



Great Park Sports Tournament Complex, Mixed-Use Feasibility & Impact Studies

Irvine, California (Orange County)

Hunden Strategic Partners worked with a private developer to study the development of a multi-use 200-acre sports complex on the site of a former Marine Corps Air Station in Orange County, California. HSP also assessed the need for hotel, restaurant and retail development for competitive developments in order to help the developer understand needs and expectations for the walkable area around Great Park. Great Park is the centerpiece of a larger residential mixed-use development. The athletic complex includes 25 multi-use fields (soccer, lacrosse, field hockey) including 2,500-seat championship field; 25 tennis courts including championship court; 7 Baseball & 5 Softball Fields, including championship fields; 10 sand volleyball courts; and 10 multi-use courts (paddle tennis, badminton, volleyball, basketball).

HSP conducted a review of competitive and comparable sports facilities in the area, as well as across the country, to understand the competitive environment that Great Park was entering. Once completed, HSP was able to perform demand and financial projections for the proposed complex. An economic impact analysis was then performed to understand how the park would affect the surrounding community. From 2013 to 2017, HSP continued working on a detailed business, management and calendar plan for the project, as well as assessments of the need for hotels, parking, restaurants and retail. The Project opened in fall of 2017.

In 2019, HSP re-engaged with the client to conduct a feasibility and impact analysis for new proposed assets at Great Park, including USA Water Polo and USA Volleyball facilities and a mixed-use retail/restaurant component.

Client: Five Point Communities

Time Period: 2012 – 2017; 2019