MARKET AVENUE SW CORRIDOR

# Acrisure Amphitheater Development

A Community Public/Private Partnership





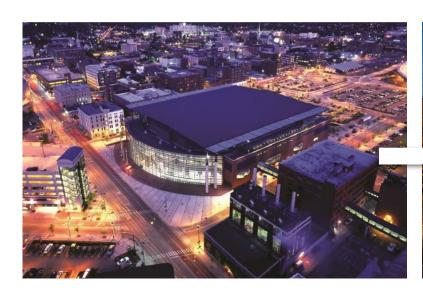






## **Building on Our Accomplishments**

Other entertainment venues have proven successful with positive impact on Grand Rapids.



Van Andel Arena



**DeVos Place** 



Amphitheater

#### **Project Overview**

The 31-acre site is reported to be the largest active riverfront development site in the nation and includes:

Mixed-Use Development

River Equity Framework
Alignment

Up to 10 Acres of New Riverfront Recreation Space and Trails

Connections to Adjacent Neighborhoods Essential Riverfront Trail
Connections to Kent Trails and
Linkage to the White Pine Trail

Estimated \$1 billion of combined residential, commercial, hospitality, entertainment, and parking investment

10.6-Acre Site for the Amphitheater

1500-1700 Potential Housing Units

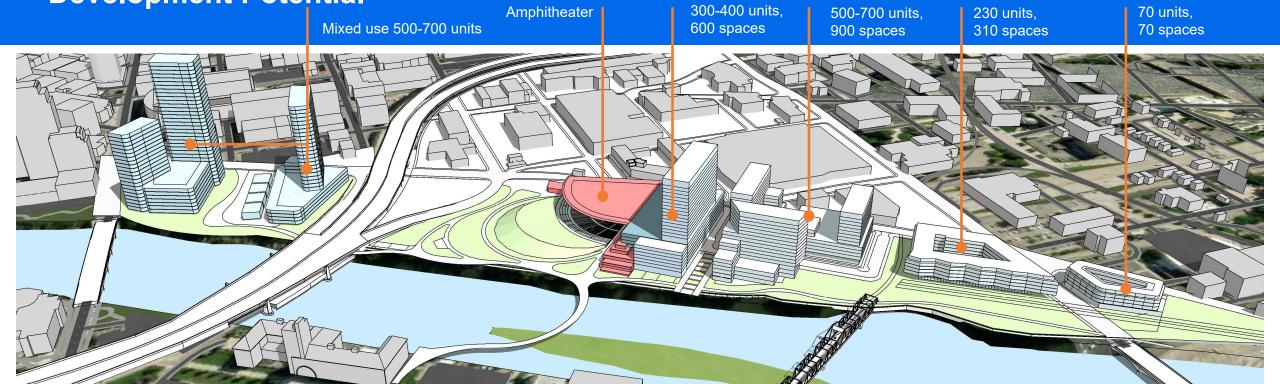
## **Project Overview**



## **Project Overview**



## **Development Potential**



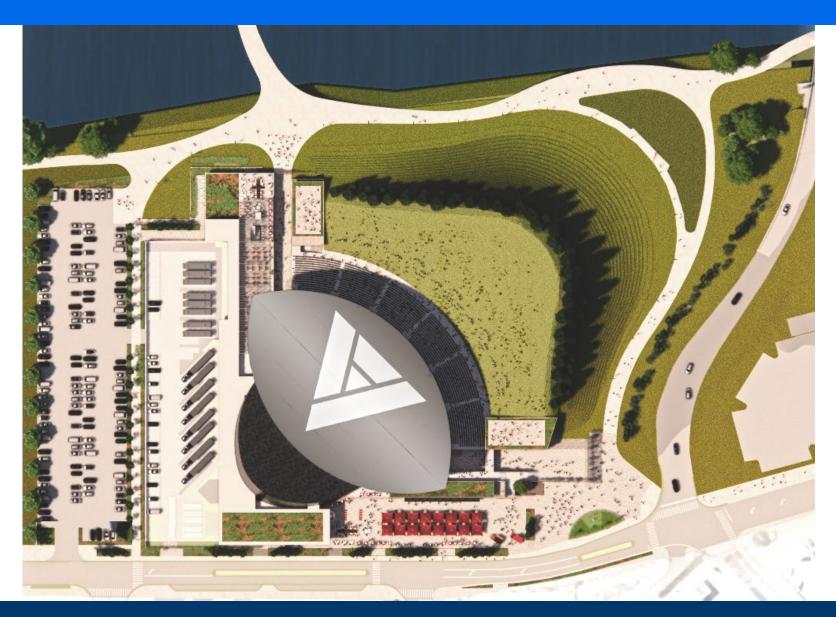




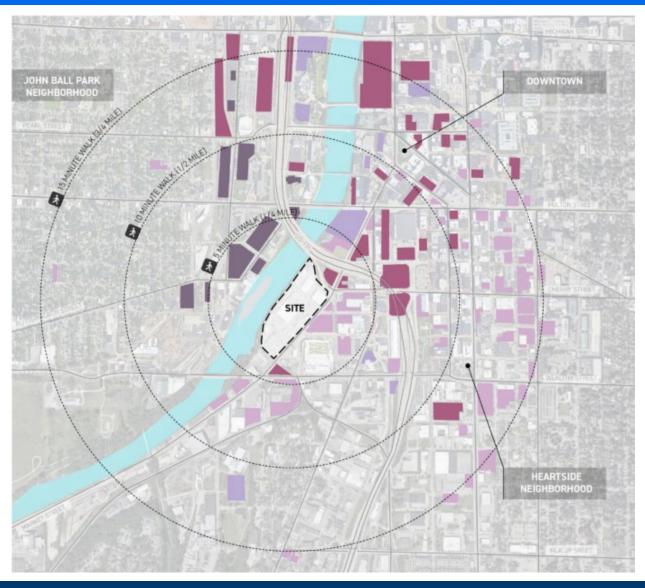




## **Amphitheater Schematic Design**



### **Amphitheater Parking w/in 15 Minute Walk**



#### **On-Site Parking**

- Existing = 116
- New Demand
  - Housing = 300 to 400 spaces
  - Premium/ADA = 300

#### **Additional Parking Demand**

3000 spaces

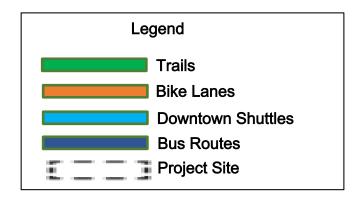
#### Parking within 15-min Walk

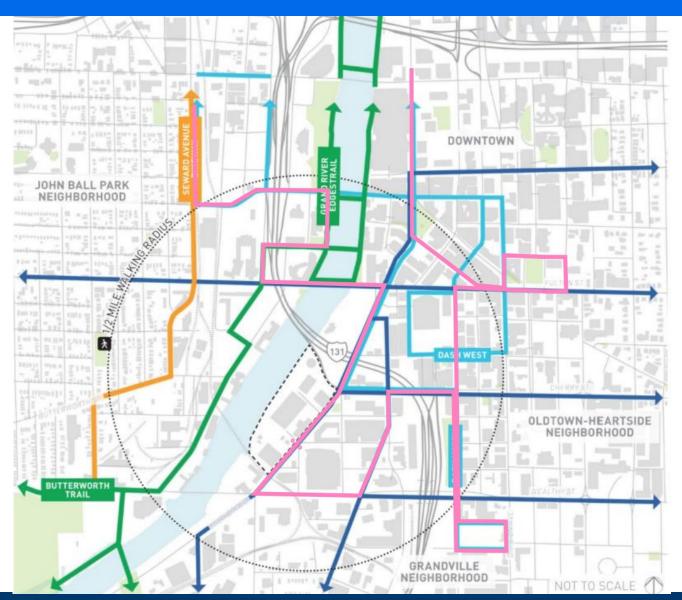
	WALK DISTANCE			
	0-S MINUTE	5-10 MINUTE	10-15 MINUTE	TOTAL (BY TYPE)
PUBLIC LOTS	243	4,408	6,691	11,342
SELECT PRIVATE LOTS (potential public access)	0	1,450	1,494	2,944
GVSU LOTS	764	1,741	40	2,545
ON STREET PARKING (City metered parking)	259	737	678	1,674
Total Spaces	1,266	8,336	8,903	18,505

#### **Amphitheater Site Connections**

#### **Transportation Network and Mobility**

- Areas around the site routinely handle large volumes of traffic, with key connections to US-131, the west side, and downtown.
- Additional considerations for DASH shuttles, curbside drop-off and pick-up, ADA accessibility, and coordination for VIP event parking are being further detailed as the design process continues.





### **Amphitheater Sound & Vibration Analysis With Mitigation In Place**



- Baseline sound Existing Levels:
  - Min 48 dBA
  - Max 73 dBA
  - Avg. 66 dBA
  - \*\*Sound levels were taking over a 48-hour period\*\*
- **New Sound** Projected Concert Levels
  - Projected on site 67 to 100 dBA
    - Hairdryer to Concert
  - Projected leaving the site, up-river, 67 to 77 dBA
    - Washing Machine to Noisy Restaurant
  - Projected on adjacent parcels 62 to 67 dBA
    - Normal Conversation to Dishwasher

#### **Project Vision**



Vision for GRAND RAPIDS AMPHITHEATER



#### **DESIGN DRIVERS**



#### EMBRACE THE LOCATION.

The site's unique location along the Grand River and within downtown Grand Rapids provides opportunities for unique views and access that should be emphasized by design.



#### BE A WORLD-CLASS ENTERTAINMENT VENUE.

Ensure the venue's infrastructure is designed to support and attract a regional destination for large-scale, world-class events. Infrastructure should maximize visitor enjoyment, production staff efficiencies, and revenue-generating



#### BE MORE THAN AN ENTERTAINMENT VENUE.

Design the site to be accessible and activated during non-event times with public spaces and street-level retail in order to encourage daily activity at the site and be a community asset.



## CREATE AN ARCHITECTURAL ICON.

Add to Grand
Rapids'
extraordinary
collection of art and
architecture with ar
iconic structure.



## TO THE VIBRANCE AND GROWTH OF

CONTRIBUTE

DOWNTOWN GRAND RAPIDS.

Design
programming
and a mobility
network that
provides options
and promotes
a sense of
community within
downtown.



#### CREATE A SUSTAINABLE ASSET.

Consider the economic, environmental, and social impacts of the venue. Minimize the negative impacts and maximize the positive ones through site design, material selection, operations, and programming.

### **Community + Cultural Enhancements**

Development of the Market Avenue SW

Corridor and the amphitheater, will
generate long-lasting community and
cultural enhancements:

- Use of sale proceeds to generate \$10 million for affordable housing fund
- 1500-1700 units of new housing development potential of all income types
- River Equity Framework alignment









Local, minority-owned pop-up restaurants, shops, bars, music venues + clubs on the river



Mixed income housing



River For All Destination



Multi-generational spaces + places

### **Amphitheater Overview**



**12,000** Capacity



54Ticketed EventsPer Season



300,000 Visitors Per Season



## **Economic Impact**



\$10.2M

in annual wage earnings driven by the amphitheater



\$876M

in net new economic impact in the City over the next 30 years



**790 jobs** 

620 net new city and 790 net new county operation and construction jobs over 30 years

## **Next Steps**

- City Relocation of Public Works Facilities
- Secure Final Capital Needed
- Demolition Begins Spring 2024
- First Concert May 2026

