

Soccer Stadium Open House

A Community Public/Private Partnership- GAF 2.0



DESIGN RENDERING

View from corner of Pearl and Mount Vernon

Building on Our Accomplishments

Other entertainment venues have proven successful with positive impact on Grand Rapids.



Van Andel Arena



DeVos Place



Stadium

This project will bring professional soccer to Grand Rapids

Mixed-Use
Development

Bridge South Plan, West Side Plan
Corridor Improvement, U to the Zoo,
River Equity Plan

New accessible and welcoming
space for sports and community
events.

Connections
to Adjacent
Neighborhoods

Draw for soccer clubs, youth to
professional

Estimated \$408 million of combined
residential, commercial, stadium, and
parking investment

8.2 -Acre Site for the
Stadium

500-550 Potential
Housing Units

Listen and address concerns related to
traffic, parking, circulation, lighting, and
sound.

Stadium Overview



8,500

Capacity with
Room to Grow



17

Professional
Matches + 56
events



164,350

Visitors
Per Season



Economic Impact



\$5.2M

City of Grand Rapids annual wage earnings driven by the stadium



\$408M

Net new economic impact in Grand Rapids over the next 30 years



330 jobs

Net new city operation and construction jobs over 30 years

Community Engagement

Summary of Events

FOCUS GROUPS:

- ❖ Four (4) Locations
 - o Kusterer Brauhaus
 - o Hispanic Center of West Michigan
 - o YMCA
 - o Center for Community Transformation
- o More than sixty (60) attendees
- o Multilingual translation available in five languages



NEIGHBORHOOD & BUSINESS ASSOCIATIONS:

- ❖ John Ball Area Neighborhood
- ❖ West Fulton Business Association
- ❖ Stockbridge Business Association
- ❖ Westside Corridor Improvement Authority
- ❖ West Grand Neighborhood Association
- ❖ More than 180 attendees



INTEREST GROUPS:

- ❖ YMCA
- ❖ GVSU
- ❖ Convention Arena Authority
- Community Inclusion Group



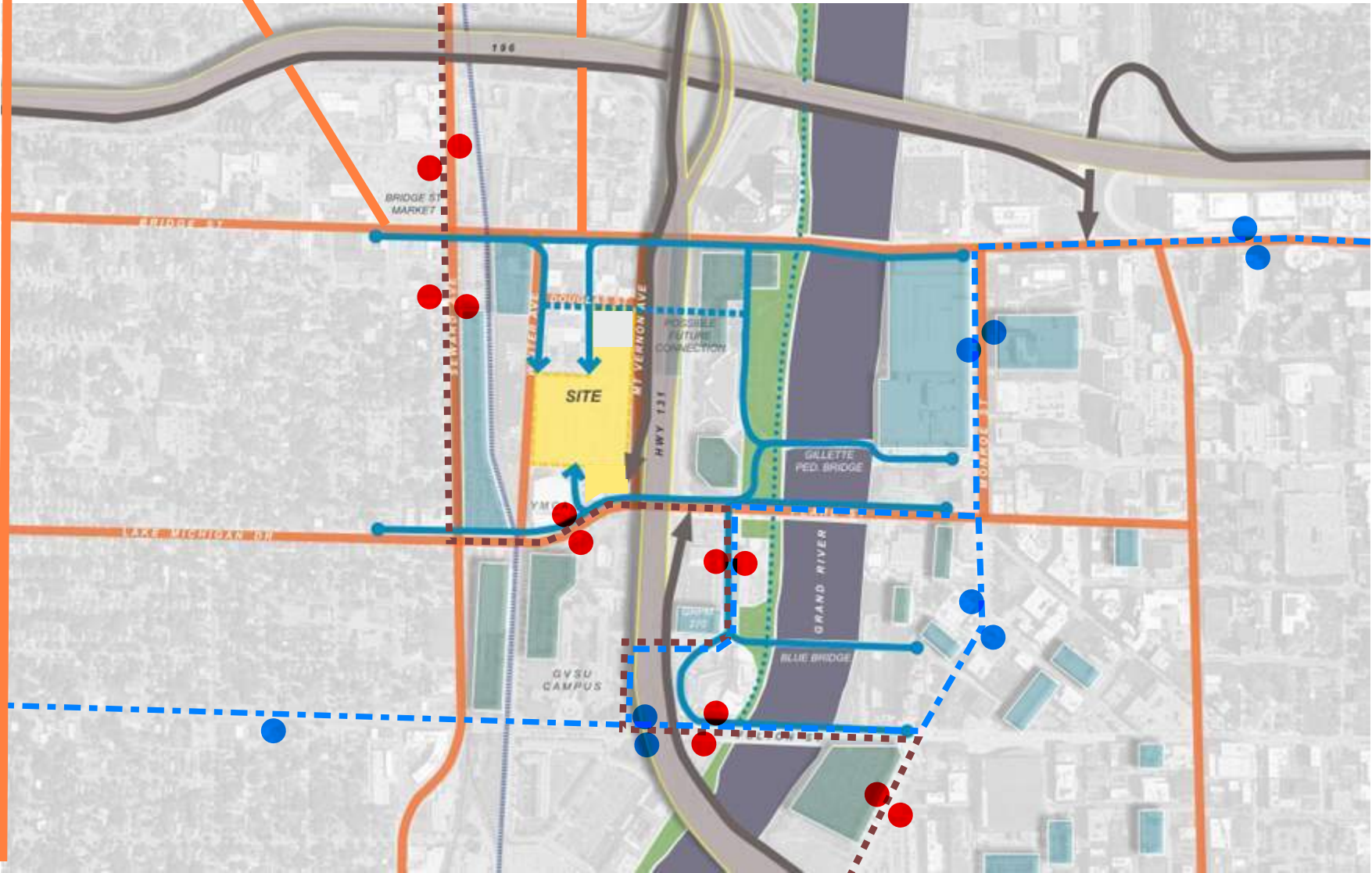
Community Engagement

Summary of Comments

- ❖ How will parking concerns related to neighborhoods, patrons, and employees, be addressed?
- ❖ Will the existing streets be able to manage the additional traffic and various modes of mobility and safety?
- ❖ How will sound from the Stadium be managed to mitigate the impact on the neighbors?
- ❖ Is housing still a priority in Grand Rapids and specifically in this area?
- ❖ Who will operate the stadium and manage the team; will there be a variety of affordable ticket options?
- ❖ How can local and minority-owned businesses bid work at the stadium and what opportunities will there be for business related to other events?



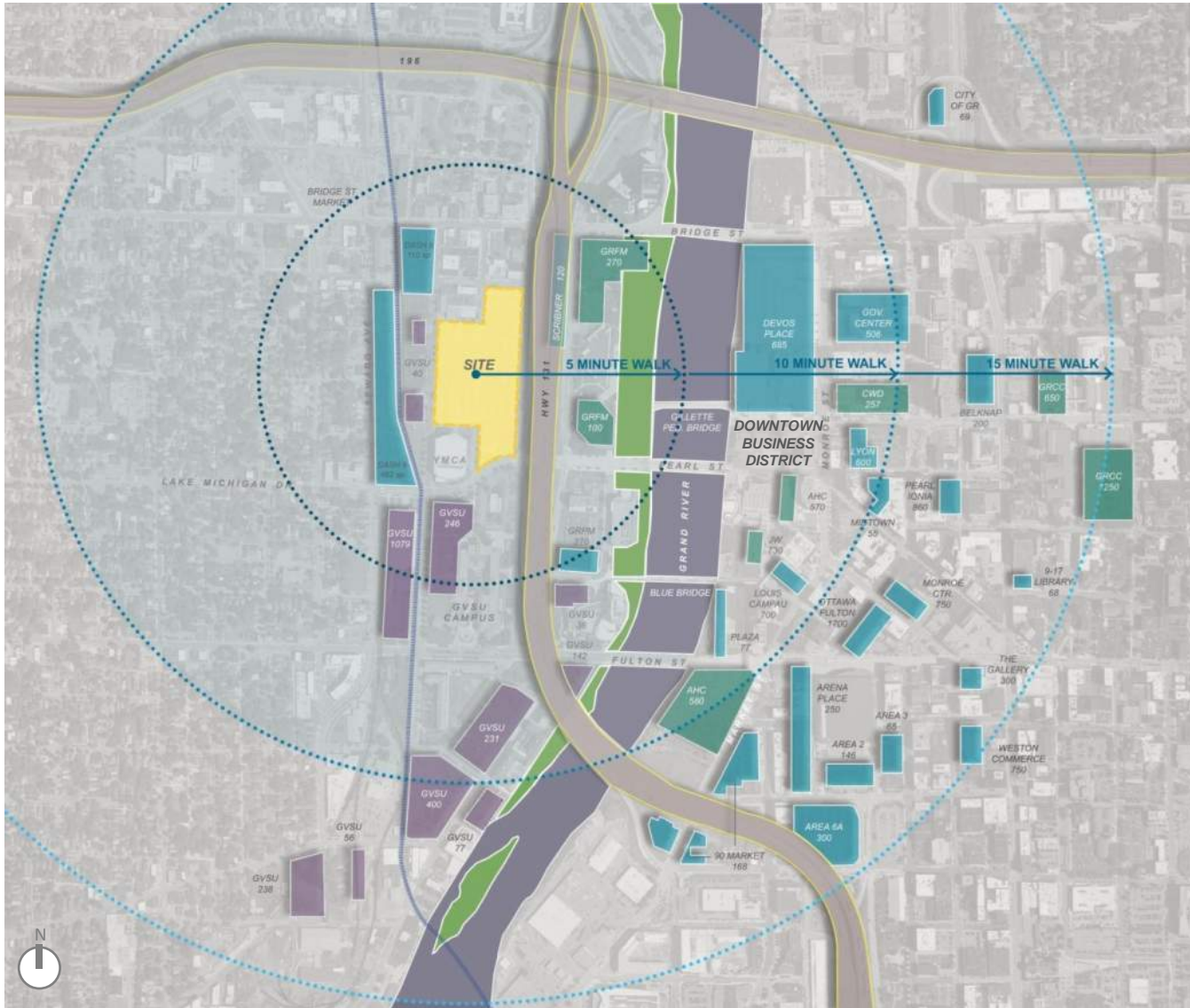
Stadium Site Connections



The surrounding network and site position offer multiple pedestrian connections to downtown Grand Rapids and access to local and regional transportation systems.

- Laker Stops
- LAKER Line
- DASH Stops
- DASH Route (West Line)
- Vehicle Traffic
- Pedestrian Connections
- Highway Access

Stadium Parking Options



Parking Considerations:

Multi-modal planning for transportation in conjunction with Mobile GR, the *Rapid* and ASM Global to provide a potential solution for remote parking and shuttle options.

Planning includes simultaneous events at DVP, Amphitheater and DeVos Hall to accommodate the requirements through existing parking spaces.

Additional Parking Demand

- 2,833

Parking within 15-min Walk (16,042)

- 8,829 spaces (public lots)
- 4,407 spaces (select private lots with potential public access)
- 2,545 spaces (GVSU lots)
- 261 spaces (City metered on street parking on the west side of the Grand River)

	WALK DISTANCE			TOTAL (BY TYPE)
	0-5 MINUTE	5-10 MINUTE	10-15 MINUTE	
● PUBLIC LOTS	390 *	2,623	5,816	8,829
● SELECT PRIVATE LOTS (potential public access)	370	2,137	1,900	4,407
● GVSU LOTS	1,365	886	294	2,545
● ON STREET PARKING (City metered parking west of Grand River)	173	88		261
	2,298	5,734	8,010	16,042 Total Spaces

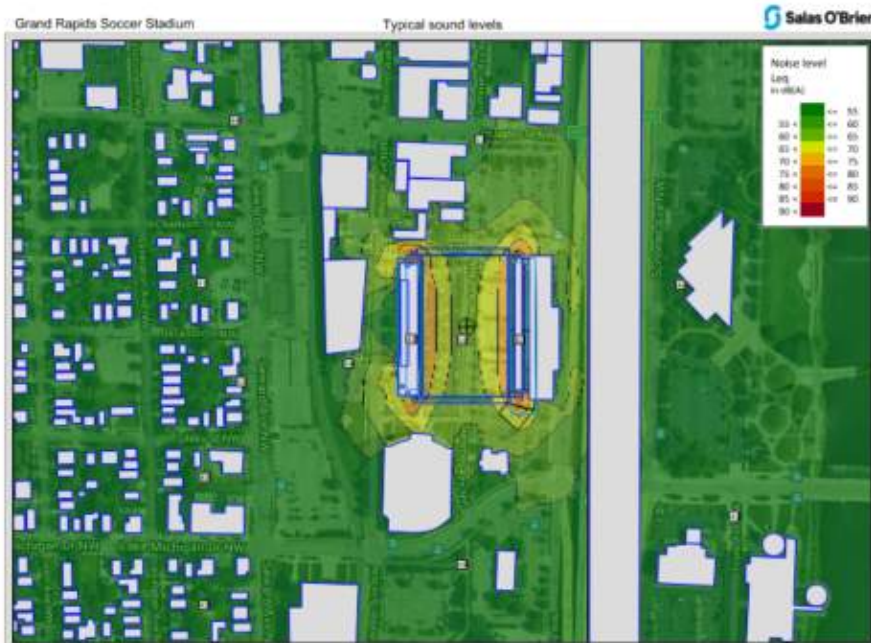
* DASH lots 7, 8, & 9 are part of the expanded development site and excluded from this count.

Sound Analysis and Considerations



Noise predictions indicate baseline sound on the site and projected levels during a typical game. Traffic and highway noise is a significant contributor to ambient levels. Traffic noise predictions are calibrated to measurements taken in the GVSU Mount Vernon parking lot (1) and the parking lot along Winter Avenue (2) midday on May 9, 2023.

NOISE LEVELS



Project Updates

- Design Underway
- Land Assembly
- Public and Private Funding Plan to Secure Capital Commitments



Next Steps

- Site Due Diligence
- Community Engagement
- Special Land Use Application
- Website
www.grandaction.org

