

Canadian Football League Stadium Location: A Comparative Analysis of the  
Saskatchewan Entertainment Facility and Winnipeg Stadium  
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This report offers a comparison of the planning for two professional football stadia in Canada. The development of a new stadium has long-term consequences on a city's land use pattern and economic activity. Although professional sporting venues rarely create positive direct economic impacts, urban planners can play a large role in locating such facilities to inspire civic pride, instill a sense of community and create a vibrant and dynamic urban environment near the venue. Since the direct economic benefits of these stadia rarely cover the large government subsidies involved the justification for public sector assistance sometimes depends on the facility's ability to support the non-financial objectives such as community revitalization.

The purpose of this study is to compare the planning for new professional football stadia in Regina and Winnipeg in terms of the specific site, transportation and accessibility issues, and surrounding land uses and to examine how each city will likely function with respect to their local urban environment. Recommendations formulated following the analysis of the evaluation criteria are specific to each facility and may not be applicable to all cities. Rather, these recommendations may serve as best practice guidelines when considering the functional impact of future professional football stadia.

### Case Descriptions

Regina proposed building the Saskatchewan Entertainment Facility immediately adjacent to its downtown, while Winnipeg is currently utilizing Winnipeg Stadium on the University of Manitoba campus in a more suburban location. Contrasting sites allowed the study to compare the planning of new stadia and make recommendations with regards to the specific site,

## Executive Summary

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## Conclusion and Recommendations

The Saskatchewan Entertainment Facility and Winnipeg Stadium are two professional CFL stadia of relatively the same size. However, their location, surrounding elements, and linkages within their respective neighbourhoods make them fundamentally different.

### *Saskatchewan Entertainment Facility*

The proposed Saskatchewan Entertainment Facility's central location and its overall plan would allow the stadium, the city, and the patron of the facility to experience a number of benefits that could lead to a vibrant and dynamic urban environment, and ultimately a more successful stadium. As demonstrated in the analysis, a central location reduces travel times and offers the most efficient access to the greatest number of spectators. Additionally, potential economic benefits could be maximized as restaurants, bars, shops, and other entertainment uses are located within a short block pattern giving visitors to the stadium the ability to extend their entertainment experience in the immediate area. Finally, new development combined with the continued rehabilitation of older buildings could continue to cultivate cultural, population, and business vitality in the immediate area.

### *Short-term Recommendations:*

- Develop a broader community mandate for the redevelopment of the CP yard
  - Construct pedestrian boulevards before any other public realm improvements.
  - Design the stadium in such a way that spectators can view the downtown skyline when the roof is open.
  - Rezone rail yard from RR-railway to Downtown or WH-Dewdney Avenue
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- Update secondary plan for the Warehouse District.

