

Renovation Ideas

Since taking over the team in mid-February of 2002, the new owners of the Boston Red Sox have made changes in Fenway Park that will provide fans with an even friendlier Fenway while enhancing team revenues. These changes, which the team estimates to be worth \$3.5 million in additional revenues annually, have been very well received by Red Sox fans. The park's recent upgrades are described below along with other ideas that fans and architects have suggested over the years -- ideas that can be incorporated into an overall renovation plan for Fenway Park.

New Features for the 2002 Season

400 more seats¹

A fourth row of roof box seats above the first base line (82 seats sold @ \$60)¹

- stationary barstool-style seats, with foot rails and small bar rails (for food/drink)²

A fourth row of roof box seats above the third base line (67 seats @ \$60)¹

- stationary barstool-style seats, with foot rails and small bar rails (for food/drink)²
- includes 4 wheelchair positions²

Standing room benches at top of right field grandstand (Sec. 2, 5, 7, 9) (91 seats @ \$18)¹

A 2-row section from each side of the backstop to the dugouts (160 seats @ \$200)¹

- Provides "a better view than the players"²

More food and dining options

12 additional food and drink kiosks (14% increase, from 59 to 67)³

Increase in the number of vendors serving the stands during games

• **The Diamond Club** is reborn as a sports bar

- beneath the far end of the third base grandstand, near the corner at Lansdowne Street²
- open to all fans after the 7th inning and during rain delays¹
- open until 2 hours after the game²
- still to be used by private groups for pre-game functions²
- 12 hanging TVs and three big-screens TVs²
- WEEI radio broadcast booths built into the club



- **The Fenmore Room**
 - located on the lower level of the 600 Club²
 - "underutilized in past seasons"² now open to season ticket holders who pay \$250 membership fee
 - joint-venture of Red Sox and concessionaire Aramark²
- revamped **Fenway menu** developed by Aramark:
 - "Cool Dog" ice cream confections
 - fajitas
 - fish & chips

Media Facilities

- WEEI radio glass broadcast booth, within the expanded Diamond Room, visible from Lansdowne Street¹⁺²
- A second glass broadcast booth in Diamond Room, not visible from the street¹
- ESPN hopes to mount its wide-angle "Diamond Cam" on the screen at Fenway Park, the only major league venue to ban it last year. That ban likely will end May 26 when the Sox host the Yankees in an ESPN Sunday night game.⁴

Fenway facelift¹

- Fresh paint
- Power-washed seating and floors
- Removal of red, white and blue vinyl wrappers from All-Star game; pillars returned to original green

Player area

- Renovated dressing room
- Newly ventilated⁵
 - Refrigerators, tables, mailboxes and a row of lockers were removed⁶
 - New player interview room
 - New player lounge (on site of former players' wives room)⁶
 - New players' wives room (under construction)⁶

On the changes at Fenway...

"These incremental improvements are intended to improve the experience and offerings for the 2002 season, even as we plan for the long-term future of Fenway Park."

-- Team Owner, John Henry¹



"We don't have a specific plan, we have an approach, which is to develop a renovation that doesn't destroy the thing in order to save it. But we have a lot of homework to do, and as good stewards of the team, we intend to seek a lot of input from fans and others who know and love the Red Sox and this ballpark."

-- Janet Marie Smith, Red Sox Architectural Consultant¹

"You should have seen the guys when they saw the new facilities. They came in here around 11 o'clock Saturday night and I never had so many guys come up and hug me and say nice things about the place."

-- Longtime clubhouse manager Joe Cochran, on player reaction to the renovated clubhouse (locker room, interview room, and player lounge). ⁶

"They did a great job, using every inch of available space. And the players' lounge is great, especially the big TV. You don't want to get too comfortable in there, but it's a great atmosphere."

-- Trot Nixon, Red Sox rightfielder. ⁶

Suggestions for the Future

Here are some ideas that fans and design professionals have put forth as possible further improvements to Fenway Park:

General Admission Seating

Replace seats with wider, more comfortable seats

Reconstruct grandstand for wider tread depth (Llanes Plan, Appendix C)

Reconfigure aisles and cross-aisles for better circulation (Decker Plan, Appendix D)

Adding more seats

Above Green Monster (Llanes)

On roof above Sections 1-4 (Decker)

Reconfigure and add seats to existing roof (Decker)

Between the Bleachers and Section 1

Add new upper deck on new footings (Wood + Zapata Plan, Appendix B), Llanes, Hagenah Plan)

Reconfigure and add seats to existing roof (Decker)

Replace existing roof with new roof on existing footings, reconfigured with more seats



Adding Suites

Extend suites further down the roof along right field side (Decker)
Construct four to five tiers of suites above left field grandstand facing in toward the infield (Wood + Zapata)
Suites above the Green Monster
Suites behind a transparent Green Monster
Suites incorporated into a new upper deck (Wood + Zapata, Hagenah, Llanes)

600 Club

Replace with suites and new press facilities (Decker)
Replace plexiglass front with netting

Club Seating

Make existing roof area a premium seating area; add club seats to roof (Decker)
Construct seats above Green Monster and sell these at a premium (Llanes)
Construct new upper deck with thousands of club seats (Llanes, Wood + Zapata)
Make portion of lower grandstand premium seating
Include additional club seats in Stadium Club above and behind bleachers (Llanes, Decker)

Adding Concessions

Move offices, storage and other operations facilities from existing ballpark to adjoining parcels; free up space for more concessions under existing grandstand
Add concessions on adjoining land behind bleachers, behind left field grandstand and at corner of Yawkey Way and Van Ness Street (Hagenah, Wood + Zapata, Decker, Llanes)
Add mid-level concourse under existing grandstand (Decker)
Expand right field grandstand onto part of Van Ness Street for additional concessions at both lower and upper grandstand levels (Hagenah)

Access

Expand, reconstruct and enhance current gate areas (Llanes, Decker)
Replace Gate E with grand entrance in new or renovated building on corner of Brookline Avenue and Lansdowne Street (Llanes, Decker)
Close off Yawkey Way and Van Ness Streets adjoining the ballpark during games and make these festival streets (possibly requiring a ticket for entry) (Hagenah)



Triangle Area (behind the existing bleachers)

Move team offices here (Llanes, Decker)

Build player training facilities (Llanes, Decker)

Connect building in triangle to the back of the bleachers greatly expanding bleacher concessions (these could be added at ground level and/or at the top of the bleachers)

Build year-round stadium club (Llanes, Decker), restaurant, picnic/barbecue area overlooking the field

Add below-grade (Hagenah) or above-grade (Llanes, Decker) parking for team officials and players

¹ Vaillancourt, Meg. "Fenway Park getting 400 more seats: Sox owners' upgrades set to generate millions in new revenue for team," Boston Globe, March 27, 2002, C1.

² O'Connor, Michael. "This old ballpark: Fenway gets a facelift for 2002," Boston Herald, April 1, 2002.

³ Transcript of interviews with Larry Lucchino and Janet Marie Smith on the "The Bob Lobel Show," WBZ-TV, March 31, 2002.

⁴ Griffith, Bill. "All hands on deck at Fenway Park: Stations step to play for Sox' Opening Day," Boston Globe, March 31, 2002.

⁵ Edes, Gordon. "Henderson ends 'holdout' by signing deal," Boston Globe, April 1, 2002, D5.

⁶ Shaughnessy, Dan. "Change is all around as Sox bow in today," Boston Globe, April 1, 2002.

