The Sunset Amphitheater

McKinney, Texas

City Council – April 16, 2024

AGENDA – City Council

- Project Team Introduction
- Amphitheater Overview
- Site Validation Process
  - Site Plan
  - Parking & Traffic
  - Sound
  - Safety

PROJECT TEAM

Notes Live

- JW Roth, CEO and Chairman
- Bob Mudd, President and COO
- Wade Beavers, President of Notes Live Real Estate Corp

Consultant Project Team

- Architect, Jeff Crocker/BCA-Studios
- Josh Martin, Construction Management
- Noise Consultant, Matt Mahon LSTN
- Civil, Kimley-Horn
- Public Infrastructure Improvements, Kimley-Horn
- Traffic and Parking, Kimley-Horn

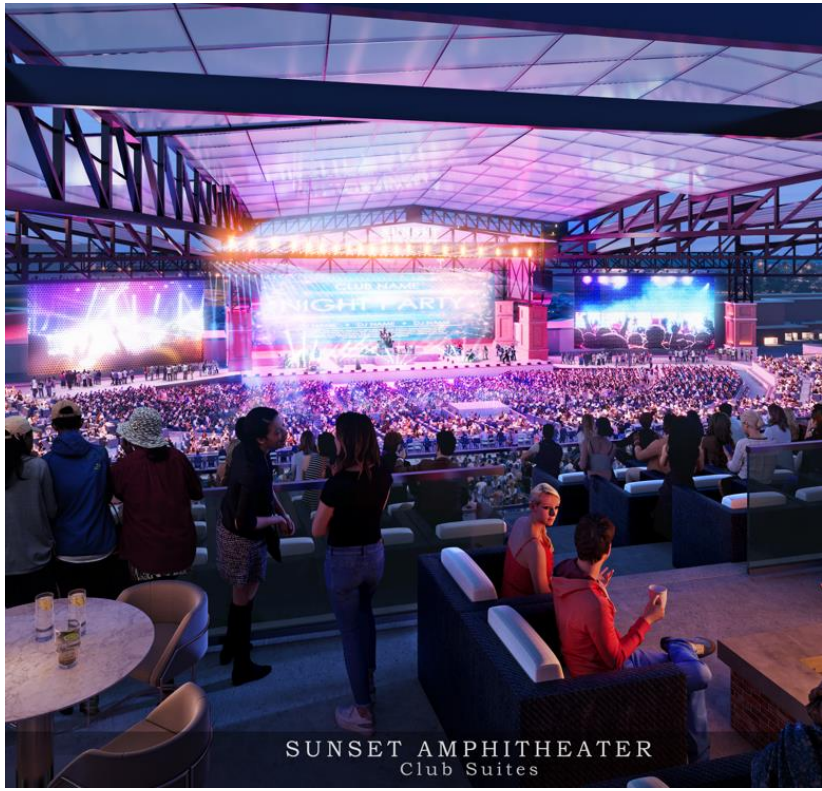
THE SUNSET AT McKinney OVERVIEW

- Located at one of the highest capacity intersections in DFW
- Designed by industry-renowned architects to be one of the most luxurious state-of-the-art open-air venues in the United States
- Will route A-list artists for approximately 50-60 shows per year
- Will contract with Live Nation or AEG to route

Location Rendering

THE SUNSET AT McKinney, TX OVERVIEW

- Stadium-style seating, lawn seating, 326 covered & catered suites with elevated views of the stage, and luxury fireplace suites to experience a show in a world-class environment.
- Large Ultra Suites for corporate and larger party attendance of up to 700.
- The seating bowl will be covered – also providing for protection during inclement weather.
- Host of premier, Grammy Award-winning national touring acts in style and comfort from April - October each year



Firepit Suites

THE SUNSET AT McKinney GOALS

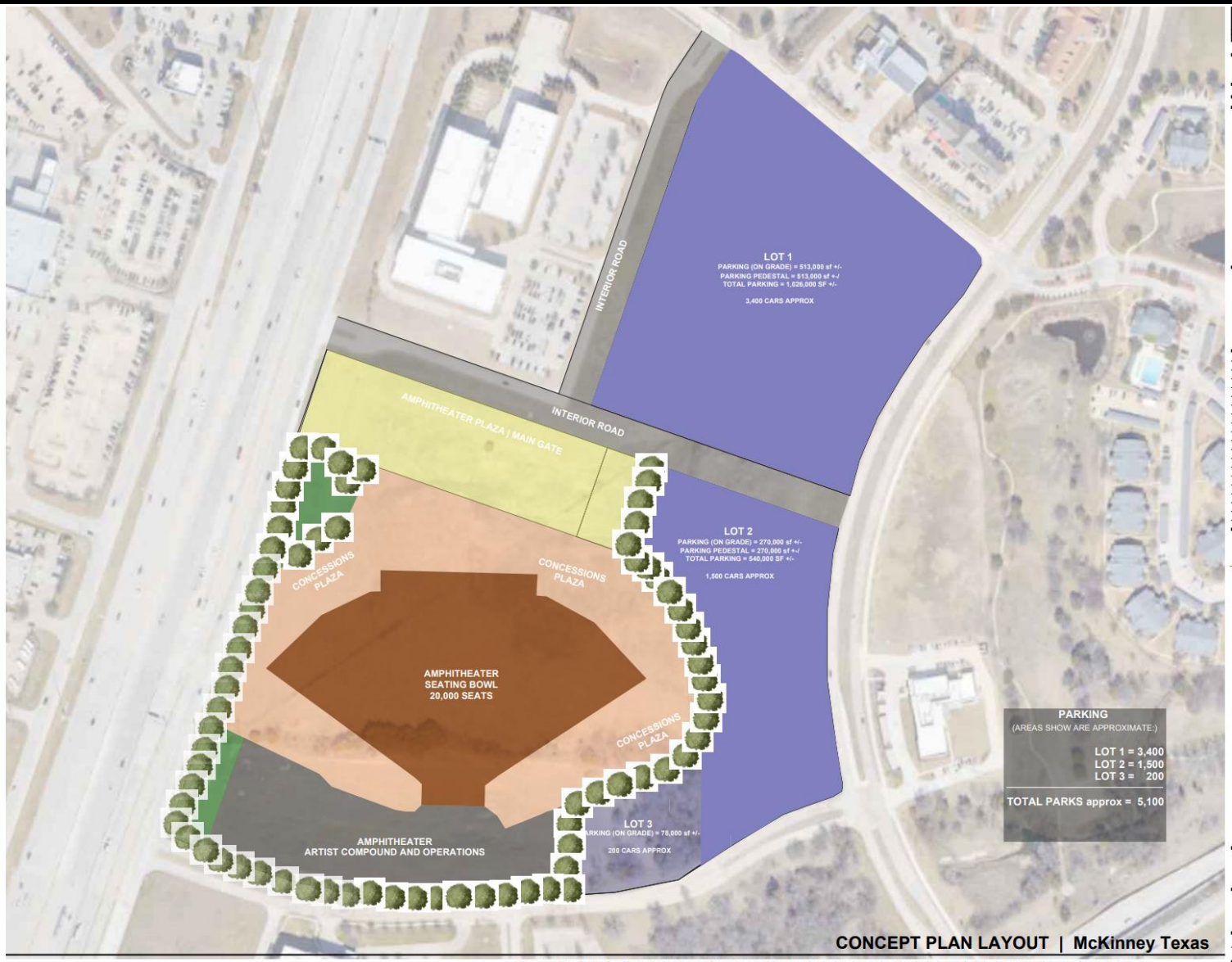
- Provide North Texas region with a luxury music destination for A-List artists
- Develop the project in a way that positions the Sunset as a 'good neighbor' to local neighborhoods
- Generate $5.5-6 billion in local economic impact in first 20 years of operation
- Host graduations, cultural events, family-friendly community, civic events
- Provide season jobs for local students, full-time jobs, and construction jobs with potential for partnerships with local colleges

Location Rendering

Site Validation Process

- Draft Site Plan
  - Validate amphitheater positioning (Completed by BCA)
  - Validate parking capacity (Completed by Kimley)
- Validate Traffic Capacity and anticipated offsite improvement requirements (Completed by Kimley)
- Validate sound suitability and environmental impact (Completed by LSTN)

SitePlan



NOTE: ALL AREAS AND CALCULATIONS ARE APPROXIMATE AND COULD BE SUBJECT TO ADJUSTMENT ONCE FINAL SURVEYS AND PLATS ARE RECEIVED. | 1"=80'-0"

ARCHITECTURE
PLANNING
PROGRAMMING
INTERIORS

AIA NCARB

BCA-STUDIOS
ARCHITECTS
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SUITE 400
DECATUR, GEORGIA 30030

PRINTING & REVISIONS

NO.	DATE	DESCRIPTION
1		

NOTES LIVE

SUNSET AMPHITHEATER
CONCEPT PLAT
McKINNEY, TEXAS

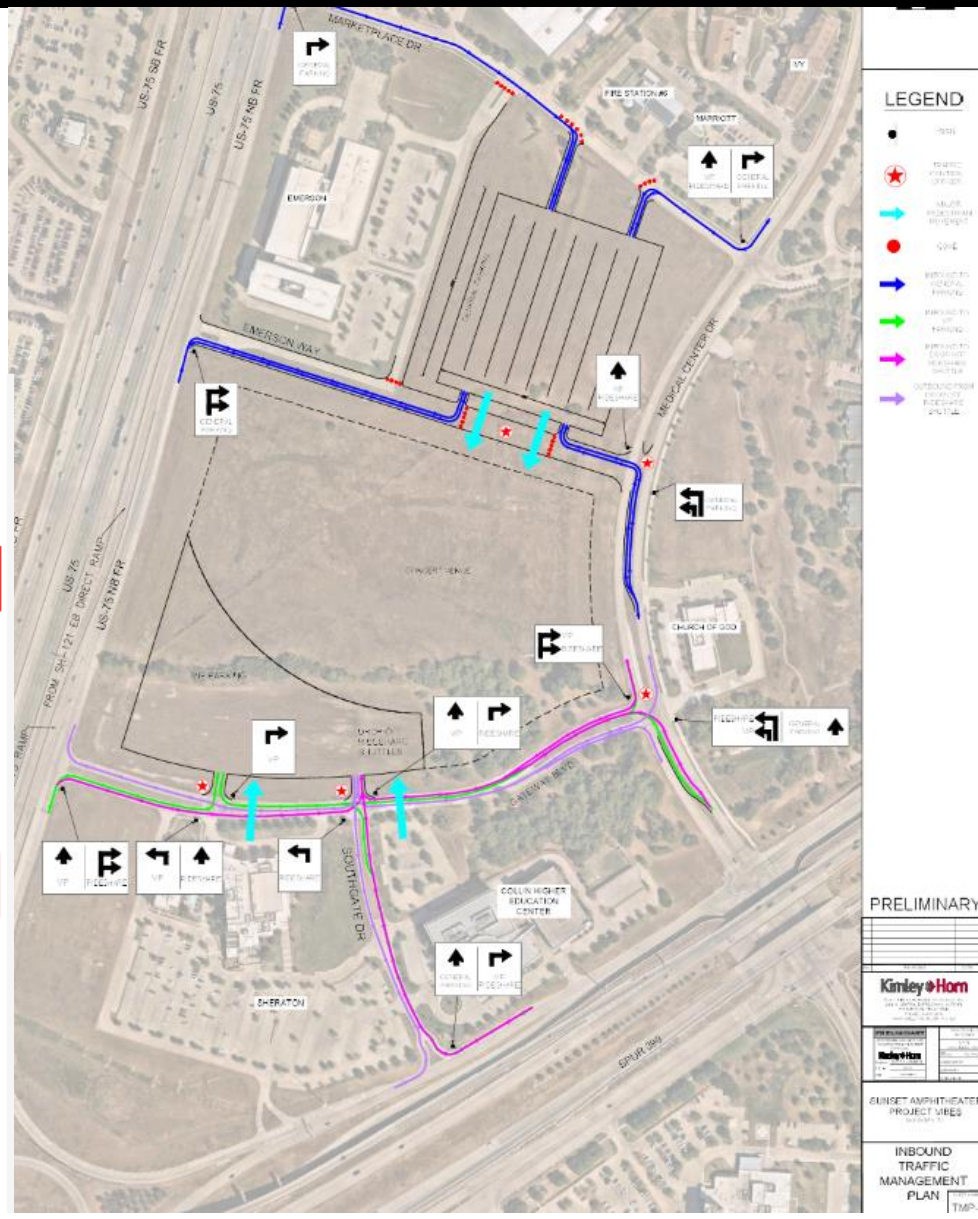
JOB NO.
DATE 04-12-24

Kimley Traffic and Parking

- Traffic Counts at all impacted intersections and modeling of impact complete
- Ingress and Egress plans defined including recommended offsite improvements

INTERSECTION	APPROACH	2023 Existing Traffic		2026 Background Traffic		2026 Background plus Site Traffic	
		PM PEAK HOUR		PM PEAK HOUR		PM PEAK HOUR	
		DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS
Signalized Intersection							
Eldorado Parkway @ Medical Center Drive	EB	21.3	C	28.7	C	71.0	E
	WB	20.4	C	24.2	C	36.4	D
	NB	45.6	D	45.5	D	46.7	D
	SB	43.9	D	43.3	D	42.9	D
	Overall	**26.8**	**C**	**31.4**	**C**	**57.2**	**E**
Eldorado Parkway @ SH 5/McDonald Street	EB	68.2	E	82.5	F	87.4	F
	WB	67.2	E	86.6	F	93.4	F
	NB	24.0	C	26.8	C	28.0	C
	SB	40.1	D	59.2	E	86.8	F
	Overall	**45.9**	**D**	**59.4**	**E**	**71.1**	**E**
Spur 399 EBFR @ Medical Center Drive	EB	20.6	C	25.4	C	54.6	D
	NB	33.5	C	35.8	D	43.5	D
	SB	5.3	A	5.0	A	3.8	A
	Overall	**22.8**	**C**	**26.3**	**C**	**45.7**	**D**
Spur 399 WBFR @ Medical Center Drive	WB	28.5	C	31.6	C	29.4	C
	NB	4.9	A	5.6	A	8.8	A
	SB	28.5	C	31.2	C	32.9	C
	Overall	**14.6**	**B**	**16.2**	**B**	**18.9**	**B**
Spur 399 @ SH 5/McDonald Street	EB	174.5	F	291.3	F	291.3	F
	SB	36.9	D	39.3	D	39.3	D
	Overall	**142.0**	**F**	**231.9**	**F**	**231.9**	**F**
US 75 SPUI @ Eldorado Parkway	EB	35.4	D	56.0	E	65.0	E
	WB	34.5	C	36.8	D	37.5	D
	NB	36.7	D	43.8	D	56.1	E
	SB	33.8	C	39.4	D	131.5	F
	Overall	**35.2**	**D**	**46.3**	**D**	**75.3**	**E**

INTERSECTION	APPROACH	2023 Existing Traffic		2026 Background plus Site Traffic		
		LATE PM PEAK HOUR		LATE PM PEAK HOUR		
		DELAY (SEC/VEH)	LOS	DELAY (SEC/VEH)	LOS	
Signalized Intersection						
Eldorado Parkway @ Medical Center Drive	EB	3.5	A	26.3	C	Event Timing Plan
	WB	6.4	A	51.9	D	
	NB	48.6	D	46.0	D	
	SB	54.4	D	37.4	D	
	Overall	**14.8**	**B**	**41.0**	**D**	
Eldorado Parkway @ SH 5/McDonald Street	EB	55.1	E	65.6	E	
	WB	59.8	E	59.5	E	
	NB	5.0	A	11.6	B	
	SB	7.9	A	11.9	B	
	Overall	**26.5**	**C**	**32.6**	**C**	
Spur 399 EBFR @ Medical Center Drive	EB	6.9	A	48.0	D	
	NB	18.5	B	34.7	C	
	SB	5.1	A	2.3	A	
	Overall	**10.2**	**B**	**24.6**	**C**	Event Timing Plan
Spur 399 WBFR @ Medical Center Drive	WB	10.7	B	17.1	B	
	NB	3.4	A	4.7	A	
	SB	14.8	B	21.0	C	
	Overall	**7.3**	**A**	**18.8**	**B**	
Spur 399 @ SH 5/McDonald Street	EB	3.9	A	4.3	A	
	SB	22.8	C	22.9	C	
	Overall	**8.4**	**A**	**7.5**	**A**	
US 75 SPUI @ Eldorado Parkway	EB	15.4	B	31.6	C	
	WB	11.4	B	17.0	B	
	NB	17.9	B	62.3	E	Event Timing Plan
	SB	17.0	B	24.2	C	
	Overall	**15.6**	**B**	**35.2**	**D**	



SOUND MITIGATION

Design and mitigation plan with 3 strategies:

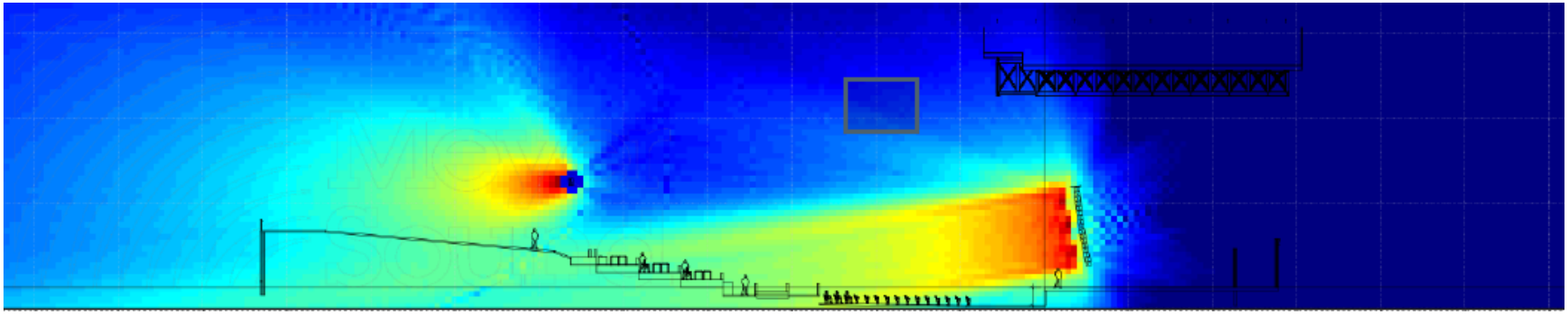
1- Physical Mitigation

- Stage to be surrounded by two-story, solid surface buildings.
- Raised rake bowl seating of approximately 80 feet in height.
- Noise reduction mitigation – automatically reduced at pre-set decibel level.

SOUND MITIGATION

2 - Electroacoustic Mitigation

- Mandated Vertical array speakers only.
- Implementation of Delay Clusters.
- Cap height of sound production at 40 feet.



Sunset Amphitheater McKinney-Inside

SOUND MITIGATION

3 – Operational Mitigation

- Sound checks after 3pm
- Implementation of noise detection at residential areas providing ability for front of house to adjust sound levels in real time.
- Positioning of the venue up US Highway 75 to reduce impact of high frequencies which travel directionally.
- Positioned away from any residential areas

SOUND MITIGATION

SOUND MITIGATION

Magnolia Branch development ~1,400ft E-NE	Noise Levels in Decibels (dB) at Octave Band Center Frequency (Hz)									
	32	63	125	250	500	1k	2k	4k	8k	Overall
FOH Mix Position	109	109	104	99	94	94	94	89	89	100dB(A)
Without Mitigation	86	86	81	76	70	69	68	57	36	75dB(A)
With Physical and Electroacoustic Mitigation	86	85	79	70	61	64	61	49	26	70dB(A)

El Lago development ~1,400ft W-NW	Noise Levels in Decibels (dB) at Octave Band Center Frequency (Hz)									
	32	63	125	250	500	1k	2k	4k	8k	Overall
FOH Mix Position	109	109	104	99	94	94	94	89	89	100dB(A)
Without Mitigation	86	86	81	76	70	69	68	57	36	75dB(A)
With Physical and Electroacoustic Mitigation	86	84	76	66	56	52	46	31	5	64dB(A)

Coventry Point development ~3,300ft N-NW	Noise Levels in Decibels (dB) at Octave Band Center Frequency (Hz)									
	32	63	125	250	500	1k	2k	4k	8k	Overall
FOH Mix Position	109	109	104	99	94	94	94	89	89	100dB(A)
Without Mitigation	79	79	73	68	61	59	55	36	0	65dB(A)
With Physical and Electroacoustic Mitigation	79	78	72	64	54	55	50	30	0	62dB(A)

SOUND MITIGATION

TABLE 2.5 Representative A-Weighted Sound Levels (Peterson and Gross, 1974)

AT A GIVEN DISTANCE	dBA re 20 μN/m²	ENVIRONMENTAL
	140	
50 HP Siren (100')	130	
Jet Takeoff (200')	120	
Riveting Machine	110	Casting Shake-Out Area
Cut Off Saw	100	Disco Electric Furnace Area
Textile Weaving Plant Subway Train (20') Jack Hammer (50')	90	Boiler Room Printing Press Plant
Heavey Truck (50')	80	
Freight Train (100') Vacuum Cleaner (10')	70	Near Freeway (Auto Traffic)
Speech (3')		Inside Car (50 MPH)
	60	Large Store
Large Transformer (200')	50	Light Traffic (100') Quiet Residence Exterior
	40	Min Levels Residential Areas in Chicago at Night Private Business Office
Soft Whisper (5')	30	
		Studio for Sound Pictures
	20	Studio (Voice Over)
	10	
Threshold of Hearing	0	

SOUND MITIGATION – Strong Operational Commitments

The amphitheater is expected to establish operational maximum sound levels for performances and if performances exceed these levels, active steps would be taken to reduce noise levels.

- Noise monitoring would be conducted during performances at the FOH Mix position. The limits at FOH are expected as follows:
  - The broadband noise levels measured at the FOH mix position:
  - The broadband noise levels measured at the FOH mix position:
    - An L10 exceeding 105dB(A) in any 30 minute period.
    - An L90 exceeding 98dB(A) in any 30 minute period.
- Should noise levels exceed those documented above, the venue operator would promptly inform the event production team and instruct the event production team to reduce noise levels to a level appropriate to maintain the requirements.
- Event production teams are expected be obligated by their contracts to comply with the venue operator's directions and may be subject to prematurely terminating events if the performance remains out of compliance.

SAFETY

- Onsite police substation committed by Notes to be incorporated into the venue
- Advanced Life Support Unit onsite for all events
- Notes Live does not allow tailgating in parking areas.
- We hire full security detail for the interior of the venue.
- Our management are expertly trained operators in weather-related decisions.
- We will man all intersections to safely and efficiently manage traffic flow.
- We will have one security officer in the parking lots per 250 cars.