

Nassau Veterans Memorial Coliseum

Renovation Expansion Study

HELLMUTH, OBATA + KASSABAUM, INC.



ARCHITECTURE, ENGINEERING, PLANNING,
INTERIOR, GRAPHICS, CONSULTING

29 October 1996

Mr. Wes Westley, President
SMG
701 Market Street, Suite 4400
Market Place East
Philadelphia, PA 19106

RE: NASSAU COUNTY VETERANS MEMORIAL COLISEUM STUDY
HOK Project No. 96-451-01

Dear Mr. Westley:

This report concludes HOK's study investigating how the Nassau County Veterans Memorial Coliseum might be rebuilt to address the long term revenue and fan accommodation needs of the New York Islanders Hockey Club and other users of the facility. It is appropriate to use the term "rebuild" rather than "returbished" because, in meeting those needs, most of the building's floor area and nearly everything above grade at the Coliseum will be new. If implemented, this metamorphosis of image and content will create a turn-of-the-21st Century building in the convenient, easily-accessed and familiar location of its 1972 antecedent.

This study has been based upon HOK's prior experience with hockey arenas and on programmatic discussions with SMG. It should not be considered a design recommendation, but rather an exercise which we believe demonstrates the Coliseum's adaptability to a variety of new configurations which are relevant to the current state of professional hockey venues. It also shows the site's capacity for additional, related, non-arena development.

Some elements of this concept, like exterior advertising, may have been carried further than the market will require or the County or the team may wish to go; others like the number of private suites may reflect more conservative assumptions than the team requires. If the project is to move forward it will be appropriate to reconsider this report in the light of input from Nassau County officials, detailed programming discussions with the Islanders and independent financial studies which more clearly evaluate the building's and the team's market needs and potential.

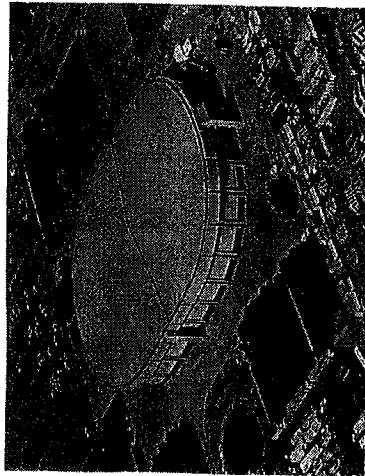
We have appreciated this opportunity to serve SMG. HOK will be happy to assist you, the Islanders or Nassau County in any way which will support a fuller understanding of this study or further the implementation of this very interesting project.

Very truly yours,

Michael W. Hand, AIA
Vice President
Sports Facilities Group

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RE INVENTION OF AN ARENA

I. HISTORY

The existing Nassau County Veterans Memorial Coliseum, which opened in 1972, has served for twenty-four years as home for the New York Islanders. During this period it has remained essentially unchanged except for the addition of suites hung from the upper trusses and minor additional seating in the 200 and 300 levels.

The arena has a capacity of 16,665 with only twenty-two non-ADA, wheelchair viewing positions; limited numbers of concession and team store points of sale; below industry standard restrooms for men and women; and minimal club or preferred seat amenities. Suites suffer compromised sight lines and location and are not ADA accessible. The single main concourse restricts crowd flow for circulation and toilet and concession access before and during games. The existing ticket lobby is too small.

The current exhibition hall is a below-grade, densely columned space. Exhibition use suffers from poor truck docking, thirty foot column spacing making it hard to set up, and poor visitor access through the ticket lobby which precludes overlapping events.

II. PURPOSE OF THE STUDY

This study was commissioned to:

1. Consider increased seating capacity while adding ADA-required viewing positions.
2. Provide premium seating opportunities of high perceived value.
3. Improve concession and novelty service and increase points of sale.
4. Improve the building image.
5. Identify retailing opportunities.
6. Investigate expanded advertising opportunities.

The general intent was to upgrade the existing building for increased revenues and customer service, and to address the long term revenue and fan accommodation needs of the New York Islanders.

III. PLANNED ENHANCEMENTS

	Existing	Proposed
1. Enlarge Seating		
Hockey	2,588	2,500
100 Level		plus 25 wheelchair companion seats and 25 positions
200 Level	4,831	4,100
		plus 37 wheelchair positions and 37 companion seats
300 Level	8,864	1,820
		plus 28 wheelchair positions and 28 companion seats
400 Level (Upper)	N/A	8,900
		plus 89 wheelchair positions and 89 companion seats
Subtotal	16,283	17,320
Suite Tickets	382	1,000
Total	16,665	18,678 * including 358 w.c. + c.

Expansion of the truck dock and load-in capabilities would be explored to speed up concert load-in time and facilitate service deliveries.

Overall, the traffic flow through the site would be redesigned to support the selection of either Scheme A or Scheme B.

18,678	Projected capacity
- 16,665	Current Capacity
2,013	*Net gain in venue capacity as drawn.

* Adding additional 400-Level rows will allow meeting any desired capacity up to over 20,000.

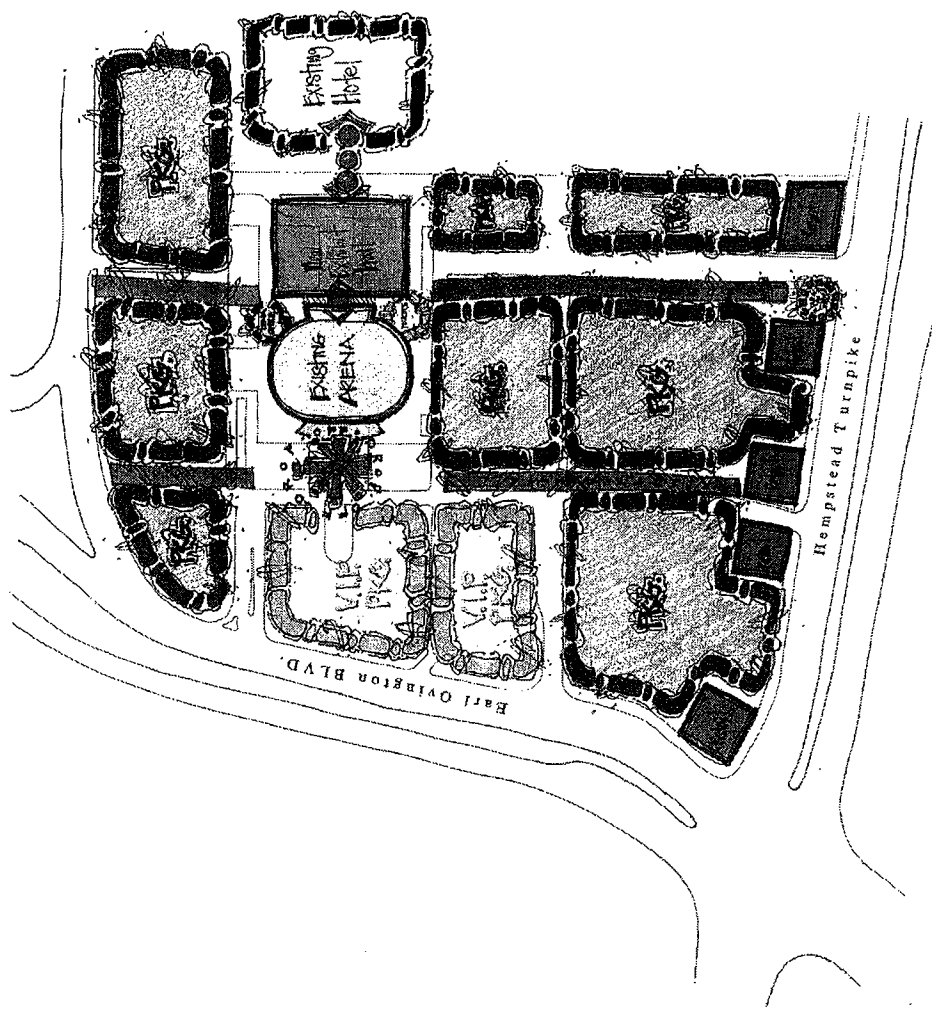
2. Site

The existing site provides good access from Long Island with over 7200 parking spaces. Parking is considered adequate for existing games as well as for expansion of the coliseum.

Site Development options identified included:

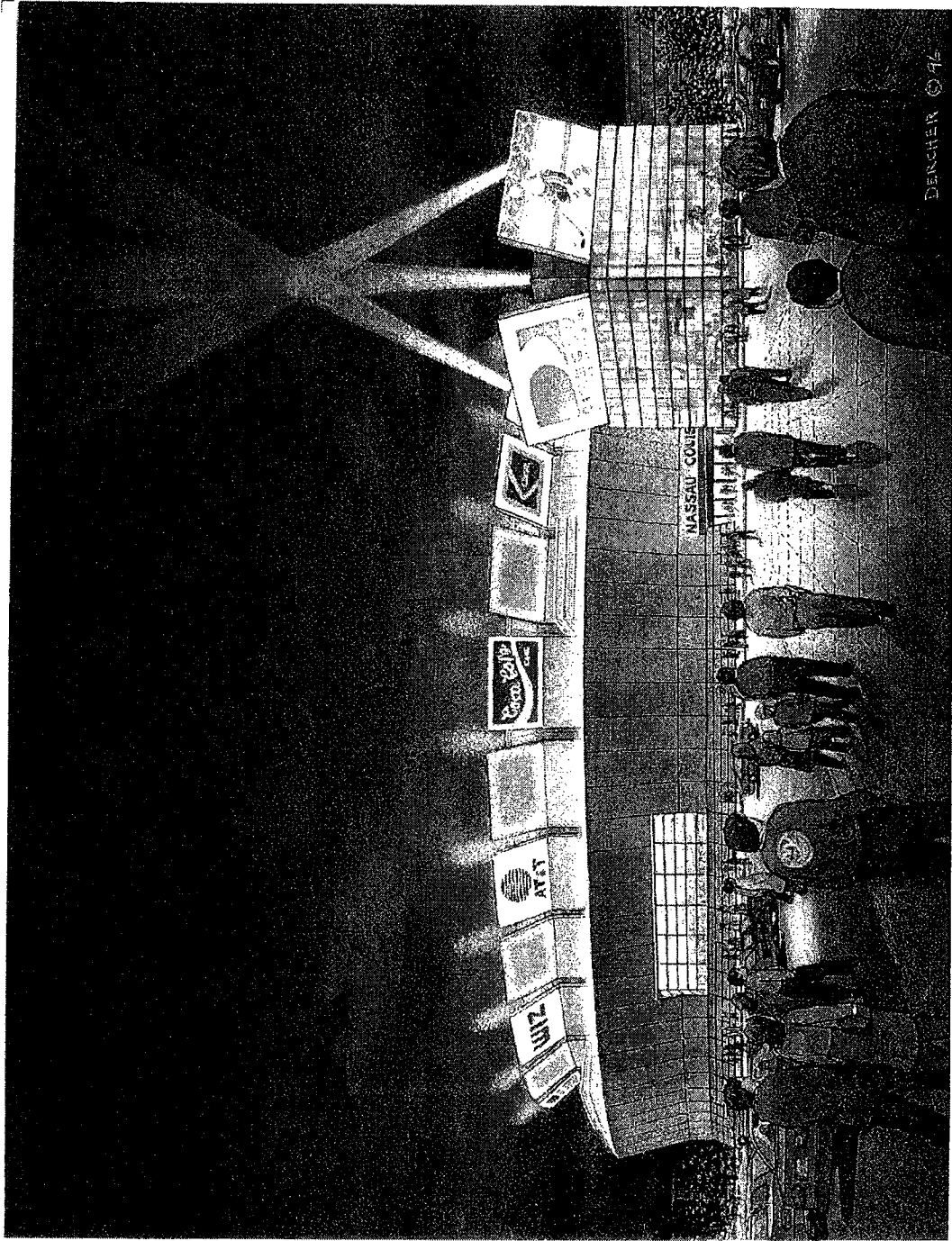
- Scheme A: Provide out parcels along Hempstead Turnpike for restaurants and retail shops.
- Scheme B: Provide locations adjacent to or attached to the building for restaurants and retail.

Both the A and B schemes would emphasize making the arena location a destination or entertainment focus for the area. Site signage including entry marquees along Hempstead Turnpike would be updated to announce activities, advertise and attract new guests.



A SITE PLAN

NASSAU COLISEUM



NASSAU COLISEUM

3. The new plans provide for:

- A. Expansion of the main concourse with new entries, enlarged ticket lobby, new central team store plus additional novelty outlets, concession points-of-sale, and restrooms.
- B. A Suite/Club concourse with restaurant, bars and its own VIP entry convenient to VIP parking.
- C. A new upper concourse with escalator, elevator and stair access, and concessions, novelties and restrooms.

4. Wheelchair Accessible Seating Counts

	Existing	Proposed
100 Level	25	25
200 Level	37	37
300 Level	28	28
400 Level	89	89
TOTAL	22	179 plus suites

Wheelchair locations will be developed with "accelerated sightlines" to provide views over standing fans in front.

5. Concession and Novelty Point-of-Sale Counts @ 5 to 5 1/2 l.f. per point-of-sale.

	Existing	Proposed
Main Concourse	48	76
Upper Concourse	--	80
Total	48	156

6. Toilet Facility Counts and Ratios

Existing:
(16,283 capacity for hockey, plus suites with their own toilets)

8,142 Men (50%)
49 Urinals
33 water closets

1:166 fixtures/fan
1:247

9,770 Women (60%)
.37 water closets
1:264

Proposed:
(17,678 capacity for hockey plus suites with their own toilets.)

8,839 Men (50%)
118* urinals
30* water closets
1:75 fixtures/fan
1:300

10,607 Women (60%)
177* water closets
1:60

* May be adjusted if required by total plumbing codes.

Unisex/Family Toilet:

Larger, single-fixture, accessible toilet rooms will be provided on each concourse for use by families and physically disabled persons requiring the assistance of an attendant.

9. Fan Accommodation

Fan accommodation rooms will be provided at the main and upper concourses to aid guests and to distribute ADA assisted listening devices.

10. First Aid

A first aid room will be provided adjacent to fan accommodation at each level for treatment of minor medical needs.

11. Team Store and Novelty Sales

A state of the art team store shall be featured at the grand lobby entry to the Coliseum. This will be open year-round and feature novelty and sports memorabilia. Additional novelty stores or stands will be distributed throughout the main and upper concourses, and a team boutique will be located near the suites/club concierge.

12. Club/Suite Level

- A. Luxury Suites - A mix of fifty luxury suites in three sizes will be provided around the club level. Each suite will contain a private toilet, bar and counter space with refrigerator and ice maker. Television, phones and computer service will be provided.
- B. Party suites will be provided for individual game lease use to accommodate a minimum of 50 guests. Each party suite will provide bar and counter space with refrigerator and ice maker. Television and phone service will be provided.
- C. Club Seats - Luxury seats (min. 22') will be accessed at the suite level. Waitress service will be provided.
- D. Restaurant - A 5,000 s.f. restaurant/bar will be located at the entry point to the suite/club level. This will be a full service restaurant and kitchen. The restaurant can be available year-round, accessed through the separate club/suite entrance from VIP parking.

7. Vertical Transportation

An elevator, escalator and a grand stair will be provided to move guests to the Club/Suite Level. Escalators to the upper concourse will be located adjacent to the team store at the grand lobby and elsewhere convenient to entries.

Passenger elevators will be provided to all levels for guests, the press and meeting ADA requirements.

Large freight elevators will be provided for food service, cleaning and maintenance needs.

8. Ticket Windows

A main ticket window area (min. 15 windows) will be located adjacent to the team store/grand lobby for use during the week as well as at game times.

Additional will-call and future sales windows will be located adjacent to the VIP entry.

- E. Lounges - Two bar lounges will be provided at the perimeter of the club level.
- F. Pantries & Suite Catering will be provided to service the suites as well as to support waitress service for the club seats.

13. Advertising Opportunities

The current Coliseum affords relatively few advertising opportunities. Scoreboard and dasher advertising has sold fairly well; recently added signage at the upper bowl has not sold well. Exterior signage is limited to a matrix display at the signage pylon along Hempstead Turnpike.

As part of reconsidering the building's image, advertising signage and lighting are seen as working together to create an ambience of excitement to draw event spectators and off-hour shoppers and visitors into an active, sensually rich environment. The experience starts with revised pylon marquees identifying parking entries and mixing directional information with announcements of future Coliseum games or events and advertising messages. Once parked, spectators will approach a building of expanded size and an entirely new impression formed by curved wall panels crowned with lights and back-lit signage.

The primary spectator entry at the box office lobby is located between the arena concourse and a glassy retail pavilion featuring the central team store and possibly boutique outlets for revolving displays of new products by the building's primary advertisers. This pavilion opens to the concourse through a gated entry on event days, but will also have doors to the ticket lobby and to the outside so that it can serve customers at times when the arena is closed. Topping the retail pavilion are additional signage, message or video board opportunities and spotlights which, when illuminated, signal when the Islanders are playing at home.

The building's interior anticipates an improved scoreboard, new current-generation dashers, and additional, carefully placed signage in the seating bowl. Concourse lighting will be consistent with the Coliseum's new theming as an exciting, evolving entertainment environment where concessions marketing, team novelty outlets, interactive displays and attractions work together to define a unique game experience.

Although not specifically addressed in the design concept, it is recognized that the building may attract a corporate naming sponsor, and opportunities abound to strengthen that sponsor's image for maximum value.

14. Options for Additional Development

Additional development beyond that shown in the drawings can be achieved within the arena bowl and elsewhere on the Coliseum site. Within the building, additional rows in the upper deck can increase seating capacity and the number of rows (and seats) in the club can be increased. It is also possible to adjust the design to add additional suites, either immediately above the suites shown or at the top of the upper bowl.

Several ideas have been considered for potential additional development on the property. Among these are a New York Islanders Hall of Fame, development of stand-alone restaurants serving a general as well as a pre-game clientele, additional retailing including sports themed shops and attractions or a major sports equipment retailer, and development of a significant convention/exhibition facility meeting or exceeding current industry standards.

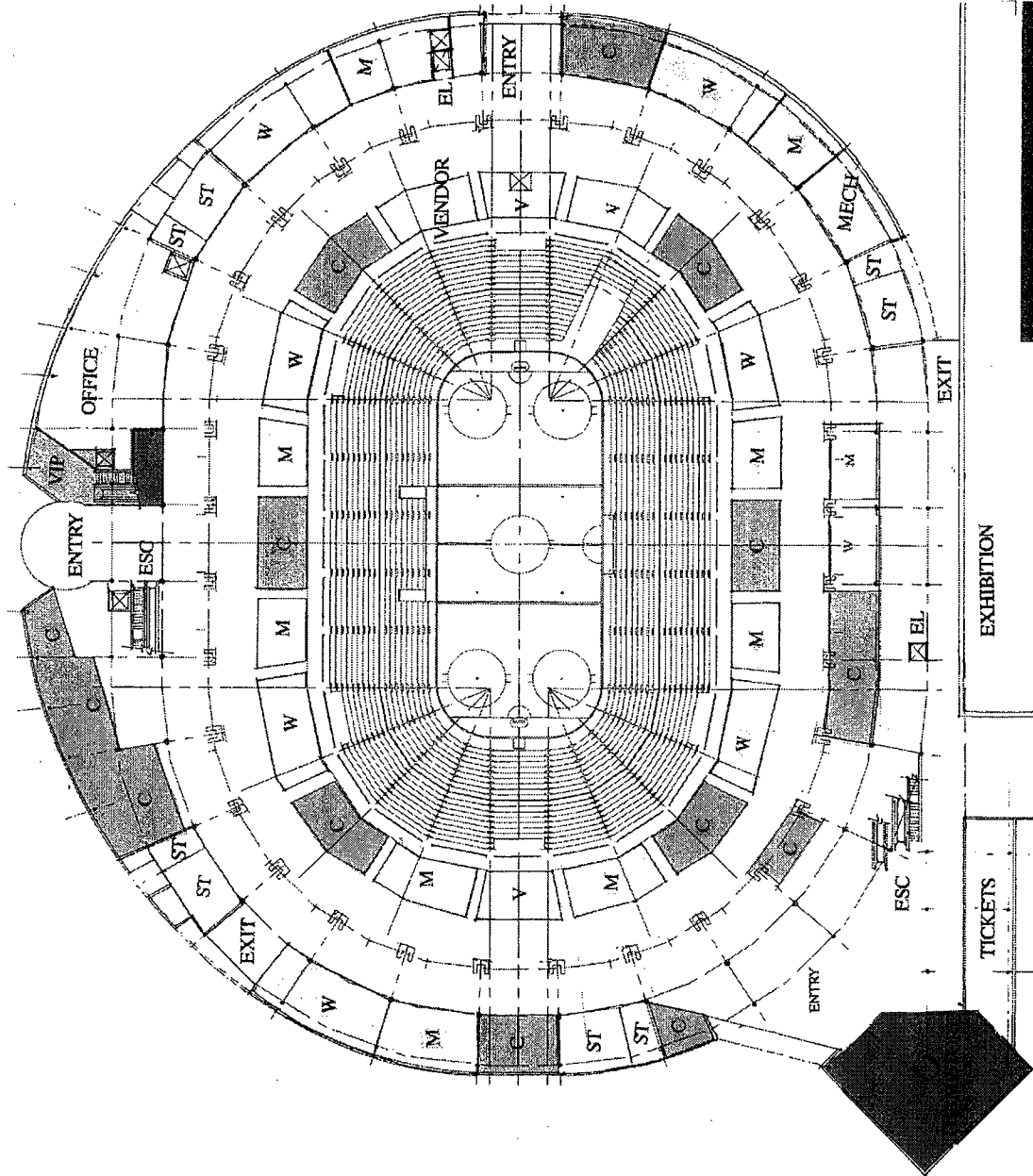
These additional activities are intended to extend use of the building to additional, non-hockey event days and to longer stays of spectators which can ease arrival and exiting and create more opportunities for retailers, more value for advertisers, and more events to meet revenue requirements.

An Islanders Hall of Fame might be integrated with the main team store to provide shared oversight of both activities at non-game times and to capture souvenir and gift buying opportunities related to spectator visits to the Hall of Fame. Alternatively, the Hall of Fame might be developed at a concourse location close to new team offices where it could be accessed by fans from the concourse and the outside, but where it would also be convenient to the reception area for team administration.

Stand-alone restaurants might be developed either around the site perimeter or attached to the building. Their inclusion would offer operators the Coliseum's address and abundant parking in exchange for associating branded food offerings with the arena, sharing revenues and exposing additional potential hockey fans to the location and the new Coliseum environment.

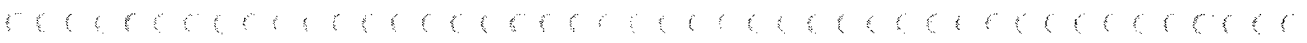
Retailing could be developed separately from the arena or around an extension of the arena concourse, providing fans an opportunity for browsing before or after events. It will be important to assure that retailers maintain the excitement of the arena environment and that their displays offer more than the merchandise routinely available at neighborhood malls. Like the team store, retail outlets attached to the building may have doors to both the concourse and to the outside, however, they cannot be operated in a way which might allow un ticketed spectators into the venue.

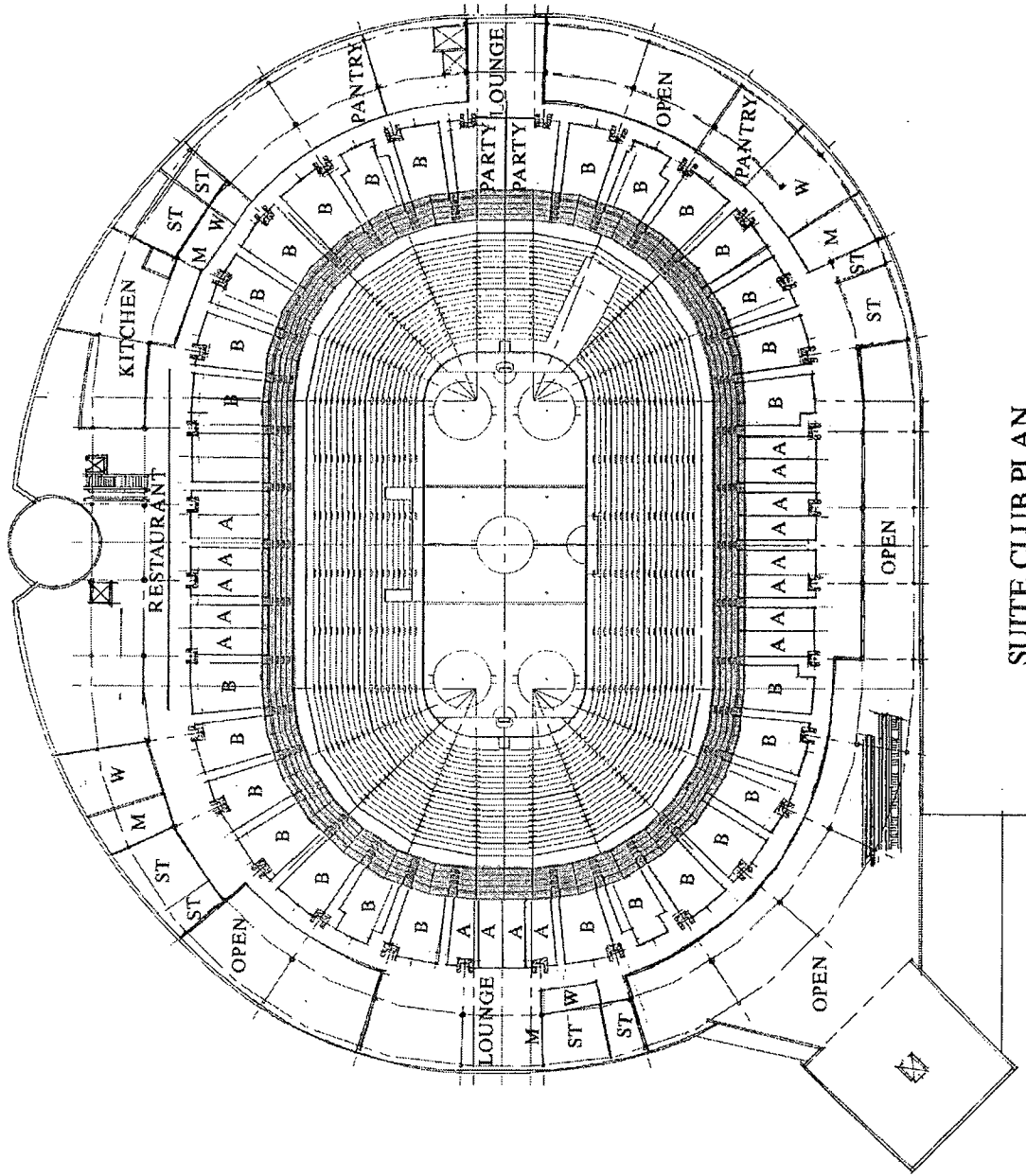
Accommodations for convention, meeting and consumer show business at the Coliseum can be significantly improved if a new, at-grade, relatively column-free Convention / Exhibition facility is developed; especially if development of that facility offers a weather-protected physical connection to the adjacent hotel. Existing exhibition space could be re-configured as meeting rooms accessed from a new pre-assembly space. The current arena dock could be connected to the new exhibition facility by a large freight elevator allowing food operation by the arena's concessionaire from a single commissary and providing a choice of surface or enclosed docking for users of the building. To optimize the complex's use for meeting business, pre-assembly space for the exhibition facility should offer clear, generous connection to the arena concourse, although that connection should be able to permit simultaneous use of the two facilities for different functions and to minimize security concerns if only one facility is in use. Any development of Convention / Exhibition space at the Coliseum should be preceded by an analysis to determine what size of facility will optimize its financial performance and best serve the Long Island market.



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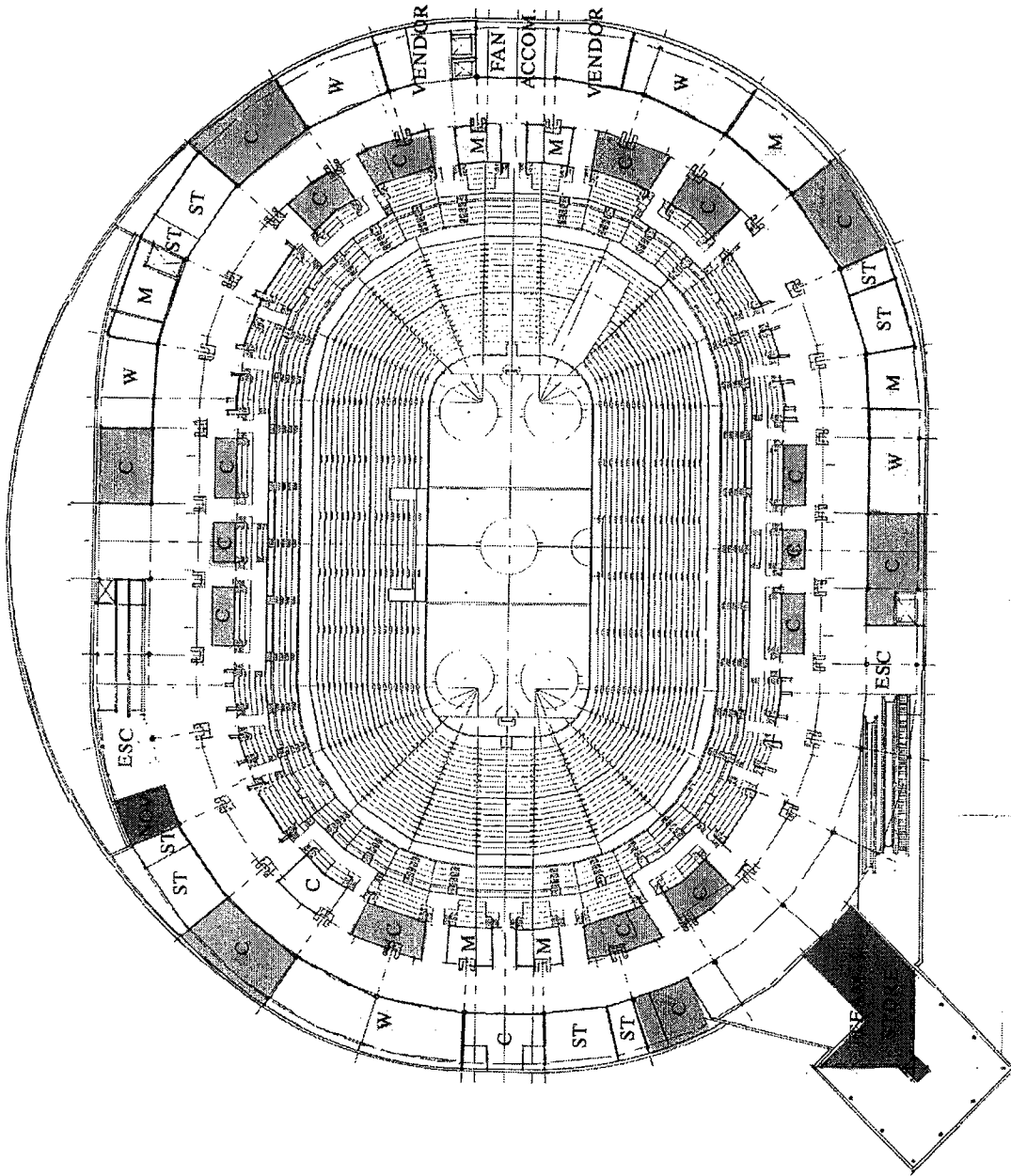
MAIN CONCOURSE PLAN





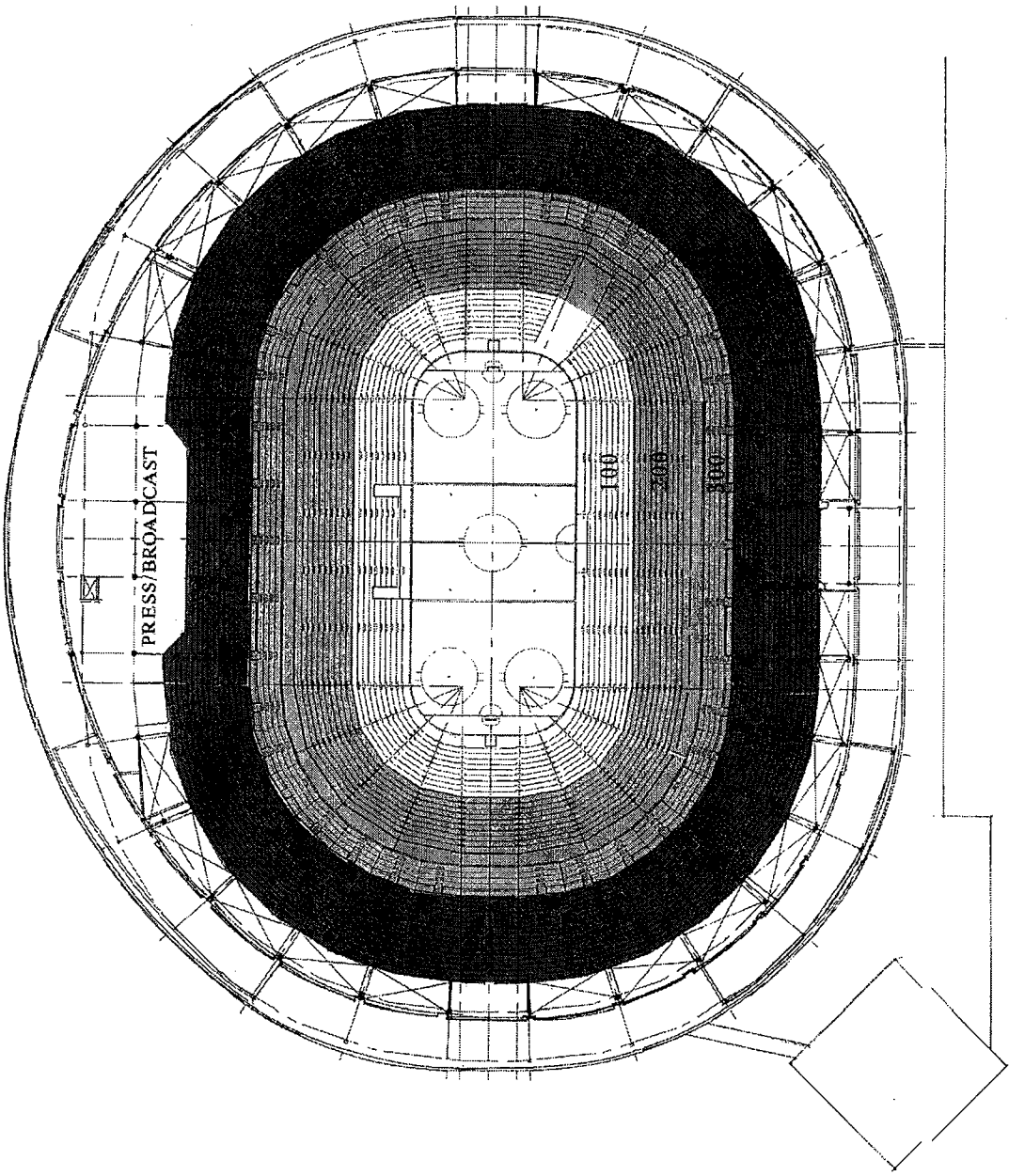
SUITE CLUB PLAN

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UPPER CONCOURSE PLAN

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PRESS/BROADCAST

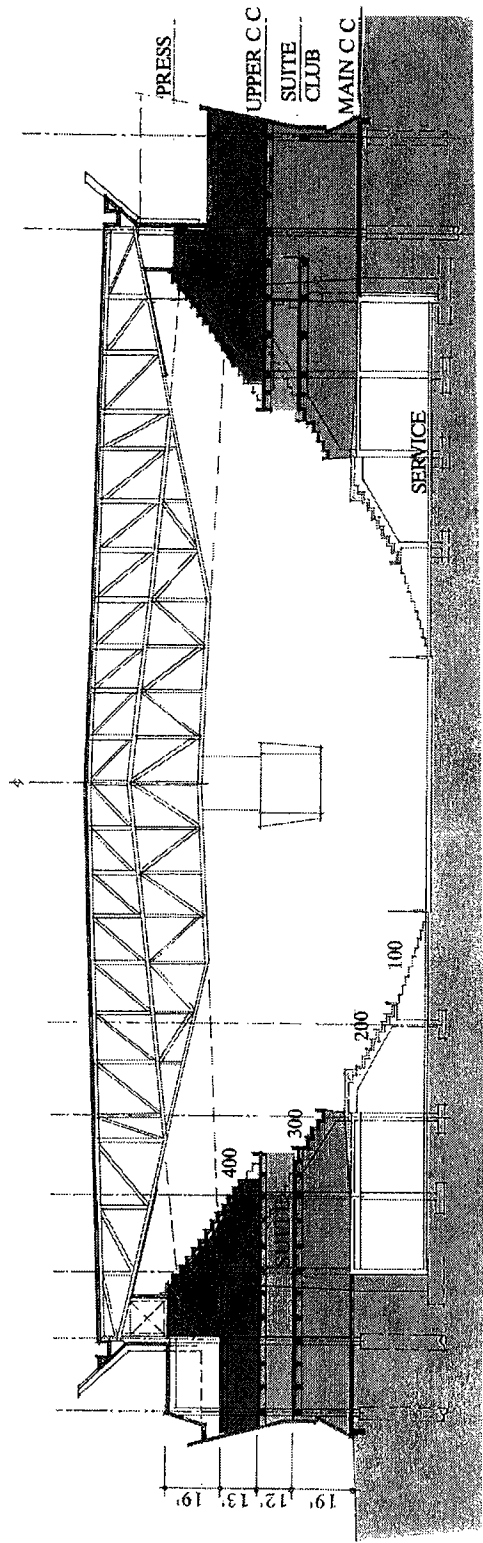
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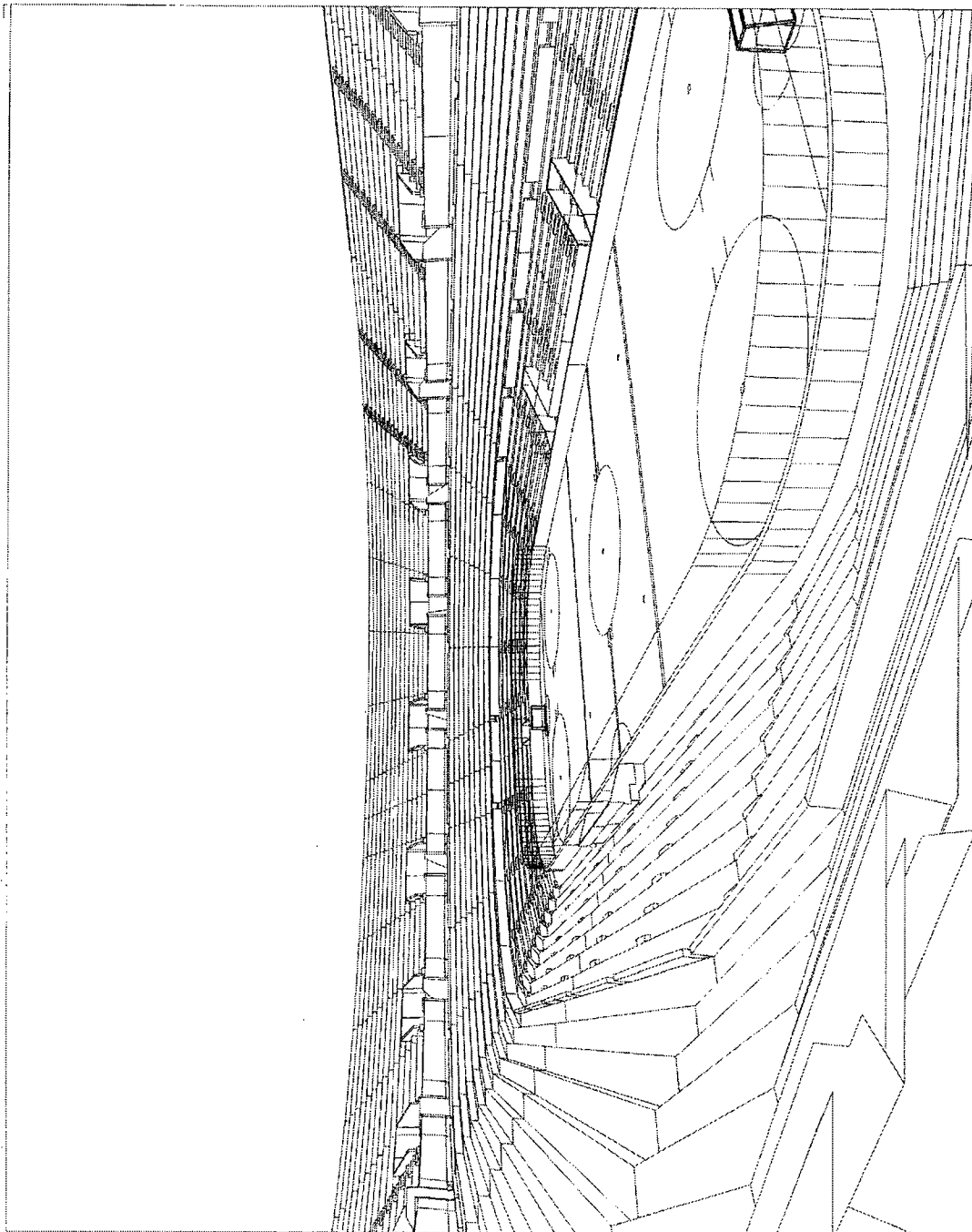
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BOWL PLAN

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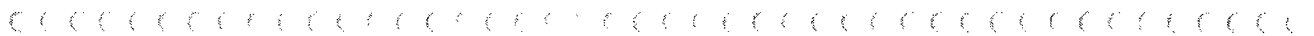


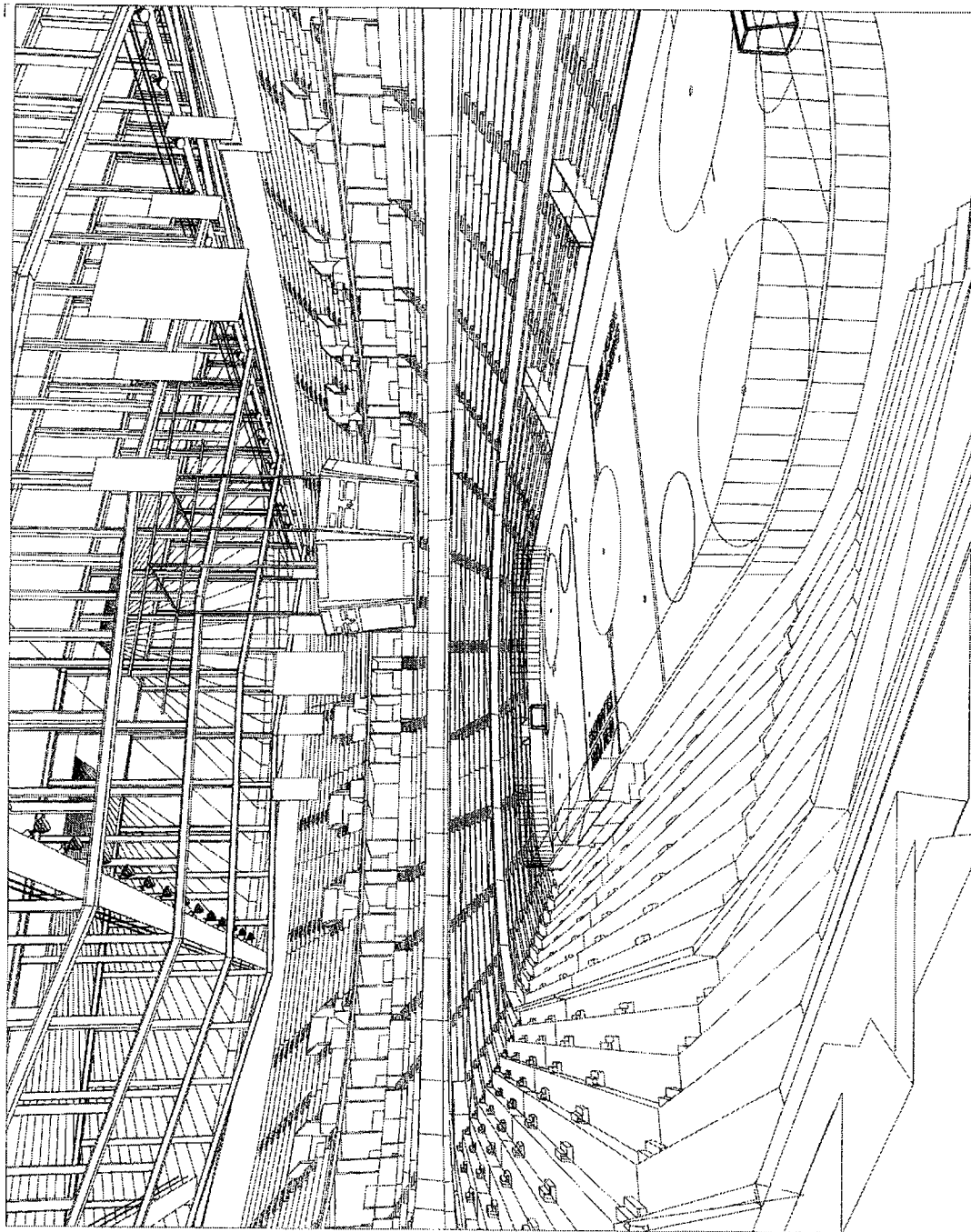
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EXISTING BOWL
LOWER LEVEL VIEW

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NEW BOWL
LOWER LEVEL VIEW

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