

PRECEDENTS

With the focus of the project on New Era Field in Orchard Park, NY, several stadiums were used as a primary precedent studies. These stadium were focused on their repurposability and their integration into their surrounding environment. However, various other types of precedents were used as the scope of the project began to take shape. From greenbelt towns to Olympic parks, the wide range of precedents help form a direction for the start of information gathering on the site. When looking at the stadiums there were several things that were pulled out in terms of importance in regard to New Era Field and the Thesis. The capacity, cost, and population of the surrounding area were used to generate relationships between attendance and the money generated from the stadium. Using this information, New Era Field will be adapted to enable the highest generative revenue. A similar breakdown of other NFL stadiums will also aid in the defense of the thesis argument for keeping the current Bills stadium instead of building a new one by using price for construction in relation to each individual who will pay, then to each fan who will attend the games.

Stadium Precedents

Highbury Square (London)



Originally home of Arsenal F.C and capable of holding up to 73,000 people, the stadium, which opened in 1913, was showing its age. Highbury stadium sat empty for a few years following the completion of Emirates Stadium. It was redesigned into an apartment complex that kept the memory of the historic field intact.

Las Arenas (Barcelona)



Formally a bullfighting ring, this cultural centerpiece had been empty since 1989 when Richard Rogers was commissioned to

repurpose into a shopping center while still maintaining the cultural significance of its origin. The once empty structure now is open to the public for more than just shopping as the top floor extends the sidewalk to roof level enabling the public to enjoy the views of downtown Barcelona.

While not being an NFL stadium, the process by which the renovation and repurposing altered the facility was about keeping the cultural aesthetics as well as adding program that relates to the current generation. It took space that was closed off to the public and made it public again through an alteration of its program.

Wrigley Field (Chicago)



While not a restoration precedent, what is key about Wrigley Field is where it is located and how it interacts with what is surrounding it. This stadium blurs the line between what is in the stadium and what is outside it. The buildings that border the outfield of the suburban park have been fitted with bleachers to enable more seating for the stadium. These seats are not even on the same city block, but are in fact across the street. It is still a very private park when not in use, but the seating that is on these houses across the street give new meaning to “suburban ballpark”

Nippert Stadium (University of Cincinnati)



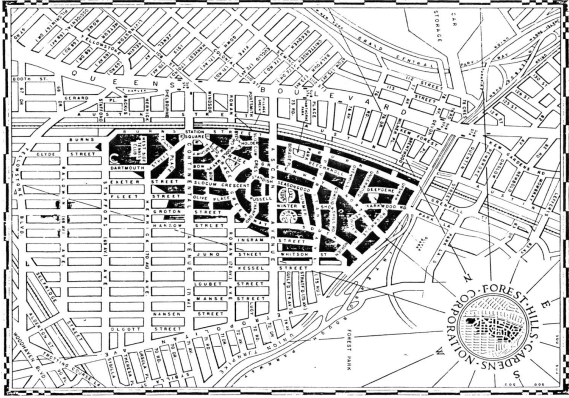
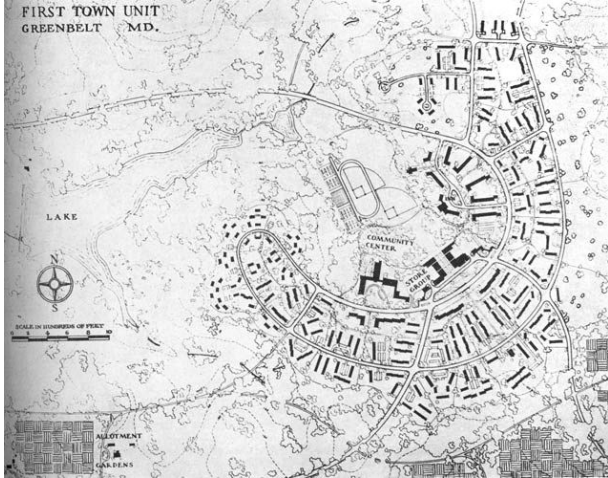
Nippert stadium is home to one of the oldest college football programs in the US. With that history comes school pride and identity. The stadium is the center of the campus with several buildings tightly placed next to it. What truly sets it apart however, is the fact that it is always open to the student body. At lunchtime you can take your food, go sit in the stands, and watch a pickup game of ultimate frisbee. It has become another quad that is not shaped by buildings, but rather by the parameters of football fields.

Town/Civic Center Precedents

As the project evolved towards a more civic center oriented development, the need arose for different types of precedents to be examined. Many town centers have very specific designs to them with civic amenities

located at or near the center. These centers created a

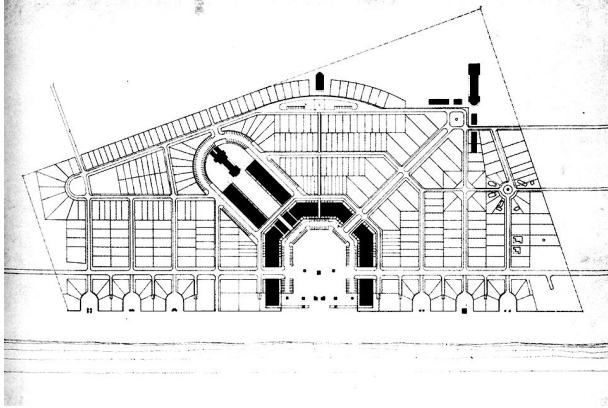
Greenbelt, Maryland



Poundbury, England



Seaside, Florida

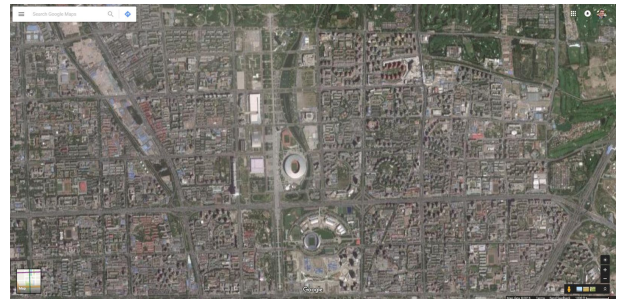


Marin County Civic Center

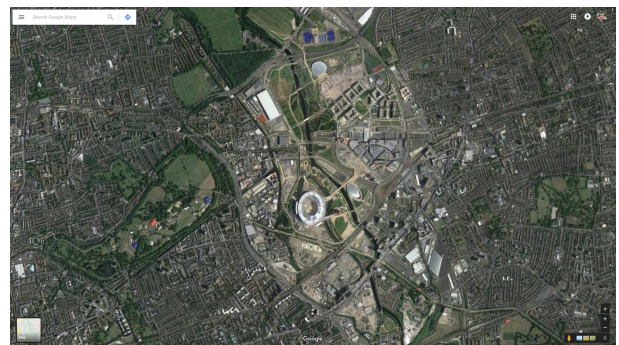
Forest Hill, New York



Beijing, China



London, England



Rio de Janeiro, Brazil

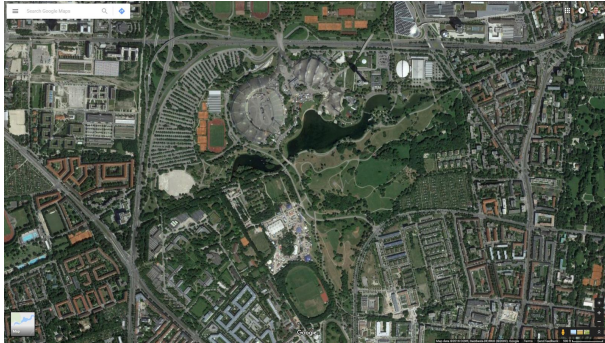
Olympic Precedent

There is no larger sports park precedents that can match the scale of the Olympic parks. With each passing year the list of sports grows which in turn expands the the size of the park. On top of the ever expanding list of events, the parks need to accommodate more than just sporting events. The Olympic Village is an example of this. Hundreds of thousands of people attend these sporting events over the course of 16 days. The space and infrastructure needed and how well it is built for the public

Athens, Greece



Munich, Germany



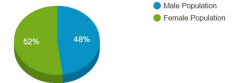
DEMOGRAPHICS

Along with the precedents, study of the demographics of Orchard Park and surrounding the stadium is key to identifying the need in the area when looking at adding a new program set to the stadium. An understanding of the people that live there, outside the Bills weekend chaos, is a necessity for the proper reprogramming of the site. The demographics that will be used are for Orchard Park (where New Era Field is located) and Buffalo. The argument with the demographics is to point out the lower income and population of Orchard Park, Buffalo, and the surrounding area should a new stadium need to be publicly financed in the coming years. The hope is to use the demographics for an argument towards reducing the strain

on the fans that support the team and Western New York.

Orchard Park Population Demographics

Total Population	30,143
Male Population	14,473
Female Population	15,670
Percent Change Since 2000	4.1 %
Percent Change Since 2010	-0.5 %
Median Age	43.79



Occupational employment in Orchard Park

White Collar	10,792
Blue Collar	6,547



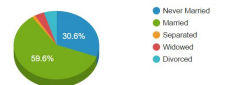
Number of Households in Orchard Park

Total Households	12,139
Family Households	8,220
Non-family Households	3,919
Households With Children	3,845
Households Without Children	8,295
Average People Per Household	2.45



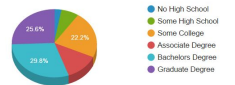
Marital Status in Orchard Park

Never Married	6,609
Married	12,856
Separated	274
Widowed	781
Divorced	1,054



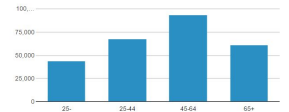
Orchard Park Education Statistics

No High School	448
Some High School	1,057
Some College	3,504
Associate Degree	2,019
Bachelors Degree	4,690
Graduate Degree	4,037



Household Income and Average Income in Orchard Park

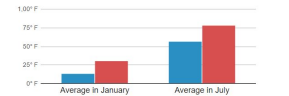
Median Income Under 25	\$44,000
Median Income 25-44	\$67,283
Median Income 45-64	\$93,791
Median Income Over 65	\$61,061



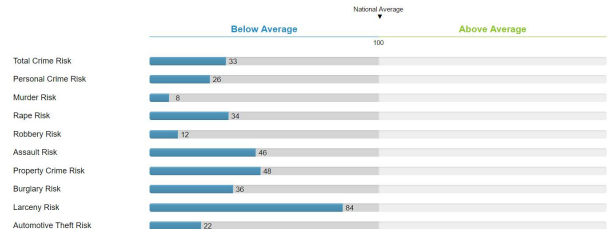
Average Household Income	\$100,156
Median Household Income	\$75,603
Percent Increase/Decrease in Income Since 2000	29%
Percent Increase/Decrease in Income Since 2010	6%
Average Household Net Worth	\$584,200
Median Home Sale Price	\$167,450
Sales Tax Rate	8.75%
Average Household Total Expenditure	\$70,167

Averages Weather for Orchard Park

Average High in January	30.00° F
Average Low in January	13.00° F
Average High in July	78.30° F
Average Low in July	56.60° F
Annual Precipitation	188.71 in.
Air Pollution Index	85.00



Orchard Park Crime Rate and Statistics



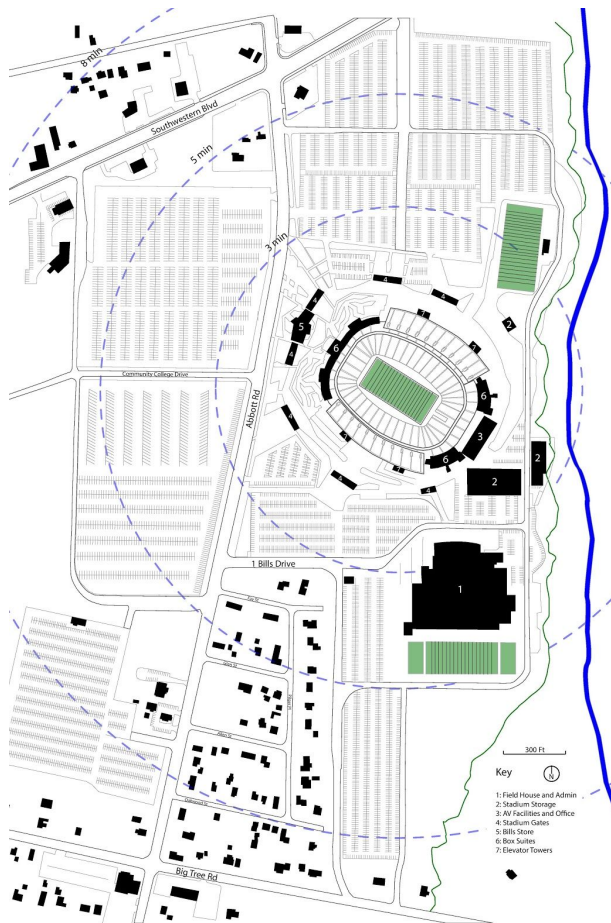
Consumer spending in Orchard Park

100



SITE

New Era Field (Orchard Park, Buffalo)



The documentation of the site was necessary for an understanding of what is available currently in the facilities of the stadium. With this understanding of the immediate site, the new program can begin to fill in the holes to make the site more accessible for a larger portion of the public as well as reveal program that can be made available to the public during the offseason for the Bills. Since the stadium is only in use for ~36-40 hours a year, being able to add program to the facility to enable a wider timeframe of use was reliant on site documentation before, during, and after games. The documentation also extends beyond the immediate site of the Bills stadium. With the addition of new program, student housing for the ECC south campus that is located adjacent to the stadium is a possible addition to aid in generating more revenue for the facility. As with the ECC addition, the study of the public transportation for the area comes into play as well. The NFTA that runs the busses for all of Buffalo is key for a viable proposed development around the stadium.

