

# The Sunset Amphitheater -- Frequently Asked Questions

(Sept 13, 2022)



Notes Live, a Colorado Springs-based entertainment company is proposing a new 8,000 maximum capacity open-air amphitheater named The Sunset in the retail and commercial development known as Polaris Pointe in northern Colorado Springs southeast of Interstate-25 and North Gate Boulevard on the city's far north side.

The Sunset would be developed on 9.22 acres along Spectrum Loop south of Notes Live's Bourbon Brothers Smokehouse & Tavern restaurant and the Boot Barn Hall at Bourbon Brothers, a smaller indoor music venue that seats about 1,000 for concerts. Notes Live estimates the cost of the privately financed amphitheater at \$40 million including the value of the land.

The amphitheater would include stadium-style seating, lawn seating, covered & catered suites with elevated views of the stage, luxury fireplace suites to experience shows in world class environment. It would host 50 – 60 premier, Grammy Award winning national touring acts/concerts in style and comfort typically from May - September each year with the potential of other smaller events (weddings, corporate, etc.) on other days throughout the year.

## Goals of the project:

- Provide Colorado Springs an open-air music destination for A-List artists with Broadway and Hollywood production quality, in the most luxurious amphitheater in the world with unparalleled views of the US Air Force Academy and Pikes Peak
- Attract visitors from the region, the state and nationally, all getting to experience the beauty of our region
- Keep entertainment dollars in Colorado Springs vs. losing to other cities, driving economic vitality
- Reduce youth, as well as adults, from having to drive far distances late at night to enjoy entertainment
- Host graduations, cultural events, corporate events, family-friendly community events (movie nights)
- Provide seasonal jobs for local students, full-time jobs, and construction jobs

## Amphitheater Capacity:

We anticipate three tiers of event sizes (sold out and lower attendance events). The large events/concerts would typically take place May – September

- 8,000 patron capacity (sold-out event)
- Employees & Security (estimated to be ~ 200-250)
- 2,000 parking spaces are REQUIRED per City Ordinance based on an 8,000-seat capacity (including employees/staff)
- Based upon the parking study prepared by the parking consultant of Kimley-Horn, the amount of parking NEEDED for patrons is 2,400 parking spaces.

**Parking Demand Estimates for a Sold-Out Event – Pending City Review/Acceptance**

- 25 - 30% general public anticipated to arrive by ride share (2,000 - 2,400 people) -- *Estimate provided by AEG, nation’s largest event management company, LYFT and per the Kimley-Horn Parking & Traffic Study*
- 70% - 75% of the general public anticipated to arrive by private vehicle (5,600 – 6,000 people)
- 2,240 – 2,400 estimated vehicles potentially needing parking (at 2.5 people/vehicle per Kimley-Horn study)

The following questions posed by citizens are provided along with answers.

**Q: Has this project been approved by the City and already a done deal?**

**A:** No, we anticipate that the project will be reviewed by the City Planning Commission at its November meeting.

**PARKING**

**Q: How many parking spaces have been identified for amphitheater parking?**

**A:** *Information provided subject to City acceptance/approval:*

Site	Address	Walking Distance (miles)	Spaces
Onsite			
Backstage (Staff)	-	-	20
Lot 1	-	-	219
Polaris Pointe Development Dedicated Parking, Interim	-	-	500
On-street	Spectrum Loop	-	469
Bass Pro Shops	13012 Bass Pro Dr	0.28	195
The Classical Academy Existing	975 Stout Rd	1.10	475
Compassion International	12290 Voyager Pkwy	1.30	1,164
<b>Total</b>			<b>3,042</b>

- A minimum of 2,400 (City Zoning Requires 2,000) parking spaces are provided for this project through on-site parking, on-street parking, off-site parking.
- 1,878 parking spaces will be immediately available within a ½ mile radius, with 100% of the overflow being within a 2-mile radius, for a total of 3,042 spaces.
- The Sunset Amphitheater is committing to a minimum of 70% of REQUIRED parking (1,400 spaces) shall be within a ½ mile radius of the Sunset Amphitheater. If at any time the amount of available parking within a ½ mile radius of the amphitheater decreases below 70% of the REQUIRED parking (1,400 spaces) the maximum occupancy of the amphitheater shall be limited proportionally with the decrease in parking spaces. A rideshare drop-off and pick-up zone shall be provided in-lieu of 30 Spectrum Loop parking spaces, *(requires discussion, review/approval by City Traffic Engineering & Public Works departments)*.
- In addition to the on-site parking, on-street parking, off-site parking within ½ mile radius, and provision of a rideshare zone, a minimum of 1000 overflow parking spaces shall be made available in existing parking lots within a 2-mile radius of the amphitheater through contractual agreements with property owners.
- Use of remote parking lot(s) shall require provision of passenger shuttles to transport guests to and from the amphitheater.

**Q: Where will staff and band member parking be located? Does that take away from the on-site parking spaces?**

**A:** Parking for the transportation of the band and some of the tractor trailers are built into the back of house parking plan (parking shown behind the amphitheater). Employees will be required to park at the Compassion International lots or Roth Industries (1820 and 1830 Jet Stream Drive which runs along New Life Drive).

**Q: How many ADA spaces will be provided as part of the parking plan?**

**A:** 30 ADA spaces will be provided adjacent to the amphitheater in Lot 1 located on the premises of the amphitheater.

**Q: Will Academy School District-20 parking lots be used for amphitheater parking?**

**A:** The Sunset Amphitheater has an agreement in place with Academy District 20 for use of some of its school parking lots that largely sit empty during the times of amphitheater concerts. However, we have heard from the community concerns expressed about off-site parking at Discovery Canyon Campus (DCC), so we have addressed this concern by adding other parking options and not including DCC in our parking plan. We have acquired new parking capacity within walking distance (½ mile radius from the amphitheater). The commitment is for 70% of the parking spaces to be within a half-mile radius of the amphitheater.

**Q: Has Academy School District-20 received payment from Sunset Amphitheater for the use of some of its' parking? If so, will it need to be returned if their lot is not needed for amphitheater concert parking?**

**A:** The Sunset Amphitheater provided compensation to D-20 for school year 2022-23 in advance with a guarantee that compensation for 2022-23 will not change and the agreement will be honored. The Sunset Amphitheater strongly believes in supporting local education and will continue to pursue ways to provide support.

**Q: How will the money already paid to D-20 be used and will it be in the best interest of our children and teachers?**

**A:** It is up to the school district on how it wants to use/distribute the compensation it has been provided.

**Q: What parking is planned to be located at The Classical Academy (TCA)?**

**A:** The Sunset Amphitheater has an agreement with TCA to rent 475 of its parking spaces when they are not in use with The Sunset also providing security and clean up. In addition, TCA and The Sunset Amphitheater have agreed to pursue 2 additional parking lots (TCA parking lot/access expansion) as well as a much-needed secondary road access to The Classical Academy. This new parking lot will be mutually beneficial by providing additional parking within walking distance to the amphitheater, solving a longtime desire of the TCA community for a secondary access/egress to its property via Spectrum Loop.

**Q: Has TCA been provided advance compensation for use of its parking lot?**

**A:** No, it has not. Payments for use will be based on usage.

**Q: How will there be availability of parking when events overlap The Classical Academy and DCC after-school activities and sporting events taking place that require using their parking lots?**

**A:** We are working closely with The Classical Academy administration to ensure any needed parking will not impact school or sporting events. The agreement dictates the times each parking lot is available, the location of the parking spaces, and the number of parking spaces available at those times. We do not plan to use DCC for parking.

**Q: Why wasn't the amphitheater designed with more on-site parking?**

**A:** The original concepts for the Sunset Amphitheater sought to use as much existing, unused parking lots surrounding the venue as possible. It made sense, especially environmentally and economically, to use existing lots that are typically vacant during the times when concerts will take place at the amphitheater. Also, there are traffic advantages to off-site dispersed parking when available because the impact on traffic is much less than what it would be for one large parking lot. Since our early concepts were developed, we've heard from the adjacent neighborhoods they would prefer we find ways to identify more parking surrounding the amphitheater and within walking distance. We are responding to that request by looking into additional opportunities for walking distance parking that can also provide other community benefits.

**Q: Why wouldn't you build a parking garage next to the amphitheater?**

**A:** Building a parking garage that would sit vacant for 300+ days a year does not make sense when there are other options. With the acquisition of 70% of our parking requirement within ½ mile (met without the new future TCA lot), and the prospect of adding to that capacity in the future with the new TCA lot, addresses this concern.

**Q: Who will clean up the D-20 parking lots after a venue should they be needed? What will that cost be?**

**A:** Our facilities team will clean the lots after events. There will be no cost to the public.

**Q: How will you keep concert goers from parking in the neighborhoods and blocking driveways to try to get out faster?**

**A:** With the acquisition of additional parking lots within a half-mile radius (typically considered walking distance) of the amphitheater, a limited but efficient shuttle plan, and the requirement to pay for parking at ticket acquisition, we believe the solutions we propose will be more attractive to patrons than considering alternative options. Furthermore, we are committed to placing temporary "No Event Parking" signs at the entrances to residential streets for large events. We are working closely with the City of Colorado Springs Traffic Planning to coordinate placement of these signs and have discussed options for permanent signage and enforcement if needed.

**Q: Can the City enforce "no parking zones" in neighborhoods?**

**A:** 'NO EVENT PARKING SIGNS' will be placed at the entry to local neighborhoods, and we are working with the City of Colorado Springs on various options.

**Q: How do you know people will be willing to ride a shuttle and add that much time on?**

**A:** Our current plan is to minimize the need to use existing outlying parking lots. If outlying lots are needed, we will provide a shuttle service with the parking location and procedure for that ticket holder. Riding a shuttle to the front door of the amphitheater will be convenient and easy and a benefit to concert guests, just as it is at numerous other local and regional event venues. The shuttle plan designed by Kimley-Horn results in 5-11 minute maximum wait times for shuttles.

**Q: What could happen if the contracted sites no longer want to provide concert parking? Will the venue be able to operate if it doesn't have the appropriate number of parking spaces?**

**A:** The Sunset Amphitheater has committed to 1,400 parking spaces within ½ mile radius of our venue and overflow to exceed a total of 2,400. If we are ever unable to meet that standard, we have committed in our Development Plan submitted to the City to reduce our venue capacity pro rata.

**Q: How can you assure concert goers follow the parking plan and don't park in nearby neighborhoods or in nearby restaurant lots, Topgolf and other businesses?**

**A:** The Sunset Amphitheater commits to assign parking locations at the point of sale for a ticket and communicate several times the assigned parking location for each patron. In addition, we are committing that the majority of our shows will be fully serviced within ½ mile radius of the venue. We are also collaborating with TCA to pursue the construction of two additional lots that would effectively eliminate any parking for patrons beyond ½ mile radius of the venue. Businesses will also have the right to control parking at their own parking lots.

## **TRAFFIC MANAGEMENT**

**Q: How will traffic be managed?**

**A:** The local traffic planning firm of LSC is updating its traffic report. It will be incorporated into the parking and access plan prepared by the national consulting firm of Kimley-Horn. The LSC traffic study will provide extensive detail of how traffic will be managed around the amphitheater during concerts and events. Not impacting adjacent neighborhoods is important to us, and a high-quality user experience is important to us. The traffic study will be available to the public. In addition, new recently completed Voyager Parkway I-25 interchange was designed to accommodate a significant amount of additional traffic.

**Q: How will traffic be managed when concerts overlap with US Air Force Academy football games?**

**A:** USAF Academy home football games don't start taking place until September. The Sunset larger concerts will typically take place between May and September, so we anticipate there is only one or two possible dates of potential overlap of these two large attendance events. We will be working closely with the Academy to identify their football game schedule far enough in advance such that we can avoid overlap of a concert with a football game. The new 2.5-mile-long Voyager Parkway interchange also accommodates a significant increase of traffic.

**Q: Does the updated traffic study include the new proposed apartment complexes nearby, and analyze traffic at and around the nearby intersections? Will the traffic study be made available to the public?**

**A:** An updated traffic study is in the process of being completed by LSC. It will take into account traffic from existing properties and include traffic impacts from the amphitheater on Voyager Parkway at North Gate Blvd., Spectrum Loop, and The Classical Academy intersection, among others. The LSC traffic study and the Kimley-Horn parking study will be part of the Sunset Amphitheater application submittal to the City and available to the public.

**Q: Will more traffic in the adjacent neighborhoods cause event attendees to wander into the neighborhoods? How will you manage that?**

**A:** This is an unlikely scenario due to the additional parking lots we are in the process of securing within walking distance to the amphitheater. Advance communication will be extensive; very much like has been done with Weidner Field, a new 8,000 to 14,000-person capacity outdoor events stadium in downtown Colorado Springs. Advance communication for each game and concert held there instructs patrons where to park. It has been tremendously beneficial in people being able to quickly get to their parking locations and for creating a great user experience. Furthermore, we are committed to placing temporary "No Event Parking" signs at the entrances to residential streets for large events. We are working closely with the City of Colorado Springs Traffic Planning to coordinate placement of these signs and have discussed options for permanent signage and enforcement if needed.

**Q: How much more traffic is anticipated in the area generated by the amphitheater?**

**A:** Once the LSC traffic study is complete, it will provide extensive detail of how traffic is anticipated to be generated by the amphitheater during typical arrival/departure times of concerts/events. A complete submittal is dependent on this study and the traffic plan. Once it is complete, it will be available for public access.

**Q: Are the adjacent roads designed to handle the additional vehicles in a short amount of time?**

**A:** The traffic study being conducted by the national consulting firm of Kimley-Horn and local firm LSC will include the design capacity for the roads surrounding the amphitheater and the projected increased traffic. The traffic study will be accessible to the public.

**Q: If rideshare companies (such as Uber/LYFT) experience shortfalls in hiring and retaining drivers will that result in customers being unable to obtain rides to and from the concert venue?**

**A:** We have already heard from multiple rideshare companies about their desire to support the Sunset Amphitheater. As has happened with other new venues, rideshare companies begin their marketing efforts and hiring new drivers when approvals for new projects happen, and they can anticipate the demand. The assumption that Kimley-Horn has incorporated into our traffic plan related to rideshare is validated by the empirical data collected from other like facilities, located in suburban areas by the Urban Land Institute/Institute of Transportation Engineers. The percentage of rideshare use to the amphitheater was adjusted down based on the current rideshare environment.

**Q: Will rideshare drivers be circling around neighborhoods?**

**A:** No, the plans include a dedicated queuing area along Spectrum Loop nearby the amphitheater for rideshare vehicles to wait for their customer.

#### **EVENT CLIENTELE/COMMUNITY SAFETY**

**Q: Will event attendees will be drunk, disorderly, and doing drugs and then leaving the amphitheater driving in our neighborhoods under the influence of drugs and alcohol?**

**A:** While concert goers of legal age can consume alcohol at shows, bartenders will be ServSafe Alcohol-certified. Security officers and off-duty uniformed police officers will patrol the venue to respond to disorderly or unlawful conduct appropriately. Security officers will also patrol each parking lot where shuttles will be used. Concert venues similar to The Sunset Amphitheater, and national concert management companies such as AEG and Lyft report that upwards of 30 - 40 %of concert goers choose to rideshare (Uber, Lyft, etc.) so that they don't have to worry about drinking and driving. These companies actively promote use of their services in partnership with the venue for those planning to consume alcohol. The Kimley-Horn study is using an even lower percentage of 25% anticipated to use rideshare to the Sunset Amphitheater.

**Q: Can we anticipate there will be an increase in crime in the area from drugs users/dealers? How can we be assured we'll be safe with potentially 8,000 strangers in our neighborhoods?**

**A:** We understand the concern you are expressing given that this is a new type of event venue for the area. While we can't control everyone's behaviors, we are committing to provide security and patrol officers, and committing that the amphitheater will be a high end, world-class venue that will attract the same with regard to its clientele. The Boot Barn Hall is a good example of this, as are many of the other large capacity City for Champions venues in downtown Colorado Springs (Weidner Field, Robson Arena, US Olympic & Paralympic Museum). Actually, it's been known that activity in an area reduces crime because it puts "eyes on" an area v. an empty parking lot where crime activity can go unseen.

**Q: Will Colorado Springs police help patrol our neighborhood during these events?**

**A:** The Sunset Amphitheater will contract for off-duty police officers and security guards who will provide traffic control and security service. We are also collaborating with the administration of Colorado Springs traffic management for planning purposes.

**Q: What assurances are being made for the contracted parking lots to be cleaned and any debris removed prior to the next school day?**

**A:** This will be a contractual requirement that The Sunset Amphitheater will deliver on.

**Q: Will there be a special task force if residents are witnessing crime from folks parking in our neighborhood during the shows?**

**A:** The Sunset Amphitheater invites ongoing and open communication with all our neighbors surrounding the amphitheater. Should there be issues needing to be addressed, we encourage neighbors to contact us ([JMaguire@noteslive.vip](mailto:JMaguire@noteslive.vip)) and we will gladly schedule a meeting.

**Q: What CSPD services will not be available to the general public if resources are used on Sunset events?**

**A:** Private security companies will be contracted (Allied Security and Rupp Security) and, to the extent available, we will request off duty uniformed control officers through the CSPD extra duty program. Sunset Amphitheater will pay for all security and extra-duty service.

**Q: How will first responder vehicles have access in an emergency if there is heavy traffic from the events?**

**A:** As with any event venue that already exists throughout the city, emergency response is an important part of the venue's operations and management plan. Communication, planning and coordination between the Sunset Amphitheater and emergency responders will also take place prior to the venue becoming operational.

**Q: What measures will be taken to ensure that careless littering and disposal of cigarette butts do not cause a wildfire and endanger the lives/property of those in the surrounding neighborhoods?**

**A:** While the project cannot control people from being careless, what we can control is our security, patrolling, and clean up prior to, during and after each concert. This is no different than at any other venue, commercial establishment, or residence.

**Q: Will tailgating in the contracted parking lots such as at the schools be allowed, possibly going on while kids are still leaving school property? How will it be stopped?**

**A:** All lots will be overseen by a security company officer or extra-duty police officers and the director of security we will hire. We commit to have one security officer per 250 parked cars. Tailgating is expressly prohibited. In addition, our advance communications to ticket purchasers will reinforce that tailgating is not allowed and violations will be imposed.

## **NOISE**

**Q: Is the new apartment complex adjacent to the amphitheater location aware of the amphitheater project?**

**A:** Yes, the project team met with the apartment complex owner early on in its project development. The owner of the apartment complex expressed support for the amphitheater and indicated they see the music venue as an amenity and that they anticipate charging more for the units that overlook the amphitheater.

**Q: Has there been an estimate of the decibel levels expected from the open amphitheater venue?**

**A:** A detailed environmental noise assessment has been completed by LSTN Consultants out of New York. Noise emissions to the surrounding environment will be mitigated in the following ways:

- Physical Mitigation
- Electroacoustic Mitigation
- Operational Mitigation

Detailed sound levels have been projected within the noise analysis report filed with the application to the City, including measurement and mitigation commitments and plans.

**Q: Why was the design of the amphitheater oriented so the noise projects to the east? Why was it not designed so the noise projects to the west?**

**A:** The site's location near the interstate employs good planning practice. By lowering the stage below the surrounding terrain, the amphitheater seating and surrounding earthworks can serve as a barrier/berm to reduce environmental noise emissions. By locating the stage as far west and close to the interstate as practical, we increase the distance sound must travel to nearby noise sensitive areas, reducing noise levels.

The design further incorporates amphitheater amenity buildings to each side of the seating bowl and a row of restaurant buildings at the rear of the seating bowl. It is intended that the gaps between rear restaurants be infilled with gates and walls that can function as noise barriers. These buildings will serve as barriers and will provide further reduction of environmental noise emissions, particularly to the northeast and east, the direction of most noise sensitive development. The Sunset Amphitheater has committed to build acoustic sound walls of equivalent or greater capacity to absorb sound if the buildings are not complete at the time the venue is opened.

**Q: Is there a possibility of a nightly concert, 7 days/week over a 90-day period?**

**A:** No, we do not expect shows every day during the concert season. Shows will primarily take place during the months of May – September. We expect approximately 50-60 ticketed shows per year typically from May - September.

**Q: The concept of the venue "Sunset" is to begin shows at sunset. Will concert goers be looking into the sun during the summer when the sun doesn't set until 9 p.m.? What time will shows end?**

**A:** During the summer, the sun sets south of the sightlines of the amphitheater. We are committing in our Development Plan to end shows by 10:30 p.m. on weekdays and 11:30 p.m. on Friday and Saturday.

**Q: Will the sound from concerts be heard in nearby neighborhoods as we're trying to sleep?**

**A:** The sound study demonstrates that the residential areas east of Voyager Parkway and north of North Gate Blvd. will experience approximately 47db during an active show which is below the city zoning limits.

## **OTHER**

**Q: How many days a year will the venue operate and what will the hours of operation be?**

**A:** We anticipate approximately 50-60 concerts during the peak season of May - September each year. There will also periodically be events such as community movie nights, graduations, weddings, corporate events, etc. throughout the year.



**Seasonal Use:** The venue expects to be used primarily in the months of May through September

**Frequency of Use:** The venue is expected to host performances on no more than five days a week during its season. The most frequently booked days would be expected to be Wednesday through Sunday, though this is expected to vary based on bookings.

**Operating Hours:** Weekdays

- Events would typically occur during the evening.
- Performances would typically begin between 7- 8 p.m.
- Sound check would begin after 3 p.m.
- Performances would end not later than 10:30 p.m.

Weekends:

- Events would typically occur during the afternoon and evening.
- Performances would typically begin between 3 – 8 p.m.
- Sound check would begin after 12 p.m.
- Performances would end not later than 11:30 p.m.

**Q: How is this a win for the community? What does the community get for this?**

**A:** The northern part of the city has lacked outdoor music entertainment opportunities. The Sunset will provide residents of Colorado Springs an alternative to driving to Denver for outdoor entertainment/concerts. Also, as real estate value surrounding the amphitheater increases so does the viability of community businesses. While recognizably not as important to the nearby neighborhoods, the economic benefit of the amphitheater will be \$75 million dollars in annual taxable revenue. This enables funding for other community benefits in the way of parks, trails, etc. The amphitheater will also provide construction phase jobs, full time jobs once operational, and seasonal part-time jobs for our youth.

**Q: What consideration has been given to the people of the greater area to provide input before this project was designed and funded?**

**A:** The original submittal occurred January 27, 2022, and a virtual neighborhood meeting by the City Planning Department took place Feb. 17. In addition, the project team subsequently offered to have meetings with representatives who expressed concerns in nearby neighborhoods, but those invitations were not accepted. A neighborhood meeting is taking place from 5 – 7 p.m., Sept. 13 at Boot Barn Hall. There will be a public hearing when the project is presented to City Planning Commission, which is tentatively identified as November 9, pending City Planning staff review. We continue to review all public feedback that we've received, what we've seen on social media, and what the City has received. We have heard the concerns expressed and continue to modify our plans based on that feedback. We also continue to be open to meet with neighbors and anyone who would like to discuss the project with us.