COLLABORATORS & PROJECT TEAM

Meadowlands Convention Center Planning & Design Initiative

The Meadowlands Convention Center initiative is the result of a coordinated, multi-year effort led by the Meadowlands Chamber and supported by nationally recognized experts in market analysis, design, engineering, and project management. Together, this team was assembled to ensure that the work met the highest professional standards and produced a credible, decision-ready body of analysis for State leadership.

Meadowlands Chamber. Project Sponsor and Program Lead

The Meadowlands Chamber served as the sponsor, convener, and program lead for the initiative. The Chamber defined project objectives, secured State support for the research and development effort, coordinated stakeholder engagement, and oversaw the integration of market, design, and engineering work products.

The Chamber structured the initiative to ensure that its findings could inform public decision-making, support legislative and administrative review, and align with long-term economic development goals for the Meadowlands Sports Complex and the State of New Jersey.

The Meadowlands Chamber has been a keystone business organization in the region for decades, advocating for economic growth, hosting signature networking and policy forums, and engaging business leaders, policymakers, and community stakeholders in sustained regional development.

Hunden Partners. Market Demand, Economic Impact, and Programming

Hunden Partners was engaged to conduct the market demand analysis, financial feasibility study, and economic and fiscal impact assessment for the proposed Meadowlands Convention Center. The firm also played a central role in shaping the recommended programming model to ensure alignment with contemporary convention, meeting, sports, and event market trends.

Hunden Partners is a nationally recognized consultancy specializing in convention centers, destination development, and public-sector real estate economics. The firm has completed more than 1,000 market and financial feasibility studies across North America for municipalities, states, and destination organizations, and is widely relied upon by public officials to support major capital and policy decisions.

TVS Design. Design Program, Master Planning, and Site Configuration

TVS Design led the architectural and planning effort, producing the Convention Center Master Plan Study and completing the design program for the former Arena site.

Their work included site analysis, massing and layout options, program adjacencies, parking considerations, and integration with existing Meadowlands Sports Complex assets. The design effort translated market findings into realistic, buildable planning scenarios that demonstrate how a convention center could function operationally within the Meadowlands environment.

TVS Design is a nationally recognized leader in convention and event facility architecture, with a portfolio that includes major venues such as the Las Vegas Convention Center West Hall expansion and work associated with the Jacob K. Javits Convention Center, among other large-scale convention and civic projects across the U.S. and internationally.

WSP. Traffic Engineering and Circulation Strategy

WSP was retained to complete the traffic impact and circulation analysis associated with the proposed convention center and the broader Meadowlands Sports Complex.

The scope of WSP's work was intentionally structured to deliver value beyond a single project. In addition to evaluating future convention center traffic demands, the firm developed circulation concepts aimed at resolving long-standing congestion and operational challenges that affect existing Meadowlands tenants during major events.

WSP is one of the world's leading engineering and professional services firms, with extensive experience in transportation planning and complex venue environments, including work on facilities such as the Jacob K. Javits Convention Center in New York.

Azimuth Engineering Group. Owner's Representative and Project Oversight

Azimuth Engineering Group served as Owner's Representative for the initiative, providing project oversight and coordination across all workstreams.

Azimuth's role included managing scope and schedule, facilitating coordination among consultants, and ensuring that planning and analysis remained grounded in real-world development, construction, and operational considerations.

Axiom Communications. Lead Consultant and Strategic Advisor

Axiom Communications served as lead consultant to the Meadowlands Chamber, providing strategic advisory support, project coordination, and communications guidance throughout the initiative.

The firm is led on this engagement by **Ron Simoncini**, a longtime real estate development communications and public affairs consultant specializing in complex real estate and infrastructure projects. Mr. Simoncini serves as a **Commissioner of the New Jersey Building Authority**, is a **licensed real estate broker**, and is an **Executive Vice President at Jones Lang LaSalle (JLL)**, the world's largest real estate services firm.

In this role, Axiom worked closely with the Chamber and project team to align technical analysis with policy objectives, ensure clarity and credibility in public-facing materials, and support effective engagement with State leadership and institutional stakeholders.