

48-HOUR MATERIAL FOR

AGENDA ITEM #2:

PROJECT #PR-2023-009363/CASE #SI-2023-01635/SI-2023-01638

LETTERS OF SUPPORT

WILDFLOWER NEIGHBORHOOD ASSOCIATION MEETING NOTES – 11/9/23

INDUSTRY MEETING NOTES – 11/13/23

**From:** [Mary Cooley](#)  
**To:** [Bolivar, Silvia A.](#)  
**Subject:** Support for United stadium  
**Date:** Thursday, November 9, 2023 6:37:58 AM

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[EXTERNAL] Forward to phishing@cabq.gov and delete if an email causes any concern.

I am Dr. Mary Cooley and I hope the NM United Stadium is approved at Balloon Fiesta Park. I am an HR consultant. In order to attract candidates to move to NM, we must have assets and events that make a difference in Quality of Life.

Thank you for your time and thoughtful consideration, it is much appreciated.

Mary

Mary T. Cooley, PhD, SPHR, SCP

Principal, HR Solutions, LLC

<https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=www.hrsolutionsnm.com&umid=f71461de-3193-4b3a-834b-8b687c8f415e&auth=307405480ca3e49a8b1deb4e49ca5cd244e7e096-b69dba0794f774cd482def05d4255138ffb92bce>

505.975.2626

mary@hrsolutionsnm.com

Mary.cooley@comcast.net

**From:** [Jo Ann Wildenstein](#)  
**To:** [Bolivar, Silvia A.](#)  
**Subject:** United Stadium  
**Date:** Thursday, November 9, 2023 12:41:36 PM

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[EXTERNAL] Forward to phishing@cabq.gov and delete if an email causes any concern.  
To Whom it may concern,

My name is Jo Ann Wildenstein. I am in full support of building the New Mexico United stadium at the balloon fiesta park. I think It will promote community togetherness and also be good for the local economy. Please consider and support this cause.

Thank You,

Jo Ann Wildenstein  
7821 Eagle Rock Ave NE  
Albuquerque NM 87122=

**From:** [Lauren Ferguson](#)  
**To:** [Bolivar, Silvia A.](#)  
**Subject:** Soccer Stadium  
**Date:** Thursday, November 9, 2023 12:49:54 PM

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**[EXTERNAL]** Forward to [phishing@cabq.gov](mailto:phishing@cabq.gov) and delete if an email causes any concern.

To whom it may concern:

I am writing to express my wholehearted support for the proposed New Mexico United Stadium at Balloon Fiesta Park. I believe this project will bring numerous benefits to our community, enhancing recreational opportunities and contributing to the overall vibrancy of our city.

The synergy between the proposed stadium and the iconic Balloon Fiesta Park creates an exciting prospect for residents and visitors alike. The stadium's presence is not just an opportunity for soccer enthusiasts but also a chance for our community to gather for diverse events, fostering a sense of unity and pride.

Additionally, the economic impact cannot be overstated. The influx of visitors attending matches and events will undoubtedly provide a boost to local businesses, creating job opportunities and stimulating economic growth.

I appreciate the thoughtful planning and community engagement that has gone into this proposal, and I believe that supporting the New Mexico United Stadium at Balloon Fiesta Park aligns with the best interests of our community.

Thank you for your time and consideration.

Sincerely,

Lauren Ferguson  
505.730.0513

**From:** [sacheen.harris@icloud.com](mailto:sacheen.harris@icloud.com)  
**To:** [Bolivar, Silvia A.](#)  
**Subject:** NM United Stadium  
**Date:** Monday, November 13, 2023 3:48:11 PM

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**[EXTERNAL]** Forward to [phishing@cabq.gov](mailto:phishing@cabq.gov) and delete if an email causes any concern.

To Whom it May Concern,

I am writing to express my wholehearted support for the proposed New Mexico United Stadium at Balloon Fiesta Park. This innovative project not only promises to be a home for soccer enthusiasts but also a dynamic centerpiece for our community, fostering unity and pride. Balloon Fiesta Park, already a symbol of our city's uniqueness, would become even more vibrant with the addition of this stadium. I believe it's a winning goal for our community's cultural and recreational landscape.

Thank you,

Sacheen Harris



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# MEETING MINUTES

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**Project:** Balloon Fiesta Park Master Development Plan Amendment, Site Plan for Subdivision, and Site Plan-EPC

**Date:** November 10, 2023

**Subject:** Meeting with Wildflower Neighborhood Association and NM United Team Representatives

**Meeting Date/Time:** Thursday, November 9, 2023 / 6:00-8:00 p.m.

**Attendees:**

Wildflower Neighborhood Association, and Maria Diers and North Edith NA Representatives  
Ron Patel, Chief Business Officer, New Mexico United  
David Wiese-Carl, Director of Communications and Fan Experience, New Mexico United  
David Flores, Deputy Director, COA Parks and Recreation  
Susan Rice, Recreation Facility and Program Operations Manager, COA Parks and Recreation  
Jared Winchester, AIA, Senior Project Architect, Improve Group  
Jackie Fishman, AICP, Principal, Consensus Planning  
Charlene Johnson, AICP, Senior Planner, Consensus Planning

## SUMMARY

The purpose of this meeting was to provide the opportunity for the Wildflower Neighborhood Association, Maria Diers, and North Edith residents to discuss the proposed project with the representatives from New Mexico United and the Project Team. The meeting was scheduled as a response to the request by the Wildflower Neighborhood at the previous meeting on November 3, 2023. New Mexico United representatives gave a presentation about the history of the team, its inclusion in the USL, and the Somos Unidos Foundation. A question-and-answer period followed the presentation. The following is a summary of the discussion.

## PURPOSE and FUNCTION

- New Mexico United is part of the USL league, which requires teams to have a dedicated stadium. The team received an extension from the league to secure its own stadium.
- New Mexico United looked at several locations, including near other stadium facilities in the City.
- The stadium will be multi-use. New Mexico United will allow other events to utilize the stadium when not used. All events must meet the City's requirements for sound, lighting, noise, and hours of use as stated in City ordinances and the Balloon Fiesta Park Master Development Plan.
- There are 17 home games, which will be played on Saturday evenings between 7:00 and 9:00 PM unless there is overtime, which may extend the match to 9:30. These hours comply with the Balloon Fiesta Master Development Plan. Matches played on weeknights

would be limited and only during playoffs. Currently, New Mexico United plays on weeknights due to scheduling conflicts with other events around Isotopes Park.

- New Mexico United will not play any home matches during the Balloon Fiesta event.

## **SITE DESIGN**

- The stadium location next to the escarpment is most advantageous because it is the most effective location to reduce noise and light and has some infrastructure available.
- The Project Team evaluated locations at the Park's northern end, but were eliminated due to the lack of natural barriers and access to infrastructure.

## **LIGHTING**

- Jared Winchester consulted with the lighting engineer since the last meeting and was assured that the height of the light poles at 100 feet would provide the best way to angle and shade the lights.
- The lights will be 94 candelas. Less than 500 candelas are considered a low light.
- The lighting study was included in the EPC application and is available to participants. It includes lighting for the stadium and the area east of the proposed stadium. Pedestrian level lighting bollards will be used in that area.

## **TRAFFIC ROUTES**

- The majority of the traffic to the stadium will come southbound from the Pan American Freeway to Balloon Fiesta Parkway and west towards the Park and to the stadium parking lot. Some traffic will come from Alameda Boulevard to Balloon Museum Drive and San Mateo Boulevard to San Diego.
- New Mexico United is committed to reducing the impact of traffic on the surrounding property by using social media to inform fans about traffic patterns and closures of local streets. Approximately 4,500 of United's fan base are season ticket holders connected through social media and are repeat attendees. United sends regular match-day social media communications, including information on accessing the stadium.
- United anticipates installing barricades and adding officers at "pain points" for the Wildflower Neighborhood along Jefferson Street and two locations on San Mateo Road.
- Based on United's experience at Isotopes Stadium, the Traffic Study estimated that approximately 2,500 to 3,000 cars will travel to the stadium at full capacity. If capacity at the stadium were to grow, the maximum traffic anticipated would be about 5,000 cars.
- Studying the traffic patterns and the most effective way to circulate traffic during match days will be ongoing and refined as necessary.

## **FUNDING**

- New Mexico United will privately finance all vertical construction for the stadium. The City will use State Capital Outlay money to improve and install infrastructure (water, sewer, electricity, etc.) for the overall benefit of the Park and to support the stadium development.
- Capital Outlay is generated through GRT and other taxes and is appropriated by the State to the City. There are no bonds that are being redirected towards this project.

- The new proposal is for a public / private partnership with the private entity (New Mexico United) owning and constructing the stadium and the City providing infrastructure improvements.
- The infrastructure improvements anticipated for the stadium development are needed at Balloon Fiesta Park. The construction of the new stadium provides the catalyst to make those improvements happen.

## NEIGHBORHOOD CONCERNS

### Traffic

- Traffic is a primary concern for residents. Several residents have negative experiences with traffic around Balloon Fiesta and July 4<sup>th</sup>. They were stuck in traffic for several hours without a clear path to their neighborhood streets or were not permitted to drive to their homes by officers.
- Enforcement of traffic barricades and residents having priority for through traffic is essential.
- After these concerns were expressed at the last meeting, the Project Team coordinated with the Department of Municipal Development. It was agreed that there will be a study of the neighborhood to determine the best placement of speed bumps and signage for the neighborhood.
  - *Jared provided printed maps of the neighborhood for participants to write on to indicate where speedbumps and signage would be useful. The Project Team will also send the map via email for participants.*

### Multiple Uses and Longevity

- An attendee expressed concerns about other events that will be held at the stadium, such as concerts that could cause noise and traffic issues.
  - *Jared Winchester explained that the location along the berm is much more effective at controlling noise than out in the middle of the launch field with no barriers or massing to contain sound.*
  - *The Project Team assured the attendees that New Mexico United is committed to working with the neighborhoods to ensure the events do not negatively impact the neighborhoods. New Mexico United would like to hear from neighbors so the club can address and resolve any issues that arise.*
  - *Any events held at the stadium would be subject to the Balloon Fiesta Park Master Development Plan and other City ordinances, including the Noise Ordinance.*
  - *Approval will be required if an event deviates from the Balloon Fiesta Park Master Development Plan requirements.*
- An attendee remarked that the noise study should include a study for events other than sports games, but also for concerts or other events with loudspeakers.

### Parking Revenues

- The City will receive 10% of the parking revenue per the lease agreement. Neighbors do not believe this is adequate.



- *City does not collect revenue at all from Isotopes Stadium or other stadiums that it operates. The revenue from parking is anticipated to generate approximately \$17,000 per year.*

### **Property Values**

- Neighbors expressed concerns that the stadium could cause property values to decline.
  - *Stadiums are typically catalytic and attract other development. Other stadiums of the same have created additional development, such as restaurants, shops, and other uses. All examples are anecdotal.*

### **Lease Agreement**

- Several neighbors expressed their strong concerns about the lease agreement and contended that the lease agreement was vague, not well executed, and should not be approved by the City Council as written.
- Participants pointed out that the lease stated that the only time the bathrooms can be used during Balloon Fiesta, which is untrue and indicative of the poor writing in the lease.
- Neighbors were concerned that there were no limitations on what the stadium could be used for explicitly stated in the lease.
- A concern was raised that the property at Balloon Fiesta Park was undervalued in the lease, and it needed to be resolved before getting support from the neighborhoods.
- Participants suggested that New Mexico United should refrain from signing the lease until the issues identified by the neighbors are resolved.
- Jackie informed the participants that their Councilor cannot talk directly about this project, because it is in the EPC process and could create ex parte communication issues. She recommended contacting the Councilor's Policy Analyst to express their concerns.
- Participants that were concerned about the lease encouraged others to attend the November 20<sup>th</sup> City Council meeting to express opposition or to contact their Councilor to take the lease off the agenda until further evaluation could be completed.

### **Notification**

- Neighbors expressed concern that they were not properly notified of the stadium project and are now being railroaded into accepting the development.
  - *Jackie Fishman explained that the process followed the City's procedure for public notification of the EPC application. This included a pre-application notification by email on August 18<sup>th</sup> to the Neighborhood Association representatives. Larry Caudill had difficulties with his email and with his health, which made notification difficult. Nonetheless, a pre-application meeting was requested and held in August.*
- Neighbors expressed their desire to have representatives from New Mexico United and the City to go door-to-door to meet with residents to hear their concerns.
- Some participants said they knew residents from Near North Valley who were not in the discussion.
  - *The people to the west of the Park have contacted Consensus Planning and will meet on November 15<sup>th</sup> at the Golf Center at Balloon Fiesta Park.*

- The Project Team has also been in communication with Presbyterian Hospital, which is a neighbor.

### **Safety**

- People park their cars in the neighborhood to avoid paying for parking, and they cut through the neighborhood, speeding and making an unsafe environment.
  - *Hopefully, the vastly fewer cars attending United matches will make this less of an issue than it is for Balloon Fiesta or the July 4<sup>th</sup> event. New Mexico United wants to hear from neighbors if there are issues with the attendees.*
- Participants asked how the stadium will be secured and the area protected from crime once the stadium is constructed and in use.
  - *New Mexico United stated that the club is committed to security and currently provides security during match day in and around Isotopes Park and will continue to do so for the new stadium. The stadium facility will have 24/7 security guards on site when it is not in use.*

### **ACTION ITEMS**

1. Submit a copy of the meeting notes to the EPC Case Planner to be put into the case file. Responsibility: Jackie Fishman
2. Look into crime stats around the neighborhood during Balloon Fiesta. Responsibility: David Flores
3. Meet with Maria Diers and North Edith NAs. Responsibility: Consensus Planning, Improve Group, City of Albuquerque.
4. Email neighborhood map to Dolores Garcia to identify locations for speedbumps: Jared Winchester

Sandra Lovato

Tony Lovato

JAMES HANSEN

Rebecca Hall

Kurtis Benberger

Dolores Garcia

Glenn Garcia

Steve Taylor + Companion

Annette Kitts

Barri Harvey

Russ Harvey

Denise McCoy

Jon Kennedy

Pat & Sylvia Hauser

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Peg & Rosalie Johnson

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# MEETING MINUTES

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**Project:** Balloon Fiesta Park Master Development Plan Amendment, Site Plan for Subdivision, and Site Plan-EPC

**Date:** November 13, 2023

**Subject:** Meeting with Industry Representatives

**Meeting Date/Time:** Monday, November 13, 2023 / 3:00-5:00 p.m.

**Attendees:**

Industry Representatives and BFP Leasees

David Simon, Director, COA Parks and Recreation

Susan Rice, Recreation Facility and Program Operations Manager, COA Parks and Recreation

Jared Winchester, AIA, Senior Project Architect, Improve Group

Jackie Fishman, AICP, Principal, Consensus Planning

## SUMMARY

The purpose of this meeting was to provide the opportunity for representatives from the business community around Balloon Fiesta Park to discuss the proposed project with the Project Team. Other participants included representatives from groups who regularly use BFP. Dave Simon introduced the project and gave an overview of the Master Development Plan and the need for infrastructure improvements to support the Park. Jackie Fishman provided an overview of the entitlement process for approval of the amendment to the Master Development Plan, amendment to the Site Plan for Subdivision, and the Site Plan-EPC. Jared Winchester walked through the site plan, traffic analysis, noise study, and lighting study. A question-and-answer period followed the presentation. The following is a summary of the discussion.

## EVENTS

- The Freedom 4<sup>th</sup> event at Balloon Fiesta Park attracts over 50,000 attendees.
- Balloon Fiesta typically attracts between 50,000 and 80,000 each day.
- The shuttles during Balloon Fiesta bring in approximately 20,000 people.

## SITE DESIGN & INFRASTRUCTURE

- The occupancy at the stadium will be from 8,000 to 11,000. Using the higher number, the required parking will be 2,750 spaces. The current number of parking spaces available in close proximity to the stadium site is 6,000.
- The City purchased 9 acres to the north of the Park, which is estimated to hold between 750 to 1,000 parking spaces.
- The overarching goal is to build a site that helps Balloon Fiesta Park, including stabilizing the escarpment, fixing drainage and ponding issues, and bringing long needed infrastructure to the Park.

- The City will prepare the site for the stadium and will bring in electric, water, sewer, and telecommunications along Vendors' Row, which will improve the Park as a whole.

### LIGHTING STUDY

- The lighting study was included in the EPC application. The study showed that 99% of the lighting will be contained within the perimeter of the stadium. The shielding will block the light from spilling outside the stadium.
- Musco Lighting is the lighting consultant for the stadium, the same company that provided the lighting design for the stadium in Colorado Springs
- The parking lot to the north of the stadium is used for a variety of activities and will include portable light fixtures. The project includes lighted bollards for pedestrian level lighting.
- The existing high voltage power lines at 85-95 feet in height and go higher as they near the President's Compound. Balloons already avoid this area because of the power lines. The height of the stadium is lower than the power lines and will not be in conflict with lift offs.

### TRAFFIC ANALYSIS

- The majority of the traffic to the stadium will come southbound from the Pan American Freeway to Balloon Fiesta Parkway and west towards the Park and to the stadium parking lot.
- Some traffic will come from Alameda Boulevard to Balloon Museum Drive and San Mateo Boulevard to San Diego.
- The Project Team is studying the viability of cutting access off at San Mateo.

### SOUND ANALYSIS

- The sound was tested at different frequencies using a dispersed sound model versus a concentrated sound model.

### NEW MEXICO UNITED

- The team is 1<sup>st</sup> or 2<sup>nd</sup> in the USL for attendance.
- The team is currently using Isotopes Stadium and is required by the USL to have its own stadium.
- Practices will continue to be held at Mesa del Sol.
- More than half of the tickets to the games are held by season ticket holders and they are emailed by the team prior to the games. This allows for a high degree of communication and the team can provide instructions on routes for getting to the Park.

### PARTICIPANT COMMENTS

- The parking discussion is ridiculous. The issue is the stadium will not be able to expand and it conflicts with Balloon Fiesta.

*Response: Parking is not a problem – the existing parking at the Park can easily accommodate the stadium attendees. The team is 1<sup>st</sup> or 2<sup>nd</sup> in the USL for attendance and the planned capacity is adequate. Games will not be scheduled during Balloon Fiesta.*

- The stadium is incompatible with the use of Balloon Fiesta Park. The parking lot is currently used for rocket launches.

*Response: The stadium is consistent with the vision for Balloon Fiesta Park as expressed in the Master Development Plan. Soccer is already a major activity on the launch field. The parking lot will be improved and will remain flexible for a variety of activities, including model aviation and rocket launches.*

- The project site is one of the best places in the Country for model aviation and unmanned aircraft.

*Response: There is no conflicting air space. The highest edge of the stadium will be 75 feet, again lower than the existing power lines running through this area. There are opportunities to enhance this sporting activity at the Park.*

- There are FAA rules for flying model aircraft around stadiums that could prevent this activity.

*Response: The rules typically apply to when stadiums are in use. The typical buffer area for flying model aircraft is 500 feet out from stadium; this will be easy to accommodate at the future stadium. The FAA has permitted flying model aircraft near other stadiums.*

- Security and parking controls for neighborhoods and businesses should be provided by New Mexico United.

*Response: The team and the City will collaborate to provide traffic/parking controls during events and the team will provide security at the stadium.*

- CNM operates a driver training program on one of the parking lots on top of the escarpment. CNM is done using its parking lot to the east of the Park by 3:30 p.m. and there is currently an agreement with the City that it can be used during off hours.

*Response: Soccer games will be from 7:00 to 9:00 p.m. on Saturdays, so there will be no conflict with the CNM program.*

- Transcore uses the north parking area as a test track and to train drivers during the work day Monday through Friday, from 7:00 a.m. to 1:00 p.m. Occasionally, the test track is used at night. There are no Saturday test drives

*Response: There is no conflict between this use and the proposed stadium. The parking lot can still be used for this purpose.*

- Can traffic flow on Balloon Fiesta Parkway be reversed to speed entering and exiting of the Park?

*Response: This hasn't been studied but it is unlikely that this will be necessary given the much lower level of cars associated with the stadium coming or leaving the Park.*

- How are we going to "deconflict" the stadium when additional events are scheduled?

*Response: The game schedule is published months ahead. Good communication and partnership between the Park and neighbors is key to dealing with schedule changes and to address any potential conflicts. Balloon Fiesta Park routinely communicates with surrounding businesses regarding events at the park and work with neighbors to resolve issues.*

- There are very few restaurants for employees in the area. Connectivity to nearby businesses will be a positive improvement.

*Response: There will be a future foodcourt at the stadium but it is unlikely to be open for lunch on a daily basis. The stadium is likely to stimulate some private sector investment in the Park area that will lead to additional food/beverage businesses.*

- Blue Cross-Blue Shield has some employees who work at night.

*Response: Employees will still have access to the BCBS parking lot and stadium attendees will not be allow to park in the lot, unless permitted by BCBS.*

## **ACTION ITEMS**

1. Submit a copy of the meeting notes to the EPC Case Planner under the 48 hour rule.  
Responsibility: Jackie Fishman



November 13, 2023

## STADIUM MEETING @ EVENT CENTER

<u>NAME</u>	<u>BUSINESS</u>	<u>EMAIL</u>
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Sean Laug	Resident	

\* Submitted FRIA