



West End Development Master Plan Concept

Major Amendment to Planned Development #83

Development Program Statement

August 18th, 2023

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Planned Development (PD) Submission – Major Amendment to PD-83 – Program Statement

August 18, 2023

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1. General Summary

A major amendment to Planned Development #83 (PD-83) is requested to expand the boundary north to include additional privately-owned properties for the planning and construction of a new mixed-use development. The current PD-83 was requested to guide the development of a sports stadium with seating capacity not to exceed 26,500 organized around a playing surface sized for professional soccer competition. The stadium's seating bowl is open-air with a roof structure over a portion of the seating. The stadium was developed to provide a home venue compliant with league standards for Cincinnati's Major League Soccer club, FC Cincinnati. The stadium will continue to be used for league play and exhibition matches, as well as concerts, rallies, and community events. TQL Stadium, West End garage and TQL Stadium East garage have been completed under the previous PD-83.

FC Cincinnati (FCC) and its partners will develop an approximate 8-acre site north of TQL Stadium into a world-class, mixed-use district. FCC has always envisioned building a mixed-use district north of the stadium that would be similar to other world-class mixed-use districts adjacent to major league sports stadiums across the United States. Some examples are Gallagher Way at Wrigleyville, Titletown at Lambeau Field and The Wharf located between Audi Field and National Ballpark in Washington DC. The new district will create a community hub at the front steps of TQL stadium, rooted in history and legacy that aesthetically inspires and emotionally unites our city with a vision for the future. The project will include a hotel, apartments, office space, retail, restaurants, entertainment venues, and a programmed plaza for residents and guests. During recent community input sessions, West End residents have voiced their support for the project and welcomed the new investment and experiences the district will bring to the neighborhood.

Vehicular access to the site will be via the regional highway system and local urban connector arteries of Central Parkway, Liberty Street, and Ezzard Charles Boulevard. A portion of parking has been accommodated within the PD via John Street, Wade Street and Central Parkway. The majority of parking has been located outside the PD, satisfied by a combination of public and private parking facilities. There is sufficient parking inventory within the urban core to support event day parking. Additional public and private parking facilities will be accommodated within the PD via parking garage(s) accessible via John Street, Liberty Street, Central Avenue, and Central Parkway. The hotel, retail, and housing units will be serviced from parking garage(s) via vertical circulation connections.

A surface parking lot and service yards are accessed via John Street. The parking lots are used by stadium operations personnel, club employees, and officials on event-days, as well as be used by Robert A. Taft High School staff during school operating hours. Service yards are located on the west and south sides of the stadium, accessed via sliding security gates within the stadium grounds.

Pedestrian access to the stadium is via security gates located around the perimeter of the stadium, but primarily via an elevated entrance plaza on the east side of the stadium. The entrance plaza accommodates

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gatherings for a variety of pre- and post-event programming and is otherwise controlled by the stadium developer year-round.

Pedestrian access to the expanded Northern portion of the site will be via internal circulation paths and plazas accessible from the corner of Liberty and Central Parkway and mid-block of Central Parkway. The main plaza will accommodate gatherings for a variety of pre- and post-event programming as well as other public and private events throughout the year on non-game days and will be controlled and maintained by the developer year-round. This site will complement the overall PD, the surrounding neighborhoods, as well as the event-day experience at the stadium.

The stadium operation and support facilities total approximately 400,000 gross square feet, excluding the seating bowl and playing surface. Private events will be hosted in the stadium throughout the year on non-game days.

2. Metes & Bounds

- a. The FCC West End Stadium PD is situated in the City of Cincinnati, Hamilton County, and located on properties generally bound by Central Parkway to the east, property lines north of City of Cincinnati Police Department District 1 and Cincinnati Public Schools Robert A Taft High School to the south, John Street to the West, and Bauer Avenue and Wade Street to the north. The requested northern expansion would be connected to the properties as defined above and include properties generally bound by Central Parkway to the east, John Street to the West, and Bauer Avenue and Liberty Street to the north.
- b. Privately held parcels within the PD boundary will be acquired by the stadium developer. Rights-of-Way within the PD boundary are intended to be transferred to the stadium developer pending transfer conditions are met. All properties will be consolidated in stages as they are acquired.
- c. The stadium developer will retain control of the entire development site and establish operating agreements for the on-going care and maintenance of the development with building management entities for the stadium, parking structures, and plazas. Future development sites will be developed and managed via lease of air or land development rights and the joint use agreements therein.
- d. Shared use and cross-access easements will be established between the stadium developer and developers of the future development sites for purposes of managing on-going maintenance and operations of the common areas, as well as allowing for emergency management access.

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e. Site Survey – Attachment A

See site survey for existing conditions of the requested area to be included in PD-83.

f. Split Plat – Attachment B

One parcel will be split out of the northern end of the TQL Stadium Parcel. A 0.203-acre parcel will be split from the 11.820-acre TQL Stadium Parcel 081-0005-0003 titled under the Port of Greater Cincinnati Development Authority. The new parcel is north of TQL Stadium situated north of the Workforce Gate and Team Store.

g. Re-Zoning Plat – Attachment C

The boundary for the rezoning contains 11.449 acres as shown on the attached rezoning plat. The boundary goes to the centerline of Central Parkway, John Street, Bauer Avenue, Central Avenue, and Liberty Street. The rezoned area includes Central Avenue south of Bauer Avenue, a portion of Bauer Avenue east of John Street, the remaining Wade Street between Central Parkway and Central Avenue, the remaining Kuhfers Alley south of Bauer Avenue, and the remaining Bard Alley south of Liberty Street.

h. R.O.W. Vacation Plat – Attachment D

The proposed development will vacate the full width of the following portions of public roadway:

- i. Kuhfers Alley, south of Bauer Street, containing 0.012 acres
- ii. Central Avenue and Wade combined totals 0.590 acres
 - Central Avenue, between Bauer Avenue and Wade Street
 - Wade Street, between Central Avenue and Central Parkway
- iii. Bard Alley and Bauer Avenue combined totals 0.212 acres
 - Portion of Bauer Avenue, between John Street and east edge of lot 9 on Bauer Avenue
 - Bard Alley, between Liberty Street and Bauer Avenue
- iv. Total right-of-way to be vacated equals 0.814 acres

i. Site Consolidation Plat – Attachment E

The proposed development will be consolidated into one parcel

- i. Parcel will be the development area north and east of Wade Garage, extending to Central Parkway, Liberty Street, and TQL Stadium as shown on the attached plat, containing 5.713 acres.

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3. Proposed Structures and Systems**a. Conceptual Mass Excavation Plan – Attachment F**

Phase one mass grading will hold an approximate 10' perimeter around the unvacated right-of-way and along the Duke Energy transmission line and the Cincinnati Bell Duct banks in Central Avenue. The development site will be leveled to support a lower level finish floor of approximately 532 in elevation. On the far west side this will be slightly raising the site above John Street. On the far east side, this will lowering the site approximately 13 feet below Central Parkway.

b. Traffic Impact Study Documentation – Attachment G

A Traffic Impact Study (TIS) for the FCC West End Stadium PD was previously submitted and outlined the comprehensive traffic access systems supporting the PD. Additionally, a Parking Inventory Memorandum was submitted in the previous PD submission illustrating sufficient capacity to support both daily use and event day operations. An updated TIS based on the PD amendment/expansion will be submitted with the Final PD application. (Attached to development program statement)

c. Civil Site Plan – Attachment H

See site plan for proposed plaza level building footprints, areas and uses.

d. Architectural Site Plans – Attachment I

See Architectural site plans for proposed parking garage level and proposed plaza level building footprints, areas and uses.

e. Circulation Exhibit – Attachment J

All circulation within the proposed development will be pedestrian-only and accessible from the corner of Liberty Street and Central Parkway to the northeast and via the elevated concourse level, as extended from the existing stadium, through the existing East Grand Stair fronting Central Parkway. Vehicular access will be primarily through Central Avenue, with connection to entrances and exits at the existing stadium parking facilities, and kept below the pedestrian plaza. Due to existing topography at street level, the development level will be slightly above street level (El. +532 – El. +545).

f. Open Space Exhibit – Attachment K

The development is designed to create a well-defined edge along the primary street frontages. This orientation engages pedestrians at street level along Central Parkway with hotel access and ground-

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level retail while also providing a focus inward towards the interior plazas and open space. The plazas and open spaces collectively contribute to approximately 30-35% of open space within the PD area.

g. Utility Coordination Map – Attachment L

- i. Metropolitan Sewer District of Greater Cincinnati: Within the site development, no new combined sewers will be built. The existing sewer main in Wade Street will be removed. The sewer main in Central Avenue will be removed and replaced. The proposed building fronting John Street will tap to the existing John Street main. The building fronting Liberty Street will tap to the new sewer in Central Avenue. The interior buildings and the buildings fronting Central Parkway will tap sanitary to the new main in Central Avenue.
- ii. Stormwater Management Unit of Cincinnati: The storm sewer catch basins in Wade Street and Central Avenue will be removed. Stormwater management will be provided in two locations. One stormwater management basin location will be at the southeast corner of John Street and Bauer Avenue and will discharge to John Street. The second stormwater management basin will be provided internal to the site and outlet to the existing sewer main to remain in Central Avenue. Water quality will not be provided in either system since the stormwater outlets to a combined MSD sewer.
- iii. Greater Cincinnati Water Works: The existing public water main on Bauer Avenue will remain. Measures will be taken at the temporary eastern dead-end main. The existing public main in Wade Street will be abandoned and removed. The existing public main in Central Avenue will be converted to private with a new above grade heated enclosure, master meter, and triple service pit (Domestic, Fire, and Irrigation). Proposed buildings with frontage on Central Parkway will be served from Central Parkway. Proposed buildings fronting John Street will be served from John Street. Proposed buildings that are interior of fronting on Liberty Street will be served from the private service and master meter located at Central Avenue and Liberty Street.
- iv. Duke Energy: A permanent easement will be granted to allow Duke Energy rights to maintain the electric transmission main on the east side of Central Avenue. At easement vertical clearance as defined by TQL project to be maintained.
- v. Cincinnati Bell: A permanent easement will be granted to allow Cincinnati Bell (UltraFiber) the rights to maintain the two duct banks on the west side of Central Avenue.

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h. Fire Hydrant Coverage Plan – Attachment M

The development area will be covered with 6 existing fire hydrants within 400 feet of all building areas. A new fire hydrant will be added adjacent to the stadium North entrance at concourse level (El. +563') near the intersection of Central Avenue and Liberty Street.

4. Proposed PD Uses**a. Proposed Uses**

This development will accommodate the following amenities and uses:

- i. Multi-Family Rental Apartments
- ii. Hotel
- iii. For-Sale Condo Units
- iv. Office Space
- v. Commercial Space
- vi. Retail Sales
- vii. Food and Beverage (F&B) Establishments
- viii. Entertainment Venues
- ix. Outdoor or Large-Scale Recreation & Entertainment
- x. Outdoor Entertainment
- xi. Indoor or Small-Scale Recreation & Entertainment
- xii. Parking Facilities/Garage
- xiii. Loading Facilities
- xiv. Building Services
- xv. Outdoor Eating/Drinking Area
- xvi. Food Preparation
- xvii. Commercial Meeting Facilities
- xviii. Club and Lodge
- xix. Medical Service & Clinic
- xx. Communication Facilities/Related Equipment
- xxi. Bank & Financial Institution
- xxii. Community Learning Center
- xxiii. Daycare Center
- xxiv. Cultural Institution
- xxv. Cinemas

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b. Proposed Events

The estimated number of soccer matches and other events using the stadium seating are as follows:

- i. Host club matches as directed by Major League Soccer (MLS): 2021. Opening Season Schedule: Approximately 25 matches including preseason and potential post-season matches
- ii. Six to eight additional exhibition sporting events
- iii. Three to four ticketed musical concerts or rallies
- iv. Three to four field-based community events

The heart of the new development to the north of the stadium will be the central event plaza. This area will be a year-round outdoor environment to serve the community through a variety of daily, weekly, and seasonal activations. These events and activations will both coincide with TQL Stadium activities and be independent of the stadium programming. Street level retail and business activity will occur at the location of the commercial tenants – both internal to the open plaza/event lawn, and on the surrounding streetscape areas as shown on the Master Plan.

c. Operating Hours

The stadium will operate year-round with 24-hour, onsite security personnel. Anticipated normal daily stadium operations will be as follows (event-day times include post-event stadium clean-up):

- i. Non-Game Day: 7:00AM to 10:00PM (Monday – Friday)
7:00AM to 3:00PM (Saturdays)
- ii. Event Day: 7:00AM to 3:00AM
- iii. Match Duration: Soccer match starting times may vary throughout the season. Match duration is generally 150 minutes. Event start times typically range, as follows:
 - Night Games 5:00PM to 9:00PM
 - Day Games 1:00PM to 4:00PM
- iv. Concert/Rally Duration: Concerts and rallies will vary in duration and start times. Due to the unique nature of these events, the stadium operator will apply for special event permit on an event-by-event basis as required by the City of Cincinnati.
- v. The stadium façade lighting system will be functional daily from dusk to 1:00AM. Following stadium events and on non-event days the lighting will be at a passive level.

The operating hours as noted above may be subject to adjustment at time of final PD. Northern development operating hours to be provided for final PD

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d. Sound & Light Assessment

Consideration shall be given to protect the neighborhoods surrounding the PD site with regard to ambient sound and light generated from uses in the stadium. The stadium design is configured in a way to capture, to the extent possible, the natural and artificial sound and light generating during stadium operations.

A Sound and Light Assessment for the stadium has been completed by an independent engineer. While there is no formal guidance for sound & light impact assessments in the Cincinnati Zoning Code, development will follow the general intent of the City of Cincinnati's relevant municipal and criminal ordinances. The Assessment strategy is as follows:

- i. The study author states best-practices, codes where applicable, and industry standards to establish the comprehensive design intent for the uses in the PD.
- ii. The study author establishes baseline measures at and around the PD and establishes comparative levels at Paul Brown Stadium and Great American Ballpark in non-game day and game day variants, as well as the Cincinnati Convention Center monumental sign.
- iii. The study author considers total contribution of game lights, scoreboards, façade lighting, illuminated signage, exterior building and ground-mounted lighting, etc. in lighting calculations, and amplified audio and human generated sound in calculating the target objective metrics for design and their impact.
- iv. The study addresses illuminance (perceiving something is lit), as well as luminance (the real projection of light).
- v. The study addresses modeled sound transfer in real space.

e. Site Lighting

Exterior building accent lighting will be included on the exterior facades of buildings 1-7. Design standards for site lighting will be generally consistent with those set forth in the original PD-83, and the final site lighting design will be submitted with the Final PD application.

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5. Building Limits

- i. Stadium: The stadium operation and support facilities total approximately 400,000 gross square feet, excluding the seating bowl and playing surface.

- ii. Building 1: The development site along Central Parkway and south of Wade Street is designed to accommodate a total of 40,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 40,000 GSF.
 - Multi-Family Rental Apartments: 40,000 GSF
 - Hotel: 40,000 GSF
 - For-Sale Condo Units: 40,000 GSF
 - Office Space: 40,000 GSF
 - Commercial and Retail: 40,000 GSF
 - Food and Beverage (F&B) Establishments: 40,000 GSF
 - Entertainment Venues: 40,000 GSF

- iii. Building 2: The development site along Central Parkway at Wade Street is designed to accommodate a total of 233,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 233,000 GSF.
 - Multi-Family Rental Apartments: 233,000 GSF
 - Hotel: 218,000 GSF
 - For-Sale Condo Units: 50,000 GSF
 - Office Space: 225,000 GSF
 - Commercial and Retail: 155,000 GSF
 - Food and Beverage (F&B) Establishments: 155,000 GSF
 - Entertainment Venues: 200,000 GSF

- iv. Building 3: The development site east of Central Avenue at Wade Street is designed to accommodate a total of 20,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 20,000 GSF.
 - Multi-Family Rental Apartments: 20,000 GSF
 - Hotel: 20,000 GSF
 - For-Sale Condo Units: 20,000 GSF
 - Office Space: 20,000 GSF
 - Commercial and Retail: 20,000 GSF
 - Food and Beverage (F&B) Establishments: 20,000 GSF
 - Entertainment Venues: 20,000 GSF

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- v. Building 4: The development site west of Central Avenue north of TQL Stadium is designed to accommodate a total of 53,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 53,000 GSF
- Multi-Family Rental Apartments: 53,000 GSF
 - Hotel: 53,000 GSF
 - For-Sale Condo Units: 53,000 GSF
 - Office Space: 53,000 GSF
 - Commercial and Retail: 53,000 GSF
 - Food and Beverage (F&B) Establishments: 53,000 GSF
 - Entertainment Venues: 53,000 GSF
- vi. Building 5: The development site at the southwest corner of the intersection between Central Parkway and Liberty Street is designed to accommodate a total of 260,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 260,000 GSF
- Multi-Family Rental Apartments: 260,000 GSF
 - Hotel: 218,000 GSF
 - For-Sale Condo Units: 50,000 GSF
 - Office Space: 225,000 GSF
 - Commercial and Retail: 155,000 GSF
 - Food and Beverage (F&B) Establishments: 155,000 GSF
 - Entertainment Venues: 200,000 GSF
- vii. Building 6: The development site at the southeast corner of the intersection between Central Avenue and Liberty Street is designed to accommodate a total of 314,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 314,000 GSF
- Multi-Family Rental Apartments: 269,000 GSF
 - Hotel: 218,000 GSF
 - For-Sale Condo Units: 50,000 GSF
 - Office Space: 225,000 GSF
 - Commercial and Retail: 155,000 GSF
 - Food and Beverage (F&B) Establishments: 155,000 GSF
 - Entertainment Venues: 200,000 GSF

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- viii. Building 7: The development site east of John Street and south of Bauer Avenue is designed to accommodate a total of 352,000 GSF. Units are described as a maximum per use, or in any combination to a maximum of 352,000 GSF
 - Multi-Family Rental Apartments: 269,000 GSF
 - Hotel: 218,000 GSF
 - For-Sale Condo Units: 50,000 GSF
 - Office Space: 225,000 GSF
 - Commercial and Retail: 155,000 GSF
 - Food and Beverage (F&B) Establishments: 155,000 GSF
 - Entertainment Venues: 200,000 GSF

a. Site Density Plan – Attachment N

The development site concept is designed to accommodate a total of approximately 642,500 GSF of commercial development with a square footage not to exceed 1,272,000 GSF. The new development site is proposed to be added to the previous PD-83 and PD-83 major amendments. The site density of the new development site as identified in attachment N will supersede the previously approved development sites. The development is broken down to the following potential uses:

Program	Concept	SF not to exceed
Total Development Area	642,500 sf (approx.)	1,272,000 sf
Multi-Family Rental Apartments	182,000 sf	269,000 sf
Hotel	157,000 sf	218,000 sf
For-Sale Condo Units	28,500 sf	50,000 sf
Office Space	90,000 sf	225,000 sf
Commercial/Retail/F&B/Entertainment/Support	85,000 sf	310,000 sf
Entertainment Venue	100,000 sf	200,000 sf
Parking Facilities	Approx. 350-500 additional spaces	Approx. 350-500 additional spaces

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b. Building Heights – Attachment O + P

The development site is planned to not exceed twenty three (23) above-grade levels over a one to three-story, partially below-grade parking garage.

- i. Stadium: The stadium roof structure covers a portion of stadium seats. The roof structure will not exceed 110' above the average elevation of the playing field.
- ii. Building 1: 1-3 stories not to exceed seventy-three (73) feet in height; plus three levels parking above and/or below grade. (Height based on Central Parkway EL. +545')
- iii. Building 2: 18-23 stories not to exceed three hundred and three (303) feet in height; plus three levels parking above and/or below grade. (Height based on Central Parkway EL. +545')
- iv. Building 3: 2-4 stories not to exceed ninety-one (91) feet in height; plus three levels parking above and/or below grade. (Height based on Central Parkway EL. +545')
- v. Building 4: 2-4 stories not to exceed ninety-one (91) feet in height; plus three levels parking above and/or below grade. (Height based on Central Parkway EL. +545')
- vi. Building 5: 6-13 stories not to exceed one hundred and ninety-five (195) feet in height; plus three levels parking above and/or below grade. (Height based on Central Parkway EL. +545')
- vii. Building 6: 15-22 stories not to exceed two hundred and eighty-one (281) feet in height; plus three levels parking above and/or below grade. (Height based on Central Parkway EL. +545')
- viii. Building 7: 4-8 stories not to exceed one hundred and sixty (160) feet in height; plus three levels parking above and/or below grade. (Height based on John Street EL. +528')

c. Building Setback

- i. Stadium: The PD site is of irregular configuration. The minimum setback at any point around the stadium perimeter, as established by the furthest horizontal extent of the canopy or façade structure, will be ten (10) feet from adjacent parcels, and zero (0) feet at any public right-of-way.
- ii. Building 1: a minimum setback of zero (0) feet from any parcel or public right-of-way.
- iii. Building 2: a minimum setback of zero (0) feet from any parcel or public right-of-way.
- iv. Building 3: a minimum setback of zero (0) feet from any parcel or public right-of-way.
- v. Building 4: a minimum setback of zero (0) feet from any parcel or public right-of-way.
- vi. Building 5: a minimum setback of zero (0) feet from any parcel or public right-of-way.
- vii. Building 6: a minimum setback of zero (0) feet from any parcel or public right-of-way.
- viii. Building 7: a minimum setback of zero (0) feet from any parcel or public right-of-way.

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d. Parking Counts

The development site currently provides 1,232 parking spaces and proposes an addition of approximately 350-500 new parking spaces over a maximum of three levels of surface and/or below-grade parking. The new garage will connect and provide vehicular access between the existing TQL Stadium East Garage and West End Garage. The garage will also provide service access for the hotel, retail and housing units from the on-grade level of the parking garage via vertical circulation connections

e. Signage

The development site will have building identification signage and separate tenant signage. A full signage program for this site will be approved through a separate Final Development submission.

- i. Stadium: Primary building identification signage will be located on all four cardinal facades of the stadium. There will be branded ground mounted wayfinding signs located around the stadium perimeter. See FCC West End Stadium Signage Diagram for illustration of signage, location, type, and size for the PD.
- ii. Building 1: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.
- iii. Building 2: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.
- iv. Building 3: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.
- v. Building 4: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.
- vi. Building 5: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.
- vii. Building 6: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.
- viii. Building 7: Building identification signage and separate tenant signage. A signage program for this site will be approved through a separate Final Development submission.

6. Administrative**a. Community Benefits Agreement**

The development team commits to develop the project within the agreed-upon terms of the Community Benefits Agreement utilized for the development of TQL Stadium. A copy of the final agreement dated May 16, 2018 statement has been included with this PD document submission.

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b. **Geotechnical Report**

A Geotechnical Report will be submitted with the Final PD application. Communication with utility owners regarding geotechnical needs for new or rerouted utilities will continue.