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For grand opening weekend, Waterside District has planned a diverse lineup of entertainment

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Kristen Zeis | The Virginian-Pilot

The Waterside District in Norfolk is photographed on Tuesday, May 2, 2017.



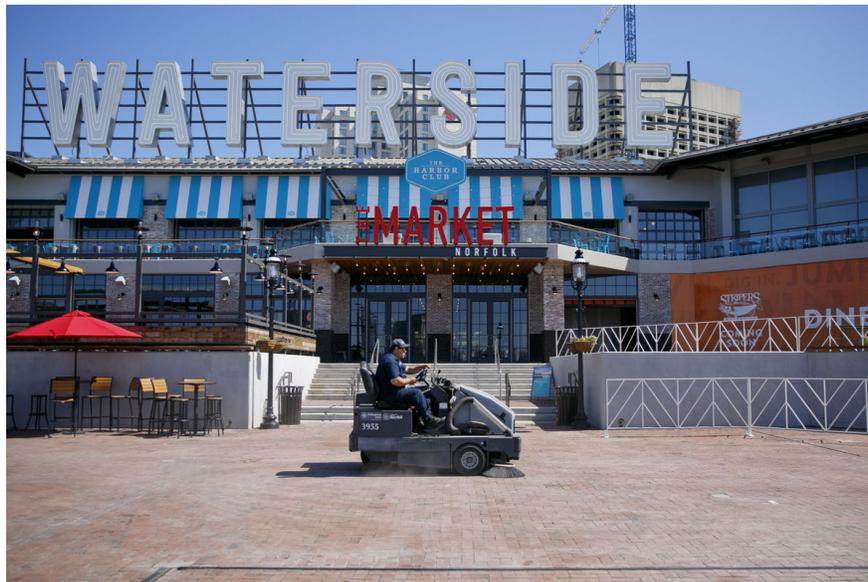
Kristen Zeis | The Virginian-Pilot

The Waterside District in Norfolk is photographed on Tuesday, May 2, 2017.



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Crews work to ready Waterside for its grand opening set for Thursday, May 11, 2017 in Norfolk, Va. After a soft opening this weekend, Waterside announced Monday, May 8, 2017 that it will close for three days prior to a grand opening set for Thursday.



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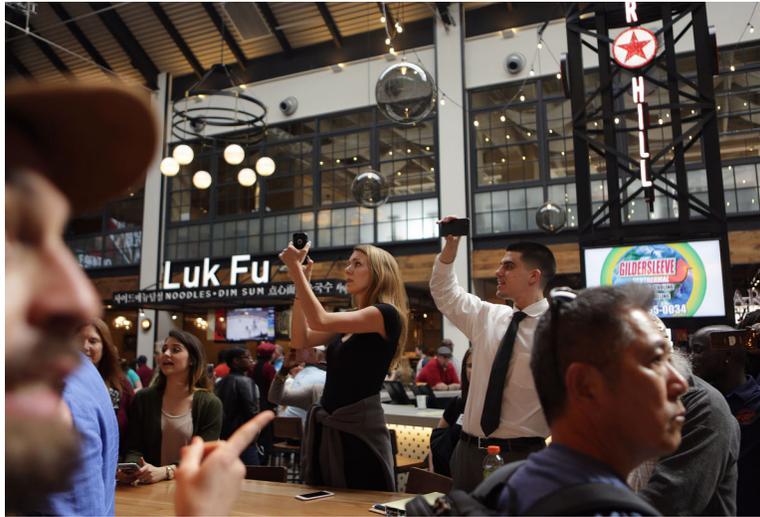
Crews work to ready Waterside for it's grand opening in Norfolk on Monday, May 8, 2017.



Kristen Zeis | The Virginian-Pilot
Blue Moon Taphouse at Waterside District on Monday, May 8, 2017.



Nate Delesline III
A view of Waterside District from the second floor of the Waterside Drive parking garage.



Vicki Cronis-Nohe | The Virginian-Pilot
Marketing personnel Caitlin Coleman, center, and Corey Peatross, center right, document the crowd streaming into the Waterside District on May 4, 2017, in Norfolk, for the marketplace's soft opening.



Vicki Cronis-Nohe | The Virginian-Pilot
Ester and Craig Hyman grab at table below the patio during the soft opening of Waterside District on May 4, 2017, in Norfolk.



Kristen Zeis | The Virginian-Pilot
The Waterside District in Norfolk is photographed on Tuesday, May 2, 2017.



Kristen Zeis | The Virginian-Pilot
Visitors walk in front of a Waterside District sign in Norfolk on Tuesday, May 2, 2017.

Waterside District's grand opening on Thursday sets the tempo for what developers hope downtown Norfolk will become: a destination appealing to diverse and safe tastes.

If the main headliner for the weekend's festivities, '90s alt-rock band Weezer, is any indication, the revamped Waterside seems to be positioning itself as a place with a middle-of-the-road hip factor.

And that's not necessarily a bad thing. There's still an age restriction for Weezer's performance on Thursday with Danish rock band New Politics as the opener. Patrons must be at least 21 years old.

“There’s not a theme to the entertainment lineup other than to stay true to our commitment of bringing great, entertaining acts to Waterside District,” says Glenn Sutch, the attraction’s president .

For those with milder musical tastes, the eight-piece Williamsburg ensemble Goodshot Judy will swing jazz standards, singer-songwriter Chase Rice will croon country tunes, and yacht rock cover band Schooner or Later will perform hits from the late ’70s and early ’80s.

Sutch says booking the acts was done mostly through Cordish Cos., the Baltimore-based developer of Waterside .

“We have an experienced team that puts together the entertainment and musical acts,” Sutch says, “and because the Cordish Cos. has properties around the U.S., this helps us in securing entertainment throughout the country.”

Beyond the music, the grand opening offers Arboria Luminarium in Town Point Park. The gargantuan illuminated structure will be hard to miss. Visitors are encouraged to roam its sprawling tunnels.

This is all just the beginning, Sutch says. Events, musical and otherwise, will be held throughout the year.

“We have many great events planned, including family movie nights, festivals, celebrity guest appearances and much more, in addition to great live entertainment,” Sutch says.

Stay tuned.