



ZONING ORDINANCE TEXT AMENDMENT Application

ZONING OFFICE USE ONLY

Date Received: _____
 Ward: _____
 Zoning District: _____
 Preservation: _____
 Case Number: _____

1. PROPERTY, IF APPLICABLE

Address 1501 Central Street (Ryan Field)
 Permanent Identification Number(s): 05-35-310-007 / -015 / -019 / -020 / -022 and 05-35-318-015
 PIN 1: ------- PIN 2: -------
 Plats of survey for all properties that are subject to this petition **must** be included. Surveys must be accurate as of the current date.

2. APPLICANT

Name: Luke Figora
 Organization: Northwestern University
 Address: 2020 Ridge Avenue, Suite 250
 City, State, Zip: Evanston, IL 60208
 Phone: 847-491-7696 Cell: _____
 E-mail: luke.figora@northwestern.edu

Please circle the primary means of contact.

3. PROPERTY OWNER (if different than applicant), if applicable

Name: Same as applicant
 Address: _____ City, State, Zip: _____
 Phone: _____ Cell: _____
 E-mail: _____

Please circle the primary means of contact.

What is the relationship of the applicant to the property owner?

- same
- architect
- officer of board of directors
- builder/contractor
- attorney
- other: _____
- potential purchaser
- lessee
- potential lessee
- real estate agent

"By signing below, I give my permission for the Applicant named above to act as my agent in all matters concerning this petition. I understand that the Petitioner will be the primary contact for information and decisions during the processing of this petition, and I may not be contacted directly by the City of Evanston. I understand as well that I may change the named Petitioner at any time by contacting the Zoning Office in writing."

Property Owner(s) Signature(s) -- REQUIRED 1-25-23
Date

4. SIGNATURE OF APPLICANT

"I certify that all of the above information and all statements, information and exhibits that I am submitting in conjunction with this application are true and accurate to the best of my knowledge."

Applicant Signature -- REQUIRED 1-25-23
Date

5. REQUIRED DOCUMENTS AND MATERIALS

The following are required to be submitted with this petition:

- (This) Completed and Signed Form**
- Legal descriptions of all properties as shown on Plat of Survey**, if applicable.
- Plat(s) of Survey**, if applicable. Date(s) of Survey(s): June 24, 2022
Plats of survey must be completed by a licensed surveyor and must be current so that it displays every structure, patio, deck, walkway, etc., that is currently on the property. Copies must be legible for all dimensions and details.
- Proof of Ownership**, if applicable. Document(s) Submitted: Chain of Title
Accepted for proof of ownership includes: deed, mortgage, contract to purchase, closing documents, (price may be blacked out on submitted documents). **A tax bill cannot be accepted as proof of ownership.**
- Application & Mailing Fee** Amount \$ 1100
Application & Mailing Fees may be paid by cash, check, or credit card. Please contact Community Development for number of required mailings and mailing fee.
- Additional Documentation**
Any other documents as may be required by the Community Development Director. Please contact the Community Development Department for any additional requirements.

Zoning Ordinance Text Amendment Applications take approximately 10 business days for initial review. Alterations or modifications that require re-review may take longer. Please contact the Zoning Office at 847.448.4311 with any questions. Complete applications may be submitted in person or by mail to:

City of Evanston
Zoning Office, Room 3202
2100 Ridge Avenue
Evanston, IL 60201

MEMORANDUM

To: Steven Himes
Northwestern University

From: Peter Lemmon, P.E., PTOE
Kimley-Horn and Associates, Inc.

Date: January 24, 2023

Subject: Ryan Field Redevelopment
Transportation and Parking Management for Concert Events
Evanston, Illinois

Introduction

Kimley-Horn and Associates, Inc., (Kimley-Horn) was retained by Northwestern University to assess current multimodal transportation conditions at Ryan Field for college football game days and evaluate anticipated transportation and parking conditions associated with a proposed new event type at Ryan Field – concerts.

This memorandum outlines key transportation characteristics associated with concert events, highlights considerations for transportation and parking management for such events at the proposed Ryan Field redevelopment and summarizes elements and strategies to appropriately manage the arrival and departure of concert attendees using a range of transportation modes.

Proposed Plan

Attendance Capacity

The proposed Ryan Field redevelopment plan includes a spectator capacity of approximately 35,000 for football games. Due to the placement of the stage and supporting infrastructure, the capacity for concert events is planned for up to 28,500 attendees. The proposed concert capacity is 20 percent less than the proposed seating capacity for football games and represents a 40 percent reduction from the current 47,000 capacity of Ryan Field.

Days and Times of Events

Concert events at Ryan Field are expected to occur primarily during weekend evenings. The event times and durations will vary by number of acts and characteristics of the acts themselves.

Parking

Parking would be provided via a mix of both on and off-site lots and garages. On-site parking in the east and west lots at Ryan Field will include just under 1,400 spaces. Off-site parking can be provided for concert events at several locations accessible via foot, shuttle, and train. In closest proximity, Canal Shores represents an opportunity for off-site parking that is within a short walk of the venue. Since the Ryan Field

concert season is expected to be focused in relatively warmer months (May-October), Canal Shores will be generally be in the midst of golf season and may be unavailable at times.

Off-site parking will also be available at garages and surface lots on Northwestern University's campus with access to Ryan Field via a shuttle system, similar to college football game days. Downtown Evanston also provides multiple options for garage parking with the stadium accessible via a shuttle system, as currently operated for game days, or rail most likely using the CTA Purple Line over Metra due to frequency of trains.

Collectively, these on-site and off-site parking options are expected to serve the anticipated parking needs for concert events.

Concert Transportation Characteristics

Attendees of concert events exhibit different transportation characteristics than those attending college football games. However, characteristics also differ between acts due to different demographics. For example, the attendees of one act may use more inclined to ride transit while attendees of another act may skew more towards driving and parking. Attendees for different acts at the same venue may also be more likely to carpool with more people in the car than another act.

Although there are variations in key transportation characteristics across acts and even the day of the week, the following outlines general assumptions for key transportation characteristics at a venue such as Ryan Field.

Transit Use

The percentage of attendees that use transit, primarily Metra and CTA Rail, is expected to range between 30 and 65 percent. This range is dependent on the acts and their associated demographics. Ryan Field is easily accessible via two different rail lines within a short walk (less than 1,900 feet).

Vehicle Occupancy

For those that travel to/from concert venues by car, an important metric is the average number of attendees per vehicle. The higher the average vehicle occupancy is, the fewer cars there are on the road and the fewer parking spaces are needed to accommodate concert attendees. For many concerts, a common average occupancy ranges from 2.5 to 2.75 people per car; however, some concerts experience higher occupancies ranging between 3.0 and 3.4 people per car. While attendee demographics would influence the likeliness for the number of people that ride together for a show, other factors can also influence this characteristic, such as parking pricing – higher prices generally encourage attendees to ride together and reduce the cost to attend a show.

Rideshare

Compared to football games, concerts tend to experience higher levels of using rideshare or Transportation Network Companies (TNCs) such as Uber and Lyft. Data collected at other major concert venues located in urban environments suggest that approximately 8 to 10 percent of attendees use taxi and rideshare options to get to and from the event.

Walking / Biking

Walking and biking typically represent relatively low percentages of an attendee's primary transportation mode choice getting to and from concerts. While many concert-goers will be walking in the vicinity of an event and the venue and routes leading to/from should be designed to accommodate high levels of

pedestrian activity, walking is often paired with other primary modes such as parking in an off-site lot or walking to/from a transit station.

From a bicycle standpoint, the associated mode share is relatively low (1 to 2 percent). However, many attendees that live in Evanston, Wilmette, and other nearby communities and neighborhoods may ride a bike to a concert and require places to securely park or store their bicycle during the concert. Additional options for shared active transportation, such as a Divvy station, should also be considered.

Distribution of Arrivals and Departures

Similar to football games, not all attendees of a concert arrive and depart at the same time or within the peak hour immediately before and after an event. The distribution of concert traffic is spread out over multiple hours with arrivals being less concentrated before an event than departures following an event, but in both cases, traffic is spread beyond the peak hour.

Before a concert, some attendees arrive to the venue area early, prior to the peak hour, to grab dinner or drinks. Typically, concerts have opening acts that some attendees want to see while others will arrive at some point during the opening act and yet others will miss the opening act entirely and arrive just to watch the main act. The day of the week can also contribute to the peak hour distribution of arrivals as attendees of weekday evening events may have to coordinate with their work schedules. Based on data collected at other concerts, between 50 and 70 percent of arrivals occur during the peak hour prior to a concert event.

While traffic for football games is also not concentrated in the hour before an event, its traffic typically starts earlier (3-4 hours prior to kick-off) with tailgating, resulting in longer event-related traffic conditions. In contrast, tailgating is not permitted for concerts and event traffic conditions is not spread out over a significant portion of the day.

Following a show, concert departure traffic is more concentrated than arrivals. Yet, approximately 10 to 15 percent of traffic departs outside of the peak hour. Some attendees may leave early to beat the rush and others may wait while patronizing nearby restaurants/bars before heading home. Also worth noting is that concert departure traffic occurs late in the evening when ambient traffic volumes on the streets are significantly lower than during daytime and pre-event periods. In contrast, exiting traffic for daytime football games occurs with higher levels of ambient traffic activity.

Site Evaluation

Based on key transportation characteristics associated with concert events, the following section summarizes an evaluation of Ryan Field and the surrounding area relative to how these characteristics apply to potential concerts at this venue.

Transit Access

Concert venues with adjacent or close proximity to convenient transit options (particularly rail transit) benefit greatly by providing opportunities to access the event without dealing with traffic and parking. Venues with such transit options require fewer parking spaces and generate less traffic than those without transit access. Consider local venues such as Ravinia in Highland Park and Wrigley Field in Chicago. Ravinia maintains an adjacent Metra station on the Union Pacific North Line. Wrigley Field leverages the CTA's Red Line station at Addison to provide a major access option for a similarly sized venue without significant parking options nearby.

Ryan Field is uniquely positioned among Chicago-area concert venues to take advantage of two separate train options with Metra's Central Street Station on the Union Pacific North Line located approximately 1,500 feet west of Ryan Field and the CTA's Central Street Purple Line station located just under 1,900 feet to the east. Both rail stations are a short walk from Ryan Field and would be expected to draw a significant mode share for concert attendees.

Parking

Multiple parking options are available to serve a concert's parking needs. The parking on site combined with a range of off-site locations helps to distribute associated traffic both spatially and over time, thus helping to limit traffic impacts across the street network. Just under 1,400 spaces will be available at Ryan Field's west and east parking lots. Canal Shores Golf Club, similar to football games (but without tailgating) may be available for concert event parking that is easily walkable to the venue.

Off-site garage parking is available on campus at the North Campus Parking Garage near Ryan Field House and at the South Campus Parking Garage near the Segal Visitors Center and the University's Sailing Center. Additional surface lots on campus will also be available. These campus parking locations will have significant capacity during the concert season at Ryan Field as events will primarily occur in the evenings (when campus visitor, student, faculty, and staff parking needs are low) and during the late spring-to-early fall season (when students are away for summer break during much of the season). The campus parking garages and lots would be served by free shuttles, similar to the system in place for football games at Ryan Field.

Downtown Evanston is another area for off-site parking including the Maple Street Garage, Church Street Garage, and Sherman Plaza Garage. Attendees using these garages can then access Ryan Field using shuttles (also similar to current football games at Ryan Field) or the Chicago Transit Authority's Purple Line. Downtown parking could also be promoted in tandem with pre-event dining options for concert-goers to support activity in the downtown.

Active Management of Traffic

Evanston Police and Northwestern University are familiar and experienced with special event traffic and parking at Ryan Field. This experience and lessons learned over years of football games are valuable in properly managing the traffic and pedestrian conditions in the hours leading up to and immediately following events at Ryan Field. Active management by police and other traffic control personnel includes directing traffic, assisting pedestrians at intersections and other key crossing locations, manually controlling traffic signals during peak periods to flush queues and address congestion, and to clear paths for emergency vehicles.

Transportation Management Strategies

In conjunction with an updated transportation management plan that will be prepared in advance of football games at the new Ryan Field, strategies that may be enacted to manage multimodal transportation and parking for evening concerts are outlined below.

On and Off-Site Parking

Using a combination of both on-site and off-site parking options will accommodate parking needs for a range of concert events while distributing traffic across the City's street network and access routes. This approach helps to reduce congestion and a concentration of traffic in the area surrounding Ryan Field.

Shuttle Service for Off-Site Parking

Consistent with football game days, a free shuttle service will provide access between off-site parking locations on Northwestern University's campus and Downtown Evanston. Designated routes and passenger loading areas would be defined as part of a transportation management plan coordinated with the City.

Personalized Transportation Communications

In conjunction with ticket and parking purchases, customized transportation options can be developed and communicated with event ticket holders. Based on the location of pre-purchased parking and ticketholder zip codes, personalized travel routes can be provided to attendees via e-mail and text which helps to direct along preferred routes and limit unnecessary circulation of traffic in the area. Options for transit and other means of access can also be promoted and communicated to ticketholders.

Neighborhood Access and Parking Restrictions

During football games at Ryan Field, a portion of off-site parking occurs in surrounding neighborhoods, both on the street and on private property, sold by residents and businesses. Concert events represent a new use at Ryan Field and are expected to primarily occur on weekend evenings. For typical concerts in other locations, these times are considered to be in conflict with resident parking in the adjacent neighborhoods that rely on street parking after they come home from work or activities in the evening. Additionally, for other concert venues, traffic circulating through neighborhood street in search of parking is not desirable in evenings.

In contrast, events at Ryan Field do not rely on the surrounding neighborhoods to provide parking capacity. Given this and the concerns of neighbors regarding parking and traffic circulation, access and parking restrictions could be employed to limit access to only residents during concert events. This could be handled passively through permitting, signing, enforcement, and significantly increased fines for event dates or actively with temporary traffic barricades/cones/signs and traffic control personnel that restrict access and neighborhood streets. Residents could be given temporary visitor parking permits that could be used for guests on event dates. If desirable, details of this strategy would be developed in coordination with the City, elected officials, Evanston Police, and neighborhood residents.

On-Going Community Engagement

Transportation management plans should be considered living documents that should be assessed and updated over time as conditions evolve and lessons are learned from experience. To assist in the plan updates, Northwestern plans to establish a community advisory council to review the transportation and parking conditions associated with concerts and other events at Ryan Field, review the effectiveness of the plan's strategies, identify areas that should be addressed due to changing conditions, and explore measures to incorporate into the plan. Together with University representatives and City staff, this group should meet periodically to review conditions over the past season and prepare for the upcoming season (e.g., late fall after the concert and football seasons and in the spring before the start of the concert season). The University, community, and City can consider the details for such on-going community engagement.

Transit Fare Programs

In 2021, Metra started a successful arrangement with Ravinia to provide rides to/from concerts without purchasing a separate Metra ticket. Riders show their event tickets and ride for free. From initial discussions, this program has been considered successful for both entities. A similar program can be explored in conjunction with Metra for concert events to further incentivize Metra as an attractive option to

travel to/from Ryan Field for concerts. Additionally, a similar program can be explored with the CTA to further take advantage of the Purple Line, reduce demand for parking, and limit traffic volumes in the area. The University can work closely with the CTA and Metra to design modified schedules, as appropriate for event days.

Police Traffic Control

Similar to football games at Ryan Field, Northwestern University would continue to engage with Evanston Police to actively manage transportation at key intersections and along streets in the vicinity of Ryan Field. Today, police control and manage intersections in the area generally bounded by Green Bay Road on the west, Ridge Road on the east, Isabella Street on the north, and Lincoln Street on the south. This coverage area is generally expected to be consistent with what would be appropriate for concert events.

Rideshare Designated Staging Area

In general, rideshare tends to be more popular at concert events than at football games with a slightly higher use after the event than when arriving to the event. To orient passenger routes and manage traffic circulation and staging for waiting rideshare vehicles, an off-site rideshare staging area should be established. Additionally, Northwestern University can coordinate with Uber and Lyft to define the boundaries of a geofence that, through each platform's mobile app, restricts a geographic area in which passengers can be picked up.

Conclusion and Recommendations

As part of the proposed Ryan Field redevelopment, Northwestern University proposes to host concert events, primarily on weekend evenings. Based on the reduced event capacity relative to football games, transportation characteristics associated with concert events, a range of available on-site and off-site parking options to distribute traffic, and the stadium's unique position in the market to leverage two rail transit lines, the existing multimodal transportation infrastructure combined with event transportation management strategies can accommodate concert events at the proposed Ryan Field redevelopment.

- Concert event capacity is proposed to be 20 percent less than the proposed seating capacity for football games and 40 percent less than Ryan Field's current capacity.
- Parking for concert events is proposed via a mix of on-site and off-site locations that distribute traffic-related levels of impact across a broad street network.
- Ryan Field is uniquely positioned among Chicago-area concert venues to take advantage of two separate train options. Other popular venues have one or no convenient rail options. For example, Wrigley Field is served by the CTA's Red Line, but not Metra and Ravinia is served by Metra, but not the CTA. Soldier Field and Huntington Bank Pavilion at Northerly Island are $\frac{3}{4}$ to over a mile walk to the CTA's Red Line.
- Concerts would typically occur during weekend evenings when background traffic volumes are lower, and when streets have greater available capacity, compared to daytime hours.
- Several transportation management strategies are planned to build off existing measures in place for football games and further increase transit use, limit neighborhood traffic and parking impacts, manage rideshare options, and monitor/update the plan in coordination with the community as conditions evolve over time.

Proposed Modifications to Original May 2, 2023 Application

Proposed

6-15-7-2. – PERMITTED USES

The following uses shall be permitted in the U2 district:

Business or vocational school.

Fieldhouse.

Indoor recreational facility (college and university).

Outdoor recreational facility (college and university).

Parking lot (college and university).

Playground.

Stadium.

Intramural, intercollegiate or amateur sports and athletic events and practice therefor.

Local, regional and State elementary and high school athletic events and practice therefor.

Band playing and practice in connection with another permitted use.

Commencement, convocation and graduation exercises.

University-sponsored lectures, speakers, musical performances and other cultural events held within an enclosed building provided that attendance is limited to ten thousand (10,000) or less.

Outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing (which shall require loudspeaker permits from the City for any noise amplification), hosted by the University or City and designed for the University or local community, provided that the capacity for such events is no greater than 7,500, and no more than 60 days of programming occurs annually. Such events shall not include any outdoor plaza rentals to organizations not affiliated with the University or City.

Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities, provided that attendance is limited to the capacity of the specific facilities.

Accessory uses to the above permitted uses, including administrative and faculty offices, classroom, auditoriums, athletic facilities and parking spaces.

Off-street parking for hospital employees and for university students, employees, guests and invitees.

Public-facing concerts (provided they meet the conditions listed below):

This Subsection provides standards to ensure that temporary uses shall not impose an undue adverse effect on neighboring streets or property.

1. Attendance at such events is limited to the capacity of the facility.
2. A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.
3. Private security is provided for University-owned parking areas utilized.
4. Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.
5. Live animals used in conjunction with any event may only be stored within a completely enclosed building.
6. There shall be no more than six (6) total days of such events in any calendar year within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.
7. Lighting associated with such events shall be directed away from adjacent residences.
8. Vehicles may only idle in approved designated areas on private property.
9. Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 10:15 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.

Any uses not outlined herein shall require approval by the City's Special Events Committee.

Proposed

6-15-7-2. – PERMITTED USES

The following uses shall be permitted in the U2 district:

Business or vocational school.

Fieldhouse.

Indoor recreational facility (college and university).

Outdoor recreational facility (college and university).

Parking lot (college and university).

Playground.

Stadium.

Intramural, intercollegiate or amateur sports and athletic events and practice therefor.

Local, regional and State elementary and high school athletic events and practice therefor.

Band playing and practice in connection with another permitted use.

Commencement, convocation and graduation exercises.

Indoor and outdoor University-focused lectures, speakers and other community or cultural events and musical performances provided that attendance is limited to ten thousand (10,000) persons or less.

Indoor and outdoor community-focused lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing, provided that attendance is limited to ten thousand (10,000) persons or less.

Banquet halls, including luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.

Accessory uses to the above permitted uses, including administrative and faculty offices, classroom, auditoriums, athletic facilities and parking spaces.

Off-street parking for hospital employees and for university students, employees, guests and invitees.

Public-facing concerts (provided they meet the conditions listed below):

This Subsection provides standards to ensure that temporary uses shall not impose an undue adverse effect on neighboring streets or property.

1. Attendance at such events is limited to the capacity of the facility.

2. A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.
3. Private security is provided for University-owned parking areas utilized.
4. Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.
5. Live animals used in conjunction with any event may only be stored within a completely enclosed building.
6. There shall be no more than ten (10) total days of such events in any calendar year within the U2 district, excluding setup and takedown.
7. Lighting associated with such events shall be directed away from adjacent residences.
8. Vehicles may only idle in approved designated areas on private property.
9. Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 11:00 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.

1501 Central Street (Ryan Field)
Zoning Ordinance Text Amendment Application

Section 8 – Proposed Amendment

Please describe the reason for the proposed zoning ordinance text amendment.

Response: The proposed zoning ordinance text amendment is necessary to allow for additional activation of the new Ryan Field as a broader community asset, in a manner aligned with the magnitude of investment and consistent with stadium projects across the country. As a once-in-a-century, transformational project, the new Ryan Field provides an opportunity for unprecedented job creation and economic impact in Evanston. However, it is not consistent with modern stadium design, operational practice, or financial sustainability to limit use of the new facility to only seven football games per year. Such limited use would leave this state-of-the-art facility sitting dormant the remaining 350+ days per year.

Currently, Section 6-15-7-2 (U2 District Permitted Uses) is overly restrictive in permitted uses and unclear regarding what types of events are allowed. Additionally, the current ordinance should be updated to reflect proposed updates to operational requirements and restrictions, including permitted hours for events and traffic management planning for events.

The Applicant requests the amendment to clarify the types of community events permitted and to allow for up to 10 public-facing, full-capacity concerts. These changes are necessary for the new Ryan Field project to move forward, as the University needs to make material financial commitments in the coming months in order for the stadium to be built in alignment with its September 2026 target opening.

It should be noted that, although Northwestern is exempt from paying property taxes, it pays a variety of state, local, and federal taxes annually. The additional uses of Ryan Field will be subject to local amusement, sales, liquor, and parking taxes – all which will generate new tax revenue for the City. In addition, it is contemplated that non-profit organizations may perform some activities that are ancillary to, but in support of, their core mission. The Internal Revenue Service addresses this with its provisions on Unrelated Business Income Tax. It's also important to clarify – the University isn't pursuing this additional activity to generate profits – the University is a non-profit organization and doesn't have shareholders.

Additionally, the Applicant has committed to enter into a Memorandum of Understanding (MOU) with the City of Evanston prior to the first concert to address operational issues that are outside of the purview of zoning. The items to be included in the MOU include: the terms for the Applicant's reimbursement of the City for event-day services; specific security, traffic, and sustainability plans; the requirements for periodic updates to the Traffic Management Plan, which shall include specific traffic control measures, street closures and potential blockades during events; the parameters for a newly created Community Advisory Council that shall meet periodically, as needed, to serve as a conduit for community input; and any additional items raised during the ongoing community process. Finally, the Applicant has committed to cooperate with the City and support its efforts on the currently-pending referral to implement event-day permit parking for area residential streets.

Section 6 – Zoning Code Text Amendment

Proposed Amendments to Section 6-15-7-2 of the Zoning Ordinance

Current Language	Proposed Language	Explanation
The following uses shall be considered permitted uses when conducted in association with the above permitted uses:	<i>Eliminate language</i>	Remove ambiguity about what uses are “conducted in association with an above permitted use” and allow for use of facilities in the U2 district by the community.
Intramural and intercollegiate sports and athletic events and practice therefor.	Intramural, intercollegiate or amateur sports and athletic events and practice therefor.	Clarify that other amateur sports events are allowed in addition to high school or college athletics, such as Olympic trials or competitions, 7 on 7 football games, college pro days/combines and Special Olympics events.
Band playing and practice in connection with the above events.	Band playing and practice in connection with another permitted use.	Clarify that band playing and practice is allowed in connection with any other permitted use, not simply the ones listed above.
University-sponsored lecture, speakers, musical performances and other cultural events held within an enclosed building provided that attendance is limited to ten thousand (10,000) or less.	Indoor and outdoor lectures, speakers and other community or cultural events and musical performances intended for the University community, provided that attendance is limited to ten thousand (10,000) persons or less.	Clarify that University-related events do not have to be <i>sponsored</i> by the University and allow events to also be held outdoors
<i>New Section</i>	Indoor and outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing, hosted by the University or City and designed for the local community, provided that attendance is limited to seven thousand five hundred (7,500) persons or less and no more than 60 days of such programming shall be offered outdoors in a given year. Such events shall not include any outdoor plaza rentals to organizations not	Add a new section allowing for smaller community events in the U2 District that are sponsored by the University or City, intended primarily to allow for the use of the new Ryan Field plazas by the community. Third party events will require approval by Special Events Committee.

	affiliated with the University or City, all of which shall require approval by the City's Special Events Committee.	
Luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.	Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities, provided that attendance is limited to the capacity of the specific facilities.	Allow for other dining/private event uses, including philanthropic events, weddings, birthdays, etc.
Off-street parking for hospital employees and for university students and employees.	Off-street parking for hospital employees and for university students, employees, guests and invitees.	Add "guests and invitees" as allowed in the off-street parking.
<p>Temporary event (provided they are of a community or cultural nature and further provided they meet the conditions listed below):</p> <p>Community and cultural events of a nonprofit nature intended primarily for residents of the City and amateur athletic events shall be permitted provided that the following conditions are met:</p> <p>Sponsors of the temporary event shall obtain a certificate of zoning compliance pursuant to Section 6-4-8-2 of this Title.</p>	Public-facing concerts (provided they meet the conditions listed below):	Clarify and simplify the type of capacity events that are allowed and eliminate the requirement of a certificate of zoning compliance, as required operationally in order to book acts in advance. Note: The requirement of coordinating meetings with City staff will be included in an MOU between Evanston and Northwestern.
Attendance at such events is limited to ten thousand (10,000) persons or less.	Attendance at such events is limited to the capacity of the facility.	Allow for events up to the capacity of the respective facility.
Adequate university parking is available and is provided to all persons attending the event.	A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.	Provides for required parking to be governed by the approved Planned Development and a Traffic Management Plan that will cover utilization of off-site parking, alternate modes of transportation, the provision for closure of streets and other topics.
Private security is provided for those parking areas utilized.	Private security is provided for University-owned parking areas utilized.	Clarify that private security is only required for University-owned parking areas (or as

		established by the Traffic Management Plan).
Adequate provision of traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of traffic and the security and safety of said traffic flow	Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.	Enhance requirement to include “multi-modal” traffic control, including pedestrian and bicycle traffic.
No more than seven (7) such events shall be held in any calendar year in any one facility, and each such event shall not exceed five (5) consecutive days in duration.	There shall be no more than ten (10) total days of such events in any calendar year within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.	Establish the number of permitted events as 10 total across the entire district. Prohibit two full-capacity events occurring simultaneously at Ryan Field and Welsh-Ryan Arena.
Tractor trailers may not remain running while parked on the public street or in off-street parking areas.	Vehicles may only idle in approved designated areas on private property.	Expand “tractor trailers” to all vehicles and allow for idling on private property but only in designated areas. Note: Idling on public streets is restricted by Evanston idling code.
<i>New Section</i>	Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 10:15 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.	Add event hours more restrictive than proposed noise ordinances and common practice to be restricted after 10:00 pm on school nights and 10:15 pm other nights.

Section 9 – Standards

Explain how the petitioned amendment relates to or satisfies each of the following standards.

(A) How is the proposed amendment consistent with the goals, objectives, and policies of the Comprehensive General Plan, as adopted and amended from time to time by the City Council?

Response: The Comprehensive Plan was last amended in 2000 – over 20 years ago. The Comprehensive Plan recognizes that institutions are a vital engine of the local economy and outlines policies to monitor institutional development and evolution, including by using land use regulations to limit negative effects on the surrounding community. It also encourages Evanston to support the growth and evolution of institutions so long as the growth does not have an adverse impact on adjacent residential neighborhoods.

The proposed new Ryan Field is a once-in-a-century opportunity for the City of Evanston and will allow for a sustainable, year-round community asset for the neighborhood and City, while aspiring to be one of the most accessible collegiate stadiums by applying Universal Design standards for accessibility and inclusivity. The Applicant has worked closely with the neighborhood and working groups to develop protocols for minimizing the impact on the surrounding residential neighborhood. This includes a limit of 10 public-facing, full-capacity concerts per year (i.e., less than 3% of the year), requiring a traffic management plan and multi-modal traffic-control devices, limiting the hours for concerts, and providing for security at no City expense.

(B) In what ways is the proposed amendment compatible with the overall character of existing development in the immediate vicinity of the subject property?

Response: The proposed new stadium will address deficiencies of the existing stadium while reducing the capacity by 12,000 seats. The proposed amendment will only increase the number of full-capacity concerts at the stadium by less than 3% of the year annually. At the same time, it will make the new stadium financially viable and a better community asset rather than sitting dormant outside of game days and the current limited number of events.

The proposed new stadium is designed by the internationally recognized team of Perkins & Will and HNTB Architects and responds to the existing vicinity by creating a distinguished architectural design that reflects both the community and the Northwestern Athletic Campus. The gentle sloping limestone west façade echoes the original 1926 stadium design. The exterior limestone incorporates a material seen throughout Evanston and provides a high-quality expression absent from most stadiums but keeping with Northwestern’s commitment to design excellence. The new plazas, parking and landscape design will enhance the public areas surrounding both the stadium and Welsh Ryan Arena by providing improved pedestrian circulation and crowd control. The East Parking Lot is designed to mirror the quality and details employed in the recently renovated West Parking Lot and helping to unify the existing campus while providing landscape buffers to the adjacent residential areas.

Importantly, the new Ryan Field aspires to be the most accessible stadium in college football with an accessible seating capacity that will exceed ADA standards and a universal design approach for the entire site and stadium. The universal design approach strives to make the environment more inclusive and allow for equitable, flexible, simple, and intuitive use. Beginning with the site design and continuing into the stadium interior spaces and seating bowl, the universal design approach will improve the fan experience with multiple design features, including accessible parking near entrances, multiple accessible entrances, elevators, intuitive wayfinding, assistive communications technology, and accommodations for visually and hearing-impaired guests.

Finally, the Applicant has engaged an acoustical engineer to collect data on existing gameday noise and compare it to a computer model designed to predict future noise produced by concerts. The engineer's analysis is enclosed.

(C) Will the proposed amendment have an adverse effect on the values of adjacent properties and why?

Response: No, the proposed amendment will not have an adverse effect on the values of adjacent properties. To the contrary, reports have indicated that proximity to music venues and stadiums may lead to enhanced home values. As noted above, the proposal is limited to total 10 public-facing, full capacity concerts per year, consisting of less than 3% of the year.

The University asked its economic impact consultant, Tripp Umbach, to research the impact of stadium projects on residential housing values. In addition to a wide range of social and community benefits, Tripp Umbach provided the following:

“According to research published in the Journal of Sports Economics, there is evidence that the construction of a new facility or renovation of an existing facility increases property values by 1.75% for each 10% decrease in distance from the house to the facility.¹ In other words, the closer a house is to the stadium, the more property values are positively impacted. This is also evident in a property value map of Evanston, broken out by city council districts. Ward 7, where Ryan Field is located, maintains the city's highest average residential property value. The opening of a facility is also associated with a 20% increase in mortgage applications to purchase homes in the area.”²

While each jurisdiction is different and subject to a number of moving factors at any given time, much press has been given to recent mega-stadium builds in [Los Angeles](#) and [Atlanta](#). In Evanston's current situation, Ryan Field already exists, and the physical improvements to the stadium and surrounding area, financed privately, would only have a positive impact on local property values.

In 2016, Realtor.com [analyzed prices](#) for homes located near to an outdoor music venue and found at least a 9% associated premium. Additional studies reveal the net positive impact on housing prices and new stadium developments. In November 2022, West End [home of the TQL stadium for FC Cincinnati] home prices were up 2.5% compared to last year.” ([Redfin, 2022](#)). Homes in neighborhoods close to new stadium builds — or proposed stadium builds — on average, have premiums ranging between 3 percent and 15 percent.” ([reonomy.com, 2020](#))

(D) What change to existing public facilities and services, if any, will be required to serve the effects of the proposed amendment?

¹ Assessing the Economic Impact of Sports Facilities on Residential Property Values: A Spatial Hedonic Approach. (Xia Feng 2018).

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Response: The Applicant has worked with City staff and the neighborhood to address and accommodate any increased need for public facilities and services that is generated by the proposed amendment. For more than one year, the Applicant has actively listened to Evanston residents to better understand the shortcomings of the current stadium and to address future issues. Since the start of their fiscal year (September 2022) alone, the Applicant has engaged with Evanston by hosting 38 community forums and participated in 146 community events and conversations with residents and leaders.

This has included working with Kimley Horn to develop a Transportation and Parking Management Plan for the proposed concerts to minimize impact on public facilities and services. As part of this plan, Kimley Horn recommends utilizing on-site and off-site parking and providing shuttle service for off-site parking. The Applicant will also explore coordinating with Metra and CTA to arrange for rides to/from concerts without purchasing a separate ticket, similar to the arrangement with Ravinia. Finally, similar to football games, the Applicant will coordinate with Evanston Police to manage key intersections in the vicinity of the stadium, which will be done at the Applicant's cost.

1501 Central Street (Ryan Field)
Zoning Ordinance Text Amendment Application

Section 8 – Proposed Amendment

Please describe the reason for the proposed zoning ordinance text amendment.

Response: The proposed zoning ordinance text amendment is necessary to allow for additional activation of the new Ryan Field as a broader community asset, in a manner aligned with the magnitude of investment and consistent with stadium projects across the country. As a once-in-a-century, transformational project, the new Ryan Field provides an opportunity for unprecedented job creation and economic impact in Evanston. However, it is not consistent with modern stadium design, operational practice, or financial sustainability to limit use of the new facility to only seven football games per year. Such limited use would leave this state-of-the-art facility sitting dormant the remaining 350+ days per year.

Currently, Section 6-15-7-2 (U2 District Permitted Uses) is overly restrictive in permitted uses and unclear regarding what types of events are allowed. Additionally, the current ordinance should be updated to reflect proposed updates to operational requirements and restrictions, including permitted hours for events and traffic management planning for events.

The Applicant requests the amendment to clarify the types of community events permitted and to allow for up to 10 public-facing, full-capacity concerts. These changes are necessary for the new Ryan Field project to move forward, as the University needs to make material financial commitments in the coming months in order for the stadium to be built in alignment with its September 2026 target opening.

It should be noted that, although Northwestern is exempt from paying property taxes, it pays a variety of state, local, and federal taxes annually. The additional uses of Ryan Field will be subject to local amusement, sales, liquor, and parking taxes – all which will generate new tax revenue for the City. In addition, it is contemplated that non-profit organizations may perform some activities that are ancillary to, but in support of, their core mission. The Internal Revenue Service addresses this with its provisions on Unrelated Business Income Tax. It's also important to clarify – the University isn't pursuing this additional activity to generate profits – the University is a non-profit organization and doesn't have shareholders.

Additionally, the Applicant has committed to enter into a Memorandum of Understanding (MOU) with the City of Evanston prior to the first concert to address operational issues that are outside of the purview of zoning. The items to be included in the MOU include: the terms for the Applicant's reimbursement of the City for event-day services; specific security, traffic, and sustainability plans; the requirements for periodic updates to the Traffic Management Plan, which shall include specific traffic control measures, street closures and potential blockades during events; the parameters for a newly created Community Advisory Council that shall meet periodically, as needed, to serve as a conduit for community input; and any additional items raised during the ongoing community process. Finally, the Applicant has committed to cooperate with the City and support its efforts on the currently-pending referral to implement event-day permit parking for area residential streets.

Section 6 – Zoning Code Text Amendment

Proposed Amendments to Section 6-15-7-2 of the Zoning Ordinance

Current Language	Proposed Language	Explanation
The following uses shall be considered permitted uses when conducted in association with the above permitted uses:	<i>Eliminate language</i>	Remove ambiguity about what uses are “conducted in association with an above permitted use” and allow for use of facilities in the U2 district by the community.
Intramural and intercollegiate sports and athletic events and practice therefor.	Intramural, intercollegiate or amateur sports and athletic events and practice therefor.	Clarify that other amateur sports events are allowed in addition to high school or college athletics, such as Olympic trials or competitions, 7 on 7 football games, college pro days/combines and Special Olympics events.
Band playing and practice in connection with the above events.	Band playing and practice in connection with another permitted use.	Clarify that band playing and practice is allowed in connection with any other permitted use, not simply the ones listed above.
<i>New Section</i>	Outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing (which shall require loudspeaker permits from the City for any noise amplification), hosted by the University or City and designed for the University or local community, provided that the capacity for such events is no greater than 7,500, and no more than 60 days of programming occurs annually. Such events shall not include any outdoor plaza rentals to organizations not affiliated with the University or City.	Add a new section allowing for smaller community events in the U2 District that are sponsored by the University or City, intended primarily to allow for the use of the new Ryan Field plazas by the community.
Luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.	Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities, provided that attendance is limited to the capacity of the specific facilities.	Allow for other dining/private event uses, including philanthropic events, weddings, birthdays, etc.

Off-street parking for hospital employees and for university students and employees.	Off-street parking for hospital students, employees, guests and invitees.	Add "guests and invitees" as allowed in the off-street parking.
<p>Temporary event (provided they are of a community or cultural nature and further provided they meet the conditions listed below):</p> <p>Community and cultural events of a nonprofit nature intended primarily for residents of the City and amateur athletic events shall be permitted provided that the following conditions are met:</p> <p>Sponsors of the temporary event shall obtain a certificate of zoning compliance pursuant to Section 6-4-8-2 of this Title.</p>	Public-facing concerts (provided they meet the conditions listed below):	Clarify and simplify the type of capacity events that are allowed and eliminate the requirement of a certificate of zoning compliance, as required operationally in order to book acts in advance. Note: The requirement of coordinating meetings with City staff will be included in an MOU between Evanston and Northwestern.
Attendance at such events is limited to ten thousand (10,000) persons or less.	Attendance at such events is limited to the capacity of the facility.	Allow for events up to the capacity of the respective facility.
Adequate university parking is available and is provided to all persons attending the event.	A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.	Provides for required parking to be governed by the approved Planned Development and a Traffic Management Plan that will cover utilization of off-site parking, alternate modes of transportation, the provision for closure of streets and other topics.
Private security is provided for those parking areas utilized.	Private security is provided for University-owned parking areas utilized.	Clarify that private security is only required for University-owned parking areas (or as established by the Traffic Management Plan).
Adequate provision of traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of traffic and the security and safety of said traffic flow	Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.	Enhance requirement to include "multi-modal" traffic control, including pedestrian and bicycle traffic.

No more than seven (7) such events shall be held in any calendar year in any one facility, and each such event shall not exceed five (5) consecutive days in duration.	There shall be no more than ten (10) total days of such events in any calendar year within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.	Establish the number of permitted events as 10 total across the entire district. Prohibit two full-capacity events occurring simultaneously at Ryan Field and Welsh-Ryan Arena.
Tractor trailers may not remain running while parked on the public street or in off-street parking areas.	Vehicles may only idle in approved designated areas on private property.	Expand “tractor trailers” to all vehicles and allow for idling on private property but only in designated areas. Note: Idling on public streets is restricted by Evanston idling code.
<i>New Section</i>	Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 10:15 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.	Add event hours more restrictive than proposed noise ordinances and common practice to be restricted after 10:00 pm on school nights and 10:15 pm other nights.
<i>New Section</i>	Any uses not outlined herein shall require approval by the City’s Special Events Committee.	Clarify involvement of the City’s Special Events Committee.

Section 9 – Standards

Explain how the petitioned amendment relates to or satisfies each of the following standards.

(A) How is the proposed amendment consistent with the goals, objectives, and policies of the Comprehensive General Plan, as adopted and amended from time to time by the City Council?

Response: The Comprehensive Plan was last amended in 2000 – over 20 years ago. The Comprehensive Plan recognizes that institutions are a vital engine of the local economy and outlines policies to monitor institutional development and evolution, including by using land use regulations to limit negative effects on the surrounding community. It also encourages Evanston to support the growth and evolution of institutions so long as the growth does not have an adverse impact on adjacent residential neighborhoods.

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It should be noted that, although Northwestern is exempt from paying property taxes, it pays a variety of state, local, and federal taxes annually. The additional uses of Ryan Field will be subject to local amusement, sales, liquor, and parking taxes – all which will generate new tax revenue for the City. In addition, it is contemplated that non-profit organizations may perform some activities that are ancillary to, but in support of, their core mission. The Internal Revenue Service addresses this with its provisions on Unrelated Business Income Tax. It's also important to clarify – the University isn't pursuing this additional activity to generate profits – the University is a non-profit organization and doesn't have shareholders.

Additionally, the Applicant has committed to enter into a Memorandum of Understanding (MOU) with the City of Evanston prior to the first concert to address operational issues that are outside of the purview of zoning. The items to be included in the MOU include: the terms for the Applicant's reimbursement of the City for event-day services; specific security, traffic, and sustainability plans; the requirements for periodic updates to the Traffic Management Plan, which shall include specific traffic control measures, street closures and potential blockades during events; the parameters for a newly created Community Advisory Council that shall meet periodically, as needed, to serve as a conduit for community input; and any additional items raised during the ongoing community process. Finally, the Applicant has committed to cooperate with the City and support its efforts on the currently-pending referral to implement event-day permit parking for area residential streets.

Section 6 – Zoning Code Text Amendment

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Intramural and intercollegiate sports and athletic events and practice therefor.	Intramural, intercollegiate or amateur sports and athletic events and practice therefor.	Clarify that other amateur sports events are allowed in addition to high school or college athletics, such as Olympic trials or competitions, 7 on 7 football games, college pro days/combines and Special Olympics events.
Band playing and practice in connection with the above events.	Band playing and practice in connection with another permitted use.	Clarify that band playing and practice is allowed in connection with any other permitted use, not simply the ones listed above.
University-sponsored lecture, speakers, musical performances and other cultural events held within an enclosed building provided that attendance is limited to ten thousand (10,000) or less.	Indoor and outdoor lectures, speakers and other community or cultural events and musical performances intended for the University community, provided that attendance is limited to ten thousand (10,000) persons or less.	Clarify that University-related events do not have to be <i>sponsored</i> by the University and allow events to also be held outdoors
<i>New Section</i>	Indoor and outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing, hosted by the University or City and designed for the local community, provided that attendance is limited to seven thousand five hundred (7,500) persons or less and no more than 60 days of such programming shall be offered outdoors in a given year. Such events shall not include any outdoor plaza rentals to organizations not	Add a new section allowing for smaller community events in the U2 District that are sponsored by the University or City, intended primarily to allow for the use of the new Ryan Field plazas by the community. Third party events will require approval by Special Events Committee.

	affiliated with the University or City, all of which shall require approval by the City's Special Events Committee.	
Luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.	Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities, provided that attendance is limited to the capacity of the specific facilities.	Allow for other dining/private event uses, including philanthropic events, weddings, birthdays, etc.
Off-street parking for hospital employees and for university students and employees.	Off-street parking for hospital employees and for university students, employees, guests and invitees.	Add "guests and invitees" as allowed in the off-street parking.
<p>Temporary event (provided they are of a community or cultural nature and further provided they meet the conditions listed below):</p> <p>Community and cultural events of a nonprofit nature intended primarily for residents of the City and amateur athletic events shall be permitted provided that the following conditions are met:</p> <p>Sponsors of the temporary event shall obtain a certificate of zoning compliance pursuant to Section 6-4-8-2 of this Title.</p>	Public-facing concerts (provided they meet the conditions listed below):	Clarify and simplify the type of capacity events that are allowed and eliminate the requirement of a certificate of zoning compliance, as required operationally in order to book acts in advance. Note: The requirement of coordinating meetings with City staff will be included in an MOU between Evanston and Northwestern.
Attendance at such events is limited to ten thousand (10,000) persons or less.	Attendance at such events is limited to the capacity of the facility.	Allow for events up to the capacity of the respective facility.
Adequate university parking is available and is provided to all persons attending the event.	A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.	Provides for required parking to be governed by the approved Planned Development and a Traffic Management Plan that will cover utilization of off-site parking, alternate modes of transportation, the provision for closure of streets and other topics.
Private security is provided for those parking areas utilized.	Private security is provided for University-owned parking areas utilized.	Clarify that private security is only required for University-owned parking areas (or as

		established by the Traffic Management Plan).
Adequate provision of traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of traffic and the security and safety of said traffic flow	Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.	Enhance requirement to include “multi-modal” traffic control, including pedestrian and bicycle traffic.
No more than seven (7) such events shall be held in any calendar year in any one facility, and each such event shall not exceed five (5) consecutive days in duration.	There shall be no more than ten (10) total days of such events in any calendar year within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.	Establish the number of permitted events as 10 total across the entire district. Prohibit two full-capacity events occurring simultaneously at Ryan Field and Welsh-Ryan Arena.
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(B) In what ways is the proposed amendment compatible with the overall character of existing development in the immediate vicinity of the subject property?

Response: The proposed new stadium will address deficiencies of the existing stadium while reducing the capacity by 12,000 seats. The proposed amendment will only increase the number of full-capacity concerts at the stadium by less than 3% of the year annually. At the same time, it will make the new stadium financially viable and a better community asset rather than sitting dormant outside of game days and the current limited number of events.

The proposed new stadium is designed by the internationally recognized team of Perkins & Will and HNTB Architects and responds to the existing vicinity by creating a distinguished architectural design that reflects both the community and the Northwestern Athletic Campus. The gentle sloping limestone west façade echoes the original 1926 stadium design. The exterior limestone incorporates a material seen throughout Evanston and provides a high-quality expression absent from most stadiums but keeping with Northwestern’s commitment to design excellence. The new plazas, parking and landscape design will enhance the public areas surrounding both the stadium and Welsh Ryan Arena by providing improved pedestrian circulation and crowd control. The East Parking Lot is designed to mirror the quality and details employed in the recently renovated West Parking Lot and helping to unify the existing campus while providing landscape buffers to the adjacent residential areas.

Importantly, the new Ryan Field aspires to be the most accessible stadium in college football with an accessible seating capacity that will exceed ADA standards and a universal design approach for the entire site and stadium. The universal design approach strives to make the environment more inclusive and allow for equitable, flexible, simple, and intuitive use. Beginning with the site design and continuing into the stadium interior spaces and seating bowl, the universal design approach will improve the fan experience with multiple design features, including accessible parking near entrances, multiple accessible entrances, elevators, intuitive wayfinding, assistive communications technology, and accommodations for visually and hearing-impaired guests.

Finally, the Applicant has engaged an acoustical engineer to collect data on existing gameday noise and compare it to a computer model designed to predict future noise produced by concerts. The engineer's analysis is enclosed.

(C) Will the proposed amendment have an adverse effect on the values of adjacent properties and why?

Response: No, the proposed amendment will not have an adverse effect on the values of adjacent properties. To the contrary, reports have indicated that proximity to music venues and stadiums may lead to enhanced home values. As noted above, the proposal is limited to total 10 public-facing, full capacity concerts per year, consisting of less than 3% of the year.

The University asked its economic impact consultant, Tripp Umbach, to research the impact of stadium projects on residential housing values. In addition to a wide range of social and community benefits, Tripp Umbach provided the following:

“According to research published in the Journal of Sports Economics, there is evidence that the construction of a new facility or renovation of an existing facility increases property values by 1.75% for each 10% decrease in distance from the house to the facility.¹ In other words, the closer a house is to the stadium, the more property values are positively impacted. This is also evident in a property value map of Evanston, broken out by city council districts. Ward 7, where Ryan Field is located, maintains the city's highest average residential property value. The opening of a facility is also associated with a 20% increase in mortgage applications to purchase homes in the area.”²

While each jurisdiction is different and subject to a number of moving factors at any given time, much press has been given to recent mega-stadium builds in [Los Angeles](#) and [Atlanta](#). In Evanston's current situation, Ryan Field already exists, and the physical improvements to the stadium and surrounding area, financed privately, would only have a positive impact on local property values.

In 2016, Realtor.com [analyzed prices](#) for homes located near to an outdoor music venue and found at least a 9% associated premium. Additional studies reveal the net positive impact on housing prices and new stadium developments. In November 2022, West End [home of the TQL stadium for FC Cincinnati] home prices were up 2.5% compared to last year.” ([Redfin, 2022](#)). Homes in neighborhoods close to new stadium builds — or proposed stadium builds — on average, have premiums ranging between 3 percent and 15 percent.” ([reonomy.com, 2020](#))

(D) What change to existing public facilities and services, if any, will be required to serve the effects of the proposed amendment?

¹ Assessing the Economic Impact of Sports Facilities on Residential Property Values: A Spatial Hedonic Approach. (Xia Feng 2018).

² Do New Sports Facilities Revitalize Urban Neighborhoods? Evidence from Residential Mortgage Applications. (Huang, Humphreys, 2012)”

Response: The Applicant has worked with City staff and the neighborhood to address and accommodate any increased need for public facilities and services that is generated by the proposed amendment. For more than one year, the Applicant has actively listened to Evanston residents to better understand the shortcomings of the current stadium and to address future issues. Since the start of their fiscal year (September 2022) alone, the Applicant has engaged with Evanston by hosting 38 community forums and participated in 146 community events and conversations with residents and leaders.

This has included working with Kimley Horn to develop a Transportation and Parking Management Plan for the proposed concerts to minimize impact on public facilities and services. As part of this plan, Kimley Horn recommends utilizing on-site and off-site parking and providing shuttle service for off-site parking. The Applicant will also explore coordinating with Metra and CTA to arrange for rides to/from concerts without purchasing a separate ticket, similar to the arrangement with Ravinia. Finally, similar to football games, the Applicant will coordinate with Evanston Police to manage key intersections in the vicinity of the stadium, which will be done at the Applicant's cost.

Proposed

6-15-7-2. – PERMITTED USES

The following uses shall be permitted in the U2 district:

Business or vocational school.

Fieldhouse.

Indoor recreational facility (college and university).

Outdoor recreational facility (college and university).

Parking lot (college and university).

Playground.

Stadium.

Intramural, intercollegiate or amateur sports and athletic events and practice therefor.

Local, regional and State elementary and high school athletic events and practice therefor.

Band playing and practice in connection with another permitted use.

Commencement, convocation and graduation exercises.

University-sponsored lectures, speakers, musical performances and other cultural events held within an enclosed building provided that attendance is limited to ten thousand (10,000) or less.

Outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing (which shall require loudspeaker permits from the City for any noise amplification), hosted by the University or City and designed for the University or local community, provided that the capacity for such events is no greater than 7,500, and no more than 60 days of programming occurs annually. Such events shall not include any outdoor plaza rentals to organizations not affiliated with the University or City.

Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities, provided that attendance is limited to the capacity of the specific facilities.

Accessory uses to the above permitted uses, including administrative and faculty offices, classroom, auditoriums, athletic facilities and parking spaces.

Off-street parking for hospital employees and for university students, employees, guests and invitees.

Public-facing concerts (provided they meet the conditions listed below):

This Subsection provides standards to ensure that temporary uses shall not impose an undue adverse effect on neighboring streets or property.

1. Attendance at such events is limited to the capacity of the facility.
2. A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.
3. Private security is provided for University-owned parking areas utilized.
4. Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.
5. Live animals used in conjunction with any event may only be stored within a completely enclosed building.
6. There shall be no more than ten (10) total days of such events in any calendar year within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.
7. Lighting associated with such events shall be directed away from adjacent residences.
8. Vehicles may only idle in approved designated areas on private property.
9. Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 10:15 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.

Any uses not outlined herein shall require approval by the City's Special Events Committee.

~~Existing~~Proposed

6-15-7-2. – PERMITTED USES

The following uses shall be permitted in the U2 district:

Business or vocational school.

Fieldhouse.

Indoor recreational facility (college and university).

Outdoor recreational facility (college and university).

Parking lot (college and university).

Playground.

Stadium.

~~The following uses shall be considered permitted uses when conducted in association with the above permitted uses:~~

~~–Intramural~~and, intercollegiate or amateur sports and athletic events and practice therefor.

~~–Local, regional and State elementary and high school athletic events and practice therefor.~~

~~–Band playing and practice in connection with~~ ~~the above events~~another permitted use.

~~–Commencement, convocation and graduation exercises.~~

~~–University-sponsored lecture~~Indoor and outdoor lectures, speakers,~~musical performances~~ and other community or cultural events ~~held within an enclosed building~~and musical performances intended for the University community, provided that attendance is limited to ten thousand (10,000) persons or less.

Indoor and outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing, hosted by the University or City and designed for the local community, provided that attendance is limited to seven thousand five hundred (7,500) persons or less and no more than 60 days of such programming shall be offered outdoors in a given year. Such events shall not include any outdoor plaza rentals to organizations not affiliated with the University or City, all of which shall require approval by the City's Special Events Committee.

~~–Luncheons and~~Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities ~~in a stadium~~, provided that attendance is limited to the ~~seating~~ capacity of the specific facilities.

~~–Accessory uses to the above permitted uses, including administrative and faculty offices, classroom, auditoriums, athletic facilities and parking spaces.~~

~~–Off-street parking for hospital employees and for university students~~and,
employees, guests and invitees.

~~Temporary event (provided they are of a community or cultural nature and further~~
Public-facing concerts (provided they meet the conditions listed below):

This Subsection provides standards to ensure that temporary uses shall not impose an undue adverse effect on neighboring streets or property.

~~Community and cultural events of a nonprofit nature intended primarily for residents of the City and amateur athletic events shall be permitted provided that the following conditions are met:~~

- ~~1. Sponsors of the temporary event shall obtain a certificate of zoning compliance pursuant to Section 6-4-8-2 of this Title.~~
1. ~~2.~~ Attendance at such events is limited to ~~ten thousand (10,000) persons or less~~ the capacity of the facility.
- ~~3. Adequate university parking is available and is provided to all persons attending the event.~~
2. A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.
3. ~~4.~~ Private security is provided for ~~these~~ University-owned parking areas utilized.
4. ~~5.~~ Adequate Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.
5. ~~6.~~ Live animals used in conjunction with any event may only be stored within a completely enclosed building.
6. ~~7.~~ No There shall be no more than seventen (710) total days of such events ~~shall be held~~ in any calendar year ~~in any one facility, and each such event shall not exceed five (5) consecutive days in duration.~~ within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.
7. ~~8.~~ Lighting associated with such events shall be directed away from adjacent residences.
- ~~9. Tractor trailers may not remain running while parked on the public street or in off-street parking areas.~~
8. Vehicles may only idle in approved designated areas on private property.
9. Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 10:15 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.

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Northwestern
University



The Economic Impact of Rebuild Ryan Field

Tripp
Umbach

November 2022



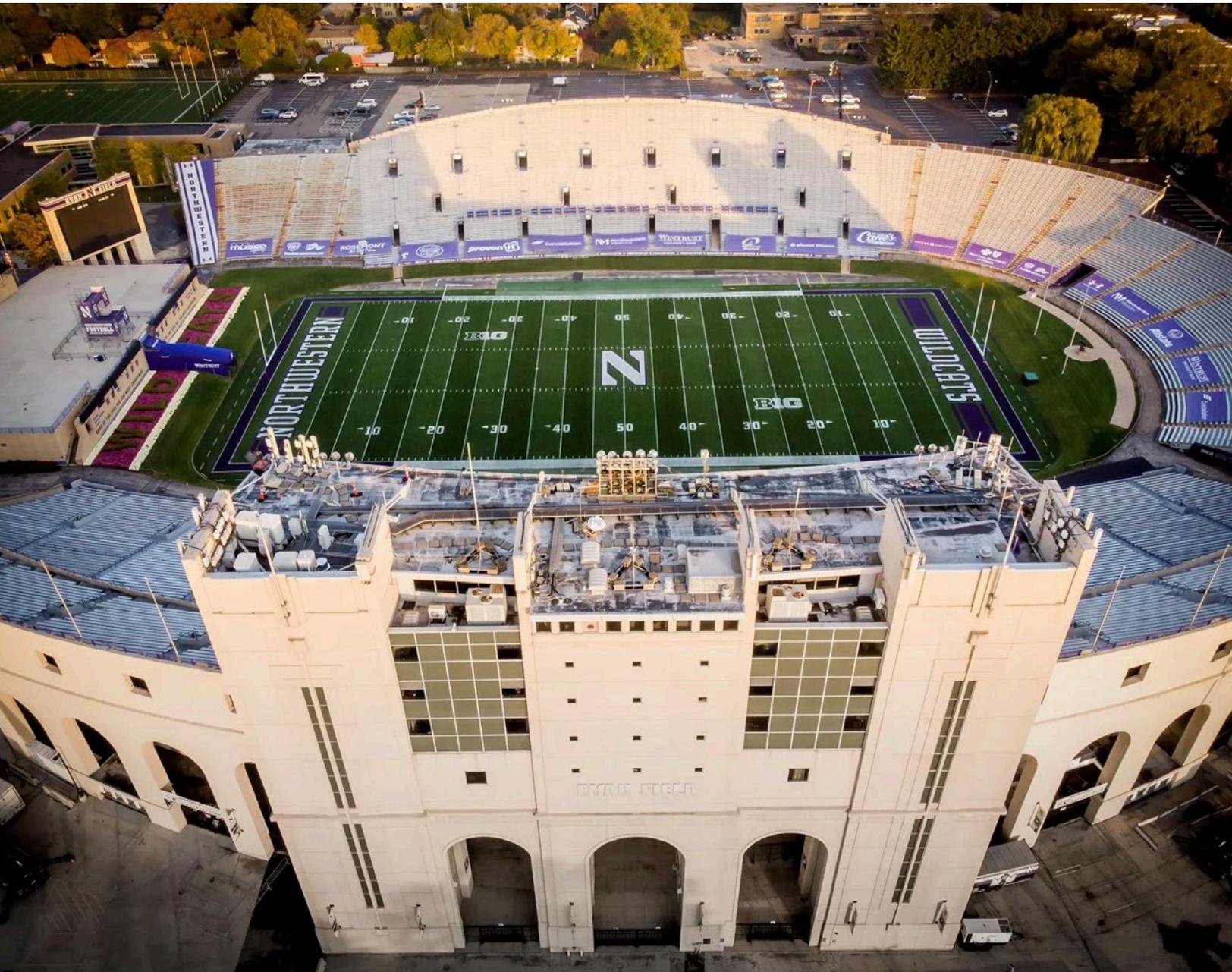
Table of Contents

Introduction	3
About the Project	4
Economic Impact	5
Community Focus Groups	10
Appendix A: Complete Economic Impact Findings	12
Appendix B: IMPLAN Methodology	15
Appendix C: FAQs Regarding Economic Impact Assessment	17

Introduction

Tripp Umbach, an independent, nationally recognized consulting firm, was retained by Northwestern University to quantify the economic impacts associated with the Ryan Field Rebuild project. Tripp Umbach also worked with the Office of Neighborhood and Community Relations to conduct listening sessions focused on understanding the community's expectations, ambitions, and concerns with a potential stadium rebuild and to inform the design process.

The findings presented in this report represent conservative economic impact projections based on the capital expenditures that would be required to complete the project, revenue generated from stadium operations for intercollegiate athletics, and visitor spending. Additionally, in exploring the opportunity for hosting special events at Ryan Field, the annual economic impact of such events was projected for hosting events throughout the year.



About the Project

Rebuild Ryan Field¹

In September 2021, esteemed Northwestern alumni Patrick G. Ryan and Shirley W. Ryan committed the largest philanthropic gift in Northwestern history to accelerate breakthroughs in biomedical, economic, and business research and to begin the process to rethink and rebuild Ryan Field. The multi-year project will create a state-of-the-art venue that the Wildcats football program and the Northwestern community will call home for generations.

The new Ryan Field will offer cutting-edge technology and modern amenities; accessibility for all; and an exceptional home-field experience for students, alumni, fans, and the surrounding community, all within its existing footprint at Central Street and Ashland Avenue.

Integral to the plans will be making the stadium dramatically more accessible, utilizing the principles of universal design, and committing to environmental sustainability, including Leadership in Energy and Environmental Design (LEED) gold certification.

Northwestern has played football in a stadium at Central Street and Ashland Avenue in Evanston for nearly a century. Although modern for 1926, architect James Gamble Rogers designed a structure that resembled great Roman baths surmounted by medieval towers that reflected the collegiate gothic style on the main Northwestern campus. The crescent shape provided the best possible view to the most possible spectators, with the rise of the grandstands designed for maximum comfort and optimal sightlines.

Renovations to the stadium in 1997 included the addition of a new press box, new seating, lowering of the field, and conversion of the playing surface from artificial turf to grass. In recognition of the leadership gift to the Campaign for Athletic Excellence by Patrick G. and Shirley W. Ryan, the stadium was renamed Ryan Field.

Now, catalyzed by the unparalleled generosity of the Ryan family, Northwestern embarks upon the next evolution of its largest gathering place: a new Ryan Field, a world-class venue for the Wildcats community for University Commencement, football game days, and more.

The multi-year construction project will provide an economic boost for the City of Evanston through job creation and increased revenues. Northwestern will prioritize local hiring with a focus on diversity and inclusion as part of the University and Evanston collaborative Workforce Development Program, targeting 35% MWBE participation.

¹ <https://rebuildryanfield.com/>

Economic Impact

Tripp Umbach developed an economic impact analysis that measures the effect of direct, indirect, and induced business volume (economic and employment) as well as the government tax revenue impacts of Northwestern rebuilding Ryan Field. It also analyzed the ongoing impacts of operating the stadium and hosting Northwestern football games and other special events. The methodology employed in the calculation of these impacts is IMPLAN.² Primary data utilized to conduct the analysis was collected from Northwestern University including annualized capital expenditures, operating expenditures, employment figures, payroll and benefits figures and certain tax information, among other information. The approach taken in this analysis was purposely conservative.³

Tripp Umbach's study captures the direct economic impact of spending by Northwestern University to operate and host events at Ryan Field, plus additional indirect and induced spending in the economy resulting from direct spending. Visitors also create an economic impact when they attend Northwestern's home football games. The models show the moneys that enter Evanston's economy because of home games from out-of-area fans, visiting teams, bands, spirit squads, and media.

Total economic impact measures calculated by Tripp Umbach show the dollars that are generated within Evanston because of the presence of Ryan Field and the events that are hosted there, most notably, Northwestern football. This measure includes not only the direct spending by Northwestern Athletics and visitors on goods and services with a variety of businesses within the state but also the downstream effects (indirect and induced effects) on the business volume generated by other secondary businesses because of that initial direct spending.

Furthermore, this measure includes Northwestern's direct spending on payroll and the effects that employment has on the economy as individuals spend their earnings. This analysis takes into account that certain dollars spent by Northwestern do not remain in the city as such dollars "leak" out in the form of purchases from out-of-area vendors. The multipliers utilized in this study are derived from the IMPLAN software. Tripp Umbach's independent analysis aims to demonstrate the value of Ryan Field's current operations, the rebuilding project, and future operations economic impact as an important aspect of Northwestern University's total impact on its community.

² Minnesota IMPLAN Group Inc. (MIG) is the corporation that is responsible for the production of IMPLAN (IMpact analysis for PLANning) data and software. IMPLAN is a micro-computer-based, input-output modeling system. With IMPLAN, one can estimate input-output models of up to 528 sectors for any region consisting of one or more counties. IMPLAN includes procedures for generating multipliers and estimating impacts by applying final demand changes to the model. See Appendix B for a complete methodology.

³ See Appendix C for economic impact FAQs.

Key Findings

Construction of the New Ryan Field will generate **\$1.3 billion** in economic impact in Cook and Lake counties.

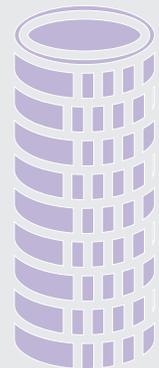


In addition, it will generate **\$659 million** in economic impact within the City of Evanston during the construction period.

The total economic impact of football and gameday visitors at Ryan Field on the City of Evanston will grow from **\$50.4 million** in 2021 to **\$65 million** annually by 2031 because of the rebuild.



Based on assumptions that include ten full-capacity concerts, a small number of other ticketed amateur events, and third-party rentals/catering, the addition of special events held at Ryan Field will contribute another **\$35 million** in new annual economic impact to the City of Evanston. The economic impact driven by special events could be higher or lower than that amount, depending on the exact uses that materialize.



Direct and indirect tax revenue to the city attributable to stadium-based events will grow from **\$1.4 million** in 2021 to over **\$5.0 million** annually by 2031 because of the rebuild and additional uses. The new stadium will also generate additional new tax revenue for other taxing bodies outside of the City of Evanston.

Current operational impacts of Ryan Field

Ryan Field's primary tenant is Northwestern University football, hosting, on average, seven home games per year. Ryan Field has a seating capacity of 47,130, and the Wildcats have seen average attendance over the last three-years⁴ hover around 37,000.

In quantifying the economic impact of sporting events, we consider two main inputs. The first is the cost of operating the stadium itself. This includes spending related to personnel to staff the facility, utilities, facilities management and upkeep, insurance, and supplies. In addition, for those seven home games each year, there is additional spending related to having fans at the stadium. Additional operations staff, security, and hospitality costs are all incurred to keep a facility operational and ready to host, along with the hosting duties themselves.

The second input when considering the economic impact of sporting events is fan and visitor spending. Northwestern is a member of the Big Ten Conference and hosts teams such as Nebraska and Wisconsin in divisional play, along with perennial college football powerhouses such as the University of Michigan, Ohio State University, and Penn State University during inter-division play. These popular teams bring attract a lot of fans to their games. Along with fans for visiting teams, Northwestern alumni from all over the country travel to Evanston to support the Wildcats. All fans spend money in Evanston when they travel to support their team.

These two inputs produce individual economic impacts that can be added together to produce an annual economic impact of Ryan Field in its current event-hosting capacity. Annually, Ryan Field currently generates **\$50.4 million** in economic impact for the City of Evanston. The operations of Ryan Field support **376 jobs** and generate **\$1.4 million in total tax payments** to the city.



⁴ Attendance averages include 2018, 2019, 2021. 2020 was excluded because of reduced or eliminated fan attendance at sporting events during COVID-19.

Rebuilding Ryan Field

Capital investments such as stadium reconstruction or renovation take significant coordination, collaboration, and effort across many sectors. The economic impacts associated with capital projects like Rebuild Ryan Field are best quantified and visualized as “point-in-time” impacts. While the planning, construction, and associated economic impacts will occur over several years, the impact figures themselves are best displayed as single, point-in-time, all-inclusive impacts. Thus, it should not be considered additive to the total economic impact of Ryan Field operations.

The rebuild of Ryan Field is a large undertaking that will generate a significant economic impact. Tripp Umbach estimates cumulative impacts over the life of the project to be **\$659.9 million** in economic impact to the City of Evanston. The design, planning, and construction will support **2,924 jobs** and generate **\$1.5 million in indirect tax revenue, with an additional \$11 million in permit-related fees payable to the city.**

During the project, the below industries are projected to have the most industry growth by percentage. Industry nomenclature is derived from IMPLAN. IMPLAN’s Industry scheme is based largely on the U.S. Bureau of Economic Analysis’s (BEA’s) benchmark.

Industry	Est. Growth
Construction of other new non-residential structures	24.89%
Maintenance and repair construction of non-residential structures	18.23%
Concrete pipe manufacturing	4.38%
Asphalt shingle and coating materials manufacturing	3.14%
Other concrete product manufacturing	2.86%
Stone mining and quarrying	2.62%
Concrete block and brick manufacturing	1.96%
Retail - Building material and garden equipment and supplies stores	1.81%
Prefabricated wood building manufacturing	1.77%
Miscellaneous non-metallic mineral products manufacturing	1.72%

Future operational impacts of Ryan Field

Rebuilding Ryan Field will change its design significantly, including a reduction in capacity from the current 47,000 to around 35,000. In the new stadium, premium box seating and additional hospitality options will be available.

A key element in rebuilding Ryan Field and assuring the project provides the greatest benefit to the Evanston community included the analysis of hosting special events in addition to Northwestern football games. The initial analysis was done by CSL,⁵ the leading advisory and planning firm for sports, entertainment, convention, and leisure industries. CSL provided market research and analysis to determine the best path forward for Ryan Field to host these special events.

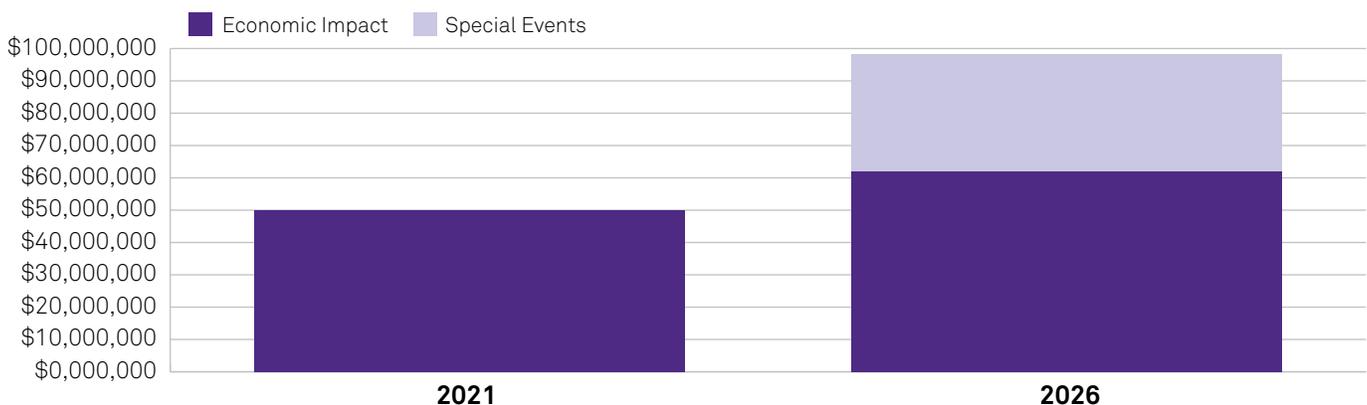
The economic impact model includes activity based on the following scenario outlined by CSL:

- Ten annual full capacity concerts;
- Additional ticketed events (primarily high school or intercollegiate sports) with 10,000 or fewer attendees
- Regular, small, non-ticketed private events

Assumed attendance at the events remained constant for the event type. Tripp Umbach used this analysis to develop economic impact modeling that shows the impacts these events can have on the City of Evanston.

These two elements of the future operational picture for Ryan Field can be added to gain a complete understanding of the economic impact Ryan Field will have on the City of Evanston. In this scenario for special events and the continued operation of Northwestern football at Ryan Field, post-renovation, the stadium will generate approximately **\$98 million** in annual economic impact to Evanston. The same assumptions will support **790 jobs** and generate approximately **\$5.0 million** in tax payments to the City of Evanston. See Appendix A for a full breakdown of economic impact figures.

Operational impacts, current and projected under planned special event assumptions one-year after stadium renovation.



⁵ cslintl.com

Community Focus Groups

Community Observations

- There is an opportunity for Northwestern University to improve relationships with community members during the fall 2022 and spring 2023 sports seasons.
 - Resolving past issues raised by residents near Ryan Field should be the highest priority in the short term.
 - Notably, a comprehensive parking plan that involves the City of Evanston in partnership with the university is recommended for all events held at the rebuilt Ryan Field.
 - Northwestern should communicate the stadium design changes that were based on community feedback and should continue to develop mechanisms for community members to provide detailed recommendations for improved operations at the Central Street athletics facilities
- The economic benefits of the Ryan Field redevelopment project are extremely significant.
 - Many of the design elements seem to reduce negative sentiments that are often associated with the current stadium.
 - The project's sustainability, attractiveness, noise and visual controls, accessibility, and technology are all substantial improvements based on the concerns we heard during focus group meetings.
 - Additional benefits are associated with lower capacity, which should help with some parking and congestion concerns.
 - Economic benefits to the city and its residents from hosting additional special events at Ryan Field are real.
 - Local business leaders will benefit from the increased activity at the stadium and a new customer base that will travel to Evanston during other parts of the year, instead of only during football season.
 - Additional uses will increase local taxes that are generated by the university and will support the broader Evanston municipal budget. If the new stadium is truly utilized as a community asset aligned with the proposed use cases, the venue will bring together all residents of Evanston in a way that doesn't exist today.
 - Community stakeholders should be involved on an ongoing basis with respect to monitoring the impacts of any additional events and addressing any unexpected issues they may create.

- Northwestern University has a much broader economic impact on the City of Evanston and the Northshore region than many focus groups realized.
 - The university must clarify that its endowment is restricted to supporting academic and research programs that are vital to keeping the university strong. Maintaining its endowment and tax-exempt status allows the university to retain and grow its employment and academic programs that in turn drive economic impact at the local level.
 - The university and Evanston are interconnected. Both need to recognize that the strength and quality of life in Evanston and at the university remain strongest by working together. The theme “stronger together” is an idea that could be pursued jointly as this project progresses.



Appendix A: Complete Economic Impact Findings

Four main areas of economic impact analysis exist independently but when appropriately added together provide a full picture of what Ryan Field and the Ryan Field rebuild project will mean to the City of Evanston. They include: **1) Rebuild Ryan Field, 2) Stadium Operations, 3) Gameday Visitors Impact, and 4) Special Events Impacts.** With the exception of construction impacts related to Rebuild Ryan Field, the economic impacts are realized on an annual basis.

Impacts are presented across two geographies and are not cumulative. Impacts that occur within the City of Evanston are also occurring within Cook and Lake counties. Because dollars have more “bounce” in larger geographies, the impacts are higher. See Appendix B for IMPLAN methodology.

Impacts are presented in three time frames: **1) Current:** current spending data (FY21) was used to generate impacts as Ryan Field exists in its current form and event-hosting capacity. **2) 2026:** represents the first year of operation after the stadium rebuild is completed and fully operational. **3) 2031:** represents five years after the newly redesigned stadium is operational. Spending and usage will increase but so will efficiencies created throughout the maturation of the facility and its staff.

These elements of economic impact analysis have been generated with data provided by Northwestern University and partners on the Rebuild Ryan Field project along with industry assumptions, where appropriate, made by Tripp Umbach.

Rebuild Ryan Field

These impacts are related to the planning, design, and construction of the Rebuild Ryan Field initiative.

	Jobs	Economic Impact	Total Taxes Generated
Cook/Lake Counties	5,942	\$1,341,380,127	\$14,087,359
City of Evanston	2,924	\$659,959,022	\$12,518,981

Stadium Operations (annual):

Jobs			
	Current	2026	2031
Cook/Lake Counties	112	192	229
City of Evanston	55	95	112
Economic Impact			
	Current	2026	2031
Cook/Lake Counties	\$13,612,705	\$24,658,267	\$27,899,048
City of Evanston	\$6,697,451	\$12,131,867	\$13,726,331
Total Taxes Generated			
	Current	2026	2031
Cook/Lake Counties	\$1,463,461	\$1,974,276	\$2,160,966
City of Evanston	\$1,193,508	\$1,250,566	\$1,364,755

Gameday Visitors (annual):

Jobs			
	Current	2026	2031
Cook/Lake Counties	653	759	797
City of Evanston	321	374	392
Economic Impact			
	Current	2026	2031
Cook/Lake Counties	\$88,888,951	\$101,010,171	\$106,060,680
City of Evanston	\$43,733,364	\$49,697,004	\$52,181,855
Total Taxes Generated			
	Current	2026	2031
Cook/Lake Counties	\$452,901	\$514,660	\$540,393
City of Evanston	\$222,827	\$253,213	\$265,874

Special Events (annual):

	Jobs	Economic Impact	Total Taxes Generated
Cook/Lake Counties	657	\$73,294,646	\$5,023,736
City of Evanston	323	\$36,060,966	\$3,576,363

Total Economic Impact (annual)

Cook/Lake Counties

	Current	2026	2031
Economic Impact (millions)	\$102.5	\$198.9	\$207.3
Total Taxes Generated (millions)	\$2.0	\$7.4	\$7.7
Jobs	765	1,608	1,683

City of Evanston

	Current	2026	2031
Economic Impact (millions)	\$50.4	\$97.9	\$101.9
Total Taxes Generated (millions)	\$1.4	\$5.2	\$5.3
Jobs	376	792	827

Appendix B: IMPLAN Methodology

Impact on state business volume and government revenue

Northwestern University is a major employer in Cook County and Evanston and, as such, a major generator of personal income for state residents. Businesses operating within Cook and Lake counties and Evanston in the wholesale, retail, service, and manufacturing sectors benefit from the direct expenditures of the institutions and their faculty, staff, students, physicians, and visitors on goods and services. Additionally, many of these “direct” expenditures are re-circulated in the economy as recipients of the first round of income re-spend a portion of this income with other businesses and individuals within Cook and Lake counties and Evanston. Government revenue is considered to be nested, as tax revenue generated in Evanston is a part of the total tax generated at the larger geography.



Methodology and data utilized for the estimation of the economic impact of Northwestern University's Ryan Field

The economic impact of Northwestern University's Ryan Field was estimated using IMPLAN (Impact Analysis for PLANing), an econometric modeling system developed by applied economists at the University of Minnesota and the U.S. Forest Service. The IMPLAN modeling system has been in use since 1979 and is used by more than 500 private consulting firms, university research centers, and government agencies. The IMPLAN modeling system combines the U.S. Bureau of Economic Analysis' Input-Output Benchmarks with other data to construct quantitative models of trade flow relationships between businesses and between businesses and final consumers. From this data, one can examine the effects of a change in one or several economic activities to predict its effect on a specific state, regional, or local economy (impact analysis). The IMPLAN input-output accounts capture all monetary market transactions for consumption in a given time period. The IMPLAN input-output accounts are based on industry survey data collected periodically by the U.S. BEA and follow a balanced account format recommended by the United Nations.

IMPLAN's Regional Economic Accounts and the Social Accounting Matrices were used to construct state-level multipliers, which describe the response of the state economy to a change in demand or production as a result of the activities and expenditures of Northwestern University's Ryan Field. Each industry that produces goods or services generates demand for other goods and services, and this demand is multiplied through a particular economy until it dissipates through "leakage" to economies outside the specified area. IMPLAN models discern and calculate leakage from local, regional, and state economic areas based on workforce configuration, the inputs required by specific types of businesses, and the availability of both inputs in the economic area. Consequently, economic impacts that accrue to other regions or states as a consequence of a change in demand are not counted as impacts within the economic area.

The model accounts for substitution and displacement effects by deflating industry-specific multipliers to levels well below those recommended by the U.S. Bureau of Economic Analysis. In addition, multipliers are applied only to personal disposable income to obtain a more realistic estimate of the multiplier effects of increased demand. Importantly, IMPLAN's Regional Economic Accounts exclude imports to an economic area, so the calculation of economic impacts identifies only those impacts specific to the economic impact area, in this case, Cook and Lake counties and the City of Evanston. IMPLAN calculates this distinction by applying Regional Purchase Coefficients (RPC) to predict regional purchases based on an economic area's particular characteristics. The RPC represents the proportion of goods and services that will be purchased regionally under normal circumstances, based on the area's economic characteristics described in terms of actual trade flows within the area.

Model inputs and data sources

Model inputs included actual FY2021 expenditures and future projections provided by Northwestern University and its partners.

Appendix C: FAQs Regarding Economic Impact Assessment

What is economic impact?

Economic impact begins when an organization spends money. Economic impact studies measure the direct economic impact of an organization's spending, plus additional indirect spending in the economy as a result of direct spending. Economic impact has nothing to do with dollars collected by institutions, their profitability or even their sustainability, since all operating organizations have a positive economic impact when they spend money and attract spending from outside sources.



Direct economic impact measures the dollars that are generated within Cook and Lake counties and the City of Evanston because of the presence of Northwestern University's Ryan Field. This includes not only spending on goods and services with a variety of vendors within the state, and the spending of its employees and visitors, but also the business volume generated by businesses within the region that benefit from spending by Northwestern University. It is important to remember that not all dollars spent by Northwestern stay in the geographic area. Dollars that "leak" out of the state in the form of purchases from out-of-state vendors are not included in Ryan Field's economic impact on the defined area.

The total economic impact includes the "multiplier" of spending from companies that do business with Northwestern University. Support businesses may include lodging establishments, restaurants, construction firms, vendors, temporary agencies, etc. Spending multipliers attempt to estimate the ripple effect in the state economy where the spending occurs. For example: Spending by Northwestern to local vendors provides these vendors with additional dollars that they re-spend in the local economy, causing a "multiplier effect."

What is the multiplier effect?

Multipliers are a numeric way of describing the secondary impacts stemming from the operations of an organization. For example, an employment multiplier of 1.8 would suggest that for every 10 employees hired in the given industry, eight additional jobs would be created in other industries, such that 18 total jobs would be added to the given economic region. The multipliers used in this study range from 1.8 to 2.0.

The Multiplier Model is derived mathematically using the input-output model and Social Accounting formats. The Social Accounting System provides the framework for the predictive Multiplier Model used in economic impact studies. Purchases for final use drive the model. Industries that produce goods and services for consumer consumption must purchase products, raw materials, and services from other companies to create their product. These vendors must also procure goods and services. This cycle continues until all the money is leaked from the region's economy. Three types of effects are measured with a multiplier: the direct, the indirect, and the induced effects. The direct effect is the known or predicted change in the local economy that is to be studied. The indirect effect is the business-to-business transactions required to satisfy the direct effect. Finally, the induced effect is derived from local spending on goods and services by people working to satisfy the direct and indirect effects.

- Direct effects take place only in the industry immediately being studied.
- Indirect effects concern inter-industry transactions: Because Northwestern University's Ryan Field is in business, it has a demand for locally produced materials needed to operate.
- Induced effects measure the effects of the changes in household income: employees of Northwestern University's Ryan Field and suppliers purchase from local retailers and restaurants.
- Total Economic Impacts the total changes to the original economy as the result of the operations of Northwestern University's Ryan Field. I.e., Direct effects + Indirect effects + Induced effects = Total Economic Impacts

What methodology was used in this study?

IMPLAN (Impact analysis for PLANning) data and software. Using classic input-output analysis in combination with regional-specific Social Accounting Matrices and Multiplier Models, IMPLAN provides a highly accurate and adaptable model for its users. The IMPLAN database contains county, state, ZIP code, and federal economic statistics that are specialized by region, not estimated from national averages, and can be used to measure the effect on a regional or local economy of a given change or event in the economy's activity.

What is employment impact?

Employment impact measures the direct employment (employees, staff, faculty, administration) plus additional employment created in the economy as a result of the operations of Northwestern University's Ryan Field.

Indirect and induced employment impact refers to other employees throughout the region that exist because of Ryan Field's economic impact. In other words, jobs related to the population – city services (police, fire, EMS, etc.), employees at hotels and restaurants, clerks at retail establishments, residents employed by vendors used by Ryan Field.

What is the difference between direct and indirect taxes?

Direct tax dollars include sales taxes and net corporate income taxes paid directly by the institution to the state, while indirect taxes include taxes paid to the state by vendors that do business with Ryan Field and individuals.

Is this a one-time impact or does the impact repeat each year?

The results presented in Northwestern University's Ryan Field economic impact study are generated on an annual basis. The economic impact in future years can either be higher or lower based on the number of employees, students, capital expansion, increases in external research, and state appropriations.

What are Tripp Umbach's qualifications to perform an Economic Impact Study for Northwestern University's Ryan Field?

Tripp Umbach is the national leader in providing economic impact analysis to leading health-care organizations, universities, and academic medical centers. Tripp Umbach has completed athletics-focused economic impact studies over the past 20 years for clients such as the University of Tennessee, University of Minnesota, Ohio State University, University of Washington, University of Iowa, University of Nebraska, University of Pittsburgh, University of Southern California, and the University of North Carolina.



**Tripp
Umbach**

Northwestern
University

~~Existing~~Proposed

6-15-7-2. – PERMITTED USES

The following uses shall be permitted in the U2 district:

Business or vocational school.

Fieldhouse.

Indoor recreational facility (college and university).

Outdoor recreational facility (college and university).

Parking lot (college and university).

Playground.

Stadium.

~~The following uses shall be considered permitted uses when conducted in association with the above permitted uses:~~

~~–Intramural~~and, intercollegiate or amateur sports and athletic events and practice therefor.

~~–Local, regional and State elementary and high school athletic events and practice therefor.~~

~~–Band playing and practice in connection with~~ ~~the above events~~another permitted use.

~~–Commencement, convocation and graduation exercises.~~

Indoor and outdoor University-focused lectures, speakers and other community or cultural events and musical performances provided that attendance is limited to ten thousand (10,000) persons or less.

~~–University-sponsored lecture~~Indoor and outdoor community-focused lectures, speakers, musical performances non-musical festivals, social events and other community or cultural events held within an enclosed building, and musical performances in conjunction or associated with the foregoing, provided that attendance is limited to ten thousand (10,000) persons or less.

~~–Luncheons~~Banquet halls, including luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.

~~–Accessory uses to the above permitted uses, including administrative and faculty offices, classroom, auditoriums, athletic facilities and parking spaces.~~

~~–Off-street parking for hospital employees and for university students~~and, employees, guests and invitees.

~~Temporary event (provided they are of a community or cultural nature and further~~ Public-facing concerts (provided they meet the conditions listed below):

This Subsection provides standards to ensure that temporary uses shall not impose an undue adverse effect on neighboring streets or property.

~~Community and cultural events of a nonprofit nature intended primarily for residents of the City and amateur athletic events shall be permitted provided that the following conditions are met:~~

- ~~1. Sponsors of the temporary event shall obtain a certificate of zoning compliance pursuant to Section 6-4-8-2 of this Title.~~
1. ~~2.~~ Attendance at such events is limited to ~~ten thousand (10,000) persons or less~~ the capacity of the facility.
- ~~3. Adequate university parking is available and is provided to all persons attending the event.~~
2. A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.
3. ~~4.~~ Private security is provided for ~~these~~ University-owned parking areas utilized.
4. ~~5. Adequate~~ Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.
5. ~~6.~~ Live animals used in conjunction with any event may only be stored within a completely enclosed building.
6. ~~7. No~~ There shall be no more than ~~seventen (710)~~ seventeen (710) total days of such events ~~shall be held~~ in any calendar year ~~in any one facility, and each such event shall not exceed five (5) consecutive days in duration~~ within the U2 district, excluding setup and takedown.
7. ~~8.~~ Lighting associated with such events shall be directed away from adjacent residences.
- ~~9. Tractor trailers may not remain running while parked on the public street or in off-street parking areas.~~
8. Vehicles may only idle in approved designated areas on private property.
9. Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 11:00 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.

Proposed Modifications to Original May 2, 2023 Application

Proposed

6-15-7-2. – PERMITTED USES

The following uses shall be permitted in the U2 district:

Business or vocational school.

Fieldhouse.

Indoor recreational facility (college and university).

Outdoor recreational facility (college and university).

Parking lot (college and university).

Playground.

Stadium.

Intramural, intercollegiate or amateur sports and athletic events and practice therefor.

Local, regional and State elementary and high school athletic events and practice therefor.

Band playing and practice in connection with another permitted use.

Commencement, convocation and graduation exercises.

University-sponsored lectures, speakers, musical performances and other cultural events held within an enclosed building provided that attendance is limited to ten thousand (10,000) or less.

Outdoor lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing (which shall require loudspeaker permits from the City for any noise amplification), hosted by the University or City and designed for the University or local community, provided that the capacity for such events is no greater than 7,500, and no more than 60 days of programming occurs annually. Such events shall not include any outdoor plaza rentals to organizations not affiliated with the University or City.

Banquet halls, including breakfasts, luncheons, dinners, meeting and dining room facilities, provided that attendance is limited to the capacity of the specific facilities.

Accessory uses to the above permitted uses, including administrative and faculty offices, classroom, auditoriums, athletic facilities and parking spaces.

Off-street parking for hospital employees and for university students, employees, guests and invitees.

Public-facing concerts (provided they meet the conditions listed below):

This Subsection provides standards to ensure that temporary uses shall not impose an undue adverse effect on neighboring streets or property.

1. Attendance at such events is limited to the capacity of the facility.
2. A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.
3. Private security is provided for University-owned parking areas utilized.
4. Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.
5. Live animals used in conjunction with any event may only be stored within a completely enclosed building.
6. There shall be no more than six (6) total days of such events in any calendar year within the U2 district, excluding setup and takedown. Such events shall not occur on the same date as other full-capacity events at the stadium or fieldhouse.
7. Lighting associated with such events shall be directed away from adjacent residences.
8. Vehicles may only idle in approved designated areas on private property.
9. Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 10:15 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.

Any uses not outlined herein shall require approval by the City's Special Events Committee.



VICINITY MAP - NOT TO SCALE

GREMLEY & BIEDERMANN

A DIVISION OF
PLCS Corporation
LICENSE NO. 18-00332

PROFESSIONAL LAND SURVEYORS
4505 NORTH ELSTON AVENUE, CHICAGO, IL 60630
TELEPHONE: (773) 685-5102 EMAIL: INFO@PLCS-SURVEY.COM

ALTA / NSPS Land Title Survey

GRAPHIC SCALE



ASSUMED

THAT PART LOT 17 (EXCEPT THE WEST 4.30 ACRES THEREOF) LYING WEST OF THE WEST LINE OF ASHLAND AVENUE, AND LYING SOUTH OF THE SOUTH LINE OF ISABELLA STREET AND LYING NORTH OF THE NORTH LINE OF CENTRAL AVENUE IN GEORGE SMITH'S SUBDIVISION OF THE SOUTH PART OF ARCHANGEL QUILMETTE RESERVATION IN TOWNSHIP 42 NORTH, RANGE 13, LYING EAST OF THE THIRD PRINCIPAL MERIDIAN, IN COOK COUNTY, ILLINOIS.

ALSO

THE PART OF LOTS 17 AND 18 LYING EAST OF THE EAST LINE OF ASHLAND AVENUE, SOUTH OF THE SOUTH LINE OF ISABELLA STREET AND NORTH OF THE NORTH LINE OF CENTRAL AVENUE (EXCEPT THE EASTERLY 4 FEET OF THE SOUTHERLY 432.92 FEET OF THE NORTHERLY 465.92 FEET OF LOT 18) IN GEORGE SMITH'S SUBDIVISION OF THE SOUTH PART OF ARCHANGEL QUILMETTE RESERVATION IN TOWNSHIP 42 NORTH, RANGE 13, LYING EAST OF THE THIRD PRINCIPAL MERIDIAN, IN COOK COUNTY, ILLINOIS.

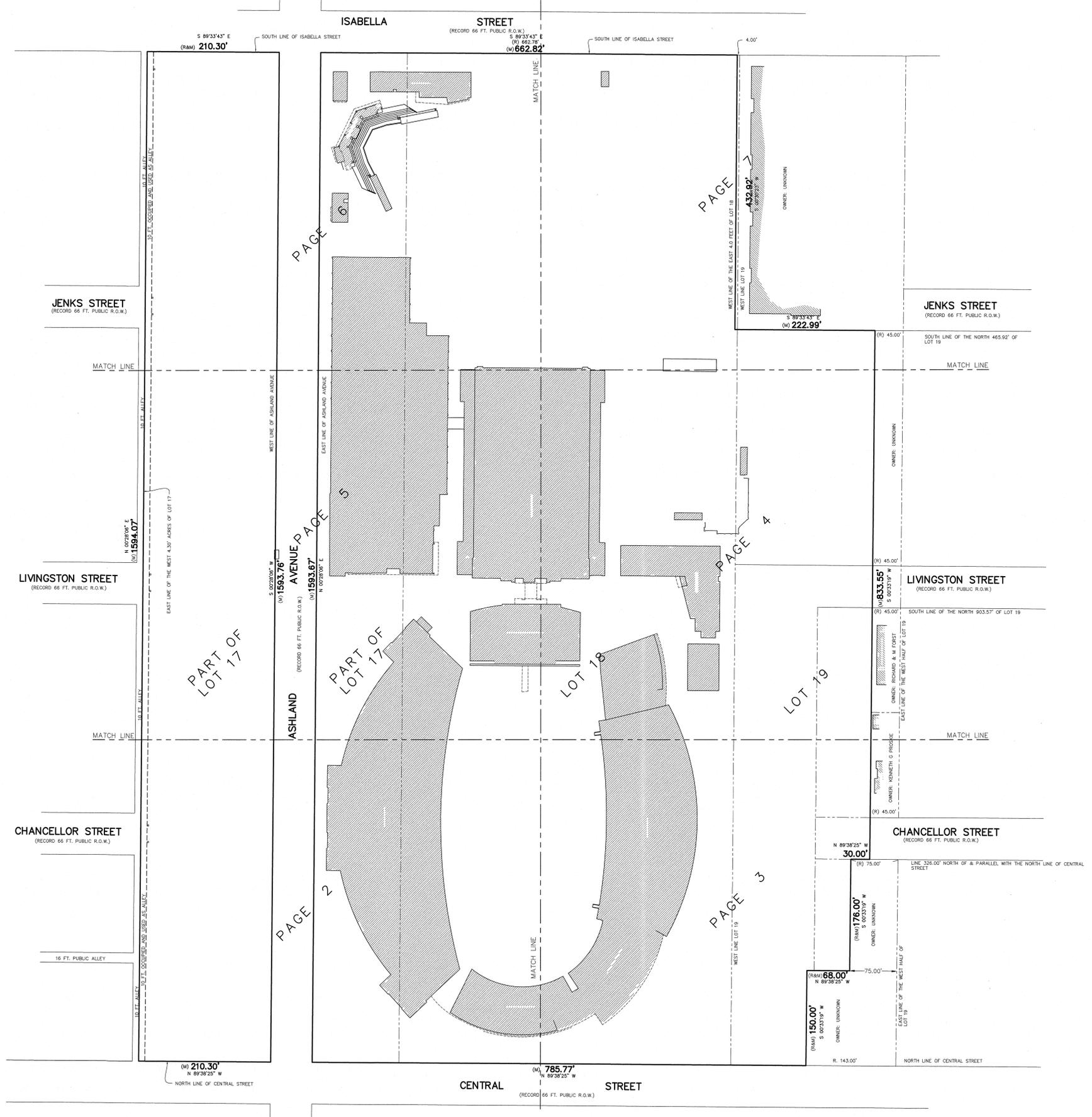
ALSO

THE WEST HALF OF LOT 19, EXCEPT THE NORTH 465.92 FEET THEREOF AND EXCEPT THE EAST 45.00 FEET LYING NORTH OF A LINE 326.00 FEET NORTH FROM AND PARALLEL WITH THE NORTH LINE OF CENTRAL STREET.

ALSO

EXCEPTING THEREFROM THAT PART BOUNDED AND DESCRIBED AS FOLLOWS: COMMENCING AT THE POINT OF INTERSECTION OF THE NORTH LINE OF CENTRAL STREET WITH THE EAST LINE OF THE WEST HALF OF SAID LOT 19 AND RUNNING THENCE WEST ALONG THE NORTH LINE OF CENTRAL STREET, A DISTANCE OF 143.00 FEET; THENCE NORTH PARALLEL TO SAID EAST LINE OF THE WEST HALF OF LOT 19, A DISTANCE OF 150.00 FEET; THENCE EAST PARALLEL TO THE SOUTH LINE OF SAID LOT 19, A DISTANCE OF 66.00 FEET TO A POINT 75.00 FEET WEST OF SAID EAST LINE OF WEST HALF OF LOT 19; THENCE NORTH PARALLEL TO SAID EAST LINE OF THE WEST HALF OF LOT 19, A DISTANCE OF 176.00 FEET TO A POINT 326.00 FEET NORTH OF THE NORTH LINE OF CENTRAL STREET; THENCE EAST PARALLEL TO SAID SOUTH LINE OF LOT 19, A DISTANCE OF 75.00 FEET TO AN INTERSECTION WITH SAID EAST LINE OF THE WEST HALF OF LOT 19; AND THENCE SOUTH ALONG THE EAST LINE OF THE WEST HALF OF LOT 19, A DISTANCE OF 326.00 FEET TO THE POINT OF BEGINNING; EXCEPTING FROM THE ABOVE CERTAIN STREETS OPENED AND USED IN GEORGE SMITH'S SUBDIVISION OF THE SOUTH PART OF THE ARCHANGEL QUILMETTE RESERVATION (SITUATED IN TOWNSHIP 42, NORTH, RANGE 13, EAST OF THE THIRD PRINCIPAL MERIDIAN).

AREA OF PROPERTY = 1,828,423 SQ. FT. OR 37.38 ACRES MORE OR LESS



SURVEY NOTES:

SURVEYOR'S LICENSE EXPIRES November 30, 2022
THIS SURVEY WAS PREPARED WITHOUT THE BENEFIT OF, AND IS SUBJECT TO, ALL RESTRICTIONS AND MATTERS APPEARING OF RECORD AS MIGHT BE INCURRED BY A CURRENT TITLE COMMITMENT.
PROPERTY APPEARS IN "OTHER AREAS" ZONE X, AREAS DETERMINED TO BE OUTSIDE THE 6.2% ANNUAL CHANCE FLOODPLAIN, PRE-FLOOD INSURANCE RATE MAP, COOK COUNTY, ILLINOIS, MAP NO. 170310254K, EFFECTIVE DATE SEPTEMBER 10, 2021.
Note (R&M) denotes Record and Measured distances respectively.
Distances are marked in feet and decimal parts thereof. Compare all points BEFORE building by same and at once report any differences BEFORE damage is done.
For easements, building lines and other restrictions not shown on survey plat refer to your abstract, deed, contract, title policy and local building line regulations.
NO dimensions shall be assumed by scale measurement upon this plat.
Unless otherwise noted hereon the Bearing, Elevation Datum and Coordinate Datum if used is ASSUMED.
COPYRIGHT GREMLEY & BIEDERMANN, INC. 2022 "All Rights Reserved"

REVISED PER EMAIL APRIL 29, 2022 (BB)	CHECKED	DATE
ORDERED BY: NORTHWESTERN UNIVERSITY	DRWA	02
ADDRESS: 651 CENTRAL STREET		
GREMLEY & BIEDERMANN		
PLCS CORPORATION		
LICENSE NO. 18-00332		
PROFESSIONAL LAND SURVEYORS		
4505 NORTH ELSTON AVENUE, CHICAGO, IL 60630		
TELEPHONE: (773) 685-5102 EMAIL: INFO@PLCS-SURVEY.COM		
ORDER NO.	DATE	PAGE NO.
2021-29557-001	FEBRUARY 24, 2022	1 OF 7
SCALE		
1" = 60 FEET		

PRIMARY BENCHMARK # 37
ELEVATION = 14.86 (563.832 NAVD)
ROD WITH CAP
LOCATION: SOUTHWEST QUADRANT OF MILBURN ST. & SHERIDAN RD.
SECONDARY BENCHMARK # 63
ELEVATION = 22.98 (601.972 NAVD)
NSC MONUMENT
LOCATION: SOUTHWEST QUADRANT COLFAX ST. & BROWN AVE.

THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IT IS BASED WERE MADE IN ACCORDANCE WITH THE 2021 MINIMUM STANDARD DETAIL REQUIREMENTS FOR ALTA/NSPS LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA AND NSPS, AND INCLUDES ITEMS 1, 2, 3, 4, 7(A), 7(B)(1), 7(C), 8, 9, 13, 14, AND 19 OF TABLE A THEREOF.
THE FIELD WORK WAS COMPLETED ON MARCH 28, 2022.
DATE OF PLAT JUNE 24, 2022.
BY: *Robert G. Biedermann*
ROBERT G. BIEDERMANN
PROFESSIONAL ILLINOIS LAND SURVEYOR NO. 2802

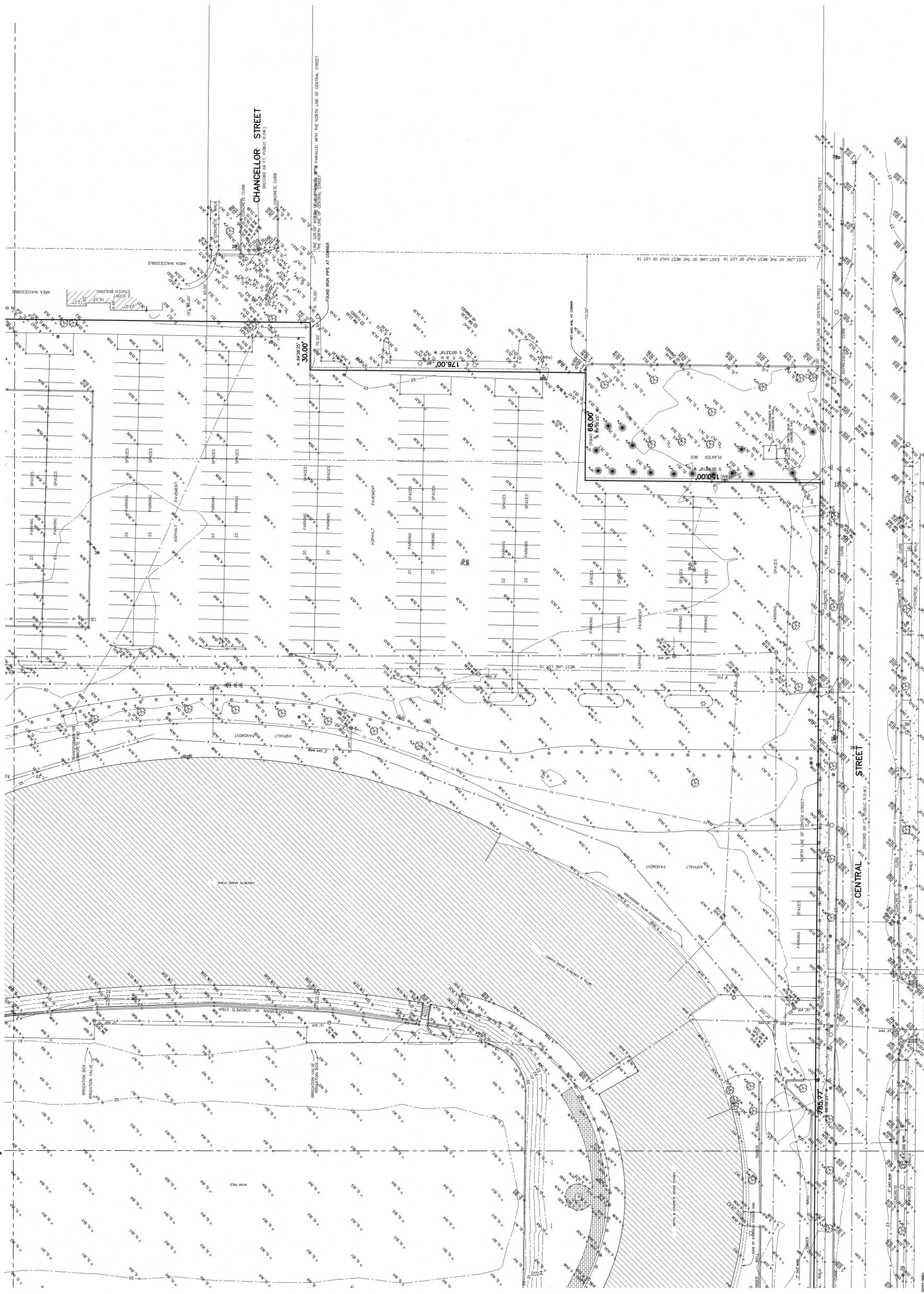




LEGEND

- Storm MH
- Storm Inlet
- Storm CB
- San Man
- San Clean Out
- Water MH
- Water Buffalo Box
- Water Fire Hydrant
- Telephone MH
- Telephone Pedestal
- Utility Pole
- Utility Pole
- Gas Anchor
- Electric MH
- Electric Pad
- Electric Hand Hole
- Electric Meter
- Electric Light Pole
- Electric Traffic Signal
- Electric Traffic Control Box
- Electric Ground Light
- Electric Mounted Wall Light
- Gas Buffalo Box
- Tree - Deciduous
- Tree - Evergreen
- Sign Post
- Sign Post
- Unclassified Manhole
- Auto Sprinkler
- Flag Pole
- Iron Pipe
- Oil Cross
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- JULIE MARK - Telephone
- JULIE MARK - Gas
- JULIE MARK - Water
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- REFINISHED FLOOR ELEVATION
- X-CONCRETE ELEVATION
- TOP OF CURB ELEVATION
- TOP OF BANK ELEVATION
- C-CURB ELEVATION
- EL ELEVATION
- HW-TOP OF WALL ELEVATION
- HW-BOTTOM
- BOUNDARY
- UNDERLYING LOTS
- AERIAL WIRES
- FENCE LINES
- CONCRETE CURB
- DEPRESSED CURB
- WATER MAIN
- HOT WATER RETURN
- GAS MAIN
- TELEPHONE
- CABLE TV
- CONCRETE LINE
- FIBER OPTIC
- UNDERGROUND
- MATCH LINE
- CONTOUR LINES

NOTE:
 (RM) = RIM AS SHOWN FROM PLANS
 (INVERT) = INVERTS AS SHOWN FROM PLANS



REVISION PER CHAL APRIL 20, 2022 (BB)
 REVISED PER CHAL APRIL 6, 2022 (BB)
 SURVEY NOTES:
 1. ALL DIMENSIONS ARE AS SHOWN UNLESS OTHERWISE NOTED.
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 96. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.
 97. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
 98. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.
 99. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
 100. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.

ALTA / NSPS Land Title Survey



LEGEND

- Storm MH
- Storm CB
- Storm Inlet
- San MH
- San Storm Combo MH
- San Clean Out
- Water Buffalo Box
- Water Hand Hole
- Water Fire Hydrant
- Telephone Pedestal
- Telephone Vault
- Utility Pole
- Electric MH
- Electric Vault
- Electric Hand Hole
- Electric Meter
- Electric Pedestal
- Electric Light Pole
- Electric Traffic Control Box
- Electric Traffic Vault
- Electric Ground Light
- Electric Ground Light Light
- Gas Buffalo Box
- Gas Hand Hole
- Gas Gasless
- Tree - Deciduous
- Tree - Evergreen
- Sign Post
- Bumper Post
- Unimproved Asphalt
- Auto Sprinkler
- Hose Connection
- Log Pole
- Iron Pipe
- Cut Grass
- Cut Natch
- Electric
- Electric - Telephone
- JULIE Mark - Gas
- JULIE Mark - Gas
- JULIE Mark - Water
- A-ASPHALT ELEVATION
- W-WALK ELEVATION
- PRE-FINISHED FLOOR ELEVATION
- TOE-TOP OF BANK ELEVATION
- TOE-TOP OF SLOPE ELEVATION
- G-GUTTER ELEVATION
- TW-TOP OF WALL ELEVATION
- BR-BRICK ELEVATION
- S-BOTTOM
- BOUNDARY
- CONCRETE WALKWAYS
- AERIAL WIRES
- FENCE LINES
- CONCRETE CURB
- DEPRESSED CURB
- SEWER MAIN
- SEWER LATERAL
- HOT WATER RETURN
- GAS MAIN
- TELEPHONE
- CABLE TV
- CONDENSATE LINE
- FIBER OPTIC
- CONDENSATE MATCH LINE
- CONTOUR LINES

NOTE - DIMS SHOWN FROM PLANS
(INVERT) = INVERTS AS SHOWN FROM PLANS



REVISIONS

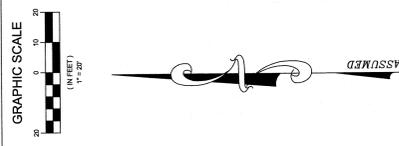
NO. 1	DATE	DESCRIPTION
1	04/11/2021	ISSUED FOR PERMITS
2	04/11/2021	REVISED PER PERMITS

UTILITY NOTES:
The underground utilities shown have been located from field survey information and existing drawings. The surveyor makes NO guarantee that the underground utilities shown comprise all utilities that may be present in the area. The surveyor is not responsible for the accuracy of the utility information shown on this plan. The surveyor has not physically located the underground utilities.

UTILITY WARNINGS:
Call DISGER - (312) 742-7000 within the City of Chicago.
Outside of the City of Chicago call J.L.L.E. (800) 892-0723 prior to construction or excavation.
Utility connections depicted hereon are based on data collected on the ground and utility records. The surveyor is not responsible for the accuracy of the utility information shown on this plan. The surveyor has not physically located the underground utilities.

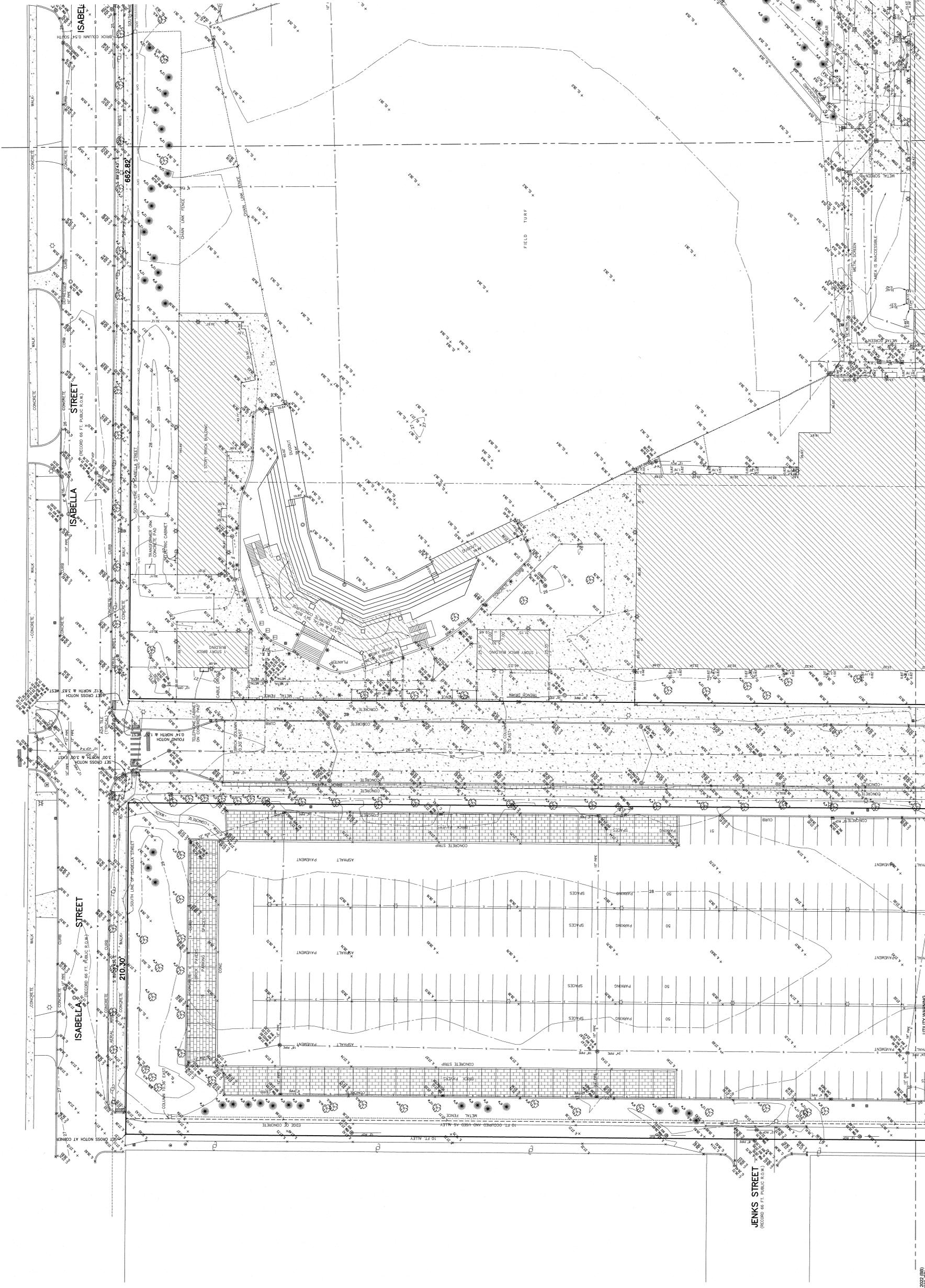
NO DIMENSIONS SHALL BE ASSUMED BY USER MEASUREMENTS UPON THIS PLAN.
Unless otherwise noted, the bearing, distance, elevation datum and coordinate datum used in this plan are as shown.

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LEGEND

- Storm MH
- Storm Inlet
- Storm CB
- San MH
- San Clean Out
- Water MH
- Water Barfallo Box
- Water Fire Hydrant
- Telephone MH
- Telephone Pedestal
- Utility Pole
- Guy Anchor
- Electric MH
- Electric Pad
- Electric Hand Hole
- Electric Meter
- Electric Light Pole
- Electric Traffic Signal
- Electric Traffic Control Box
- Electric Ground Light
- Electric Mounted Wall Light
- Gas Barfallo Box
- Tree - Deciduous
- Tree - Evergreen
- Sign Post
- Bike Rack
- Undersized Manhole
- Auto Simulator
- Flag Pole
- Iron Pipe
- Cut Cross
- Manhole
- JULIE Mark - Electric
- JULIE Mark - Telephone
- JULIE Mark - Gas
- JULIE Mark - Water
- GRAVEL ELEVATION
- FFE-FINISHED FLOOR ELEVATION
- X-CONCRETE ELEVATION
- TOP OF BANK ELEVATION
- C-CURB ELEVATION
- EL-ELEVATION
- TW-TOP OF WALL ELEVATION
- B-BOTTOM
- BOUNDARY
- UNDERLYING LOTS
- AERIAL WIRES
- FENCE LINES
- CONCRETE CURB
- DEPRESSED CURB
- SEWER MAIN
- SEWER LATERAL
- HOT WATER RETURN
- GAS MAIN
- TELEPHONE
- CABLE TV
- CONDENSATE LINE
- FIBER OPTIC
- WATER MAIN
- MATCH LINE
- CONTOUR LINES
- NOTE - RIM AS SHOWN FROM PLANS
- (INVERT) = INVERT AS SHOWN FROM PLANS



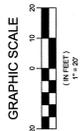
UTILITY WARNING
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UTILITY NOTES:
 SURVEYORS LICENSE EXPIRES November 30, 2022
 PLCS (PLCS) License Expires and Measured distances respectively.
 For easements, building lines and other restrictions not shown on survey data refer to your abstract, deed, contract, title policy and local building regulations.
 NO dimensions shall be assumed by user measurement upon the site.
 Unless otherwise noted, the bearing, distance, elevation datum and coordinate system used is as shown.
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REVISIONS:
 REVISION PER PLAN APRIL 20, 2022 (AB)
 REVISION PER PLAN APRIL 20, 2022 (AB)
 REVISION PER PLAN APRIL 20, 2022 (AB)

DATE: 07/2021
SCALE: 1" = 20'
PROJECT: 2021-29557-001

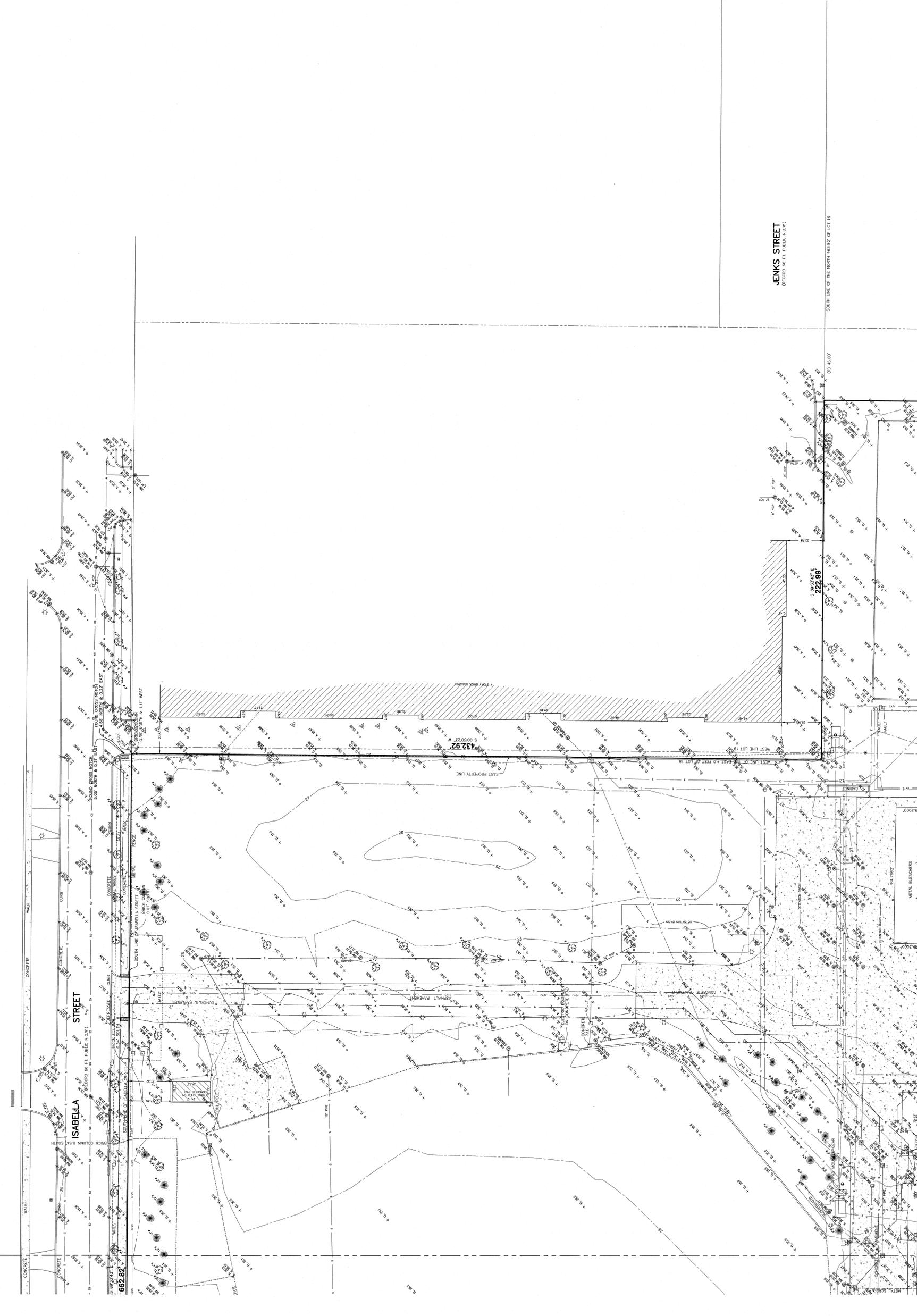
APPROVED:
 GREMLEY & BIEDERMANN
 458 N. MARY ELLEN AVENUE, CHICAGO, IL 60607
 TELEPHONE: (773) 865-5100 EMAIL: INFO@PLCS-SURVEY.COM



LEGEND

- Storm MH
- Storm CB
- Storm Inlet
- San MH
- San Storm Catcher
- Water Burial Box
- Water Meter
- Water Fire Hydrant
- Telephone MH
- Telephone Pedestal
- Utility Pole
- Utility Pole
- Guy Anchor
- Electric MH
- Electric Hand Hole
- Electric Pad
- Electric Meter
- Electric Light Pole
- Electric Light Pole
- Electric Traffic Signal
- Electric Control Box
- Electric Transformer
- Electric Mounted Wall Light
- Gas Burial Box
- Gas Meter
- Tree - Deciduous
- Tree - Evergreen
- Sign Post
- Survey Pin
- Blue Rock
- Unclassified Manhole
- Auto Sprinkler
- Fire Hydrant
- Flag Pole
- Iron Pipe
- Cut Cross
- Water Meter
- JULIE MARK - Electric
- JULIE MARK - Telephone
- JULIE MARK - Gas
- JULIE MARK - Water
- FINISHED FLOOR ELEVATION
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- TOE TOP OF WALL ELEVATION
- B-BOTTOM ELEVATION
- BOUNDARY
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- FENCE LINES
- CONCRETE CURB
- DEPRESSED CURB
- SEWER MAIN
- HOT WATER RETURN
- GAS MAIN
- TELEPHONE
- CABLE TV
- CONDUIT
- FIBER OPTIC
- CONDUIT
- MATCH LINE
- CONTOUR LINES

(N=) = RIM AS SHOWN FROM PLANS
(INVERT) = INVERT AS SHOWN FROM PLANS



REVISIONS
REVISED PER EMAIL APRIL 29, 2022 (BB)
REVISED PER EMAIL APRIL 6, 2022 (BB)

UTILITY WARNING
The underground utilities shown have been located from field survey information and existing drawings. It is the responsibility of the contractor to verify the location and depth of all utilities before excavation. The surveyor does not warrant the accuracy of the utility information shown on this plan. The surveyor has not physically located the underground utilities.

UTILITY NOTES:
SURVEYORS LICENSE EXPIRES November 30, 2022
This plan was prepared by Grebley & Biedermann, Inc. (GBI) and its employees. Compare all points (BENCH MARKS) with those shown on the plan. If any discrepancies are noted, please contact the surveyor immediately. Compare all points (BENCH MARKS) with those shown on the plan. If any discrepancies are noted, please contact the surveyor immediately. Compare all points (BENCH MARKS) with those shown on the plan. If any discrepancies are noted, please contact the surveyor immediately.

Outside of the City of Chicago call J.U.L.E. (800) 852-0123 prior to construction or excavation.
Call DIGGER - (312) 744-7200 within the City of Chicago.

Grebley & Biedermann, Inc. is a registered professional land surveying firm. More accurate data may be available with a utility location made by a public or private location service.

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DATE: 7/7/21
SCALE: 1"=20' FEET

1501 Central Street (Ryan Field)
Zoning Ordinance Text Amendment Application

Section 8 – Proposed Amendment

Please describe the reason for the proposed zoning ordinance text amendment.

Response: The proposed zoning ordinance text amendment is necessary to allow for additional activation of the new Ryan Field as a broader community asset, in a manner aligned with the magnitude of investment and consistent with stadium projects across the country. As a once-in-a-century, transformational project, the new Ryan Field provides an opportunity for unprecedented job creation and economic impact in Evanston. However, it is not consistent with modern stadium design, operational practice, or financial sustainability to limit use of the new facility to only seven football games per year. Such limited use would leave this state-of-the-art facility sitting dormant the remaining 350+ days per year.

Currently, Section 6-15-7-2 (U2 District Permitted Uses) is overly restrictive in permitted uses and unclear regarding what types of events are allowed. Additionally, the current ordinance should be updated to reflect proposed updates to operational requirements and restrictions, including permitted hours for events and traffic management planning for events.

The Applicant requests the amendment to clarify the types of community events permitted and to allow for up to 10 public-facing, full-capacity concerts. These changes are necessary for the new Ryan Field project to move forward, as the University needs to make material financial commitments in the coming months in order for the stadium to be built in alignment with its September 2026 target opening.

It should be noted that, although Northwestern is exempt from paying property taxes, it pays a variety of state, local, and federal taxes annually. The additional uses of Ryan Field will be subject to local amusement, sales, liquor, and parking taxes – all which will generate new tax revenue for the City. In addition, it is contemplated that non-profit organizations may perform some activities that are ancillary to, but in support of, their core mission. The Internal Revenue Service addresses this with its provisions on Unrelated Business Income Tax. It's also important to clarify – the University isn't pursuing this additional activity to generate profits – the University is a non-profit organization and doesn't have shareholders.

Additionally, the Applicant has committed to enter into a Memorandum of Understanding (MOU) with the City of Evanston prior to the first concert to address operational issues that are outside of the purview of zoning. The items to be included in the MOU include: the terms for the Applicant's reimbursement of the City for event-day services; specific security, traffic, and sustainability plans; the requirements for periodic updates to the Traffic Management Plan, which shall include specific traffic control measures, street closures and potential blockades during events; the parameters for a newly created Community Advisory Council that shall meet periodically, as needed, to serve as a conduit for community input; and any additional items raised during the ongoing community process. Finally, the Applicant has committed to cooperate with the City and support its efforts on the currently-pending referral to implement event-day permit parking for area residential streets.

Section 6 – Zoning Code Text Amendment

Proposed Amendments to Section 6-15-7-2 of the Zoning Ordinance

Current Language	Proposed Language	Explanation
The following uses shall be considered permitted uses when conducted in association with the above permitted uses:	<i>Eliminate language</i>	Remove ambiguity about what uses are “conducted in association with an above permitted use” and allow for use of facilities in the U2 district by the community.
Intramural and intercollegiate sports and athletic events and practice therefor.	Intramural, intercollegiate or amateur sports and athletic events and practice therefor.	Clarify that other amateur sports events are allowed in addition to high school or college athletics, such as Olympic trials or competitions, 7 on 7 football games, college pro days/combines and Special Olympics events.
Band playing and practice in connection with the above events.	Band playing and practice in connection with another permitted use.	Clarify that band playing and practice is allowed in connection with any other permitted use, not simply the ones listed above.
University-sponsored lecture, speakers, musical performances and other cultural events held within an enclosed building provided that attendance is limited to ten thousand (10,000) or less.	Indoor and outdoor University-focused lectures, speakers and other community or cultural events and musical performances provided that attendance is limited to ten thousand (10,000) persons or less.	Clarify that University-related events do not have to be <i>sponsored</i> by the University and allow events to also be held outdoors
<i>New Section</i>	Indoor and outdoor community-focused lectures, speakers, non-musical festivals, social events and other community or cultural events, and musical performances in conjunction or associated with the foregoing, provided that attendance is limited to ten thousand (10,000) persons or less.	Add a new section allowing for smaller community events in the U2 District, intended primarily to allow for the use of the new Ryan Field plazas by the community.
Luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.	Banquet halls, including luncheons and dinners and dining room facilities in a stadium provided that attendance is limited to the seating capacity of the facilities.	Allow for other dining/private event uses, including philanthropic events, weddings, birthdays, etc.

Off-street parking for hospital employees and for university students and employees.	Off-street parking for hospital employees and for university students, employees, guests and invitees.	Add "guests and invitees" as allowed in the off-street parking.
<p>Temporary event (provided they are of a community or cultural nature and further provided they meet the conditions listed below):</p> <p>Community and cultural events of a nonprofit nature intended primarily for residents of the City and amateur athletic events shall be permitted provided that the following conditions are met:</p> <p>Sponsors of the temporary event shall obtain a certificate of zoning compliance pursuant to Section 6-4-8-2 of this Title.</p>	Public-facing concerts (provided they meet the conditions listed below):	Clarify and simplify the type of capacity events that are allowed and eliminate the requirement of a certificate of zoning compliance, as required operationally in order to book acts in advance. Note: The requirement of coordinating meetings with City staff will be included in an MOU between Evanston and Northwestern.
Attendance at such events is limited to ten thousand (10,000) persons or less.	Attendance at such events is limited to the capacity of the facility.	Allow for events up to the capacity of the respective facility.
Adequate university parking is available and is provided to all persons attending the event.	A coordinated Transportation Management Plan shall be submitted to the City Manager or its designee.	Provides for required parking to be governed by the approved Planned Development and a Traffic Management Plan that will cover utilization of off-site parking, alternate modes of transportation, the provision for closure of streets and other topics.
Private security is provided for those parking areas utilized.	Private security is provided for University-owned parking areas utilized.	Clarify that private security is only required for University-owned parking areas (or as established by the Traffic Management Plan).
Adequate provision of traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of traffic and the security and safety of said traffic flow	Reasonable provision of multi-modal traffic-control devices at no City expense including personnel, shall be provided to ensure the free flow of pedestrian, bike and vehicular traffic and the security and safety of said traffic flow.	Enhance requirement to include "multi-modal" traffic control, including pedestrian and bicycle traffic.

No more than seven (7) such events shall be held in any calendar year in any one facility, and each such event shall not exceed five (5) consecutive days in duration.	There shall be no more than 10 total days of such events in any calendar year within the U2 district, excluding setup and takedown.	Establish the number of permitted events as 10 total across the entire district.
Tractor trailers may not remain running while parked on the public street or in off-street parking areas.	Vehicles may only idle in approved designated areas on private property.	Expand “tractor trailers” to all vehicles and allow for idling on private property but only in designated areas. Note: Idling on public streets is restricted by Evanston idling code.
<i>New Section</i>	Concert music may be amplified during the hours of 10:00 a.m. through 10:00 p.m. on Sundays through Thursdays (subject to the following), and during the hours of 10:00 a.m. through 11:00 p.m. on Fridays, Saturdays and days preceding national holidays and legal school holidays enumerated in 105 ILCS 5/24-2, as permitted for special events pursuant to Section 9-5-20 and any associated required permits shall be issued.	Add event hours consistent with proposed noise ordinances and common practice to be restricted after 10pm on school nights and 11pm other nights.

Section 9 – Standards

Explain how the petitioned amendment relates to or satisfies each of the following standards.

(A) How is the proposed amendment consistent with the goals, objectives, and policies of the Comprehensive General Plan, as adopted and amended from time to time by the City Council?

Response: The Comprehensive Plan was last amended in 2000 – over 20 years ago. The Comprehensive Plan recognizes that institutions are a vital engine of the local economy and outlines policies to monitor institutional development and evolution, including by using land use regulations to limit negative effects on the surrounding community. It also encourages Evanston to support the growth and evolution of institutions so long as the growth does not have an adverse impact on adjacent residential neighborhoods.

The proposed new Ryan Field is a once-in-a-century opportunity for the City of Evanston and will allow for a sustainable, year-round community asset for the neighborhood and City, while aspiring to be one of the most accessible collegiate stadiums by applying Universal Design standards for accessibility and inclusivity. The Applicant has worked closely with the neighborhood and working

groups to develop protocols for minimizing the impact on the surrounding residential neighborhood. This includes limiting events to 10 total days per year (i.e., less than 3% of the year), requiring a traffic management plan and multi-modal traffic-control devices, limiting the hours for concerts, and providing for security at no City expense.

(B) In what ways is the proposed amendment compatible with the overall character of existing development in the immediate vicinity of the subject property?

Response: The proposed new stadium will address deficiencies of the existing stadium while reducing the capacity by 12,000 seats. The proposed amendment will only increase the number of full-capacity events at the stadium by less than 3% of the year annually. At the same time, it will make the new stadium financially viable and a better community asset rather than sitting dormant outside of game days and the current limited number of events.

The proposed new stadium is designed by the internationally recognized team of Perkins & Will and HNTB Architects and responds to the existing vicinity by creating a distinguished architectural design that reflects both the community and the Northwestern Athletic Campus. The gentle sloping limestone west façade echoes the original 1926 stadium design. The exterior limestone incorporates a material seen throughout Evanston and provides a high-quality expression absent from most stadiums but keeping with Northwestern's commitment to design excellence. The new plazas, parking and landscape design will enhance the public areas surrounding both the stadium and Welsh Ryan Arena by providing improved pedestrian circulation and crowd control. The East Parking Lot is designed to mirror the quality and details employed in the recently renovated West Parking Lot and helping to unify the existing campus while providing landscape buffers to the adjacent residential areas.

Importantly, the new Ryan Field aspires to be the most accessible stadium in college football with an accessible seating capacity that will exceed ADA standards and a universal design approach for the entire site and stadium. The universal design approach strives to make the environment more inclusive and allow for equitable, flexible, simple, and intuitive use. Beginning with the site design and continuing into the stadium interior spaces and seating bowl, the universal design approach will improve the fan experience with multiple design features, including accessible parking near entrances, multiple accessible entrances, elevators, intuitive wayfinding, assistive communications technology, and accommodations for visually and hearing-impaired guests.

Finally, the Applicant has engaged an acoustical engineer to collect data on existing gameday noise and compare it to a computer model designed to predict future noise produced by concerts. The engineer's conclusion was that overall concert sound levels will be consistent with current gameday measurements.

(C) Will the proposed amendment have an adverse effect on the values of adjacent properties and why?

Response: No, the proposed amendment will not have an adverse effect on the values of adjacent properties. To the contrary, reports have indicated that proximity to music venues and stadiums

may lead to enhanced home values. As noted above, the proposal is limited to 10 days per year, an increase of less than 3% of the year.

The University asked its economic impact consultant, Tripp Umbach, to research the impact of stadium projects on residential housing values. In addition to a wide range of social and community benefits, Tripp Umbach provided the following:

“Stadium facilities have been shown to increase property values relative to their distance to the stadium. According to research published in the Journal of Sports Economics, there is evidence that the construction of a new facility or renovation of an existing facility increases property values by 1.75% for each 10% decrease in distance from the house to the facility.¹ In other words, the closer a house is to the stadium, the more property values are positively impacted. This is also evident in a property value map of Evanston, broken out by city council districts. Ward 7, where Ryan Field is located, maintains the city's highest average residential property value. The opening of a facility is also associated with a 20% increase in mortgage applications to purchase homes in the area.”²

While each jurisdiction is different and subject to a number of moving factors at any given time, much press has been given to recent mega-stadium builds in [Los Angeles](#) and [Atlanta](#). In Evanston’s current situation, Ryan Field already exists, and the physical improvements to the stadium and surrounding area, financed privately, would only have a positive impact on local property values.

In 2016, Realtor.com [analyzed prices](#) for homes located near to an outdoor music venue and found at least a 9% associated premium. Additional studies reveal the net positive impact on housing prices and new stadium developments. In November 2022, West End [home of the TQL stadium for FC Cincinnati] home prices were up 2.5% compared to last year, selling for a median price of \$285K.” ([Redfin, 2022](#)). Homes in neighborhoods close to new stadium builds — or proposed stadium builds — on average, have premiums ranging between 3 percent and 15 percent.” ([reonomy.com, 2020](#))

(D) What change to existing public facilities and services, if any, will be required to serve the effects of the proposed amendment?

Response: The Applicant has worked with City staff and the neighborhood to address and accommodate any increased need for public facilities and services that is generated by the proposed amendment. For more than one year, the Applicant has actively listened to Evanston residents to better understand the shortcomings of the current stadium and to address future issues. Since the start of their fiscal year (September 2022) alone, the Applicant has engaged with

¹ Assessing the Economic Impact of Sports Facilities on Residential Property Values: A Spatial Hedonic Approach. (Xia Feng 2018).

² Do New Sports Facilities Revitalize Urban Neighborhoods? Evidence from Residential Mortgage Applications. (Huang, Humphreys, 2012)”

Evanston by hosting 38 community forums and participated in 146 community events and conversations with residents and leaders.

This has included working with Kimley Horn to develop a Transportation and Parking Management Plan for the proposed concerts to minimize impact on public facilities and services. As part of this plan, Kimley Horn recommends utilizing on-site and off-site parking and providing shuttle service for off-site parking. The Applicant will also explore coordinating with Metra and CTA to arrange for rides to/from concerts without purchasing a separate ticket, similar to the arrangement with Ravinia. Finally, similar to football games, the Applicant will coordinate with Evanston Police to manage key intersections in the vicinity of the stadium, which will be done at the Applicant's cost.