

Course Learning Outcomes for Unit II

Upon completion of this unit, students should be able to:

1. Recognize the basic principles related to sport facility planning and management.
6. Identify the major trends impacting the planning and management of sport facility equipment.
8. Classify the different components of indoor and outdoor surfaces and components of sport facilities.

Reading Assignment

Chapter 4: Facility Planning

Human Kinetics. (n.d.) *Chapter 4, clip 4.1* [Video file]. Retrieved from <http://videos.humankinetics.com/services/player/bcpid4169931207001?bckey=AQ~~,AAAA0gHQG-E~,UzAFL1pLzn5XtdLxCUBjqBkJBHSW9sRA>

Click [here](#) to access the transcript for Video 4.1.

Unit Lesson

Welcome to Unit III!

In this unit, we will look at facility planning. When proper planning is applied, we, as sport facility managers, can help our venue service grow the widest possible consumer and constituent base. That is why it is important to understand the overall principles when an organization is preparing to build a new facility. Not many buildings are built in the absence of some need. Planners must examine the rationale for building the facility based on solid empirical numbers instead of hunches.

Recall the Hiram College renovations in the mid 2000's that were mentioned in the Unit I lesson. As stated in the lesson, the changes were certainly justified, at least in terms of building the school's enrollment numbers, by being more competitive in sports. Having an open mind, yet being realistic about what kind of facility is required to meet the needs of the organization, is critical in the sport facility management career field. When you are dealing with millions of dollars to build or renovate an existing facility, you certainly want to make the best decision possible, because the chance to do it right might not come again. Just as an example, Hiram College had not built any significant athletic facilities for nearly 50 years when the new additions and renovations were completed in 2005-2006.

A comprehensive planning process is crucial to making sure the right facility is built with all the right components. One option that is discussed in the readings in this unit is the option of leasing instead of building a brand new facility. Check out the first article in the suggested reading section of this unit. It explains the facility cost woes of the Phoenix Coyotes of the National Hockey League (NHL). Would you have leased an existing venue or left the citizens of the community with the mess they have there?

Are there also challenges in terms of the area's climate? You bet. There are also issues with the local and national standards, the amount of funding for the facility, and the pressure exerted by political leaders in the area (Fried, 2015). Regarding political pressure, we hear many stories about how professional team owners use the excuse that their team makes a significant economic impact to their community to get a bigger or newer stadium. There are widespread stories about many professional team owners saying that they might move their team unless they get a new stadium. The city of Oakland, California is a prime example; both the Oakland A's in Major League Baseball (MLB) and the Oakland Raiders in the National Football League (NFL) are contemplating moving from Oakland to move out of the very dated Oakland Coliseum (O.co Coliseum).

In the case of both Oakland teams, there is no question that the O.co Coliseum justifiably needs to be replaced. The question is, would it be a good idea to build or lease a new facility for the two teams in Oakland? Of course, it does take research, not just guesses in order to answer that question. The use of a feasibility study could help any organization make the right choice. If the financial numbers from a feasibility study indicate that a project is not viable, then the project should not be undertaken.

One other newsworthy item that relates to this is Turner Field in Atlanta and the Atlanta Braves' move to Cobb County, Georgia. Turner Field was originally the Olympic Stadium for the 1996 Summer Olympic Games. Actually, many Olympic host cities spend massive amounts of money to hastily build venues that will never be used again after the Olympic Games are complete. Long-term planning is not something considered in these cases, and it seems like a big waste of resources. See the second article in the suggested reading section for some interesting pictures of abandoned Olympic venues all over the world.

Opening a new or renovated sport facility is the last step in a process that can be an extensive and complex procedure. This chapter discusses what issues to examine during the planning process, suggests strategies for garnering community support, identifies the possible constituents who should be involved in the decision to build a facility, shows how to conduct a needs assessment, describes the types of facilities that can be built, and concludes with an analysis of feasibility studies (Fried, 2015).

In the design of any sport facility, whether it is a new facility or a renovation of an existing one, the most critical element is having a good understanding of what activities will be offered for the clients using it. In addition, in any facility planning scenario, it is important to consider the future as well as what is needed today. One of the big questions to ask, as a facility manager who is working on planning is this: How can the building expand in the future?

Poorly planned and designed sport facilities can not only lead to issues with maintaining and operating the facility, but they also could lead to more exposure to liability. That is why it is important to make the right decision when selecting a planning and design team; it should include an experienced architect. It is critical to have the right team in place with the proper background and understanding of the unique properties of sport facilities. It is extremely hard to make changes to a facility if it is not planned correctly from the beginning. Imagine what it would be like to have a new \$60 million facility in your backyard, only to have to close before the first game was played in it? That happened in Allen, Texas. Please see an article in the suggested reading area about Eagle Stadium, which is now open after more than \$10 million of repairs were made by the contractor and architectural firm. As you can see from this example, once the concrete has been poured, it is much harder or nearly impossible to make changes.

With forethought and creativity, a new sport facility can be built to perform as well as the athletes and fans it serves.

Prior to completing the reading assignments for the unit, please watch this video from Columbia Southern University faculty member, Dr. Tim Rice.

Click [here](#) to watch the Unit II video, or you may navigate to:

Rice, T. (2015, Oct. 16) *Unit II Sport Facilities Overview* [Video file]. Retrieved from <https://www.youtube.com/watch?v=F1GkKWjZb5I>

To turn on closed captioning in the video, click the captions icon at the bottom of the video.

Click [here](#) to access a transcript of the Unit II video.

Reference

Fried, G. (2015). *Managing sports facilities* (3rd ed.). Champaign, IL: Human Kinetics.

Suggested Reading

Read the article below about the Phoenix Coyotes facility that was mentioned in the unit lesson.

Garofalo, P., & Waldron, T. (2012, September) If you build it, they might not come: The risky economics of sports stadiums. *The Atlantic*. Retrieved from <http://www.theatlantic.com/business/archive/2012/09/if-you-build-it-they-might-not-come-the-risky-economics-of-sports-stadiums/260900/>

This is the article mentioned in the unit lesson about the abandoned Olympic sites. Take a few minutes to read this article and view the photos to see what these formerly great sites look like today.

Miklos, V. (2013). After the games: Photographs of decaying Olympic sites. *io9*. Retrieved from <http://io9.com/after-the-games-photographs-of-decaying-olympic-sites-503372635>

Read the article below for more on the \$60 million Eagle Stadium in Allen, Texas and the issues that the venue has dealt with due to poor planning:

Texas school district's \$60M stadium to reopen for graduation after repairs. (2015). Retrieved from <http://www.cbsnews.com/news/eagle-stadium-60-million-high-school-football-stadium-to-reopen-in-texas-after-repairs>