

**GRAND JUNCTION CITY COUNCIL  
WORKSHOP**

**MONDAY, JUNE 18, 2012, 11:30 A.M.  
WHITMAN BUILDING  
248 S. 4<sup>TH</sup> STREET**

*To become the most livable community west of the Rockies by 2025*

- 1. Avalon Theatre Renovation and Expansion Project:** Chief among the Avalon discussion items is the City's financial participation in the project, and the identification of those project components that are the most appropriate targets for the City's support. The matter of the City's financial commitment to the Avalon project will come before Council for formal consideration at Council's regular meeting on Wednesday, June 20, 2012. [Attach W-1](#)
- 2. DDA Policy and Capital Presentation:** Information and discussion, and to seek Council's input and direction. Ultimately the various strategies and projects will be consolidated into an amendment to the DDA's Plan of Development for consideration and ratification by Council at a future date.
- 3. Council Boards Updates**



Date: June 13, 2012  
 Author: Harry M. Weiss  
 Title/Phone Ext: DDA Exec  
Director / 256-4134  
 Proposed Schedule: June 18&20,  
2012  
 2nd Reading: \_\_\_\_\_

**Attachment W-1**

**CITY COUNCIL AGENDA ITEM**

<b>Subject:</b> Avalon Theater Renovation and Expansion Project; DDA Capital & Policy Presentation (Readiness Review)
<b>Action Requested/Recommendation:</b> Funding Appropriation for Avalon Project
<b>Presenter(s) Name &amp; Title:</b> Debbie Kovalik, Economic Convention, and Visitor Services Director Harry M. Weiss, Executive Director, DDA

**Executive Summary:**

On Monday, June 18, 2012, City Council will meet jointly with the DDA Board in work session to review the DDA’s projected capital projects and planning initiatives for the continued revitalization of downtown, including the proposed renovation and expansion of the Avalon Theater. Chief among the Avalon discussion items is the City’s financial participation in the project, and the identification of those project components that are the most appropriate targets for the City’s support. The matter of the City’s financial commitment to the Avalon project will come before Council for formal consideration at Council’s regular meeting on Wednesday, June 20, 2012.

The other topics in DDA’s presentation at the work session are primarily for information and discussion, and to seek Council’s input and direction. Ultimately the various strategies and projects will be consolidated into an amendment to the DDA’s Plan of Development for consideration and ratification by Council at a future date.

**Background, Analysis and Options:**

At the end of 2011 during the budget review and approval process, City Council requested more information about the long-range objectives of the DDA with regard to downtown revitalization as well as specific capital projects on the horizon. DDA was invited to present to Council as one of the readiness reviews, though the TIF source of our capital funding is separate from the City’s capital planning and appropriation process. DDA has investigated a number of specific projects and long-range strategies that would further downtown’s revitalization. Monday’s work session will offer Council an overview of those concepts and the opportunity to inquire more specifically about each one.

The first topic will be a presentation concerning the Avalon Theater renovation and expansion project. As a public-private partnership among the City, the DDA, and the Avalon Theater

Foundation, the Avalon is a quite different undertaking from those projects which would be more exclusive to the DDA. DDA has pledged \$3 million dollars of capital support for the Avalon project, and the Avalon Theater Foundation is poised to launch its capital campaign soliciting private support for the project. The Avalon review will be presented by Debbie Kovalik and Harry Weiss; David Durham, President of the Avalon Theater Foundation Board, will also attend in order to provide perspective from the Foundation and answer questions.

Other topics of DDA's presentation include the opportunities to attract, accommodate, and shape future development downtown. Chief among these opportunities are the possible realignment of I-70B along South and Pitkin Avenues, from which the resurrection of Whitman and Emerson Parks and new infill development in the SW quadrant of downtown can ensue; the future of the south downtown area and the complementary role future improvements at Las Colonias may play in that effort; the reconsideration of the objectives of the Catalyst Plan and new implementation strategies at the First Assembly of God site; and the identification of development outcomes for White Hall. Any strategy or individual project must be considered in the context of DDA's new financial constraints that arise from the compression of DDA's guaranteed TIF revenues and resulting limitation of its bonding capacity, and the balance of taxable and tax-exempt parcels within the DDA district that define the DDA's sources of revenue relative to project locations.

**How this item relates to the Comprehensive Plan Goals and Policies:**

***Goal 4:** Support the continued development of the downtown area of the City Center into a vibrant and growing area with jobs, housing and tourist attractions.*

The Avalon Theater renovation and expansion project represents a long-standing objective to leverage an iconic historic property as a fuller functioning performing arts facility expanding the entertainment uses in downtown and furthering anchoring the east end of Main Street.

The Capital & Policy Readiness Review addresses the DDA's current strategic thinking both within the current DDA boundary and in adjoining areas where the directional growth of downtown can most readily be focused.

**Board or Committee Recommendation:** N/A

**Financial Impact/Budget:** Consideration of City funding for the Avalon project

**Legal issues:** N/A

**Other issues:** N/A

**Previously presented or discussed:** N/A

**Attachments:** None

