

Methods & Procedures V3

The basis of the research has been to form an argument to keep the Bills in Orchard Park and develop the stadium instead of building a new one that would cost billions of dollars. With precedent studies I was looking to form an understanding of additional program that could be added to a stadium that would not interfere too much with the primary program of NFL football games. These precedents range from Olympic parks to individual repurposed stadiums to civic centers. The precedents were selected in an effort to find an equilibrium to primary and secondary program.

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. With 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)



It's not a restoration precedent, but 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 has 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 town identity and communal gathering space. While having a town with a civic center was a focus of these precedents, it was not the only factor. Other things can form town center and act as a hub for the surrounding area. Forrest Hill in NYC was a good example of transportation playing the major role in the development of the area as the "center" is the train station that opens up the square for more commercial development.

Forest Hill, New York



The transportation center acts differently than other town centers as it allows connection between further districts. If the re-programming of New Era Field is to be successful, it will need more than just a civic center. It will need to be a hub that connects towns to each other and to Buffalo.

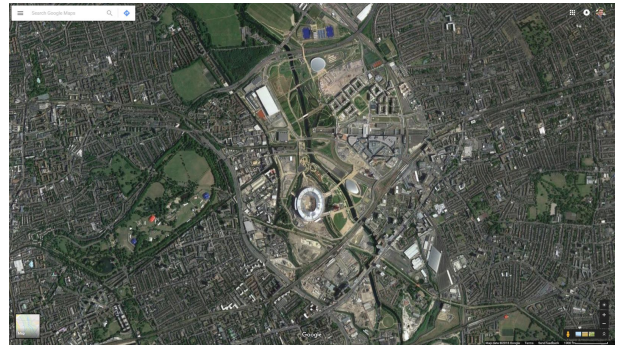
Marin County Civic Center



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 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

London, England



London in particular was helpful as its design was located in a more suburban portion of town. The design of the park was not only to provide for the Olympic program, but also as a way to revitalize the neighborhood after the game were over. Several of the stadiums are in constant use by soccer teams from various leagues and the park is open for people to walk around in. The precedents have been a way that I have been forming my mindset for what works and what doesn't when it comes to bring together larger groups of people that connect different programs and different places.

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. I will be using the demographics as a way to form an argument surrounding wanting to keep the Bills in Orchard Park.

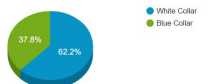
Orchard Park Population Demographics

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



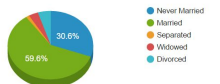
Number of Households in Orchard Park

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



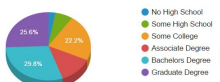
Marital Status in Orchard Park

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



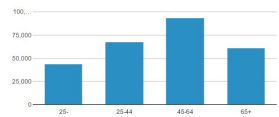
Orchard Park Education Statistics

No High School	448
Some High School	1,057
Some College	3,504
Associate Degree	2,019
Bachelors Degree	4,890
Graduate Degree	4,037



Household Income and Average Income in Orchard Park

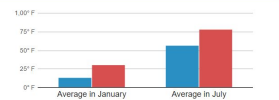
Median Income Under 25	\$44,000
Median Income 25-44	\$67,283
Median Income 45-64	\$83,791
Median Income Over 65	\$61,061



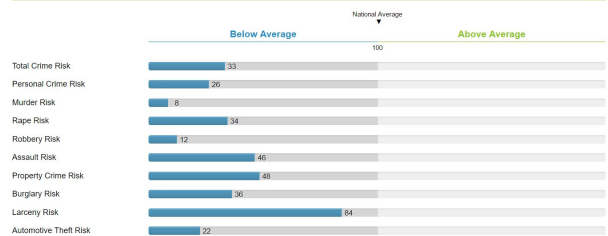
Average Household Income	\$100,156
Median Household Income	\$75,603
Percent Increase/Decrease in Income Since 2000	29%
Percent Increase/Decrease in Income Since 2010	6%
Average Household Net Worth	\$584,200
Median Home Sale Price	\$167,450
Sales Tax Rate	8.75%
Average Household Total Expenditure	\$70,167

Averages Weather for Orchard Park

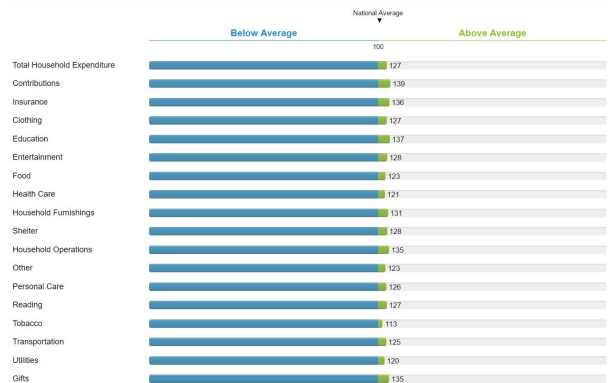
Average High in January	30.50° F
Average Low in January	13.60° F
Average High in July	78.30° F
Average Low in July	56.60° F
Annual Precipitation	188.71 in.
Air Pollution Index	85.00



Orchard Park Crime Rate and Statistics



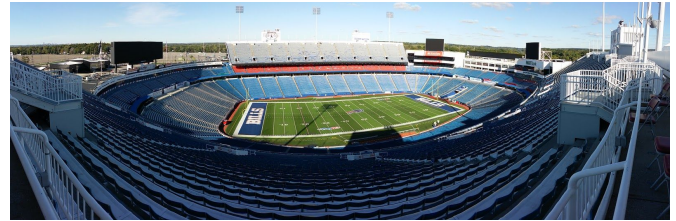
Consumer spending in Orchard Park



The demographics above have been used to defend my argument surrounding available money and housing in Orchard Park. The team has been in Orchard Park since 1973, there is money there, so perhaps there are other ways to get fans to spend more money that goes towards the Bills than building a new stadium.

Along side the demographics of Orchard Park, observations on other NFL sites and fields have put into context the proposal in relation to population of the metro area along with ticket price and cost of the stadium of each NFL team. Stadiums built since 2010 have cost upwards of \$1 billion dollars. Buffalo is the second smallest NFL market outside Green Bay. The study of other stadiums and teams has supported the argument surrounding the cost of building a new stadium in Buffalo. Is it a viable option when looking at what it would cost taxpayers and what it would do to ticket prices in relation to the average income for Orchard Park and Buffalo?

for the Bills so I have been able to access the site on non game days to observe and study. With this access, it is clear that outside of the training center (where the Bills practice and where the organization's offices are) there is no activity going on in the stadium.



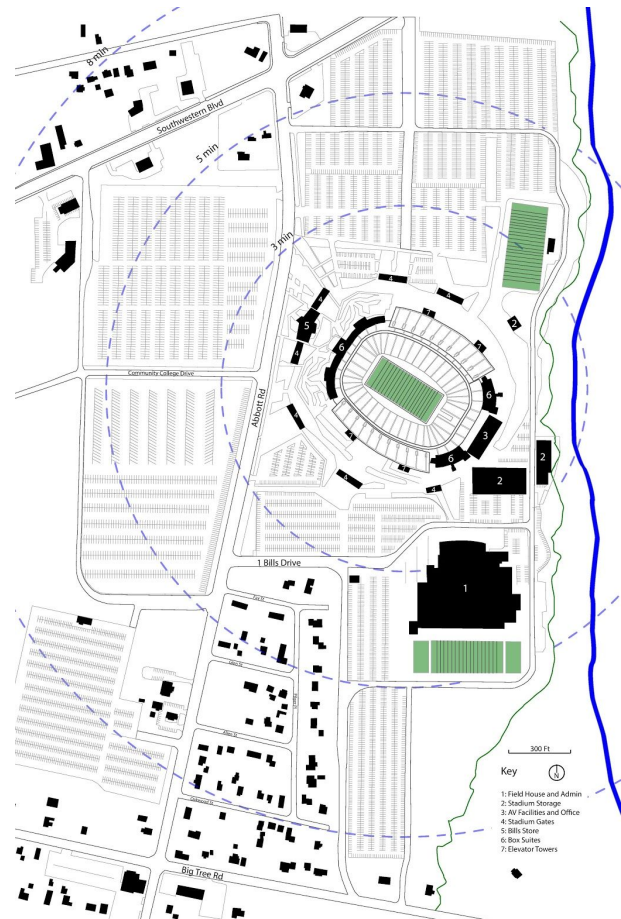
SITE

New Era Field is located 10 miles outside of downtown Buffalo. As such, the stadium is in a suburban setting that makes it stand out from the surrounding wooded areas.



New Era Field (Orchard Park, Buffalo)

For documentation of the site, what has been key is the documentation of the site when it is busy (on game day) and when it is empty (every other day of the week). I am lucky enough to work



The documentation of the site was necessary for an understanding of what is available currently in and around the facilities of the stadium.

Sports Stadiums



Arther Ashe Stadium



Houston Astrodome



University at Phoenix Stadium



Wrigley Field



Zaha Aquatics Center

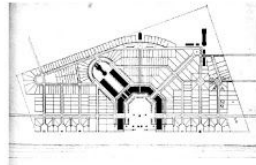
Town Plans



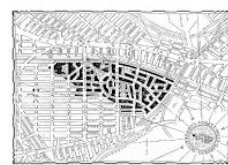
Poundbury Town Plan



Greenbelt Town Plan



Seaside Town Plan



Forest Hill Town Plan

Olympic Parks



Athens Olympic Park (2004)



Beijing Olympic Park (2008)



London Olympic Park (2012)



Rio de Janeiro Olympic Park (2016)

Olympic Village



London Olympic Village (2012)



Sydney Olympic Village (2000)



Barcelona Olympic Village (1992)

Repurposed Structures



Theatre Marcellus



Las Arenas



Highbury Square



LuCCA Main Piazza

Civic Centers



Nieuwegein City Hall



Sunset Civic Center



Marin County Civic Center

Public Sporting Centers



Munich Olympic Stadium (1972)



Nippert Stadium



Harbor Center