

chapter

**1**

# **History and Future of Sport and Public Assembly Facilities**

# Chapter Objectives

- **Understand how the Greeks and Romans used sport facilities for political and cultural ends.**
- **Have a historical understanding of how sport facilities have changed to accommodate changes in sport and spectating demands.**
- **Identify how sport facilities have evolved from multiuse to single-use facilities.**
- **Appreciate the history behind several major sport facilities.**
- **Understand how facility trends have evolved over the years both in the United States and internationally.**
- **Understand how and why politics, especially the Olympic movement, will continue to influence sport facilities in the future.**

# Oldest Sport Facility

- **What do you think is the oldest sport facility in existence?**
- **Does your answer depend on your definition of what constitutes a sport facility?**
  - Is seating required?
  - Do you need a playing surface?
  - What if the facility is only sometimes used for sports?

**Which of the following is a sport facility?**



# Facilities in Ancient Times

- **What do you think is the most important sport facility of all time, and why?**
- **What do you think would have been the biggest challenges associated with running that facility?**

# Facilities in Ancient Times: Greece

- **Olympic Stadium built in 776 B.C. was initially a temple; later expanded to include an altar, training facility, gymnasium, covered running track, and the famous Stadia.**
- **The Olympic Stadium in Athens was built in 331 B.C. and held 50,000 spectators. It was used to host the 1896 Olympic Games.**
- **The Greeks built hippodromes (horse racing tracks) and theaters.**

# Facilities in Ancient Times: Rome

- **Coliseum**
- **Circus Maximus**
- **Hippodromes**

Olympic Trivia

The Olympics also hosted the first MMA event. Called pankration, the event featured wrestling, boxing, and martial arts where competitors could use arm twisting, punching, kicking, breaking bones, and even strangulation.

# Coliseum

- **The Flavian Amphitheater is usually known as the Coliseum either because of its huge size or because a colossal statue in gilded bronze of Nero in the guise of the Sun God originally stood nearby.**
- **Started by Vespasian in 72 A.D.; inaugurated in 80 A.D. by Titus with 100 days of celebrations, during which several thousand wild beasts and gladiators were reputedly killed.**
- **The amphitheater was completed by the emperor Domitian.**



# Circus Maximus

- **A track used primarily for horse racing, although it was used on occasion for hunts or mock battles.**
- **Built in the 6th century B.C., the facility could seat 300,000 fans.**
- **The facility was twice destroyed by fire and on at least two occasions the stands collapsed, killing many people.**

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## **Circus Maximus** *(continued)*

- **There was a long barrier (spina) that ran down the middle of the track. In addition to obelisks, fountains, statues, and columns, there were two temples on the spina, one with seven large eggs and one with seven dolphins.**
- **At the end of each lap of the seven-lap race, one egg and one dolphin would be removed from each temple to keep the spectators and the racers updated on how many laps had been completed.**

**We still have a fascination with the Roman Coliseum, displayed here in the design of this Hard Rock Café in Orlando.**



# Hippodromes

**Romans also built hippodromes, like this one in Caesarea, Israel, built in 25 B.C.**



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# **Facilities From the Middle Ages to the 1800s**

**Why do you think the church might have frowned on building large public assembly facilities during this time period?**

# Similarities of Facility Management From Ancient to Modern Times

- **Controlling and moving large numbers of people**
- **Managing rowdy or violent crowds**
- **Maintaining flexibility in multiuse venues (gladiators and mock naval battles; basketball and ice shows)**
- **Providing security and protection for VIPs**
- **Controlling the types of petty crime inherent with large gatherings of people**
- **Keeping facilities clean and operational**

# Differences in Facility Management From Ancient to Modern Times

- **Providing amenities for the press (interview rooms and press boxes with Internet access)**
- **Setting up TV camera platforms and TV cable hookups**
- **Selling advertising space and naming rights**
- **Using heating, ventilation, and air conditioning (HVAC) systems**

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# Differences in Facility Management From Ancient to Modern Times

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- **Modern parking concerns for thousands of cars and buses**
- **The amount of food and beverages needed to feed over 100,000 fans at some venues**
- **Complying with environmental, zoning, accessibility, and other legal issues**



# **Evolution of Professional and Collegiate Facilities**

- In the early 1900s college stadiums started being built across the United States.**
- Professional stadiums were being built around the same time, but the early versions were made of wood (which often burned down) and later versions were made of steel and concrete.**

# **Growth of Professional and Collegiate Facilities**

- **What do you think has fueled the phenomenal growth of new and renovated facilities since the 1980s?**
- **Do you think this growth will continue in the near future or is the building boom over?**

# Olympic Efforts and the Future of Sport Facilities

- **The Olympic Games involve significant costs from lobbying efforts to construction of the actual facilities.**
- **Sydney spent \$3.3 billion to build facilities for the Olympics.**
- **Athens spent over \$11.6 billion.**
- **The estimates for Beijing were around \$42 billion when all the infrastructure costs were included (roads, satellite cities) as well as building or renovating 31 facilities. This was surpassed by Russia spending almost \$51 billion on the Sochi Games.**
- **How much should Brazil spend to host the 2016 Games?**

# Trends That Will Affect Future Facilities

- **Technology**
- **Construction processes and procedures**
- **Broadcasting needs**
- **More interactive activities**
- **What other trends can you propose?**

# What do you want?

A 2012 survey of 2,000 sport fans in England examined what the public would like to see in future sport facilities. The top answers include:

<b>More comfortable and spacious seating</b>	<b>49%</b>
<b>Better transportation options</b>	<b>32%</b>
<b>Better crowd modeling to help in crowd movement</b>	<b>32%</b>
<b>Better technology to show replays and different angles</b>	<b>30%</b>
<b>Safety designed standing room (European soccer)</b>	<b>27%</b>

**What would you want in a modern sport facility and why?**

# Summary

**Sport facilities have evolved over the years and will continue to evolve as new technologies are developed and new revenue streams are developed.**

# Discussion Questions and Activities

- **What was your greatest facility-related experience?**
- **What was your worst facility-related experience?**
- **What should be done about the significant spending on major sport facilities, if anything, and why?**
- **Using a pen and paper, draw your dream facility of the future.**