

The Orange Bowl is Miami. For no other structure or attraction in the Magic City is as symbolic of Miami itself as is this 700 foot concrete and steel oval located at the very heart of the City.

The Orange Bowl has served Miamians well and, in return, the taxpayers have an investment in the Orange Bowl that should be preserved. To date, exclusive of land costs, the City has approximately \$7,000,000 invested; which equals less than \$90 per seat. When it is considered that the cost of stadiums being built today is in excess of \$1,000 per seat, it becomes readily apparent that the Orange Bowl is indeed a bargain.

The Orange Bowl is structurally sound, and it is well designed. It lacks only certain improvements to keep pace with today's demands.

Being designed specifically for football (as opposed to a multi-use sports stadium), the Orange Bowl offers maximum desirable seating. In this respect, it compares most favorably with, and in many instances exceeds, the newer highly publicized super stadiums of today.

Properly refurbished, the Orange Bowl can continue to fulfill its most useful function, and it will be able to hold its own against its now more glamorous contemporaries.

The program herein presented describes how the City can achieve this, and how the Orange Bowl can be kept growing as a vital part of the Miami community.

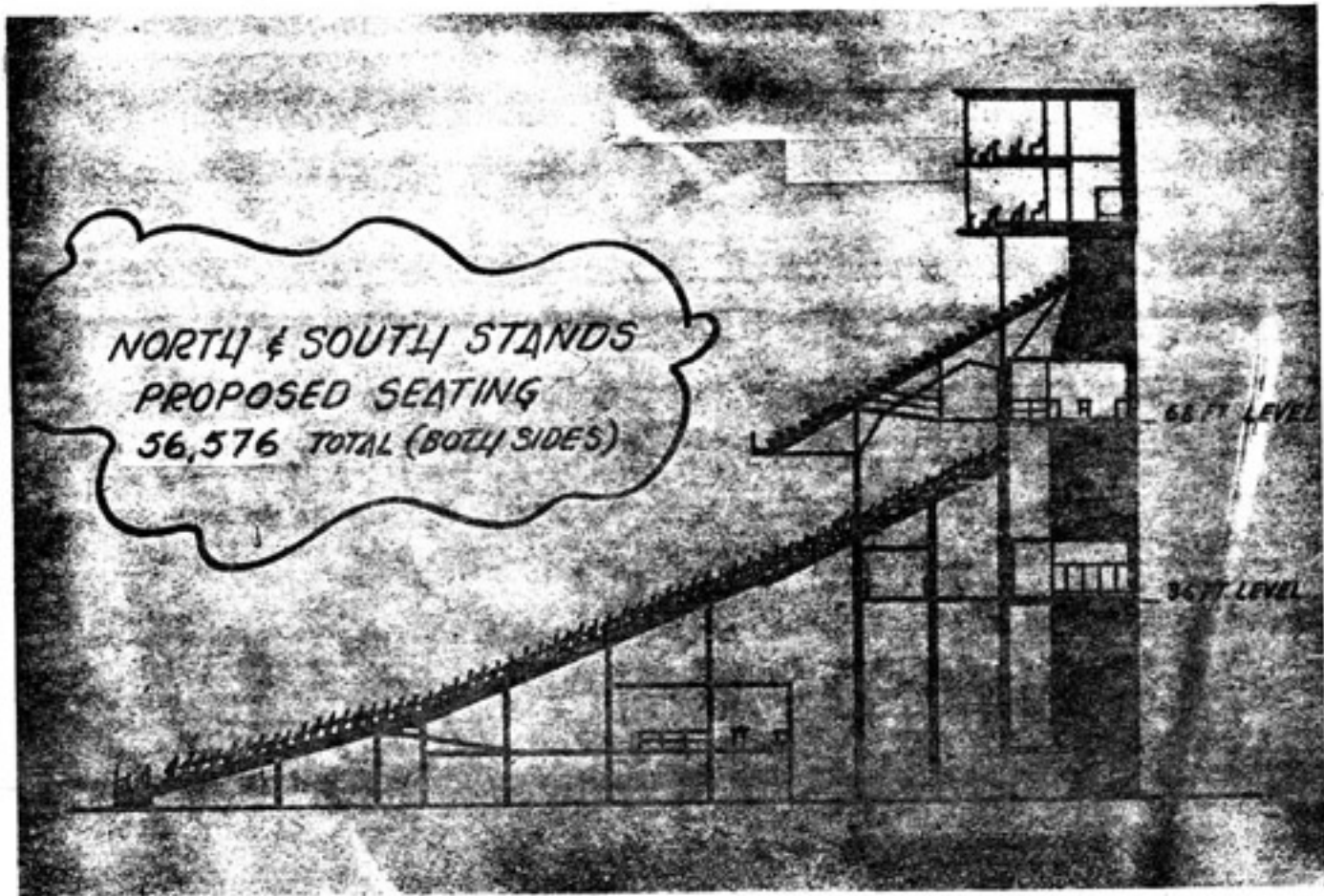
*NORTH & SOUTH STANDS  
EXISTING SEATING  
61,985 TOTAL (BOTH SIDES)*

68 FT. LEVEL

36 FT. LEVEL

First, the seating will  
be vastly improved.

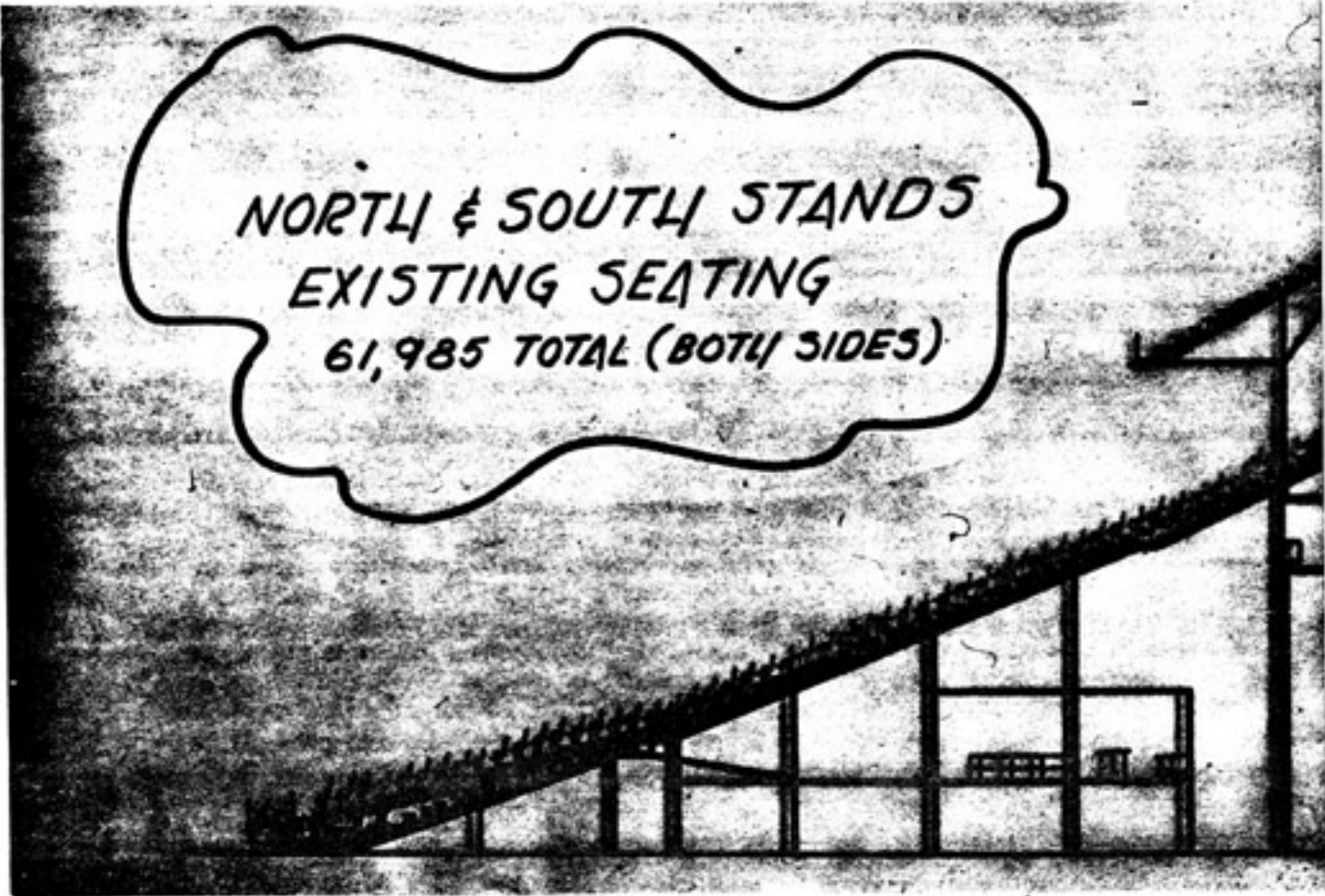
As shown here,  
the present lower  
decks of the north  
and south stands  
each consist of a  
row of box seats,  
2 rows of chair seats,  
13 rows of bench seats,  
6 additional rows of  
chair seats and 45  
rows of bench seats.



Under the proposal:

All bench seats in the lower deck will be removed. The decks themselves will be altered to accommodate the installation of chair seats. The greater space required for chair seats will necessitate giving up one row out of every five now existing. This will mean a loss of 6,500 seat total from the lower decks of the north and south stands. The end result in these two areas will be a capacity of 36,700 spectators in comfortable chair seats.

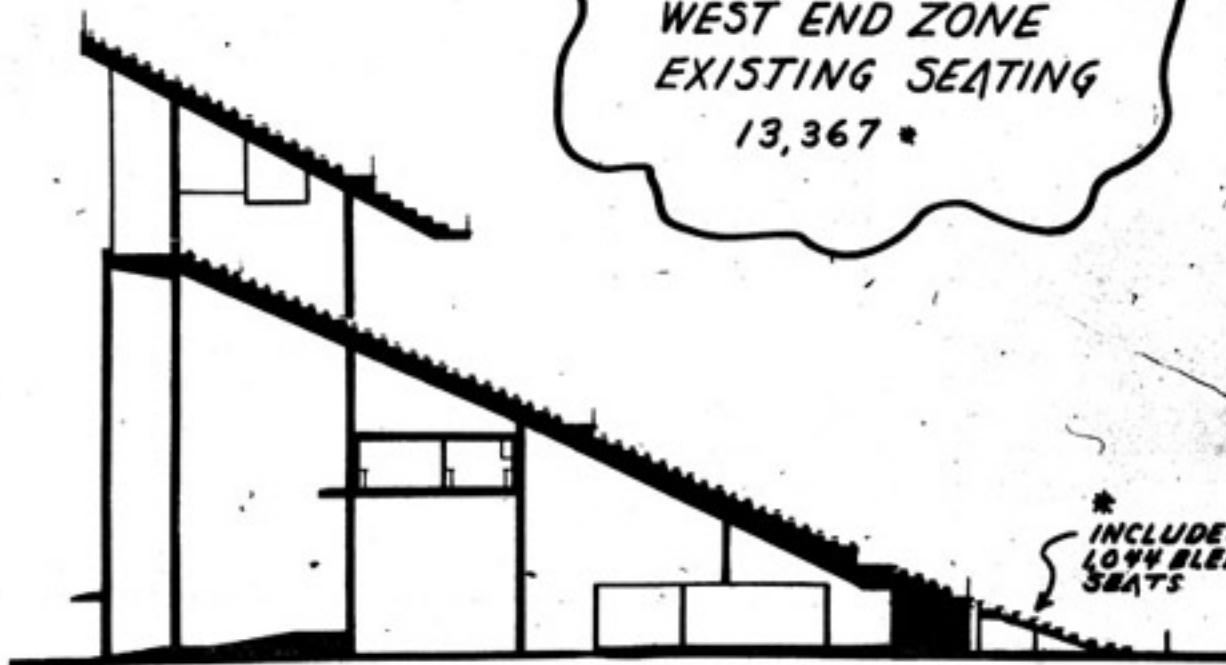
All bench seats in the upper decks of the north and south stands will be replaced with aluminum seat covers.



*NORTH & SOUTH STANDS  
EXISTING SEATING  
61,985 TOTAL (BOTH SIDES)*

There have been numerous complaints that the box seats and other lower seats, which should presently be the best available in the stadium, are actually something less than desirable. This is caused by their low elevation in relation to the field. (Eye level is slightly less than six feet above the playing field.)

In making the new seat installation, the first 17 rows, including the existing box seats, will be raised and moved forward closer to the playing field, thus making these seats more desirable. In the accompanying sketch, the dark image represents the existing seat levels; the light image is the proposed new level.

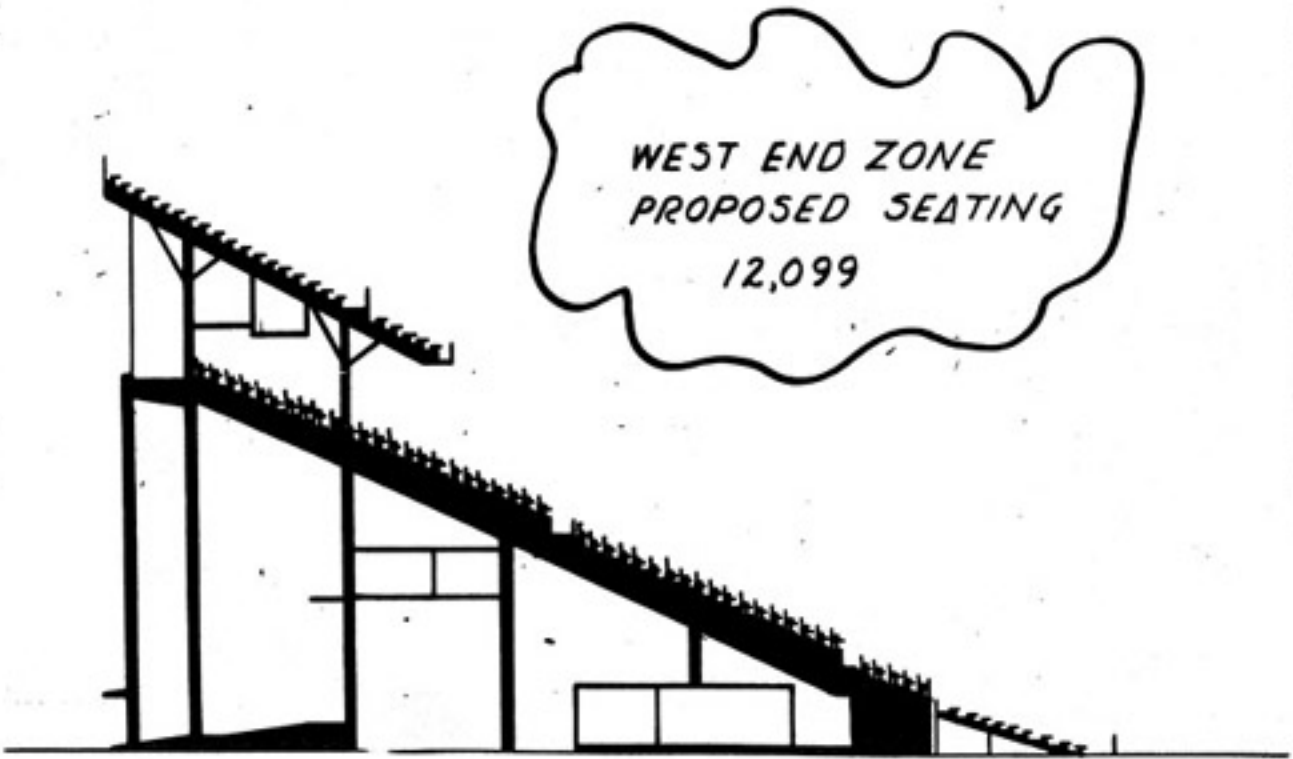
A black and white architectural cross-section of a stadium seating area. The diagram shows a sloped seating bowl with two distinct tiers. The lower tier is supported by a series of vertical columns, and the upper tier is supported by a similar structure. The seating is represented by a thick, dark line along the slope. A cloud-shaped callout box is positioned above the seating bowl, containing text. At the bottom right, a bracket points to the lower tier with a note. The entire diagram is enclosed in a rectangular border.

WEST END ZONE  
EXISTING SEATING  
13,367 \*

\*  
INCLUDES  
LOW BLEACHER  
SEATS



In the west end zone,  
all existing seating, both  
upper and lower decks,  
are benches. In addition,  
there are temporary bleachers  
in front of the lower deck.



Under the proposed improvement, the treads in the lower deck will be altered to accommodate the installation of chair seats in the entire lower deck. The upper deck bench seats will remain unchanged.

The seat loss in the lower deck will amount to approximately one row out of every ten for a total loss of 1,268 seats. Total chair seats to be installed is estimated to be 6,343.

EXISTING  
EAST END ZONE  
BLEACHERS  
4658 SEATS

SPEAKER  
TOWER

SCOREBOARD

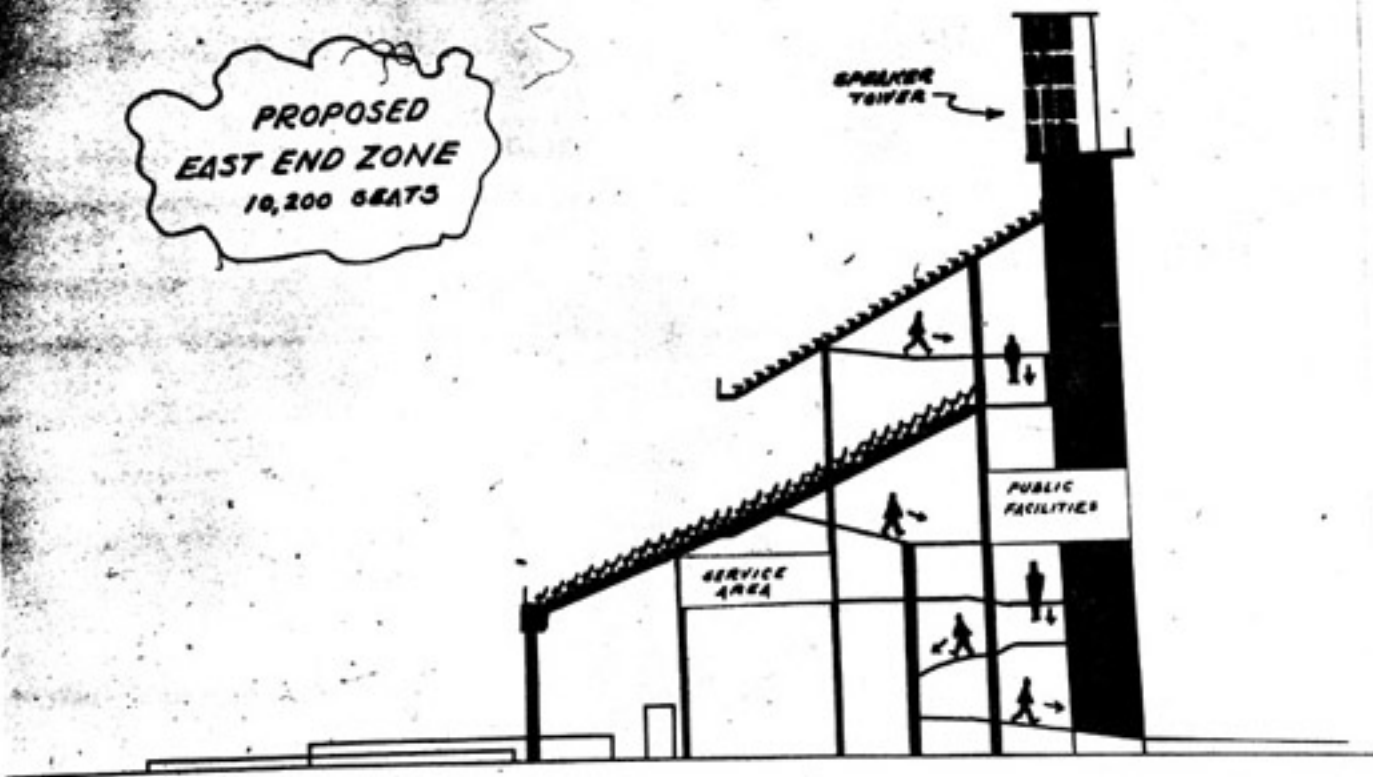
2 FOUNDATIONS

PAVILION

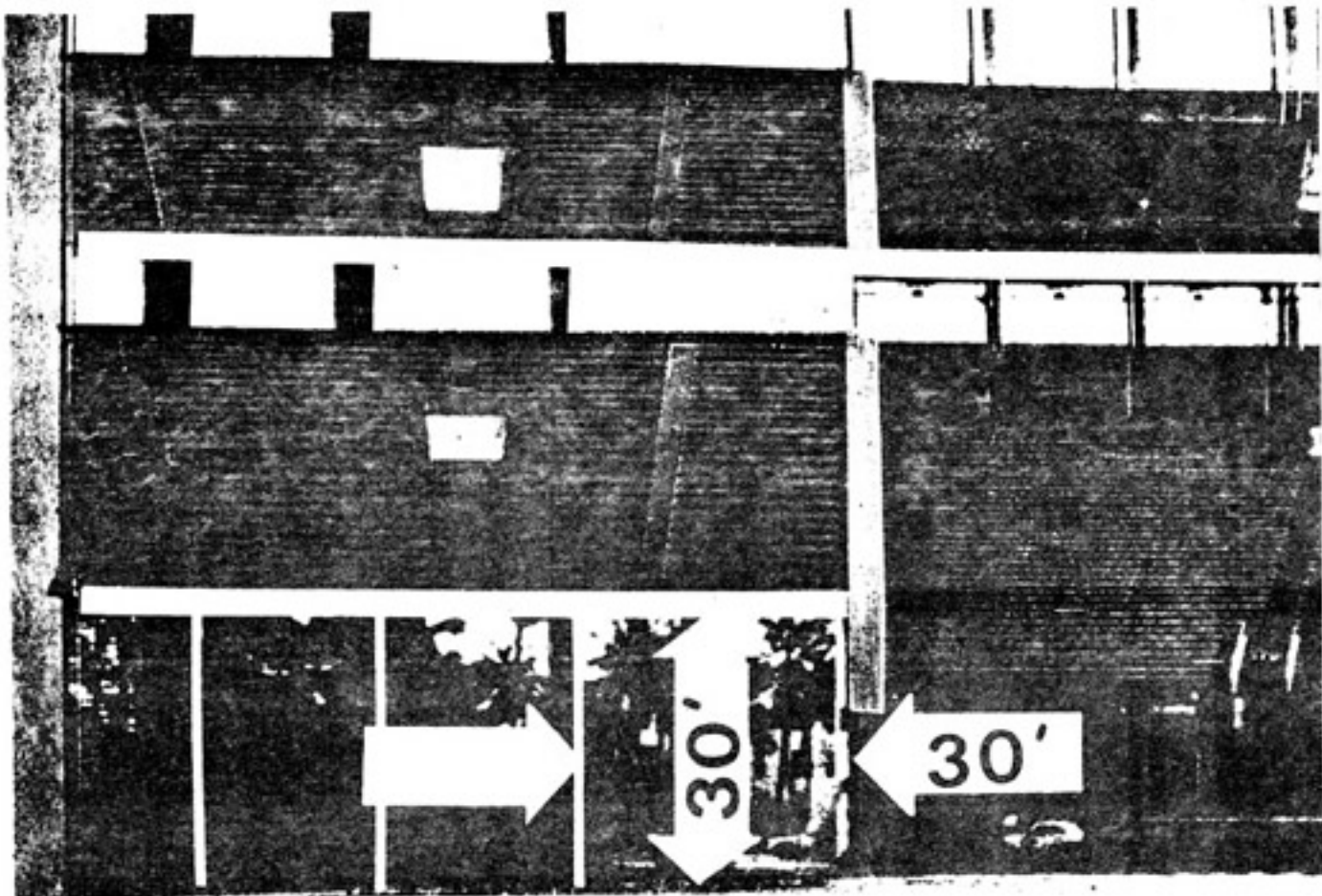
All present seating in the  
east end zone consists of  
temporary bleachers,  
seating 4, 658.

**PROPOSED  
EAST END ZONE  
10,200 SEATS**

**SEATING  
TOWER**



Under the proposal, the oval shape of the Orange Bowl will be completed by the construction of both upper and lower decks in the east end zone. Chair seats will be installed in the lower deck and bench seats in the upper deck. Construction will be such that the east end zone will be open to the 26 foot height, so that prevailing easterly breezes may reach the field and the interior of the stadium.





Special openings will be provided at both ends of the east end zone for floats. The fountain and landscaping will remain. However, it will be necessary to relocate the speaker tower and the scoreboard.

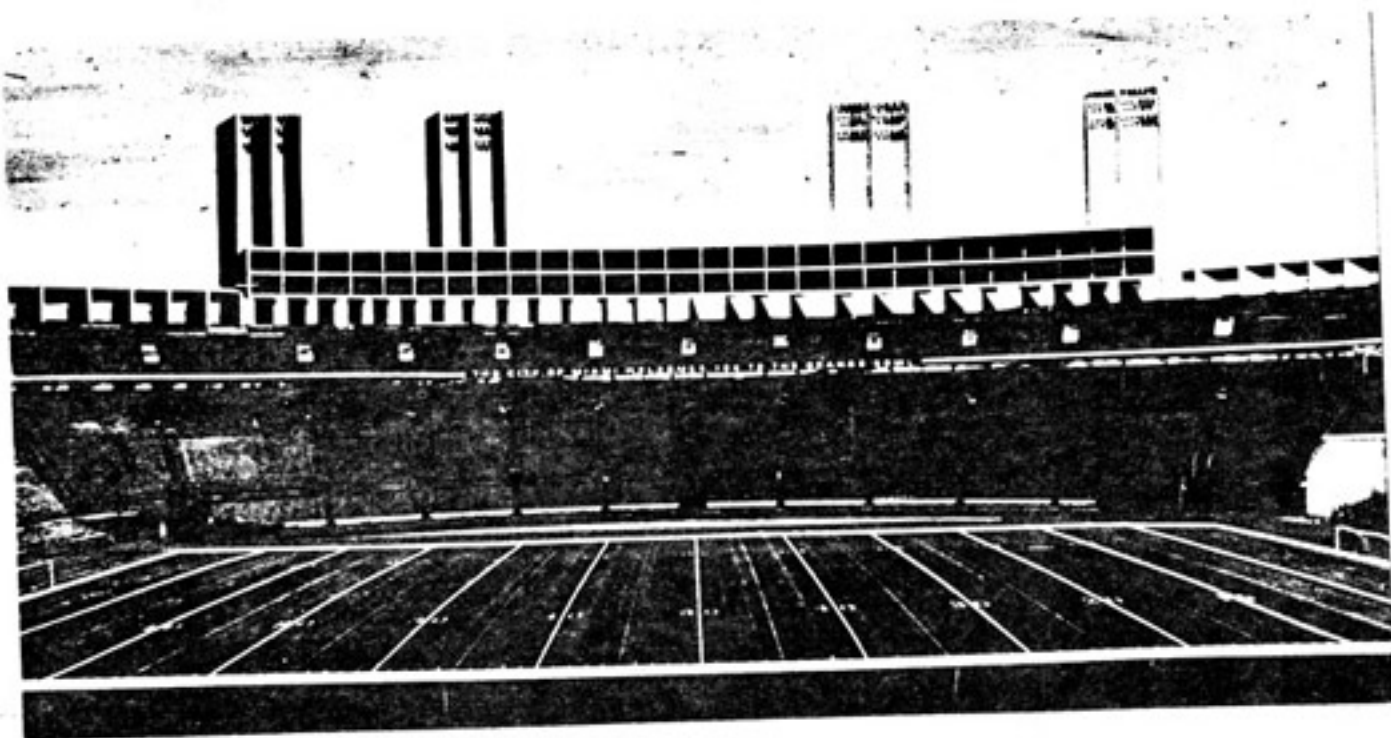
This new construction will result in a gain of 5,542 seats in the east end zone.

PRESENT  
PERMANENT  
SEATS

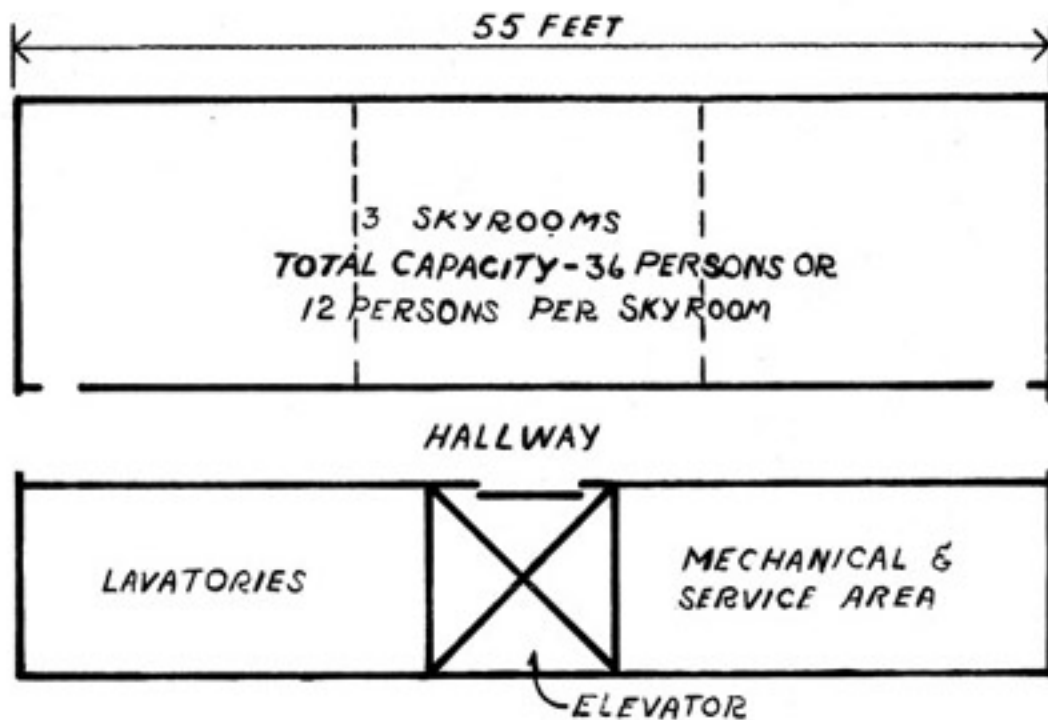
PROPOSED  
PERMANENT  
SEATS

1,044	BLEACHER SEATS	1,044
70,238	BENCH SEATS	28,465
4,070	CHAIR SEATS	48,286
0	NEW SEATS	1,080
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75,352	TOTAL PERMANENT SEATS	78,875
4,658	TEMPORARY BLEACHERS	3,000
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80,010	TOTAL SEATING	81,875

These seating improvements will be accomplished without any loss of seating in the Orange Bowl. In fact, there will be an overall gain--as shown in the accompanying chart.

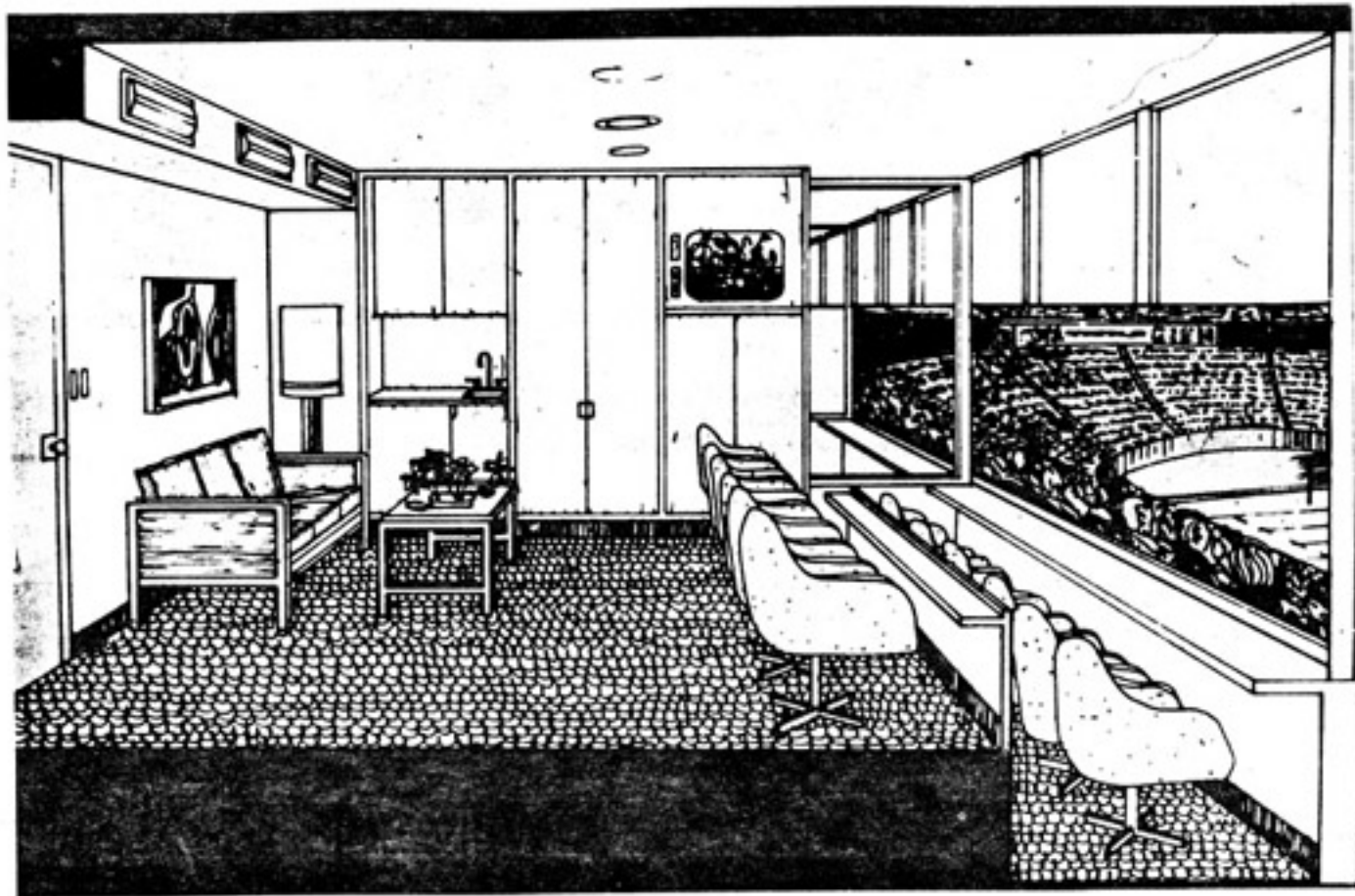


The improved seating is proposed to be further complemented by the addition of the choicest seats of all. This will be through the construction of what might be called the VIP Sky Deck. This will consist of two levels of sky rooms, totaling 90 units with each unit holding 12 spectators.



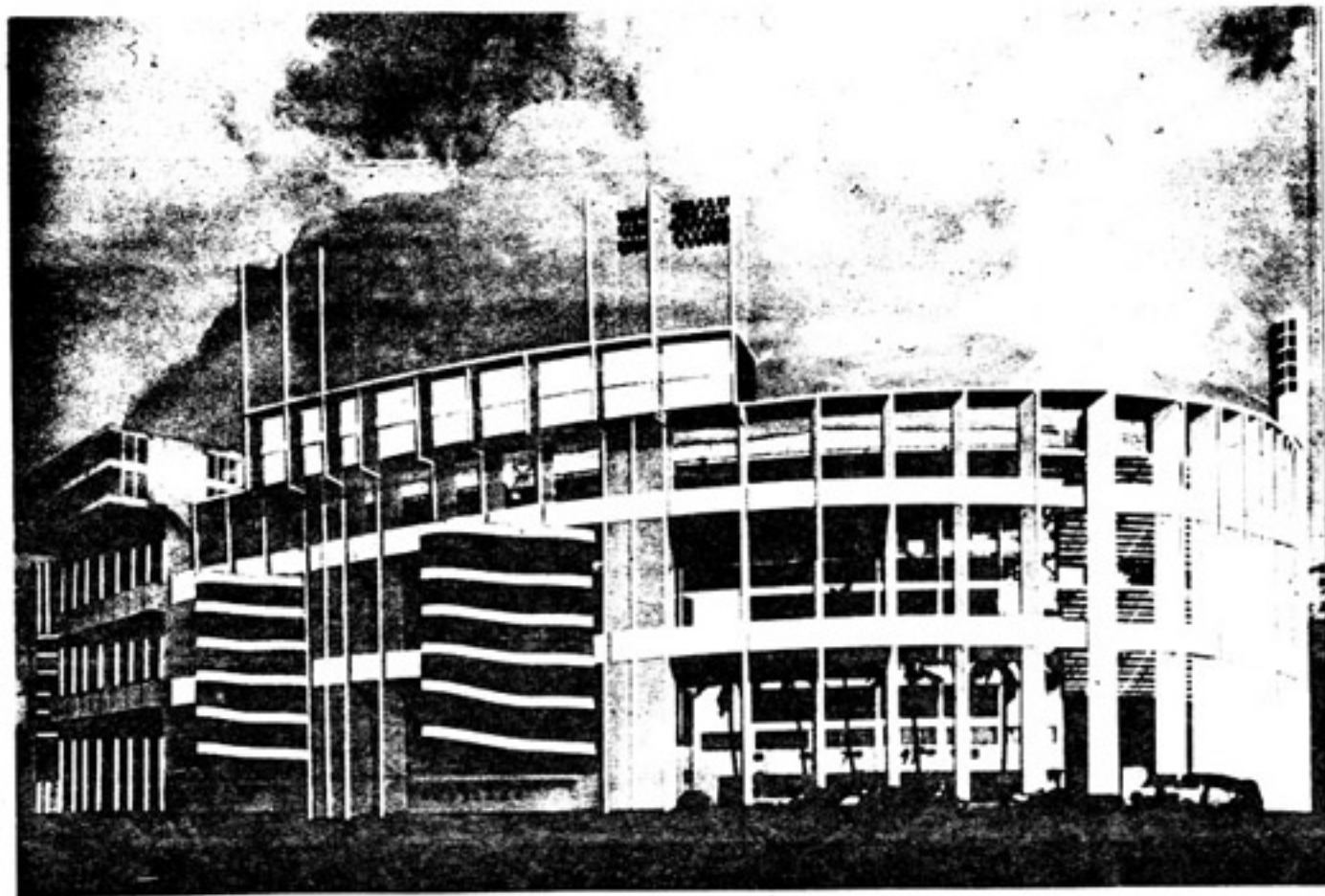
# SKY ROOMS

Access to the sky rooms will be by elevator and each cluster will have its own lavatory facilities and mechanical and service areas. Sky room design will be flexible to allow side by side units to be opened, or up and down units interconnected to form a larger room or deluxe suite.





Each individual unit will be constructed only as a shell with basic utilities. This will be leased on a long term basis, with the lessee finishing the interior as he desires. These will be similar to the "Circle Suites" which have proven to be so successful in the Texas Stadium.



The sky room construction will be similar to that of the Orange Bowl's new upper press box, whereby their support is through the construction of aesthetically designed exterior columns. This in itself will constitute a decorative facade surrounding the existing concrete and steel shell. These will further serve as towers for the improved lighting. The addition of decorative mesh between the columns will complete the aesthetic treatment of the Orange Bowl's outer surface in the area where the sky boxes are constructed. The remaining periphery of the Orange Bowl beyond the sky deck areas will be aesthetically treated by a continuation of the installation of the decorative mesh.

SPONSOR

27 HOME 10:39 VISITOR 25  
3DOWN 14TO GO BALL ON38 QTR2  
YDS GAINED HOME-229 VIS-184

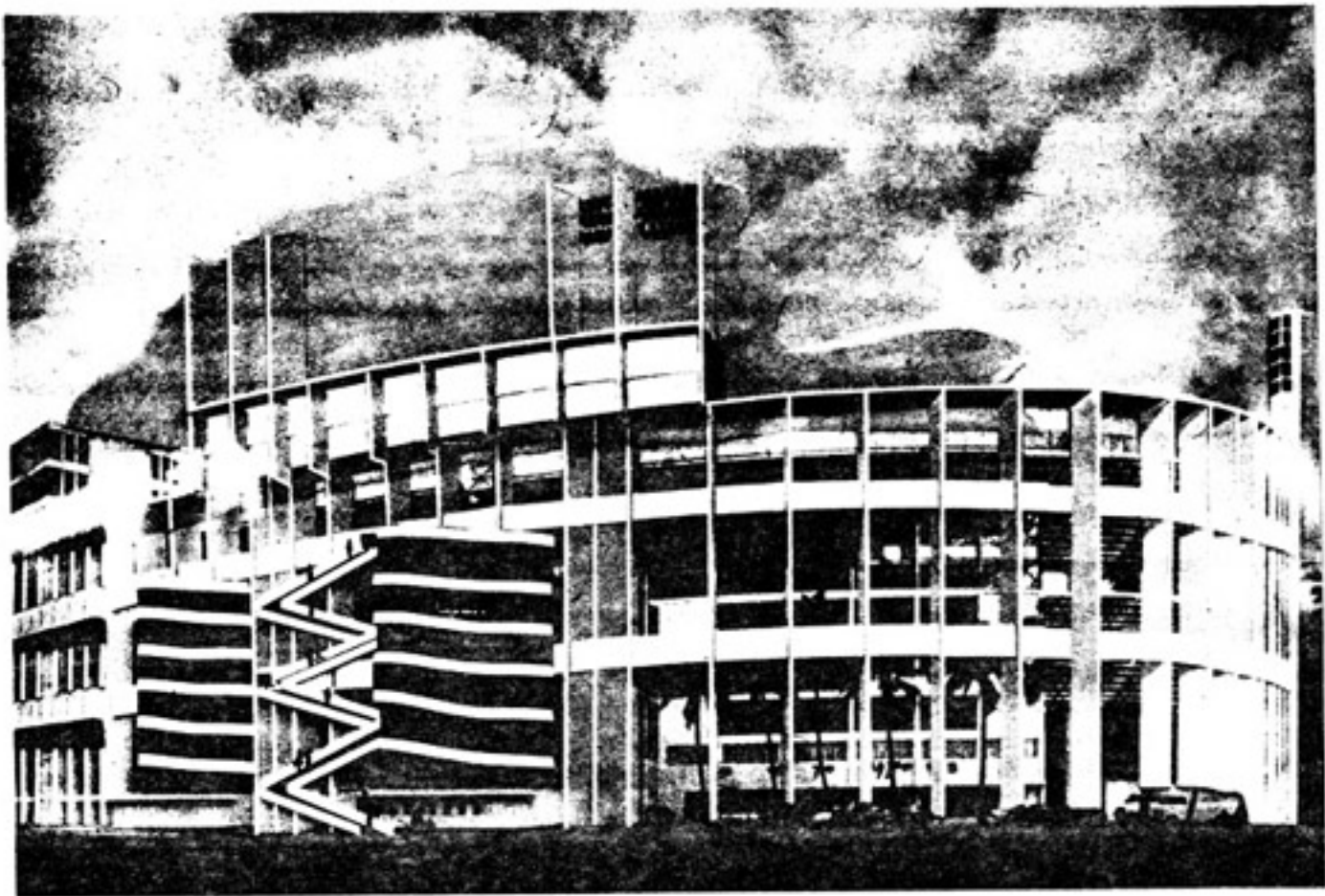
**CHARGE!**

SAMPLE ILLUSTRATION

In addition to the seating improvements, other proposals which will round out the program include:

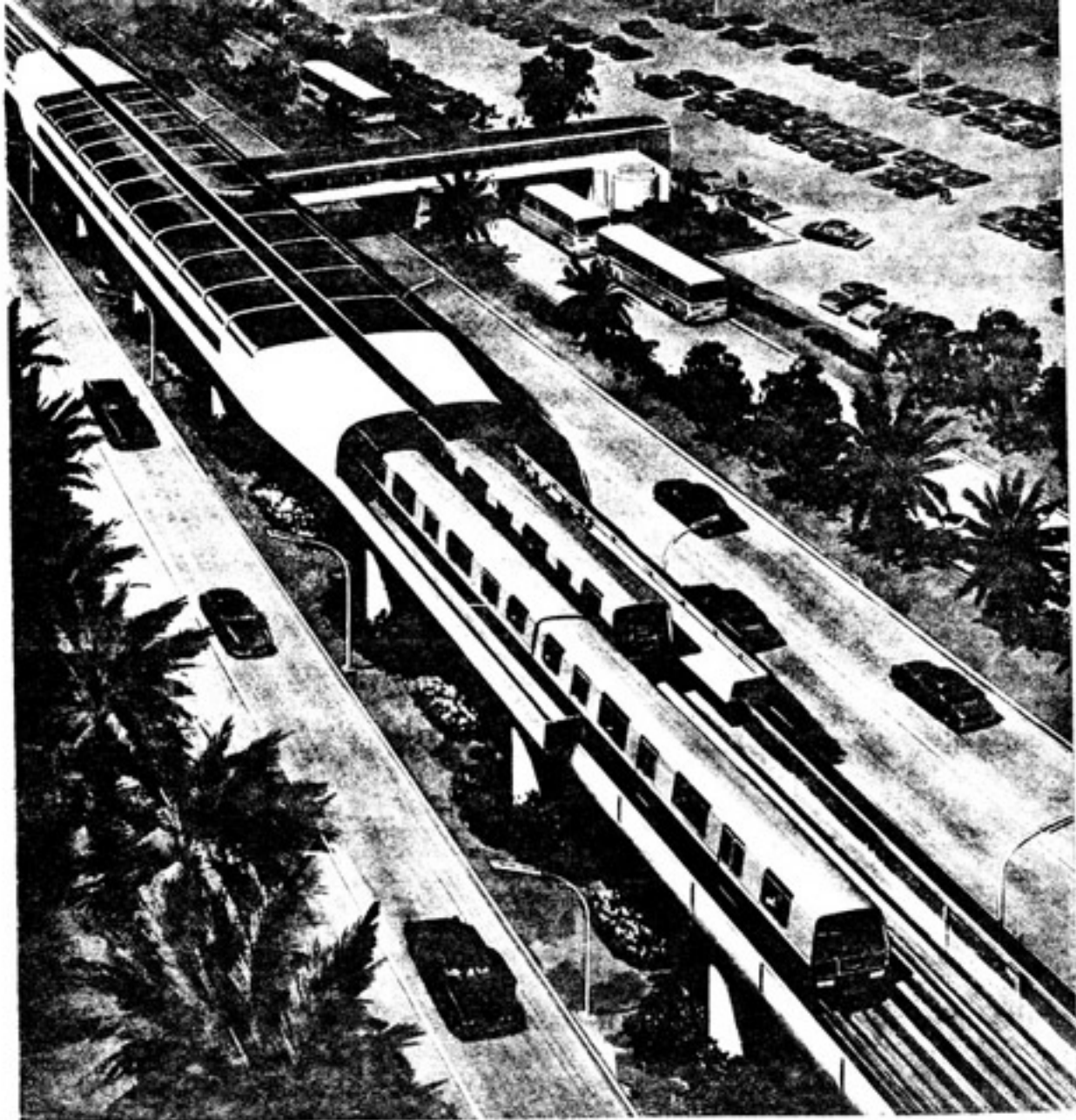
A new, contemporary electronic scoreboard will be installed in the west end zone and supplemental auxilliary scoreboards at other strategic locations.

The facing plate is a sample illustration only. Actual scoreboard design would be a part of the sponsor's proposal.



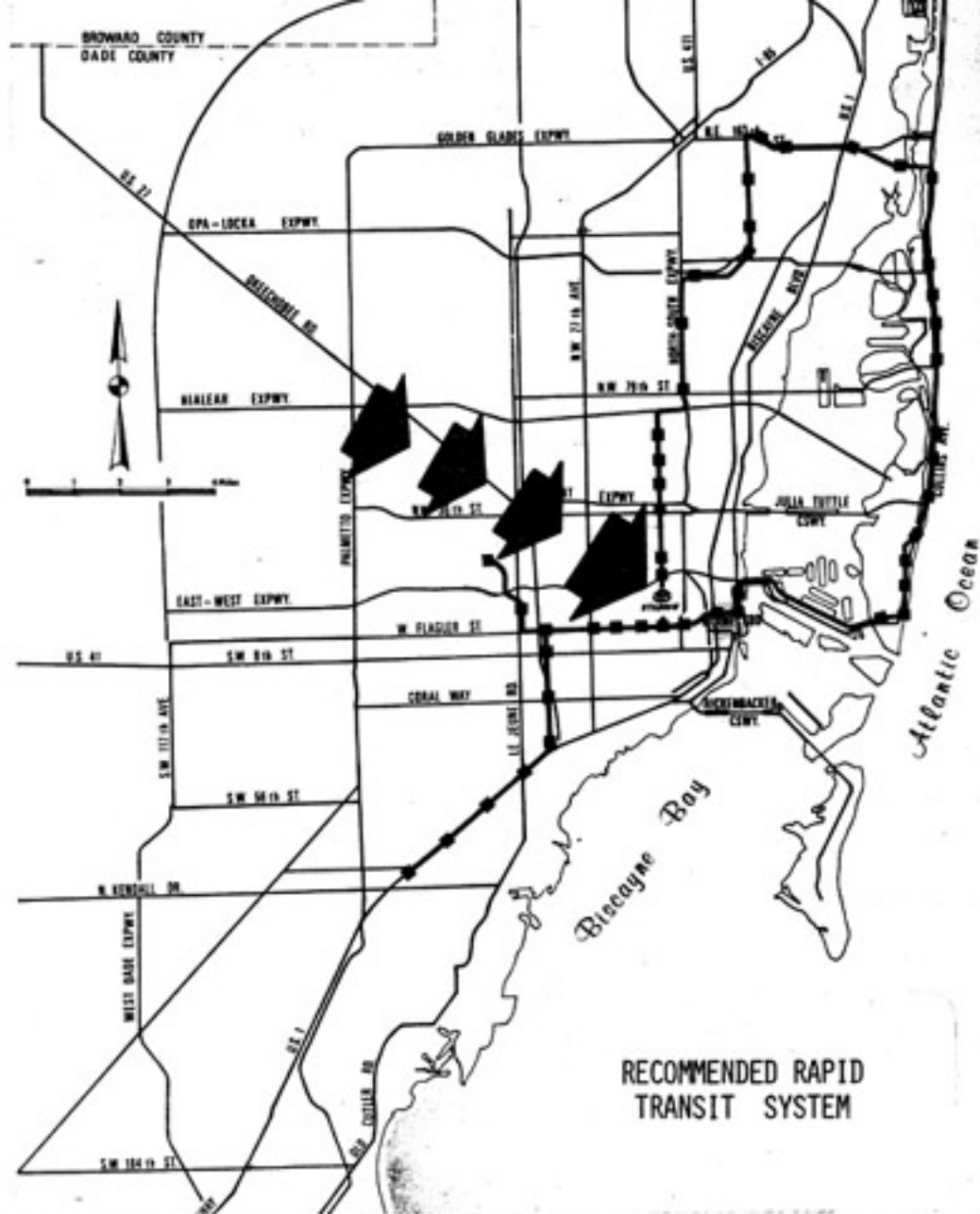
Field lighting will be replaced with a more efficient type, resulting in an increase in the field illumination of 100%.

The existing fixed ramps will be supplemented by the installation of moving ramps at four locations designed to serve both upper and lower decks. These will be reversible so as to move in the direction of the pedestrian flow.





From time to time, it has been suggested that the Orange Bowl should be relocated to an area of better transportation facilities. The answer lies not so much in increasing vehicular access to the stadium (which in turn only creates more parking, and ingress and egress problems), but rather in providing a means of alternate transportation which gives the public a choice and reduces vehicular congestion.

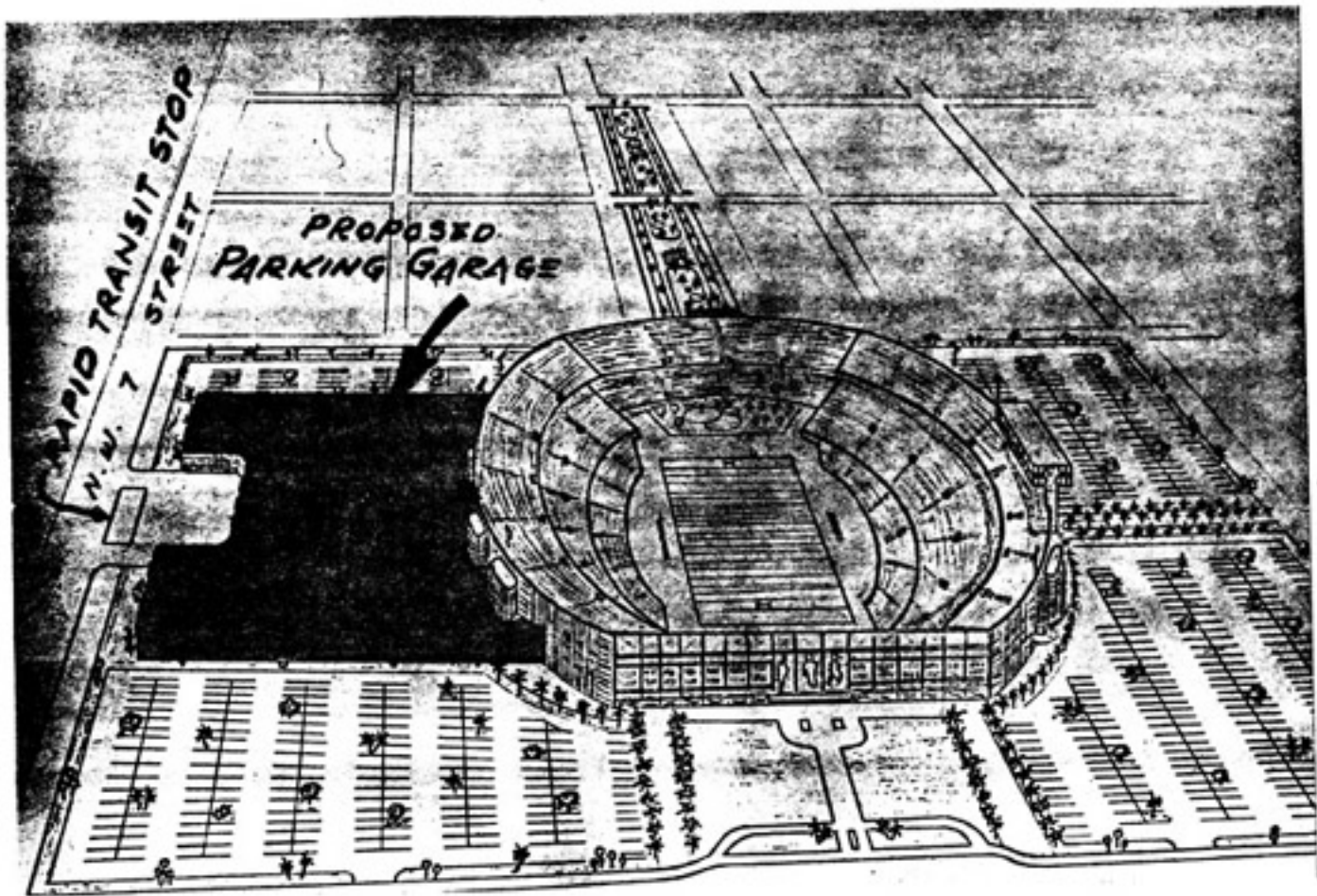


RECOMMENDED RAPID  
TRANSIT SYSTEM

Such a move is already under way.

The planned rapid transit system for Greater Miami proposes a station at the Orange Bowl.

Thus, from Dadeland to Sunny Isles, and from the Airport to South Beach, a whole new, and rapid, means of attending the Orange Bowl will be made available; and without the need of vehicular congestion.



Since the rapid transit stop would work both ways, increased use of the Orange Bowl as a mass transit stop (for a park and ride operation) could justify the construction of revenue producing garage parking facilities which, in turn, could be used for added parking during Orange Bowl events.

The existing surface street and expressway system which now handles a stadium crowd of 80,000 plus, will prove more than adequate when supplemented by rapid transit. And, it will not be necessary to relocate the Orange Bowl to the boondocks; it can stay where it belongs, within convenient reach by rapid transit, bus, private motor vehicle, and even by foot.

THE NEW ORANGE BOWL IMPROVEMENT PROGRAM  
1973 ESTIMATED COST

INTERIOR PROGRAM

EAST END ZONE STANDS	\$ 2,250,000	
LOWER DECK CHAIR SEAT CONVERSION	3,200,000	
UPPER DECK ALUMINUM BENCH SEATS	100,000	
IMPROVED FIELD LIGHTING	700,000	
OTHER INTERIOR IMPROVEMENTS	750,000	
ELECTRONIC SCOREBOARD	-	\$ 600,000

TOTAL INTERIOR PROGRAM	\$ 7,000,000	
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EXTERIOR PROGRAM

MECHANICAL RAMPS TO UPPER LEVELS	\$ 2,400,000	
OTHER EXTERIOR IMPROVEMENTS	600,000	
SKY DECK WITH ELEVATORS - 90 ROOMS	-	\$5,400,000

TOTAL EXTERIOR PROGRAM	\$ 3,000,000	
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TOTAL IMPROVEMENT PROGRAM	\$10,000,000	\$6,000,000
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