

THE VOGUE

The Vogue Theatre has been a staple of Chula Vista downtown for over 70 years. The rectangular Art Deco single-screen theater ingrained itself in the community by offering a family friendly entertainment option to pair with the eateries and retail spaces that have always lined Third Avenue. **It's presence is the epitome of the burgeoning potential that Third Avenue has as a destination and point of interest in the greater San Diego area.**

With it's classic marquee, throwback style ticket booth, and monolithic concrete poured structure, the Vogue has the character and the potential to become a must-see venue for the San Diego region. Using these historic roots and style, our aim is to preserve its unique qualities while providing an alternative to the single-screen theater model. Integrating what people cherished in the old theater with an evolved dining, drinking, and entertainment venue will serve as an anchor for Third Avenue in the foreseeable future.

We are honored to be able to be part of the revitalization of this neighborhood and feel as though this project will be a catalyst to push Third Avenue and Chula Vista further into the spotlight.



EXECUTIVE SUMMARY

The Vogue Theater will be an event space consisting of two main components. The first component, the theater, will be transformed into a flexible venue that can host concerts, meetings, events, etc. The second, the adjacent parking lot, will be an exterior dining space that is serviced by multiple food vendors with diverse drinking opportunities.

BUSINESS OBJECTIVES

The Vogue Theater will create an engaging interior and exterior hub that should serve as a catalyst for the revitalization of Third Ave. It will enhance the local community by offering a world class music venue, will act as a core for the events that Third Ave. has to offer, and will create an outdoor dining/congregation space for the public to enjoy. The Vogue will service the greater San Diego Area by becoming a destination point that highlights Chula Vista's burgeoning craft beer row, its charming historical downtown, and its densifying urban center.

MISSION STATEMENT

The Vogue Theater's focus is to embrace and celebrate the existing culture of Chula Vista and Third Avenue while providing an Entertainment Venue that stimulates the region and cultivates South San Diego's creative scene. It has been an institution since the Forties and should return to serving the community first and foremost. Both the exterior beer garden and the theater will be a family experience that is open to the public, even when the theater is not scheduled for an event. In addition, both spaces will have a flexible program to fit all types of demands such as comedy shows, civic events, movies, concerts, art shows and more.

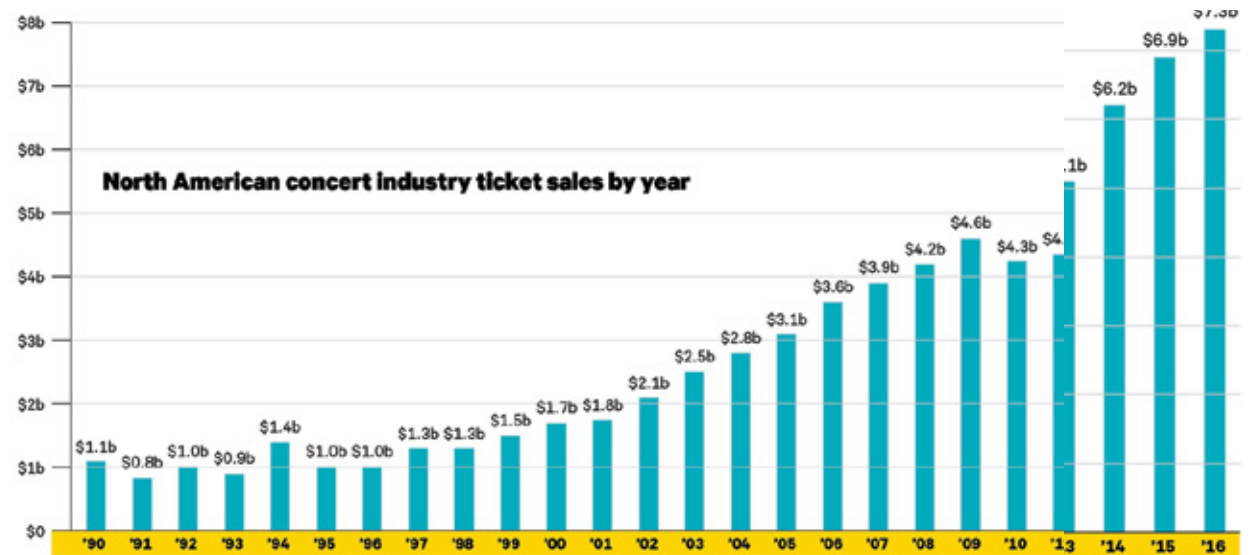
GUIDING PRINCIPLES

To provide engaging spaces that will foster positive community interactions through great food, drink, ambiance and entertainment.

MARKET TREND

LIVE MUSIC TRENDS:

- 1) Digital downloads and retail sales are down 50% in the last 4 years. **Live music sales are up 66% for the same time period.** Market shift is dictated by rise in the prevalence of streaming options and services. This has effectively recreated the model for which artists generate income. The primary revenue generation is now through live shows.
- 2) **The availability of artists has created more competition for venues.** The large event promoters are maximizing artist exposure by partnering with small and medium sized venues to allow flexibility relative to the scale of shows. It provides opportunities for undercards to headline and headliners to earn between mega venues.
- 3) Millennials are the driving force behind the rise in the popularity of live events. **A shift in ideology from using expendable income on “experiences” over “possessions” has fueled ticket sales for not just music but comedy shows, art exhibitions, and festivals.**
- 4) Corporate sponsorship is on the rise for tours, artists, and venues. The leading corporate sponsor of events and artists' tours are beer and spirits. The Vogue Theatre will have a beer garden and staging area to allow for these sponsored events to have programming that is not merely serving said sponsors product.



LOCAL MARKET

THIRD AVENUE

Chula Vista’s Master Plan, the Third Avenue Village Association, and the South County Economic Development Council have set up Third Avenue’s Historical District as a revitalization zone. It is a consensus that its walk-ability, historical significance, and existing infrastructure is the prime location for a centralized focus on entertainment, nightlife, and drinking/dining establishments. They have supported and promoted a rising craft beer scene (Groundswell, 3 Punks, Bar Sin Nombre) and new dining establishments (The Balboa, Grindhouse) while approving adjacent residential densification. The entire focus of Chula Vista in regards to Third Avenue is to “put more people on the streets.”

LOCAL RESTAURANTS

1. The Balboa
2. El Comal
3. Mangia Italiano
4. La Bella Pizza
5. Mea Kwan Thai
6. Marisco Los Cuates
7. Talverra Azul
8. California Sushi
9. Italianissimo Trattoria

NEARBY EVENT SPACE

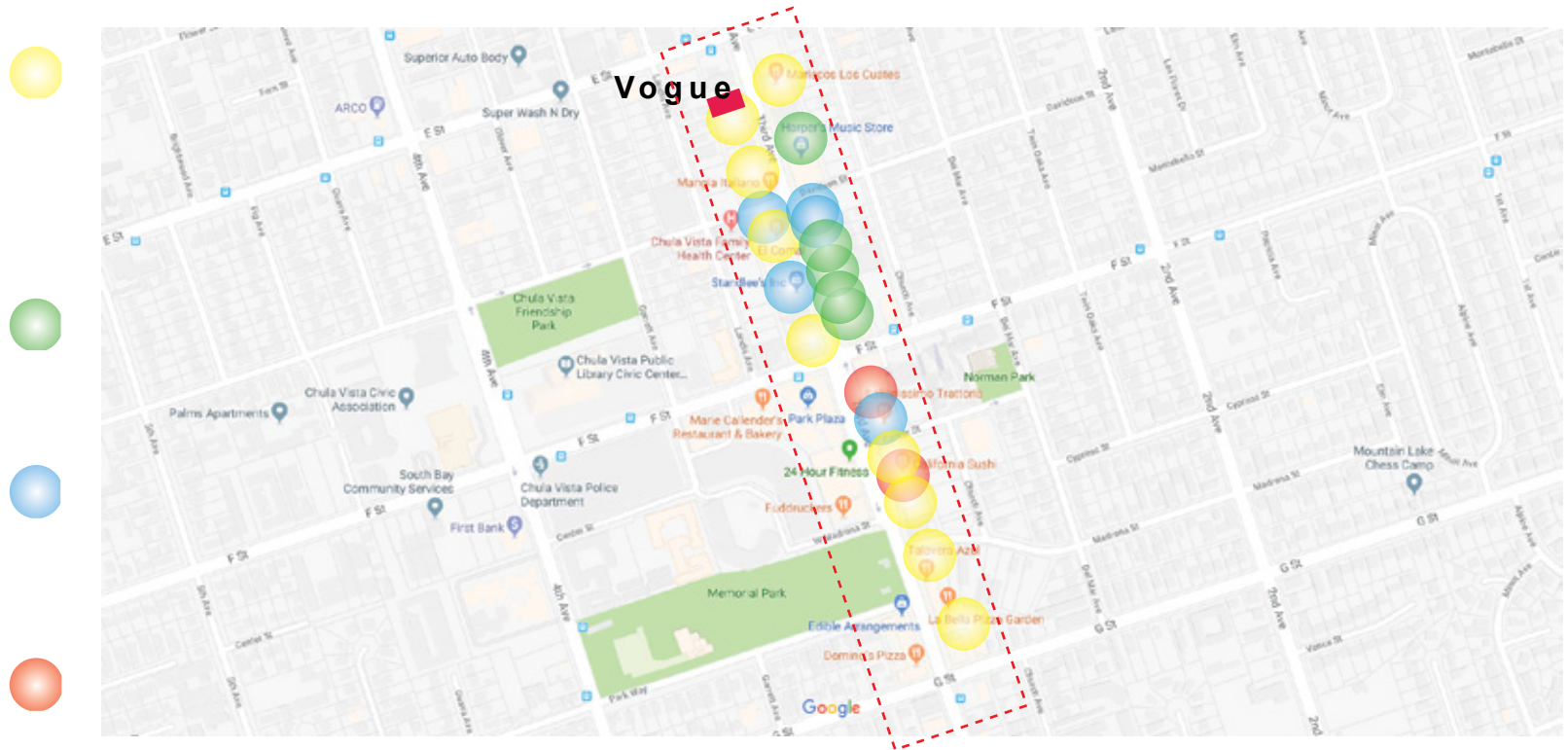
1. Just Java Elegance Hall
2. Illusion Hall
3. Dolce Events Hall
4. Factory of Dreams
5. On Stage Playhouse

NEARBY BEER & WINE

1. Chula Vista Brewery
2. 3 Punks Alehouse
3. 3rd Ave. Alehouse
4. Groundswell Brewing
5. Bar Sin Nombre
6. Gentle Penguin

Liquor Competition

1. Diamond Jims
2. Silver Dollar
3. Docks Cocktail Lounge



MARKET ANALYSIS

MARKET SIZE

Event Sales:

Comparable spaces to a 1,000 person, medium sized venue for South Bay are not available as there is not one within 10 miles. The extreme examples are the 30,000 person Mattress Firm Amphitheater or the 100 person capacity nightclubs like Diamond Jims. The dance halls and quinceanera halls on Third Avenue are considered event spaces but do not target the same clientele. The closest competitors to the Vogue would be the House of Blues in Downtown and the Observatory in North Park. There is no reason to believe that the Vogue cannot absorb the majority of market share for mid-size venues for all Chula Vista and the greater South Bay.



SMALL VENUES (0-500)

- 1. The Casbah
- 2. The Merrow
- 3. Soda Bar
- 4. Brick by Brick
- 5. Belly up



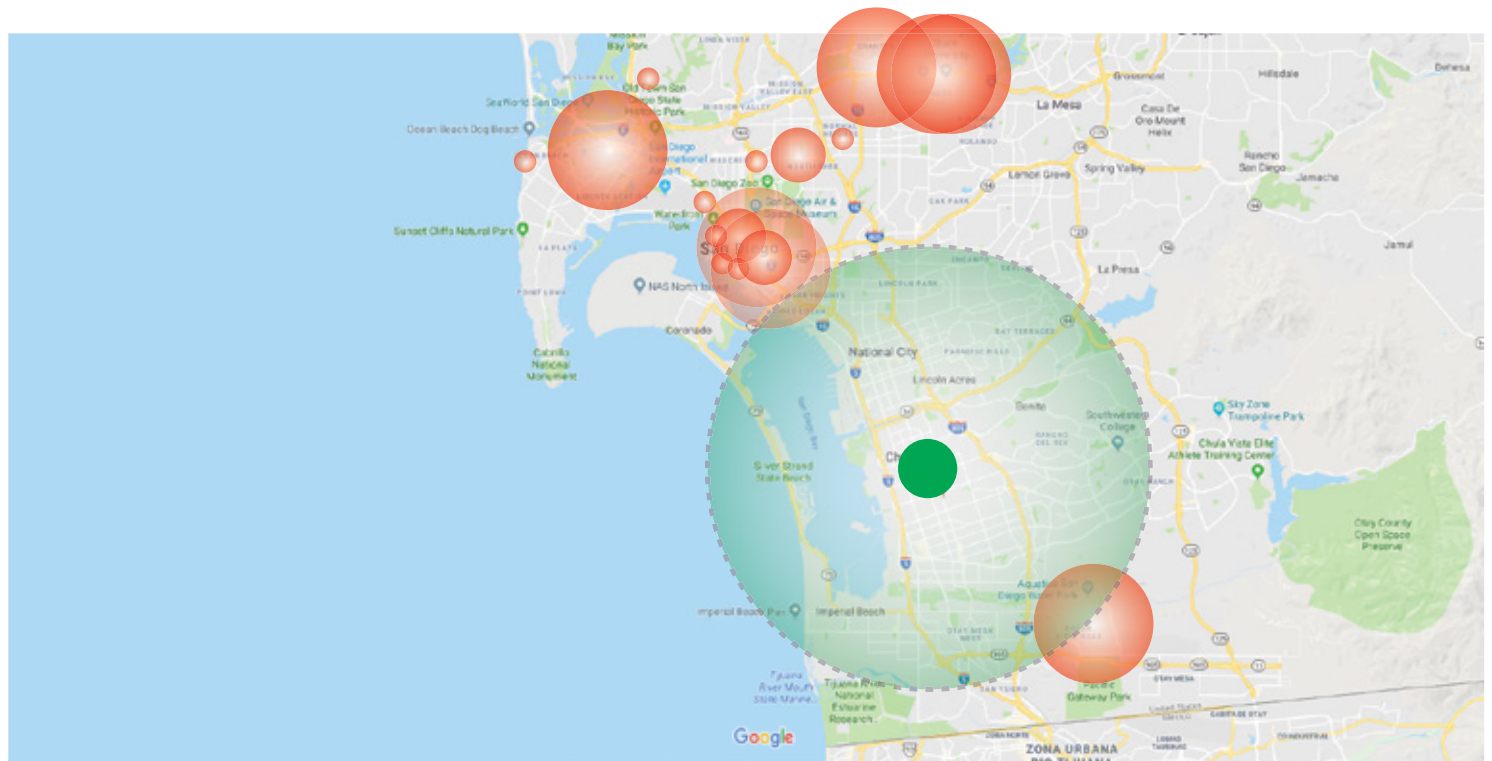
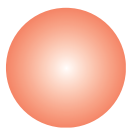
MEDIUM VENUES (501-2000)

- 1. House of Blues
- 2. North Park Observatory
- 3. Soma
- 4. Quartyard
- 5. Music Box



Large Venues (2000+)

- 1. Sports Arena
- 2. Mattress Firm Ampitheatre
- 3. Civic Theatre
- 4. Viejas Arena
- 5. Petco Park
- 6. Qualcomm Stadium
- 7. Cal Coast Credit Amphitheater



MARKET ANALYSIS CONT.

Alcohol Sales:

The Vogue will center on liquor sales in both the venue itself and the exterior lot. We will focus on supporting the local craft beer scene but make measures to ensure non-direct competition. The local liquor licenses are at Docks, Silver Dollar, and Diamond Jims. The Vogue can offer a family alternative to these places during daytime hours while providing an outdoor dining/drinking experience. Comparable spaces would be the Quartyard in downtown or the BierGarten in North Park. The Vogue will also distinguish itself from the dive bars with a specified drink program.

Food Sales:

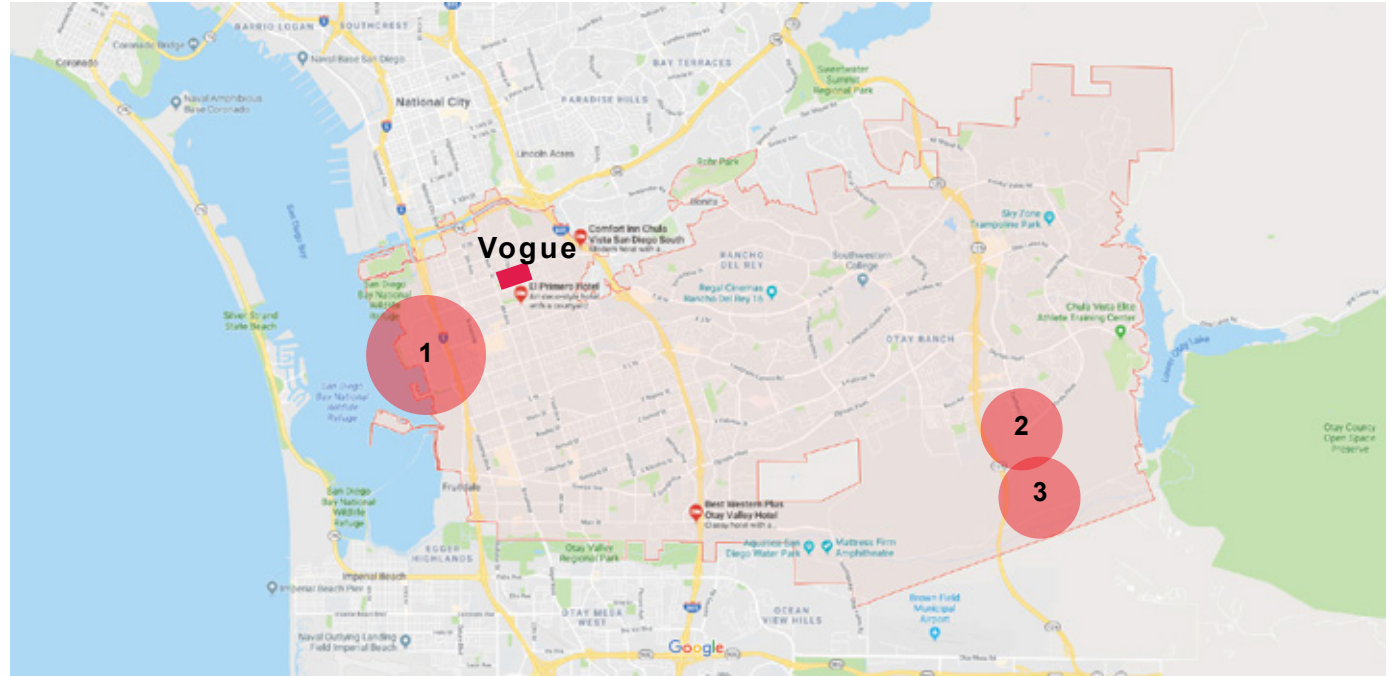
Third Avenue along the F and E blocks are dominated by local dining establishments. The chains and large mega restaurants are aggregated multiple blocks to the South. Due to historical preservation initiatives and the Third Avenue Village Association, we foresee these trends continuing and intensifying. Therefore, we anticipate many smaller localized restaurants to be able to evenly distribute and grow the dining option landscape. Even with the rise in eateries within the last year, we foresee a large increase in demand for both lunch and dinner dining due to the adjacent residential densification and rising craft beer scene (which currently uses food trucks to satisfy demand). We feel as though fast-casual concept(s) - that do not compete with an already heavy Italian and Mexican food market - would hit a target price point while absorbing the highest market share.



MARKET GROWTH

1. BAYFRONT PROJECT (\$1.1B)

- 70 acres of new parks (100 acres total, including existing parks)
- 120 acres of open space, habitat replacement, wetlands and ecological buffers to protect wildlife habitat, species and other coastal resources
- Shoreline promenade, walking trails and bicycle path network
- 2,850 total hotel rooms
- 600,000 square feet of restaurant, retail and marina-support uses
- 220,000 square feet of mixed-use commercial recreation/marine-related office uses
- 1,100 – 3,000 space parking facility



2. MILLENIA PROJECT

- 5 distinct districts spanning 80 city blocks
- Districts include: an office district, a civic district, mixed use main street district, gateway retail district and residential districts
- 30 acres of office designed as the corporate class A business center of South County
- Fully entitled for 3.5 million SF of commercial space
- 300,000 square feet of retail
- 3,000 urban format, multifamily town-homes and triplexes
- Civic and cultural facilities – six parks, City Library, Fire Station



3. UNIVERSITY/ INNOVATION DISTRICT

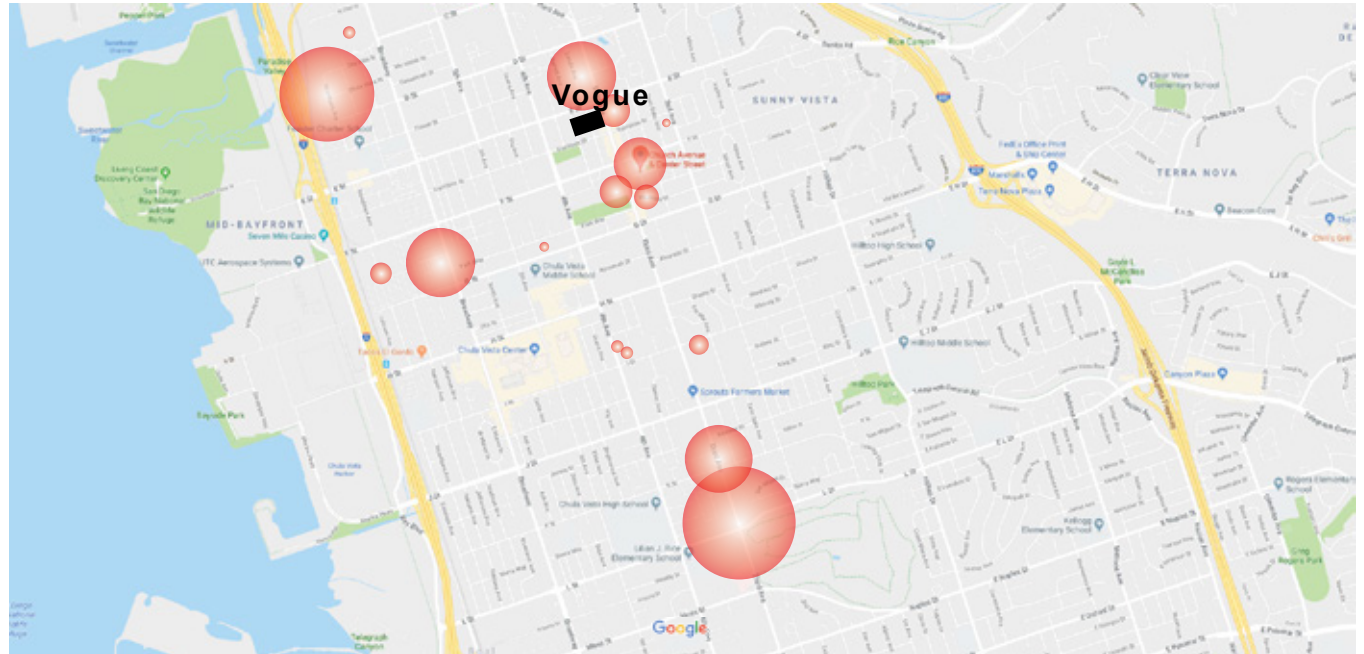
- 375 Acre Campus
- Four Year Fully Accredited University
- Innovation District
- 20,000 Students
- Fully integrated commercial, retail, and residential



MARKET GROWTH CONT.

Smaller local developments are being built surrounding the Third Avenue region, with many different community upgrades taking place at the same time.

These, coupled with the larger developments that are planned nearby, will all help to bolster the regions economy and increase its recreational spending. The Vogue will be in place to provide both new and old community members with a fun entertainment option that will push ever more people into the Downtown Chula Vista region.



Center St. and Church	21 Units
Madrona and Church	9 Units
3rd Ave. and K	71 Units
3rd Ave. and L	118 Units
177 Landis Ave.	52 Units
238 3rd Ave.	29 Units
268 I St.	6 Units
267 Woodlawn Ave	6 Units
260 Broadway	62 Units
577 Fourth Ave	10 Units

CASE STUDIES _ THEATER

THE EL REY

The El Rey Theater is an original Art Deco theater in the heart of the Miracle Mile, one of Los Angeles' preserved Art Deco districts. The El Rey was built in 1936 and designed by Clifford Balch. After over 50 years as a first run movie house, the El Rey was converted into a live music venue in 1994. A registered Historic-Cultural Monument, the El Rey has sweeping staircases, an Art Deco lobby, VIP balcony lounge and a grand ballroom equipped with a full stage.



THE GRANADA

One of only a handful of classic-era theaters in North Texas, the Granada Theater is Lower Greenville's entertainment beacon. The Granada Theater, a Dallas staple, has been entertaining audiences of all ages from North Texas and beyond since 1946. Located in the historic Lower Greenville neighborhood, it was originally built as a post-WWII movie theater.



THE BOWERY BALLROOM

The Bowery Ballroom is a music venue in the Bowery section of Manhattan, New York City. The structure, at 6 Delancey Street, was built just before the Wall Street Crash in 1929. The neighborhood subsequently went into decline, and so did the caliber of businesses occupying the space. In 1998 it was converted into a music venue. It has a capacity of 575 people.



CASE STUDIES _ EXTERIOR

SUNDOWN AT GRANADA

Sundown at Granada is a neighborhood farm-to-table restaurant located next door to the historic Granada Theater, boasting a multi-level patio overlooking Greenville Avenue with live music nightly after dinner.



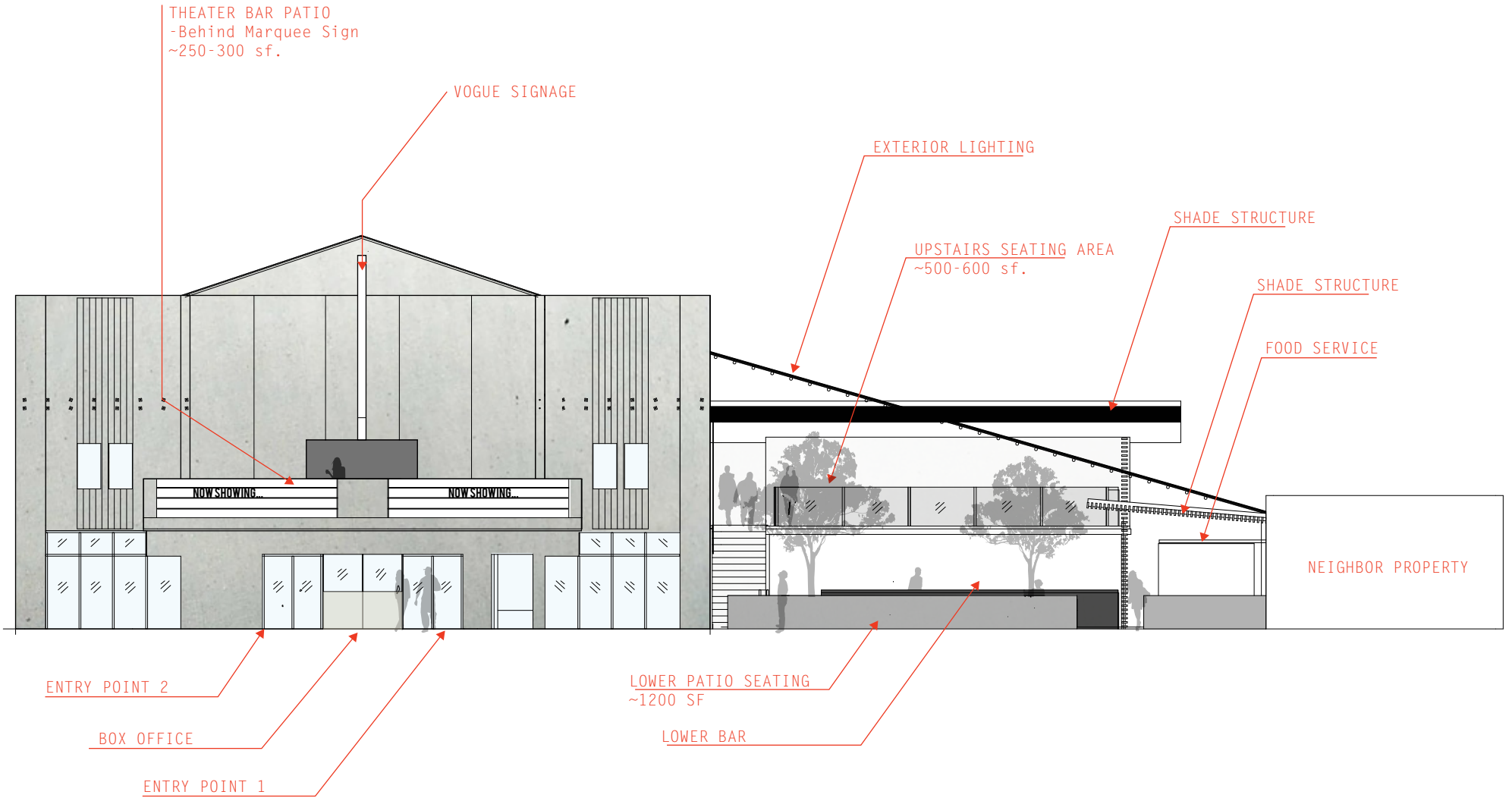
QUARTYARD

Quartyard is an urban park and event venue constructed from re-purposed shipping containers in the East Village Neighborhood of Downtown San Diego. Quartyard plays host to a number of cultural events, outdoor concerts, private events, street markets and community activities.

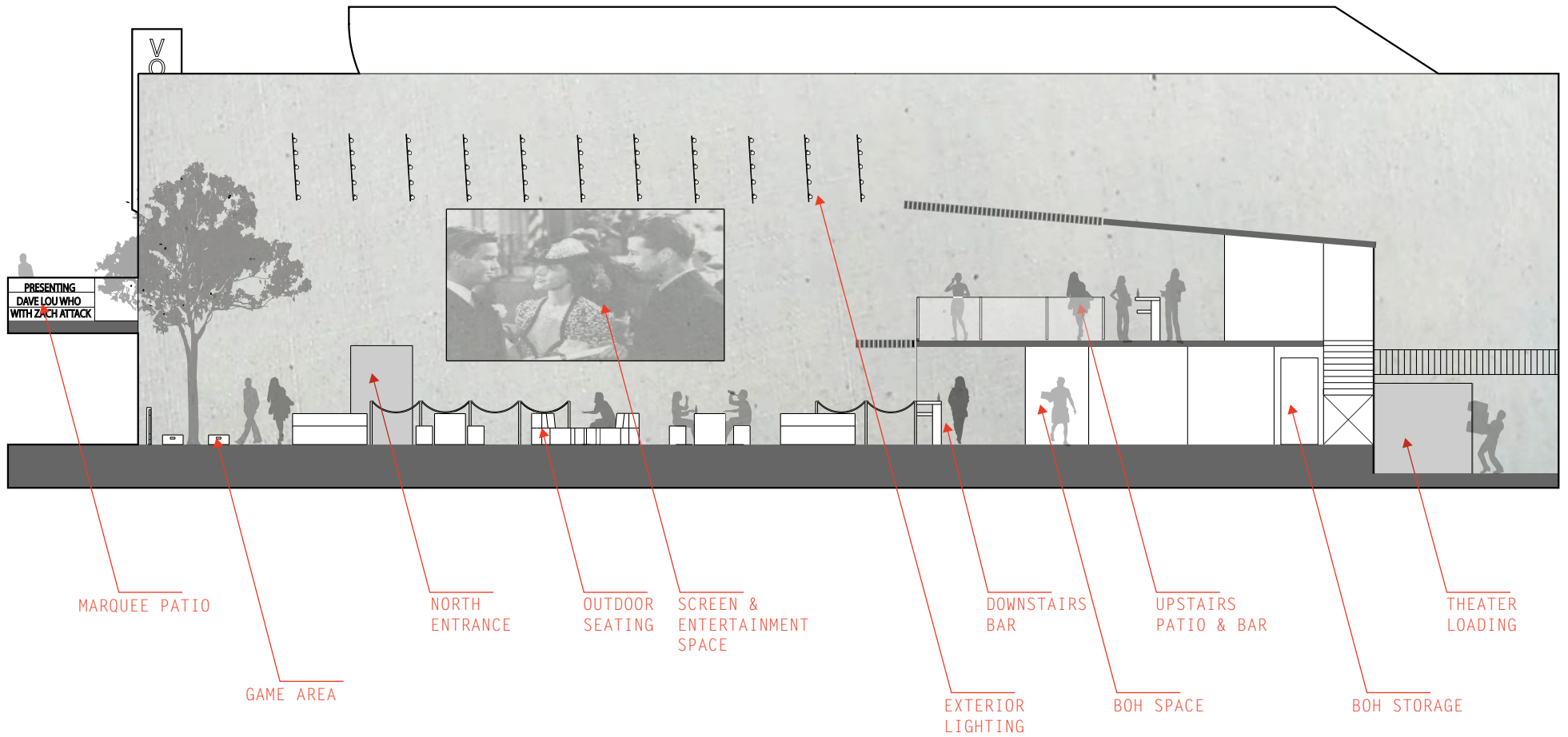
Quartyard's utilization of sustainable and innovative design offers guests a unique outdoor experience unlike any other.



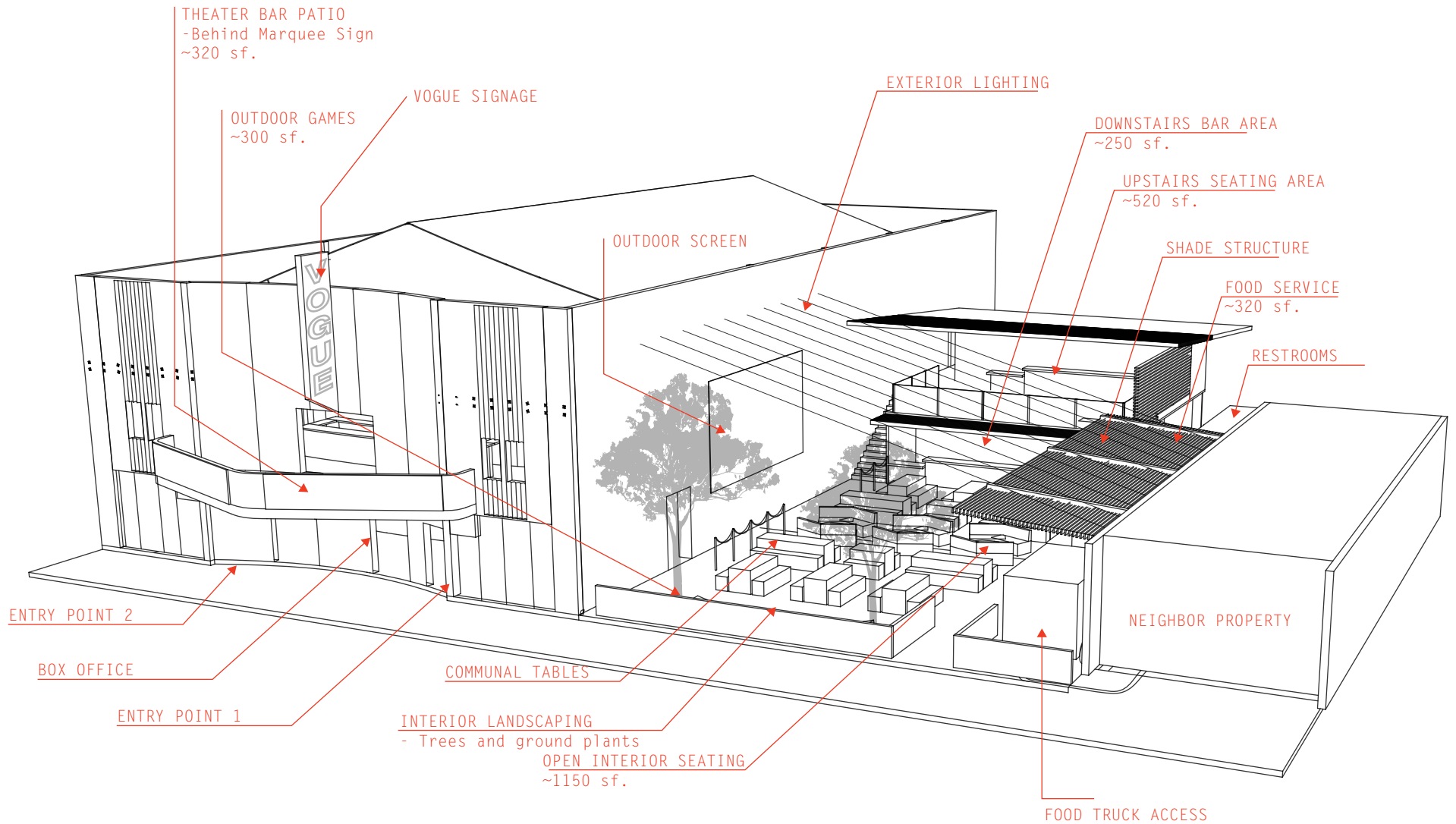
EAST ELEVATION



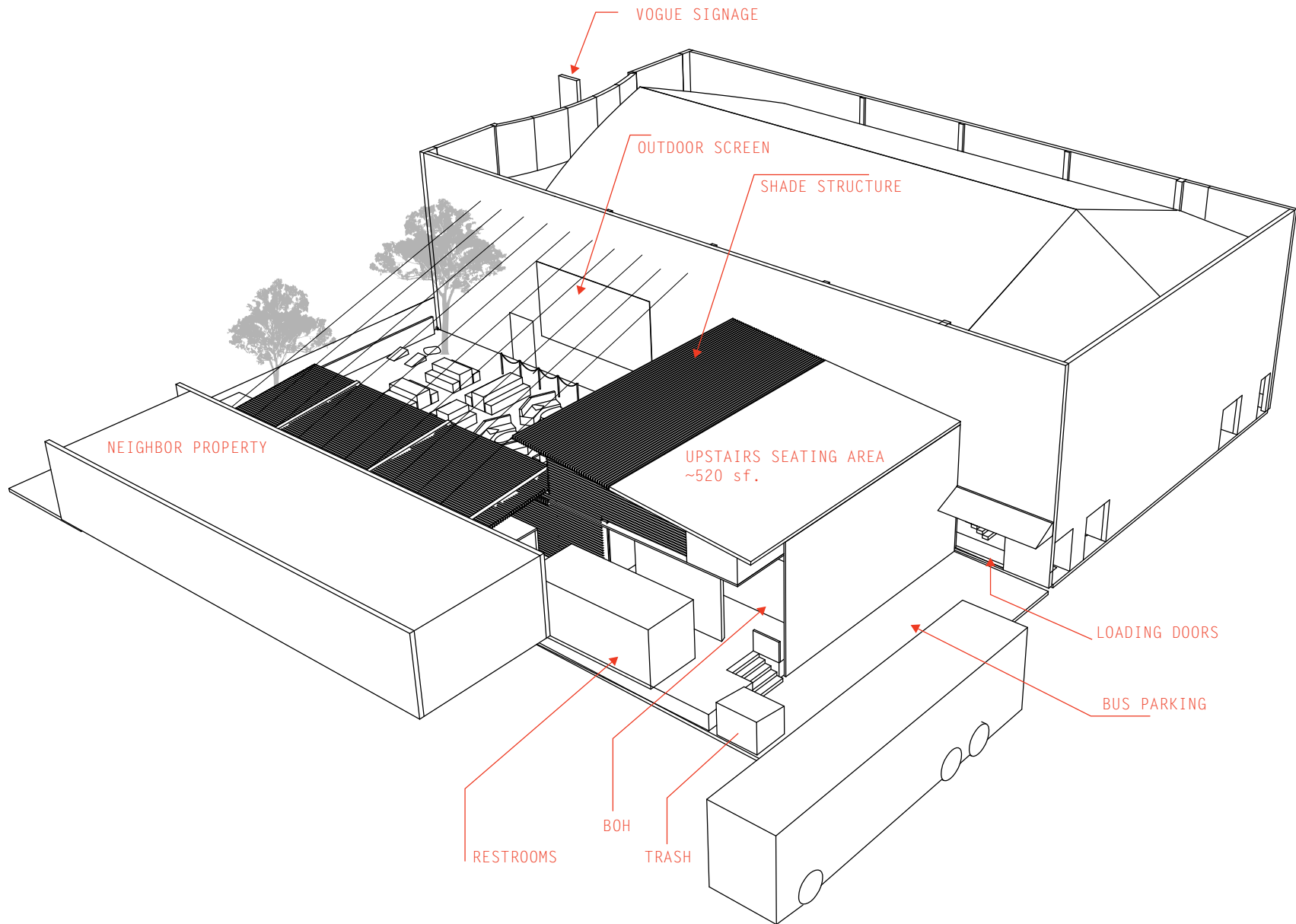
NORTH ELEVATION



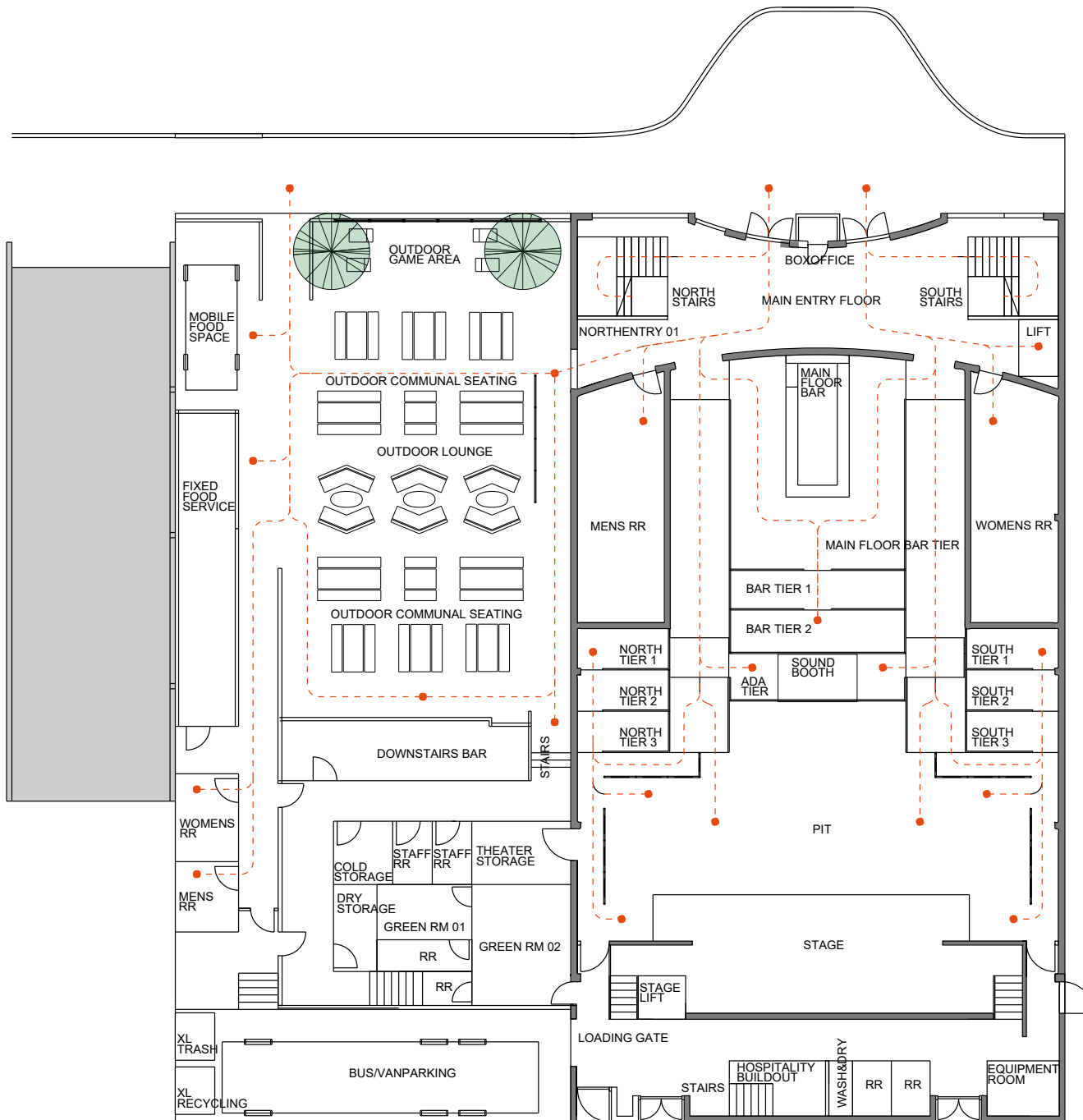
FRONT PERSPECTIVE



REAR PERSPECTIVE



DOWNSTAIRS FLOOR PLAN

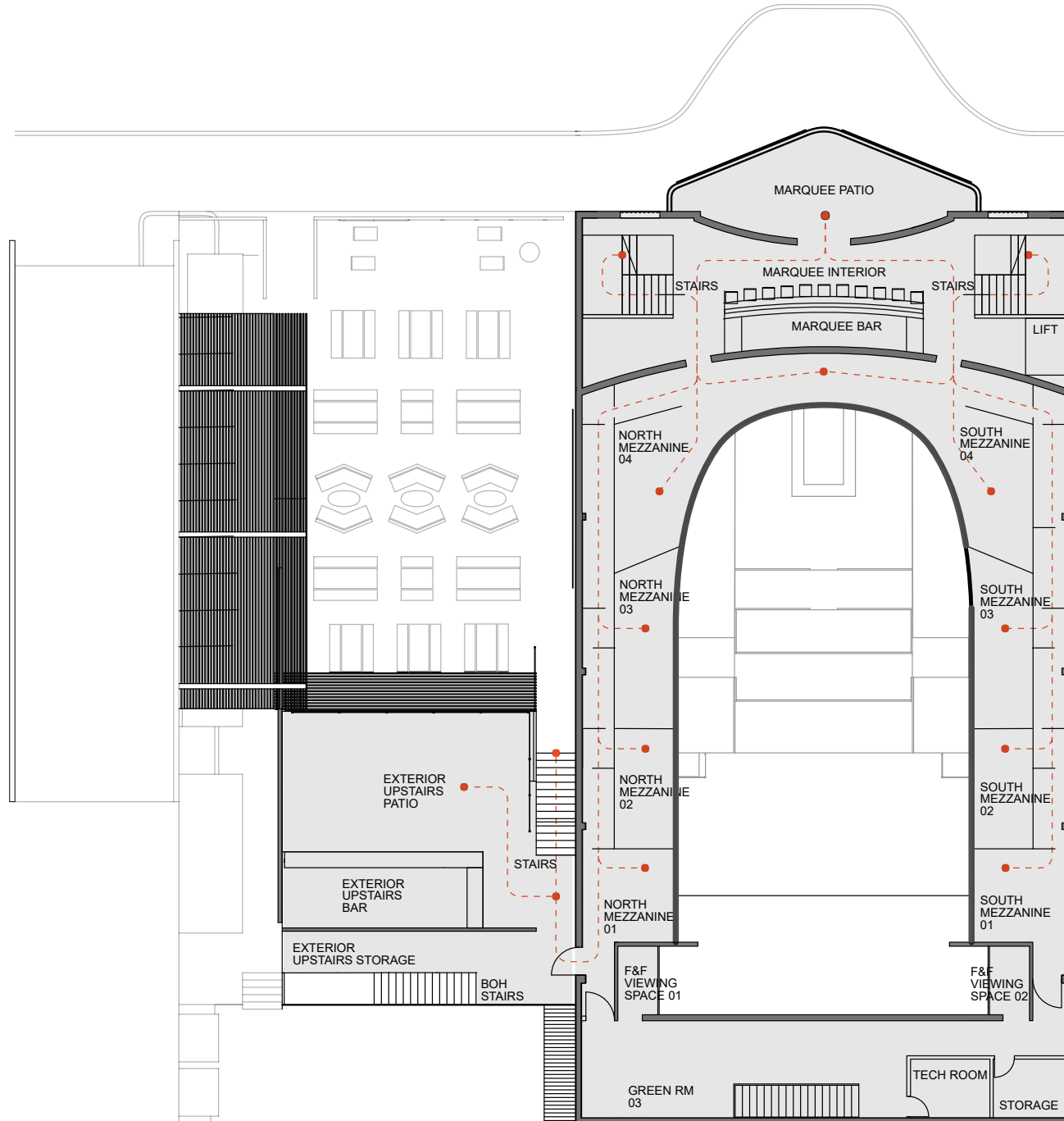


The Main floor of the Theater will provide ample opportunities for access throughout the space. With dual walkways into the venue, the center bar will be a focal point with great views that overlook the show. The tiered interior is key to allowing all guests to have unobstructed views of the stage. With center tiers as well as North and South wing tiers, multiple sightlines are created that can see over the main pit area. Making these tiers independent and flat also allows the space to function for events other than music shows.

Clear circulation is key for the Theater BOH, with direct access to multiple locations, green rooms, and other amenities. The proposed large loading zone is designed to facilitate easy loading and unloading for the artists' team.

The North exterior area has ample space for outdoor enjoyment, with game zones as well as lounge spaces to enjoy movie viewing or live music. The circulation allows for guests to easily access the food and bar from the central seating area. As an all ages space, we see this becoming a hub for local families.

UPSTAIRS FLOOR PLAN



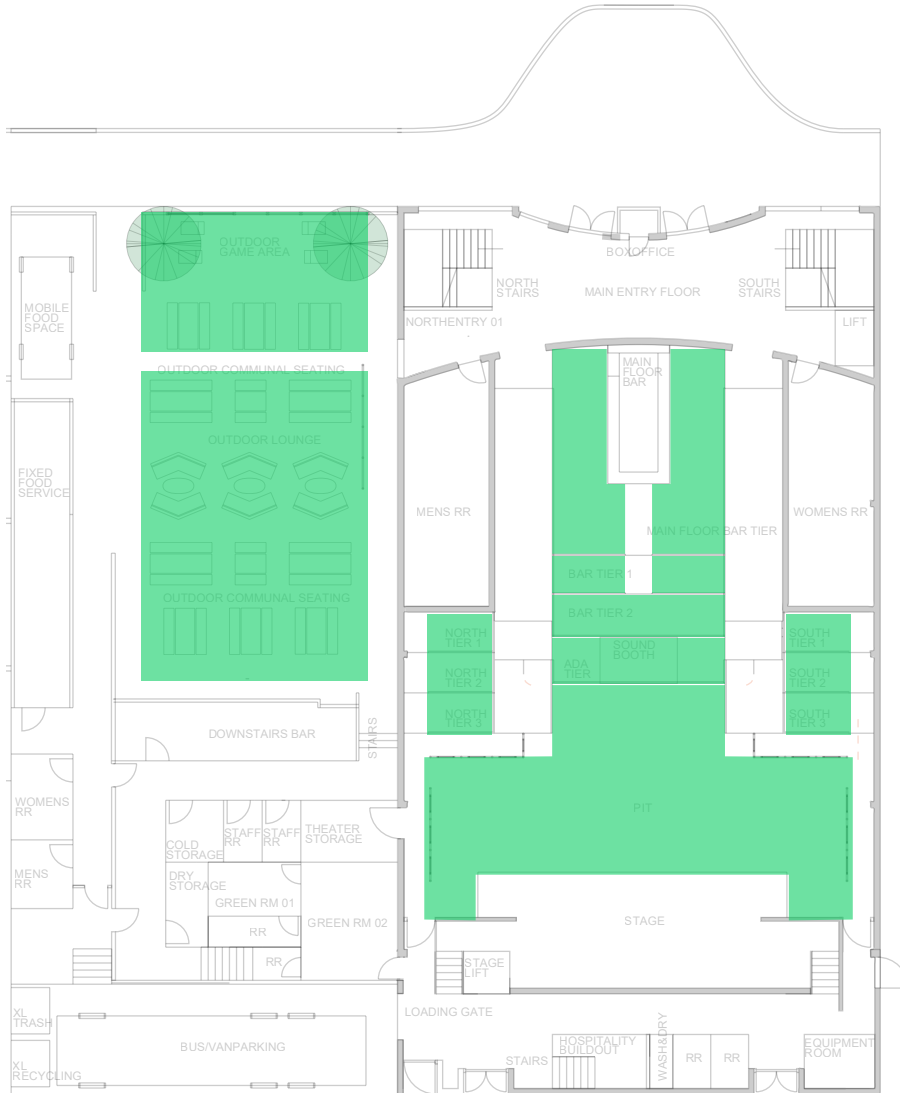
The upstairs level for the Theater will provide plenty of amenities for guests with a flexible layout and spaces that can function for multiple events and revenue streams.

The Marquee Bar is designed so that it will be able to be open during all hours of operation, independent of show schedules. The Exterior Upstairs Patio could act in a similar fashion or be used as overflow space or an extra bar during times of increased Beer Garden traffic.

The upstairs BOH within the Theater would allow the staff and entertainment guests to have an open and efficient floor plan, with the amenities necessary for a touring band as well as an Event Coordinator. With F&F Viewing (Friends & Family) in the back of the stage, this gives the Entertainers the ability to have their guests enjoy the show from a personal vantage point.

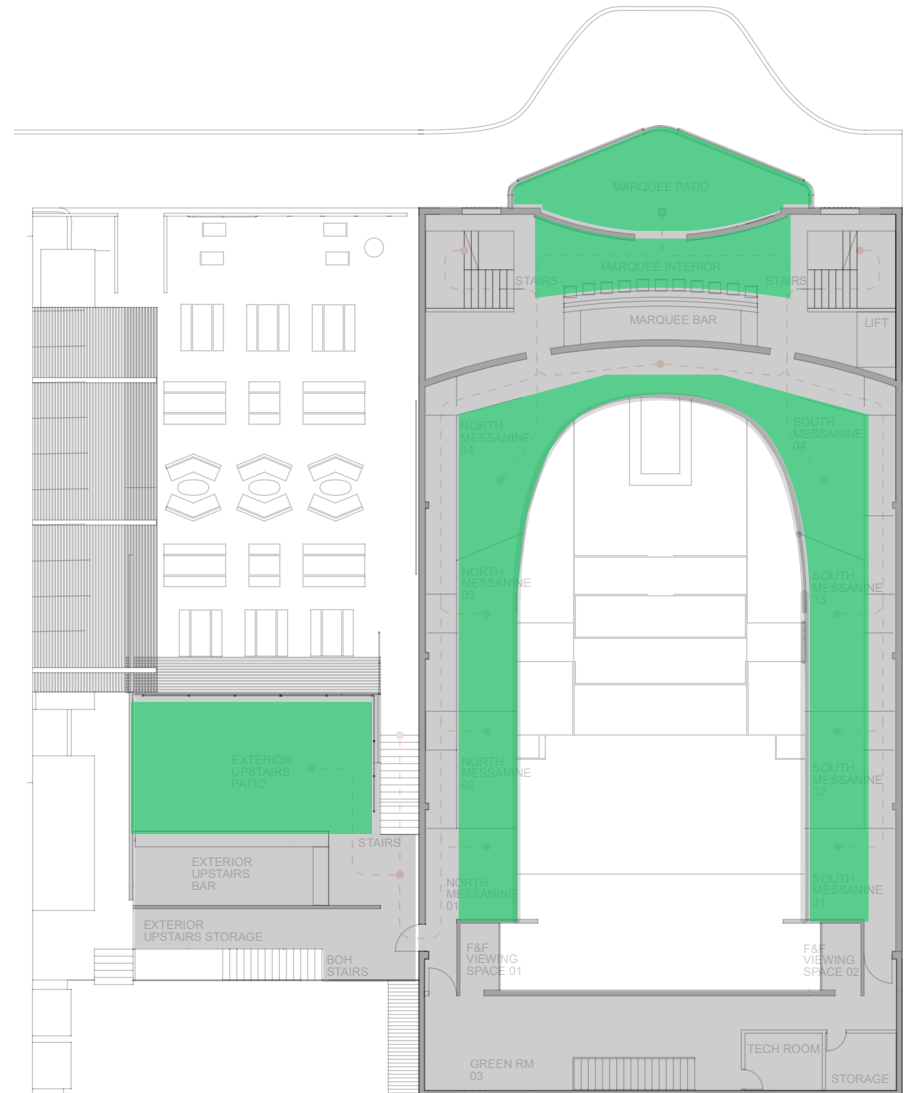
For guests that would purchase North Mezzanine Seating, the option to open the Exterior Upstairs Bar to them would allow them to enjoy a more exclusive event with direct bar access.

S Q . F T . E S T I M A T E S



DOWNSTAIRS SQUARE FOOTAGE ESTIMATES:

NORTH EXTERIOR DOWNSTAIRS:	1,673 SF
THEATER INTERIOR:	2,203 SF
ESTIMATED TOTAL:	3,873 SF



UPSTAIRS SQUARE FOOTAGE ESTIMATES:

NORTH EXTERIOR UPSTAIRS:	521 SF
MARQUEE PATIO & BAR:	575 SF
THEATER MEZZANINE:	1,220 SF
ESTIMATED TOTAL:	2,316 SF

INITIAL OCCUPANCY STUDY

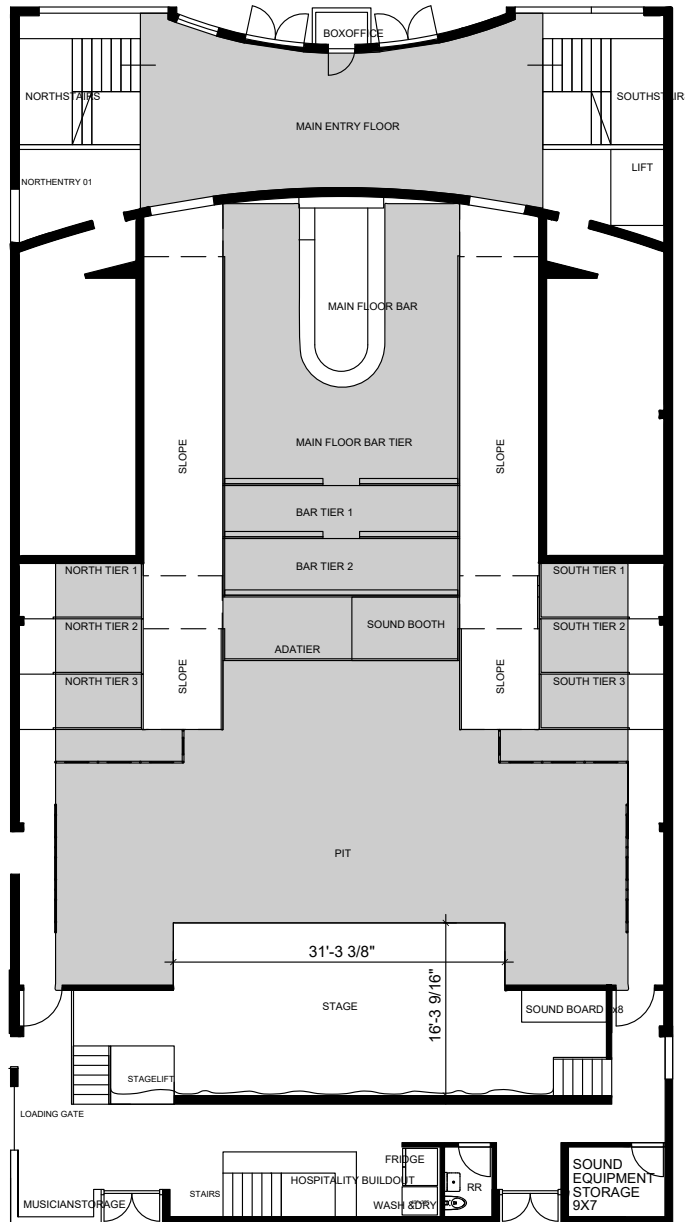
LEVEL 1

THEATER INTERIOR OCCUPANCY

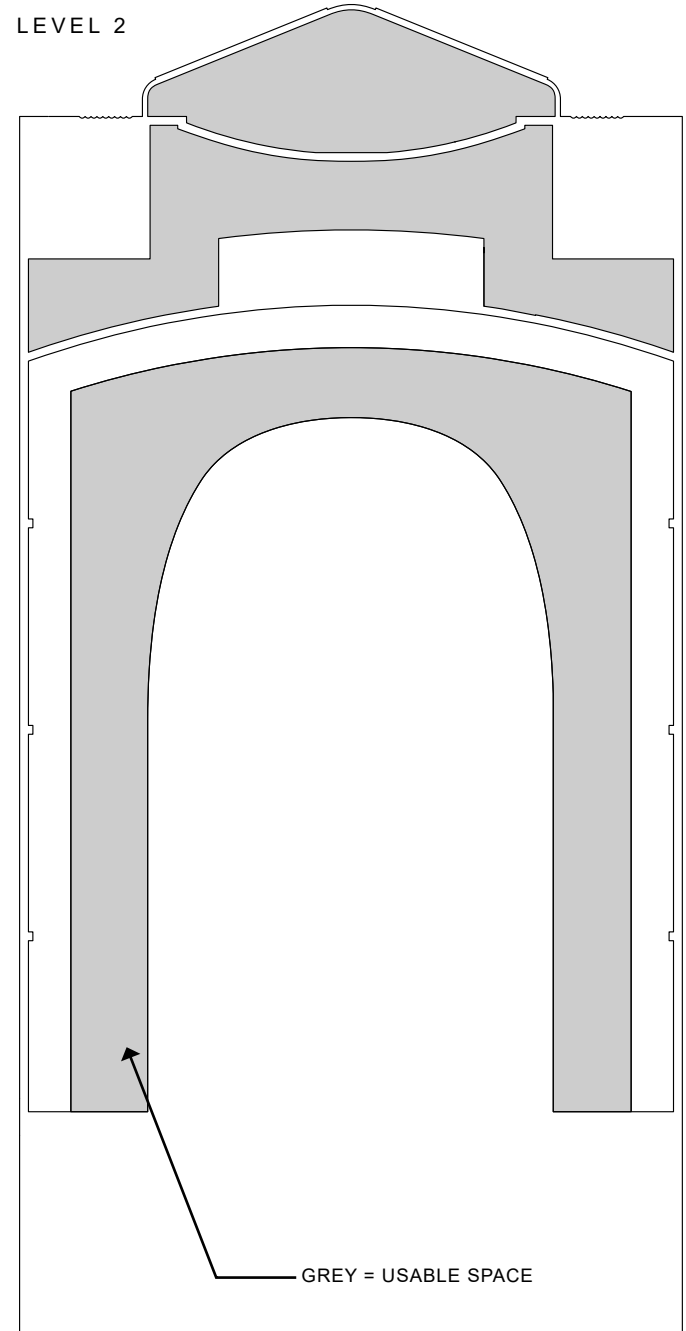
Initial studies of the space show that, with more than ample (per ada) circulation and amenities, the floor space allowable holds to the numbers below. **As we continue to develop the layout, we will look to squeeze more usable space out of it without compromising the comfort or accessibility of the venue.** Shaded area equals the current usable space with this configuration.

- Level 1:
- Ground Floor:
 - 2,271 sq ft net (excluding outside circulation and large aisles)
 - 2,271 sq ft / 5 = 454 ppl
- Main Entry Interior: 561 sq ft gross
- 561 sq ft / 5 = 112 ppl
- Initial Total Downstairs : 566 ppl

- Level 2:
- Mezzanine:
 - 1400 sq ft net (excluding 4' outside circulation)
- Standing room (5 sf per) = 280 ppl
- Marque Patio:
 - 330 sq ft / 7 = 47 ppl
- Bar:
 - 564 sq ft / 7 = 80 ppl
- Initial Total Upstairs : 407 ppl



LEVEL 2



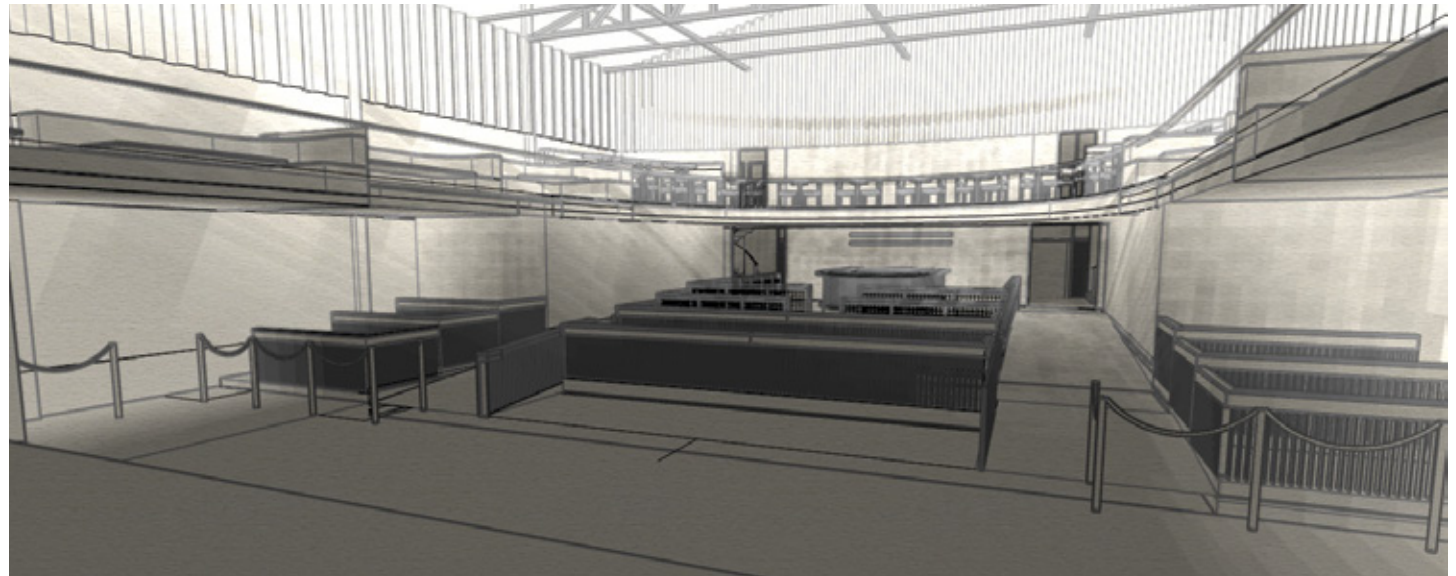
P E R S P E C T I V E S

As the design continues to develop, we will update the interiors and perspectives accordingly. The images to the right are some initial renders based on the seating studies we are working on. Depending on the amount of seating as well as diversity of the seats, the final numbers for the occupancy will fluxuate.

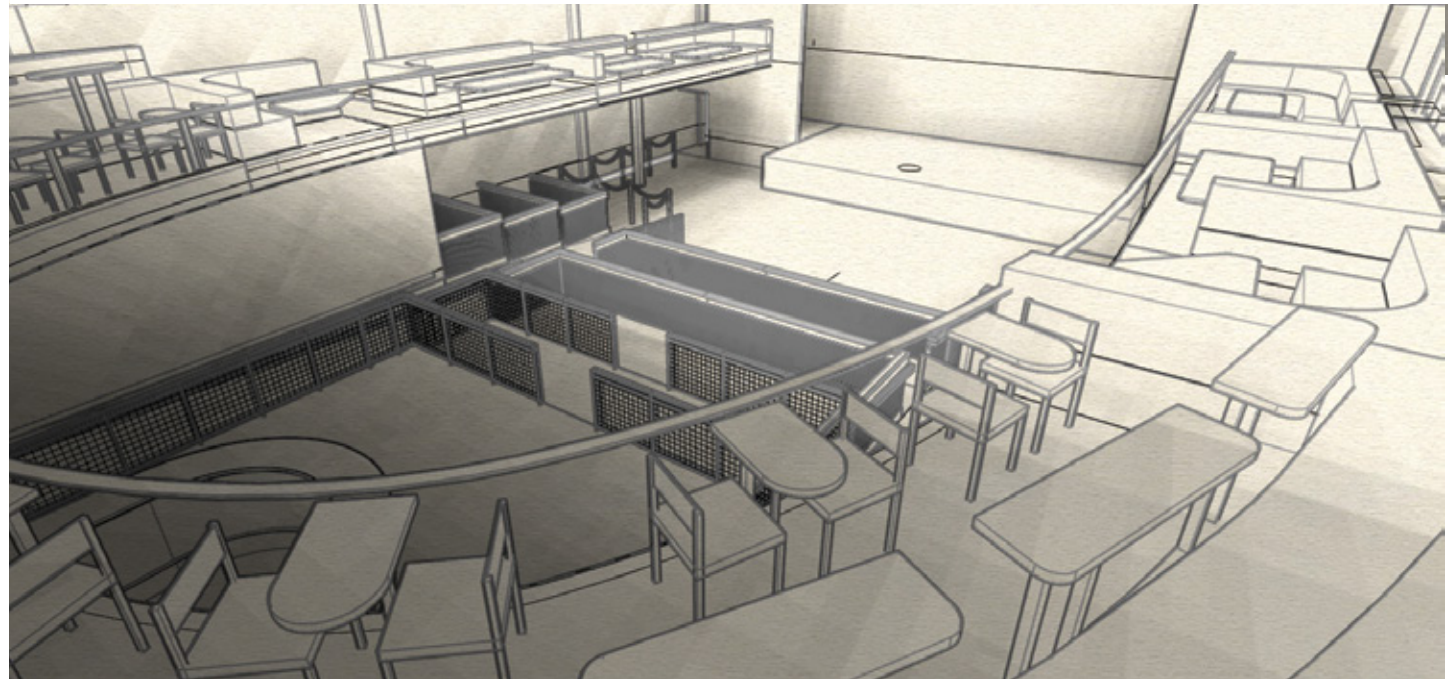
The top image is from the stage looking toward the rear of the Theater interior. Note the mezzanine seating that lines the railing. Also the lower level tier seating. The downstairs bar is situated at the rear.

The lower image is taken from the upstairs mezzanine, near the rear wall. Stadium seating would be ideal here so that everyone is able to get a good view of the stage from every seating location.

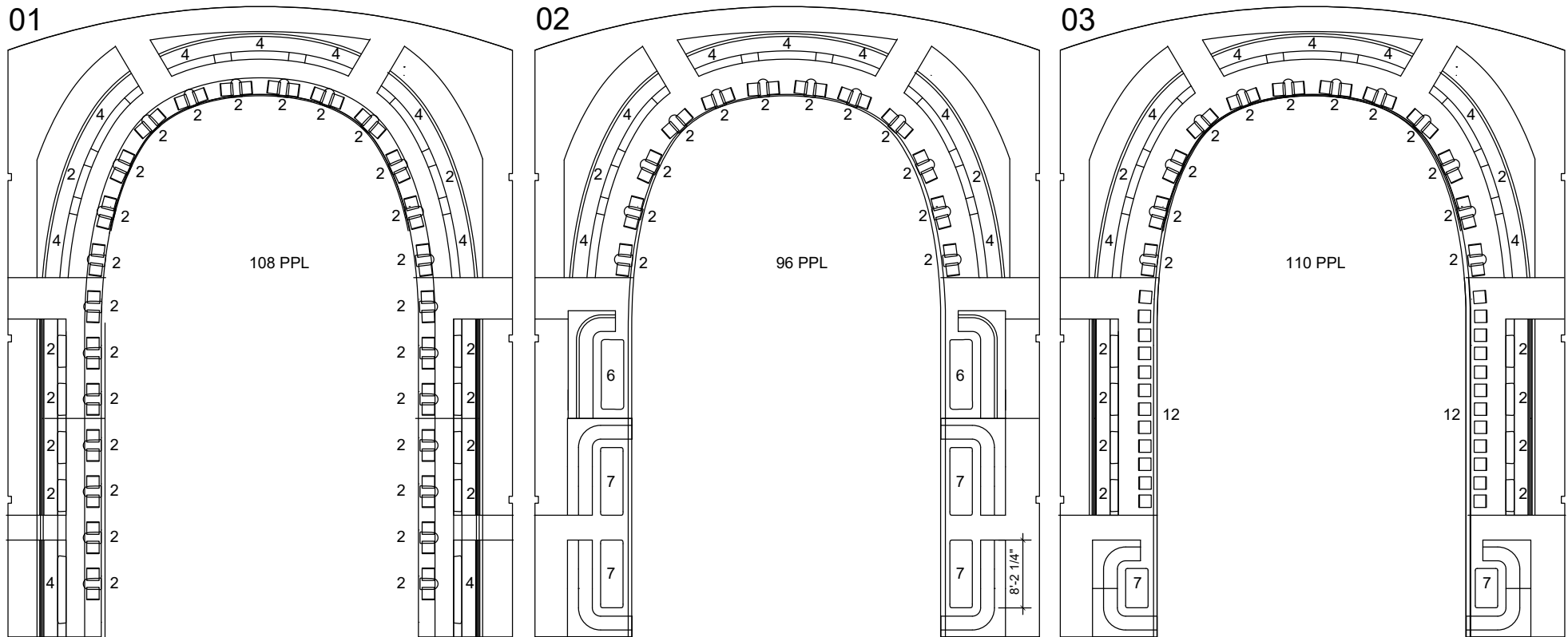
LEVEL 1 PERSPECTIVE



LEVEL 2 PERSPECTIVE



SEATING STUDY



SEATING CONFIGURATIONS

Above are a few initial iterations of what the mezzanine seating could be, dependent on a hierarchy of seating. Per our initial plan, we will continue to push to make the entire space standing room. This will allow us to maximize our capacity for events.

From here, we can play with the idea of creating a set of different tiers from which people can sit and view the stage, which could allow for more comfortable seating options.

01 shows a two-top rail seating set up, with a higher seating banquette behind it. 02 embraces that same idea, but only for the rear, allowing the seats closer to the stage to be booths that are for larger parties. This would allow us to book the spaces for groups, with possibly a higher mark up for the seat. 03 is a play between the two ideas, keeping some high top seats but also bringing in a few spaces for larger parties.

These will continue to be developed so that the most efficient system is established.

EXISTING PHOTO

