

What to do with the “Q”?

The “Q,” an aging concrete monstrosity jutting upward from the expanse of the largest parking lot west of the Mississippi, now has a limited role in the San Diego community. Outside of a truck rally here, a soccer game or two there, and a handful of SDSU Football games, the once majestic home stadium of the San Diego Chargers lies vacant while still costing the taxpayers of San Diego more than \$10 million per year for maintenance. This begs the question:

What should happen to the Qualcomm Stadium space since the Chargers have moved away?

Three proposals were presented by various groups to the San Diego City Council:

1. **Leave everything as it is.** Every town that has ever lost a National Football League (NFL) franchise (Baltimore, Cleveland, St. Louis, Oakland, Los Angeles) has had another NFL team replace it. If the stadium is torn down or a smaller stadium is built in its place, the NFL would have no feasible place to call home in San Diego. While the Chargers owners stated that one of the biggest reasons for leaving to Los Angeles was the inability to replace an old and antiquated Qualcomm Stadium, the presence of a large stadium is the only way to attract an NFL team.
2. **Soccer City.** Private investors recognize the value of developing the space while removing the tax burden from taxpayers. The redevelopment of this space with a smaller stadium might entice Major League Soccer (MLS) to place an expansion team in San Diego and could double as a stadium for San Diego State University to play their football schedule. Additionally, the development of homes, businesses, hotels, park space, and soccer youth development fields would be a positive space for the community and environment, create jobs, and raise millions of dollars in tax revenue to help fund the maintenance and repair of city streets. An NFL franchise could choose to help pay for the development and construct a larger stadium, otherwise, residential and retail space would complete the redevelopment proposal.
3. **SDSU West.** San Diego State University (SDSU) has a need for more space to meet the needs of students and faculty. If the city of San Diego gifted the land to the college, SDSU could use the majority of the land as a western campus for academic research as well as student and faculty housing, retail space, and a hotel. SDSU could potentially partner with USD and/or UCSD to create state of the art research facilities and market business space to high-tech companies for powerful learning partnerships. The additional construction of an appropriately sized football stadium could continue the growth of the Aztec football program helping them be seen as a top 25 program in the nation attracting better athletes and improving the reputation of the school. The development of this space will create more jobs and raise millions of dollars for the needs of the university.
4. **San Diego City Council Open Call.** Additionally, the City Council has requested proposals from community members to ensure that a variety of potential uses for the space are considered.

Your focus:

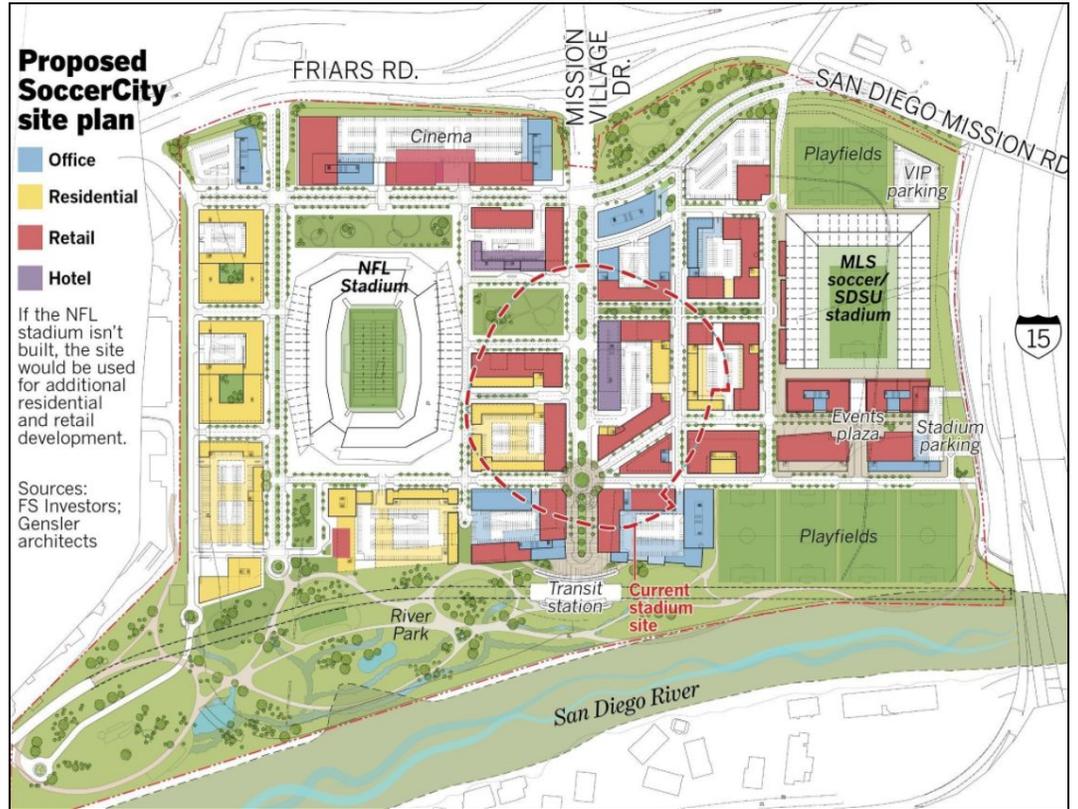
Determine what should happen to the Qualcomm space by supporting one of the proposals above or developing your own. Your final decision must be supported with evidence and reasoning detailing why your decision is better than all others.

Comparison of information concerning Qualcomm Stadium Site's Current Status to the Soccer City Proposal and SDSU West Proposal

Comparison of Info Regarding Various Proposals	Qualcomm Site Current Stats	Soccer City Proposal Stats	SDSU West Proposal Stats
Land Purpose	Keep to attract future NFL expansion team & place for SDSU Football	Attract MLS expansion team, potential co-partner w SDSU Football, bring money into city	Expand academic possibilities to SDSU & UCSD as well as build stadium for Top 25 Football Program
Stadium Seating	70,561 seats	~22,000 seats if soccer only ~32,000 seats expandable to 40,000 seats if soccer and SDSU football	35,000 - 40,000+ seats
Parking Spaces	19,000+ spaces	~18,000 spaces	14,760 spaces
Housing Units	0 units	1,300 student & low income housing units 3 residential high-rises up to 26 stories (up to 4,800 homes total)	3,900 student apartments 400 faculty housing
Hotels	0 hotels	2 hotels with a total of 450 rooms	1 hotel with 200 rooms
Academic & Campus Space	0 square feet	0 square feet	630,000 square feet to SDSU & UCSD
Office Space	0 square feet	3 million square feet	200,000 square feet (possibly marketed to high-tech companies linked to campus research)
Neighborhood Park space	0 acres	55 acres	40 acres
Play Fields	0 acres	21 acres for youth soccer academy	0 acres
Projected Annual Economic Impact	Loss of \$10.6 million - \$13.8 million subsidized by the city	Gain of \$2.8 billion to the city	Gain of \$6.5 million to SDSU

(For additional information: [Source](#), [Source](#), and [Source](#))

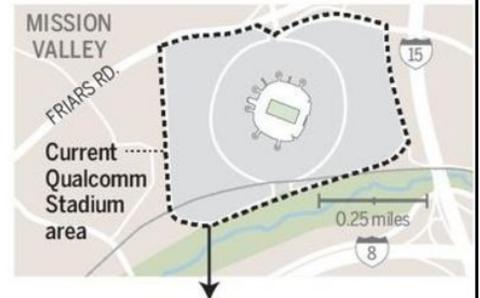
Soccer City Proposal



SDSU West Proposal

Proposed education and science campus

A conceptual plan commissioned by JMI Realty indicates how the Qualcomm Stadium property, with a new 40,000-seat stadium, might be redeveloped as a second campus for San Diego State University and a research center for UC San Diego.



Source: ESRI; Carrier Johnson + Culture

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