



PIMLICO CONCEPT DEVELOPMENT PLAN

OCTOBER 2019



POPULOUS

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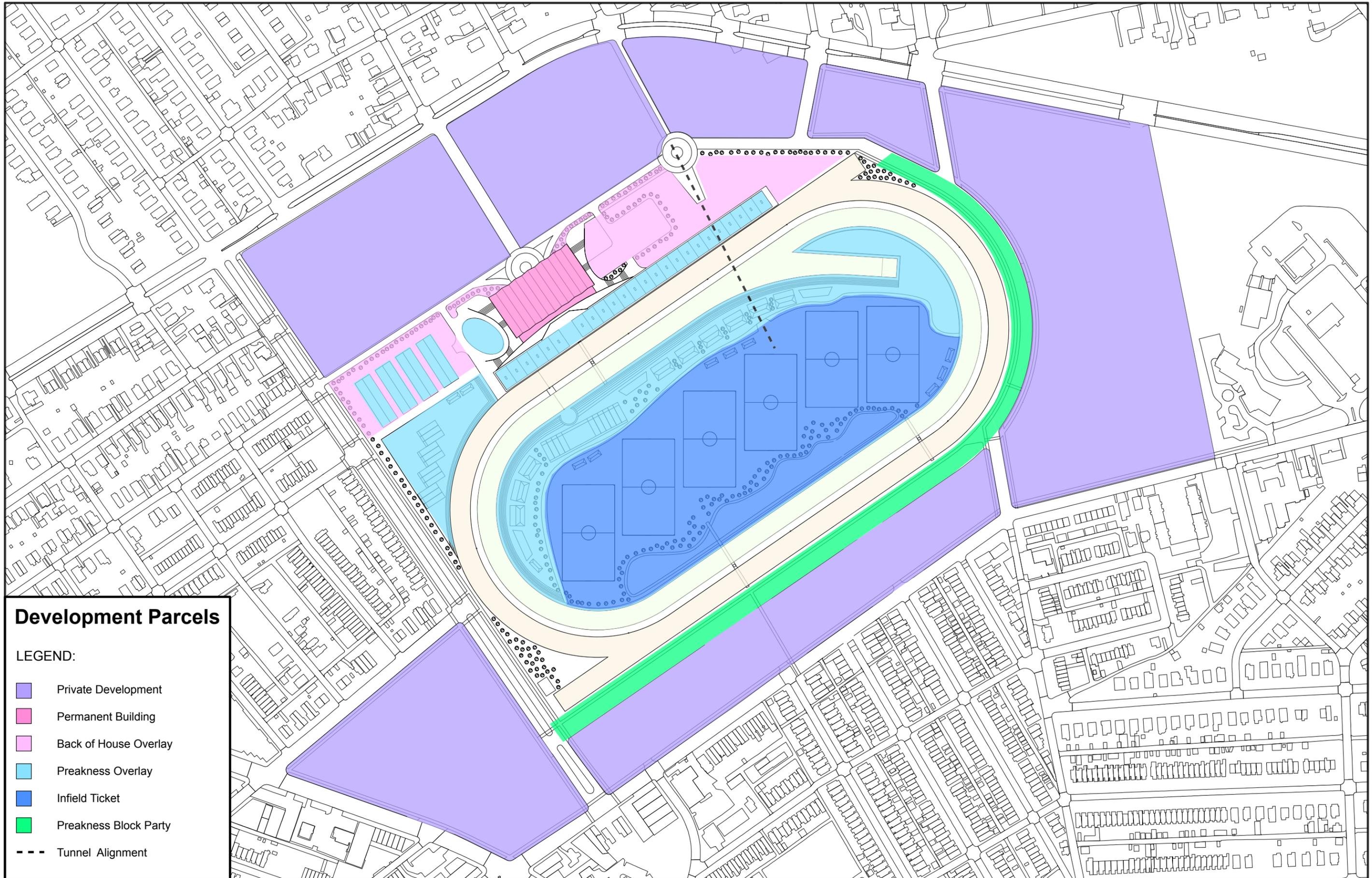
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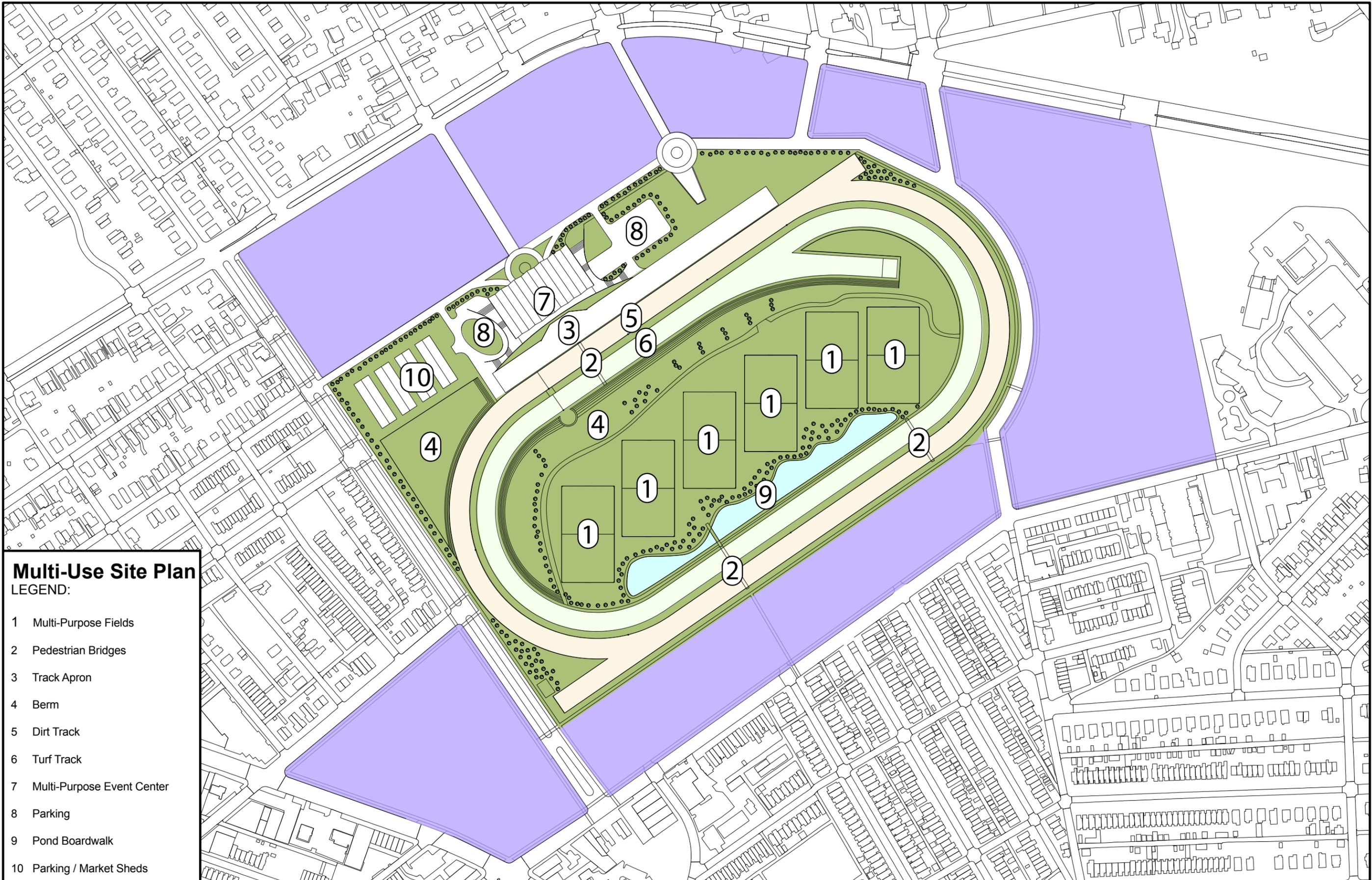
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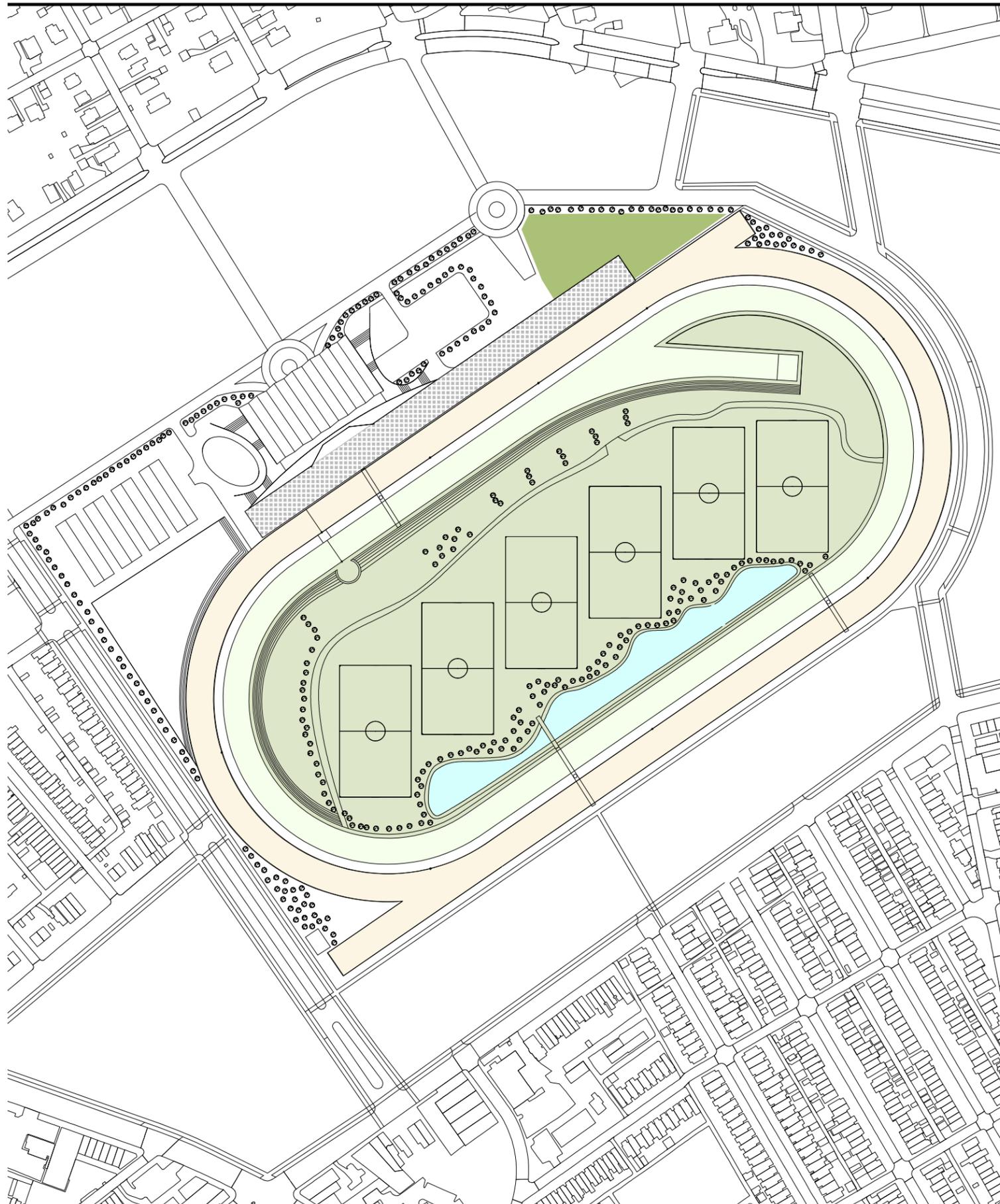


Development Parcels

LEGEND:

- Private Development
- Permanent Building
- Back of House Overlay
- Preakness Overlay
- Infield Ticket
- Preakness Block Party
- Tunnel Alignment





COMMUNITY USE



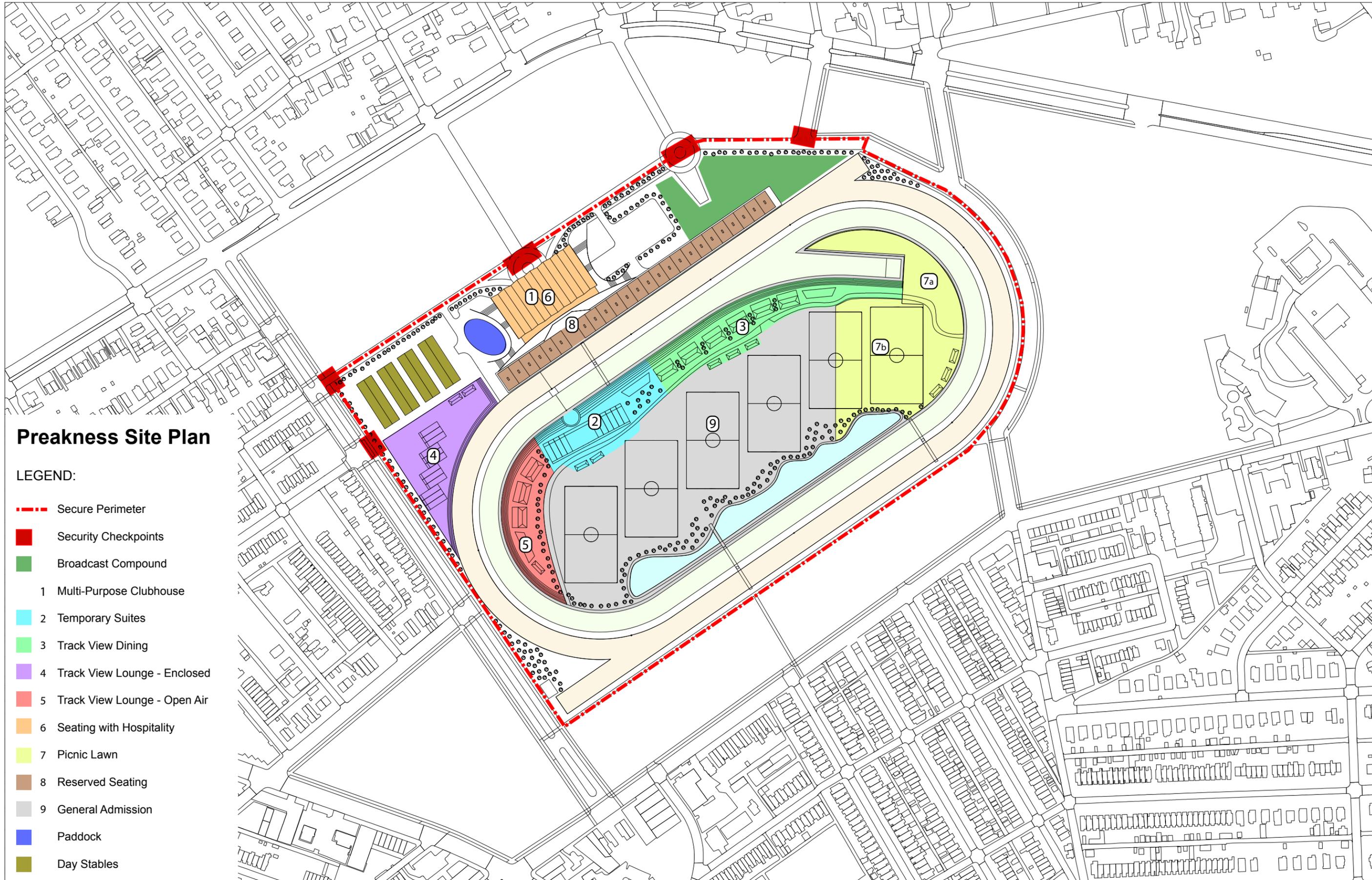


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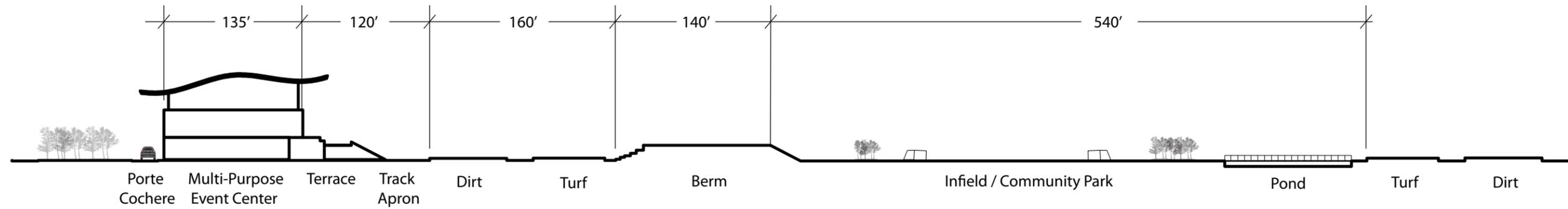
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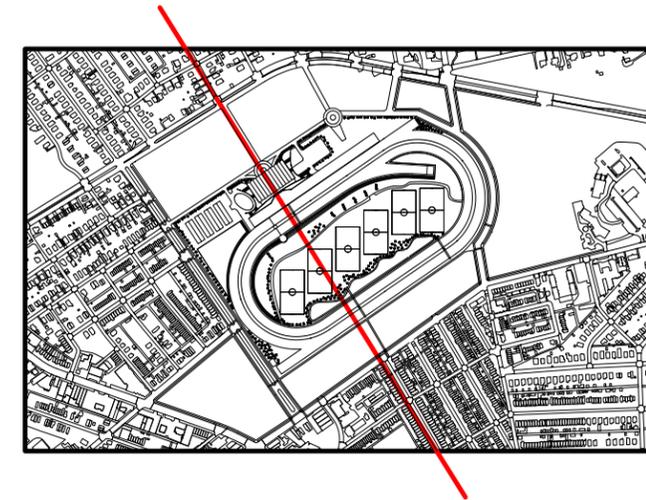
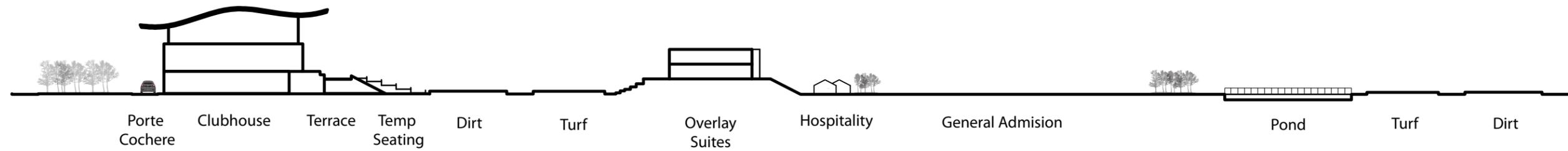
DRAWING: 1.4 COMMUNITY USE

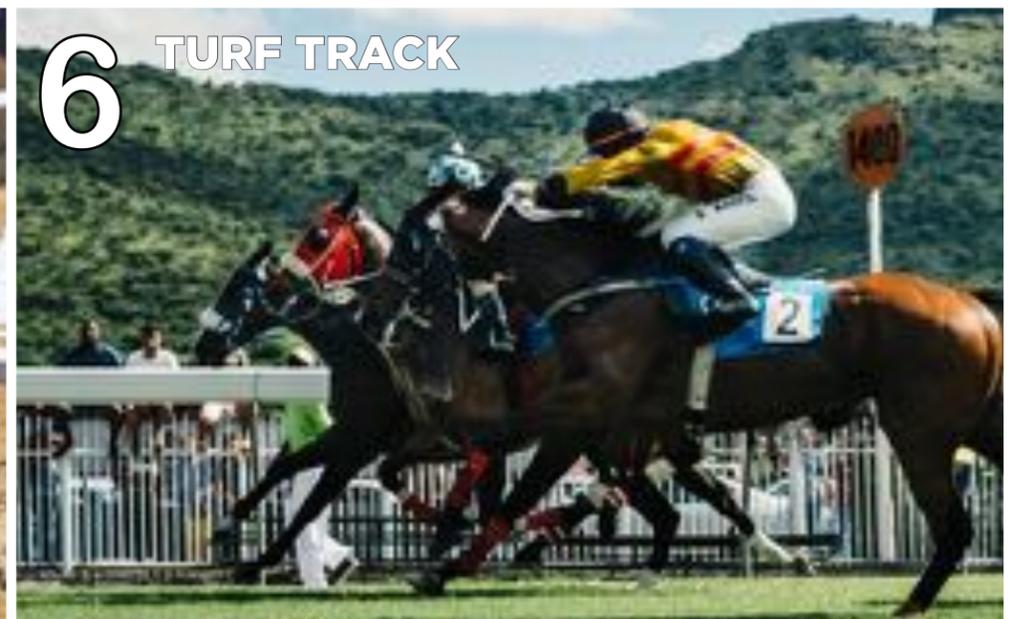


Community Use Site Section



Preakness Site Section







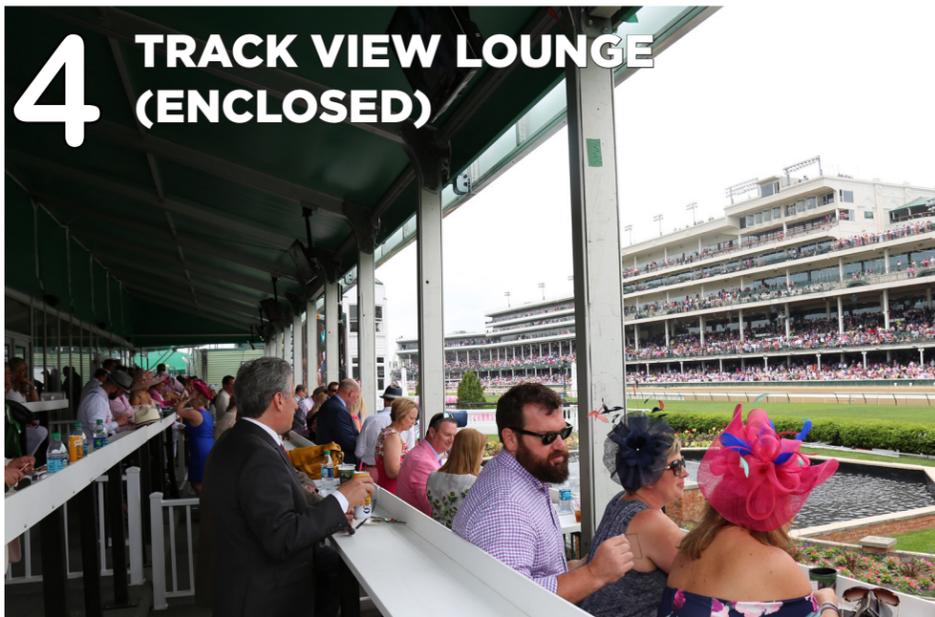
1 EVENT CENTER / CLUBHOUSE



2 TEMPORARY SUITES



3 TRACK VIEW DINING



4 TRACK VIEW LOUNGE (ENCLOSED)



5 TRACK VIEW LOUNGE (OPEN AIR)



6 SEATING WITH HOSPITALITY



7 PICNIC LAWN



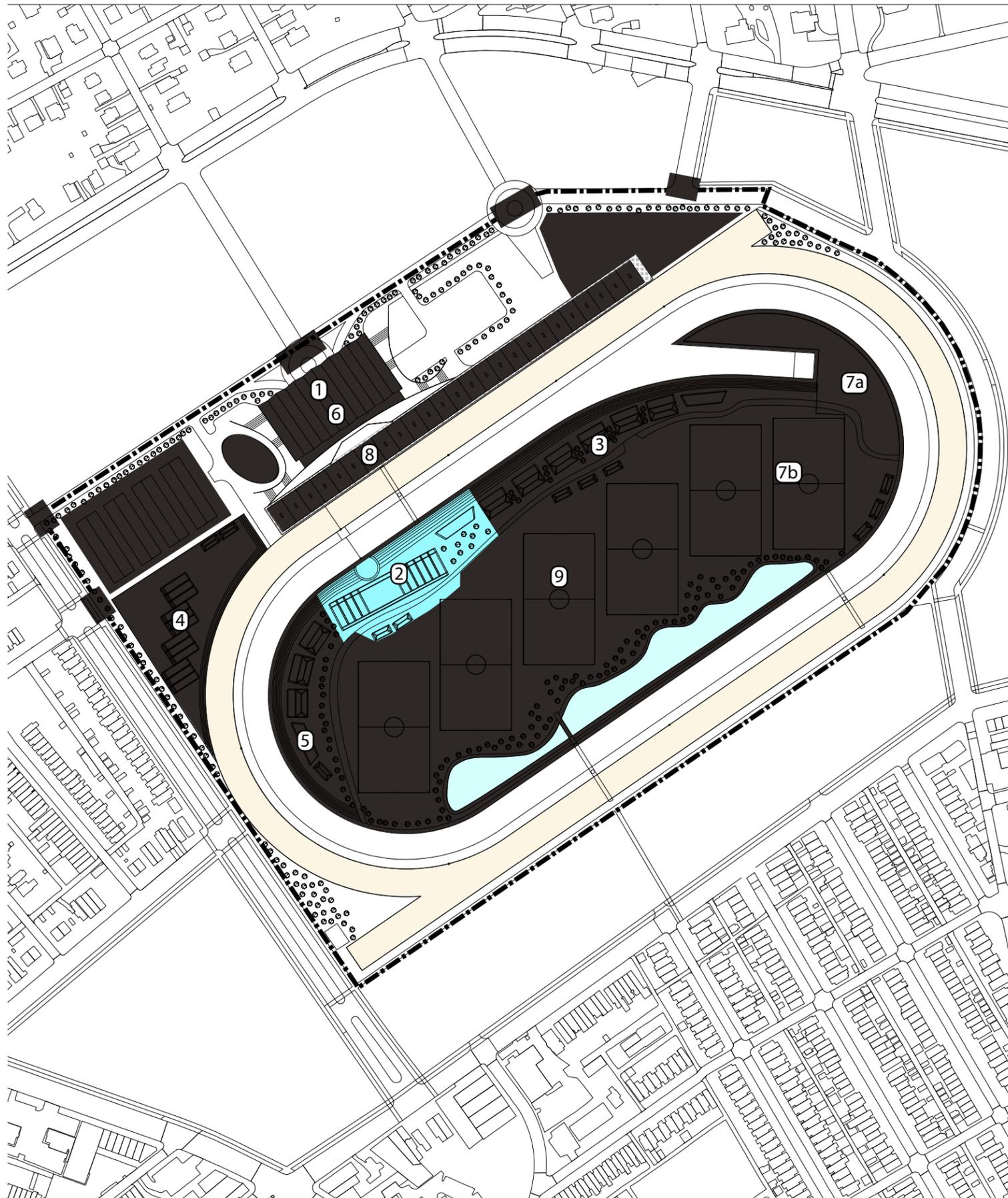
8 RESERVED



9 GENERAL ADMISSION

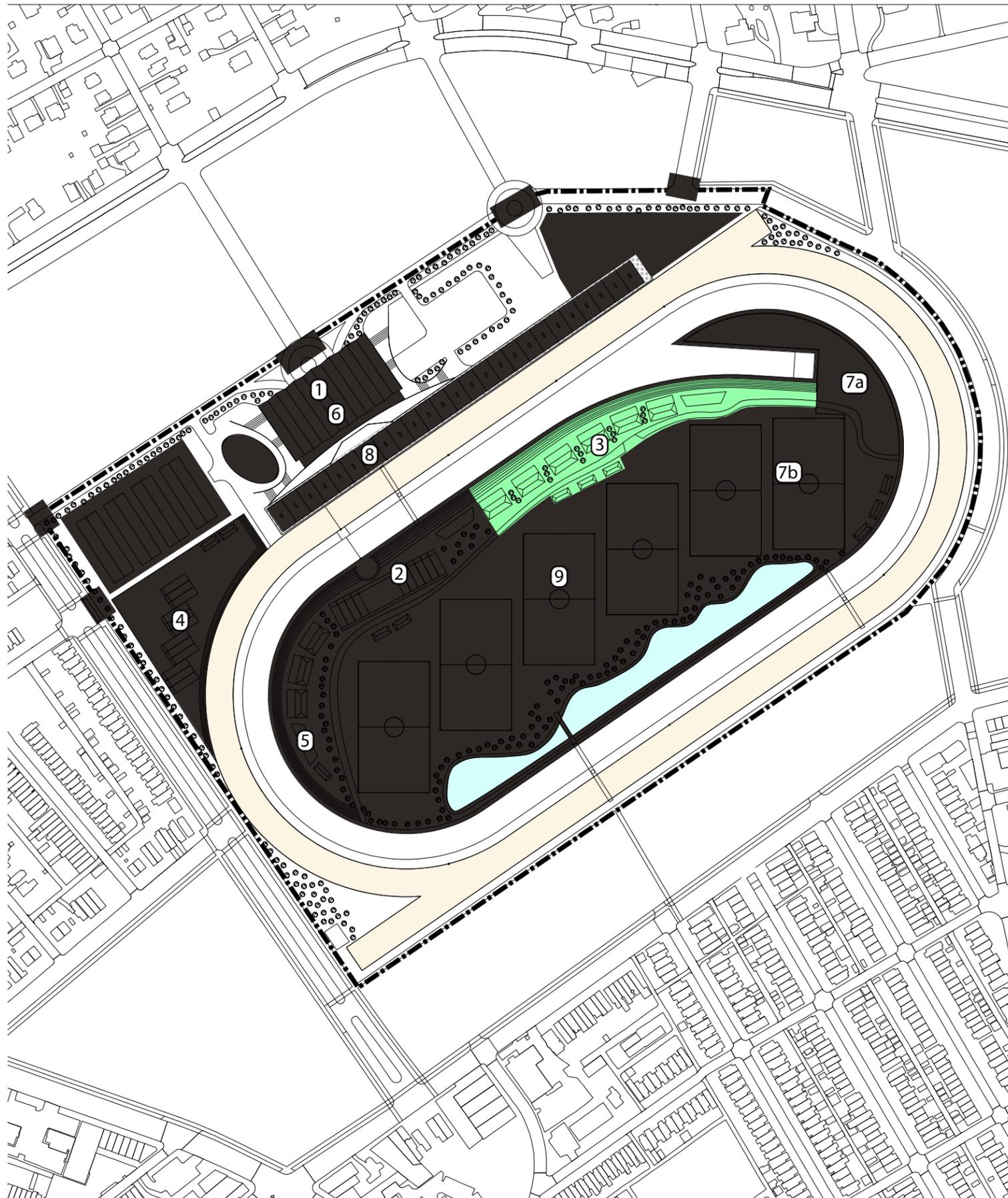
TEMPORARY SUITES

Temporary multi-level and single level suites are placed in the infield atop the landscape berms, providing sweeping views of the entire track from a single location and creating a race day experience unlike any other in the US. The 2,000 temporary suite seats could be accommodated in a variety of suite types, from smaller private suites of 25 guests to super-suites of over 100 depending on market demand and evolving trends.



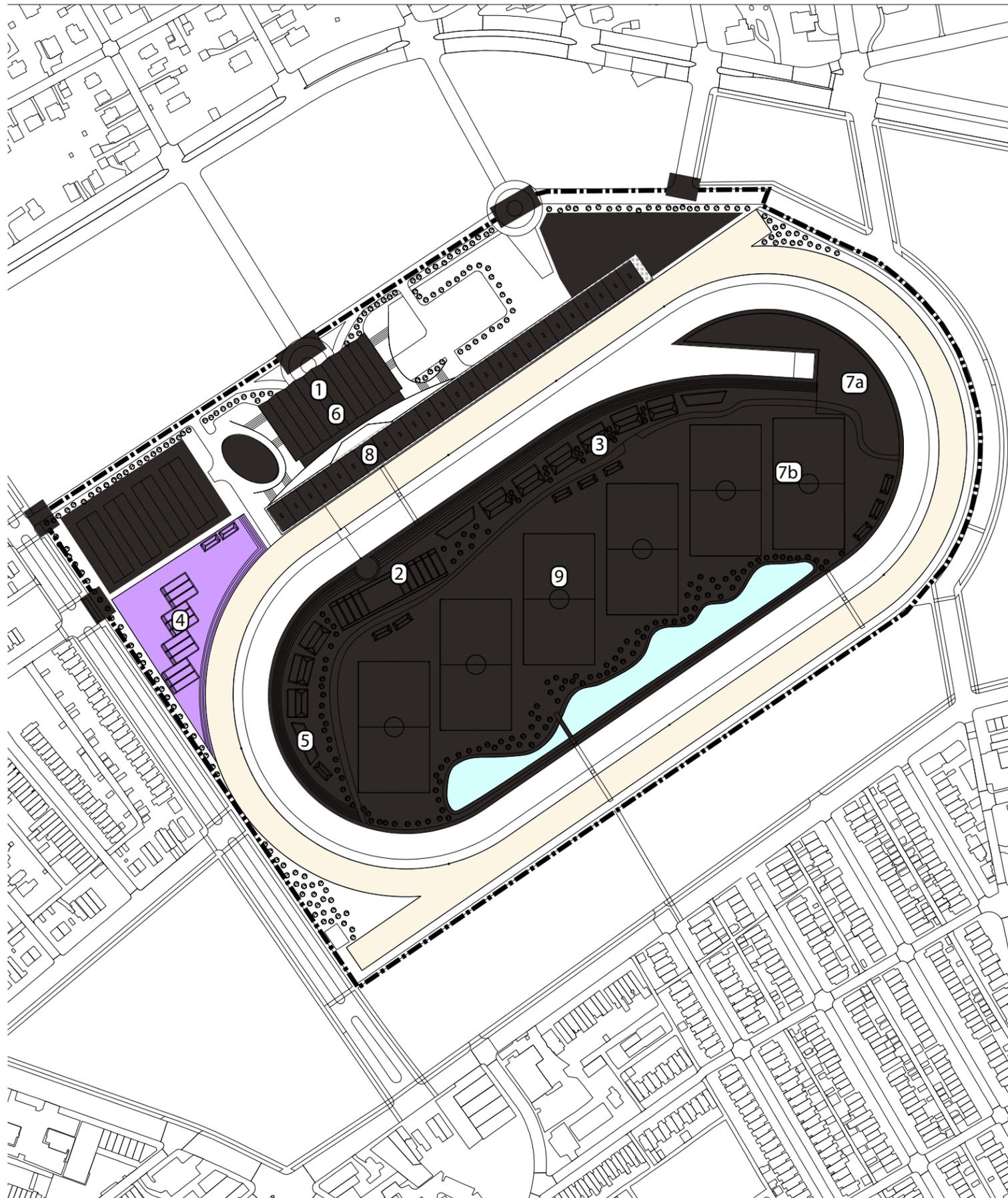
TRACK VIEW DINING

Track view dining occurs in both the permanent structure and as overlay in the infield along the home stretch, providing an elevated view of the track. The 2,000 track view dining seats could be split between permanent and temporary to provide two or more dining experiences, each with a unique focus and price point.



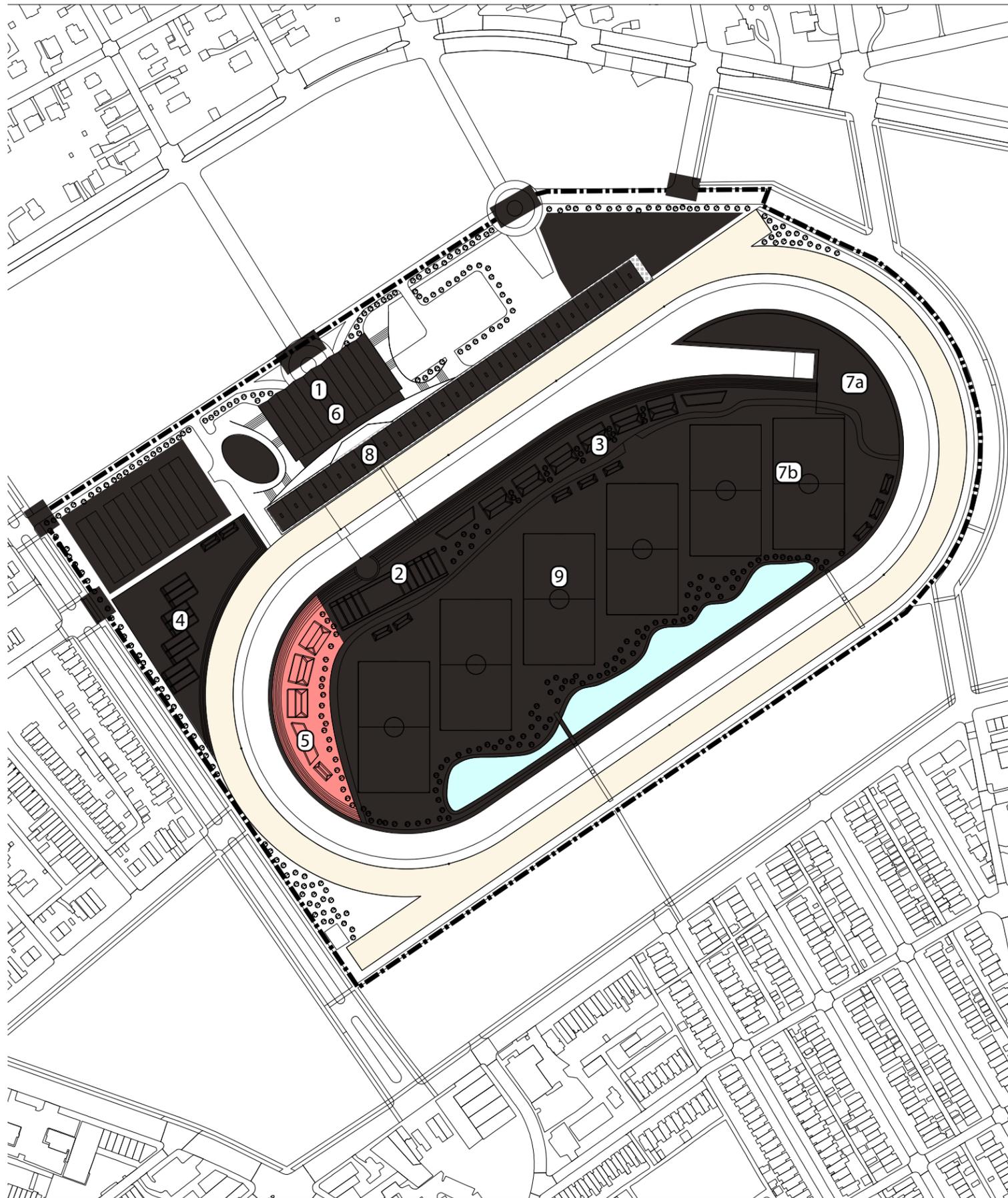
TRACK VIEW LOUNGE - ENCLOSED

The temporary enclosed track view lounge seats included as overlay at the first turn provides a less-formal hospitality experience than track view dining while still providing protection from the elements. The 1,500 seats in the enclosed track view lounges allow for a distinct perspective on the races as the horses barrel toward the finish line of each race.



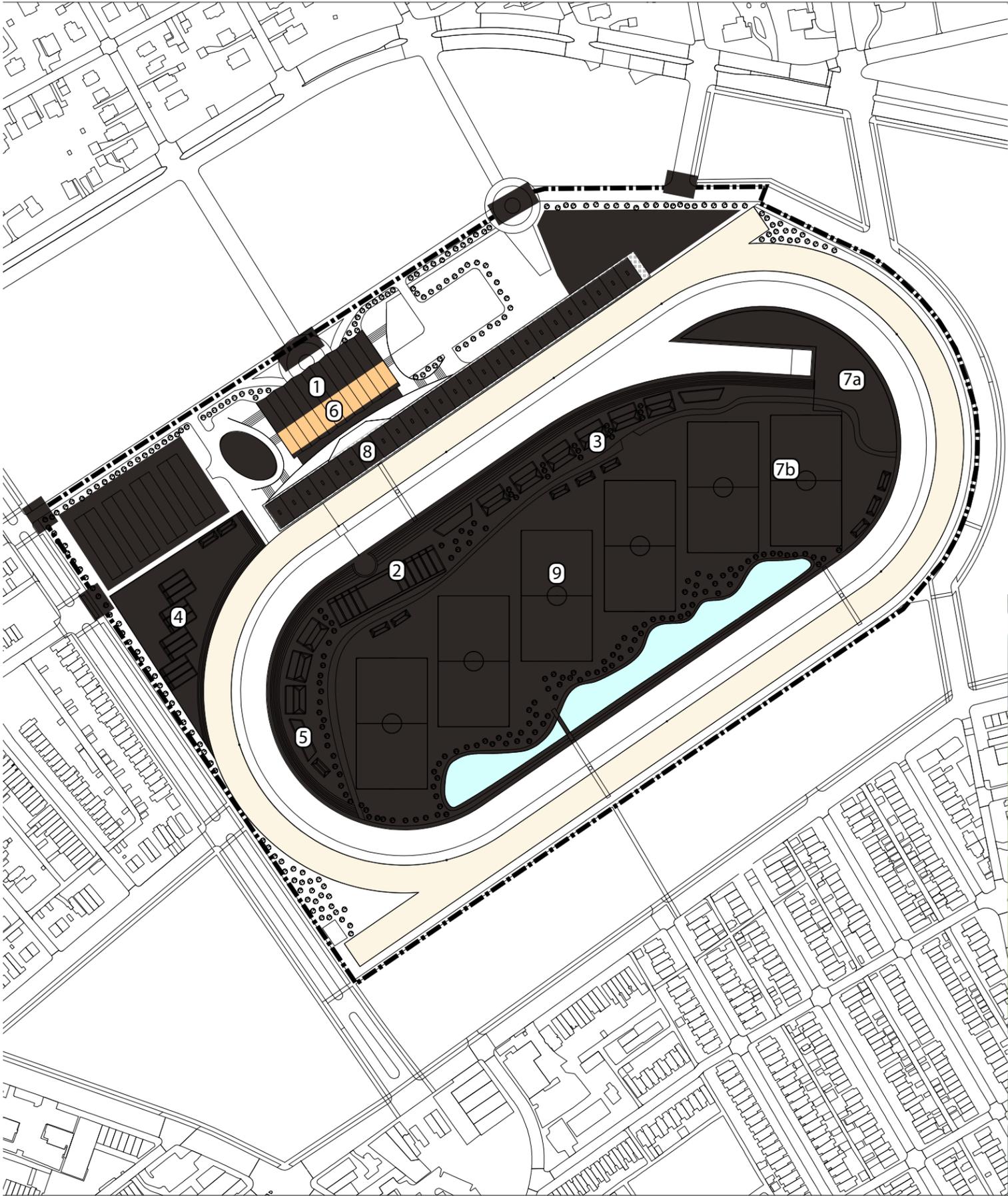
TRACK VIEW LOUNGE - OPEN AIR

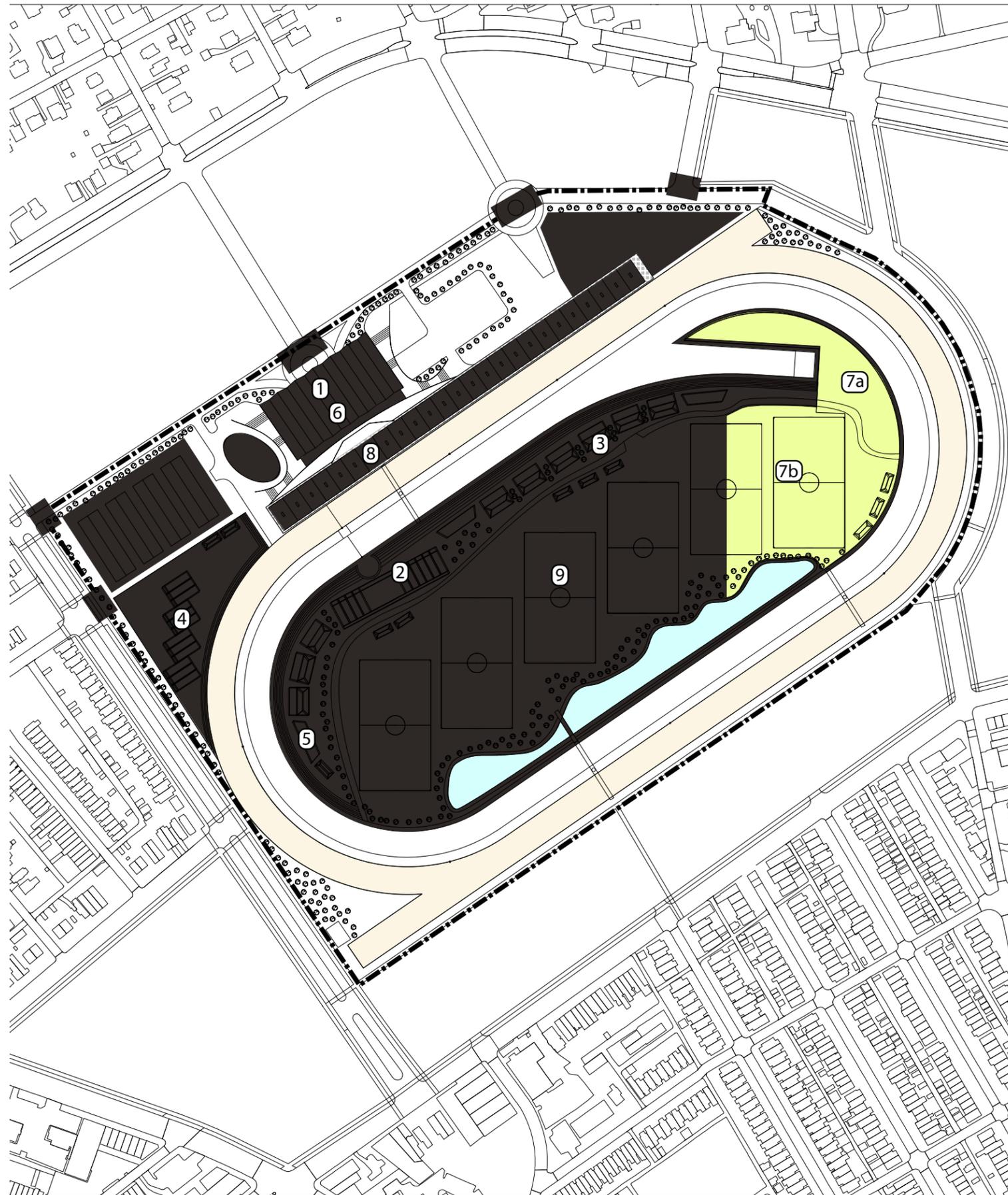
The open air track view lounges along the first turn are temporary overlay. They could be offered as a single experience, or broken into multiple lounges to allow differing experiences or a multi-lounge tickets that would permit guests to experience the races from different hospitality areas over the course of the day. The 2,500 seats accounted for in the product mix require less overlay and infrastructure than the enclosed track view seats as the lounge spaces are integrated in the landscape while the food and beverage areas along with back of house and support spaces should be enclosed for weather protection.



SEATING WITH HOSPITALITY

Seating with hospitality along the front side consists of temporary seating and associated hospitality within the permanent building to reduce the required cost of overlay and leverage the permanent back of house and support facilities. These 3,500 tickets include a fixed seat with a view of the track along with access to a hospitality area that would not need to provide track views to make the most of the available space.





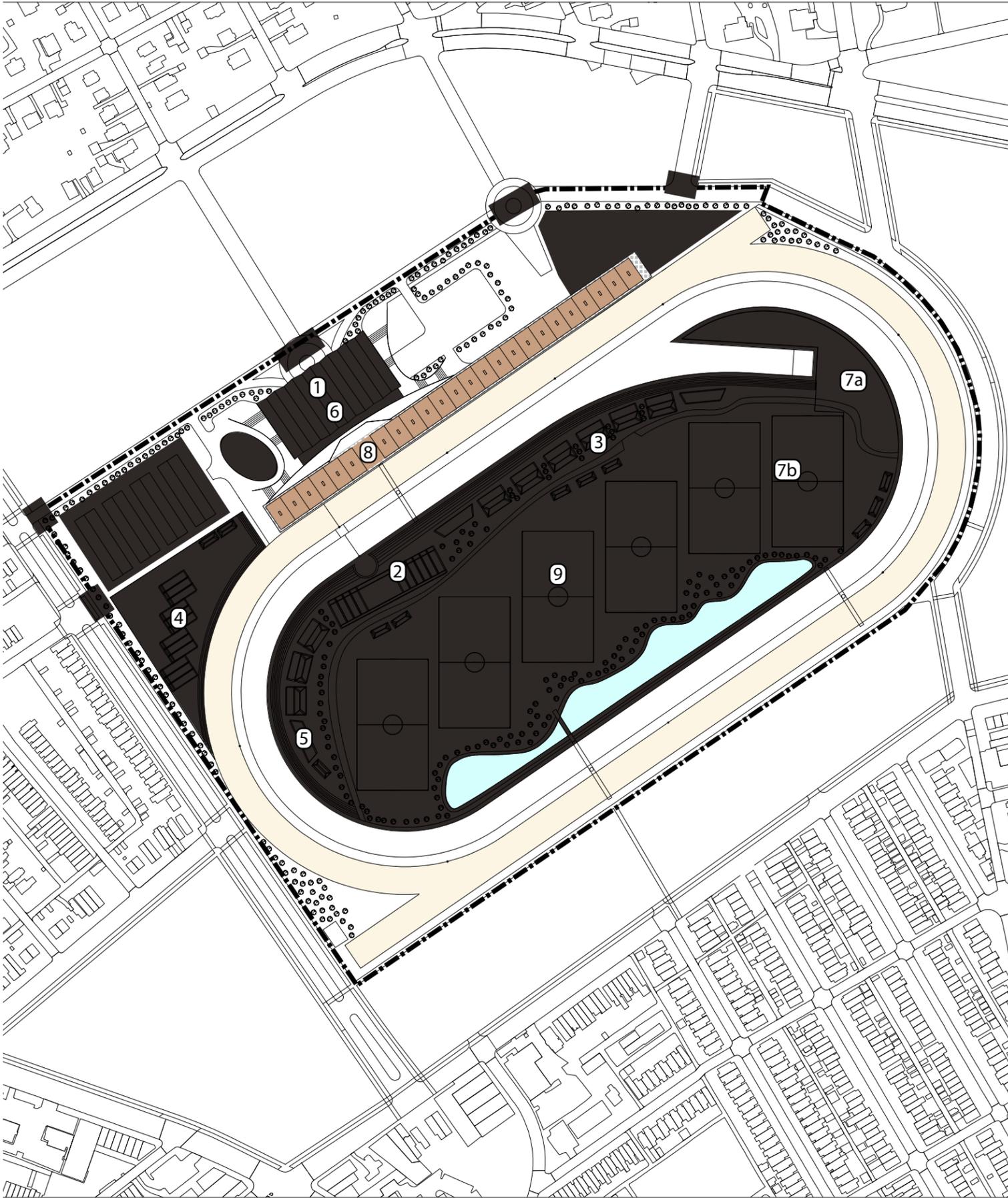
PICNIC LAWN

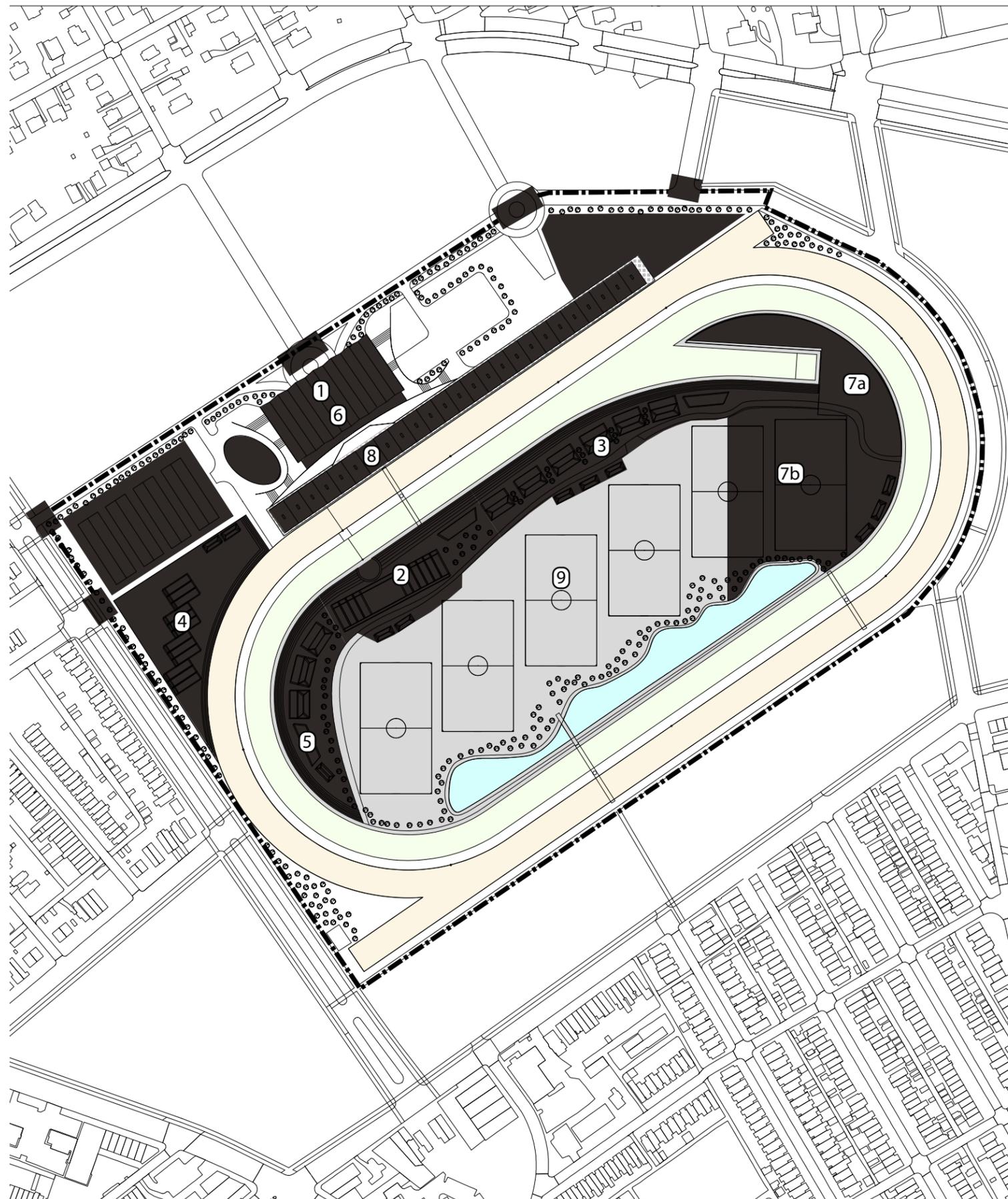
The two picnic lawns at the infield provide designated picnic areas that could offer add-on food and beverage packages or bring-your-own dining. The area adjacent to the track and between the track and turf chute are overlaid as a picnic ground with tables, benches, and shade from trees or permanent landscape elements while the area at the fields provide blanket sites with a similar food and beverage approach. The 8,000 picnic tickets offer a new to the US take on a day at the races and cater to both families and social groups.



RESERVED SEATING

The 12,000 temporary reserved seats along the home stretch at the front side connect the neighborhood and the park throughout the year and provide an elevated view of the track from a fixed seat. Because of the modular nature of temporary seating, it is possible to build only the number of seats required allowing the overlay to be responsive to actual sales in the lead up to the event.





GENERAL ADMISSION

20,000 general admission tickets allow access to the infield where guests can experience racing in a relaxed, informal environment. The overlay to support general admission could include retail food and beverage in temporary tents, or could integrate food and beverage trends like food trucks to provide a guest-friendly experience with less overlay and infrastructure than other seating product options.













