The John A. Williams Theatre at The Cobb Energy Centre for the Performing Arts is a facility that was designed to accommodate touring, large-scale musical theatre productions, such as presentations of off-Broadway shows, as its primary revenue source. The 2750-seat space has recently received rave reviews, not just for its amplified music capabilities but for non-amplified opera presented by the Atlanta Opera, the first resident company in the facility. This paper discusses how the room form as well as fixed and adjustable acoustic elements in the space have allowed it to be successful for its various uses being conscious of its construction budget limitations. [Work completed while author was employed as a Principal Consultant at Kirkegaard Associates.]