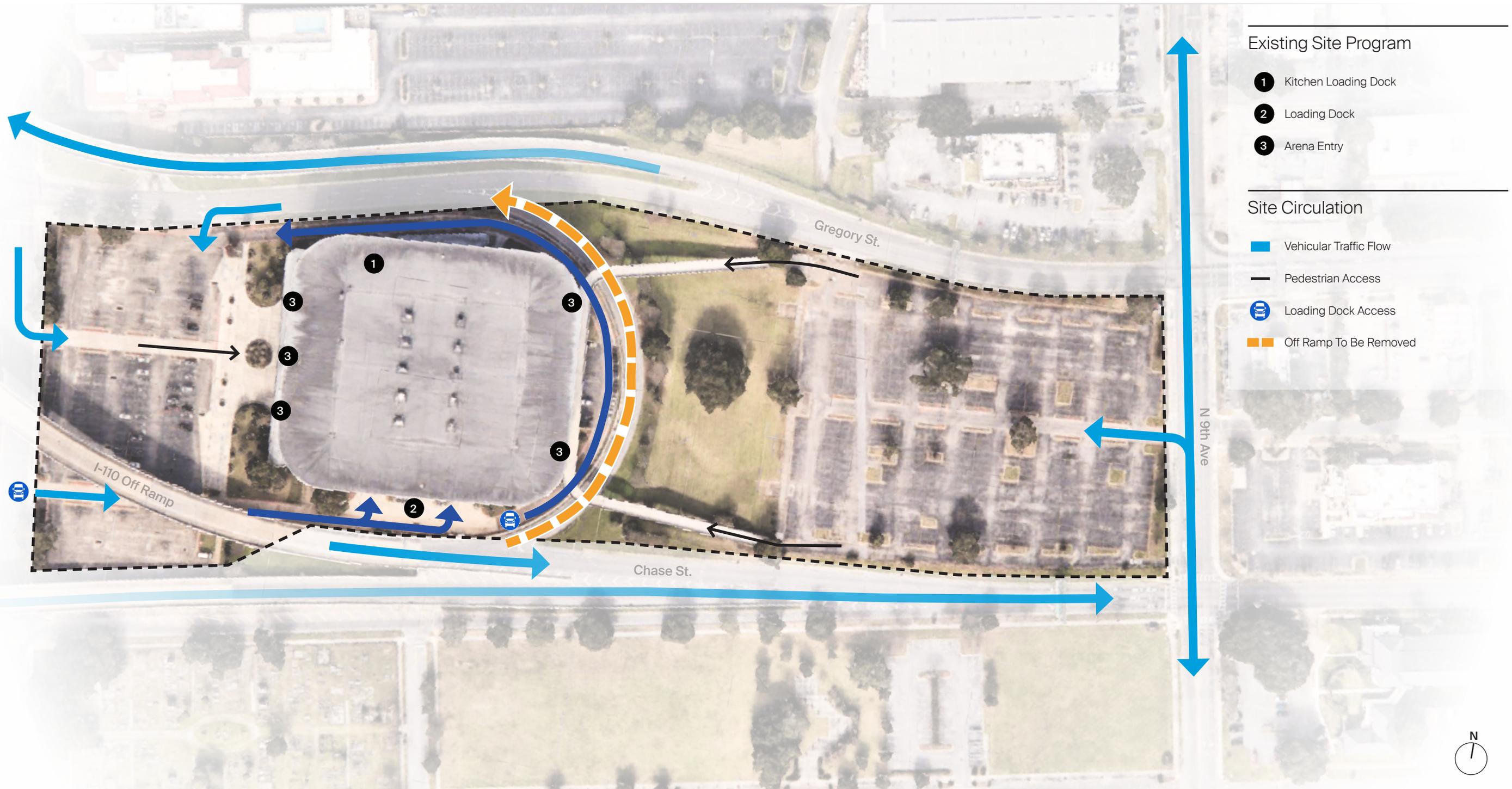
Existing Site Program

- 1 Pensacola Bay Center
- 2 Loading Dock
- 3 West Parking Lot
- 4 West Parking Lot

Surrounding Points of Interest

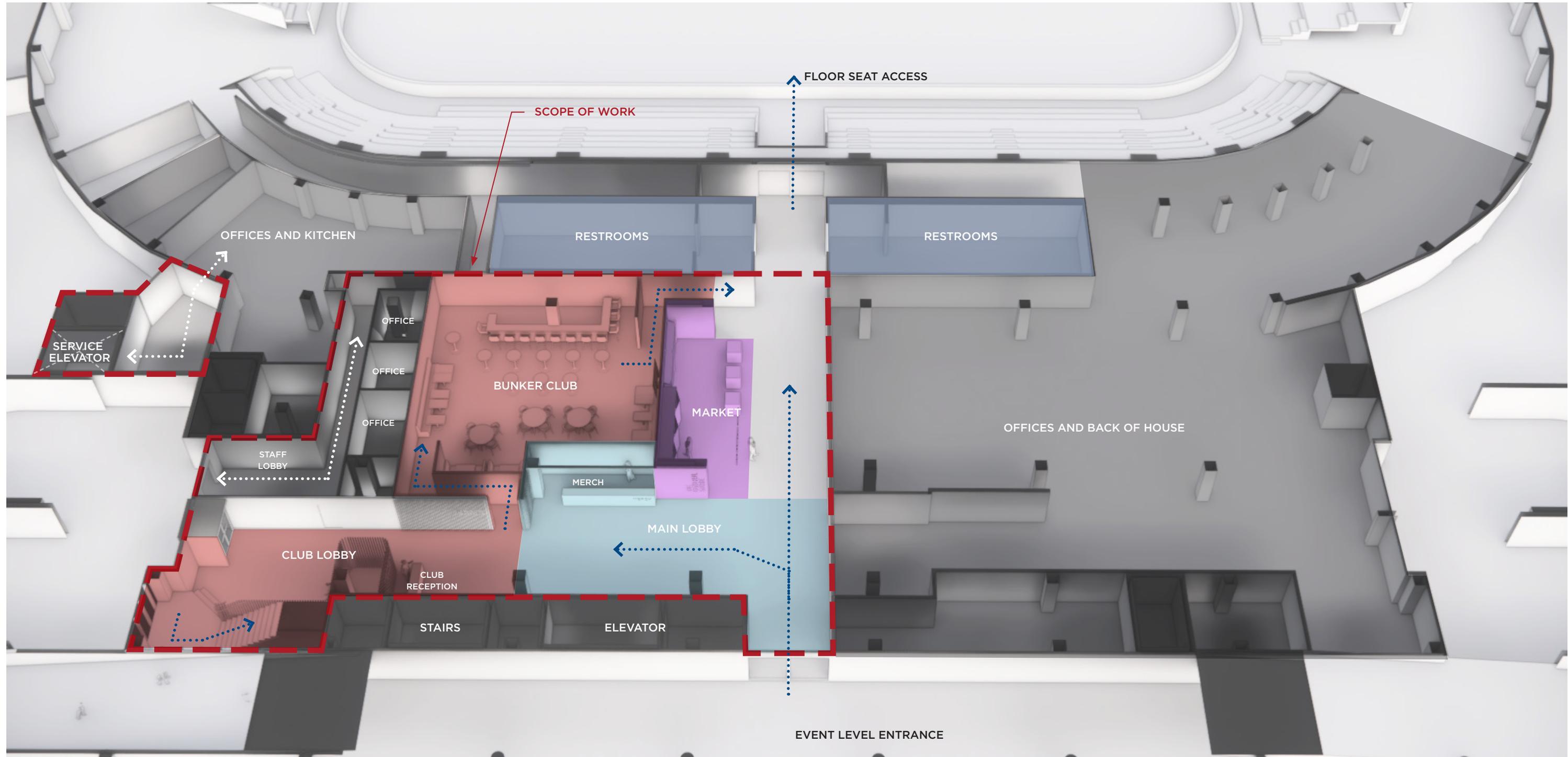
- 5 Former Grand Hotel Complex
- 6 Tech Park

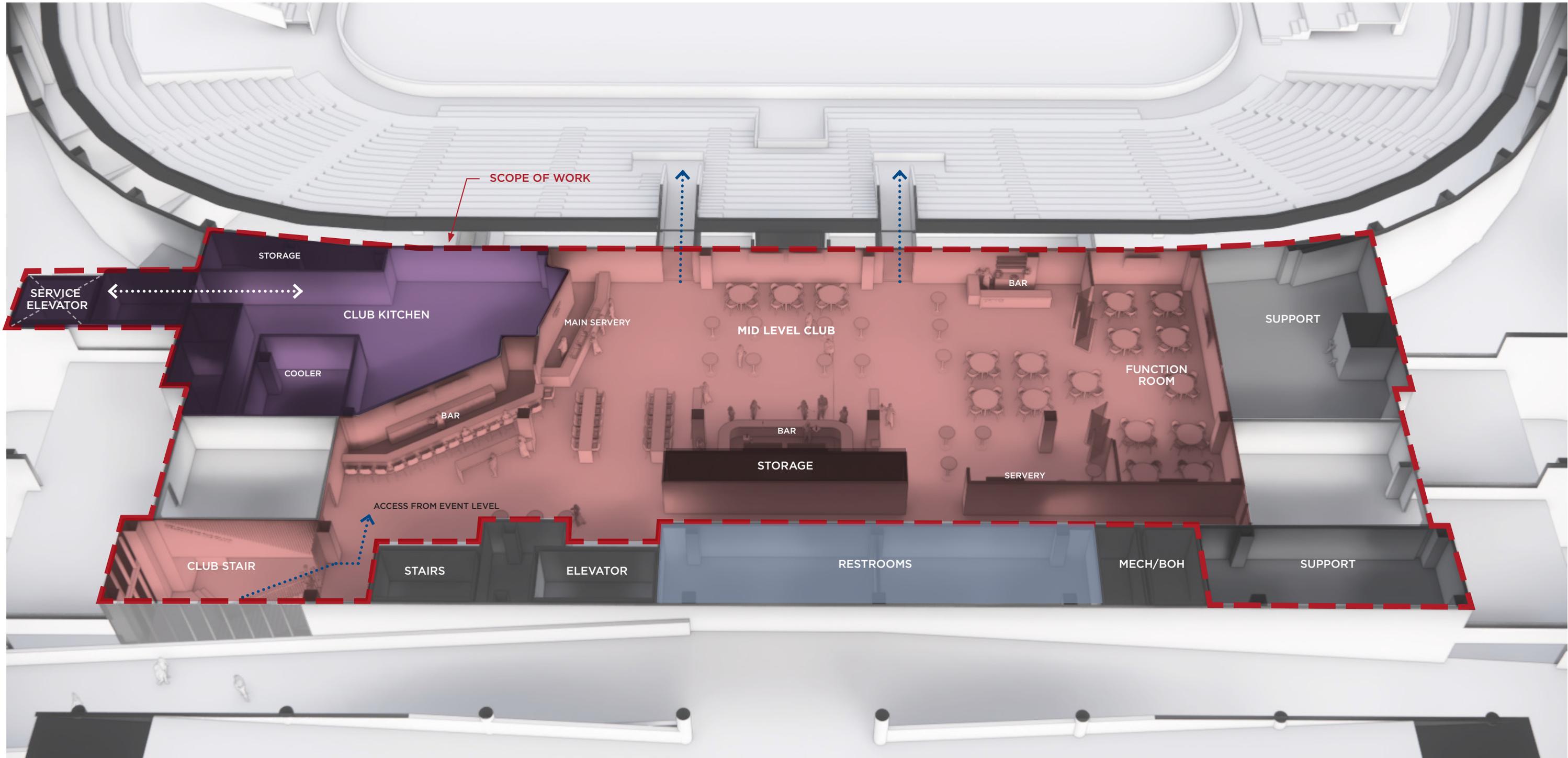


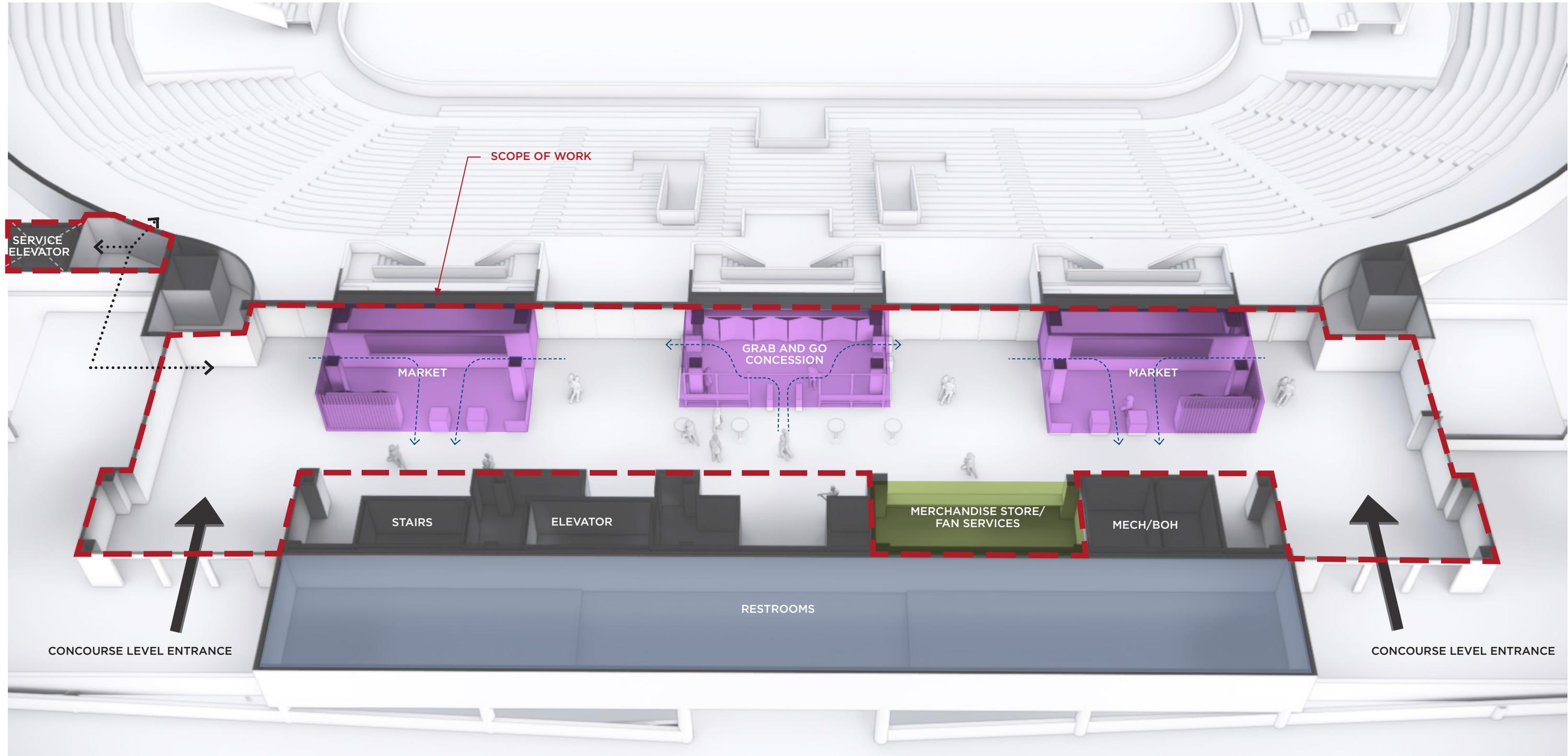


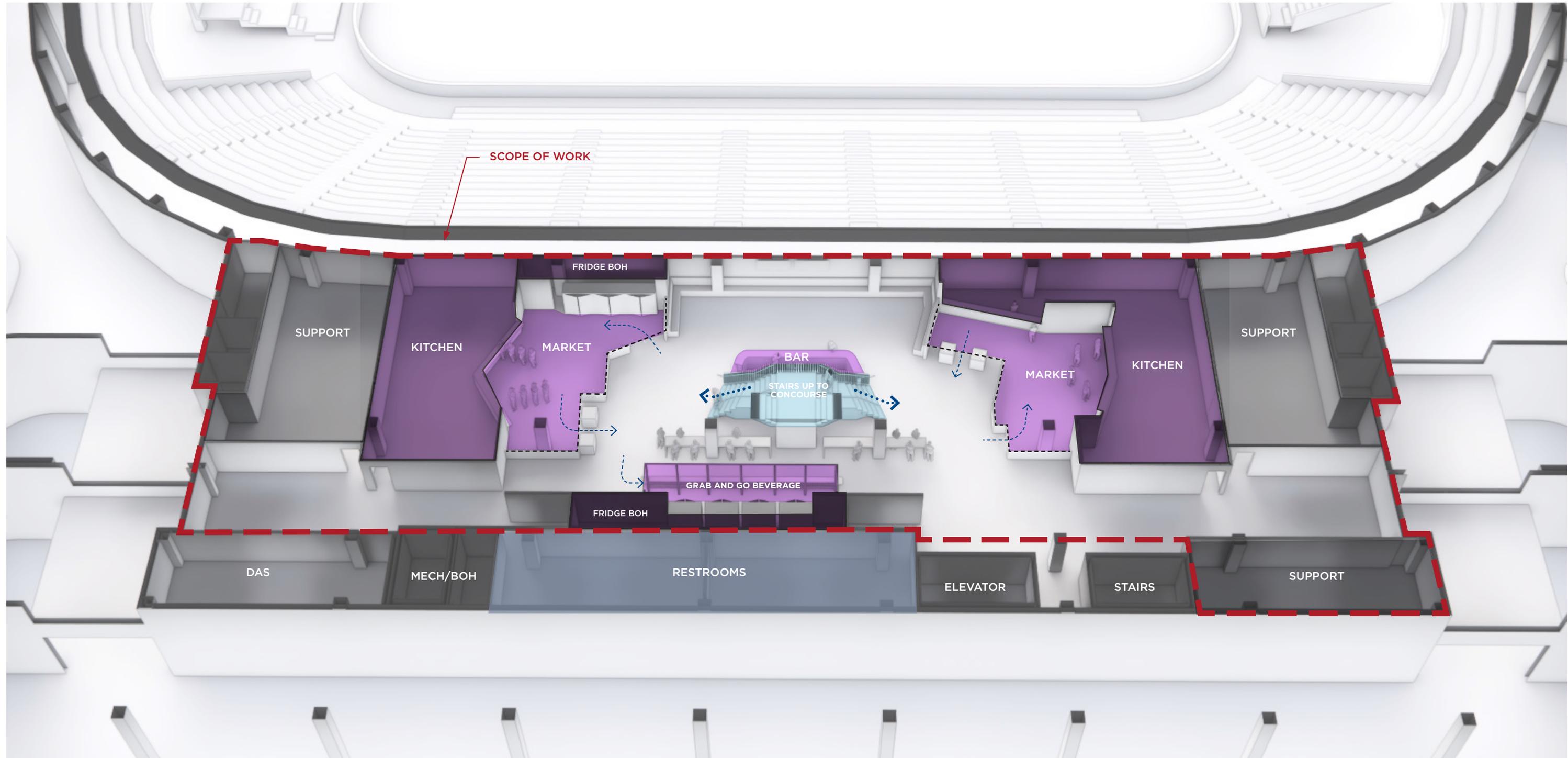
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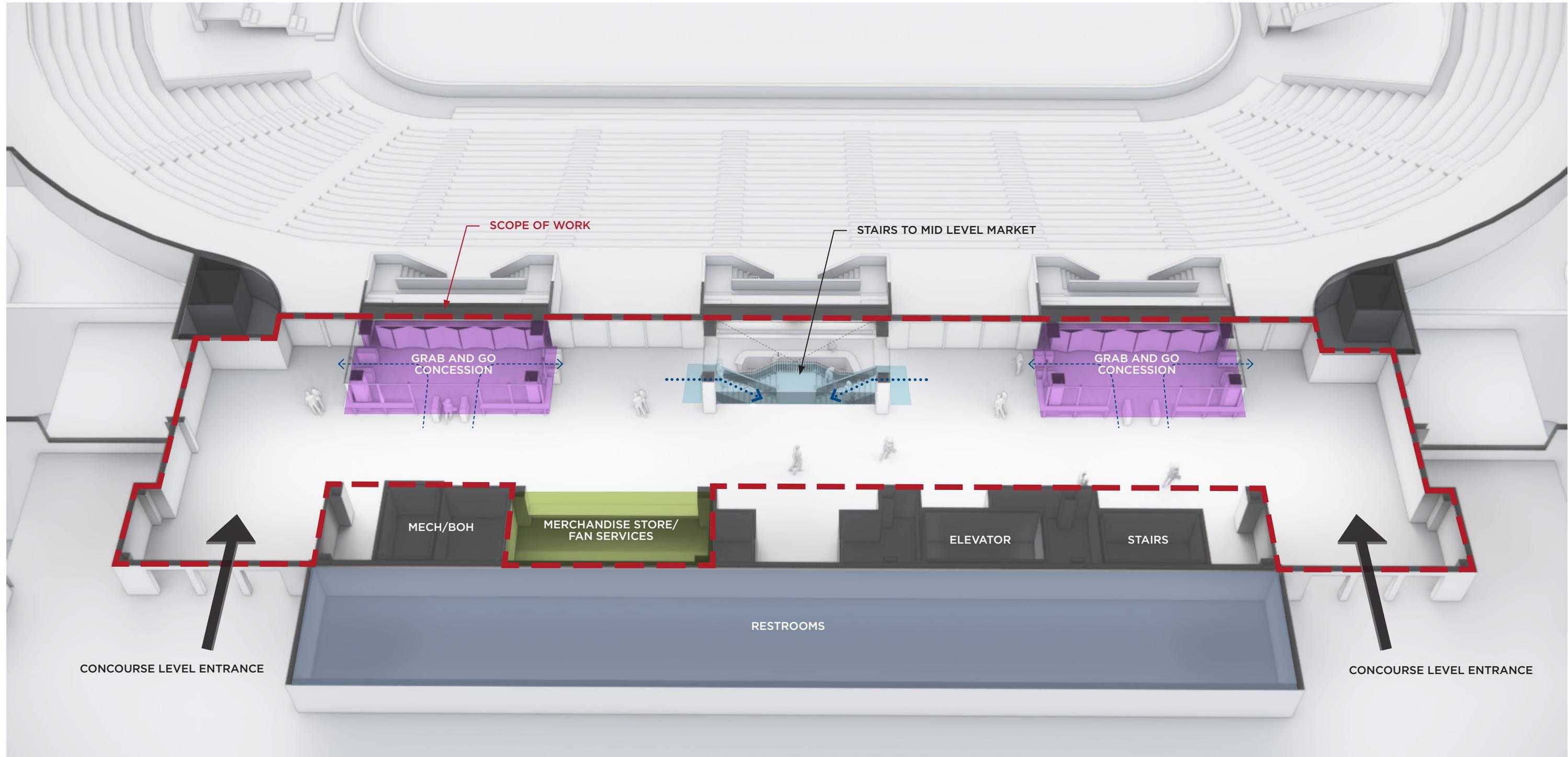
Concept Development

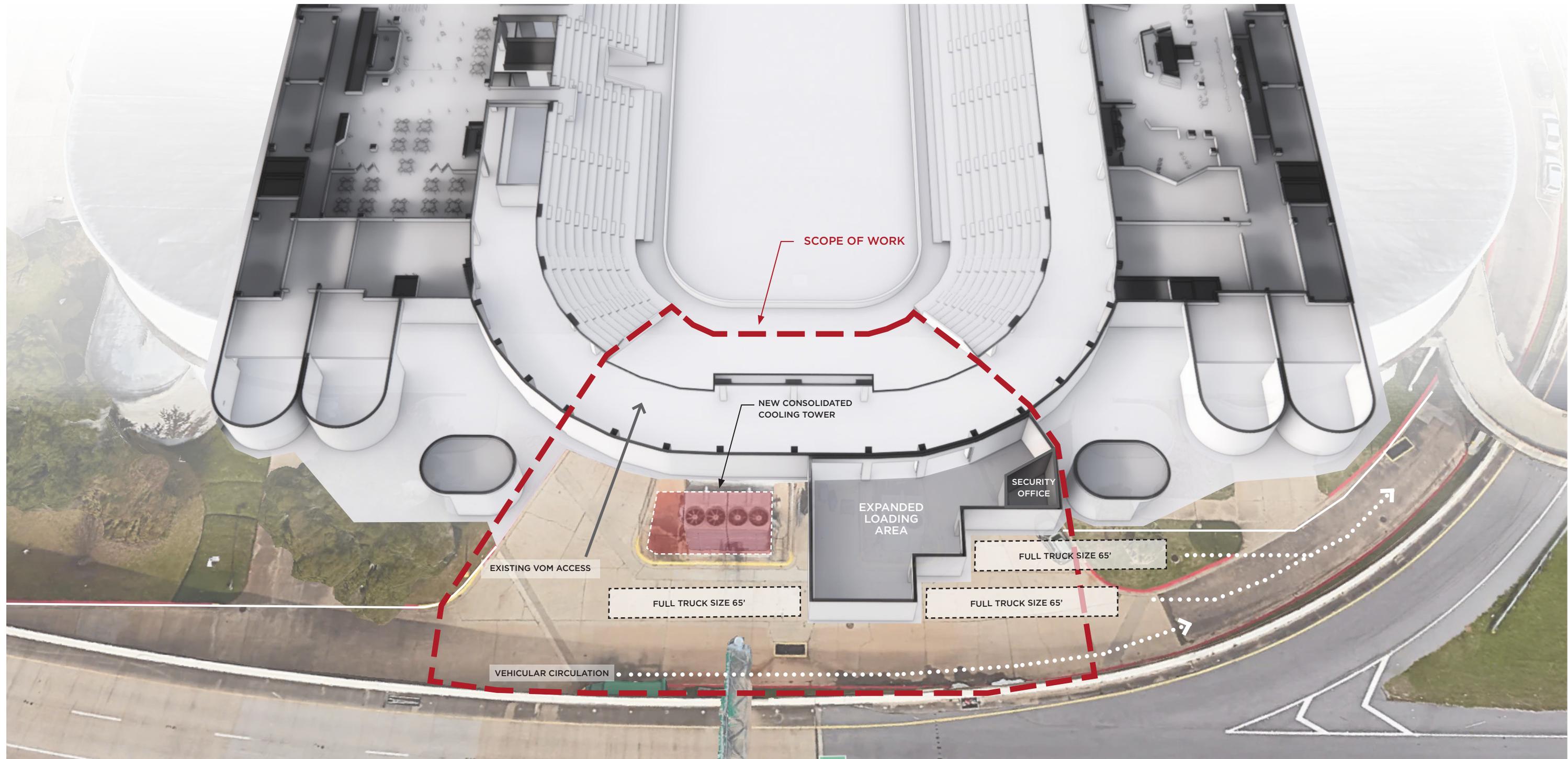












Proposed Program

- 1 Events Center/Community Ice Facility
- 2 Hotel
- 3 Parking Garage
- 4 Event Center Loading Dock
- 5 Plaza
- 6 Potential Parking Deck

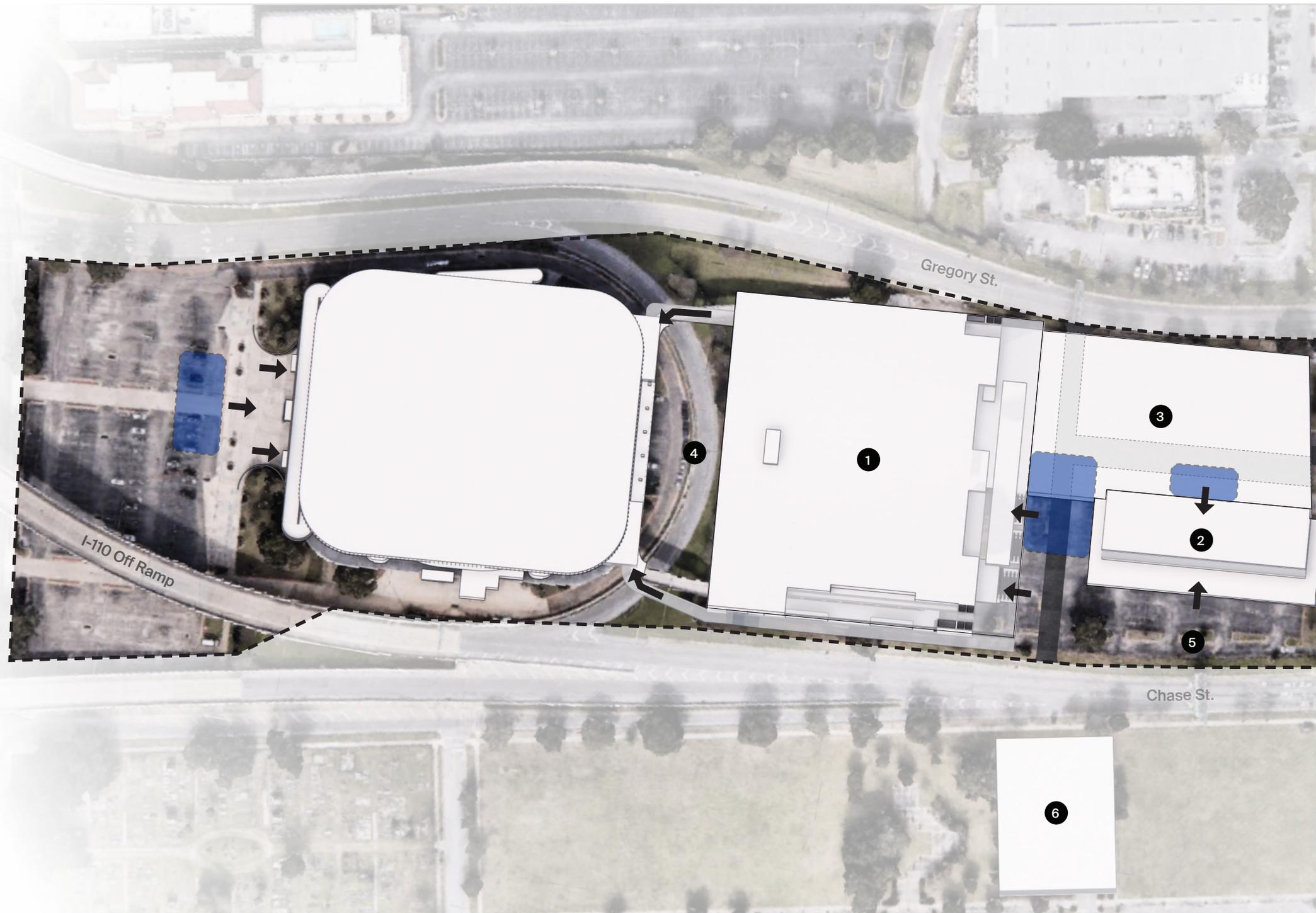


Proposed Program

- 1 Events Center/Community Ice Facility
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Site Circulation

-  Vehicular Drop Off Areas
-  Vehicle Circulation
-  Entry Points

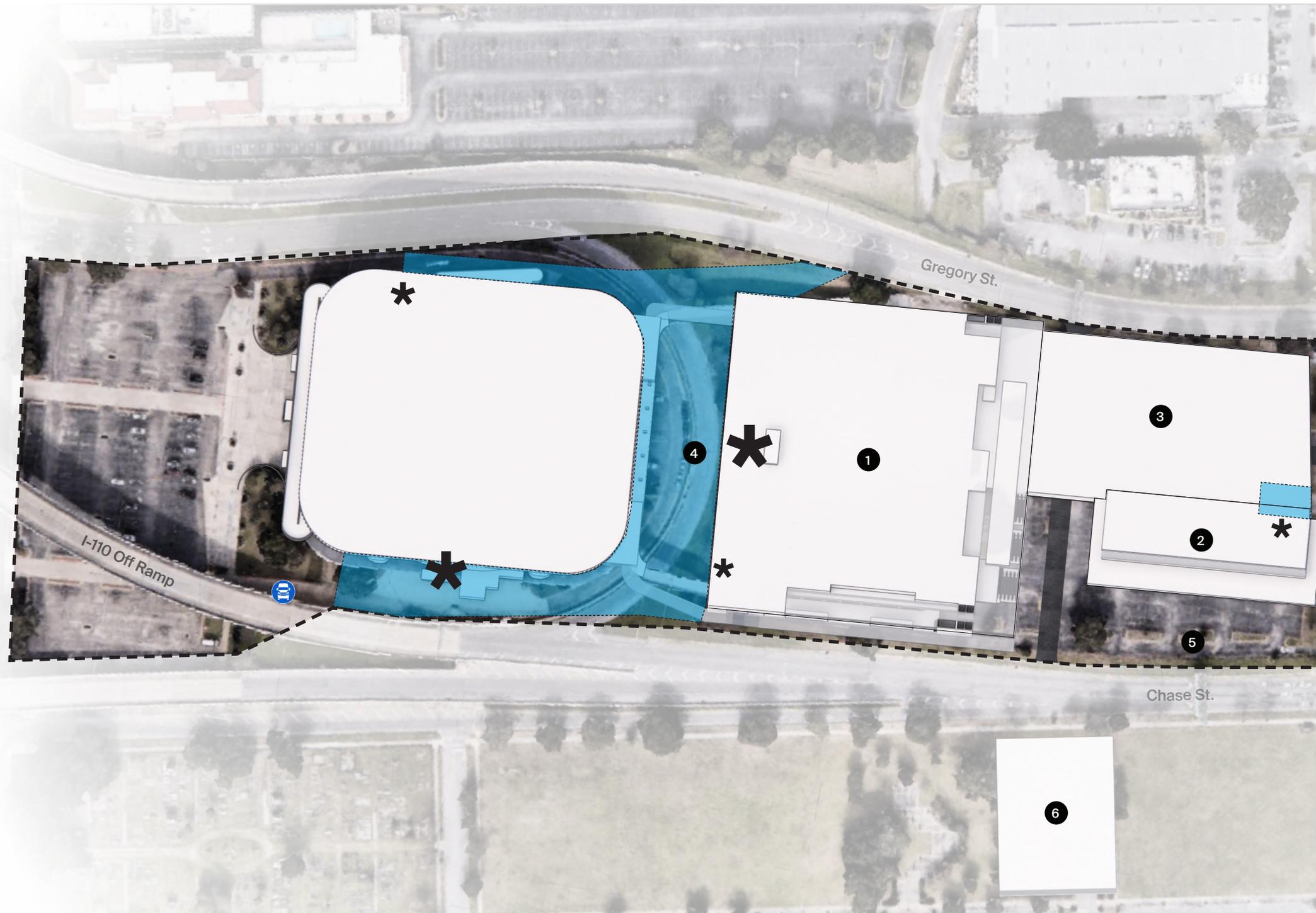


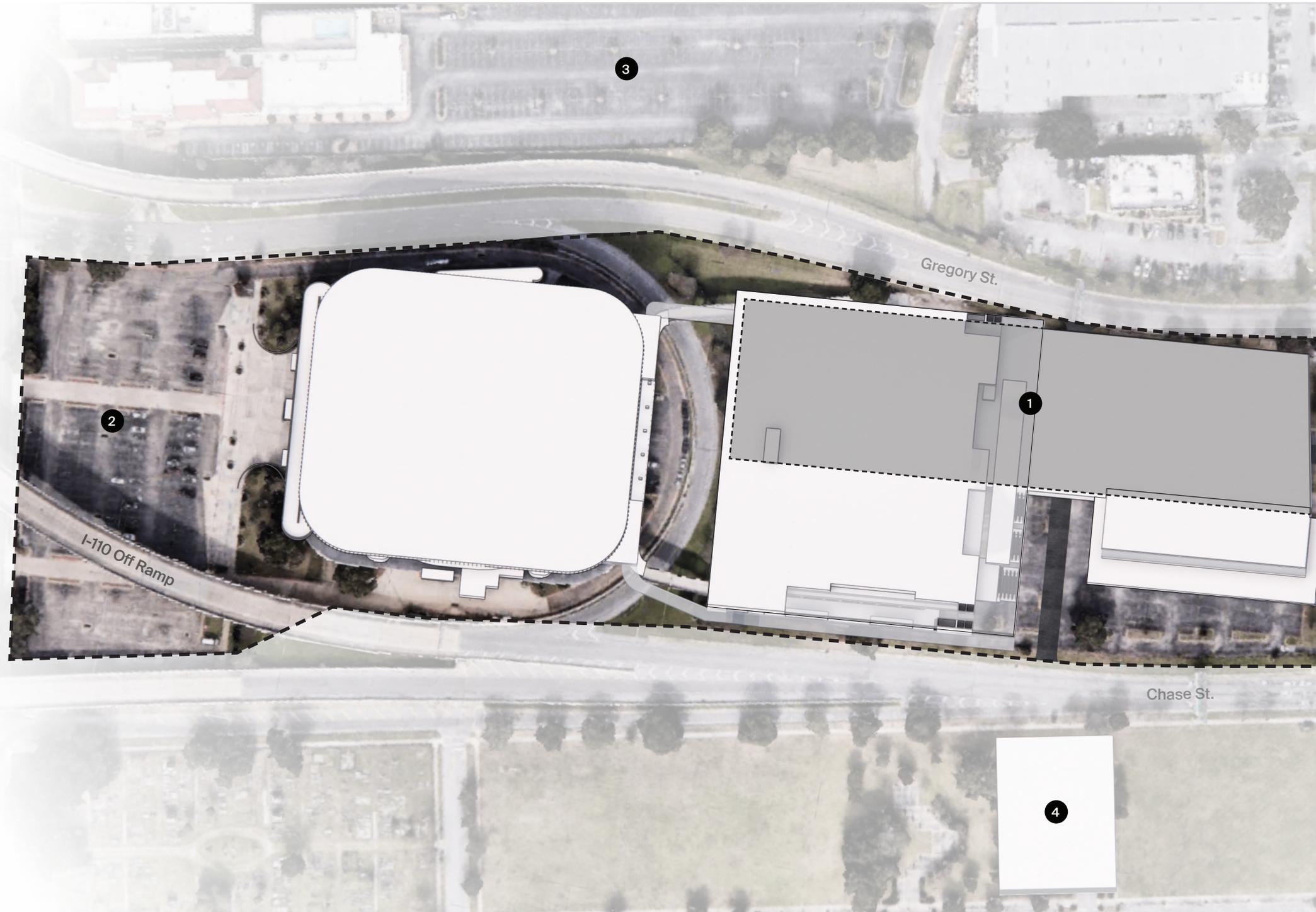
Proposed Program

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Site Circulation

- * Loading Dock
- Service Area





Proposed Parking Strategy

- 1 Event Center Parking Garage 1500 Spaces
- 2 West Lot and Gravel Lot 597 Spaces
- Target On Site Parking: 2097 Spaces
- 3 Grand Hotel Lot 330 Spaces
- 4 Potential Tech Park Garage 420 Spaces
- Total Adjacent Parking = 750 Spaces
- Total On Site + Adjacent = 2847 Spaces

Parking Analysis

- Pensacola Bay Center : 1750 Spaces
- Event Center : 1200 Spaces
- Ice Facility : 175 Spaces
- Hotel : 235 Spaces
- Total : 3360 Spaces

The proposed parking strategy leaves an unmet demand of 513 spaces. It is anticipated that the unmet demand for full capacity events at all venues will utilize nearby parking lots.

Additional Parking Inventory

6646 Grand Total Parking Spaces
*Note includes all available parking within +/- 20 minute walking radius



Landscape Strategy

- Accessible Green Roof 9.7%
- Landscape Area 15.6%

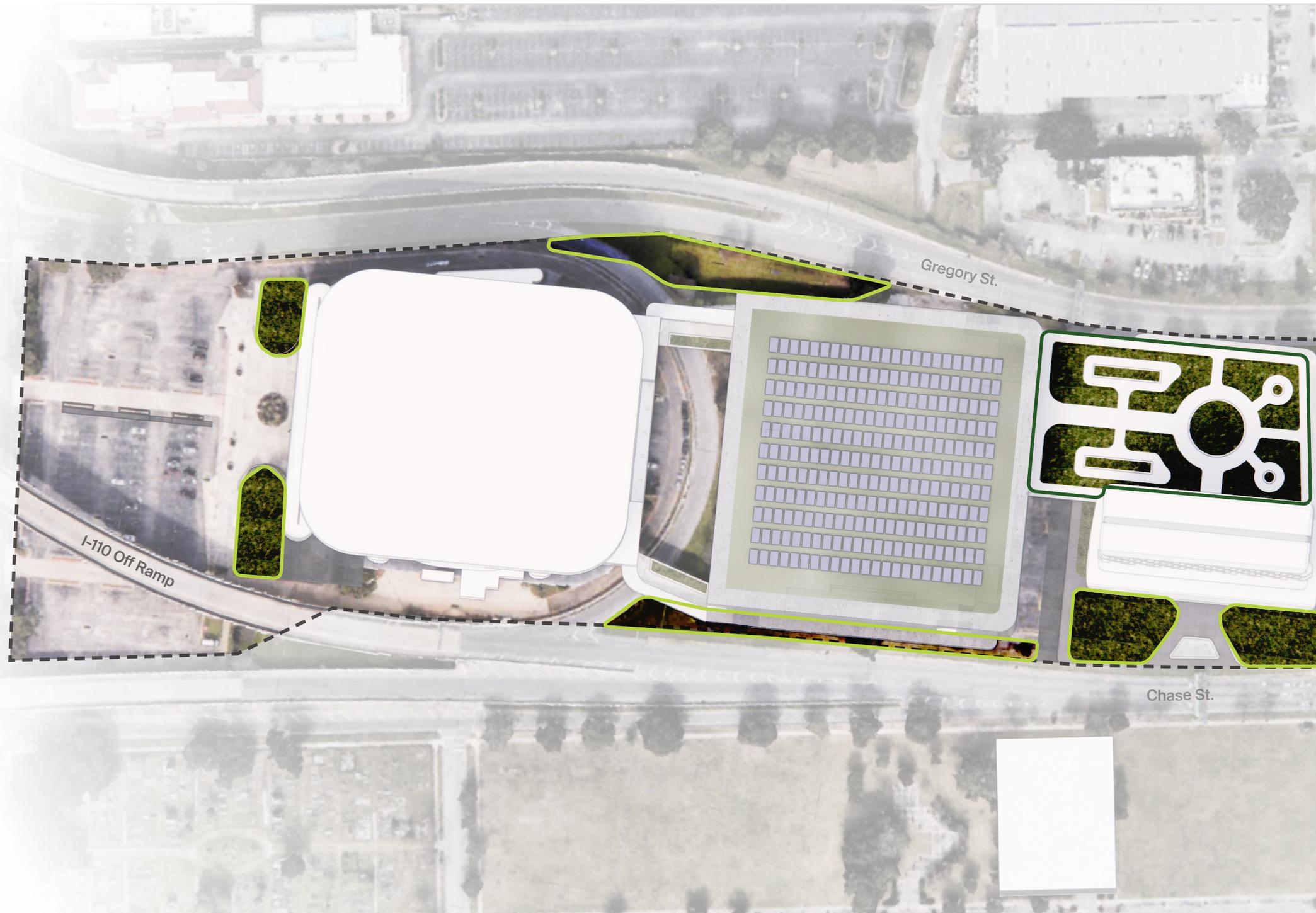
Summary

The Pensacola Bay Center is located within the **Special Strategic Development (SSD)** zoning district of Escambia County, which is intended to encourage innovative and strategically significant developments.

Within this zone, **building height and landscape requirements** are determined through the site-specific approval process rather than fixed limits, allowing projects to be tailored to their context and community value.

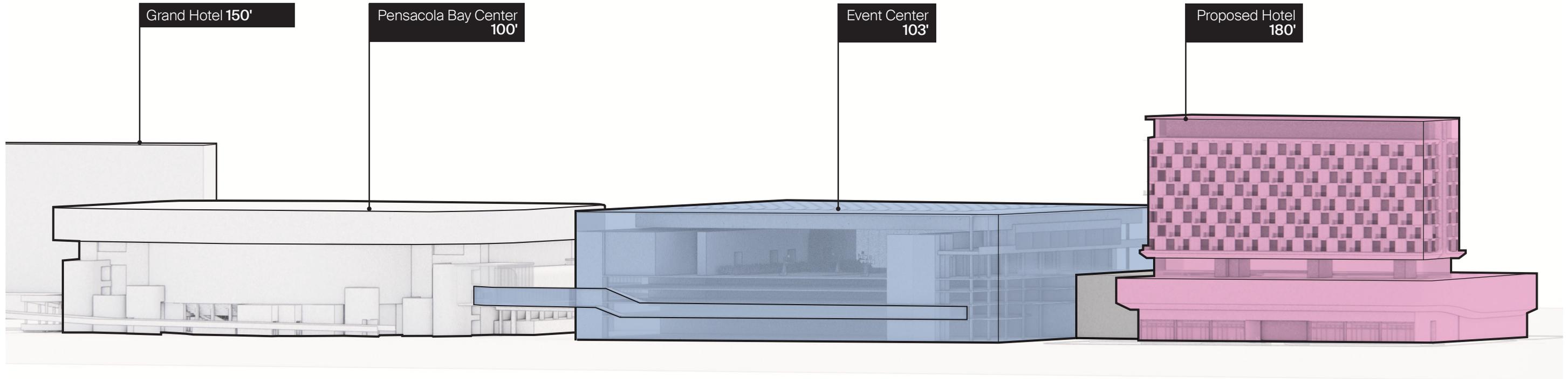
Statement

We are providing **25.3% landscape area, which includes a publicly accessible roof garden.** Although green roofs are not always counted in standard landscape calculations, they are recognized as a Best Management Practice (BMP). In this project, the green roof not only contributes to sustainability but also creates a meaningful, accessible open space for the public.



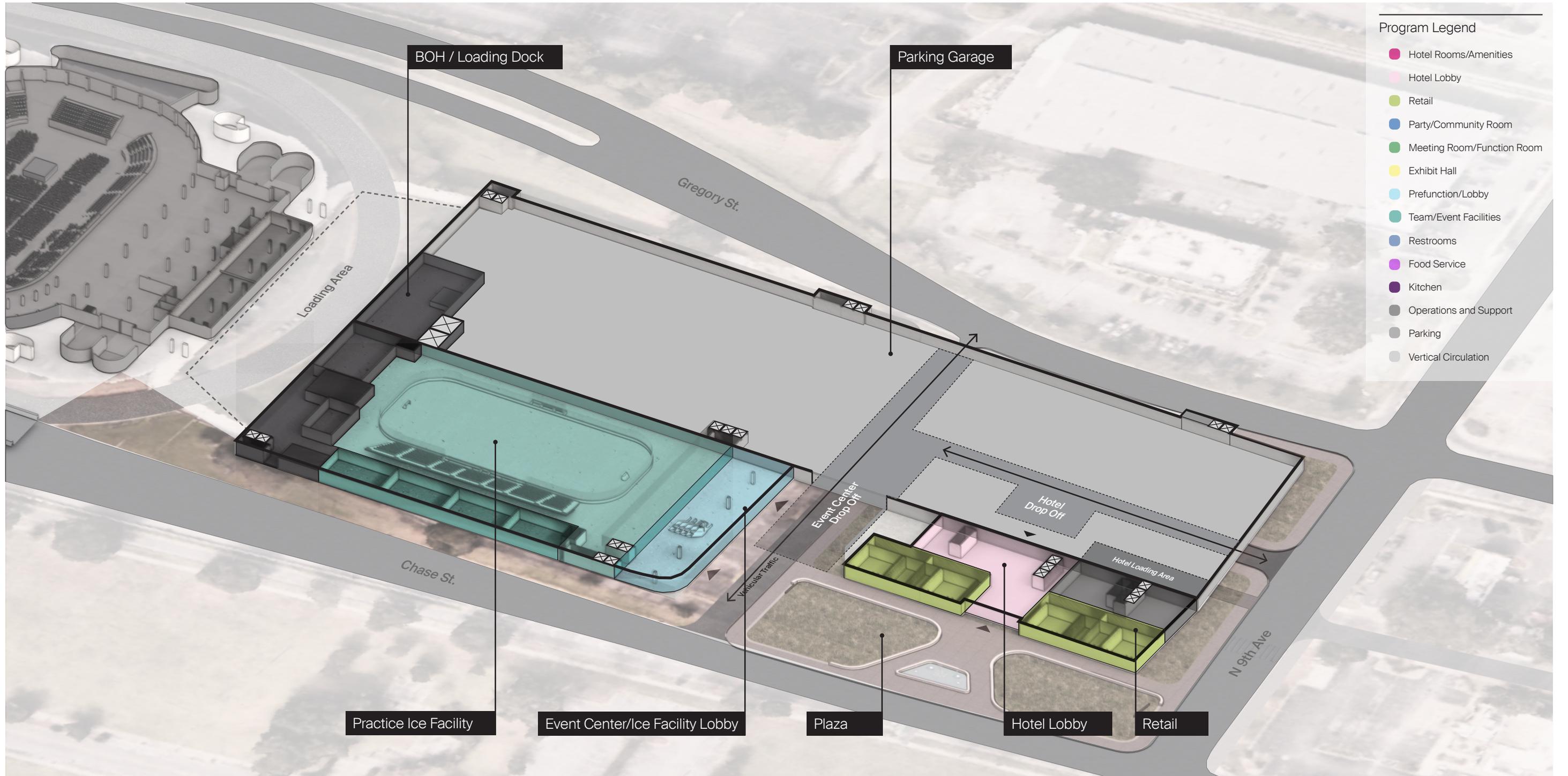
Statement

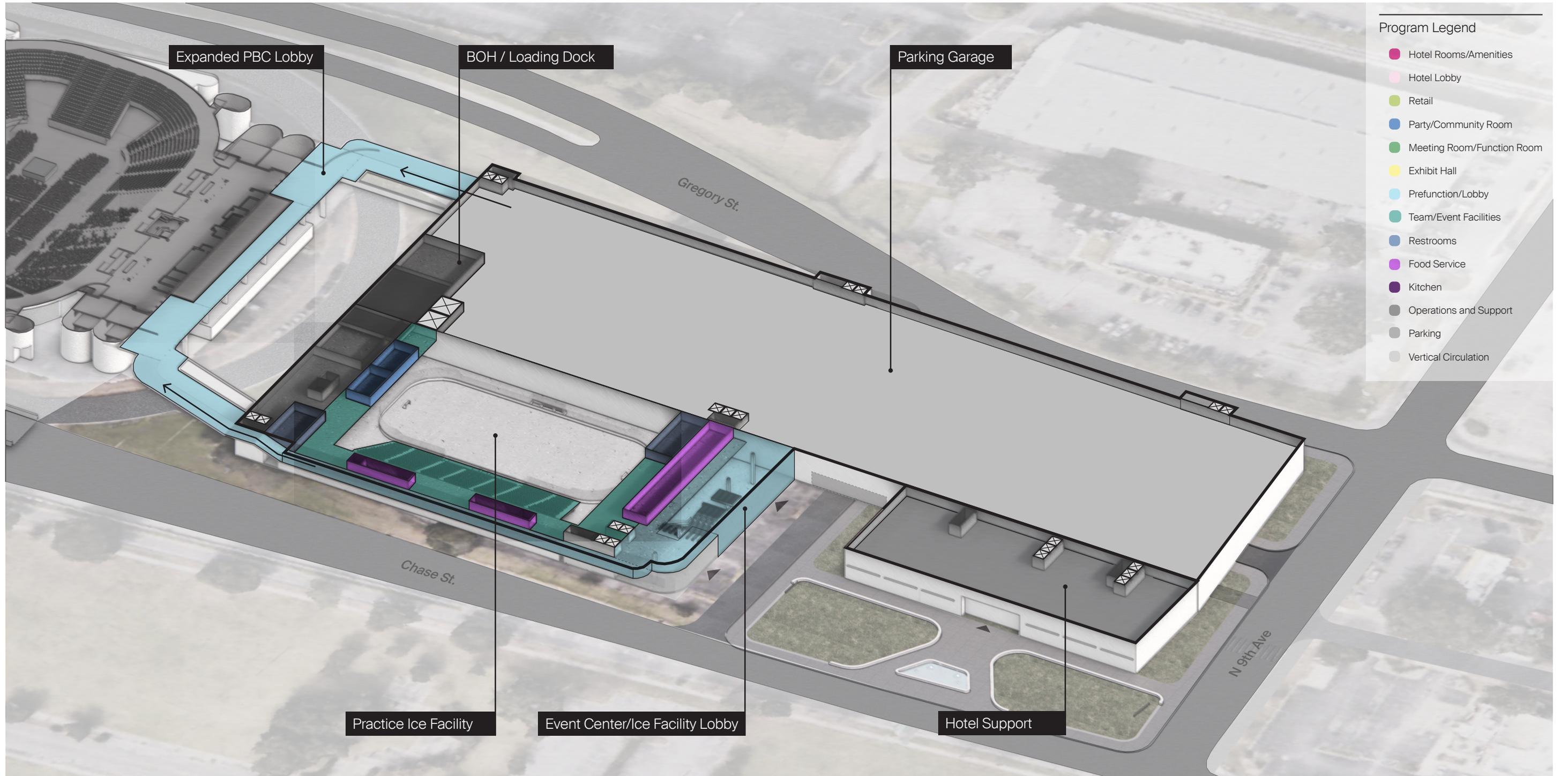
While many districts in Escambia County set a 35-foot maximum height, the SSD zone provides flexibility. Our **design exceeds the 35-foot height** threshold, consistent with the intent of SSD to accommodate **landmark** projects and subject to review and approval.

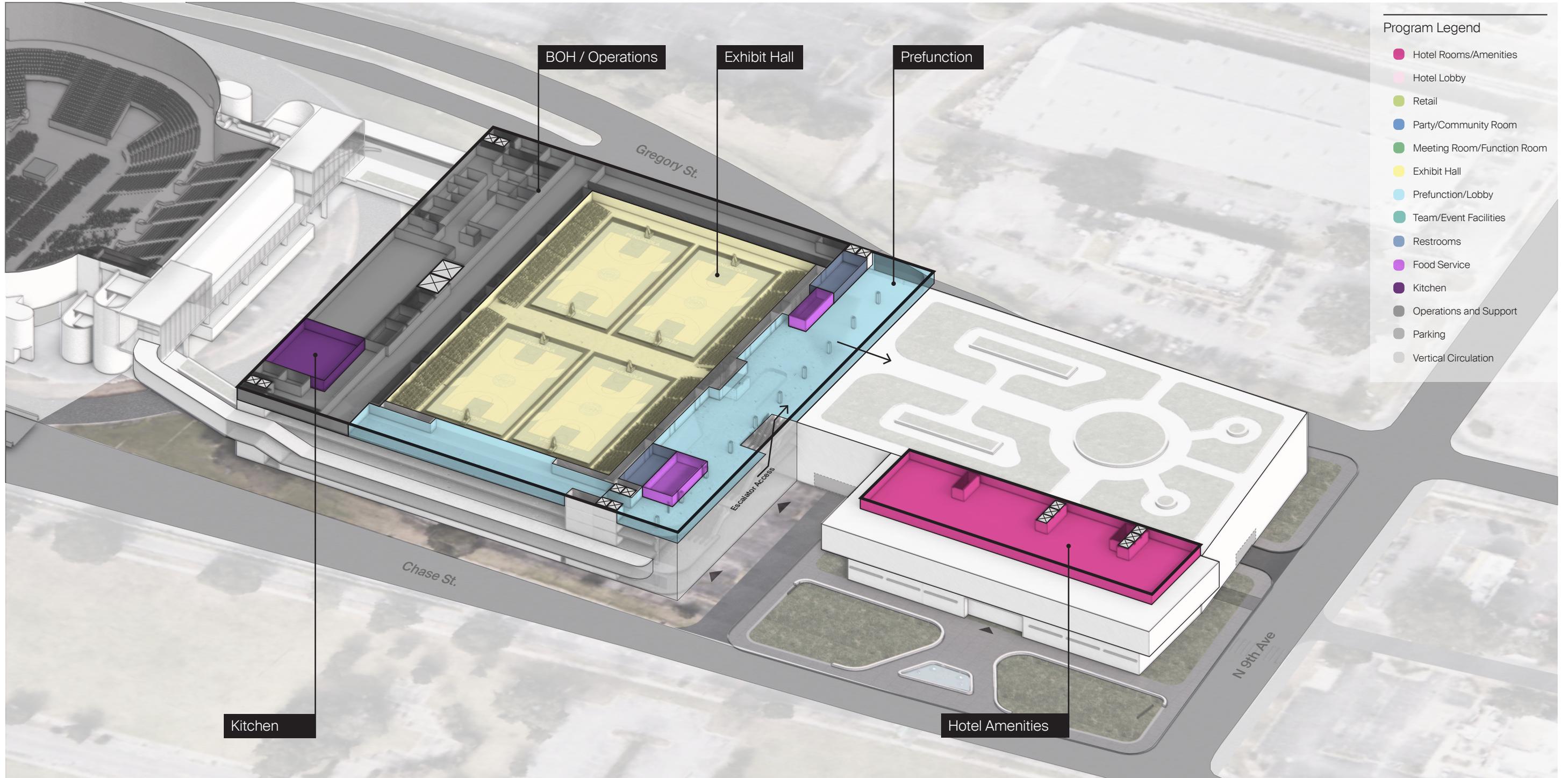


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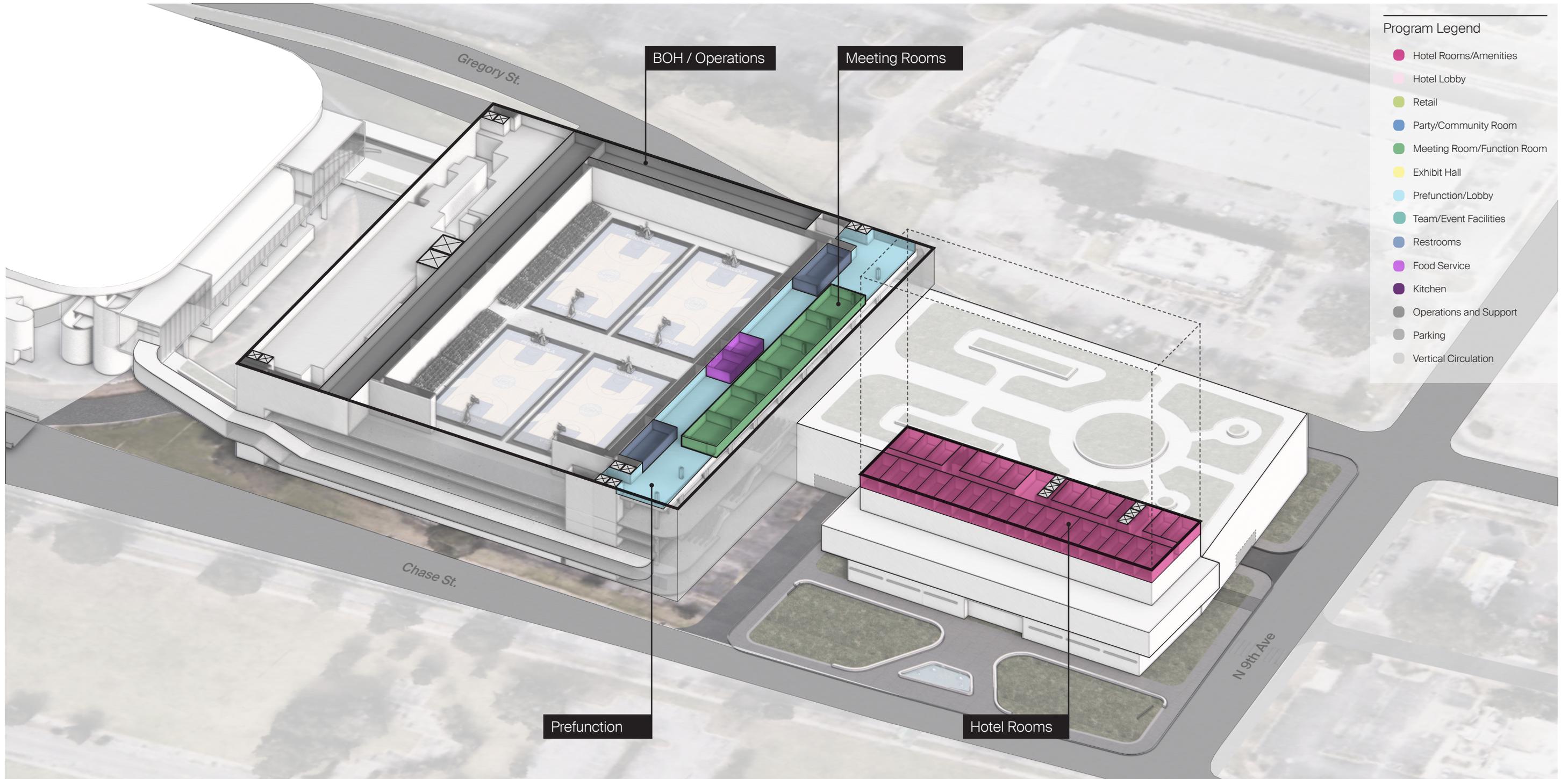
Concept Programming

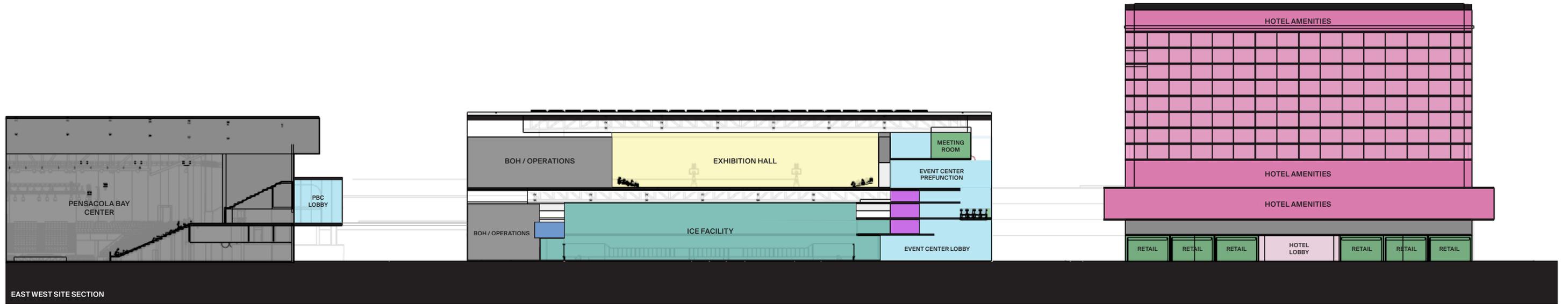




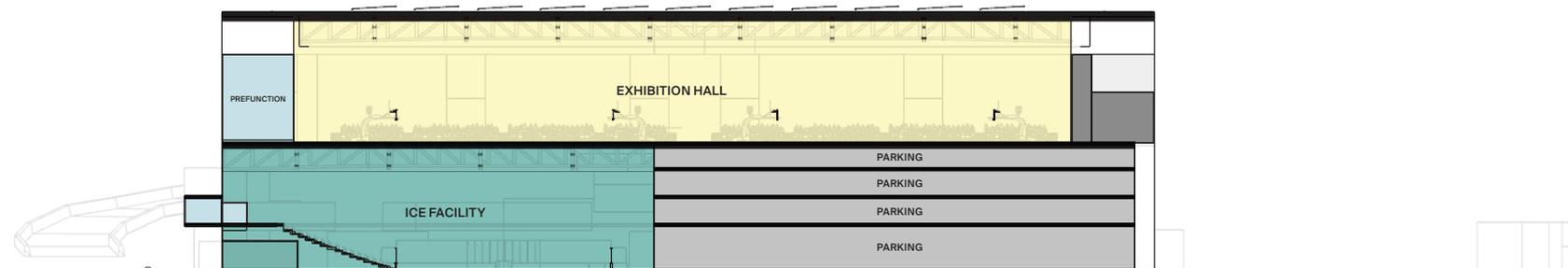


03 Concept Programming
 Program Diagrams - Mezzanine Level





EAST WEST SITE SECTION



NORTH SOUTH SITE SECTION



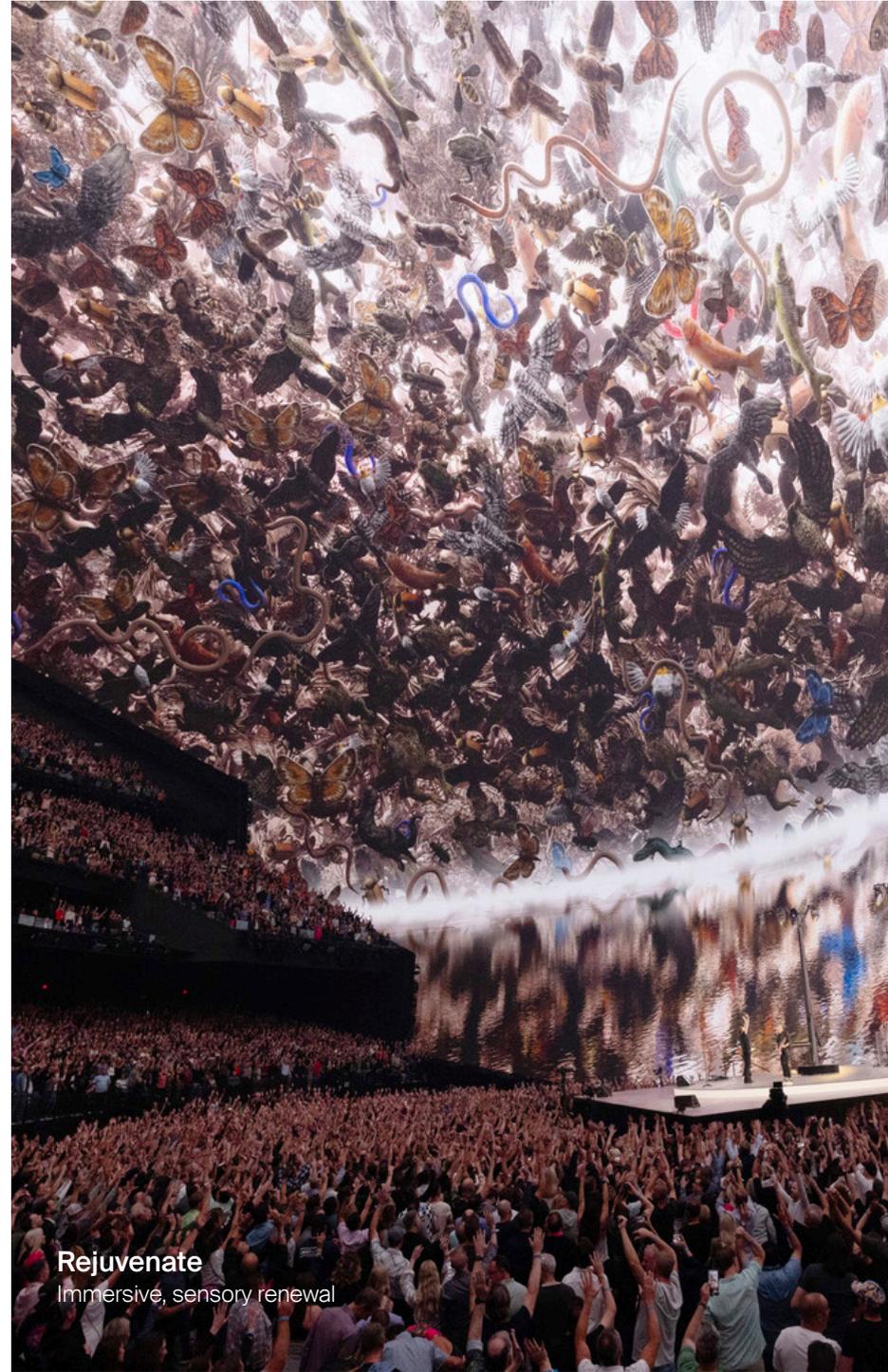
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Concept Design

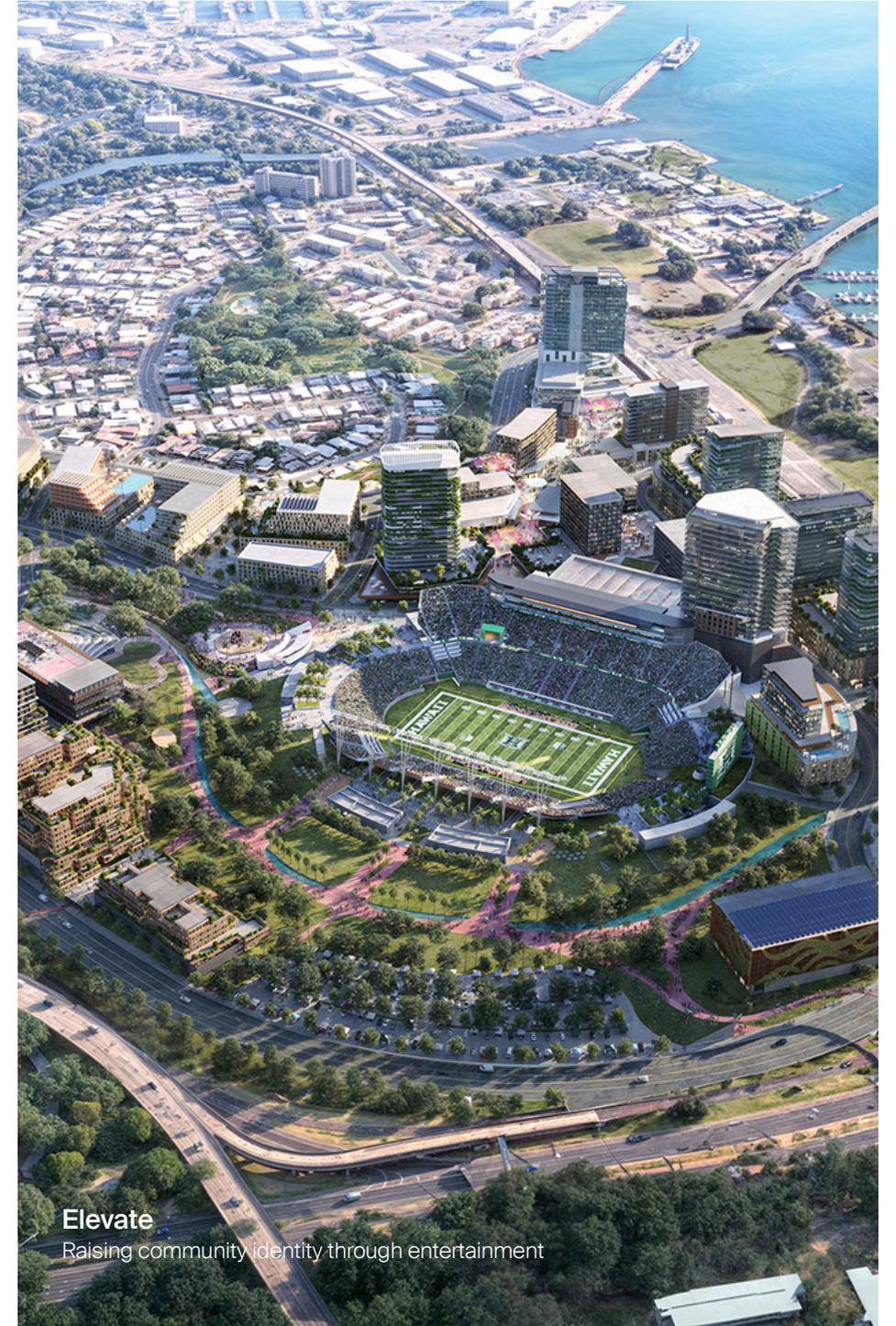
Connect . Rejuvenate . Elevate
Connect . Rejuvenate . Elevate
Connect . Rejuvenate . Elevate



Connect
Community at the heart of experience

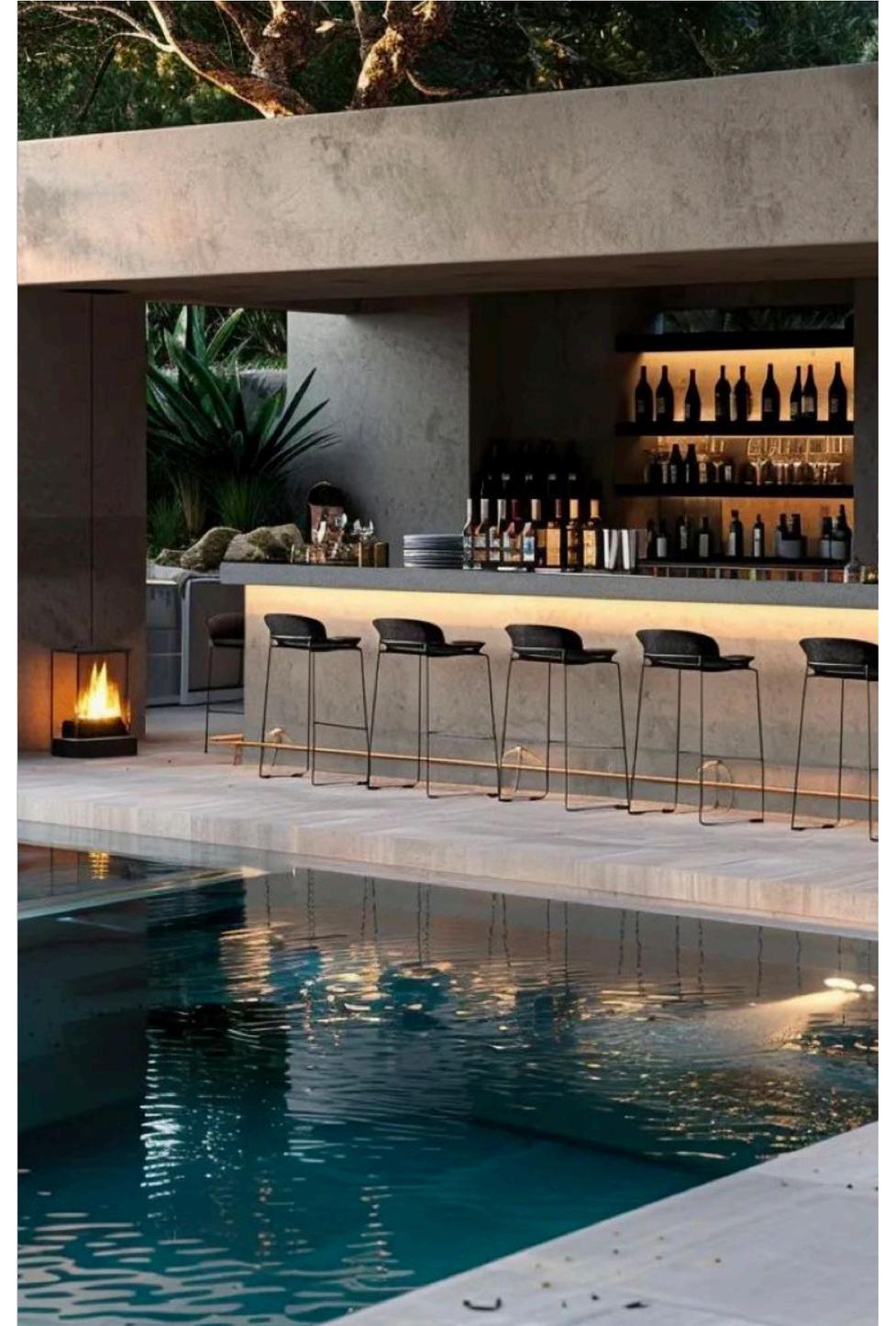
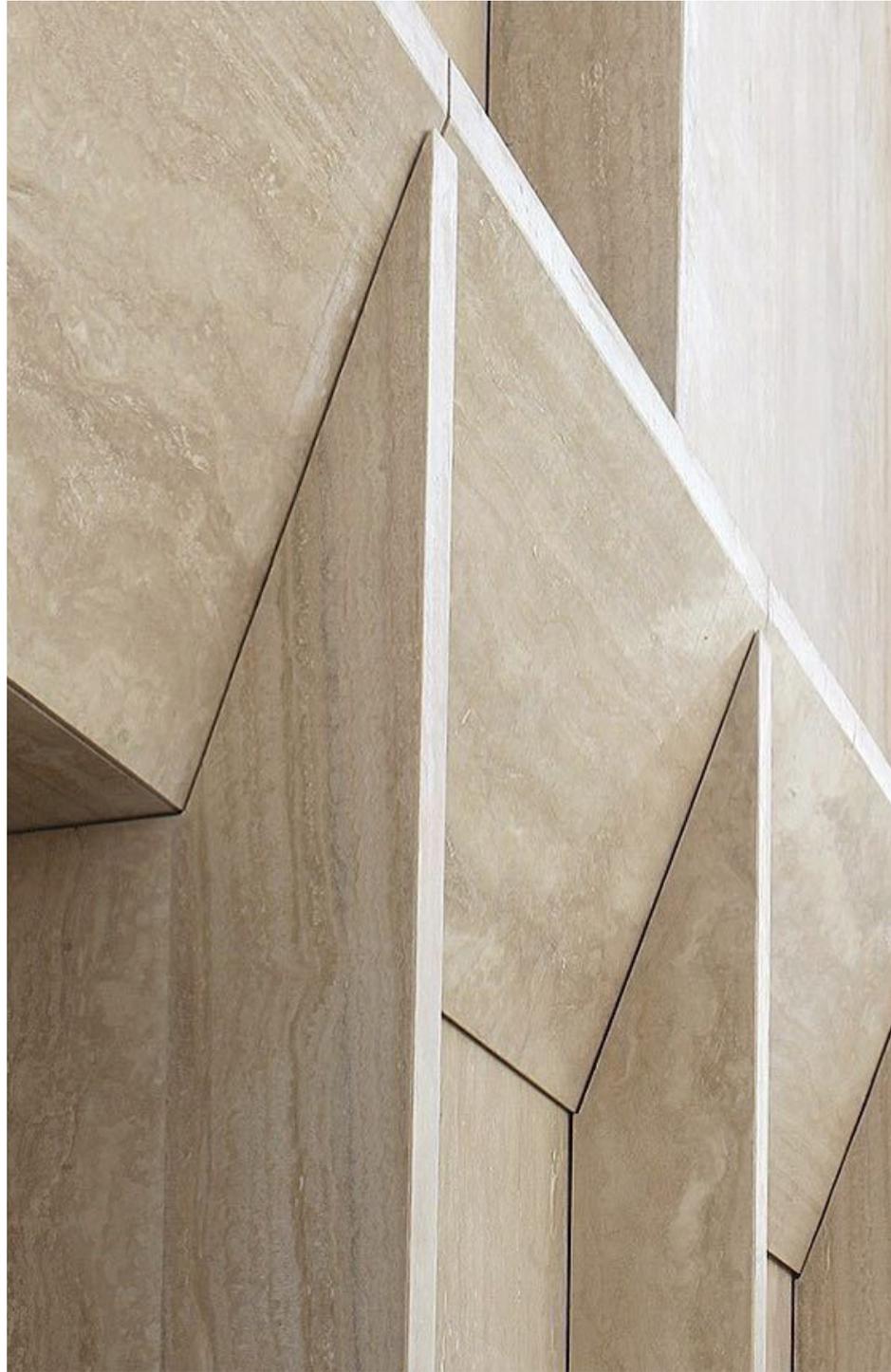


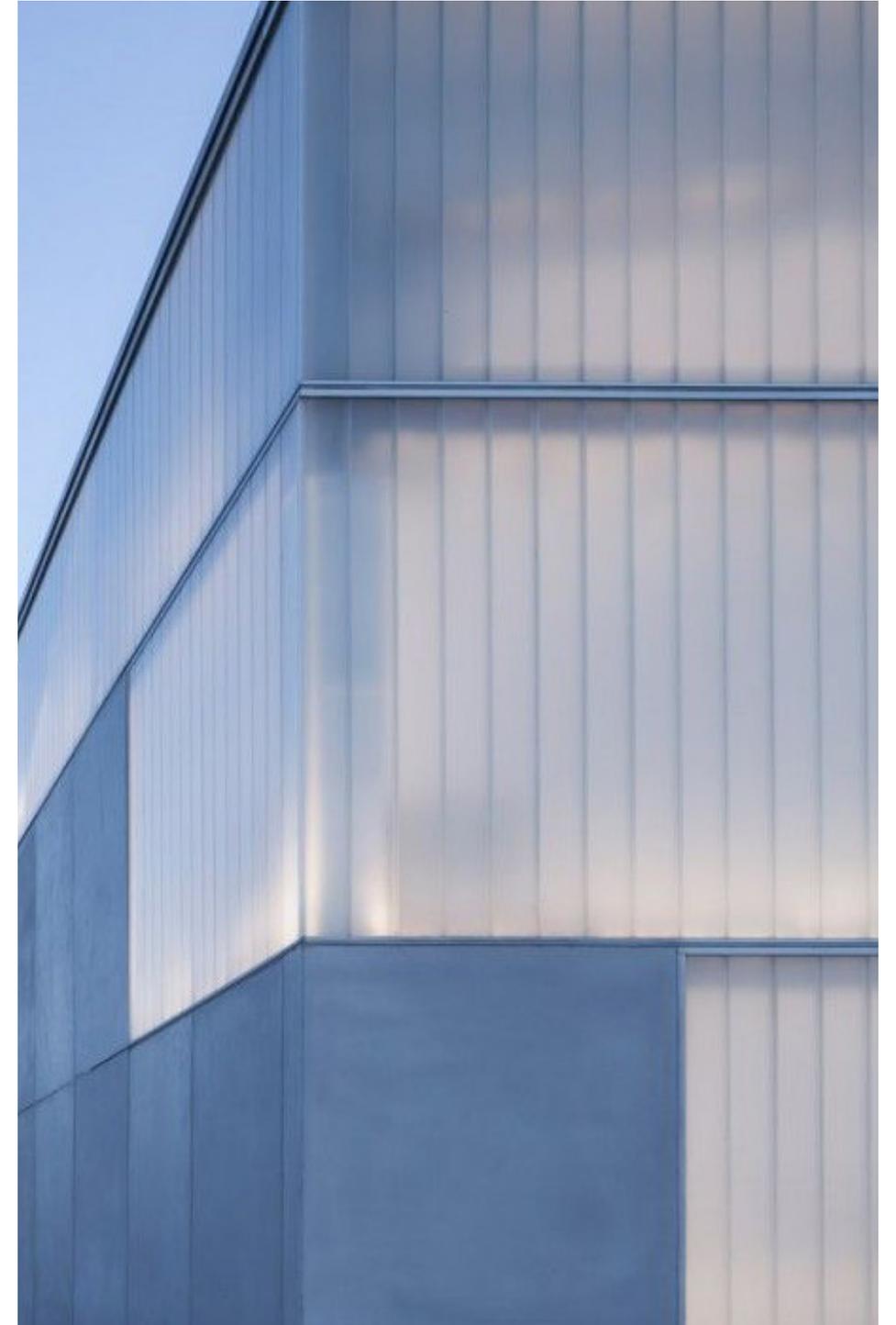
Rejuvenate
Immersive, sensory renewal

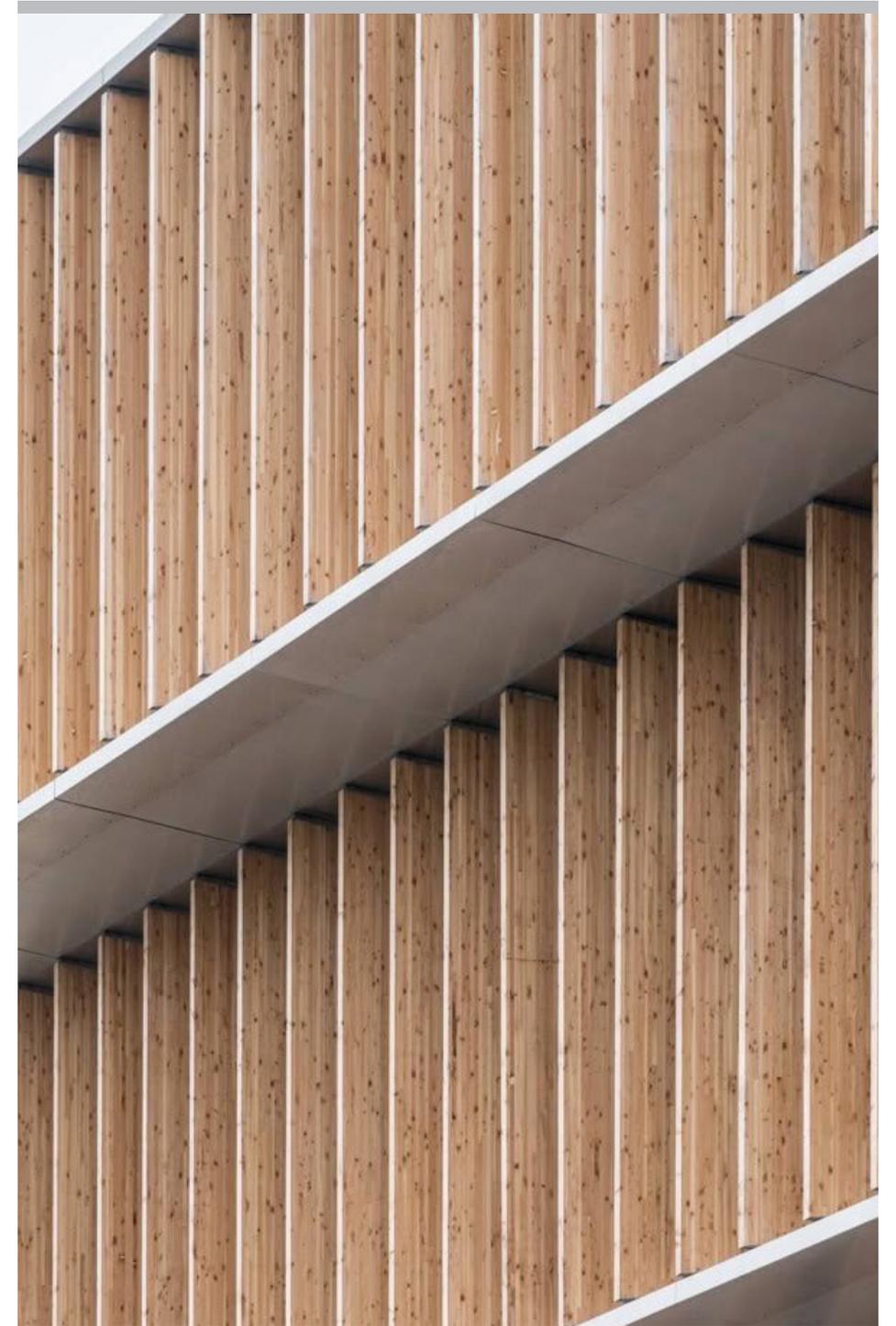
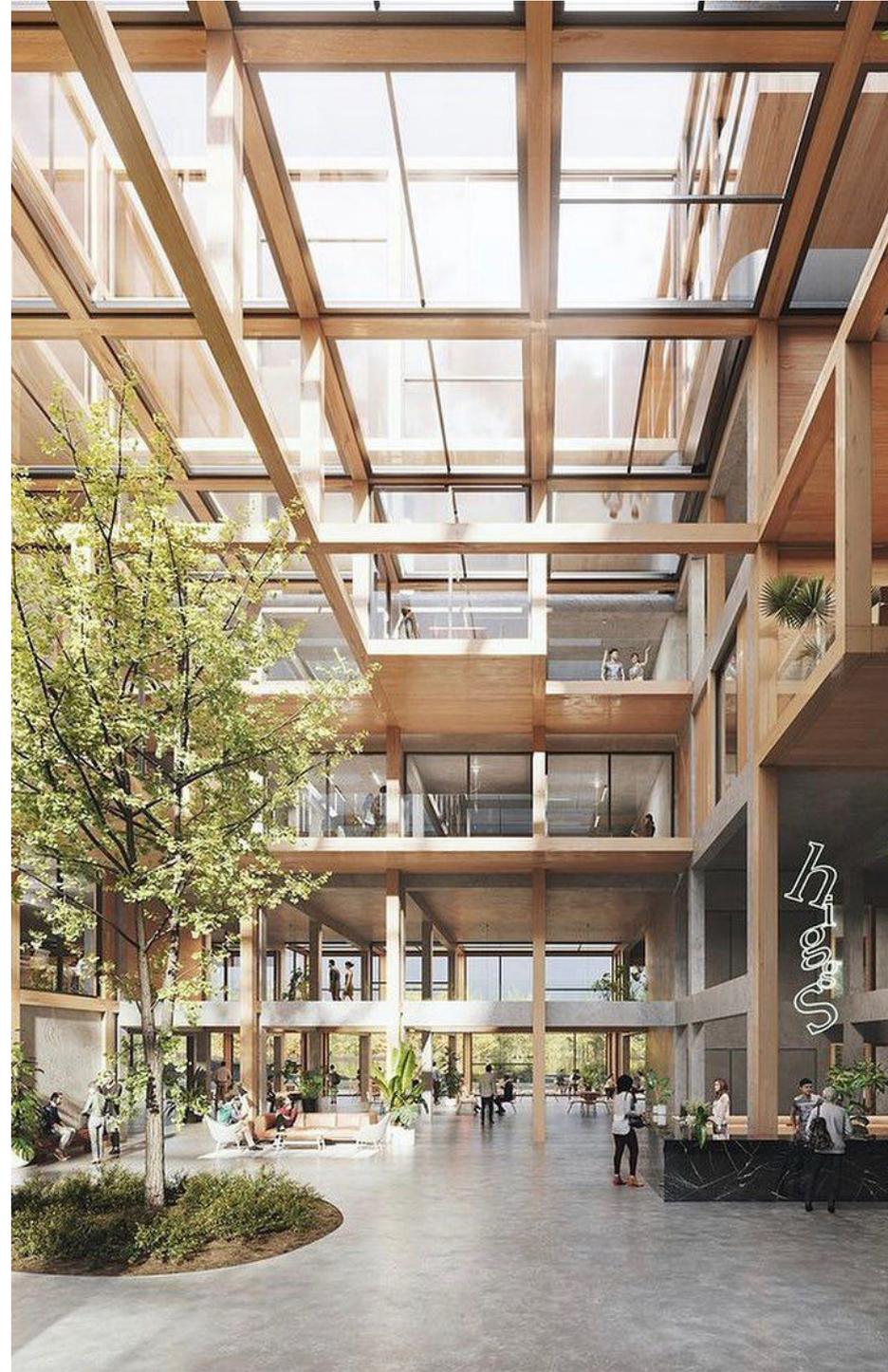


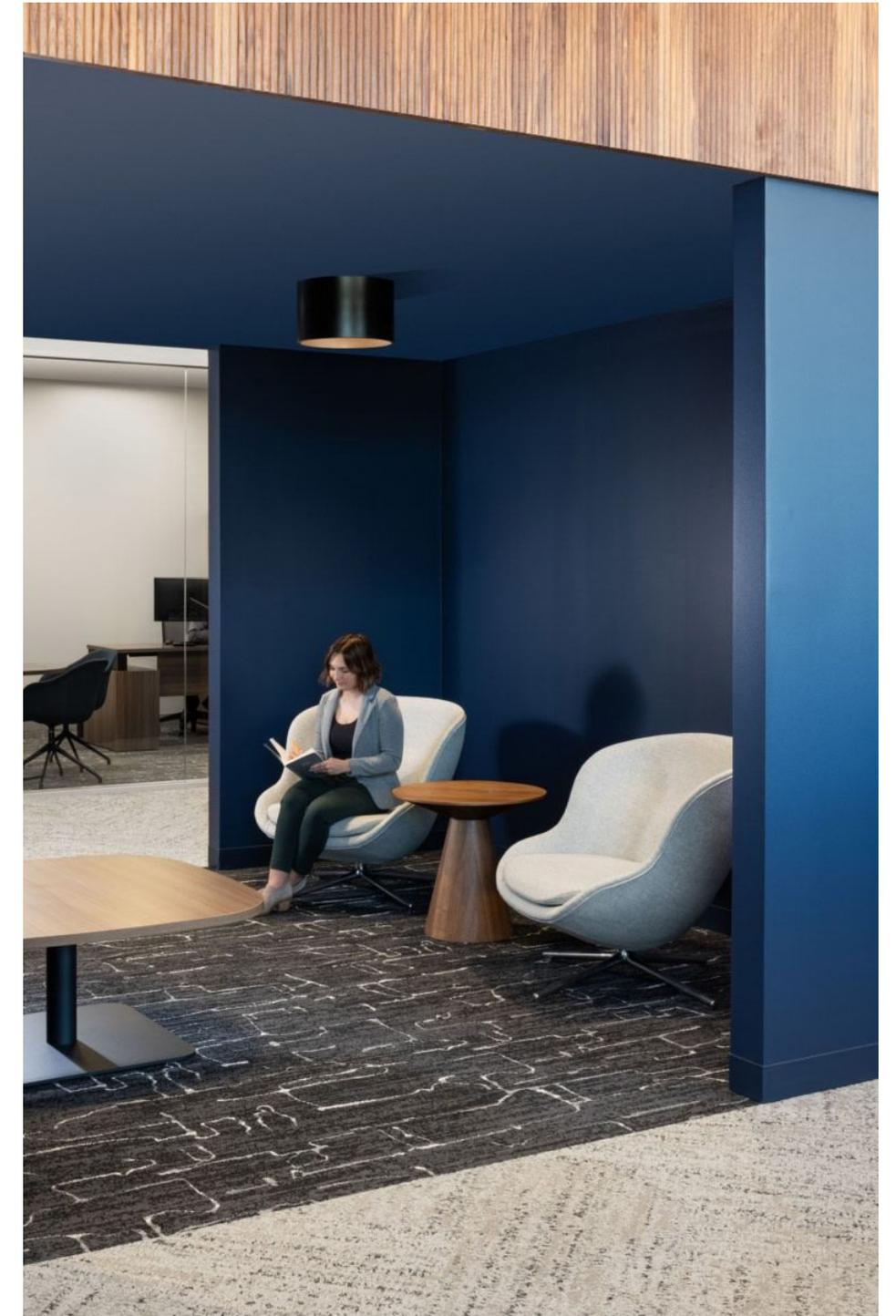
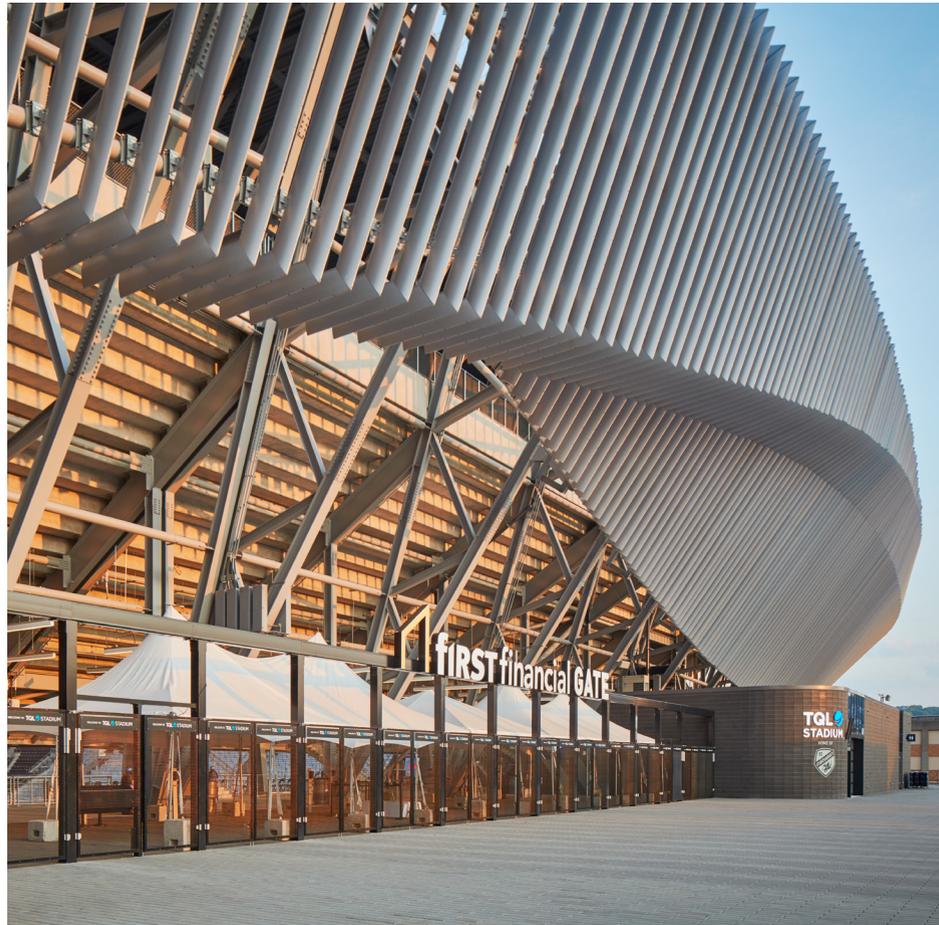
Elevate
Raising community identity through entertainment









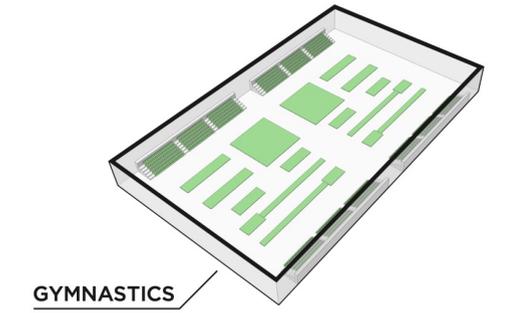
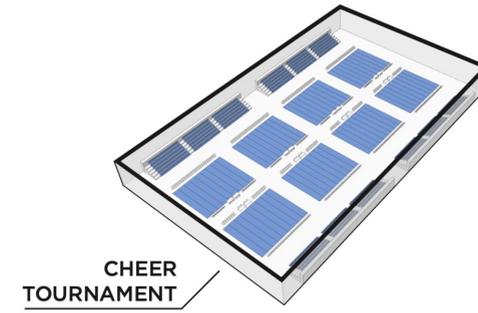
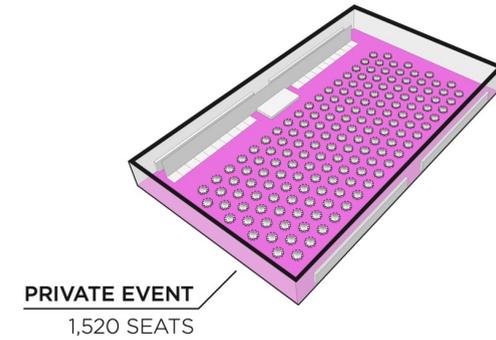
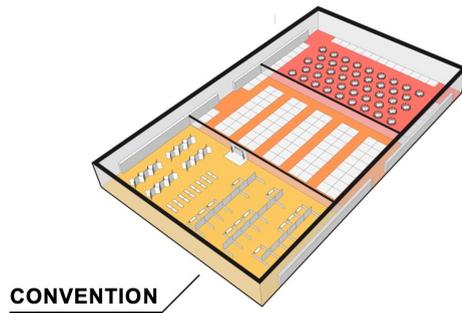
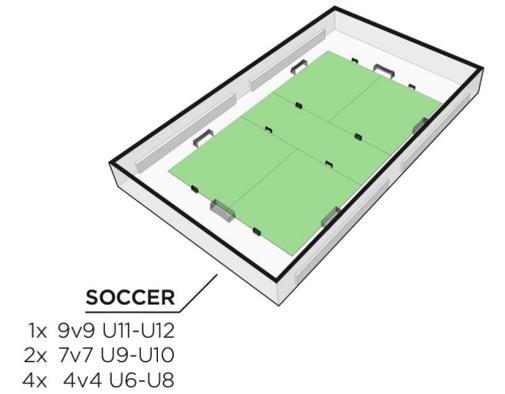
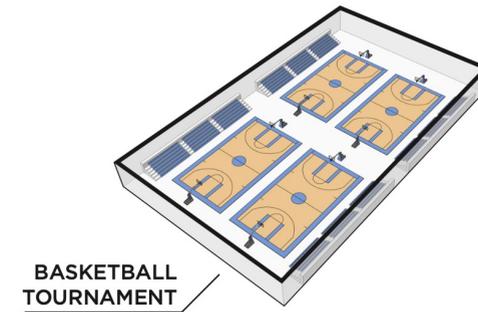
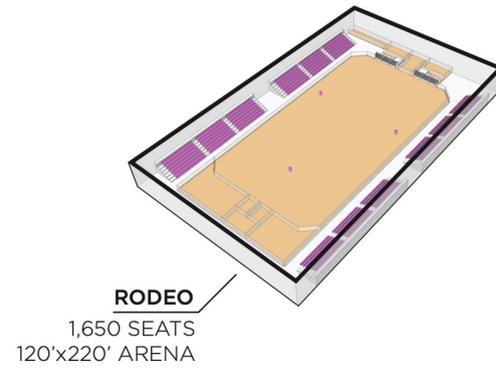
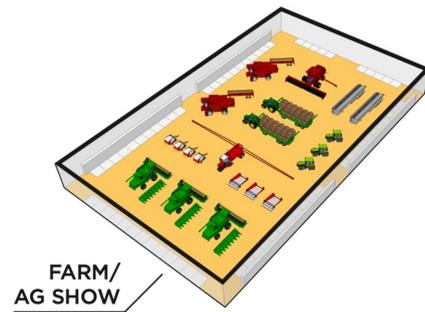
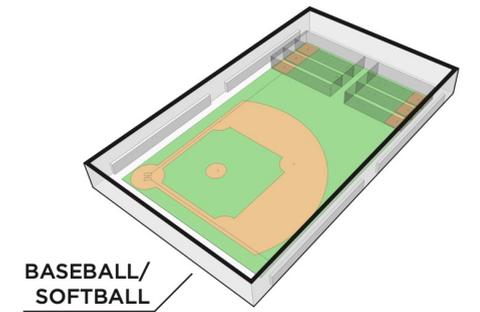
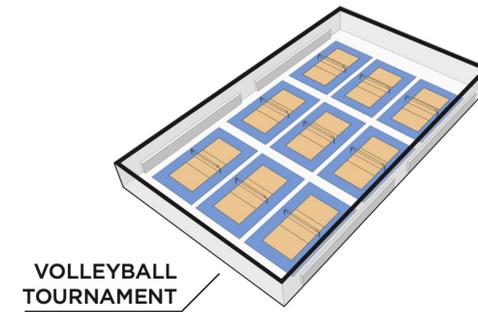
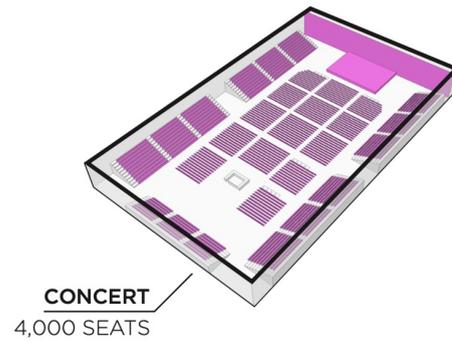
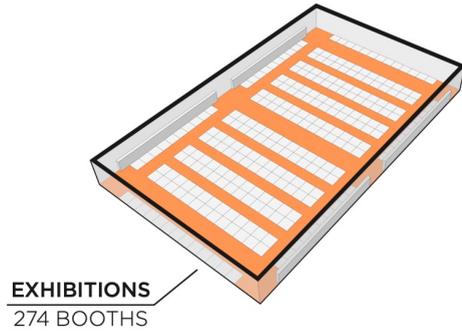




Main Hall =
55,500 SF
(185' x 300')

Breakout Meeting Rooms =
6,000 SF

Gross Facility Footprint =
92,250 SF (estimated)

















Thank You