

# City of Modesto

Council Workshop  
Second Session: United  
Soccer League Stadium



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- **March 26, 2025:** Staff presented the Council with a comprehensive update regarding the City's exploration of bringing a USL Professional Soccer team to Modesto:
  - This included a proposed Council action to identify the preferred site of a soccer specific stadium to anchor an entertainment district.
  - The locations presented included a Downtown South Site (near D Street), a Downtown North Site (CentrePlaza), and the vacant former Municipal Golf Course site.

- **Council Action:** Staff was directed to focus on both the Downtown North Site, and the Municipal Golf Course Site while also gathering further data pertaining to fiscal and economic impacts of both potential stadium sites

# March 2025 WORKSHOP SUMMARY





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# United Soccer League Stadium

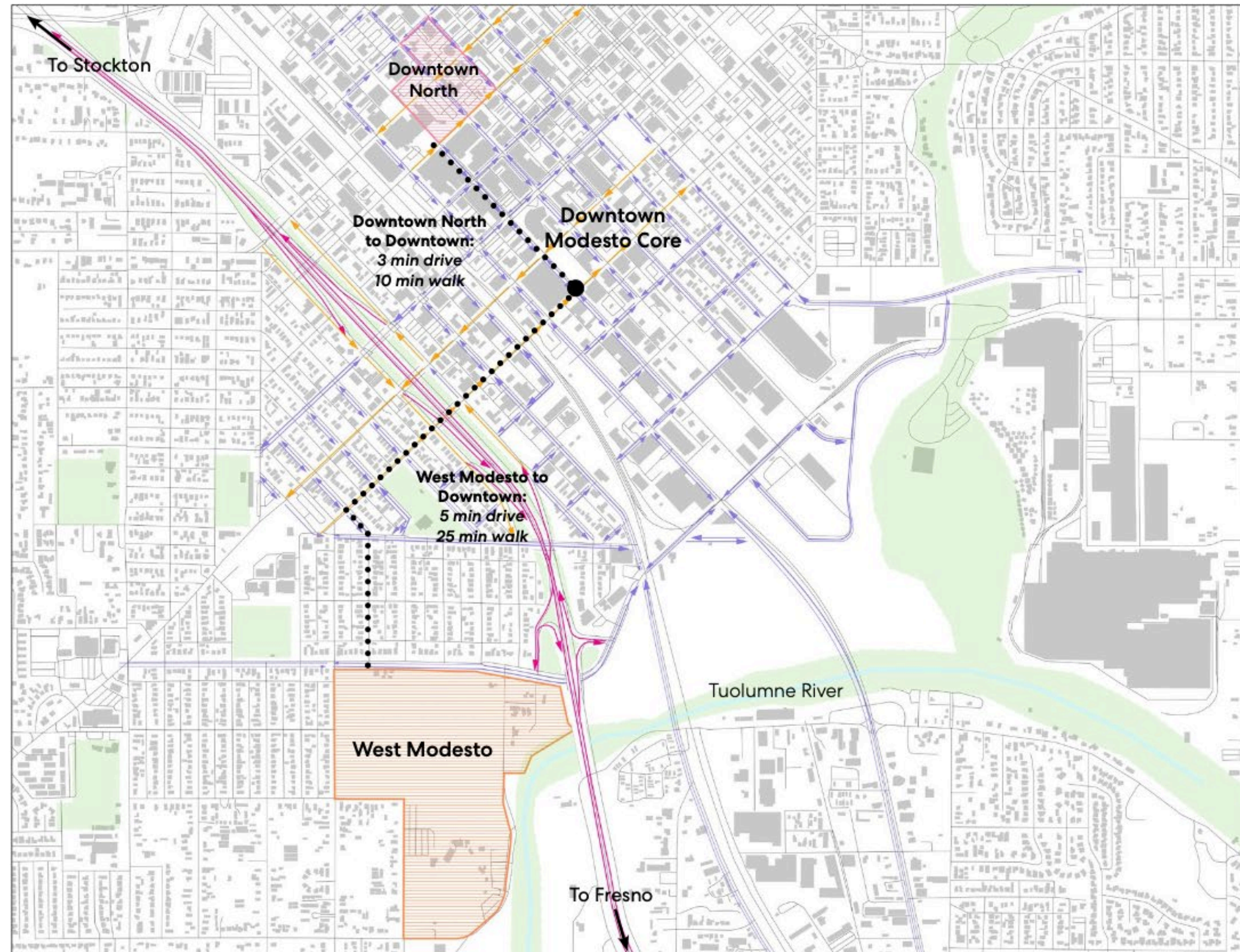
## Stadium Layouts and Ancillary Development

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# Site Surroundings

Modesto, California

- Two way road
- One way road
- Highway
- Green space
- River



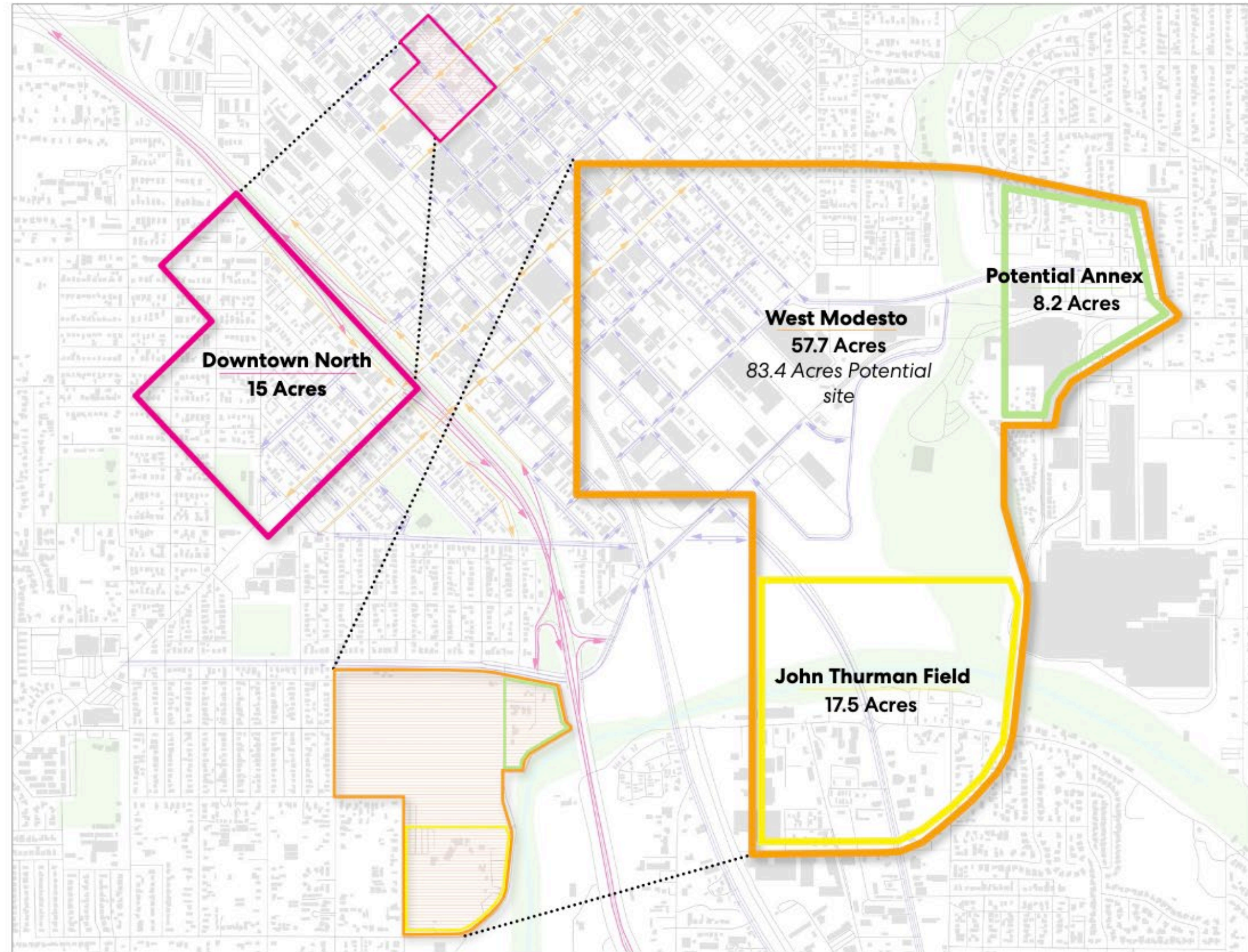
## Connectivity

The connectivity between downtown Modesto, the Downtown North, and West Modesto is facilitated by a combination of major roads, public transit, and natural features like the Tuolumne River and its adjacent green spaces, making the area both accessible and enjoyable for residents and visitors alike.



# Site Comparison

Modesto, California



## Downtown North vs. West Modesto

The Downtown North site is 15 acres, offering a more compact space that caters to the core of the city's activities. Its smaller footprint makes it easy to navigate. In contrast, the West Modesto site is significantly larger, covering 83.4 acres. This expansive area provides more room for recreational facilities, parking, and new development that would engage with the surround area.





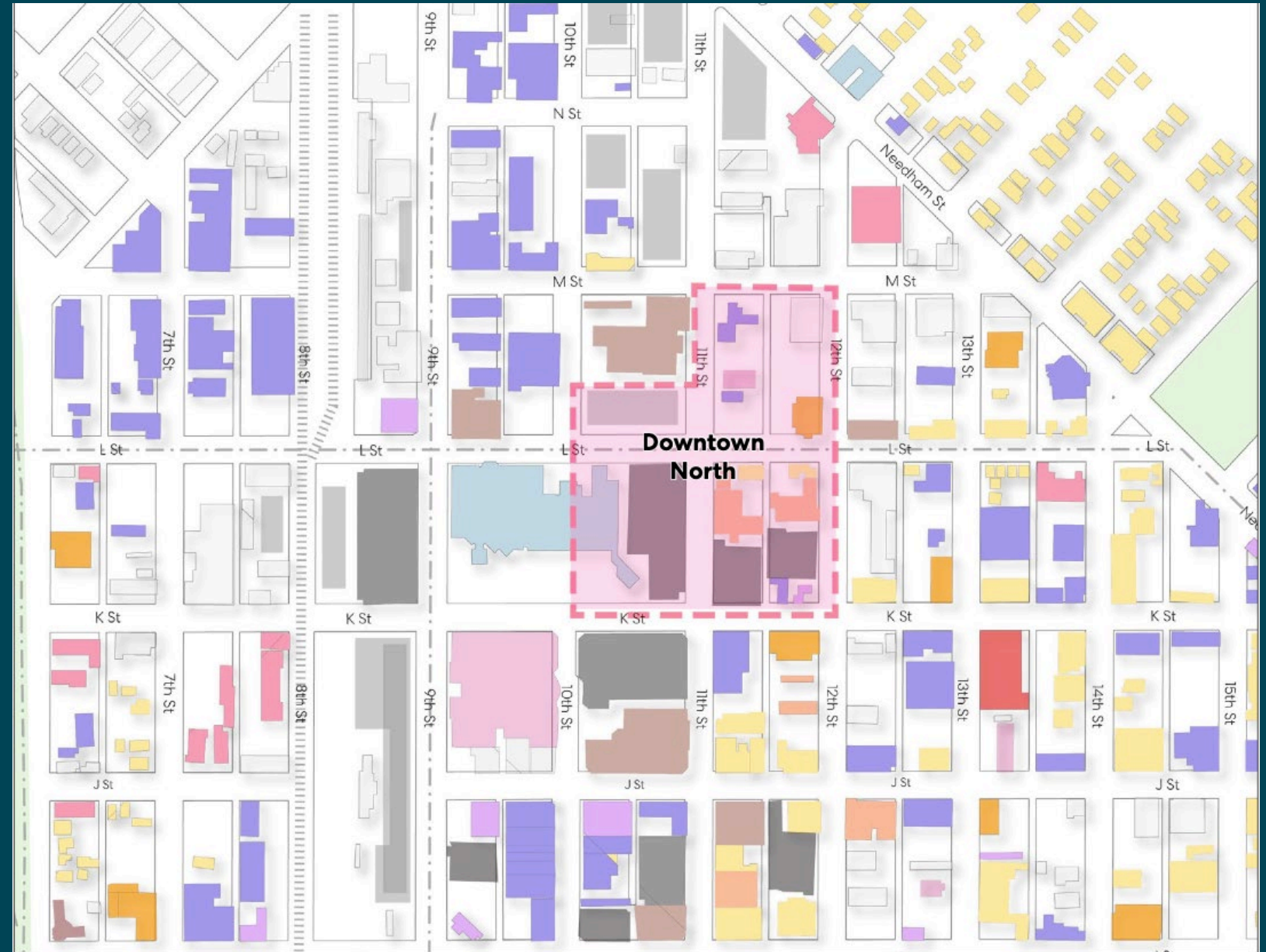
**United Soccer League  
Stadium**

**Downtown North (A.1 & A.2)**

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# Downtown North Background

- **Ownership:** Privately owned parcels under multiple ownerships. Centre Plaza is owned by the Redevelopment Successor Agency and will need to be sold to a non-Agency entity (potentially the city) prior to redevelopment.
- **Acquisition Estimates:** \$14.5–30 million based on current comparable downtown land values.
- **Land Assembly:** Complex and time-intensive. It is uncertain whether all private landowners will voluntarily agree to sell their properties during negotiations.
- **Acquisition Timing:** Estimated 12–24 months to acquire all parcels.
- **Parking:** Existing 2,020 structured spaces and 1,932 surface spaces within a 15 minute walk



The following concept plans are massing studies designed to outline potential development at each site

**No City decision has been made to acquire sites.** Any such decision will occur in the future and will comply with Government Code requirements for acquisition.

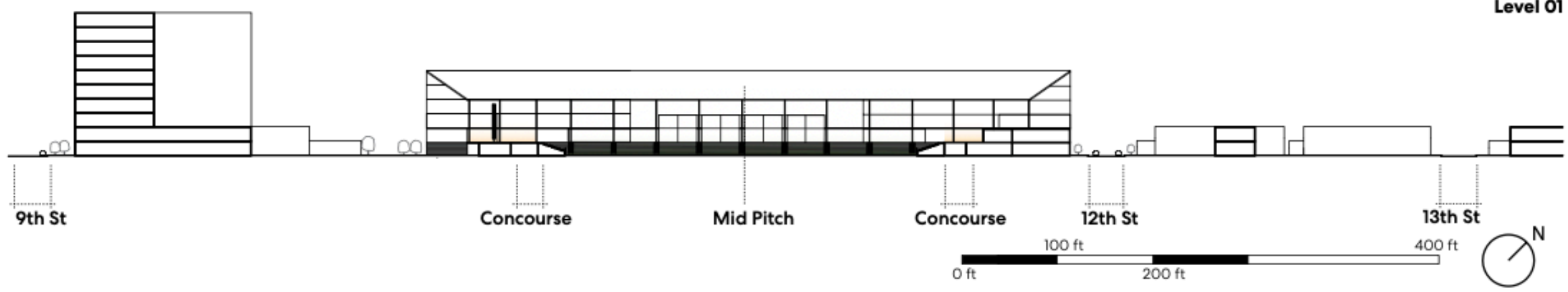
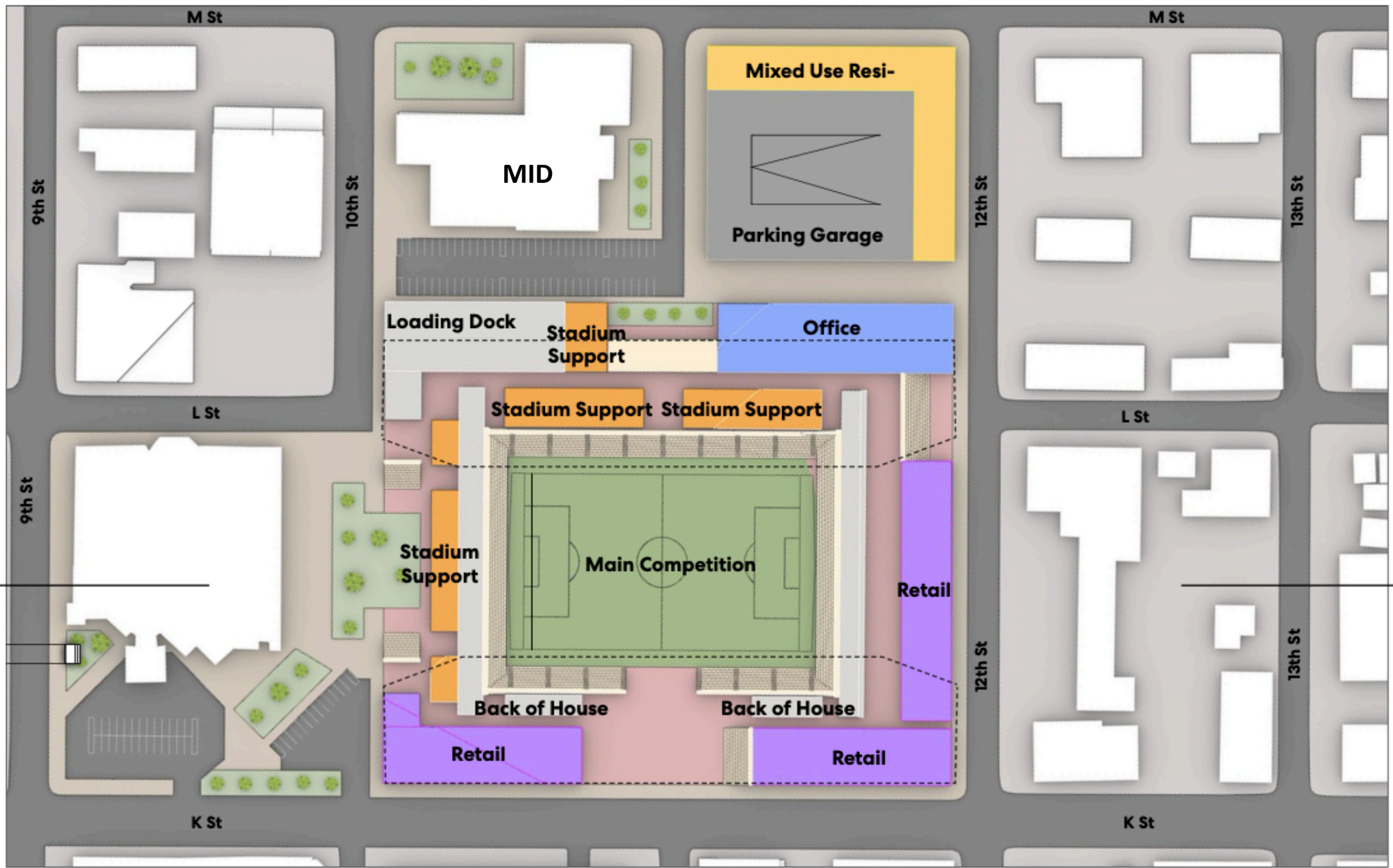
# Proposed Development A.1

## Downtown North - Level 1

**Site Density**  
 Green Space and Walkways **283,869 sf - 34%**  
 Building Area **495,848 sf - 60%**  
 Impervious Surface **32,139 sf - 6%**

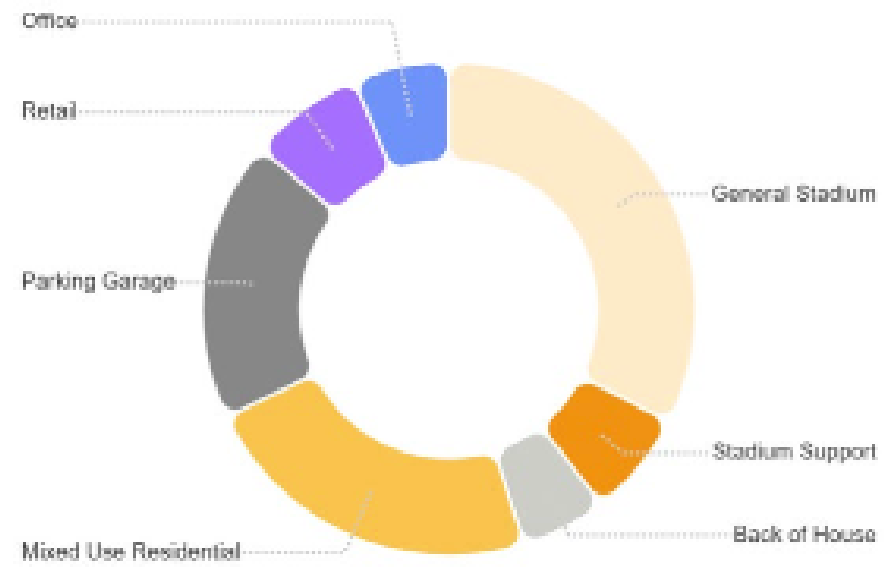
### Downtown Expansion Potential

The proposed downtown soccer stadium, located just north of the city center, represents a catalytic opportunity to drive long-term economic and cultural revitalization in Modesto. Strategically positioned to maximize connectivity with the existing downtown core, the stadium would significantly enhance accessibility and foot traffic, especially during games and major events. This influx of visitors would directly benefit surrounding businesses, encouraging investment in new restaurants, retail, and entertainment venues. As a high-profile civic anchor, the stadium has the potential to spur a wave of complementary development—including mixed-use projects, activated public spaces, and infrastructure upgrades—that strengthen downtown as a dynamic hub of activity throughout the day and into the evening. Beyond its economic impact, the stadium would serve as a unifying venue for community engagement, elevating Modesto's regional identity, fostering civic pride, and supporting broader city goals around placemaking, walkability, and downtown activation.



# Proposed Development A.1

## Downtown North



NAME	AREA
General Stadium	354,700 ft <sup>2</sup>
Stadium Support	75,500 ft <sup>2</sup>
Back of House	61,400 ft <sup>2</sup>
Mixed Use Residential	248,400 ft <sup>2</sup>
Parking Garage	201,125 ft <sup>2</sup>
Retail	81,700 ft <sup>2</sup>
Office	68,200 ft <sup>2</sup>
Row House	-
Single Family Home	-
Training Center	-
Baseball	-



# Proposed Development A.2

## Downtown North - Level 1

### Site Density

Green Space and Walkways **384,389 sf - 33%**

Building Area **544,556 sf - 47%**

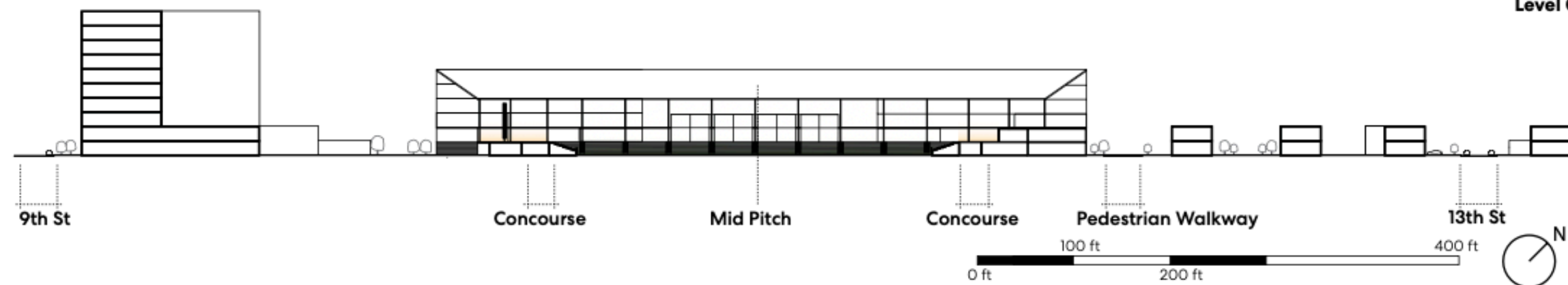
Impervious Surface **236,674 sf - 20%**

### Downtown Expansion Potential

Integrated residential development—both adjacent to and surrounding the stadium site—would play a critical role in ensuring the long-term success and vitality of this vision. A thoughtfully designed mix of housing types, including modern apartments, townhomes, and affordable units, would attract a diverse range of residents while bridging the surrounding historic neighborhoods with the emerging urban district. Increased residential density in this area would create a built-in population base to support local businesses, improve safety and street activity, and encourage a more vibrant, livable downtown. This walkable, connected neighborhood would foster stronger ties between residents, the stadium, and nearby cultural and commercial destinations, transforming the northern gateway into a thriving, inclusive community and a year-round destination for both locals and visitors.

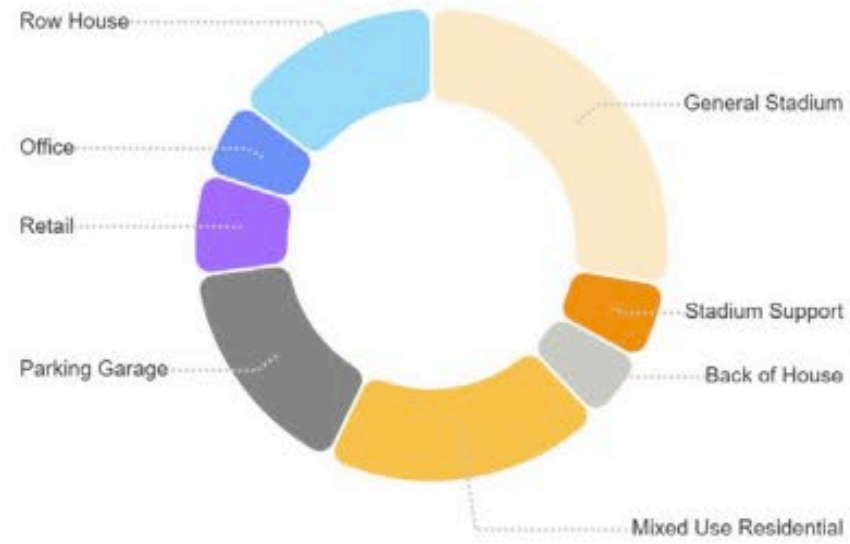


Level 01



# Proposed Development A.2

## Downtown North



NAME	AREA
General Stadium	352,700 ft <sup>2</sup>
Stadium Support	68,500 ft <sup>2</sup>
Back of House	61,400 ft <sup>2</sup>
Mixed Use Residential	248,400 ft <sup>2</sup> 165 units
Parking Garage	201,125 ft <sup>2</sup> 447 stalls*
Retail	90,500 ft <sup>2</sup>
Office	68,200 ft <sup>2</sup>
Row House	187,900 ft <sup>2</sup> 56 units
Single Family Home	-
Training Center	-
Baseball	-



\*New parking stalls. Existing parking stall count can be found on page 10.

# Parking

## Downtown Modesto

**Garage Parking**  
2,020 parking stalls

**Surface Parking**  
1,932 parking stalls

**Street Parking**  
2,330 parking stalls

**Total**  
6,282 parking stalls

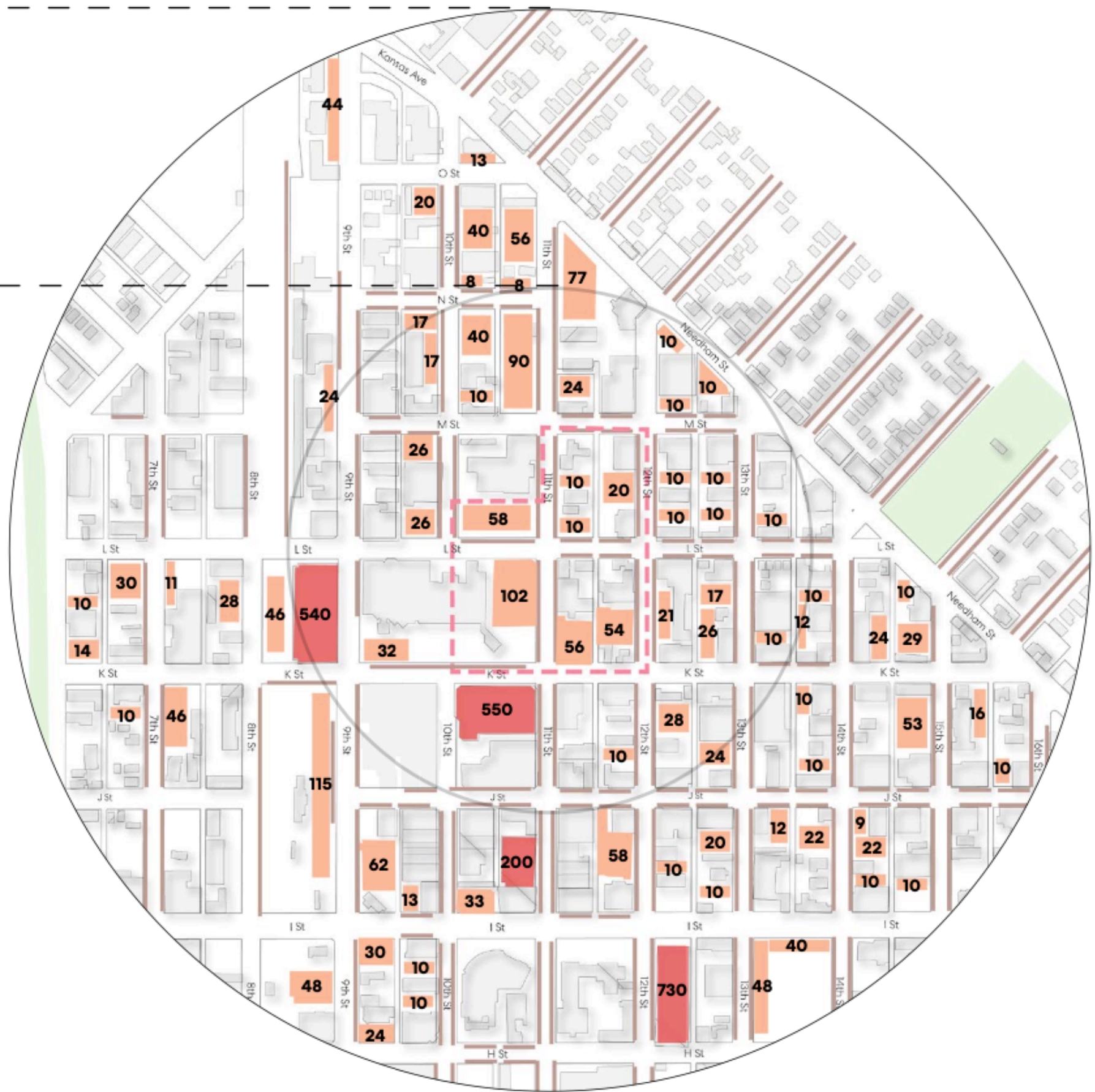
**Preferred parking ratio:** 8,000 seat at 1:4 ratio = 2,000 parking to support game-day operations.

## Downtown Modesto

Downtown Modesto offers a highly walkable environment, supported by a compact urban form, tree-lined sidewalks, and a well-connected street grid that facilitates pedestrian movement. The district is well-served by a range of transportation options, including dedicated bike lanes, accessible public transit, and strategically located public parking—both on-street and in surface lots—within close proximity to key destinations. This multimodal network enhances mobility for residents, workers, and visitors alike. Anchored by cultural institutions, active public spaces, and street-level amenities such as outdoor dining, Downtown Modesto continues to function as a vibrant civic and commercial hub, with strong potential for future placemaking and infrastructure investment.

.5 mi  
15 min walk

.2 mi  
5 min walk





**United Soccer League  
Stadium**

**West Modesto Site (B, C, D, E)**

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# West Modesto Background

→ **Ownership:** City already owns a majority of the site, which would include the Municipal Golf Course and John Thurman Field.

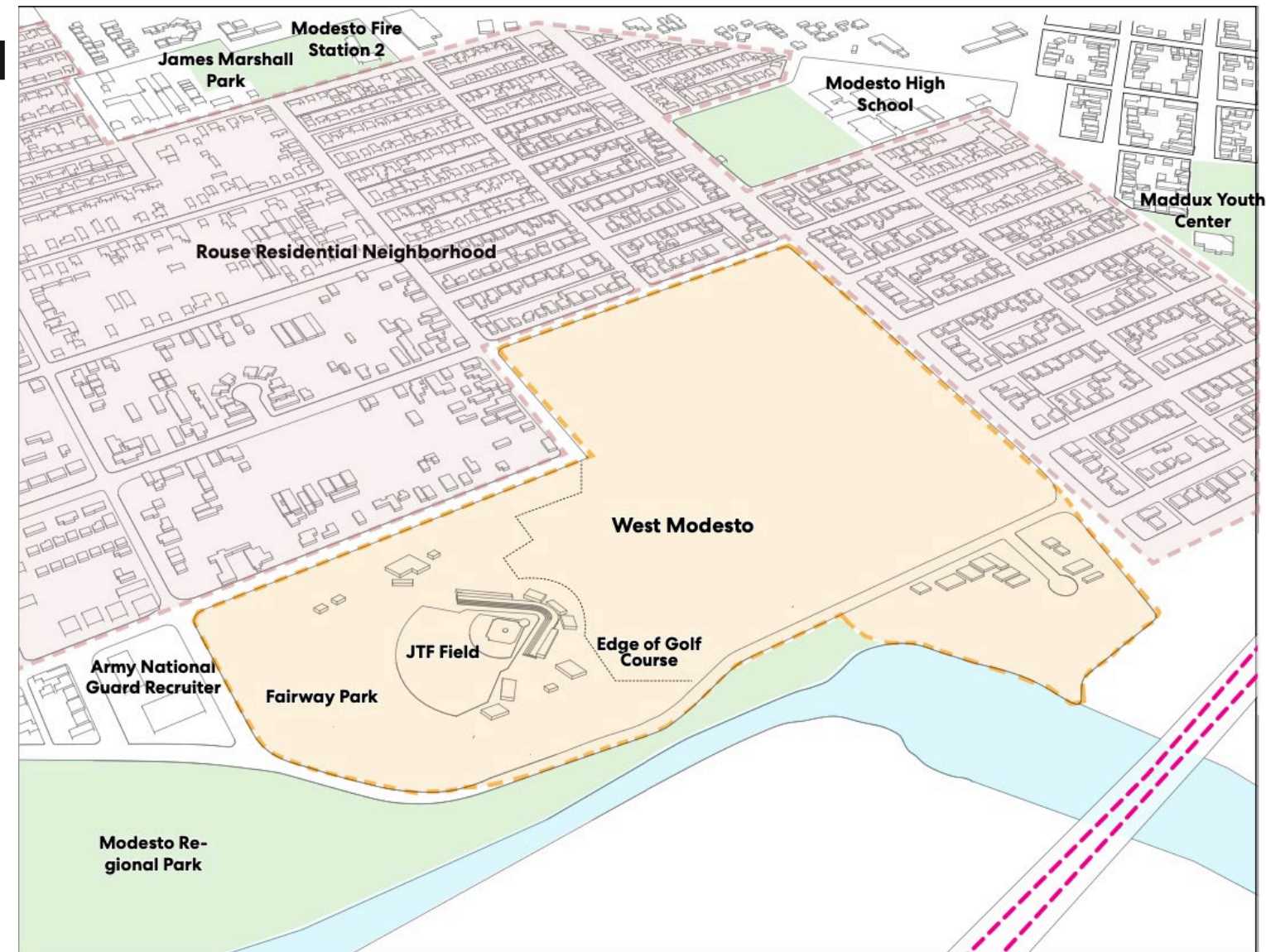
→ **Acquisition Estimates:**

- Parcel A: Municipal Golf Course (57.7 acres): \$0
- Parcel B: John Thurman Field (17.5 acres): \$0
- Parcel C: Residential Annex (8.2 acres): \$3,028,639
- Parcel D: Community Center and Residential Homes (acres included in Parcel A): unknown

→ **Land Assembly:** Potentially two parcels to add ~10 acres to total site assembly

→ **Parking:** Existing 726 Surface lots serving John Thurman Field. Potentially ~1,700 street spaces available.

→ **Acquisition Timing:** Anticipated 12 months.



The following concept plans are massing studies designed to outline potential development at each site

**No City decision has been made to acquire sites.** Any such decision will occur in the future and will comply with Government Code requirements for acquisition.



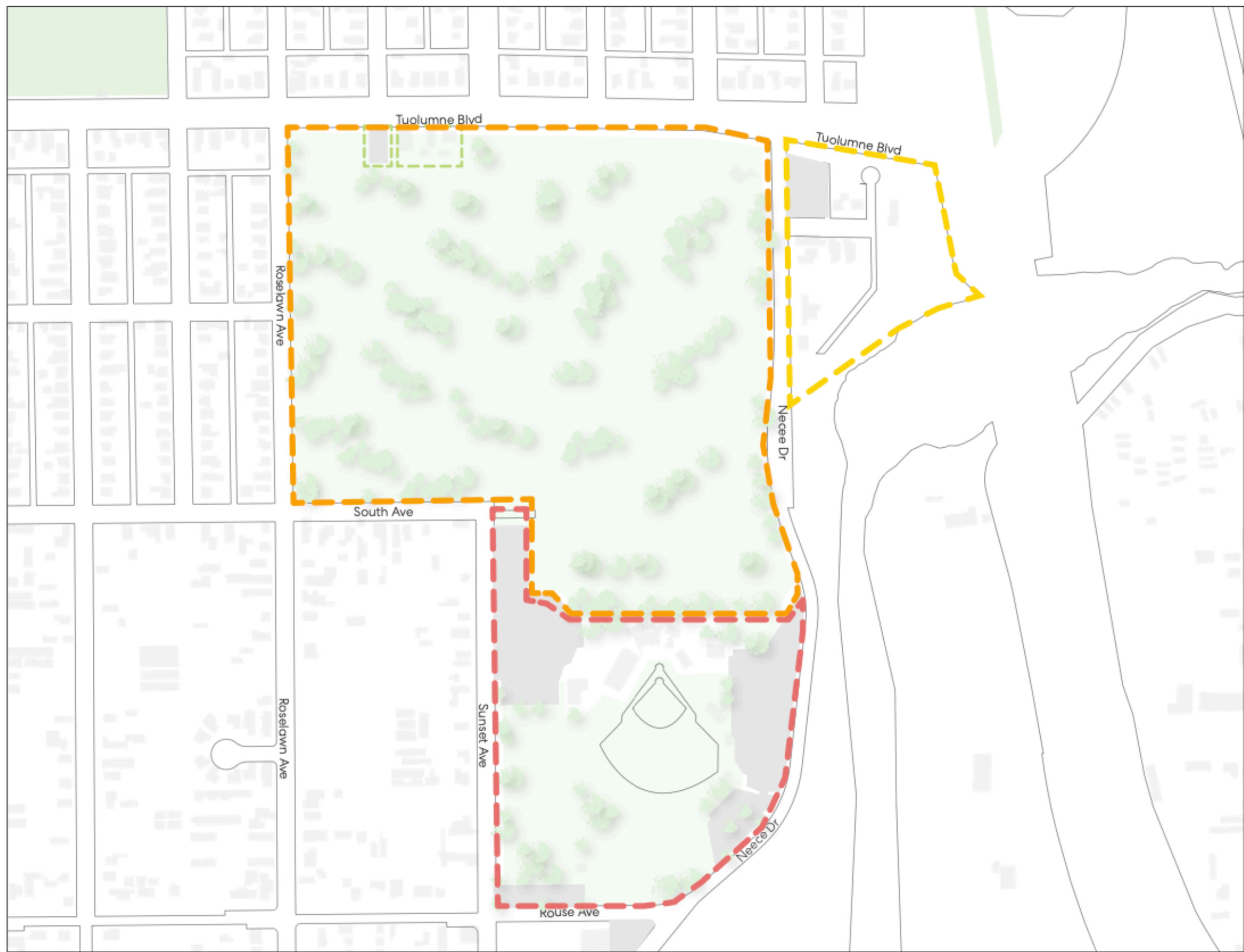
# Site Conditions

## West Modesto

- Parcel A**  
Municipal Golf Course  
57.7 acres
- Parcel B**  
John Thuman Field  
17.5 acres
- Parcel C**  
Potential Annex  
8.2 acres
- Parcel D**  
Community Center and Residential Homes  
Acres included in parcel A
- Existing Trees**

## Site Potential

The West Modesto site, with its history as a recreational venue, is a prime location for a mixed-use development and soccer/sports center. The expansive, flat land offers ample space for a state-of-the-art stadium, sports facilities, and a mix of residential, retail, and office spaces. Its easy access to major roads and proximity to downtown Modesto make it highly accessible for both locals and visitors. The site's previous use also offers the potential for green spaces, parks, and walking paths, promoting an active lifestyle. This development would not only revitalize the area but also serve as a catalyst for further investment, boosting economic growth and enhancing Modesto's vibrancy.



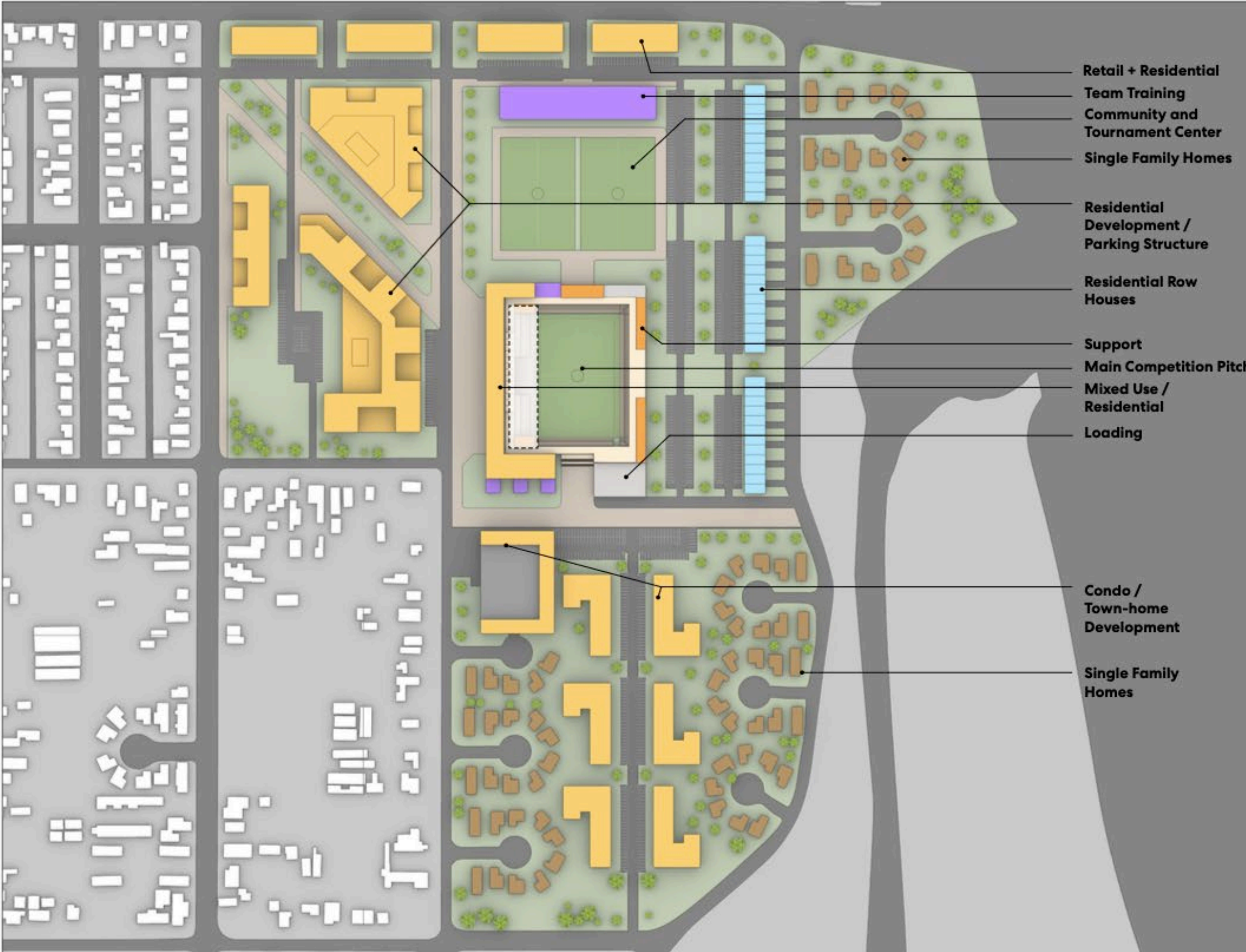
# Proposed Development B.1

## West Modesto

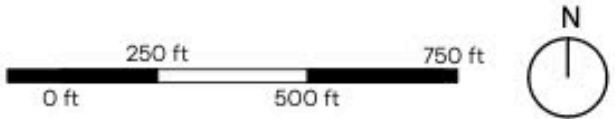
**Site Density**  
 Green Space and Walkways **2,090,224 sf - 58%**  
 Building Area **911,714 sf - 25%**  
 Impervious Surface **621,197 sf - 17%**

### Housing That Supports Growth

By introducing a mix of single-family homes and multifamily buildings, the site can support an inclusive neighborhood that meets a range of housing needs while attracting new residents to Modesto. This steady residential presence will contribute to local economic vitality and reinforce the city's growth as a family-friendly community. Plans also include community-serving amenities such as the main soccer stadium, practice pitches, and walkable streetscapes, designed to create daily connection, active lifestyles, and long-term neighborhood pride.

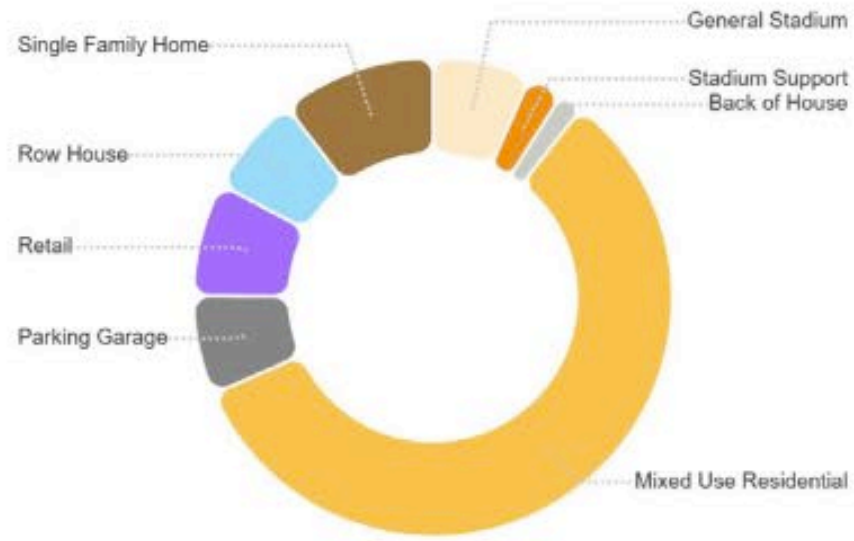


- Retail + Residential
- Team Training
- Community and Tournament Center
- Single Family Homes
- Residential Development / Parking Structure
- Residential Row Houses
- Support
- Main Competition Pitch
- Mixed Use / Residential
- Loading
- Condo / Town-home Development
- Single Family Homes



# Proposed Development B.1

## West Modesto



NAME	AREA
General Stadium	171,400 ft <sup>2</sup>
Stadium Support	61,550 ft <sup>2</sup>
Back of House	41,150 ft <sup>2</sup>
Mixed Use Residential	1,493,000 ft <sup>2</sup> 692 units
Parking Garage	173,000 ft <sup>2</sup> 364 stalls*
Retail	115,650 ft <sup>2</sup>
Office	-
Row House	175,850 ft <sup>2</sup> 36 units
Single Family Home	64,2007 ft <sup>2</sup> 21 homes
Training Center	82,750
Baseball	213,000



\*Number of stalls in parking garages. Surface parking approx. stall count: 1,942 stalls

# Proposed Development B.2

## West Modesto

Existing JTF Field

### Site Density

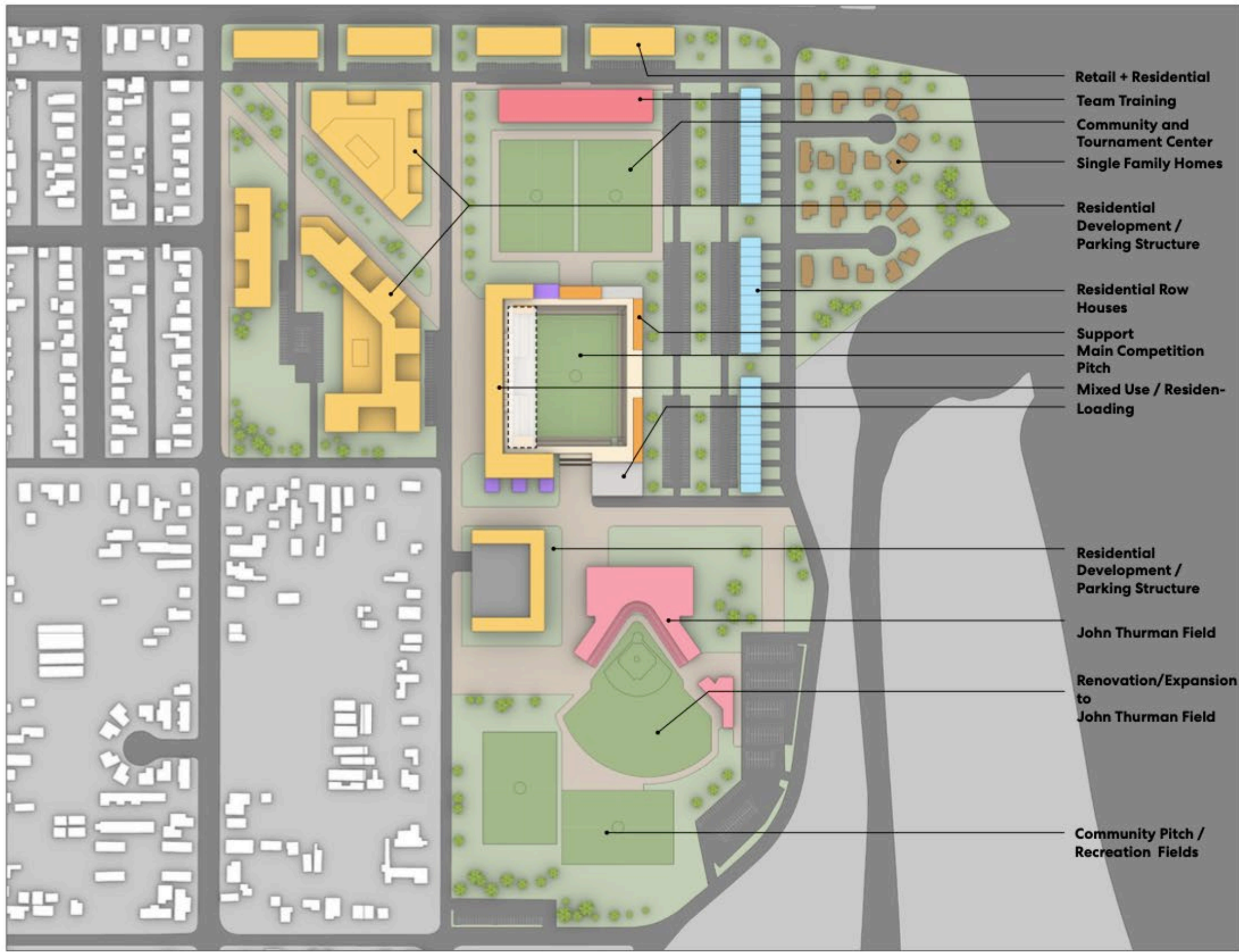
Green Space and Walkways **1,479,724 sf - 41%**

Building Area **784,036 sf - 22%**

Impervious Surface **1,359,375 sf - 37%**

## Re-Energizing JTF Field

By creating a multi-sport destination that accommodates both soccer and baseball, the site can attract a consistent flow of visitors and fans throughout the year, boosting economic activity and strengthening Modesto's reputation as a center for sports and recreation. Plans include community-serving athletic fields that will directly benefit surrounding neighborhoods, offering accessible, high-quality spaces for youth programs, local leagues, and recreational use. In addition, a thoughtfully designed viewing plaza outside the stadium will create a welcoming public gathering space that fosters social connection and community pride.

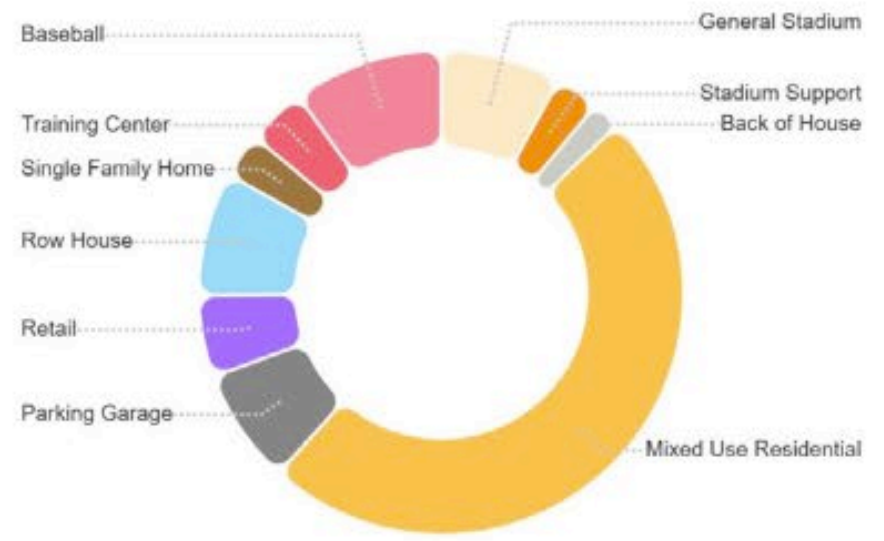


- Retail + Residential
- Team Training
- Community and Tournament Center
- Single Family Homes
- Residential Development / Parking Structure
- Residential Row Houses
- Support Main Competition Pitch
- Mixed Use / Resident-Loading
- Residential Development / Parking Structure
- John Thurman Field
- Renovation/Expansion to John Thurman Field
- Community Pitch / Recreation Fields



# Proposed Development B.2

## West Modesto



NAME	AREA
General Stadium	171,400 ft <sup>2</sup>
Stadium Support	61,550 ft <sup>2</sup>
Back of House	41,150 ft <sup>2</sup>
Mixed Use Residential	1,038,850 ft <sup>2</sup> 692 units
Parking Garage	164,000 ft <sup>2</sup> 364 stalls*
Retail	115,650 ft <sup>2</sup>
Office	-
Row House	175,850 ft <sup>2</sup> 36 units
Single Family Home	64,200 ft <sup>2</sup> 21 homes
Training Center	82,750 ft <sup>2</sup>
Baseball	213,000 ft <sup>2</sup>



# Proposed Development C.1

## West Modesto

Highest Density

### Site Density

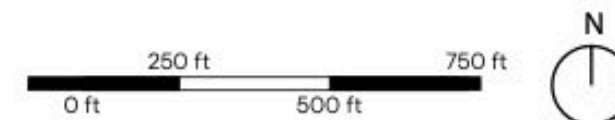
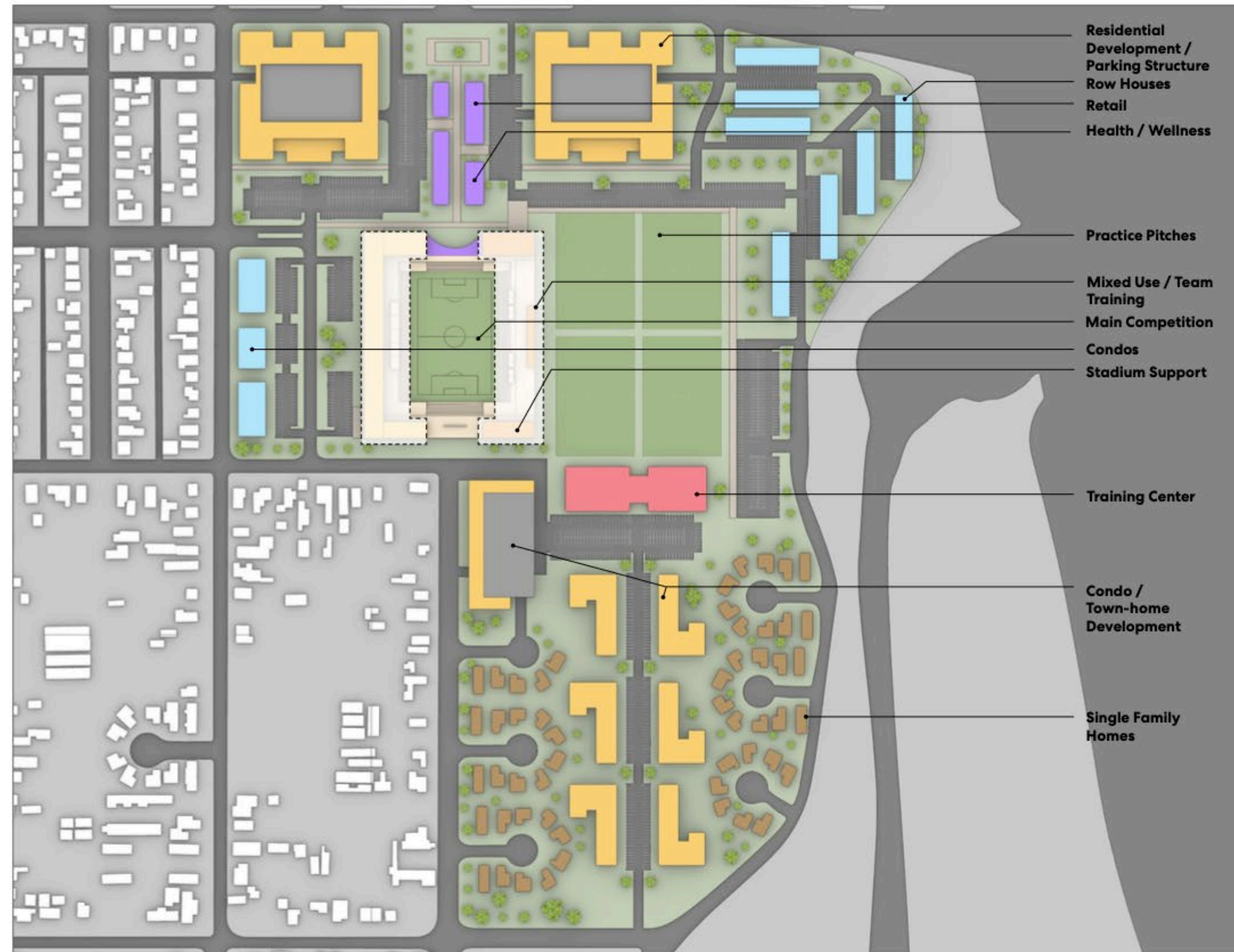
Green Space and Walkways **1,894,597 sf - 52%**

Building Area **900,684 sf - 25%**

Impervious Surface **827,854 sf - 23%**

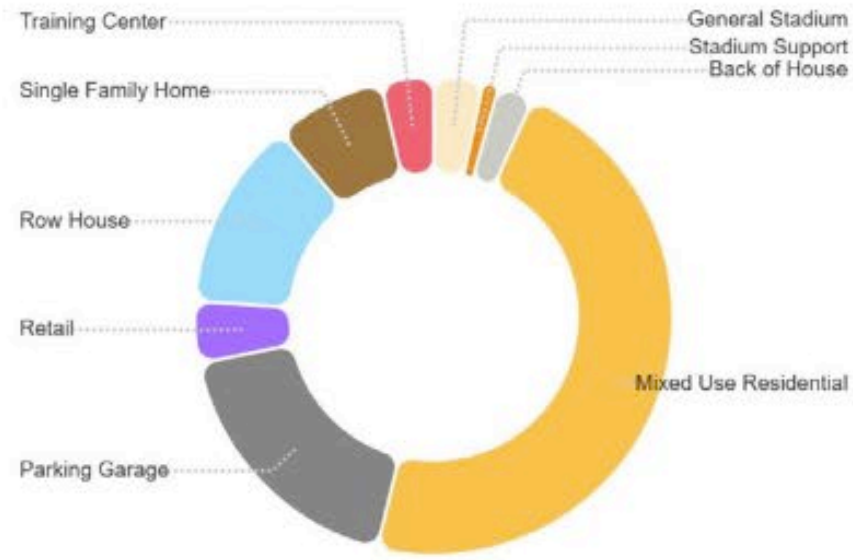
## Prioritizing Green Space

The development strategy for the West Modesto site emphasizes a park-like setting that surrounds the stadium, creating a welcoming and accessible environment for both residents and visitors. By thoughtfully preserving existing trees and integrating green space throughout the site, the design fosters a natural, community-oriented atmosphere. This landscape-forward approach not only enhances the aesthetic appeal of the stadium but also provides shaded gathering areas, walkable pathways, and recreational space—promoting year-round use and a seamless connection between the stadium, new housing, and the surrounding neighborhoods.



# Proposed Development C.1

## West Modesto



NAME	AREA
General Stadium	91,200 ft <sup>2</sup>
Stadium Support	28,900 ft <sup>2</sup>
Back of House	67,000 ft <sup>2</sup>
Mixed Use Residential	1,285,600 ft <sup>2</sup> 857 units
Parking Garage	493,300 ft <sup>2</sup> 1,096 stalls*
Retail	114,000 ft <sup>2</sup>
Office	-
Row House	353,950 ft <sup>2</sup> 108 units
Single Family Home	204,700 ft <sup>2</sup> 53 homes
Training Center	97,100 ft <sup>2</sup>
Baseball	-



\*Number of stalls in parking garages. Surface parking approx. stall count: 1,182 stalls

# Proposed Development C.2

## West Modesto

Existing JTF Field

### Site Density

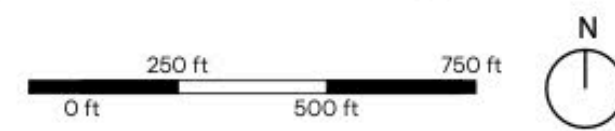
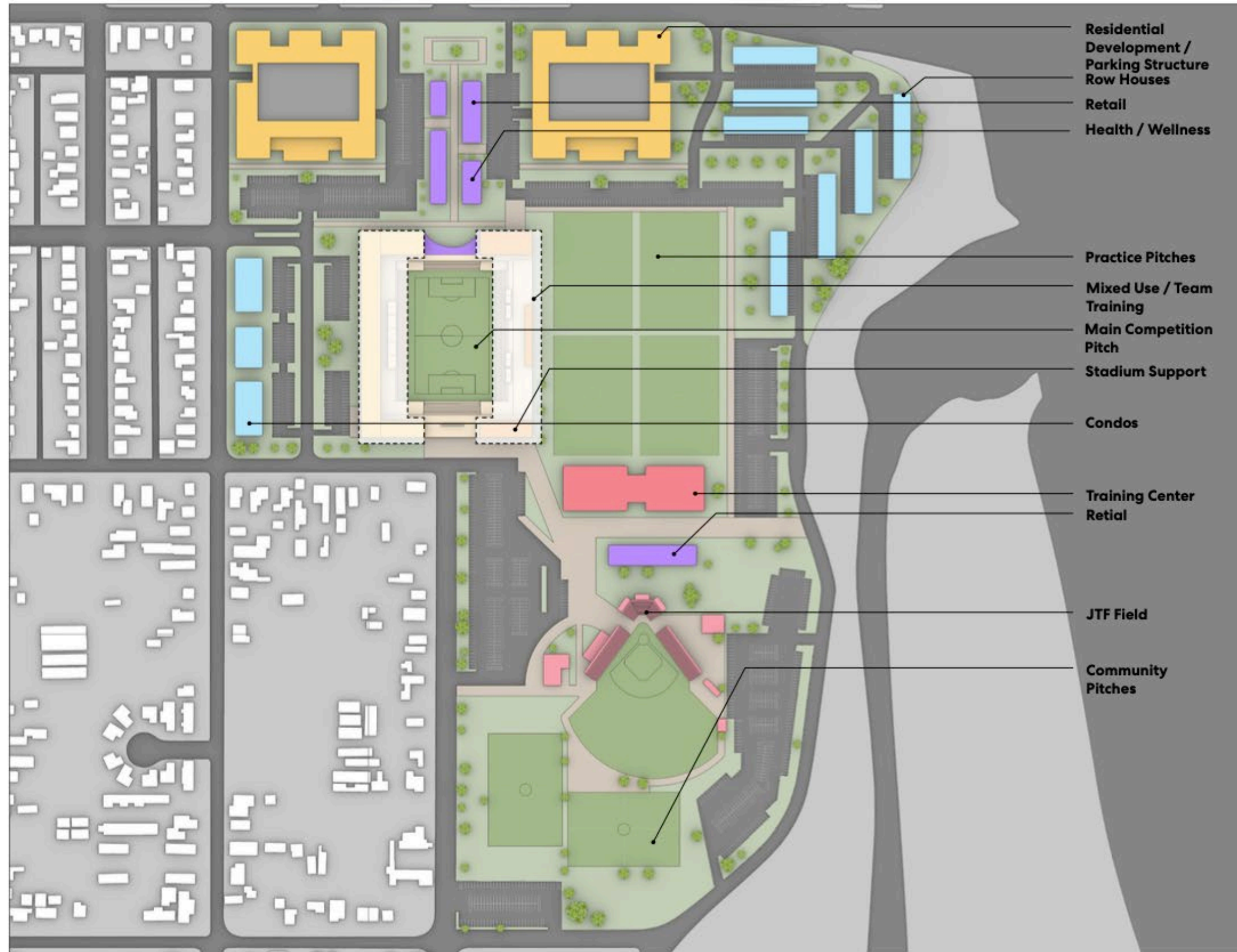
Green Space and Walkways **1,818,157 sf - 50%**

Building Area **874,719 sf - 24%**

Impervious Surface **930,259 sf - 26%**

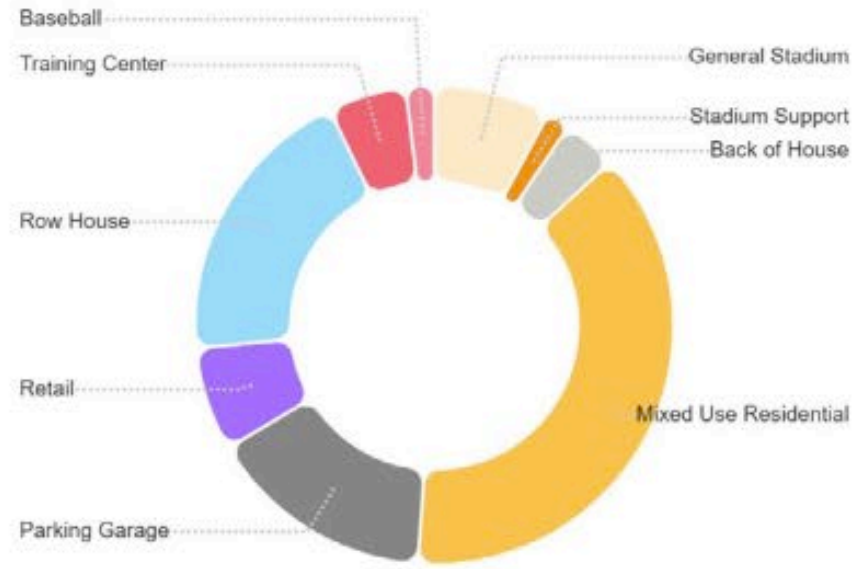
## Building on the Legacy of JTF

Anchored by the existing John Thurman Field, the site continues to serve as a regional draw while expanding its role as a community destination. Improvements around JTF will enhance the game-day experience while integrating new amenities such as public plazas, walking paths, and flexible gathering spaces activate the area. With added recreational features and better connections to surrounding neighborhoods, the site will become a multi-use asset for Modesto's residents and visitors.



# Proposed Development C.2

## West Modesto



NAME	AREA	
General Stadium	144,300 ft <sup>2</sup>	
Stadium Support	28,900 ft <sup>2</sup>	
Back of House	67,000 ft <sup>2</sup>	
Mixed Use Residential	695,900 ft <sup>2</sup>	464 units
Parking Garage	281,250 ft <sup>2</sup>	625 stalls*
Retail	128,450 ft <sup>2</sup>	
Office	-	
Row House	353,950 ft <sup>2</sup>	108 units
Single Family Home	-	0 homes
Training Center	97,100 ft <sup>2</sup>	
Baseball	35,000 ft <sup>2</sup>	



\*Number of stalls in parking garages. Surface parking approx. stall count: 1,329 stalls

# Proposed Development D.1

## West Modesto

Lowest Density

### Site Density

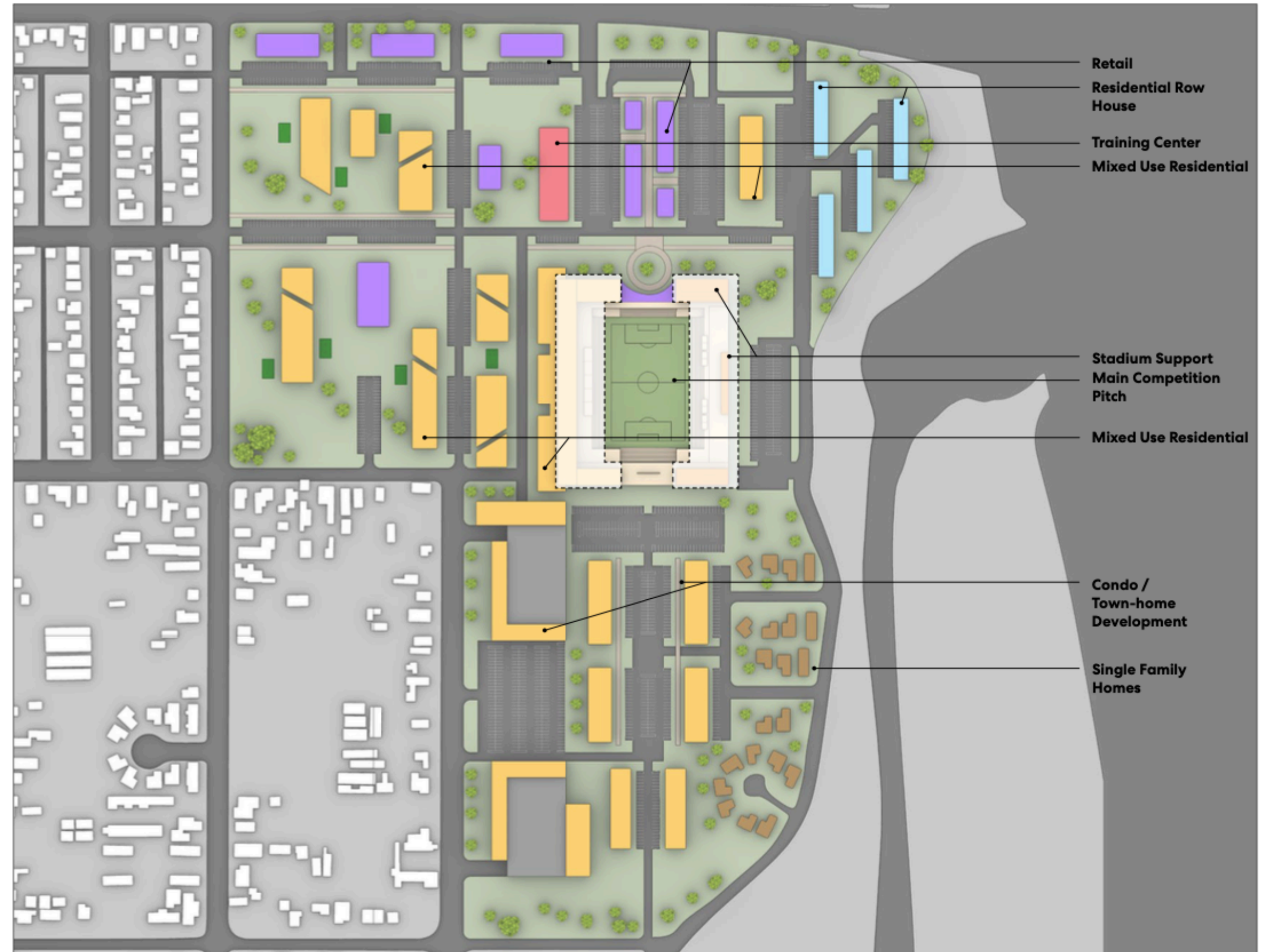
Green Space and Walkways **2,085,828 sf - 56%**

Building Area **595,860 sf - 17%**

Impervious Surface **941,447 - 27%**

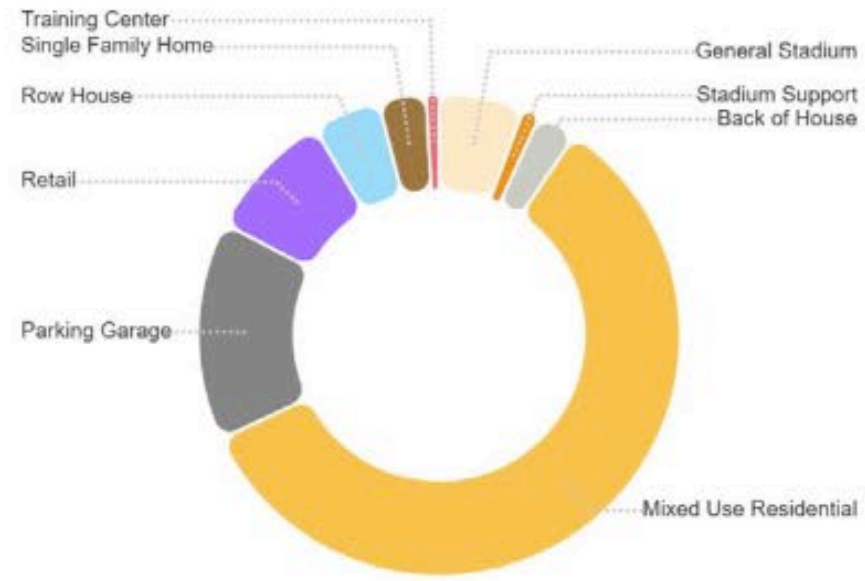
## Providing for the Community

The redevelopment of the JTF field site presents a strategic opportunity to introduce a well-balanced mix of single-family and multifamily residential housing directly south of the proposed stadium. This integration of housing not only enhances the walkability and vibrancy of the area but also creates an opportunity for sports fans and local residents to live in close proximity to year-round athletic and entertainment activities. The addition of four high-quality community fields will serve as a valuable recreational asset, capable of hosting large-scale soccer tournaments and youth programs for players of all ages. Together, these elements support a vision for a dynamic, livable district that blends housing, recreation, and economic activity—further advancing the City of Modesto's goals for smart growth, community engagement, and revitalization.



# Proposed Development D.1

## West Modesto



NAME	AREA
General Stadium	144,300 ft <sup>2</sup>
Stadium Support	28,900 ft <sup>2</sup>
Back of House	67,000 ft <sup>2</sup>
Mixed Use Residential	1,479,550 ft <sup>2</sup> 986 units
Parking Garage	372,800 ft <sup>2</sup> 828 stalls*
Retail	221,000 ft <sup>2</sup>
Office	-
Row House	115,800 ft <sup>2</sup> 40 units
Single Family Home	80,900 ft <sup>2</sup> 21 homes
Training Center	21,800 ft <sup>2</sup>
Baseball	-



\*Number of stalls in parking garages. Surface parking stall count: 1,344 stalls

# Proposed Development D.2

## West Modesto

Existing JTF Field

### Site Density

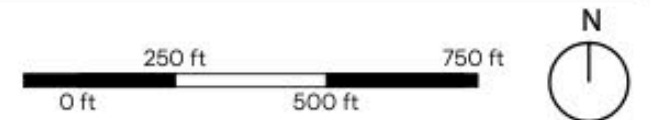
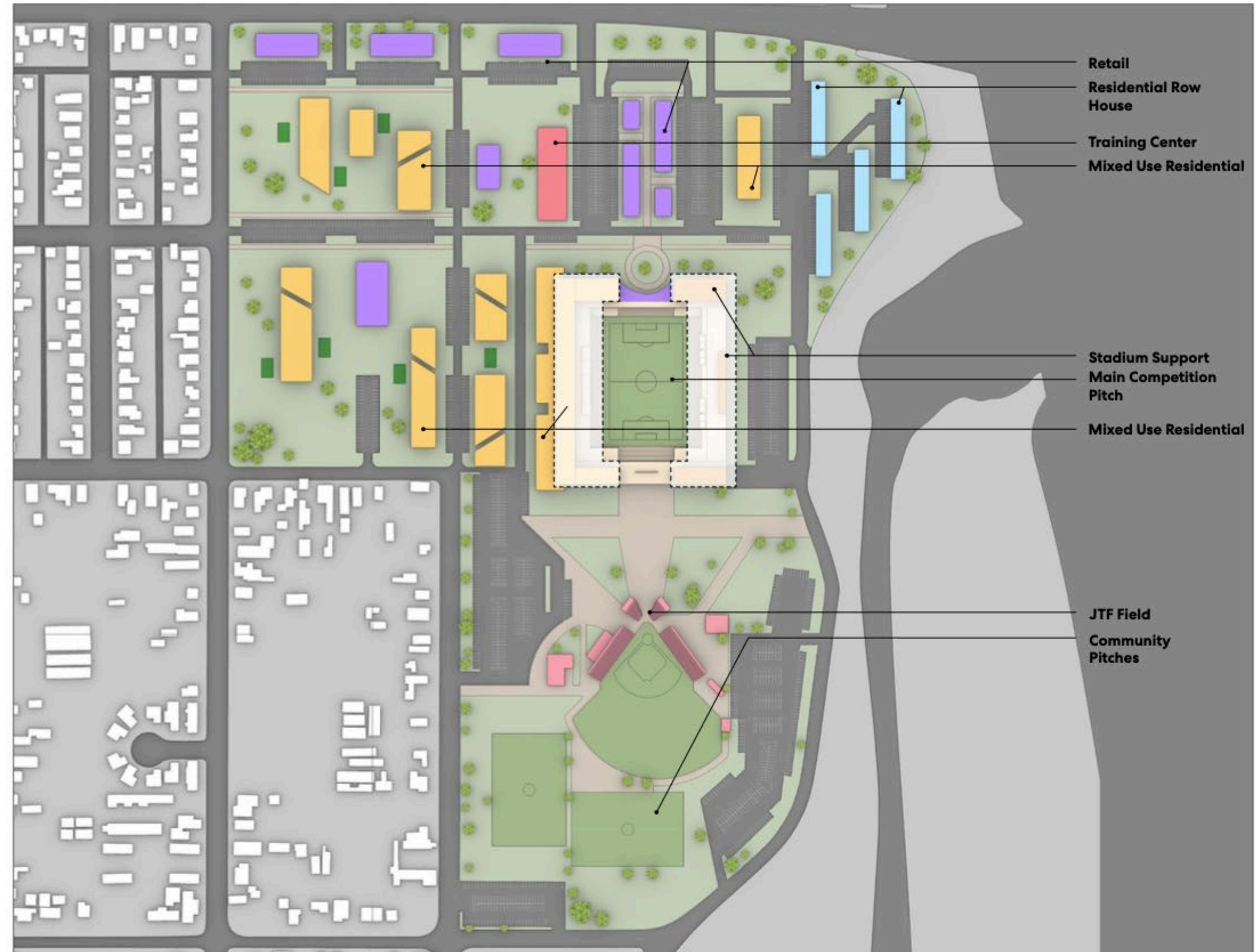
Green Space and Walkways **2,017,210 sf - 56%**

Building Area **645,331 sf - 18%**

Impervious Surface **960,594 sf - 26%**

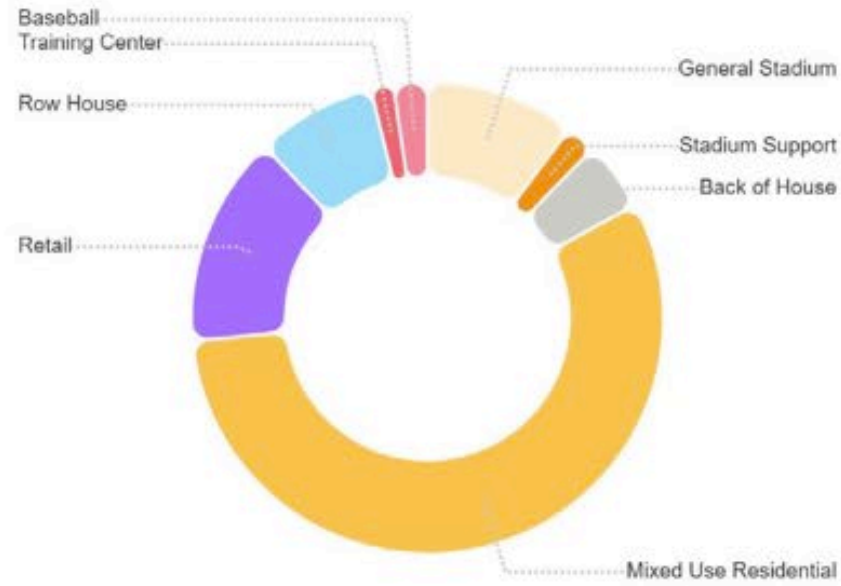
### Prioritizing Green Space

The development strategy for the West Modesto site emphasizes a park-like setting that surrounds the stadium, creating a welcoming and accessible environment for both residents and visitors. By thoughtfully preserving existing trees and integrating green space throughout the site, the design fosters a natural, community-oriented atmosphere. This landscape-forward approach not only enhances the aesthetic appeal of the stadium but also provides shaded gathering areas, walkable pathways, and recreational space—promoting year-round use and a seamless connection between the stadium, new housing, and the surrounding neighborhoods.



# Proposed Development D.2

## West Modesto



NAME	AREA	
General Stadium	144,300 ft <sup>2</sup>	
Stadium Support	28,900 ft <sup>2</sup>	
Back of House	67,000 ft <sup>2</sup>	
Mixed Use Residential	795,300 ft <sup>2</sup>	530 units
Parking Garage	-	0 stalls*
Retail	203,900 ft <sup>2</sup>	
Office	-	
Row House	115,800 ft <sup>2</sup>	40 units
Single Family Home	-	0 homes
Training Center	21,800 ft <sup>2</sup>	
Baseball	32,500 ft <sup>2</sup>	



\*Number of stalls in parking garages. Surface parking stall count: 1,372 stalls

# Proposed Development E

## West Modesto

No Stadium

### Site Density

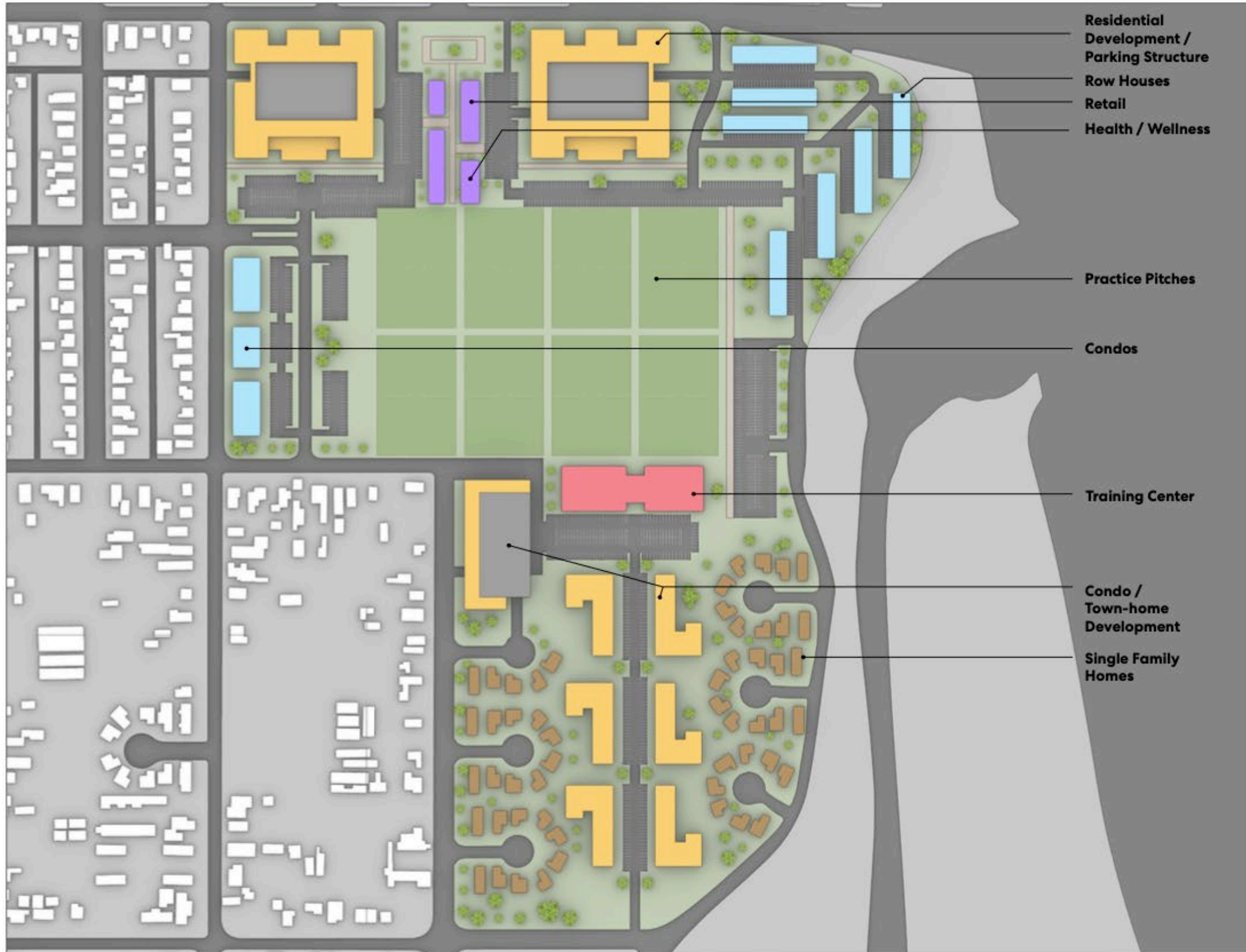
Green Space and Walkways **2,632,135 sf - 56%**

Building Area **753,242 sf - 21%**

Impervious Surface **1,581,451 sf - 23%**

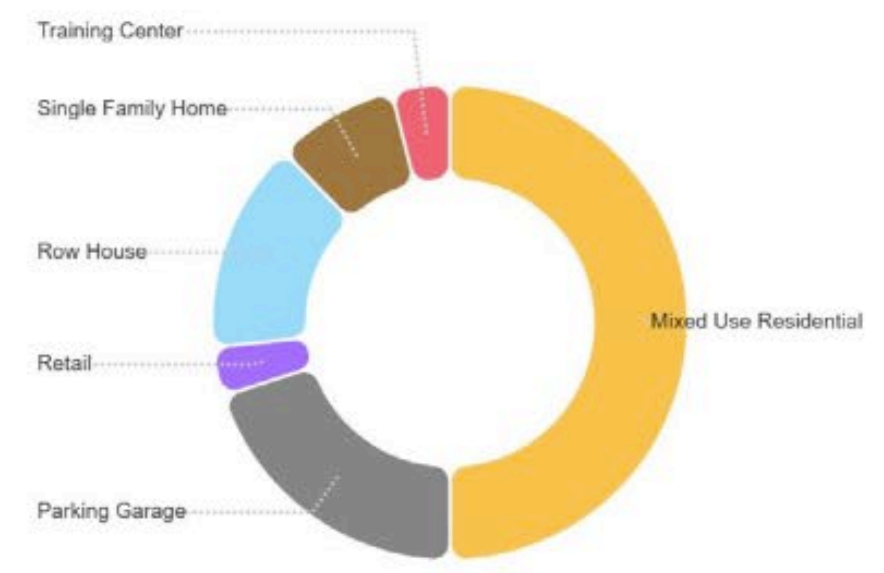
### Fields of Opportunity

Replacing the stadium with a network of mini-pitches and practice fields shifts the focus from spectator events to everyday community use, creating a more accessible and inclusive environment for year-round play. These smaller-scale fields support youth development, recreational leagues, and informal pickup games—bringing consistent activity to the site and fostering a stronger culture of participation. With thoughtful integration into the surrounding landscape, the site becomes a dynamic hub for active living and community connection.



# Proposed Development E

## West Modesto



NAME	AREA
General Stadium	-
Stadium Support	-
Back of House	-
Mixed Use Residential	1,230,000 ft <sup>2</sup> 857 units
Parking Garage	493,300 ft <sup>2</sup> 1,096 stalls*
Retail	81,800 ft <sup>2</sup>
Office	-
Row House	353,950 ft <sup>2</sup> 108 units
Single Family Home	204,700 ft <sup>2</sup> 53 homes
Training Center	97,100 ft <sup>2</sup>
Baseball	-



# John-Thurman Field Ownership Implications

John-Thurman Field Implications			
Category	B.1 (No Baseball)	B.2 (Baseball)	Difference with Baseball
General Stadium	171,400 SF	171,400 SF	0 SF
Stadium Support	61,550 SF	61,550 SF	0 SF
Back of House	41,150 SF	41,150 SF	0 SF
Mixed-Use Residential	1,493,000 SF	1,038,850 SF	-454,150 SF
Parking Garage	173,000 SF	164,000 SF	-9,000 SF
Retail	115,650 SF	115,650 SF	0 SF
Office	0 SF	0 SF	0 SF
Rowhouses	175,850 SF	175,850 SF	0 SF
Single-Family Homes	64,200 SF	64,200 SF	0 SF
Training Center	82,750 SF	82,750	0 SF
Baseball Field	213,000 SF	213,000	0 SF
20-Year Cumulative Property Tax Revenue	\$65,461,532	\$50,748,404	\$-14,713, 128

John-Thurman Field Implications			
Category	C.1 (No Baseball)	C.2 (Baseball)	Difference (With Baseball)
General Stadium	91,200 SF	144,300 SF	+ 53,100 SF
Stadium Support	28,900 SF	28,900 SF	0 SF
Back of House	67,000 SF	67,000 SF	0 SF
Mixed-Use Residential	1,285,600 SF	695,900 SF	- 589,700 SF
Parking Garage	493,300 SF	281,250 SF	- 212,050 SF
Retail	114,000 SF	128,450 SF	+ 14,450 SF
Office	0 SF	0 SF	0 SF
Rowhouses	353,950 SF	353,950 SF	0 SF
Single-Family Homes	204,700 SF	0 SF	- 204,700 SF
Training Center	97,100 SF	97,100 SF	0 SF
Baseball Field	0 SF	35,000 SF	+ 35,000 SF
20-Year Cumulative Property Tax Revenue	\$76,712,495	\$46,469,172	- \$30,243,323

John-Thurman Field Implications			
Category	D.1 (No Baseball)	D.2 (Baseball)	Difference (With Baseball)
General Stadium	144,300 SF	144,300 SF	0 SF
Stadium Support	28,900 SF	28,900 SF	0 SF
Back of House	67,000 SF	67,000 SF	0 SF
Mixed-Use Residential	1,479,550 SF	795,300 SF	- 684,250 SF
Parking Garage	372,800 SF	0 SF	- 372,800 SF
Retail	221,000 SF	203,900 SF	- 17,100 SF
Office	0 SF	0 SF	0 SF
Rowhouses	115,800 SF	115,800 SF	0 SF
Single-Family Homes	80,900 SF	0 SF	- 80,900 SF
Training Center	21,800 SF	21,800 SF	0 SF
Baseball Field	0 SF	32,500 SF	+ 32,500 SF
20-Year Cumulative Property Tax Revenue	\$65,776,095	\$38,512,863	- \$27,263,232

→ The above tables indicate the differences in square footage by use and property tax revenue for the B, C, and D concept designs for the West Modesto site.

→ “Difference” column shows the estimated gain or loss in each category to keep and maintain John-Thurman Field

**Questions?**



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# United Soccer League Stadium

## Fiscal Comparisons

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# Site Comparison

Item	West Modesto Site	Downtown Site
Land Acquisition Cost*	\$3.5 million - \$8 million	\$14.5 million - \$30 million
City Project Cost (Stadium and Parking Structure)	\$145-\$150 million	\$156-\$171 million
City Incremental Revenue Present Value (30 Year Total)***	TBD	\$112,595,000
Land Acquisition Time	12 months	12 - 24 months
Residential Potential Development	600 units - 1000 units	150 units - 250 units****
Retail Potential Development	75,000 SF - 200,000 SF	60,000 SF - 95,000 SF
Office Potential Development	15,000 SF - 30,000 SF	40,000 SF - 70,000 SF
Other Potential Development	Training Center, Practice Fields/ Tournament Facilities	Conference Space
Demolition Cost (if any)	Dependent on Baseball Decision	Convention Center
Property Tax Generation	\$38 million - \$76 million	\$13 million - \$24 million
Direct Spending**	\$77.9 million	\$38.3 million
Economic Impact**	\$127.3 million	\$62.6 million
Fiscal Impact**	\$7.41 million	\$3.91 million
Increased Employment	373	184
Existing Parking Infrastructure	2,426	3,952

→ **Cost and Scale:** The West Modesto Site offers lower land acquisition costs, and higher development potential in residential, retail, and total economic impact.

→ **Downtown Accessibility and Infrastructure:** The Downtown Site benefits from stronger existing parking infrastructure and greater office development potential but comes with higher acquisition cost and longer timelines.

→ \*Relocation assistance payments will be required in connection with property acquisition.

\*\*Calculated at Year 5 (assuming 2028 opening) in Johnson Consulting 2024 Economic Impact Study

\*\*\*Source: PFM Financial Advisors May 2025 Memo; includes Sales Tax, TOT at 12%, Property Tax, and Ticket Admission Tax 30-year totals. PFM Financial Advisors May 2025 estimates only include Downtown Site.

\*\*\*\*For the West Modesto site, the City could initiate a Request for Proposals (RFP) process to select developer(s) based on criteria it establishes. In contrast, the Downtown site would likely require the use of the Surplus Land Act process which provides for notice to be sent to hundreds of developers, and 90+ days of good faith negotiations with the person who proposes the development of the most affordable housing units on the site.

# City Project Cost Comparison

Item	West Modesto Site	Downtown Site
Land Acquisition Cost	\$3.5 million - \$8 million	\$14.5 million - \$30 million
Parking Infrastructure Estimate	\$17,240,000	\$15,645,000
Estimated Stadium Cost	\$125,000,000	\$125,000,000
Estimated Project Cost	\$145 - \$150 million	\$156 - \$171 million



**Land Acquisition:** Land Acquisition costs are significantly higher at the Downtown Site.



**Parking Infrastructure:** The Downtown Site benefits from stronger existing parking infrastructure. There is a co-use possibility for parking Downtown that could increase cost. While there is a possibility that multifamily developers could help share the cost, the City would likely remain responsible for funding the parking structure, given the need to supplement the Modesto Irrigation District’s (MID) lost parking lot. Developing in West Modesto would require investment in parking infrastructure.



**Estimated Project Cost:** The Estimated Project Cost will fluctuate based on Land Acquisition Costs.

# Land Cost and Property Ownership - Downtown North

- The anticipated land for the stadium is 22 parcels assessed at \$14,500,000.
- Total Development incorporates 37 potential parcels with a total assessed value of \$26,000,000
- 15+ different property owners to negotiate with.
- Anticipated Land Acquisition Cost will exceed assessed value.



# Land Cost and Property Ownership – West Modesto

- Total of 14 potential parcels to incorporate with a total assessed value of \$3.5 million.
- 10 different property owners to negotiate with.
- Anticipated Land Acquisition Cost will exceed assessed value.



# Property Tax Potential Estimations - Downtown North

Use	Square Footage (SF)		Total Property Tax (20 Years Cumulative)	
	A1	A2	A1	A2
Multi-family	248,400	248,400	\$8,047,431	\$8,047,431
Retail	81,700	90,500	\$2,483,350	\$2,750,834
Office	68,200	68,200	\$2,634,044	\$2,634,044
Single-Family Attached	0	187,900	\$0	\$11,196,498
Single-Family Detached	0	0	\$0	\$0

20-Year Cumulative Tax Distribution		
	A1	A2
Government Entity		
Cumulative 20-Year Tax	\$13,164,825	\$24,628,807
City Share	\$566,087	\$1,059,039
County Share	\$3,725,645	\$6,969,952
School & Special Districts Share	\$8,873,092	\$16,599,816

- The tables present an overview of projected property tax revenue generated over 20 years for the Downtown sites, separated by land use and type of development, based on square footage.
- The first table shows the total property tax revenue by land use and development type, while the second table breaks down how that revenue is distributed among key public entities.
- Of the total property tax revenue, the City is expected to receive 4.3%, Stanislaus County will receive 28.3%, and local schools and special districts will receive the remaining 67.4%.



# Property Tax Potential Estimations

## – West Modesto

	Square Footage (SF)						
Use	B.1	B.2	C.1	C.2	D.1	D.2	E
Multi-family	1,493,000	1,038,850	1,285,600	695,900	1,479,550	795,300	1,230,000
Retail	115,650	115,650	114,000	128,450	221,000	203,900	81,800
Office	0	0	0	0	0	0	0
Single-Family Attached	175,850	175,850	353,950	353,950	115,800	115,800	353,950
Single-Family Detached	64,200	64,200	204,700	0	80,900	0	204,700
	Total Property Tax (20 Years Cumulative)						
Use	B.1	B.2	C.1	C.2	D.1	D.2	E
Multi-family	\$48,368,821	\$33,655,693	\$41,649,670	\$22,545,119	\$47,933,081	\$25,765,388	\$39,848,393
Retail	\$3,515,293	\$3,515,293	\$3,465,139	\$3,904,361	\$6,717,507	\$6,197,736	\$2,486,389
Office	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Single-Family Attached	\$9,946,215	\$9,946,215	\$20,019,692	\$20,019,692	\$6,549,740	\$6,549,740	\$20,019,692
Single-Family Detached	\$3,631,203	\$3,631,203	\$11,577,994	\$0	\$4,575,768	\$0	\$11,577,994
	Tax Distribution (20 Years)						
Government Entity	B.1	B.2	C.1	C.2	D.1	D.2	E
Cumulative 20-Year Tax	\$65,461,532	\$50,748,404	\$76,712,495	\$46,469,172	\$65,776,095	\$38,512,863	\$73,932,468
City Share	\$2,814,846	\$2,182,181	\$3,298,637	\$1,998,174	\$2,828,372	\$1,656,053	\$3,179,096
County Share	\$18,525,614	\$14,361,798	\$21,709,636	\$13,150,776	\$18,614,635	\$10,899,140	\$20,922,888
School & Special Districts Share	\$44,121,072	\$34,204,424	\$51,704,221	\$31,320,222	\$44,333,088	\$25,957,670	\$49,830,483



The tables present an overview of projected property tax revenue generated over 20 years for the Muni sites, separated by land use and type of development, based on square footage.



The first table shows the total property tax revenue by land use and development type, while the second table breaks down how that revenue is distributed among key public entities.



Of the total property tax revenue, the City is expected to receive 4.3%, Stanislaus County will receive 28.3%, and local schools and special districts will receive the remaining 67.4%.

# Direct Spending Comparison

Direct Spending (\$ millions)		
Year	Downtown	West Modesto
1	\$17.5	\$28.0
2	\$27.8	\$34.5
3	\$34.2	\$47.7
4	\$36.3	\$54.9
5	\$38.3	\$77.7
10	\$43.5	\$92.2
15	\$49.2	\$104.3
20	\$55.6	\$118

- Direct spending is money spent right away because of the facility—like an attendee buying a meal nearby.
- Initially, direct spending was driven by stadium operations, but as the other developments are being phased in, they start contributing as well.
- By year 10, all major components are fully operational and are actively contributing to direct spending, with commercial uses—particularly, the stadium, office, and retail/restaurants accounting for most of the economic activity.
- **Source:** Johnson Consulting 2024 Economic Impact Study

# Indirect/Induced Spending Comparison

Indirect and Induced Spending (\$ millions)

Year	Downtown Indirect Spending	Downtown Induced Spending	West Modesto Indirect Spending	West Modesto Induced Spending
1	\$3.6	\$7.6	\$5.7	\$12.1
2	\$5.6	\$12.0	\$7.0	\$14.9
3	\$6.9	\$14.8	\$9.7	\$20.6
4	\$7.4	\$15.7	\$11.1	\$23.7
5	\$7.8	\$16.5	\$15.8	\$33.6
10	\$8.8	\$18.8	\$18.7	\$39.8
15	\$10.0	\$21.2	\$21.1	\$45
20	\$11.3	\$24.0	\$23.9	\$50.9

- Indirect spending is when businesses use that money to pay for things they need—like the restaurant buying more supplies. Induced spending is what workers spend after earning income from those jobs—like a waiter spending their paycheck.
- Indirect and induced spending are calculated as fixed proportions of direct spending, with indirect spending being calculated as \$0.203 per \$1 of direct spending and induced spending being calculated as \$0.432 per \$1 of direct spending.
- As direct spending grows over time, it causes a ripple effect which increases the value of indirect and induced spending over time.
- Source: Johnson Consulting 2024 Economic Impact Study

# Sales & Use Tax Comparison

## Downtown Site (\$Millions)

Year	Total Sales/Use	City Share (1%)	City Share with Measure H(2%)
1	\$1.39	\$0.01	\$0.03
2	\$2.32	\$0.02	\$0.05
3	\$2.89	\$0.03	\$0.06
4	\$3.08	\$0.03	\$0.06
5	\$3.25	\$0.03	\$0.07
10	\$3.69	\$0.04	\$0.07
15	\$4.17	\$0.04	\$0.08
20	\$4.72	\$0.05	\$0.09

## Muni Site (\$Millions)

Year	Total Sales/Use	City Share (1%)	City Share with Measure H (2%)
1	\$2.32	\$0.02	\$0.05
2	\$2.89	\$0.03	\$0.06
3	\$4.05	\$0.04	\$0.08
4	\$4.69	\$0.05	\$0.09
5	\$6.75	\$0.07	\$0.14
10	\$8.01	\$0.08	\$0.16
15	\$9.06	\$0.09	\$0.18
20	\$10.25	\$0.10	\$0.21

- These tables outline the projected revenue from sales and use tax over a 20-year period for development.
- Sales and use tax revenue is calculated using a 8.875% rate that is applied to all relevant direct spending,
- This table shows the total sales tax collected, as well as the portion retained by the city.
- The 1% of the 8.875% that the City receives is from the Bradley-Burns sales tax
- The 2% is the Measure H and the Bradley-Burns, however, it is important to note that the city cannot use the Measure H funds for the stadium
- Source: Johnson Consulting 2024 Economic Impact Study



# Sales & Use and Hotel/Motel Tax Comparison

Sales & Use Tax (\$ millions)		
Year	Downtown	West Modesto
1	\$1.39	\$2.32
2	\$2.32	\$2.89
3	\$2.89	\$4.05
4	\$3.08	\$4.69
5	\$3.25	\$6.75
10	\$3.69	\$8.01
15	\$4.17	\$9.06
20	\$4.72	\$10.25

Hotel/Motel Tax Generation (\$ millions)		
Year	Downtown	West Modesto
1	\$0.06	\$0.06
2	\$0.48	\$0.07
3	\$0.54	\$0.07
4	\$0.60	\$0.07
5	\$0.66	\$0.66
10	\$0.74	\$0.94
15	\$0.84	\$1.07
20	\$0.95	\$1.21

→ These tables outline the projected revenue from hotel/motel tax over a 20-year period for development.

→ Sales & Use tax revenue is calculated using a 8.875% rate that is applied to all relevant direct spending, while the Hotel/Motel tax is using a 9% tax rate.

→ **Source:** Johnson Consulting 2024 Economic Impact Study



# Increased Earnings & Employment Comparison

Jobs and Earnings (\$ millions & Jobs)				
Year	Downtown Increased Earnings	Downtown Increased Employment	West Modesto Increased Earnings	West Modesto Increased Employment
1	\$6.7	93	\$10.7	149
2	\$10.6	144	\$13.2	178
3	\$13.1	173	\$18.2	241
4	\$13.9	179	\$21.0	270
5	\$14.7	184	\$29.8	373
10	\$16.6	185	\$35.3	391
15	\$18.8	185	\$39.9	391
20	\$21.3	185	\$45.2	391

- Increased earnings represent the rise in employee compensation related to facility operations, while employment is measured in full-time equivalent (FTE) jobs that are being supported.
- Similarly to indirect and induced spending, increased earnings and employment are also dependent on direct spending.
- Increased earnings is calculated at \$0.383 for every \$1 of direct spending while employment is 5.852 FTW jobs per \$1 of direct spendings.
- **Source:** Johnson Consulting 2024 Economic Impact Study





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**Financing and Developer  
Contributions**

# Year 20 Financial Comparison

Item	Downtown Modesto	West Modesto
<b>Economic Impact (\$Millions)</b>		
Direct Spending	\$55.6	\$118.0
Indirect Spending	\$11.3	\$23.9
Induced Spending	\$24.0	\$50.9
Increased Earnings	\$21.3	\$45.2
Increased Employment (Jobs)	185	391
<b>Fiscal Impact (\$Millions)</b>		
Sales and Use Tax	\$4.72	\$10.25
Hotel/Motel Tax	\$0.95	\$1.21
<b>Total Impacts (\$Millions)</b>		
Total Spending	\$91.0	\$192.8
Total Fiscal Impact	\$5.67	\$11.46

- These numbers represent the financial information for both sites in year 20, not the cumulative total over the 20-year period.
- Total spending is the sum of direct, indirect, and induced spending. Total fiscal impact is the sum of non property taxes (sales/use and hotel/motel)
- **Source:** Johnson Consulting 2024 Economic Impact Study



# City vs Developer Obligation - Downtown

## City Obligations

City Obligation	Size (SF)	Estimated Cost (\$)
Land Assembly	12 acres	\$15 - 30 million
<b>Construction</b>	<b>482,000</b>	<b>\$125 million</b>
General Stadium	354,700	
Stadium Support	75,500	
Back of House	61,400	
Structured Parking	447 Spaces	\$15,645,000
<b>Total</b>	<b>482,000</b>	<b>\$156 – \$171 million</b>

## Developer Obligations

Developer Obligation	Size (SF)	Estimated Cost (\$)
Land Assembly	5 acres	\$11 million
<b>Construction*</b>	<b>630,600</b>	<b>\$210 million</b>
Mixed Use Residential	284,400 (165 units)	
25% AFH	42 units	
Retail	90,500	
Office	61,400	
Row House	187,900	
<b>Total</b>	<b>630,600</b>	<b>\$221 million</b>

\*Costs estimated in 2024 Johnson Economic Impact Report



# Stadium Financing Options

- **Lease Revenue Bonds (LRBs)**
  - Can leverage three incremental revenue streams (property, sales, and hotel) through single financing
  - Requirements:
    - General fund pledge
    - City Council Approval -- No public vote (or 2/3 majority required)
    - Capitalized interest until construction completed
  - Borrowing Rates:
    - Generally higher borrowing costs (but still a competitive rate) relative to General Obligation (GO) Bond
    - Estimated 4.5 – 5%
  - Timing:
    - 4-5 months for bond issuance
  
- **Transient Occupancy Tax (TOT) Revenue Bonds**
  - Bonds only secured by TOT tax
  - Requirements:
    - Pledge of city-wide TOT tax
    - City Council Approval – No public vote
    - Current rate of 9% could be increased to 12% as seen in other California municipalities (but requires a 2/3 majority public vote)
  - Borrowing Rates
    - Much higher interest rate (typical A or high BBB bond rating)
    - Estimated 4.8 – 5.25%
  - Timing:
    - 5-6 months



# Stadium Financing Options



## **TOD TIFIA Loan**

- Federal loan program through public capital markets – Could only fund 49% of project costs
- Requirements:
  - Leased Asset
  - Capitalized Interest
  - Single financing from multiple sources
  - Project located within 0.5 mile of a transit station
- Timing:
  - 18-24 months
- Borrowing Rates:
  - Interest rate is equal to the 30-year US Treasury rate.
  - Estimated 4.5 - 5%
- Significant cost of issuance, much higher than bonds and the City must pay for the Build America Bureau's advisors and counsel.



## **Enhanced Infrastructure Financing Districts (EIFD) and Tax Increment Bonds**

- Identifies a district boundary and pledges incremental tax revenues from consenting agencies (ex. County) – No new tax created
  - Agencies can pledge all, none, or percentage of their incremental property tax within the boundary
- Does not require voter approval
- Only several have been formed in California; only one case of bond issuance so far
- Timing:
  - 6-8 months for bond documents/issuance
  - 18-24 month EIFD district formation process
  - 3-5 year wait period for incremental property tax to ramp up to financeable levels
- Formation Process:
  - Create financing authority
  - Develop detailed Infrastructure Financing Plan
  - Conduct Public Hearings
- Borrowing Rates:
  - Estimated 5.4 – 6.9%



# Stadium Financing Options

- **Community Facilities Districts (CFD) and Special Tax Bonds**
  - Special tax levied on each parcel in the district
  - Very flexible tax formula – same tax, different levels, and exemptions
  - Majority of property owned by a developer who is willing to pay to support annual debt service
  - Requirements:
  - If 12 or more registered voters are within the proposed CFD boundary:
    - 2/3 majority vote of all registered voters within the area otherwise
    - 2/3 majority vote of all landowners within the area
  - Timing:
    - 6–8 months for bond documents/issuance
    - 18–24 month CFD district formation process
  - Borrowing Rates:
    - Interest rate dependent upon boundary size, property values, and taxpayer concentration
    - Downtown district likely low rating and high interest costs
    - Estimated 5.2 – 5.5%



# Stadium Financing Summary

- Based on PFM Financial Advisors' Stadium Financing Memo, **Lease Revenue Bonds (LRB's)** are the recommended financing option

With all-in City project costs estimated at \$125 million, some alternate revenue streams will need to be utilized or dedicated to the project

Potential Alternate Revenue Streams include:

- Stadium Rent to Ownership Group
- Naming Rights and other major sponsorships
- Parking Revenues
- Potential Sale of City Property



**Questions?**



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# District Operational Programming

# District Operational Programming

## → West Modesto:

- **Viable Retail SF:**
  - Wider range of potential SF (75,000 –150,000 SF)
  - Mostly stadium-adjacent or freestanding pads
  - Likely a mix of Class A-C
- **Limitations:**
  - Lower foot traffic
  - Limited synergy with nearby uses
  - Destination-only appeal

## → Downtown:

- **Viable Retail SF:** 60,000–90,000 SF, integrated into a mixed-use urban environment
- **Advantages:**
  - Proximity to office, residential, and tourism nodes would likely support higher rent and absorption
  - Likely higher Class than at West Modesto (A-B)



# District Operational Programming

Programming will be heavily influenced by Master Developer and Ownership Group.

Goal is to reach 100 nights of activation per year.

## Soccer Activation Nights: 40 total

- **Men's Soccer**
  - 34 game season not including US Open Cup, Friendlies, Playoffs
  - 17-24 nights
- **Women's Soccer**
  - 24 game season not including Pre-season, Friendlies, Playoffs
  - 12-16 nights



## Other Events: 45 total

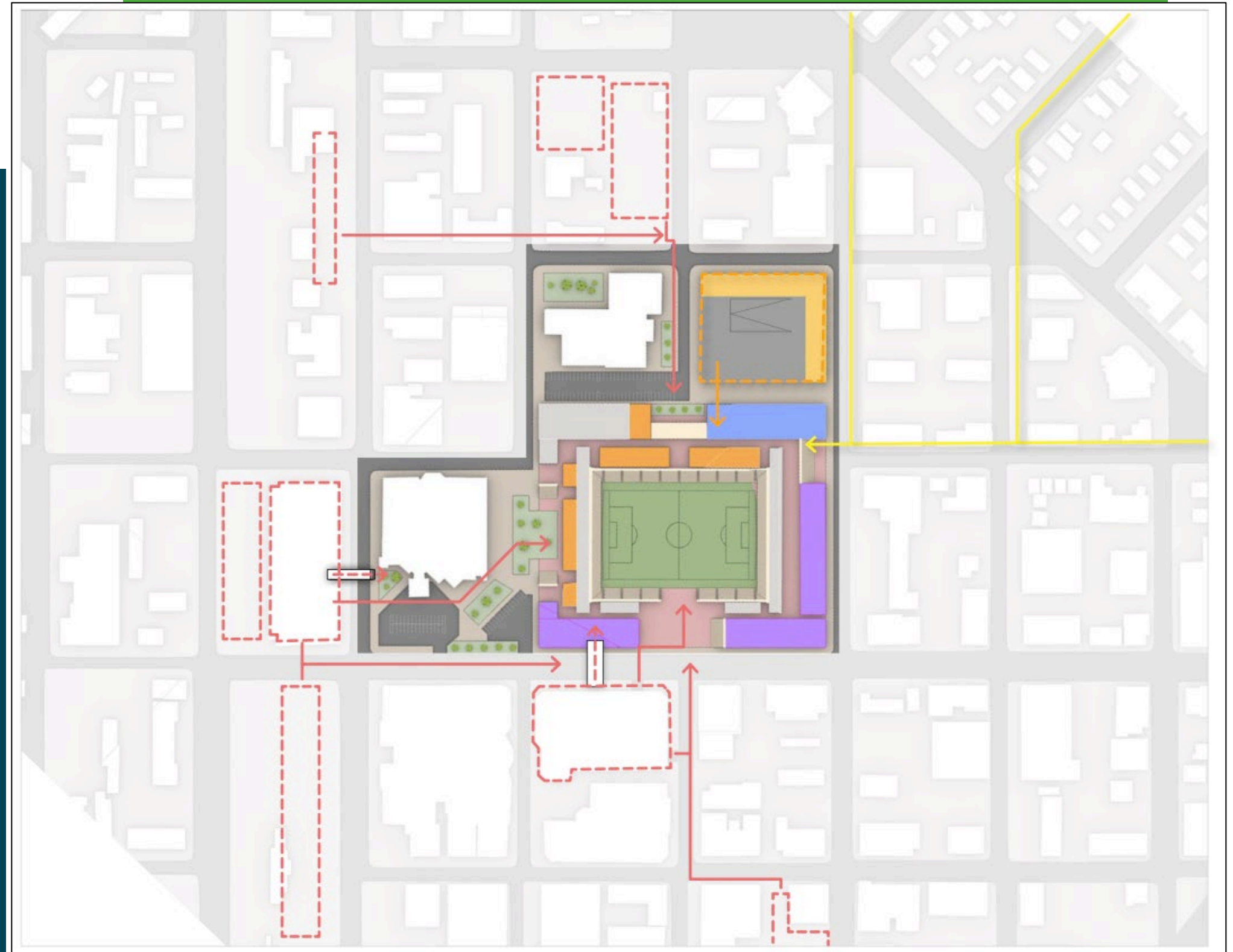
- **High School Football:** 5 nights
- **Other High School Sports:** 5 nights
- **Holiday Festivals (Christmas, 4<sup>th</sup> of July):** 5 nights
- **Community Events (Farmers Market, Ice Rink, Youth Sports):** 15 nights
- **Concerts:** 15 nights



# Proposed Development A.1

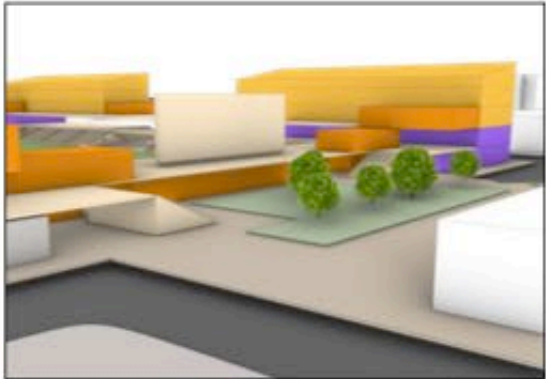
## Downtown

- Pedestrian Access from existing anticipated parking areas displayed
- General Fan Entry (**red**) from the Southeast and Southwest Entries
- Club Entry (**orange**) from Northwest
- Residential Entry (**yellow**) from Northeast



# Proposed Development A.1

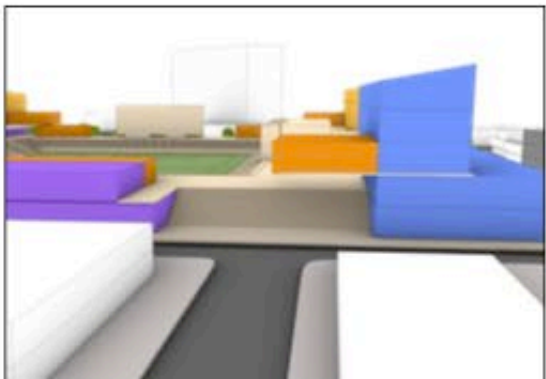
## Downtown North - Level 2



**General Fan Entry**  
 Southeast and Southwest Entries  
 Primarily Parking in Garages to the South



**Club Entry**  
 Northwest Entry  
 Primarily Parking in Surface Lots to the North



**Residential Entry**  
 Northeast Entry  
 Primarily Parking on Residential Street and Walking

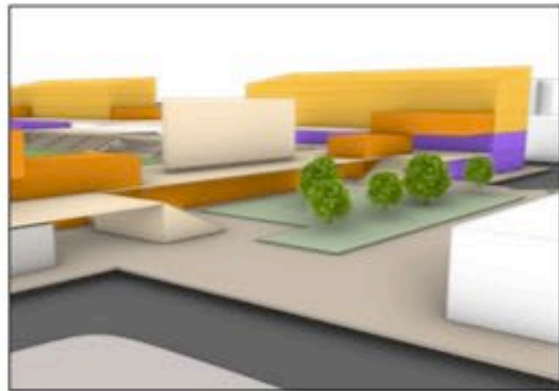


Level 02



# Proposed Development A.2

## Downtown North - Level 2



**General Fan Entry**

Southeast and Southwest Entries  
Primarily Parking in Garages to the South



**Club Entry**

Northwest Entry  
Primarily Parking in Surface Lots to the North

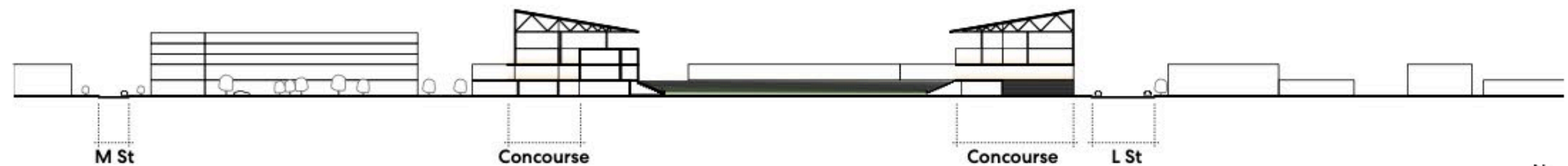


**Residential Entry**

Northeast Entry  
Primarily Parking on Residential Street and Walking



Level 02



# Proposed Development B.1

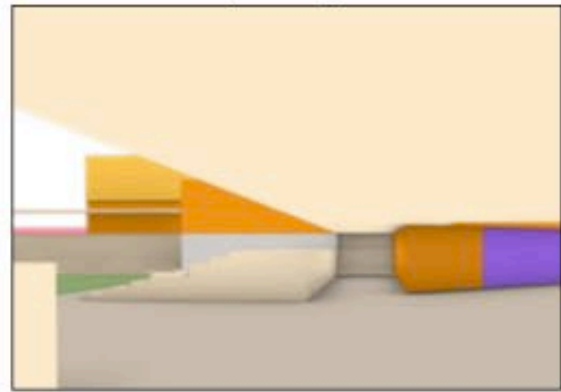
## West Modesto



**General Fan Entry**

West Entry

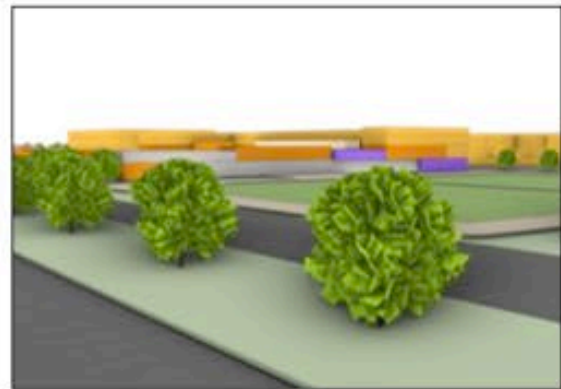
Primarily Parking in Garages to the South or street parking



**Club Entry**

West Entry

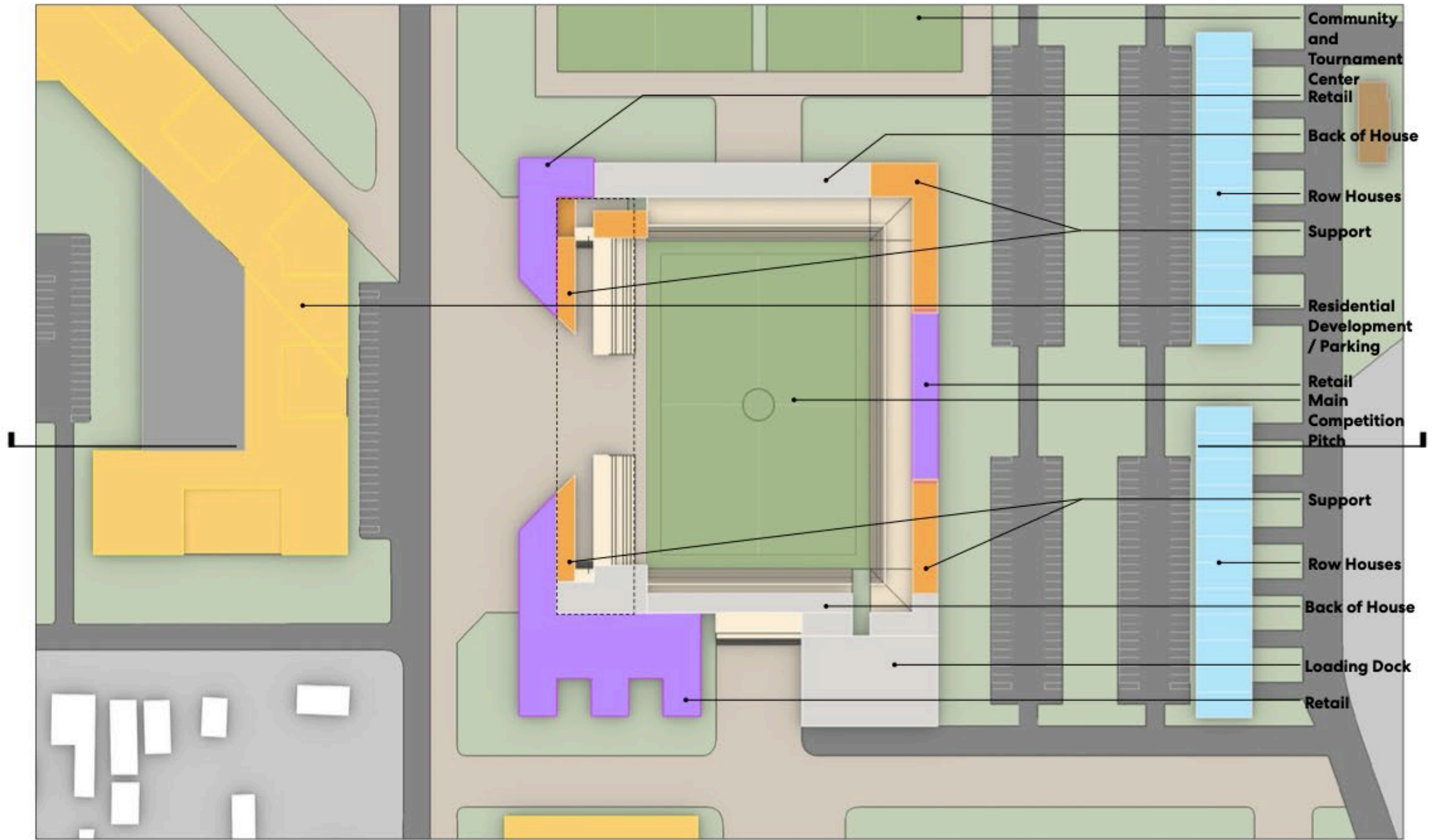
Primarily Parking in Surface Lots to the West



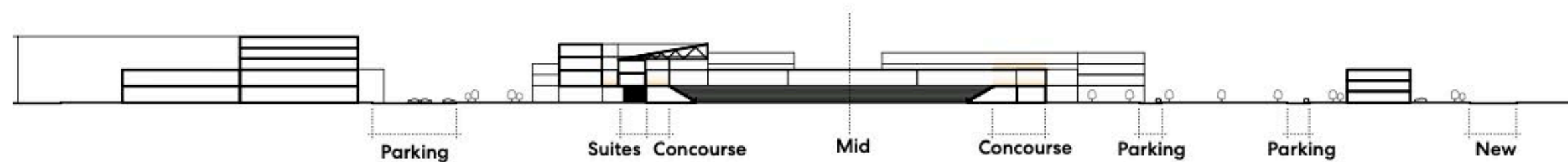
**Residential Entry**

East Entry

Primarily Parking on Residential Street and Adjacent surface lots

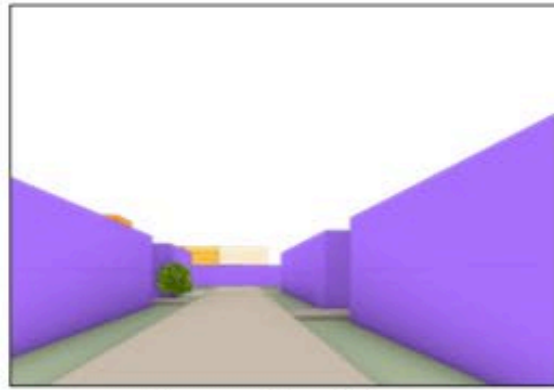


Level 01



# Proposed Development C.1

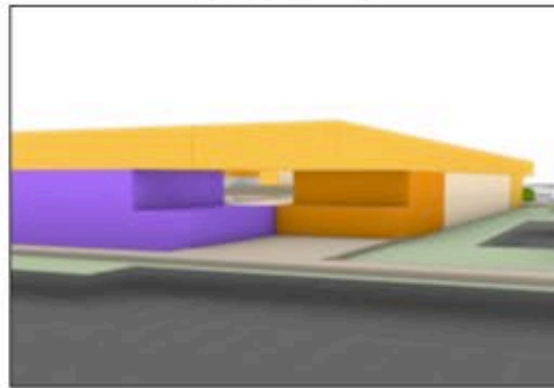
West Modesto



**General Fan Entry**

North Entry

Parking in Garages to the North or Surrounding Surface Lots



**Club Entry**

Southwest Entry

Primarily Parking in Surface Lots to the West



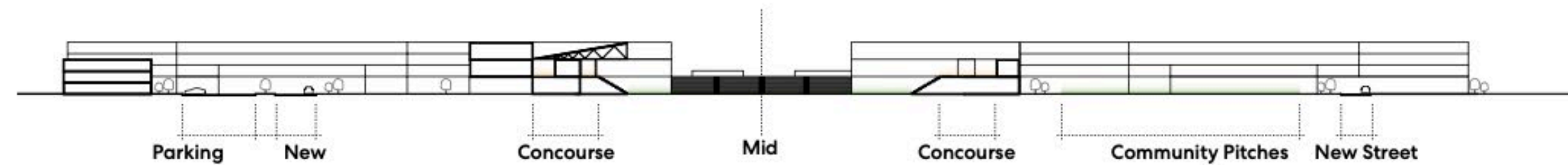
**Residential Entry**

West Entry

Primarily Parking on Residential Street and Adjacent surface lots



Level 01



# Proposed Development D.1

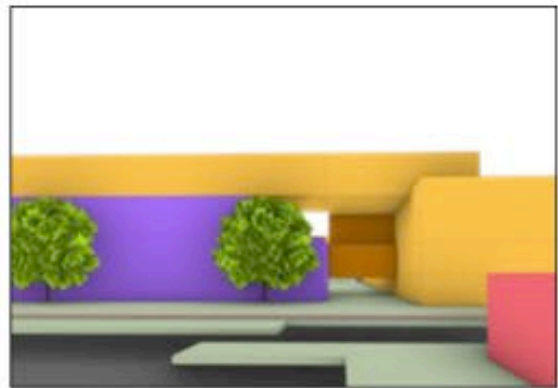
West Modesto



**General Fan Entry**

North Entry

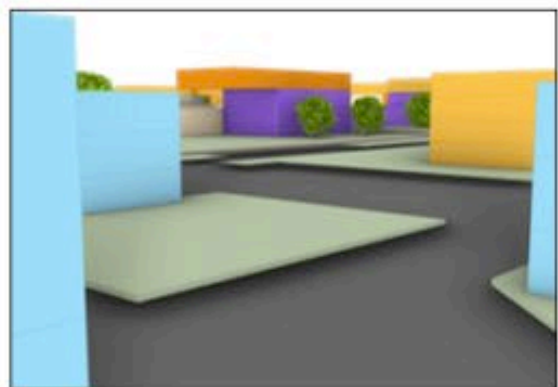
Parking in Surrounding Surface Lots



**Club Entry**

North Entry

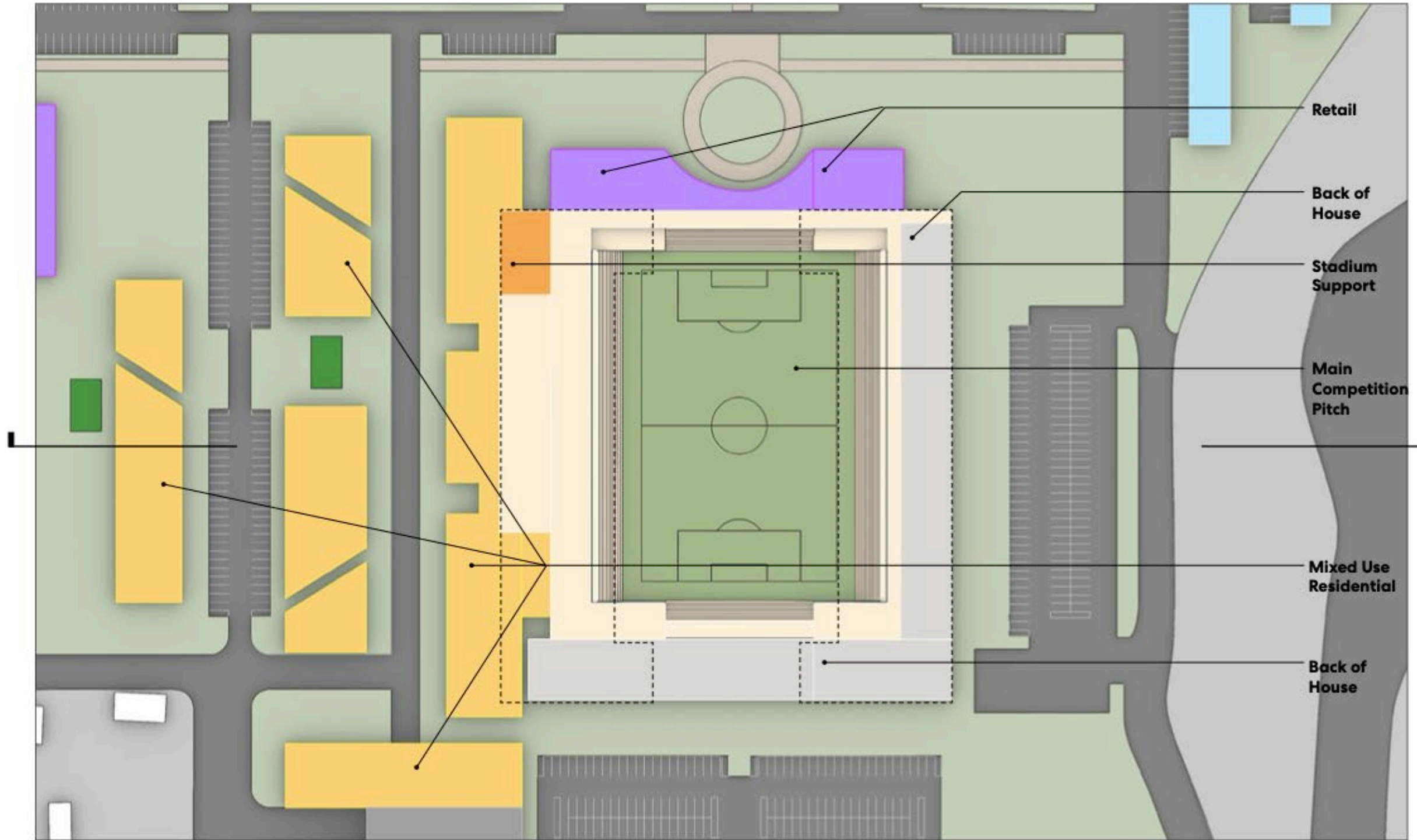
Primarily Parking in Surface Lots to the North



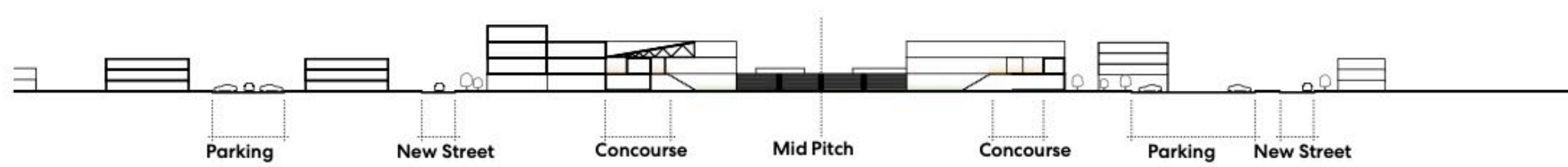
**Residential Entry**

West Entry

Primarily Parking on Residential Street and Adjacent surface lots



Level 01



**United Soccer League  
Stadium**  
Council Options



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# SUMMARY

- West Modesto offers low acquisition risk, faster timeline, and greater potential development massing.
- Downtown has long-term downtown economic value but comes with greater cost and time.



# POTENTIAL TIMELINE

- Phase 1: Site Selection: November 2024 – July 2025
  - Site Visit, Site Test Fit, Site & Market Analysis, Site Selection
- Phase 2: Definition & Planning: July 2025 – October 2025
  - Setup Meeting Cadence, Project Vision & Goals, Approval/Procurement Process, Communication Plan, Community Engagement Plan, Renderings, Preliminary Schedule, Preliminary Budget, MOU
- Phase 3: Due Diligence: July 2025 – November 2025
  - Economic Impact Study, Environmental Study, Geotechnical Survey, Infrastructure Analysis
- Phase 4: Approvals & Procurement: October 2025 – December 2026
  - A/E Selection, GC Selection, Project Funding Approval, Term Sheet, Development Agreement, Site Entitlements, Site Acquisition, Land Assemblage, Site Permitting, Finalize Design, Finalize GMP, Finalize Construction Docs
    - Site Acquisition may take longer for Downtown Site rather than West Modesto; more property to purchase & land owners to negotiate with.
- Phase 5: Launch & Execution: January 2027 – 2028
  - Groundbreaking, Construction, Schedule Management, Stakeholder Reporting & Comms
- Phase 6: Close: 2028
  - Punchlist Management, Project Closeout Documentation, Certificate of Occupancy, Staffing & Training, Operational Support





# COUNCIL DIRECTION- PREFERRED SITE SELECTION

**Option 1:**  
Downtown Site North

**Option 2:**  
West Modesto



**United Soccer League  
Stadium**  
Thank You.

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