

**San Francisco 49ers
Proposed Stadium
In the City of Santa Clara**

*City Council Meeting
January 9, 2007*

49ers Stadium Proposal

Purpose of Council Meeting Tonight

Determine City Council's interest in entering into feasibility studies with the 49ers for purpose of a 49ers stadium in the City of Santa Clara.

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Chronology of Meetings

- **July 2006** - 49ers Representative
(informed staff that SC is back-up choice as a stadium site)
- **September 2006** – Information request from 49ers
- **November 2006**
(informed staff that SC is first choice as a stadium site)
- **November 2006**
(informed staff that 49ers wished to request a stadium feasibility study at a January Council meeting)

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City Guiding Principles

No Use or Obligation of City General Fund Monies

The General Fund provides
the following services –

- Public Safety (police, fire, 9-1-1)
- Parks & Recreation
- Libraries
- Street Repair
- Public Works

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City Guiding Principles

No Use or Obligation of City General Fund Monies

- No direct or indirect impact to General Fund
- Vacant City lands must return revenue to General Fund
- No impact to existing ground lease contracts

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City Guiding Principles

Integrity of City Funds

- Utility funds only used for utility purposes
 - Electric
 - Water
 - Sewer

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City Guiding Principles

**Maintain Existing Council
Industrial-to-Residential
Conversion Policy**

Adopted by Council – 2004

- *This policy clarifies that the core industrial areas between the railroad right-of-way and the Bayshore Highway (101) and in the Bayshore North Redevelopment Area would not be appropriate for residential use.*

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City Guiding Principles

**No Tax Increase for Residents,
Businesses, or Ratepayers**

- Specific event taxes could be appropriate

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City Guiding Principles

City Manager Responsible for Negotiations

City Council are decision makers
and set policy

- Majority of Council provides direction to City Manager
- Council as a whole makes final decisions
- City will need to engage specialized consultants

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City Guiding Principles

**Direct Negotiations Between
City Staff and San Francisco 49ers**

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Cedar Fair Must Agree to Exploring a Stadium Proposal

- Agreement between Agency and Cedar Fair required

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**No Financial Loss
From Cedar Fair Ground Lease**

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**Stadium Feasibility Process
Will Be a Public Process**

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City Guiding Principles

CEQA Review Process and Zoning/Entitlements

- *Feasibility Study would be exempt from CEQA*
- *Entitlement applications will require a comprehensive public environmental review process*
 - Detailed project description required to begin CEQA
 - Entitlement applications and CEQA run concurrently
 - Rezoning anticipated for specific stadium plan
 - Shared parking arrangements require approval
- *Amendment of Bayshore North Redevelopment Plan*

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City Guiding Principles

Synergistic Relationship With Surrounding Development

- *Proposal to be evaluated for consistency with Entertainment Theme for North of Bayshore Area*
- *Peak hours of facility should be compatible with nearby uses*

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Staff Recommendation:

That the Council/Agency approve to proceed with a stadium feasibility study and:

- Direct City Manager to evaluate and report back on proposed feasibility study letter submitted by 49ers;
- Approve proposed City/Agency Guiding Principles;
- Authorize City Manager to obtain agreement from Cedar Fair allowing City/Agency to proceed with a stadium feasibility study;
- Direct City Manager to return to Council with process to guide discussions and possible negotiations at February 6, 2007 Council meeting.

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COUNCIL QUESTIONS

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