

# Book Review: Sport Facility Planning and Management

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*SPORT FACILITY PLANNING AND MANAGEMENT*

Peter J. Farmer, Aaron L. Mulrooney, and Rob Ammon Jr.

[Morgantown, WV: Fitness Information Technology, Inc. 1996]

xi / 333 pages

ISBN: 1-885693-05-2

The recent acceleration in stadium and arena construction has been followed by a proliferation of publications describing the nature of this boom from an economic and financial standpoint. However, few books have been written describing the nature of the construction process from planning to event management after construction. *Sport Facility Planning and Management* is a user friendly book which describes this process in the construction of a sports facility. From initial design and construction, to actual management, marketing and event operations, this book offers an inside look at the business of constructing a facility and managing operations within that facility after construction.

The book is divided into five main sections. The first introductory section discusses the history behind what we know today as modern sports facilities. This history is followed by the second section entitled "Planning, Design, and Construction" which describes the process involved in building a new sports stadium or arena from needs assessment and feasibility studies, to actual facility design. The third section, "Management," provides a practical look at such management issues as contracting for services, and implementing sound risk management plans. The fourth section, entitled "Marketing, Advertising, and Public Relations" describes the operational concerns important with promoting the facility and create media related revenue sources within the facility. The last section, "Event Operations," then describes the many aspects involved in day-to-day management of events, from crowd and alcohol management, top event planning and production.

This quick gloss of the body of *Sport Facility Planning and Management* still only provides a small picture of the value of this book. After these five sections, the book is completed with over 100 pages of Appendices and Case Studies.

The Appendices provided offer analysis devoted to four more cutting edge areas of concern to certain stadium and arena operators. With Appendices describing issues involved in constructing a multipurpose sport facility, physical education facility, and swimming pool, Farmer, Mulrooney, and Ammon, provide more specific observations for those in the process of constructing these types of facilities.

However, the first Appendix may be the most significant. One of the most important issues in facility design today, revolves around providing seating opportunities for the physically handicapped. Recent cases involving the MCI Center, FleetCenter and other new facilities have demonstrated that facility planners must accommodate the disabled in seating and facility construction. This new concern stems from the focus of this first Appendix, the Americans with Disabilities Act (ADA). As the authors state "If an accessibility element is omitted in design and construction of any future sports facility, the facility, and its designers, architects, contractors, and owners could be sued . . . and required to correct the elements that are not in compliance with the ADA standards." (p. 226). As shown by this Appendix, Farmer, Mulrooney, and Ammon, recognize that planners must be aware of the ADA and its requirements before and during all aspects of facility construction.

*Sport Facility Planning and Management* ends with four case studies specifically tailored to allow readers and students to apply what they have read in the book to real world situations. These studies are especially helpful in understanding the more intricate theories and issues that the book mentions through application to actual problems involving real world simulations.

In the end, *Sports Facility Planning and Management* fills a niche in the sports venue publication field by discussing areas that often are missed in other publications. This book presents a complete picture from development to actual event operation of what is involved in not merely sports facility construction, but also the actual management of the facility after construction is completed. Moreover, the book is presented in a reader friendly tone which belies the complexity of the material presented. It should become a book that planners, managers and all those in the facility construction process use for many years to come.

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