



# 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.

JUNE  
2024

Inquiries:  
[blueprintstudio@livenation.com](mailto:blueprintstudio@livenation.com)

# Blueprint / Studio

**LIVE NATION**

# 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.



# 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.



**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



**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



**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

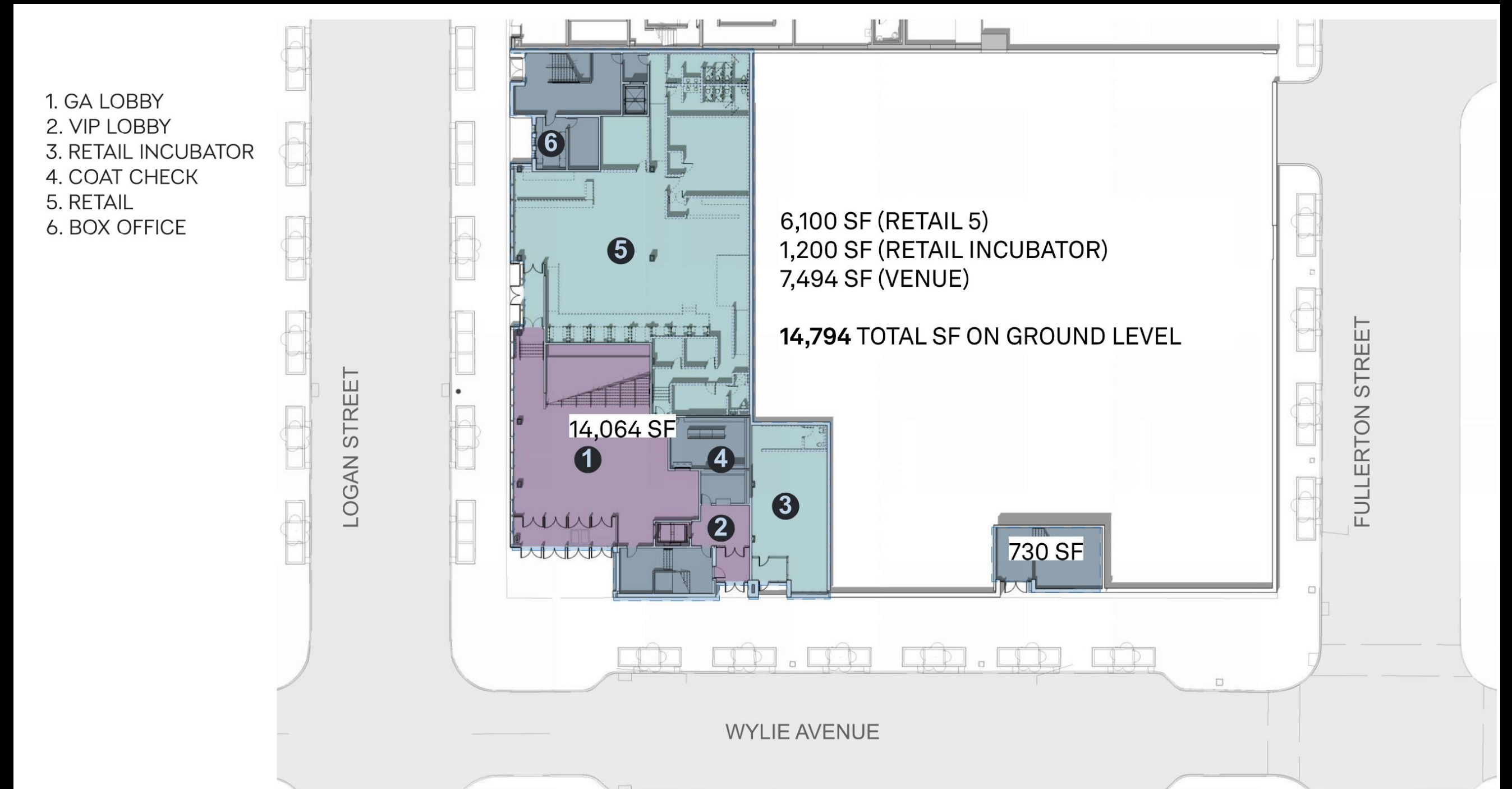
# Project Illustrations – Drawings/Renderings

# Design Plans

## LEVEL ONE PLAN:

The architecture of the venue remains unchanged and has been refined to enhance the artist, staff and guest experience.

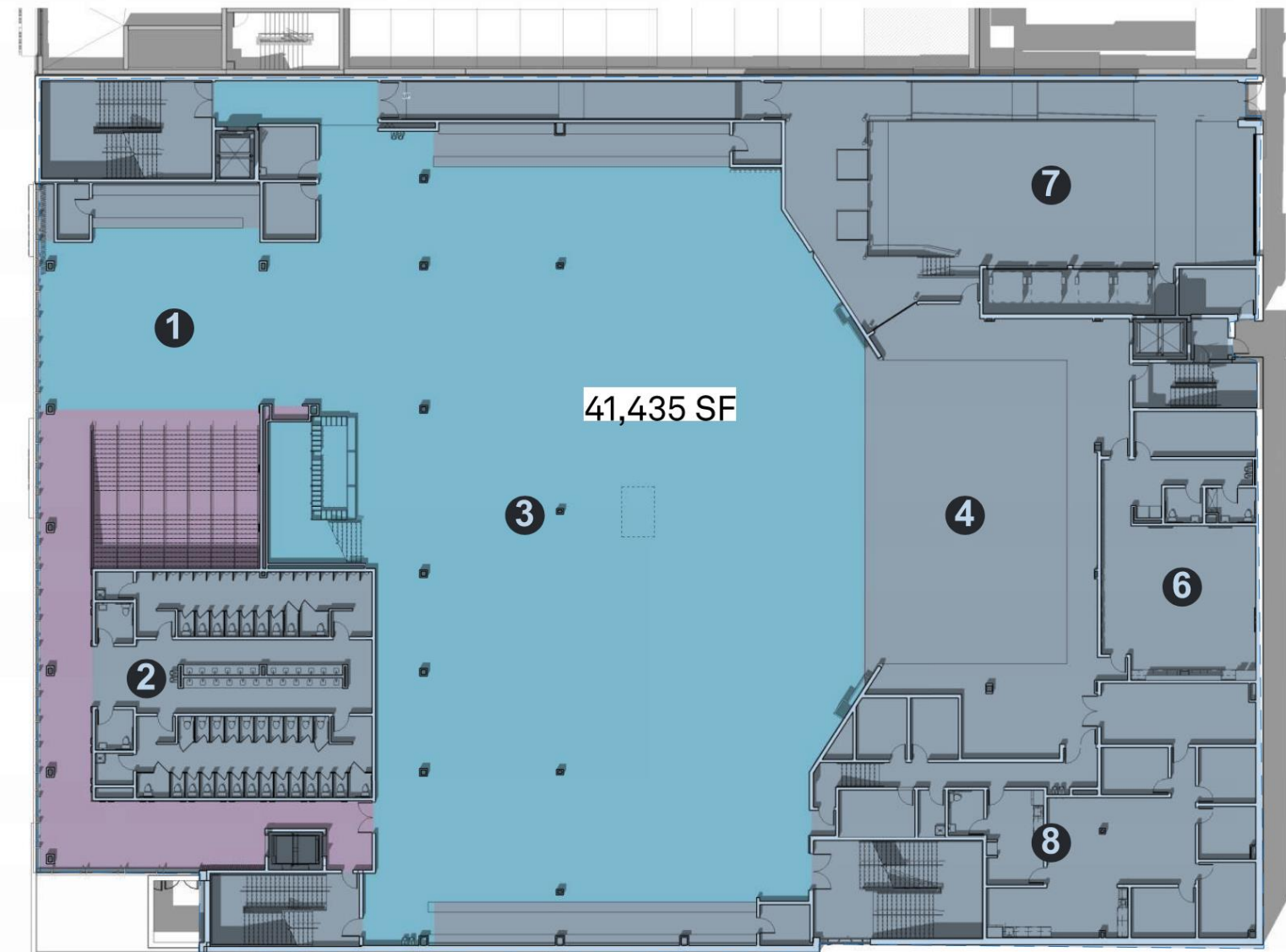
1. GA LOBBY
2. VIP LOBBY
3. RETAIL INCUBATOR
4. COAT CHECK
5. RETAIL
6. BOX OFFICE



# Design Plans

LEVEL TWO PLAN

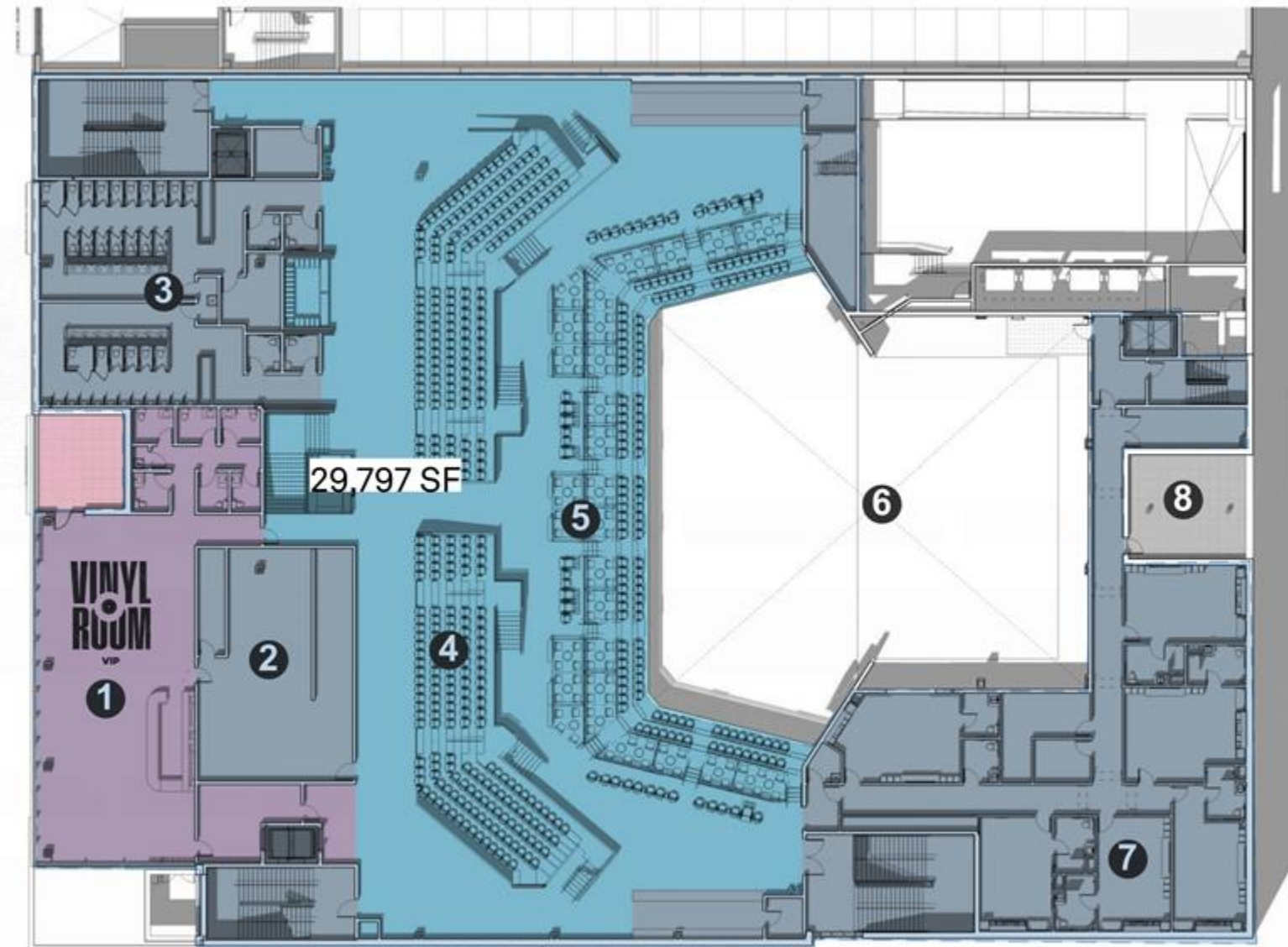
1. PREFUNCTION
2. RESTROOMS
3. GA FLOOR
4. PERFORMANCE PLATFORM
5. BACK OF HOUSE
6. CREW ROOM
7. LOADING DOCK
8. ADMIN SUITE



# 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

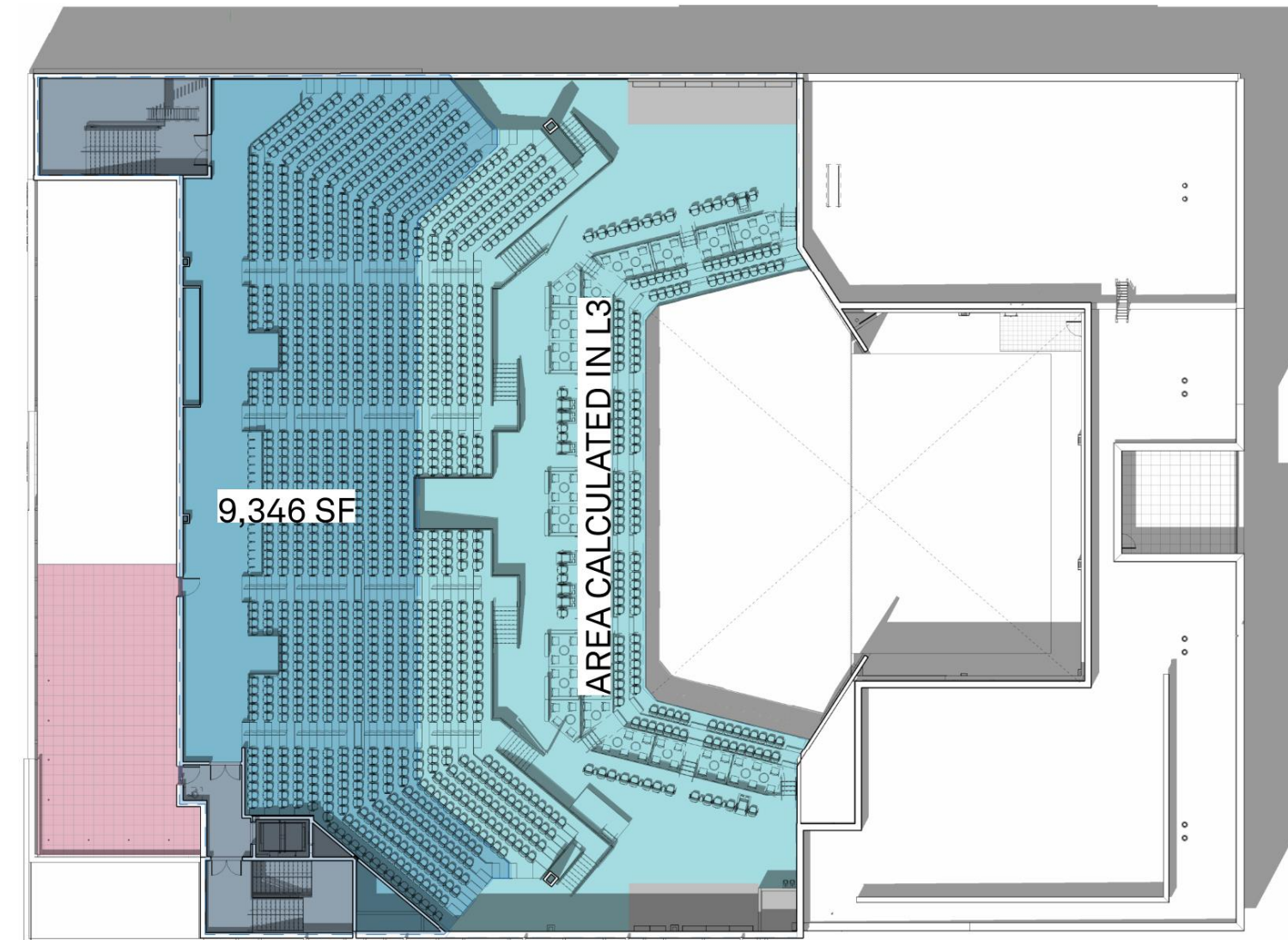




# Design Plans

LEVEL FOURTH PLAN

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





BOX OFFICE

RETAIL

UPCOMING SHOW

V&R

# Financial Sources / Use of Funds

| <b>Development Budget</b>           |                     |                   |
|-------------------------------------|---------------------|-------------------|
|                                     | 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         |
| <b>Total</b>                        | <b>64,000,000</b>   | <b>64,000,000</b> |
| Public Safety Facility              | -                   | -                 |
| <b>Total - With Safety Facility</b> | <b>64,000,000</b>   | <b>64,000,000</b> |
| <b>Sources</b>                      |                     |                   |
| Debt                                | 40,300,000          | 40,300,000        |
| RACP & Other Public Investments     | 2,000,000           | 2,000,000         |
| Equity                              | 21,700,000          | 21,700,000        |
| <b>Total</b>                        | <b>64,000,000</b>   | <b>64,000,000</b> |

# 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 begin a formal community outreach program 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.

# Community Goals, Development Principles, and Non-Displacement Strategies

\*Note that this project does not involve housing

# Promote Economic Justice / Economic Opportunities

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

Minority-Owned Business \$1.57 M / 53% of spend to date.

Black-Owned Business \$1.5 M / 52% of spend to date

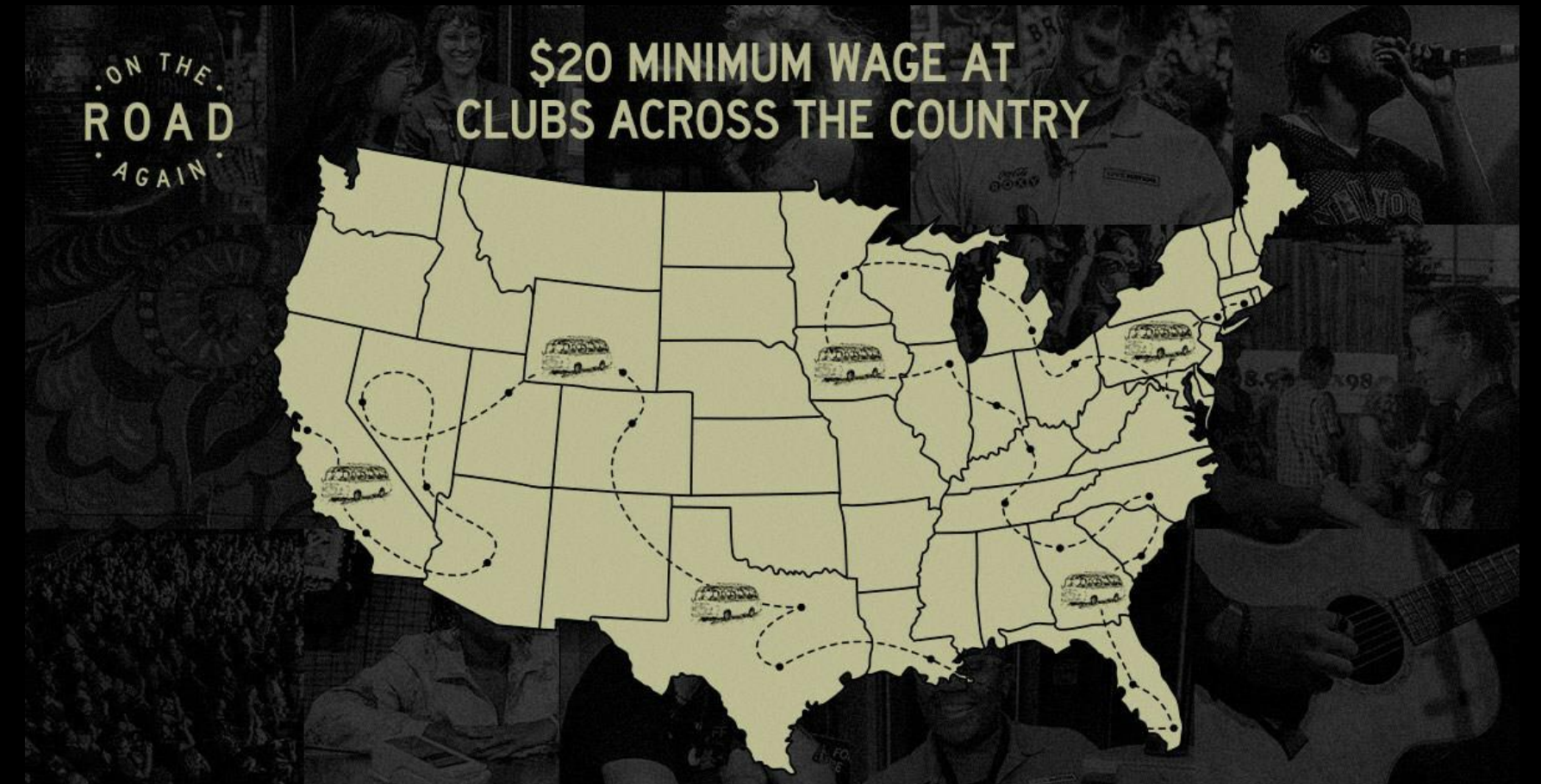
Women-Owned Business \$0.63 M / 6% of spend to date

# 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.

These new base wages exceed federal minimum wage standards by over 250% and surpass the highest state minimum wages, including those in California, New York, Washington, and the District of Columbia, affirming Live Nation's commitment to fair compensation and supporting its workforce.





# Promote Economic Justice / Economic Opportunities

## Music Venue Preconstruction Strategy

Blueprint Studio is employing an unconventional strategy for the preconstruction phase of the music venue project. We have enlisted the services of two firms, Turner Construction and PJ Dick, with the aim of optimizing the Community Collaboration and Implementation Plan (CCIP). The rationale behind this decision is that having both firms involved in preconstruction will incentivize them to generate robust plans for Minority and Women Business Enterprise (MWBE) participation and workforce development.



# Promote Economic Justice / Economic Opportunities

Minority / Women Business Enterprise (M/WBE) Inclusion

## Turner

### Inclusion Strategy

- Dedicated information sessions for MWBE discussions
- MWBE opportunities event to discuss availability for participation
- Prequalification assistance meeting to prep for bidding opportunities



### 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

# Promote Economic Justice / Economic Opportunities

Job Creation, Local Inclusion and Workforce Development

# Turner



## Phase 1

RECRUITING → COLLABORATING

## Phase 2

PRE-APPRENTICESHIP PROGRAMS

## Phase 3

UNION APPRENTICESHIP ACCEPTANCE & UNION  
FULL MEMBERSHIP

## 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

Creating Opportunity for Residents

Expect to create  
250 New Venue  
Jobs

Opportunities  
for  
Advancement

New APM  
position slated  
for local a  
resident

## 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](#)



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.



# 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



# Utilize Neighborhood Strengths and Assets

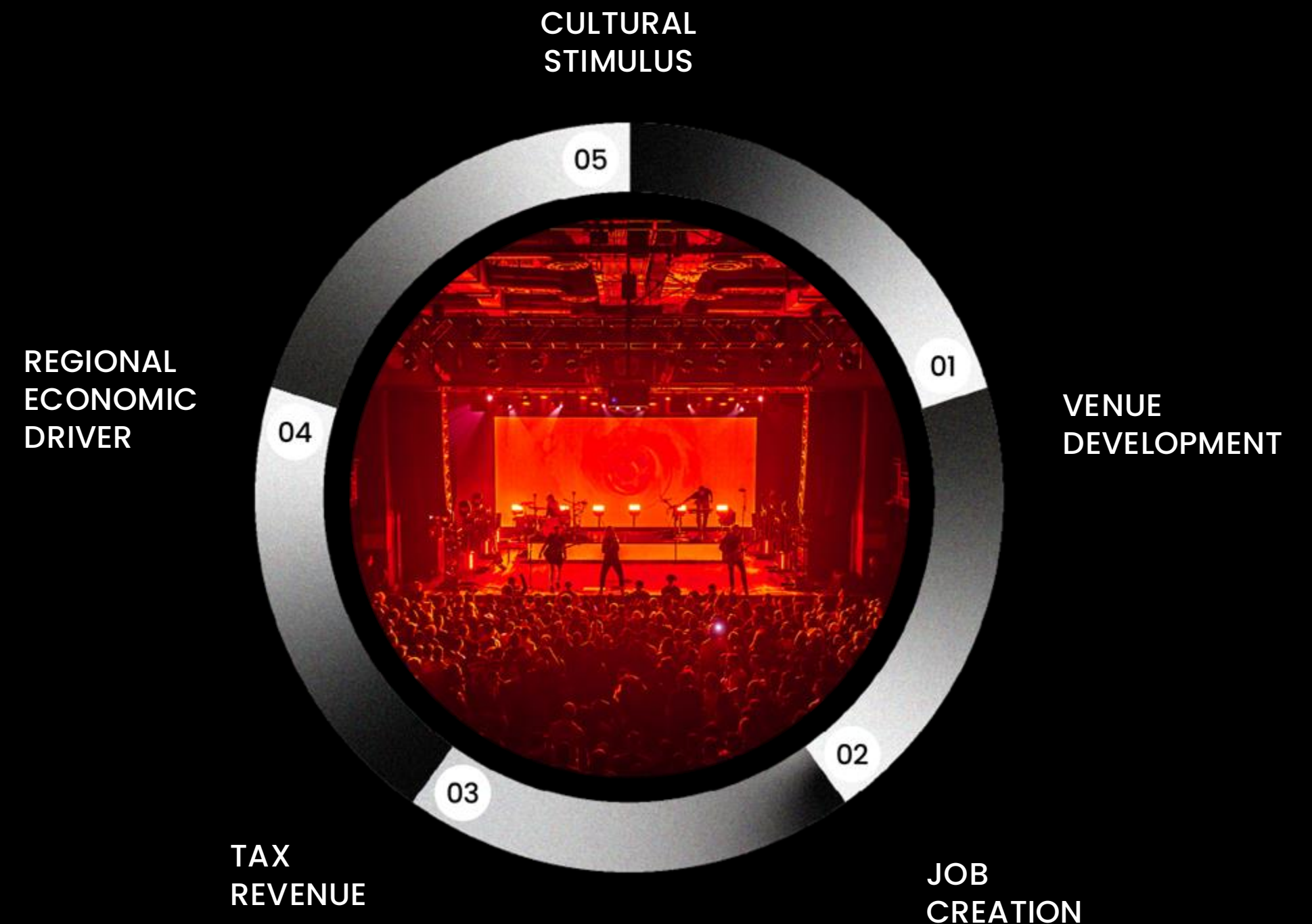
The music venue plans to honor the Hill District's history by involving the community in preserving its heritage through interior design. Inspired by its vibrant past, the design aims to pay tribute to cultural legacy while fostering emerging artists. Drawing from Teenie Harris, the venue will offer experiential moments. Based on feedback we've already received, Live Nation will be collaborating with local artists to commission artwork within the venue in addition to the exterior of the building. The team has engaged with the community to understand Lower Hill's history and Wylie Avenue's significance.



# 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 at no charge for a minimum of twenty-five shows annually during the theater's first five years of operation.





# Thank you!



LOWER  
HILL

REDEVELOPMENT

FENWAY | SPORTS | GROUP

