



Euroborg Stadium
a Mixed-use Development

by Ben Veenbrink
for
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Ben Veenbrink

- Interim Director Euroborg Stadium, Groningen, The Netherlands
- Director of The Stadium Consultancy BV, The Netherlands
 - Specialised consultants and managers for the planning, development, operation and management of stadiums
- Co-founder of the European Venue Management Institute (EVMI)
- Former Director of Amsterdam ArenA Advisory
- Nearly 10 years experience in the venue industry
- As specialist consultant involved in more than 20 stadium projects in Europe, Asia and the Americas



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Project Context

- City of Groningen, The Netherlands
 - Capital of the Northern province Groningen
 - 180.000 residents (40.000 students)
 - City has a strong regional function
 - Reputation for modern architecture
- FC Groningen
 - Established in 1921 as GVAV, 1971 in as FC Groningen
 - Home: Oosterpark Stadium (1933 – 2005): 11.500 capacity
 - Strong regional position in provinces of Groningen en Drenthe
 - Best position: 3rd place in 1990/1991 and 2005/2006
 - Relegation to 1st Division in 1998
 - Promotion to Premiership in 2000



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Project Background

- Oosterpark stadium outdated & unsafe
- Need for club to increase match day revenue
 - Expansion of total stadium capacity
 - Inclusion of better hospitality areas
- Expansion on Oosterpark site impossible
- Club had no financial resources to invest in a new stadium
- City wanted to develop a new city district in Southeast part of Groningen
- No standalone stadium but integrating within a new urban development



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The Euroborg Concept


- Create a multifunctional stadium
 - Football only, no other events on the pitch
 - Open 365 days a year through the inclusion of various functions in the same main building as stadium
- Stadium to function as a catalyst for the new Europapark
- Stadium company is development vehicle for other functions
- Architecture of the stadium important (iconic function for the new Europapark)



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The Euroborg Concept



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Europapark

- 200,000 m² mixed use development in Southeast district of Groningen
- Crossing of A6 motorway to Almere/Amsterdam and A7 motorway to Northern Germany (10 mins. by bike from city centre)
- Phase 1 (2005 – 2010):
 - Euroborg (stadium + other functions)
 - New mainline train station
 - 470 new homes
 - Main infrastructure works (P+R, tunnels, connecting roads)
 - 75,000 m² office space
- Phase 2 (after 2010):
 - Offices 50,000 m²
 - Additional apartments

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Europapark

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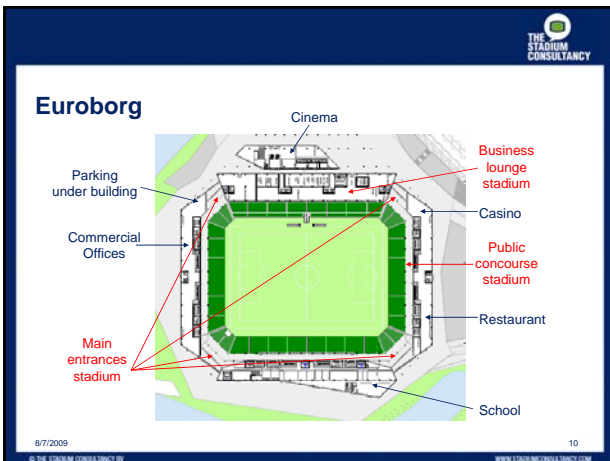
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Euroborg

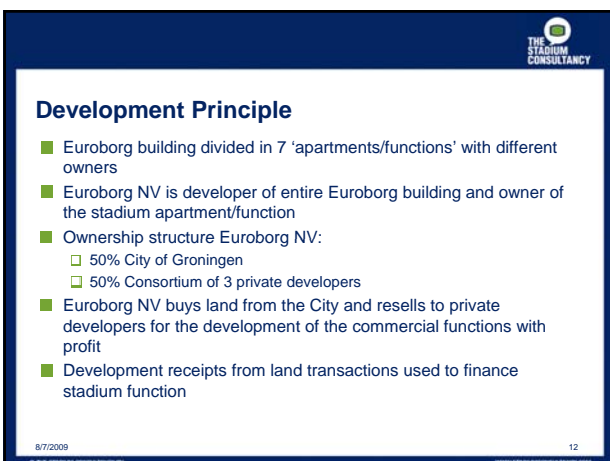
- Mixed-use development: stadium integrated with various functions in one building:
 - Stadium (20,000 seats)
 - Parking (1,000 spaces)
 - Training college (8,500 m²)
 - Cinema (10 screens)
 - Casino (2,000 m²)
 - Offices (6,000 m²)
 - Restaurant (1,500 m²)
- Each function is self-sustainable and with different ownership
- Other functions adjacent to main building
 - Supermarket (5,000 m²)
 - Health- and wellness (5,000 m²)
 - 180 apartments (2 towers of 75m)

EUROBORG

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Figures

■ Development receipts	22 %	€ 14,29
■ Sales of parking garage	32 %	€ 21,03
■ Founders	11 %	€ 7,14
■ Grants (city / province)	12 %	€ 7,94
■ Debt	23 %	€ 15,45
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Total development costs	100 %	€ 65,85

Stadium + Parking (all figures x 10⁶)

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Timeline

- 1997: First ideas / discussions
- 2001: Initial master plan Europapark
- 2003: Planning permission
- 2004: Start construction Euroborg, Houses, Supermarket, Health- & wellness
- 2006: Opening stadium (January 13th)
- 2006: Opening other functions (February-September)
- 2007: Start construction apartment towers, offices and station
- 2015: Completion Europapark

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Benefits of concept

- Mixed-use functions (partly) financed stadium function
- No investment by club (apart from decorations, kitchens, etc.)
- 50% increase match day revenues club (€ 8 → € 12,5 million)
- Stadium provides branding and image for Europapark
- Iconic function of the stadium
- Supplementary functions generate traffic to Europapark
- Other functions benefit from traffic to stadium
- Double-use of public infrastructure




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Challenges


- Safety & security
- Logistics during an event (visitors match vs. commercial functions)
- Potentially conflicting commercial rights stadium vs. other owners
- Spatial requirements stadium vs. commercial functions
- Co-existence
- Complexity of the building
 - 7 different owners
 - Each owner has its own technical installations
 - Sharing of emergency exits



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Thank you for your attention



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