

SEN. SARLO, MEADOWLANDS CHAMBER REVEAL DESIGN AND DEVELOPMENT PLAN FOR MEADOWLANDS CONVENTION CENTER

National expert team validates demand, advances design, and delivers traffic solutions for former Arena site

MEADOWLANDS, NJ (April 14, 2026) — Senator Paul Sarlo (Wood-Ridge) joined the Meadowlands Chamber today to announce completion of key elements of its Scoping Program for a proposed multi-use convention and event center at the former Arena site within the Meadowlands Sports Complex.

Supported by funding secured by Senator Sarlo and the Murphy Administration through the State and Local Fiscal Recovery Program, the Chamber presented three core components of the initiative developed by nationally recognized experts in convention center planning and development:

- Market Demand, Financial Forecast, and Programming Report — Hunden Partners
- Facility Design and Site Layout Study — TVS Design
- Traffic and Parking Improvement Plan — WSP

Convention Center Program Components

- 300,000 SF Exhibit Hall (divisible into three halls)
- 60,000 SF Main Ballroom
- 100,000 SF Meeting Space (75 breakout rooms)
- 6,000-seat flexible arena
- 1,000-key headquarters hotel
- 70,000 SF outdoor terrace
- ~2,000 structured parking spaces

The completed design concept establishes a fully integrated site plan and program framework aligned with the Meadowlands Sports Complex and its surrounding assets.

Market and economic analysis conducted as part of the Scoping Program projects stabilization at approximately **313 events annually and 2.1 million attendees**, generating an estimated **\$30.4 billion in net new economic activity** and **\$3.03 billion in tax revenue** over 30 years, along with more than **3,700 permanent jobs** and nearly **5,000 construction jobs**.

Hunden's analysis further confirms that the New York metropolitan region remains underserved for large-scale meeting and convention space, positioning the Meadowlands as a highly competitive, cost-effective alternative capable of attracting new events while complementing existing venues.

One of the most significant findings of the Scoping Program is the opportunity to improve circulation across the Meadowlands Sports Complex. WSP's traffic engineering and circulation

strategy demonstrates that targeted roadway, signage, and operational improvements can meaningfully reduce event-day congestion, including measurable reductions in egress times from MetLife Stadium.

In addition to supporting a potential convention center and hotel development, the traffic plan addresses long-standing operational challenges across the Complex. The work includes detailed modeling of existing traffic conditions and projected demand, a transportation master plan covering roadway improvements, ingress and egress, internal circulation, rideshare operations, and regional transit connectivity, as well as coordinated parking and mobility planning. These recommendations are expected to provide immediate, practical benefits for existing tenants and visitors regardless of whether the convention center proceeds.

“The Meadowlands has always been a cornerstone of New Jersey’s economy. This plan shows what’s possible when we invest in smart planning and create a clear path forward that the next Administration can evaluate and build upon.”

While the original project schedule anticipated completion in 2026, the Chamber’s work is now well ahead of that timeline. Final traffic recommendations and an organizational and financial operating model are expected by May, along with a construction budget and financial strategy to guide next-phase decision-making.

“This is no longer a conceptual conversation. The design is complete, the market demand is clear, and the remaining analysis will be finalized this spring. We’ve put a serious, credible development option on the table, positioning the State to determine next steps early in the incoming Administration.”