

**ALICE  
COOPER'S**  
**SOLID ROCK™**  
**TEEN CENTERS**

**DEDICATED PERFORMANCE VENUE**

Mesa Community College - Theatre & Film Arts

Student Participants: Sedrikk Cramer, Theodore Felix Grant McEntire, Jeffrey Rudolph,  
Sarah Salmi, Rodrigo Sandoval, Brian Wayne, Elizabeth Witte

ASTC Mentor: Kasey Haslanger

MCC Faculty Mentor: Chris Tubilewicz



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# MEET OUR TEAM



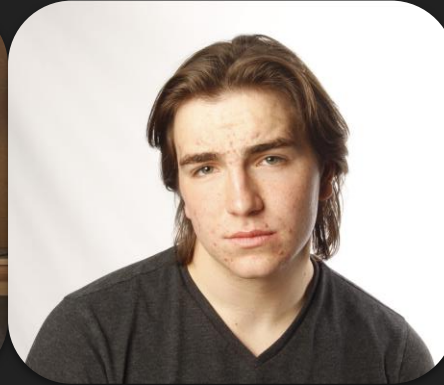
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Sedrikk Cramer  
Associate in Arts, Fine Arts, Emphasis in Theatre  
CCL; Stage Crew Technician, Properties,  
Puppetry, Set/Scenic Construction



Theodore Felix Grant McEntire  
Associate in Arts, Fine Arts, Emphasis in Theatre  
CCL: Technical Theatre, Costuming, Lighting,  
Properties, Stage Crew Technician, Stage  
Management



Jeffrey Rudolph  
Associate in Arts, Fine Arts, Emphasis in Theatre



Sarah Salmi  
Bachelors in Architecture, Minor in Theatre  
Emphasis in Design

# MEET OUR TEAM



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**Rodrigo Sandoval**  
Associate in Arts, Fine Arts, Emphasis in Theatre



**Brian Wayne**  
Associate in Arts, Fine Arts, Emphasis in Theatre



**Elizabeth Witte**  
Technical Theatre Certificate Program:  
Technical Theatre, Audio Technician,  
Lighting, Stage Crew Technician

# MISSION STATEMENT



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Our team has developed a proposal for the creation of a performance space for Alice Cooper's Solid Rock Foundation. This foundation provides at-risk youth in our community with free access to the performing arts. Alice Cooper's Solid Rock Foundation fosters creativity, provides community building, and is an outlet for self-expression for youths aged 12-20 in the Phoenix and Mesa Metropolitan Areas. The Foundation does not currently have a dedicated performance space. They currently have three teen centers, but the Solid Rock Foundation needs to secure time in other venues for their shows. Having a space of their own would allow the foundation to have more control over their projects, allow them to perform more often, and save money to redirect back into the program. We have identified the old Harkins Fiesta 5 in Mesa as our venue to transform into the proposed performance venue. This location is centralized to the existing teen centers and it is not currently occupied and should be a relatively straightforward conversion. Our team believes in the mission of this organization and we believe a dedicated performance venue would allow them to continue and expand the reach of their work.

# SECTION 1: EXISTING CONDITIONS



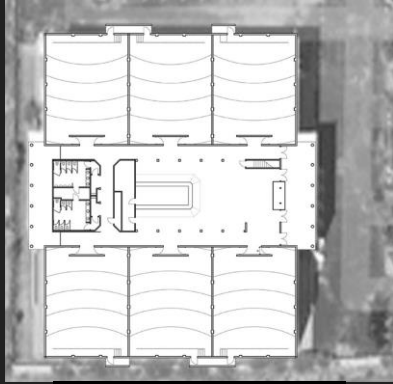
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# WHY HARKINS FIESTA 5?

- **Underutilized Location:** The former cinema is no longer in operation, leaving a large, adaptable space unused in a central area of Mesa.
- **Community Access:** The venue is surrounded by residential and commercial zones, making it accessible to a diverse audience and fostering community engagement.
- **Versatility of Space:** The existing structure offers opportunities for flexible performance configurations.
- **Cultural Revitalization:** Revamping this site could contribute to the artistic growth of the region and serve as a hub for local performances and collaborations.
- **Proximity to Educational Institutions:** Close to community colleges and schools, the space could support educational programs in theatre and performance arts.



# EXISTING SITE PLAN - HARKINS FIESTA 5



Images from Jones Studio, Inc.

This satellite image highlights the current layout of the Harkins Fiesta 5 site and its surrounding area in Mesa, Arizona.



Images from Jones Studio, Inc.

## WHY THIS LOCATION MATTERS

Harkins Fiesta 5 is positioned in a prominent area of Mesa, surrounded by a mix of residential neighborhoods and bustling commercial zones. The venue sits within a short distance of Mesa's growing arts and cultural district, making it a potential focal point for community-driven performances and events. With its accessible location and proximity to local amenities, the site offers a unique opportunity to create a vibrant cultural hub that aligns with the city's ongoing efforts to revitalize and support the arts.

### ➤ Location Overview:

Situated near major commercial and residential areas, the site offers convenient access and visibility for future audiences.

### ➤ Current Condition:

The building and adjacent parking are underutilized, an opportunity for significant redevelopment.



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# EXISTING CONDITIONS - EXTERIOR



Photos from Jones Studio, Inc.

Harkins Fiesta 5, built in the early 1990s, features a typical cinema exterior design with minimal architectural character. The site includes a large parking lot and a plain façade, which no longer attracts community engagement or serves a functional purpose.



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# EXISTING CONDITIONS - INTERIOR



Photos from Jones Studio, Inc.

The current interior of Harkins Fiesta 5 includes a spacious concessions area, which serves as a central feature in the lobby. While the space is no longer in use as a functioning theater, its layout provides a foundation for redesigning into a multipurpose performance venue. The open design of the concessions area and adjacent pathways will be key in ensuring accessibility and maintaining the flow of traffic throughout the building.



# EXISTING CONDITIONS - INTERIOR

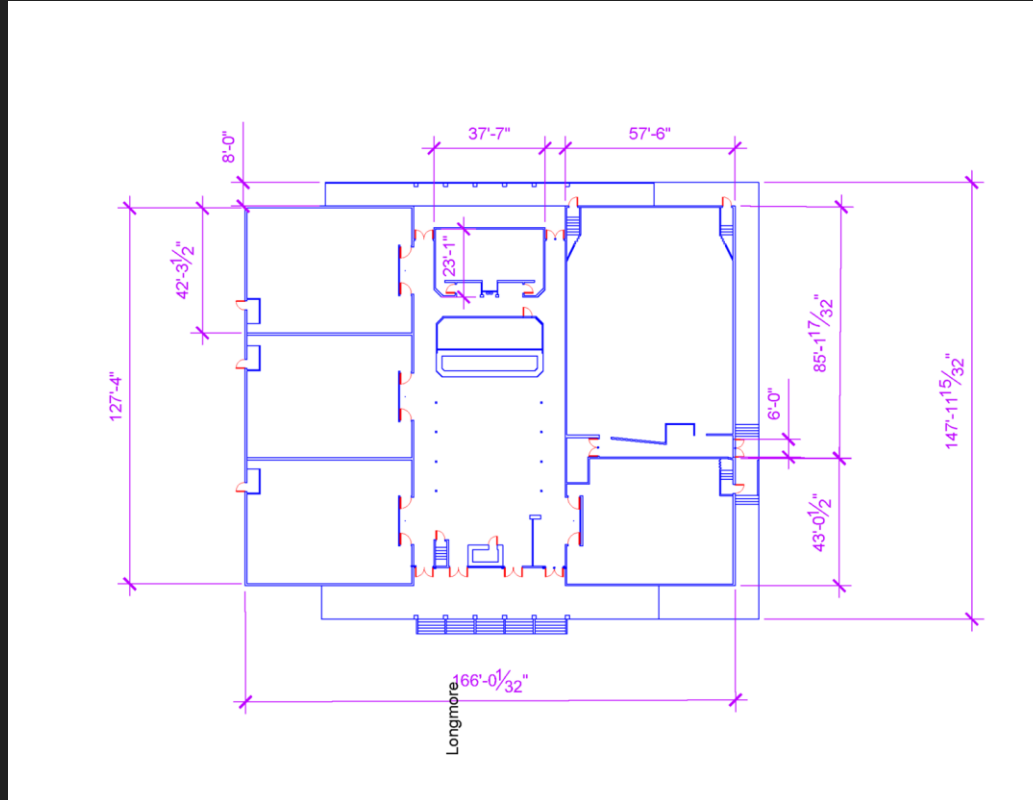


Photos from Jones Studio, Inc.

The interior of the Harkins Fiesta 5 auditorium features traditional tiered seating and a projector system, originally designed for cinematic presentations. The space's sloped floor and large screen area offer a solid foundation for adapting the room into a flexible performance venue. Considerations for acoustics, lighting, and sightlines will play a crucial role in transforming this space to meet the needs of live productions while retaining its immersive atmosphere.



# EXISTING FLOOR PLAN - HARKINS FIESTA 5



This floor plan shows the layout of Harkins Fiesta 5. It includes the main auditorium, concessions area, and surrounding spaces, all of which will be central to the renovation as we adapt the venue for performance use.





# SECTION 2: CONSTITUENTS & OUTREACH



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# INTERVIEWS WITH CONSTITUENTS

On October 27th, 2024, we interviewed Solid Rock Board Member Jeff McKenna. During this interview we were able to get preliminary information for the needs of this theoretical space. From this interview we were able to determine the key program areas required for the venue. Along with this we were able to tour one of the teen centers to understand the mission of this organization



# CLIENT FEEDBACK: JEFF MCKENNA

In the first meeting on October 27th, 2024, We came in with the following questions and received the following answers:

- What is the demographic? *Families and Teens that are looking for a after school arts activities*
- What is the desired seating capacity? *200+*
- What types of programming does the space need to support? *Open Mic Nights, Dance Performances*
- What programming may you want to add? *Possible Future Theatrical Performances*
- What support spaces would you need? *Sound Engineering Booth, Dressing Rooms*

From this first meeting we were able to start generating ideas for possible spaces we could renovate in the phoenix area



## CLIENT FEEDBACK: JEFF MCKENNA

After the first initial meeting, Jeff McKenna acted as our connection to the organization. On November 1st, 2024, a part of our team was able to tour one of the three youth centers. From this tour we gathered information and ideas about the look of the space, and what this theater will represent. After this tour, the team began the design process, while meeting with other constituents around the Phoenix area that could both utilize the space, and answer questions about specifics for the theater and its capabilities.





## CASE STUDY: TEMPE CENTER FOR THE ARTS

We took a trip over to Tempe Center For The Arts to get a tour of their two performance spaces and backstage areas to get a gist of what is needed for a functioning performance venue. We talked with the Production and Facilities Manager and the Production Coordinator about what is good and bad about their venues as well as what we should take into consideration as we create ours. It was very helpful because the Production and Facility Managers husband was actually on the team who was creating the TCA and she was around when it was being built. She was able to give us inside knowledge on some of the construction methods and tips on what we can consider to take our project to the next level. We explored the idea of adjustable platforms in the audience to have more flexibility in seating arrangements similar to the TCAs studio seating.



# SECTION 3: PROPOSED IMPROVEMENTS



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# PROPOSED RENOVATION - 1ST FLOOR

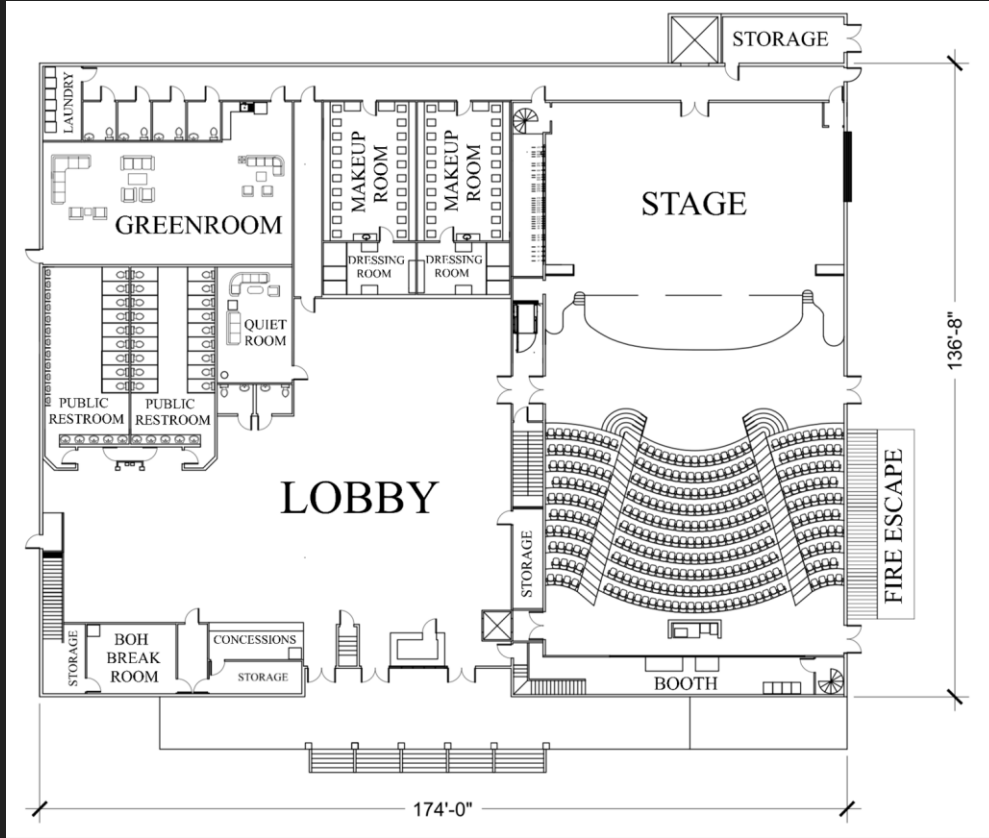


Photo from LyxPro

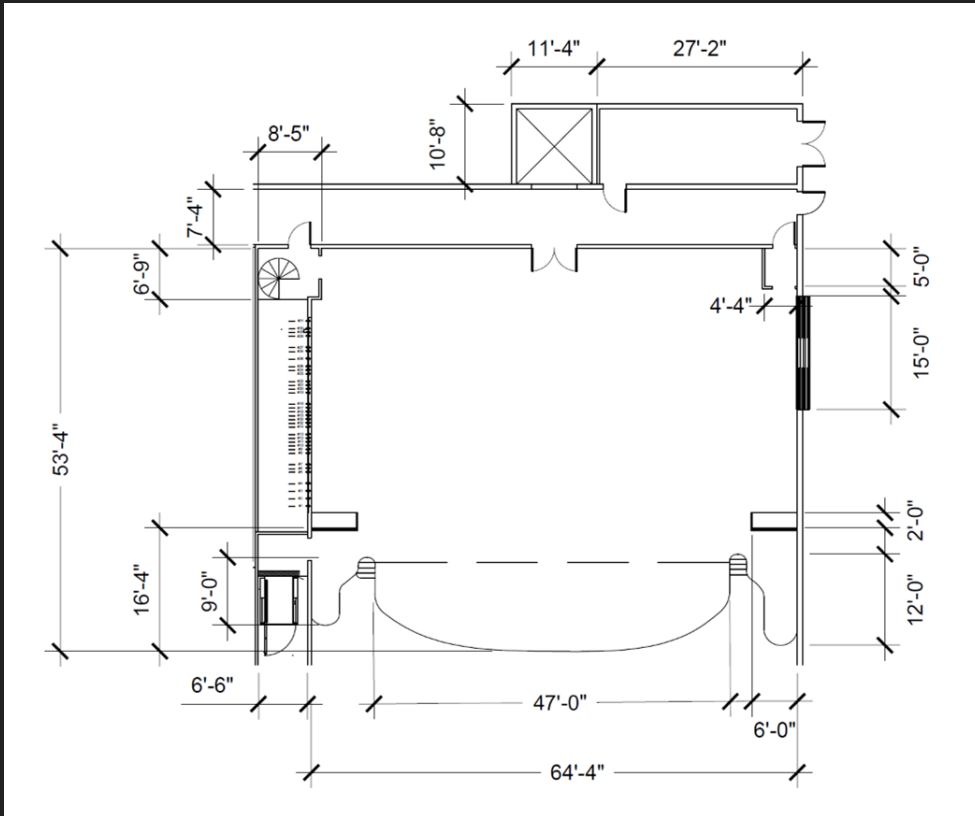
- Plenty of room for larger performances
- Stage shape inspired by an electric guitar
- Space to display the program's visual art
- Flexible platforms for different types of

shows



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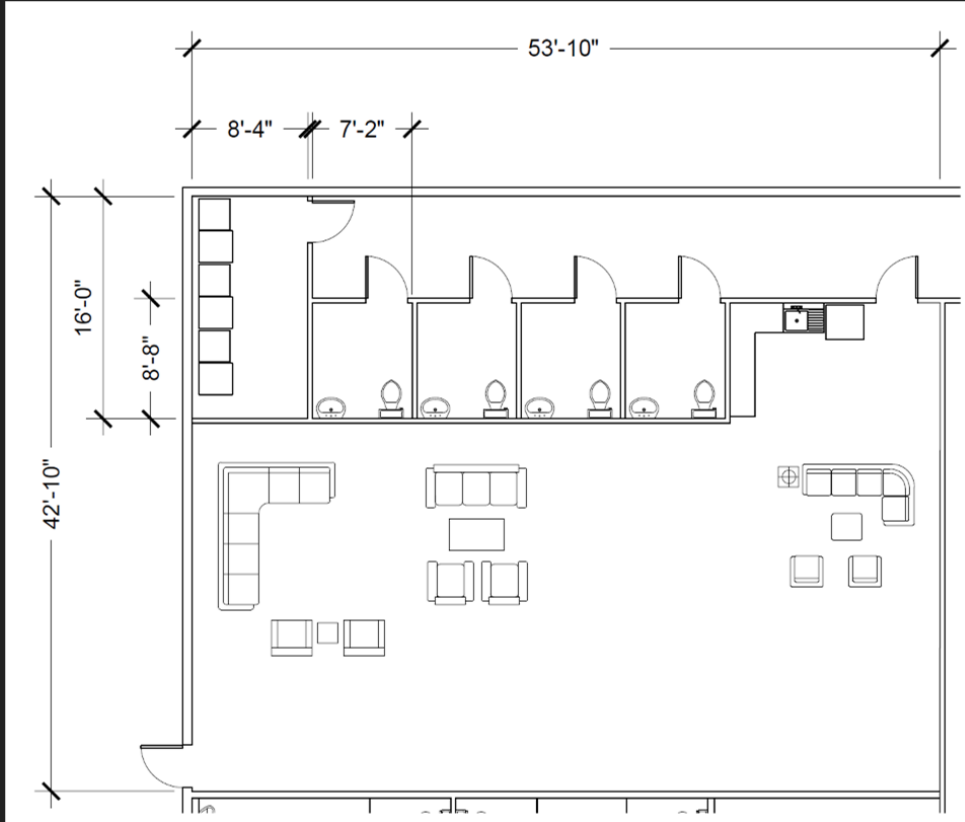
# PROPOSED RENOVATION - STAGE



- A backstage entry door connecting to the stage, makeup rooms, greenroom, and dressing rooms
- Added a loading dock for larger set pieces with 289.78 sq ft of ground level storage
- A freight elevator to the trap room for storage
- Installed a double-purchase fly rail system for soft goods, lights, and scenery
- Included an adaptable apron/ orchestra pit



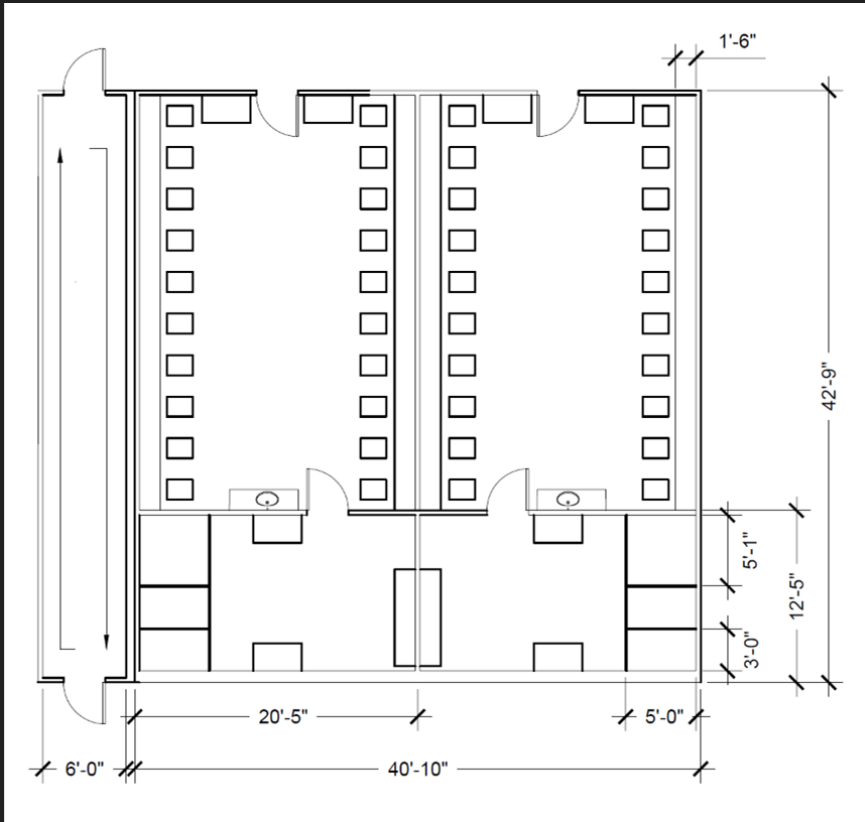
# PROPOSED RENOVATION - GREEN ROOM/LAUNDRY



- Approximately 1,555 sq ft including a kitchen area
- Gender neutral ADA accessible restrooms
- Built in laundry room
- Can be utilised for rehearsal space



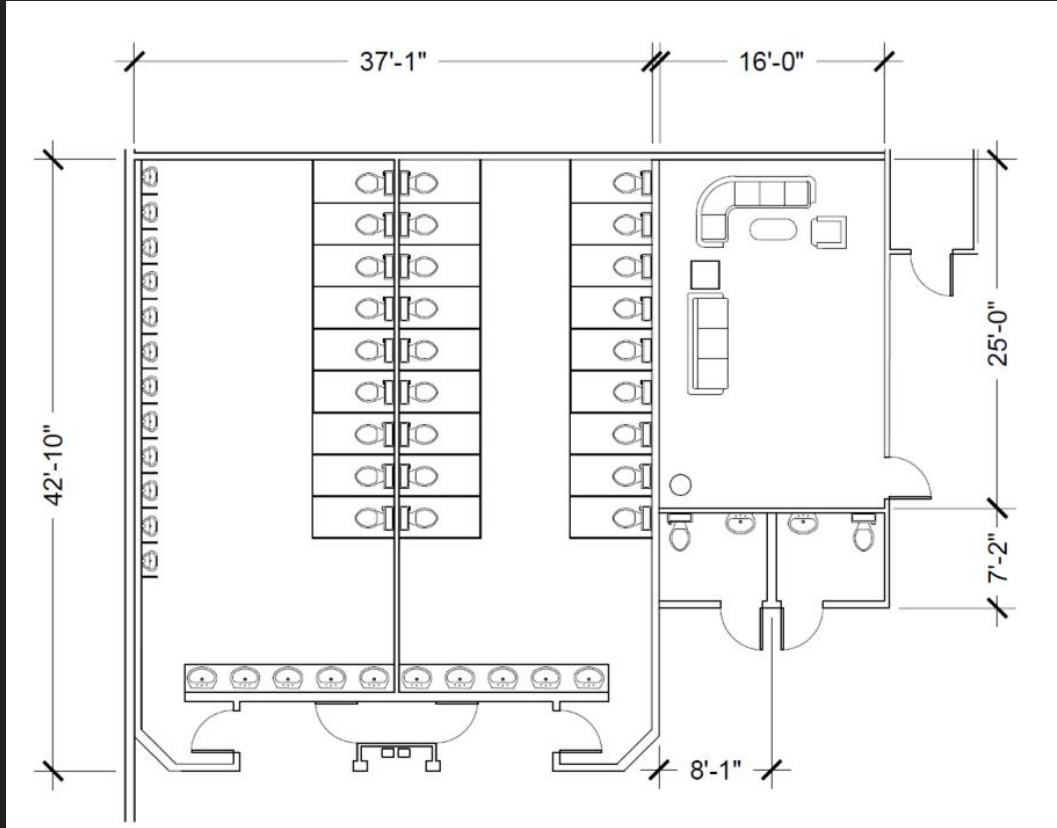
# PROPOSED RENOVATION - MAKEUP/DRESSING ROOMS



- Two distinct makeup/ dressing areas
- Counter space for up to 20 performers with overhead storage space
- Each makeup room has a sink and two benches
- One ADA and two standard showers in each dressing room with two benches and lockers
- A backstage access hallway from the lobby (ramped)



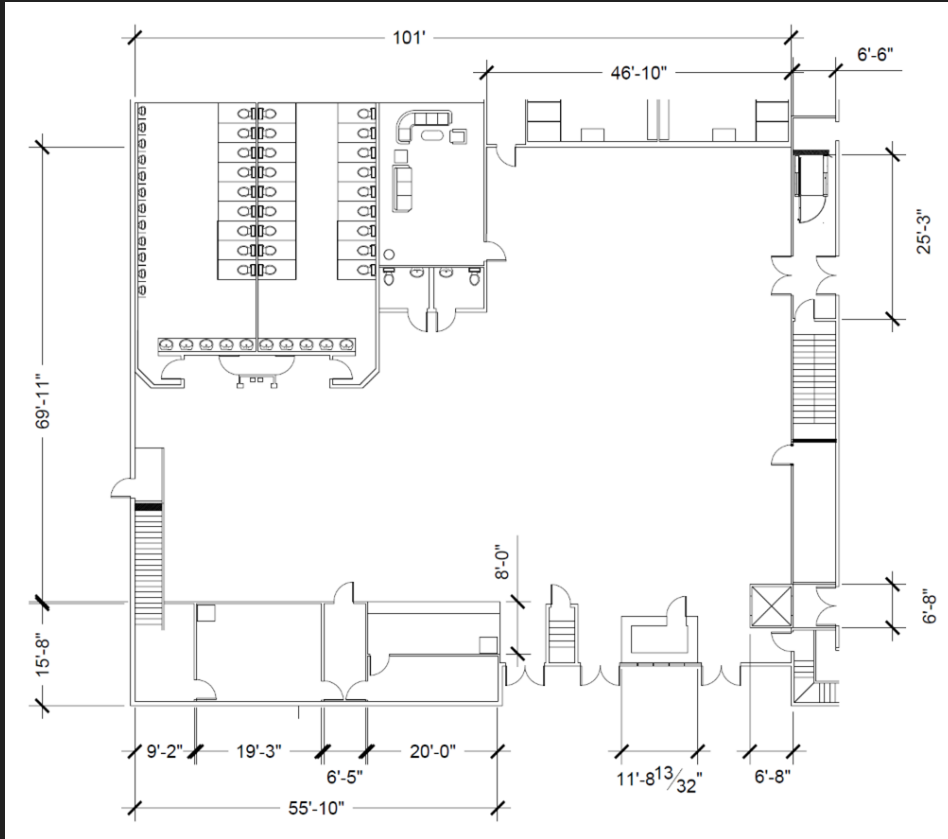
# PROPOSED RENOVATION - BATHROOMS/ QUIET ROOM



- We included a quiet, controlled space for anyone with sensory needs
- A men's and women's restroom with two family restrooms
- Public drinking fountains



# PROPOSED RENOVATION - LOBBY



- Approximately 4,975 sq ft of lobby space to present the other art forms supported by the Solid Rock Foundation
- Included a concessions area and a front of house break room and storage area
- Kept the original Harkins Fiesta 5 box office by the front entrance





# PROPOSED RENOVATION - HOUSE

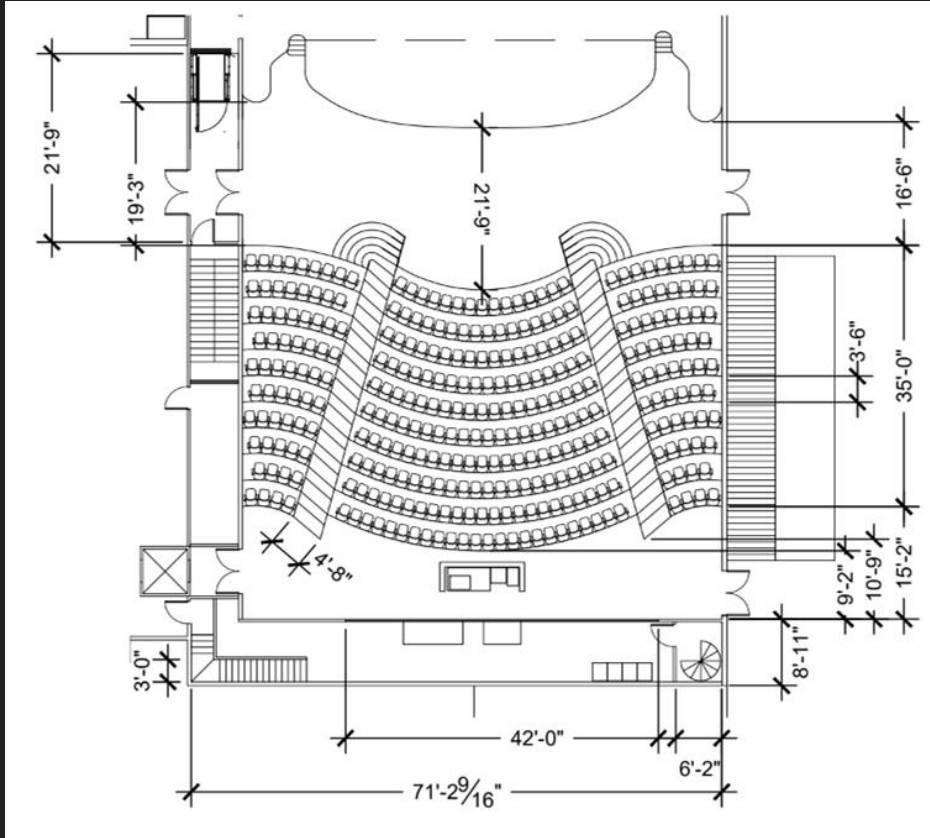
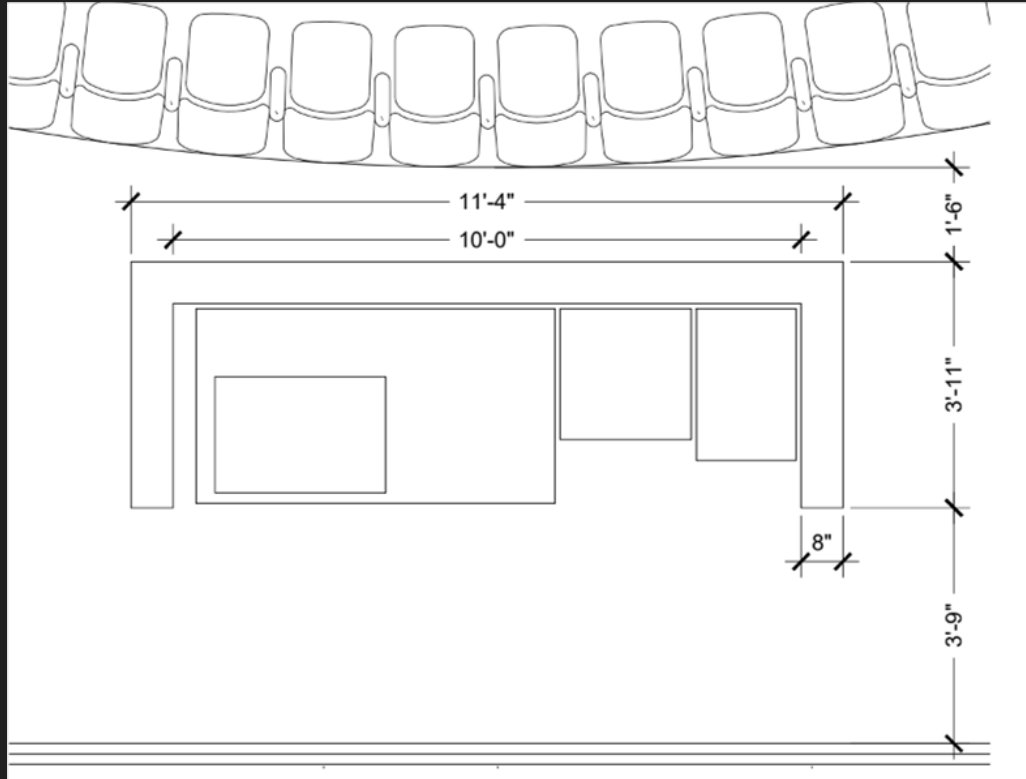


Photo from Ascension Protégé

- Approximately 1,015 sq ft of standing room
- 324 total fixed seats with disability seating available on the ground floor and at the back of the house
- A fixed wheelchair lift accessible from the lightlock
- Platforms able to extend the edge of the stage



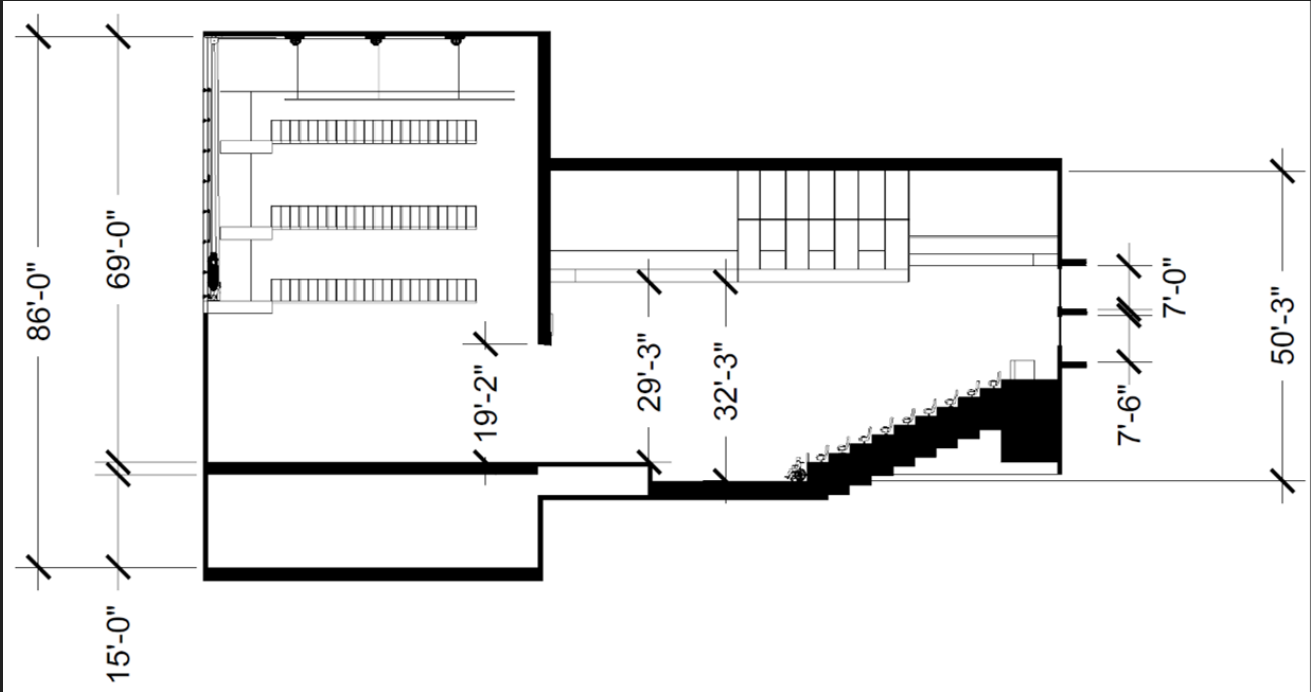
# PROPOSED RENOVATION - LIVE MIXING BOOTH



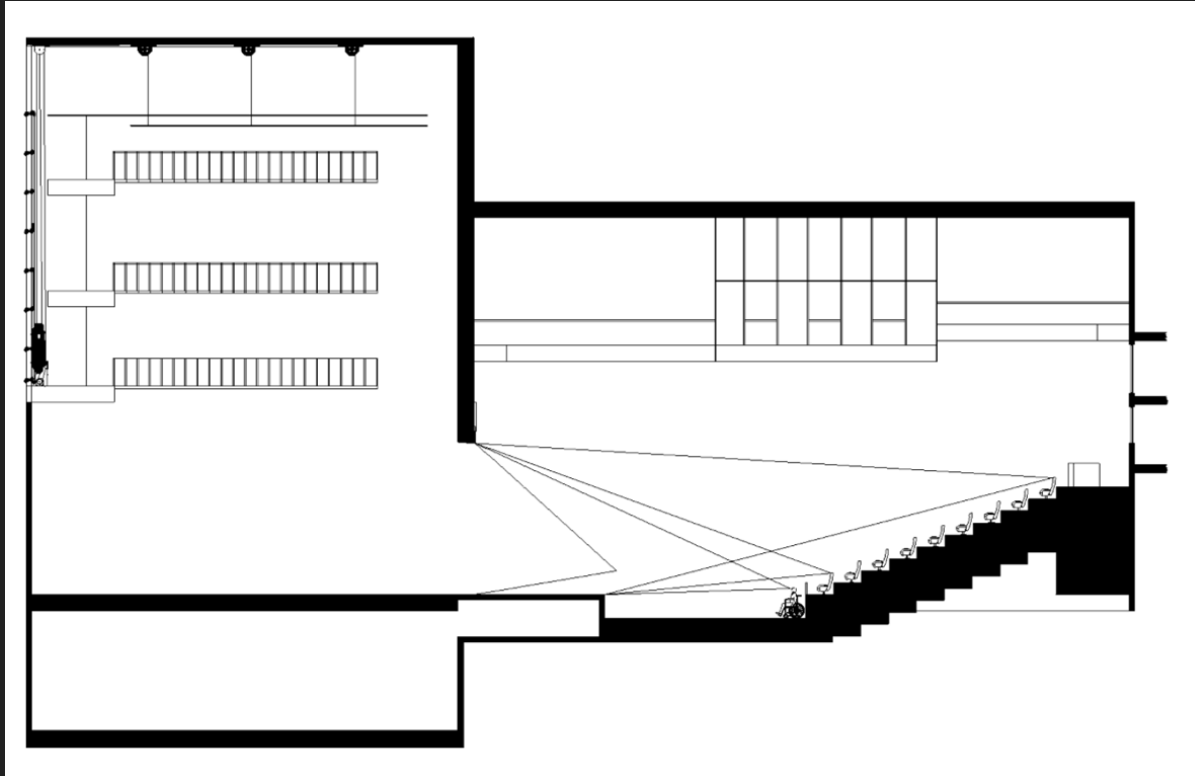
- A fixed live sound mixing booth at the back of the house with clearance for patron traffic



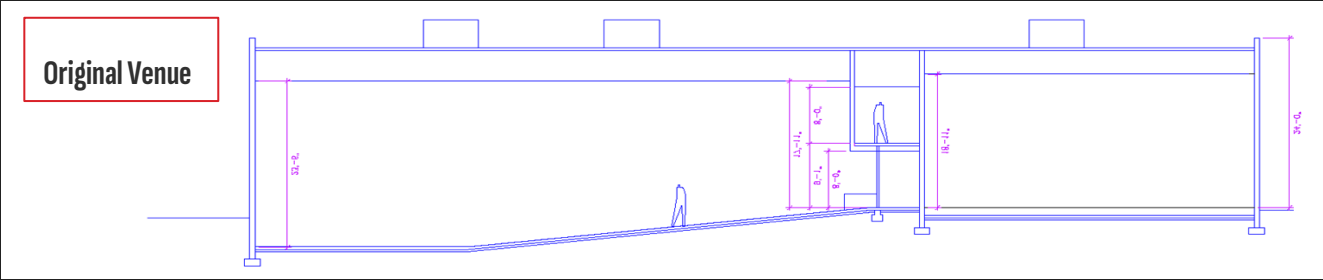
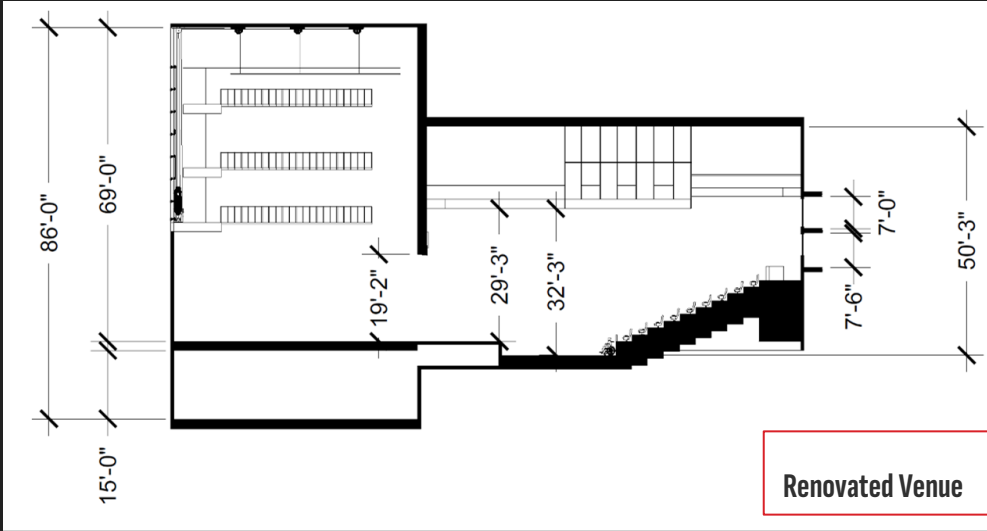
# PROPOSED RENOVATION - SECTION VIEW



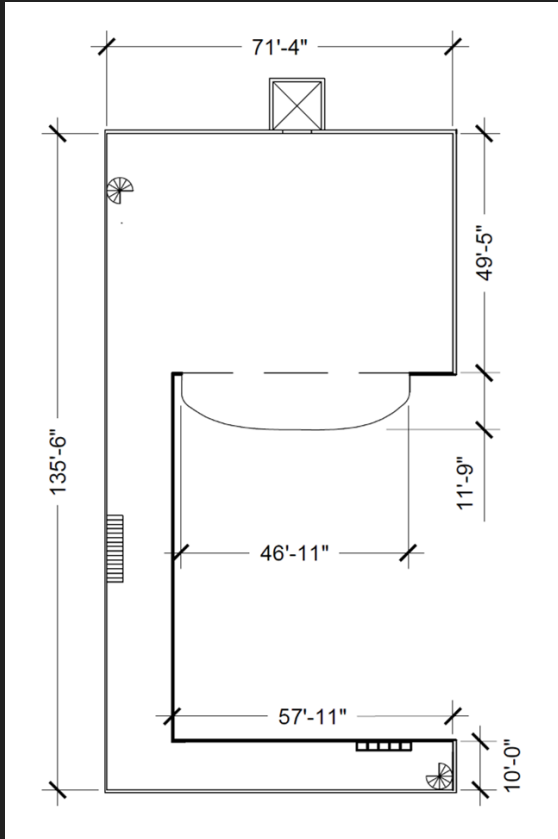
# PROPOSED RENOVATION - SIGHTLINES



# SECTION COMPARISON



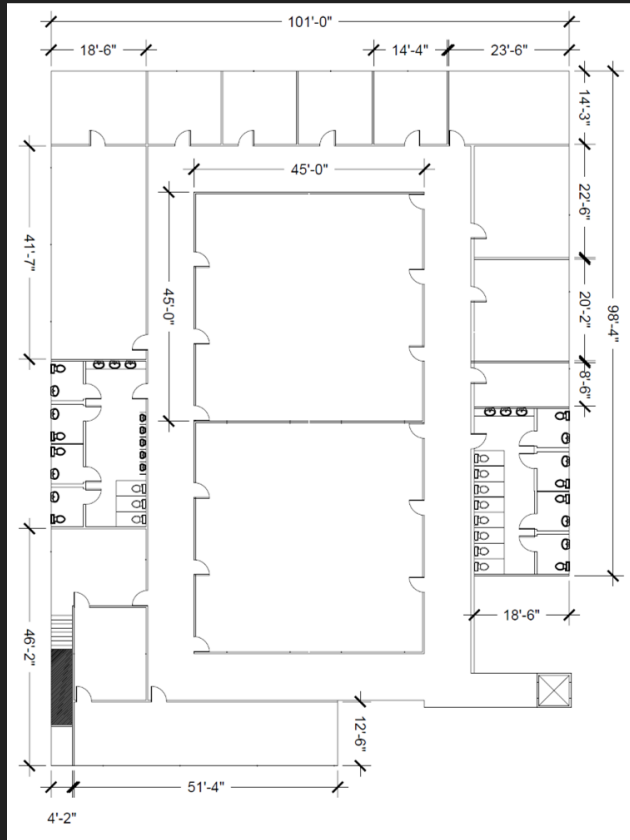
# PROPOSED RENOVATION - BASEMENT



- Spacious basement for storing lighting and sound equipment, as well as dimmer racks
- Able to be accessed from virtually any floor via freight elevator, pit, or spiral staircase
- Runs underneath the stage and the booth
- Can be accessed during performances via freight elevator or stairs



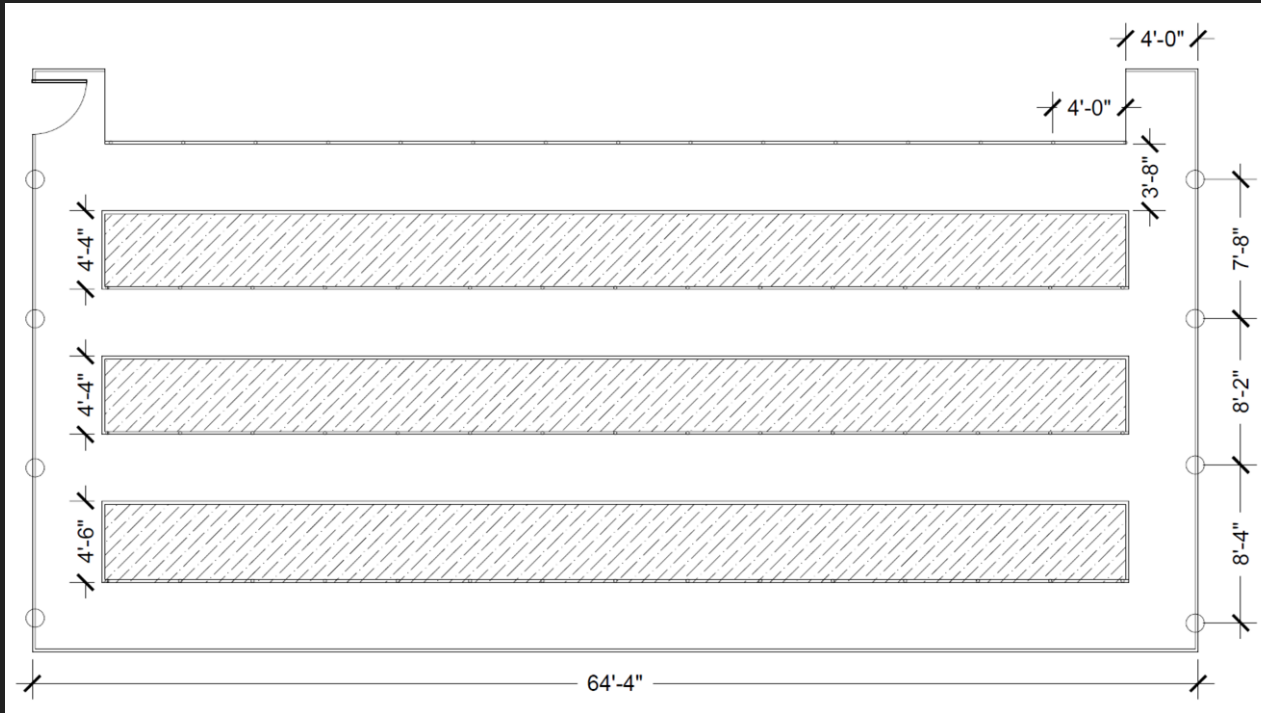
# PROPOSED RENOVATION - 2ND FLOOR



- Located Above the Lobby Area
- Spacious office area with many versatile spaces and 2 bathrooms
- Can be utilized for rehearsals



# PROPOSED RENOVATION - CATWALKS

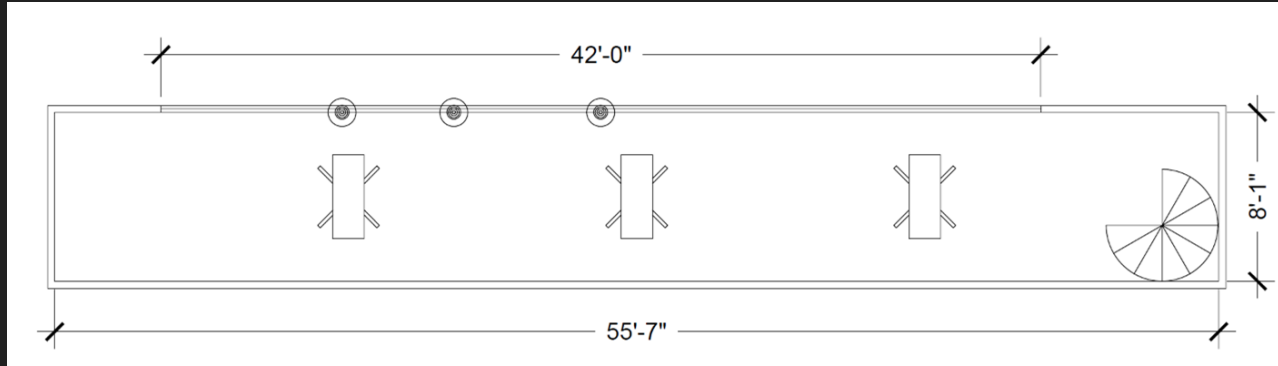


- Located Above the audience
- 8 total socio ports (4 on each side)
- 15 stage pin on each row (totaling 60)
- 8 DMX ports (each placed at the ends of the rows)





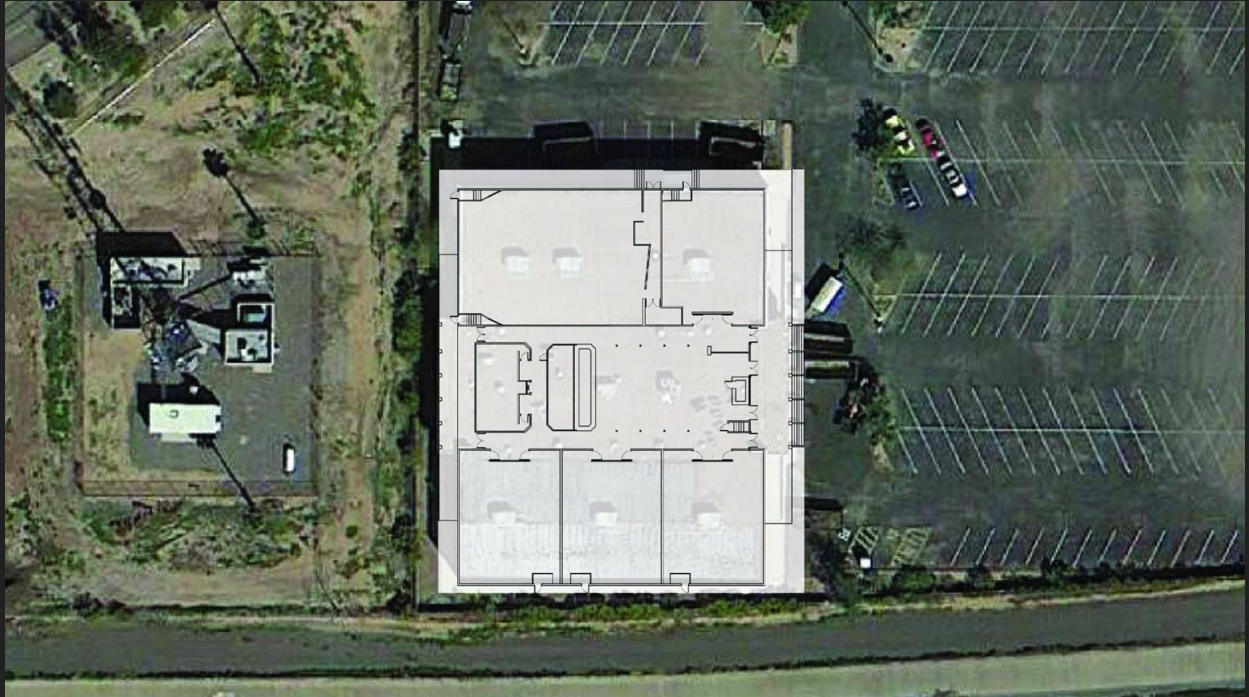
# PROPOSED RENOVATION - SPOT BOOTH



- Located above the booth
- 3 Spot Lights with room for more above booth
- DMX, Ethernet, stage pin, and Edison ports along the front wall

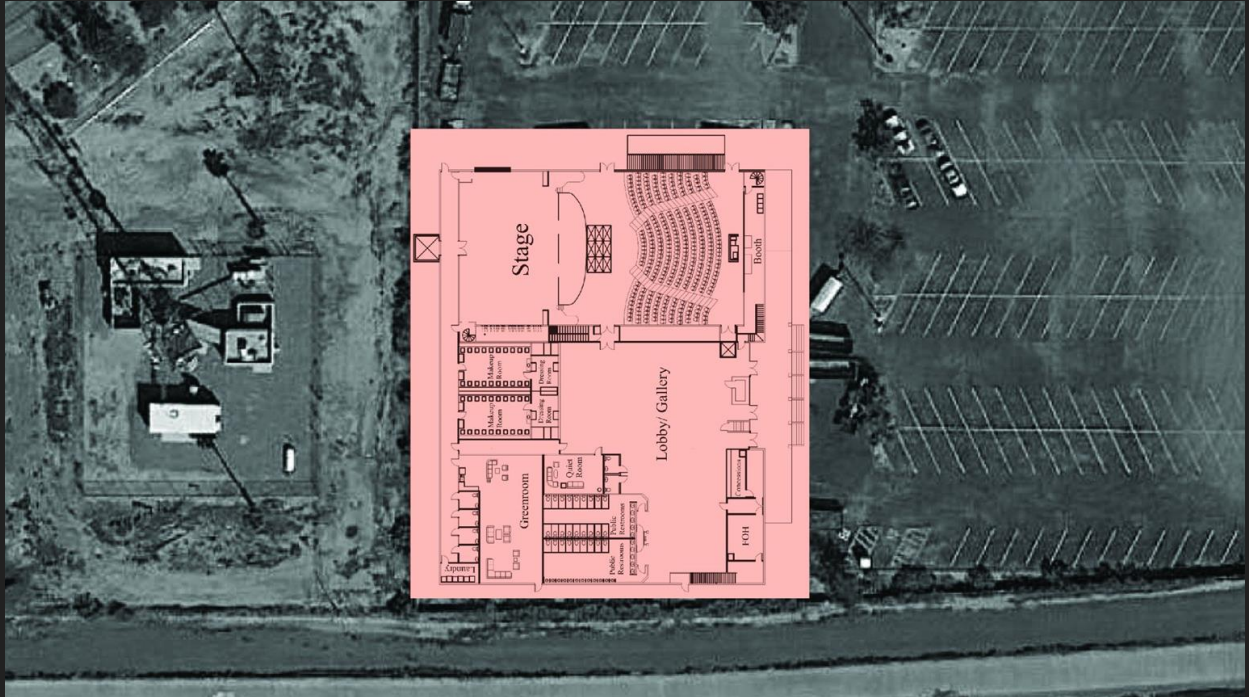


# BEFORE / AFTER COMPARISON



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# BEFORE / AFTER COMPARISON



# SECTION 4: PROPOSED TECHNOLOGICAL IMPROVEMENTS



# LIGHTING/SOUND TECHNOLOGY

## Lighting

- **Board:** ETC Ion XE20- Is very easy to learn and has easy expansion capabilities
- **Fixtures:** Big Intelligent Moving Light fixtures, Intelligent wash units, Conventionals for front and sides.
- **Supporting Equipment:** Reconfigurable Truss Systems



Credit: ETC Website



Credit: Yamaha Website

## Audio

- **Board:** Yamaha DM7 120 ch.- Has a wider expansion capability with Dante and has a greater channel amount
- **Mics/IEM:** Wrls HH, Amp reinforcement, Drum Kit set, DI Boxes, Wrls IEM w/Individual control
- **Speakers:** Active L, R, C hanging( L n R Line arrays), Subs on floor, Wedge Monitors
- **Supporting Equipment:** Mic stands, Basic Backline, Amps in every brand (Lots for Aesthetic)

# OTHER STAGE TECHNOLOGY

## Rigging

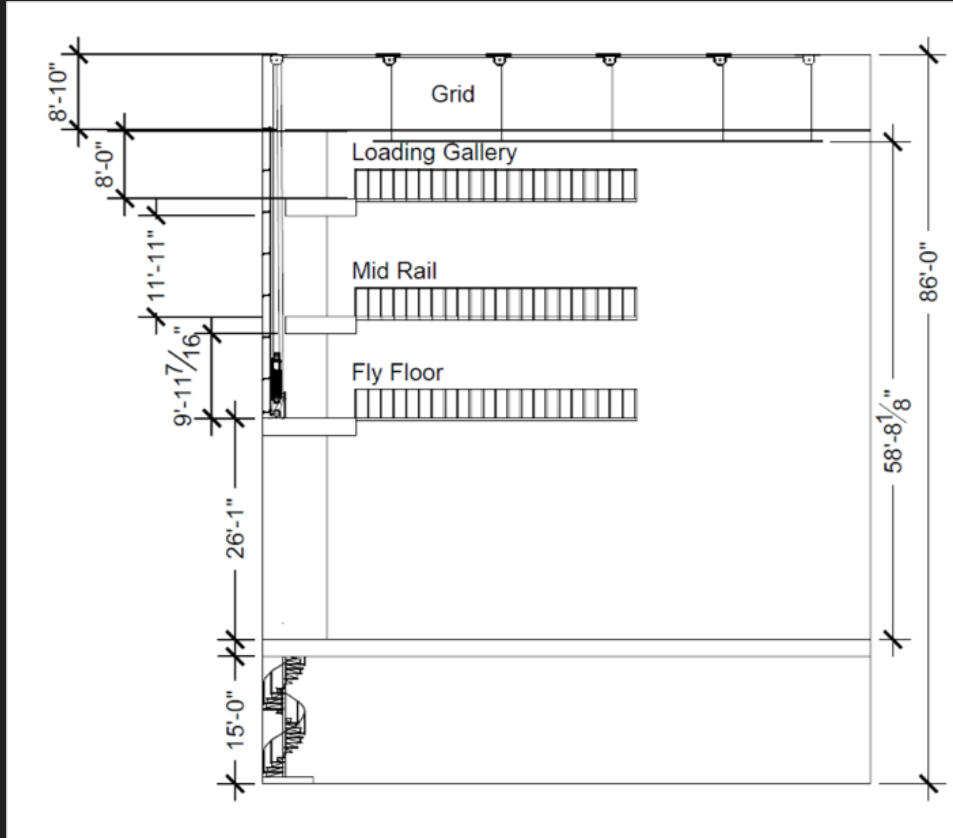
- Standard double purchase system with head blocks mounted to ceiling
- 34 linesets
- Grid is comprised of 3" x 1.5" box steel
  - 3" gap between

## Platforms

- For stage/Audience
  - 8'x8' Portable Drum Riser - 8" legs
  - 4'x8' Portable Risers - 8" & 16" legs



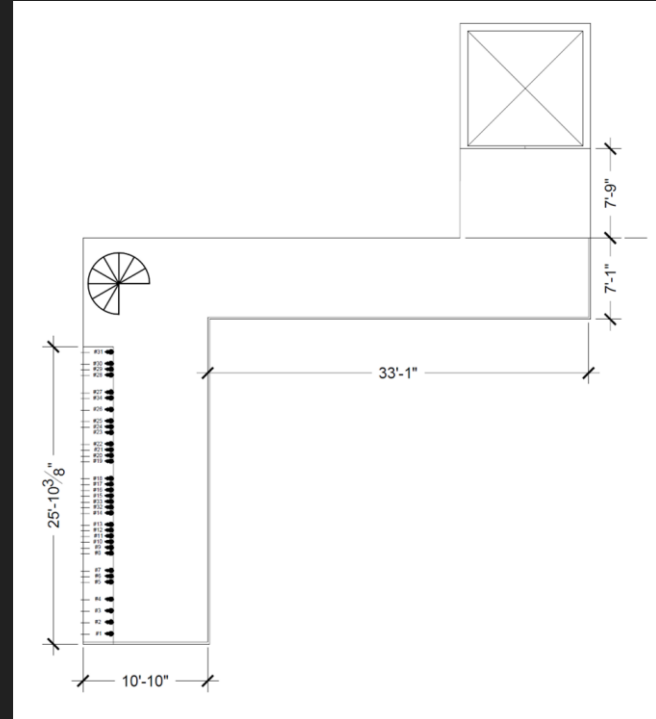
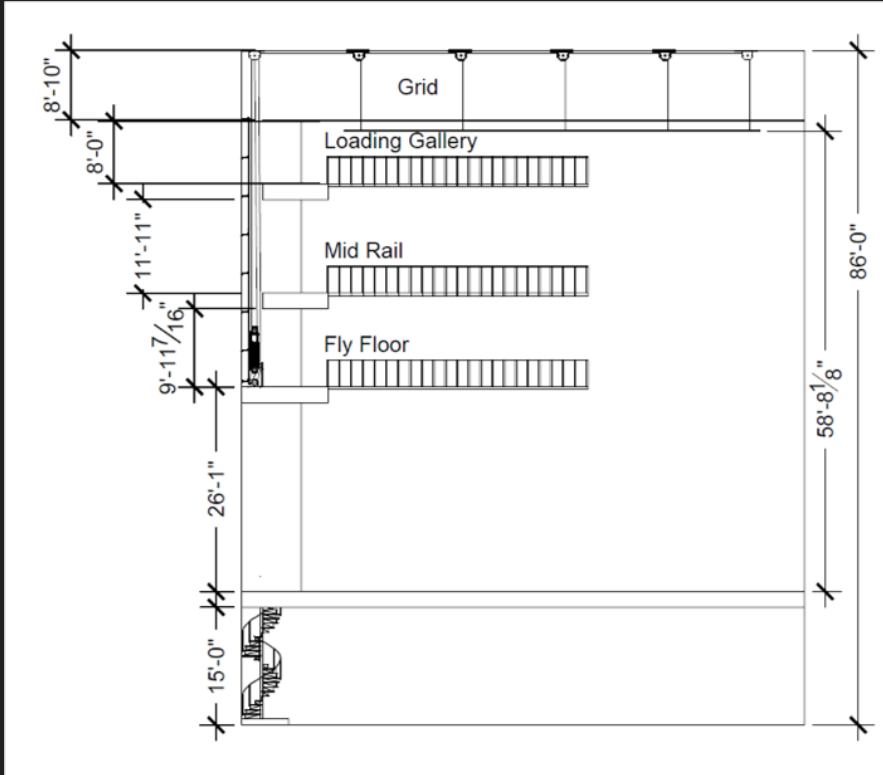
# PROPOSED RIGGING SYSTEM



- Double Purchase System
- 33 Linesets
- Approximately 59' from batton to floor

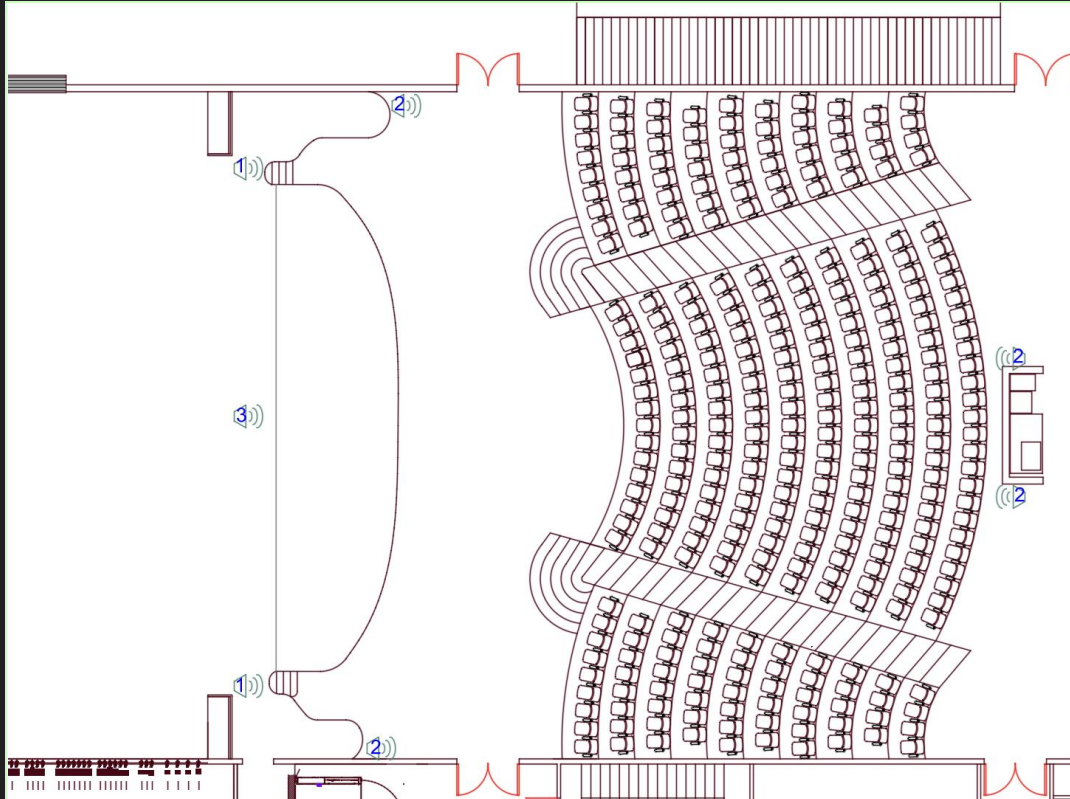


# PROPOSED RIGGING ELEVATION AND PLAN





# PROPOSED BASIC SPEAKER POSITION



## KEY:

- 1 = Hanging Array x4-6
- 2 = Ground Subwoofer
- 3 = Hanging Center



# SECTION 5: AESTHETICS



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# GENERAL AESTHETICS

- Capturing essence of Alice Cooper
- Purples, blues, and blacks
- Gothic architecture



Photo from Quang Linh

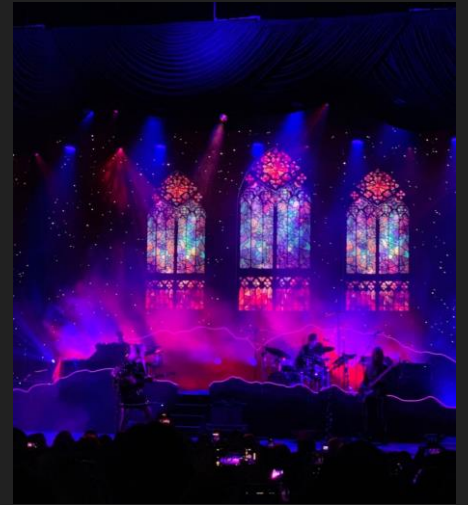


Photo from Dylan Hurwich



Photo from Christoph Speidel



Photo from GIGGSTER

# SOLID ROCK EXISTING VENUE



# WALL OPTIONS



## Black stone

- Smooth, with mild texture so as to reflect / diffuse sound.
- Dark color to aid light levels and versatility of the theater.
- Faux brick facade, applied to existing / extended walls for ease of upkeep.

# FEATURE LIGHTING / BAFFLES



## Stained glass shadow box

- Stained glass backlit with LEDs
- A part of house lighting



LeRoy Neiman

Featured Artist  
in stained glass  
windows

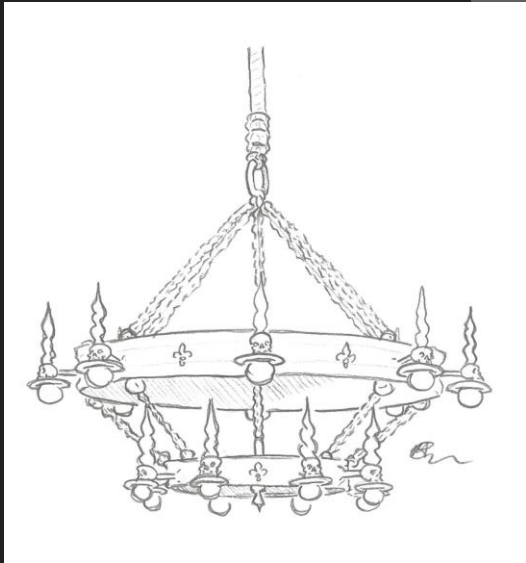
## Curtain baffles

- Velvet curtains
- Intended to help control sound/acoustics during performances
- Extend to house floor



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# HOUSE LIGHTING



# SEATING OPTION

## OCTANE Seating: The 5093 Series

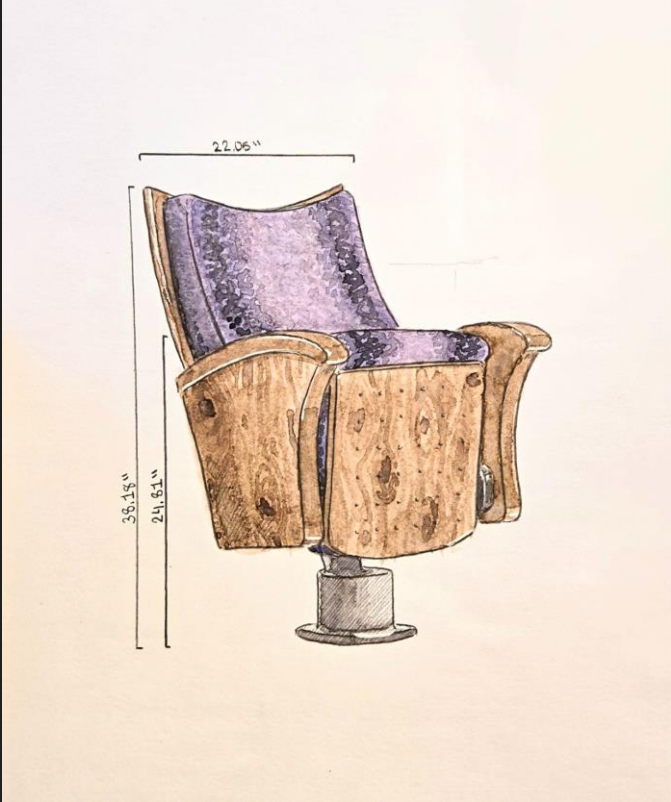
- Noise absorbing plywood bottom
- Completely customizable
- Gravity return seating mechanism



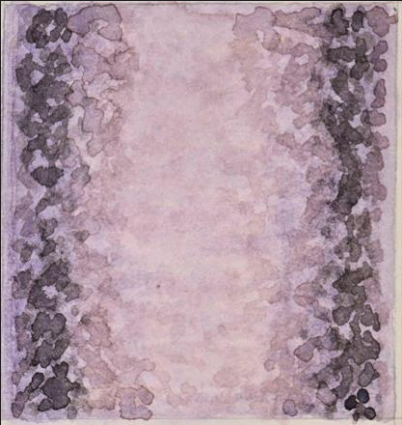
Photos from Octane Seating



# SEATING RENDER



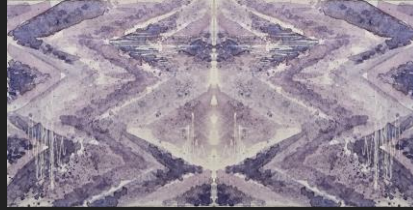
Fabric swatch



# CARPET TILES



House



Repeating tiles meant to be easily replaced



Lobby



# LIGHT LOCK OPTIONS



Doors



Photos from Aurin Avenir

Photos from Ashley  
Bray



Glow in the  
Dark Wall Art

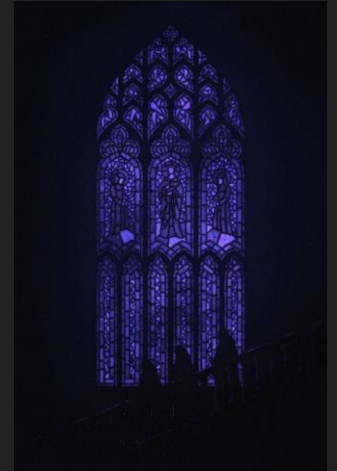
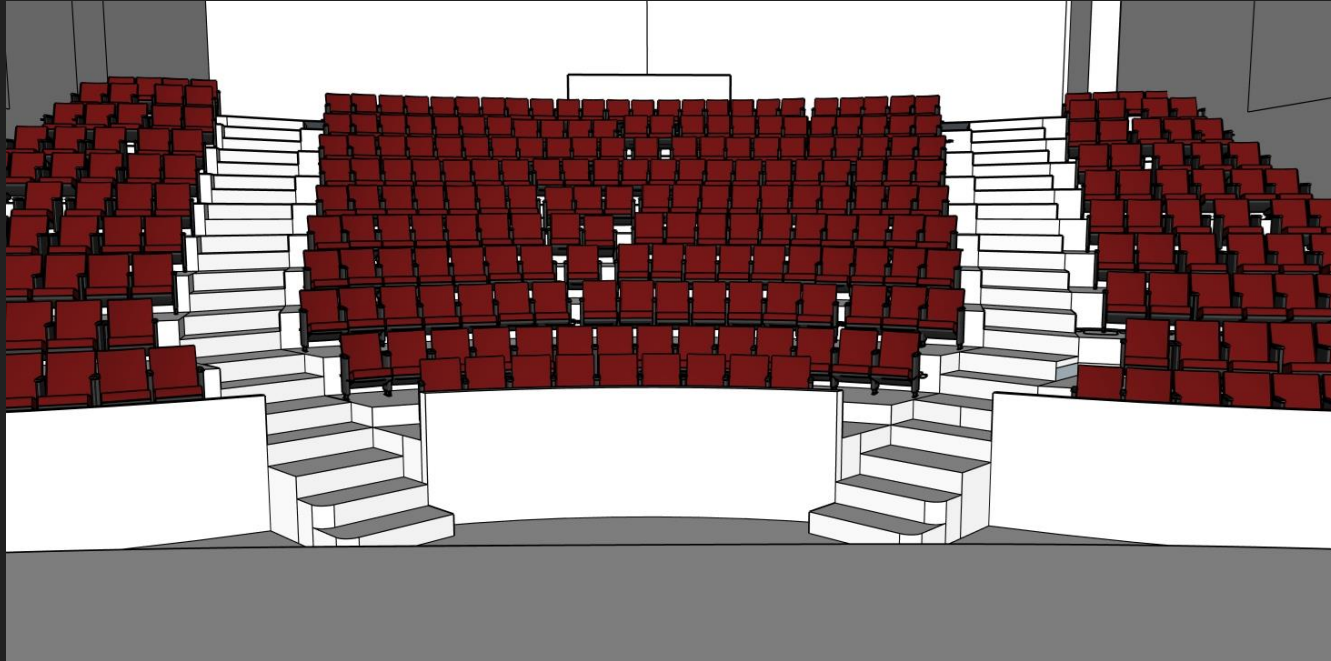


Photo from Josh Courlas



# PROPOSED RENOVATION - STAGE MODEL

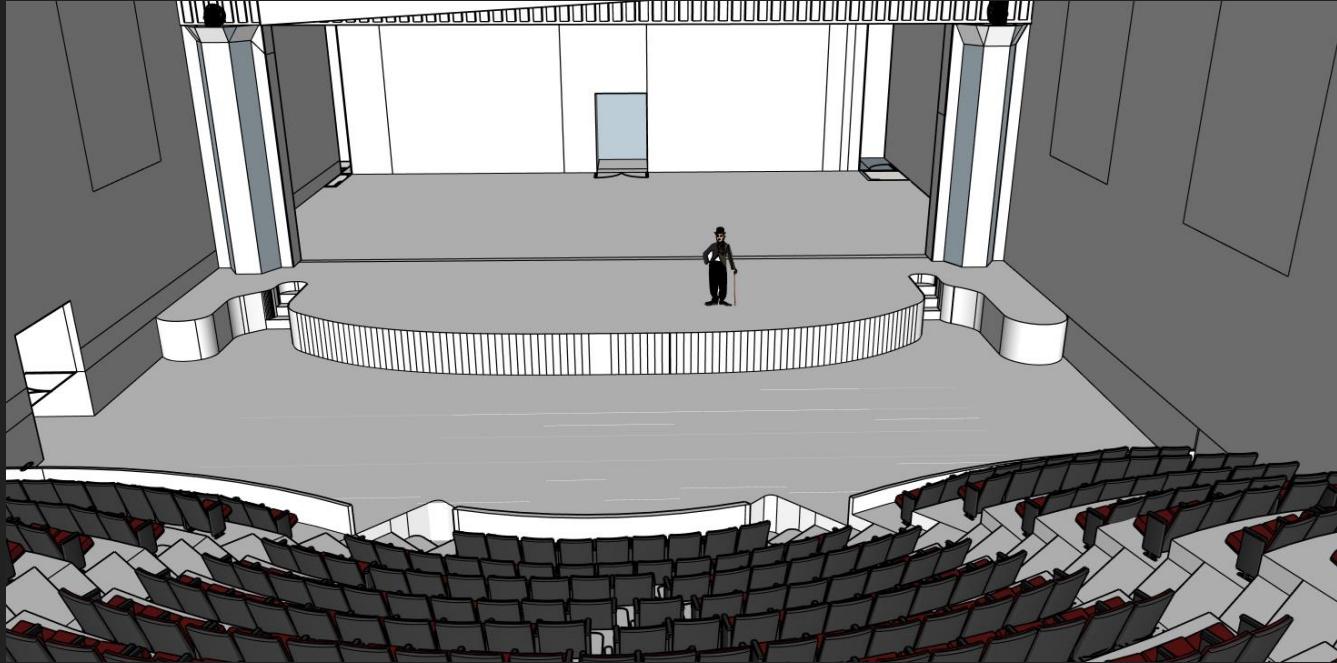


Early Concept 3-D Rendering



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# PROPOSED RENOVATION - STAGE MODEL



Early Concept 3-D Rendering

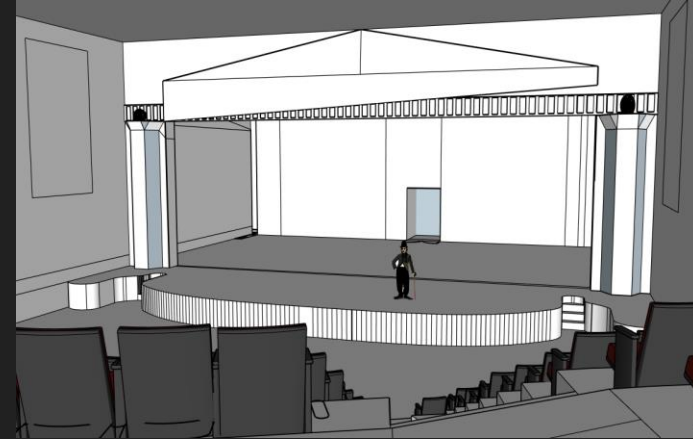


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# PROPOSED RENOVATION - STAGE RENDERINGS



Early Concept Rendering



**THANK YOU!**



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