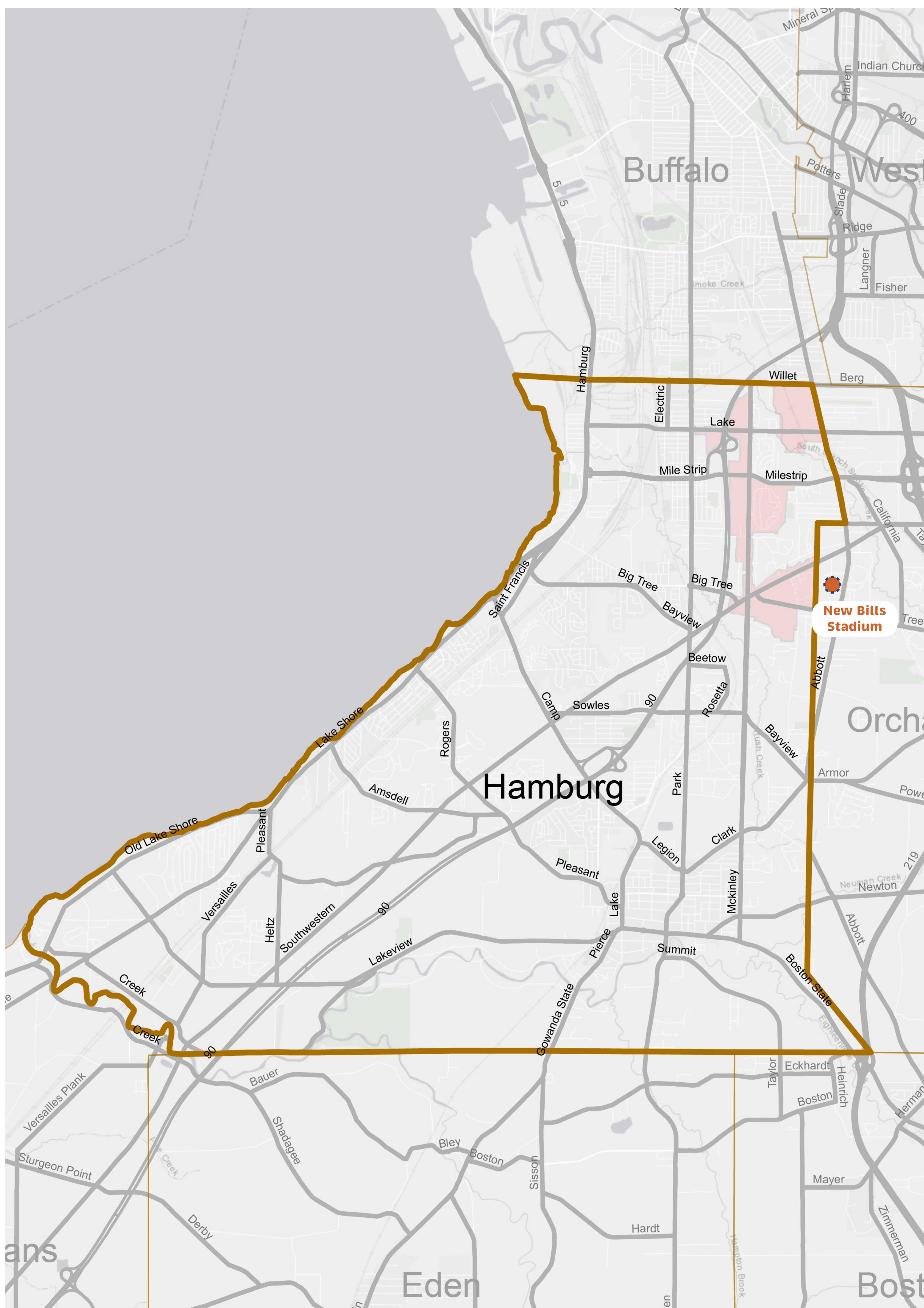


# Stadium Economic Impact Area



TOWN OF  
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NEW YORK

**Welcome to the forum!**  
**Tell us where you're from by placing a dot**  
**on the map**



**If you came from outside the area, leave a note below to let us know**

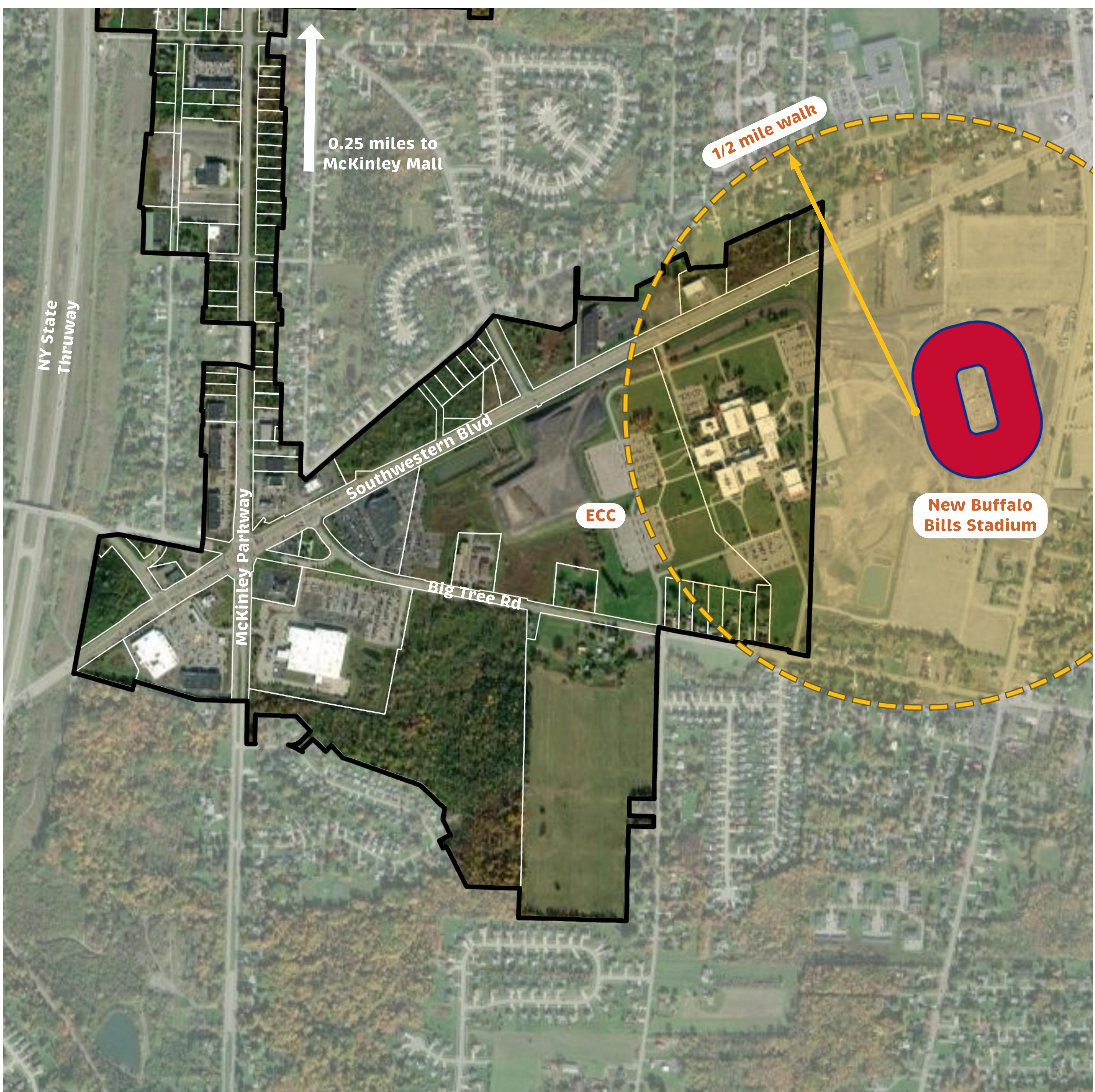
# Stadium Economic Impact Area



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## Study Context

The area surrounding the new Buffalo Bills Stadium is expected to experience significant transformation in the years ahead. As a major regional attraction, the stadium will draw increased visitor foot traffic, create new economic opportunities, and generate momentum for revitalization.



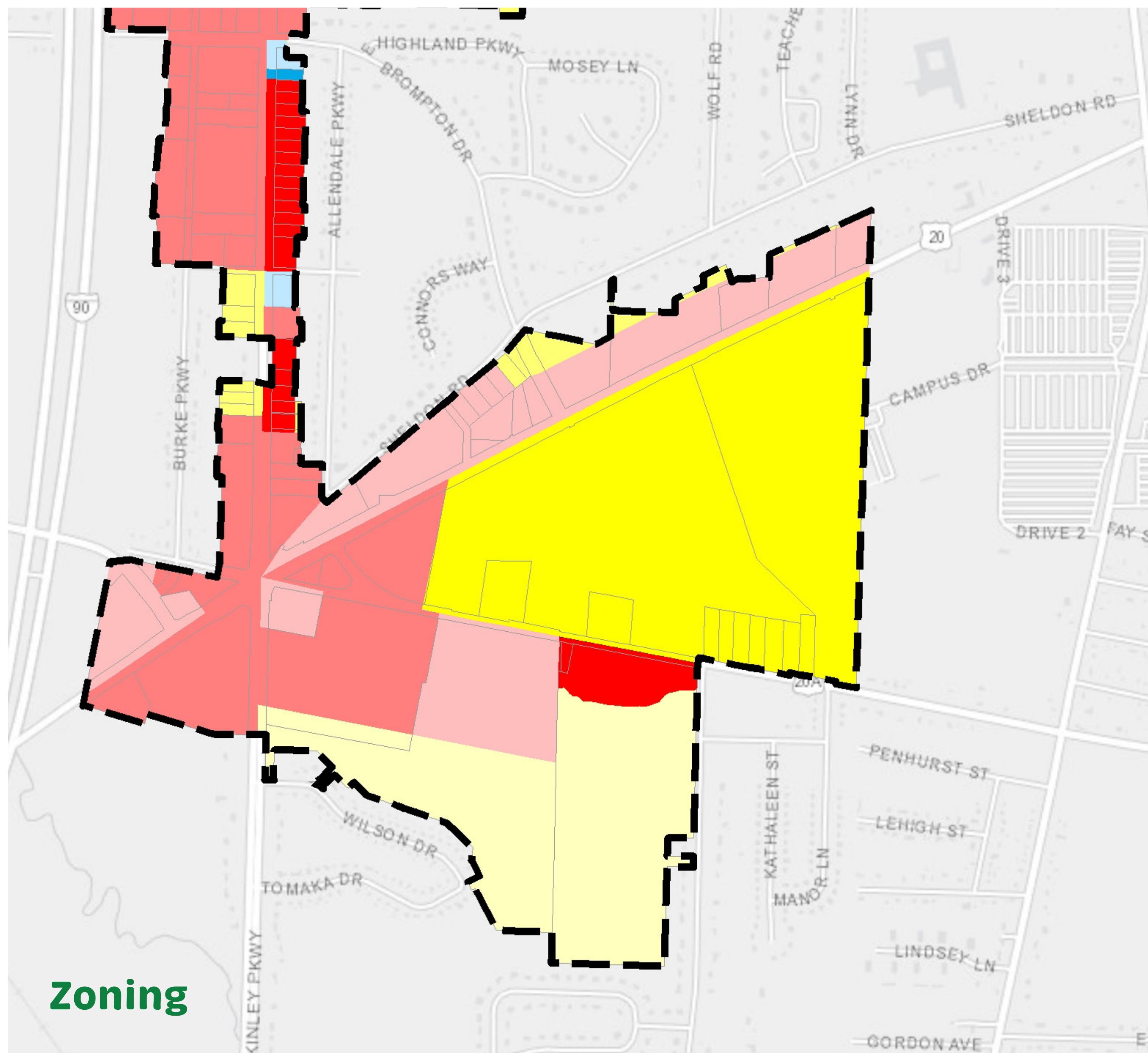
**Impact Area**

# Stadium Economic Impact Area



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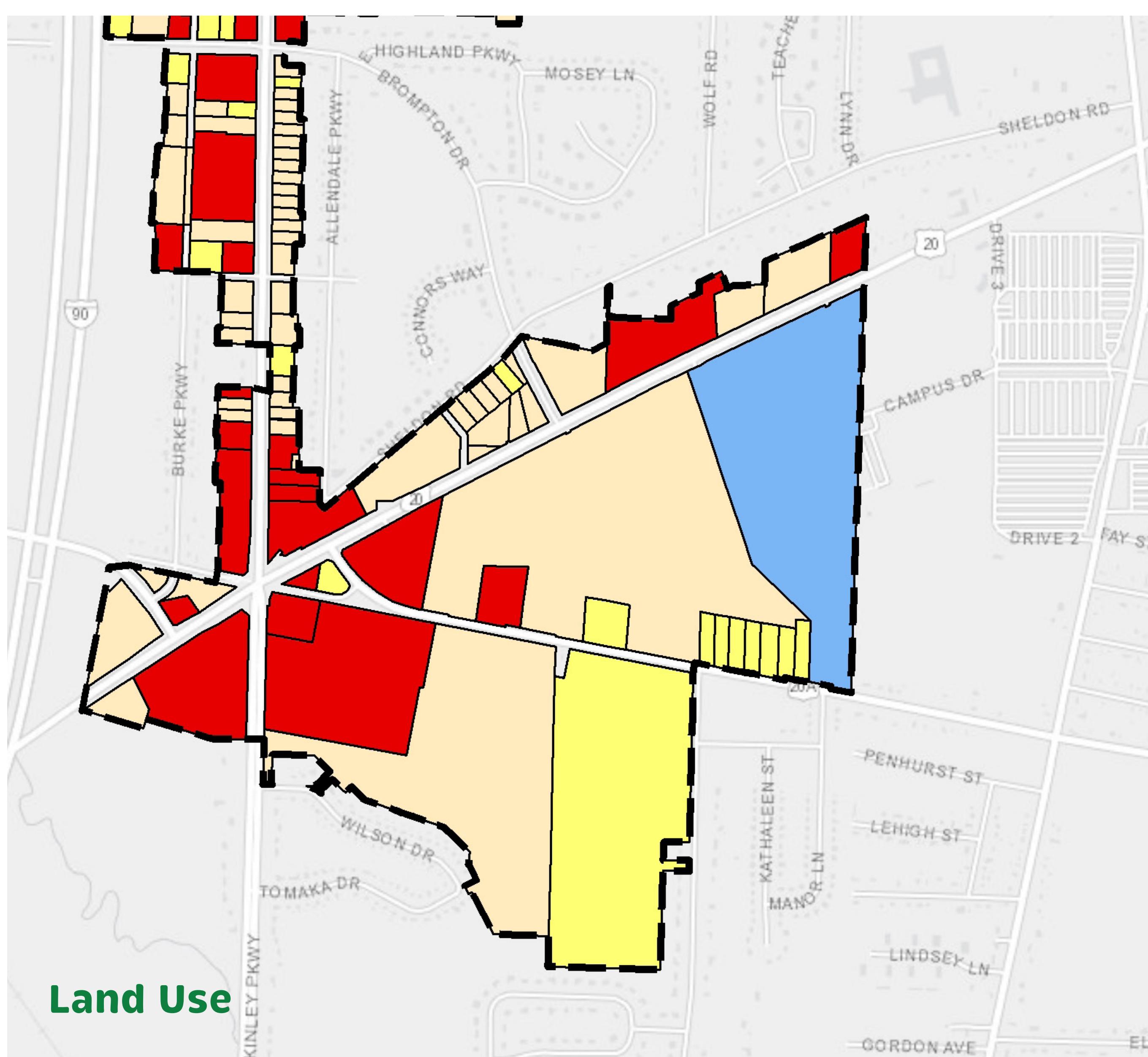
## Existing Conditions



The stadium impact area contains several districts such as Local Retail Business, General Commercial, Light Industrial and R&D. Single and multi family residential zoning is also present in the area, representing the opportunity for mixed use neighborhoods in the future.

### Legend

- Residential
- Commercial
- Community
- Vacant Land



The stadium impact area is characterized primarily by Commercial land use along major corridors. With large amounts of vacant land and community uses, the ECC represents a critical opportunity in the area on the threshold of the new stadium.

## Notes & Feedback

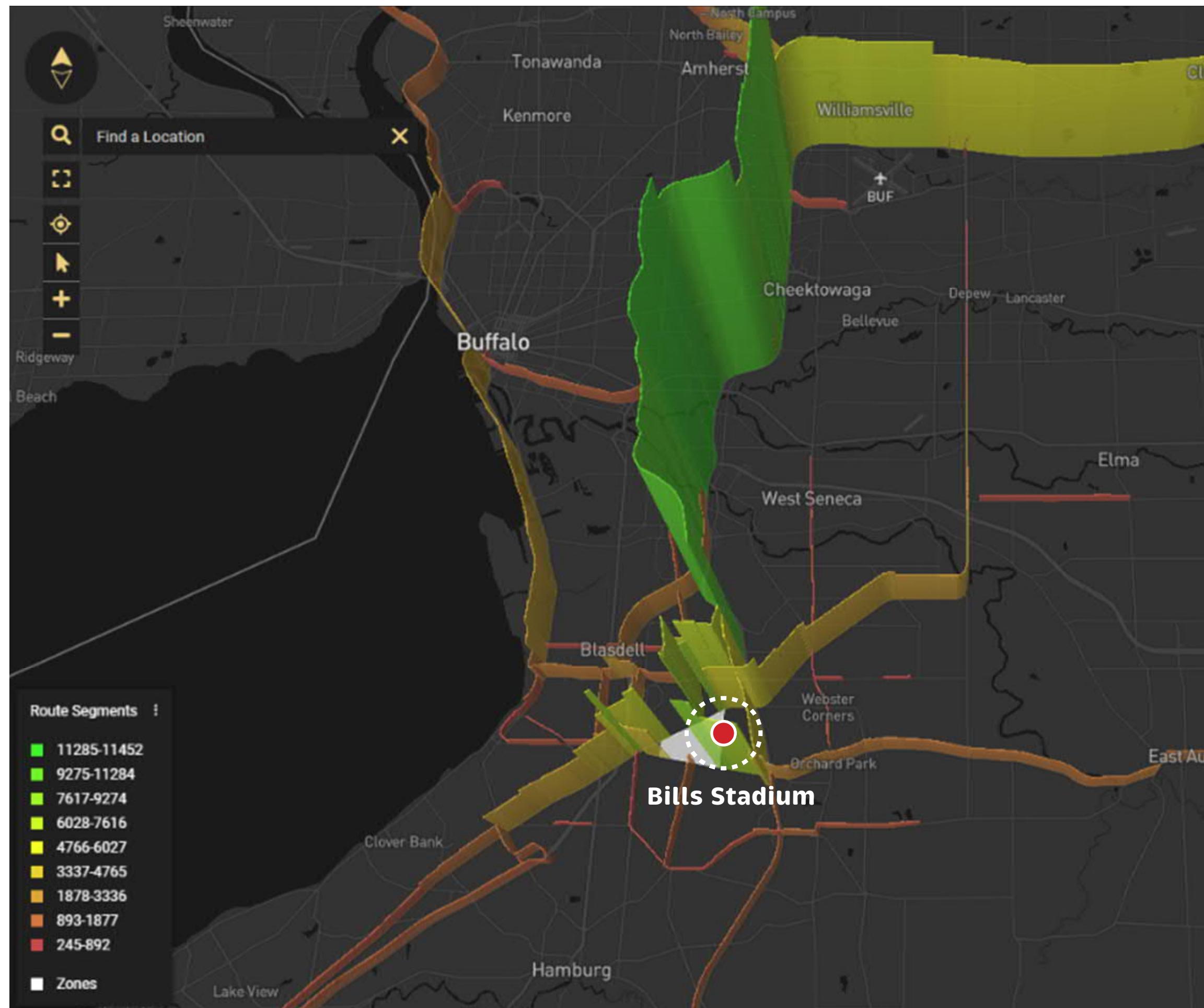
# Stadium Economic Impact Area

## Existing Conditions



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Localized StreetLight Data for Post-Game Traffic Conditions



## What is this study?

This map shows local traffic patterns after a Buffalo Bills home game using anonymized GPS data from mobile devices. It captures vehicle movement volume and direction on key roads near the stadium.

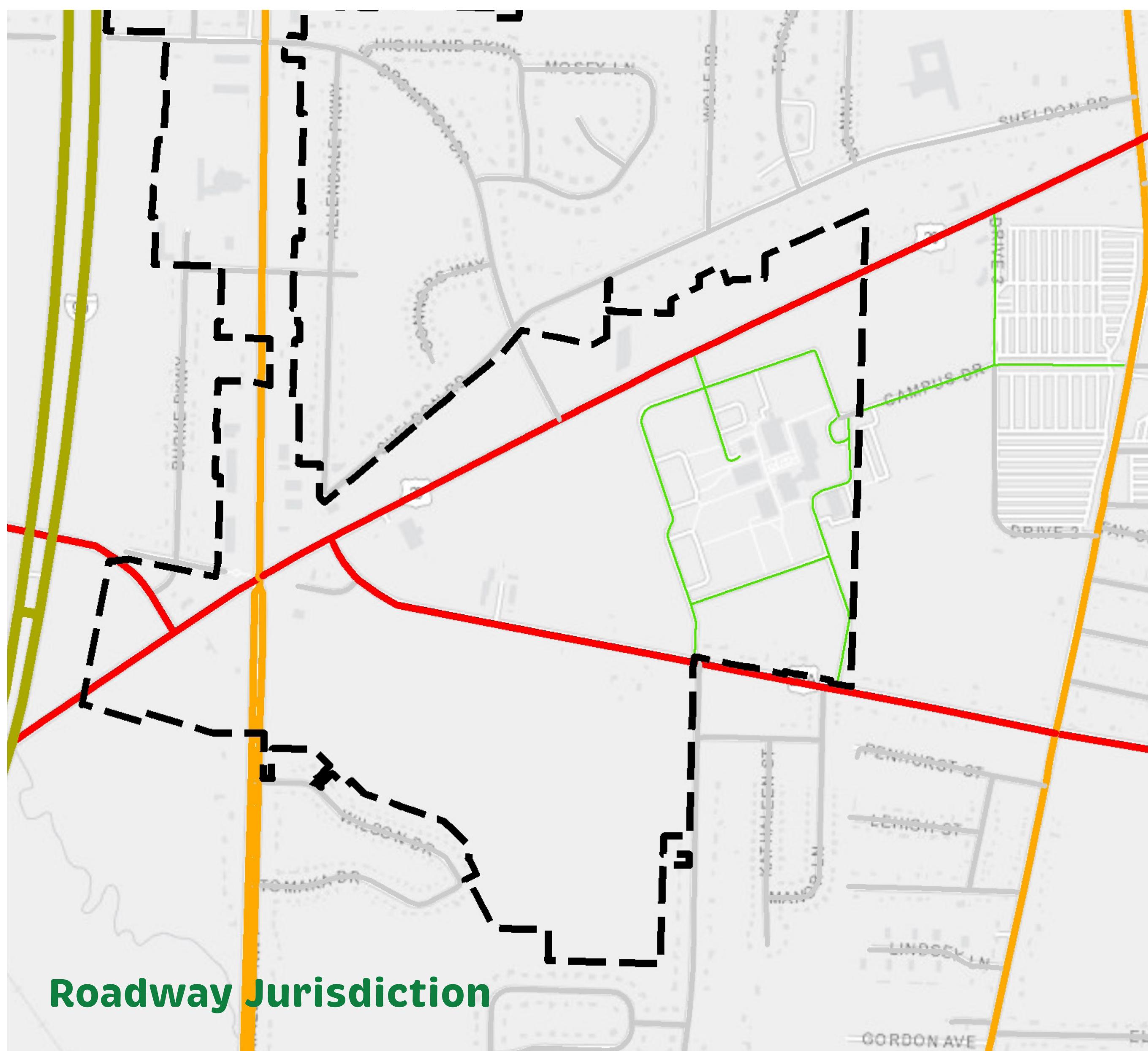
## What does it convey?

The map illustrates how post-game traffic flows away from the stadium area. Heavier lines and greener colors indicate higher volumes of vehicles. It highlights which roads carry the most traffic and shows that **most vehicles exit via Big Tree Road, Southwestern Boulevard, and Route 219.**

**Legend**

- Thruway
- State Road
- County Road
- Town Road
- City Street
- Village Street
- Private Road

The stadium is located within a network of major state and county roads that support high volumes of game day traffic. The Thruway runs just west of the stadium, providing regional access. This street jurisdiction map is useful for identifying which agencies are responsible for roadway maintenance, signage, and traffic control in the area.



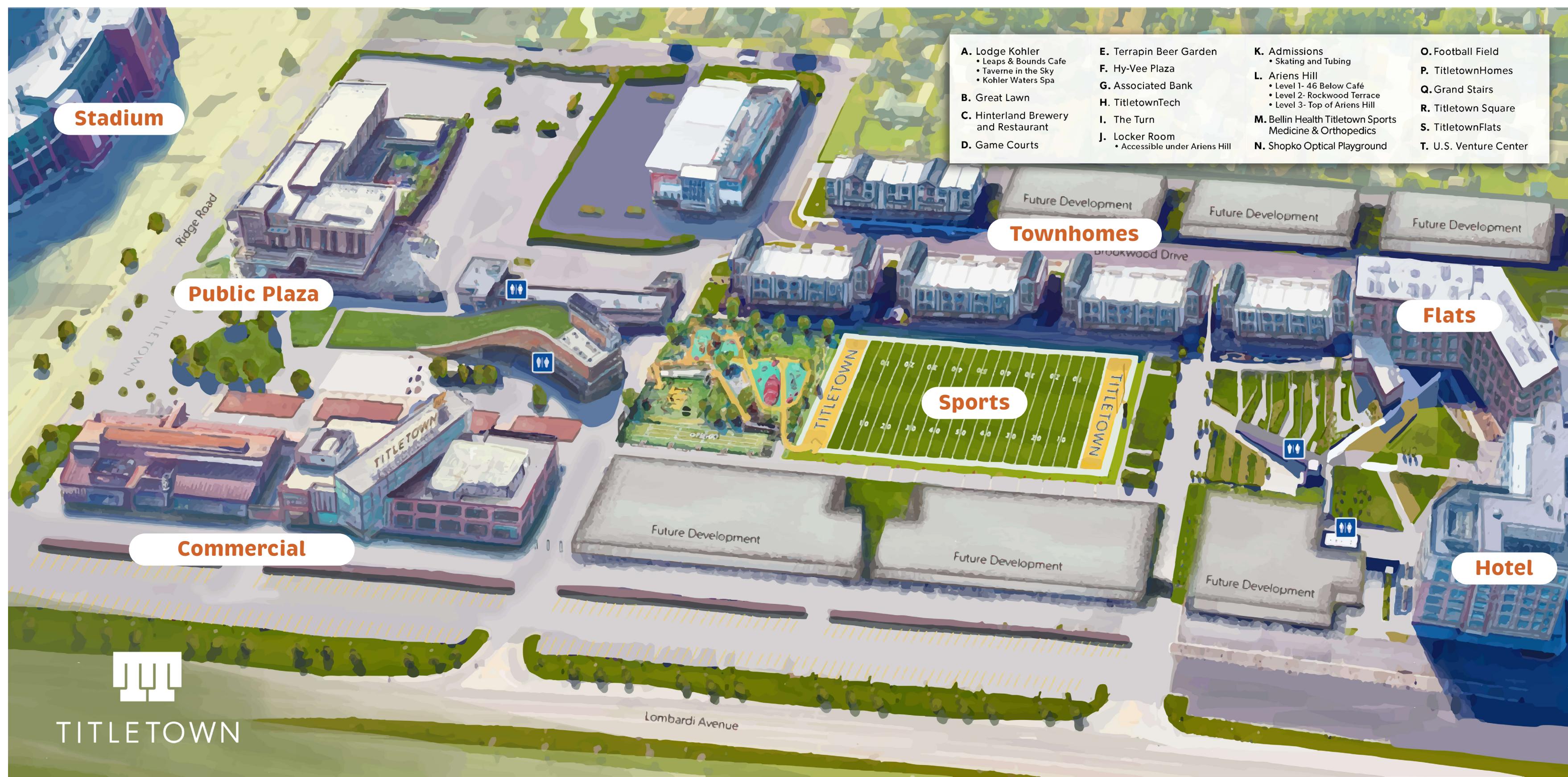
## Notes & Feedback

# Stadium Economic Impact Area

## Case Studies



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### Title Town Mixed Use Development

Green Bay, Wisconsin

#### Sports Activities



#### Gameday Activities



#### Public Spaces



#### Townhomes



#### Community Buildings



#### Flats



## Notes & Feedback

# Stadium Economic Impact Area

## Case Studies



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**Crocker Park**  
Cleveland, Ohio

**Public Square**



**Community Garden**



**Community Activities**



**Seasonal Activity**



**Play Spaces**



**Vendors/Small Businesses**



## Notes & Feedback

# Stadium Economic Impact Area

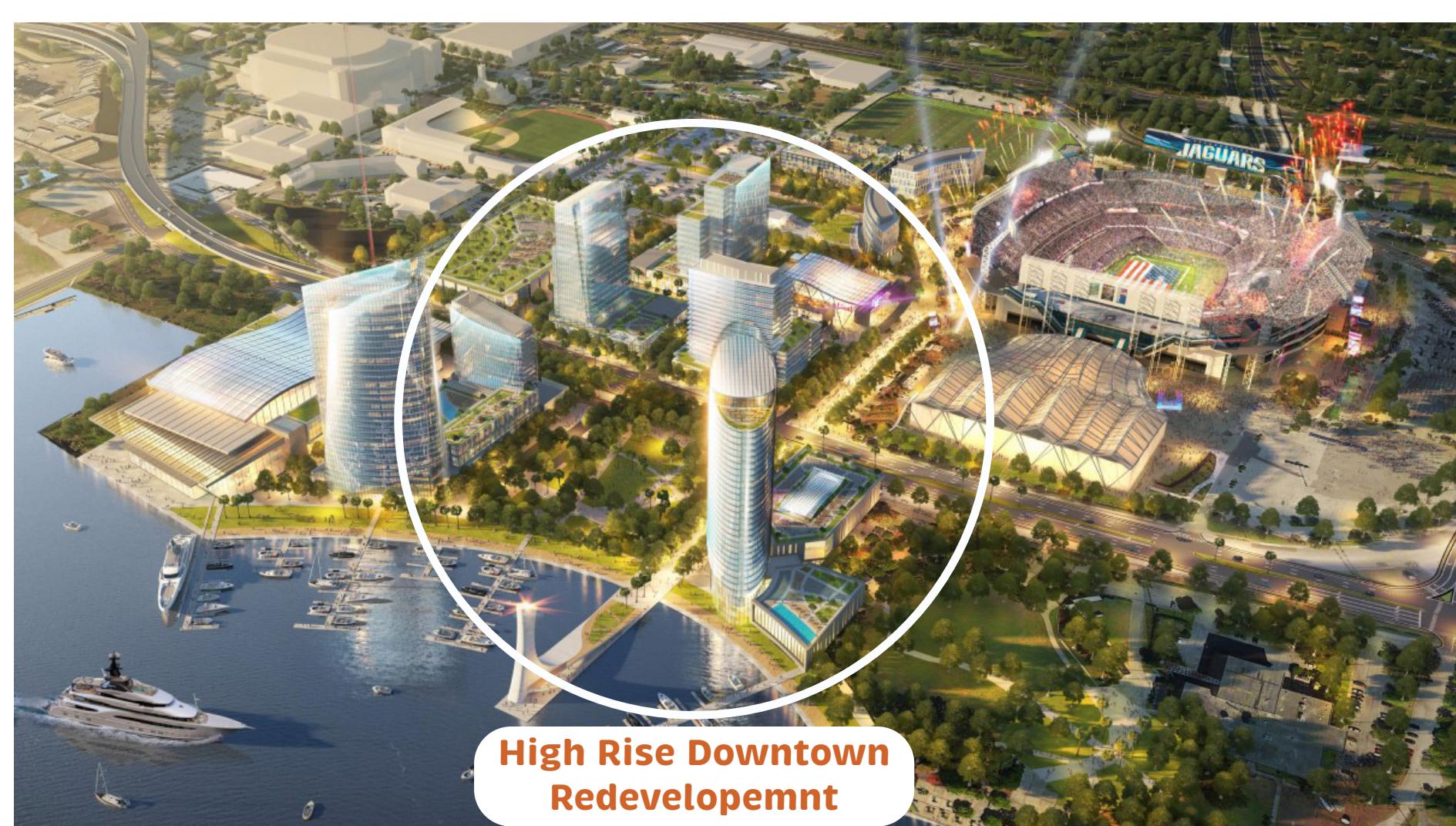
## Case Studies

### Developments around NFL stadiums



#### Tennessee Titans

The Titans are anchoring a major redevelopment of Nashville's East Bank with a new domed stadium. The surrounding area is being transformed into a walkable mixed-use district featuring housing, retail, office space, greenways, and riverfront parks.



#### Jacksonville Jaguars

The Jaguars, through a partnership with Cordish Companies, are leading a \$2.5 billion downtown revitalization effort near their stadium. The Shipyards and surrounding area will include office space, hotels, apartments, retail, restaurants, and a riverfront park.



#### Cleveland Browns

The Browns are planning a \$2.4 billion development in Brook Park that includes a new domed stadium and a surrounding entertainment district with hotels, residential units, retail, and office space. The project aims to create a year-round destination and stimulate economic growth.



#### Washington Commanders

The Commanders are part of a proposed \$3.7 billion redevelopment of the RFK Stadium site in D.C. The plan includes a new stadium, thousands of housing units (with a significant affordable component), retail, entertainment, and public recreation facilities.

## Notes & Feedback



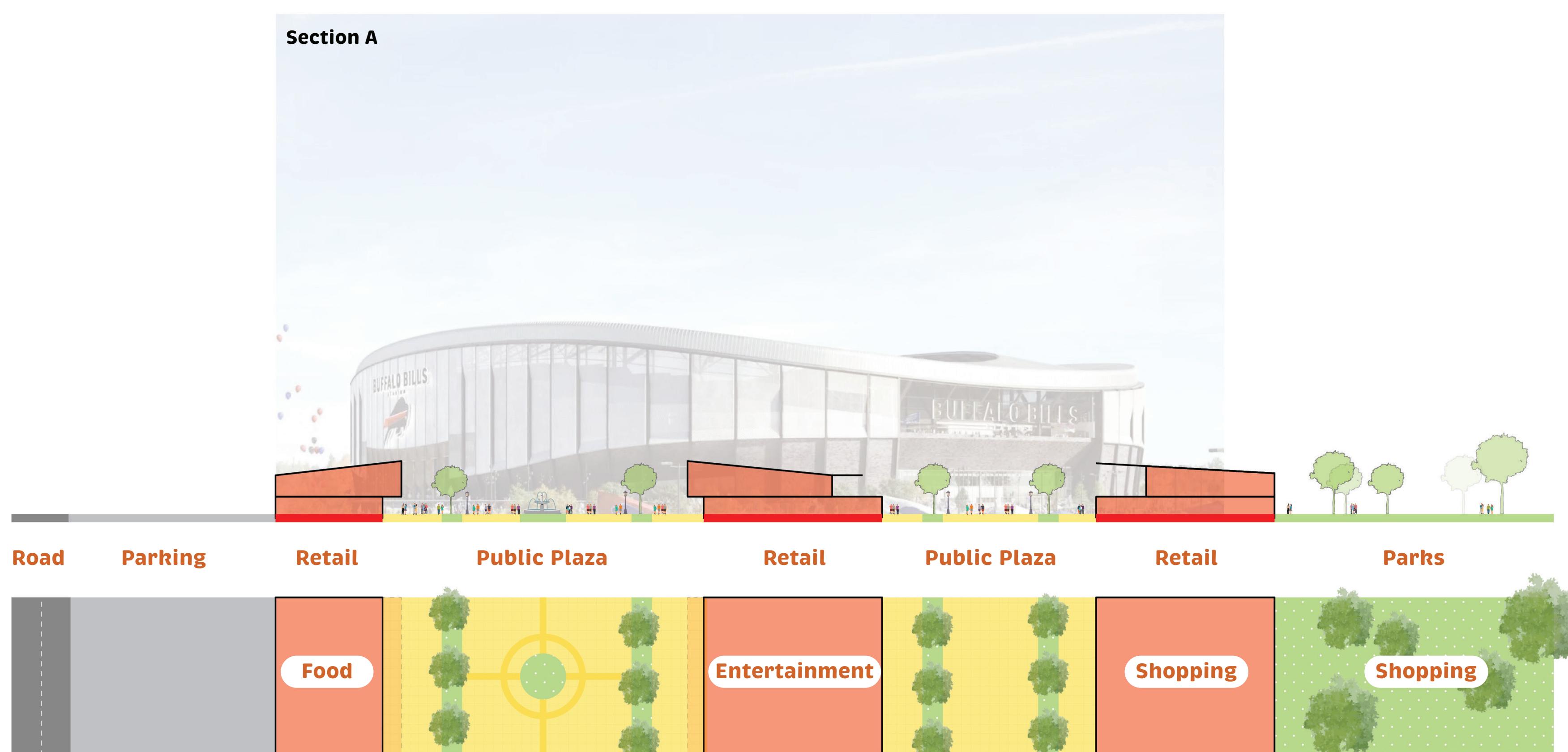
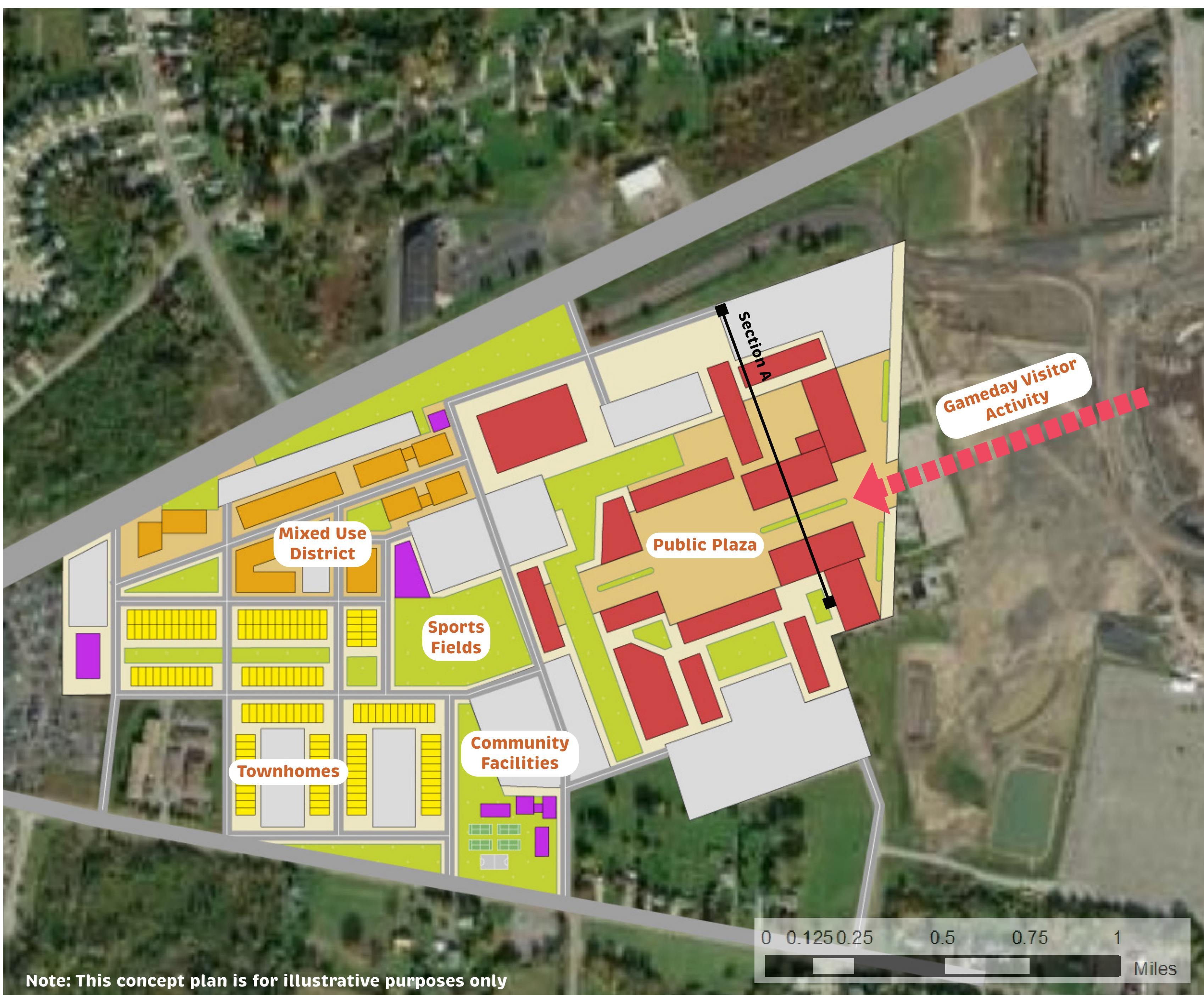
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# Stadium Economic Impact Area

## Illustrative Concept



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## Notes & Feedback

# Stadium Economic Impact Area

## Illustrative Concept

This concept plan envisions a vibrant, walkable mixed-use district adjacent to the new Buffalo Bills stadium. The layout blends commercial spaces with mixed-use buildings that integrate retail, office, and residential uses. A network of residential townhomes can offer diverse housing



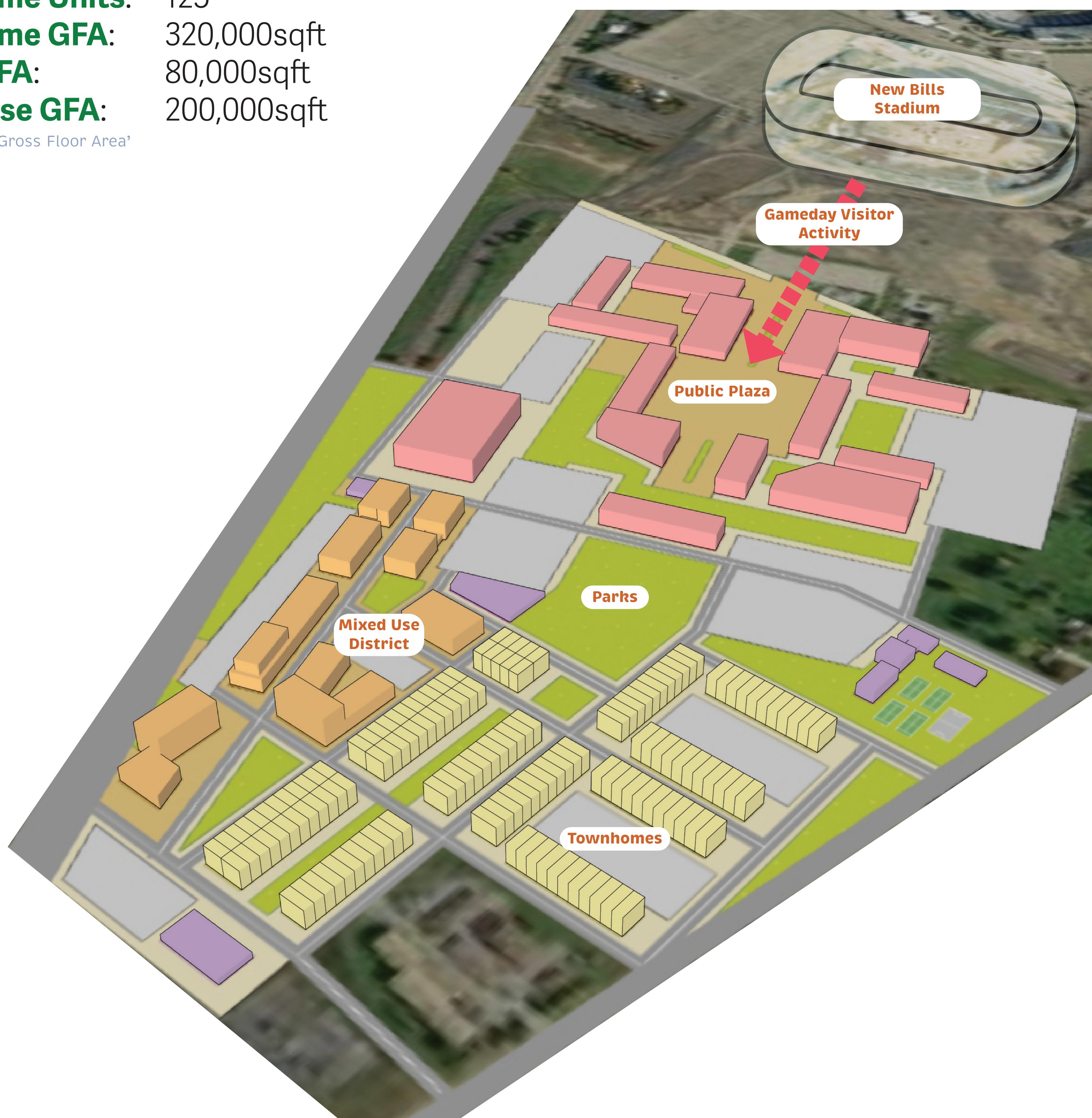
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options, while strategically placed community buildings provide space for civic, cultural, or recreational amenities. Together, the plan supports year-round activity, creates a sense of place, and leverages the stadium's presence to drive long-term economic and social vitality.

<b>Townhome Units:</b>	125
<b>Townhome GFA:</b>	320,000sqft
<b>Retail GFA:</b>	80,000sqft
<b>Mixed Use GFA:</b>	200,000sqft

GFA refers to 'Gross Floor Area'

Note: This concept plan is for illustrative purposes only



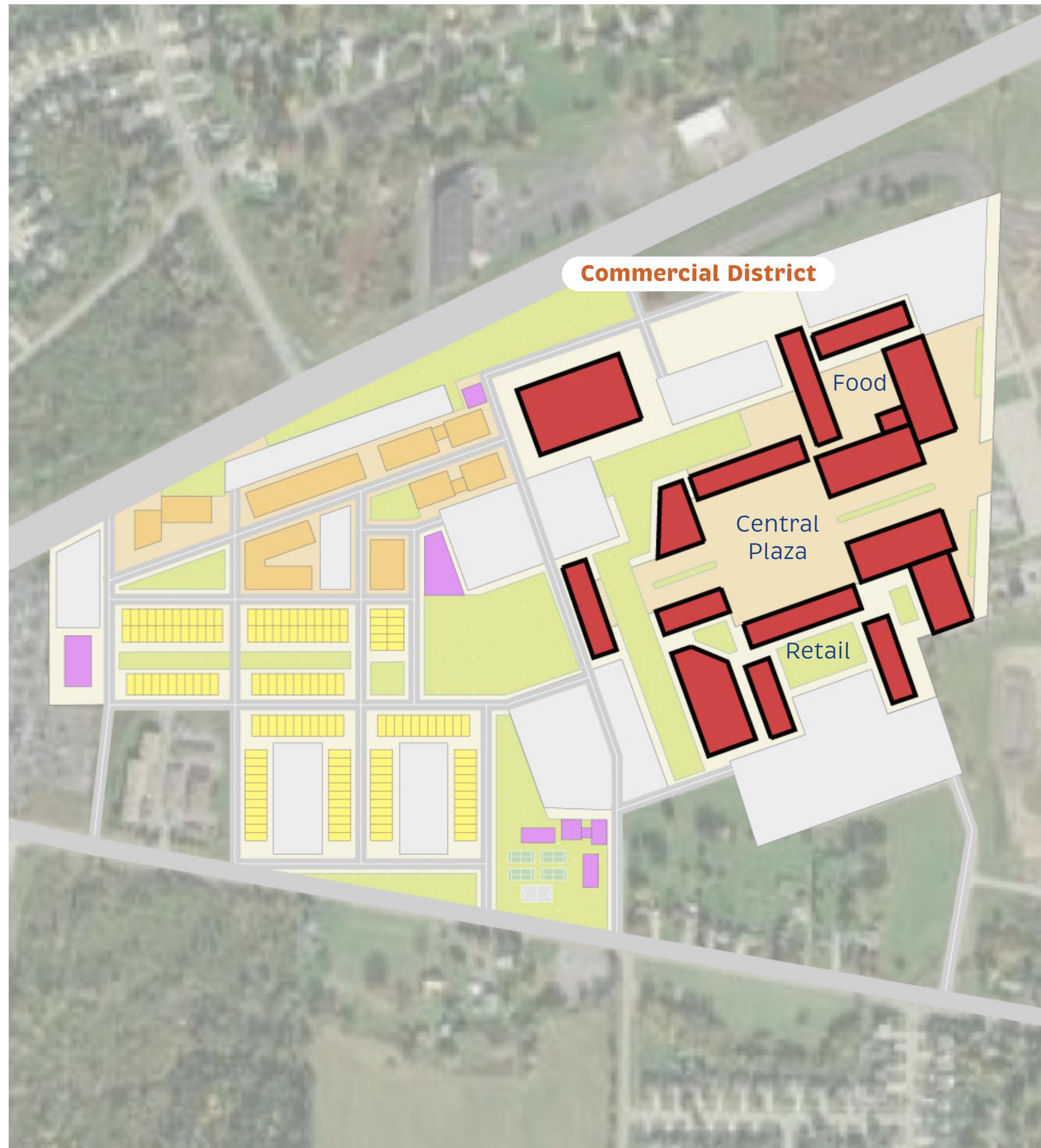
## Notes & Feedback

# Stadium Economic Impact Area

## Commercial Character



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This area would be designed to foster a strong sense of place where people can gather, linger, and return often. It imagines a walkable commercial center at the footstep of the new stadium, that blends gameday activities with year round retail and community spaces.



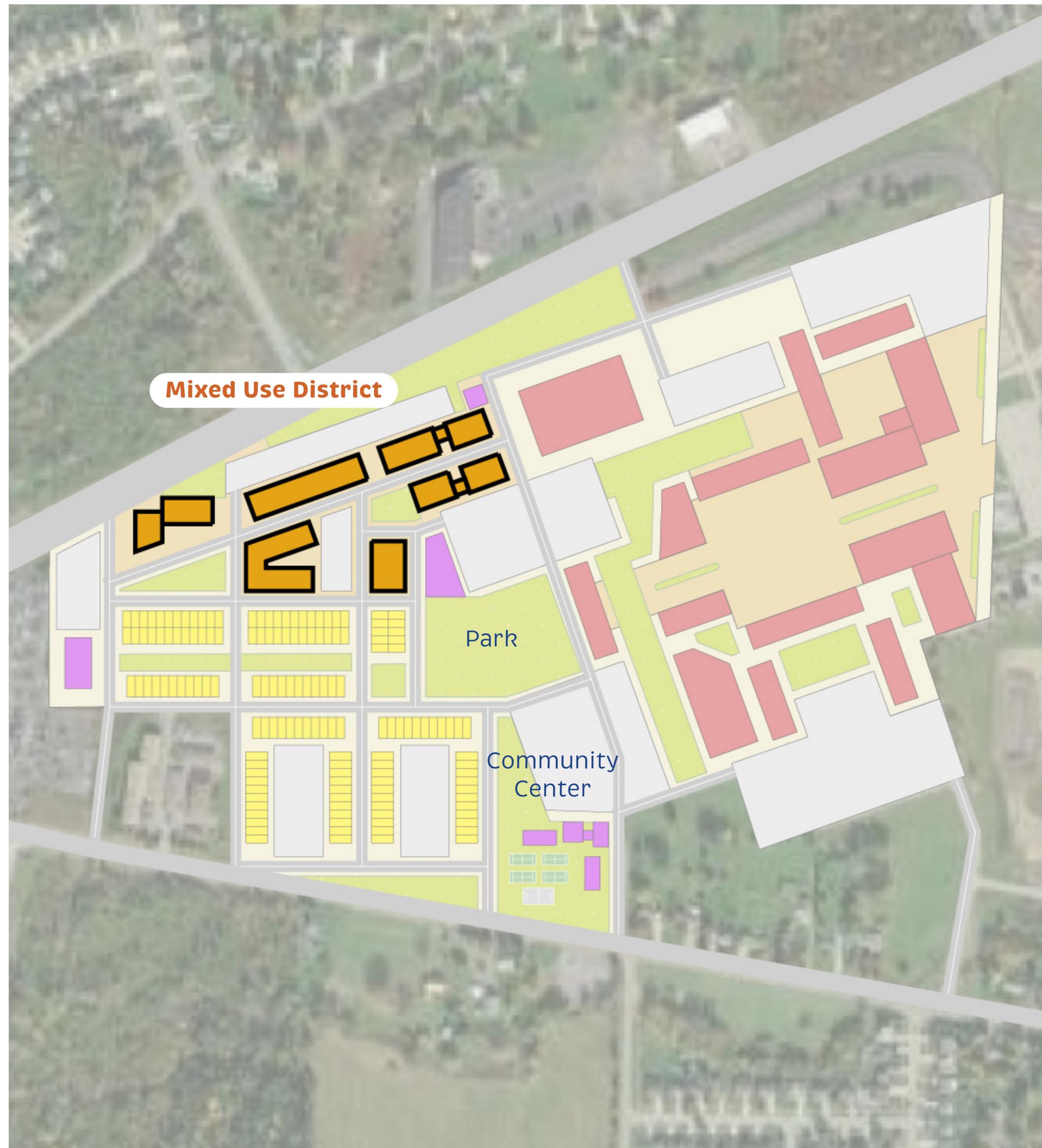
## Notes & Feedback

# Stadium Economic Impact Area

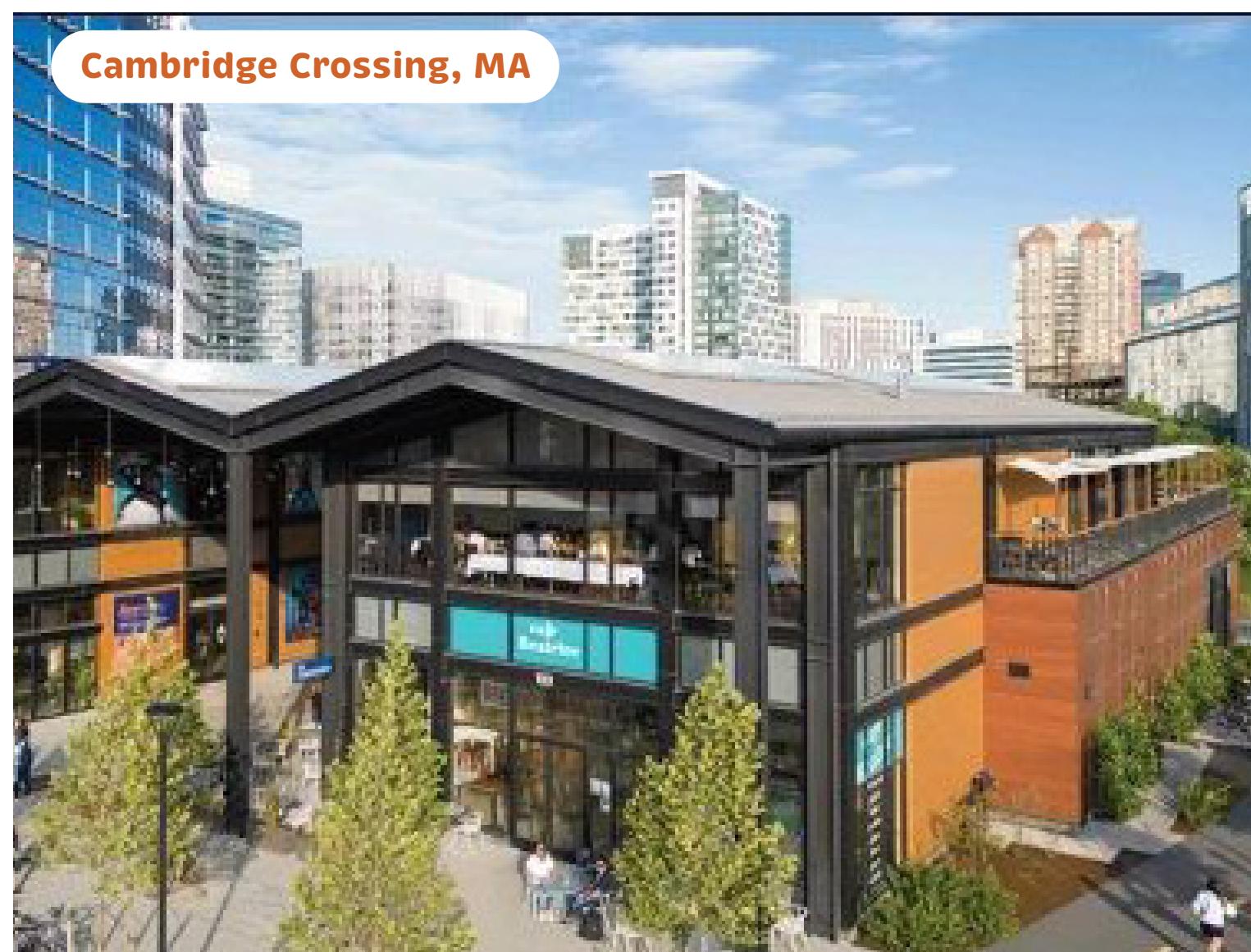
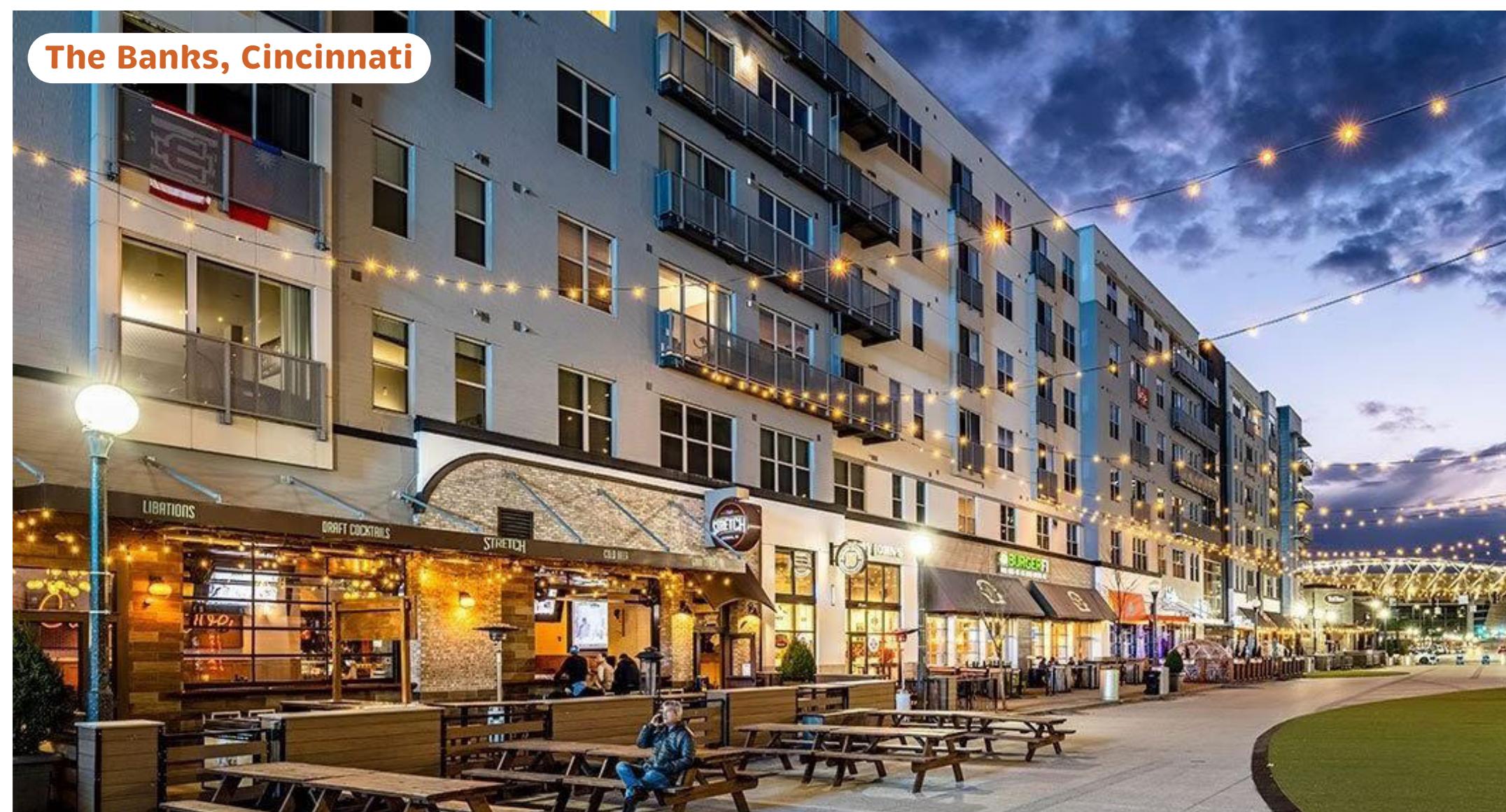
## Mixed Use Character



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This area would be a lively, mixed-use district where everyday life unfolds within a walkable, human-scaled environment. Blending housing, retail, office, and public space, the plan creates a place that's active throughout the day.



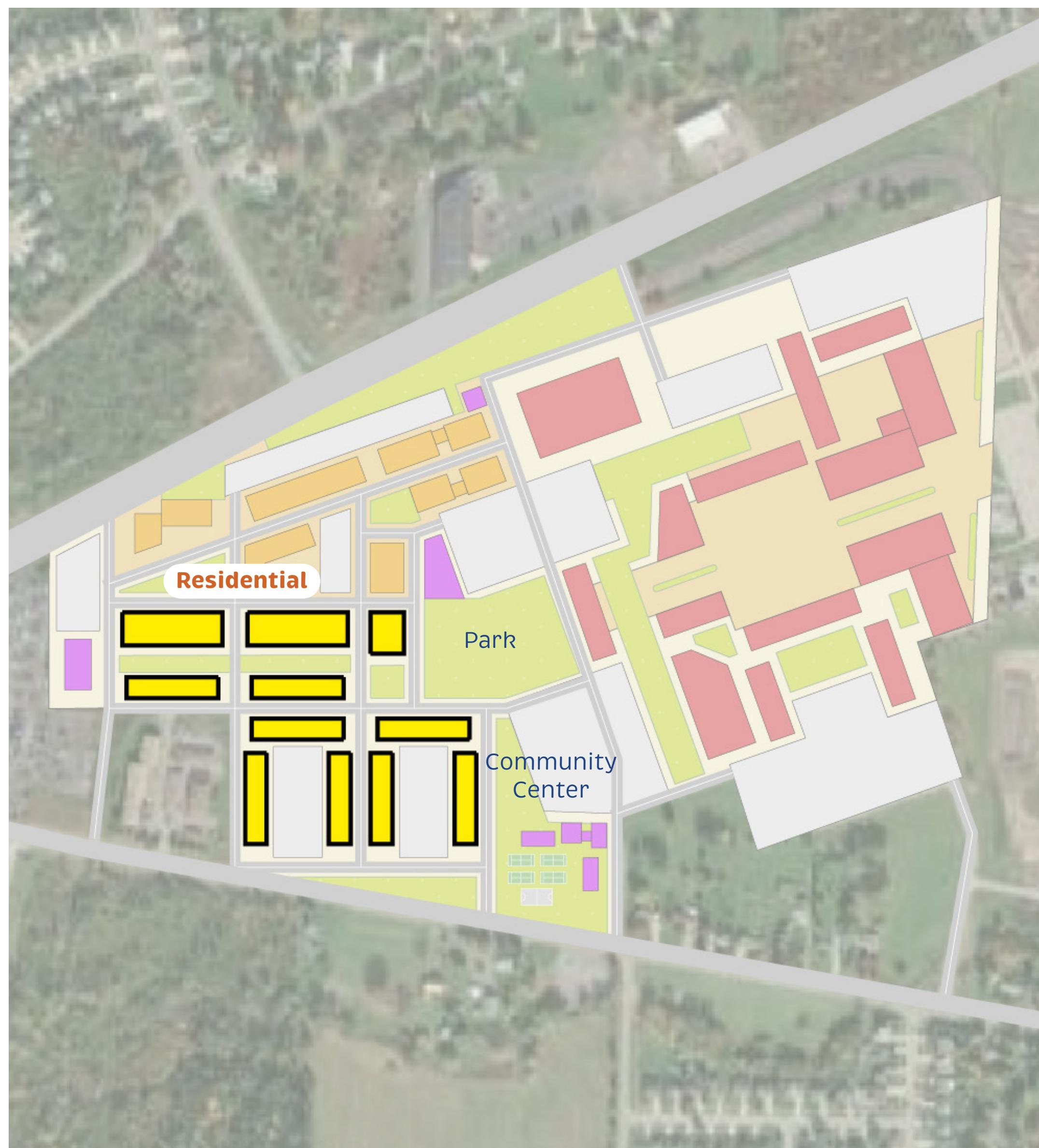
## Notes & Feedback

# Stadium Economic Impact Area

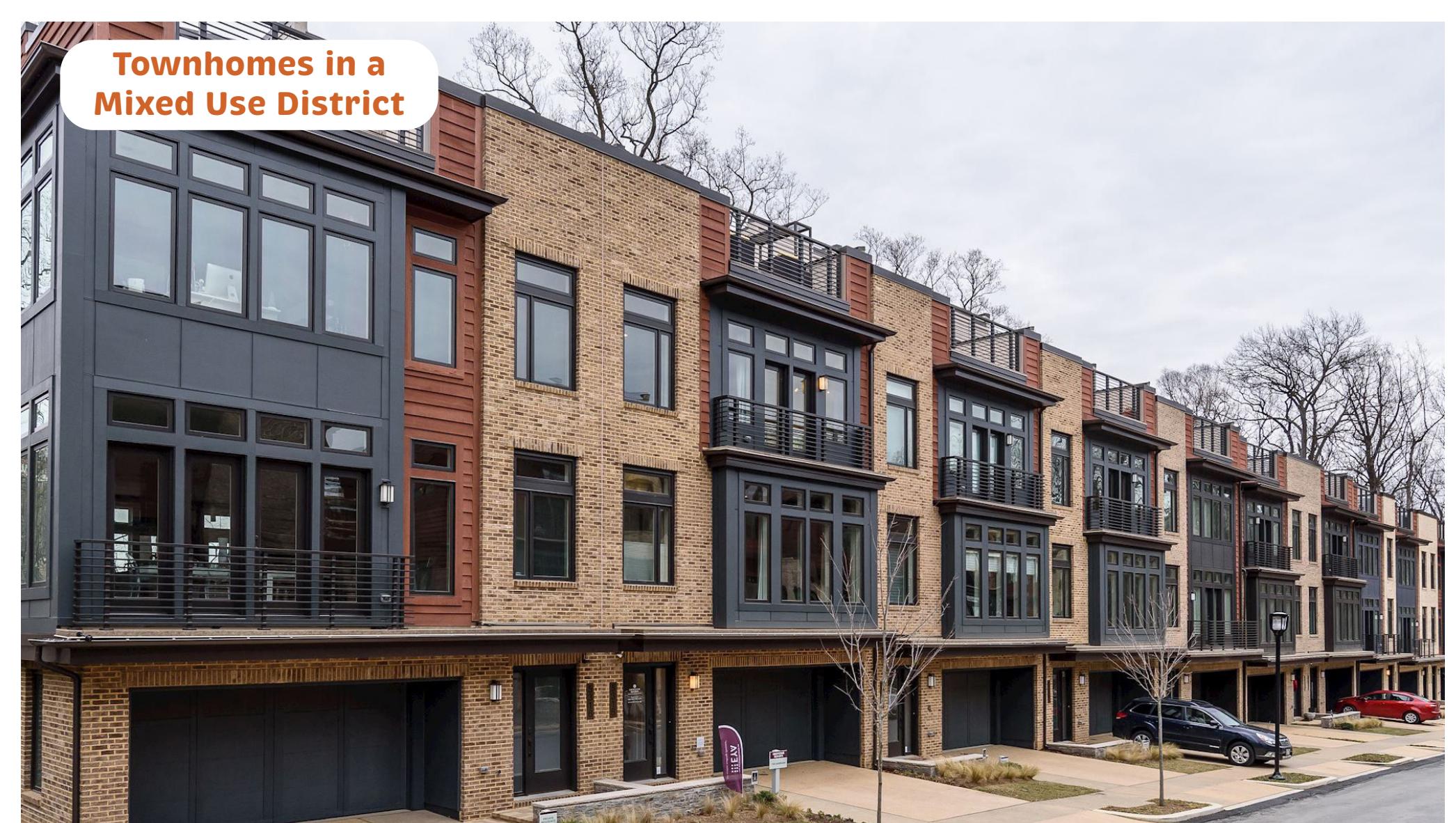
## Residential Character



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The area would focus on walkability and feature small scale housing such as townhomes, arranged around shared green spaces, pedestrian paths, and tree-lined streets with sporting facilities and easy access to food & entertainment



## Notes & Feedback