



Tulsa baseball stadiums past and present from Baseball in Tulsa by Wayne McCombs.

IF YOU BUILD IT, WILL THEY COME?

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TULSA, OKLAHOMA
2006

The University of Oklahoma
Graduate College

If You Build It, Will They Come?

A feasibility study for a new ballpark for the Tulsa Drillers

A Professional Project submitted to the Graduate Faculty
in partial fulfillment of the requirements for the degree of

Master of Architecture

by
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Abstract

For my master's thesis in Architecture/ Urban Studies, I am researching the design and programming of a new ballpark for the Tulsa Drillers baseball organization. I chose this topic because I want to investigate the feasibility of building a new stadium for minor league baseball in Tulsa, Oklahoma in order to increase the number of Tulsa Driller tickets sold each season because more ticket sales will provide more tax dollars for the city's future growth, development and improvement. A new stadium would also increase tourism in Tulsa, bringing the city more sales tax revenue.

My goals in researching ballpark design are to select an appropriate site, develop a preliminary design program and produce a schematic design, which could be used for marketing purposes in the future. I plan to spend the first semester researching possible sites and talking with the staff of the Tulsa Drillers to establish the criteria for the ballpark program. The second semester will be spent coming up with a preliminary design for the ballpark and finalizing the design program.

Project Goals

Research the current ballpark and facility operations

Find out the attendance numbers (The Tulsa Drillers as well as other teams in the Texas League)

Do field observations of the facility while it is in use

Observe traffic patterns in the park

Observe traffic flow (in the park, into the park & out of the park)

Find out what uses the facility has in the off-season

Find out the needs/ wants of the staff

Research the history of baseball in Tulsa

Select some possible sites

Look at location, adjacent properties, potential for other development, cost, access, natural features, views, etc.

Research some of the newer minor league stadiums in the US, with a focus on stadiums at the AA level.

Develop a schematic layout for the ballpark and surrounding site

Aerial photo courtesy of Google Earth.



Aerial photo of the Tulsa Drillers current stadium site and the surrounding areas. The current stadium is severely landlocked with other facilities surrounding it on two sides and main arterial streets on the other two sides.

Why Tulsa Needs a New Professional Baseball Stadium

The Tulsa Drillers have been in their current facility since 1981, a decade longer than 2/3 of the AA baseball teams in the United States. While the current facility does serve their purposes adequately, a new stadium would provide them with so much more. A new stadium could provide increased income as well as promoting development in the area surrounding it. This is why Tulsa needs a new professional baseball stadium.

The current stadium is in a location that prevents any future growth or expansion. The Drillers' inability to expand their current facility limits growth, which could spur economic development for the team. Many new stadiums being constructed today include facilities the Drillers don't have in their current stadium such as multiple luxury suites, restaurants, party decks and banquet rooms. The New Hampshire Fisher Cats Stadium has 32 luxury suites which can be leased from one to five years or rented on a nightly basis. The suites can hold from 18-26 people and rent for \$1000/night. Many AA stadiums, such as Dr. Pepper/7-Up Ballpark in Frisco, Texas, and Riverwalk Stadium in Montgomery, Alabama, offer private restaurants and bars for their season ticket holders. These amenities could help attract large corporations to Tulsa as well as to the ballpark. With luxury suite rental costs from \$30-50 per person, suites bring in more income than regular box seats. In order to have amenities such as these, the Drillers will have to build a new stadium because the current facility won't support additional construction.

Another reason to construct a new professional baseball stadium in Tulsa is because we are falling behind the rest of our competitors. Of the 30 AA teams, 22 teams have stadiums constructed less than 11 years ago. Of these 22, 11 were constructed in the past five years. Of the remaining 11 teams, 7 stadiums were constructed in the last 10 years. Tulsa will fall behind its competitors without a new stadium. In the Texas League, where Tulsa plays, 5 of the 8 teams have stadiums constructed in the last five years. Of the remaining three teams, Tulsa's stadium is the second oldest. Also, all the teams in the Texas League that beat Tulsa in attendance numbers have stadiums constructed in the last five years. The Arkansas Travelers, who currently play in a historically significant stadium constructed in 1934, are constructing a new stadium in North Little Rock.

A new stadium would provide the Drillers with the opportunity to make more money. The current facility will hold the organization back from their competition. While the Tulsa Drillers could comfortably remain in their current facility for several years, there are several reasons why they should consider moving into a new facility.

O.U.D.S.
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Drillers Stadium

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Why does Tulsa need a new professional baseball stadium?

AA Baseball City Facts

City	Team Name	League	2003 Estimate of Total Population	Land Area of City (sqmi)	People per square mile	Median Household Income	Home Ownership Rate	Median Value of Owner Occupied Housing	Population Change 1990-2000
Wichita, Kansas	Wranglers	Texas	354,216	136	2,536	\$39,939.00	61.6%	\$78,900.00	11.5%
Springfield, Missouri	Cardinals	Texas	150,867	73	2,072	\$29,563.00	53.7%	\$79,800.00	7.4%
Corpus Christi, Texas	Hooks	Texas	279,208	155	1,794	\$36,414.00	59.6%	\$72,100.00	7.4%
San Antonio, Texas	Missions	Texas	1,214,725	408	2,809	\$36,214.00	58.1%	\$63,800.00	14.8%
Frisco, Texas	RoughRiders	Texas	55,126	70	482	\$79,149.00	81.3%	\$157,200.00	417.3% *
Tulsa, Oklahoma	Drillers	Texas	387,807	183	2,152	\$35,316.00	55.6%	\$83,600.00	7.0%
Manchester, New Hampshire	Fisher Cats	Eastern	108,871	33	3,241	\$40,774.00	46.0%	\$114,300.00	17.9%
Portland, Maine	Seadogs	Eastern	63,635	21	3,029	\$35,650.00	42.5%	\$121,200.00	1.8%
Akron, Ohio	Aeros	Eastern	212,215	62	3,497	\$31,835.00	59.4%	\$76,500.00	-2.7%
Mobile, Alabama	Bay Bears	Southern	193,464	118	1,687	\$31,445.00	59.3%	\$81,400.00	0.3%
Birmingham, Alabama	Barons	Southern	236,620	150	1,620	\$26,735.00	53.7%	\$62,100.00	-8.7%
Chattanooga, Tennessee	Lookouts	Southern	154,887	135	1,151	\$32,006.00	54.9%	\$83,500.00	1.8%

The chart above shows some of the census data for the home cities of 13 of the 30 AA teams located in the United States. The information was gathered to compare the Tulsa Drillers with other AA teams with similar locations. The criteria shown in the chart above were used to select AA teams in cities similar to Tulsa. The thirteen teams come from all three AA leagues. The chart compares size of city, population, number of people per square mile, and income facts about the city's population.

* The population change number for Frisco, Texas is not a typo. The suburban town just outside of Dallas really has shot up almost overnight and has an abundance of retail shopping and restaurants.



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AA Cities

AA Baseball Stadium Facts

Stadium Name	City	Team Name	League	Opening Year	Number of seats	Construction cost	GA/ Berm Seating Prices	Reserved Seating Prices	Box Seat Prices	Specialty Seating Prices	Location Within City
Lawrence-Dumont Stadium	Wichita, Kansas	Wranglers	Texas	1934			\$5	\$7	\$10		
Hammons Field	Springfield, Missouri	Cardinals	Texas	2005	8,000 Fixed 2,000 Berm	\$32 Million	\$5		Field Box: \$7-10 Box: \$12-18	Redbird Roost \$22.50	On the water @ the Port of Corpus Christi
Whataburger Field	Corpus Christi, Texas	Hooks	Texas	2005	5,400 Fixed 2,000 Berm	\$27.7 Million	\$5	\$9			
Wolff Stadium	San Antonio, Texas	Missions	Texas	1993							
Dr. Pepper/ 7-Up Ballpark	Frisco, Texas	RoughRiders	Texas	2003			\$9	\$15	\$18		
Driller's Stadium	Tulsa, Oklahoma	Drillers	Texas	1981	10,963		\$5	\$8	\$10		
Fisher Cats Ballpark	Manchester, New Hampshire	Fisher Cats	Eastern	2005	6,500 Fixed 400 Party Deck + Standing Room Only	\$20 Million	Bleachers: \$4, Grandstand: \$6		Box: \$8, Field Box: \$10, Premium Box: \$12	Party Decks: \$23 & \$27	Along River in Downtown
Hadlock Field	Portland, Maine	Seadogs	Eastern	1994			\$6	\$7	\$8		
Canal Park	Akron, Ohio	Aeros	Eastern	1997	9,097 Fixed Expandable to 12,500	\$31 Million	SRO: \$9, Bleachers: \$9	\$10			Downtown
Hank Aaron Stadium	Mobile, Alabama	Bay Bears	Southern	1997					Superbox: \$18	Field Level Club Seating: \$10	
Hoover Metropolitan Stadium	Birmingham, Alabama	Barons	Southern	1988	10,800 Fixed	\$14.5 Million					
Bellsouth Park	Chattanooga, Tennessee	Lookouts	Southern	2000			\$4		Lower Box: \$8, Upper Box: \$5		Along a river in downtown; ballpark is located on the site of a confederate prison
Montgomery Riverwalk Stadium	Montgomery, Alabama	Biscuits	Southern	2004	4,500 Fixed 2,500 Berm	\$26 Million	\$6		Box: \$8, Superbox: \$10		

This chart shows information gathered about the stadium facilities of the thirteen teams shown on the chart on the previous page. The chart compares stadium age and size, ticket prices and amenities available in cities similar to Tulsa. Six of the thirteen cities looked at had stadiums constructed within the last 5 years and two more had stadiums constructed within the last ten years.



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AA Stadiums

Dr. Pepper/ 7-Up Ballpark, Frisco, TX

Located in a suburb of Dallas, TX, Dr. Pepper/7-Up ballpark was selected for further research because of its unique design. The stadium is laid out in a group of small pavilions constructed of more residential looking materials. The design helps the stadium blend into its suburban setting more naturally and the separation between different areas of the stadium allows for good wind circulation throughout the park.



LOCATION

Dr. Pepper/ 7-Up ball park is located in Frisco, Texas, a suburb of Dallas, Texas. The town of Frisco has a population of about 67,000 and growing and encompasses approximately 71 square miles of land. Frisco's popularity as a place to live stems from its proximity to Dallas as well as its abundance of shopping (Frisco has over 4 million square feet of retail shopping space). Frisco also provides its residents w/ arts & entertainment as well as several professional sports teams.



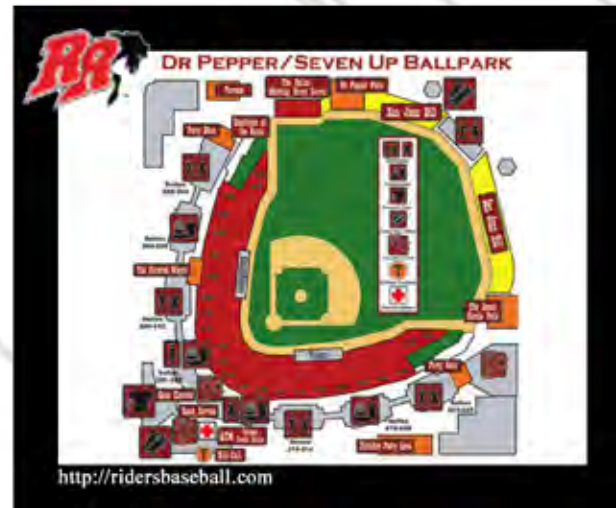
DESIGN/ CONSTRUCTION

Dr. Pepper/ 7-Up ball park was designed by David M. Schwarz Architectural Services w/ construction documents produced by HKS Architects. The stadium was constructed from 2002-2003 for \$22.7 million. The seating capacity is 10,600 (8,800 fold-down seats & 1,800 bleacher style seats), w/ 29 luxury suites available. The materials on the exterior of the stadium are unique. The buildings are all clad in hardiplank, giving them a very residential look. The stadium design is comprised of a collection of small pavilions surrounding the main concourse rather than the typical single structure that surrounds most new baseball facilities. The playing surface is real grass. Opening day was April 3, 2003.



PARKING

Dr. Pepper/ 7-Up Ballpark has three parking areas the south lot which has 1,054 spaces divided into three sections (premium season ticket holders regular season ticket holders & partial season ticket holders/ general public), the VIP lot which has 124 spaces and a parking garage which has 1,264 spaces and is shared w/ other nearby facilities. Parking costs for the surface lots is \$3. Free parking is available at a nearby mall with shuttle service to the stadium beginning 90 min. before the start of each game.



MISC. INFORMATION

Dr. Pepper/7-UP Ballpark does have party/ convention facilities available as well as a children's play area. In the off-season the ballpark is used to host events for the team's corporate party, host symphony performances and possibly to host concerts. Also, as a reward for being a season suite holder, you get the use of the entire facility for one day of the year when it's not in use for baseball.

Named best new ballpark 2003 by Baseballparks.com

One of the most unique design features of Dr. Pepper/7-Up Ballpark is the location of the bullpens. They are located in the middle of the stands.

Stadium Research:

To become more familiar with the design of minor league stadiums, I did an independant research project on three nearby stadiums constructed in the last 10 years. I researched everything from construction cost, to ticket prices to bathroom design, to parking. I presented the information in the form of baseball cards. The three stadiums selected were Dr. Pepper/ 7-Up Ballpark in Frisco, TX, Hammoms Field in Springfield, MO and SBC Bricktown Ballpark in Oklahoma City, OK.

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Stadium Research: Frisco, TX

Hammon's Field, Springfield, MO

Hammons Field was constructed by hotel mogul John Q. Hammons in his hometown. When it was built, the stadium had no professional team to play in it although Hammons' intention was to bring professional baseball back to Springfield. A regulation prevents the owner of gambling establishments from owning a minor league team, so Hammons managed to talk the St. Louis Cardinals into purchasing their own AA team and putting them in his new stadium in Springfield. Their first season in their new stadium was the 2005 season.



DESIGN/ CONSTRUCTION

Architects: John Q. Hammons' personal design staff & Pellham-Phillips-Hagerman, Architects & Engineers

Built: 2003-2004 (Opening Day: April 18, 2005)

Cost: \$32 Million

Size: Total seating capacity = 13,066
8,000 theater style, fold down seats
Outfield berm can accommodate up to 2000
28 luxury suites



TICKETING OPTIONS, CONT.

-Infield Field Boxes are located behind the Diamond Boxes (rows 9-24) and also include the option to purchase a reserved parking space.

Cost is \$10/game, \$700/full season, \$350/half season & \$170/quarter season

-Outfield Field Boxes are behind the dugout boxes (rows 4-24).

Cost is \$7/game, \$490/full season, \$245/half season & \$119/quarter season

-General Admission seating is located on the grassy berms in left and center field.

Cost is \$5/game, \$350/full season, \$175/half season & \$85/quarter season



LOCATION

Hammons Field is located in Springfield, Missouri. Springfield, the third largest city in the state of Missouri, hasn't had a minor league baseball team since 1950. Springfield, home to Bass Pro Shops Outdoor World, is also home to hotel mogul, John Q. Hammons who built the field and was instrumental in getting the St. Louis Cardinals to actually purchase their own AA team and move them to Hammons Field. Hammons was prohibited to personally own a team because of his investment in a riverboat casino.



TEAM

The Springfield Cardinals; AA affiliate of the St. Louis Cardinals. Formerly the El Paso Diablos of the Texas League. The Diablos were sold by Brett Sports and Entertainment to the St. Louis Cardinals for an estimated \$9.8 million. The new Springfield Cardinals team is in the East Division of the Texas League.

Hammons Field is also home the the Southwest Missouri State University men's baseball team.

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Stadium Research: Srpingfield, MO

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SBC Bricktown Ballpark, Oklahoma City, OK

SBC Bricktown Ballpark was chosen for its proximity to Tulsa and its prominent location in a downtown setting. The ballpark was constructed as part of a long term city wide growth plan called MAPS. The ballpark is located in the heart of downtown Oklahoma city and it's construction has brought many residents back to the ballpark as well as bringing tourists into the stadium.



HISTORY

The Oklahoma City '89ers played in All Star Sports Stadium located at the Oklahoma City Fairgrounds from 1962-1997. In the early 1990's, the mayor of OKC, Ron Norick was told that the city needed to upgrade their stadium or the team would be moved. The old facility didn't meet the new standards set for Triple A ballparks. In 1997, as part of Oklahoma City's MAPS program, a new ballpark was to be constructed in an area of downtown known as Bricktown. The original design for the ballpark incorporated an existing three-story brick building that was going to be converted to restaurant and office space. In the end, the warehouse was beyond repair and had to be torn down.



DESIGN/ CONSTRUCTION

The 290,000 sqft ballpark was constructed between August 1996 and Spring of 1998. The original master plan for the ballpark was created by Frankfurt Short Bruza. The architect of record for the final design was Architectural Design Group. Final construction cost was \$34.2 million. Opening Day at SBC Bricktown Ballpark was April 16, 1998. The ballpark design is a traditional ballpark design constructed in red brick. The interior of the stadium is split into three levels w/ the main concourse on the lower level, the suites and luxury seats on the second level and a state of the art press area and luxury suites on the third level. The total seating capacity is 13,066. The field is real grass.



TICKETING OPTIONS

The Club is located on the suite level of the ballpark. The Club offers its season ticket holders access to the Diamond Lounge, which features a full-service bar, waitress service and two big screen TV's. Cost is \$850/year or \$430 for just weekend games.
Field box seats are located directly behind home plate and along the base lines. The cost is \$535/year or \$280 for just weekend games.
Terrace reserved seats are located along the outfield lines on both the third and first base sides of the field. The seat are behind the field box seats. The cost is \$400/ year or \$240 for just weekend games.



TICKETING OPTIONS, CONT.

Weekend game plans include 11 Friday games, 11 Saturday games and 11 Sunday games.
 Name-Your-Game plans: Field box = \$90; Terrace reserved = \$70; General Admission = \$50 (10 undated coupons to exchange for reserved tickets to game of your choice; concerts, exhibitions and play-offs are excluded)
 Individual Tickets: General admission = \$6; Terrace reserved = \$8; Field box = \$10; The Club = \$14

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Stadium Research: Oklahoma City, OK



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Fall Semester

Week 1: August 21-28, 2005

Begin researching possible sites for the new facility. Talk to the Drillers staff and find out what the most important selection criteria are for them.

Week 2: August 29-September 3, 2005

Continue researching sites.

Week 3: September 4-10, 2005

Continue researching sites. Meet with the Tulsa Drillers to discuss programming goals.

Week 4: September 11-17, 2005

Narrow down site selection to three sites. Begin site analysis of the selected sites. Research other ballpark design programs. Begin designing final presentation layout.

Week 5: September 18-24, 2005

Continue site analysis. Do historical research on baseball in Tulsa. Begin developing the design program.

Week 6: September 26-October 1, 2005

Show site research to the Tulsa Drillers. Select a site based on my site research and discussions with the Tulsa Drillers. Work on the design program and first studio presentation.

Week 7: October 2-8, 2005

Continue working on design program and studio presentation.

Week 8: October 9-15, 2005

Finalize studio presentation for Sat. Oct. 15.

Week 9: October 16-22, 2005

Incorporate comments from class and jury into presentation. Continue developing the design program.

Week 10: October 23-29, 2005

Continue developing the design program. Begin work on final semester presentation.

Week 11: October 30-November 5, 2005

Put together a rough draft of the design program and present to the Tulsa Drillers.

Week 12: November 6-12, 2005

Incorporate Tulsa Drillers comments into design program. Continue to develop presentation.

Week 13: November 13-19, 2005

Work on finalizing design program. Work on finalizing class presentation.

Week 14: November 20-26, 2005

Thanksgiving holiday. Work on finalizing design program. Work on finalizing class presentation.

Week 15: November 27-December 3, 2005

Complete design program and presentation for December 3, 2005.

Spring Semester

Week 1: January 15-21, 2006

Do space planning diagrams. Work on site layout.

Week 2: January 22-28, 2006

Do space planning diagrams. Work on site layout.

Week 3: January 29-February 4, 2006

Begin preliminary planning layouts.

Week 4: February 5-11, 2006

Begin preliminary planning layouts.

Week 5: February 12-18, 2006

Finish site scheme development.

Week 6: February 19-25, 2006

Begin working on the facility design. Layout final presentation format.

Week 7: February 26-March 4, 2006

Work on schematic design and presentation.

Week 8: March 5-11, 2006

Polish up whatever design I have at this time and finalize presentation for March 11, 2006.

Week 9: March 12-18, 2006

Incorporate class and jury comments into design and presentation and continue to develop schematic ballpark design.

Week 10: March 19-25, 2006

Continue to develop schematic ballpark design. Begin thinking about how I want to present the final design.

Week 11: March 26-April 1, 2006

Continue to develop schematic ballpark design.

Week 12: April 2-8, 2006

Finalize ballpark design. Begin work on design presentation. Organize final thesis book layout.

Week 13: April 9-15, 2006

Continue working on design presentation. Begin to assemble final thesis presentation and book.

Week 14: April 16-22, 2006

Work on design presentation. Continue assembling thesis presentation and book.

Week 15: April 23-29, 2006

Finish design presentation, thesis book and presentation for class on April 29, 2006.



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Schedule

History: A timeline of Tulsa's professional baseball history

The baseball tradition in Tulsa is very rich. For the 2005 season, the Tulsa Drillers celebrated the 100th year of professional baseball in Tulsa. Baseball in Tulsa dates back even further to several years before Oklahoma was a state. The earliest record of baseball in Tulsa can be found in 1893, during the Indian Territory days. In the beginning, baseball in Tulsa was played by the company teams of local businesses. Many banks and oil companies actually hired workers based on their ability to play baseball. Professional baseball in Tulsa got its start a little over a decade later, in 1905. In the past 100 years Tulsa has fielded a team every year except for eight (1909, 1913, 1918, 1930, 1931, 1943, 1944 & 1945). The past 100 years saw three team names, two new stadiums, several stadium renovations and several Major League affiliations. The most popular Major League affiliate was probably the St. Louis Cardinals who the team was affiliated w/ for the 50's, 60' and most of the 70's. In 1976 the team was moved to New Orleans and a new AA franchise of the Texas Rangers became the home team in Tulsa. Not long after the new team arrived, so did a much needed new stadium. The current home of the Tulsa Drillers, Drillers Stadium, was built in 1984 and has undergone several renovations and additions since. The most recent change in Tulsa professional baseball occurred four years ago when Tulsa's affiliation switched again. This time from the Texas Rangers to the Colorado Rockies.



The 1932 Tulsa Oilers, Western League champions, McCombs pg. 24.

Professional baseball returned in 1932 when Art Griggs moved his Wichita franchise to Tulsa. The Oilers played and won their last season in the Western League that year. In 1933 the Oilers joined the Texas League. In 1936 the Oilers won both the Texas League championship and the Dixie Series. In 1934, a WPA project provided the Oilers w/ the stadium that would be the home of professional baseball in Tulsa from 1934-1980.

**All historic information comes from Baseball in Tulsa by Wayne McCombs.*



An 1897 Tulsa team, McCombs pg. 10.

The first professional baseball team in Tulsa was formed in 1905 and the name Oilers was selected in a fan contest. Professional baseball teams in Tulsa would play under the name Oilers from 1905-1912 and from 1919-1976. Tulsa had no team in 1913 and when they reformed in 1914 the team played under the name of the producers.



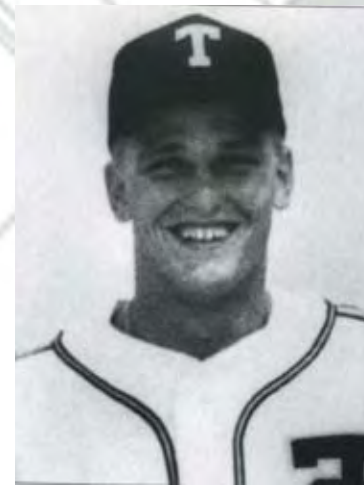
Grayle Howlett (right) pictured at his previous job working with WGN legend Jack Brickhouse announcing Chicago Cubs games., McCombs pg. 32.

Grayle Howlett was one of the greatest promoters of Tulsa baseball and the General Manager/ Owner of the team from 1946-1962. Howlett was sent by the Oilers' major league affiliate, the Chicago Cubs to be the GM in 1946 following three years when the city didn't field a team because of the war. Under Howlett the Oilers achieved attendance records that would stand in Tulsa until the 1990's.



Jim Crawford, owner of the Tulsa Oilers from 1919-1929, McCombs pg. 16.

Jim Crawford or "Gentleman Jim" was the owner of the Oilers from 1919-1929. Crawford figured largely in Tulsa's oil boom and was the director of Sperry & Crown Oil Companies. In 1919 he stepped in, saving the team from being dissolved and built McNulty Park, the home of the Oilers from 1919-1929. Crawford died in 1930 and Tulsa didn't field a professional team for the next two years.



Some of Tulsa's players have gone on to fame in the major leagues including Roger Maris and Frank Robinson, McCombs pgs. 39 & 40.



During the 1950's, minor league baseball throughout the country began to decline in popularity. The number of leagues and teams dropped to half the number the country had in 1948. In 1959 after a string of major league affiliates, Howlett secured the St. Louis Cardinals as the Oilers major league affiliate and minor league baseball's future in Tulsa began to look brighter. In 1960 Howlett planned to move the franchise to Albuquerque, but a local Tulsa businessman, A. Ray Smith, purchased a half interest in the team and convinced Howlett to stay in Tulsa.

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History: Professional Baseball in Tulsa



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The 1968 Tulsa Oilers, McCombs pg. 45.

A. Ray Smith bought out Howlett in 1962 and under his ownership the Oilers made the playoffs eight times in the 1960's. In 1966, Smith moved the team from AA to AAA. Under Smith's ownership, Tulsa saw a twelve year series of exhibition games with the team's major league affiliate, the St. Louis Cardinals and attendance numbers rose as high as 3rd in the nation. In 1976 Smith took his franchise to New Orleans and a new era in Tulsa professional baseball began.



Current team owner Went Hubbard (right) with former owner A. Ray Smith, McCombs pg. 107.

Went Hubbard purchased the Tulsa Drillers in 1986. Hubbard was known as a hands-on owner, taking tickets at every game, sweeping up trash around the stadium and mingling with the fans. Under his ownership the current stadium has undergone several renovations bringing it to its current capacity of 10,963, the 15th largest minor league stadium in the US. In 2002 the team's long standing affiliation with the Texas Rangers ended and in 2003 the Drillers became the AA affiliate of the Colorado Rockies.



The 1982 championship team, the Tulsa Drillers, McCombs pg. 81.

In 1977 Bill Rollings bought the Texas Rangers AA franchise and brought them to Tulsa, keeping Tulsa's baseball tradition alive. Rollings, along w/ co-owner Roy Clark would own the team from 1977-1986. The new team was called the Drillers, a name selected in a fan contest. During their ownership the team would finally leave the crumbling stadium that had housed them for 46 years and move into their current facility.



photo from www.gtrnews.com

On March 3, 2006, just prior to the opening of the AA baseball season, the Drillers announced a change in ownership. Chuck Lamson, the Executive Vice President, purchased a controlling interest from then current owner, Went Hubbard. Lamson first came to the Drillers as a pitcher in 1979 and has been with the team ever since. He started his career in the team's front office working in ticket sales and groundskeeping. The team later announced the renewal of the contract with the Colorado Rockies until at least 2010.



Tulsa Drillers GM 1983-1995, Joe Preseren, McCombs pg. 89.

Joe Preseren was General Manager of the Drillers from 1983 to 1995 and under his leadership the attendance numbers increased every year despite lackluster team performance. During this time, the Drillers set attendance records which still stand today.



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History: Professional Baseball in Tulsa



Early Tulsa baseball stadiums were just wooden bleachers set up out by the cow pastures. Pictured is Athletic Park, located on East First Street near Frankfurt Ave. Tulsa's professional teams played here from 1906-1908, McCombs pg. 11.



Picture taken before an exhibition game with the Chicago Cubs at McNulty Park, McCombs pg. 20.



Aerial view of Skelly Stadium set up for baseball, McCombs pg. 54.



Fans sitting along the third base line at Skelly Stadium, McCombs pg. 55.

McNulty Park:

Located at 10th & Elgin, McNulty Park was built by Oilers' owner Jim Crawford in 1919. McNulty Park was known as a hitter's park, with only 310 feet to the left field fence, 320 feet to the center field fence and 274 feet to the right field fence. The team lost the lease on McNulty Park in 1929 and the stadium was torn down in the winter of 1930. Tulsa baseball wouldn't get another permanent home for five years.

Skelly Stadium:

One of the most unique stadiums to host Tulsa's professional baseball teams was Skelly Stadium on May 5, 1966. Skelly Stadium is a strictly football stadium. The resulting right field wall was a mere 208 feet.



An advertisement for opening day at the new Tulsa County Stadium, McCombs pg. 26.



Some of Tulsa County Stadium's many names, including Texas League Park and Oiler Park, McCombs pgs. 43 & 49.



The old stadium could still draw capacity crowds like the one shown in 1971 when the Oilers' major league affiliate, the St. Louis Cardinals came to town for an exhibition game, McCombs pg. 64.



Picture taken during a game in 1979 when the team's lackluster performance and Tulsa's extremely inadequate facilities led to an average attendance of 700 people per game, McCombs pg. 80.

Tulsa County Stadium:

A WPA project, the stadium opened at 15th and Sandusky on July 11, 1934. Tulsa County Stadium's field had several names over its 46 years as the home of professional baseball in Tulsa, including Texas League Park, Oiler Park, and Driller Park. By the end of its life, the stadium was very run down and required major maintenance at the start of every season. Tragedy struck at the stadium on April 3, 1974 during an exhibition game between the Houston Astros and the Texas Rangers. A sudden rainstorm blew in and fans crowded a 15' section of stands in the center of the stadium. The weight was too much for the stadium to handle and the stands collapsed sending 17 people falling 20 feet down to the pavement below. The Drillers would continue to play in that stadium for another four years.

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History: Professional Baseball Stadiums in Tulsa



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The new baseball stadium under construction in 1980, McCombs pg. 82.



The original stadium when it opened in April of 1981, then called Sutton Stadium, McCombs pg. 84.



Sutton Stadium's name was changed to Tulsa County Stadium in 1983 following a scandal involving the stadium's namesake, Robert Sutton, McCombs pg. 90.



A record breaking crowd attends opening night in 1989, McCombs pg. 96.



Director of Media Relations, Brian Carroll, holding an architect's model of the stadium's new entrance in 1991, McCombs pg. 109.



In 1990, the stadium's name was again changed, this time to its current name: Drillers Stadium, McCombs pg. 115.

Drillers Stadium:

In 1980, Tulsa got approval to construct a new stadium thanks to a very generous donation by local oilman Robert Sutton. Opening night was on April 16, 1981 and over the season the stadium tripled attendance numbers over the previous year at Driller Park. The original stadium was a 4,800 seat multipurpose facility which hosted local high school football and soccer games as well as being the home of the Tulsa Drillers professional baseball team. The original playing surface was artificial turf. When it opened, the stadium was named Sutton Park in honor of Tulsa baseball's generous benefactor. The name was changed in 1983 to Tulsa County Stadium when Sutton was alleged to be involved in an oil scandal. In 1990, the name changed again to the facility's current name: Drillers Stadium. The largest crowd in Tulsa baseball history played in the stadium on April 8, 1994.

Timeline of Drillers Stadium Expansions and Renovations:

1988: Seating sections were added to each side of the press box, connecting the three existing sections and enclosing the stadium. The groundskeeping area was added and the artificial turf was replaced with new turf. The additions increased the overall capacity to around 8,000.

1989: A new office building with an expanded ticket office area was constructed and the home team clubhouse on the third base side was renovated.

1991: Major renovation to the stadium's seating occurred. The existing box seats were removed and the ground beneath them was excavated so new seats could be built closer to the field level. This changed the stadium from one to two levels. The box seat numbers were also expanded, with sections being added down both the left and right field lines. The renovation increased stadium capacity from around 8,000 to around 10,000.

1992: The front entrance received a face lift and the press box was enlarged. Also, the visitor's clubhouse and umpire's dressing room on the first base side were expanded and renovated.

1993: A new scoreboard was installed and the artificial turf was replaced with real grass.

1995: A new lighting system was installed and additional box seats were added on the second level behind home plate.

1998: The concourse was expanded down both the third and first base sides of the stadium. Additional box seats were added down the left and right field lines increasing the seating capacity to its current mark of 10,963. The press box was enlarged again, including the addition of two new luxury suites. In June of '98 the parking lot in the infield of the Fair Meadows track was constructed.

2000: A new, larger scoreboard with a large video screen was installed.

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History: Drillers Stadium



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Drillers Audience Demographics



www.tulsadrillers.com



www.tulsadrillers.com



www.tulsadrillers.com

Gender

Male	53.6%
Female	46.4%

Age

18-24	10.4%
25-34	16.5%
35-44	30.1%
45-54	26.5%
55-64	9.5%
65+	7.0%

Household Income

Up to \$20,000	10.5%
\$20,000-\$29,999	12.9%
\$30,000-\$39,999	12.0%
\$40,000-\$49,999	12.7%
\$50,000-\$74,999	25.1%
\$100,000 & Up	12.2%

Type of Housing

Rent	17.7%
Own	76.8%
Other	5.5%

Marital Status

Married	72.7%
Single	27.3%

Number of Children

No Children	45.0%
1 Child	18.9%
2 Children	21.8%
3+ Children	14.3%

Distance from the Ballpark

Less than 5 Miles	23.0%
5-10 Miles	24.7%
11-15 Miles	18.2%
16-20 Miles	10.9%
Over 20 Miles	22.1%
Just Visiting Tulsa	1.1%

Occupation

Professional/ Managerial	49.4%
Blue Collar Trade	15.2%
Home Maker	7.4%
Self-Employed	11.0%
Retired	8.4%
Student	7.1%

Demographic information source: 2004 Tulsa Drillers Customer Profile Survey

The demographic information represented above gives information about the Tulsa Drillers' recent fan base. One of the most interesting statistics is the number of fans without children. A new stadium could incorporate amenities that would appeal more to families with children such as a children's baseball field, a children's play area and family friendly, grass berm seating. Another notable statistic is the distance of the fan base from the ballpark. Fans seem to be spread pretty evenly at all distances. Tulsa baseball fans are willing to drive a number of miles to go see a baseball game. A final notable item from the survey above is the extremely low number of out of town fans. The team and current stadium aren't drawing in any tourists. The added amenities and attractions a new stadium would offer could greatly improve the number of tourists who come to Tulsa to watch professional baseball.



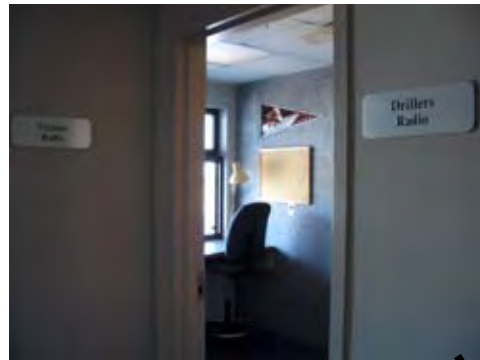
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Fan Demographics



View of the food service area of the smaller of the two luxury suites.



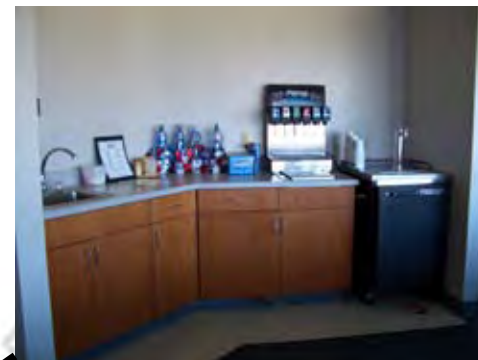
View looking into the home press box.



View of the control room which houses 4 people during games in a very tight space.



View of the seating area of the larger of the two luxury suites.



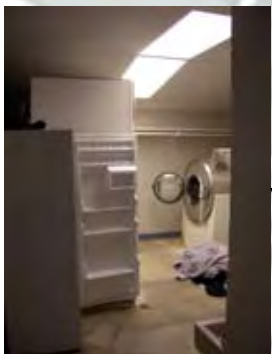
View of the food service area of the larger of the two luxury suites.



View looking at the smaller chamber of lockers in the home locker room.



View of the main chamber of the home locker room.



View of the training room inside the visitors locker room.



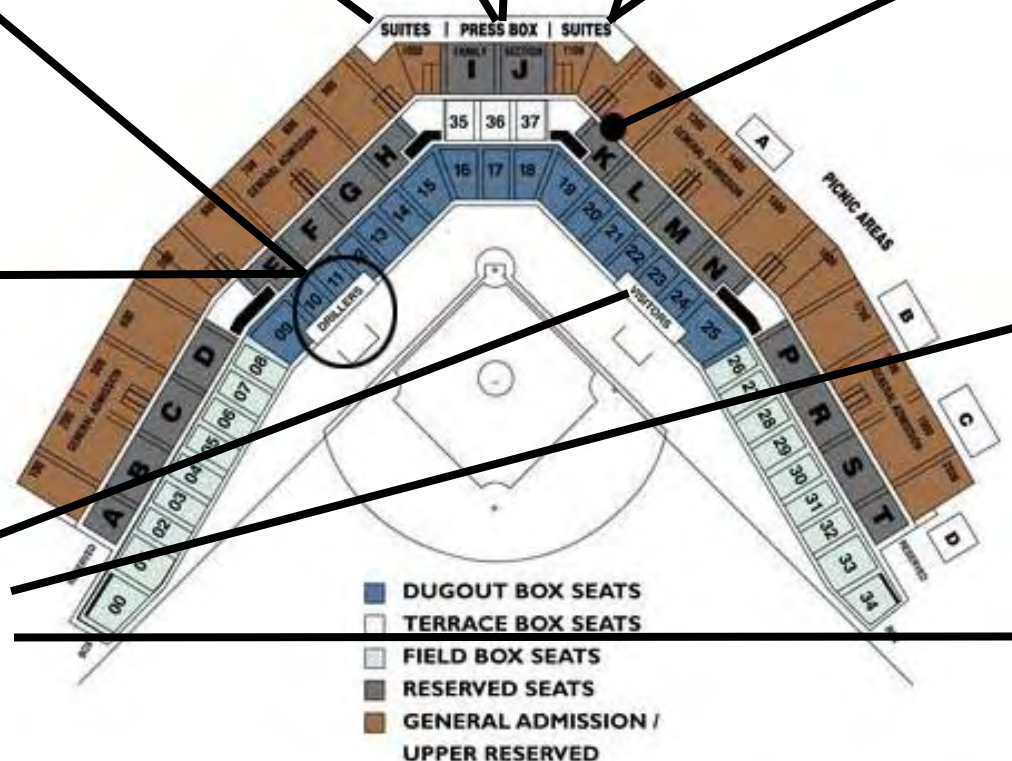
View of the stands looking down the aisle in front of general admission seating on the third base side of the field.



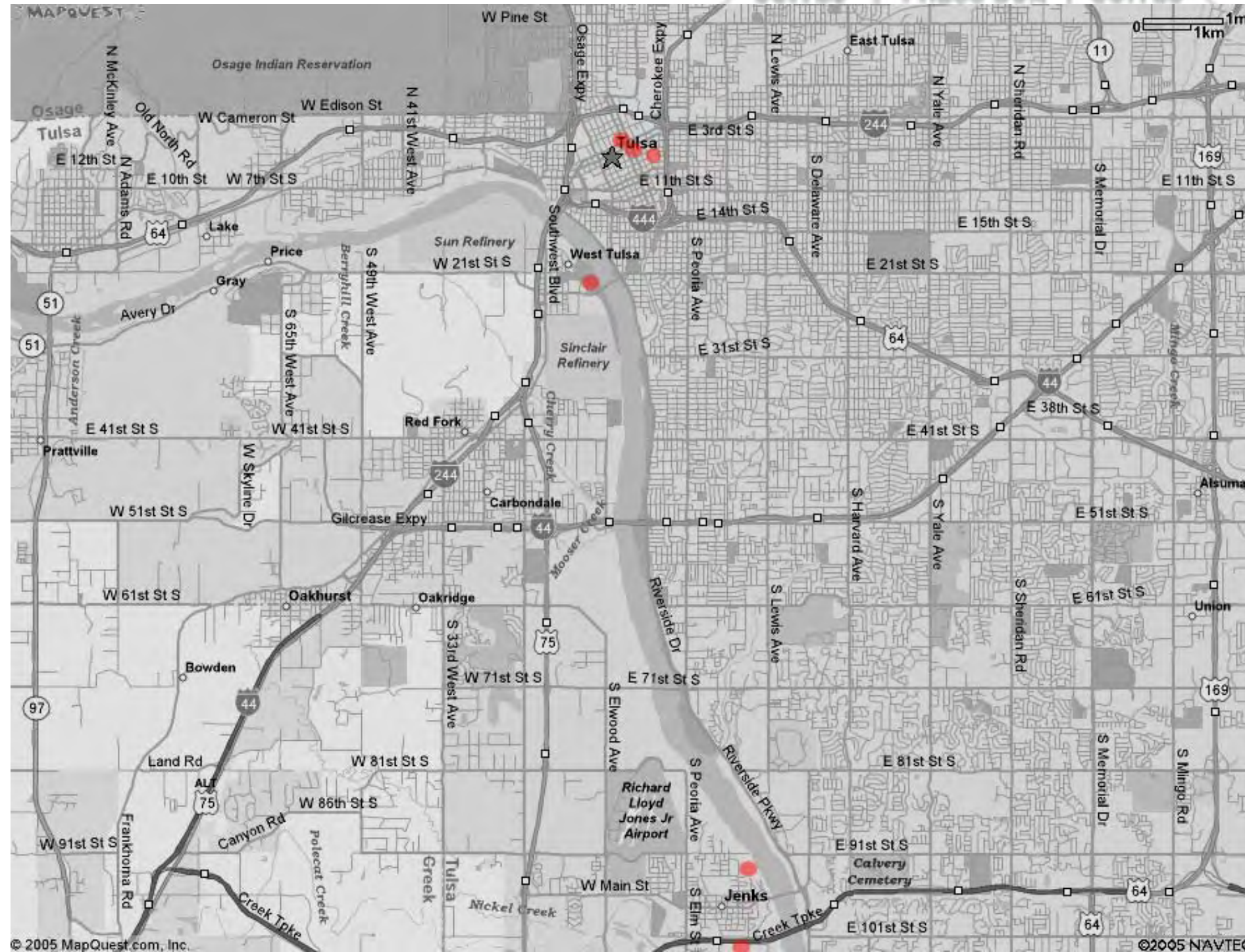
Home bullpen; located on the first base side of the stadium, near the new batting cages.



View looking at the new indoor batting cages (new for 2005 season).



Seating chart of current Drillers Stadium from www.tulsadriller.com showing the configuration of the current stadium. On September 30, 2005 I toured the current facility with public relations director Brian Carroll. We went through all the back areas of the stadium facilities except for the food service areas. Areas included on our tour included the home, visiting and umpires locker rooms, the luxury suites, the control room and the new indoor batting cage. The control room is very inadequately sized for the team's needs. The luxury suites are also very small and offer fans no outdoor seating. While touring the facility, Brian commented that the location of the umpires' locker rooms can cause problems. The locker facilities are located too close to one of the team locker rooms which can be problematic when arguments break out during a game.



Map of Tulsa, Oklahoma and the surrounding suburbs. The red dots indicate possible site locations for a new baseball stadium. Three sites are indicated in downtown Tulsa and three are indicated along the Arkansas River. Of the three sites along the Arkansas River, two are in Jenks, Oklahoma and one is in Tulsa, Oklahoma.

Site Selection:

When looking into possible sites for a new ballpark in Tulsa, several factors come into consideration, such as location, available area, accessibility, visibility and proximity to other amenities. In recent years a few different locations for a new baseball stadium have been proposed and those are the areas this study is focusing on. Three sites in downtown Tulsa were looked at as well as three sites at various points along the Arkansas River. Two of the river sites are located in Jenks near the 96th street bridge and the Oklahoma Aquarium. The third river site is near to the river Amphitheater and Festival Park located on the west bank of the Arkansas river near 21st street South.

Site Selection Criteria

Size - does the selected site have enough available land to construct a baseball stadium?

Access - how easy or difficult is it to get to the selected site?

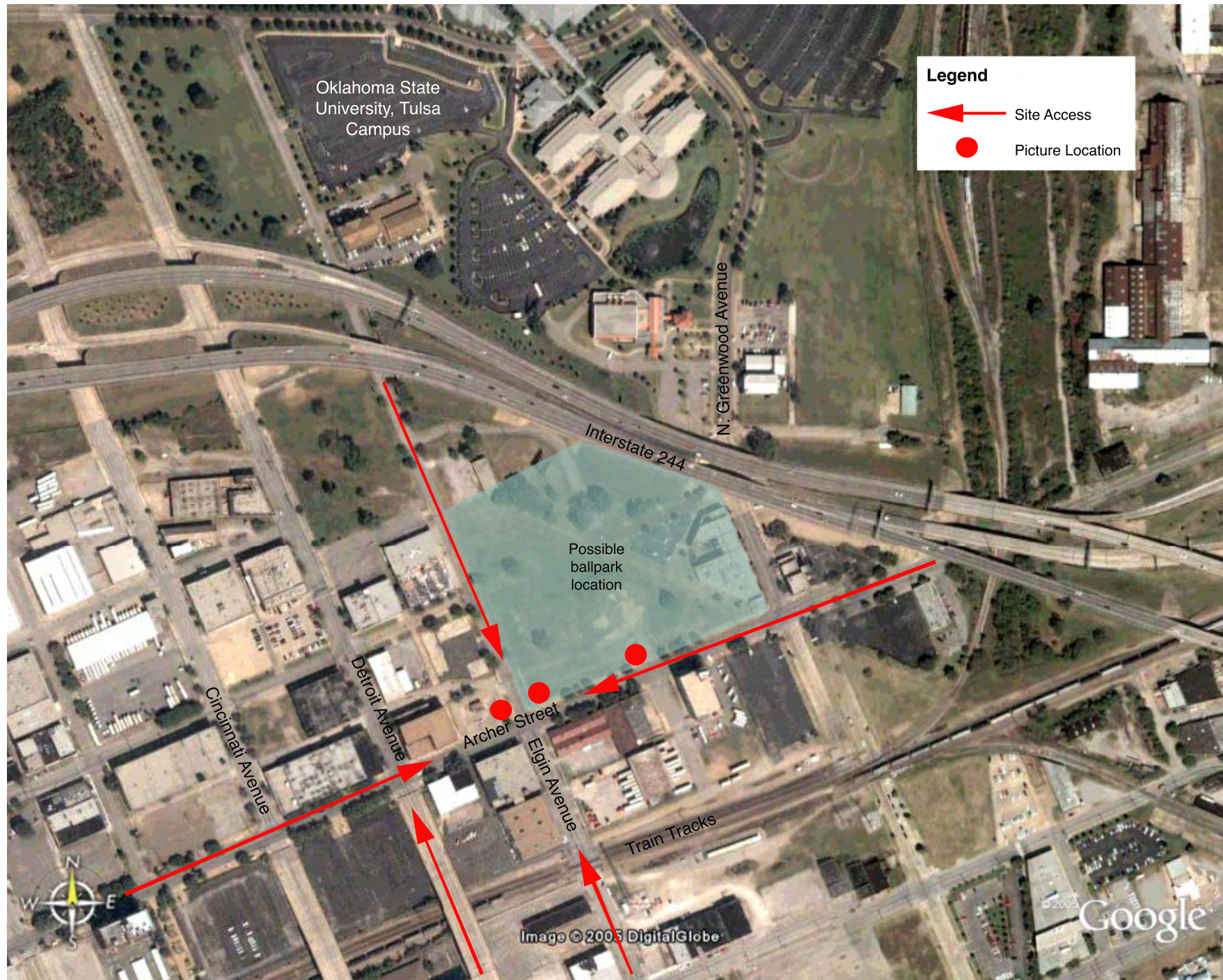
Visibility - can you see the selected site from a distance or do you have to get to the actual site before it is visible?

Nuisance avoidance - is the site located in the vicinity of many people who would find a baseball stadium to be a nuisance? If so, what can be done to lessen potential nuisances?

Proximity to other amenities - is the site close to other amenities people attending a baseball game might enjoy or to places that might bring in new fans?

Parking - is there parking nearby or does the site have enough available land to construct adequate parking for a baseball stadium?

Cost - how much will the land cost to purchase?



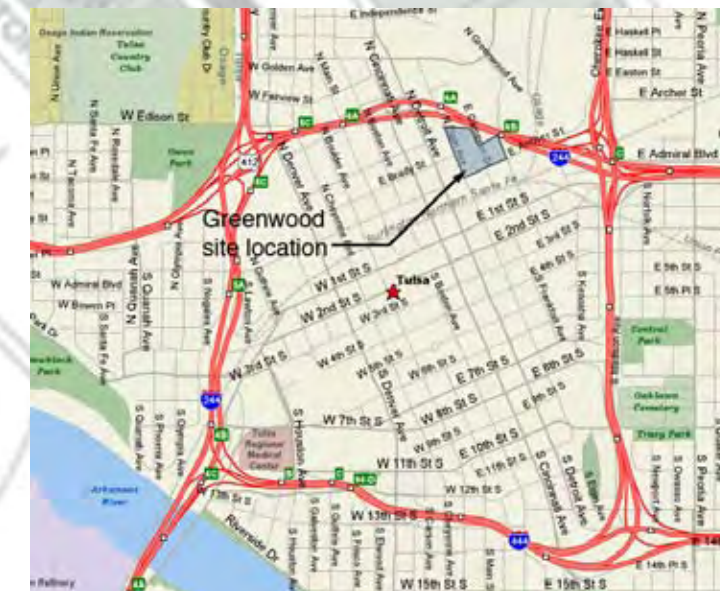
Greenwood:

Location: Downtown Tulsa, on the corner of Elgin Ave. and Archer Street

Access: Although the site's location inside the inner dispersal loop provides for great access from all areas of the city, some people might have some difficulty locating the site because of the one way streets and lack of highway off-ramps. Good signage would probably be required to direct people to the stadium.

Visibility: The site is very visible from interstate 244.

Proximity to other amenities: The site is located in the heart of downtown Tulsa. The historic Brady district is one block North and has several restaurants and bars and the Blue Dome district, which also has several bars and restaurants, is just a few blocks South.



View of the site from the corner of Elgin & Archer, looking Northeast.



View of the site from the corner of N. Greenwood Ave. & Archer, looking West.



View of downtown Tulsa from the site. Taken from the corner of Elgin and Archer, looking South.



Surrounding buildings, located on the South side of Archer, at Elgin Ave.



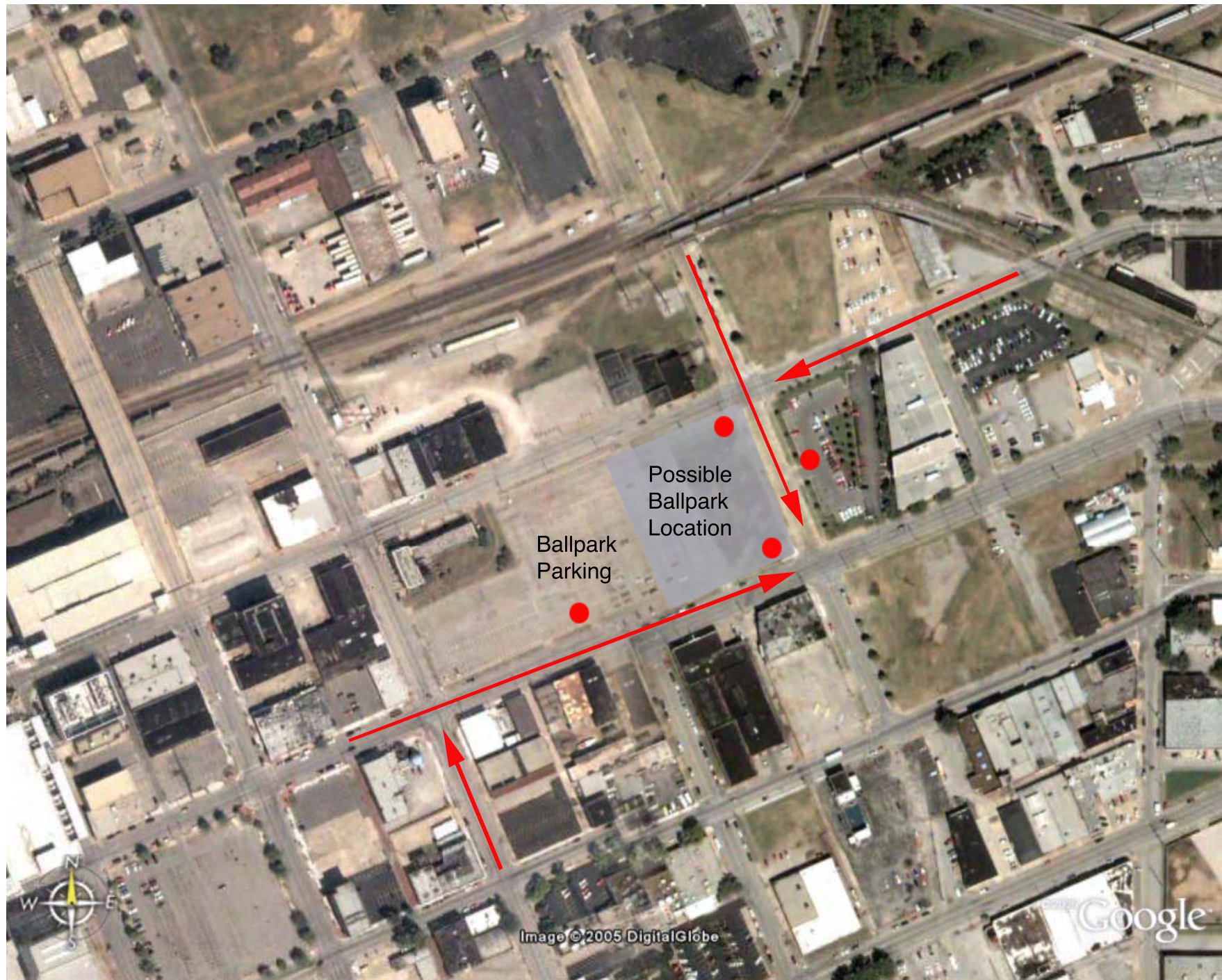
Surrounding buildings, located on the South side of Archer on N. Greenwood Ave.



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Site Selection: Greenwood, Downtown Tulsa



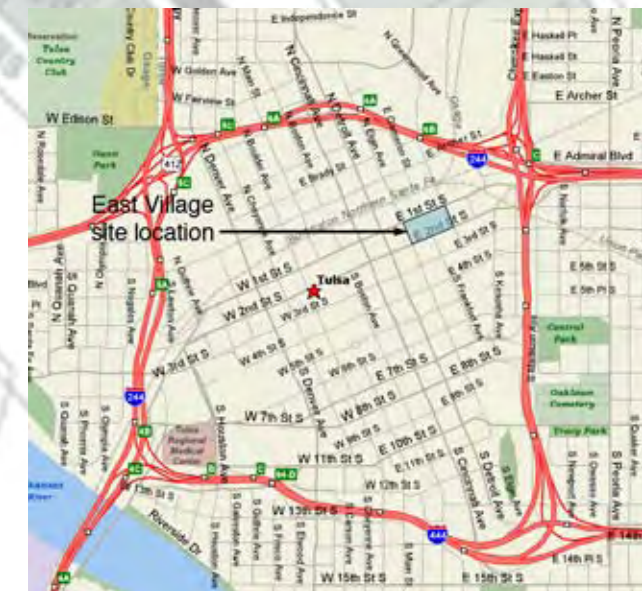
East Village:

Location: Downtown Tulsa, bounded by 1st Street to the North, 2nd Street to the South, Greenwood Ave. to the East and Elgin Ave. to the West.

Access: Although the site's location inside the inner dispersal loop provides for great access from all areas of the city, some people might have some difficulty locating the site because of the one way streets and lack of highway off-ramps. Good signage would probably be required to direct people to the stadium.

Visibility: The site is very visible from interstate 244.

Proximity to other amenities: The site is located in the heart of downtown Tulsa. The Blue Dome district, a popular night time entertainment area with several restaurants and bars is just one block West on 2nd Street. The Brady District and the Tulsa Performing Arts Center are also within a few blocks.



View of the site looking west from 2nd Street.



View of some of the surrounding architecture. Taken from the corner of 1st & Greenwood, looking West.



View looking west down 2nd street toward the Blue Dome district.



View looking across the site from the corner of 1st and Greenwood.



Surrounding buildings, located on the South side of 2nd Street, just West of Greenwood.



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Site Selection: East Village, Downtown Tulsa



West Bank of the River:

Location: Along the West bank of the Arkansas River just North of W. 23rd Street.

Access: Access to the site is limited. The only way in or out of the site is off of a small neighborhood Street called Jackson Ave. which can be reached from W. 23rd Street and from Southwest Boulevard, to the North of the proposed site.

Visibility: The site can be seen from Riverside Drive and the Riverparks area located across the river on the East bank. The site is also visible from the 23rd Street bridge.

Proximity to other amenities: The site is located just South of River West Festival Park where Oktoberfest is held. Also North of the site is the Riverparks Amphitheater which host several concerts throughout the year. There are currently no restaurants, hotels or other forms of entertainment in the area.



Photo looking North, toward the entrance to the concrete plant.



Photo looking North toward the concrete plant.



Photo looking from the site toward downtown Tulsa, Oklahoma.



View taken from the park located on Jackson Avenue, just West of the site.



View looking North, down Jackson Avenue.

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Site Selection: West Bank of the Arkansas River



Jenks, Riverwalk Crossing:

Location: Along the West bank of the Arkansas River in Jenks, Oklahoma, just North of 96th Street.

Access: Access to the site is limited. The site is reached by driving through the Riverwalk Crossing development. The site can also be reached from a few neighborhood streets, if drivers can locate the correct streets.

Visibility: The site can be seen from Riverside Drive as well as from the Riverparks system and the 96th street bridge. The site is also visible from Riverwalk Crossing, the nearby retail development.

Proximity to other amenities: The area this site is located in is booming with the addition of several restaurants and shops as well as a large movie theater. The Oklahoma Aquarium is also in close proximity.



View of the site from the Riverwalk Crossing parking lot, looking toward downtown Tulsa.



View of the nearby Riverwalk Crossing from the direction of the site.



View looking south from the site, toward the 96th street bridge.



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Site Selection: Riverwalk Crossing, Jenks

Site #1: Greenwood, Downtown Tulsa

Location: Downtown Tulsa

Space: At only 6.78 acres, the site is just big enough for a ballpark.

Access: Good, near to several highways, and has access from three sides of the site.

Visibility: Visible from interstate 244, but not very visible from the rest of downtown.

Nuisance Avoidance: Not many people live downtown, so the nuisance factor is very low for this site.

Proximity to other Amenities: The site is within walking distance of the Brady District and within a few blocks of the Blue Dome district, both popular night spots in Tulsa.

Parking: The site is located in the central business district, which would eliminate the parking requirement. A small lot across the street is vacant and could possibly be used to construct a parking structure for the new stadium.

Cost: The site is comprised of four lots, all owned by the Tulsa Development Authority. The assessed value is \$100 for each lot.

Site #4: West Bank of the River

Location: West bank of the Arkansas River, near downtown

Space: Adequately sized at 12.11 acres

Access: Access isn't very good. The only access into the site is off of a small street called Jackson Avenue.

Visibility: Very visible from Riverside Drive, the 21st Street bridge and the outskirts of downtown Tulsa.

Nuisance Avoidance: There are some apartment complexes nearby, so there could be some concern over possible nuisances.

Proximity to other Amenities: The only amenities currently near the site are the Festival Park which isn't used much and the Riverparks Amphitheater.

Parking: The site is large enough to construct the required amount of parking.

Cost: Unavailable

Site #2: East Village, Downtown Tulsa

Location: Downtown Tulsa

Space: At only 4.64 acres, the site may be too small for a ballpark.

Access: Good, near to several highways, and has access from all four sides of the site.

Visibility: Visible from several locations in downtown Tulsa, including the Blue Dome district and several office buildings.

Nuisance Avoidance: Not many people live downtown, so the nuisance factor is very low for this site.

Proximity to other Amenities: The site is within walking distance of the Blue Dome district and not far from the Brady District, both popular night spots in Tulsa.

Parking: The site is located in the central business district, which would eliminate the parking requirement.

Cost: The site is owned by L J Realty w/ an assessed value of \$829,575

Site #5: Riverwalk Crossing, Jenks

Location: West bank of the Arkansas River, in Jenks

Space: Very good size at 26.33 acres.

Access: Access is limited with only one major access way. Several smaller roads do access the site as well.

Visibility: Very visible from Riverside Drive, Riverparks and the 96th Street bridge.

Nuisance Avoidance: The site is adjacent to a neighborhood, so nuisance avoidance is a concern to look into.

Proximity to other Amenities: The site is adjacent to a booming retail and restaurant development called Riverwalk Crossing. The site is not far from the aquarium and a hotel.

Parking: There is plenty of room to build the required number of spaces. The new ballpark could also share parking with the nearby shopping center.

Cost: The site is owned by Riverwalk Crossing w/ an assessed value of \$1,700,000.

Site #3: Nordam Plant, Downtown Tulsa

Location: Downtown Tulsa

Space: At 9.24 acres, the site is adequately sized for a ballpark

Access: Good, site access is right off interstate 75, with access on all four sides of the site.

Visibility: Visible from interstate 75 as well as being very visible from other parts of downtown.

Nuisance Avoidance: Not many people live downtown, so the nuisance factor is very low for this site.

Proximity to other Amenities: The site is within a few blocks of the Blue Dome district as well as the Brady District, both popular night spots in Tulsa.

Parking: The site is located in the central business district, which would eliminate the parking requirement.

Cost: The entire site looked at for this project has three owners: The Nordam Group, Inc., White Family Properties and The City of Tulsa. The total assessed value for the property is \$1,969,003.

Site #6: Aquarium, Jenks

Location: West bank of the Arkansas River, in Jenks

Space: Very good size at 101.13 acres.

Access: The site only has access from two sides.

Visibility: The site is very visible from the Creek Turnpike as well as Riverside Drive.

Nuisance Avoidance: A new ballpark in this location would have no nuisance factor because the site is surrounded only by empty land and an expressway.

Proximity to other Amenities: The site is just a few blocks south of the Jenks Aquarium and Riverwalk crossing, which has several restaurants.

Parking: The site has ample room to construct adequate surface parking.

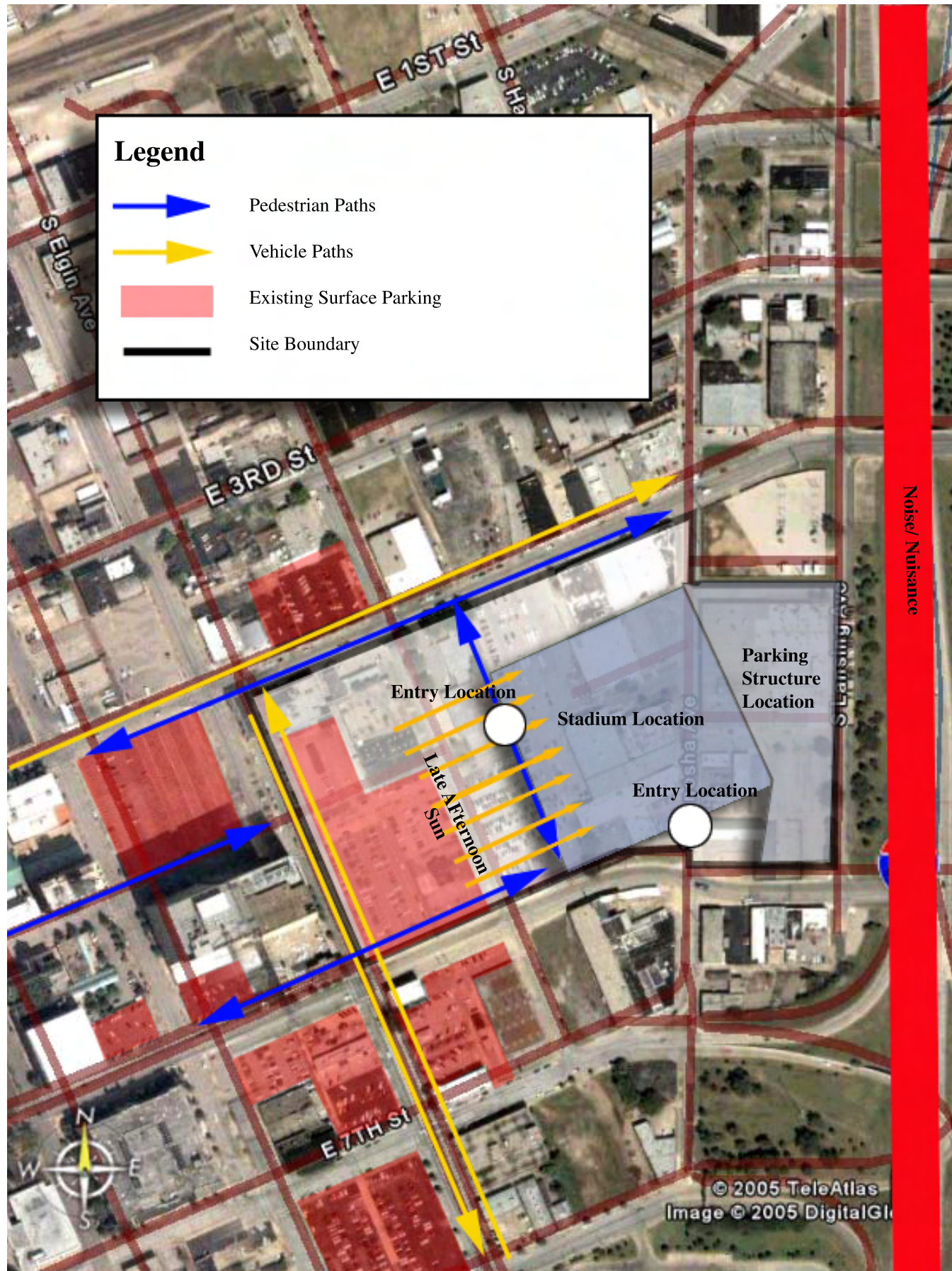
Cost: The site is owned by Twin Creeks Investment Group w/ an assessed value of \$20,950.

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Site Comparison



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Conclusion:

During the site selection process six sites were looked at and evaluated based on certain criteria: location, size, access, nearby amenities, cost, visibility and parking. After researching all six sites and getting input from the Tulsa Drillers, I decided to choose one of the two larger sites in downtown Tulsa for the new AA baseball stadium for the Tulsa Drillers. While I do think that the Jenks sites currently look very good from an economic standpoint, downtown Tulsa is also a very viable economic option. Development has been slowly occurring over the past decade and looks to be strongly continuing for the foreseeable future. Also, Tulsa has a century long baseball tradition tying the team to the city. One other site, along the West Bank of the Arkansas River, was looked at in this study. The West Bank site did have some assets to offer, such as ample space for construction, a great view of Downtown Tulsa and room for future developments, but the site isn't currently developing and doesn't have any other amenities to offer fans coming to the ballpark. In the end downtown Tulsa seemed to be a better choice. A new baseball stadium could promote development in downtown Tulsa and Downtown Tulsa has great access, ample existing parking and the potential for many current and future amenities for baseball fans to enjoy outside of the ballpark. Three sites in Downtown Tulsa were looked at. One site, the East Village site, was too small. Of the two remaining sites, the Nordam site and the Greenwood site, both had many amenities to offer. The Nordam site is larger, but the Greenwood site has a great location right between the Blue Dome District and the Brady District. I spoke with Steve Childers of Downtown Tulsa Unlimited to get some input on the better site choice. He felt the Nordam site was the better option. The Greenwood site isn't large enough to construct both a stadium and a parking structure and although there is a lot across the street which would be large enough for some parking, the City of Tulsa is holding on to that property for future developments. The Nordam site is large enough for both a stadium and a parking structure. It is also located very near to Downtown Tulsa's developing nightspot the Blue Dome District.

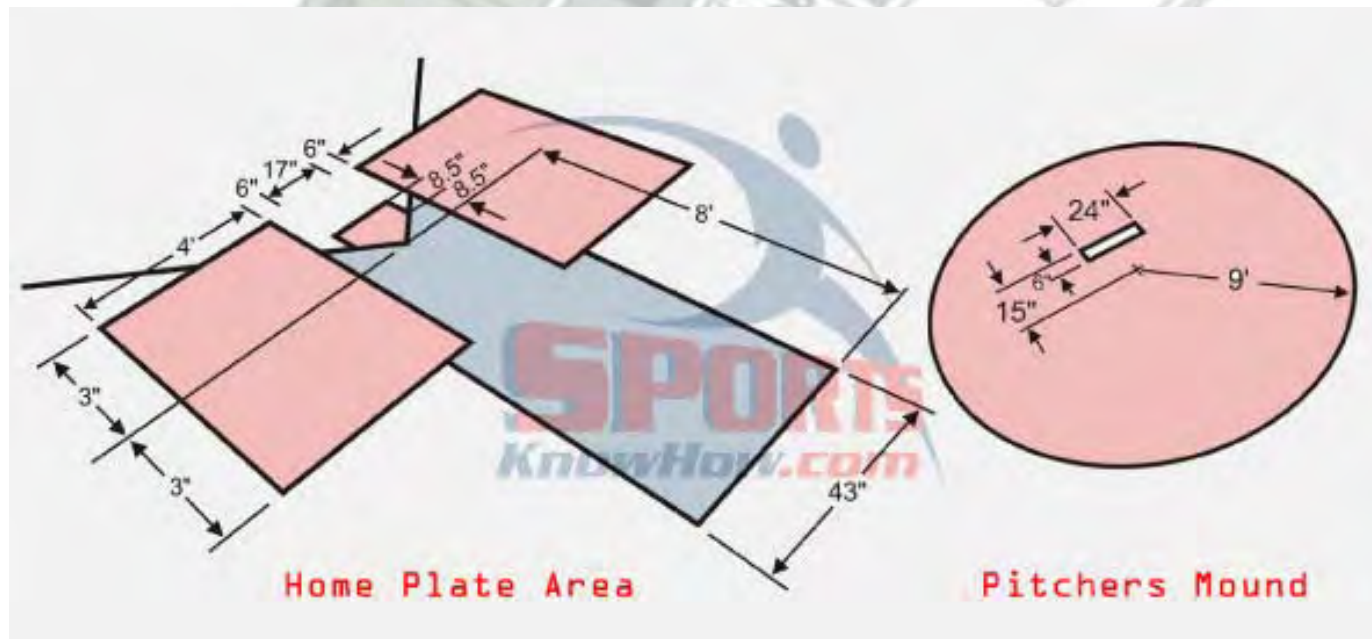
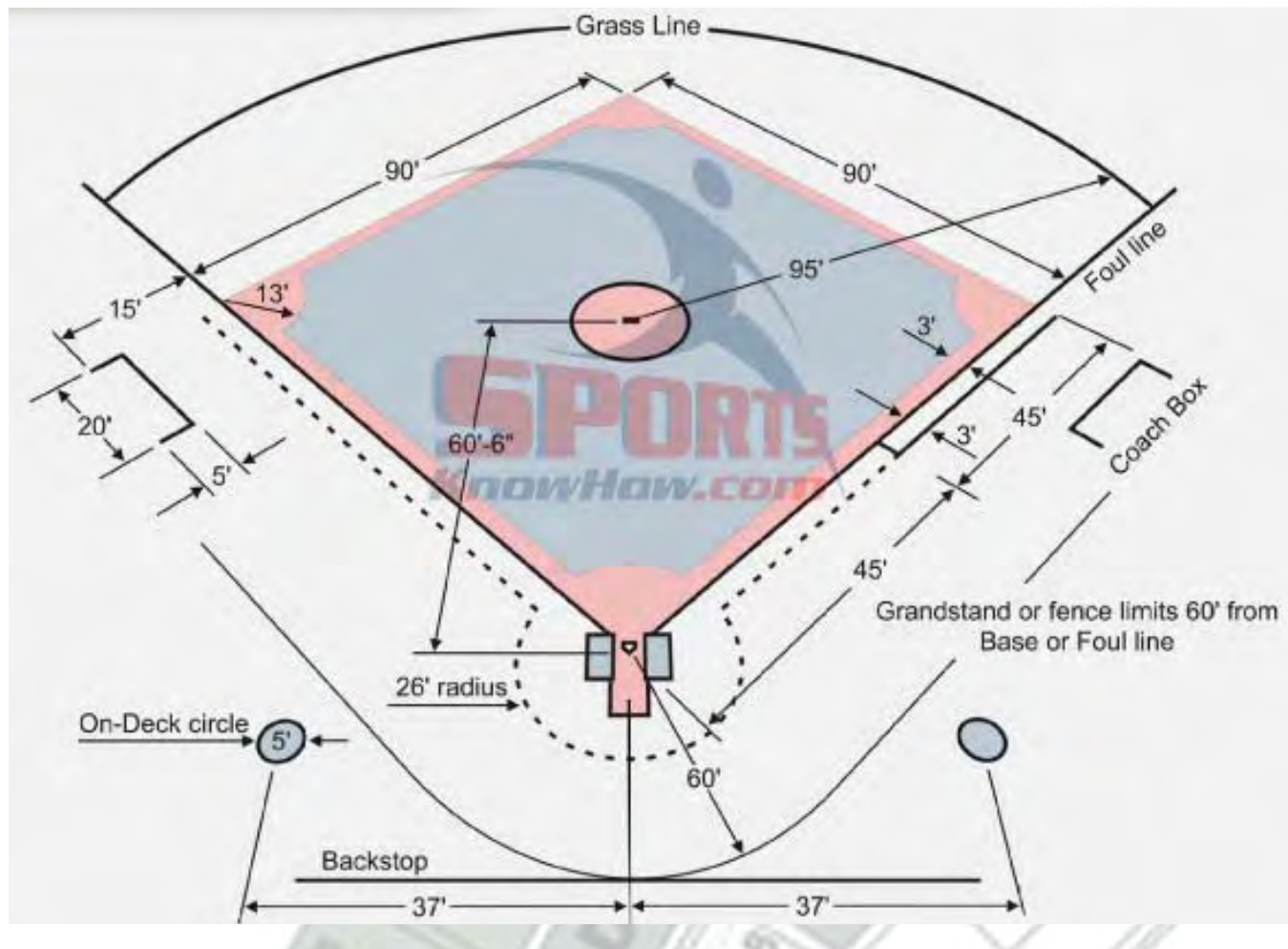
Site analysis of the chosen site, the Nordam plant, located at 4th and Elgin in Downtown Tulsa. (Background image courtesy of GoogleEarth)

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Site Selection: Conclusion



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Professional baseball field layout w/ enlarged layout of the batter's boxes and the pitcher's mound. Images from www.sportsknowhow.com.

Programming Statement:

The goal for the stadium design is to create a fan friendly atmosphere with great views from all areas of the stadium. The stadium design should appeal to everyone, not just baseball fans. The theme should reflect Tulsa's strong baseball history, as well as the historic architectural character of downtown Tulsa.

Preliminary Program:

- 5,000 Box Seats
- 1,000 Reserved Seats
- 2,500 General Admission Seats
- 25 Luxury Suites
 - Each suite to hold 12-24 people
 - Provide seats outside the boxes for 14 people
- 1 or 2 Party Decks
 - Capacity of 50 - 100 people
 - Provide picnic environment where families can come and watch the game
 - Provide a more relaxed and open area for watching the game
- 4 Large Concessions stands on the main concourse
- 8 Small Kiosk-style concession stands dispersed throughout the stadium
- 4 Large Restrooms on the Main Concourse
 - +2 Unisex "Family Restrooms"
- 2 Restrooms on the Suite Level
- 2 Restrooms on the Press Level
- Restaurant or Bar for suite and season ticket holders
- Restaurant located at ground level and open to the public year round
- Museum space for depicting the history of professional baseball in Tulsa
- Kids play area
- Souvenir shop (at ground level and open to the public year round)

Things to keep in mind:

- Need to protect fans along the first baseline from the afternoon sun
- Provide openings on the south side of the stadium for ventilation and air circulation
- Provide large concourse area to prevent congestion during sell-out crowds

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Preliminary Programming



www.ridersbaseball.com
 Dr. Pepper/ 7-Up Ballpark
 Frisco, Texas
 2003



www.biscuitsbaseball.com
 Montgomery Riverwalk Stadium
 Montgomery, Alabama
 2004



www.jaxsuns.com
 The Baseball Grounds of Jacksonville
 Jacksonville, Florida
 2003

AA Baseball Stadium Layouts

These nine images represent some of the newest AA ballparks in the country. They are used to represent some common forms for stadium seating layout as well as for the layout of other amenities. Several of the parks have irregularly shaped outfield. In most cases this doesn't appear to be a necessary design solution, but rather an aesthetic one. The layout of Trustmark Park in Pearl, Mississippi, has the seating farther down the foul line angled in more toward the field to provide fans in those seats a better view of the infield. Many of the parks, such as The Baseball Grounds of Jacksonville and Citibank Park, have seating up front with all of the amenities lined up well behind, providing ample concourse area for fans to walk to concession stands and restrooms. This layout also gives fans the ability to view the game while waiting in concession lines.



www.springfieldcardinals.com
 Hammons, Field
 Springfield, Missouri
 2005



www.nhfishercats.com
 Fisher Cats Ballpark
 Manchester, New Hampshire
 2005



www.smokiesbaseball.com
 Smokies Park
 Kodak, Tennessee
 2000



www.lookouts.com
 Bellsouth Park
 Chattanooga, Tennessee
 2000



www.mississippibraves.com
 Trustmark Park
 Pearl, Mississippi
 2005



www.midlandrockhounds.org
 Citibank Park
 Midland, Texas
 2002



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 Tulsa Drillers

AA Stadium Design: 2000-2005



www.baseballparks.com

Whataburger Field, Corpus Christi, Texas

Year Constructed: 2005
 Capacity: 5,460 fixed, 2,500 berm
 Luxury Suites: 19
 Cost: \$27.7 million

Whataburger Field has several amenities, including a swimming pool in the outfield, a kids play area with a kid-sized baseball field, 19 luxury suites and a suite level restaurant, the Cotton Club.



www.springfieldcardinals.com

Hammons Field, Springfield, Missouri

Year Constructed: 2005
 Capacity: 7,986 fixed, 2,500 berm
 Luxury Suites: 28
 Cost: \$32 million

Hammons Field is a stadium with many player-oriented amenities. There are two sets of locker rooms, one for the Springfield Cardinals professional baseball team and one for the Southwest Missouri State baseball team. The stadium also features a full size indoor practice facility.

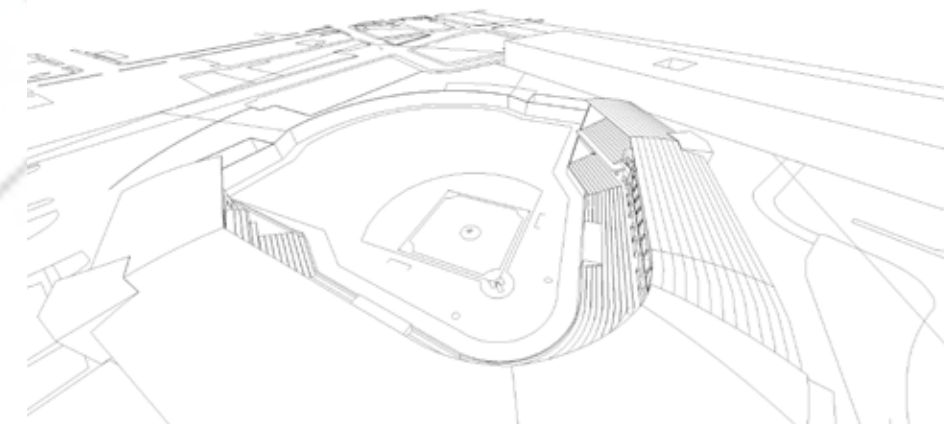


www.baseballparks.com

Montgomery Riverwalk Stadium, Montgomery, Alabama

Year Constructed: 2004
 Capacity: 4,500 fixed, 2,500 berm
 Luxury Suites: 20
 Cost: \$26 million

Montgomery Riverwalk Stadium is one of the most unique designs in AA baseball stadiums constructed in the past five years. Built near an old train station, the stadium's design incorporates one of the train sheds. Fans also get to enjoy the actual trains that run by the outfield berm seating.



Proposed New Professional Baseball Stadium, Tulsa, OK

Year Constructed: Unknown
 Capacity: 6,000 fixed, 2,500 berm
 Luxury Suites: 24
 Cost: \$30 million

The proposed new stadium in Tulsa, Oklahoma would have many great new amenities to offer Tulsa baseball fans, including 24 new luxury suites, 2 party decks, a restaurant on the suite level and a much larger press box and control room. The new stadium would also have many attractions to appeal to families such as flexible seating options and a new kids play area within view of the berm seating.



www.baseballparks.com

Fisher Cats Ballpark, Manchester, New Hampshire

Year Constructed: 2005
 Capacity: 6,500 stadium style, 400 bleachers
 Luxury Suites: 32
 Cost: \$20 million

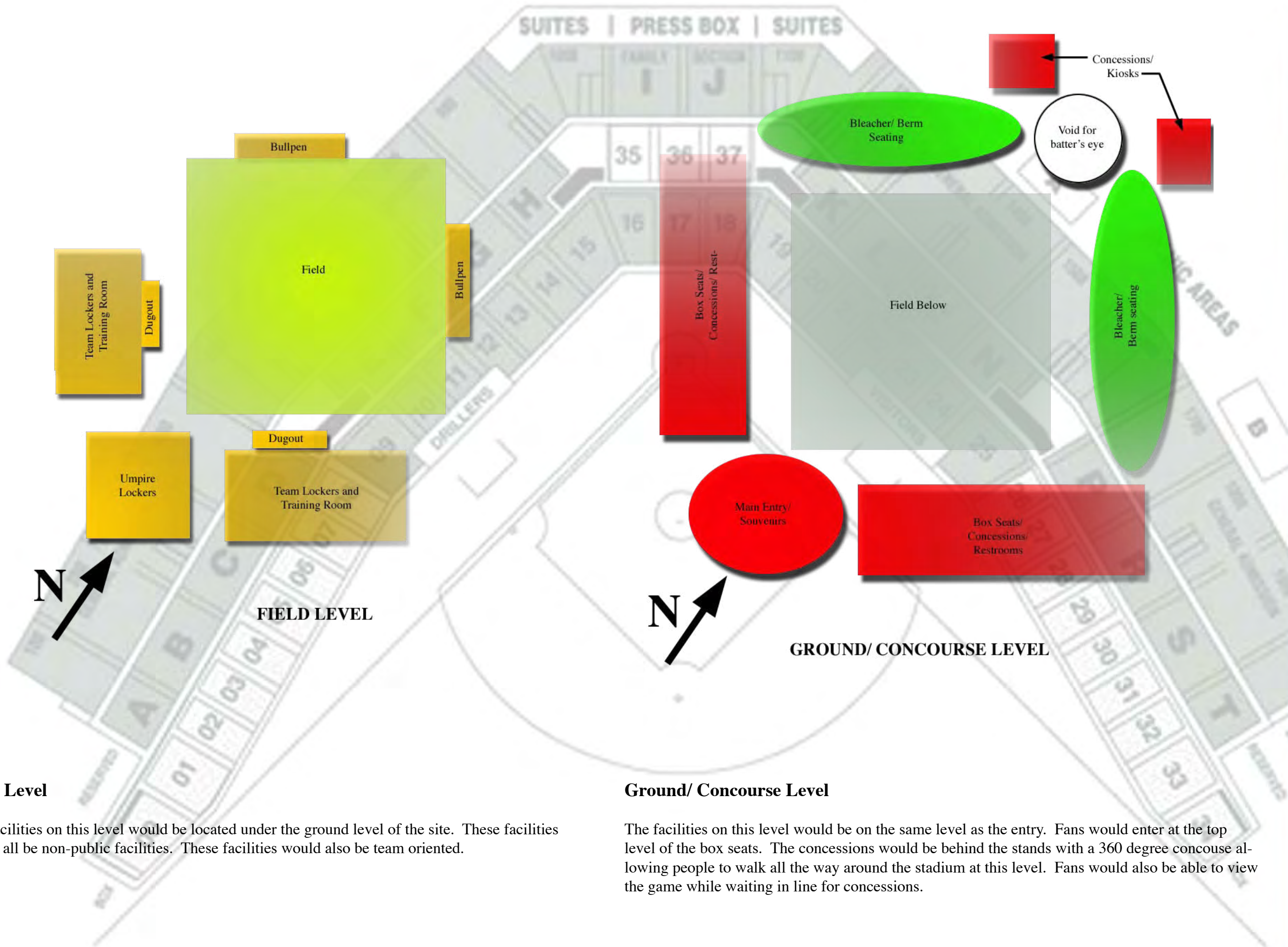
Fisher Cats Ballpark is a great example of current ballpark design. The stadium features all of the standard amenities such as luxury suites, party decks and children's play area. Fisher Cats Ballpark also has an amenity fans don't find at many other stadiums: clam chowder for sale at the concession stand.



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Cost Comparisons



Field Level

The facilities on this level would be located under the ground level of the site. These facilities would all be non-public facilities. These facilities would also be team oriented.

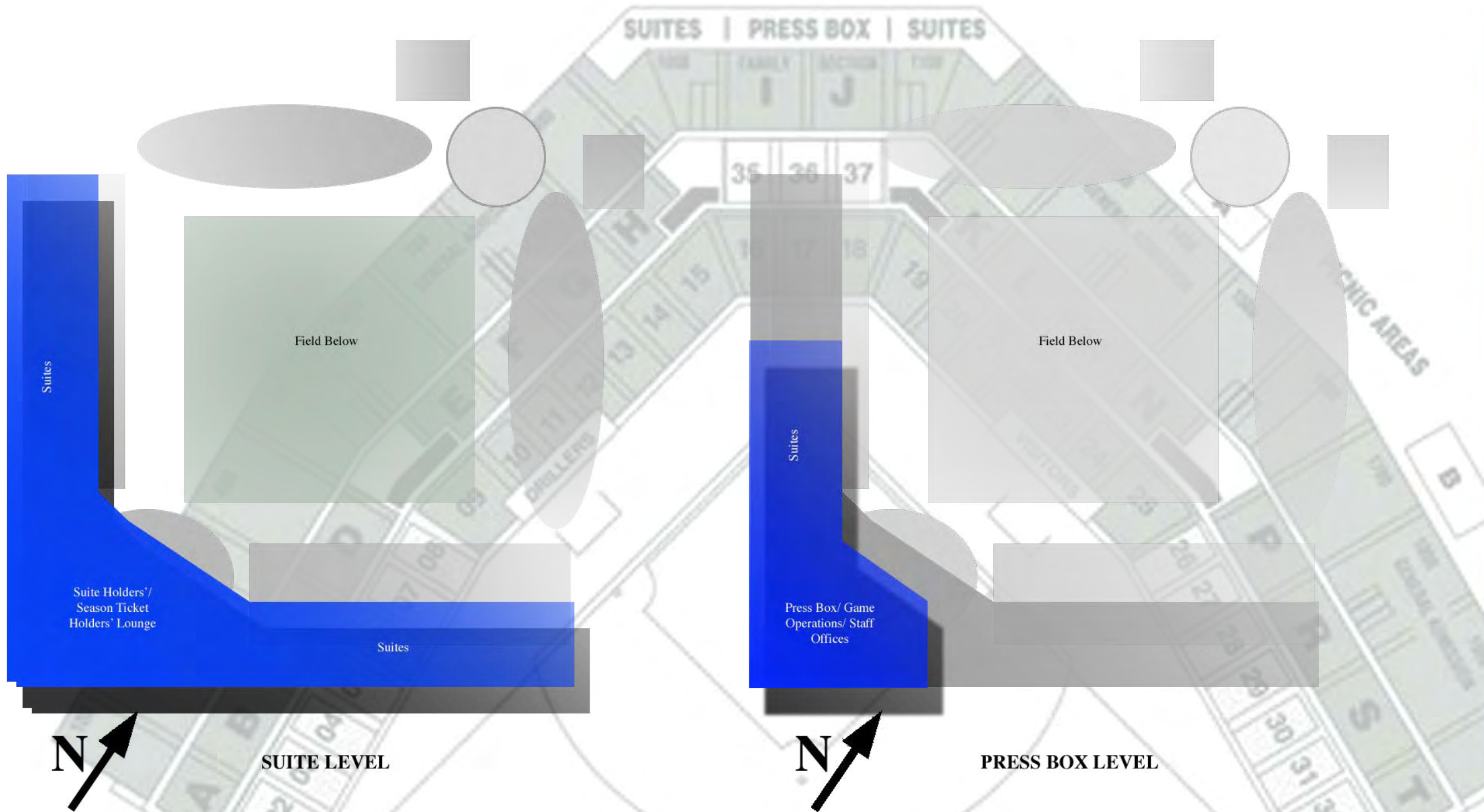
Ground/ Concourse Level

The facilities on this level would be on the same level as the entry. Fans would enter at the top level of the box seats. The concessions would be behind the stands with a 360 degree concourse allowing people to walk all the way around the stadium at this level. Fans would also be able to view the game while waiting in line for concessions.


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Plan Diagrams



Suite Level

Where the majority of the luxury suites would be located. The area behind home plate would function as a lounge/ bar area for suite holders as well as season ticket holders. This level would also hold some of the party decks.

Press Box Level

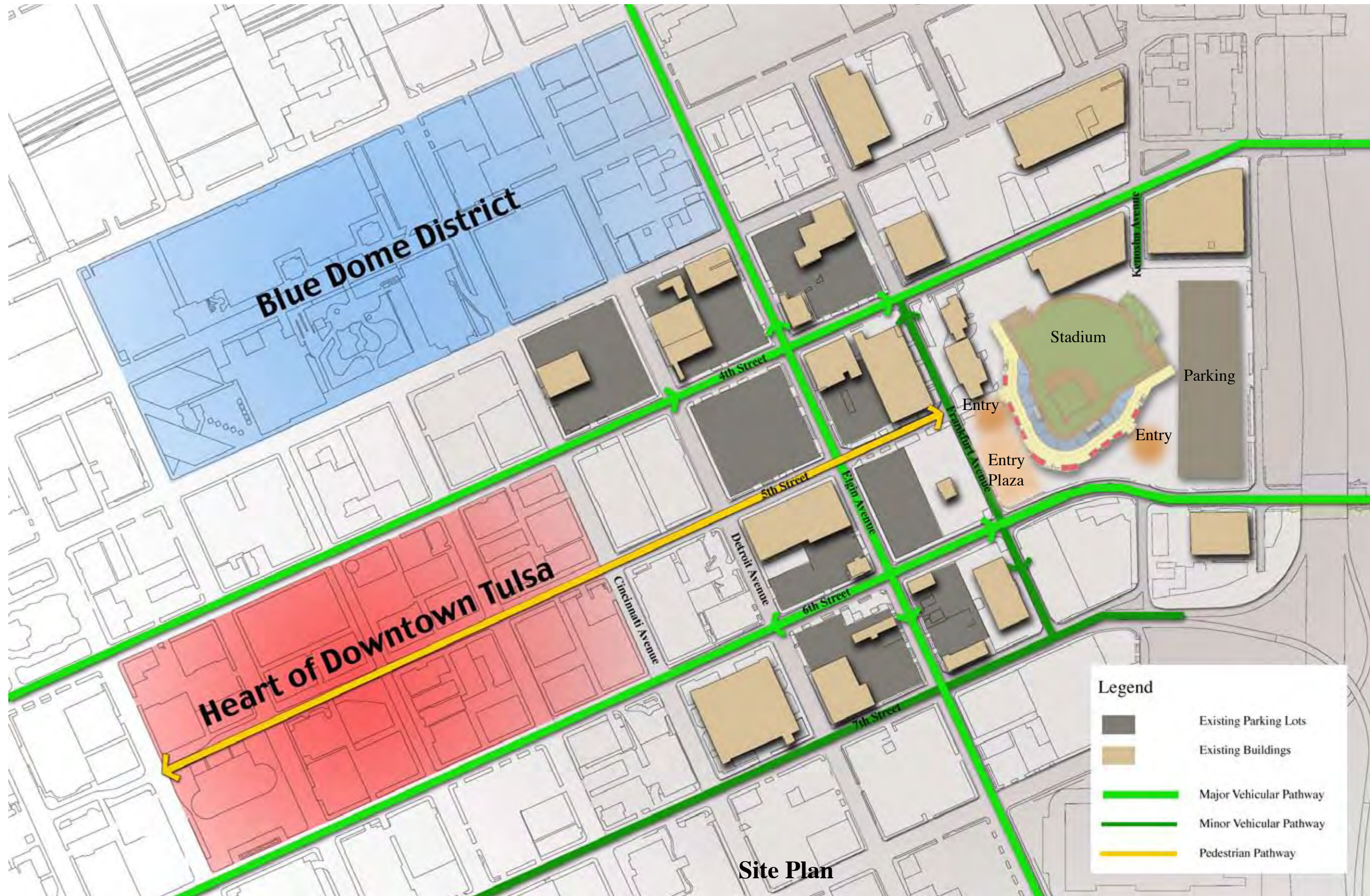
The press box level holds the the press box, the control room for the stadium, offices for Drillers staff members as well as the remainder of the luxury suites and party decks.

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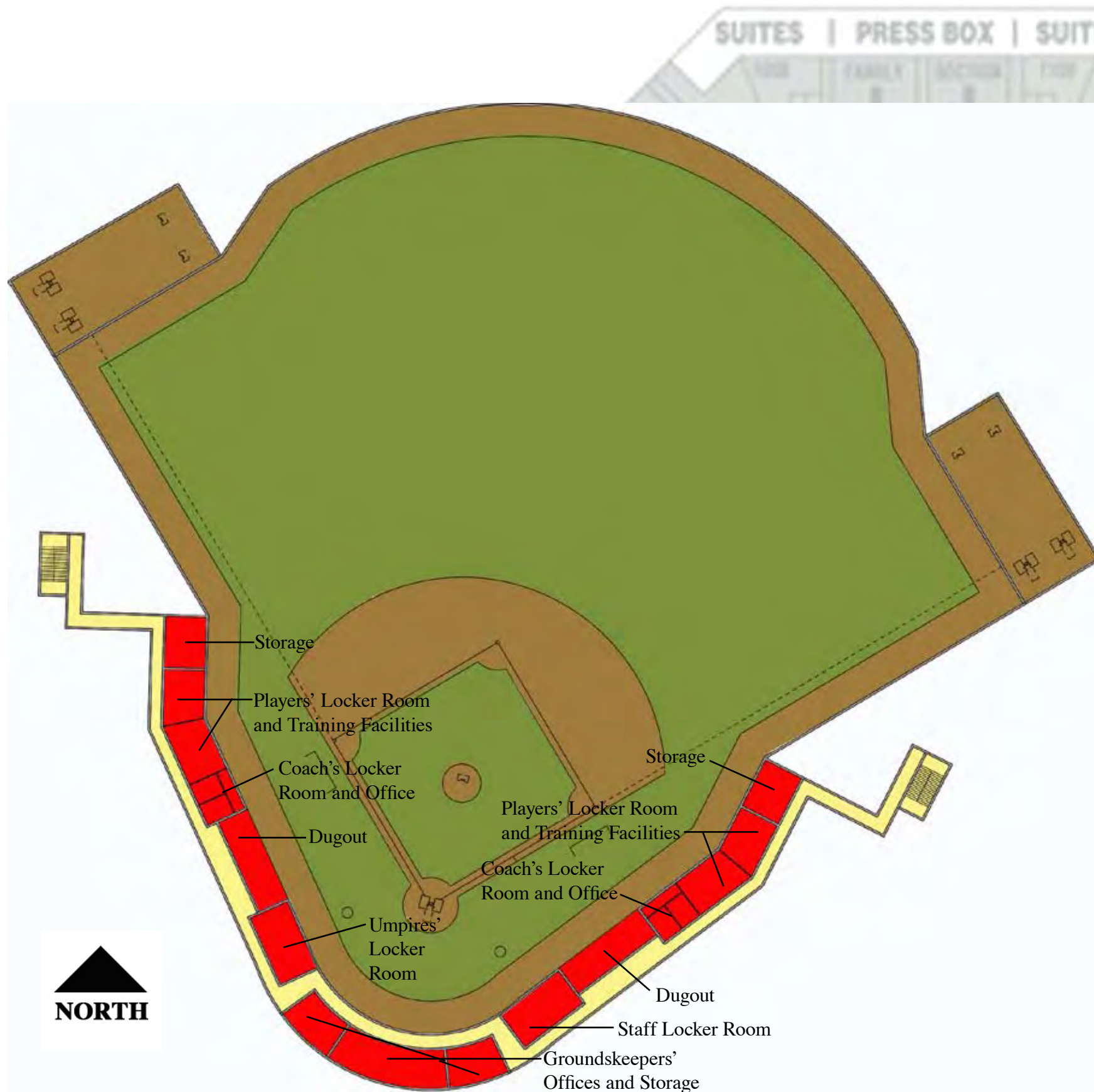
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Plan Diagrams



Site Plan

Partial plan of downtown Tulsa, Oklahoma showing the selected site with the new stadium. The main travel corridors to the stadium are 4th, 5th and 6th streets running East to West and Elgin running North and South. The main points of access to the site are arriving from 75 North, entering downtown at 7th street. From 7th, fans will head north on Elgin, then East on 6th street to the parking garage. From inside downtown Tulsa, fans will reach the site by driving down either 4th or 6th street or by walking down 5th Street. The axis where 5th street meets the site is one of the main focal points of the design. One of the two stadium entries is at the end of 5th street, just beyond the existing fire station. This entry would be the main entry for fans choosing not to park in the parking garage. Parking garage users will use the second entrance, located near the intersection of 6th and Kenosha.



Field Level Floor Plan

Legend

- Public Spaces
- Staff/ Service Areas
- Circulation



www.springfieldcardinals.com
The home locker room for the Springfield Cardinals at Hammons Field.

The facilities on the field level of the stadium are for the staff and players. Amenities on this level include full locker facilities for each team, complete with training areas, umpire locker rooms, staff lockers and restrooms, groundskeepers' area and facility storage.



Many of the functions integral to a good fan experience at the baseball stadium are found on the main concourse level. The yellow areas in the plan above represent the “360 degree concourse”. Fans can walk along this extra-wide concourse to get to the family and group areas located near the outfield as well as the box seating and main concession stands located near the infield. The stadium has several openings along the south side to allow fresh air to flow into the main seating bowl for cooling. The existing fire station along Frankfurt Avenue as well as the Nordam building along 4th Street remain. The fire station could be converted into a large banquet hall or restaurant and the Nordam building would be well suited for office space. Amenities located on the concourse level include a souvenir shop, a museum depicting the history of professional baseball in Tulsa, Oklahoma, a family entertainment area with games for people of all ages, a picnic area and a children’s play area. The stadium has two entries located on the main concourse level: one for fans parking in the parking garage and another for fans parking in the surrounding parking lots. Fans enter the stadium at the top of the box seating, so the field will be visible from the street level. The souvenir shop, the baseball museum and the ticket sales windows all open to the outside and could be open for business even when games are not being played at the stadium.



View of the existing Nordam building, looking East down 4th street.



View of the front side of the existing fire station, taken from Frankfurt.



View looking west on 5th street from Frankfurt

Legend

- Public Spaces
- Staff/ Service Areas
- Circulation



www.baseballparks.com
Hammons Field
Springfield, Missouri

The image above shows the large entry plaza at Hammons Field where groups can meet up. The entry at Hammons Field does a good job of directing fans toward the ballpark.



www.baseballparks.com
Whataburger Field
Corpus Christi, Texas

Whataburger Field doesn't have as large an entry plaza as Hammons Field, but the entry is striking and directs traffic into the stadium.



www.baseballparks.com
Citibank Park
Midland, Texas

The entry plaza at Citibank Park features a large lawn out front, making it an inviting place to gather before a game.



www.baseballparks.com
The Baseball Grounds of Jacksonville
Jacksonville, Florida

The Baseball Grounds of Jacksonville has a very striking main entry which draws fans into the stadium.

Main Entry

The main entry to the baseball stadium provides a focal point for casual viewers while also directing baseball fans into the stadium. A strong main entry design will help first time visitors to the stadium figure out where they are supposed to be going. A good design will also entice new visitors to come to the stadium. Several new baseball stadiums have incorporated design elements into their main entries which improve the game experience for their fans. In Springfield, Missouri, Hammons field has a large plaza in front of the main entry where people can gather and large groups can meet up. Many stadiums have several ticket booths at their main entries to expedite the purchasing of tickets so fans can get into the stadium more quickly. Another important consideration is space for lines of fans waiting to enter the space. Creating a welcoming entry with multiple windows for ticket purchase, ample space for meeting up with groups and a designated area for fans waiting to enter will provide fans with a pleasant baseball experience, encouraging repeat visits.

Many stadiums have the main entry located directly behind home plate. This is a central location and creates a good focal point, but the main entry does not have to be located behind home plate. Fisher Cats Ballpark in Manchester, New Hampshire has a main entry near the outfield. The design for the new Tulsa stadium works better if the main entry is not located directly behind home plate. The stadium design functions best with its site if there are two entries: one off of 6th street for parking garage users and one off of Frankfurt on a direct axis with 5th street for people parking in the existing parking lots surrounding the stadium.



Schematic design sketch of the entry on axis with 5th Street. The design and location of the stadium on the site allows for a large open lawn outside of this entry. The lawn is also easily accessible from the 6th street entry.



www.baseballparks.com

Fisher Cats Ballpark
Manchester, New Hampshire



www.baseballparks.com

Hammons Field
Springfield, Missouri



www.midlandrockhounds.org

Citibank Park
Midland, Texas

The above images show three different ballparks with open concourse designs. The concourse containing concessions stands and restrooms is located behind the main seating bowl, offering fans walking along the concourse a view of the game below. Another good design feature of the concourses shown is their ample width. This allows fans to purchase concessions, use the restrooms and walk around the stadium without creating congestion.



www.ridersbaseball.com

Dr. Pepper/ 7-Up Ballpark
Frisco, Texas



cchooks.com

Whataburger Field
Corpus Christi, Texas



www.midlandrockhounds.org

Citibank Park
Midland, Texas



www.baseballparks.com

The Baseball Grounds of Jacksonville
Jacksonville, Florida

The images above and to the left show several other concourse amenities found in newer AA baseball stadiums. Many of the amenities come in the form of more varied seating options such as picnic style seating where fans can eat a meal at picnic tables while watching the game. Some other options are berm seating, as shown at Whataburger Field and the party deck shown at Dr. Pepper/ 7-Up Ballpark. The image to the left shows the Baseball Grounds of Jacksonville, which features large roof overhangs, providing Jacksonville fans with relief from the Florida sun.

Main Concourse Level

Many new ballparks constructed today feature an open concourse behind the main seating bowl, offering fans a view of the field while they are walking around the stadium. Another design feature common in many new stadiums is what ballpark reviewer Joe Mock calls a “360 degree concourse”. The main concourse encircles the entire field allowing fans to walking completely around the stadium, getting views of the field from every angle. The “360 degree concourse” also provides fans with an opportunity to take in the views of all the areas surrounding the stadium. The new stadium’s placement in downtown Tulsa would make the “360 degree concourse” an essential feature in the stadium’s design. Walking around the new stadium would provide great vistas of downtown Tulsa. The open concourse is also essential to a successful design. An open concourse design allows fans to enjoy the game while they are waiting in line for concessions or on the way to the bathroom. With an open concourse design, baseball fans can go buy a hotdog and not have to worry about missing any of the action.

The vertical placement of the main concourse is another design consideration. Most new ballparks have their main concourse above the entry level, requiring fans to walk up a staircase or take an elevator just to get a view of the field. Although placing the concourse on a level above the entry level does make for easier construction, this design limits the opportunity to bring in new fans. Placing the open concourse at the entry level rather than several feet above would be an added bonus for the new stadium. The design would allow casual passers by to get a glimpse of the field from the outside. This will promote interest in the new stadium and bring in new fans.



www.ballparkwatch.com

The Baseball Grounds of Jacksonville
Jacksonville, Florida

The above image shows the outfield portion of the “360 degree concourse” at Jacksonville, Florida’s new baseball stadium. Fans are allowed to walk all the way around the stadium, enjoying the outfield picnic areas and kids play area on their walk.



www.jaxsuns.com

Family Oriented Amenities

Many of the new ballparks in the minor leagues feature new amenities aimed at attracting more families. Families with children are an important demographic for baseball teams to try to bring in. The children in these families are the team's future fan base. The Drillers currently don't draw large numbers of families and adding some family oriented attractions in the new stadium could improve on this demographic.

The images on this page represent some of the amenities in other new AA ballparks in the United States. The new ballparks all have children's play areas and most of these play areas are located near the outfield berm or bleacher seating. This allows parents to keep an eye on their kids and still be able to watch the game. Berm seating also caters to families with children. Berm seating is less expensive than box or reserve seating making it more affordable to bring the entire family to a game. Berm seating also provides more flexibility, allowing children to play in the general vicinity of their parents. Again, parents can keep an eye on both their children and the game at the same time. This makes the game more enjoyable for both children and parents.

The new professional baseball stadium in downtown Tulsa should incorporate both the berm seating along the outfield wall as well as a nearby children's play area. Some other features that should be considered are a child sized baseball field, a children's play area and games for kids as well as parents. These amenities could all be placed along the outfield wall where fans could access them while walking along the "360 degree concourse".

www.baseballparks.com

**The Baseball Grounds of Jacksonville
Jacksonville, Florida**



www.baseballparks.com

**Whataburger Field
Corpus Christi, Texas**



www.baseballparks.com

**Whataburger Field
Corpus Christi, Texas**



www.baseballparks.com

**Citibank Park
Midland, Texas**



www.biscuitsbaseball.com
**Mongery Riverwalk Stadium
Montgomery, Alabama**



www.baseballparks.com
**Fisher Cats Ballpark
Manchester, New Hampshire**

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Main Concourse Level: Family Amenities



Reserved benches



View from the Redbird Roost



Pool at Whatatburger Field



Incorporating Unique Design Elements

Part of the success of many new ballparks is the incorporation of unique design features. These features make the ballpark stand out from other parks and attract local fans as well as tourists. Some examples include swimming pools in the outfield, special seating options, specialty themes in women's restrooms and special cuisine options.

www.baseballparks.com

Hammons Field, Springfield, Missouri

Hammons Field has several unique features to offer fans. One feature is the reserved benches along the back wall of the box seats. The benches have become very popular with Cardinal fans because of the additional legroom they offer. Another unique element at Hammons Field is a section called the Redbird Roost. Located on the upper level along the third base side of the stadium, the Redbird Roost offers fans a great view of the game and a meal to go along with it.

cchooks.com

Whataburger Field, Corpus Christi, Texas

In the outfield of Whataburger field, fans can enjoy a private pool party while they watch their local AA team play baseball. The pool is available for nightly rental for parties of 50. The cost is \$1,500/ night which includes a pre-game buffet and your group's name on the scoreboard during the game. Additional tickets can be purchased for \$30 each.



www.baseballparks.com
Montgomery Riverwalk Stadium
 Montgomery, Alabama



Hammons Field
 Springfield, Missouri



www.ridersbaseball.com

Dr. Pepper/ 7-Up Ballpark, Frisco, Texas

The new ballpark in Frisco, Texas features several very unique design elements. One is the placement of the pitcher's bullpens. The bullpens are located in the stands, so the pitchers are warming up right in front of several Roughrider fans. Frisco offers a special group package for seating in these sections which includes visors for each group member.



www.biscuitsbaseball.com

Montgomery Riverwalk Stadium, Montgomery, Alabama

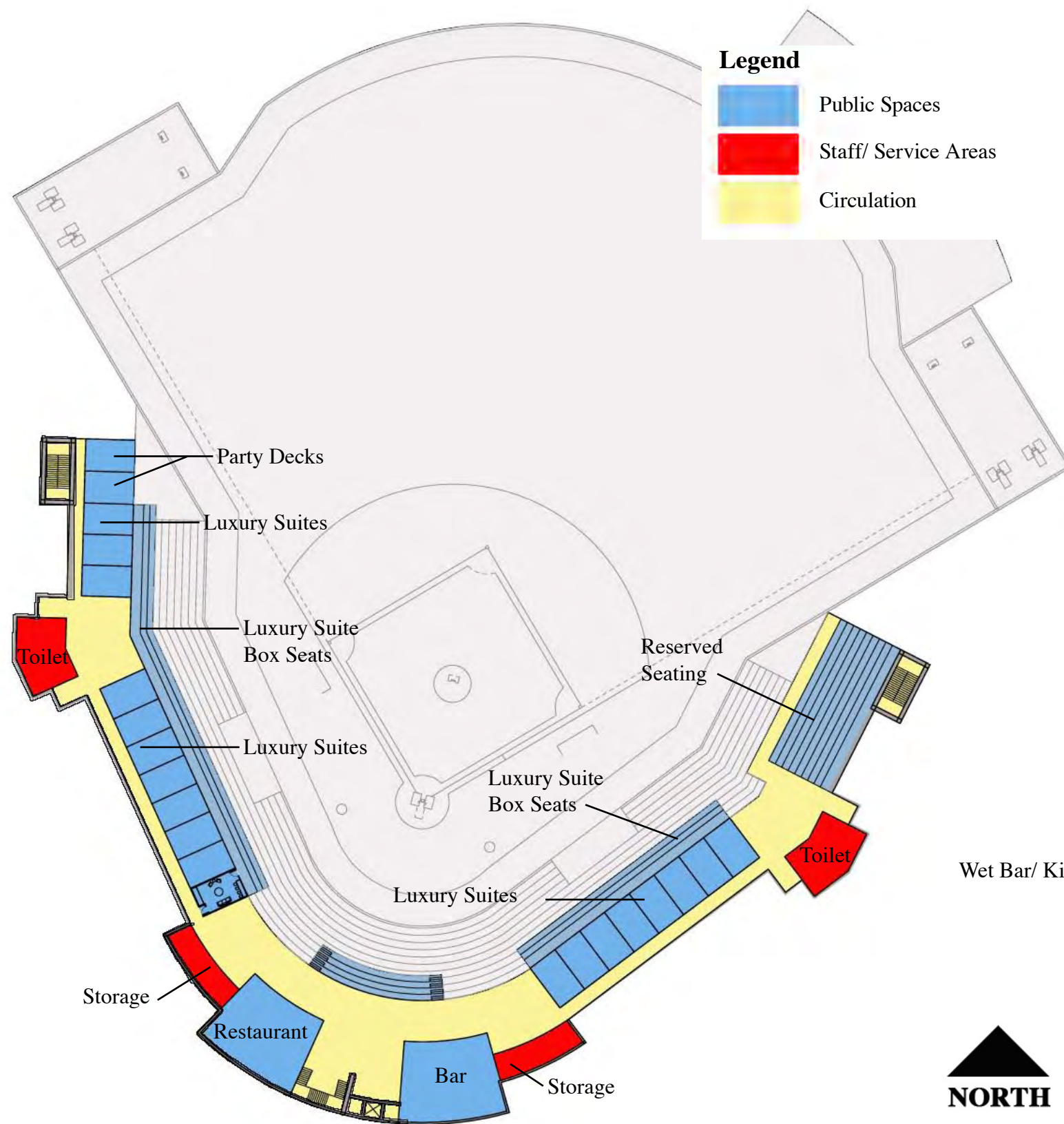
The new ballpark in Montgomery, Alabama offers several unique seating options to their fans. The top image shows the Boxcar Buffet, a special seating option which allows fans to buy a ticket to sit in a picnic area and enjoy a meal and a baseball game. The lower image is the Whistle Stop Grille, which is a private picnic area where a group can sit and watch the game and enjoy buffet style dining. Both options include food in the cost of the ticket.

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Main Concourse Level: Other Amenities



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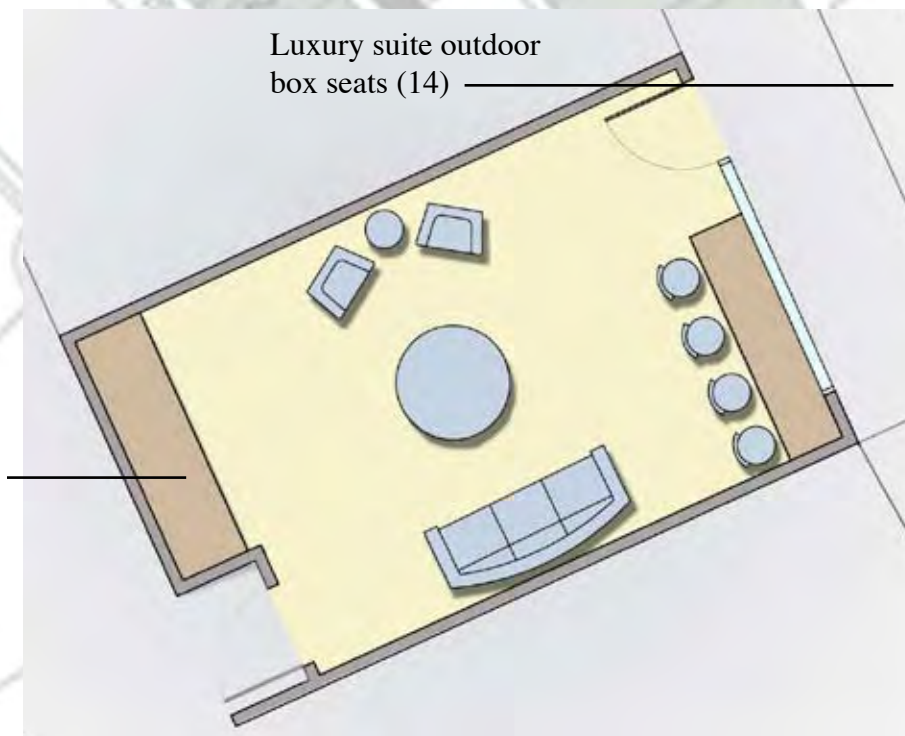
Suite Level Floor Plan

Plan of the main luxury suite level. The suites are 20 feet deep and 15 feet wide with seating outside for 14 people. Each suite could comfortably hold up to 25 people. The suite level also features some reserved seating along the first base line near the outfield and box seating directly behind home plate where fans can enjoy a complimentary meal from the stadium restaurant with the purchase of their ticket. At the end of the structure, along the third base line are the party decks which are open air spaces for large groups to rent on a per game basis. Each party deck could hold 30 people or the two could be combined for larger groups.

Luxury Suite Level

Luxury suite tickets sell for \$25-40/ person a game while the most expensive box seats sell for only \$15/person a game. Providing more luxury suite seats in the new ballpark would bring in more money per person than additional box seats would. The luxury suites provide fans the opportunity to enjoy the game from the comfort of an air-conditioned suite as well as from the elevated vantage point of box seating located outside of each suite. The added amenities offered by luxury suites might attract people to the ballpark who might otherwise not attend.

Luxury suites also offer an added attraction for businesses wishing to purchase season tickets. Reserving a luxury suite for a baseball season might be more appealing to some corporations than buying multiple season tickets. The luxury suites provide a more comfortable for watching baseball. Suite packages could offer built in meal options, making company outings easier to plan. Also, the suite itself provides a gathering space for group outings.



Typical Luxury Suite Floor Plan

The floor plan above shows the typical layout for the luxury suites located on the luxury suite level as well as on the press box level of the stadium. Each suite has space inside for groups of up to 25 as well as outdoor seating for 14 people. All suites are ADA compliant.

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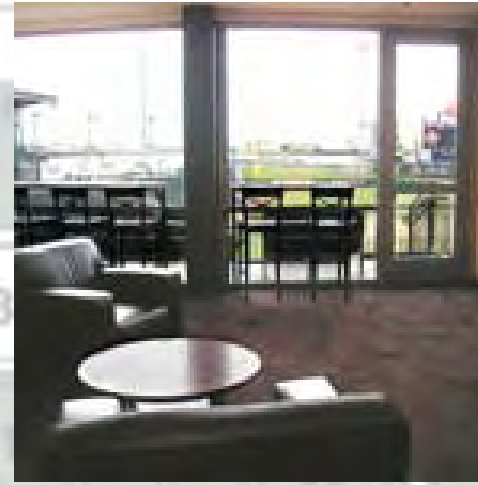
Suite Level



www.nhfishercats.com
 Suiteholders at Fishercats Ballpark in Manchester, New Hampshire.
Suite Rental: \$700/ night w/o food & drinks
\$1,100/ night w/ food & drinks
Suite package includes 18 tickets with the option to purchase up to 8 more tickets.



www.smokiesbaseball.com
 Tennessee Smokies Luxury Suite in Smokies Park in Kodak, Tennessee.
Suite Rental: Single Suite \$400-500/ night (food & drinks extra)
Double Suite \$750-850/ night (food & drinks extra)
Single suite rental include 20 tickets, double suite rental includes 40 tickets.



cchooks.com
 Whataburger Field luxury suite in Corpus Christi, Texas
Suite Rental: \$500/ night (food & drinks extra)
Suite package includes 12 tickets. Each additional ticket costs \$10.

Luxury Suite Precedents

The images to the left show some examples of luxury suites in recently constructed AA stadiums. The average rental cost for a luxury suite is \$600/night with an additional charge for catering. Most of the new luxury suites have indoor as well as outdoor seating, cable television and kitchenette facilities. Most stadiums rent their suites to groups of around 20 people. Although the nightly rental fee usually doesn't include food, catering packages can be purchased for an additional charge. Personal waiterservice is provided for each suite and suite holders get two parking passes. Most stadiums offer VIP entry so suite holders don't have to wait through long lines to enter the stadium or fight crowds once they are inside. The luxury suite experience is aimed at people who want to enjoy the game in the comfort of an air conditioned suite and who want to avoid the crowds and hassles sometimes associated with a trip to a minor league ballpark.



www.biscuitsbaseball.com
 Montgomery Riverwalk Stadium luxury suite in Montgomery, Alabama.
Suite Rental: \$650/ night (food & drinks extra)
Suite package includes 20 tickets.



www.ridersbaseball.com
 Dr. Pepper/7-Up Ballpark luxury suite in Frisco, Texas.
Suite Rental: \$1,350/ night (food & drinks included; beer & wine is \$100/ night extra)
Each suite holds 16-40 people.



www.jaxsuns.com
 View from a luxury suite at The Baseball Grounds of Jacksonville in Jacksonville, Florida.
Suite Rental: \$600/ night (food & drinks extra)
Suite package includes 20 tickets. Suites have closed circuit televised game coverage.

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Suite Level: Luxury Suite Precedents



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Club Car Bar



Locomotive Loft

Suite Level Amenities

Luxury suite holders at newer ballparks have access to several amenities in addition to their luxury suites. Some parks have exclusive restaurants or bars for their suite holders and season ticket holders. Many ballparks offer party decks where a larger group can enjoy the baseball game and upscale dining selections in a private picnic area overlooking the field. These party decks can be rented out separately or sometimes in conjunction with a suite rental. Hammons Field in Springfield, Missouri offers a special seating section on the suite level where fans get to enjoy a great view of the field and all the food and drinks they are able to consume. These extra amenities add appeal for potential suite holders by offering more options and perks. These amenities also provide new opportunities for group and individual ticket sales.

www.biscuitsbaseball.com

Montgomery Riverwalk Stadium, Montgomery, Alabama

The stadium in Montgomery has some unique amenities available on the suite level. One such amenity is the Club Car Bar. The bar is open exclusively to season ticket holders and suite holders until the fifth inning, when it is opened up to the general public. The bar is located in the existing train shed which the designers incorporated into the new stadium. Another amenity is the Locomotive Loft, an upscale party deck with seating for 60-100 people. The Locomotive Loft is located on the suite level and rents out for \$32.50/ person.



www.ridersbaseball.com

Dr. Pepper/ 7-Up Ballpark, Frisco, Texas

The new ballpark in Frisco, Texas has several party deck options available on their suite level. The party decks range from \$2,250 for just the deck to \$4,850 for the party deck and two adjoining luxury suites. The rental cost includes food and beverage, a personalized visor and your group's name on the scoreboard during the game. The party decks have been a very successful feature for the Roughriders. All party decks for the 2006 season were sold out before the season started. A few new group seating options have been added over the past two years to help fill the large demand for group seating options. Frisco has another amenity located on their suite level known as the Founder's Club. It is an exclusive restaurant for VIP season ticket holders.



www.baseballparks.com

Hammons Field, Springfield, Missouri

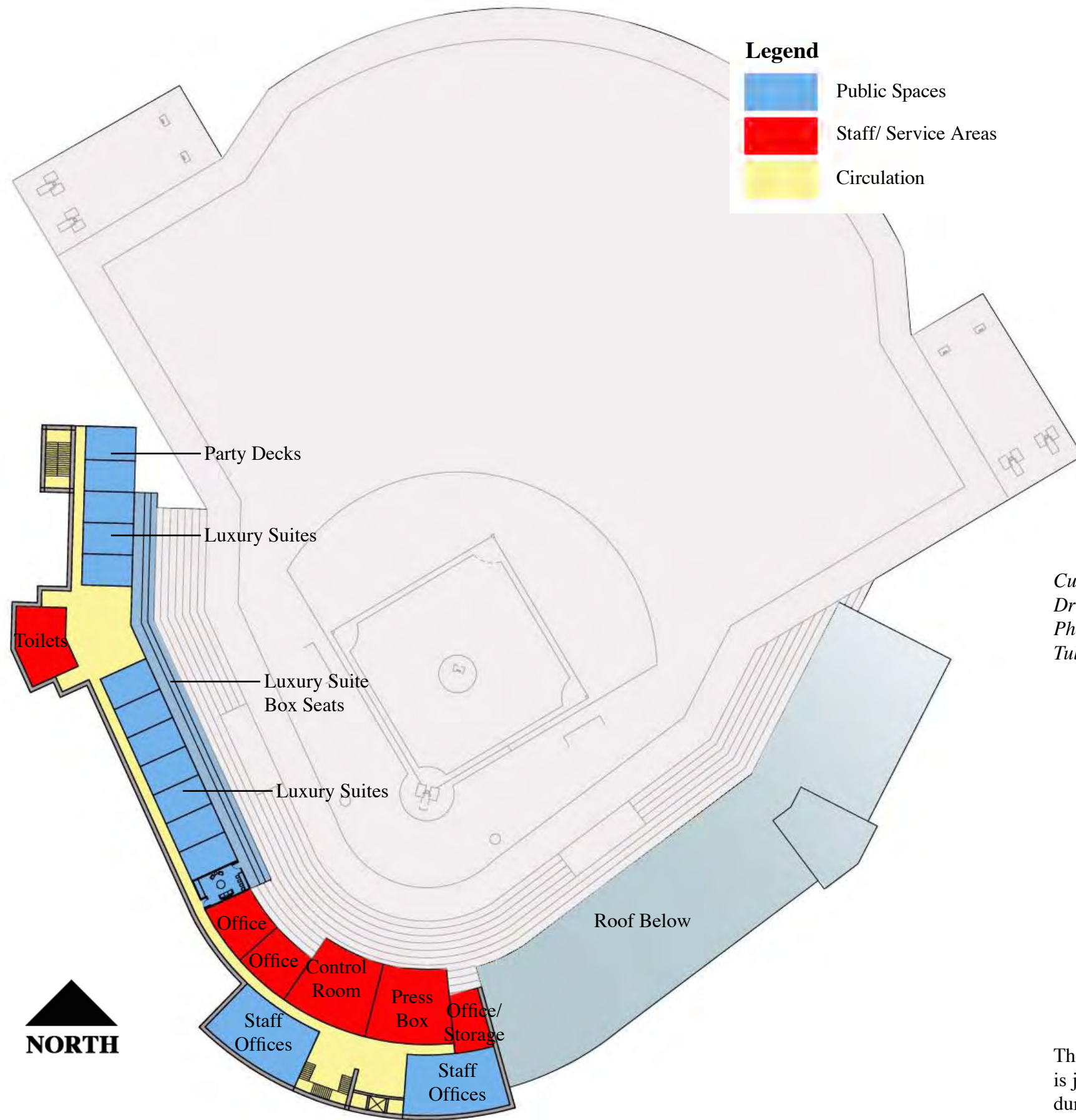
View from the Redbird Roost at Hammons Field. The Redbird Roost is a special season ticket option located on the suite level along the third base line. The price of the tickets include all you can eat ballpark food and soft drinks. The view is noted to be one of the best in the park.



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Sutie Level: Suite Level Amenities



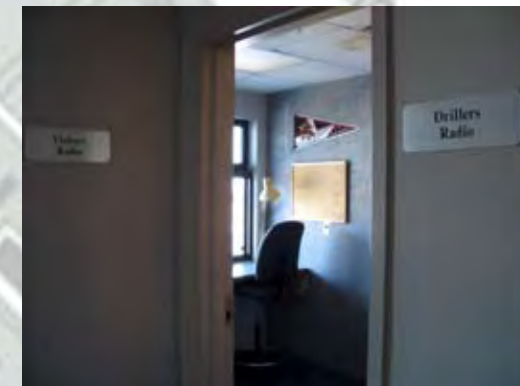
Press Box Level Floor Plan

Press Box Level

The remainder of the luxury suites would be on this level. This level also holds the press box as well as the control room for the stadium. The current control room is severely undersized for the needs of the stadium staff. The new control room will have enough space to fit the four staff members who currently work in there during games as well as having room to add more people at a future date. Both the control room and the press box will have a good vantage point for viewing the games. The press box consists of a space for the local commentator as well as a space for visiting press. The new press box could also incorporate space for television broadcasts.



Current voice of the Tulsa Drillers: Mark Neely
Photo by Stephen Pingry/
Tulsa World



The current press box at Drillers Stadium. The new press box would be larger and offer the option of adding equipment for television broadcasts



The current control room at Drillers Stadium is very cramped. There is just enough room for the four people who occupy the control room during a game to sit elbow to elbow at the desk provided. If anyone needs to leave for any reason, everyone else has to stand up so that person can get out from behind the desk.

City of Tulsa, Oklahoma applicable codes and ordinances:

International Building Code, 2003 (Also reference ICC/ANSI A117.1-1998 Accessible and Usable Buildings and Facilities)

International Existing Building Code, 2003

International Plumbing Code, 2000

International Mechanical Code, 2000

International Fire Code, 2003

National Electrical Code, 2002

Tulsa Zoning Code

Food Code of the City of Tulsa, 2001 (Tulsa City-County Health Department Consumer Protection Services)

Code Research

Occupancy:

Business Areas = Gross Square Footage/ 100

Assembly Areas = Net Square Footage/ 15 for areas with tables and chairs and 1 occupant per seat in main seating areas

Business Areas = 10,000 sf: 100 occupants

Assembly Areas = 9,600 sf: 640 occupants + 8,836 fixed seats = 9,476 occupants

Total Occupants = 9,576

Required Plumbing Fixtures:

Assembly Areas

Water Closets: Men = 1/120 occupants, Women = 1/60 occupants

Lavatories: Men = 1/200 occupants, Women = 1/150 occupants

Drinking Fountains: 1/100 occupants

Business Areas

Water Closets: 1/50 occupants

Lavatories: 1/80 occupants

Drinking Fountains: 1/100 occupants

1 service sink required

Required Men's Toilets: 41

Required Men's Lavatories: 25

Required Women's Toilets: 80

Required Women's Lavatories: 33

Required Drinking Fountains: 96

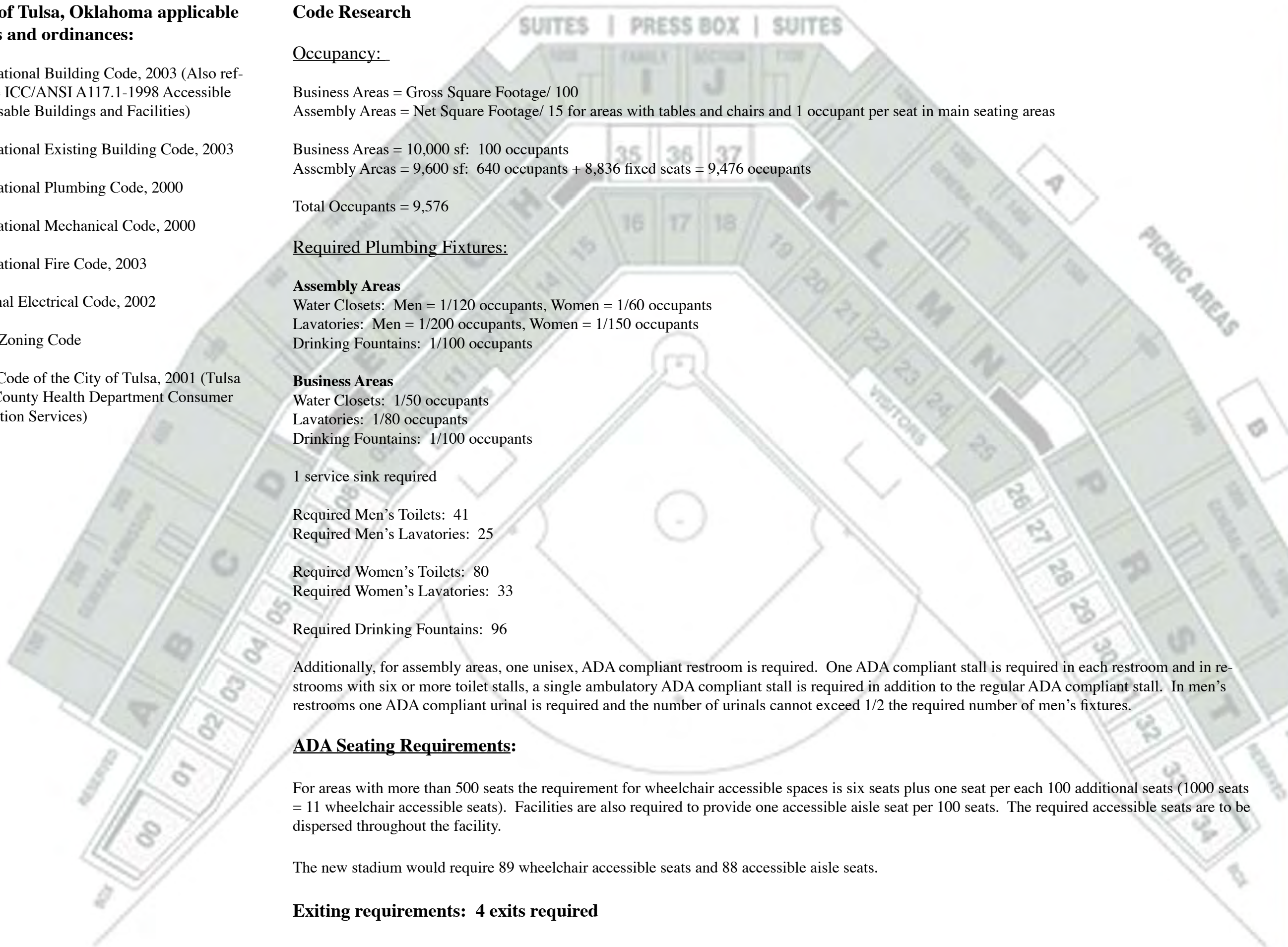
Additionally, for assembly areas, one unisex, ADA compliant restroom is required. One ADA compliant stall is required in each restroom and in restrooms with six or more toilet stalls, a single ambulatory ADA compliant stall is required in addition to the regular ADA compliant stall. In men's restrooms one ADA compliant urinal is required and the number of urinals cannot exceed 1/2 the required number of men's fixtures.

ADA Seating Requirements:

For areas with more than 500 seats the requirement for wheelchair accessible spaces is six seats plus one seat per each 100 additional seats (1000 seats = 11 wheelchair accessible seats). Facilities are also required to provide one accessible aisle seat per 100 seats. The required accessible seats are to be dispersed throughout the facility.

The new stadium would require 89 wheelchair accessible seats and 88 accessible aisle seats.

Exiting requirements: 4 exits required



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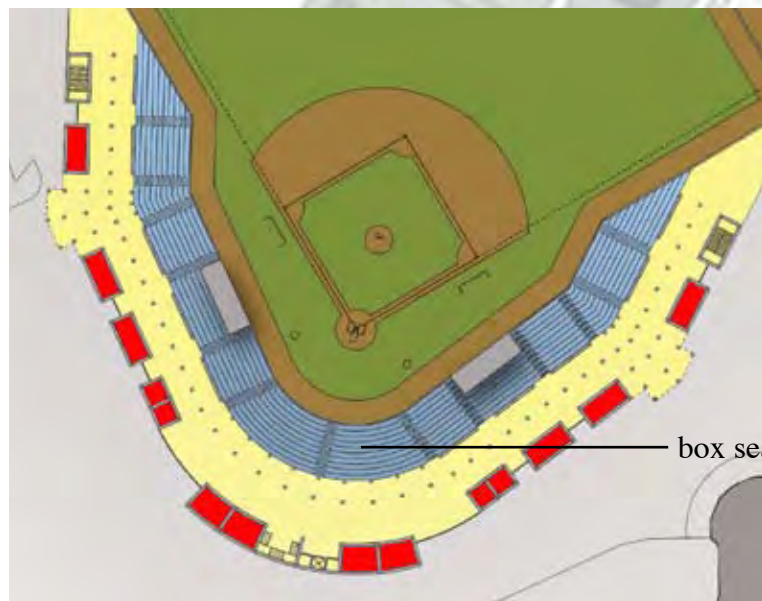
Ryan Nowlin
Fall 2005/ Spring 2006

Code Research



www.americanseating.com

The above seats are four possible box seat options. The box seats would be located on the lower level. The first two options are plastic seats which can have a team logo cast into the backs. The second two options are metal and have a more traditional look. The metal seats can have the team logo cast into the standards at the end of each row. The plastic seats might be slightly more comfortable, but the metal has a more traditional ballpark feel.

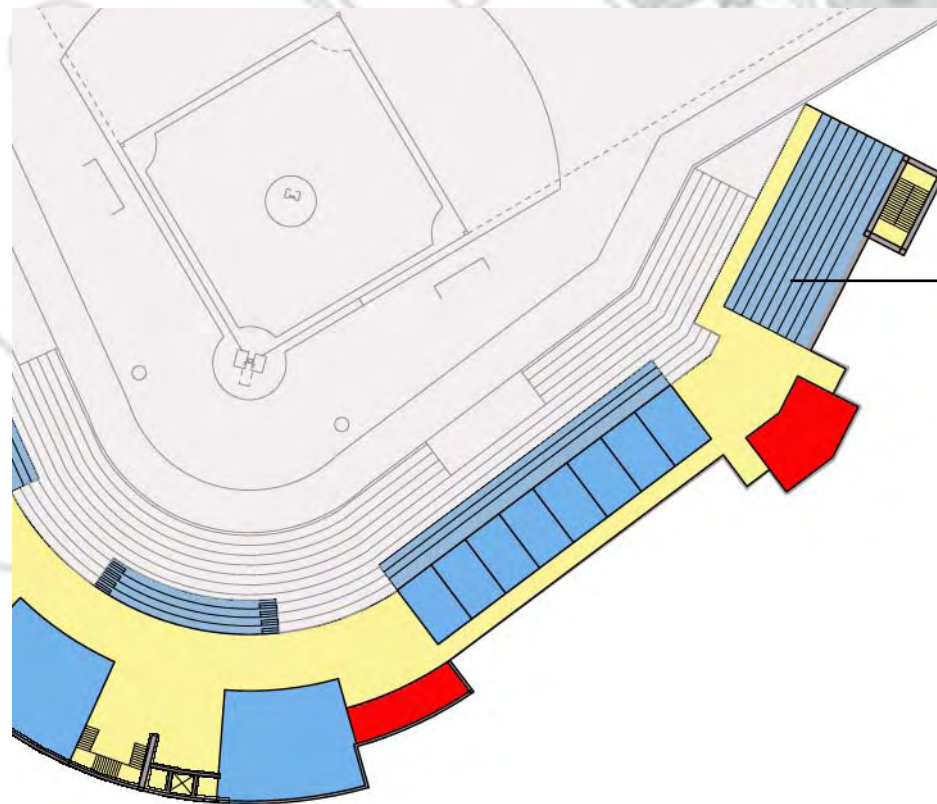


box seating

The blue colored area in the plan above is where the majority of the box seats would be located. The seats would be about 24 inches wide with aisle depths of 3'-6". The seats outside the luxury suites and the restaurant would be the same style as the box seats on the concourse level.



www.americanseating.com
Seating alternative to bench style seating. This seating option is less expensive than the box seat options show above, but more comfortable than the bleacher style seating often used in reserved and general admission seating sections in stadiums.

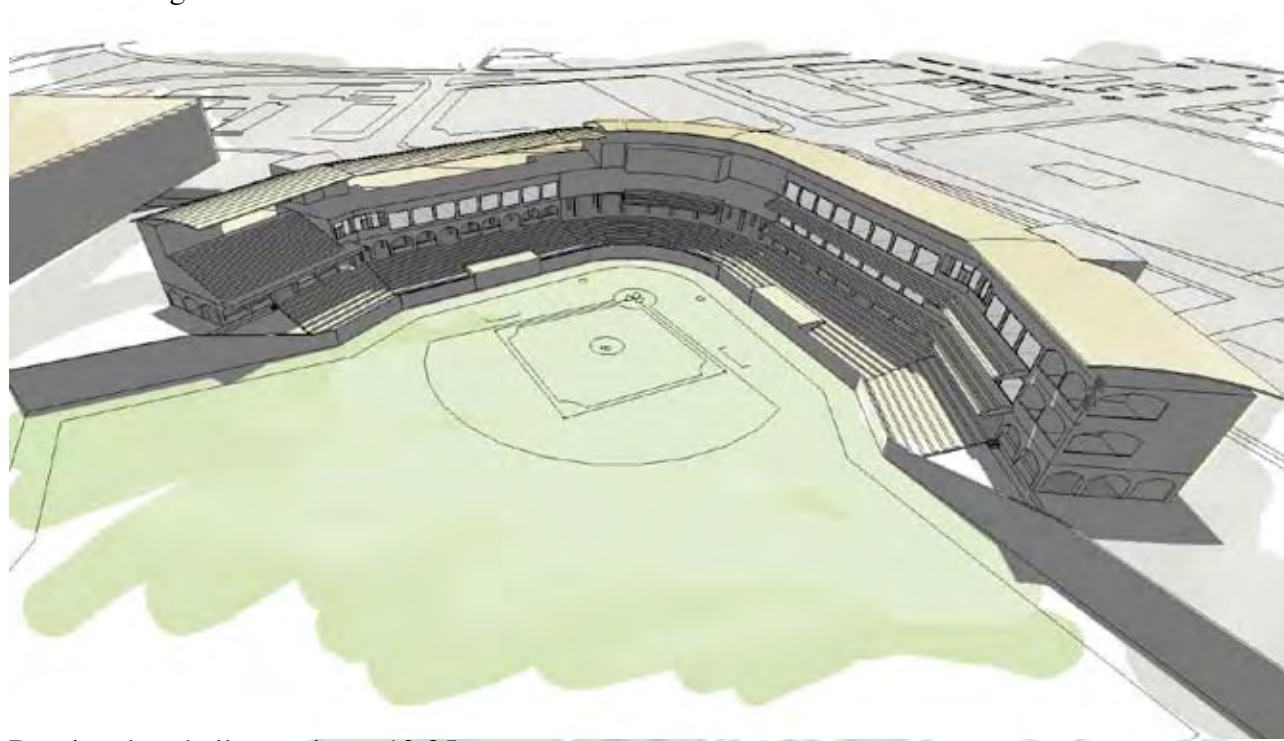


reserved seating

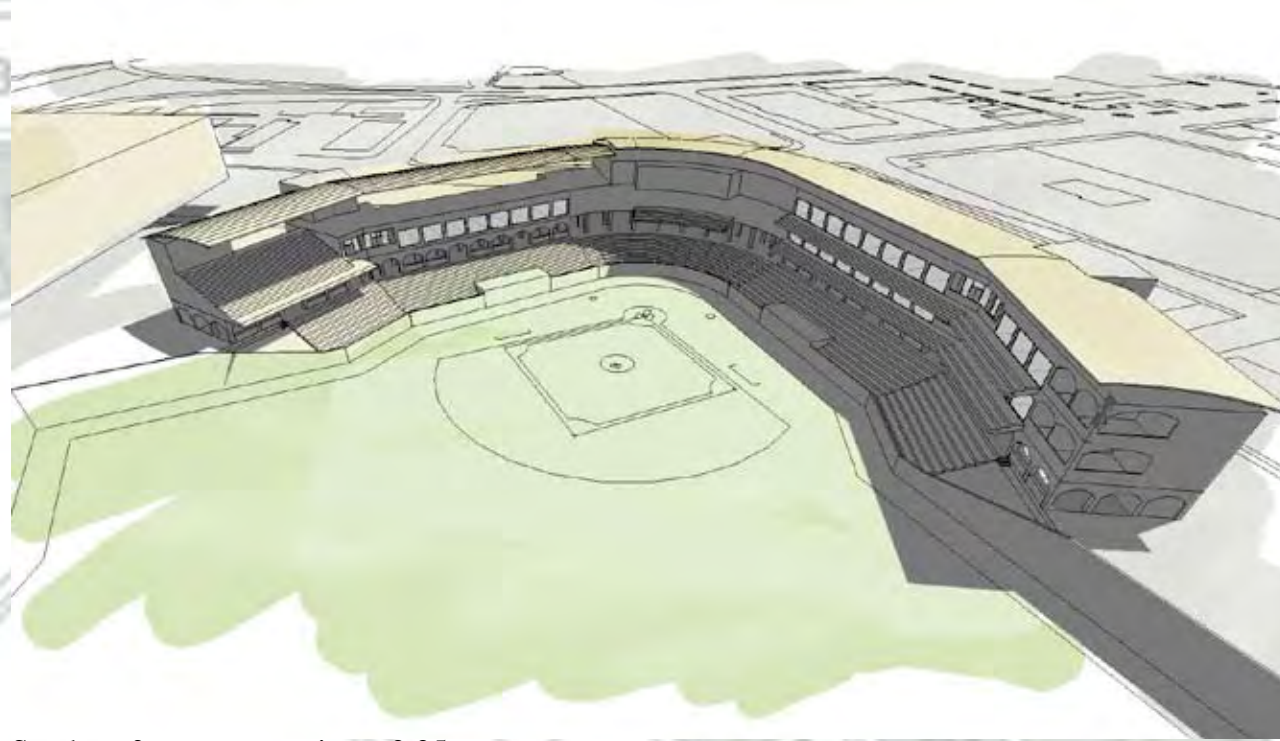
The image above shows the suite level plan where the reserved seats would be located. The seating option to the left would be used for reserved seating.

Sun Glare and Stadium Orientation

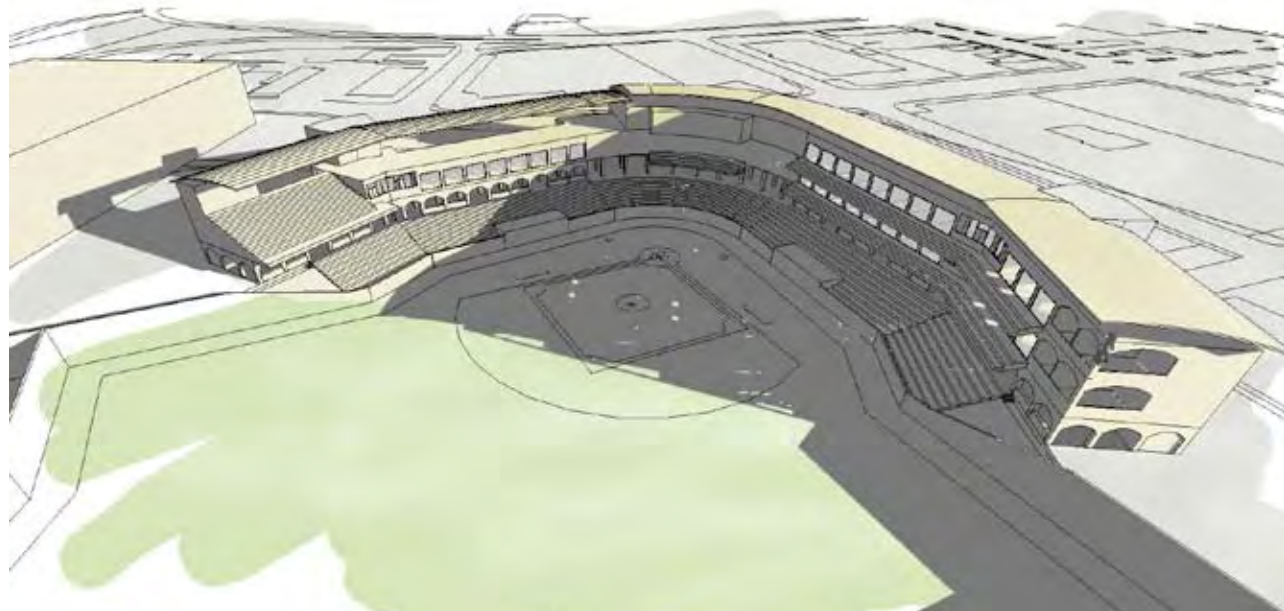
Because many baseball stadiums are oriented with the home plate umpire facing Northeast, the steep sun angle in the evenings creates the problem of keeping the sun off of the fans sitting along the first base line. The current Drillers Stadium has a big problem with glare, even for fans sitting close to home plate along the first base line. The concept for the new stadium design was to increase the height on the third base side of the stadium in order to provide more shade in the evening for fans sitting along the first base line. The following images show the shade levels for June 21, 2006, in the new stadium design.



Daytime baseball start time: 12:05pm
The stadium design provides good shading for a majority of the box seats at this time of day.



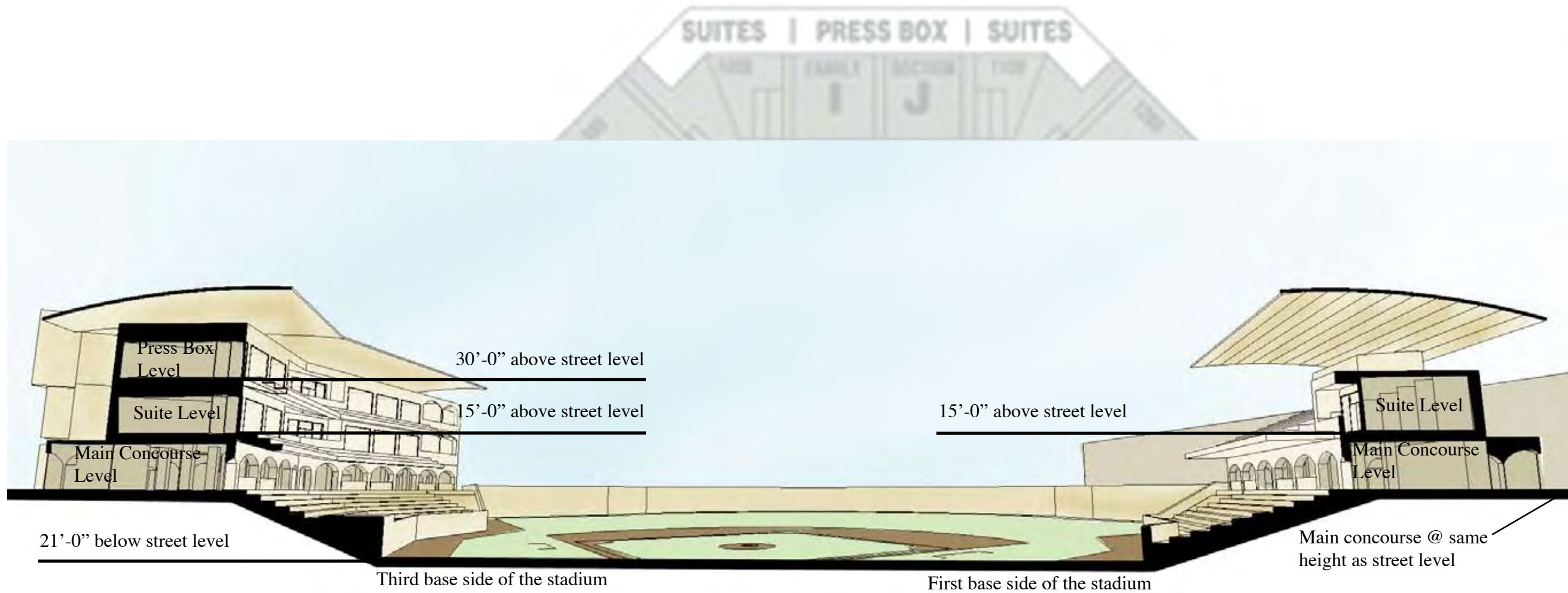
Sunday afternoon start time: 2:05pm
Some of the box seats along the first base line will be in the sun for the entire game, but the majority of the seats will have a good amount of shade..



Stadium gates open: 6:05pm
The stadium design provides good shading for a all of the seats on the third base side of the field and for over half of the seats on the first base side.



Evening game start time: 7:05pm
By the first pitch of the game almost all of the box seats are in the shade. The extra height on the third base side of the stadium provides the necessary shading to help alleviate much of the problem with sun glare for stadiums oriented in this direction.



Stadium Section

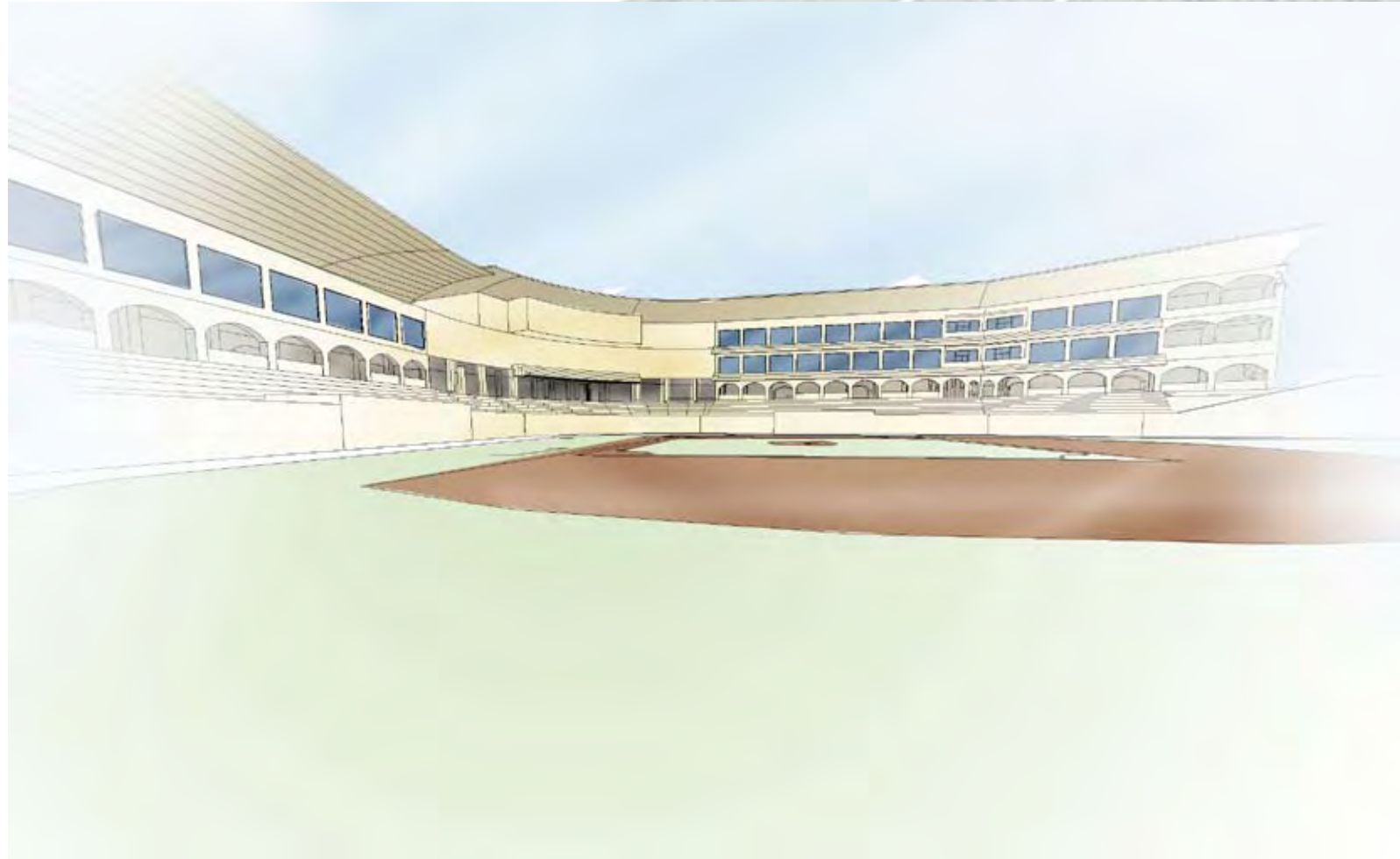
The image above shows a section through the stadium highlighting the different levels of the stadium and how they relate to one another, the street outside and the field below. The entry to the stadium is at the top of the main seating bowl to allow for views of the field from the street level. Many new stadiums require fans to walk up a flight of stairs upon entering the stadium in order to get to the main concourse. Keeping the main concourse at street level makes for a better traffic flow pattern into and out of the stadium, gives people outside the stadium a glimpse of the field and presents fans coming to a game with a full view of the playing surface almost immediately upon entering into the stadium.

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Stadium Section



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Schematic concept drawing for a new baseball stadium in downtown Tulsa, Oklahoma

Conclusion

.....The one constant through all the years, Ray, has been baseball. America has rolled by like an army of steamrollers. It has been erased like a black-board, rebuilt and erased again. But baseball has marked the time. This field, this game: it's a part of our past, Ray. It reminds of us of all that once was good and it could be again. Oh... people will come Ray. People will most definitely come.....

Terrence Mann (James Earl Jones)
 "Field of Dreams" 1989

If you build a new professional baseball stadium in downtown Tulsa, Oklahoma, people will come. They will come because they have been coming for over 100 years. The city of Tulsa has a very rich professional baseball tradition and the current team, the Tulsa Drillers, has a proven track record with Tulsa fans. They have been among the top three teams in attendance in the Texas League over the past ten years, losing out only to teams with newer stadiums. While a new stadium would be a major investment, Tulsa baseball and Tulsa baseball fans have proven worthy of such an investment.

People will come because the stadium is new and exciting. New stadiums show a dramatic increase in fan attendance over the numbers from the previous year played in the old stadium. The attendance numbers at these new stadiums do show a slight decline after the first year, but the numbers don't drop off significantly but instead remain steady at the higher attendance rates. When Tulsa opened their current stadium in 1981, they produced almost three times the attendance from the previous year. The attendance numbers dipped slightly in the next year, but have been steadily climbing since. The Tulsa Drillers are already producing great attendance numbers and the features a new stadium would offer will only improve on those numbers.

One of the biggest benefits of a new stadium financially will be the addition of luxury suites. The most expensive box seats in AA baseball sell for \$15. A seat in a luxury suite sells for \$30-45. Many of the new AA stadiums with multiple luxury suites already have the majority of their suites leased out for one or more seasons. Some teams, like the Montgomery Biscuits and the Corpus Christi Hooks, actually have to reserve a couple for nightly rentals. The profits on luxury box rentals will be a major benefit of a new baseball stadium. The luxury suites will also bring in fans, such as large corporations, who might not have thought of attending a Drillers' game.

Relocating the baseball stadium in downtown Tulsa is another beneficial feature a new baseball stadium will offer Tulsa. The Tulsa Drillers averaged about 4,500 fans per game over the past few years. With this study's proposed stadium location, those 4,500 people would be coming to downtown Tulsa for the 70 games the Drillers play at home every season. The downtown businesses near the proposed location offer many amenities baseball fans can take advantage of, such as the nightlife and restaurants in the Blue Dome district, and the baseball fans would increase sales for local businesses.

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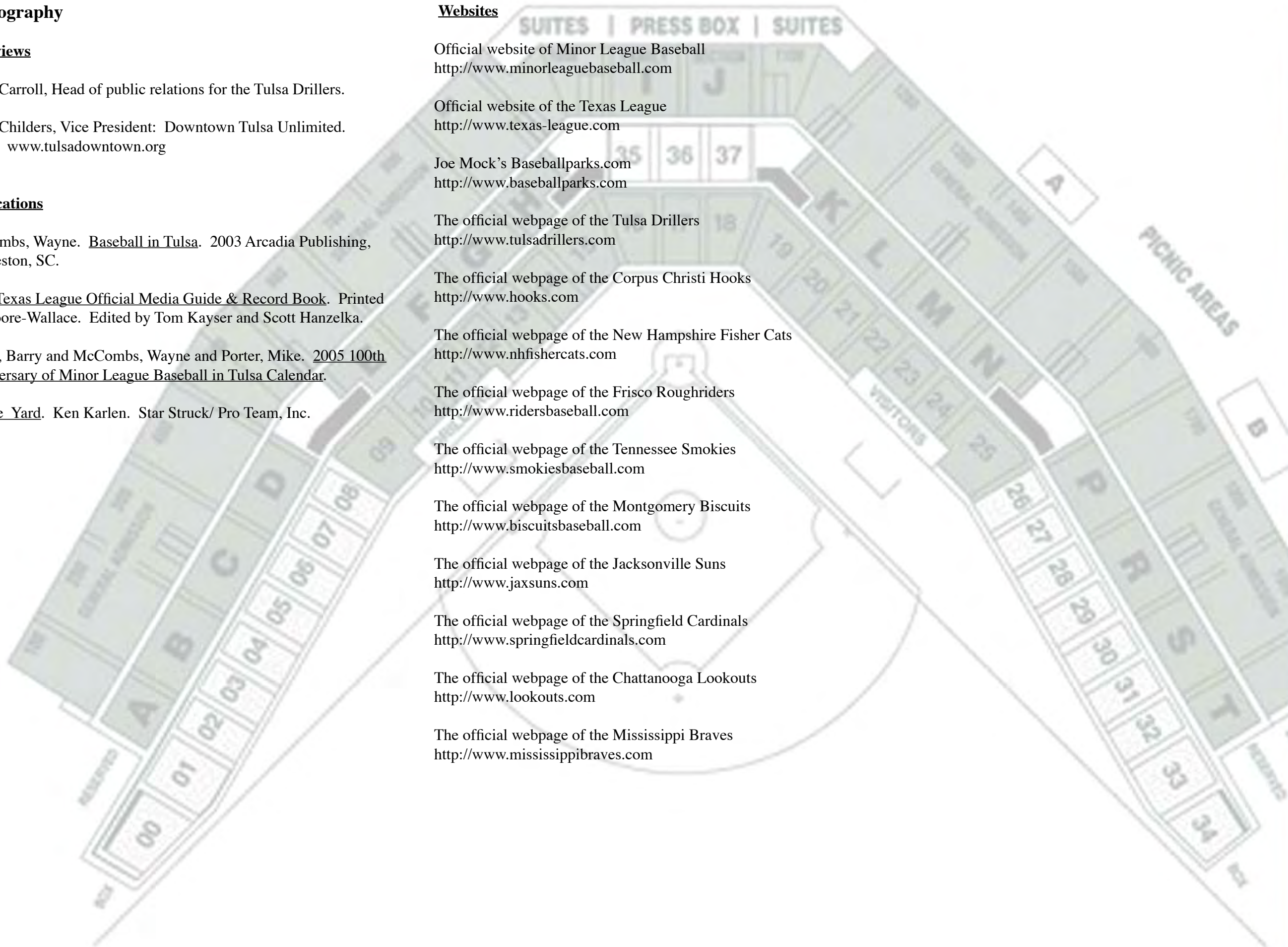
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