



August 28, 2025

Mr. Tom Ashley
President - Venu Real Estate & Development
Venu Holding Corporation (VENU)
1755 Telstar Drive, Suite 501
Colorado Springs, CO 80920

**Re: Ford Amphitheater
PARKING & ACCESS PLAN AMENDMENT
Colorado Springs, CO**

Dear Mr. Ashley:

Kimley-Horn and Associates, Inc. ("Kimley-Horn") is pleased to submit this Amended Parking & Access Plan to Venue Holding Corporation ("Client") related to the Ford Amphitheater entertainment venue in Colorado Springs, Colorado ("Project" or "Venue").

This Amendment incorporates prior changes to the parking and access plan, including the last proposed amendment dated 02/06/2024. This amendment addresses the following proposed programmatic and operational changes to the site's parking infrastructure:

- **The 1-acre parcel on the south side of Spectrum Loop, previously referred to as Lot 3 and containing 58 parking stalls, will be removed from the parking plan**
- **The Venue will still meet the approved Overall Development Plan (ODP) requirement to supply a minimum of 70% of the code required parking (or 1,400 of the required 2,000 stalls) within a ½ mile radius of the Amphitheater**
- **For larger concert events, including some anticipated to generate up to 8,000 attendees, the Venue will continue to file a Special Event Permit, which includes plans to utilize off-site parking resources**

It should be noted that the venue has been operating since August 6, 2024, and has been collecting data on the usage of the overflow shuttle parking lot at Compassion International, containing 1,164 stalls. To date, the maximum overflow usage of this lot was 466 stalls with the typical large concert generating a need for roughly 100 – 200 stalls at the overflow shuttle lot.

Project Summary

The Client currently operates Ford Amphitheater, an 8,000-seat state-of-the-art outdoor concert venue in north Colorado Springs. The Project is located on the east/northeast side of Spectrum Loop within the Polaris Pointe South development district east of I-25 in northern Colorado Springs. The Venue operates several on-site and near-site parking options including Lots 1 and 2, backstage parking for performers and crew, and near-site options along Spectrum Loop, and via shared-use agreement with Bass Pro Shops. For larger events, the Venue operates a shuttle to and from the overflow parking lot at Compassion International, located approximately 1.7 drive miles from the shuttle pick-up and drop-off point.

The shuttle lot, on-site lots, on-street parking, and leased parking areas have already been approved in the development's original PUD development plan submittal approved in 2022. This amendment addresses the removal of Lot 3 from the parking plan containing 58 near-site parking stalls.

The Venue typically hosts musical performances during the months of May-September. Concert events are typically scheduled for Thursday, Friday, and Saturday evenings, with some mid-week events. Visitor parking lots open between 5:00pm and 5:30pm, with most performances beginning at 7:00 pm. Concerts can go until 10:30pm on Sunday-Thursday and 11:30pm on Friday and Saturday.

The Project accommodates event parking demand with a mix of on-street, near-site, and off-site parking lots. For the largest events, the developer utilizes shared parking agreements with specific nearby businesses and organizations that have an excess parking lot capacity after 5:30 pm when Venue visitors would start arriving. This approach is more space- and cost-effective than building new parking for a limited-use entertainment venue.

Per the Overall Development Plan (ODP), the Client is committed to providing a minimum of 70% of the required parking (1,400 spaces) within a ½ mile radius of the Ford Amphitheater. For parking resources beyond roughly a ¼ mile (or 1,200 ft) walking distance, the Venue will offer an optional complimentary shuttle service for patrons that do not wish to walk. For large events, employee parking will be accommodated predominantly off-site at Compassion International and/or other remote parking lots to provide the most convenient experience for visitors.

All parking lots will be actively managed and staffed with parking attendants. Contract security will be provided to monitor the lots before, after, and during the events. All event visitors utilizing premium parking will be charged a minimum of \$20-\$40 per vehicle with parking purchased at the point of ticket purchase. Alternatively, off-site parking options are currently free. It is anticipated that some percentage of event visitors (up to 25-35%) may arrive at the Venue via rideshare (Uber or Lyft) or be dropped off. Up to 30 site-adjacent parking spaces on Spectrum Loop are used for pick-up / drop-off and rideshare zone.

The use and management of the on- and off-site parking lots will vary depending on the size of the event. For the purposes of this Amended Plan, three event conditions have been identified, including small (up to 4,000 attendees), medium (4,000-6,000 attendees), and large (6,000-8,000 attendees) events. Each event category will have its own plan for shuttle operations as well as traffic and parking management.

Site & Local Conditions

The Venue stage is situated on the southwest side of the Site along Spectrum loop facing northeast. The entire ticketed/enclosed area is approximately 100,000 sq. ft. Stage equipment, staff, and performer access is provided by two controlled entrances behind the stage with ingress/egress on the east side of Spectrum Loop. The visitor seating area provides 8,000 seats. There is a small on-site parking area behind the stage for employees and operations. The closest on-site parking lot (Lot 1) is located east of the Venue and is set aside for attendees requiring ADA access, prepaid parking passes, and premium ticket holders.

The City has agreed that on-street parallel parking along Spectrum Loop can be utilized by the Venue as part of the required supply. Spectrum Loop has capacity for approximately 460 spaces, a portion of which are used for on-street rideshare pickup and drop-off. Due to the difficulty in enforcing on-street parking restrictions, these stalls are available on a first-come-first-served basis. Additional space for oversized vehicles is available behind the Venue on Spectrum Loop as needed.

The total revised parking plan is shown in Attachment 1, including the removal of Lot 3. All other parking facilities per the prior amendment will remain unchanged.

CODE-REQUIRED MINIMUM PARKING

Code Sec. 7.4.203 establishes minimum parking requirements for the “theater” land use type at a 1:4 seats-to-spaces ratio, or 2,000 spaces for this Project (excluding any requirements for the future restaurant pads). The available capacity of almost 2,700 stalls exceeds this requirement.

Because proposed onsite parking is limited, the Client seeks to meet this minimum parking requirement with the criteria in Code Sec. 7.4.204: Alternative Parking Options. Offsite parking will be crucial to meeting both the functional demand and the Code-minimum parking for the Project.

Project Agreements & Entitlements

The Client has agreed to the following site development plan provisions to satisfy Code Sec. 7.4.204:

- 70% of the required parking spaces (1,400 spaces of 2,000 spaces) shall be within ½ mi. radius of the Venue
 - 905 spaces will be provided on-site (Lot 1 and Lot 2) according to this Parking & Access Plan Amendment
 - 430 spaces will be provided on-street on Spectrum Loop (with an additional 30 spaces allowed for Uber/Lyft) according to this Parking & Access Plan Amendment
 - 195 additional off-site spaces will be within ½ mi. radius of Venue (Bass Pro Shops) according to the original Ford Amphitheater PUD development plan
 - o **Total of 1,530 spaces within ½ mi. of Venue**
- A minimum of 1,000 off-site overflow spaces shall be within 2 mi. radius with shuttle service.
 - 1,164 spaces will be leased at Compassion International according to the original Ford Amphitheater PUD development plan
- Walk path sidewalks within ½ mi. Venue radius and Spectrum Loop parallel parking striping shall be installed
- Any event exceeding 1,700 visitors and/or available on-site + on-street parking shall obtain City Special Event Permit and submit parking/pedestrian/shuttle plans

The following proposed on-site and off-site parking inventories meet these requirements:

Table 1: Proposed On-Site, Near-Site, and Off-Site Parking Inventory

Site	Address	Walking Distance (mi)	Spaces
Onsite			
Lot 1	-	-	216
Lot 2	-	-	689
Lot 3 (removed)	-	-	0
On street	Spectrum Loop	-	430
Bass Pro Shops	13012 Bass Pro Dr	0.28	195
Compassion International	12290 Voyager Pkwy	1.30	1,164
Total			2,694
Proposed in amendment	Previously Approved		

Conclusions & Summary

With a combined total of **2,694 on-site, nearby on-street, and shuttle lot spaces** available, the amended Project parking plan meets the City's parking requirements and Kimley-Horn's projected parking demand at the Venue at all anticipated levels of attendance. The operational details included in this Plan provide for sufficient capacity for a dedicated TNC (Uber/Lyft) pick-up and drop-off zone (up to 30 stalls) and appropriate shuttle queuing space and operational capacity for all patrons who park more than 1,200 feet from the Venue at the Bass Pro Shops or Compassion International lots.

With the City's required improvements to pedestrian infrastructure and its commitment to carefully managing the on-site and off-site parking, the Venue will be able to accommodate event visitors without introducing negative impacts to nearby businesses, other parking lots, or residential neighborhoods.

Please feel free to reach out to Kimley-Horn with any questions regarding this analysis.

Sincerely,

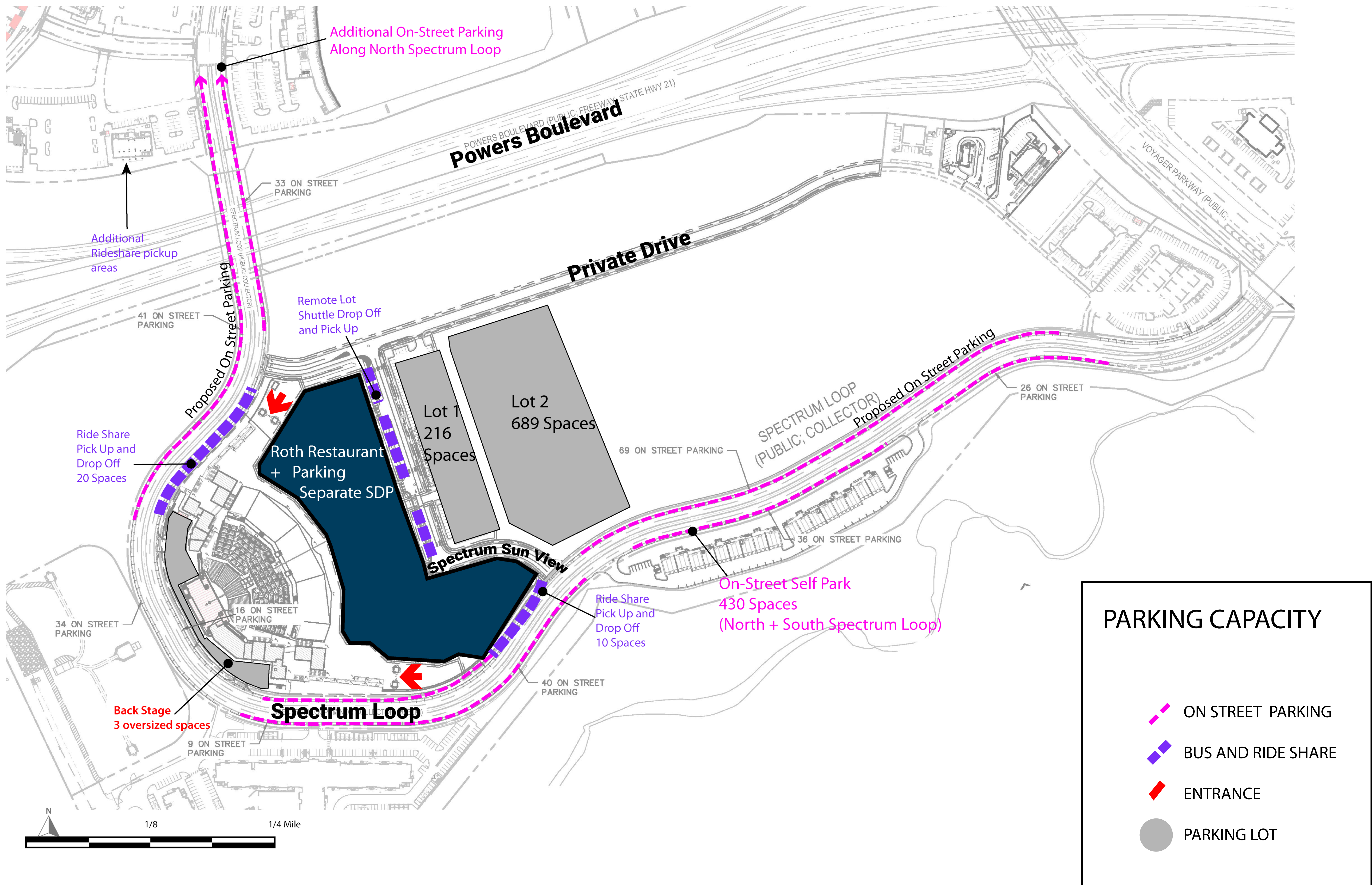
KIMLEY-HORN AND ASSOCIATES, INC.



By: Jeremiah Simpson
Parking and Mobility Planner

Attachments: A. Amended Parking Plan Exhibits

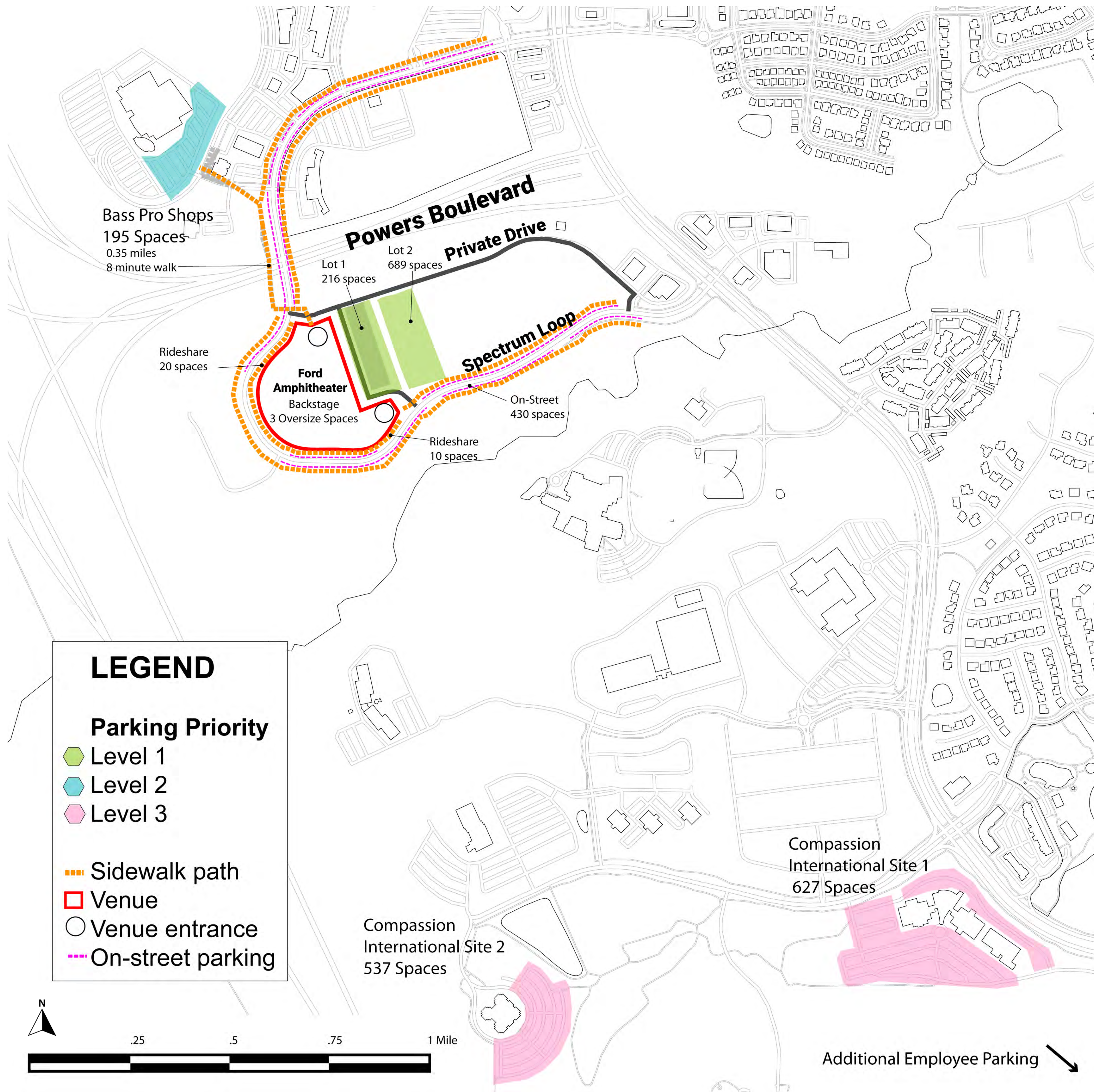
Attachments: A. Amended Parking Plan Exhibits



Ford Amphitheater

Colorado Springs, Colorado

PARKING CAPACITY



Ford Amphitheater

Colorado Springs, Colorado

PARKING CAPACITY



SIGNAGE PLAN

 DYNAMIC SIGN LOCATION

Ford Amphitheater

Colorado Springs, Colorado

PARKING CAPACITY