

THE NEW RYAN FIELD

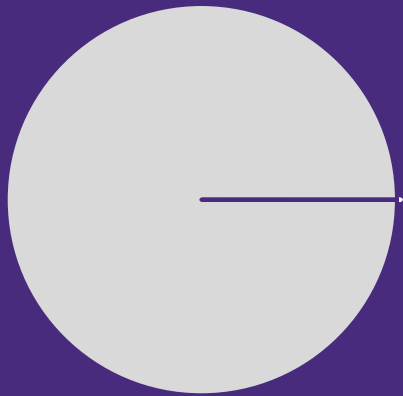
EVANSTON LAND USE COMMISSION

September 2023

Introduction

**Dave Davis, Senior Executive Director
Northwestern University, Neighborhood
and Community Relations**

Moving Forward Together



18 hours for **six concerts** represents 0.2% of hours in a given year

REDUCED CONCERTS

Reduce the fixed number of concerts in the ordinance to **six per year** to balance the need to realistically operate the venue while addressing the concerns of neighbors.



NO MORE UNLIMITED 10K-PERSON EVENTS

No longer asking to modify the original text amendment request that allowed for an unlimited number of 10,000-person University events.



**60 DAYS
PER YEAR**

LIMIT COMMUNITY-BASED ACTIVITIES

Limit community-based activities at the stadium and plazas to 60 days per year.

Popular Music Shows Presented on the Northwestern University Campus in Venues Near Evanston Residential Neighborhoods

1949, Pete Seeger,
1956, Pete Seeger + Big Bill Broonzy, Cahn Auditorium
1957, Pete Seeger, Cahn Auditorium
1961, Ella Fitzgerald

1967
Eric Burdon & The Animals, March 11, McGaw Hall
The Kingsmen, Oct. 20,

1968
The Association, Feb. 24, McGaw Hall
Paul Butterfield Blues Band, May 11, Cahn Auditorium

1969
Laura Nyro, Oct. 24, Cahn Auditorium

1970
Blood, Sweat & Tears, Jan. 30 (5 months after appearing at Woodstock), McGaw Hall
Mountain, April 10 (8 months after appearing at Woodstock), McGaw Hall

1971
Sly & the Family Stone, May 29, McGaw Hall
Mountain, Nov. 6, McGaw Hall

1972
Mahavishnu Orchestra, Feb. 21, McGaw Hall
West, Bruce & Laing + The Spencer Davis Group, April 15, McGaw Hall
Parliament-Funkadelic, May 13, Cahn Auditorium,

1973
Quicksilver Messenger Service, Mar. 4, McGaw Hall
Leo Kottke,+ David Bowers, March 5, Cahn Auditorium
The Incredible String Band + Batteaux, March 12, Cahn Auditorium (2 shows)
Jo Jo Gunne, + Faces, April 26, McGaw Hall
Lighthouse + Flying Circus, Oct. 2, Cahn Auditorium
Grateful Dead, Nov 1, McGaw Hall
Genesis, Dec. 3, McGaw Hall

1975
Return to Forever featuring Chick Corea & Stanley Clarke, Oct. 4, Cahn Auditorium (2 shows)
Jethro Tull, Oct. 15, McGaw Hall
The Beach Boys, Nov. 15 (2 shows), McGaw Hall

1976
Jerry Garcia Band, March 12 (2 shows), McGaw Hall

1977
Jim Post + Steve Goodman, Feb. 5, Cahn Auditorium
Jethro Tull, March 12, McGaw Hall
John Prine, Oct. 8, Cahn Auditorium

1978
Dave Mason, Feb. 26, McGaw Hall
Bruce Springsteen & the E Street Band, Nov. 21, McGaw Hall

1979
Muddy Waters, March 3, Cahn Auditorium
The Ramones, Oct. 13, Cahn Auditorium

1983
The Ramones, May 28, Cahn Auditorium
Gang of Four, Oct. 8, Cahn Auditorium

1984
Santana, Oct. 28, Welsh-Ryan

1985
General Public, April 17, Welsh-Ryan
REM + Neats, May 8, Welsh-Ryan
Simple Minds, Nov. 12, Welsh-Ryan

1988
Echo & the Bunnymen, March 6, Welsh-Ryan

1989
Nick Lowe + Elvis Costello, April 22, Welsh-Ryan

1990
Melissa Etheridge, Nov. 18, Welsh-Ryan

1991
Bob Dylan + Over the Rhine, Nov. 4, Welsh-Ryan

1994
Duran Duran + James, Jan. 16, Welsh-Ryan

1995
Tracy Chapman, March 8, Welsh-Ryan

1997
Guster, Jan. 31, Welsh-Ryan
Counting Crows, Oct. 20, Welsh-Ryan

1998
Tori Amos, Oct. 29, Welsh-Ryan

1999
Ani Difranco, Oct. 21, Patten Gym

2000
Bob Dylan, Oct. 31, Welsh-Ryan

2003
Queens of Stone Age + Zwan, April 2, Patten Gym

2005
Dane Cook, April 11, Welsh-Ryan
Kanye West, Nov. 13, Welsh-Ryan

2006
My Morning Jacket + The New Pornographers + Stephen Malkus, April 22, Patten Gym

2007
Wilco, May 11, Patten Gym
Ben Kweller, Dec. 5, Welsh-Ryan

2009
Ludacris + Shawnna + The Knux + Pac Div, April 24, Patten Gym

2010
Snoop Dogg, + Kid Cudi, Oct. 15, Welsh-Ryan

2011
Lupe Fiasco, Nov. 4, Welsh-Ryan
Matt & Kim, Nov. 11, Welsh-Ryan

2012
Young the Giant + Nas, Oct. 12, Welsh-Ryan (2 shows)

2013
Sworn Enemy + Death Ray Vision + Acaro, Sept. 15, Welsh-Ryan
Grouplove, Oct. 11, Welsh-Ryan

2014
Big Sean, Oct. 10, Welsh-Ryan

2016
Young Thug, Sept. 30, Welsh-Ryan

2018
Carley Rae Jepsen + Smino, Nov. 17, Welsh-Ryan

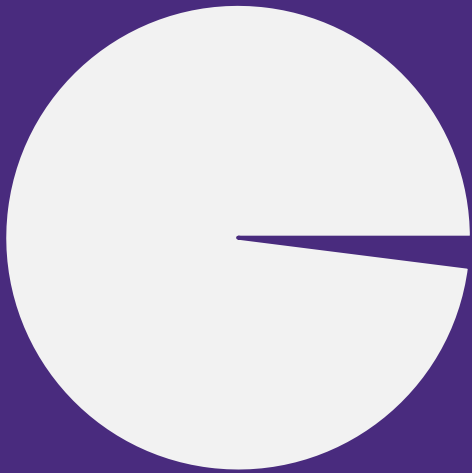
2019
SOPHIE, Oct. 5, Welsh-Ryan
Tegan and Sara, Oct. 15, Cahn Auditorium

2021
Willow Smith, Oct. 9, Welsh-Ryan

2022
Indigo Girls, Jun. 28, Cahn Auditorium
Herb Alpert, Sep. 23, Cahn Auditorium
Lyle Lovett + John Hiatt, Oct. 15, Cahn Auditorium
Amine + Michelle, Oct. 22, Welsh-Ryan

Sources: *concertarchives.org and setlist.fm websites, NU online archives, individual band concert/tour websites, various venue websites*

Transforming a severely underutilized asset into an opportunity for collective benefit.



We use Ryan Field just **2% of the year.**



We propose a modest increase to **3.5%** utilization by adding just **six concerts a year.**



An opportunity for collective benefit.

An Opportunity to Increase Equity for All of Evanston

\$800M

Projected economic impact

\$12M

In direct tax revenue to Evanston

\$208M

35% (\$208M) dedicated to minority and women owned businesses

\$0

Taxpayer dollars used to build the new stadium —entirely privately funded



workforce training program that will equip residents with future-proof skills

Architecture — Design, Sustainability,
Accessibility Introduction

Darren Nielsen, HNTB Vice President



Current Ryan Field



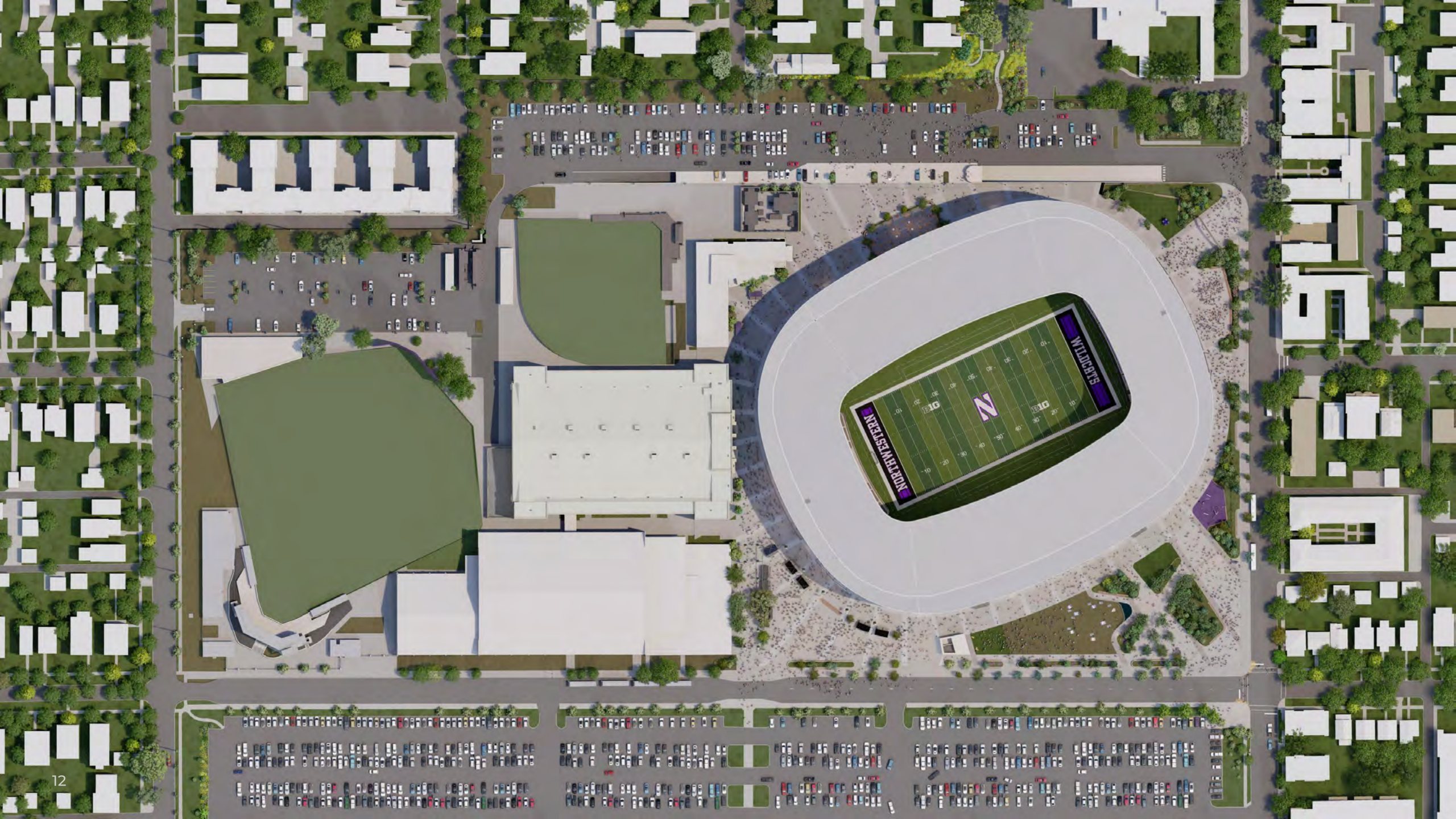
THE RYAN FIELD

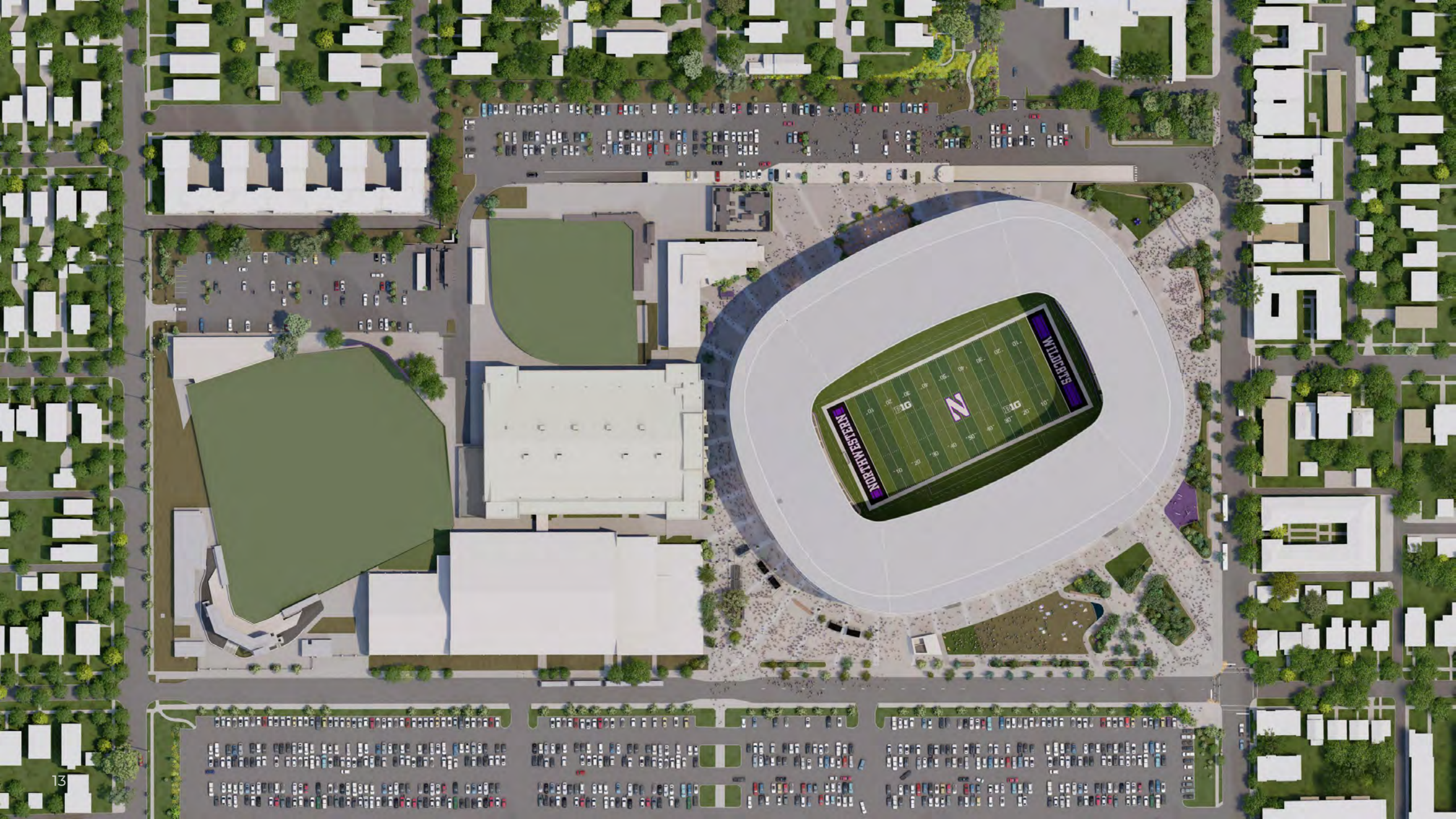


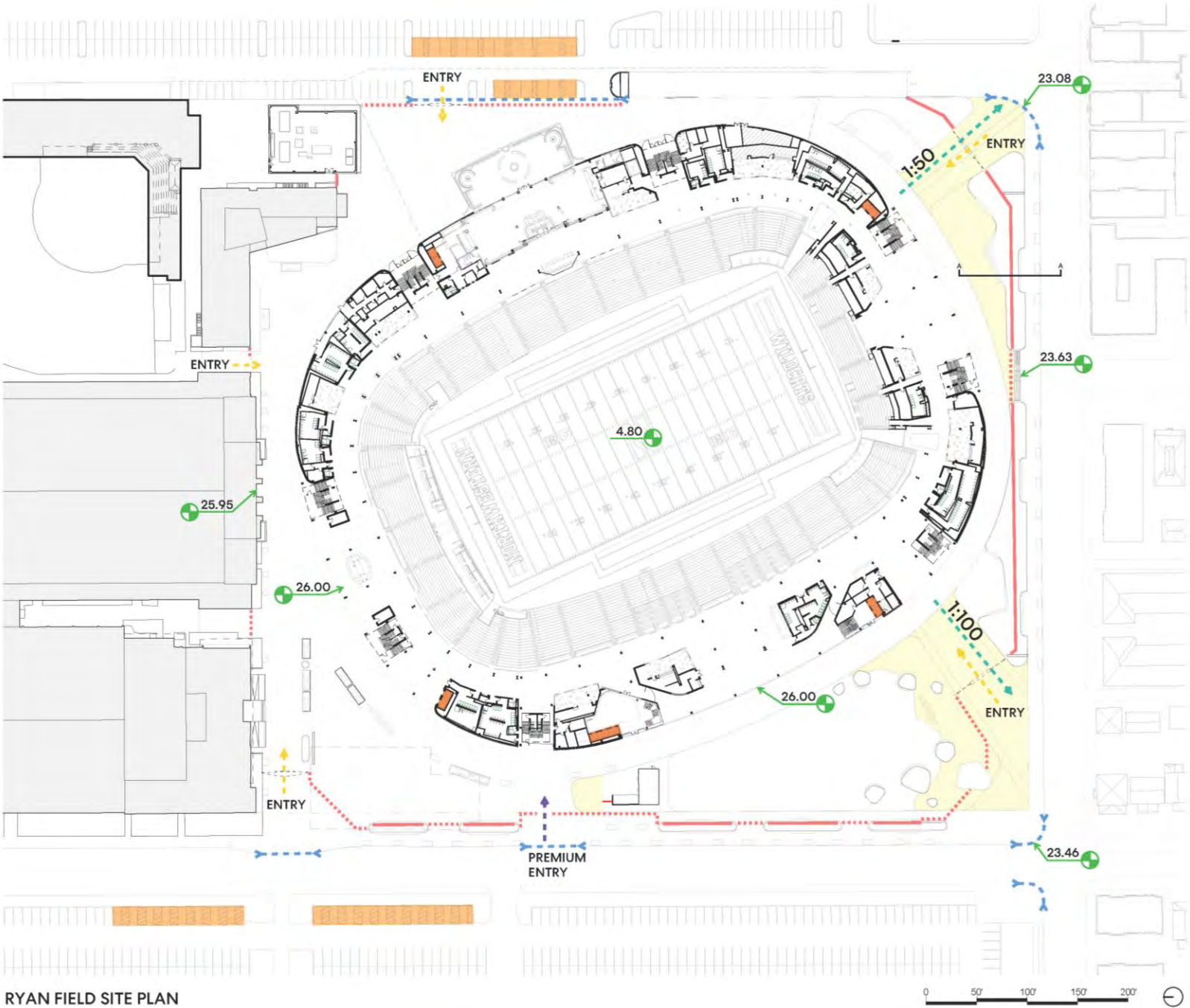
NORTHWESTERN











KEY

- PERMANENT SITE FENCING
- TEMPORARY SITE FENCING
- ENTRY PATH
- PREMIUM ENTRY PATH
- SLOPE GRADIENT
- SPOT ELEVATION (CITY OF EVANSTON DATUM)
- ACCESSIBLE PARKING
- ACCESSIBLE FLUSH CURB
- ELEVATORS
- PERMEABLE PAVERS

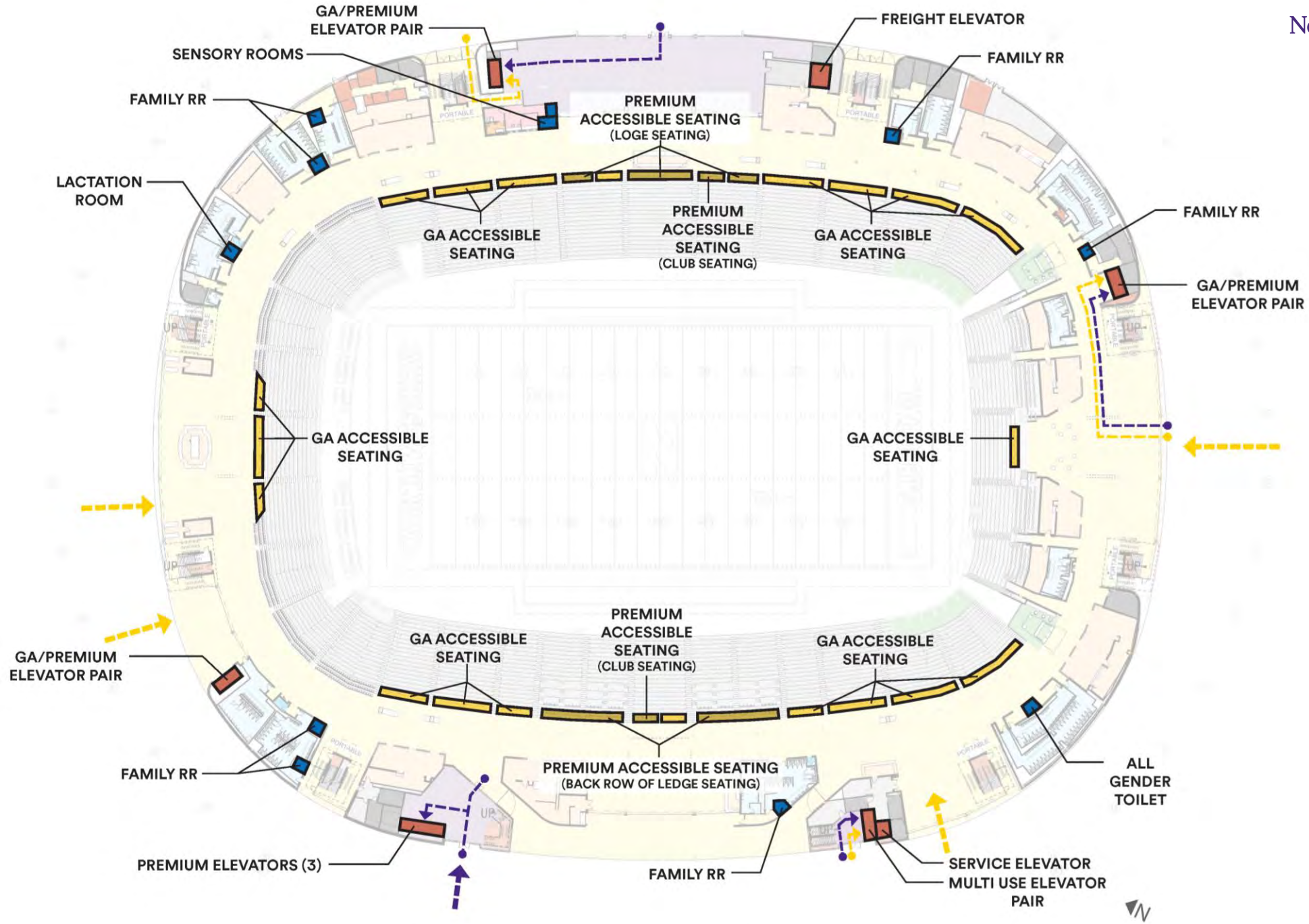


SECTION A-A



DONOR FAMILY PARK

N
NORTHWESTERN





WELSH-RYAN ARENA

MULTI-USE MEETING HALL

RYAN FIELD

NORTHWESTERN

RYAN FIELD

GATE 2

FOR ALL SEASON TICKETS
VISITORS PLEASE

CONCEPT

RYAN FIELD

Concerts

Michael Godoy, CAA ICON

Concerts

Logistics

- Coordinated support vehicle sequencing
- 10-20 trucks loading/unloading underground loading dock
- Tour buses (3-5) parked underground at loading dock

Management

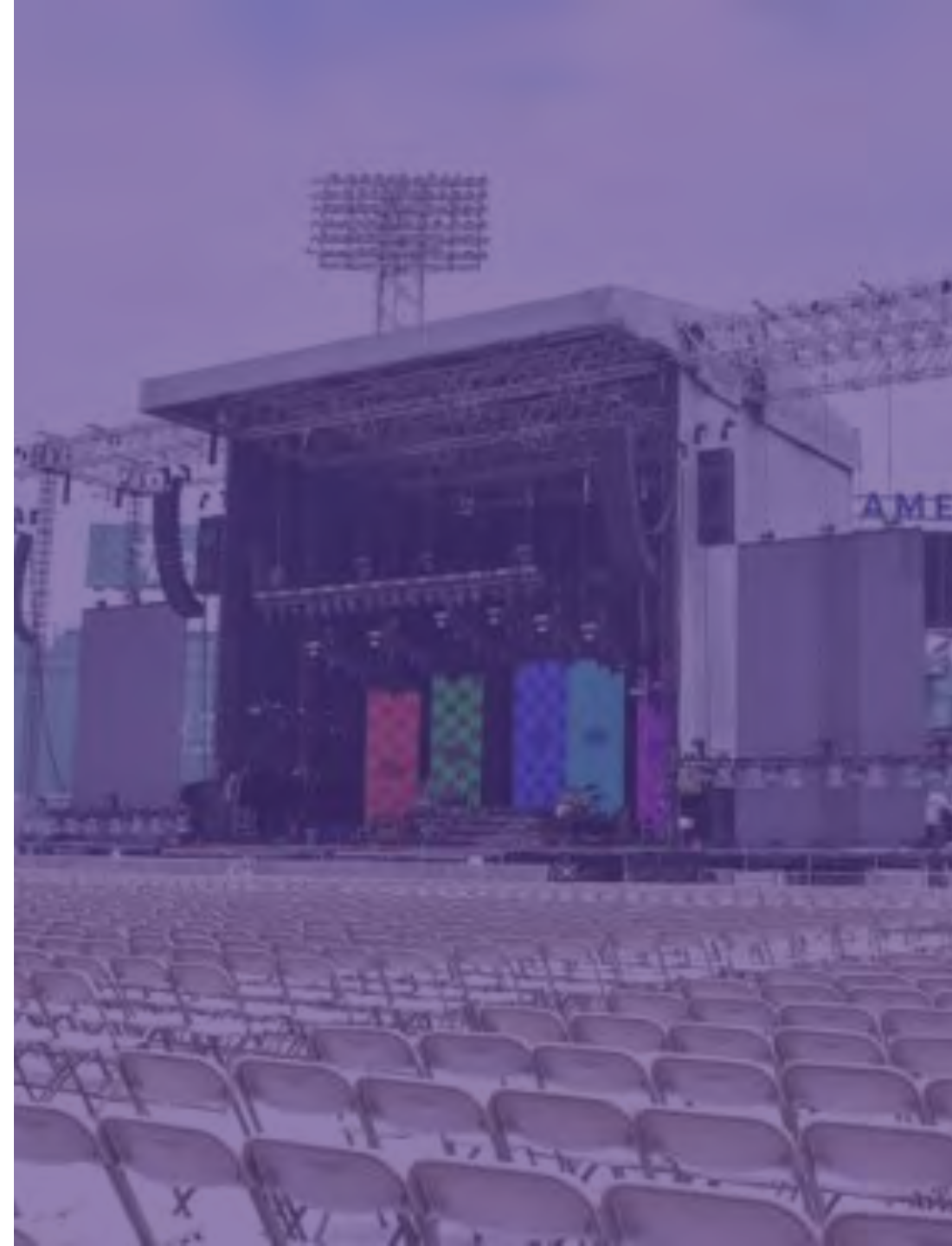
- Time parameters for sound checks and concert completion
- Sound level restrictions with designated measuring points at source and perimeter of property

Sample Event Schedule

- Day 1 – Load in stage/equipment
- Day 2 – Concert Day (complete sound checks)
- Day 3 – Load out stage/equipment

Community Engagement

- Wine & Food Music Festivals
- Youth Ensembles, Performances, etc.



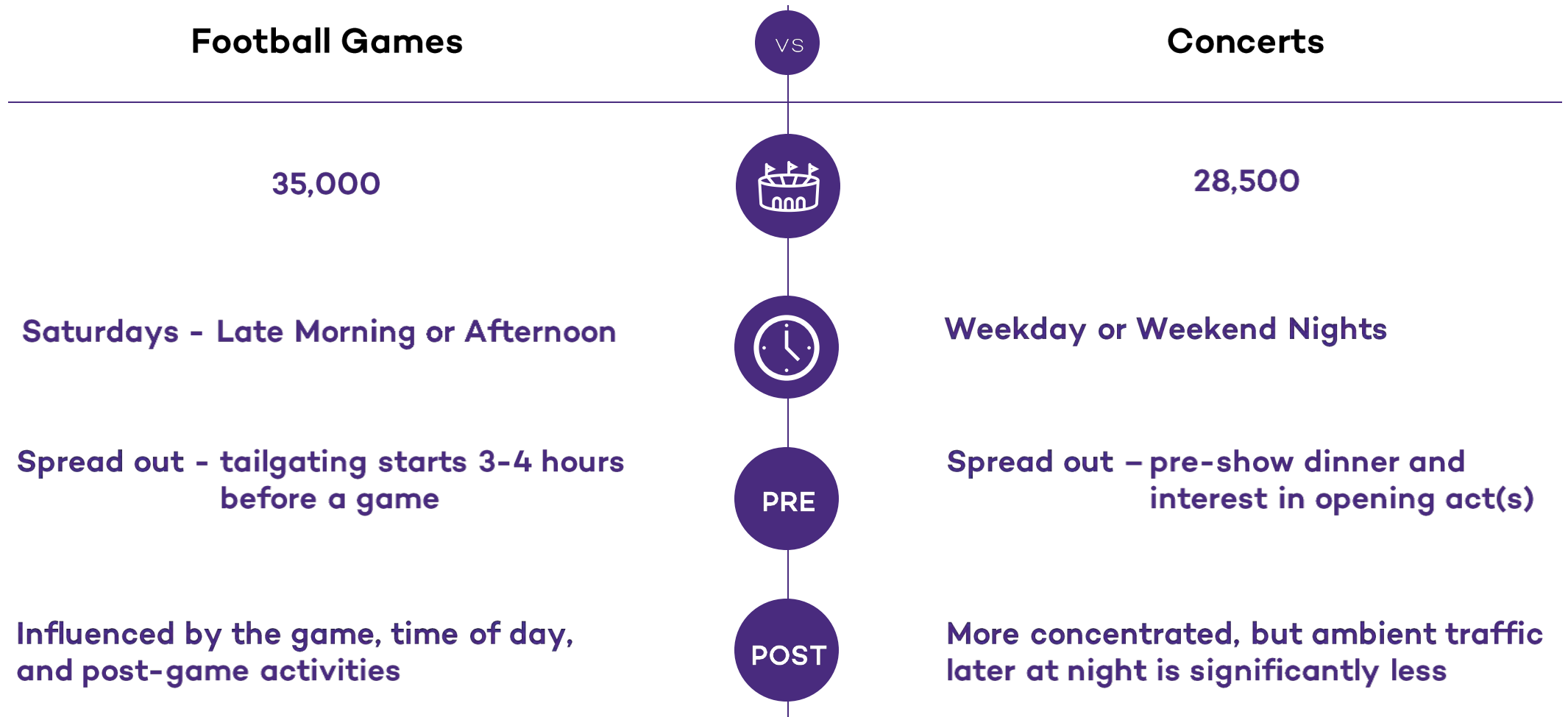
Transportation

Peter Lemmon, PE, PTOE

Kimley-Horn

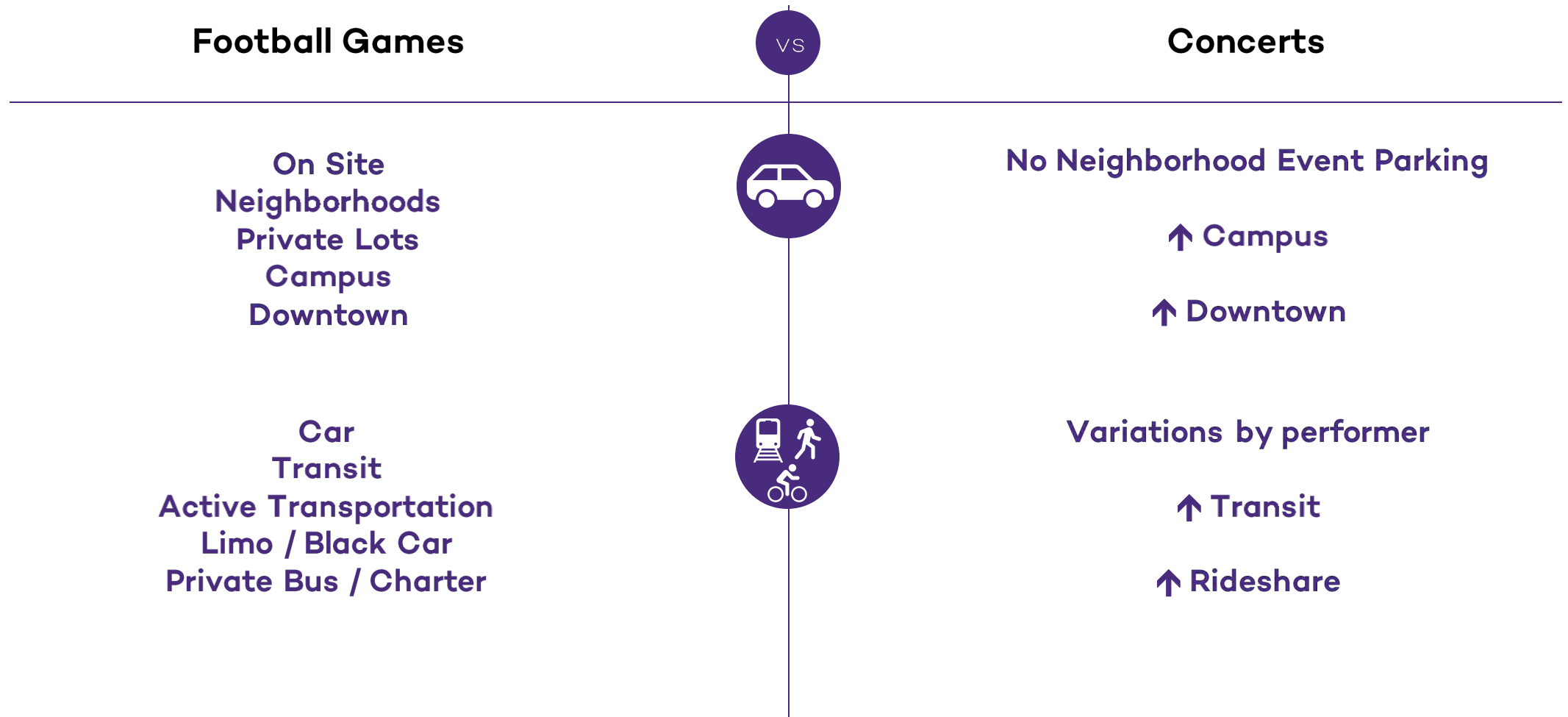
Transportation Plan

EVENT TRANSPORTATION CHARACTERISTICS



Transportation Plan

EVENT TRANSPORTATION CHARACTERISTICS



Transportation Plan

Neighborhood
Event
Parking Restriction

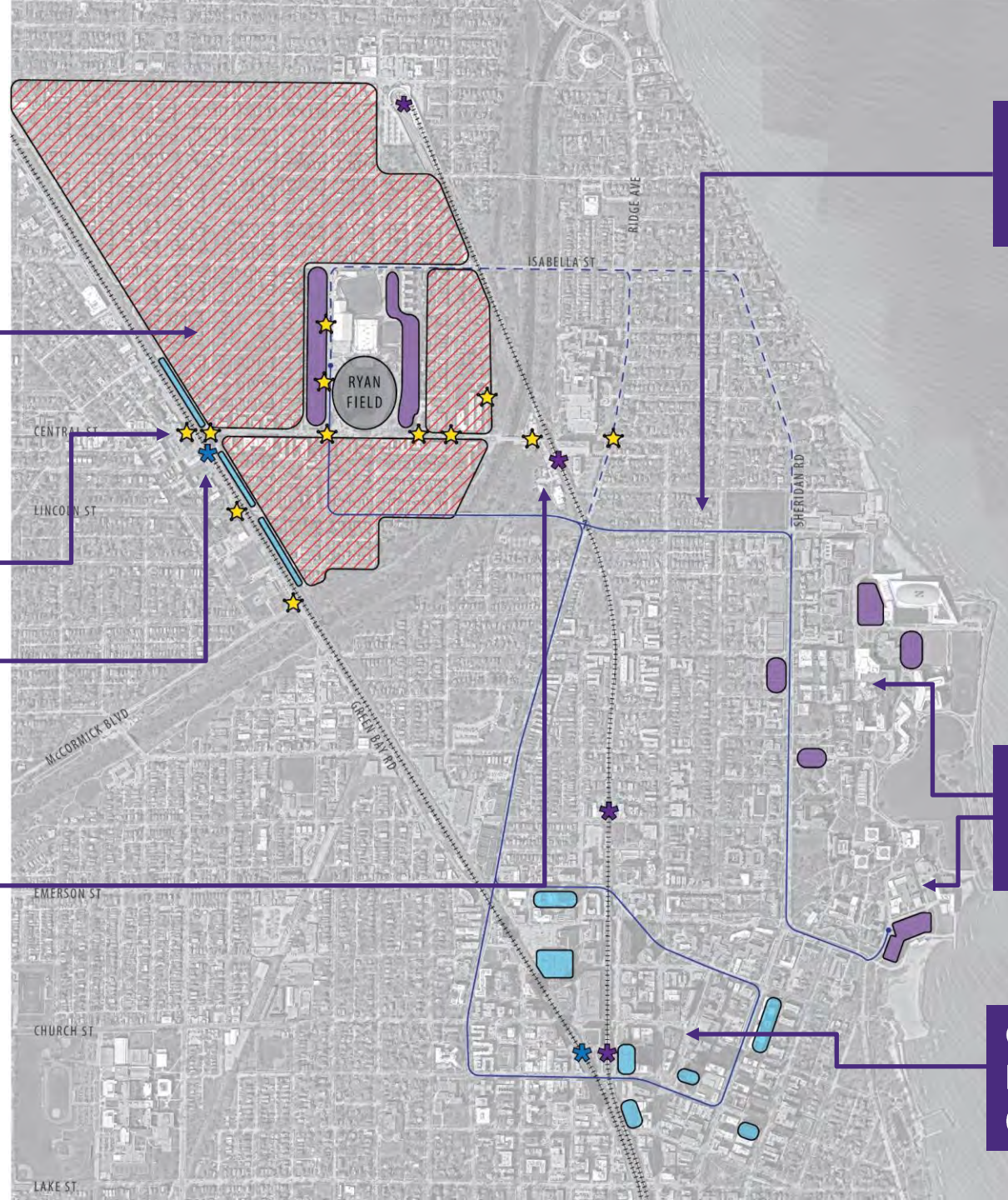
Manual Control of
Intersections

Nearby Transit
Stations

Off-Site
Parking
Shuttle Routes

Off-Site
Parking
(Campus)

Off-Site
Parking
(Downtown)



Transportation Plan

TRANSPORTATION MANAGEMENT PLAN

- **Operations plan summarizing event transportation logistics**
- **Developed in coordination with City, Transit Agencies, Police/Security, and other groups**
- **A dynamic plan:**
 - Reviewed together a Community Advisory Group and the City
 - Biannual review
 - Updates responding to changing conditions, technologies, and feedback
- **Key components include:**
 - Temporary adjustments to street configurations, directional flows, curbside restrictions, etc.
 - Active management and control of traffic signals and intersections by Police
 - Shuttle bus routes and stops
 - Neighborhood event parking restrictions
 - Parking locations and management
 - Rideshare staging and pick-up zones
 - Directional event wayfinding signage locations and messaging
 - Communications

Public Safety Framework To Ensure Efficient 911/EMT Response

Northwestern

Incident Command System – Since 2002, large events at Ryan Field utilize **a unified command post** which is staffed by representatives from all public safety entities. This Emergency Operations Center (EOC) is active for several hours before and after each event. All event logistical communication flows through the EOC:

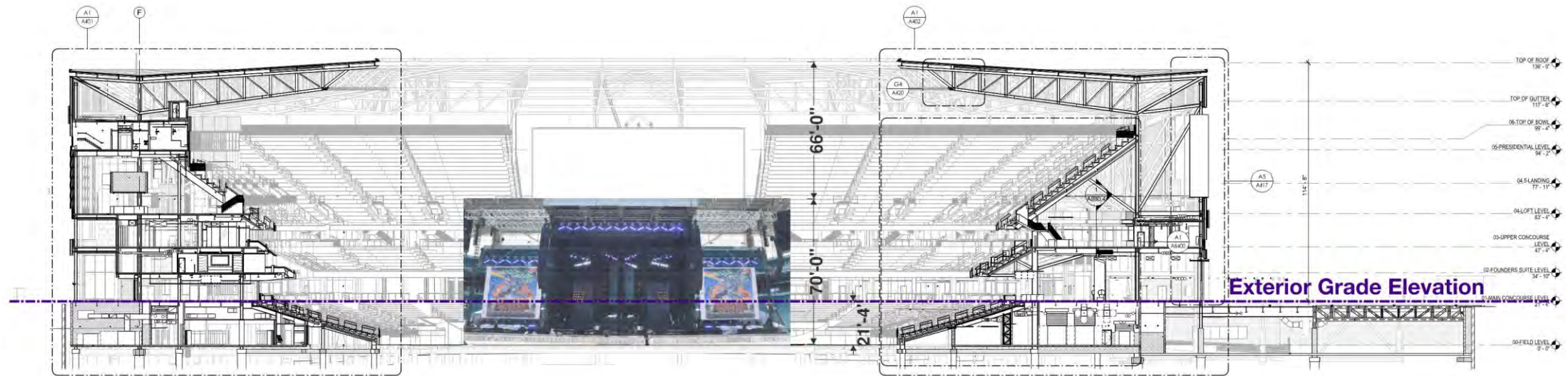
- 911 or other calls for service at/from Ryan Field are handled by personnel assigned to the event and are already onsite.
- The community has the same available emergency response resources as a non-event day.
- Evanston and Wilmette Police officers that are posted at and near Ryan Field assist with emergency vehicle access on streets adjacent to Ryan Field

Acoustics:

Greg Hughes, Principal

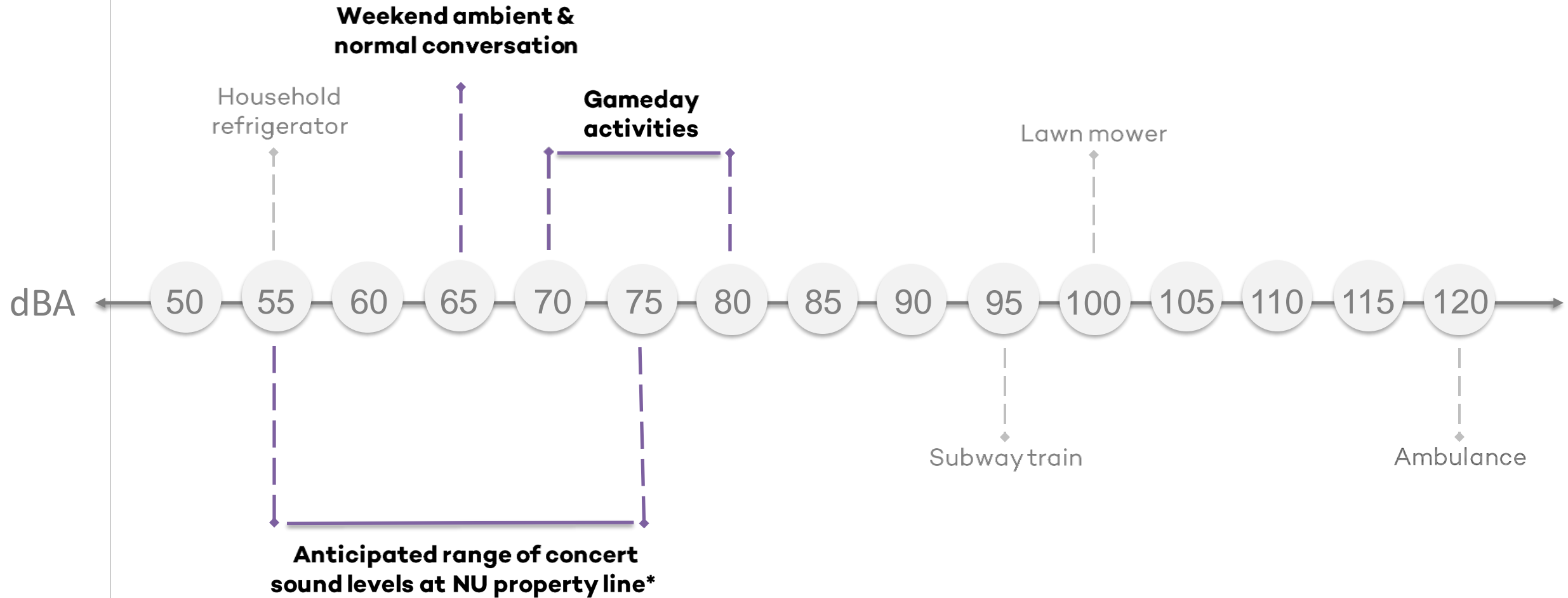
Wrightson | Johnson | Haddon | Williams

Acoustics – Concert Sound Analysis



- CadnaA Noise Prediction Modeling
 - ISO 9613 – Noise modeling standards
 - Pop music frequency spectrum as sound source
 - South endzone stage
 - Empty seats
- Typical concert setup
 - Sound board 100 feet from stage (set at 101 dBA)
 - Speaker system set at 56 feet above field level
 - Two main line arrays pointing to the opposite endzone
 - One side fill line array on each side to cover the seating sections along the sidelines near the stage

Acoustics – dBA Reference Chart



**Includes additional mitigation with sound barriers located in the north concourse areas.*

Acoustics – Regulatory



What?

The A-weighted decibel scale, expressed as “dBA,” is typically utilized for environmental sound assessments and regulatory requirements including Occupational Safety & Health Administration (OSHA), the World Health Organization (WHO) and municipality ordinance requirements.

Why?

The A-weighted decibel scale is designed to correct decibel readings to account for the fact that the human ear is less sensitive to low pitched sounds than it is to high pitched sounds and provides a better measure of the subjective response of a human to any given noise.

dBA



Future Ryan Field Vision and Text
Amendment

**Luke Figora, Northwestern University,
Vice President and
Chief Operating Officer**

Future Ryan Field – Text Amendment Summary

Current	Proposed
Unlimited University-sponsored lectures, speakers, musical performances and cultural events of up to 10,000 allowed in an enclosed building	No change
<i>New section</i>	Allow University and City events in the plazas, capped at 7,500 persons and 60 days per year (e.g., movie nights)
Allows certain “temporary events”, but only if a certificate of zoning compliance is obtained	Allow “public facing concerts” (subject to restrictions), and eliminate certificate requirement in favor of MOU
Limits attendance at temporary events to 10,000	Allow for concerts up to the facility capacity
Requires “adequate university parking”	Require Traffic Management Plan for concerts
“No more than 7” temporary events in any one facility of up to 5 consecutive days in duration	“No more than 6” concerts within the U2 district
“Tractor trailers may not remain running”	“Vehicles may only idle” in approved areas
<i>New section</i>	Add event hours more restrictive than proposed noise ordinances (10:00 pm on weekdays; 10:15 on weekends/holidays)
<i>New section</i>	“Any uses not outlined herein shall require approval by the City’s Special Events Committee.”

A NEW VISION FOR THE COMMUNITY



Future Ryan Field Plaza & Community Events

Northwestern



Photo supplied by Northwestern University

Alternative
spring break
gathering
/celebration

Photo source



Master class
guest speaker

January

February

March

April



Photo source

RF easter egg hunt

Future Ryan Field Plaza & Community Events

Northwestern

● End of school year celebration



[Photo source](#)

● Master class guest speaker

● Summer kids field day



[Photo source](#)

May

● Movie nights



June

● Evanston / Northwestern signature weekend event

July

● 4th of July parade stopover



Future Ryan Field Plaza & Community Events

Photo supplied by Northwestern University



- Northwestern new student welcome party

Northwestern

Fall festival



[Photo source](#)

August



[Photo source](#)

September

Evanston / Wilmette
Return to school
family day

October

Northwestern Sports Fan
Festival Kick-Off



[Photo source](#)

Future Ryan Field Plaza & Community Events

Northwestern



Photo source

● Winter holiday market & weekend festival

November

December



MOU Summary

- Northwestern and the City of Evanston will enter into an MOU addressing the following:
- Creation of a Community Advisory Council
- Use of City personnel for events and reimbursement for same
- Tailgating prohibited during concerts
- Regular coordination meetings
- Alcohol controls
- Advance notice of events
- The following plans, along with timeline for delivery and period updates:
 - Sustainability Plan
 - Traffic Management Plan
 - Concert Operations Plan
- Public benefits

An Opportunity to Increase Equity for All of Evanston

\$10M

additional commitment from the Ryan Family will enable the University to create an Evanston workforce technology upskilling program.

\$2M

minimum guarantee in annual tax and fee revenue to the City of Evanston tied to events at the new stadium.

\$500K

annually to support Evanston Public Schools via the application of a ticket surcharge to concerts at Ryan Field.

\$250K

annually to support a signature Evanston/ Northwestern event that will benefit our entire community as directed by city leadership.

Expert Land Planner Evaluation Summary:

George V. Kisiel, AIA, AICP

Land Use Expert Report: George V. Kisiel, AIA, AICP

Northwestern

Special Use for a Planned Development

- Allows for construction of new Ryan Field

Text Amendment

- Allows for up to six public-facing concerts

Four Sets of Criteria:

- Text Amendment Standards
- Special Use Standards
- Planned Development Standards
- Planned Development in Special District Standards

Land Use Expert Report: George V. Kisiel, AIA, AICP

Northwestern

Standards Generally Address the Following:

- Consistency with Evanston Comprehensive Plan
- Compatibility with existing pattern of development
- Impacts on surrounding existing development/City of Evanston
- Adequate infrastructure and public services

Land Use Expert Report: George V. Kisiel, AIA, AICP

Northwestern

Consistency with Evanston Comprehensive Plan

“Support the growth and evolution of institutions while recognizing that they are part of their mostly residential surroundings.”

“As an objective, the City should work to assure that institutional development enhances surrounding neighborhoods as well as the economic development of Evanston.”

“Because businesses, institutions, and housing often sit adjacent to one another in Evanston, ..., the expansion of one land use can cause concern for another. Those buying property adjacent to a different classification of land use should anticipate that the future could bring a change in the scale or nature of activity at that location. Likewise, those intending to develop property adjacent to different zoning districts are encouraged to be sensitive to the impact of their designs, particularly if they will adjoin single-family residential areas.”

Land Use Expert Report: George V. Kisiel, AIA, AICP

Compatibility with the Existing Pattern of Development



Land Use Expert Report: George V. Kisiel, AIA, AICP

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Impacts on Surrounding Existing Development/City of Evanston

Land Use Expert Report: George V. Kisiel, AIA, AICP

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Adequate Infrastructure and Public Services

Land Use Expert Report: George V. Kisiel, AIA, AICP

Northwestern

Conclusions:

- Incremental Impacts Do Not Significantly Impact Health, Safety, Welfare
- Benefits Offset Local Inconvenience
- Meets Standards for Text Amendments
- Meets Standards for Special Uses/Planned Developments



