

THE MISSION. A PUBLIC PROCESS FROM BEGINNING TO END.



**URBAN DESIGN PRINCIPLES. QUALCOMM STADIUM SITE.**

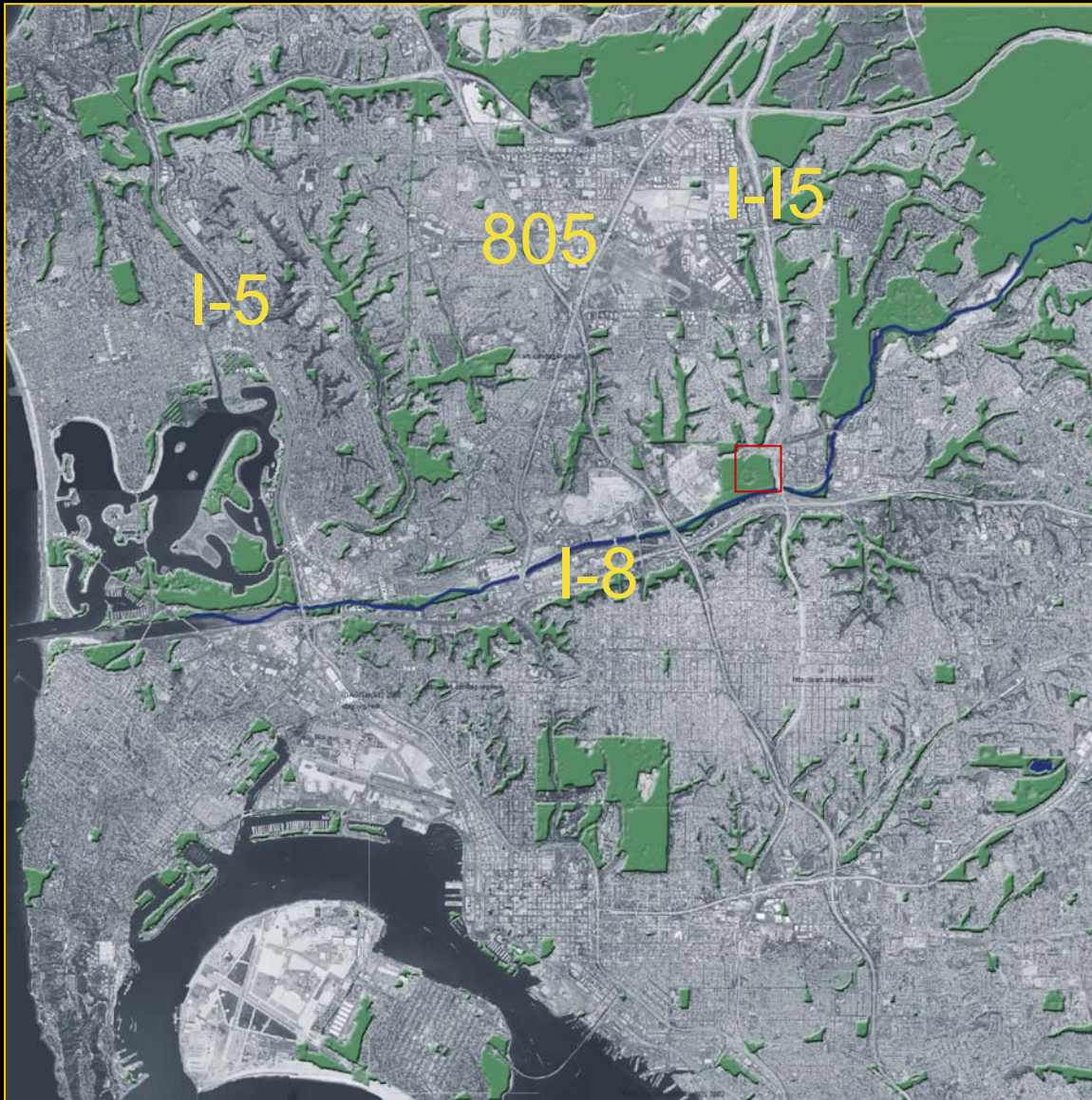




## DEVELOPMENT PATTERNS.

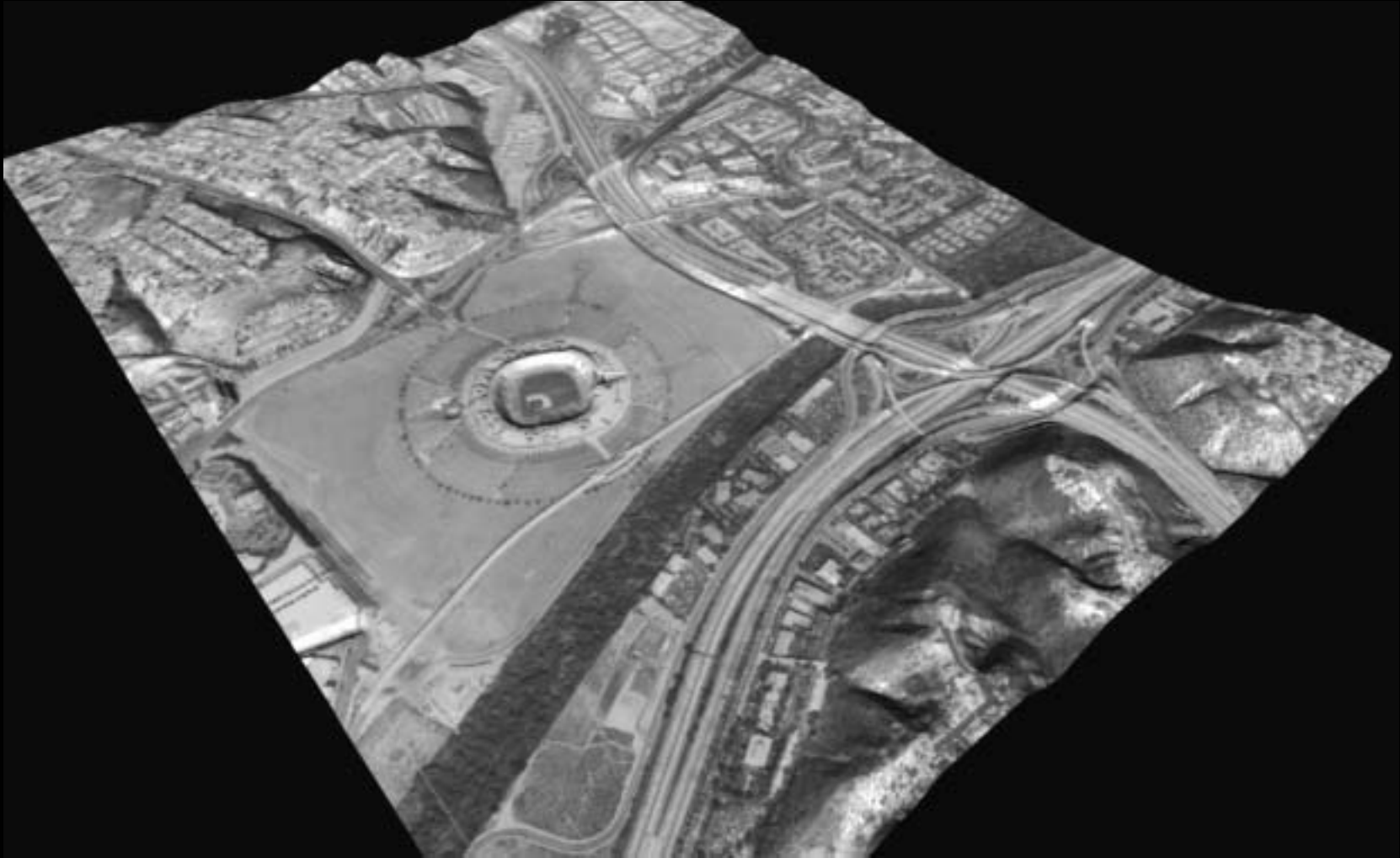






**EMBRACE THE RIVER AND PARK SYSTEM. FROM THE MOUNTAINS TO THE SEA.**





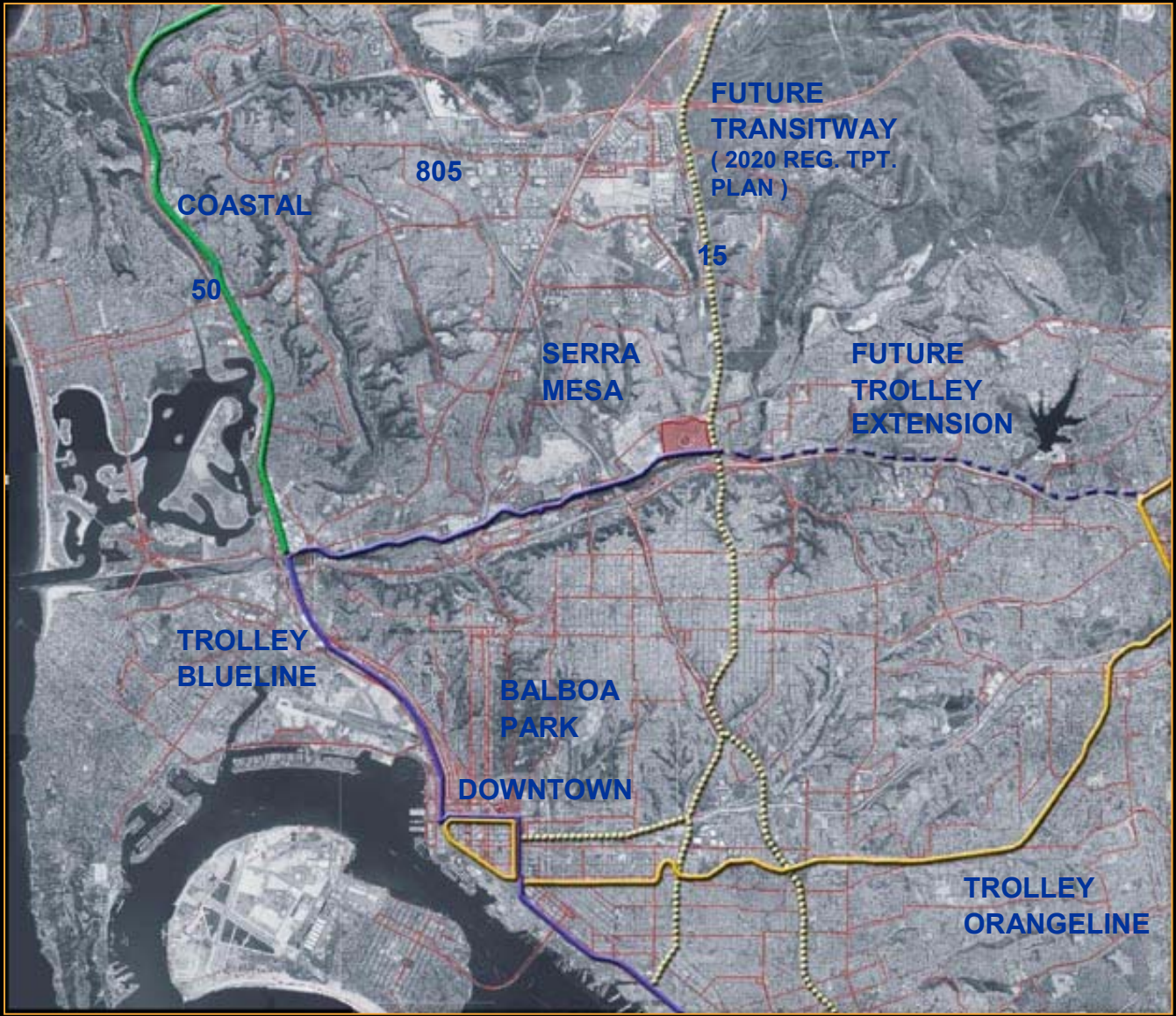
**120 ACRES OF SURFACE PARKING. FUTURE DEVELOPMENT OPPORTUNITY.**





**SCALE COMPARISON – GASLAMP DISTRICT AND BALLPARK ON QUALCOMM SITE.**





**REDUCE PARKING. INCREASE USE OF TRANSIT.**







WEB SHOTS



WEB SHOTS



CAPTURING THE SAN DIEGO SPIRIT.







**WITH A GREEN APPROACH.**

# CITY OF VILLAGES ISSUES

## \_ Urban Village Center:

a cluster of more intensive employment, residential, regional and sub-regional commercial uses to maximize walkability and support transit. The village center will contain public gathering spaces and civic uses.

## City of Villages Policies:

### \_ URBAN FORM

### \_ NEIGHBORHOOD QUALITY

### \_ PUBLIC FACILITIES AND SERVICES

### \_ CONSERVATION AND THE ENVIRONMENT

### \_ MOBILITY

### \_ HOUSING AFFORDABILITY

### \_ ECONOMIC PROSPERITY AND REGIONALISM

### \_ EQUITABLE DEVELOPMENT

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## TRANSIT ORIENTED DEVELOPMENT GUIDELINES

### \_ MIXED USE NEIGHBORHOODS UP TO 160 ACRES IN SIZE

### \_ DEVELOPED AROUND A TRANSIT STOP AND CORE COMMERCIAL AREA

### \_ TOD SITE MUST BE WITHIN AN AVERAGE 2,000 FOOT WALKING DISTANCE OF A TRANSIT STOP

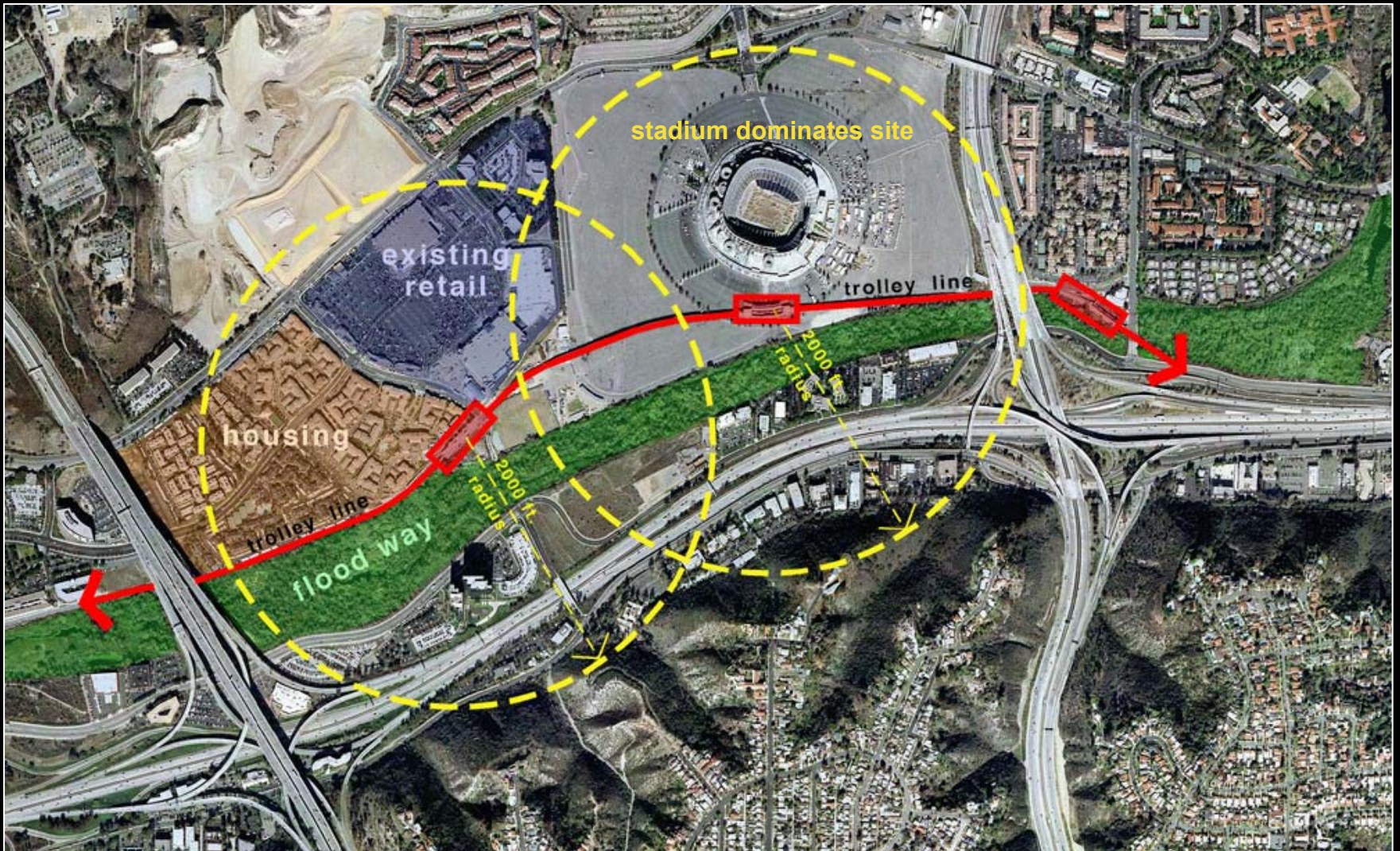
(AND CORE COMMERCIAL AREA.)

## MISSION VALLEY PLANNED DISTRICT ORDINANCE

## MISSION VALLEY COMMUNITY PLAN







# TRANSIT CREATES THE OPPORTUNITY FOR A VILLAGE





**1** Existing Village Housing

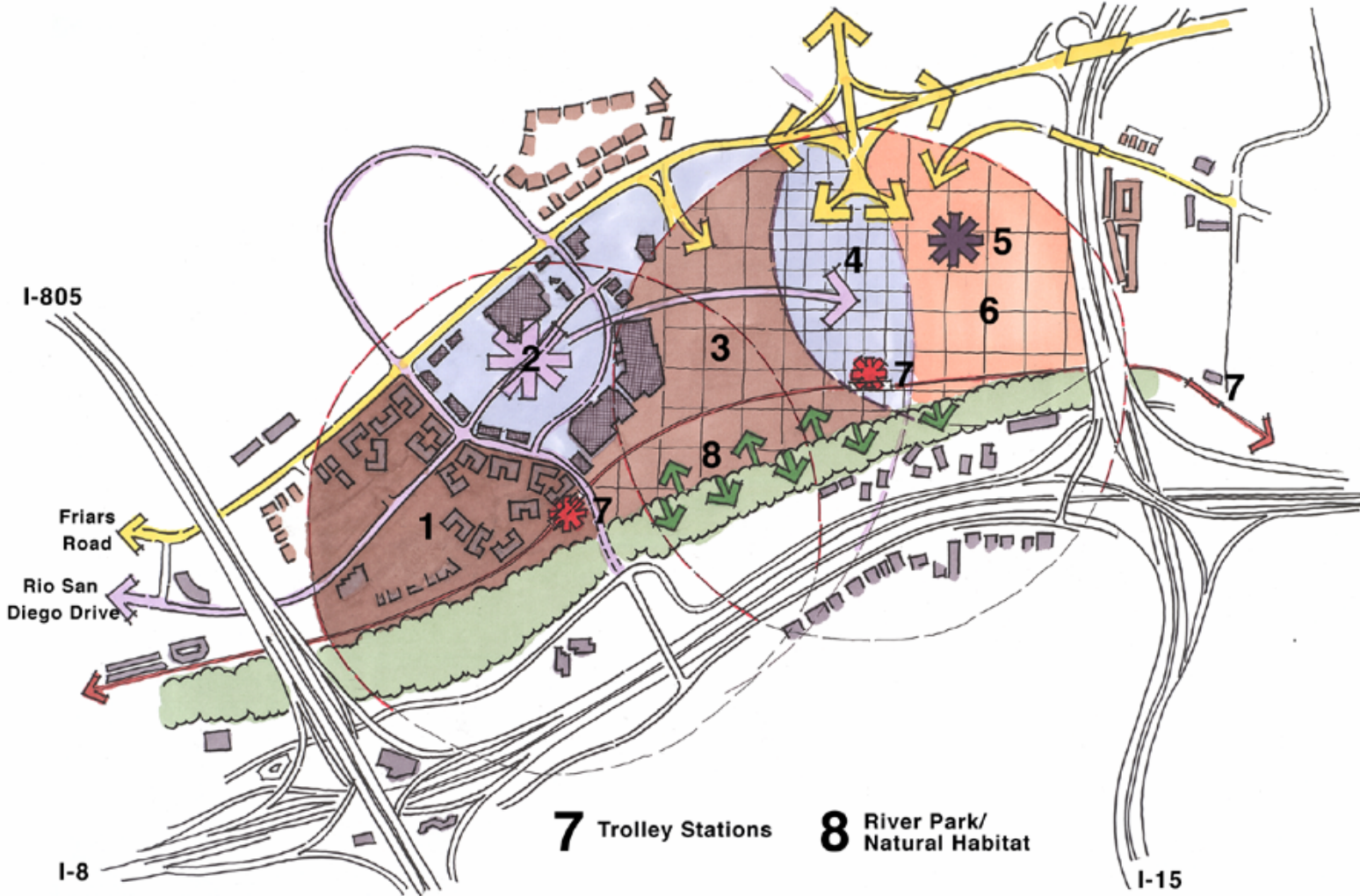
**2** Existing Commercial Core

**3** Residential Community/  
Mixed-Use Village

**4** Village/Stadium  
Mixed-Use

**5** New Stadium  
Location

**6** Stadium/Hospitality/  
Sports Activity Zone



**7** Trolley Stations

**8** River Park/  
Natural Habitat

## VILLAGE ORGANIZING ELEMENTS



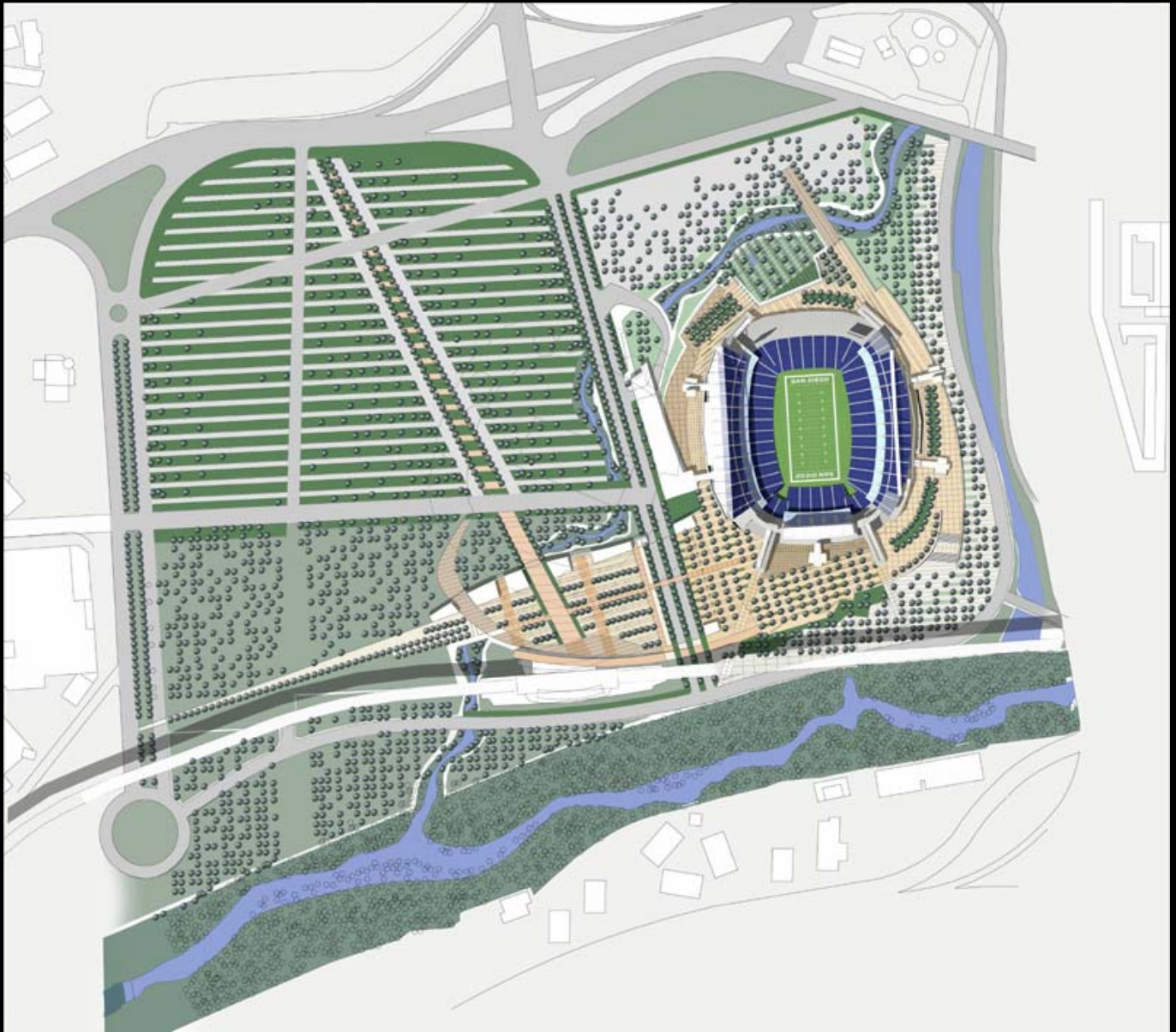




## THE PARK.







# THE PARK.



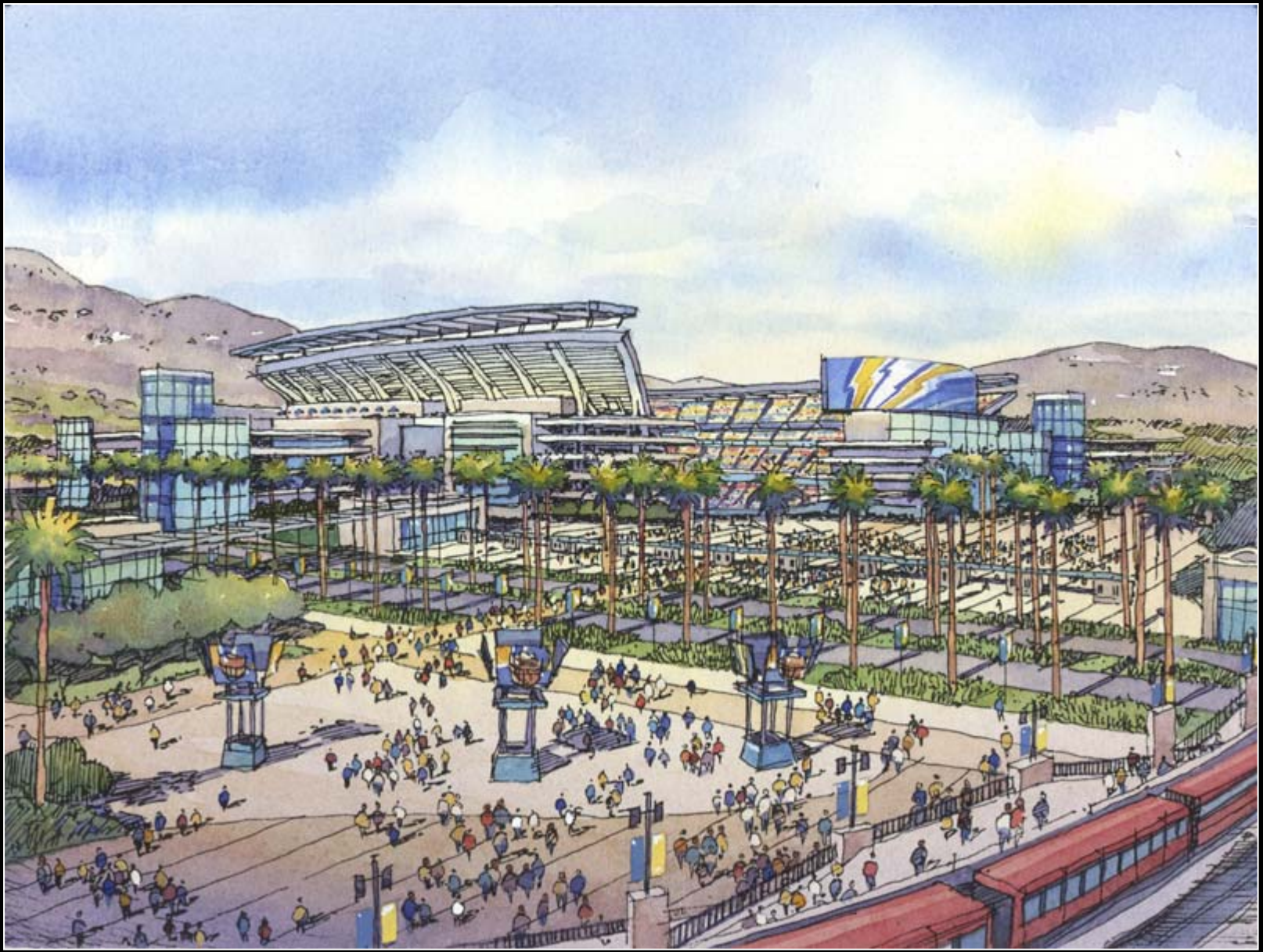




THE PARK.







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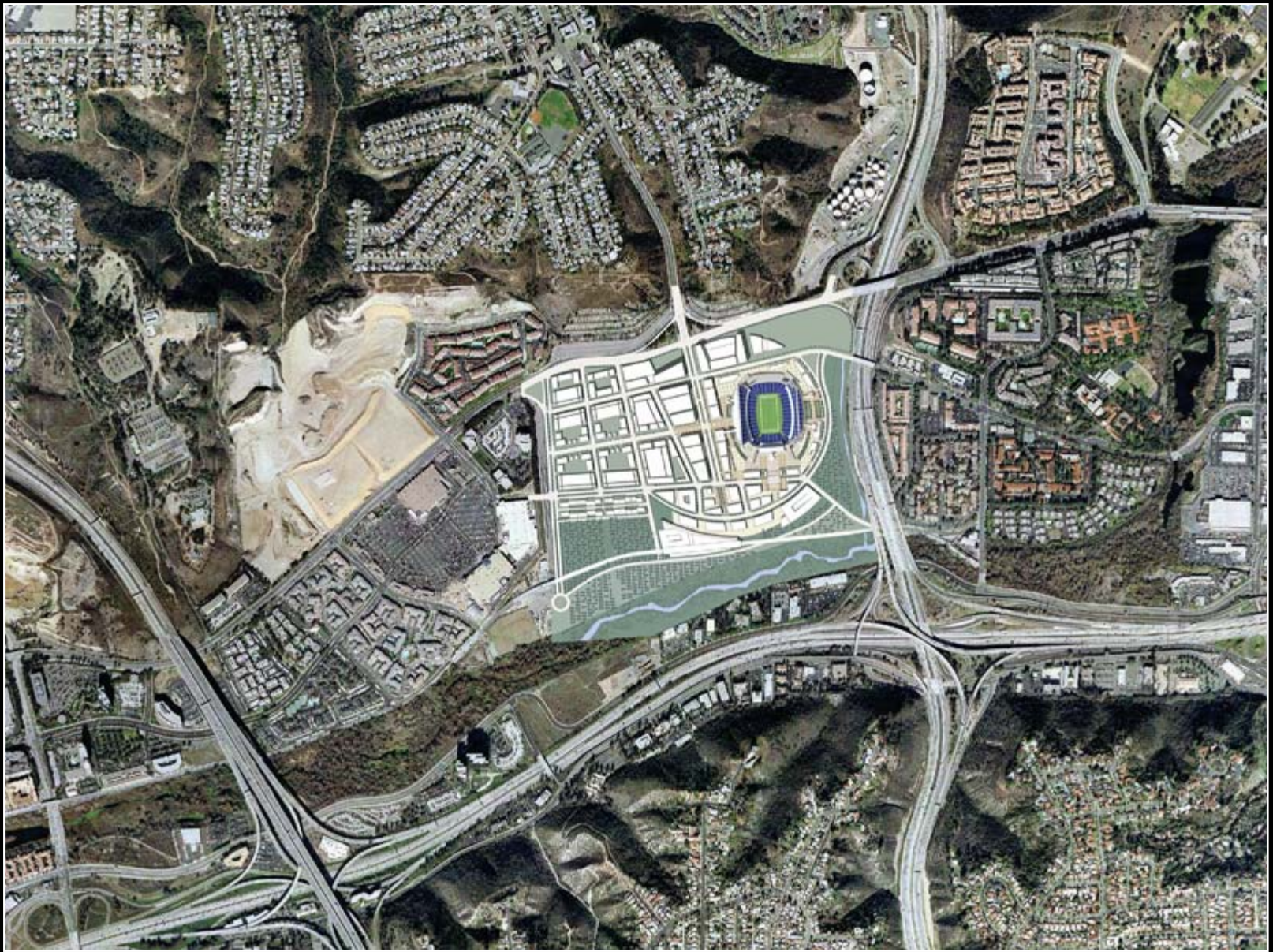




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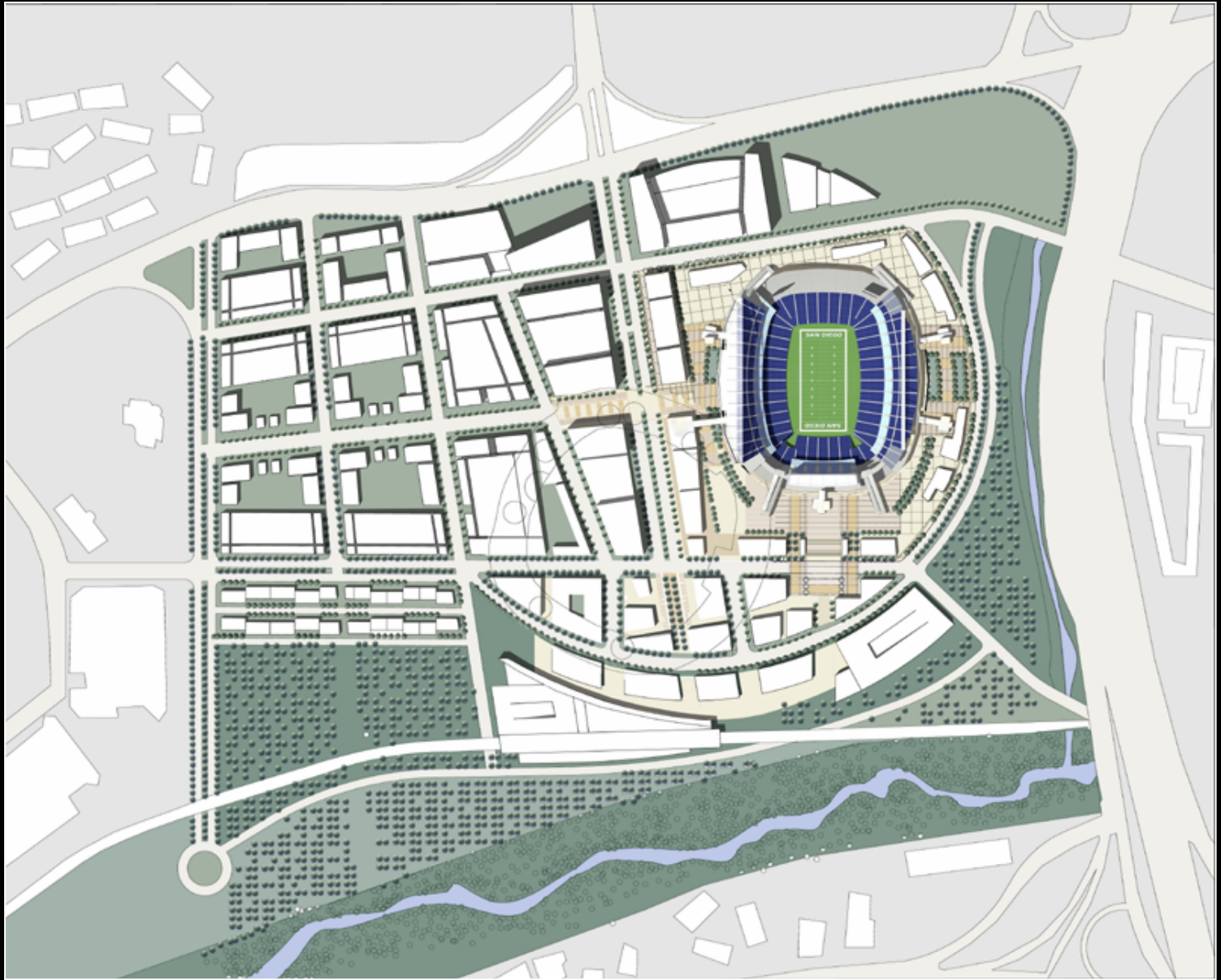




# THE VILLAGE.



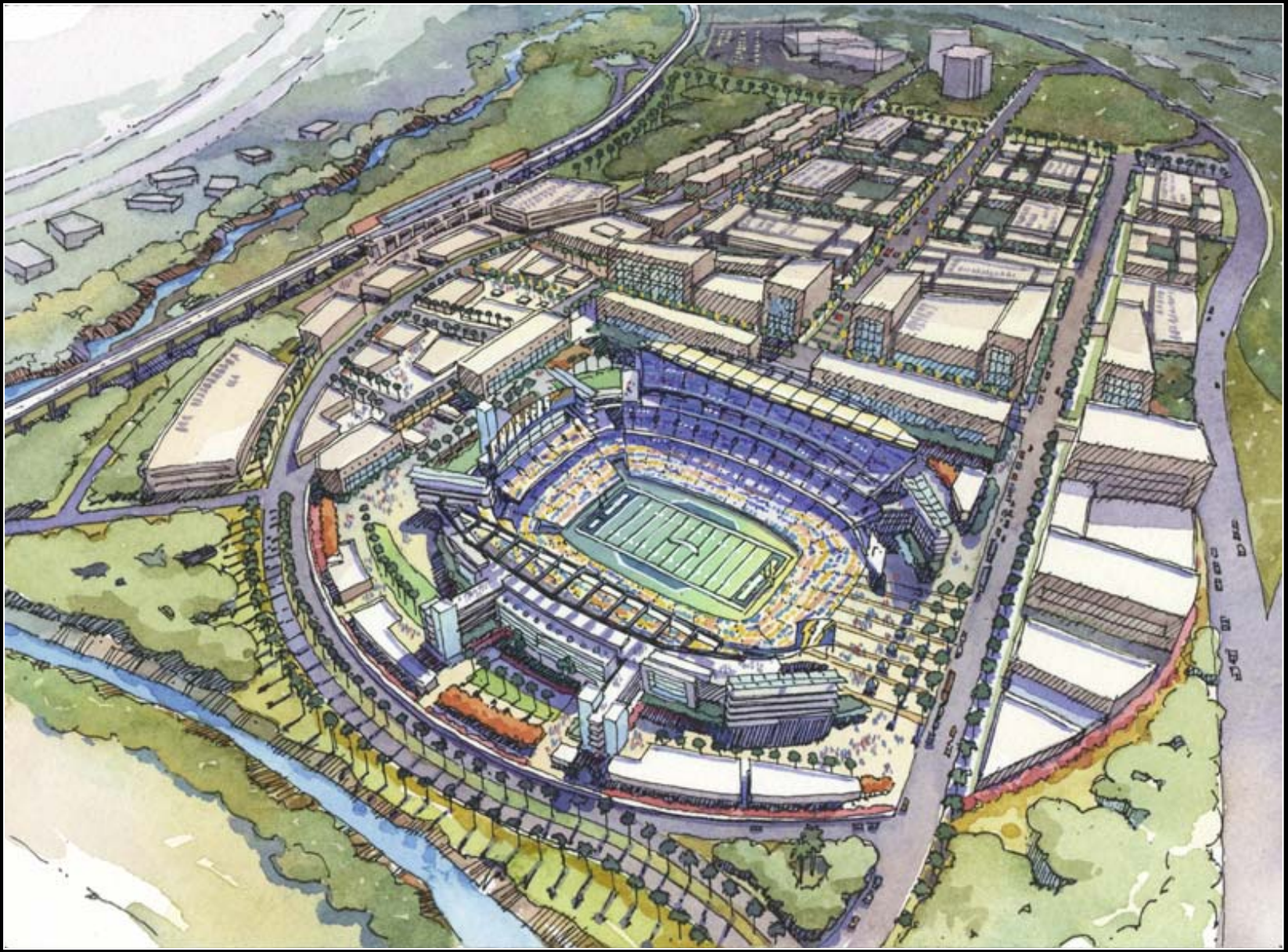




# THE VILLAGE.







# THE VILLAGE.







## THE VILLAGE.



<b>RESIDENTIAL</b>	<b>1,000 DU – 3200 DU</b>
<b>OFFICE</b>	<b>500,000 SF – 1,150,000 SF</b>
<b>RETAIL</b>	<b>100,000 SF – 350,000 SF</b>
<b>HOTEL</b>	<b>300 ROOMS – 450 ROOMS</b>
<b>PARK</b>	<b>9 ACRES – 18 ACRES</b>

## **A POSSIBLE RANGE OF DEVELOPMENT INTENSITIES**







## THE VILLAGE. A RANGE OF DENSITIES AND IMPACTS



SAN DIEGO FOOTBALL.







# QUALCOMM STADIUM



## **\_STADIUM LOCATION**

THE CURRENT SITE IN MISSION VALLEY CONTINUES TO BE THE MOST PRACTICAL LOCATION IN THE SAN DIEGO AREA FOR SUCH A FACILITY.

## **\_SEATING TOTALS AND DISTRIBUTION**

### **CAPACITY**

GENERAL SEATING	55,300
CLUB SEATING	8660
SUITE SEATING	1640
<b>TOTAL</b>	<b>65,600</b>

## **MUHLEMAN MARKETING – KEY FINDINGS**





QUALCOMM STADIUM  
**EXISTING**

FIELD LEVEL	11,422
PLAZA LEVEL	21,819
CLUB LEVEL	7,668
LOGE LEVEL	6,185
PRESS LEVEL	3,178
VIEW LEVEL	<u>20,176</u>

TOTAL **70,448**

QUALCOMM STADIUM  
**RENOVATION**

FIELD LEVEL	SEE PLAZA LEVEL
PLAZA LEVEL	32,198
CLUB LEVEL	7,668
LOGE LEVEL	6,212
PRESS LEVEL	3,178
VIEW LEVEL	<u>20,176</u>

TOTAL **65,600**

RENOVATION IS ADA  
COMPLIANT

QUALCOMM STADIUM  
**NEW**

FIELD LEVEL	SEE LOWER BOWL
LOWER BOWL	35,500
SUITE LEVEL	724
CLUB LEVEL	8660
SUITE LEVEL 2	916
UPPER DECK	<u>19,800</u>

TOTAL **65,600**

**SUPER BOWL CAPACITY**  
**73,000+**

ADD 8,000 to 12,000  
TEMPORARY SEATS

**SAN DIEGO FOOTBALL. SEATING ANALYSIS.**



QUALCOMM STADIUM

**EXISTING**

FIELD LEVEL	122,940
LOWER BOWL	181,000
PLAZA LEVEL	157,000
CLUB LEVEL	112,600
CLUB BOWL	84,000
LOGE LEVEL	84,200
PRESS LEVEL	100,800
VIEW LEVEL	137,000
UPPER BOWL	102,100
RAMPS	<u>227,000</u>

TOTAL **1,260,660**

QUALCOMM STADIUM

**RENOVATION**

FIELD LEVEL	280,000
LOWER BOWL	199,300
PLAZA LEVEL	244,700
CLUB LEVEL	163,200
CLUB BOWL	84,000
LOGE LEVEL	94,200
PRESS LEVEL	100,800
VIEW LEVEL	137,000
UPPER BOWL	102,100
RAMPS	<u>227,000</u>

TOTAL **1,600,000**

QUALCOMM STADIUM

**NEW**

SERVICE LEVEL	270,000
LOWER BOWL	166,000
MAIN CONCOURSE	234,000
SUITE LEVEL	91,000
CLUB BOWL	70,000
CLUB LEVEL	130,000
SUITE LEVEL 2	91,000
UPPER CONCOURSE	121,000
UPPER BOWL	126,000
RAMPS	<u>245,000</u>

TOTAL **1,600,000**

**SAN DIEGO FOOTBALL. AREA ANALYSIS.**





	RENOVATION	NEW	DIFFERENCE
<b>Demolition &amp; Site Clearing</b>	<b>\$9,800,000</b>	<b>\$8,400,000</b>	<b>\$1,400,000</b>
Relocation and New Services	\$1,600,000	N/A	
Utility Relocation and New Services	\$1,600,000	\$1,600,000	\$0
<b>Excavation and Foundation</b>	<b>\$25,400,000</b>	<b>\$22,400,000</b>	<b>\$3,000,000</b>
<b>Structural Frame</b>	<b>\$59,200,000</b>	<b>\$83,200,000</b>	<b>(\$24,000,000)</b>
Roofing and Waterproofing	\$4,800,000	\$4,800,000	\$0
Exterior Wall	17,600,000	\$17,600,000	\$0
Interior Finishes	\$44,800,000	\$44,800,000	\$0
FF&E	\$3,200,000	\$3,200,000	\$0
Playing Field	\$1,600,000	\$1,600,000	\$0
Scoreboard	\$12,800,000	\$12,800,000	\$0
Equipment	\$4,800,000	\$4,800,000	\$0
Food Service Equipment	\$11,200,000	\$11,200,000	\$0
<b>Seating</b>	<b>\$4,000,000</b>	<b>\$8,000,000</b>	<b>(\$4,000,000)</b>
Vertical Transportation	\$4,800,000	\$4,800,000	\$0
Plumbing	\$12,800,000	\$12,800,000	\$0
Fire Protection	\$3,200,000	\$3,200,000	\$0
HVAC	\$16,000,000	\$16,000,000	\$0
Electrical	\$28,800,000	\$28,800,000	\$0
Audio Visual	\$4,800,000	\$4,800,000	\$0
Plaza and Site	\$8,000,000	\$8,000,000	\$0
<b>Schedule &amp; Discontinuous Work</b>	<b>\$15,000,000</b>	<b>N/A</b>	<b>\$15,000,000</b>
<b>Direct Work Subtotal</b>	<b>\$294,200,000</b>	<b>\$302,800,000</b>	<b>(\$8,600,000)</b>
<b>Indirect Costs</b>	<b>\$44,100,000</b>	<b>\$45,400,000</b>	<b>(\$1,300,000)</b>
<b>Contingency</b>	<b>\$14,700,000</b>	<b>\$15,100,000</b>	<b>(\$400,000)</b>

**STADIUM COST COMPARISON**

**2005 CONSTRUCTION START**

**1,600,000 s.f.**

**Construction Total**

**\$353,000,000    \$363,000,000    (\$10,000,000)**



# RENOVATION

\_STADIUM LOCATION IS PROBLEMATIC FOR DEVELOPMENT

\_CONSTRUCTION DURATION:

**26 MONTHS**

RELOCATE CHARGERS, AZTECS AND HOLIDAY BOWL FOR 2 SEASONS

**32 MONTHS**

CHARGERS, AZTECS AND HOLIDAY BOWL CONTINUE TO PLAY IN QUALCOMM



# NEW

\_ LOCATION SUPPORTING DEVELOPMENT

\_CONSTRUCTION DURATION:

**26 MONTHS**

CHARGERS, AZTECS AND HOLIDAY BOWL CONTINUE TO PLAY IN QUALCOMM



**DIFFERENCES.**

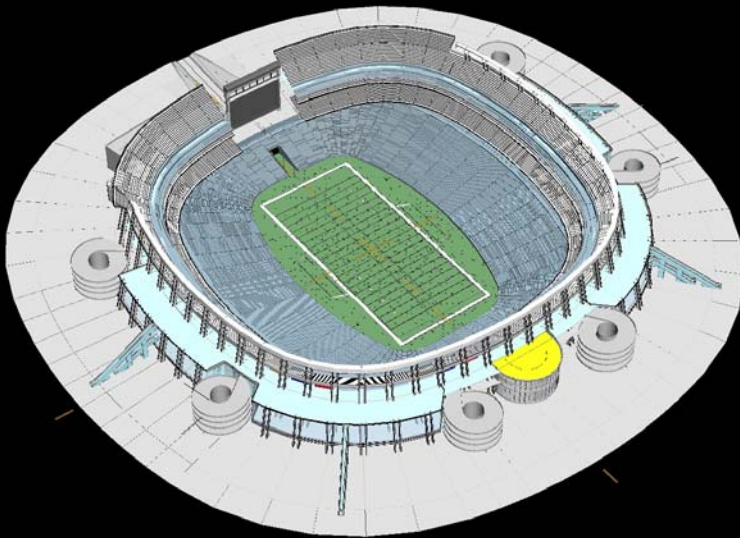




# RENOVATION

\_NO INCREASED CAPACITY FOR SPECIAL EVENTS

\_SEATING DISTRIBUTED 60% SIDELINE VERSUS 40% ENDZONE



# NEW

\_INCREASED CAPACITY FOR SPECIAL EVENTS

\_SEATING DISTRIBUTED 80% SIDELINE VERSUS 20% ENDZONE



DIFFERENCES.



# RENOVATION

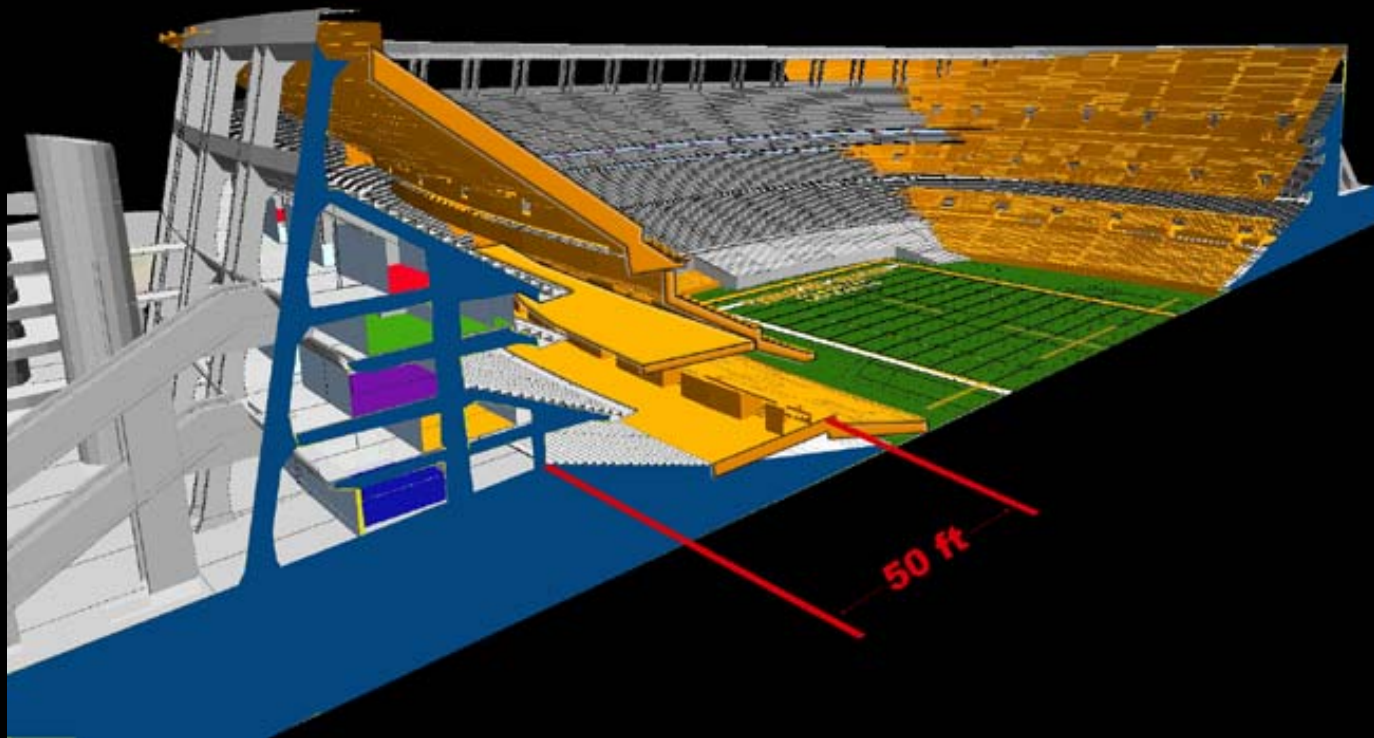
\_ UPPER SEATING LEVELS REMAIN FAR FROM SIDELINE

\_ UPPER SEATING LEVELS IN ENDZONE HAVE RESTRICTED VIEWS

# NEW

\_ IDEAL LOCATION

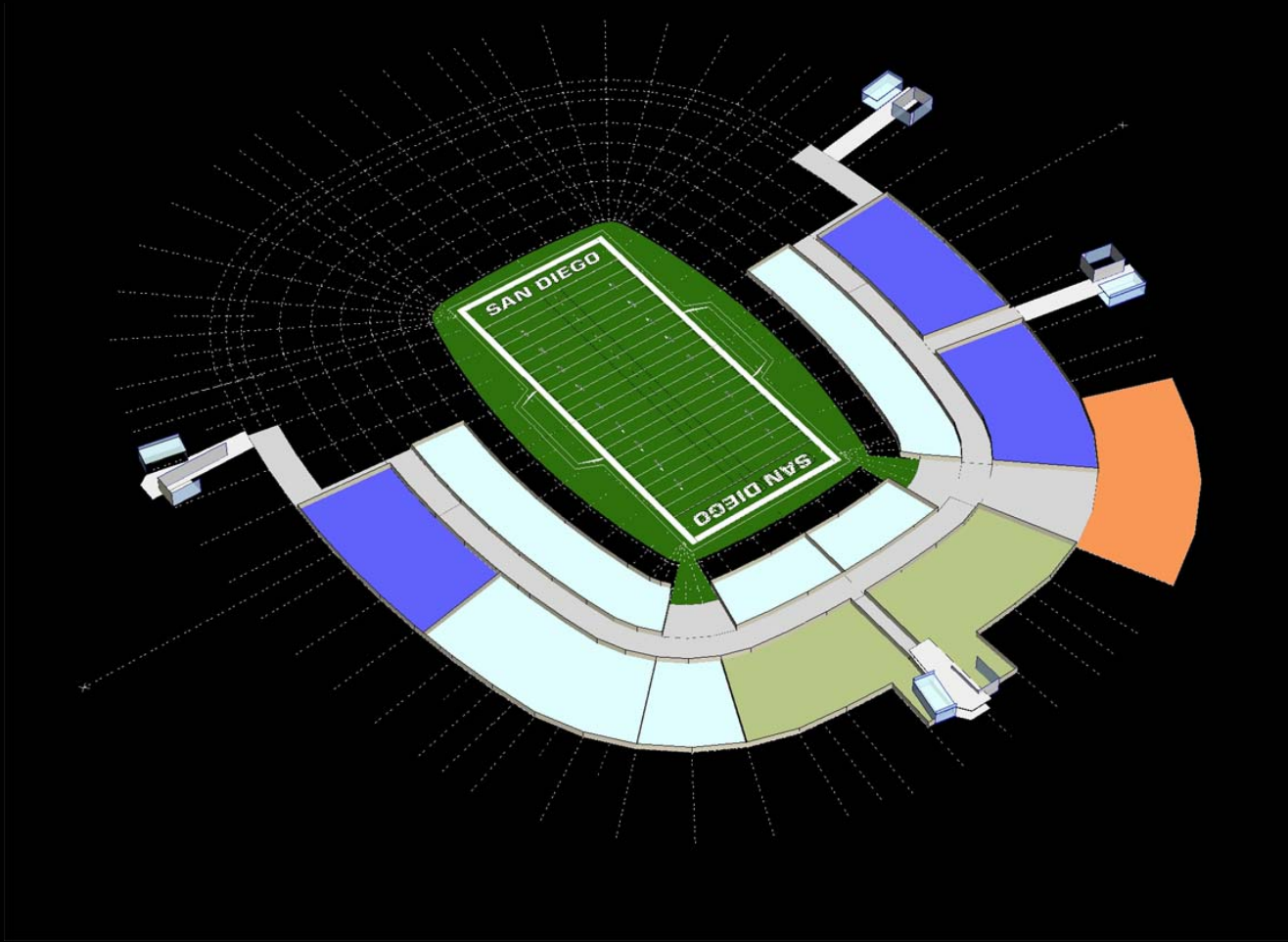
\_ IDEAL LOCATION



DIFFERENCES.







**SERVICE LEVEL**

**SAN DIEGO FOOTBALL. A NEW STADIUM.**





STEELERS



TEXANS



## MAIN CONCOURSE

# SAN DIEGO FOOTBALL. A NEW STADIUM.



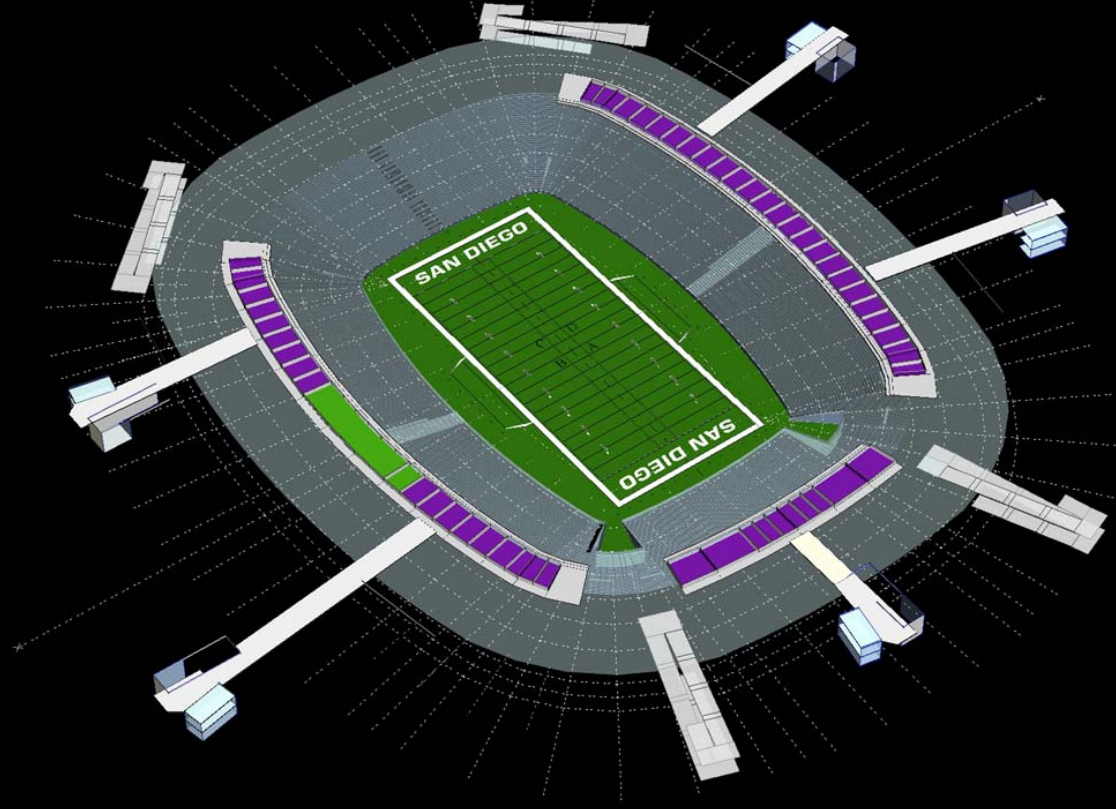




PATRIOTS



TEXANS



LOWER SUITE LEVEL

SAN DIEGO FOOTBALL. A NEW STADIUM.





PATRIOTS



CLUB LEVEL

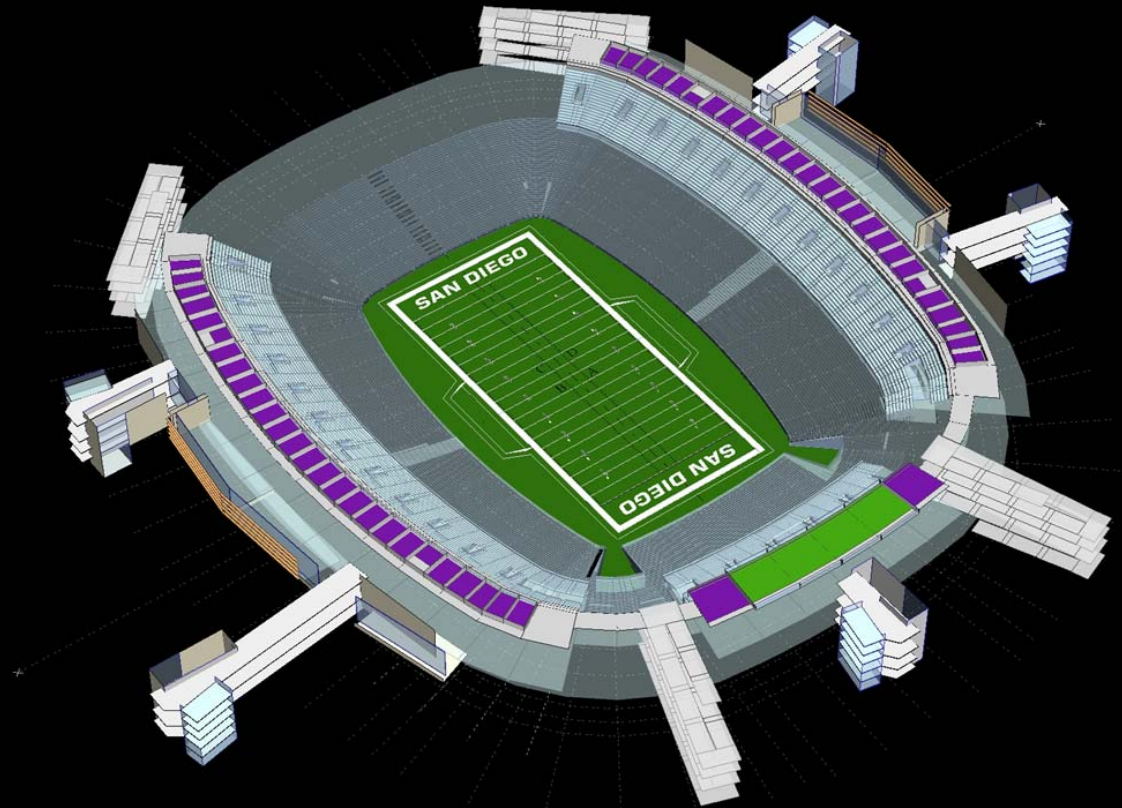
SAN DIEGO FOOTBALL. A NEW STADIUM.







TEXANS



UPPER SUITE LEVEL

SAN DIEGO FOOTBALL. A NEW STADIUM.





REDSKINS

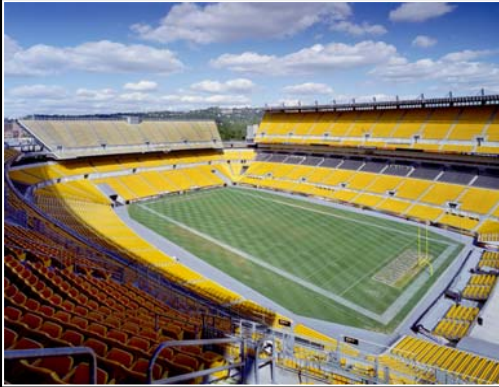


UPPER CONCOURSE

SAN DIEGO FOOTBALL. A NEW STADIUM.







STEELERS



BROWNS



## SEATING BOWL

SAN DIEGO FOOTBALL. A NEW STADIUM.

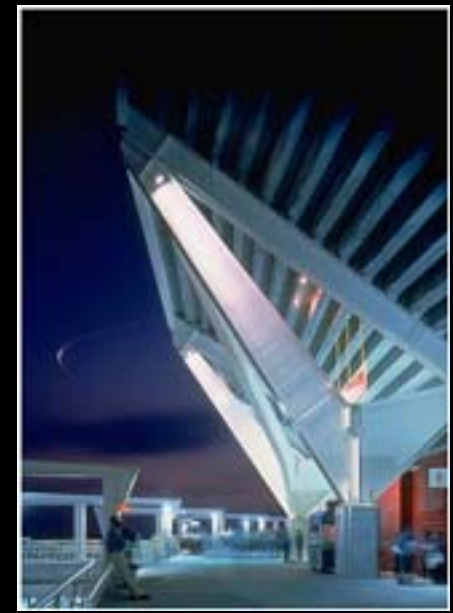




## MODERN NFL STADIUMS.







## MODERN NFL STADIUMS.







# FOOTBALL IN A SAN DIEGO SETTING







**SAN DIEGO FOOTBALL. A NEW STADIUM EXPERIENCE.**







**SAN DIEGO FOOTBALL. A NEW STADIUM EXPERIENCE.**







**SAN DIEGO FOOTBALL. A NEW STADIUM EXPERIENCE.**





**SAN DIEGO FOOTBALL. A NEW STADIUM EXPERIENCE.**





**THE MISSION. A PUBLIC PROCESS FROM BEGINNING TO END.**



# FINANCIAL ANALYSIS.





	RENOVATION	NEW	DIFFERENCE
<b>Demolition &amp; Site Clearing</b>	<b>\$9,800,000</b>	<b>\$8,400,000</b>	<b>\$1,400,000</b>
Relocation and New Services	\$1,600,000	N/A	
Utility Relocation and New Services	\$1,600,000	\$1,600,000	\$0
<b>Excavation and Foundation</b>	<b>\$25,400,000</b>	<b>\$22,400,000</b>	<b>\$3,000,000</b>
<b>Structural Frame</b>	<b>\$59,200,000</b>	<b>\$83,200,000</b>	<b>(\$24,000,000)</b>
Roofing and Waterproofing	\$4,800,000	\$4,800,000	\$0
Exterior Wall	17,600,000	\$17,600,000	\$0
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Scoreboard	\$12,800,000	\$12,800,000	\$0
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Food Service Equipment	\$11,200,000	\$11,200,000	\$0
<b>Seating</b>	<b>\$4,000,000</b>	<b>\$8,000,000</b>	<b>(\$4,000,000)</b>
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HVAC	\$16,000,000	\$16,000,000	\$0
Electrical	\$28,800,000	\$28,800,000	\$0
Audio Visual	\$4,800,000	\$4,800,000	\$0
Plaza and Site	\$8,000,000	\$8,000,000	\$0
<b>Schedule &amp; Discontinuous Work</b>	<b>\$15,000,000</b>	<b>N/A</b>	<b>\$15,000,000</b>
<b>Direct Work Subtotal</b>	<b>\$294,200,000</b>	<b>\$302,800,000</b>	<b>(\$8,600,000)</b>
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<b>Contingency</b>	<b>\$14,700,000</b>	<b>\$15,100,000</b>	<b>(\$400,000)</b>

**STADIUM COST COMPARISON**

**2005 CONSTRUCTION START**

**1,600,000 s.f.**

**Construction Total**

**\$353,000,000    \$363,000,000    (\$10,000,000)**



# TOTAL DEVELOPMENT COST OF RENOVATED QUALCOMM OR NEW STADIUM IS VERY SIMILAR

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COMPARSION OF STADIUM COSTS		
(\$ in millions)		
	<u>Qualcomm Renovation</u>	<u>New Stadium</u>
Hard Cost	\$353.0	\$363.0
Financing Costs and Interest During Construction	20.0	20.0
Financial Contingency	<u>17.0</u>	<u>17.0</u>
<b>Total Cost</b>	<b><u><u>\$390.0</u></u></b>	<b><u><u>\$400.0</u></u></b>





# PROPOSED STADIUM COSTS WOULD BE EQUALLY FUNDED BY THE CITY AND THE CHARGERS

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SOURCES OF STADIUM FINANCING	
(\$ in millions)	
<b>Team Contribution</b>	
Funds from Chargers Debt and/or Equity	\$132.0
Funds from NFL G-3 Loan <sup>(1)</sup>	<u>68.0</u>
Total Team Contribution	\$200.0
<b>Public Funds</b>	
City of San Diego	<u>\$200.0</u>
Total Public Contribution	\$200.0
<b>Total Stadium Cost</b>	<u><u>\$400.0</u></u>

(1) NFL G-3 loan amount equal to 34% of team contribution..



# QUALCOMM SITE OFFERS SIGNIFICANT POTENTIAL FOR ANCILLARY DEVELOPMENT...

## ILLUSTRATIVE ANCILLARY DEVELOPMENT

	RESIDENTIAL	OFFICE	RETAIL	HOTEL
Total Parcels Developed	← 2,904,998 square feet (66.6 acres) →			
Developed Square Footage	2,533,092	1,145,225	323,875	204,894
Total Units / Rooms	3,166	N/A	N/A	300
Structured Parking Spaces	← 14,362 →			300
Projected Assessed Value (\$MM) (Total \$1.1 billion)	\$529.9	\$389.7	\$103.1	\$54.6



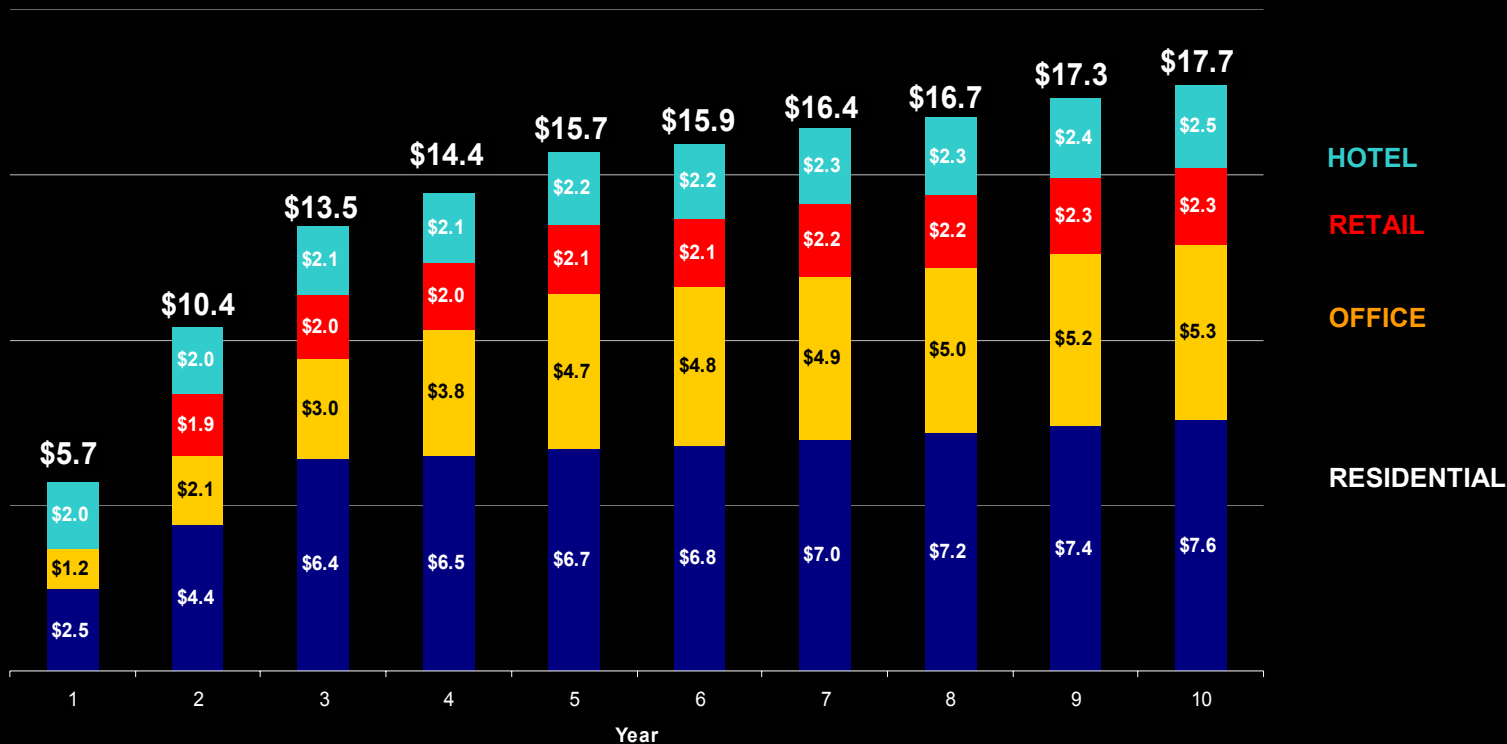


# ...REPRESENTING A SUBSTANTIAL UNTAPPED REVENUE SOURCE FOR THE CITY

- Land sale proceeds could reach \$100 million <sup>(1)</sup>
- City benefits from annual property tax, transient occupancy tax, and sales and use tax revenues which would likely be in the neighborhood of \$16 million per year (upon full development of the site)

**Illustrative Tax Revenues <sup>(2)</sup>**

(\$ in millions)



(1) Based on land sale price of \$1.5 million per entitled acre.

(2) Assumes 2 year construction period prior to year 1. Assumes 3 year phase-in of residential development and 5 year phase-in of office development. Assumes hotel development completed in year 1 and retail development completed in year 2.



# POTENTIAL REVENUES FROM ANCILLARY DEVELOPMENT OFFSET CITY STADIUM CONSTRUCTION COSTS AND LEAVE SIGNIFICANT EXCESS

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CITY SOURCES & USES	
(\$ in millions)	
<b>Sources:</b>	
Net Present Value of Tax Revenues <sup>(1)</sup>	\$223.4
Land Sales Proceeds	<u>99.8</u>
<b>Total City Revenues <sup>(2)</sup></b>	<b><u><u>\$323.2</u></u></b>
<b>Uses:</b>	
<b>Total City Stadium Contribution</b>	<b><u><u>\$200.0</u></u></b>
<b>Excess to City for Other Uses</b>	<b><u><u>\$123.2</u></u></b>

(1) Based on projections using a 5% discount rate over a 25 year period.

(2) Does not include infrastructure and other development costs.





# CHARGERS PROVIDE SUBSTANTIAL FINANCIAL COMMITMENT TO NEW STADIUM

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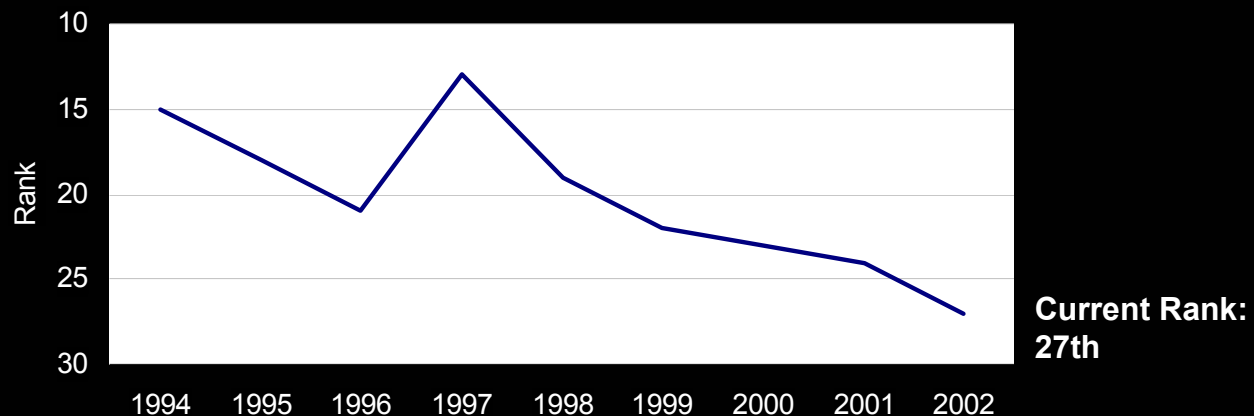
- Over the last 10 years, private contributions for new NFL stadiums have averaged approximately 37% of total project costs
  - In cities that are demographically similar to San Diego, private contributions have been significantly lower
  - Chargers assumption of 50% of costs demonstrates the team's strong commitment to San Diego
- Chargers assume all risk with respect to:
  - Sales of premium and general admission seating, advertising and sponsorship
  - Obtaining construction and long-term financing for Chargers \$200 million contribution
  - Ongoing debt service on financing obtained for Chargers contribution



# CHARGERS LOCAL REVENUE RANKING HAS CONSISTENTLY DECLINED

- Since 1994, the Chargers NFL local revenue ranking has steadily fallen from 15th to 27th (currently out of 32 teams)
  - Local revenues include all revenue generated by the stadium as well as the national visiting team share of general admission ticket revenues received by the Chargers
  - Stadium renovation in 1997 temporarily boosted Chargers ranking
  - Nineteen new NFL stadiums have been built since 1995 (including 2 under construction), driving down Chargers ranking
- Decline in local revenues relative to remainder of the NFL has put the Chargers at a competitive disadvantage
  - Fewer local revenues relative to other teams equates to less liquidity to provide competitive signing bonuses and retain and attract top free agents and quality front office football personnel

Chargers Historical Local Revenue Ranking (1)

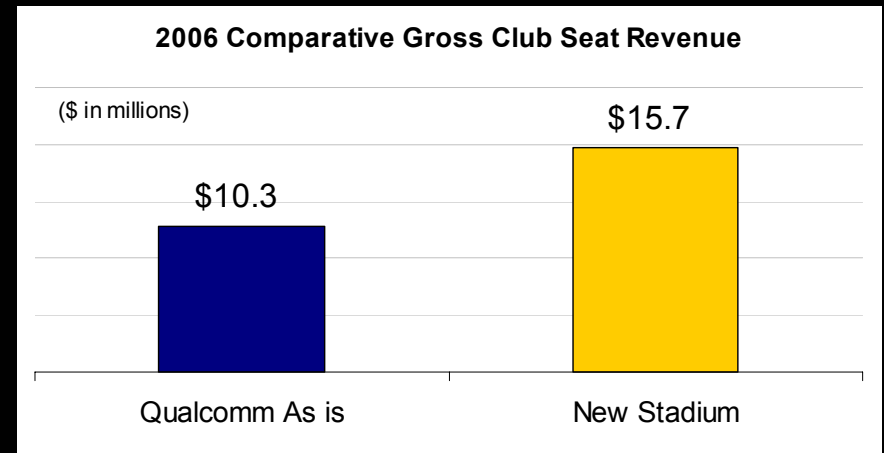
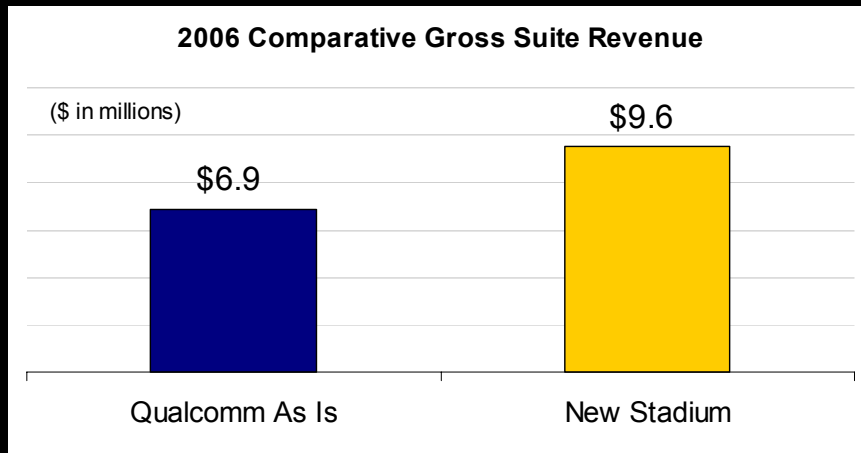


(1) Source: National Football League.



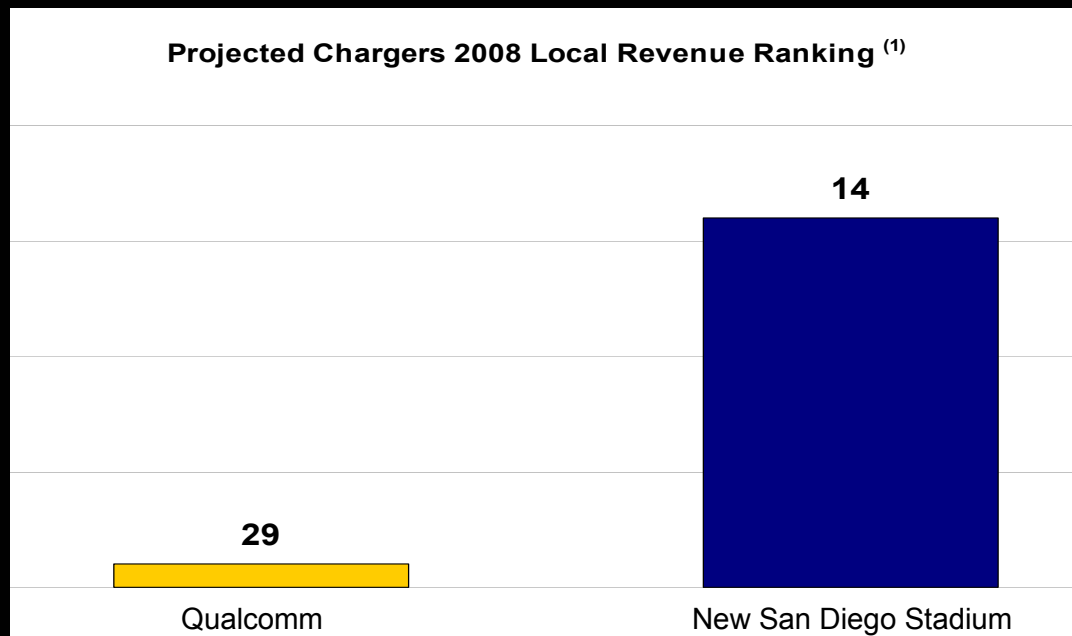
# CHARGERS REVENUES WILL INCREASE WITH A NEW STADIUM

- Qualcomm is currently poorly configured for premium seating and signage and lacks most of the amenities and revenue opportunities of a new stadium
- New stadium increases revenues from the following sources:
  - Luxury suites
  - Club Seats
  - Other premium options
  - Advertising Inventory
  - Sponsorship opportunities
- Based on experience of other NFL teams with new stadiums in similar demographic areas, the Chargers can expect an aggregate increase of at least \$15 million in these revenue sources



# NEW SAN DIEGO STADIUM SIGNIFICANTLY ENHANCES LOCAL REVENUE RANKING

- Chargers local revenue base improves significantly in a new stadium relative to Qualcomm
- New stadium vaults the Chargers into the top half of the NFL with respect to local revenues
- Stronger local revenues provide the Chargers with greater financial resources and the ability to assemble a more competitive product for Chargers fans



(1) Qualcomm rank based on NFL projections. New San Diego stadium rank based on projections developed by the Chargers and their advisors.



