



Avalon

THEATRE FOUNDATION

ARCHITECTURAL HIGHLIGHTS

THE AVALON CORNERSTONE PROJECT

The foundation of great things to come!

AvalonTheatreFoundation.org

ARCHITECTURAL HIGHLIGHTS

The fully renovated facility will be truly multipurpose and capable of hosting a wide range of performances and civic gatherings.

PART A CONSTRUCTION INCLUDES:

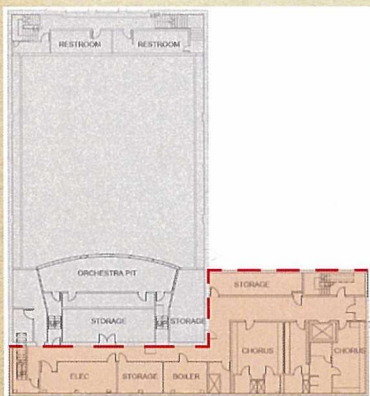
- New seating
- Roof repair
- Acoustic improvements
- Multipurpose room
- Patron elevator
- Improved patron amenities (lobby, bathrooms, concessions, etc.)

- ADA and life safety code compliance
- HVAC, plumbing, and mechanical improvements
- Some performer support
- Digital audio/visual

PART B CONSTRUCTION INCLUDES:

- Stage expansion
- Back stage and performer support
- Cinema build-out
- Additional HVAC improvements
- Roof terrace build-out

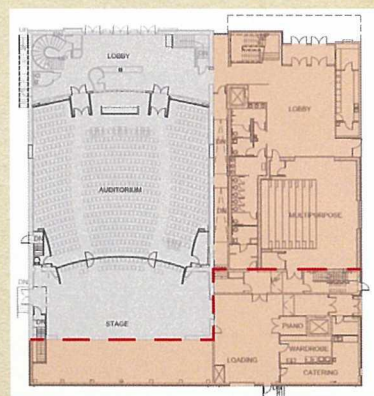
- 7th Street site access improvements
- Full house audio
- Stage house expansion and improvements
- Expanded loading dock
- Catering prep kitchen



Basement plan

Part
A

Part
B



First floor plan

Part
A

Part
B

Images courtesy of:

City of Grand Junction, Grand Junction Visitor and Convention Bureau, Museum of Western Colorado, Colorado Mesa University

CONSTRUCTION HIGHLIGHTS

NEW SEATING

The theater will boast new, comfortable seating as well as additional capacity. This capacity affords larger audiences and is part of the business plan to increase revenues.

STAGE AND STAGE HOUSE EXPANSION

The stage will nearly double in size, accommodating much larger performances that command higher ticket prices and greater attendance. Improvements to the stage house and back stage will improve the venue's ability to draw more prestigious acts and host more complex performances.

MULTIPURPOSE ROOM AND CINEMA

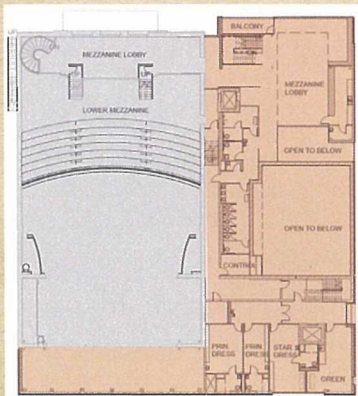
The multipurpose room will provide extra revenue for The Avalon by offering a smaller space for meetings and presentations without tying up the large performance area. Its cinema will accommodate the showing of smaller films and also provide excellent space for local groups to use.

ROOF TERRACE

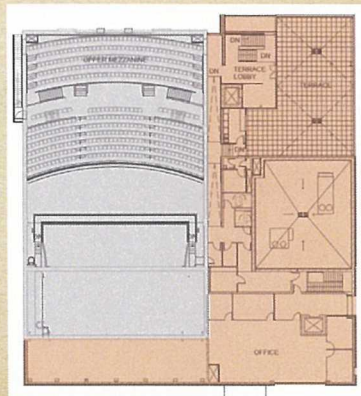
The rooftop will be transformed to a space capable of hosting a variety of events. A beautiful and exciting space, it is an integral part of the economic model. At full build-out, concessions and catered services will enhance the desirability of this space for local and regional rental.

THE PAST PRESERVED, THE FUTURE ENVISIONED

Blending the historic Avalon Theatre with a modern addition creates a wonderful mix of warmth and sophistication that honors our historic roots while stating our aspirations for the future. The beautiful glass exterior of the addition will expose a staircase that seems to float in midair. From it, the valley reveals its spectacular views of the Colorado National Monument and the Book Cliffs.



Mezzanine plan



Upper mezzanine plan

MORE INFORMATION AND BENEFITS

PARKING

The recent Downtown Uplift project added beauty and safety to downtown Grand Junction and resulted in 1,700 parking spaces within four blocks of The Avalon, 700 of which are within two blocks.

RENOVATION VS. NEW CONSTRUCTION

Many construction options were studied during the research phase of the project. Renovating and expanding The Avalon emerged as significantly less costly than building a comparable new facility, and this choice also honored the substantial private and public investments that have been made in downtown's revitalization.

PUBLIC SUPPORT **

In the 2010 Avalon Theatre Study, 80% of those surveyed favored the project, citing the importance of arts and culture in general.

** 2010 Avalon Theatre Study by AMS Planning & Research

