

stadiums of the future

HOK



SPORT+VENUE+EVENT

stadiums of the future

- no longer a stand-alone building
- creates a platform to complete a city or fill gaps in a city
- supports construction of new infrastructure
- contains all elements needed to sustain city life
- includes residential, commercial and retail

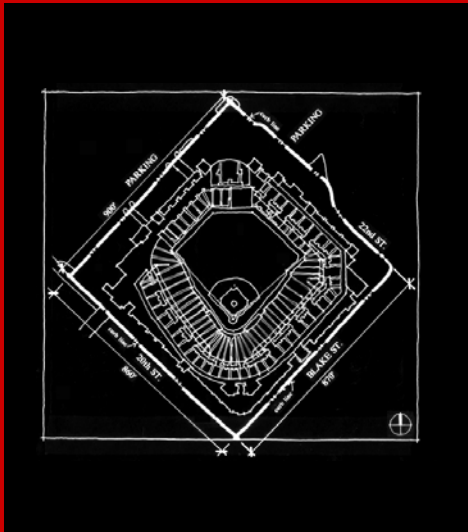
URBAN SITE REQUIREMENTS

- Site Area Requirement Desirable: 16 acres
 Minimum : 13 acres
- Site Configuration allows acceptable building configuration and field orientation.
- Ability to accommodate 100 parking spaces for players/administration on-site.
- Ability to build or lease 800 contiguous parking spaces for premium customers adjacent to ballpark.
- Proximity to adequate parking and transit within 1/2 - 3/4 mile.
- Ability to accommodate service functions and television truck parking on-site.

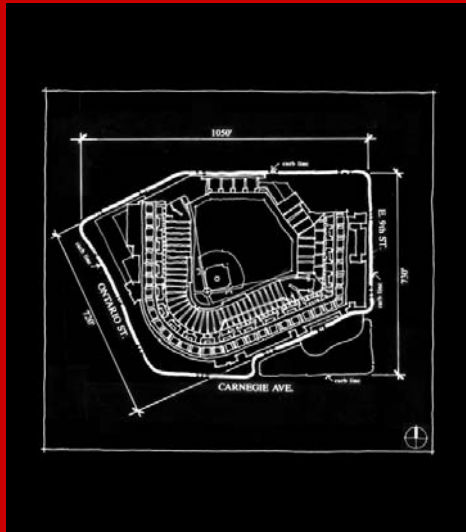
SUBURBAN SITE REQUIREMENTS

- Site Area Requirement Desirable: 200-210 acres without public transit
 175-185 acres with public transit
 Minimum : 104 acres with 60 to 70 acres of adjacent
 dedicated surface parking and public transit
 135 acres with 60-70 acres of adjacent
 off-site parking without public transit.

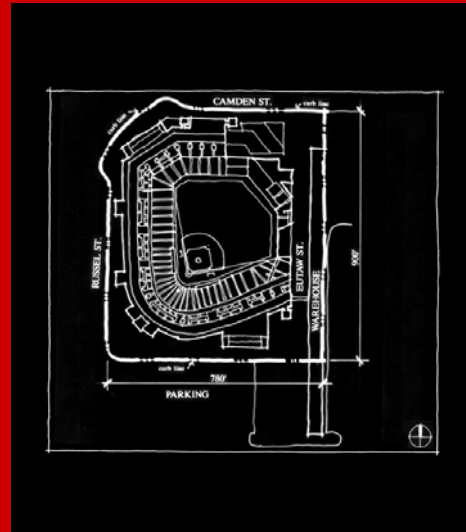
SITE REQUIREMENTS



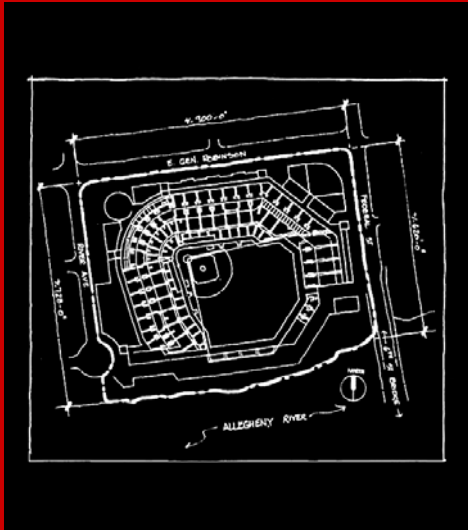
Coors Field 17.65 ac.



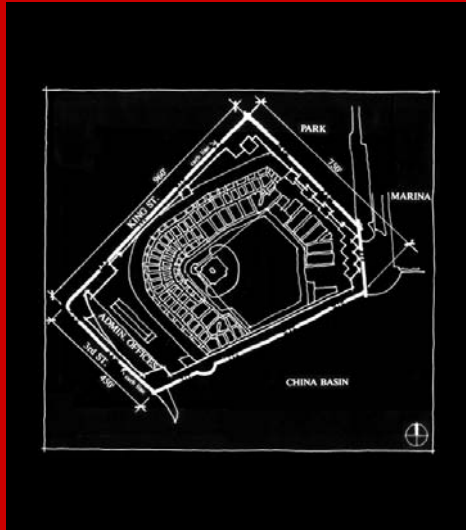
Jacobs Field 13.70 ac.



Oriole Park 15.90 ac.



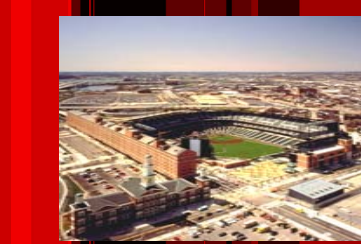
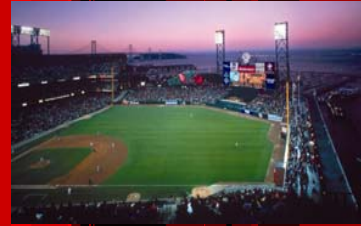
PNC Park 15.33 ac.



Pac Bell 13.26 ac.



Wrigley Field 8.80 ac.



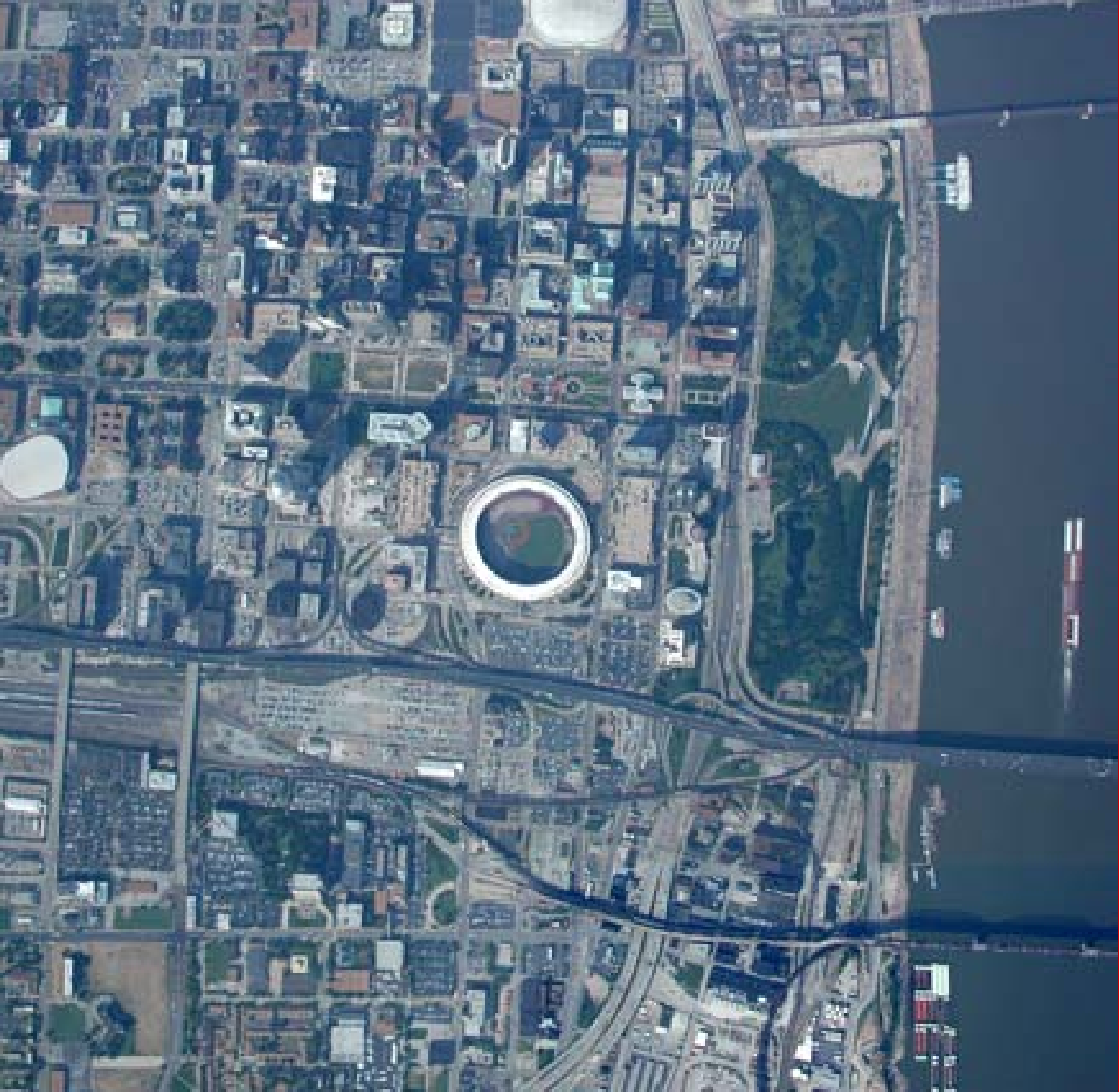
STADIUM FOOTPRINTS

ballpark village
st. louis, missouri

creating a village



- 48-block redevelopment with 1.5 million projected square feet
- seven-block warehouse renovation with hotel office, retail and housing
- 21-block residential-based neighborhood redevelopment
- 15-block mixed-use neighborhood along Mississippi River
- four-block office development adjacent to existing corporate campus



today's
st. louis



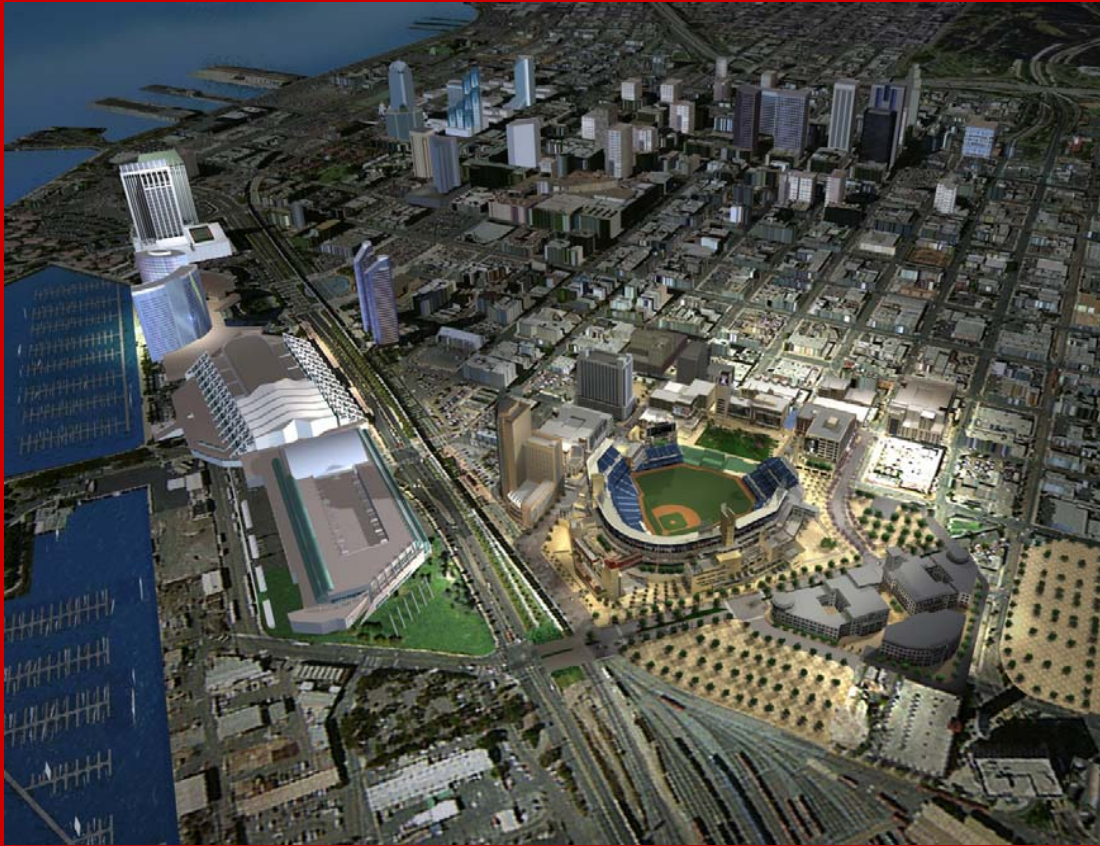
tomorrow's
st. louis





east village
san diego, california

creating a park within a park



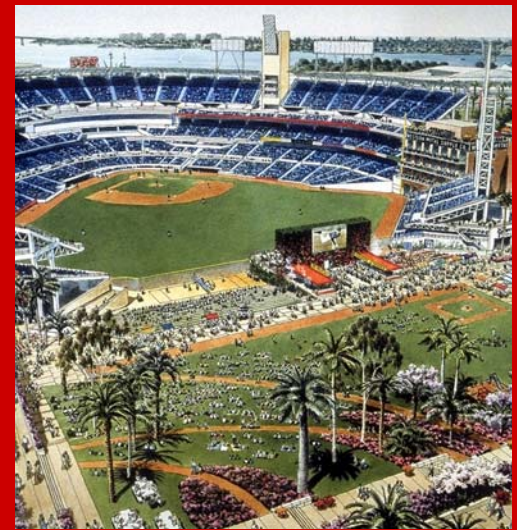
- 30 block redevelopment area between ballpark and existing Gas Lamp district
- 512-room hotel and 37 luxury condominiums linked to ballpark with bridges
- 540,000-square-foot retail, entertainment and office complex
- apartment community with up to 455 units



today's
san diego



tomorrow's
san diego



mission bay
san francisco, california

bringing life to the bay



- 303-acre redevelopment zone
- 6,100 housing units
- 960,000 square feet of retail space
- 6,616,000 square feet of research and development, bio-tech and light industrial space
- 500-room adjacent hotel



yesterday's san francisco



today's san francisco



tomorrow's san francisco



lower downtown (lo do)
denver, colorado

revitalizing lo do



- lower downtown property jumped from \$10 to \$80 per square foot
- vacancy rates dropped from 40 to 10 percent
- number of housing units rose 408 percent in the five years after Coors Field opened
- 80 restaurants and nightclubs
- 651 percent increase in food and beverage sales from 1991 to 1998



yesterday's
lodo



Iodo
master plan



today's
Iodo





the north shore
pittsburgh, pennsylvania

filling the gaps



- 41-acre redevelopment plan
- 1.5 million square foot mixed use entertainment district
- \$200 million residential and retail development across the Allegheny River
- \$500 million plan to add retail and entertainment space to a new arena
- ballpark houses several street-level restaurants, including an Outback Steakhouse
- multistory office and retail building across the street from the ballpark







SEN © 97





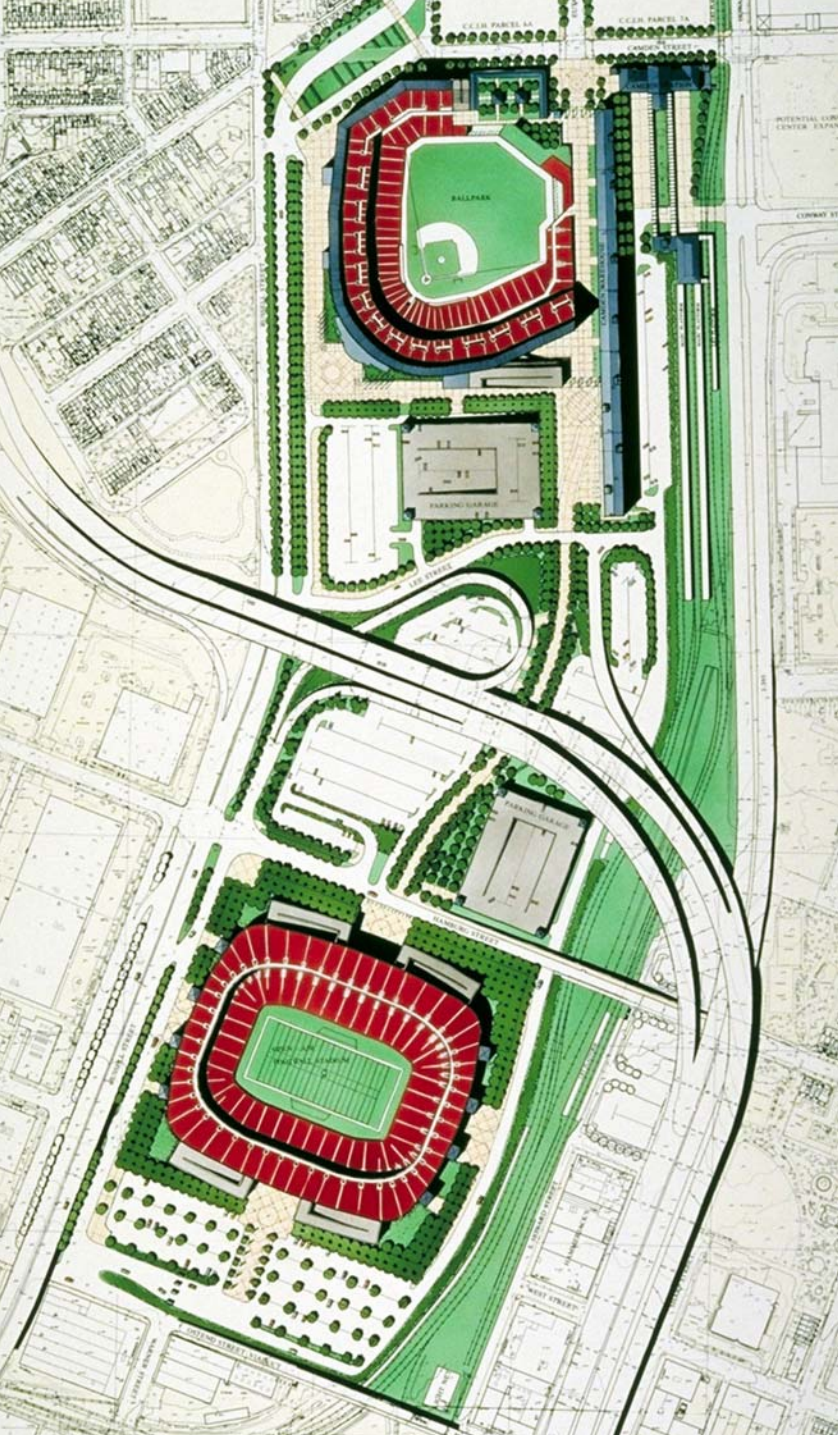


inner harbor
baltimore, maryland

planning a catalyst



- residential property values have doubled in the area near the Camden Yards complex
- 20 major projects planned or underway representing an investment of \$3.5 billion dollars and 20,000 jobs
- downtown spending increased 260 percent in the year the ballpark opened











URBAN SITE REQUIREMENTS

- Site Area Requirement Desirable: 25 acres
 Minimum : 18 acres
- Site Configuration allows acceptable building configuration and field orientation.
- Ability to accommodate 200 parking spaces for players/administration on-site.
- Ability to build or lease 2400 contiguous parking spaces for premium customers adjacent to stadium.
- Proximity to adequate parking and transit within 3/4 mile.
- Ability to accommodate service functions and television truck parking on-site.

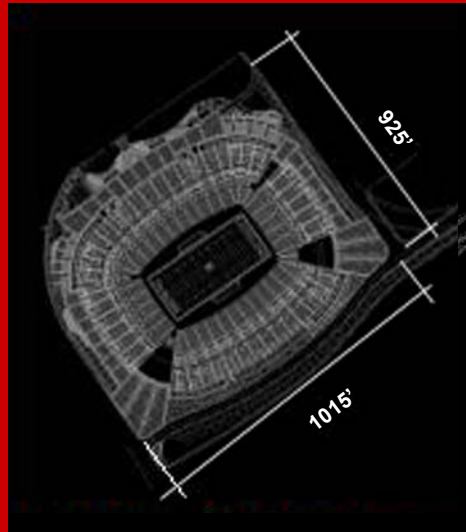
SUBURBAN SITE REQUIREMENTS

- Site Area Requirement Desirable: 300-310 acres without public transit
 260-280 acres with public transit
- Minimum : 210 acres with 60 to 70 acres of adjacent
 dedicated surface parking and public transit
- 240 acres with 60-70 acres of adjacent
 off-site parking without public transit

SITE REQUIREMENTS



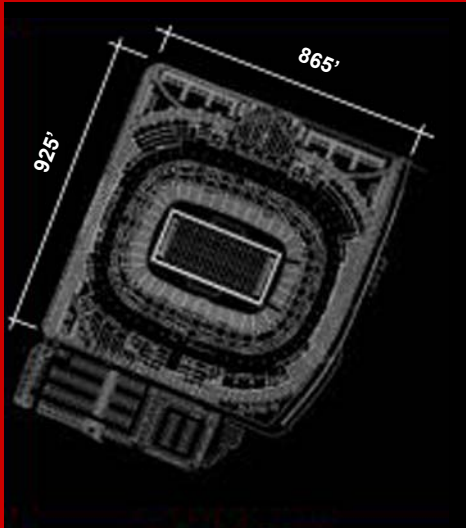
Gillette Stadium 28.37 ac.



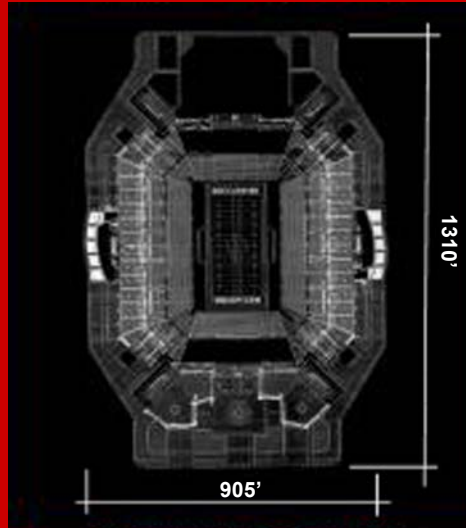
Cleveland Browns Stadium 21.55 ac.



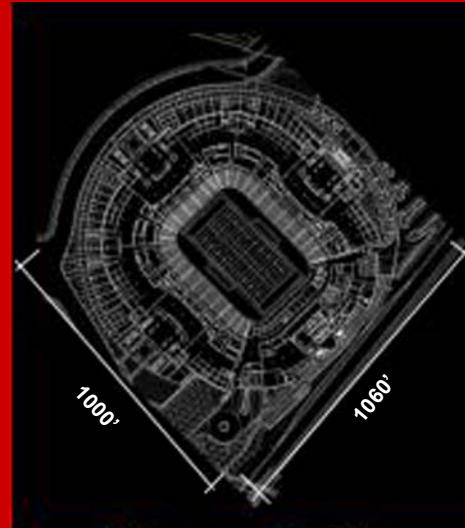
Heinz Field 22.12 ac.



M&T Bank Stadium 18.37 ac.

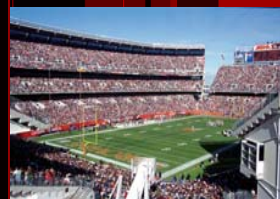
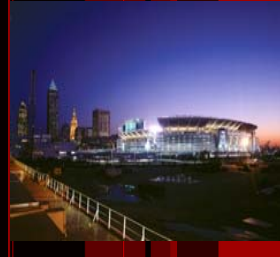


Raymond James Stadium 27.22 ac.



Ericsson Stadium 24.33 ac.

STADIUM FOOTPRINTS



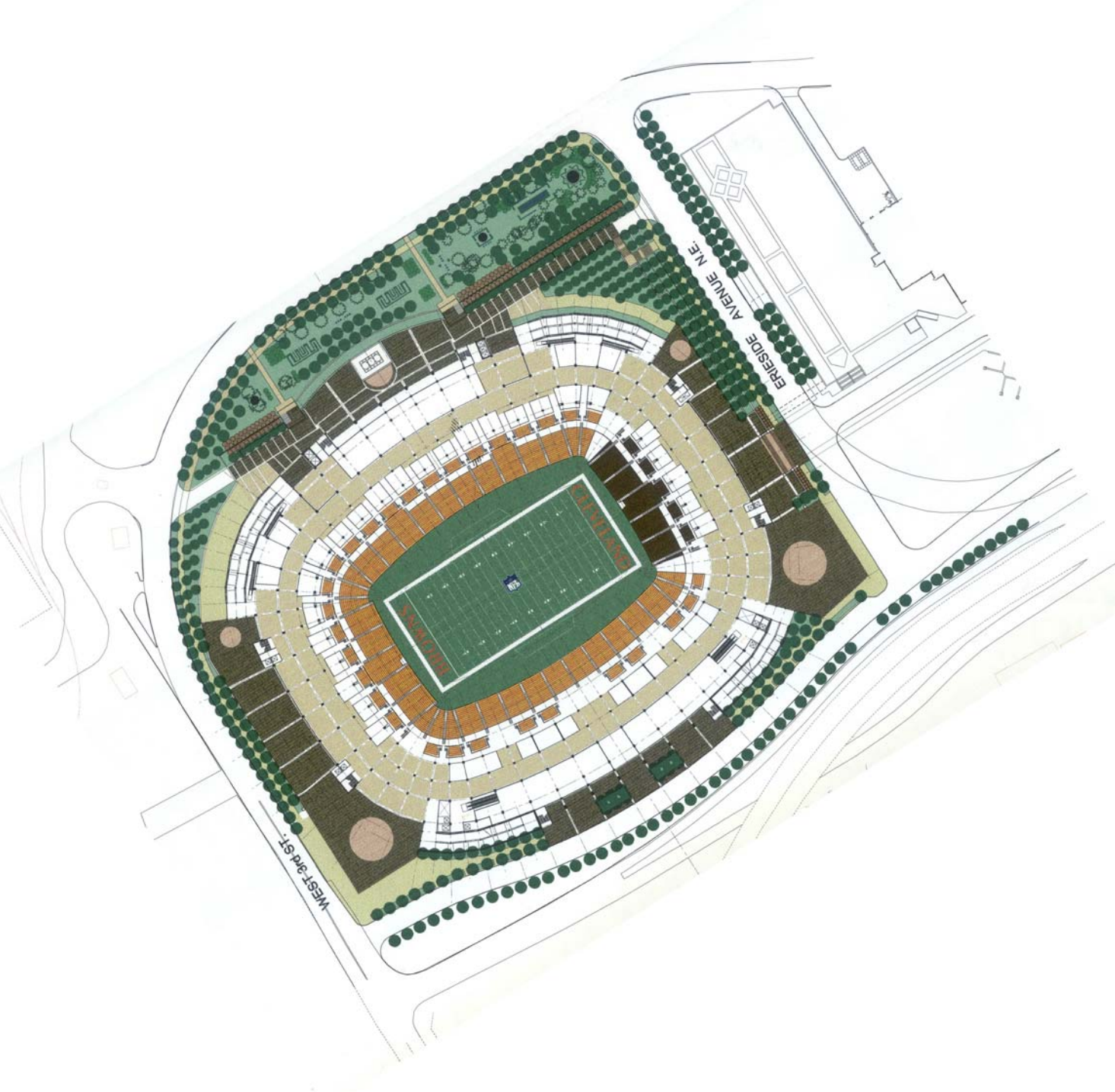
edward jones dome
st. louis, missouri







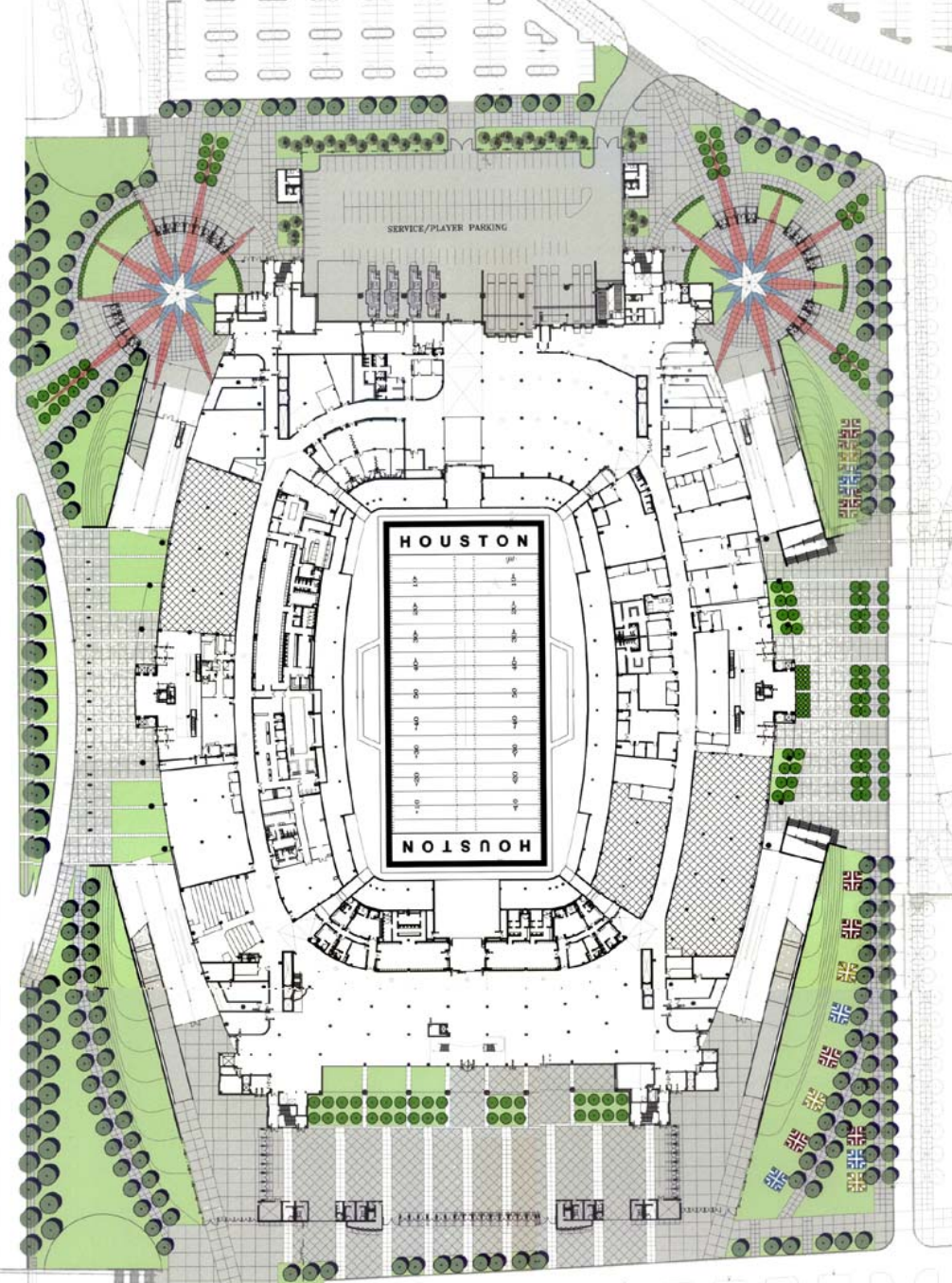
cleveland browns stadium
cleveland, ohio







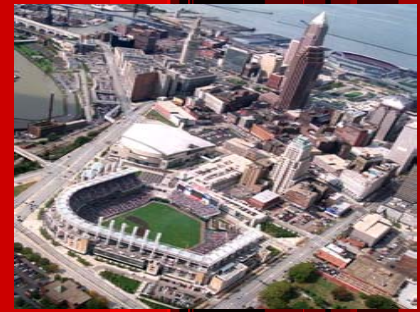
reliant stadium
houston, texas





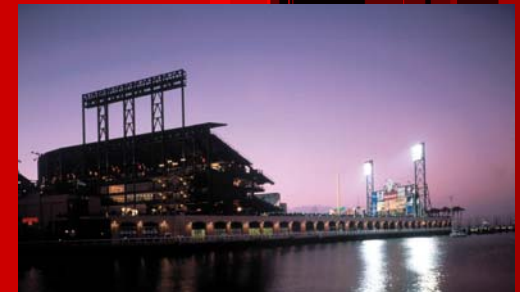
Urban Design

- Adjacent Land Uses/Compatibility
- Facility Image/Visibility
- Fan Experience
- Proximity to Related Activities
- Scale and “Fit”
- Enhance Existing Businesses
- Potential for Redevelopment/New Development



Transportation

- Regional Highways
- Local Highways/Street Network
- Pedestrian Connections
- Public Transit
- Parking (1/2 to 3/4 mile)



PHASE 2 CRITERIA. CONSIDERATIONS FOR ESTABLISHING VIABLE SITES.

Cost

Land Acquisition

Cost of Facility (Site)

Cost of Construction

Traffic/Transit

Parking

Site Development (On-Site)

Site Development (Off-Site)

Timing

Ability to Meet Schedule

Site preparation

Relocation (temporary or permanent)

Major essential offsite preparation

Revenues

Marketability of Facility/Event

Facility Economics

Impact on Economics of the area and City Tax

Revenues Tenant/other Tenants



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