

# Phase 4 Convention Center Expansion & Stadium Proposal

Revision #2

*Copyright 11/26/11 by Spencer Mosher*

*All rights reserved*



# Option A or B?

- There are two locations where the stadium could be built along the waterfront, behind the San Diego Convention Center.
  - Option A puts the facility directly behind the Phase 3 facility.
  - Option B places the stadium behind the Marriot and Hilton while adding a new convention center annex to the original building (Phase 1).
  - Both designs are contiguous.
- See picture below:



# Option A: Where the facility would be located:

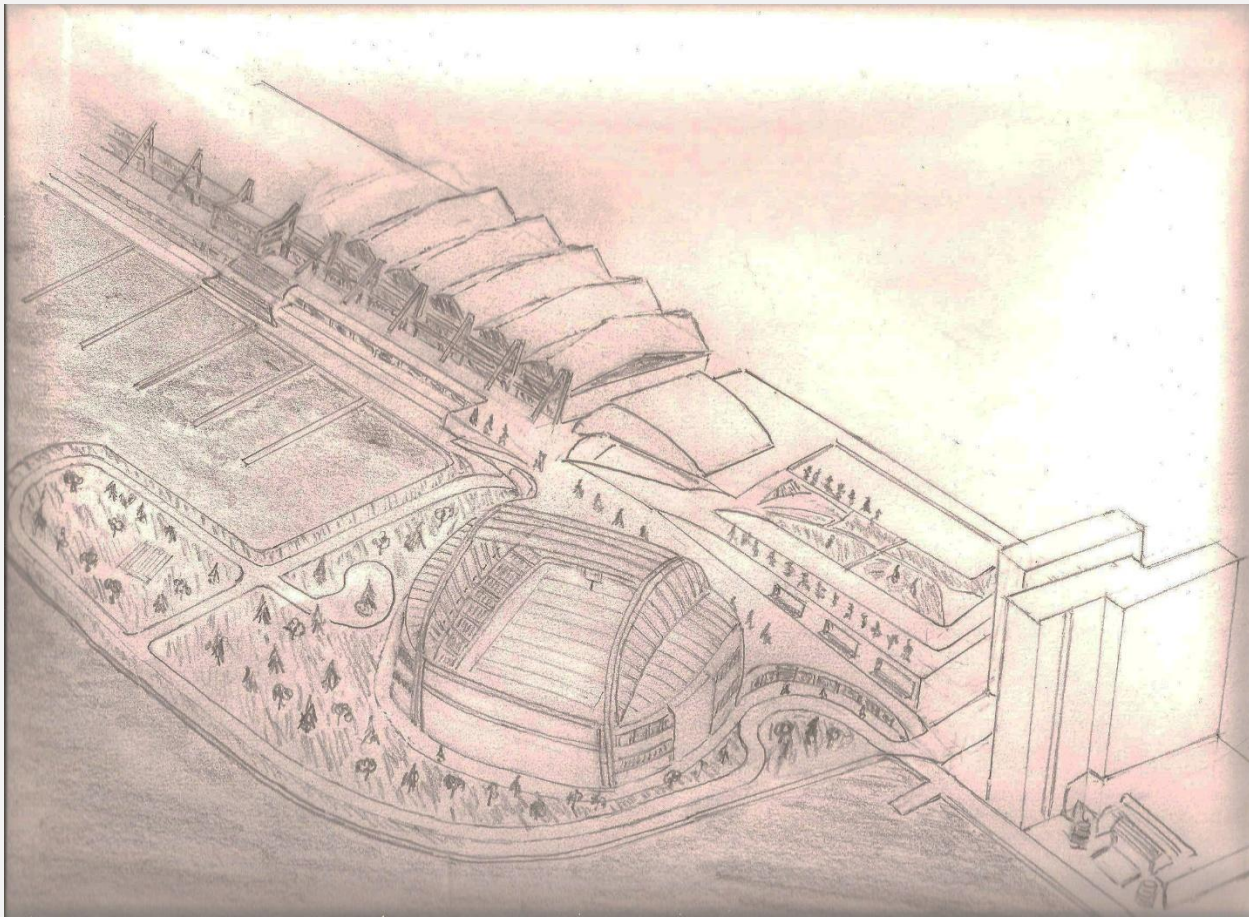


## KEY:

1. Tailgate parking is roughly 0.3 miles away from the Olympic Stadium. Tailgate tickets will be sold for gamedays.
2. The Coronado Ferry will dock at the dock where the blue box is right next to the Hilton.
3. The yellow box marked "Hotel" is an optional site for a new bayfront hotel.
4. People may park at the Convention Center for Stadium events.
5. Once the Stadium is built, Phase 5 Expansion of the SDCC can be considered due to increased demand of the facility.

# Convention Center Expansion With Stadium

Concept Design of the Charger's Stadium attached to the Convention Center.



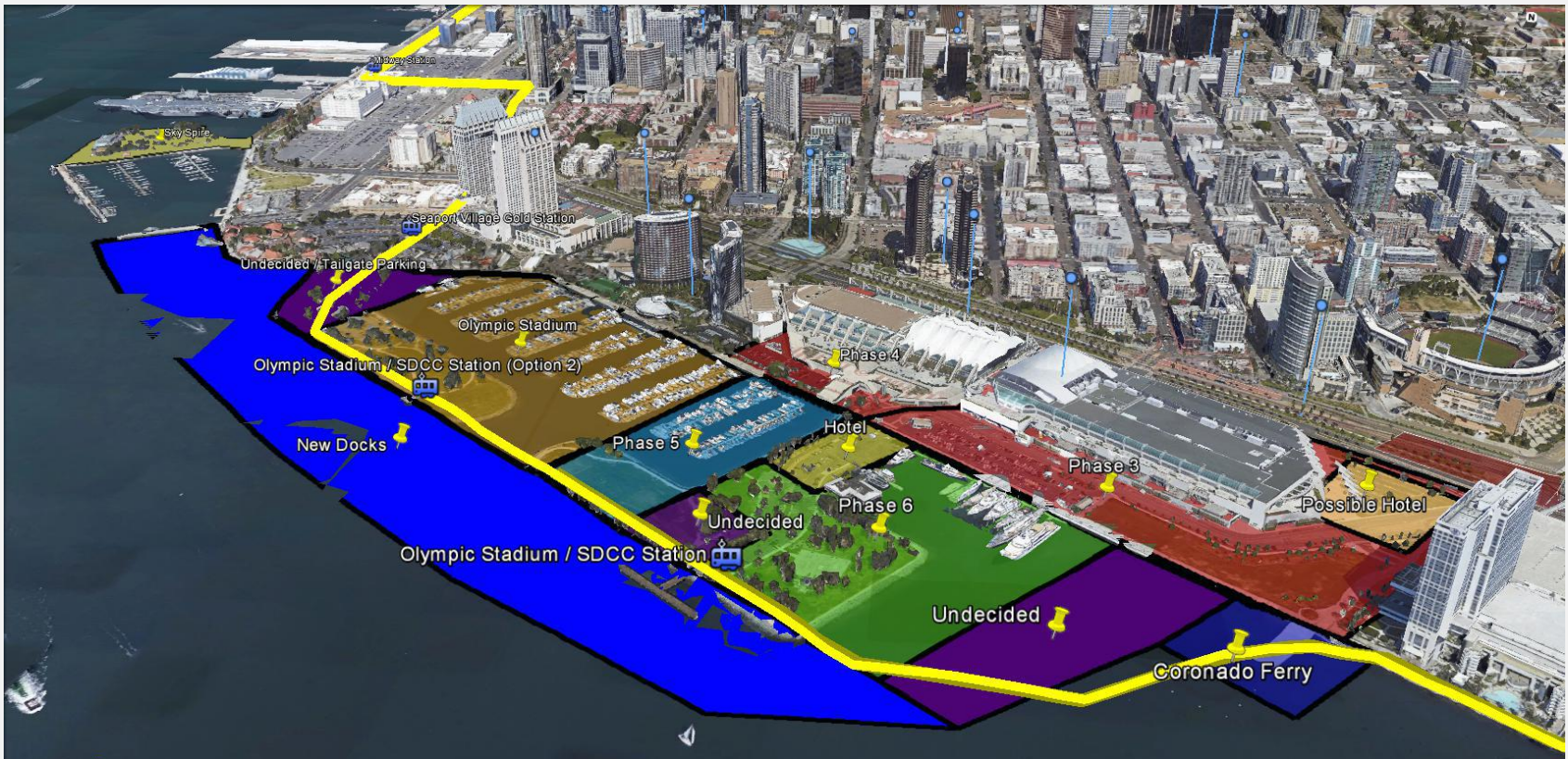
# Option A: General Idea / Design / Concept

- Option A would landfill the area around the 5<sup>th</sup> Avenue Pier.
- The stadium would be built on top of this reclaimed land.
- This plan will work with the new Convention Center Expansion Project (Phase 3).
  - The Stadium project will be Phase 4 of expansion.
  - The design will not interfere with Phase 3 expansion.
- This design is contiguous and would add convention hall and conference room space for the convention center.
- You would still be able to tailgate at the Stadium.
  - Tailgate parking is roughly 0.3 mi from the facility.
- The Trolley and other means of mass-transit are available nearby including the Coronado Ferry.

# Option B: Where the facility would be located:



# Option B: Where the facility would be located:



This picture takes into account an optional Trolley Line connecting the facility.

# Option B: General Idea / Design / Concept

- This plan continues the Phase 3 theme of a rooftop park with the original (Phase 1) building.
  - The Stadium will be built behind the Marriot and Hyatt Hotels.
    - The docks will be relocated to make room for the facility.
    - An expanded rooftop park should help with getting approval from the Coastal Commission.
  - This design will not interfere with the Phase 3 expansion.
- Option B is more proactive in expanding the Convention Center as opposed to Option A.
  - This allows for San Diego to attract bigger conventions such as E3 or CES.
  - Plus this ensures that Comic Con and other big conventions stay in San Diego.
- There are more transportation options available.
  - This includes more parking options and access points to the stadium.
  - Santa Fe depot is a half mile away from the proposed facility making it easier for people visiting from out of town to reach the stadium.
- The Marriot and Hyatt would be prime accommodations for visitors during game days.



# Why is a contiguous option the best plan for the region?

- A contiguous multi-purpose stadium could be used for a variety of sporting events and conventions.
  - The lower level seating will be modular so that you can adjust the amount of room on the field to host different events.
  - For example Comic Con could move the Hall H panels to the new stadium, thus freeing up exhibit hall space. Ballroom 20 events could be held at Petco Park or vice-versa.
  - Concerts could also be held at the new facility.
- The contiguous option would be the most profitable because of year-round usage from various events and the facility would pay for itself.
- The new stadium will be a host for an upcoming Super Bowl and possibly the Olympics.
  - Being a multipurpose stadium it could also host different sporting events such as soccer, basketball, hockey, etc...
  - You could easily host the Final Four, major college football bowl games, Pro Bowls, the World Cup, major concerts, etc.

# Why is a contiguous option the best plan for the region?

- You would still be able to tailgate at the Stadium.
- The Coronado Ferry could still be used and would dock at the pier next to the Hilton. (Blue Box on Slide #3 in the picture)
  - Shipping lanes from the 10<sup>th</sup> Avenue Terminal will not be effected.
- There are multiple modes of transportation which will allow you to reach the facility.
  - There are several trolley stations nearby and the facility is within walking distance of Santa Fe Depot.
  - An optional trolley line could be added to help with increased usage during game days or big events.
- The Port of San Diego is working on a redevelopment plan which could coincide with this plan.
  - The Ports plan includes upgrades to roads and other infrastructure while increasing the amount of public access and parking downtown.
  - This information is available at: <http://portforall.org/>

# Funding

- The Stadium Taskforce will be addressing financing options on the proposed plans, but my option on the issue are as follows:
  - Allow private investors to help fund the facility.
    - With private investors, the financing works similar to stocks. If you invest in the facility, you would be making residual income.
    - Considering the stadium is multi-use and contiguous to the SDCC, private investors would be more likely to invest in the facility.
  - Any money that the city invests should be from selling the old Qualcomm Stadium site and the Sports Arena to an interested developer.
    - The money made from selling both sites would be only used on the new stadium project.
    - Note if SDSU were to pick up the Qualcomm site and build an extension to their campus, it would help the local economy.
  - The NFL and Chargers, as of now, would invest roughly \$400 million in the facility.
  - An increase of the hotel tax would help fund the facility. This would require passing a 2/3rds county vote.
  - Finally, I would avoid any Proposition C scenario in which most of the funding for the venue would be from public funds. This is due to the challenges in getting Petco Park built and added red tape.
    - [http://www.law.berkeley.edu/sugarman/PETCO\\_Park\\_and\\_the\\_Padres\\_Mark\\_Hitchcock.pdf](http://www.law.berkeley.edu/sugarman/PETCO_Park_and_the_Padres_Mark_Hitchcock.pdf)

# Final Notes

- The Port of San Diego's redevelopment plan calls for more hotels to be built. This provides the ability for the city to host larger events and attract more tourists.
  - This information is available at: <http://portforall.org/>
- Phase 3 of the expansion project has already been passed by the Coastal Commission, but the financing options are on hold due to an appellate court decision.
- Phase 2 of the Convention Center Expansion Project was built on reclaimed land, therefore Phase 4 should be relatively easy.
  - In retrospective the whole downtown district of Songdo, South Korea was built on reclaimed land, therefore this project should be easy in comparison.
- This project will bring construction jobs, along with permanent jobs to the region. The project will also allow for the region to continue to prosper from Comic Con, the Auto Show, other conventions, and sporting events hosted in San Diego.
- Finally it will add to the already beautiful San Diego skyline.