

MARKET AVENUE SW CORRIDOR

# Acrisure Amphitheater Development

A Community Public/Private  
Partnership

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# 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

Mixed use 500-700 units

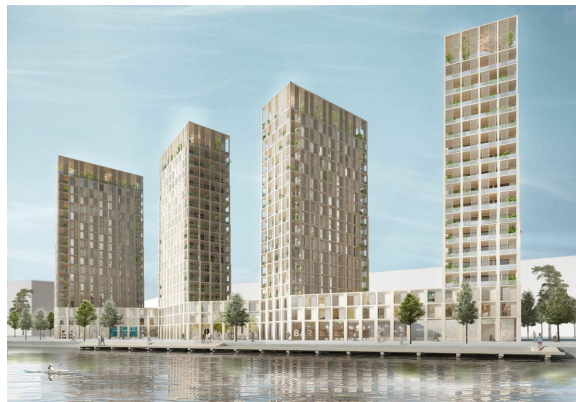
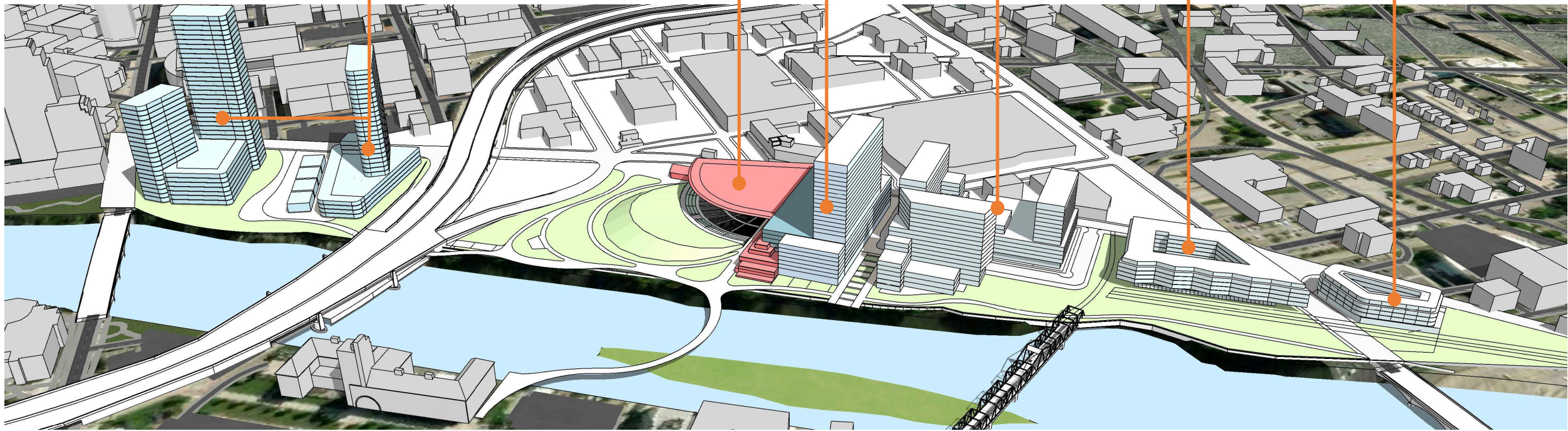
Amphitheater

300-400 units,  
600 spaces

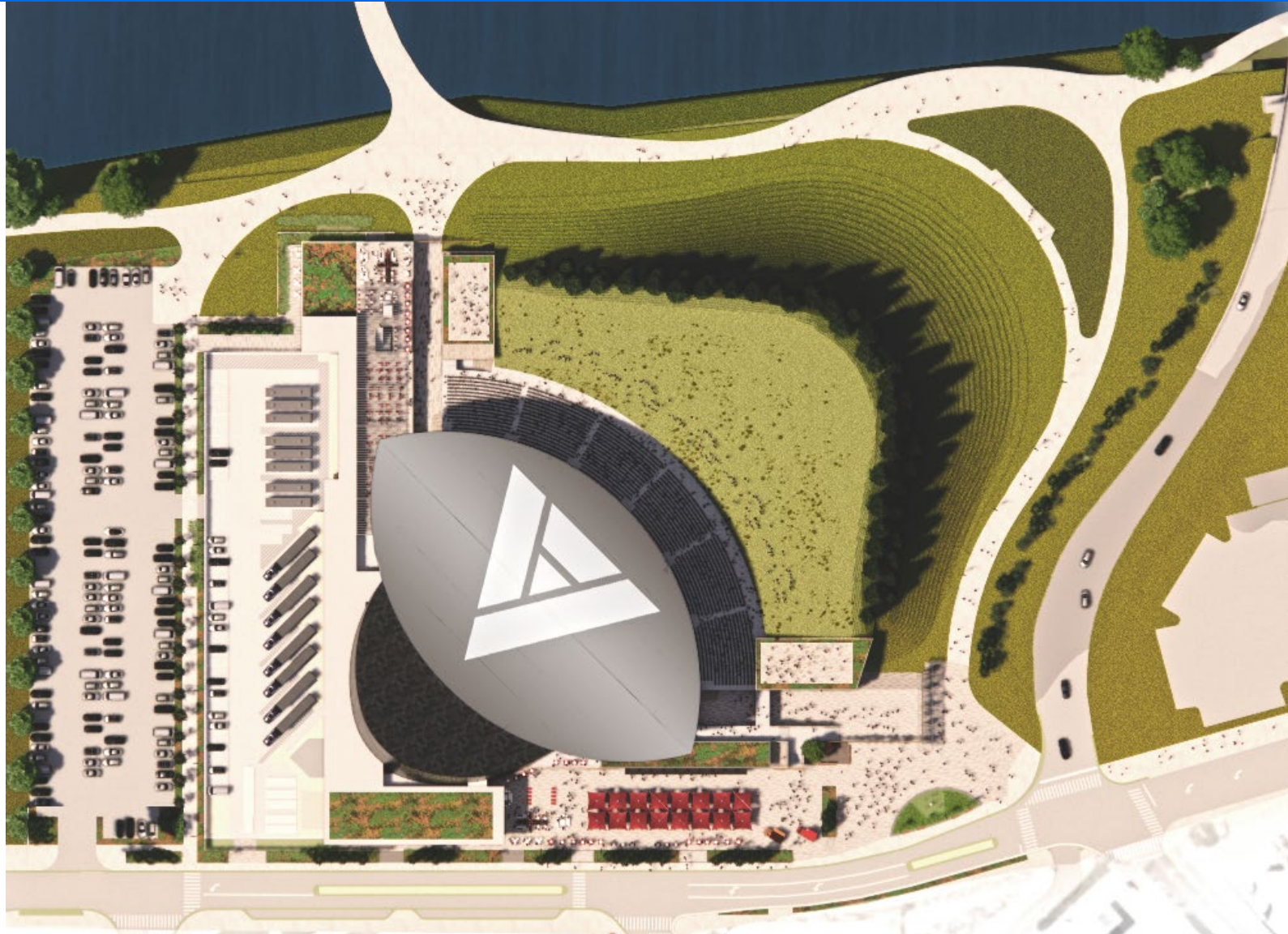
500-700 units,  
900 spaces

230 units,  
310 spaces

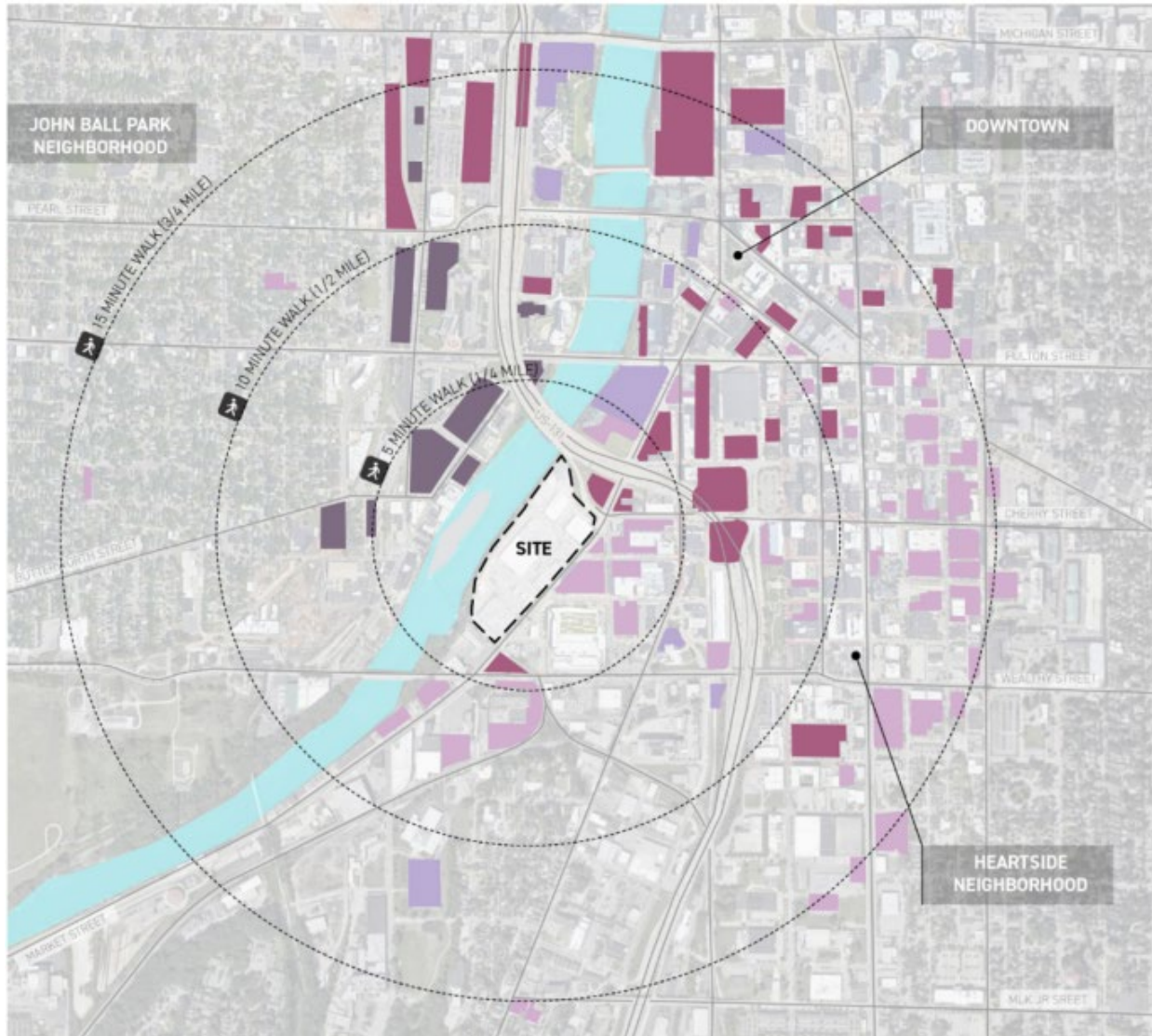
70 units,  
70 spaces



# 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

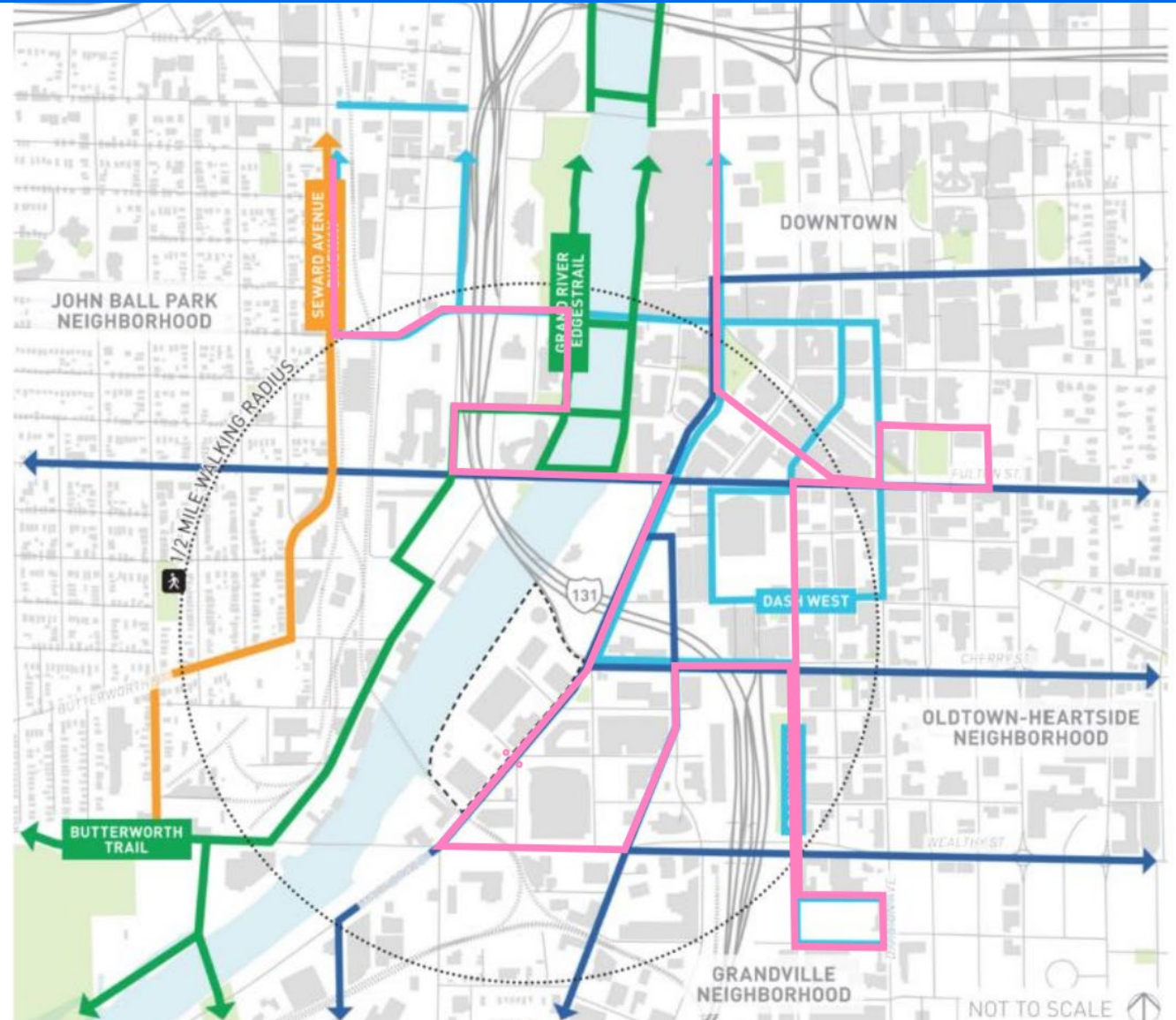
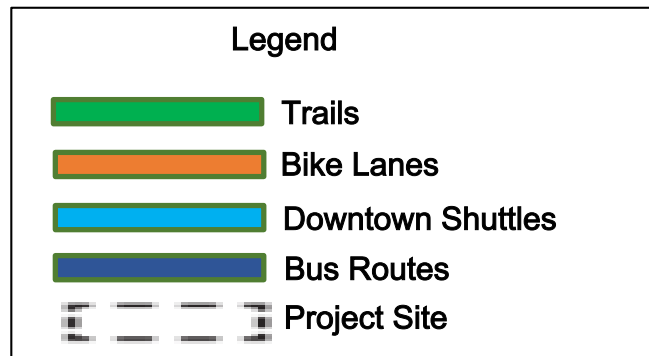
	WALK DISTANCE			TOTAL (BY TYPE)
	0-5 MINUTE	5-10 MINUTE	10-15 MINUTE	
<b>PUBLIC LOTS</b>	243	4,408	6,691	11,342
<b>SELECT PRIVATE LOTS</b> (potential public access)	0	1,450	1,494	2,944
<b>GVSU LOTS</b>	764	1,741	40	2,545
<b>ON STREET PARKING</b> (City metered parking)	259	737	678	1,674
<b>Total Spaces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



# 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



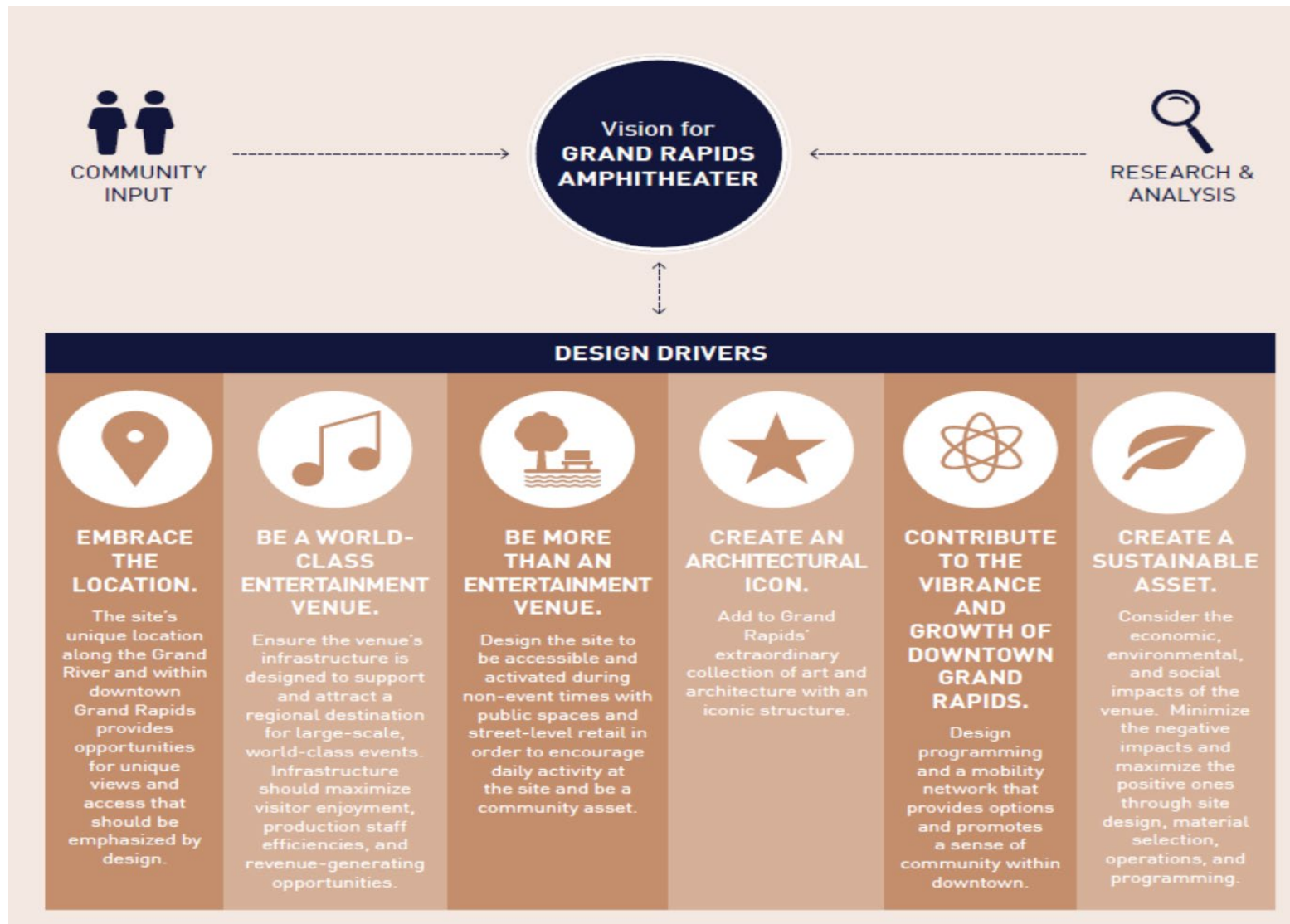
- **Baseline sound - Existing Levels:**

- 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



# 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



**River activation,  
multiple + free and  
clear access points**



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



**Mixed income  
housing**



**Projected 1500-1700  
new housing units**



**Direct connection to  
Kent Trails and link  
to White Pine Trail**



**River For All  
Destination**



**Multi-generational  
spaces + places**

# Amphitheater Overview



**12,000**  
Capacity



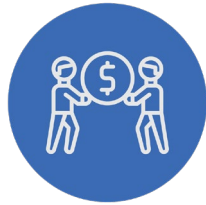
**54**  
Ticketed Events  
Per Season



**300,000**  
Visitors  
Per Season



# Economic Impact



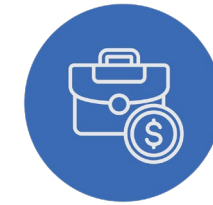
**\$10.2M**

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

