
UNIVERSITY OF
CENTRAL
ARKANSAS™
WER
ARCHITECTS
HKS
CSL
MULTIPURPOSE ARENA FEASIBILITY STUDY

DRIVERS

REVENUE GENERATION

CAMPUS ASSET

FUTURE PROOFING

RECRUITING

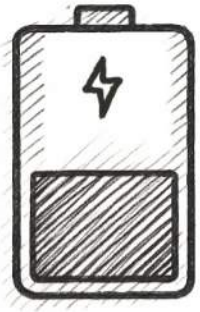
FLEXIBILITY & FUNCTION

AMPLIFY STUDENT LIFE

PROGRAMMING & DESIGN CHARETTE

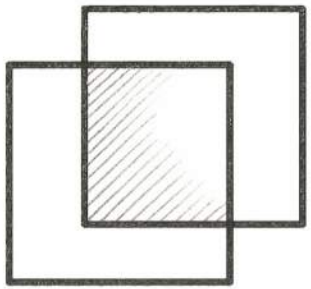
DRIVERS

ENERGY



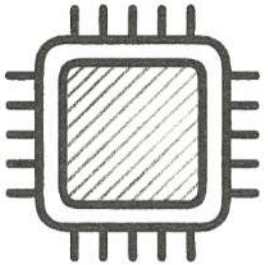
Energy defines the arena's purpose as a vibrant, year-round hub. Beyond basketball, it hosts events, gatherings, commencement, and concerts. The design emphasizes flow, flexibility, and accessibility, with dynamic concourses and adaptable spaces that fuel continuous activity. This building doesn't just hold energy—it creates it.

BALANCE



UCA's campus is rooted in Collegiate Georgian architecture. The arena respects this by using brick at its base to relate to nearby buildings, while upper levels introduce modern forms and transparency. Instead of imitation, the design creates a balance, blending tradition and innovation through material, massing, and detail.

FUTURISTIC



While the architecture honors tradition, the systems push forward. Immersive lighting, LED displays, and mobile connectivity create a future-ready fan experience. The use of sustainable mass timber, uncommon in arenas, reduces carbon impact and adds warmth, making the structure both innovative and environmentally conscious.

MARKET STUDY

1. Determine Demand for Arena

MARKET STUDY

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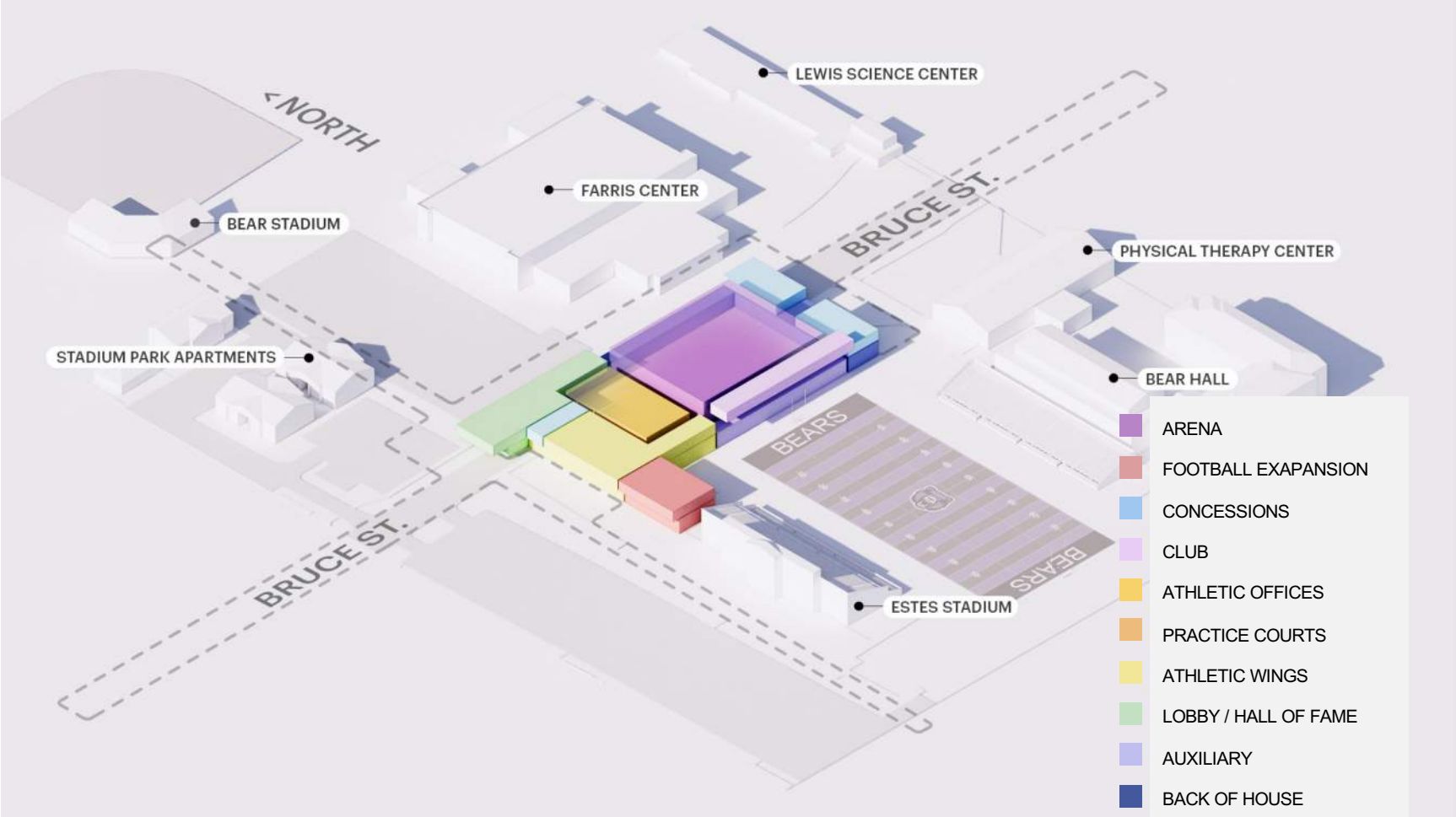
2. Define Building Program to Accommodate Demand

CAMPUS ANALYSIS & ATHLETIC CORRIDOR

SITE & MASSING



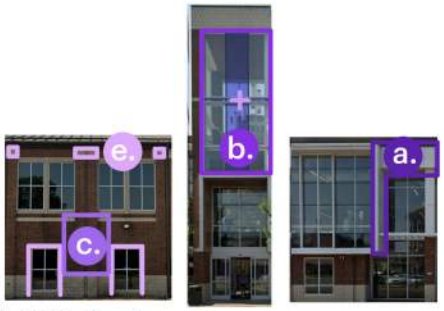
TRAFFIC STUDY

No significant adverse effects on traffic operations at the study intersections are expected as a result of diverted traffic associated with the closure of Bruce Street from Western Avenue to Farris Road.

There exists **sufficient reserve capacity** at surrounding intersections to accommodate traffic volumes projected to be diverted because of the proposed street closure.

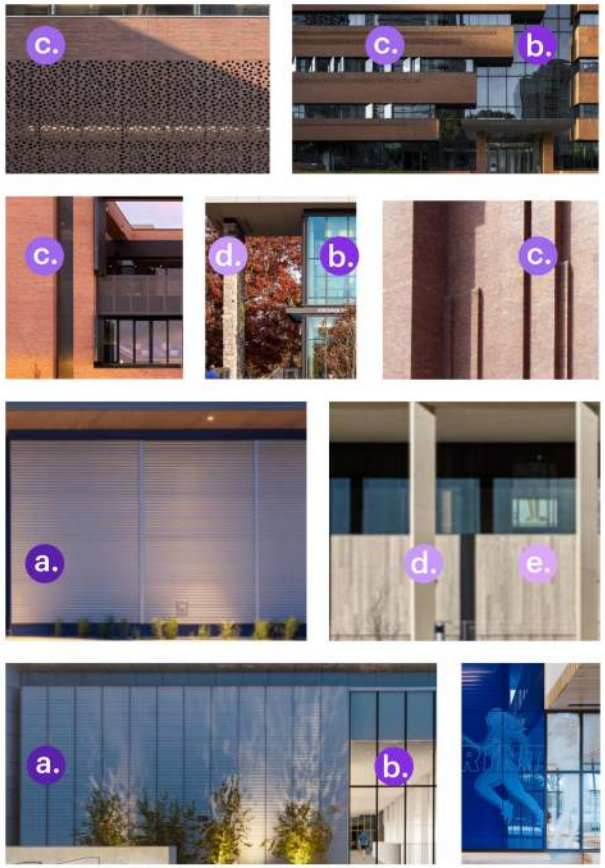
ARCHITECTURAL PALETTE

EXISTING TAXONOMY → **BALANCED ADAPTATION**



HPER Center

Buffalo Alumni Hall



- a. METAL CLADDING
- b. CURTAIN WALL
- c. BRICK
- d. COLUMNS
- e. LIMESTONE

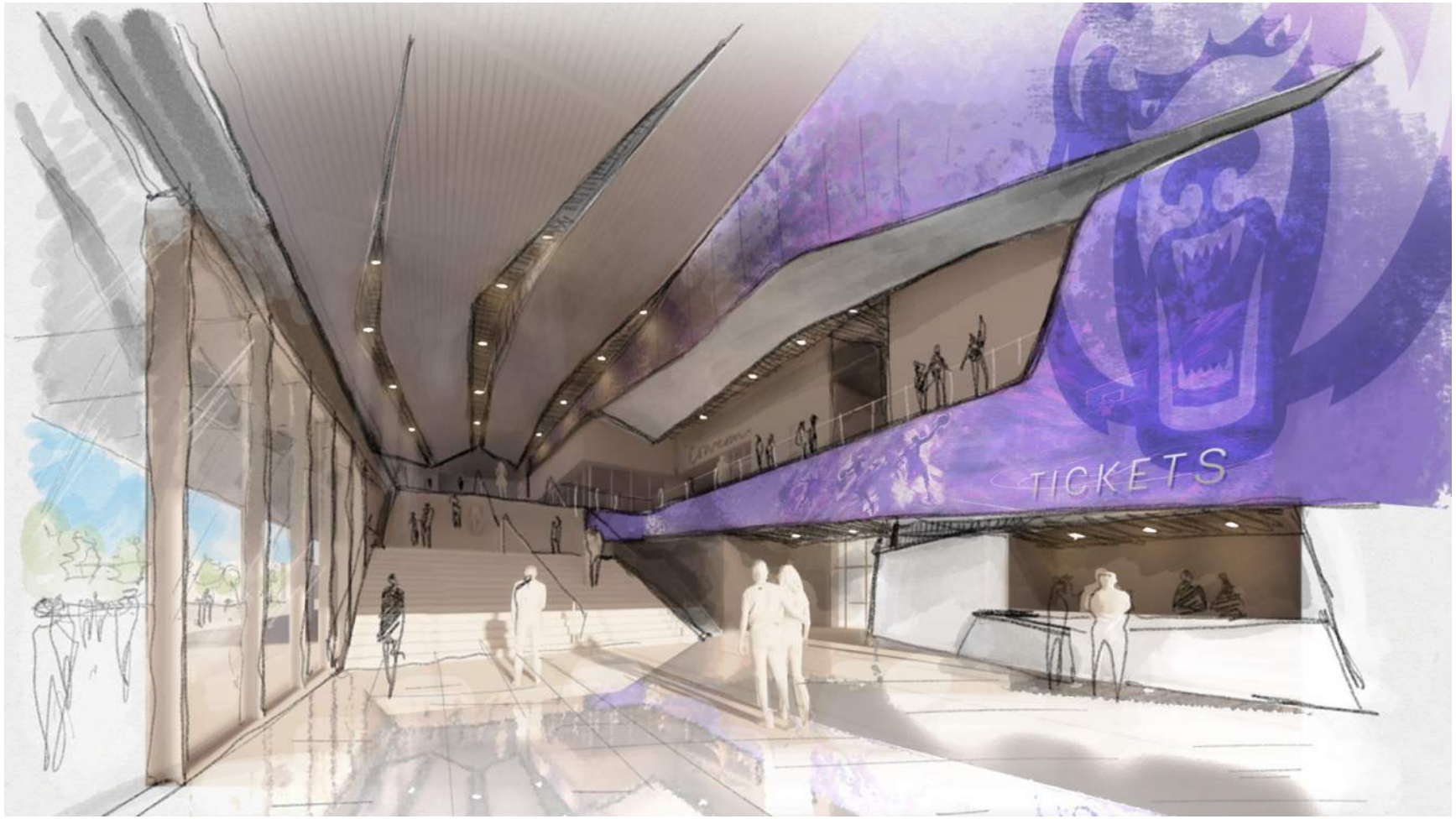
DESIGN ADAPTATION

GEORGIAN COLLEGIATE STYLE

GEORGIAN REDESIGNED

EXTERIOR

LOBBY



BOWL

BUILDING SECTION

FLEXIBILITY

- Commencement
- Graduation
- Concerts
- Chamber Events
- City Events
- Duck Derby
- Laurel & Stripes
- State High School Competitions

EVENT SET UP

COMMENCEMENT

FLEXIBILITY & AMENITIES

- Club Level Opportunities
- Rentability Off-Season
- Football Tie-In

CLUB VIEW

EXTERIOR CLUB

EXTERIOR FOOTBALL

STANDS

STANDS

SCHEDULE

Schematic Design	3-4 months
Design Development	3-4 months
Construction Documents	4-5 months
Bidding & Permitting	1-2 months
Construction	23-26 months
TOTAL	**34-41 months**

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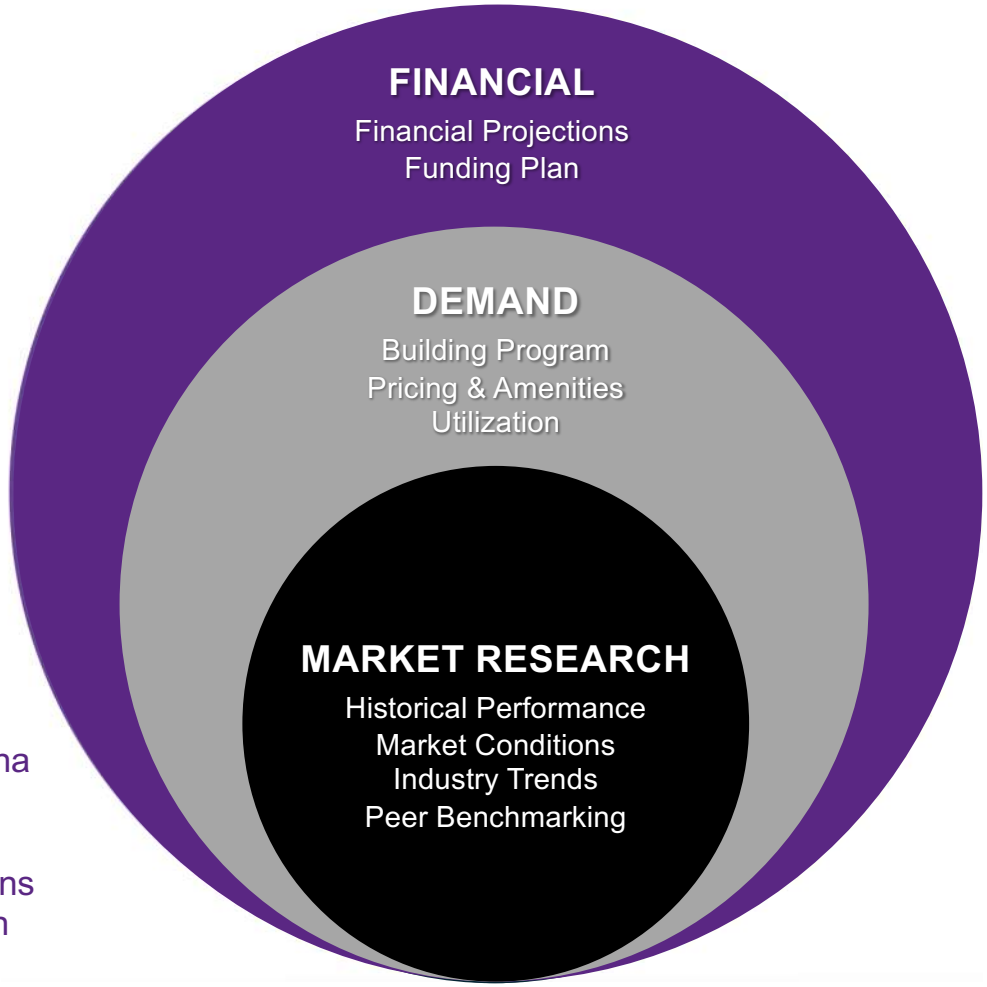
2. Define Building Program to Accommodate Demand

MARKET STUDY



1. Determine Demand for Arena
2. Define Building Program to Accommodate Demand
3. Develop Financial Projections
4. Identify Viable Funding Plan

MULTIPURPOSE ARENA BY THE NUMBERS

116,000 Square Feet

Game Seating

- 2,450 Basketball Seats
- 198 Premium Seating

Commencement

- Up to 3,000 Seats

Concerts

- Up to 3,600 Seats, including 1,000 Floor Seats

Other Events Like Duck Derby & Chamber Events

- 1200 Seats at Tables Available (With Collapsed Bleachers)

$75.5 Million Total

Approximations Based on Conceptual Design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