

A photograph of the Buffalo Bills Stadium, a large modern building with a curved glass facade. The stadium's name and logo are visible on the upper left. In the foreground, a large crowd of people is gathered, many wearing Bills gear. Several blue and white tents with the Bills logo are set up. A large red flag with the Bills logo is also visible. The scene is festive, with balloons in the background.

Buffalo Bills Stadium Economic Impact Area Planning + Zoning

Public Forum
May 20, 2025

AGENDA

① Project Purpose and Overview

② Zoning Overview

③ Analysis

④ Open House

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④ Next Steps

GOAL : Create a world-class district next the new Buffalo Bills Stadium



Observations from the Town of Hamburg's Comprehensive Plan



Recommendations (not listed in order of priority):

- a. Work with NY State, Erie County, and the Town of Orchard Park on how this area will be impacted by the construction of the new Buffalo Bills Stadium and how it should be developed/redeveloped.
 - o Hamburg needs to be part of the planning process. Transportation, land use, economic development, parking, protection of surrounding residential neighborhoods, events at the stadium, etc., are all important issues.
 - o If the ECC campus is removed or downsized, this site should be an integral part of economic development in this area. The ECC lands need to be rezoned from their current zoning (R-3) to a new zoning district that accommodates economic development, such as ancillary uses to the stadium.
 - o Public transportation and other means of access to the stadium will need to be developed. Connectivity to other features in the area will also need to be developed.
- b. Create and implement a gateway plan and wayfinding for the area.
- c. Create and implement an access management plan for this area (work with the NYSDOT and Erie County).
- d. A new zoning district may need to be created and zoning map revisions made for the area along the north side of Southwestern Boulevard. It is a commercial area but needs uses and restrictions that protect the surrounding residential areas.
- e. Although recently updated, the "Seven Corners intersection" may need additional traffic improvements.
- f. The area on McKinley, north of "Seven Corners", needs careful consideration for zoning revisions. Past plans included the creation of the HC zoning district (low impact commercial) that respected the residential areas adjacent to the road frontage properties. Future rezonings could include mixed use developments if pedestrian accessibility can be improved. "Heavier" commercial uses, due to the nature of the area, should be avoided. Any remaining C-3 zoning needs to be removed (rezone).

New NFL stadiums across the country are accompanied by vibrant neighborhoods that are active beyond just gamedays



Tennessee Titans



Jacksonville Jaguars



Cleveland Browns



Washington Commanders



Green Bay Packers



Buffalo Bills ?

Note: This concept plan is for illustrative purposes only

Today, we start the process of visioning near the new Bills stadium.

Gameday Activities

Year-Round Commercial

Mixed Use Neighborhood

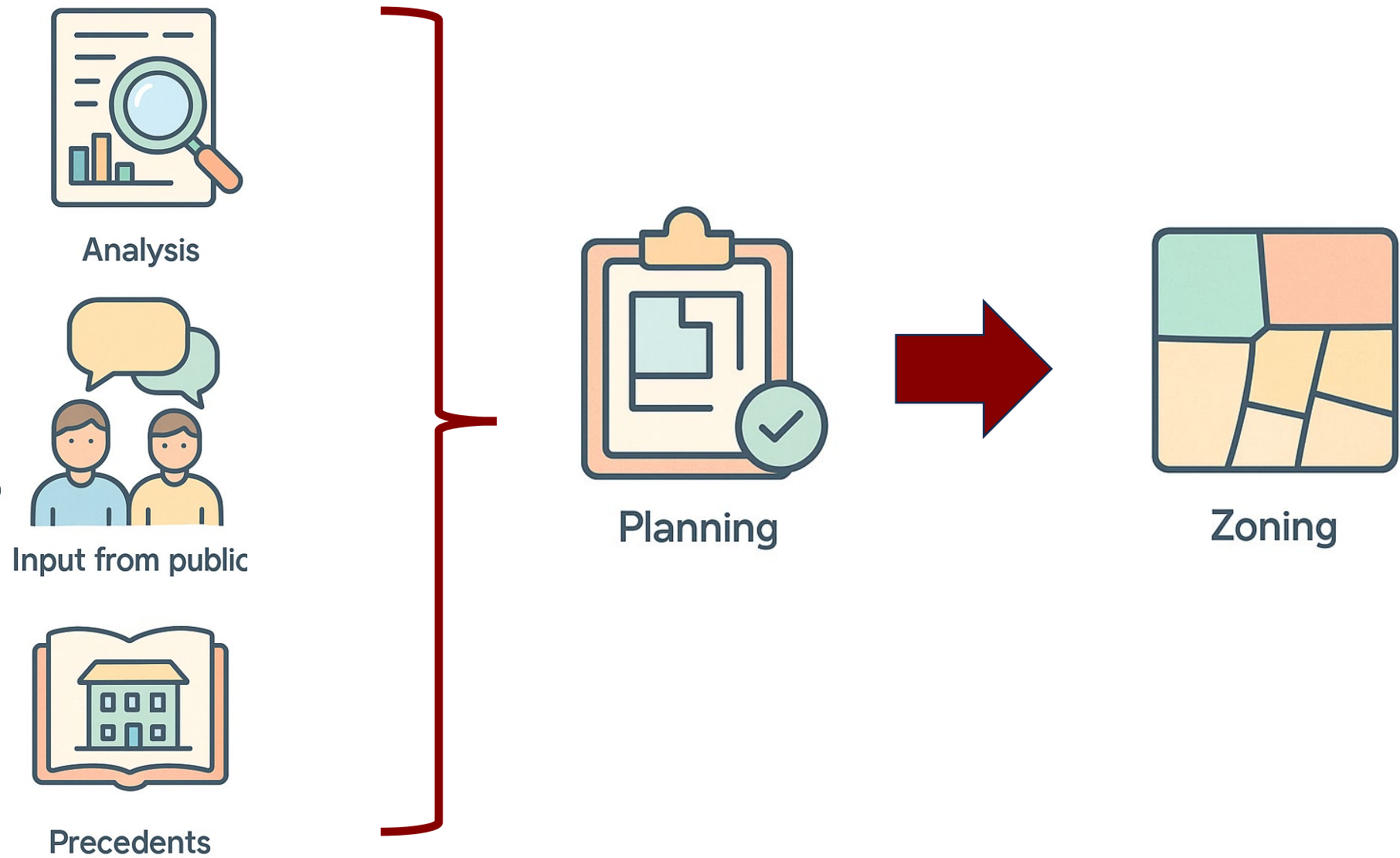
Community Facilities

Entertainment

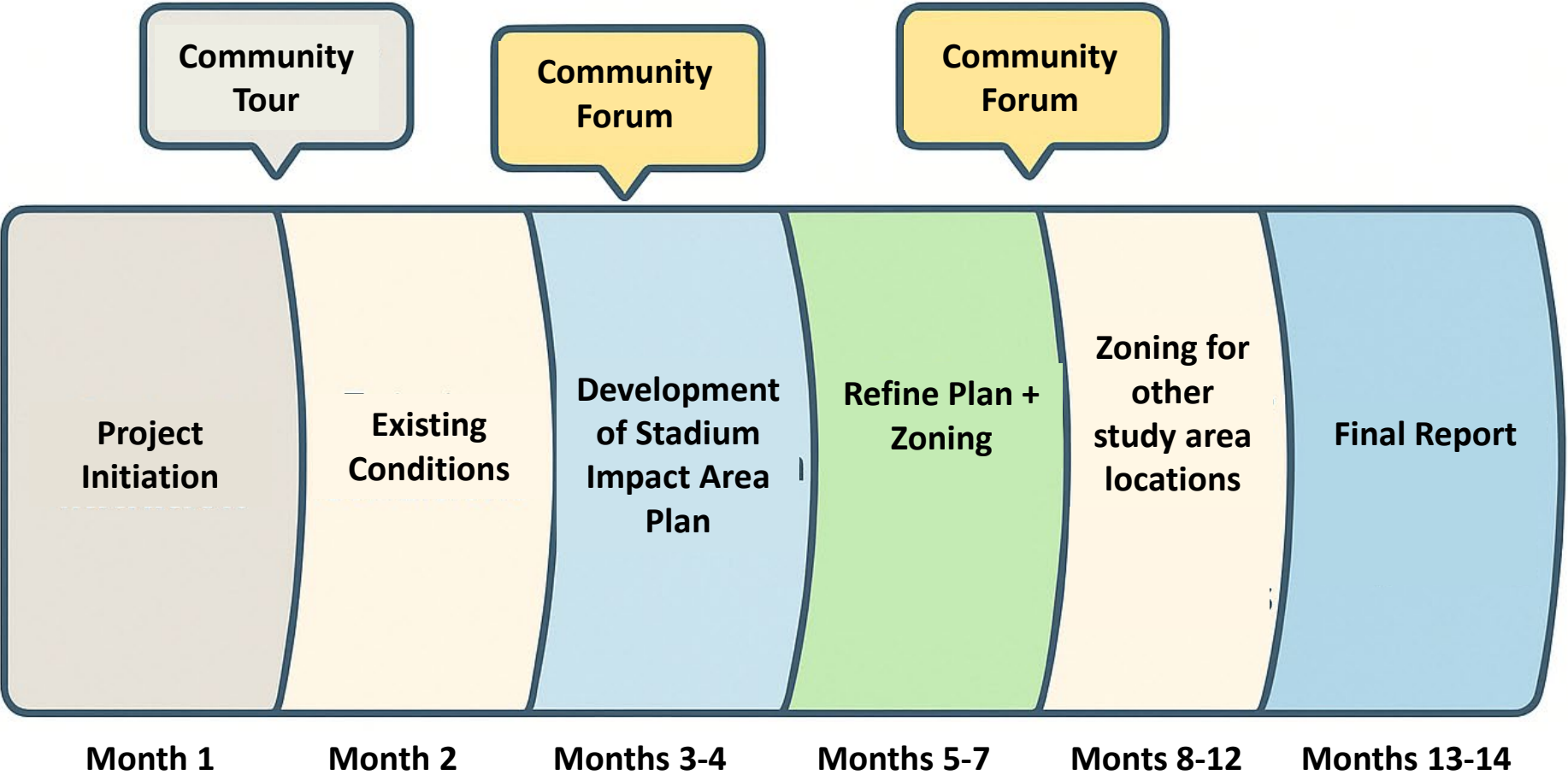
Parks & Sports



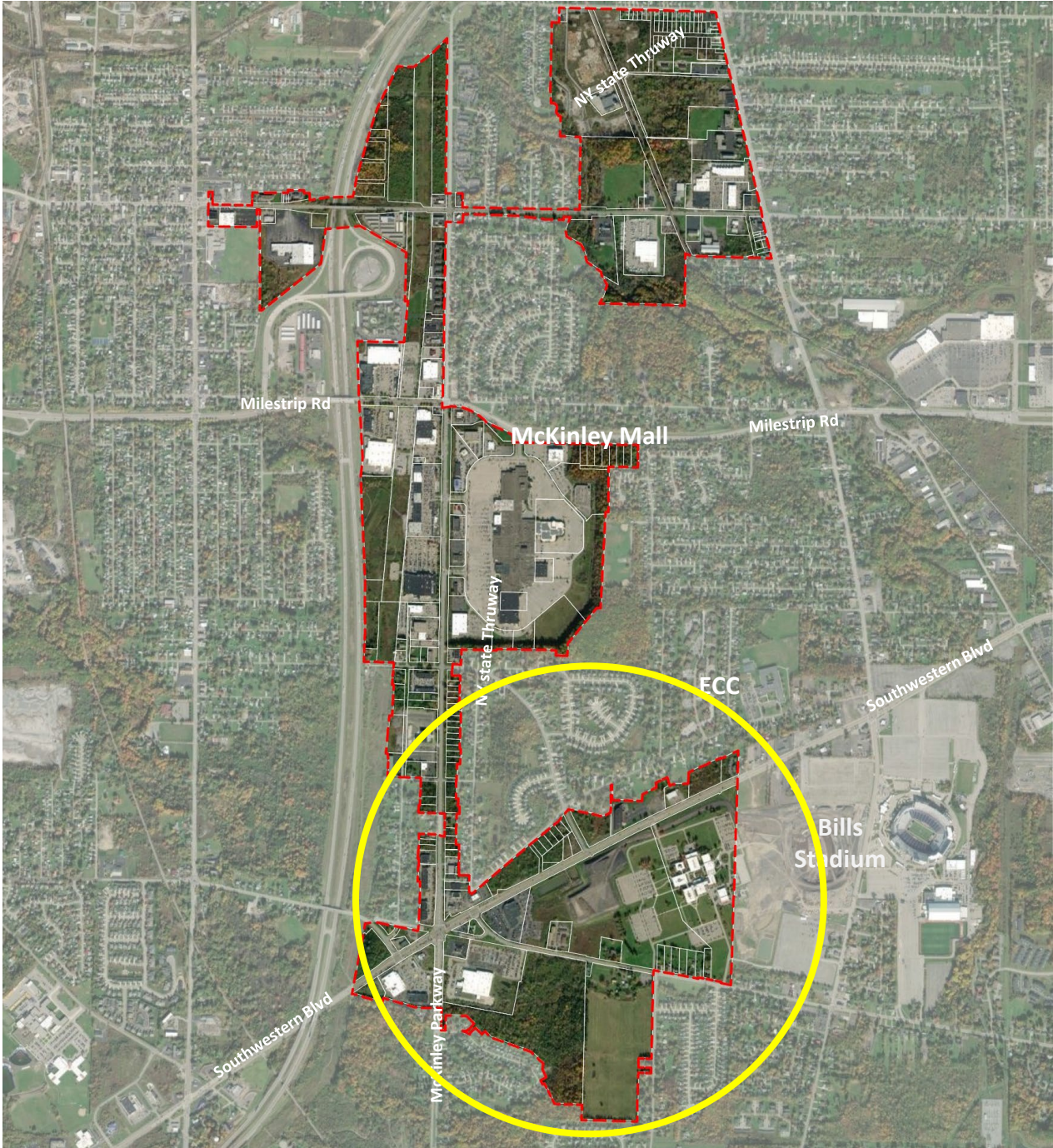
First, we plan for what we want. Then we develop zoning to align with plan.



Timeline



The full study area



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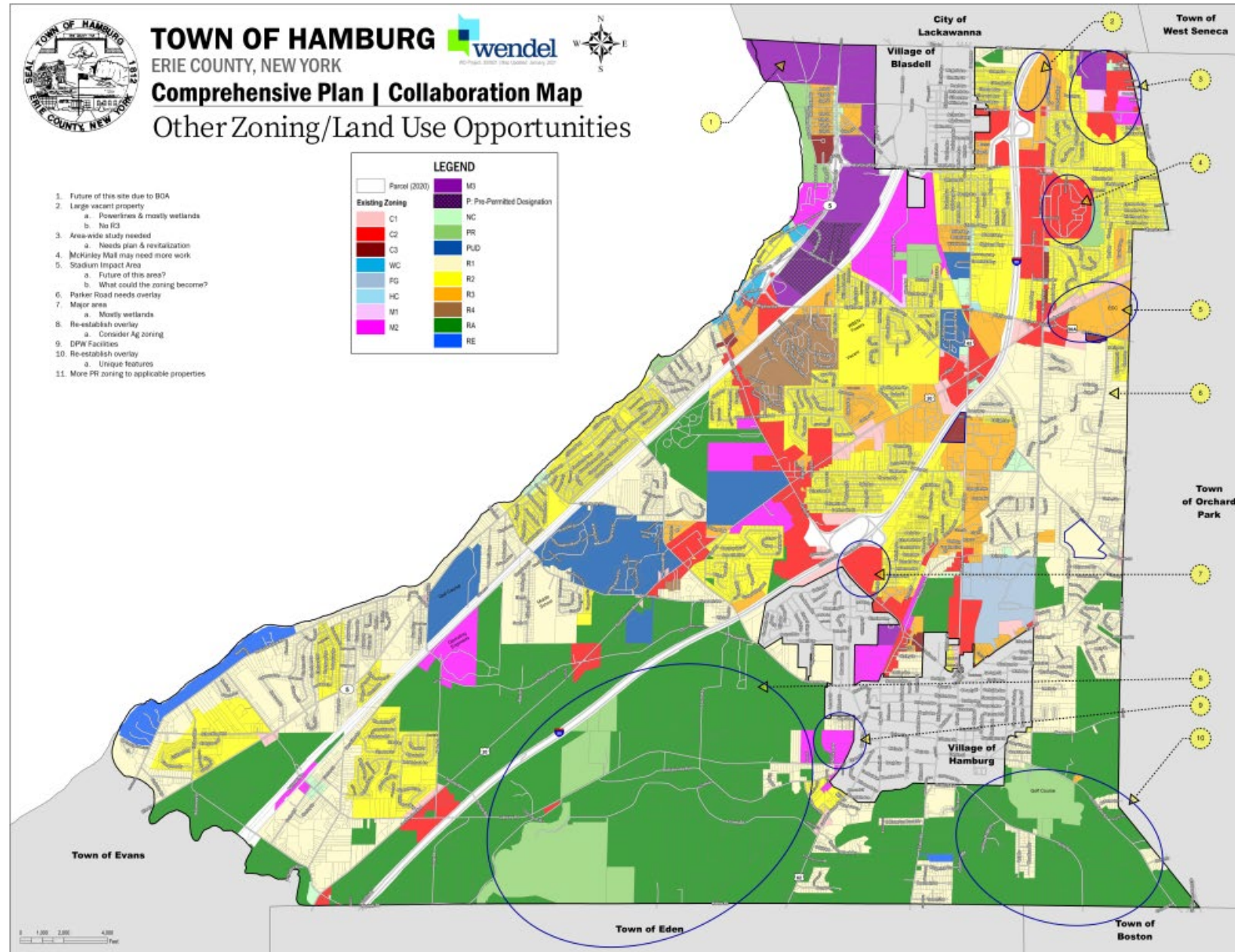
ZONING OVERVIEW

Zoning 101

The regulations that sets rules and expectations for potential property (re)development

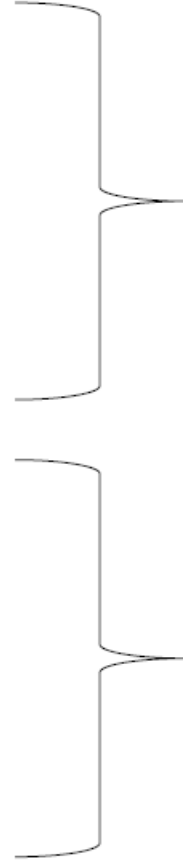
- The Town is divided into various zoning districts
- Each district has allowed uses, dimensional standards (e.g., heights, setbacks), parking requirements, and other regulations
- Zoning **can not**:
 - Force landowners to redevelop their properties
 - Dictate that a certain use occur (e.g., can't force a restaurant to take up a space)

ZONING OVERVIEW



**STADIUM
IMPACT AREA
ZONING**

**TRADITIONAL
ZONING**



USE

MANAGEMENT

FORM

FORM

MANAGEMENT

USE

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Stadium Impact Area

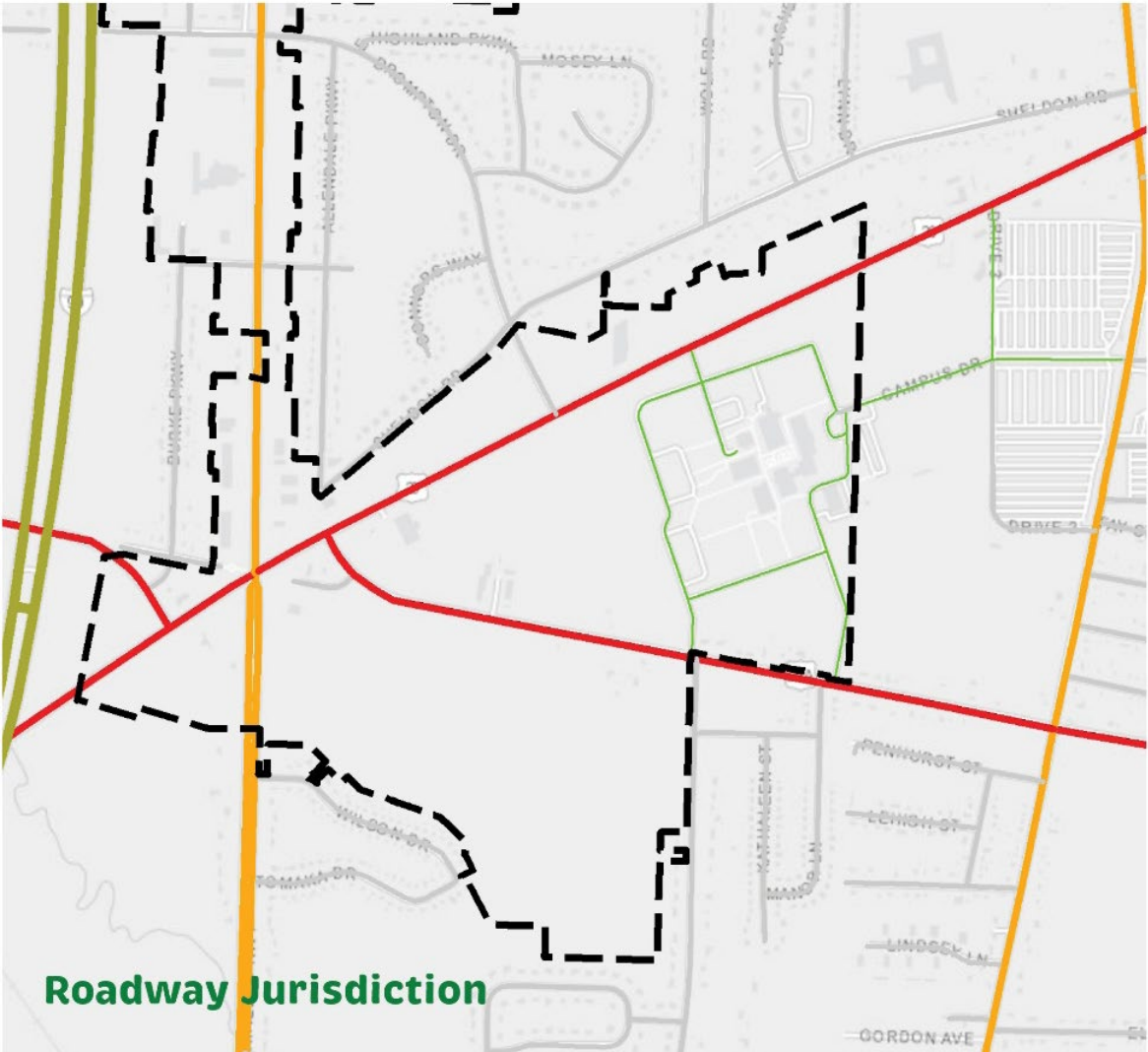


The area surrounding the new Buffalo Bills Stadium is expected to experience significant transformation in the years ahead. As a major regional attraction, the stadium will draw increased visitor foot traffic, create new economic opportunities, and generate momentum for revitalization.

Site Conditions



Existing Roadways

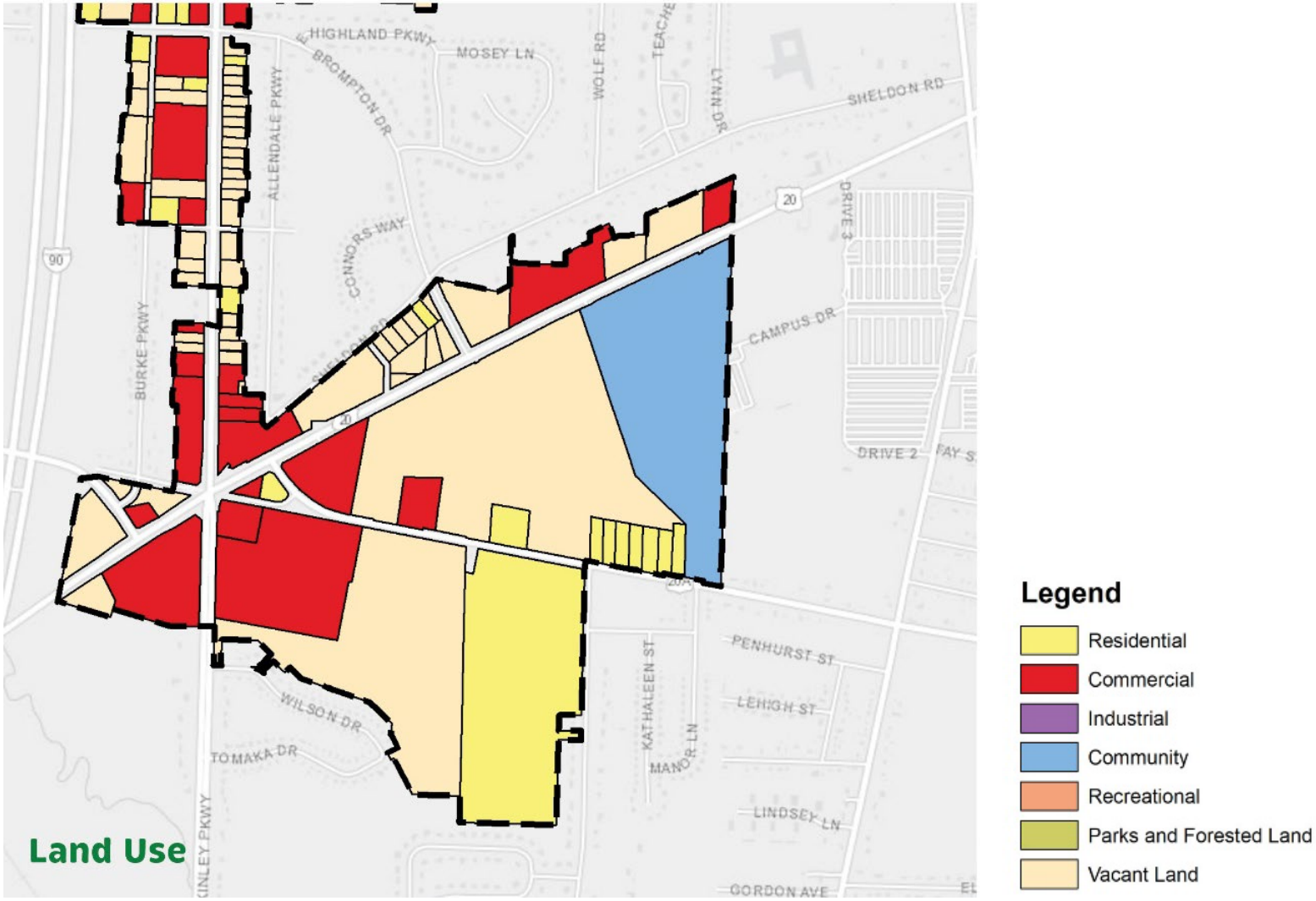


Legend

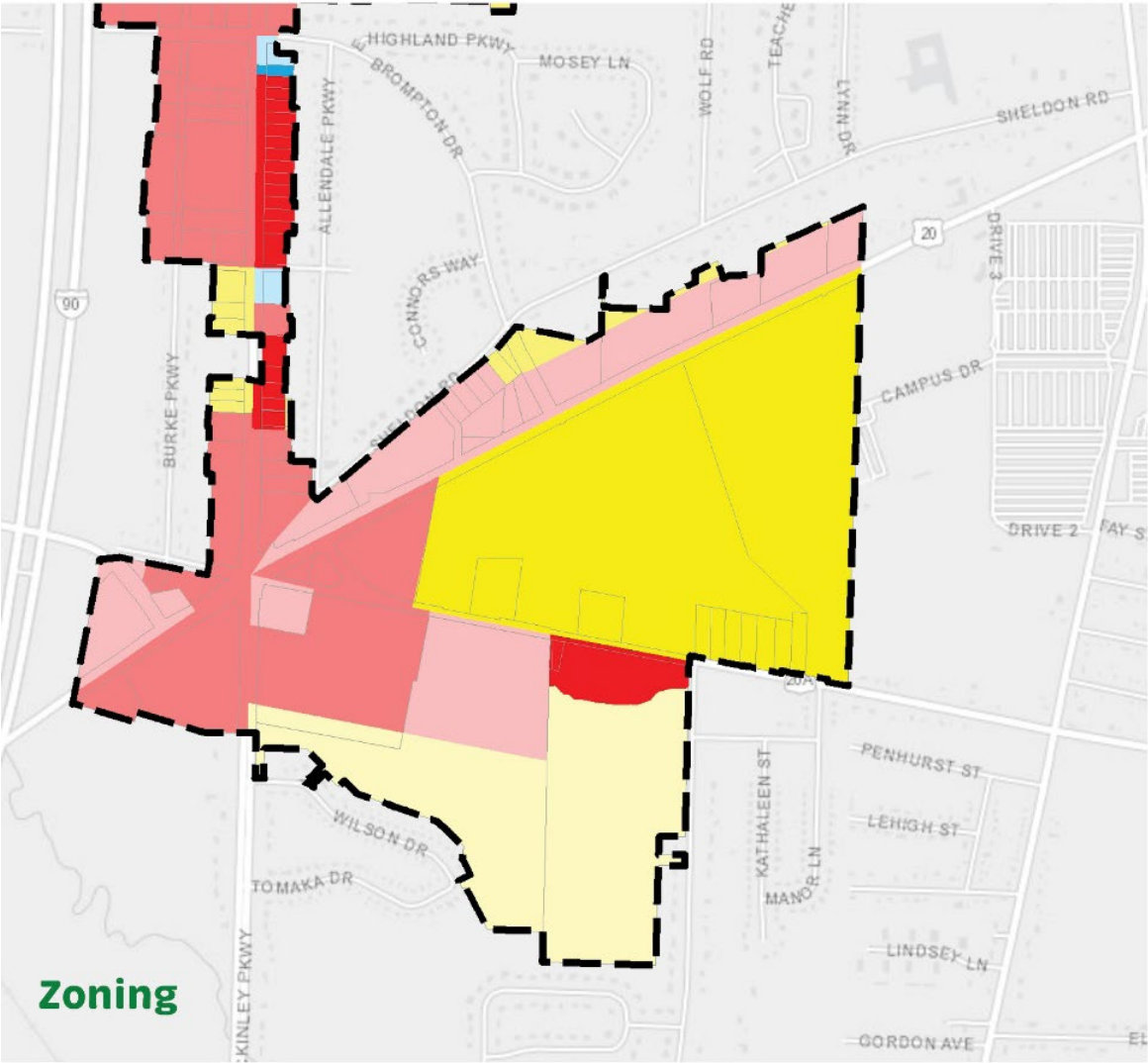
- Thruway
- State Road
- County Road
- Town Road
- City Street
- Village Street
- Private Road



Existing Land Use



Existing Zoning



Existing Zoning

	Multifamily	Single Family Residential Attached	Single Family Residential	Office	General Commercial	Local Retail Business
Selection of Uses	<ul style="list-style-type: none">-Single Family Homes (detached + attached)-Two Family Homes-Multifamily	<ul style="list-style-type: none">• SF homes• Two-family homes• Attached homes• Cluster housing	<ul style="list-style-type: none">• -Single Family Homes-Cluster housing	<ul style="list-style-type: none">• -Offices-Health clubs-Hospitals	<ul style="list-style-type: none">• -Commercial and retail for regional commercial-Manufacturing-Other autocentric uses	<ul style="list-style-type: none">• Commercial and retail uses serving local community, generally 15,000 SF or less
Selected Dimensional Standards						
Min. Lot Size	-None for MF -10,000 2F -9,000 1F	10, SF (30K if no sewer)	15,000 SF (30K if no sewer)	40,580 SF	None	None
Max. Height	Up to 50' for MF	2.5 Stories / 35 ft	2.5 Stories / 35 ft	85 ft	35 ft	35 ft
Min Front Yard Setback	35 ft	35 ft	35 ft	40 ft	40 ft	40 ft
Min Side Yard Setback	30 ft for MF	10 ft (30 ft for non dwellings)	10 ft (30 ft for non dwellings)	25 ft	None, except for certain conditions	None, except for certain conditions
Min Rear Yard Setback	Up to 50' for MF	30 ft	30 ft	20 ft	10 ft	10 ft

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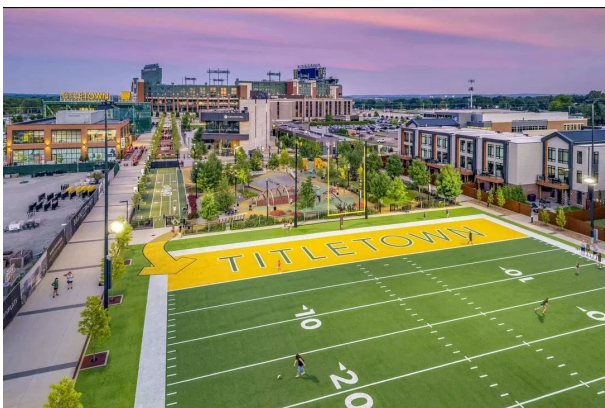
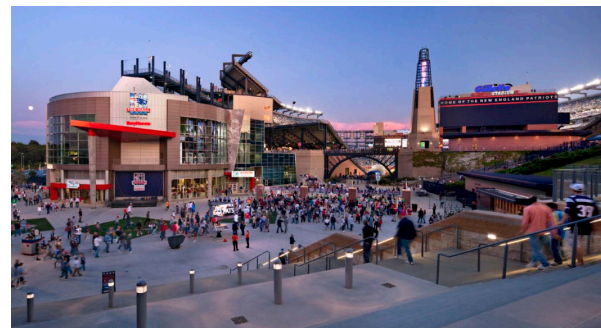
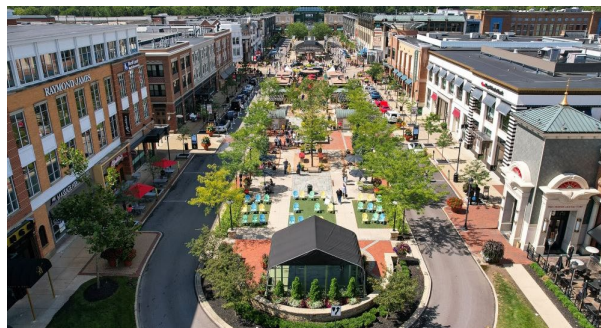
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Zoning helps implement the plan.

To get to zoning we first need to figure out what we want.



Open house – we want your input

- Visit the stations
- Help shape future development regulations in various neighborhoods
- Provide input on the illustrative plan
- Let us know your concerns and vision for the area

Next Steps

- *Refine the plan*
- *Develop regulations to align with the vision*
- *Present to public for further input*