Welcome to

DETROIT CITY FOOTBALL CLUB STADIUM

COMMUNITY BENEFITS MEETING





MEETING AGENDA

Welcome & Introductions

Neighborhood Advisory Council (NAC) Leadership Roles

NAC Activities Report

Parking, Traffic and Mobility Presentation

Presentation Q & A

NAC Discussion / Working Session

Next Steps

DETROIT CITY COUNCIL MEMBERS



Council Member Gabriela Santiago - Romero District 6



Council Member Coleman A. Young II *At-large*



Council Members
Mary Waters

At-large

CITY OF DETROIT DEPARTMENTS & AGENCIES



PLANNING AND DEVELOPMENT DEPARTMENT

MAYOR'S OFFICE + JOBS & ECONOMY TEAM

DEPARTMENT OF NEIGHBORHOODS



DETROIT ECONOMIC GROWTH CORPORATION

DETROIT CITY FOOTBALL CLUB STADIUM DEVELOPMENT TEAM



ANTICIPATED DCFC PUBLIC CBO MEETING SCHEDULE

	AUGUST 2025		SEPTEMBER 2025		
Public Meetings	WK 1	WK 2	WK 3	WK 4	WK 5
Meeting 1 - Introduction to CBO and Tier 1 Project	21-Aug				
Meeting 2 - NAC Selection (2 members selected by the public)		28-Aug			
Bye Week - Confirm Council and PDD NAC Selections / Hold NAC Orientation			Week of 9/1		
Meeting 3 - Developer Project Presentation and DEGC presentation on incentives				11-Sep	
Meeting 4 - NAC Working Session: Drafts Project Impacts & Community Benefits					18-Sep

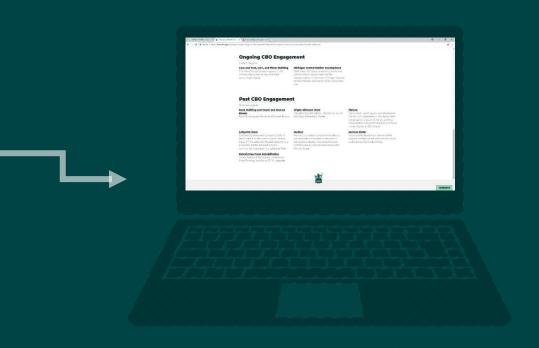
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Meeting 8 - Finalization and Potential NAC Vote on Community Benefits Agreement				16-Oct	
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^{*}Please note that this schedule might change and will be updated as we progress.

CITY OF DETROIT CBO WEBSITE

THE CBO
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SUBSCRIBE TO EMAIL UPDATES ON THE WEBSITE

WWW.DETROITMI.GOV/DCFC

NEIGHBORHOOD ADVISORY COUNCIL (NAC)

NEIGHBORHOOD ADVISORY COUNCIL (NAC)

- Martina Guzman Elected by Impact Area Residents
- Brianna Williamson Elected by Impact Area Residents
- > Sam Butler Appointed by Council Member Gabriela Santiago-Romero
- Mari Anzicek Appointed by Council Member Coleman A. Young II
- Sheila Cockrel Appointed by Council Member Mary Waters
- > Olivia Hubert Appointed by Planning & Development
- Msg. Charles Kosanke Appointed by Planning & Development
- > Danielle Manley Appointed by Planning & Development
- > Blandina Rose-Willis Appointed by Planning & Development
- > Daniel Patton Alternate appointed by Planning & Development

NAC MEMBER ROLES / POSITIONS

CHAIRPERSON

- Facilitates and guides the conduct of NAC meetings and activities
- Works with PDD staff to develop agenda and action items for NAC meetings
- Ensures effective participation of all NAC members

VICE-CHAIRPERSON

- Assist the Chairperson in the above noted duties
- Facilitate and guide NAC activities in the Chairperson's absence

SECRETARY / NOTETAKER

- Record notes, decisions, and action items at meetings or activities of the NAC
- Receive and respond to correspondence addressed to the NAC
- Maintain records and resources for the NAC

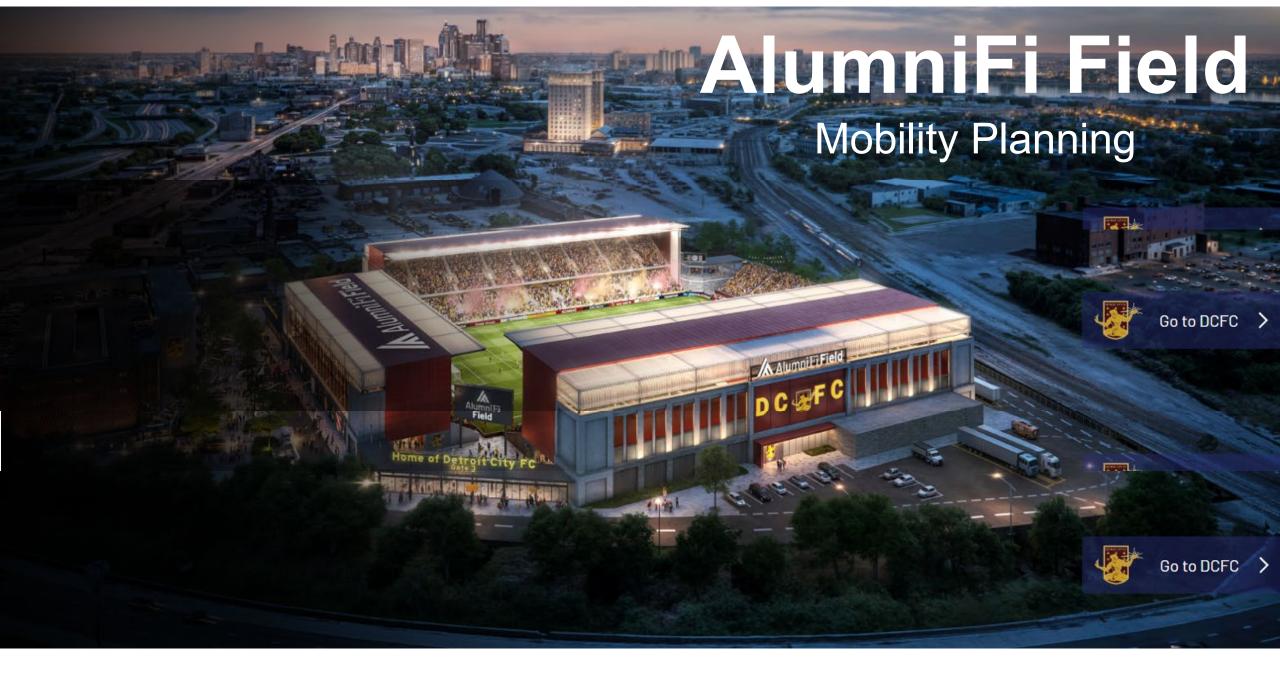
ALTERNATE*

- Non-voting member
- Attends all public CBO meetings and participates in NAC activities as agreed upon with the NAC members

CONTACT THE NAC DIRECTLY



dcfcnac@gmail.com



Source: https://www.alumnififield.com



Agenda

Project Background

04

Benchmarking

Traffic Impact Analysis
Overview

05

Next Steps

Mobility Planning

06

Open Discussion



WSP Michigan Local Team Experience

- City of Detroit On-Call Traffic Engineer
- MDOT Metro Region On-Call Traffic Engineer
- City of Detroit and MDOT Traffic Signal Design
- Co-Located with Intelligent Transportation Systems (ITS) Design Staff
- Local Agency Support: City of Detroit, MDOT, and Wayne County

Traffic Engineering Services				
Traffic Operations	Transportation Planning	Road Safety and Engineering		
Traffic Signal Design	Maintenance of Traffic (Construction)	Advanced Traffic Modeling		
Event Management and Traffic Planning	Traffic Operations Center (TOC) Support	Development Planning Support		











Adam J. McArthur, PE, PTOE Michigan Traffic Group Manager

Education

MS, Civil Engineering, Wayne State University, Detroit, MI BS, Civil Engineering, Lawrence Technological University, Southfield, MI

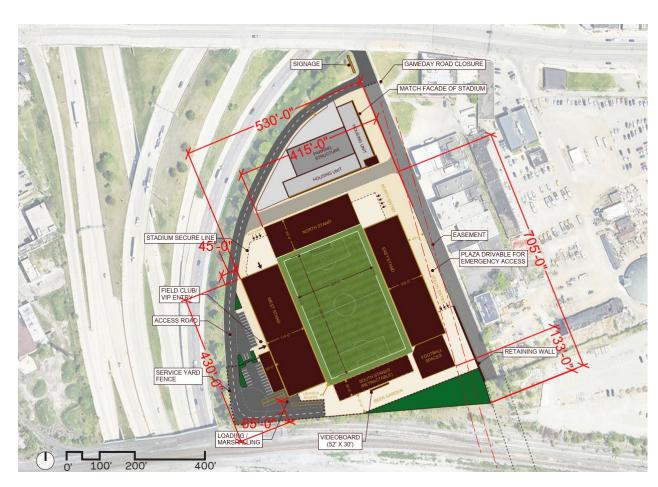
Key Projects

- Traffic Analysis and Site Planning Support
 - Henry Ford Health: Main Campus (Detroit) Expansion
 - Olympia Development: District Detroit
 - Bedrock: Gratiot Site
- Transportation Planning
 - University of Michigan: Campus Plan 2050 Mobility Analysis and Planning
 - University of Pittsburgh: Campus Plan (2024-2025) Mobility Analysis and Planning
- Public Agency Traffic and Safety
 - MDOT: Metro Region Operations Analysis (Various Locations)
 - MDOT: Central Signal Office Statewide As-Needed Support
 - MDOT: Grand River (M-5) Traffic Signal Optimization
 - MDOT: Central Office Road Safety Audit Facilitation (Various Locations)
 - Southeast Michigan Council of Governments (SEMCOG): Road Safety Audit Facilitation (Various Locations)
 - City of Detroit: Traffic Signal Optimization (Various Locations)



Project Background

- Traffic Impact Analysis
 - Completed per City of Detroit ordinance
 - Primarily assesses vehicular impacts
 - Includes impact mitigation recommendations
- Mobility Planning
 - Evaluate the potential for active transportation and transit mobility in context with proposed site
 - Research existing soccer stadium developments in urban context to provide reference mobility benchmarks
 - Provide recommendations for site plan improvements and operational support on matchday



AlumniFi Stadium - Early Concept Plan



Traffic Impact Analysis Vehicles

- Analyzed proposed site plan in context with local roadway network to identify traffic impacts and propose mitigations
- Data collection took place on a Friday during PM peak (4:00 PM – 7:00 PM), and evening egress (9:00 PM – 10:00PM) on a day with a public concert at Michigan Central station and a Tiger's game downtown at Comerica Park.
 - Sixteen (16) intersections were counted
 - Full saturation was assumed
 - Existing roadway geometry was modeled



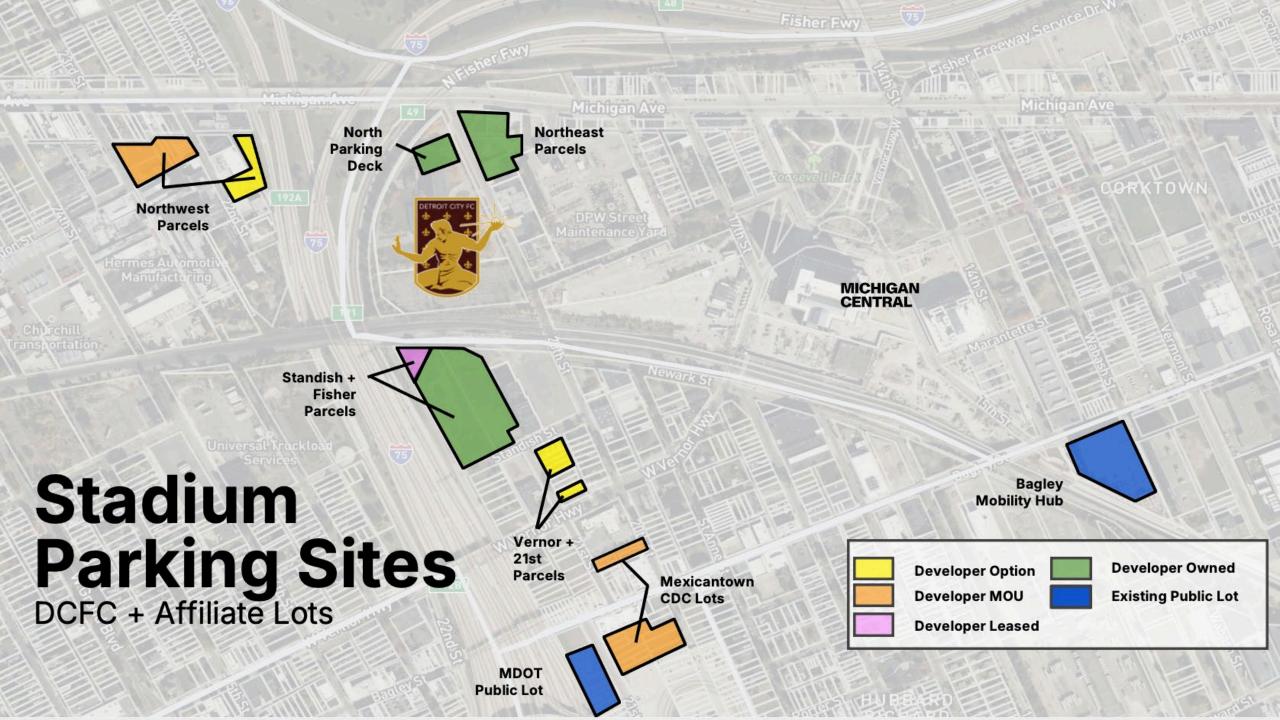


Expected Trip DistributionVehicles

- Developed based on event data collected as part of previous traffic impact studies
 WSP conducted for the District Detroit for Little Caesars Arena
- Includes assumptions related to local roadway and freeway traffic based on event ticket holder data and anticipated routing during saturated event conditions
 - Two (2) alternative egress routes seeking Michigan Ave are shown
 - Six (6) traffic analysis zones were used to assign and distribute local roadway traffic within the model based on these distributions and the most logical available route

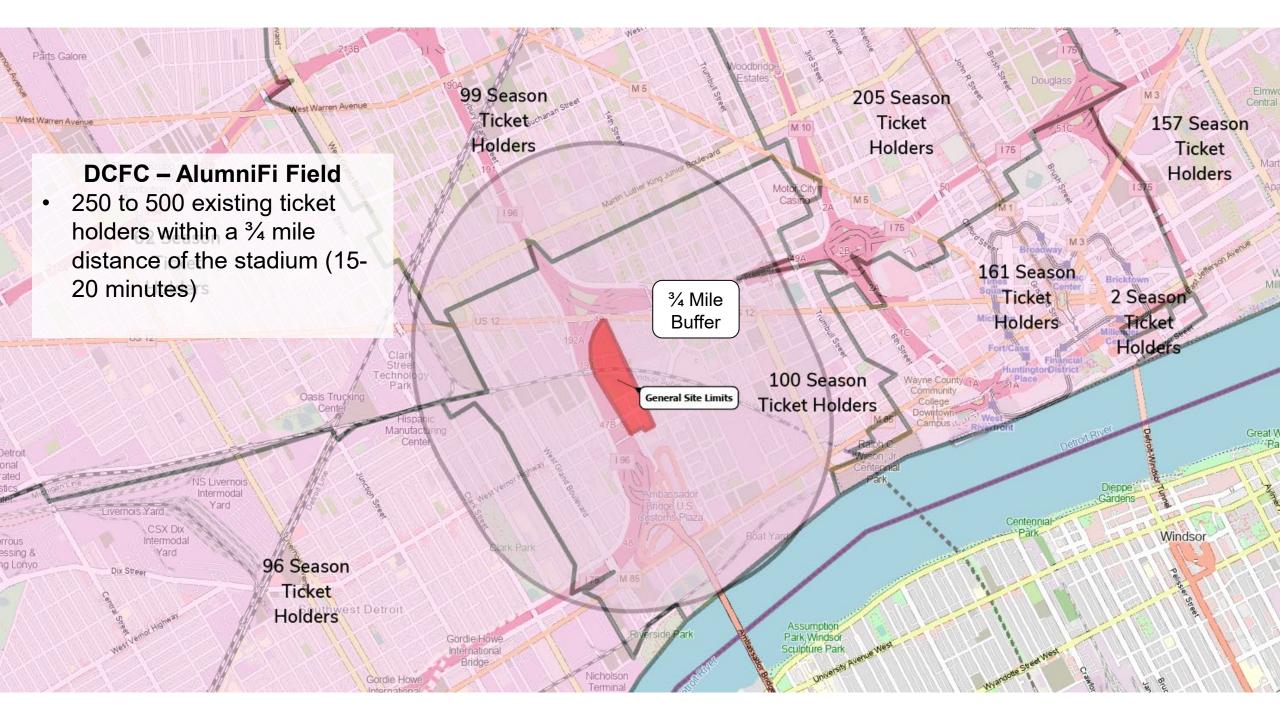


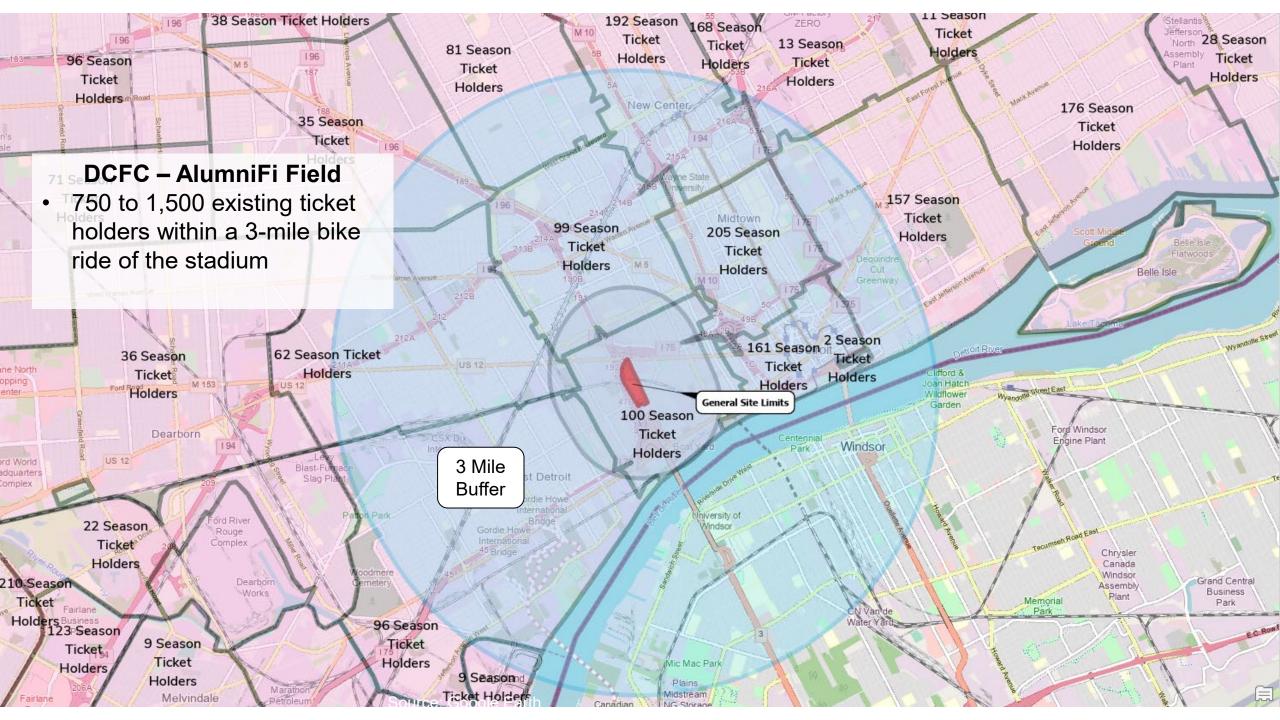














AlumniFi Field Mobility Planning

- Assumed 2.65 people per vehicle for personal vehicles and rideshare/taxi based on *Planned Special Event* Vehicle Occupancy Factors for sporting events from the Federal Highway Administration (FHWA) final report on Managing Travel for Planned Special Events
- 2/3rds of existing season ticket holders within 3 miles of AlumniFi are anticipated to walk, bike, scooter or ride transit instead of taking a personal vehicle.

Mode of Transport	Distribution		People	Vehicles
Mode of Transport	Min	Max	Max Expected	Max Expected
Walking	1%	3%	450	0
Bikes and Scooters	1%	3%	450	450
Personal Bikes	0.3%	0.3%	50	50
Shared Micromobility MOGO, Lime, Spin, Bird	0.7%	2.7%	400	400
Public Transit	2%	4%	600	22
Private Shuttle	4%	5%	750	30
Rideshare and Taxis	15%	25%	3,750	1,450
Personal Vehicle	40%	60%	9,000	3,400
Total Attendance			15,000	

2,500 spaces are provided on-site; ~900 excess vehicles under "max" scenario



Parking Benchmark

- There are 10 on-site spaces provided per 100 event goers on average based on the reference benchmark data
- The proposed AlumniFi Field site plan includes 17 on-site spaces per 100 event goers, which provides for 1,000 additional on-site spaces when compared to an application of the study average (1,500 spaces for 15,000 people)

Team	Stadium	Opening Year	Capacity	On-Site Parking Spaces	Shared/Off-Site Parking
North Carolina FC	WakeMed Soccer Park	2002	10,000	2,600	Nearby Fenton Mall accommodates overflow
Detroit City FC	AlumniFi Field	2027	15,000	2,500	TBD
KC Current	CPKC Stadium	2024	11,500	1,700	Nearby on-street and market area parking, free shuttle to KC Streetcar
Columbus Crew	Lower.com Field	2021	20,139	1,500	Located near two other sports venues which provide supplemental parking
FC Cincinnati	TQL Stadium	2021	26,000	1,220	Located near CBD with several public parking options
Austin FC	Q2 Stadium	2021	20,500	800	5,000
Minnesota United	Allianz Field	2019	19,400	780	11 nearby partner facilities and lots to support demand
San Antonio FC	Toyota Field	2013	13,000	550	3,000
Pittsburgh Riverhounds	Highmark Stadium	2013	5,000	0	3.500



Mobility Benchmarking

Overview of Accommodations

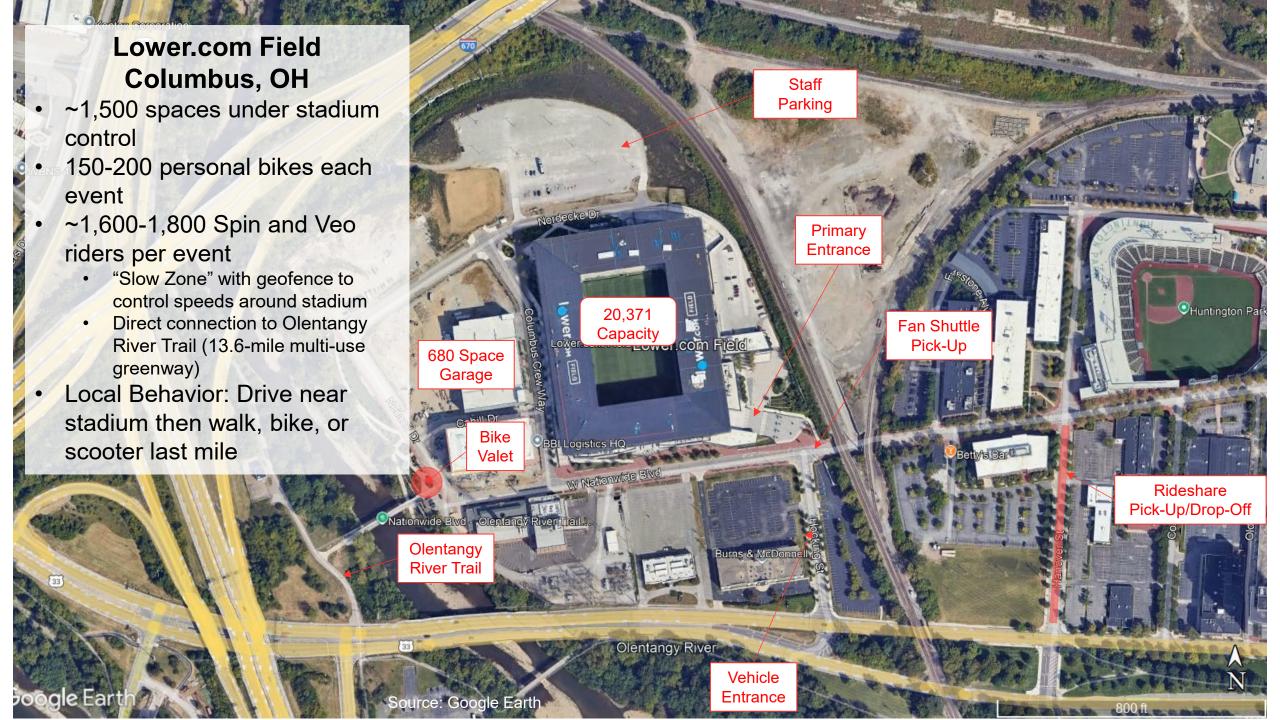
Mode	AlumniFi Field DCFC	Lower.com Field Columbus Crew	TQL Stadium Cincinnati FC	Q2 Stadium Austin FC
Walking	From nearby parking and residential	 From nearby parking and residential 	 From Central Business District and parking 	 From nearby parking and residential
Bikes/Scooters •	Four nearby MOGO stations Extensive micromobility options	 Operate bike valet staffed by two Significant shared micromobility use 	 Limited scooter/bike share due to 10 PM cut-off Minimum bike storage provided per local ordinance 	 Operate bike valet staffed by two Limited micromobility options near stadium
Public Transit	Bus service on Michigan Ave with stops immediately adjacent to stadium	Bus service with stops approximately 4 to 6 blocks east of the stadium	 Light rail, 2 blocks east of stadium Bus service (no service modifications) 	 Light rail stations at stadium Bus service with stops near stadium (increased frequency and post-event staging)
Private Shuttle	Facilitated by local bars and restaurants	parking	Limited use for staff	Accessibility only
Rideshare/Taxis	Proposed zone on Michigan Avenue (~900 linear feet with room to expand)	One rideshare zone (600 linear feet)	 Four rideshare zones (2,360 linear feet) 	 One rideshare zone (1,200 linear feet)
Personal Vehicle	2,500 on-site spaces	• 1,500 on-site spaces	• 1,220 on-site spaces	800 on-site spaces

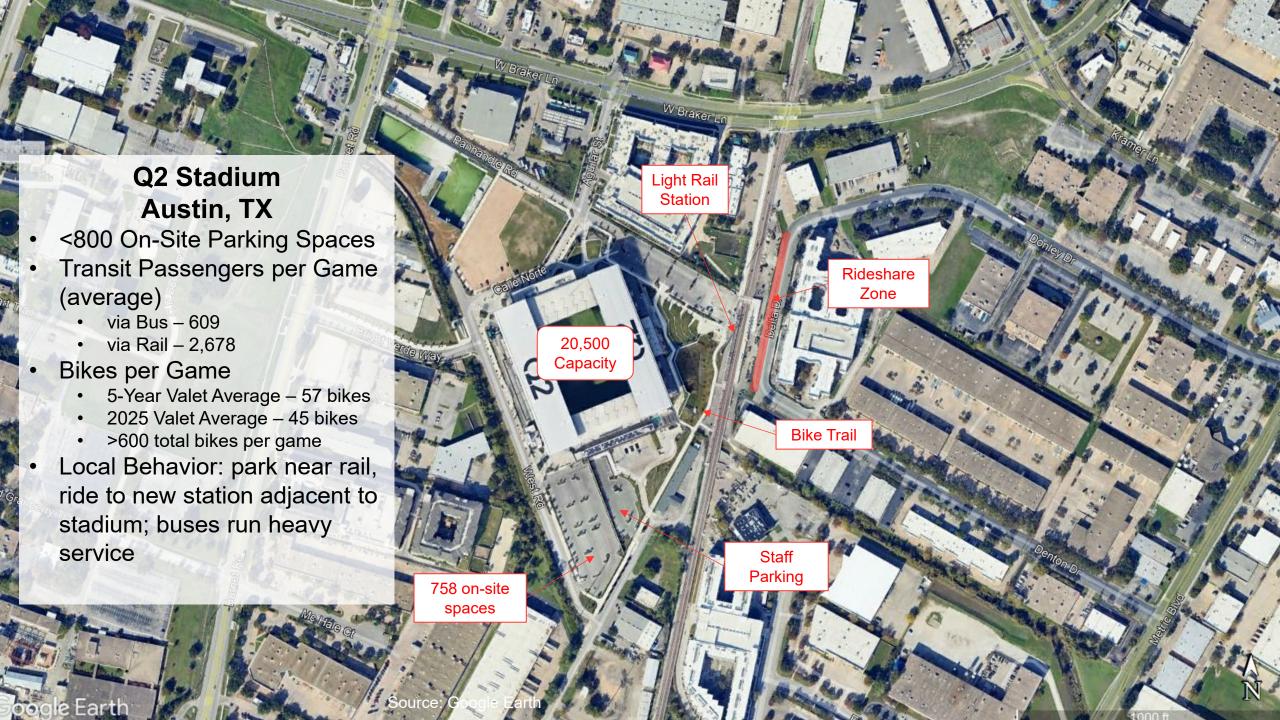


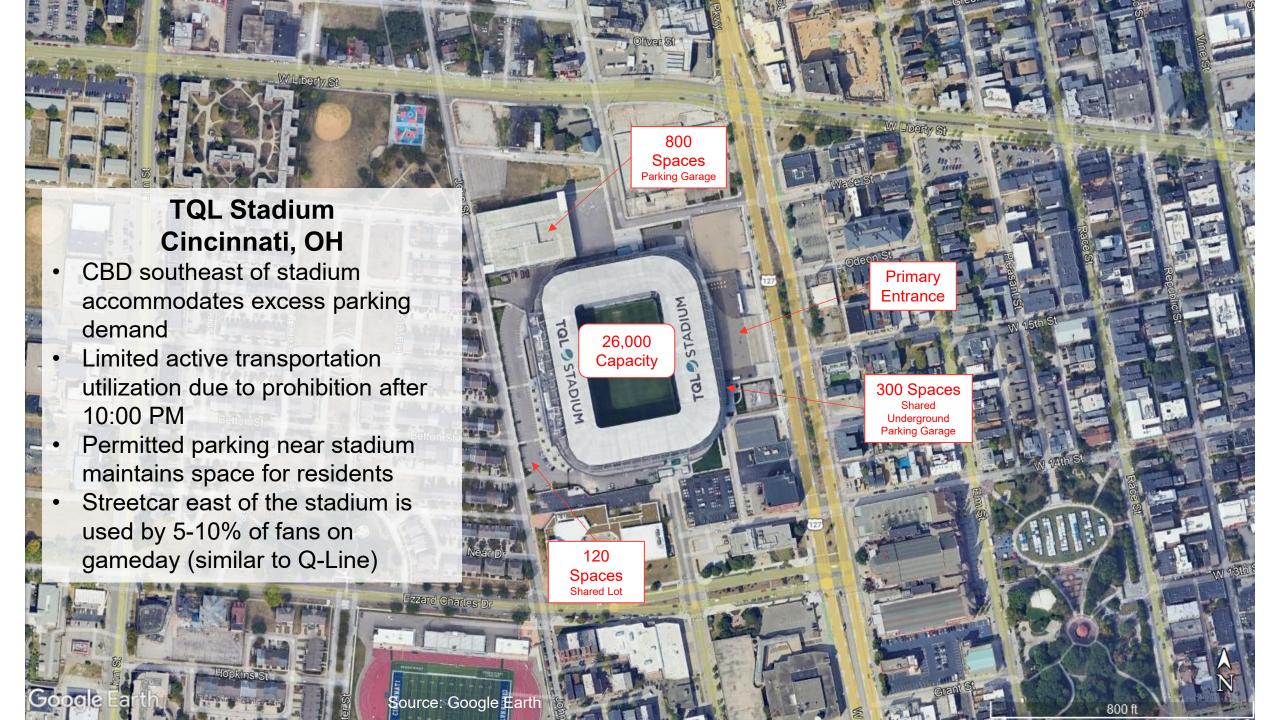
Mobility Benchmarking

Estimated Mode Share by Travel Type

Mode	AlumniFi Field DCFC	Lower.com Field Columbus Crew	TQL Stadium Cincinnati FC	Q2 Stadium Austin FC
Walking	3%	2.5%	7.5%*	4%
Bikes/Scooters	3%	10%	0.5%	3%
Public Transit	4%	0.5%	5%	17.5%
Private Shuttle	5%	0%	4%	0%
Rideshare/Taxis	25%	22%	23%	18%
Personal Vehicle	60%	65%	60.0%	57.5%
Notes	 Several local bike routes available to support micromobility Significant local private shuttle network (bars & restaurants) Proximity to Michigan Ave and local freeways 	control speeds around	 *CBD southeast of stadium accommodates excess parking demand, generates "walking trips" Streetcar east of the stadium is utilized by fans on gameday 	 ~3,300 Transit Passengers per Game, ~600 total bikes per game Fans typically park near rail, ride to new station adjacent to stadium; buses run heavy service









Next Steps

- Incorporate Community Feedback
- Finalize Parking Agreements
- Finalize site plan accommodations for bikes and micromobility options (e.g., MOGO, scooter providers, etc.)



AlumniFi Mobility

Open Discussion



AlumniFi Mobility

Mobility Benchmark Appendix



G8

G9

G10

ARENA

MCCONNELL

FRONT STREET

BRODBELT

ARRIVING AT MATCHDAY

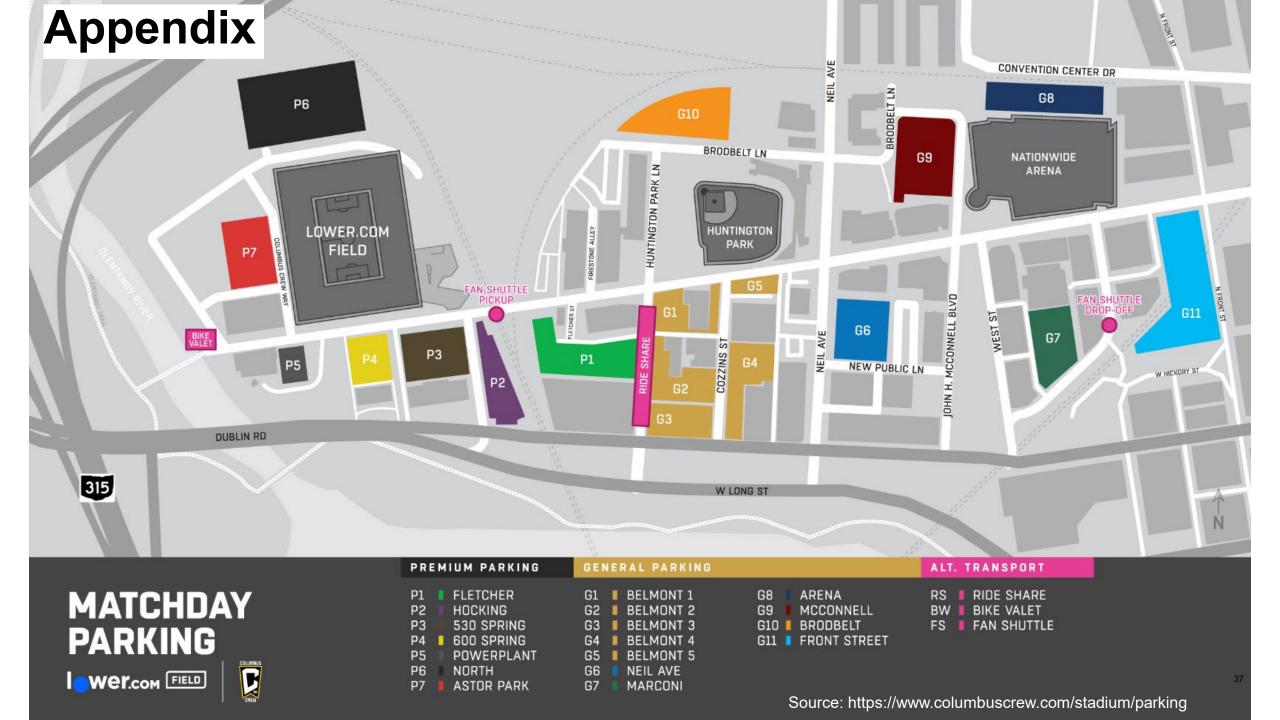


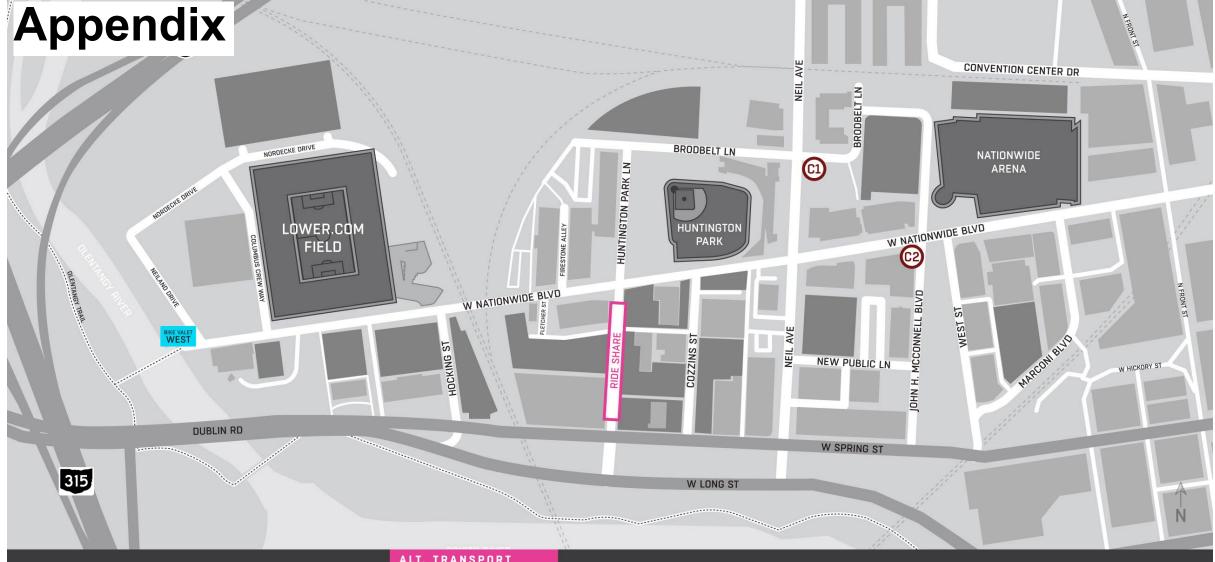


FLETCHER BELMONT 1 HOCKING G2 BELMONT 2 530 SPRING BELMONT 3 600 SPRING G4 BELMONT 4 P5 **POWERPLANT BELMONT 5** NORTH **NEIL AVE** MARCONI **ASTOR PARK**

RS RIDE SHARE BW BIKE VALET

Source: https://www.columbuscrew.com/stadium/parking





ALTERNATIVE TRANSPORTATION





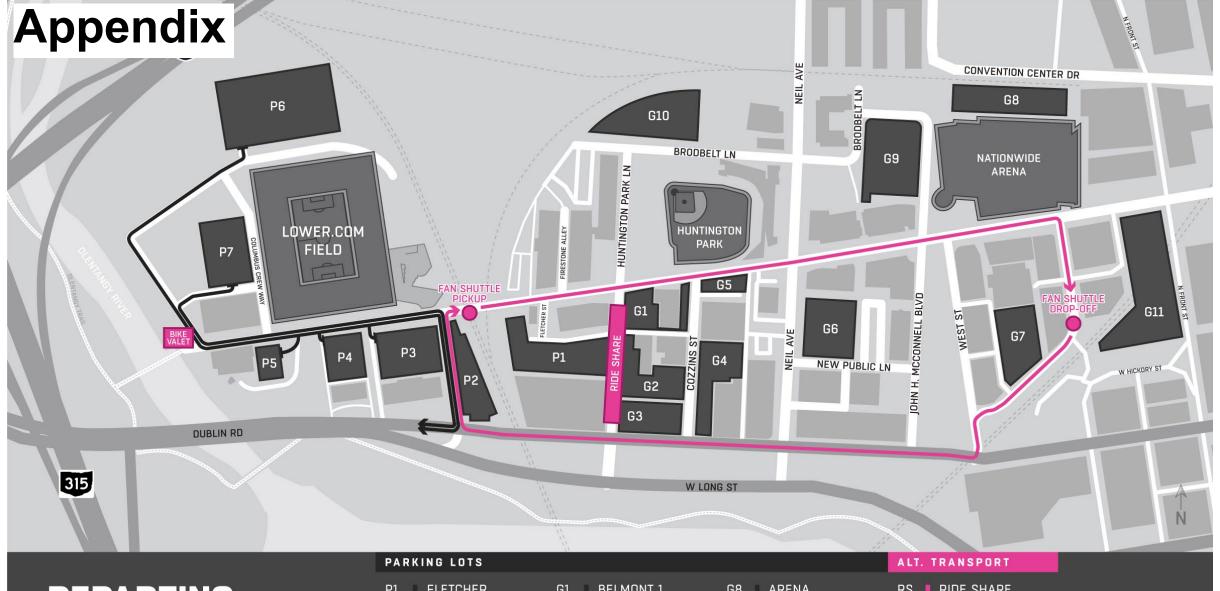
ALT. TRANSPORT

I RIDE SHARE

C1 1 COTA: 5914

C2 1 COTA: 7083

BW BIKE VALET WEST



MARCONI

DEPARTING MATCHDAY





FLETCHER BELMONT 1 HOCKING G2 BELMONT 2 530 SPRING BELMONT 3 600 SPRING G4 BELMONT 4 **POWERPLANT BELMONT 5** NORTH **NEIL AVE**

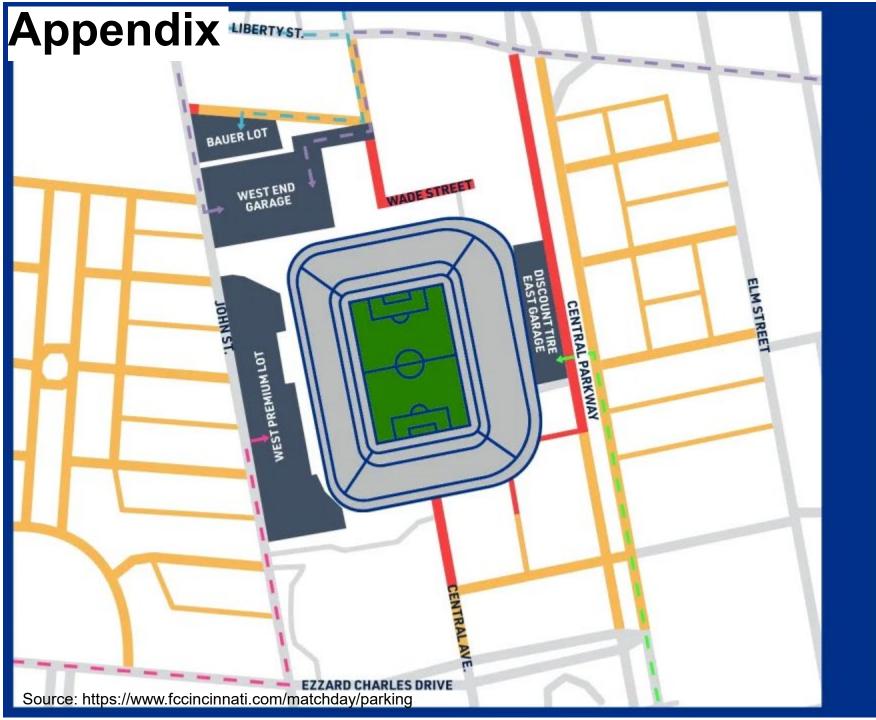
ASTOR PARK

ARENA G9 MCCONNELL BRODBELT

FRONT STREET

RS | RIDE SHARE BW BIKE VALET

FS FAN SHUTTLE



MATCHDAY ROAD CLOSURES

CLOSED - NO ENTRY

Central Parkway: Southbound
-Between Liberty Street and Galena Alley

Central Avenue: South of Stadium
-Between 14th Street and TQL Stadium

Central Avenue: North of Stadium
-Between Bauer Avenue and TQL Stadium

Wade Street -After Central Avenue

RESIDENTIAL TRAFFIC ONLY

Central Parkway: Northbound -Between Ezzard Charles Drive and Liberty Street

Residential Streets

-Between Elm Street and Central Parkway -Between John Street and Linn Street

Bauer Avenue

-Between John Street and Central Avenue

14th Street

-Between Central Avenue and Central Parkway

STADIUM GARAGES

Discount Tire East Garage, West Premium Lot, Bauer Lot and West End Garage will all be affected by road closures.

BAUER LOT ROUTE

WEST END GARAGE ROUTE

DISCOUNT TIRE EAST GARAGE ROUTE

WEST PREMIUM LOT ROUTE



DESIGNATED RIDESHARE AND FAN DROP-OFF

Locations on map marked with an orange bar are the designated rideshare and fan drop-off areas for TQL Stadium events.

W. LIBERTY ST.

- Eastbound Lane -Estimated 5 minute walk

EZZARD CHARLES DRIVE

- Eastbound Lane -Estimated 5 minute walk

CENTRAL AVENUE

- Northbound Lane -Estimated 5 minute walk

W. 14TH STREET

Eastbound 14th at Washington Park
 Estimated 5 minute walk

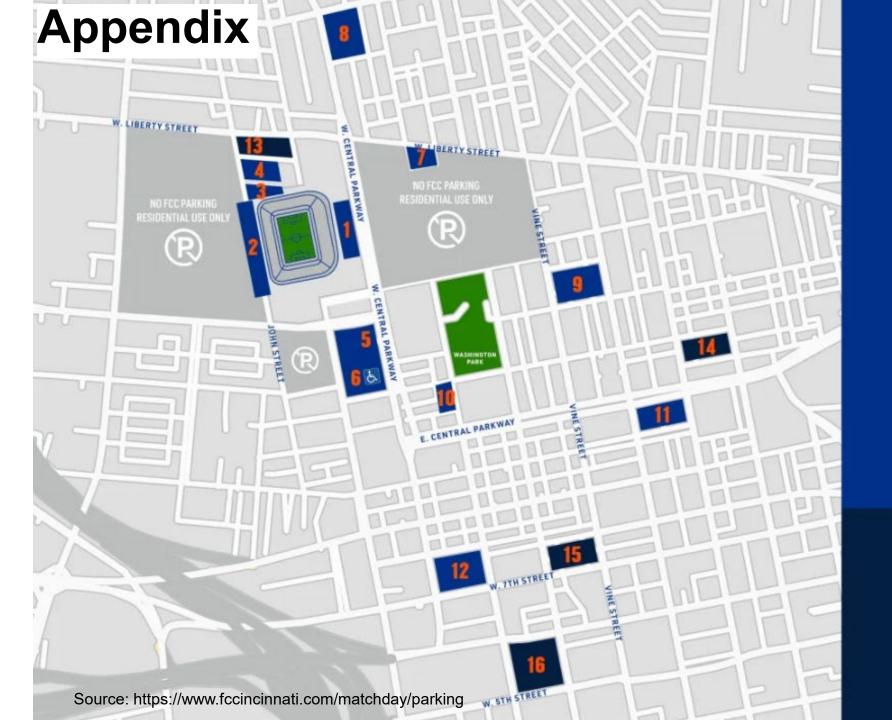
STREETCAR STATION

Northbound Elm St. at Liberty Street
 Estimated 4 minute walk

STREETCAR STATION

Northbound Elm St. at Liberty Street
 -Estimated 4 minute walk

RED BIKE STATIONS



SEASON LONG GARAGES

- DISCOUNT TIRE EAST GARAGE
 (On-site parking)
- WEST PREMIUM LOT ***
 (On-site parking)
- WEST END GARAGE **
 (On-site parking)
- BAUER LOT
 421 BAUER AVE, CINCINNATI, OH 45214
 (~5-minute walk)
- TOWN CENTER GARAGE
 1286 CENTRAL PARKWAY, CINCINNATI, 0H 45214
- ADA PARKING
 LOCATED AT TOWN CENTER GARAGE
- LIBERTY AND ELM LOT
 123 LIBERTY STREET, CINCINNATI, OH 45202
 (-5-minute walk)
- FINDLAY MARKET GARAGE
 1810 LOGAN STREET, CINCINNATI, OH 45202
 (-8-minute walk)
- MERCER COMMONS GARAGE
 5 MERCER STREET, CINCINNATI, 0H 45202
 (~10-minute walk)
- ELM STREET LOTS (YMCA)
 218 CHARLES ST, CINCINNATI, 0H 45202
- 100 E COURT STREET, CINCINNATI, OH 45202
- 222 WEST 7TH STREET GARAGE

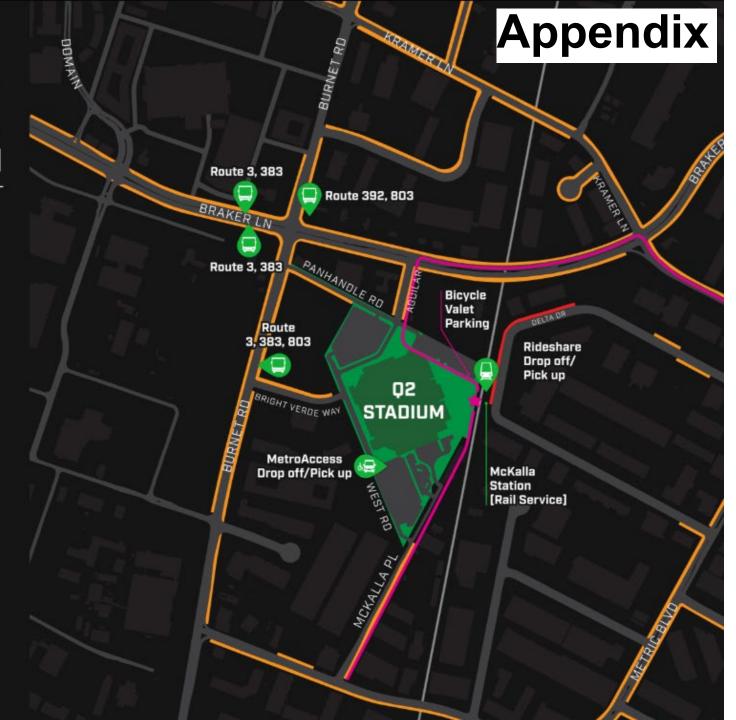
MATCHDAY GARAGES

- TEMPORARY NORTH SURFACE LOT
 W LIBERTY STREET AT THE CORNER OF CENTRAL AVENUE
 (On-site Parking)
- PARKHAUS
 1123 SYCAMORE STREET, CINCINNATI, DH 45202
 (~10-15-minute walk)
- 1 WEST 7TH STREET GARAGE (~20-minute walk)
 - 84.51° GARAGE
 521 RACE STREET, CINCINNATI, OH 45202
 (~20-minute walk)

MOBILITY OPTIONS GETTING TO Q2 STADIUM

- CapMetro Bus Service
- CapMetro Rail Service
- MetroAccess Service
- ---- Walking Routes
- Bicycle and Micromobility Route
- Bicycle and Micromobility Parking
- Rideshare, Taxi, and Limousine





2025 Q2 STADIUM PARKING INVENTORY

LOCATION

LOT COLOR

ADDRESS

Q2 Stadium

Red

10414 McKalla Pl Austin, TX 78758

Dillard's Garage

Green

3220 Featherson Dt. Austin, TX 78758

Former
BBVA Bank

Light Blue

10711 Burnet Rd. Austin, TX 78758

Verde Square Orange

10435-10515 Burnet Rd, Austin, TX 78758

JOP

Teal

10409 Burnet Rd, Austin, TX 78758

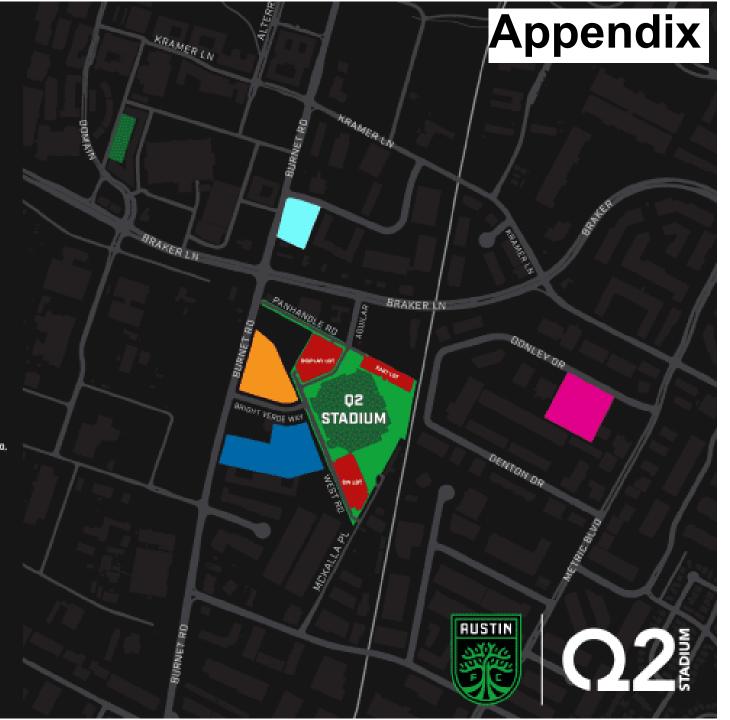
D3 Loop

Pink

2201 Danley Dr Suite 200, Austin, TX 78758

*SUBJECT TO AVAILABILITY, PLEASE CHECK WEBSITE.

Source: https://www.austinfc.com/stadium/parking



PREFERRED ROUTES GETTING TO Q2 STADIUM

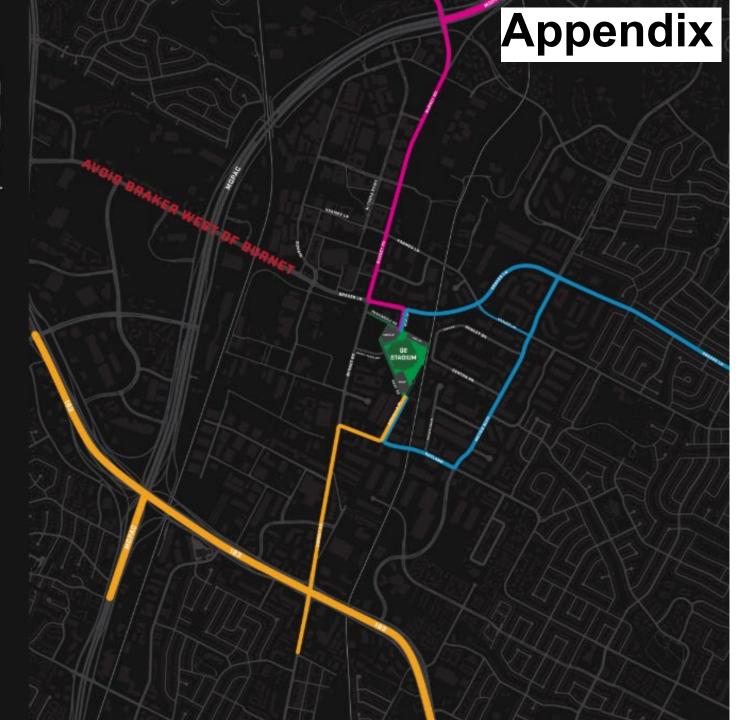
North/Northeast Approach
Preferred Route

East/Northeast Approach
Preferred Route

South/Southeast Approach
Preferred Route



Q2 STADIUM



Presentation Q & A



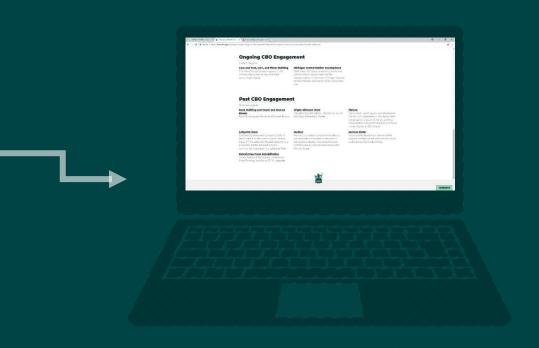
Comment cards also available

NAC DISCUSSION



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CBO TIER 1 PROCESS

DCFC Stadium CBO Meeting Schedule - Aug - Oct 2025

WEEK 1: THURSDAY AUG. 21 - INTRODUCTION TO CBO PROCESS AND DEVELOPER PRESENTATION OF THE PROJECT

WEEK 2: THURSDAY AUG. 28 - IMPACT AREA RESIDENTS VOTE FOR 2 NAC MEMBERS

WEEK 3: BYE WEEK for REMAINING NAC APPOINTMENTS & ORIENTATION

WEEK 4: THURSDAY SEPT. 11 - FIRST NAC MEETING & DEGC PRESENTS INCENTIVES PACKAGE

WEEK 5: THURSDAY SEPT. 18 - NAC WORKING SESSION

WEEK 6: THURSDAY SEPT. 25 - NAC PRESENATION OF IMPACTS

WEEK 7: THURSDAY OCT. 2 - NAC WORKING SESSION

WEEK 8: THURDSAY OCT. 9 - DEVELOPER PRESENTS RESPONSES TO IMPACTS

WEEK 9: THURSDAY OCT. 16 - FINALIZATION AND POTENTIAL NAC VOTE ON AGREEMENT

WEEK 10: THURSDAY OCT. 23 - IF NEEDED: CONTINUED DEVELOPER / NAC DISCUSSIONS TOWARDS FINAL RESOLITION AND VOTE ON COMMUNITY BENEFITS AGREEMENT

<u>BEFORE PUBLIC MEETING #3</u>

PDD INFORMS NAC MEMBERS VIA EMAIL OR PHONE THAT THEY HAVE BEEN SELECTED & HOLDS AN ORIENTATION TO PROVIDE THE NAC WITH:

- MEETING AGENDAS
- ROLES & RESPONSIBILITIES
- PREVIOUS EXAMPLES OF CBOS
- NAC CONTACT LIST
- OTHER "ESSENTIAL INFORMATION" AS SPECIFICED IN THE CBO

What Comes Next

Next CBO Meeting: Thursday September 25th at 6pm

Doors at 5:30 for Registration and Refreshments

- Neighborhood Advisory Council Working Meeting
- In-person meeting at: Mexicantown
 CDC Mercado 2826 Bagley St.
- Remote access via Zoom
- Meeting registration at: https://bit.ly/dcfc-cbo
- All project notices and documents will be available at www.detroitmi.gov/dcfc



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Scan QR Code to Register for Meetings! The NAC is asking for your feedback! Please fill out a brief survey with your thoughts, concerns, and ideas...

You can fill out the survey by using the QR code (at right)

Or

You can fill out the survey by going to:

https://bit.ly/DCFCNAC

