

# MISSION VALLEY STADIUM PRIVATE FINANCING PROPOSAL

Proposed by:

***San Diego Stadium Cooperative Coalition***

February 2015

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## **PART I**

### **PROPOSAL SUMMARY OUTLINE**

Benefits & Issues of Mission Valley – Conceptual Stadium Ideas  
Stadium Design Concepts & Features  
Infrastructure & Environmental  
Projected Infrastructure & Stadium Costs  
Paying for a New Stadium – Private Financing Sources  
Naming Rights & Seat Licenses / PSL Issues & Objections  
Stadium-Development-Transportation Strategy & Financing Plan  
Public Investment & Private Stadium Financing  
Proposed Private Stadium Financing Plan

## **PART II**

### **MISSION VALLEY STADIUM REDEVELOPMENT PLAN**

Stadium Site Overview  
Proposed Traffic Infrastructure  
Mass Transit  
Parking  
Pedestrian Access & Environmental  
Conceptual Site Plan - Proposed Stadium  
Proposed Commercial Village Development  
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Site & Development Summary  
Development Descriptions  
Project Value  
Land Value & Tax Benefits

## PROPOSED STADIUM IN MISSION VALLEY

- Use Existing Mission Valley Site (167 Acres)
- \$750-\$850 Million Stadium + Parking & Infrastructure
- Outdoor Stadium – Year Round Events
- Use Levi's-49er's Club Tower & Stadium Bowl Design
- Create Transit Oriented Mixed-use Village
- Upgrade & Expand Transportation & Transit
- Public Park, Tailgating & Parking Improvements
- Improve Pedestrian & Bicycle Access
- Restore River Habitat
- Adopts Sustainability, Green Building, LEED

## BENEFITS OF MISSION VALLEY SITE

- Stadium site has 167 acres for new stadium, parking/tailgating, parks & supporting development
- Access to Interstate 15, Interstate 8 & Interstate 805
- Central County location from I-15 Corridor, East County, South Bay and North County Coastal – Near SDSU
- 3 existing trolley stations & transit bus routes
- In-fill development site for medium-high density, office, retail and hotel – established demand in area
- Friars Road is major east-west arterial; Major freeway interchanges nearby site
- Population demographics: 500K within 5 miles; 1 Million within 10 miles
- >5,000 private parking spaces within 1.5 miles; >8,000 private parking spaces within 2.5 miles

## ISSUES WITH MISSION VALLEY SITE

- Site development impaired by Flood Plain, River Habitat, and Environmental Issues (95-100 Developable Acres)
- Primary ingress-egress from Friars Road & SD Mission Road – No year round access to site or access across river to Camino Del Rio
- Very difficult to walk or bike to stadium
- Insufficient infrastructure for large development
- Traffic congestion & delays for events
- Parking & Tailgating are very important factors

## CONCEPTUAL IDEAS FOR NEW STADIUM

- Team needs to grow unshared revenue - Chargers want more club seating, luxury suites, advertising & sponsors
- Fans want a better experience: improved views; closer seats; state-of-the-art displays; more restrooms; better concessions; less traffic congestion; convenient parking; more amenities; more cell-wifi coverage; shade; ...
- Create a year round, scalable, multi-use events facility for sports, entertainment, exhibitions & tradeshow,- Arena size enclosed area for concerts, music festivals,
- Need area for tailgating and provide convenient parking; need better ADA/Disabled parking access
- Improve mass transit & access: Trolley; Rapid Bus; Park-n-Ride; River Trail network and create walkable/cycling path to stadium for miles
- Create a Transit Oriented Village & Pedestrian Plaza with dining & retail along stadium
- Integrate digital & wireless technology platform

## NEW STADIUM DESIGN CONCEPT

*Based upon 49er's Levi's Stadium in Santa Clara*

*Build Stadium in 2 Parts: Club Tower & Stadium Bowl*

Club Tower – Concentrates the club sections, suites, luxury amenities, locker rooms, team store, hall of fame & press areas into a high rise hospitality & club tower

Stadium Bowl – Open-air outdoor stadium with limited club sections and few suites – great views; more restrooms; better concessions, amenities & access

## NEW STADIUM FEATURES

Natural Grass Field – August - January/February: Seasonal & modular planting bed system (soil, mesh, drainage, irrigation); Use field area for other events with grass protection mats;

Artificial Turf Field: February - July: Soccer & other sports

Seasonal Pavilion – Instead of a retractable dome roof, use a temporary fabric covered structural steel frame tent over floor; February to July – use as indoor enclosure or awning cover for shade & poor weather

Events Center – Need to include Small Enclosed Indoor Venues: Auditorium/Theater & Stage Hall/Club Venue, for year round use & smaller crowds; include Private Suites, Conference Rooms, & Meeting Rooms with Floor Concourse

Wi-Fi / 4G & IP-HDTV – Need to Maximize Bandwidth for smartphones & portable devices – streaming live video & unique content – use an intelligent network for video & audio

HD Video Displays – Incorporate several digital HD video screens & displays inside and around stadium

Shade Sails – Use temporary fabric sails for sun shades – similar to Roman Coliseum; masts, booms, rigging,...

## NEW & IMPROVED INFRASTRUCTURE

Vehicle Access – Create more access roads to stadium site; improve circulation through area:

*Expand-Improve I-15 freeway & Friars Road interchange; Reconfigure - expand Friars Road-Mission Village Drive intersection; Build new bridge across river & extend Fenton Parkway to Camino del Rio North & South over I-8*

*Reconfigure-Expand stadium ring road to Fenton Parkway; Reconfigure - Re-align Mission Road to loop road; Reconfigure west road from Friars Road to new loop road; Build southeast access road to loop road*

Parking & Tailgate Deck – Build a 2 level parking deck on the east lot for parking & tailgating; Use upper level for other events: auto racing, driver training, exhibitions, staging area & tent-RV sales; Use lower level for parking year round

Parking Structures – Construct a massive central parking structure within existing stadium footprint; Daily use for office & retail parking for non-stadium events; Build new parking structure with Rapid Bus & Park-N-Ride

Mass Transit Hub – Expand trolley loading platforms; Build trolley-bus transfer station; Integrate Rapid Bus & existing MTS bus routes; Allow for shuttles, trams, taxis & limousines

River Trail & Pedestrian Bridges – Build, expand, & extend the River Trail along SD River; Build a pedestrian-bicycle suspension bridge over freeway & across river to stadium & river trail;

Pedestrian Access – Expand & Improve walkable pathways, trails, sidewalks & overpasses to stadium from 2.5 mile vicinity; Provide enhanced pedestrian-ADA access to stadium; Integrate new walkways with existing trails & regional links

## INFRASTRUCTURE & ENVIRONMENTAL

Village & Plaza – Construct a pedestrian oriented retail village plaza along northeast and east sections of stadium (Club Tower) with retail stores, restaurants, outdoor dining, food court, kiosks & carts; create a variable-scalable secured perimeter with screening & security areas at entry gates-turnstiles

Parking District - City to create parking easement for public pay parking for major stadium events for office and commercial properties within 2-3 mile radius: Camino Del North; Camino Del South, Rio San Diego Drive; Friars Road; Mission Road; Mission Gorge Road; Formation of Private Parking Association

Traffic & Parking Management –Build real time information system for freeway, local streets & parking; Use physical barriers & separation between vehicles and people

HD Video Displays & Spectacular Advertising – Incorporate Multi-media digital HD video screens, displays & advertising above street level of pedestrian plaza & retail village

Sustainability – Implement storm-water detention & filtration; Use reclamation of irrigation & waste water; Obtain LEED Certification, Energy Star Rating; Title 24 Compliance & Green Building; Integrates Climate Change planning

Environmental – Restore and clean-up wetlands and habitat along river from Friars Road to Qualcomm Way; Erect protective barrier to restrict human access; Build nature/wildlife center for children-schools

## HOW MUCH DOES INFRASTRUCTURE COST?

### **Public Improvements & Infrastructure**

Roadways, Freeways & Bridge	= \$75 Million
Pedestrian Bridges/Walks/Trails	= \$20 Million
Trolley/Transit Improvements	= \$20 Million
Rapid Bus/Transit Center	= \$20 Million
Environmental & Habitat	= \$15 Million
<b>TOTAL PUBLIC INVESTMENT</b>	<b>= \$150 Million</b>

## HOW MUCH DOES STADIUM COST?

### **Private Investment**

Site Improvements/Infrastructure	= \$75 Million
Club Tower	= \$400 Million
Stadium Bowl	= \$350 Million
Floor Pavilion	= \$25 Million
Stadium Equipment (FF&E)	= \$125 Million
Parking Garages & Lots	= \$175 Million
<b>TOTAL STADIUM COST</b>	<b>= \$1.15 Billion</b>

## TOTAL PROJECT COST

<b>PUBLIC INFRASTRUCTURE</b>	<b>= \$150 Million</b>
<b>STADIUM &amp; PARKING</b>	<b>= \$1.15 Billion</b>
<b>COMMERCIAL DEVELOPMENT</b>	<b>= \$1.10 Billion</b>
<b>TOTAL PROJECT COST &amp; LAND</b>	<b>= \$2.5 Billion</b>

## HOW DO WE PAY FOR A NEW STADIUM?

Stadiums are expensive to build and lose money; typically require a public subsidy to be built & operate; Stadiums make money for the team owners, not for the stadium owners

Stadiums typically utilize a “Public Funding-Private Investment” model with increased taxes & public debt combined with investment from the team/NFL

Typical public contribution is 50%-60% of total with typical private investment of 40%-50%

Chargers have proposed \$400 Million investment from team and NFL G4 Fund; and, Chargers have requested “*Public Funding*” from hotel tax increase and sale of stadium and sports arena sites to fund a new stadium downtown

2/3 voter approval is required for new taxes. Past election results and polls have shown the Public does not support or approve of more taxes & more debt for a new stadium.

Voters, Elected officials & civic leaders will approve Public Money to be invested in Public Infrastructure & Public Improvements

Public supports Private Capital to be invested in Private Enterprises & Private Developments; Public support ground lease of stadium site for mixed-use development, if developers pay for infrastructure & improvements; City earns fair return

## A DIFFERENT “PUBLIC-PRIVATE” APPROACH

*The typical “public-private” approach with taxes & public debt used for other new stadiums is not going to work in San Diego;*

*The reality is that there is not enough public funding available, and 2/3 of voters will not approve more taxes to build a new stadium; therefore, the only financially viable solution is:*

*A Privately Financed & Privately Operated Stadium*

## PRIVATE STADIUM FUNDING SOURCES

New NFL Stadiums have used a variety of funding sources:

Sale of Seat Licenses (PSL, SBL, CBL, ESR,...)

Naming Rights & Corporate Sponsorships

NFL G-4 Fund (Incremental Club Seat Revenue)

Suite Leases (Contractually Obligated Income)

Advertising, Sponsorship & Signage Revenue

Private Equity, Investors & Commercial Debt

Rental Income – Stadium User Fees – Parking Revenue

Vendor-Supplier Trade Agreements

## PRIVATE STADIUM FINANCING DEALS

MetLife Stadium – NY Giants & NY Jets

*Seat Licenses, Naming Rights, Contractual Suite Income, NFL G-3, Owner Equity & Private Debt – Public Infrastructure*

AT&T Park – San Francisco Giants

*Seat Licenses, Naming Rights, Contractual Suite Income, Owner Equity, Private Debt – Ground Lease & Tax Abatement*

## SANTA CLARA - 49ER'S STADIUM DEAL

*Private-Public Hybrid Financing*

City used Public Financing for Construction Funding with Private Team Guarantees of Debt

City received Revenue from Sale of CBLs, Naming Rights, & Long Term Suites to Repay Public Debt & Bonds

49ers pay Rent to City & Responsible for Operating Costs

Major Investment & Financial Recourse for Team Owners

## NFL STADIUM NAMING RIGHTS DEALS

49er's – Levi's = \$6 Million/Yr – 20 Years

Dallas – AT&T = \$17-\$19 Million/Yr – 20 Years

Dolphins – Sun Life = \$7.5 Million/Yr - 5 Years

Saints – Mercedes Benz = \$10 Million/Yr - 10 Years

Broncos – Sports Authority = \$6 Million/Yr – 25 Years

Colts – Lucas Oil = \$6 Million/Yr – 20 Years

Giants/Jets – MetLife = \$17 Million/Yr – 25 Years

## SALE OF PERSONAL SEAT LICENSES

Seat Licenses are a Major Funding Source for New Stadiums

Team grants exclusive rights for use of seat for term of years for upfront fee and agrees to rules & policies

Licensee required to buy season tickets annually or forfeit PSL

Licensee able to sell or transfer PSL

## SALE OF PERSONAL SEAT LICENSES (PSL)

49er's	\$500 Million 90% of Seats	61,500 CBLs \$8,130 / CBL
Cowboys	\$650 Million 70% of Seats	56,314 PSLs \$11,542 / PSL
Giants	\$400 Million 91% of Seats	75,261 PSLs \$5,314 / PSL
Jets	\$325.9 Million 58% of Seats	47,804 PSLs \$6,817/ PSL

## RECENT PRIVATE STADIUM FUNDING

Lambeau Field Expansion & Upgrade:

Packers Corp sold 250,000 shares @\$250 = \$64 Million

Stadium Builder Licenses (Seat Licenses):

49er's sold 61,500 SBLs (90% of Seats) = \$312 Million

Pricing: \$2,000 - \$12,000 = Avg. \$8,130 per seat

Vikings offering 49,000 SBLs (75% of Seats) = \$125 Million

Pricing: \$500 - \$3,700 = Avg. \$2,500 per seat

Falcons offering 7,800 Club PSLs (11% of Seats)= \$125 Million

Pricing: \$10,000 - \$45,000 = Avg. \$2,500 per seat

## MANY FAN ISSUES & OBJECTIONS WITH PSLs

High cost of seat license - \$5,000 to \$10,000 per seat

Teams require PSL to buy season tickets every year

Fans lose their money if they don't buy season tickets annually

Tax laws reduce PSL sale proceeds to team – must charge higher PSL price or have government entity sell PSL

Only one PSL per seat – PSL linked to a specific seat

No residual value after PSL expires

PSL sellers must find buyer for their PSL seat at their asking price – limited resale marketability

Limited number of PSL buyers – Very Price Sensitive

Lower cost PSLs in upper level usually sell first, the most expensive lower level PSLs & Club PSL sell last

Several PSL Programs were announced by team after stadium gets public & voter approval

## WHO CAN PAY FOR A NEW STADIUM?

*“The public can provide the public land, public infrastructure, public transit, public improvements & public safety services”*

*“The Chargers, NFL, and investor partners can fund, build, own & operate a private for-profit stadium”*

*“Developers can fund the private infrastructure and private development costs for the project”*

## THREE-PRONG FINANCING STRATEGY

- I. **STADIUM:** Chargers/NFL & Partners Build New Stadium
- II. **DEVELOPMENT:** City Leases Land for Development; Developers fund infrastructure costs
- III. **TRANSPORATION:** Use Tax Increment Financing through Joint Powers Authority + TransNet Funds

## SIX PART FINANCING PLAN

1. Chargers, NFL & Partners privately fund stadium
2. Fans buy seat licenses to fund part of stadium
3. City ground leases stadium land to Master Developer
4. Developers pay ground rent & private infrastructure costs
5. City & County form Joint Powers Authority for tax Increment financing along with TransNet/SANDAG funds public transportation & transit infrastructure
6. City & County share costs of event services & security

## CONTRIBUTION OF PUBLIC MONEY & ASSETS

Stadium Site Ground Lease: City & Water Dept. ground leases the stadium site (167 Acres) to Master Developer with ground rent equal to cost of existing stadium bond debt service

Ground Rent = \$4.8 - \$5.0 Million/Year for up to 99 years

Land – “As-is” Unentitled-Unimproved = **\$100 Million**

Joint Powers Authority: City & County form JPA to utilize enhanced infrastructure financing district based upon incremental property tax revenues from stadium development for public infrastructure and share cost of public safety, traffic, emergency service and security costs. 55% voter approval required to issue public bonds (tax exempt)

Roadways, Freeways & Bridge = \$75 Million

Pedestrian Bridges/Walks/Trails = \$15 Million

Environmental & Habitat = \$10 Million

Total = **\$100 Million**

TransNet/SANDAG: Existing TransNet/SANDAG tax proceeds to be used for freeway-road improvements, trolley, rapid bus, transit bus, park-n-ride, pedestrian, bikeway, environmental & habitat projects; reallocate funds & re-prioritize projects.

Trolley/Transit Improvements = \$20 Million

Rapid Bus/Transit Center = \$20 Million

Environmental & Habitat = \$10 Million

Total = **\$50 Million**

**Total Public Contribution = \$250 Million**

## INVESTMENT OF PRIVATE CAPITAL & EQUITY

99-Year Master Ground Lease to Master Developer which subdivides site & subleases separate parcels to developers: “Sandwich ground lease” provides long term ground rent income to finance infrastructure & improvements

Developers responsible for site improvements, utilities, infrastructure, public parks, public plaza, tailgate park, parking areas, parking decks & parking garages

Master Developer utilizes Community Financing District (CFD) Mellos-Roos bonds for improvements & infrastructure; Property owners association funds common area costs (CAM)

Site Improvements/Infrastructure/Parks	= \$75 Million
Parking Garages & Lots	= \$175 Million
<b>Total Developer Investment</b>	<b>= \$250 Million</b>

## PROPOSED PRIVATE STADIUM FUNDING

<b>Chargers/Spanos/Partners:</b>	\$150 - \$200 Million
<b>NFL G-4 Fund:</b>	\$150 - \$200 Million
<b>Naming Rights:</b>	\$100 - \$125 Million
<i>Stadium + Facility (Gates, Club,..) Projected \$6 - \$8 Million/Year</i>	
<b>Seat Licenses:</b>	\$250 - \$300 Million (Net)
<i>Club Tower:</i>	<i>12,000 Seats @ avg. \$15,000/PSL</i>
<i>Stadium Bowl:</i>	<i>40,000 Seats @ avg. \$6,000/PSL</i>
<b>Contractual Suite Leases:</b>	\$50 Million
<b>Vendor Sponsorships:</b>	\$25 Million
<b>Total</b>	<b>\$725 - \$850 Million</b>

## SEAT LICENSES

Chargers would offer long time season ticket holders, fans and local businesses the opportunity to co-invest in the new stadium by purchasing seat licenses.

Seat licenses grant exclusive rights to licensee to buy Charger Season Tickets in Reserved Seats and first rights for tickets for other stadium events in Preferred Sections.

Seat license selection priority based on season ticket seniority.

Fans pay upfront deposit & finance license over 4-5 years.

Licensee obligated to buy season tickets for term of agreement.

Seat license pricing varies based upon seat location and section.

## Projected Seat License Pricing\*\*

### **Club Tower:**

Field & Plaza:	\$12,000 - \$25,000
Loge (Exclusive):	\$15,000 - \$40,000

### **Stadium Bowl:**

Field Level:	\$12,000 - \$15,000
Plaza Level:	\$6,000 - \$12,000
Log Level:	\$4,000 - \$10,000
View Level:	\$2,500 - \$8,000

*\*\*Based upon 49er's Stadium Builder Licenses "SBL" at Levi's Stadium*



# MISSION VALLEY

## STADIUM DEVELOPMENT PROPOSAL

### SITE DESCRIPTION

The Qualcomm Stadium site is comprised of three parcels owned by the City of San Diego & Water Department which encompasses +/- 167 acres with a significant portion of the site impacted by flood zones and environmental issues. The site is zoned under the Mission Valley Planned District (MVPD) as CV (Commercial-Visitor). The Qualcomm Stadium structure and surrounding plaza occupy 22 acres in the center of the site surrounded by 135 acres of paved parking lots and roads which encompasses a majority of the site.

Friars Road lies along the northern boundary of the site with Interstate 15 along the eastern boundary of the site. The San Diego River channel runs along the southern boundary of the site. The Fenton Marketplace shopping center and Mission City Corporate Center office complex are situated along the western boundary. Northwest of the stadium parking lot, on the north side of Friars Road is a new fire station and existing parking lot along the base of the valley slope. Situated northeast of San Diego Mission Road is the Kinder-Morgan fuel tank farm. The site slopes moderately upward from the river to Friars Road with the higher elevation portions in the northwest and around the existing stadium.

The Trolley line runs east-west through the site and bisects the southern portion of the site with elevated rail lines over the parking lot and roadways. The Qualcomm Stadium trolley station and Fenton Marketplace trolley station are located on the stadium site, with the Mission trolley station located directly east of the I-15 freeway.

### SITE ACCESS

Primary access to the stadium site is provided via Friars Road, a major divided arterial roadway which runs east west through Mission Valley. Interstate 15 provides the primary freeway access with a four-way intersection located less than a ¼-mile northeast of the stadium site. There are four entry roads into the site: Friars Road at Mission Village (North), Friars Road at Qualcomm Way (West), San Diego Mission Road and Rancho Mission Road (Southeast).

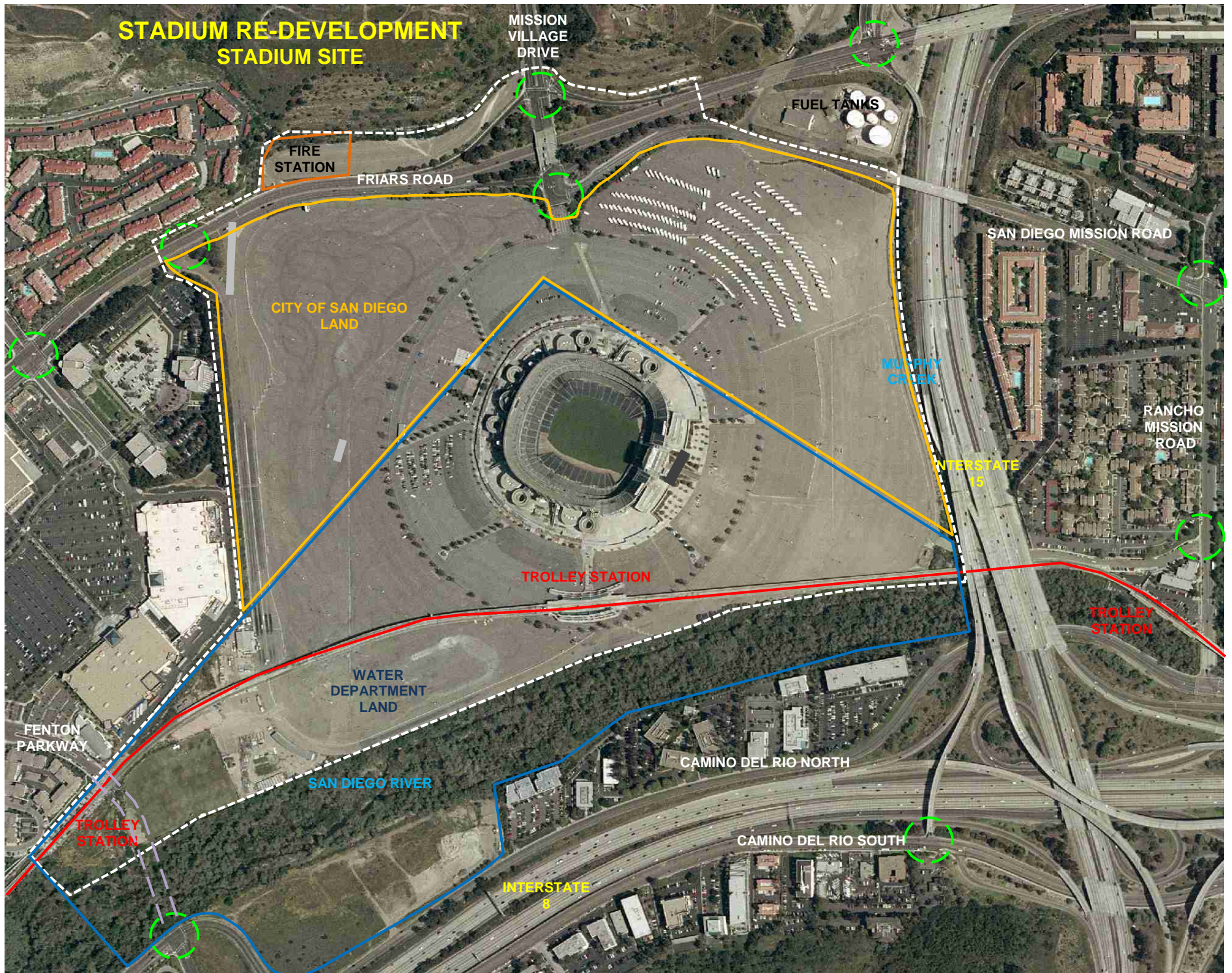
Within the stadium site there are several roadways which provide access to the stadium and parking lots. The primary driveway is the two-way ring road around the stadium which runs from the main Friars Road entrance to the trolley station. The Qualcomm Way access road runs southward from the northwest entrance on Friars Road along the western slope under the elevated trolley line and then eastward along the river channel. A secondary road runs from the southeast corner to the ring road. There is an inner ring road which follows the sidewalk around the stadium and entry gates.

### DEVELOPMENT SITE

The developable area (90-95 acres) of the site primarily lies inside the ring road around the stadium footprint in the central portion of the site, and in the northwestern portion of the site along Friars Road. The terrain slopes downward from the northwest to the south and east. Approximately 65 acres of the site are located in a FEMA designated flood plain (Map 06073C1636H-Zones AE & X) along the San Diego River and Murphy Creek. The existing designated flood zone area runs the along eastern and southeastern portion of the site and across the lower ground around the existing stadium footprint and continues along the river to the southwest and western portion of the site. The most recent flooding and water inundation of the parking area occurred in December 2010.



# STADIUM RE-DEVELOPMENT STADIUM SITE



MISSION VILLAGE DRIVE

FUEL TANKS

FIRE STATION

FRIARS ROAD

CITY OF SAN DIEGO LAND

SAN DIEGO MISSION ROAD

RANCHO MISSION ROAD

INTERSTATE 15

TROLLEY STATION

TROLLEY STATION

WATER DEPARTMENT LAND

SAN DIEGO RIVER

CAMINO DEL RIO NORTH

CAMINO DEL RIO SOUTH

INTERSTATE 8

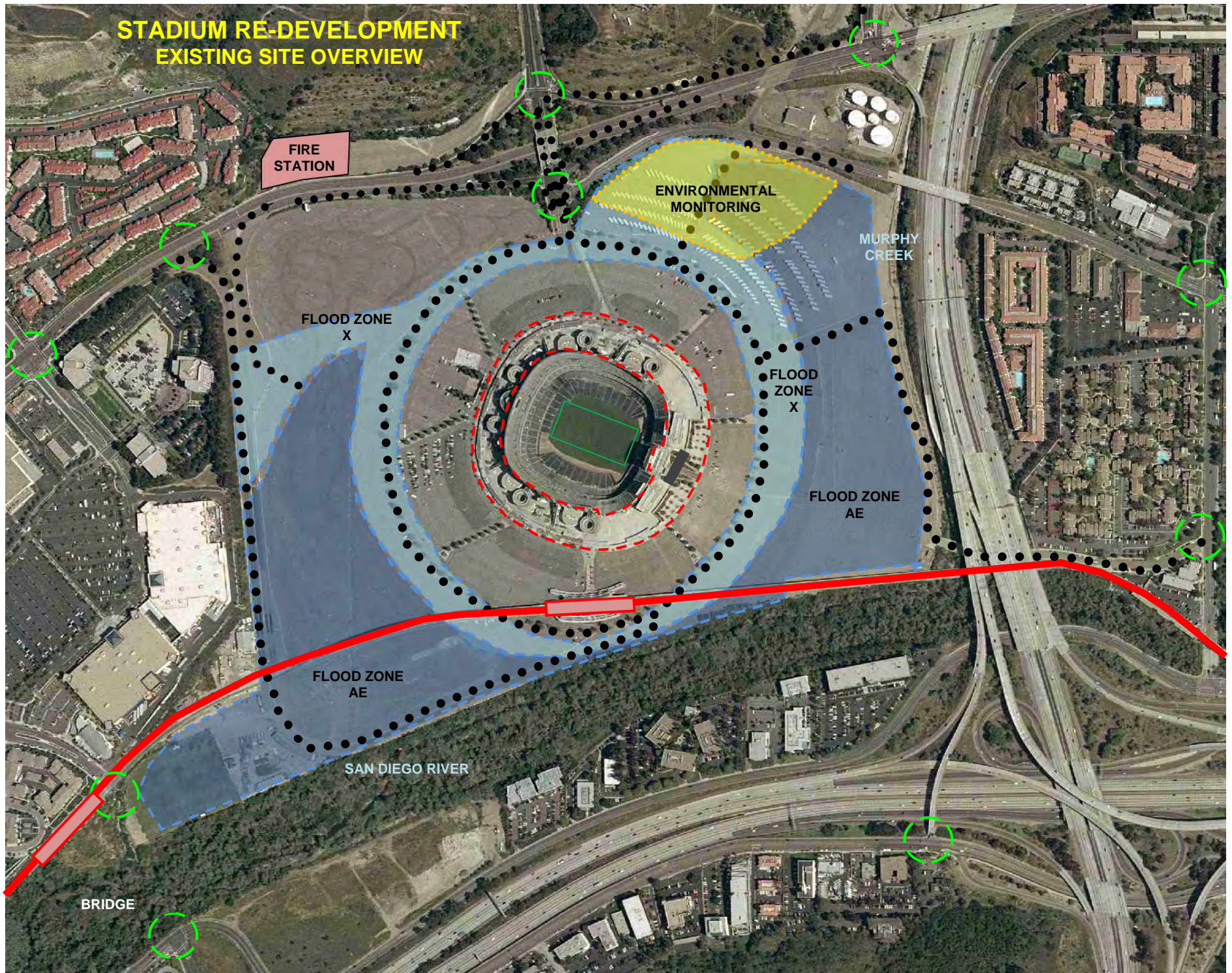
FENTON PARKWAY

TROLLEY STATION

MURPHY CREEK

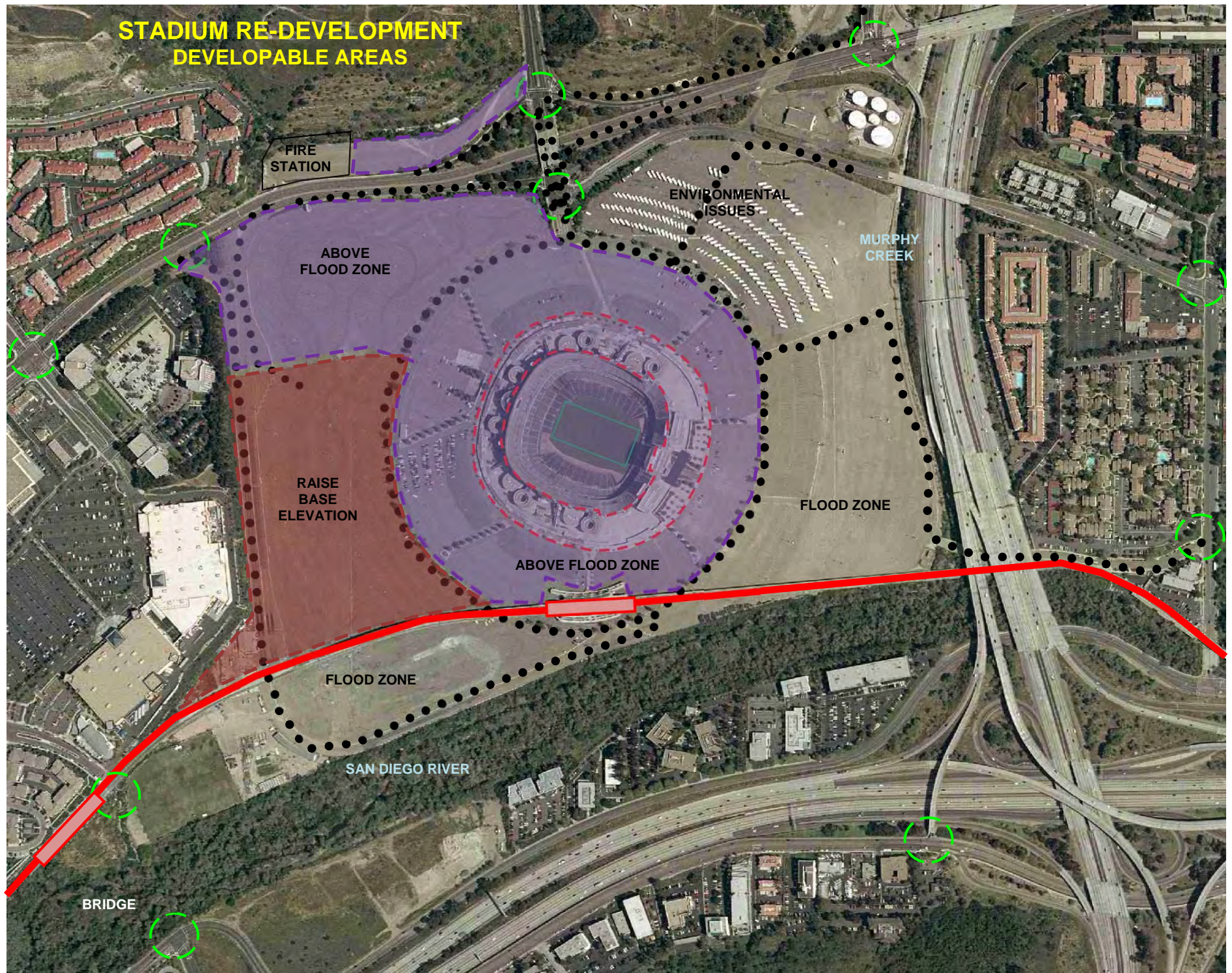


# STADIUM RE-DEVELOPMENT EXISTING SITE OVERVIEW





# STADIUM RE-DEVELOPMENT DEVELOPABLE AREAS



FIRE  
STATION

ABOVE  
FLOOD ZONE

ENVIRONMENTAL  
ISSUES

MURPHY  
CREEK

RAISE  
BASE  
ELEVATION

FLOOD ZONE

ABOVE FLOOD ZONE

FLOOD ZONE

SAN DIEGO RIVER

BRIDGE



## ZONING & LAND USE

To facilitate development of the site, the existing Commercial-Visitor zoning will need to be updated and a new comprehensive site specific development plan approved. Under the Mission Valley Planned District, the zoning will accommodate medium density residential at 54 to 72 units per acre, high-rise commercial office, high-rise hotel/commercial visitor, retail and stadium uses.

Provisions for fireworks displays, noise variance and outdoor lighting will need to be included, as well as ensuring compliance with the objectives of the San Diego River Sub-district and River Park Master Plan. The development plan should provide include special consideration for implementation of the Climate Change Action Plans for the County and City by encouraging the use of mass transit and alternative transportation.

## PROPOSED STADIUM SITE

The proposed site of the stadium and support areas in the western half of the site shall be raised above the flood plain to a new base elevation. Development of new multi-family residential, office, retail and hotel buildings shall occur on the existing higher ground already above the flood zone around the stadium and northwest corner of the site. The lower elevation areas subject to flooding will be utilized for surface parking, structured parking and recreational park uses.

The northeast corner of the subject site adjacent to the fuel tank farm is confounded with environmental issues, monitoring wells and legal disputes. Due to the nature of the long standing concerns, controversy, and potential risks, the northeastern quadrant should continue its existing conforming use and remain as a parking lot and tailgate area.

## TRAFFIC & ACCESS

Currently, the stadium site is primarily accessed from the north via Friars Road, as well as Mission Village Road and San Diego Mission Road which causes a bottleneck and traffic jams which creates congestion and major delays for major stadium events.

This stadium development plan proposes a massive reconfiguration, realignment and expansion of the existing vehicle roadway system to expand access, improve circulation, reduce congestion and better manage traffic flow for major events and daily use. Development of the site will increase the ADT volume and require off-site improvements and mitigation of increased traffic flow.

The stadium site development proposes to create several new access roadways by building a bridge over the river to connect Fenton Parkway with Camino del Rio North and South, realigning the ring road, and the reconfiguring Friars Road/Mission Village/San Diego Mission Road intersection. The pedestrian and cycling access plan seeks to provide greater walkability and bicycle access to the stadium site within a two to three mile radius, and along the River Trail. Upon completion, the new stadium complex could be accessed from the west, north, northwest, east, southeast and southwest, instead of just Friars Road.

The new traffic design provides improved access from interstate 15 and Interstate 8, as well as opens up direct access from south of the river and south of the freeway. The access plan involves increased use of mass transit with multiple trolley stations, Rapid Bus transit center, expanded park-n-ride service, use of shuttle buses and emphasis on walking and bicycle access. The site will allow pedestrian access from south of the river and south of the Interstate 8 freeway, as well as along the river and Friars Road.



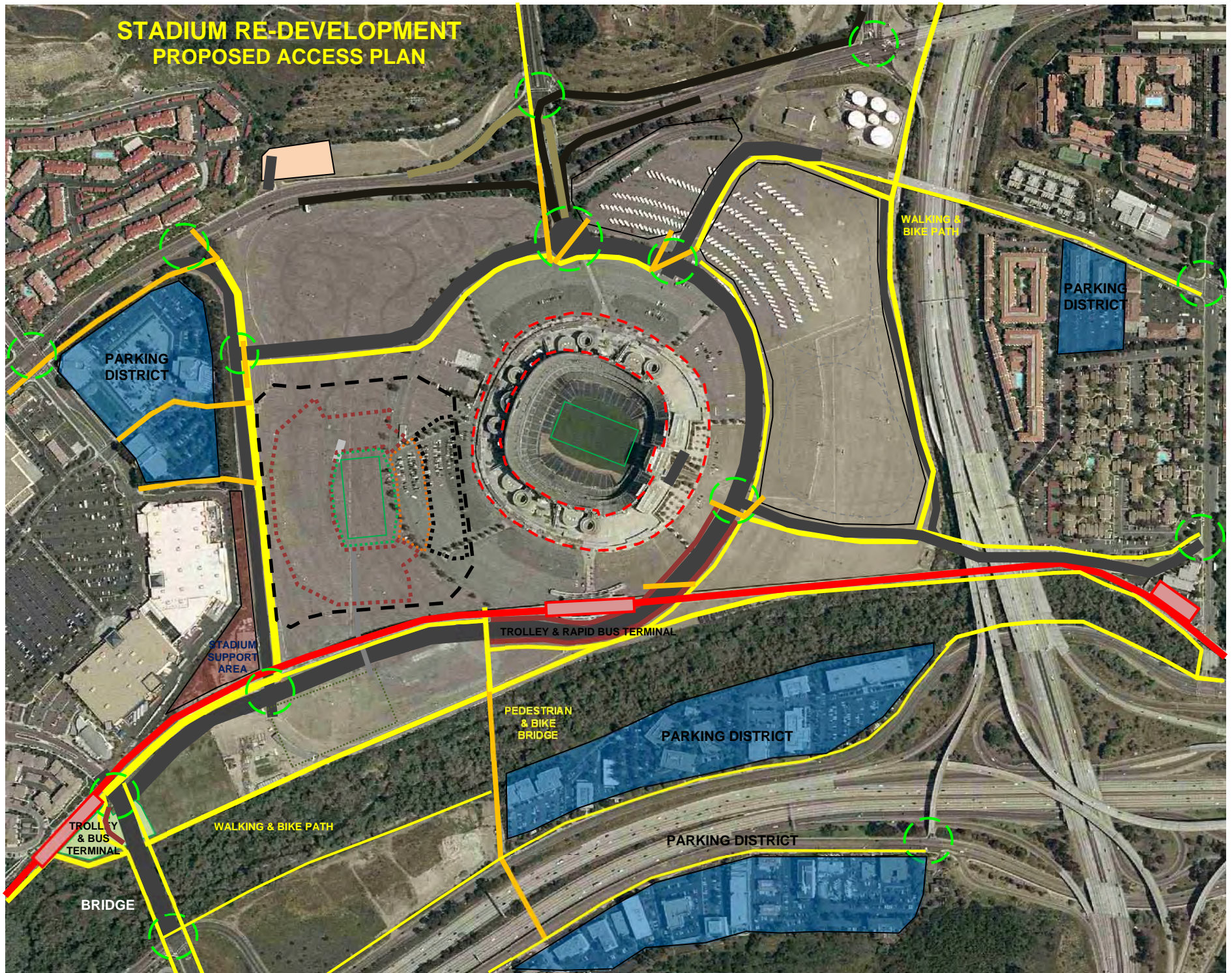
# STADIUM RE-DEVELOPMENT EXISTING ACCESS OVERVIEW



FIRE  
STATION

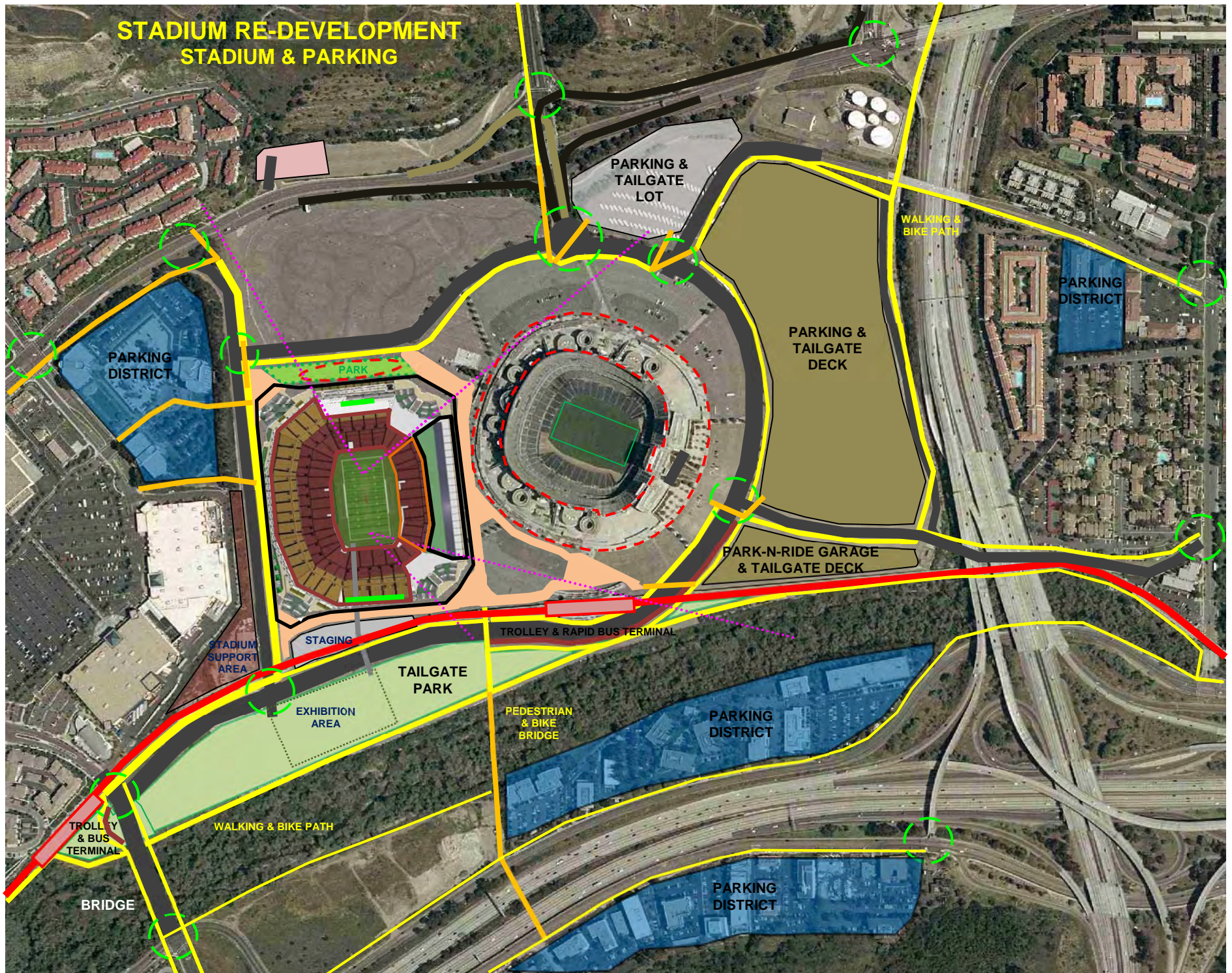


# STADIUM RE-DEVELOPMENT PROPOSED ACCESS PLAN





# STADIUM RE-DEVELOPMENT STADIUM & PARKING





## PROPOSED TRAFFIC INFRASTRUCTURE

**Fenton Parkway Bridge:** A new 5-lane bridge with dedicated walking paths and bike lanes is proposed across the San Diego River which will connect Fenton Parkway to Camino del Rio North and the Mission City Parkway overpass across Interstate 8 to Camino del Rio South. The new bridge and roadway extension across the river channel will provide a crucial road link with the south side of the river which greatly expands access to the stadium site, reduces congestion on Friars Road, improves circulation within the surrounding commercial areas, and creates wider pedestrian access. The bridge will allow for expanded ingress and egress to Interstate 8, 15 and 805 via Camino Del Rio North and South.

**Southwest Road:** From Fenton Parkway, a new four-lane roadway with turn lanes and bike paths is proposed to run eastward and merge into the proposed realignment and expansion of the existing stadium ring road. The roadway and walkway will ramp down along the south side of the trolley to the new stadium site and tailgate park and then follow along the elevated trolley line to merge with the curve of the existing ring road.

**Stadium Loop Road:** The existing two-lane ring road around the stadium from the Friars Road/Mission Village road intersection will be reconfigured, widened, and expanded to provide improved access through the stadium site to the trolley station and farther west to Fenton Parkway and river bridge. The new six-lane divided collector roadway will form a two-way loop which connects the main entrance off Friars Road and realigned San Diego Mission Road with the southwestern entrance at Fenton Parkway, as well intersect with the west road from the northwestern entrance on Friars Road, and with the southeastern road to Rancho Mission Road and Ward Road.

**Interstate 15 - Friars Road Interchange:** The primary freeway access to the stadium will be enhanced by expanding ramps and increasing the number of turn lanes at the Friars Road interchange. Off-ramps from the freeway to westbound Friars Road for stadium access will be expanded and reconfigured to easily merge into the stadium complex. The northbound ramps and turn lanes to Interstate 15 and southbound ramps and turn lanes to Interstate 8 will be expanded for heavy event volume. An elevated ramp and roadway from the Stadium Loop Road will reduce congestion and improve traffic flow on Friars Road.

**Friars Road – Mission Village Road Interchange:** The primary access to the stadium site from the north will continue to be Friars Road. A series of dedicated ramps and elevated roadways for access will be built to channel daily and event traffic to and from Interstate 15 to the Stadium Loop Road. The existing Mission Village Drive bridge across Friars Road will be utilized for northbound Mission Village Road and westbound Friars Road from the stadium. Southbound traffic into the stadium complex will utilize an elevated roadway to the expanded loop road and central parking structure and parking lots. An expanded ramp for eastbound traffic from Friars Road will channel vehicles to the stadium loop road. Egress from the stadium to the freeway will utilize dedicated high volume ramps and elevated roadways to the freeways.

**San Diego Mission Road Re-alignment:** The existing San Diego Mission Road utilized for fuel tankers and vehicle traffic at Friars Road will be reconfigured to provide better fuel truck and semi-trailer access and minimize congestion at the intersection. The road will be realigned to the expanded loop road and central parking garage.

**North & West Loop Roads:** The existing northwest entrance at Friars Road and western entry road will be reconfigured to provide improved access to the western portion of the stadium site and merge with the west portion of the loop road south of the trolley line. A local neighborhood and hotel resort access road located north of the new stadium and commercial development will connect the west road with the main loop road.

**Rancho Mission Road Access Road:** Access to the stadium site will be further expanded in the southeast portion with the reconfiguration and construction of a new roadway connecting the Stadium Loop Road with Rancho Mission Road, Ward Road and Camino del Rio North under the Interstate 15 freeway. This road shall provide improved ingress and egress to Interstate 8 at the Mission Gorge road interchange, and serve as the primary route for Rapid Bus and transit bus access.

## **PROPOSED MASS TRANSIT IMPROVEMENTS**

**Trolley Station (East - Qualcomm Stadium):** The existing stadium trolley station will be the primary transit center for the stadium complex, retail center, offices, apartments and student housing. A new street level bus and transit transfer station will more easily integrate trolley to bus transfers. With the new Fenton Parkway Bridge and improved access to Friars Road, San Diego Mission Road and Camino Del Rio existing transit routes can be revised and integrated with the transit center plaza along the Stadium Loop Road. The station will serve as the primary eastbound post-game departure point and westbound pre-game arrival destination for stadium events. The station will provide regular daily transit access to the offices, residences and retail development for the proposed commercial development.

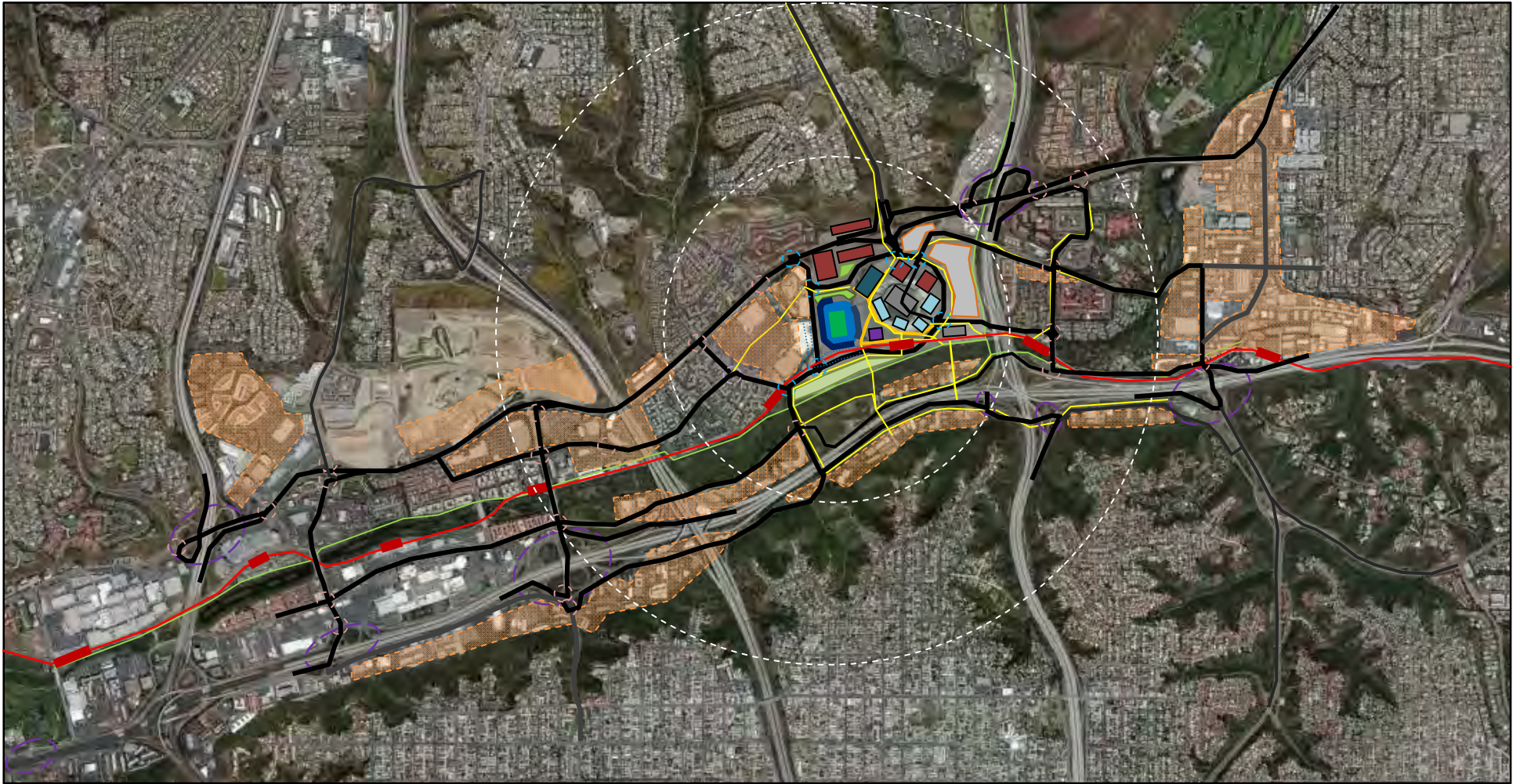
**Trolley Station (West - Fenton Parkway):** A new bus-to-trolley transfer station at the existing station will integrate bus, shuttle with trolley. The existing trolley station will be used as the primary westbound post-game departure and eastbound pre-game arrival station for expanding the peak volume. The San Diego River Trail will connect at the station and provide walkable routes to the stadium and surrounding neighborhood and commercial areas.

**Rapid Bus (Park-N-Ride):** The existing regional system of Park-N-Ride lots and Rapid Bus terminals shall become a significant part of the mass transit plan for major stadium events, as well as daily use. A central street level rapid bus terminal will be located along the expanded stadium loop road will serve as the drop-off and boarding area for rapid bus and shuttle buses. A parking garage for rapid bus, park-n-ride bus and shuttle bus with public parking above shall be built to provide adequate bus parking for major events. The bus terminal and trolley transfer will integrate trolley, bus, rapid bus and area shuttles with the River Trail and local walking routes.

**Shuttles/Taxis:** Special taxi and shuttle bus station and taxi/shuttle waiting line will be included along part of the Stadium Loop Road and part of the hotel resort site.

# TRAFFIC & PARKING PLAN:

## ACCESS ROADS, PARKING LOTS, PARKING DISTRICT & TRAFFIC MANAGEMENT

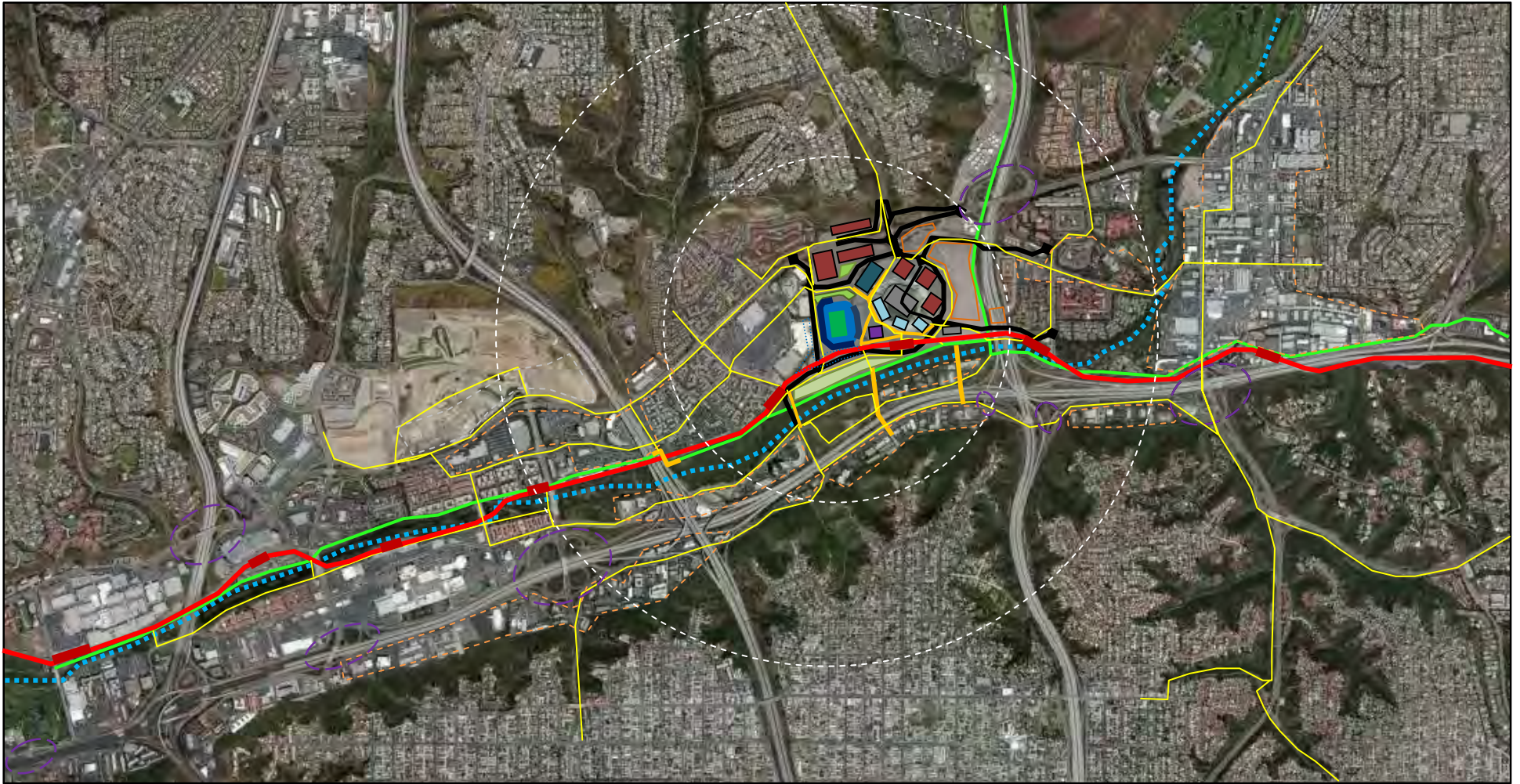


MASS TRANSIT		ROADWAYS/PARKING		BUILDINGS		TRAFFIC SIGNALS	
	Trolley		Roadways		High-Rise Office		Traffic Control
	Trolley Station		Freeway Interchange		Low-Rise Office		Stadium Control
	River Trail		Parking –Tailgate Lot		Hotel		
	Sidewalk-Walk Path		Parking District Lot		Multi-Family		
	Pedestrian Bridge		Public Park–Tailgate Lot		Parking Structure		



# PEDESTRIAN ACCESS PLAN:

## RIVER TRAIL, WALKING PATHS, BRIDGES & SIDEWALKS



MASS TRANSIT		ROADWAYS/PARKING		BUILDINGS		TRAFFIC SIGNALS	
	Trolley		Roadways		High-Rise Office		Traffic Control
	Trolley Station		Freeway Interchange		Low-Rise Office		Stadium Control
	River Trail		Parking –Tailgate Lot		Hotel		
	Sidewalk-Walk Path		Parking District Lot		Multi-Family		River
	Pedestrian Bridge		Public Park–Tailgate Lot		Parking Structure		

## PARKING

Parking Code requires 1 space per 3 seats with a reduction to 0.85 per 3 seats for a transit oriented location.  $65,000 \text{ seats} / 3 \text{ seats} \times 0.85 = 18,400$  parking spaces. The existing lot as configured is 18,000 spaces. Nearly every part of the stadium site is utilized for parkway or roadway. Every square foot of existing parking changed to an alternative use must be replaced with new parking.

**Parking & Tailgate Deck:** The existing parking lot in the eastern and northeastern portions of the site along Interstate 15 shall remain as parking. A two-level parking deck will provide covered parking and the upper level can be utilized as tailgating area, as well as providing additional uses for RV sales, used car sales, driver training, auto racing and exhibitions. Due to the environmental issues involved in that portion of the site, any construction of commercial buildings will remain highly problematic for a considerable time.

**Hybrid Public Park & Tailgate Park:** – The southwestern portion of the site along north of the San Diego River Trail, and south of the elevated trolley is proposed to be utilized a public recreation park with the additional use for event parking and tailgates, as well as outdoor exhibition area. The recreational park is a hybrid of tailgate sites, picnic areas with tables and BBQ grills, along with natural grass lawn areas, turf-grass sections, turf-pavers, compacted decomposed granite, play areas, parking area and playgrounds for daily use and stadium tailgate-parking and pre-event group events.

**Central Parking Structure:** A centrally located 8-level 3,500 space state-of-the-art parking structure is proposed to be constructed inside the footprint of the existing stadium and playing field. The massive parking structure will have two primary signalized intersections with the stadium loop road as the major ingress and egress routes to freeways. The parking structure shall provide work-

day parking for the office buildings and evening and weekend parking for the retail shops and restaurants. The parking structure will be paid for by the stadium site developers and ground lessors.

**Park-N-Ride Parking Structure:** A 4-level parking facility for the rapid buses, shuttles, and transit buses will be built across from the trolley station in the southeast portion of the site, just north of the trolley line. The grade level will provide transit bus parking for events and the upper levels of the structure will provide public parking for events and workday employee and visitor parking. The structure will be utilized daily to provide reserved and visitor parking for the retail and office buildings. The structure will be primarily paid for stadium developers with additional funded by JPA and TransNet/SANDAG.

**Parking District:** The City shall create a Parking District by enacting a public access and public parking easement as the legal authority and basis for a private joint parking agreement for the surrounding office buildings and other parking lots located in the Mission Valley and Mission Gorge areas within 3-4 miles of the stadium site. There are over 8,000 parking spaces on private office and commercial properties located primarily along Camino Del Rio, Rio San Diego Drive, Friars Road and Mission Gorge Road.

The private property owners will be organized under a City sponsored access, public use and parking easement, for a private parking operating agreement and private parking association to provide off-site parking for major stadium events (Chargers, Bowl Games,..). The parking district will share revenue and operating expenses for parking service, management, security, insurance and cleaning. MTS shall provide parking shuttles with transit buses at minimal cost for round trip travel to and from the off-site parking lots to the stadium for major events.

## PEDESTRIAN ACCESS & ENVIRONMENTAL

Currently, it is very difficult to walk to the stadium and impossible to reach the stadium from south of the river. A system of trails, walkways and bike paths, as well as bridges and overpasses are proposed to expand pedestrian and bicycle access to the stadium and throughout Mission Valley. The river habitat and wetland along the San Diego River and Murphy Creek have been neglected for a long time and a restoration and revitalization is proposed.

**Camino Del Rio – Freeway Pedestrian Bridges:** To provide walking access from Camino Del South and Camino Del Rio North to the stadium site, a pedestrian and bicycle suspension bridge will be built high above the San Diego River and across the Interstate 8 freeway. The suspension type bridges will provide pedestrian, bicycle and disabled access to the stadium development and allow fans and spectators convenient walking distance to the parking areas from Camino Del Rio North and south side of the freeway.

**San Diego River Trail:** The existing San Diego River trail shall be expanded and extended. The river trail shall comprise the primary core walking path along the north side of the San Diego river linking the stadium site with the rest of Mission Valley and fully integrating the River Trail with the existing community trails and walking paths. The river trail will create a continuous walking and hiking path from Fashion Valley to Mission Gorge which integrates other trails from Mission Bay, Ocean Beach, Murphy Creek Canyon, San Diego State and Mission Trails Park. A ramped pedestrian and bike overpass will cross over and above the trolley line from the Rio San Diego side under the 805 freeway to an elevated trail and bridge along the south side of the trolley line in the river basin situated west of the Fenton Parkway transit station and public park.

The main improved portion of the river trail will follow along the levee from the trolley overpass and Fenton Parkway through the public park to the Stadium trolley station/transit center and to the Murphy Creek Canyon trailhead and the Mission Trolley station. The secondary portion of the river trail will continue the pathway eastward to the Mission Gorge station and westward to the Fashion Valley transit center utilizing and improving existing trails and sidewalks.

**River Habitat Restoration:** In compliance with the San Diego River Park Master Plan, the San Diego River and Murphy Creek riverbeds and wetlands shall be rehabilitated, restored, reclaimed, and revitalized. The river habitats from Friars Road to Qualcomm Way and along Murphy Creek from Friars Road to the river inlet will be cleaned of debris, trash and refuse. A protective barrier or fence which restricts people from entering the habitat but allows animals and wildlife to pass through shall be installed along the river channel levee. A nature center, classrooms/labs, amphitheater and public park with guided walking trail and observation areas will be built west of the Fenton Marketplace trolley station.

**Storm Water Management & Reclamation:** The roadways, parking lots and improved sites will become part of an integrated and centralized storm water runoff and drainage management system which will involve street gutters, parking lot channels, underground drainage pipes, pump stations and a subterranean retention basin. The system will provide for filtration, treatment and reclamation of runoff for the site development. The project will include a water filtration-reclamation plan for gray water recycling and processing plant for landscaping water.



## CONCEPTUAL SITE PLAN

The overall site concept for development of the new Mission Valley Stadium Site is to emulate the success of **PetCo Park** layout and the surrounding developments in the East Village along J Street, 7<sup>th</sup> Avenue, and 10<sup>th</sup> Avenue by providing open view corridors into stadium from the surrounding properties. The stadium is proposed to be located in the western portion of the site directly north of the elevated trolley line.

The proposed two-part stadium design with a stadium bowl and club tower provides expansive view corridors into the stadium. The north-northeast section and the southeast corner of the stadium are open to provide surrounding properties with a view into the stadium.

Along the east side of the club tower, an open-air village courtyard and pedestrian plaza with restaurants, eateries, bars, shops and stores will link the residential neighborhood with the commercial office buildings, hotel and trolley-transit station. Similar to LA Live, Downtown Disney and Universal CityWalk, the outdoor retail plaza will feature video displays and performance stages integrated with sidewalk dining, seating areas and gathering places situated between the Club Tower and the mixed-use commercial buildings which will act as the hub and axis of the project.

The commercial core of retail and office buildings would lie adjacent to the trolley-transit station, central parking structure, and Club Tower. The medium to high density multi-family residential properties (60-70 Units/Acre) are situated in the northwest quadrant of the site and in the central district north and east of the commercial properties. The eastern and northeastern portions of the site would remain as a parking deck and be available for other uses. The southwest portion of the site south of the trolley line would be a hybrid public park-tailgate lot.

## PROPOSED STADIUM

The proposed stadium would be a 65,000 seat outdoor open-air stadium (expandable to 70,000+ for Super Bowls) based upon the conceptual design of the new 49er's Levi's Stadium in Santa Clara with two major sections: a High-rise Club Tower and a multi-level Seating Bowl. The playing field and floor would be aligned in a north-south configuration.

**Club Tower:** The premier seating, club sections, and suites would be concentrated in a 10 to 15 story high rise club tower on the east side of the field, with locker rooms, press level, broadcast studios and live broadcast outdoor stages, as well as ticket office, team store, and Charger Hall of Fame. The Club Tower (17,000 seats) would provide several club sections and expanded club amenities including: field level boxes, field level bar, club sports bar, luxury suites, private boxes, premier loge club, loft style suites, club lounges and roof-top club bar/restaurant. The east side of the Club Tower would feature restaurants, sports bars and retail on the ground floor and mezzanine levels along the pedestrian plaza.

**Stadium Bowl:** The "C" shaped Stadium Bowl (48,000 Seats) is situated around the west, south and northwest sides of the field. The largest proportion of seats are situated directly west of the field between the end zones, with the highest elevation of seating sections in the western and southern portions with shade provided by overhead fabric sails. The south end zone will feature retractable seating sections above a modular concert/event; the north end zone seating section will be a de-mountable portable grandstand which is able to move towards the stage located at the south end of the field/floor. The loading dock, staging area, TV satellite broadcast facilities, physical plant and mechanical-support areas are located at the south end of the stadium.

## STADIUM FEATURES

Without club sections and suites, the seating bowl portion would allow closer proximity to the field, better sightlines and viewing perspectives for fans, wider concourses, as well as provide more amenities, concessions and restrooms.

Video Displays: The giant video display screens would be situated on the south side of the upper levels facing north (in the shadows - out of sunlight). Secondary display screens would be located at the north end with displays facing south into the stadium and northward towards the park and apartment buildings.

Modular Field: In order to maximize year round multi-purpose usage, the playing field would utilize a modular natural grass pallet system over a concrete floor which can be moved in and out of the floor area for other events. Currently, used at Reliant Stadium in Houston.

Floor Pavilion: Instead of a dome, a seasonal enclosure and awning (fabric covered modular steel structure) over the floor area would be utilized for enclosed events and covered activities.

Modular Stage: A portable modular stage with structural frame and roof/shelter with integrated sound system, lighting and video displays would allow a multitude of other entertainment acts and events. The entertainment facilities are scalable from small shows (500-1,500 person) to major concerts (10,000-20,000 persons) to stadium shows (40,000-70,000 persons).

Auditorium/Stage Hall: The stadium bowl would also include an auditorium-theater, and assembly hall with performance stage, conference-exhibition areas and ground floor restrooms and concessions for floor events.

Stadium Park: A year round public park similar to the “*Park at the Park*” at PetCo Park would be located on the north side of the stadium across from the multifamily residential properties, adjacent to the hotel.

Wi-Fi-Cellular: A state-of-the-art intelligent network for video & audio and apps with maximum bandwidth would provide broadband access for smartphones and portable devices for streaming live video & unique content.

Fireworks/Cannon: A platform for the cannon and special fireworks launching platforms would be incorporated into the stadium for half-time shows and post-game fireworks displays.



## STADIUM DESIGN CONCEPTS

49er's Stadium Santa Clara: HNBT

68,500 seats: 45,000 lower bowl and 18,000 upper bowl - 9,000 club seats -  
3,600 seats in 170 suites



Los Angeles Stadium – Grand Crossing - City of Industry: Aedas

75,000 seats including 11,000 club seats - 175 suites



CLUB TOWER

FLOOR PAVILION

STADIUM BOWL



CLUB TOWER & STADIUM BOWL CONCEPT: 49ER'S SANTA CLARA - HNTB





# STADIUM PLAN

STADIUM CAPACITY -  
65,300 SEATS

STADIUM BOWL -  
48,000 SEATS

CLUB TOWER -  
17,300 SEATS

SUPER BOWL -  
70,000 SEATS

## SEATING LEVELS

FIELD -  
14,800 SEATS

PLAZA -  
18,600 SEATS

LOGE -  
6,400 SEATS

VIEW -  
18,500 SEATS

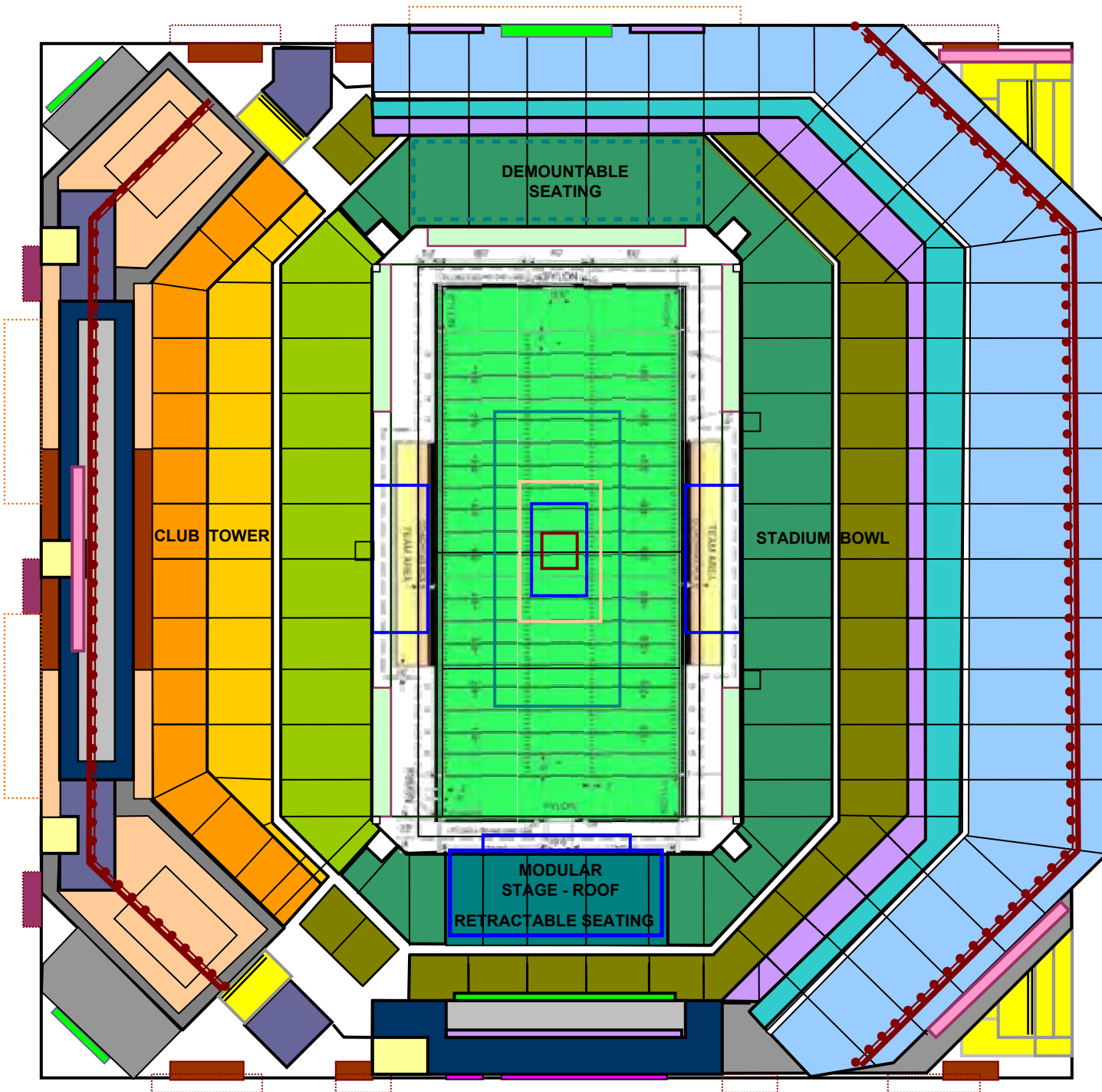
SUITES -  
2,000 SEATS

CHARGER LEVEL  
LOGE -  
3,300 SEATS

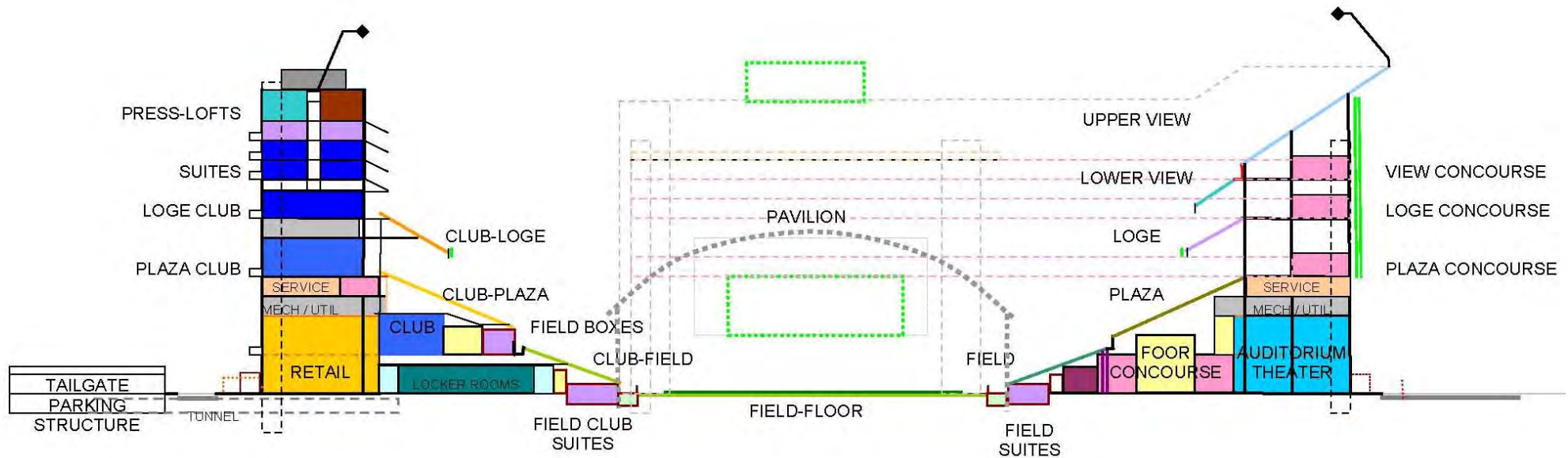
SUITES -  
1,700 SEATS

SUITES  
TOTAL - 145  
3,700 SEATS

FIELD SUITES - 28  
PLAZA SUITES - 4  
CHARGER SUITES - 70  
CLUB SUITES - 35  
LOFTS SUITES - 8



# CONCEPTUAL STADIUM



## CLUB TOWER

RETAIL PLAZA  
TEAM STORE / HALL OF FAME  
BOX OFFICE / TICKET SALES

FIELD LEVEL SUITES  
FIELD LEVEL BAR  
FIELD CLUB BOXES & TABLES  
PLAYER GALLERY CORRIDOR  
PRESS CONFERENCE GALLERY

FIELD BUNKER CLUB  
PLAZA CLUB BARS & RESTAURANTS  
EXCLUSIVE CHARGER CLUB LEVEL

CHARGER SUITES & BOXES  
RECEPTION ROOMS & MEETING ROOMS  
WOMEN'S DAY SPA

CLUB SUITES / BOXES / TABLE SEATING  
ROOF TOP BAR / RESTAURANT  
ROOF LOFT SUITES / PATIO BOXES  
PRESS BROADCAST GALLERY  
SHADE SAILS

## FIELD / FLOOR & PAVILION

MODULAR GRASS FIELD  
GRASS PROTECTION MATS  
SEASONAL PAVILION  
PORTABLE STAGE  
MODULAR FLOOR / RAISED FLOOR  
DEMOUNTABLE & MODULAR SEATING

### ADVERTISING MEDIA

VIDEO DISPLAYS – DIGITAL AUDIO  
LED BANNERS – DIGITAL BILLBOARDS  
SPECTACULAR DISPLAY  
WALLSCAPE MURAL ADS  
NAMING RIGHTS SIGNAGE  
WI-FI / CELLULAR TOWERS

### TAILGATE -PARKING

LANDSCAPED TAILGATE PARK  
RV HOOK-UPS / PICNIC AREAS  
PLAYGROUNDS / RESTROOMS  
STORAGE / LOADING / PIT STAGING AREAS  
PRIVATE SECURED PARKING / VIP TUNNEL  
RECLAMATION PLANT

## STADIUM BOWL

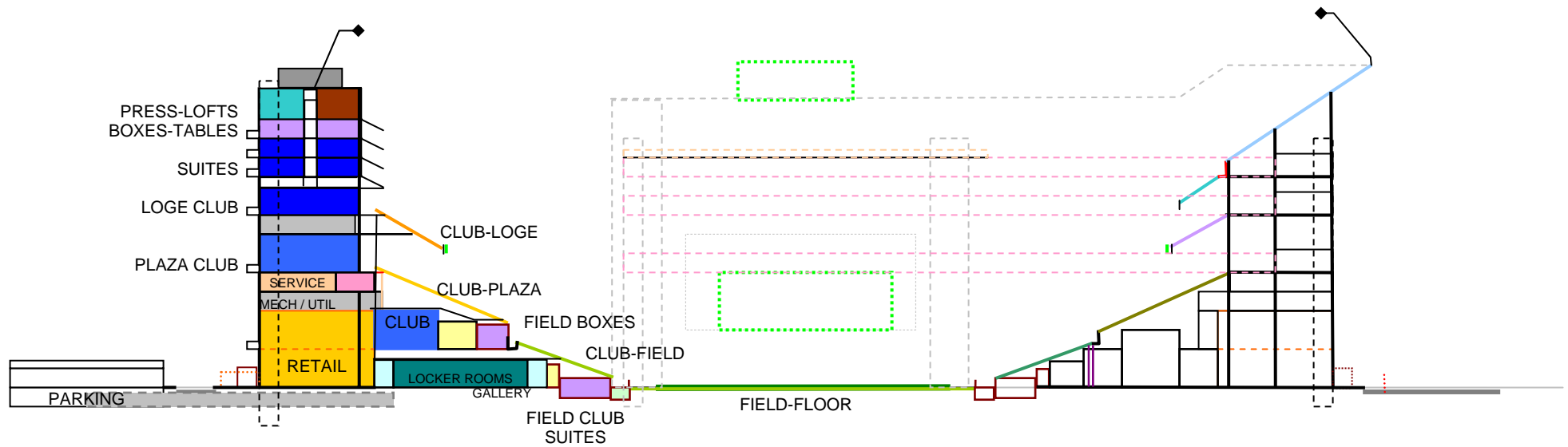
STREET LEVEL RETAIL PROMENADE  
- FOOD COURT  
- SPORTS BAR

FLOOR CONCOURSE  
- AUDITORIUM THEATER  
- STAGE HALL  
- FIELD LEVEL BAR - CLUB VENUE  
- FIELD LEVEL BOXES  
- PLAZA END ZONE BOXES

OPEN-AIR PLAZA CONCOURSE  
PREMIUM LOGE CONCOURSE  
OPEN-AIR VIEW CONCOURSE  
ROOF DECK BAR

STADIUM & SECURITY OFFICES  
FIELD MAINTENANCE AREAS  
LOADING DOCK / STAGING AREAS  
MECHANICAL / UTILITY AREAS  
FIREWORKS & CANNON PLATFORM

## CLUB TOWER



## CLUB TOWER

STREET RETAIL PLAZA  
 TEAM STORE / HALL OF FAME  
 BOX OFFICE / TICKET SALES  
 LOCKER ROOMS – DRESSING ROOMS  
 PLAYER GALLERY CORRIDOR  
 PRESS CONFERENCE GALLERY

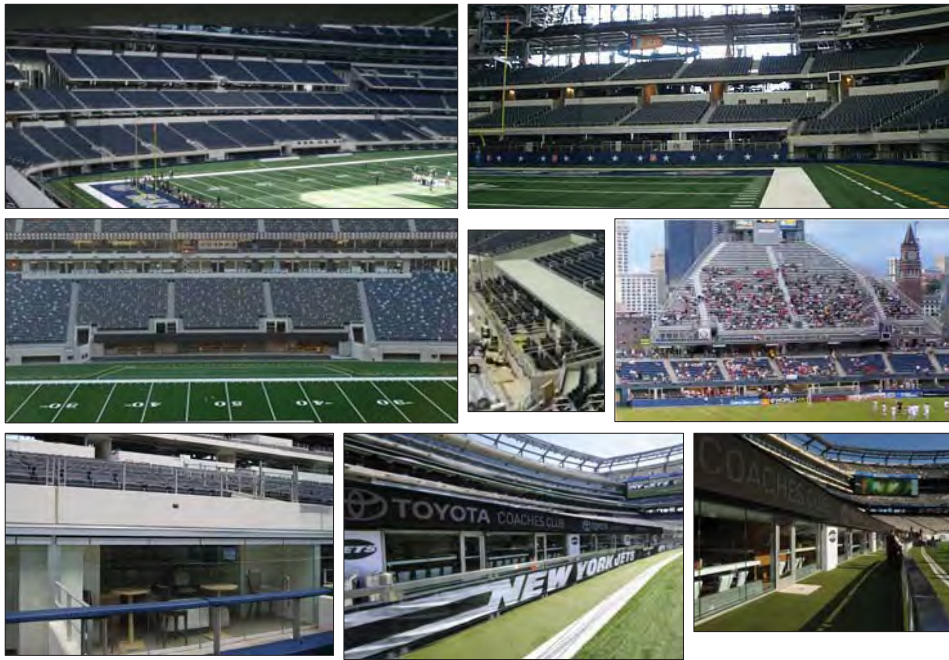
FIELD LEVEL CLUB BAR  
 FIELD MEZZANINE CLUB  
 PLAZA CLUB BARS & RESTAURANTS  
 EXCLUSIVE CHARGER CLUB LEVEL  
 ROOF TOP BAR / RESTAURANT

FIELD LEVEL SUITES  
 FIELD CLUB BOXES & TABLES  
 CHARGER SUITES & BOXES  
 RECEPTION ROOMS & MEETING ROOMS

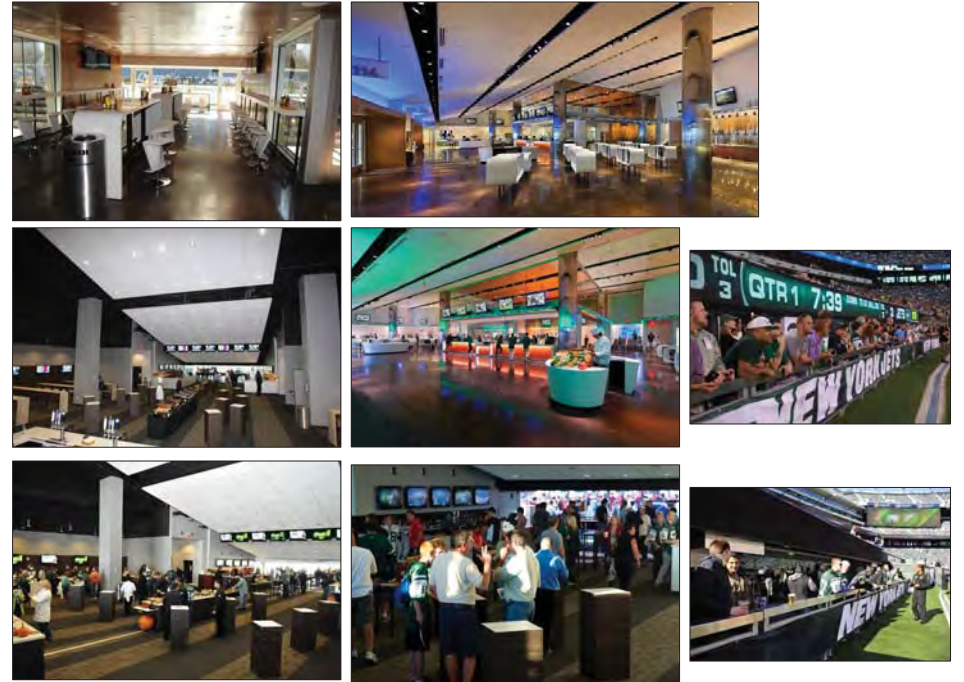
CLUB SUITES / BOXES / TABLE SEATING  
 ROOF LOFT SUITES / PATIO BOXES  
 PRESS TV BROADCAST GALLERY  
 SHADE SAILS



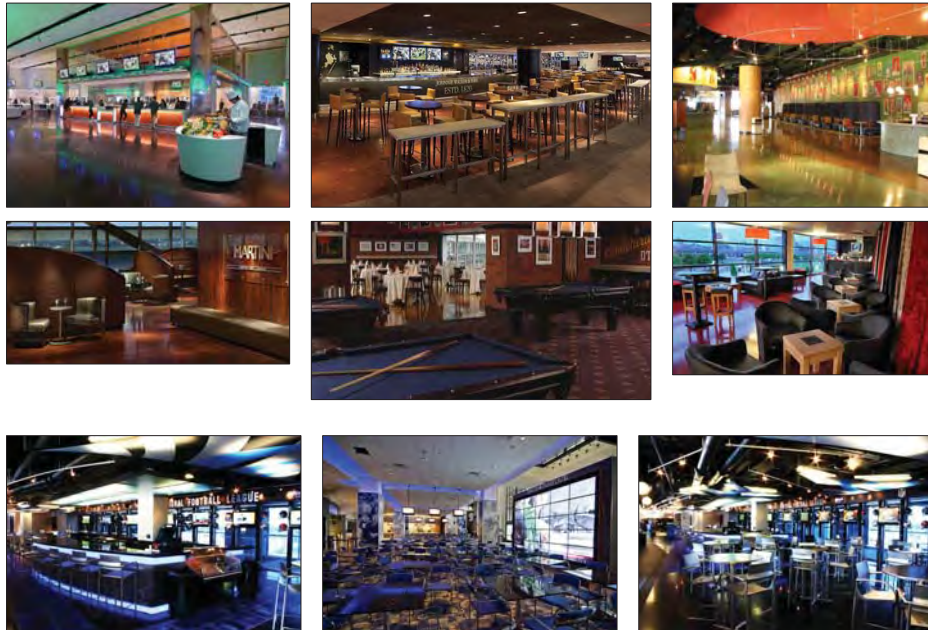
FIELD LEVEL SUITES



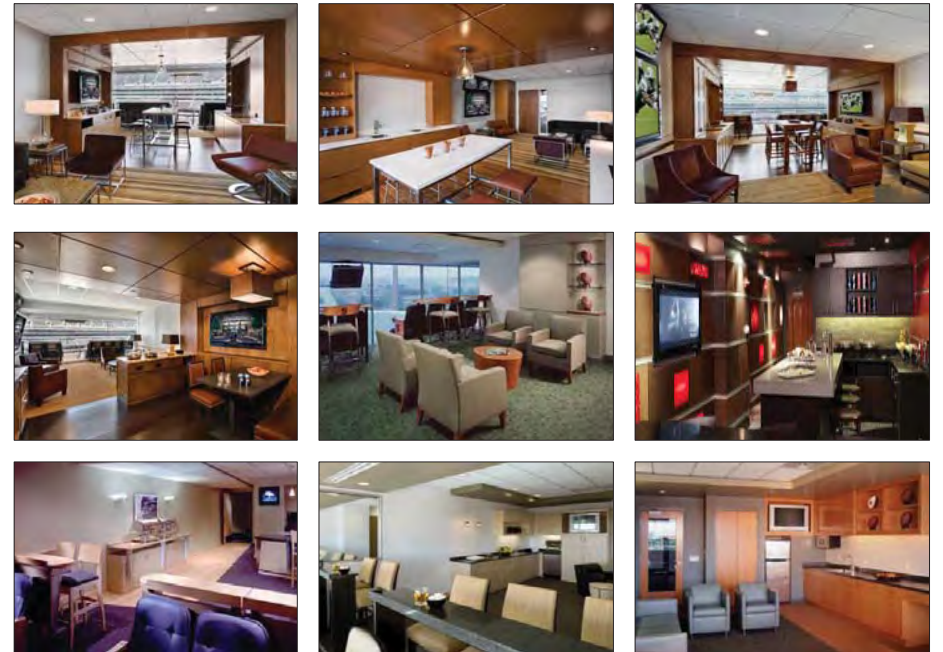
FIELD LEVEL BAR



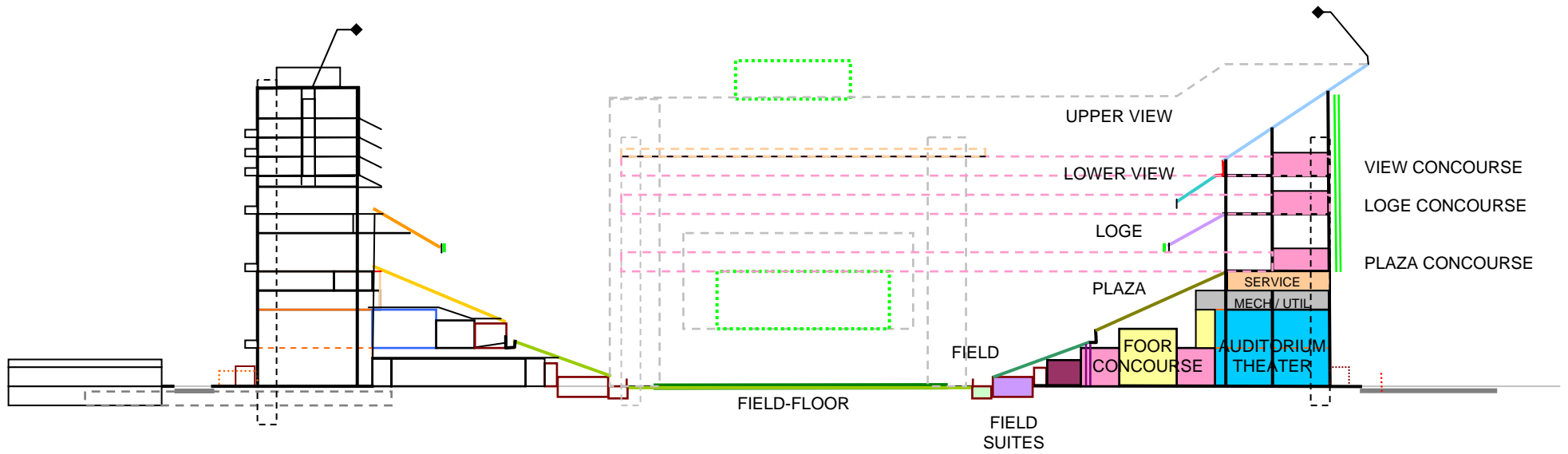
CLUB BARS & LOUNGES



LUXURY SUITES



# STADIUM BOWL



## STADIUM BOWL

STREET LEVEL RETAIL PROMENADE -  
 FOOD COURT  
 - SPORTS BAR

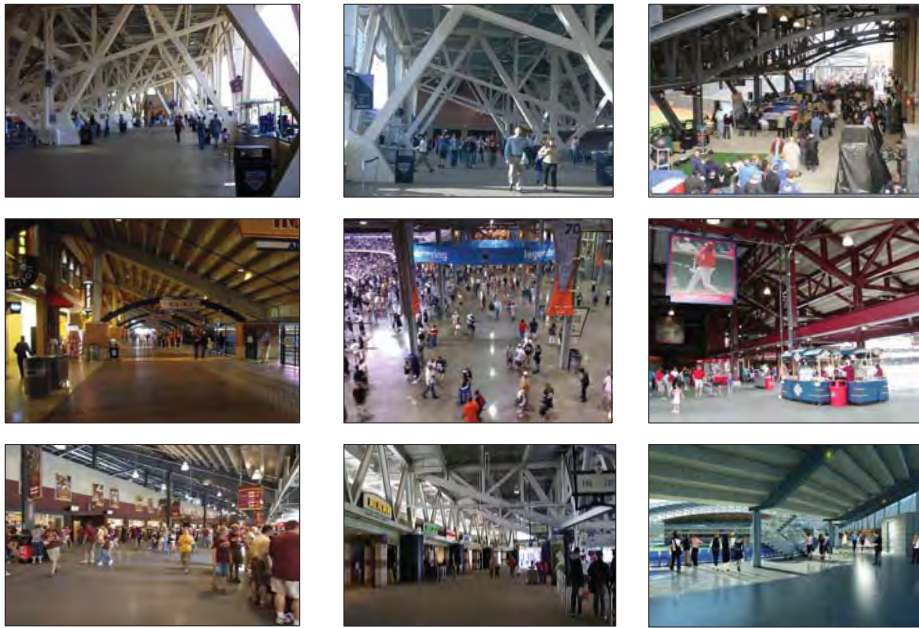
FLOOR CONCOURSE  
 - AUDITORIUM THEATER  
 - STAGE HALL  
 - FIELD LEVEL BAR - CLUB VENUE  
 - FIELD LEVEL BOXES

OPEN-AIR PLAZA CONCOURSE  
 PLAZA END ZONE BOXES / BAR  
 PREMIUM LOGE CONCOURSE  
 OPEN-AIR VIEW CONCOURSE  
 ROOF DECK BAR

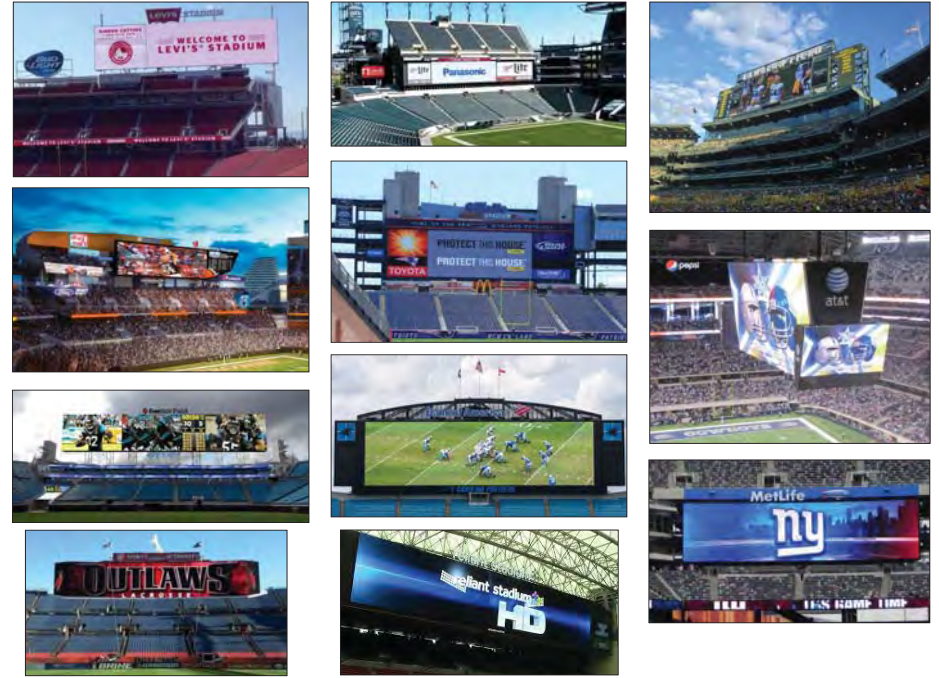
STADIUM & SECURITY OFFICES  
 FIELD MAINTENANCE AREAS  
 LOADING DOCK / STAGING AREAS  
 MECHANICAL / UTILITY AREAS  
 FIREWORKS & CANNON PLATFORM



OPEN-AIR STADIUM BOWL CONCOURSE LEVELS



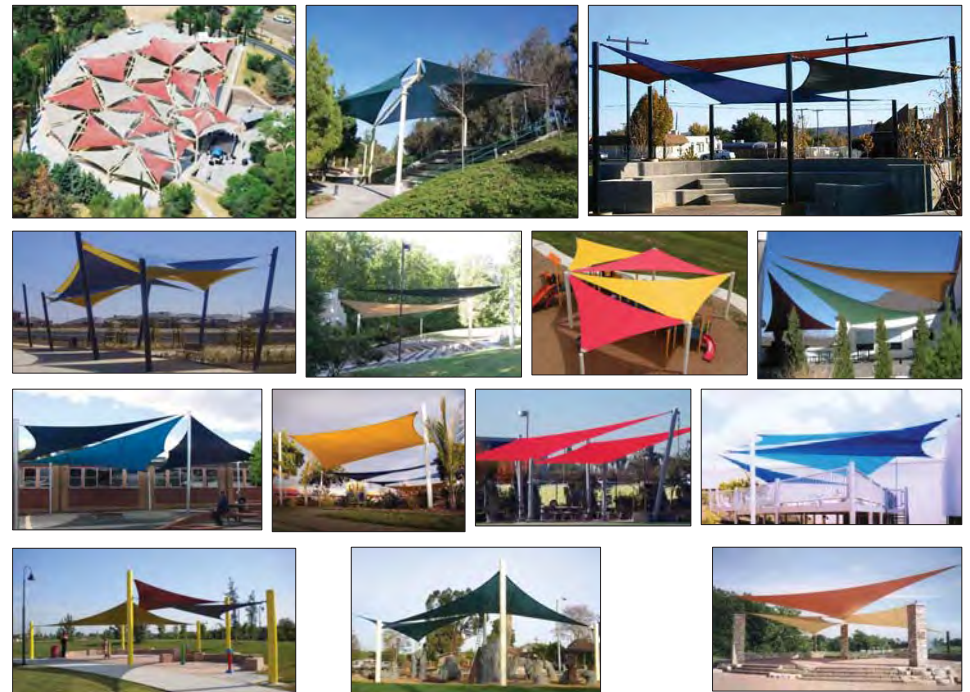
VIDEO DISPLAYS - SCOREBOARDS



WI-FI / CELLULAR

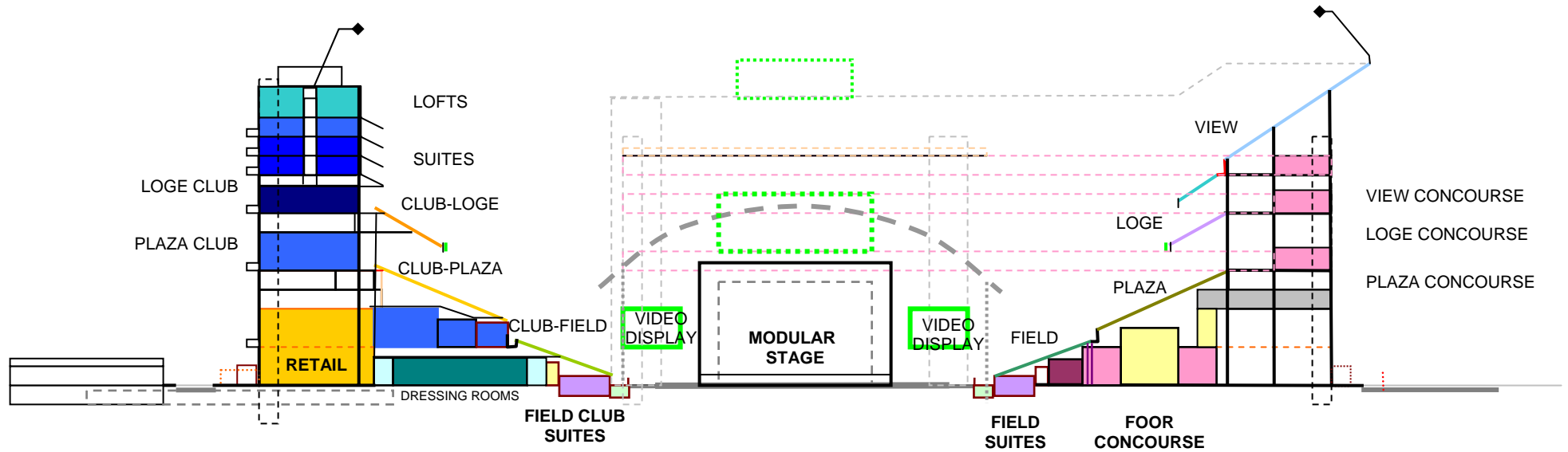


SHADE SAIL SYSTEM





# FLOOR PAVILION & AMPHITHEATER



## OUTDOOR AMPHITHEATER & COVERED FLOOR PAVILION

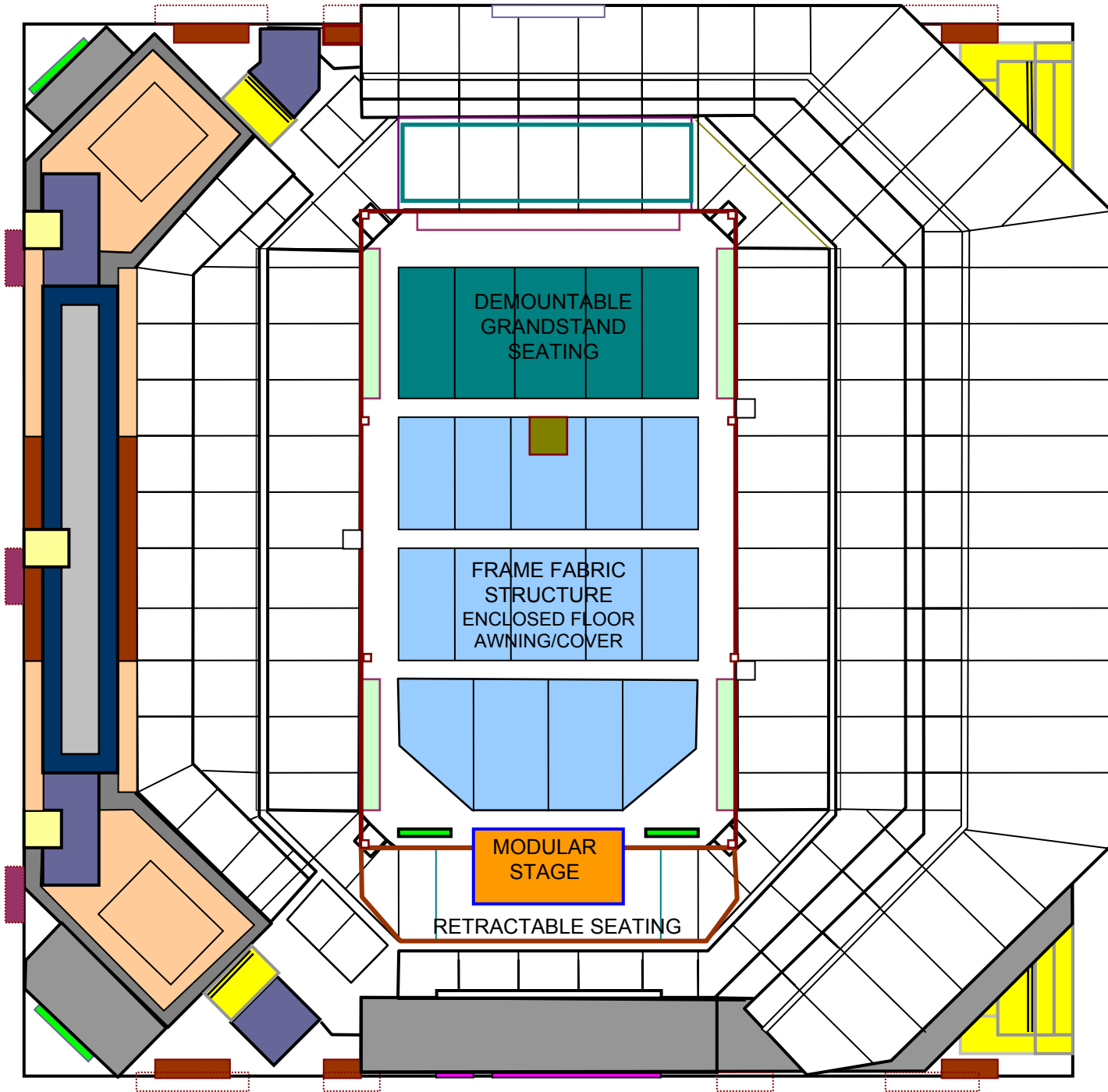
- MODULAR GRASS FIELD
- GRASS PROTECTION MATS
- SEASONAL PAVILION
- PORTABLE STAGE
- MODULAR FLOOR / RAISED FLOOR
- DEMOUNTABLE & MODULAR SEATING
- VIDEO DISPLAYS – DIGITAL AUDIO
- LED BANNERS – DIGITAL BILLBOARDS

**FLOOR PAVILION**

MODULAR STAGE

DEMOUNTABLE STANDS

12,000 SEATS

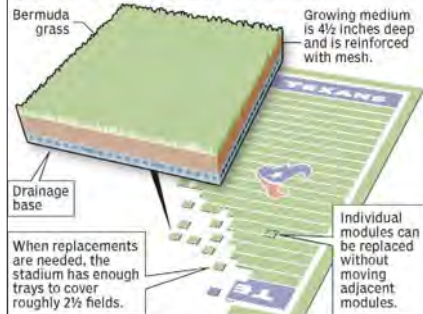


**MODULAR FIELD**



**ON THE FIELD**

The turf at Reliant Stadium is made up of natural Bermuda grass which sits on a series of 8-foot by 8-foot trays that are linked atop a concrete floor.



When replacements are needed, the stadium has enough trays to cover roughly 2½ fields.

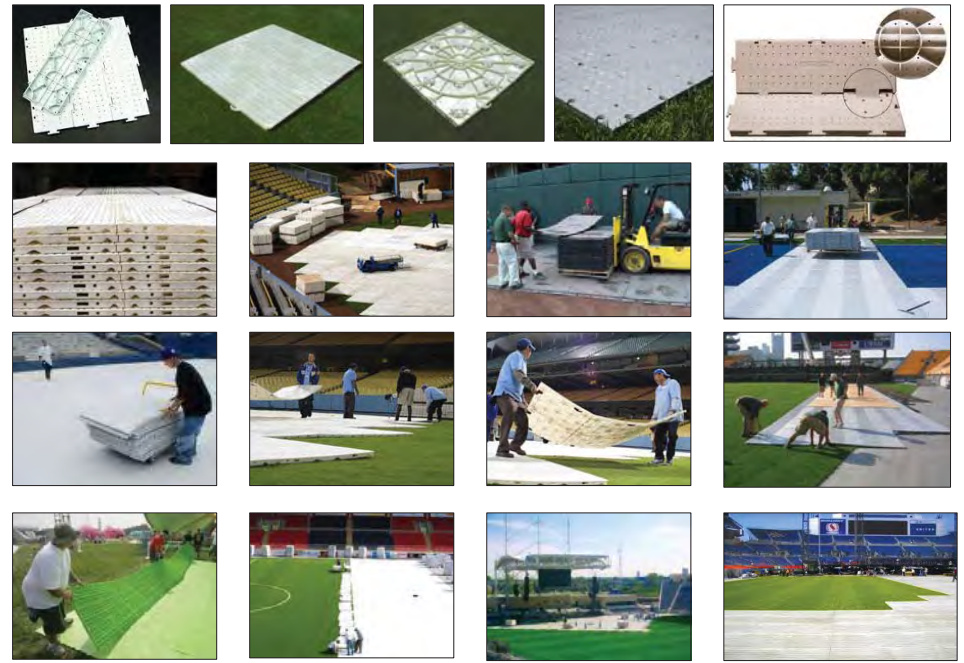
Individual modules can be replaced without moving adjacent modules.

Sources: Reliant Park; StrathAyr Turf Systems; Bohlein Environmental Solutions

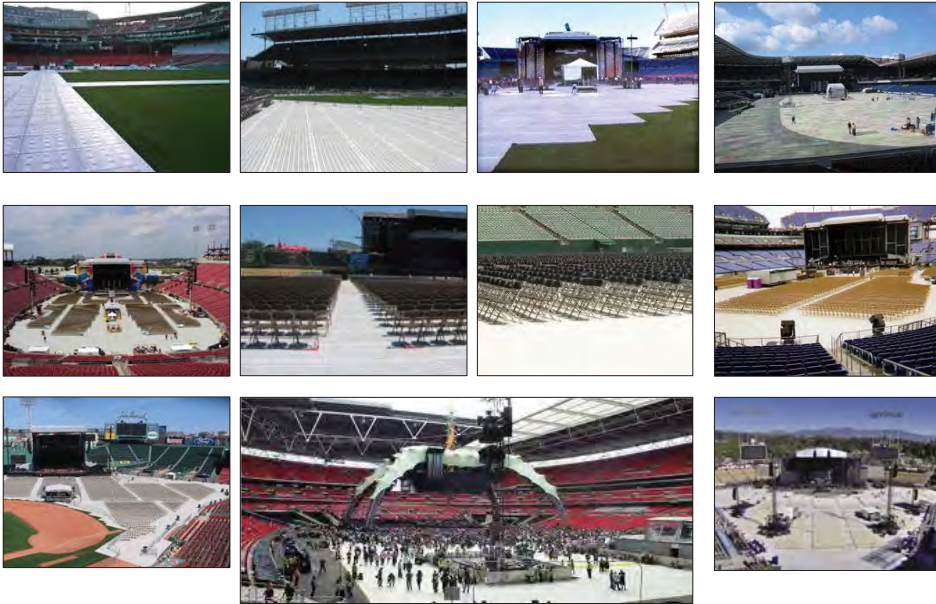
JAY CARR | CHRONICLE



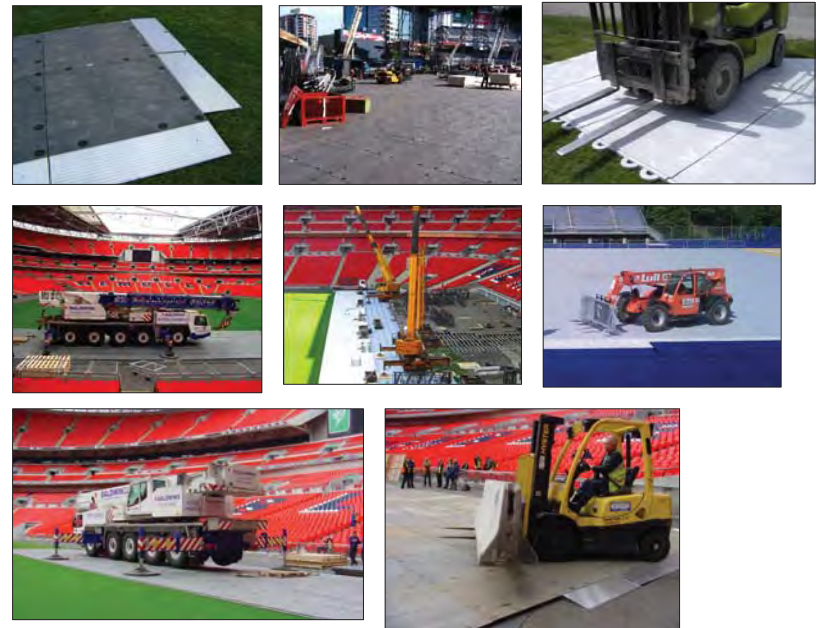
**GRASS SURFACE PROTECTION**



**GRASS SURFACE PROTECTION**



**HEAVY DUTY SURFACE PROTECTION**

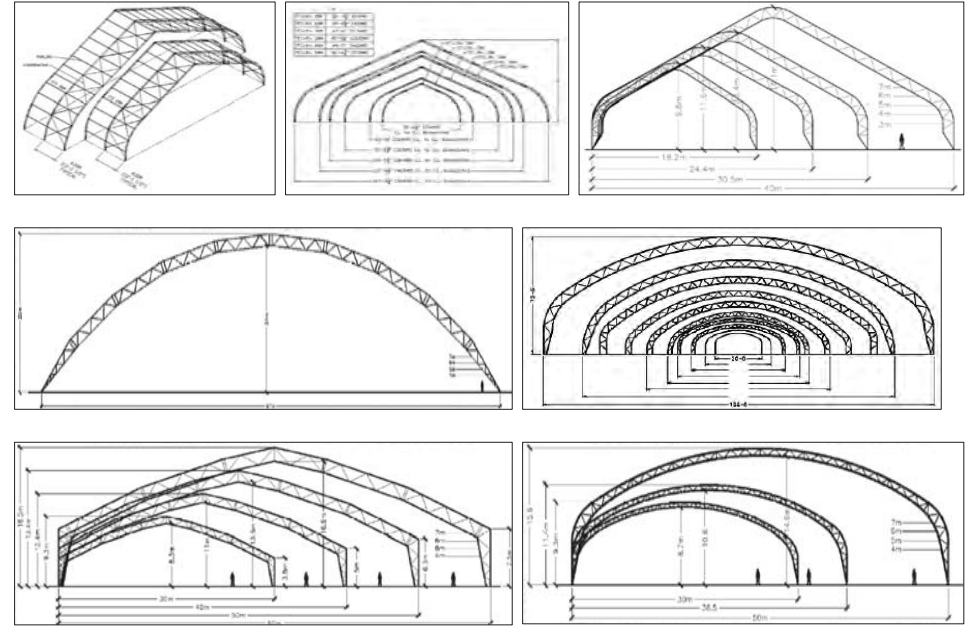




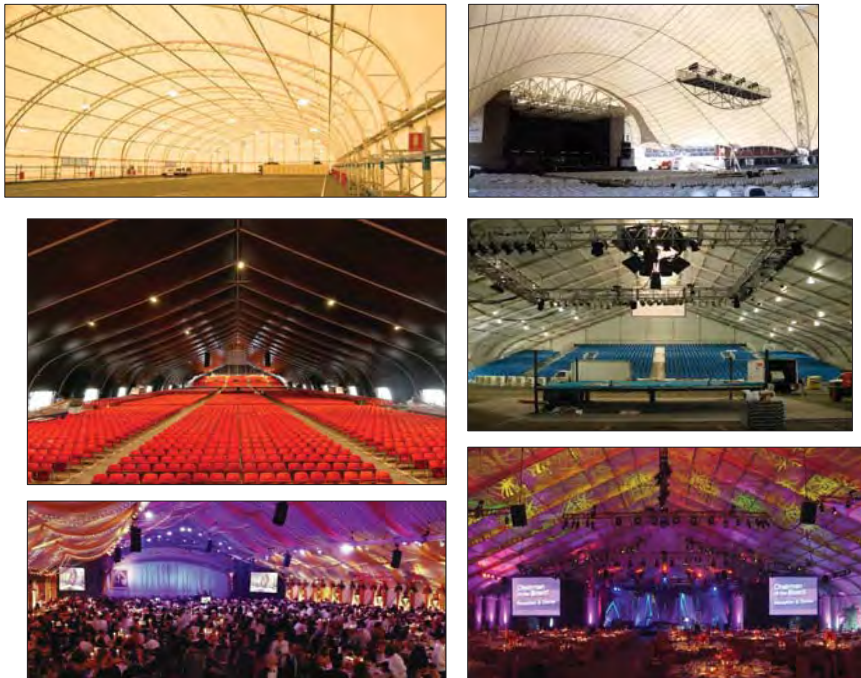
SEASONAL ENCLOSURE



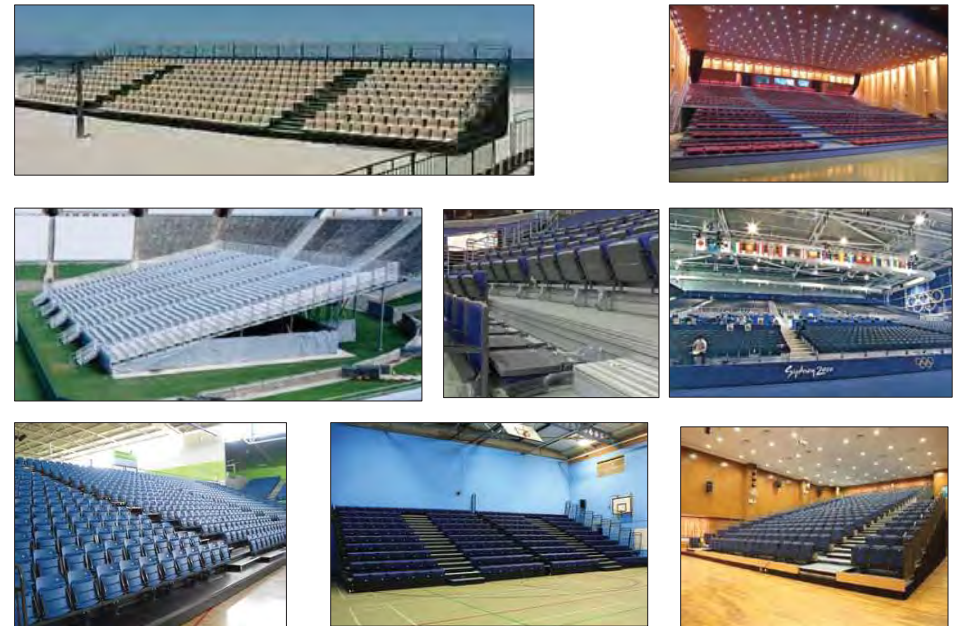
FRAME FABRIC STRUCTURES



FRAME FABRIC STRUCTURES



DEMOUNTABLE SEATING / MODULAR GRANDSTANDS









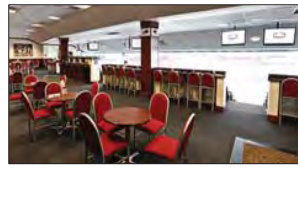
AUDITORIUM - THEATER



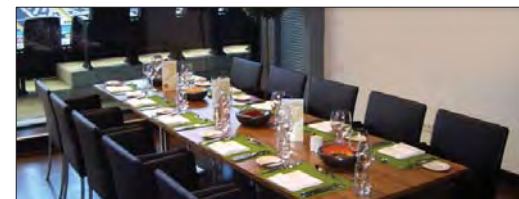
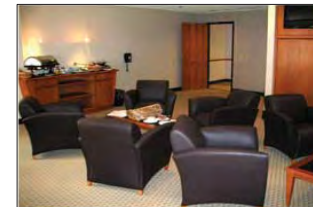
STAGE HALL - CLUB VENUE



SPORTS BARS & LOUNGES



CONFERENCE ROOMS & PRIVATE ROOMS



## PROPOSED COMMERCIAL VILLAGE DEVELOPMENT

The objective is to duplicate the success of other successful mixed-use developments in San Diego which appeal to office tenants, retailers, residents, hotel guests, and visitors. As previously discussed, the overall site concept is based upon PetCo Park with the Park at the Park surrounded by office buildings, retail, apartments and hotel.

The Stadium Bowl-Club Tower design provides significant distance between the structures to allow open line of sight view corridors to the field with partial views into the stadium from adjacent buildings in the north, northeast corner and southeast corner. The stadium views will increase the attractiveness of the adjacent properties for prospective tenants and residents.

Village Plaza: The overall concept is to create a sports and entertainment oriented destination mixed-use retail project with the pedestrian village plaza as the central axis. Oriented around a central hub east of the Club Tower with a center stage and video displays, the project would be similar in concept to Downtown Disney or Universal City Walk with feel and vibe of a local neighborhood. The Village Plaza integrates the ground floor restaurants, sports bars, ticketing box office, and team store in the Club Tower stadium with the retail shops, restaurants and stores on the ground floors of the high-rise office tower, live-work loft apartments, low-rise courtyard offices, creative offices and mid-rise office buildings. The Village Plaza would serve as the main gathering place before and after events, as well as serve the daily needs of the office workers and local residents with restaurants, eateries, sports bars, bars, brew pubs, coffee shops, cafes, food courts, fast food, vendors, services, stores, shops, stands, kiosks, and sidewalk dining.

The size, scope and scale of the proposed hotel, commercial and apartment buildings are generally similar to many existing buildings in Mission Valley and nearby neighboring communities.

Office Tower: A high-rise 15-20 story class A office is proposed to be located near the trolley station at the southeast corner of the stadium and would have direct views into the stadium, as well as panoramic views of the river and valley. The ground floor would feature a bank branch, retail shops and restaurants, with office suites and penthouse conference room and hospitality suite overlooking the stadium and river. The high-rise office is reflective of existing office buildings including Centerside, Rio Vista Tower, or Hazard Center.

Hotel: The proposed high-rise 15-20 story full service hotel with 250 to 300 rooms would be similar to the Marriott, Hilton, or Sheraton, and located northeast of the stadium with views from the rooms into the stadium. The second and third floors can feature an outdoor pool, pool deck, hospitality suites, conference rooms and ballrooms will have direct line of sight views of the field-floor.

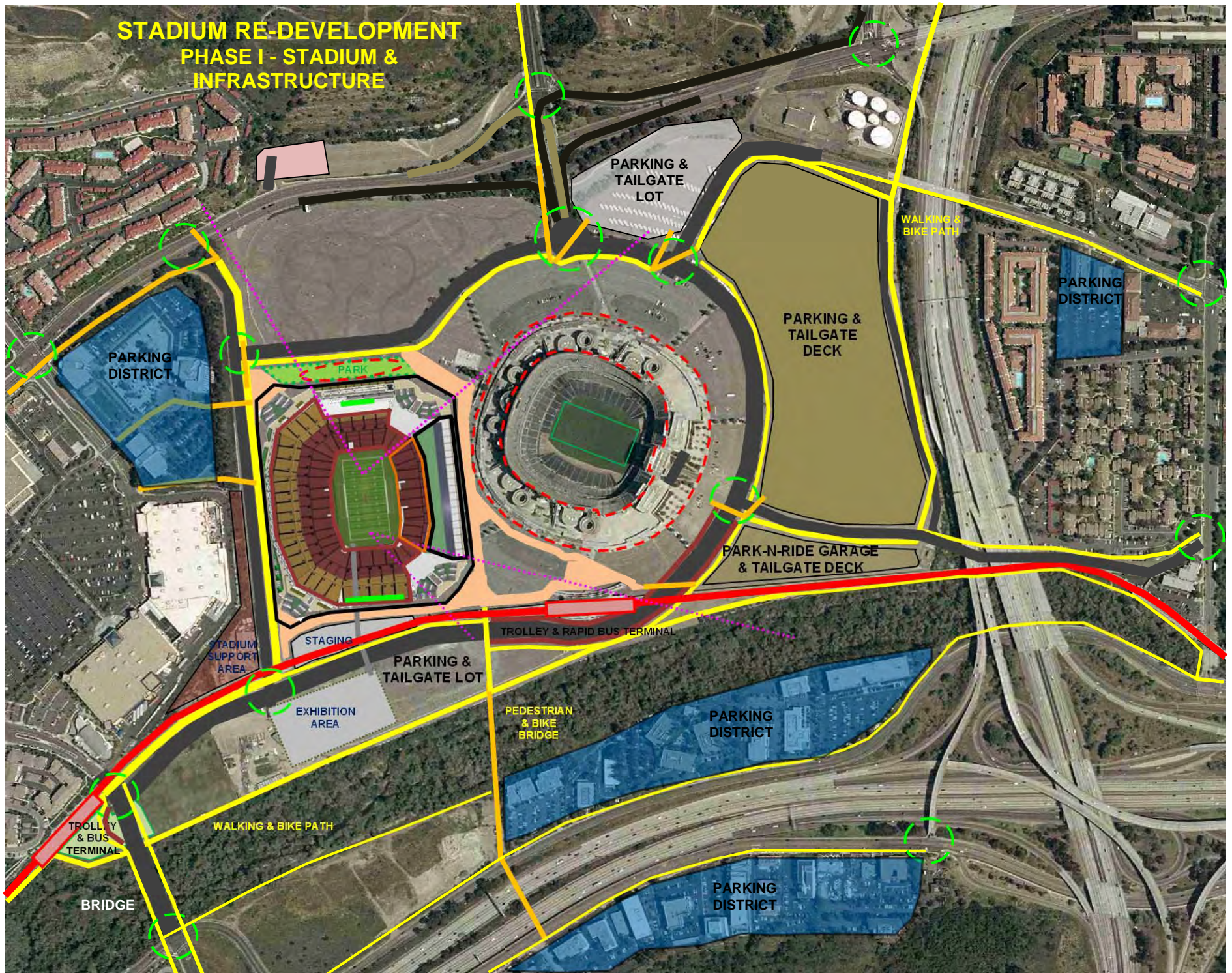
Office: Two mid-rise 6-10 story class office and medical office buildings would be located near the trolley. Two low-rise 3-4 story courtyard offices with ground floor retail are proposed along the east side of the plaza adjacent to the central parking garage.

Apartments: The multi-family apartments would be located north of the stadium and east of the central garage. The density and height would be comparable in density to Promenade at Rio Vista, West Park or Versa at Civita or Carmel Pacific Ridge near USD.

Parking: The 8-story central parking garage would be similar to the public garages near PetCo including the Padres Parkade and Bayfront Hilton. The garage would provide ample daily-use parking for the office buildings and retail plaza

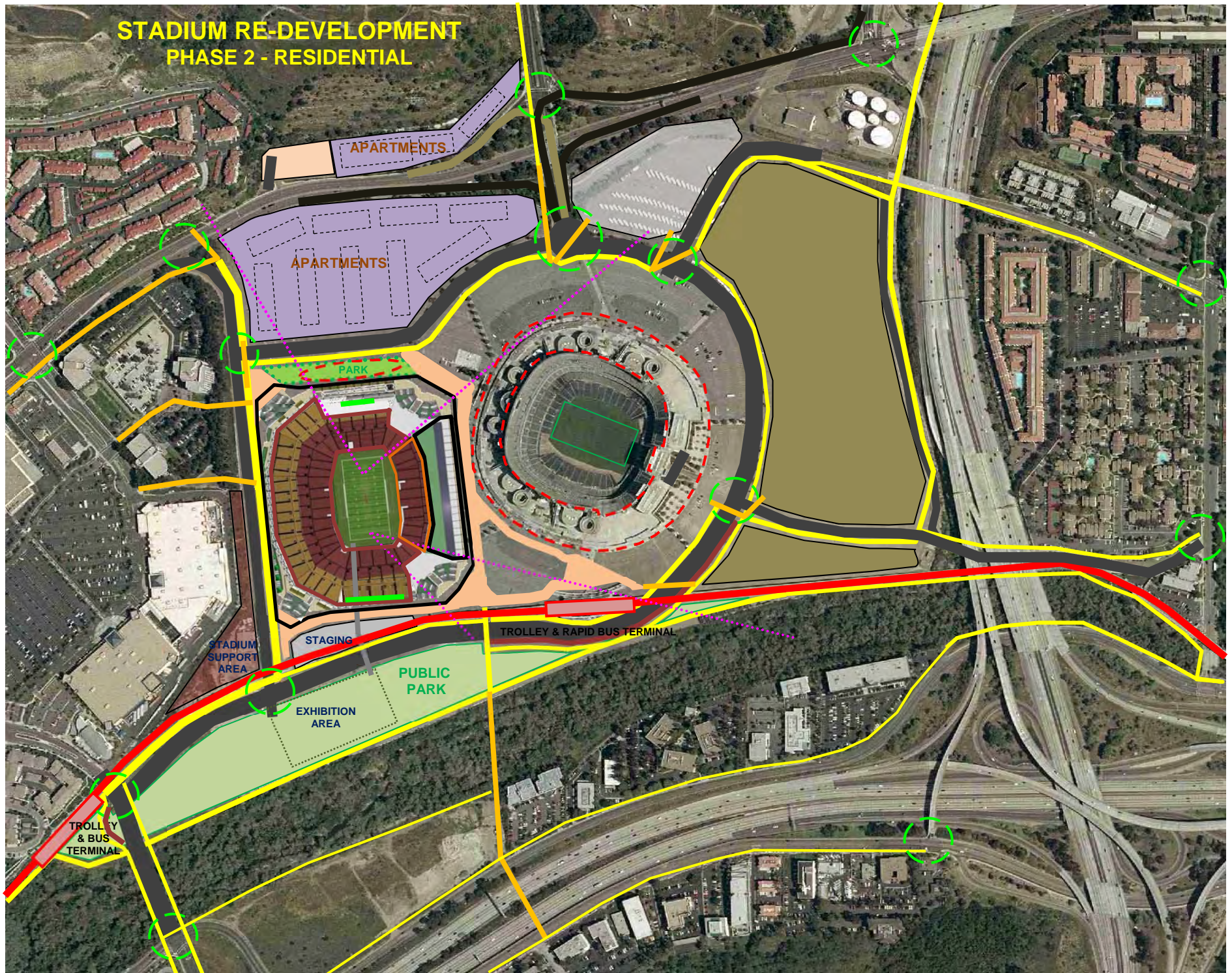


# STADIUM RE-DEVELOPMENT PHASE I - STADIUM & INFRASTRUCTURE



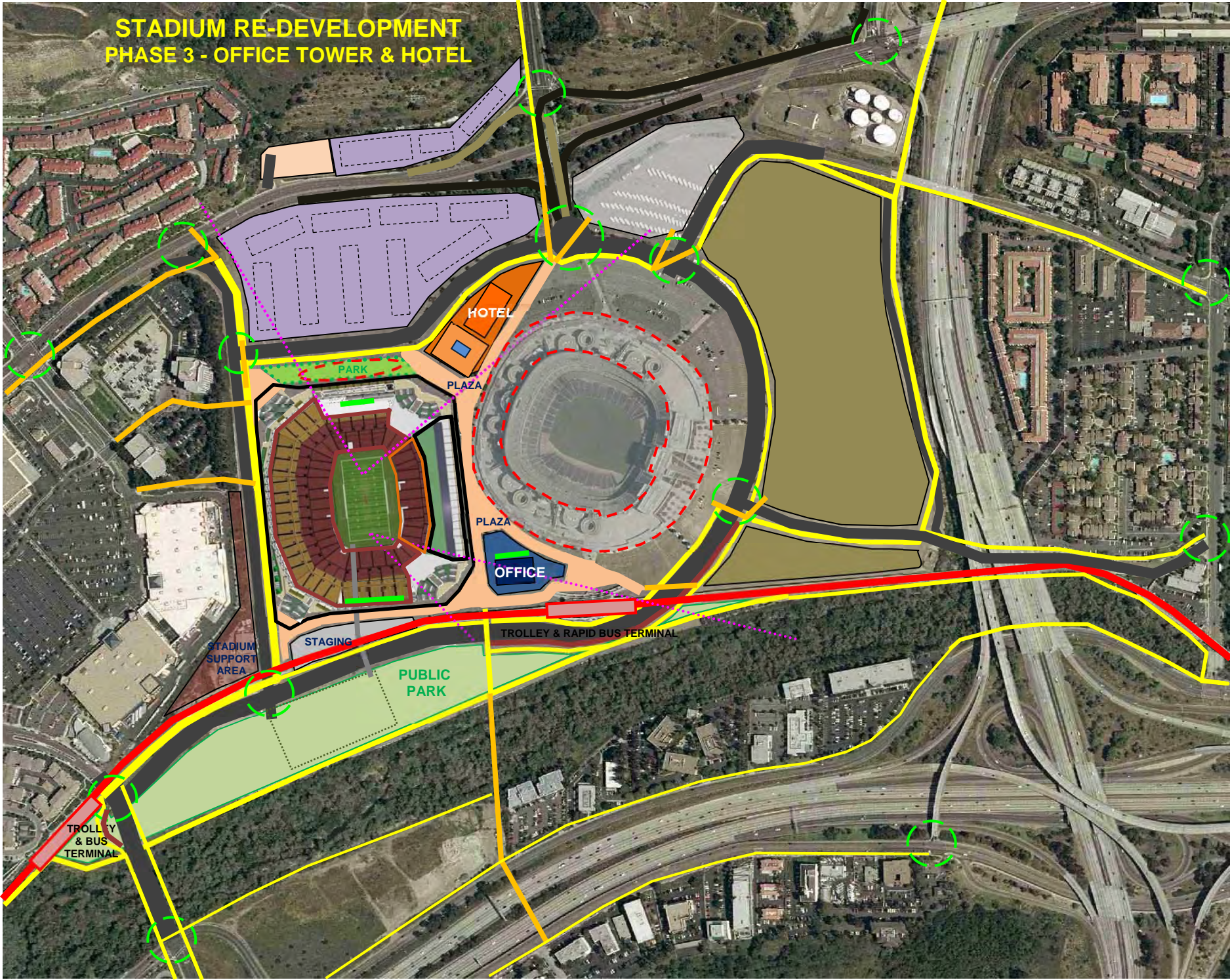


# STADIUM RE-DEVELOPMENT PHASE 2 - RESIDENTIAL



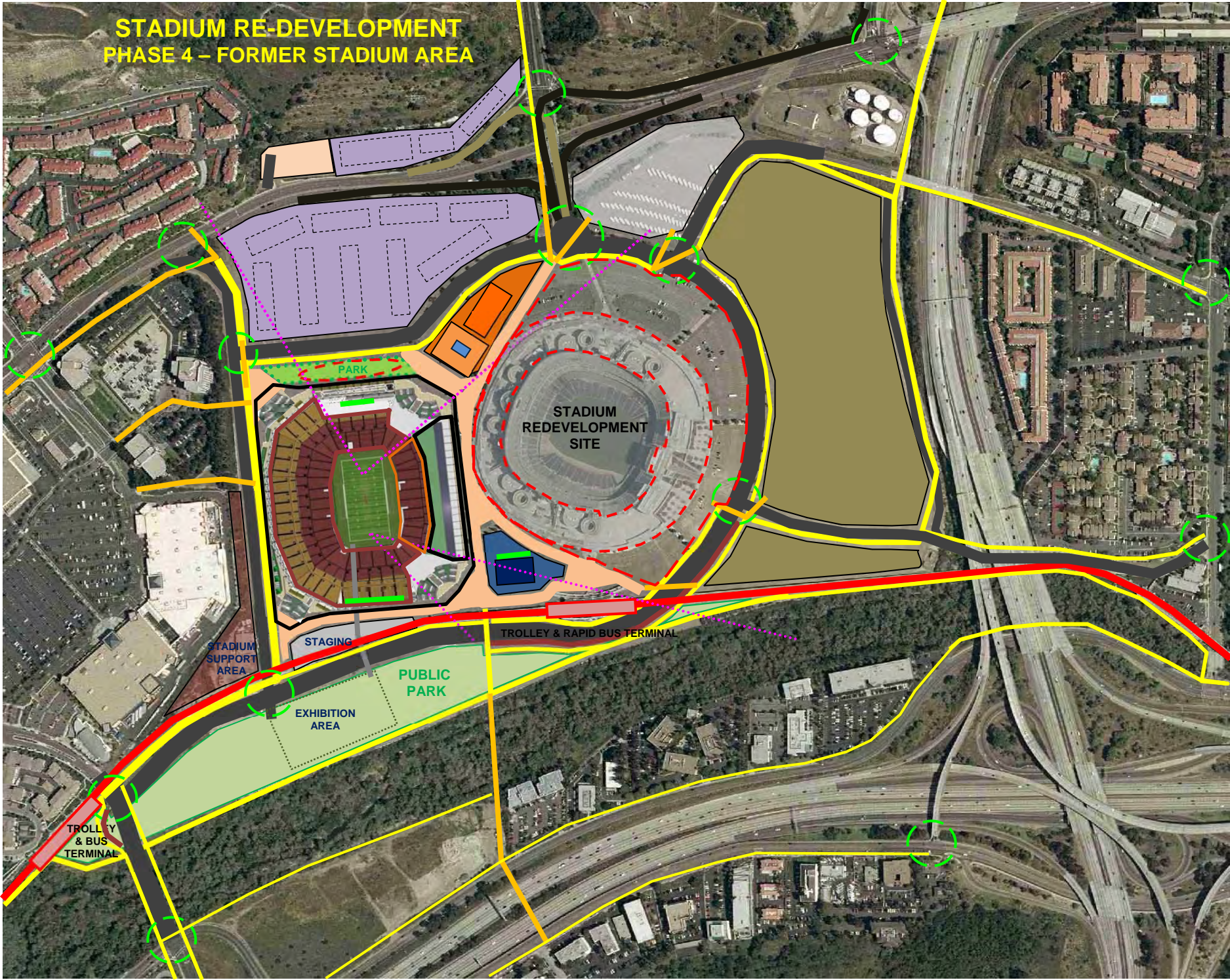


# STADIUM RE-DEVELOPMENT PHASE 3 - OFFICE TOWER & HOTEL





**STADIUM RE-DEVELOPMENT  
PHASE 4 – FORMER STADIUM AREA**



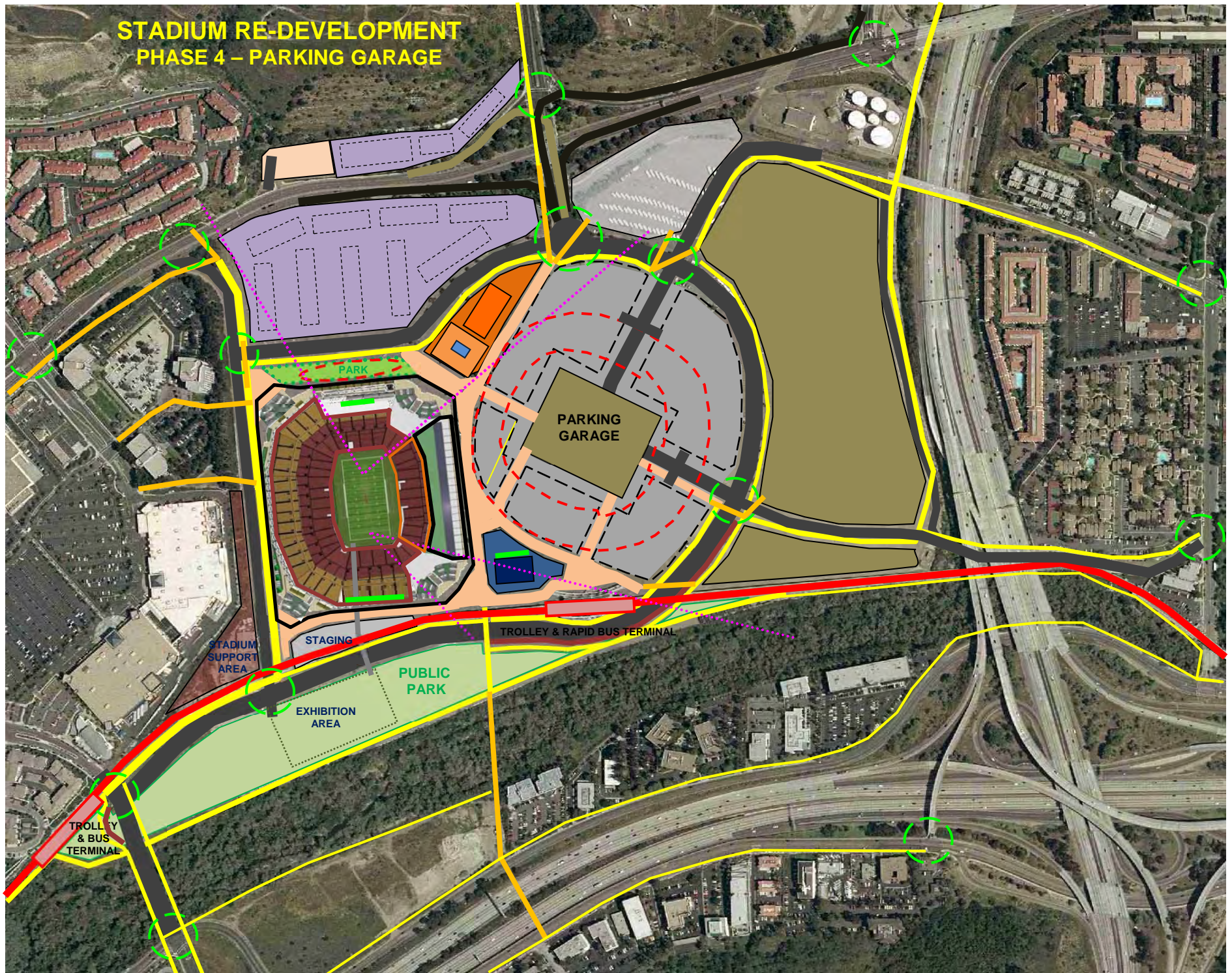


**STADIUM RE-DEVELOPMENT  
PHASE 4 – FORMER STADIUM AREA**



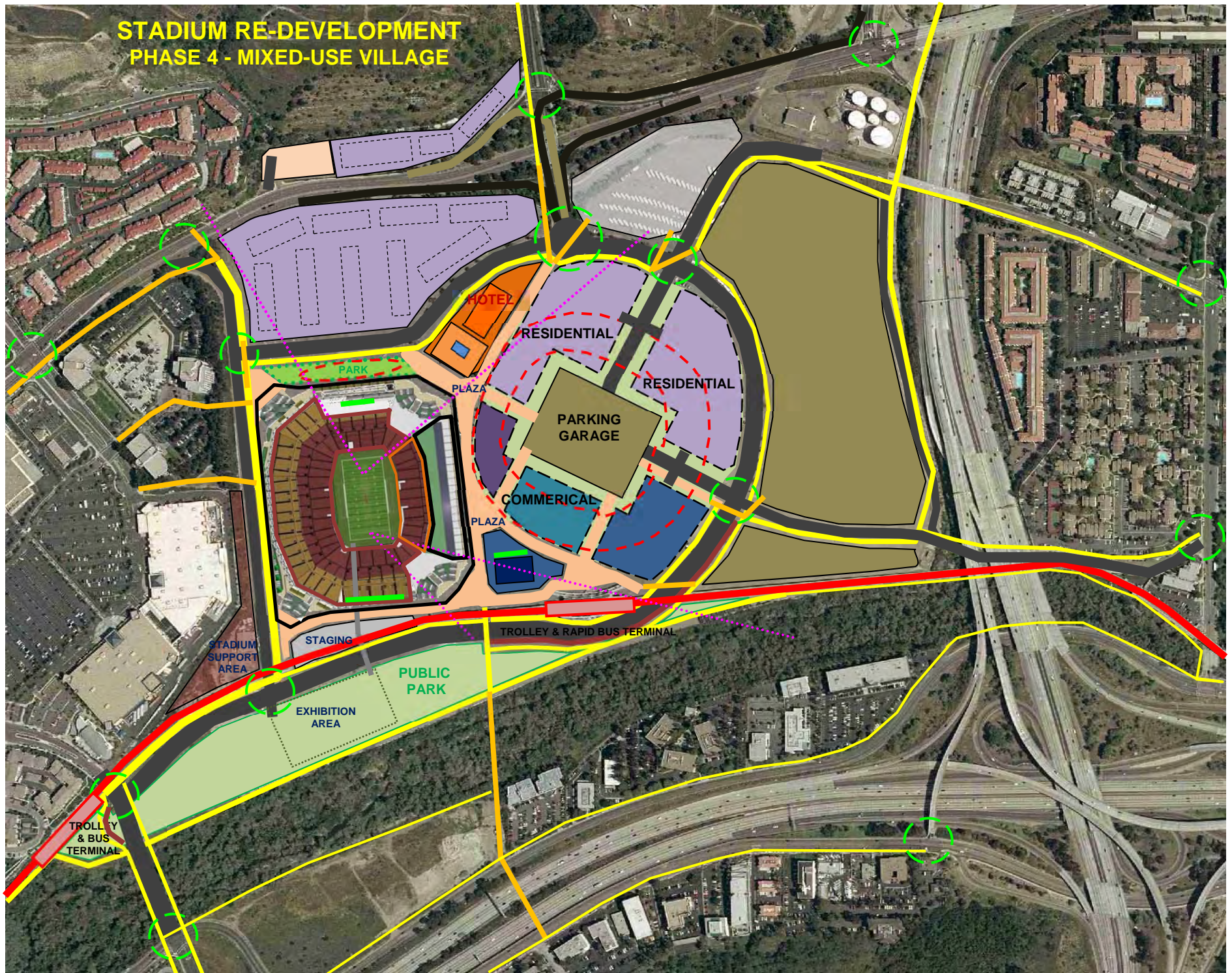


# STADIUM RE-DEVELOPMENT PHASE 4 – PARKING GARAGE



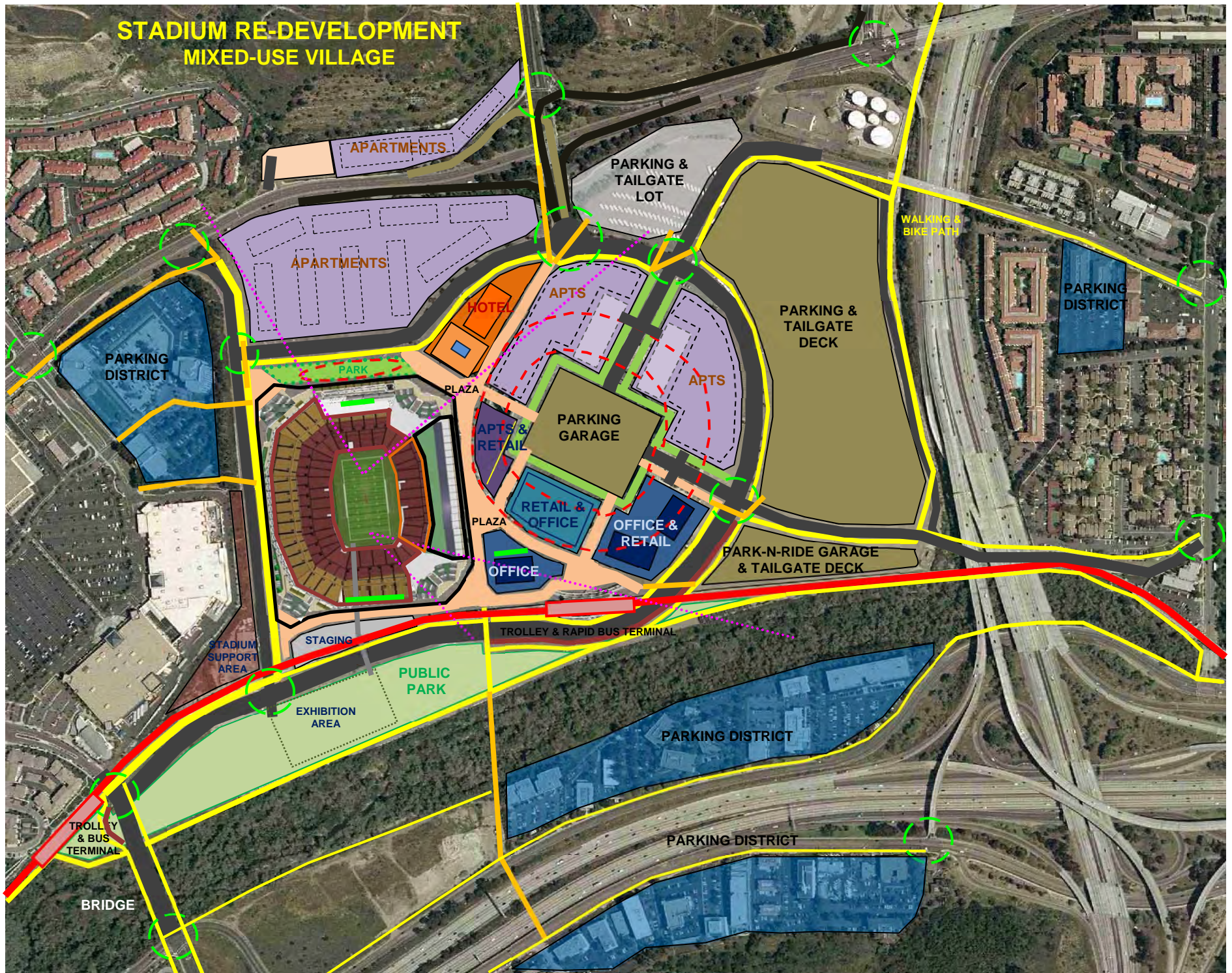


# STADIUM RE-DEVELOPMENT PHASE 4 - MIXED-USE VILLAGE





# STADIUM RE-DEVELOPMENT MIXED-USE VILLAGE





## **GROUND LEASE DEVELOPMENT PLAN**

In early 2003, the Chargers proposed paying for a new stadium through development of the stadium site. The City Stadium Task Force reviewed the Charger proposal and evaluated alternatives.

The Task Force recommended allowing development of the site under a ground lease and assuming the existing stadium debt and operating expenses, as well as a public park, improved access and improvement of the river habitat. The “Enron by the Sea” era is over and the City’s finances have improved, but the City continues to face under-funding of services and a major infrastructure backlog.

The City should request proposals (RFP) for a Master Developer to develop the stadium site under a master ground lease with subdivided separate parcels subleased to multiple developers.

It is proposed that the City ground lease the stadium site to a Master Developer for up to 99 years with ground rent equal to the annual of the costs of the remaining stadium debt (\$5,000,000 per year). In exchange, the developers will be responsible for all of the private development costs, utility infrastructure and project improvements, as well as all on-going taxes, insurance, utilities, repairs, maintenance, and operations.

In essence, the City is swapping the land for eliminating the debt obligations and stadium operating costs, while receiving new revenue in property taxes, developer impact fees, hotel taxes and sales taxes. The market value of the land is based upon other uses and the only way to capture that value is by development of the site into the “highest and best” use through development.

Specifically, the Master Developer would process the site specific development plan through the public planning process and obtain the required Mission Valley Planning Group, Planning Commission and City Council approvals, including resolving the inevitable

lawsuits arising from this development plan. Upon City Council approval, the developer would subdivide the stadium site into multiple parcels in several phases.

The sub-parcels will form a Community Financing District (CFD) and a property owner’s association. The subdivided parcels would be subleased to other private developers (“sandwich ground lease”) to build individual projects using private capital. The ground rent on each parcel could be used to finance part of the stadium cost and required infrastructure as well as the CFD (Mello-Roos) could be used to fund the site improvements, infrastructure, utilities, parks, and parking garages. The property owner’s association would be responsible for the common area charges and operations of the plaza areas and parking lots, parking garages and park areas.

The improved properties would be leasehold estates with the lessee’s right to buy the fee simple estate in the land in the future. The development will only allow investment properties and will not allow any residential leasehold condominium interests.

## **TRANSIT & TRAFFIC INFRASTRUCTURE**

The City and County would form a Joint Powers Authority (JPA) to utilize enhanced tax increment financing (TIF) from property taxes created by development for public infrastructure. Along with the JPA-TIF funding, existing TransNet tax revenues would be re-prioritized and re-allocated for the public transportation and public transit infrastructure including freeway modifications, trolley improvements, rapid bus-transit infrastructure, pedestrian bridges, walkways, bike paths, storm water and river habitat restoration. The proposal envisions a public vote to approve the issuance of JPA-TIF bonds and changes to TransNet project priorities.

**SITE USE SUMMARY**

<b>Land Use</b>	<b>Acreage</b>	<b>Buliding SF</b>	<b>% of Site</b>
Stadium:	25 Acres	1.5 Million SF	15%
Commercial:	15 Acres	2.0 Million SF	10%
Residential:	45 Acres	2.7 Million SF	30%
Parking-Tailgate Lots:	48 Acres	6,000 Spaces	25%
Parking Garages:	9 Acres	5,000 Spaces	5%
Park Space:	5 Acres		3%
Roads & Walkways:	20 Acres		12%
<b>Project Totals:</b>	<b>166 Acres</b>		<b>100%</b>

**DEVELOPMENT SUMMARY****Stadium**

Stadium Bowl:	12 Acres	48,000 Seats	4 Levels
Club Tower:	8 Acres	17,000 Seats	10 Levels
Stadium Park:	3 Acres	500 Spaces	
Stadium Support:	2 Acres	2 Levels	
	<b>25 Acres</b>	<b>15% of Site</b>	

**Development**

Residential:	45 Acres	3,000 Units	3.1 Million SF
Office:	12 Acres	40-50 Floors	750,000-900,000 SF
Retail:	3 Acres	20-30 Spaces	200,000-250,000 SF
Hotel:	6 Acres	250-300 Rooms	250,000-300,000 SF
	<b>66 Acres</b>	<b>40% of Site</b>	

**Infrastructure**

Parking Garage:	3 Acres	3,500 Spaces	1.2 Million SF
Transit Garage:	6 Acres	1,500 Spaces	500,000 SF
Parking Deck:	33 Acres	8,500 Spaces	1.8 Million SF
Tailgate Park:	13 Acres	1,500 Spaces	
Roadways:	15 Acres		
Walkways:	5 Acres		
	<b>75 Acres</b>	<b>45% of Site</b>	



**DEVELOPMENT DESCRIPTIONS****STADIUM**

Stadium Bowl: 48,000 Seats  
4 levels (Field, Plaza, Loge, View)  
Public Park Support Areas

Club Tower: 17,000 Seats  
10 Levels (Retail, Floor, Field, Plaza, Loge, Mezzanine, Suites, Roof)  
Ground floor restaurants, Hall Of Fame & Team Store:

**PARKING**

Central Garage: 7 Levels  
3,500 Spaces 1.2 Million SF  
Retail & Office Parking

East Deck: 2 Levels  
9,000 Spaces 1.5 Million SF  
Event Parking

South Garage: 3 Levels  
1,000 Spaces 500,000 SF  
Retail & Office Parking

**MULTI-FAMILY**

Apartments: Class A  
4-5 Story on grade  
55-72 Units per acre  
Free-standing Parking Structures

Apartments: Class B (Affordable)  
4-5 story on grade  
55-72 Units per acre  
Free-standing Parking Structures

High-Rise Hotel  
Full Service Hotel & Conference Center  
250-300 rooms  
80,000 SF Meeting  
40,000 SF Retail  
10-15 Floors  
Ballrooms & Convention Area

**OFFICE**

High-Rise Office: Class A  
300,000-400,000 SF  
15-20 Floors  
Floorplates: 20,000-25,000 SF  
Retail, Roof Deck

Mid-Rise office: Class A  
200,000-250,000 SF  
6-10 Floors  
Floorplates: 25,000-30,000 SF  
Retail

Mid-Rise Medical Office: Class A  
200,000 -250,000 SF  
6-10 Floors  
Floorplates: 25,000-30,000 SF  
Drug store- Pharmacy; Surgery

Low-Rise Courtyard Office: Class B  
80,000-100,000 SF  
3 Floors & Retail  
Floorplates: 25,000-30,000 SF  
Retail Executive Suites

Low-Rise Courtyard Office: Class B & "Creative"  
80,000 SF -100,000 SF  
3 Floors & Retail  
Floorplates: 25,000-30,000 SF  
Retail "Creative Offices"

**PARKS**

River Park: Tailgate & Picnic Area - Parking  
13 Acres  
1,500 Spaces

Stadium Park: Lawn & Playground  
3 Acres – Grass

**HOSPITALITY**

**PROJECT VALUE****COMMERCIAL DEVELOPMENT**

<b>MULTI-FAMILY</b>			\$/Unit	
Apartments	2,700 Units		\$250,000	\$675,000,000
Affordable	300 Units		\$150,000	\$45,000,000
	3,000 Units			\$720,000,000

<b>OFFICE</b>			\$/SF	
High-Rise	375,000 SF		\$300	\$112,500,000
Mid-Rise	125,000 SF		\$250	\$31,250,000
Medical	125,000 SF		\$300	\$37,500,000
Low-Rise	60,000 SF		\$150	\$9,000,000
Low-Rise	60,000 SF		\$150	\$9,000,000
	745,000 SF			\$199,250,000

<b>RETAIL</b>			\$/SF	
Stadium Plaza	60,000 SF		\$400	\$24,000,000
Hotel	40,000 SF		\$400	\$16,000,000
High-Rise	40,000 SF		\$350	\$14,000,000
Mid-Rise	30,000 SF		\$350	\$10,500,000
Medical	30,000 SF		\$350	\$10,500,000
Low-Rise	25,000 SF		\$350	\$8,750,000
Low-Rise	25,000 SF		\$350	\$8,750,000
	250,000 SF			\$92,500,000

<b>HOTEL</b>			\$/Room	
Full Service	300 Rooms		\$250,000	\$75,000,000

<b>TOTAL</b>	4,000,000 SF		\$272	\$1,100,000,000
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**STADIUM-PARKING-INFRASTRUCTURE**

<b>STADIUM</b>			\$/SF	
Stadium Bowl	825,000 SF		\$425	\$350,000,000
Club Tower	625,000 SF		\$650	\$400,000,000
Floor Pavilion & FFE				\$150,000,000
	1,450,000 SF			\$900,000,000

<b>PARKING</b>			\$/SF	
Central Structure	1,200,000 SF		\$60	\$70,000,000
South Garage	500,000 SF		\$60	\$30,000,000
Parking Deck	1,500,000 SF		\$50	\$70,000,000
Tailgate Park & lots	500,000 SF		\$10	\$5,000,000
	1,700,000 SF			\$175,000,000

**INFRASTRUCTURE**

Roadways, Freeways & Bridge				\$75,000,000
Pedestrian Bridges/Walks/Trails				\$20,000,000
Trolley/Transit Improvements				\$20,000,000
Rapid Bus/Transit				\$20,000,000
Environmental & Habitat				\$15,000,000
Site Improvements & Utilities				\$25,000,000
Private Infrastructure				\$50,000,000
				\$225,000,000

<b>TOTAL</b>				\$1,300,000,000
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<b>LAND</b>				\$100,000,000
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<b>TOTAL PROJECT</b>				<b>\$2,500,000,000</b>
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**LAND VALUE**

<u>Proposed Use</u>	<u>Acres</u>	<u>Land Sq.Ft.</u>
Stadium (15%)	25 Acres	1,089,000 SF
Parking-Parks-Roads (45%)	75 Acres	3,267,000 SF
Residential (27%)	45 Acres	1,960,000 SF
Commercial (13%)	21 Acres	915,000 SF
<b>Total</b>	<b>166 Acres</b>	<b>7,231,000 SF</b>

Stadium	\$750,000,000	\$8,850,000
Residential	\$720,000,000	\$8,500,000
Commercial	\$367,000,000	\$4,330,000
Parking/Garages	\$110,000,000	\$1,300,000
<b>Total</b>	<b>\$1,947,000,000</b>	<b>\$22,980,000</b>

<u>Land Use</u>	<u>\$/SF</u>	<u>Improved Value</u>
Stadium	\$20 - \$22	\$22,000,000
Parking-Parks-Roads	\$8 - \$10	\$32,000,000
Residential (72 Units/Acre)	\$100 - \$115	\$196,000,000
Commercial	\$22 - \$25	\$20,000,000
	<b>\$37</b>	<b>\$270,000,000</b>

<u>Sales Tax</u>	<u>Retail Sales</u>	<u>7.75% Rate</u>
250,000 SF @ \$400/SF	\$100,000,000	\$7,750,000

<u>Hotel Tax</u>	<u>Room Revenue</u>	<u>11% TOT-TMD</u>
300 Rooms - \$150 ADR	\$16,500,000	\$1,800,000

<u>Site Development Costs</u>	<u>\$/SF</u>	<u>Improvement Cost</u>
Garages/Parking/Parks	\$15	\$110,000,000
Infrastructure/Utilities	\$8	\$60,000,000
<b>Site Development Costs</b>	<b>\$23</b>	<b>\$170,000,000</b>

<b>Annual Tax Revenue</b>	<b>\$32,500,000</b>
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	<u>\$/SF</u>	<u>As-Is Value</u>
Existing Site Value	\$14	\$100,000,000

	<u>Revenue/Year</u>
<b>City Share of Taxes</b>	<b>\$6,500,000</b>
<b>Ground Rent</b>	<b>\$5,000,000</b>
<b>Stadium Expenses</b>	<b>\$8,500,000</b>
<b>Net Gain to City</b>	<b>\$20,000,000</b>

	<u>Return</u>	<u>Annual Rent</u>
<b>Ground Rent</b>	<b>5%</b>	<b>\$5,000,000</b>

## TAX REVENUE

<u>Property Tax</u>	<u>Assessed Value</u>	<u>1.18% Rate</u>
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