



Development Review Panel

Parcel E Music Venue



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Project Executive Summary

The Parcel E Music Venue is a 4,500-person capacity music venue.

At this stage in the project, architectural drawings are being adapted to construction documentation. Architects and engineers are working together to manage the operational and technical details of construction while undergoing a careful environmental planning exercise.

Venue Leaders are engaging in community outreach and intentionally addressing the CCIP in our process. We have embraced the goals of the CCIP as the focus of our project.

The venue is currently in pre-construction and we are publicizing the opportunities available to contractors to support the construction of this venue.

Project Narrative

Live Nation is developing a 4,500-person capacity live music venue in the Lower Hill District of Pittsburgh, Pennsylvania in partnership with Fenway Sports Group.

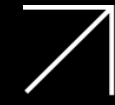
Located on the corner of Logan and Wylie Ave, the approximately 95,000-square-foot venue will create an incredible space for fans to connect with their favorite artists through unforgettable live experiences. Live Nation's BluePrint Studio takes a thoughtful approach to the design and development of music venues. We draw on our expertise in operations to create an amazing experience for fans and artists while honoring local culture. This will come to life at the Parcel E Music Venue through a design that pays homage to vibrancy of 1950's Hill District while featuring a collection of stories and images from an iconic era of Pittsburgh hospitality and nightlife.

In addition to providing a great music venue for live music, this venue will also be able to host a number of community and special events. The venue's design includes a community incubator space and retail space that will enhance the economic benefits the venue brings to the community.

Live Nation is deeply committed to creating a best-in-class venue that is a valuable community asset. We recognize the importance of representing and supporting the diversity of the Hill District. Throughout this project, we look forward to engaging in open dialogue and supporting ongoing relationships with community members and organizations. We will operate transparently, provide updates on the project and be open to community feedback.

ARTIST POWERED.

Largest financial supporter of
musicians at every level.



FAN DRIVEN.

Creating memorable moments
for fans to connect with their
favorite artists.



The core of our business is helping artists connect with their fans.

DECEMBER
2024

Where Local Fans Meet Global Talents.

Live Nation brings more music to more fans in more places than anyone else in the world. Our partnership with artists, access to iconic venues, and collection of the most popular festivals makes this possible. We are proud that live events are a cultural catalyst for communities and stimulate local economies.



DECEMBER
2024

Blueprint
/ Studio

Blueprint Studio is Live Nation's expert design and construction team, leading venue development.

We are a team blended with years of experience across the architecture, construction, development and entertainment sectors.

BUILDERS OF LIVE.



Team Introduction



**SARA
SILVESTRI**

With over 14 years of experience in arts & culture, music and entertainment design, Sara has left an indelible mark on the architectural landscape of cities across the country. She works with cross collaborative teams to seamlessly blend her love for music and design sensibility in venue development.

As the project's Design Manager, she has been working closely with the architects and engineers to provide direction on the project design, while coordinating technical venue requirements. She works will be working closely with Tali and the contractors to monitor construction.

RESUME

- Music Forward Scholarship Review Committee
- Architecture, Construction & Engineering Mentorship Scholarship Reviewer & Mentor
- Bachelor's of Architecture
- ASID Ones to Watch Winner
- ID Design Leader for Greater Good Winner



**TOM
LOUDERMILK**

Tom, a Pittsburgh local, embodies the community spirit while serving as Live Nation's Pittsburgh Market President since 2017. Tom has championed the local interests of Pittsburgh in tandem with supporting Blueprint's design team. Tom's venue development insights stem from observing the growing fan demand for live entertainment. Under Tom's leadership, Live Nation's commitment to Pittsburgh has gone from promoting an average of 35 shows annually in the market, to over 200 events in 2023 alone.

RESUME

- Graduate of The Ohio State University
- Bachelor's in Communications
- Experience booking and promoting shows for more 20 years
- Started career as a concert venue booker and operator at similar venue to the one planned for Parcel E
- Part of the team who reopened the Roxian Theatre in 2021



**TALI
HUNGRIA**

Tali is a Civil Engineer by trade with over 12 years experience in the construction industry – spanning estimating, project management, and field supervision across various sectors including hospitality & venues. As Construction Lead, she oversees daily operations and ensures successful execution of our projects.

As the venue's Project Manager, she manages budget and scheduling while tracking and allocating resources to ensure successful delivery of the project. She has been coordinating with contractors to ensure we meet CCIP & MWBE goals and commitments.

RESUME

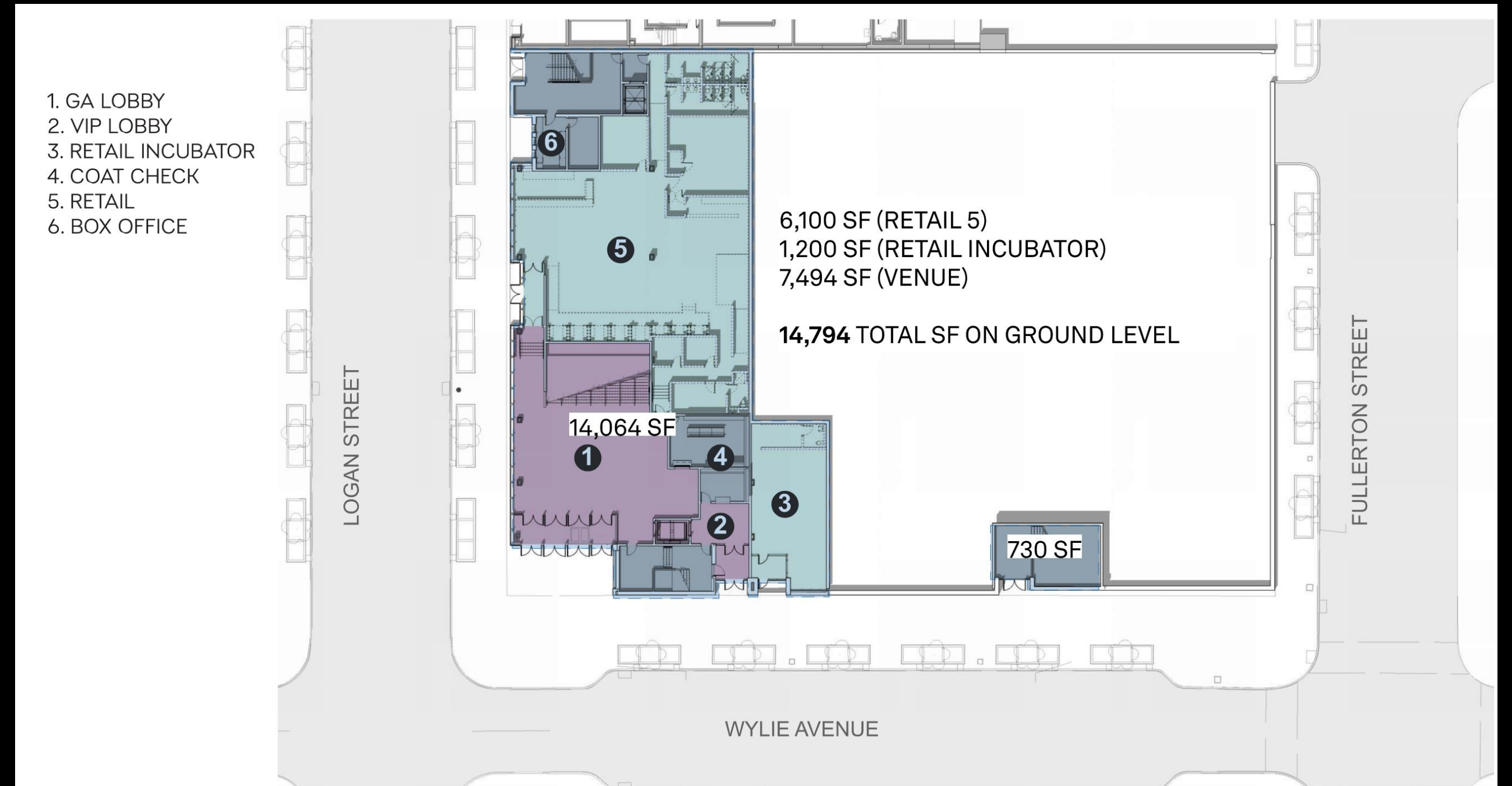
- Bachelor's of Civil Engineering
- Master's of Science in Civil Engineering Management
- Rebuilding Together Volunteer
- Avid Runner and gym enthusiast

Early look inside Parcel E Music Venue

Design Plans

LEVEL ONE PLAN

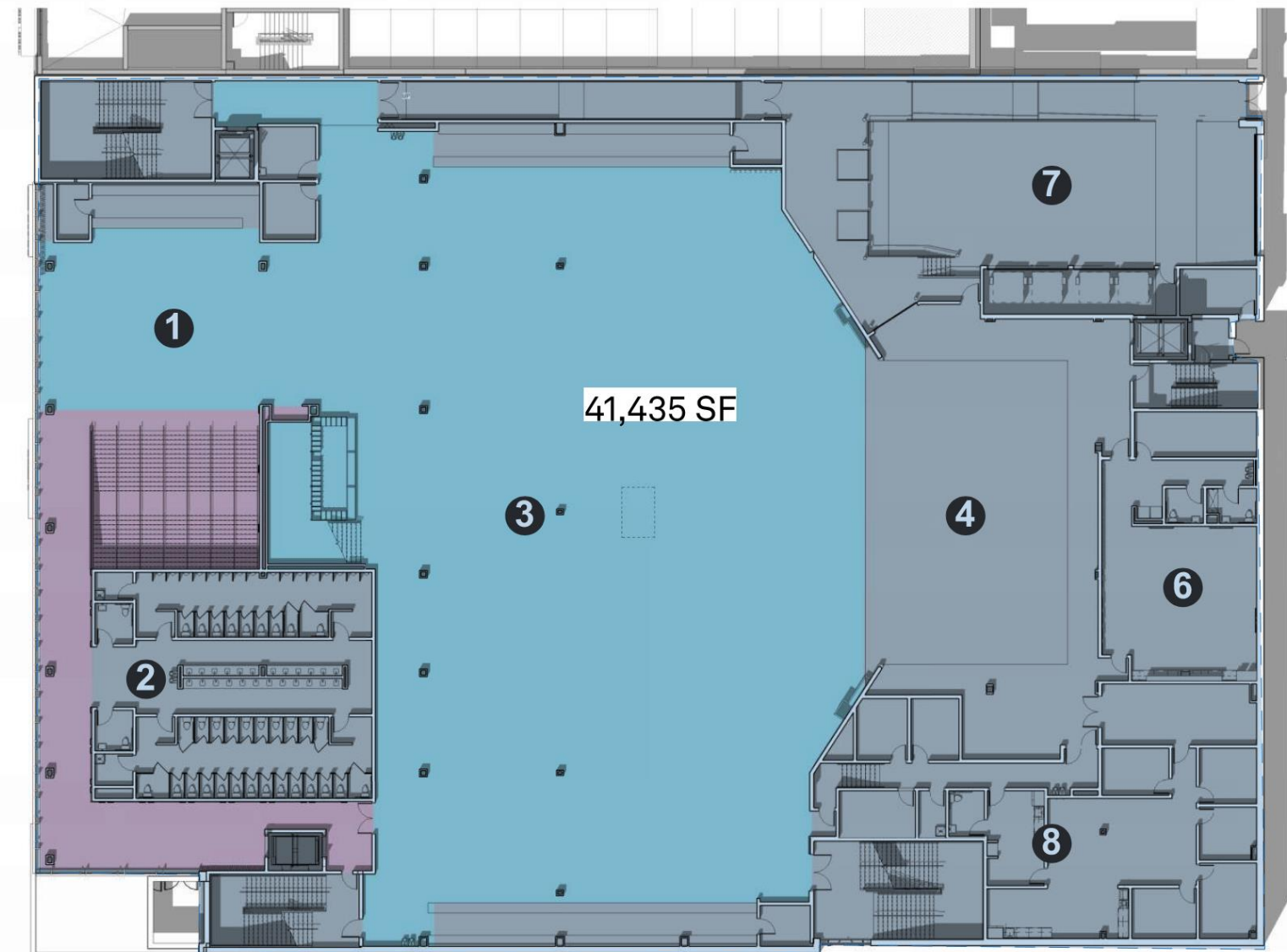
- 1. GA LOBBY
- 2. VIP LOBBY
- 3. RETAIL INCUBATOR
- 4. COAT CHECK
- 5. RETAIL
- 6. BOX OFFICE



Design Plans

LEVEL TWO PLAN

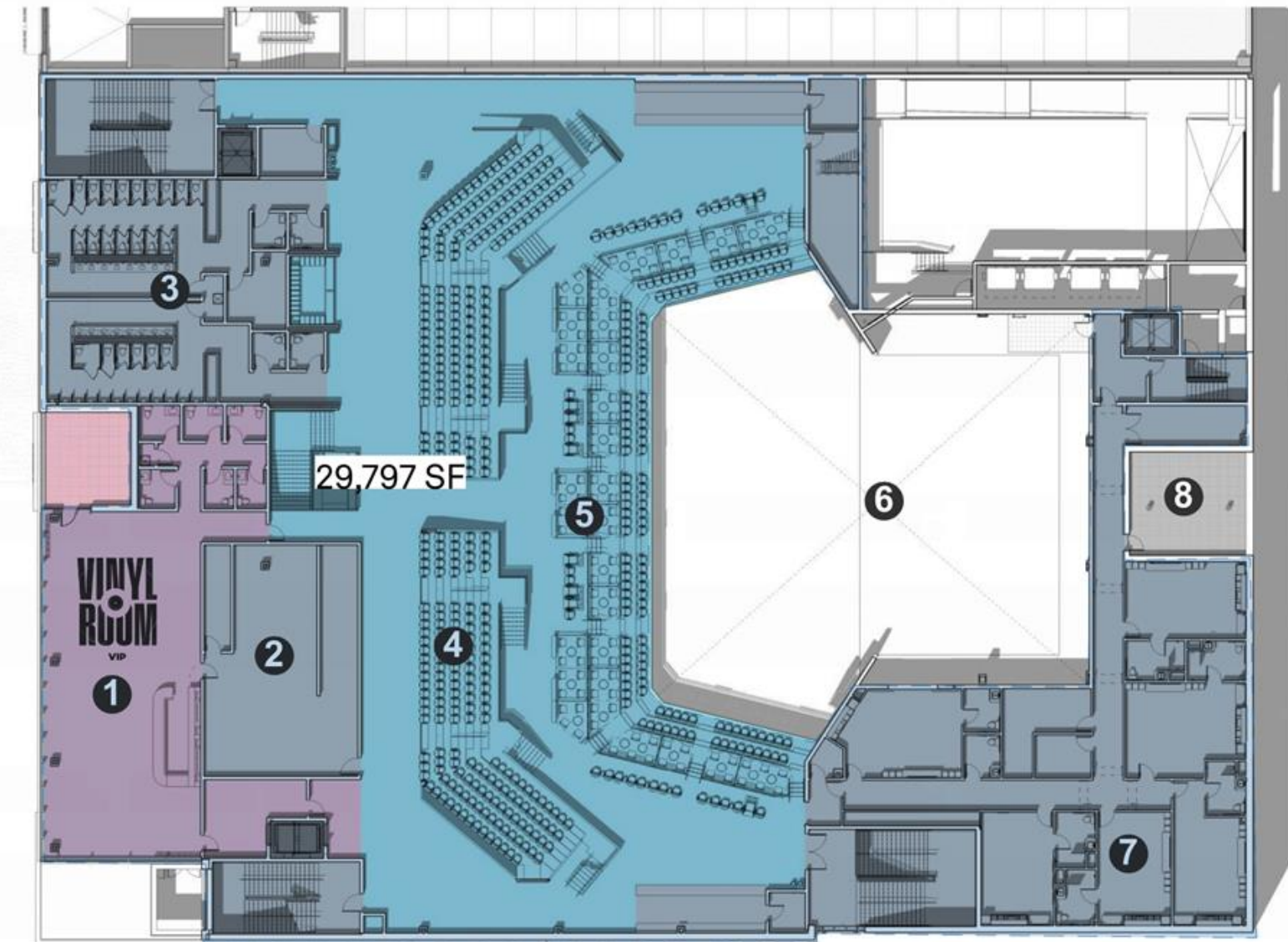
1. PREFUNCTION
2. RESTROOMS
3. GA FLOOR
4. PERFORMANCE PLATFORM
5. BACK OF HOUSE
6. CREW ROOM
7. LOADING DOCK
8. ADMIN SUITE



Design Plans

LEVEL THREE PLAN

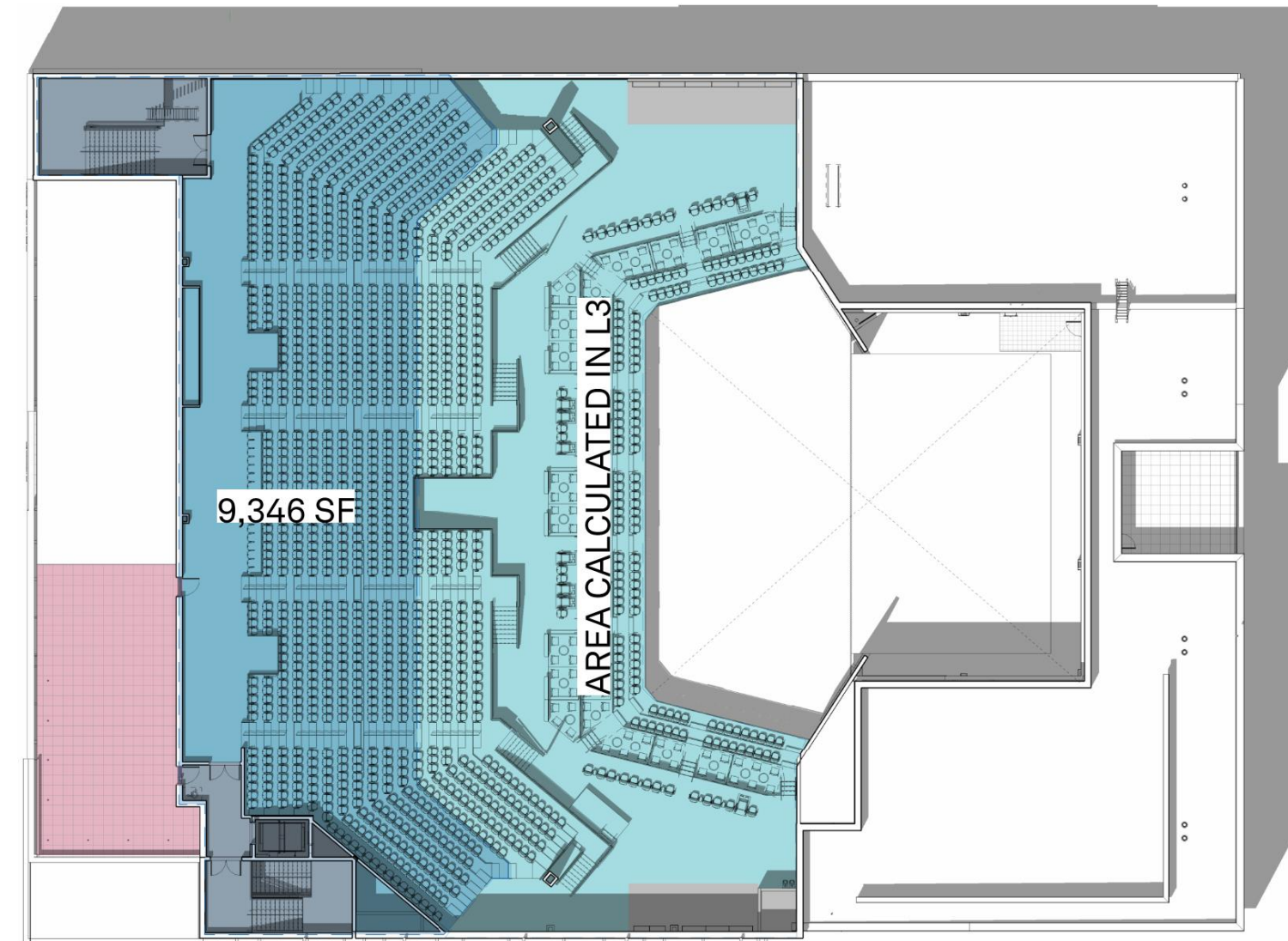
1. VINYL ROOM
2. KITCHEN
3. RESTROOMS
4. VENUE SEATING
5. BOX SEATING
6. OPEN TO BELOW
7. ARTIST SUITES
8. ARTIST ROOF DECK



Design Plans

LEVEL FOURTH PLAN

1. ROOF DECK
2. VENUE SEATING
3. PREMIUM SEATING
4. OPEN TO BELOW





BOX OFFICE

RETAIL

UPCOMING SHOW

V&R

Community Goals

MOBILITY & ACCESSIBILITY

Accessibility plans promote smooth experiences for all

We work closely with experienced architects that ensure our venues comply with ADA and building code requirements.

Promoting walkability, street accessibility:

All pathways leading to entrances of the venue are accessible. Each entry will be coordinated to be level for smooth transitions into the venue. Further, the venue will be incorporating elevators for vertical circulation.

One of the two box office counters will be built at an accessible height, and the main entry doors will have a remote door actuator. Height of bars will offer lower countertop height so all guests can access.

All staff are trained in venue accessibility amenities in addition to ongoing trainings. Guests requiring assistance will be accompanied or escorted by venue staff as desired. We have assisted listening devices powered over Wi-Fi so guests can use their own device or venue provided device to listen the concert experience.

Accessible seats are available at every price level to ensure equal access.



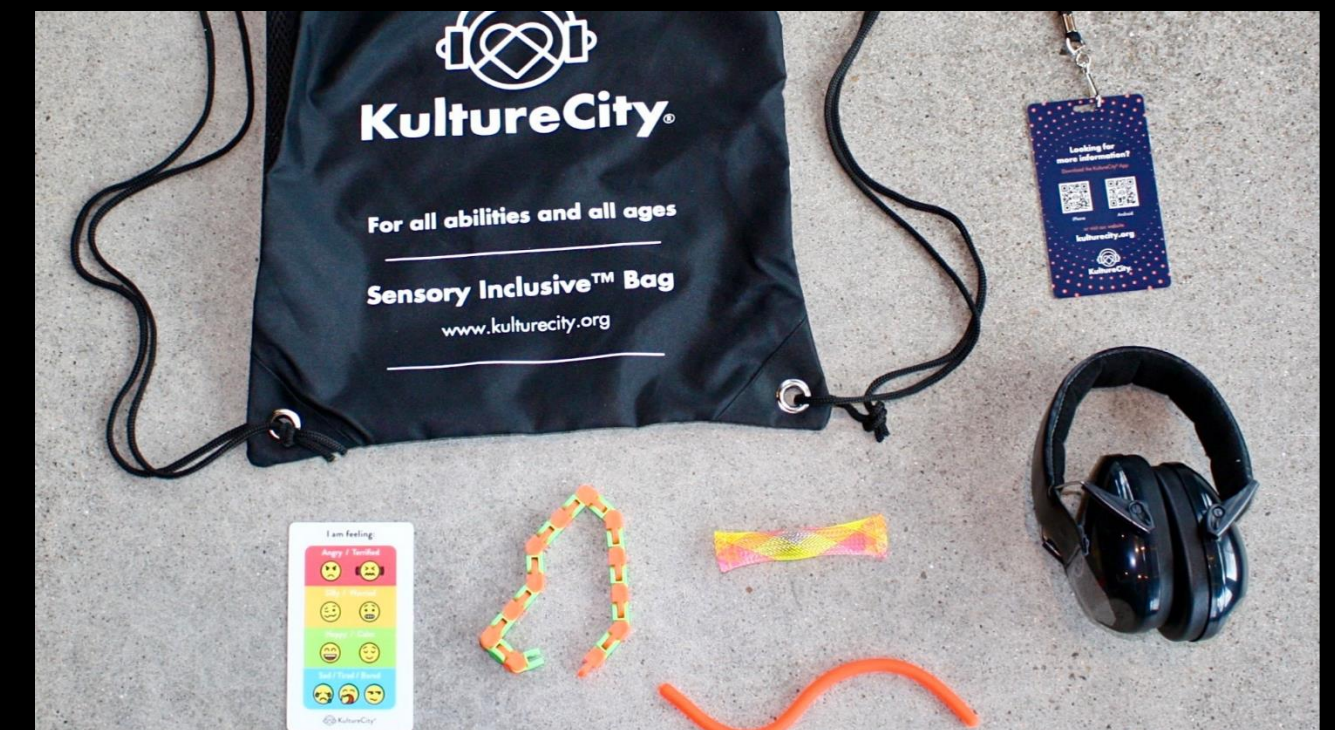
Striving to make venues and live experiences inclusive & accessible for everyone

The venue is working on continuing our partnership with Kulture City to be a certified sensory inclusive space. Sensory bags will be available for fans at a guest services podium or the guest services space. There is also a quiet space for guests that feel overwhelmed.

Service animals are welcome in our venues. We do ask that fans accompanied by service animals reach out to the box office to ensure all accommodations can be provided.

All restrooms in the venue will be accessible.

While we don't own and operate any adjacent parking facilities, there are many accessible parking positions available in the lots that surround the venue. We are also starting discussions to identify potential partnership opportunities for accessible parking positions with close adjacency to the venue to help support the experience of our fans that require mobility assistance.



TRANSPORTATION & SUSTAINABILITY

Transportation

Our team did some observational analysis of available parking in the area to address the concern around parking.

Accessible parking spaces should be provided for all lots per code.

Based on similar venues operated by LN at similar scales and urban context we calculate our need for parking to be under 1,500. 20% of guests arriving at our venues do so via ride share programs. Our guests typically arrive in groups as well, so sellable capacity doesn't equate to required number of parking spaces for the venue.



Commitment to Sustainability

Through our GREEN NATION program and charter, we are working as an organization to leverage our creative ethos to motivate our artists, fans and employees to drive sustainable values.


"It is important that all our venues and live events have good transport links, and we will work with suppliers and local authorities to encourage the use of sustainable transport such as bus, tram, train, coach travel, and cycling. For unavoidable negative impacts we will recognize, measure and create positive impacts to balance it and promote this to our audience, artists, suppliers and contractors."

KNOW BEFORE YOU GO:

Something Live Nation does prior to concert show night is send an email to our fans to share things that are helpful to know prior to attending. One element we share is how to get to the venue and we typically provide direction and encouragement to take public transit when possible. This information is always available on our venue websites as well.

In addition to existing bus and light rail access to the site, Pittsburgh Regional Transit is expected to finalize Uptown service via the new BRT line in a timeline that parallels the venue completion.

ARE YOU READY FOR THE SHOW?



UPCOMING SHOW
2026

Box Office Opens: 1:00pm
Doors Open: 6:00pm
Show Begins: 7:30pm

GETTING HERE

PARKING

Parking is available throughout the metro area. Pre-purchasing parking in advance is strongly encouraged.

Parking is also available at the Jim Shorkey Garage for non-hockey events. Event parking rates vary.

PUBLIC TRANSPORTATION

Pittsburgh Regional Transit provides public transportation to Allegheny County and the greater Pittsburgh area. For more information, please visit rideprt.org.

Buses transporting groups to events can purchase a pre-paid bus parking pass.

DRIVING DIRECTIONS

- From the **NORTH**
- From the **EAST**
- From the **SOUTH**
- From the **WEST**

COMMUNITY NEWS

Pittsburgh Regional Transit should open University Line lanes in Downtown Pittsburgh early next year

by Ed Blazina June 23, 2024



Promote Green and Healthy Environment

This project will comply with the following LEED Neighborhood Development Requirements

1. Walkable Streets
2. Indoor Water Use Reduction
3. Construction Activity Pollution Prevention
4. Optimized Building Energy Efficiency
5. Outdoor Water Use Reduction
6. Rainwater Management
7. Heat Island Reduction
8. Solid Waste Management

We have also signed the Pittsburgh 2030 District pledge and committing to reduce emissions and improve sustainability



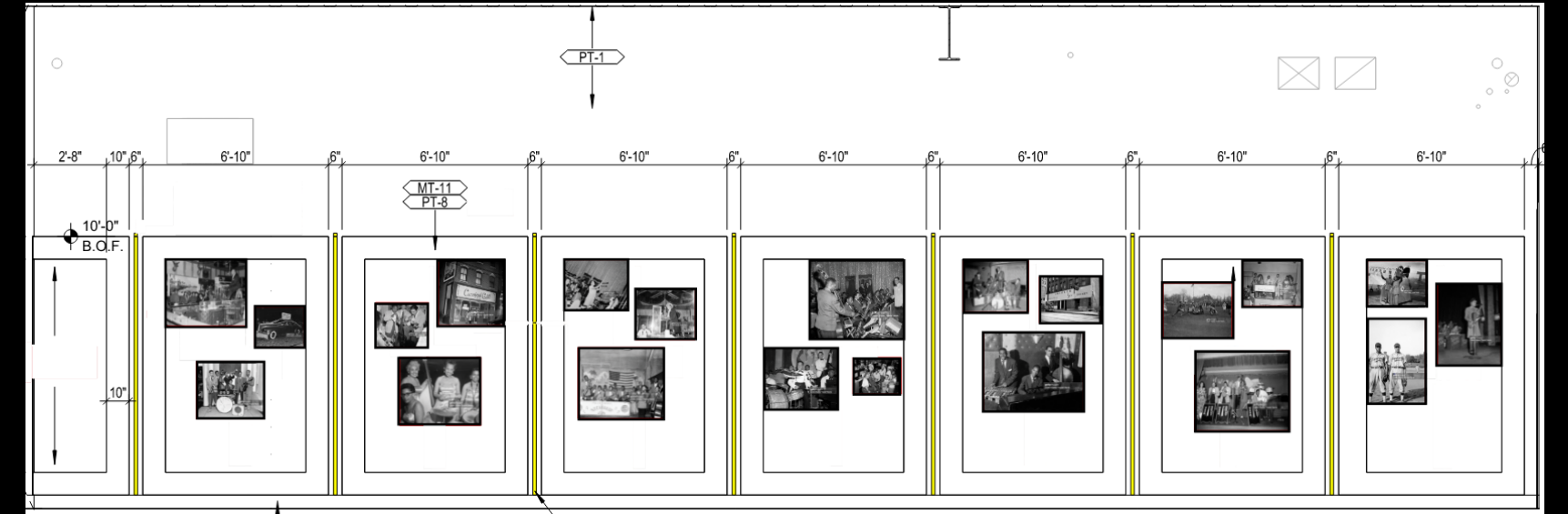
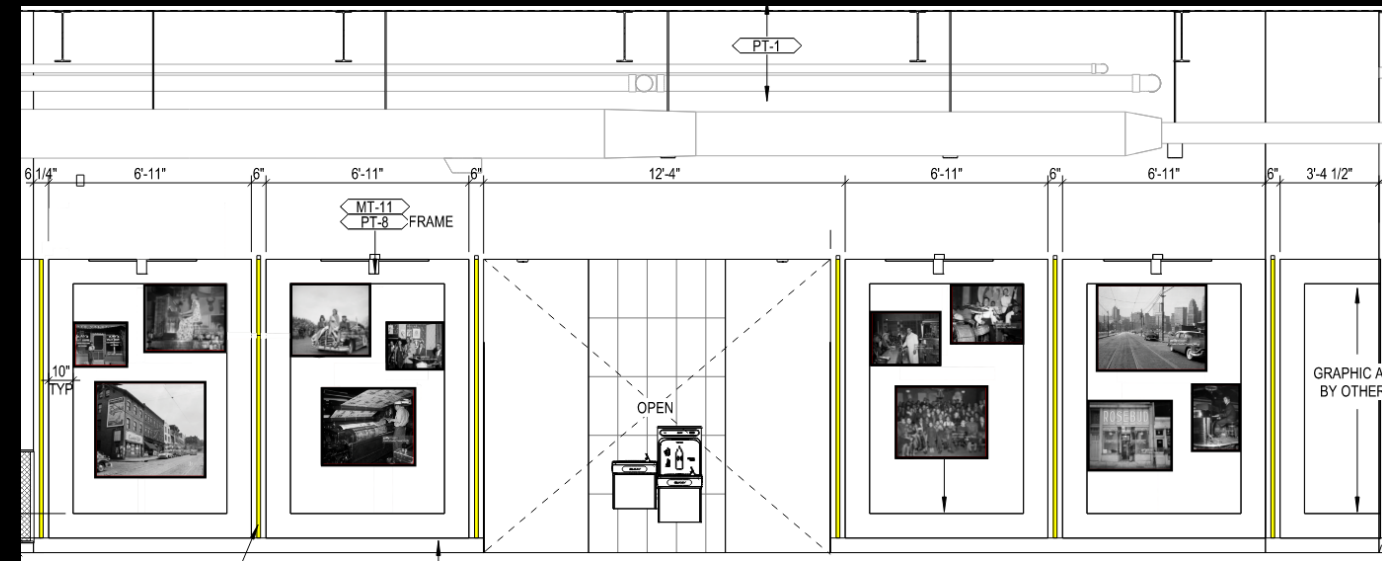
CULTURAL LEGACY

Community engagement uplifting Hill District's history

We have the chance to honor the history of the Hill District through a mural along Wylie Avenue, following the natural slope that influenced much of the area's planning and is highly visible to the community. Live Nation will be issuing a Request for Proposals (RFP) encouraging artists from the Hill District to submit designs that reflect the community and focus's on promoting the District's natural land features. The introduction of such a prominent mural to the building will become an asset in the continued development of the neighborhood.



Hill District's rich African-American history on display



We are deeply inspired by the legacy and photography of Teenie Harris and aim to incorporate the visual history of the Hill District through wall graphics featuring his work.

Our hope is that this will spark conversations and storytelling during shows, merging cherished memories from the past with new experiences.

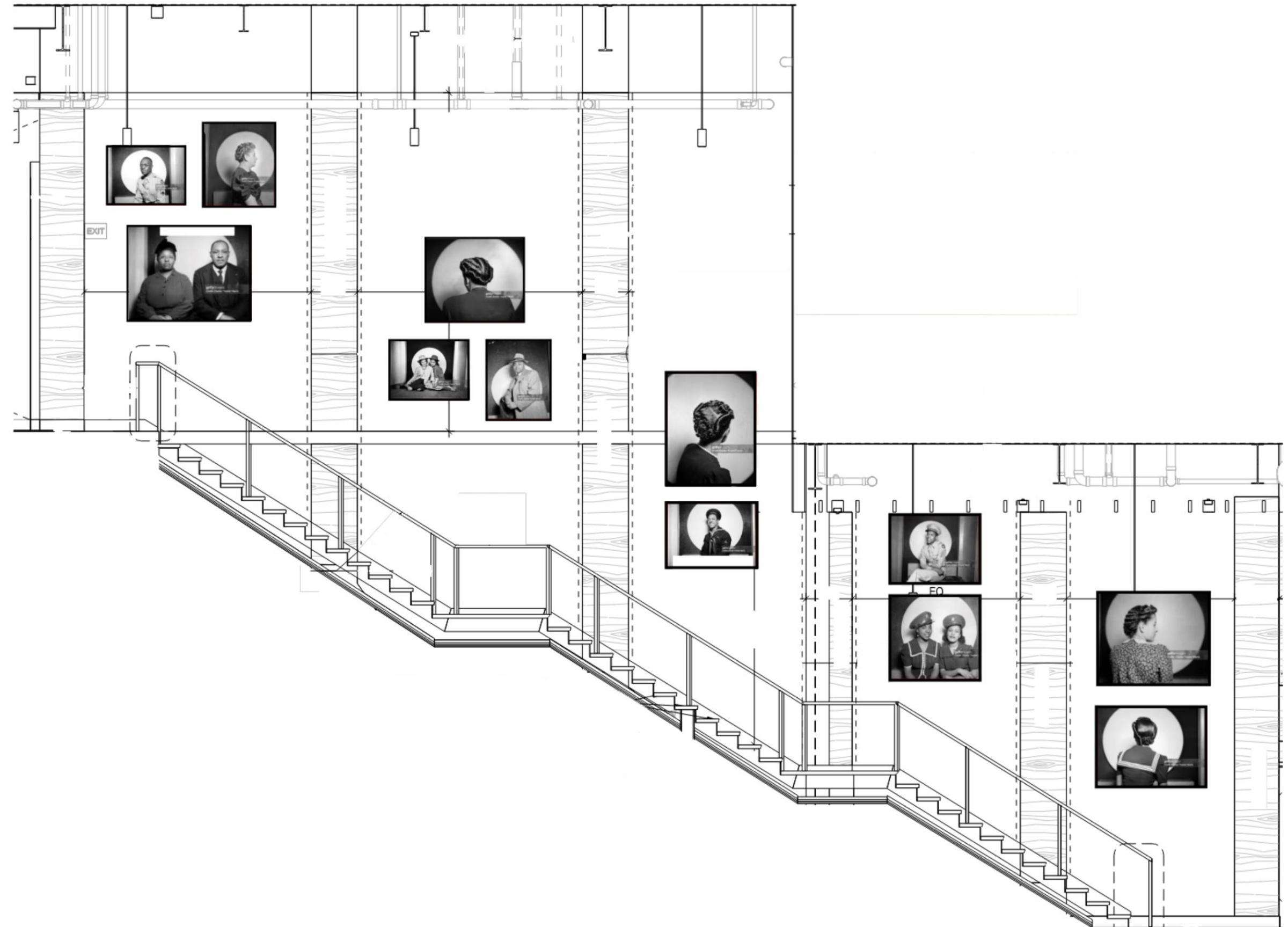


Honoring the Hill District through visual storytelling

"Harris had great empathy with his subjects and a talent for storytelling."

Guest will experience an introduction to a series of Teenie Harris's famous portrait series as guests ascend the stairs to the music hall. Once arriving at the music hall level, guests will have a chance to take photos at an installation inspired by this series of Harris' work.

We are currently working with the Carnegie Museum Archives to source images from the Teenie Harris Archive to display throughout the venue.



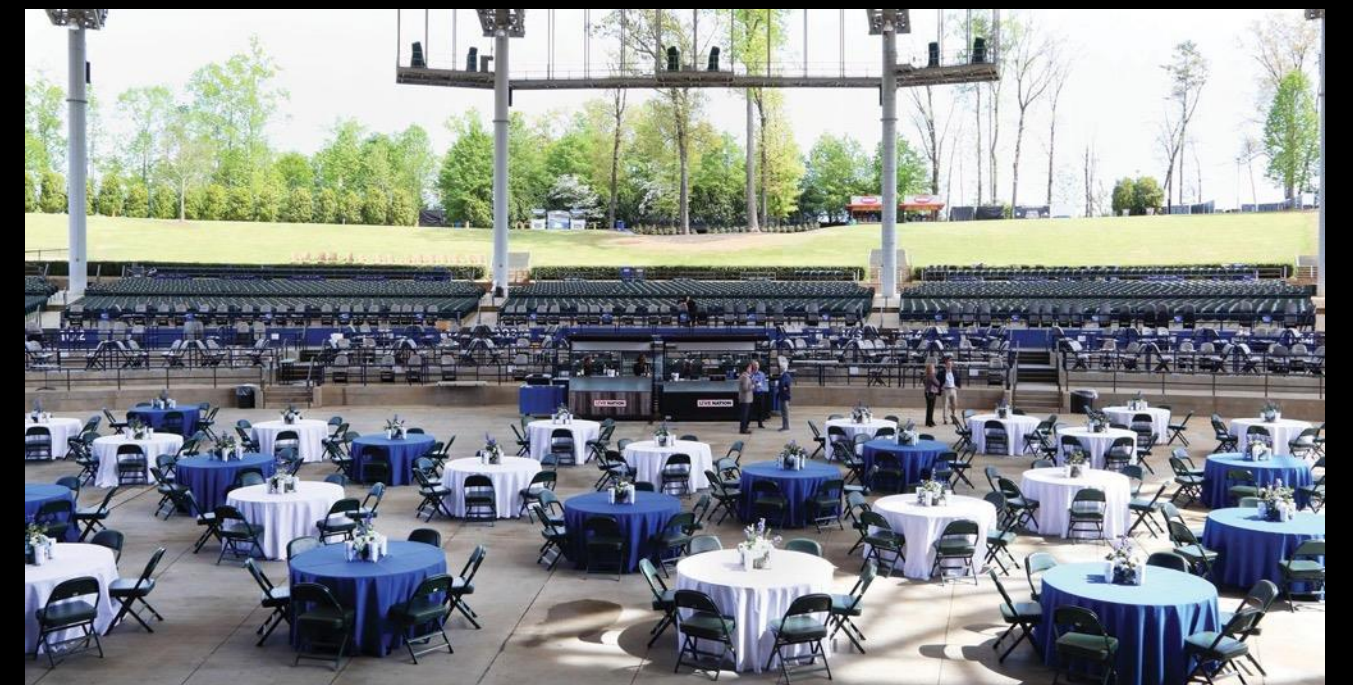
Empowering Community & Residents

Community Engagement Plan

We look forward to being a part of the Lower Hill District and will continue to develop relationships with community organizations, stakeholders and residents.

We are eager to foster positive relationships with the community so the venue can enhance the cultural landscape and economic vitality of the neighborhood.

We plan to continue community outreach and look forward to partnering with neighborhood leaders, residents and stakeholders to enhance the vision for the venue.



Our Approach

We will engage with organizations and local residents.



Open Dialogue



We will create channels for ongoing dialogue and to gain feedback from the community.

Ongoing Relationships



We will develop relationships with community organizations, policymakers, nonprofits, Lower Hill District Institutions and neighborhood stakeholders to provide updates on the venue and hear community feedback.

Regular Public Updates



We will hold both introductory meetings and regular public updates to discuss future plans and receive direct feedback.

Community Feedback



We will create a dedicated inbox to collect feedback from the community.

Open Dialogue & Ongoing Relationships

Regular Public Updates



Community Feedback

We will hold both introductory meetings and regular public updates to discuss future plans and receive direct feedback.

We will create a dedicated inbox to collect feedback from the community.

SCHEDULED & MET			PENDING
 THE COMMUNITY TABLE			Schenley Heights Collaborative
 WHERE ALL HILL VOICES MATTER			
			
			
			

ECONOMIC EMPOWERMENT

*Note that this project does not involve housing

Financial Sources / Use of Funds

Development Budget		
	Entertainment Venue	Total
Land, Predevelopment & Settlement	-	-
Hard Costs	51,648,259	51,648,259
Architecture & Engineering	3,934,141	3,934,141
Other Soft Costs	5,417,600	5,417,600
Contingency	3,000,000	3,000,000
Total	64,000,000	64,000,000
Public Safety Facility	-	-
Total - With Safety Facility	64,000,000	64,000,000
Sources		
Debt	40,300,000	40,300,000
RACP & Other Public Investments	2,000,000	2,000,000
Equity	21,700,000	21,700,000
Total	64,000,000	64,000,000

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Promote Economic Justice / Economic Opportunities

Music Venue Preconstruction Strategy

Blueprint Studio has enlisted the services of PJ Dick, one of the largest regional construction firms in Pennsylvania. Their experience with working in the community positions them to assist with optimizing the Community Collaboration and Implementation Plan (CCIP) integration with our project.



Promote Economic Justice / Economic Opportunities



Minority / Women Business
Enterprise (M/WBE) Inclusion

Inclusion Strategy

- MEET CCIP INCLUSION PERCENTAGES
- MERGE DATABASES WITH E.HOLDINGS TO ALERT ORGANIZATIONS TO BID
- WORK WITH M/W COMPANIES TO FIND WAYS TO ALIGN CAPABILITIES WITH WORK

Job Creation, Local Inclusion
and Workforce Development

Workforce Opportunities

IN PERSON M/WBE TRADE EVENT

COLLABORATE WITH BUILDER'S GUILD OF WESTERN PA & APRI

Training Opportunities

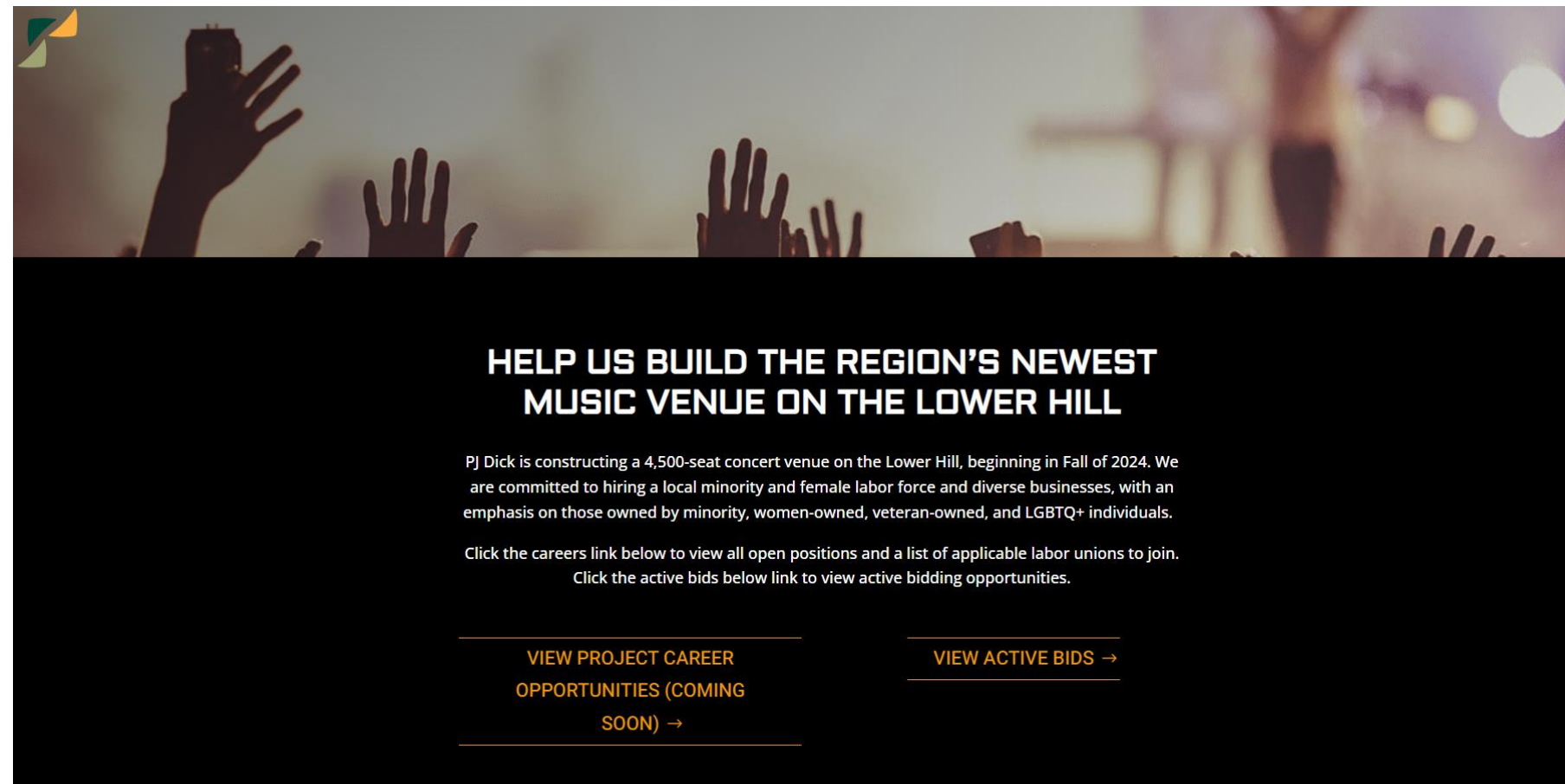
CONDUCT TRAINING SESSIONS FOR SMALL BUSINESSES

Promote Economic Justice / Economic Opportunities

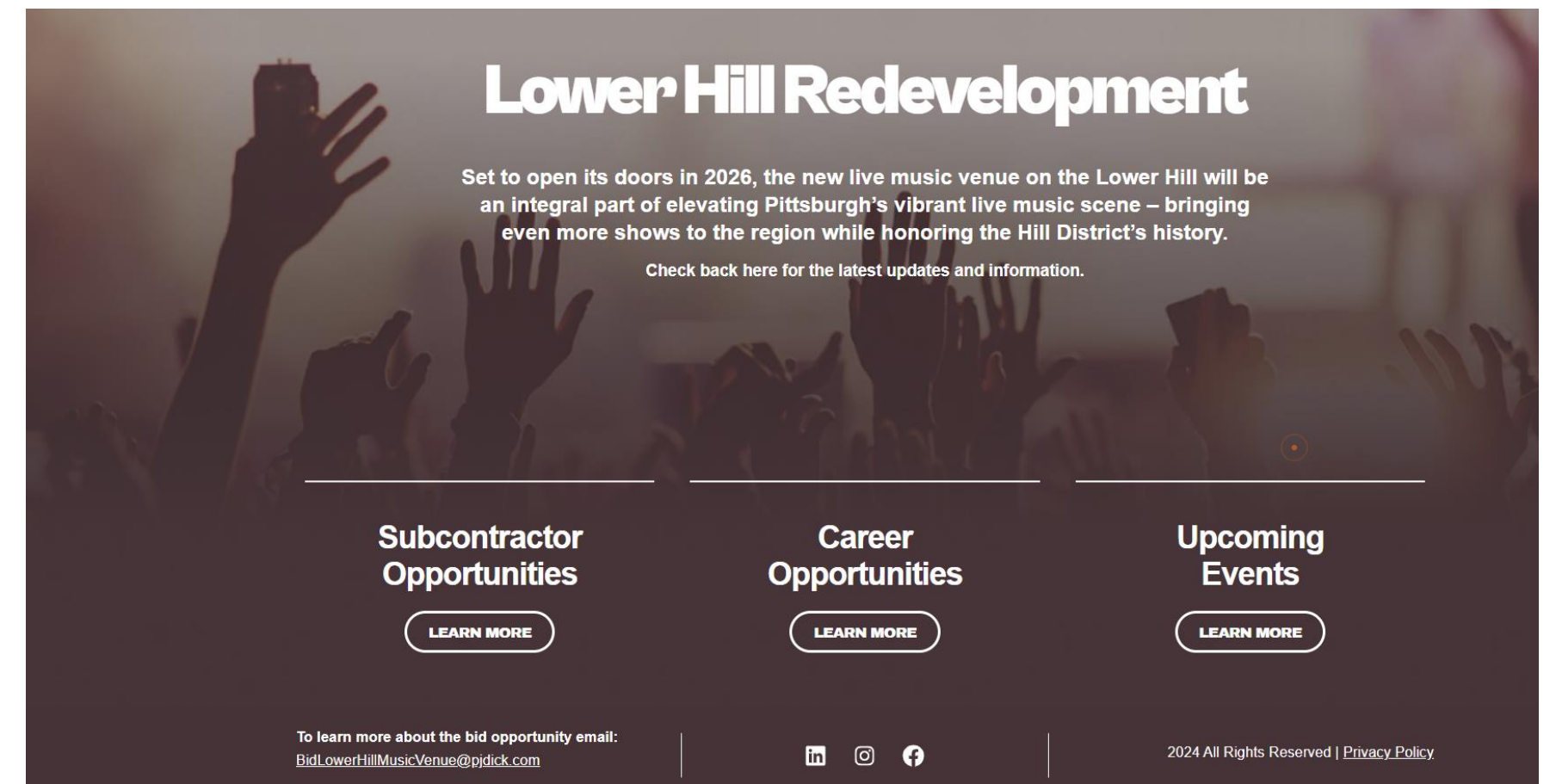


- Live Nation & PJ Dick project-specific websites were created during the bidding process.
- Will be used throughout construction to share information, answer FAQs, contact information, etc.

pjdick.com/parcel-e



parcelemusicvenue.com



Promote Economic Justice / Economic Opportunities



- PJ Dick has created a "Careers" page for the project.
- Awarded subcontractors will have the ability to post open positions for the project.

Parcel E Music Venue Careers



View All Current Job Listings

Sorry, we have no current job openings.
Thanks for your interest and please check back on this site for changes.

Search Jobs

Hide Filters Clear All

<input type="text" value="Search Jobs"/>	City <input type="text"/>	State <input type="text"/>
Employment Type <input type="text"/>	Classification <input type="text"/>	Company <input type="text"/>
	Sort By <input type="text"/>	

Number of Jobs: 0

ALL AVAILABLE JOBS Login

Sign Up For Job Alerts!

<input type="text" value="Name"/>
<input type="text" value="Email"/>
<input type="text" value="Pittsburgh, PA US"/>

I agree to the terms of service and privacy policy.

Send Me Jobs

powered by Refer.io

Promote Economic Justice / Economic Opportunities



Pre-Apprenticeship Program Cohort with Partner4Work

Collaborative effort between Partner4Work, PJ Dick, and Live Nation to host a cohort of individuals through the Pittsburgh Gateways Introduction to the Construction Trades Pre-Apprenticeship Program.

Set to occur in Spring 2025. Dates to follow.

Recruitment will be done by Pittsburgh Gateways and Partner4Work.

- PghGateways typically has a waitlist of interested individuals
- P4W collaborates with PA Career Link (PA CL) and the Employment Advancement and Retention Network (EARN)to promote recruitment as well as social media.

Promote Economic Justice / Economic Opportunities

We are working towards achieving : 30% MBE / 15% WBE / 20% Workforce Development

Commitments to Date:

- Minority-Owned Business \$2.09 M / 51% of commitments to date
- Black-Owned Business \$2.04 M / 49% of commitments to date
- Women-Owned Business \$ 163 K / 4% of commitments to date

Upcoming Opportunities:

- Fixed Seating Install
- Furniture Install
- AV Install
- Artwork Install
- Performance Lighting Install
- Stage Drapery Install
- Kitchen Equipment Install
- Signage & Wayfinding Furnish & Install

* NOTE: Detailed reporting to commence Jan 2025. / Advertising for upcoming opportunities to commence in 2025.

Promote Economic Justice / Economic Opportunities

Creating Opportunity for Residents

Expect to create
350 New Venue
Jobs

Both Full time & Part
time roles. We are
working internally to
identify professional
positions for the venue.

Opportunities
for
Advancement

We have a strong
culture of promoting
from within.

New permanent
Assistant Project
Manager position
slated for local a
resident

This role will allow
someone from the Hill
District to participate in
the construction
administration process
and continue with the
company in a remote
role on other venue
projects.

Des Moines Register

ARTS

Join the act: Waukee's new entertainment center hiring staff

Kevin Baskins Des Moines Register

Published 6:06 a.m. CT Sept. 21, 2023 | Updated 3:18 p.m. CT Sept. 21, 2023

[View Comments](#) [f](#) [X](#) [e](#)



Vibrant Music Hall has acts booked starting in November and now needs a supporting cast in the form of nearly 200 new employees [KeeTown Loop/OPN Architects/Special To The Register](#)

Some big acts already are on the way. Now a supporting cast of nearly 200 new employees is needed for the soon-to-open [Vibrant Music Hall](#) in Waukee.

The 3,000-seat venue will be hosting job fairs from 5-8 p.m. Thursday and Friday and 2-6 p.m. Sunday at Waukee South Middle School, 2350 S.E. La Grant Parkway. Attendees should come in through the main entrance.

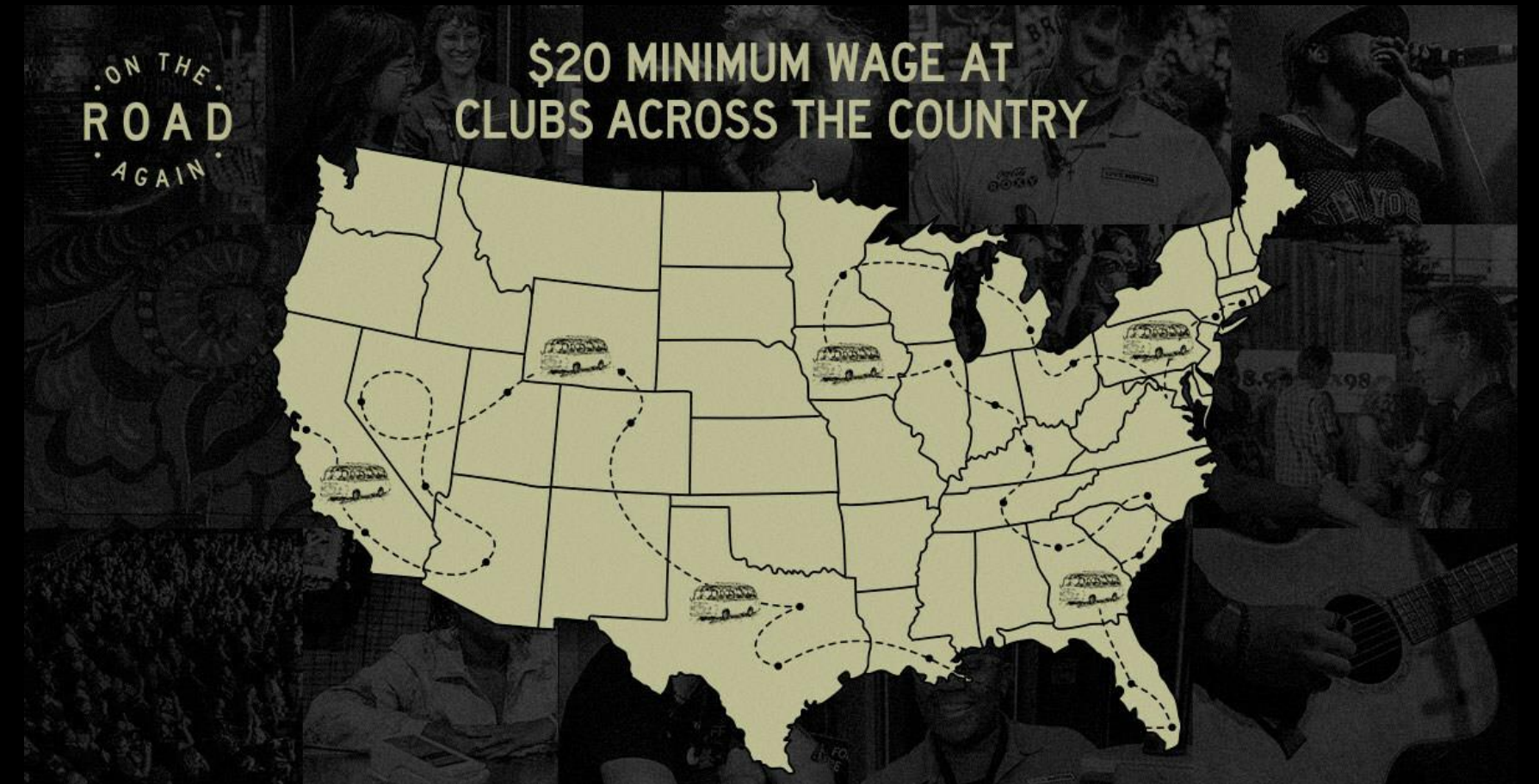


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2024

Promote Economic Justice / Economic Opportunities

Wealth Building Initiatives

Effective immediately, hourly music venue staff will receive a base pay of \$20/hour, while supervisor roles will start at \$25/hour, with opportunities for career growth within the company.



Promote Economic Justice / Economic Opportunities

Creating Opportunity for Residents

Live Nation's approach to identifying candidates for venue jobs is to prioritize Hill residents of the Greater Hill community as well as candidates with a passion for the live entertainment and hospitality industries

Live Nation does consider qualified applicants with criminal histories.



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Promote Economic Justice / Economic Opportunities

Creating Opportunity for Residents

The normal process for hiring for venue operations begins with the recruitment and hiring of a General Manager for the venue. Approximately six to eight weeks before the venue opening, the GM and the Venue Operations team, working closely with Live Nation Human Resources, will begin local hiring. In person events and interviews will be at the venue or in a location in the Greater Hill District.

Multiple hiring fairs will be held to accommodate many schedules. We will be able to host job fairs for Hill District residents in advance to offer members of the community the chance to apply. We can also ensure as the venue continues operation to offer HD residents a “fast pass” in the application process for priority consideration



UPCOMING JOB FAIR

Visit us at the venue to apply in person!

Promote Economic Justice / Economic Opportunities

Creating Opportunity for Residents

“The investment will expand a Pittsburgh skills training program, opening it up to some employees in the Hill District.”

“Workers building the district’s new Live Nation venue will gain access to Introduction to the Construction Trades, a program run by the workforce development organization Partner4Work.”

“The pre-apprenticeship course introduces participants to career opportunities in construction and helps them apply for registered apprenticeships.”

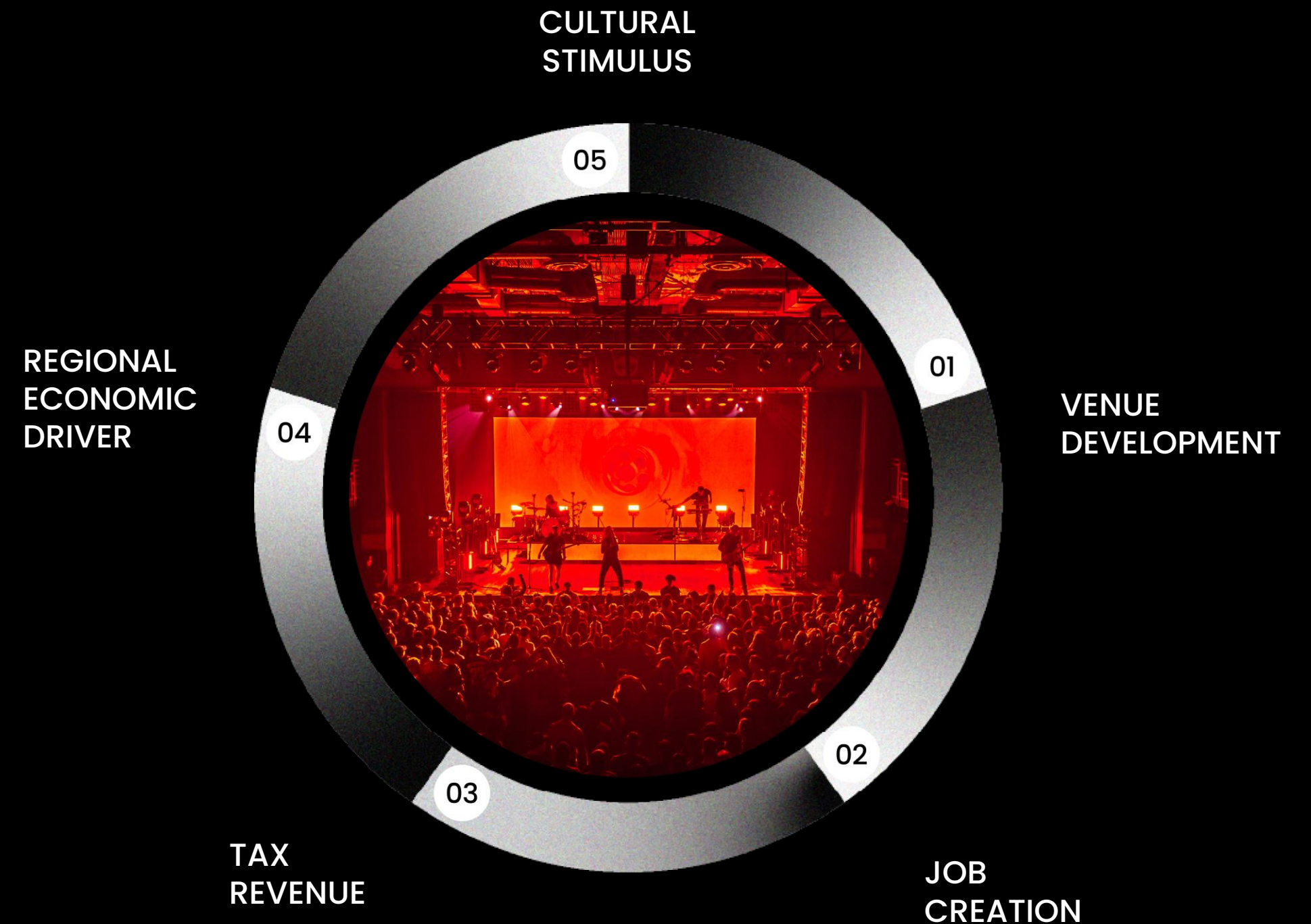


**New investments to promote job growth
in underserved communities in
Pittsburgh**

Business Development Strategies

Live Nation is building a community incubator retail space as part of the venue development. With rent priced at just one dollar per year, the space aims to support local small businesses, fostering economic growth and community engagement.

Additionally, Live Nation is committed to a ticket surcharge agreement, adding a \$2 surcharge to each public ticket for the next ten years, benefiting the Greater Hill District Neighborhood Reinvestment Fund. This showcases Live Nation's dedication to community prosperity.

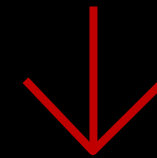


Business Development Strategies

Live Nation has committed to booking and promoting New Granada Theater for a minimum of twenty-five shows annually during the theater's first five years of operation.



Timeline



MAY 10 →	MAY 16 →	MAY 31 →	JUN – JUL 2024 →	AUG 7 →	AUG 2024 →	SEP 2024 →	OCT 2024 →	NOV 2024 →	Q3 2026
CCIP EMC MEETING W/LN TEAM	EORC PRESENTATION	PERMIT APPLICATION: SITE & FOUNDATIONS	COMMUNITY ENGAGEMENT & CCIP OUTREACH	DRP MEETING	DESIGN & ZONING APPROVAL	CLOSING & AWARD GC	BUILDING PERMIT CONDITIONAL APPROVAL	CONTINUE DRP CONSTRUCTION START	FIRST SHOW



Thank you!

