HISTORIC AND DESIGN REVIEW COMMISSION March 20, 2019

HDRC CASE NO:	2018-558
ADDRESS:	318 W HOUSTON ST
LEGAL DESCRIPTION:	NCB 105 BLK LOT 21 (ALAMEDA THEATER SUBD)
ZONING:	D,HE
CITY COUNCIL DIST.:	1
LANDMARK:	Alameda Theater Interior
APPLICANT:	Pam Carpenter/Seventh Generation Design
OWNER:	City of San Antonio
TYPE OF WORK:	Exterior and interior rehabilitation and modifications
APPLICATION RECEIVED:	November 13, 2018
60-DAY REVIEW:	March 20, 2019 (postponed by applicant)
CASE MANAGER:	Edward Hall

REQUEST:

The applicant is requesting conceptual approval to rehabilitate the Alameda Theater, located at 318 W Houston. The applicant has proposed both interior and exterior rehabilitative scopes of work.

Exterior:

- 1. Perform rehabilitative scopes of work including stucco repairs; blade sign, marquee and canopy repairs; terrazzo sidewalk repairs; the reconstruction of the historic terrazzo finishes at the eastern end of the W Houston sidewalk, if needed; the potential temporary removal and replacement of the existing fire escape and marquee canopy, if needed; the replacement of rooftop mechanical equipment and various other repair and maintenance items upon further assessments.
- 2. The replacement of the existing storefront system and entry doors to address accessibility deficiencies, energy codes and life safety codes.

Interior:

3. Perform rehabilitative scopes of work including the repair of decorative finishes within the lobby spaces and associated stairs; the expansion of the theater box office and ticketing areas; the installation of a new elevator; the expansion of patron areas; the rehabilitation of existing lounges and restrooms; the addition of a new lounge space; the restoration of decorative plaster and paint elements; the reconfiguration of the seating arrangement to feature approximately 1,000 seats; the addition of a thrust stage; the reduction of the audience chamber at the orchestra level; the reduction existing rake to accommodate a lounge and bar area; the reconfiguration of the lower balcony seating area; the creation of standing lounge areas in the upper balcony, the reconfiguration of the stage area; and the reconfiguration and increase in size of the back of house space.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 2, Guidelines for Exterior Maintenance and Alterations

2. Materials: Masonry and Stucco

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

i. Patching—Repair masonry or stucco by patching or replacing it with in-kind materials whenever possible. Utilize similar materials that are compatible with the original in terms of composition, texture, application technique, color, and detail, when in-kind replacement is not possible. EIFS is not an appropriate patching or replacement material for stucco.

3. Materials: Roofs

B. ALTERATIONS (REHABILITATION, RESTORATION, AND RECONSTRUCTION)

vi. Materials: metal roofs—Use metal roofs on structures that historically had a metal roof or where a metal roof is appropriate for the style or construction period. Refer to Checklist for Metal Roofs on page 10 for desired metal roof specifications when considering a new metal roof. New metal roofs that adhere to these guidelines can be approved administratively as long as documentation can be provided that shows that the home has historically had a metal roof.

6. Architectural Features: Doors, Windows, and Screens

A. MAINTENANCE (PRESERVATION)

i. Openings—Preserve existing window and door openings. Avoid enlarging or diminishing to fit stock sizes or air conditioning units. Avoid filling in historic door or window openings. Avoid creating new primary entrances or window openings on the primary façade or where visible from the public right-of-way.

ii. Doors—Preserve historic doors including hardware, fanlights, sidelights, pilasters, and entablatures.

iii. Windows—Preserve historic windows. When glass is broken, the color and clarity of replacement glass should match the original historic glass.

iv. Screens and shutters-Preserve historic window screens and shutters.

v. Storm windows—Install full-view storm windows on the interior of windows for improved energy efficiency. Storm window may be installed on the exterior so long as the visual impact is minimal and original architectural details are not obscured.

Sec. 35-643. - Alteration, Restoration and Rehabilitation.

In considering an application for a certificate to alter, restore, rehabilitate, or add to a building, object, site or structure the historic and design review commission shall be guided by the following general standards of the Secretary of the Interior's Standards for Rehabilitation in addition to any specific design guidelines included in this article:

(a) Every reasonable effort shall be made to adapt the property in a manner which requires minimal alteration of the building, structure, object, or site and its environment.

(b) The distinguishing original qualities or character of a building, structure, object, or site and its environment, shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.

(c) All buildings, structures, objects, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.

(d) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, object, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

(e) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, object, or site shall be kept where possible.

(f) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should reflect the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

(g) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting, high pressure washes and other cleaning methods that will damage the historic building's materials shall not be undertaken.

(h) Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.

(i) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood or environment.

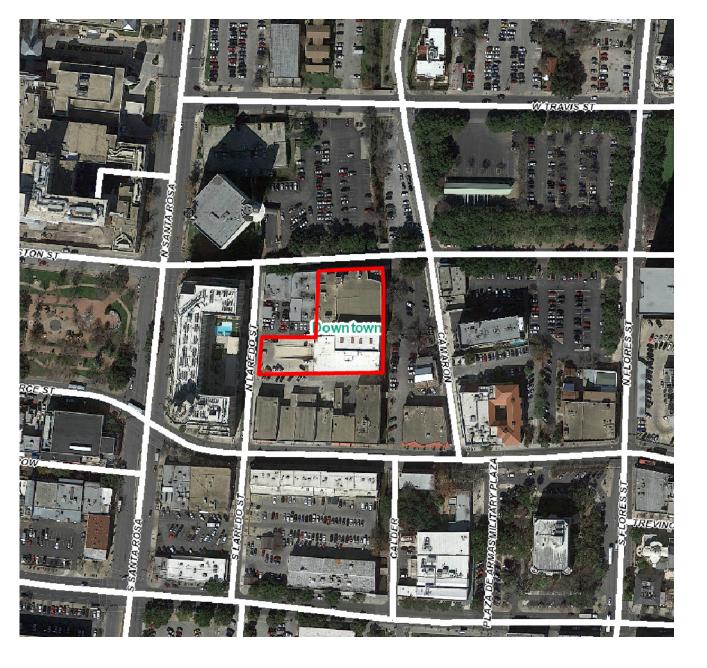
(j) Wherever possible, new additions or alterations to buildings, structures, objects, or sites shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building, structure, object, or site would be unimpaired.

FINDINGS:

- a. The applicant is requesting conceptual approval to rehabilitate the Alameda Theater, located at 318 W Houston. The applicant has proposed both interior and exterior rehabilitative scopes of work as well as interior scopes of work that include the reconfiguration of many interior spaces to accommodate the proposed new use of the theater.
- b. TEXAS HISTORICAL COMMISSION REVIEW The Alameda Theater is both a local and state historic landmark. State designation requires review and approval by the Texas Historic Commission, which includes interior elements as well as exterior elements.
- c. LOCAL DESIGNATION The Alameda Theater is a local historic landmark. Local designation includes the interior of the theater.
- d. EXTERIOR REHABILITATION The applicant has proposed exterior rehabilitative scopes of work that include stucco repairs; blade sign, marquee and canopy repairs; terrazzo sidewalk repairs; the reconstruction of the historic terrazzo finishes at the eastern end of the W Houston sidewalk, if needed; the potential temporary removal and replacement of the existing fire escape and marquee canopy, if needed; the replacement of rooftop mechanical equipment and various other repair and maintenance items upon further assessments. Generally, staff finds the proposed scopes of work to be appropriate; however, all work is to be done in kind with matching materials and profiles.
- e. STOREFRONT REPLACEMENT The applicant has noted the need to replace the existing storefront system to address deficiencies in energy code, life safety code and accessibility requirements. The Guidelines for Exterior Maintenance and Alterations 10. notes that character defining features should be preserved. Staff finds that additional information should be provided in regards to the replacement of the original storefront system. Portions that are found to not be original may be replaced; however, evidence of their non-original state should be submitted to staff. Staff finds that the original storefront is a character defining feature of the structure and contributes to its architectural character.
- f. INTERIOR REHABILITATION The applicant has proposed rehabilitative scopes of work to the interior of the structure including the repair of decorative finishes within the lobby spaces and associated stairs; the expansion of the theater box office and ticketing areas; the installation of a new elevator; the expansion of patron areas; the rehabilitation of existing lounges and restrooms; the addition of a new lounge space; the restoration of decorative plaster and paint elements; the reconfiguration of the seating arrangement to feature approximately 1,000 seats; the addition of a thrust stage; the reduction of the audience chamber at the orchestra level; the reduction existing rake to accommodate a lounge and bar area; the reconfiguration of the lower balcony seating area; the creation of standing lounge areas in the upper balcony, the reconfiguration of the stage area; and the reconfiguration and increase in size of the back of house space. Staff finds that interior elements, specifically those that relate to interior restroom layouts and detailing, historic railings and other interior details and fixtures are contributing elements to the architectural character of the structure and should be repaired and restored.

RECOMMENDATION:

- 1. Staff recommends conceptual approval of item #1 based on finding d with the stipulation that all work be done inkind with like materials.
- 2. Staff does not recommend conceptual approval of item #2, the replacement of the storefront system at this time. Staff finds that additional information should be provided in regards to the replacement of the original storefront system. Portions that are found to not be original may be replaced; however, evidence of their non-original state should be submitted to staff. Staff finds that the original storefront is a character defining feature of the structure and contributes to its architectural character.
- 3. Staff recommends conceptual approval of item #3, interior rehabilitation and modifications with the stipulation that interior elements, specifically those that relate to interior restroom layouts and detailing, historic railings and other details and fixtures should be repaired and retained. These elements contributes to the architectural significance of the structure.



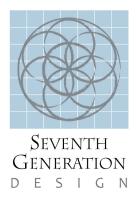


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March 5, 2019

118 Broadway, Suite 519 San Antonio, Texas 78205

Ms. Shanon Miller, AICP Director of the Office of Historic Preservation Development and Business Services Center 1901 South Alamo Street San Antonio, Texas 78204

RE: 318 West Houston Street, Alameda Theater - Rehabilitation Project Conceptual Approval Submission

Dear Ms. Miller and OHP Staff Members,

The design team has prepared the attached updated supplemental material for Conceptual Approval of the proposed Alameda Theater rehabilitation project, and requests the project be included in the March 20th HDRC hearing agenda. You may recall that the team wished to postpone the hearing back in November 2018 in order to address budgetary concerns emerging from early rounds of conceptual pricing before the project was presented to the public. During December and January, the team was able to modify the proposed scope of the work to bring the project closer to established budget goals. This was largely achieved by minimizing the scope of some of the work proposed in back-of-house spaces and on the upper floors, or by postponing some work in these spaces to future phases. The scope and quality of the rehabilitation in the historically significant spaces and patron experience spaces have largely remained the same as that shown in the original Conceptual Approval package. The attached supplemental package produced by OTJ Architects illustrates the latest design intent resulting from the scope adjustments.

The following summarizes the currently scope of the proposed rehabilitation of the Alameda Theater portion of the larger Alameda Theater Complex (ATC). Though related, this is a separate project from the Texas Public Radio project that OHP and HDRC have already reviewed and granted a Certificate of Appropriateness. Overland Partners Architects continues as the prime architectural consultant for the ATC project, with OTJ Architects (Washington, D.C. Office) serving as the historic theater specialist and Seventh Generation Design assisting with local and state historic agency reviews and historic preservation tax credit application process.

HISTORIC PROPERTY DESCRIPTION:

The Alameda Theater has been described by Cinema Treasures as "one of the last grand movies palaces built in America." When it opened on March 9, 1949, the Alameda Theater was the largest movie palace ever dedicated to Spanish language films & the performing arts. The Mexican film "Revancha" starring Ninon Sevilla was the opening movie, and cowboy Gene Autry was a surprise guest singing a popular ballad in Spanish. Many of the greats from the golden age of Mexican cinema performed at the Alameda Theatre including: Pedro Infante, Cantinflas, Jorge Negrete, Maria Felix, Vicente Fernandez, Rosita Fernandez, and Rita Vidaurri. It later emerged as a popular local theater for Spanish language films, and is additionally noteworthy for never having been racially segregated unlike most other theaters and other public venues of its day.

The Alameda Theater was designed by architect N. Straus Nayfach, who was also responsible for designing over 40 houses in San Antonio's Monticello Park Historic Neighborhood. The theater is housed within the historic International Building which was also home to the Mexican Consulate and the first Mexican Chamber of Commerce in the U.S. Built as a symbol of greater cultural understanding and Pan-American relations. Over 1,050 pieces of cold cathode adorn the 86 foot high marquee. The interior boasts phosphorescent black light murals depicting scenes from the history of Texas and Mexico, the work of interior designer Hans R. Teichert. Neon lit, plexiglass murals line the walls and staircases. In 2012, the San Antonio Historic Design Review Commission approved construction of an addition to the rear of the historic Alameda Theater to incorporate a new stage house, loading dock and support space in order to

make the theater a more functional space and allow it to meet modern theatrical performance standards. The addition was designed by Killis Almond & Associates in 2012, and the construction was completed in 2013.

The City of San Antonio, in partnership with Bexar County, La Familia Cortez and Texas Public Radio, has created a conceptual plan to restore and reopen the Alameda Theater as a multi-media live performing arts and film center featuring the American Latino-Multicultural Story. The Alameda Theater Conservancy (ATC) seeks to re-vision the 45,000 square foot Alameda Theater, honoring its significant history with restored decorative interior and exterior features while looking to the future as an innovative, vibrant center. Dedicated to international and regional multi-media performances in theatre, dance, and cinema, the Alameda will also strive to present local companies active in the lively arts and social events. Project will be funded through a combination of City and County funds as well as through anticipated Historic Tax Credits and fundraising capital.

The Texas Public Radio Headquarters project located in the Alameda Theater Stage House Annex as well as the San Pedro Creek Improvements project from Houston St. to Commerce St. will be under construction simultaneously. Access and staging for the project will need to be closely coordinated with other contractors on and adjacent to the site.

PROPOSED TREATMENTS TO HISTORIC PROPERTY:

Exterior Rehabilitation

The Alameda Theater's exterior has received rehabilitation treatment during a series of previous restoration campaigns. Due to these previous efforts and limited funding, the scope of the exterior work is envisioned to be limited primarily to maintenance and repair. The full scope of the exterior work will be better defined after the project's consultant team conducts an architectural assessment of existing conditions. This assessment will be conducted prior to submission to OHP and HDRC for Final Approval and will be included as part of the submission materials for a Certificate of Appropriateness. The following include the anticipated scope of exterior maintenance and repairs:

- 1. Stucco repairs to the theater stage house in coordination with the Texas Public Radio Headquarters project.
- 2. Cleaning and repairs to theater blade sign, marquee, and canopy, including damage to the metal canopy edge caused by vehicular traffic along West Houston Street.
- 3. Replacement of existing aluminum storefront system and entry doors to address accessibility deficiencies and comply with energy code and life safety code requirements.
- 4. Cleaning and repairs to historic terrazzo finishes at the West Houston Street sidewalk.
- 5. Possible reconstruction of the historic terrazzo finishes at the eastern end of the West Houston Street sidewalk in coordination with the San Pedro Creek Redevelopment Project, if required. The construction of a new vehicular bridge over San Pedro Creek and a water filtration vault under West Houston Street may potentially result in removal of a portion of the adjacent sidewalk to facilitate construction logistics. The full implications of this scope of work may be better determined after additional coordination between the two project teams.
- 6. Possible temporary removal and replacement of the existing exterior fire escape and marquee canopy on the east façade of the theater in coordination with the San Pedro Creek Redevelopment Project, if required. The drilling of structural piers in the adjacent creek channel wall may require the temporary removal of these features to facilitate construction logistics. The full implications of this scope of work may be better determined after additional coordination between the two project teams.
- 7. Upgrades and/or replacement of existing rooftop mechanical equipment. Equipment sizes and potential screening strategies, if required, will be determined as part of the theater's building systems improvements and incorporated into future submission materials to OHP and HDRC for Final Approval.
- 8. Other maintenance and repair items as defined by a forthcoming architectural assessment of existing conditions and incorporated into future submission materials to OHP and HDRC for Final Approval.

Interior Rehabilitation

The project scope consists of the artistic revisioning and cultural repositioning of the Alameda Theater, by focusing on the patron experience and sensitively adapting the historic theater to support a wide range of international and regional multi-media performances in theatre, dance, and cinema. The following include the anticipated scope of interior rehabilitation work:

- 1. The lobby spaces and associated stairs and circulation will have all decorative finishes restored as these areas will be returned to patron use.
- 2. Expansion of the theater box office and ticketing areas into the adjacent small storefront space to the east of the existing lobby.
- 3. A new elevator, that will provide handicap access for patrons to all front of house levels, in the adjacent small storefront space to the east of the existing lobby.
- 4. Expansion of patron areas by utilizing the northwest portion of the first floor of the Casa De Mexico building, for a large lounge, with full service bar and refurbished men's and women's restroom facilities.
- Rehabilitation of existing lounges and restrooms on the Basement and Salon Levels. These existing lounge and restroom spaces will be upgraded with new fixtures, accessories, lighting and other systems as existing finishes are enhanced and restored.
- 6. A new VIP Lounge with dedicated bar is proposed at the Salon Level in the space to the east above the new box office. These enhanced front-of-house patron spaces will position the theater to meet the needs and expectations of future patrons.
- 7. In the Audience Chamber, the historically significant plaster and paint, including the black light murals on the walls, and other decorative finishes will be restored. At the proscenium the elaborate decorative draperies will be carefully replicated. New architectural and theatrical lighting, as well as theatrical and audio-visual systems, will need to be sensitively installed and integrated in a manner that is compatible with the existing historic fabric.
- 8. To accommodate the requirements of the proposed future program the theater space needs to be reconfigured. The original 2,400 seat capacity will be reduced to create a more intimate space with the total number of seats in the range of 1,000. The space will also have the flexibility to accommodate a cabaret style configuration, with table and chair seating, as well as, standing general admissions.
- 9. A thrust stage, projecting thirteen feet beyond the stage apron into the house, will enable performers to have a more direct connection with their audience. To further enhance the sense of intimacy in the space, and to accommodate a range of patrons, differentiated zones of experience are proposed.
- 10. The Audience Chamber at the orchestra level will be reduced by ten feet to further enhance the sense of intimacy in the space. The reclaimed space will be used to provide a light and sound lock, accommodate performance support, concessions storage and front of house support.
- 11. At the rear of the orchestra the existing rake is overbuilt to provide a flat floor area, at the same level as the lobby. This area is proposed as a Lounge Area and Bar. The Lounge Area will provide two rows of banquette seating on tiers. The bar will provide service to all the orchestra level patrons those in the lounge area banquettes as well as those a in theater seats.
- 12. At the rear of the orchestra the existing rake is proposed to be overbuilt to provide a flat floor area, at the same level as the lobby. This area is proposed as a Lounge Area and Bar. The Lounge Area will provide two rows of banquette seating on tiers. The bar will provide service to all the orchestra level patrons those in the lounge area banquettes as well as those a in theater seats. Beyond the Lounge Area, the existing rake is proposed to be overbuilt with a new rake that will provide fixed theater seating with stepped aisles. Towards the front of the orchestra level a gently raked floor will be created an area that has the flexibility to accommodate either theater seating, or table and chair seating (on a flat floor on platforming over the fixed seating).
- 13. In the lower balcony level seating, the existing seven narrow tiers is proposed to be overbuilt to provide six more comfortable tiers with improved sightlines that work with the proposed thrust configuration. The lower

balcony tiers will have fixed theater seating and stepped aisles. ADA seating will be provided at the balcony cross-aisle, accessed via a new vomitory from the added elevator in the NE corner of the structure.

- 14. In the upper balcony, the design proposes overbuilding above the existing tiers to create three large standing room or lounge tiers, "La Terraza", and one large flat floor area towards the rear of balcony. This flat area includes a bar with seating areas, and drink rails at standing tiers.
- 15. For the types of presentations and performances anticipated, the design proposes that the stage be depth be at least 30'-0" clear and that it be built-up 2'-6" above existing floor level for sightlines purposes. The stage floor would be a sprung floor to accommodate dance performances. The rigging wall would be on stage right, with a spiral, staircase also on stage right to access the gallery and grid. The stage apron, 5' deep beyond stage plaster line, also built up 2'-6" above existing stage level and extending approximately 3' beyond existing stage edge. The stage edge profile will be recreated to match the profile of the historic stage. The orchestra pit will be equipped with a new pit lift that will serve to transport tables and chairs and seating wagons from the orchestra level to the below stage, basement storage area.
- 16. For the theater to be a success the back-of-house space needs to be functional and adequately sized to meet the requirements of a variety of presentations. At the first floor / stage level we have accommodated the back-of-house program by utilizing the remaining space in the southwest corner of the first floor of the Casa De Mexico Building as well as reducing the stage-left width by ten feet. The back-of-house program accommodated at this level includes a Green Room and Meet and Greet space, two Star Dressing Rooms, a small Chorus Dressing Room, a Crew Room, Office, Prop Storage, Piano Storage, and Electrical/ Mechanical space. At this level there is also shared space with TPR; these shared spaces include the Loading Dock and Security Office.
- 17. The balance of the back-of-house program is accommodated by the proposed design on levels two and three of the Casa De Mexico building, utilizing the south west corner of the building up to the common egress stair.
- 18. On the second floor, the proposed design utilizes the existing small performance space for a Warm-Up / Rehearsal Room space for the theater, with potential to share this space with the Henry Ford Academy. Also provided at this level are two Principal Dressing Rooms, an Office, Men's and Women's Restrooms and a Mechanical space. The Mechanical space is shared with TPR. The third level includes a Large Chorus Dressing Room, Wardrobe and Laundry, Administrative Offices, Men's and Women's Restrooms, Dimmer, AV Amplifier and IT Rooms. All back-of-house spaces are accessed via a freight elevator that is shared with TPR. The shared elevator has stops at Loading level, Stage level, second level back of house, third level back of house and TPR levels 2 through 4.

The team is currently developing the schematic design package for the Alameda Theater Rehabilitation Project. Due to the complexity of the project, and because we value OHP's and HDRC's input in the project, we have chosen to engage with you very early in the process. There are many specifics with regard to the historic materials and features of the building still to be developed. We look forward to working closely with OHP staff, HDRC commissioners, and you throughout the review process for the Alameda Theater to safeguard and appropriately rehabilitate this significant historical, cultural and architectural asset.

Thank you for your kind consideration of our proposed project. Please feel free to contact Pam Carpenter or me should you have any questions or concerns about the proposed project.

Best regards,

Mr. argent

Scott Wm. Carpenter, RA, LEED AP Principal, Seventh Generation Design, Inc.

CC: Gary Martinez, Georgina Sperber, James Lancaster, Pam Carpenter Attachments:

Updated Alameda Theater Feasibility Study
OPPOM with PDFs of Outpriseing Metaziale

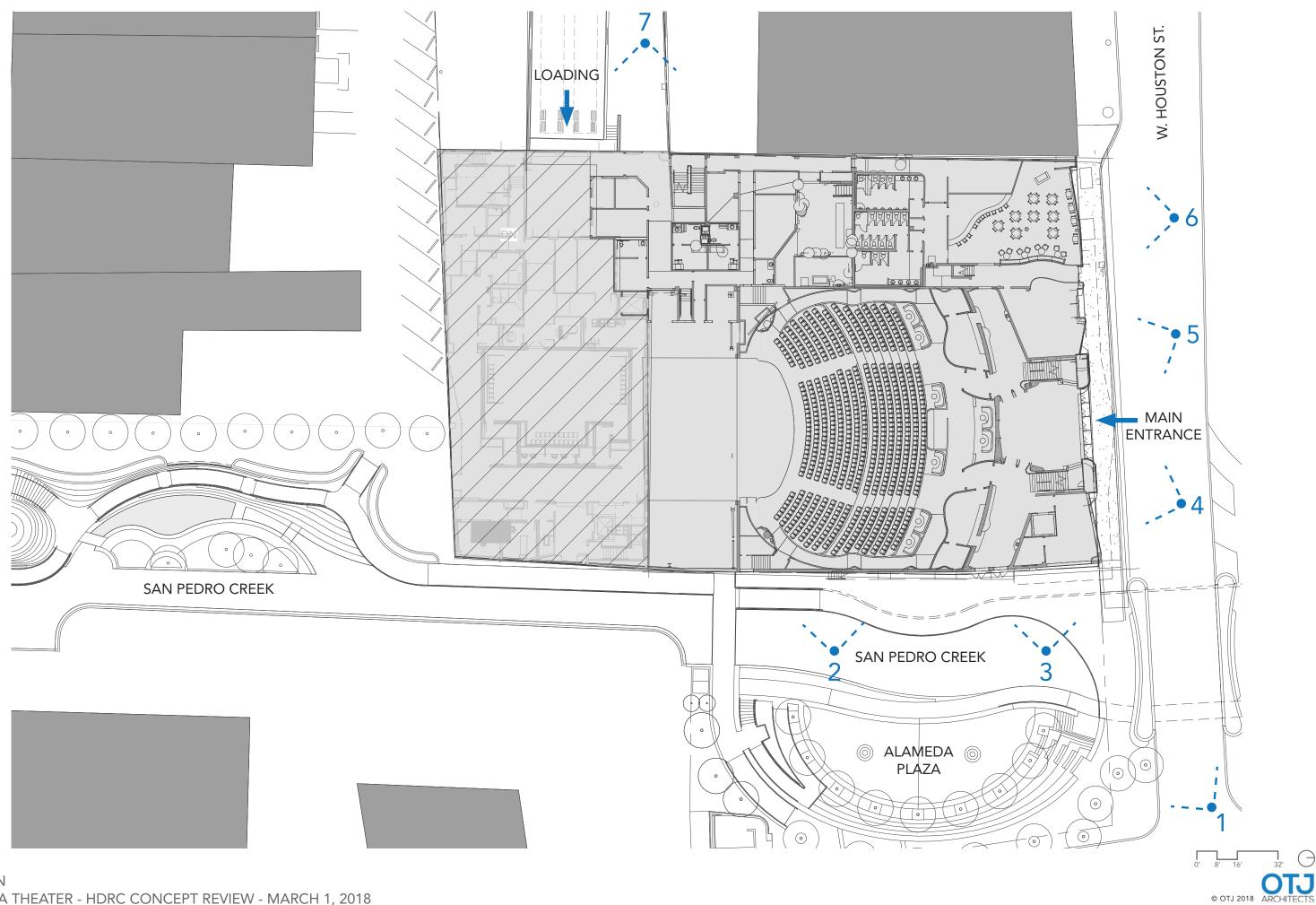
THE ALAMEDA THEATER HISTORIC + DESIGN REVIEW COMMISSION CONCEPT REVIEW MARCH 1, 2019

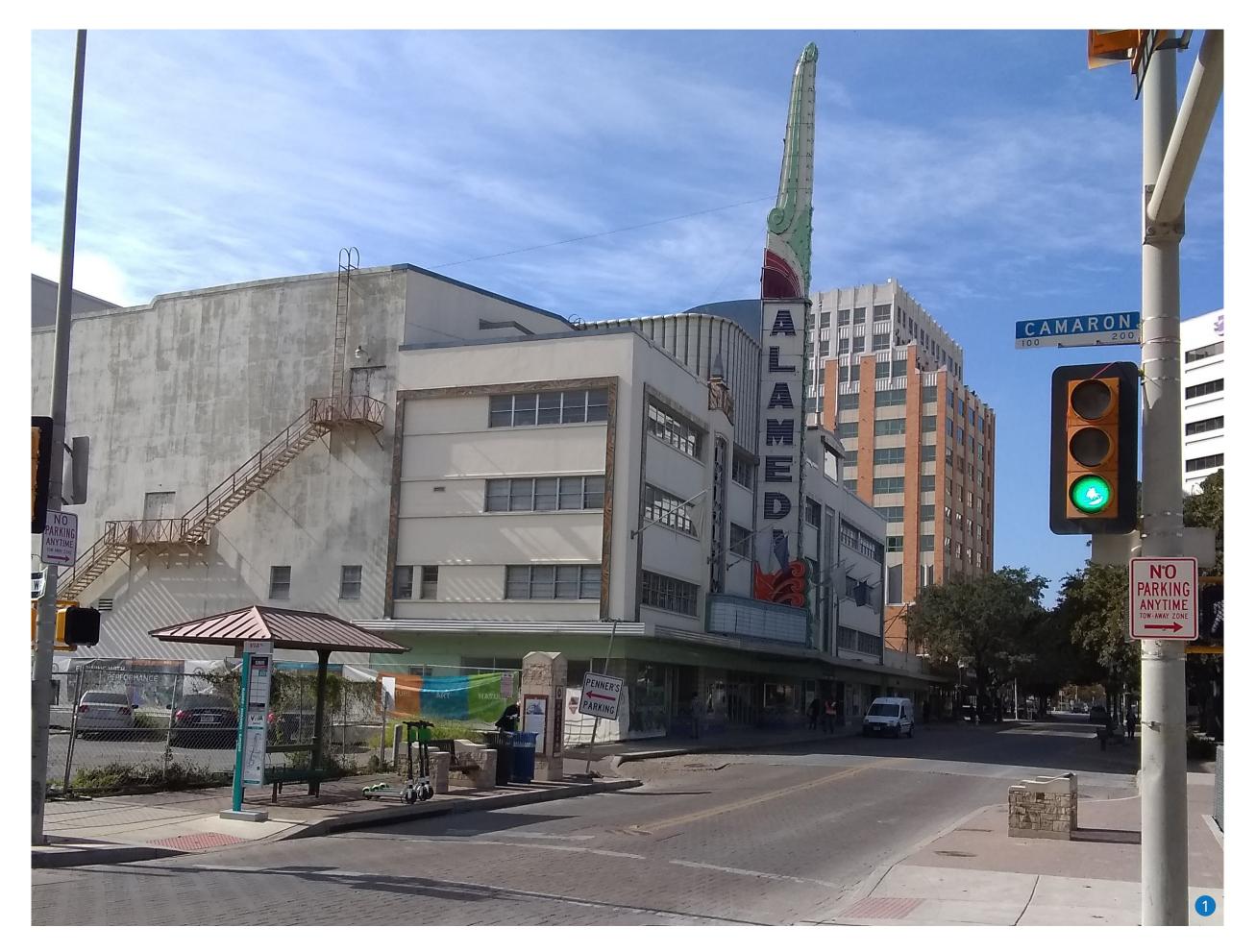


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DESCRIPTION: ZONE 1 SPACES ARE THOSE THAT HISTORICALLY PLAYED A SIGNIFICANT AND DIRECT ROLE IN THE THEATRE PATRON EXPERIENCE, INCLUDING THE ENTRANCE ARCADES, LOBBIES, THE AUDIENCE CHAMBER, SIDE AISLES AND LOUNGES, VOMITORIES AND LOGGIA. AS PART OF THE TRANSITION FROM THE REAL WORLD TO THE REALM OF FANTASY, THESE SPACES ARE THE MOST ELABORATELY TREATED AND CREATE THE ILLUSIONS OF THE ATMOSPHERIC THEATRE. THE ORIGINAL TREATMENTS RETAIN A HIGH DEGREE OF INTEGRITY, DESPITE SOME MINOR ALTERATIONS.

TREATMENT: ZONE 1 SPACES WILL RECEIVE A MAXIMUM LEVEL OF CONSERVATION AND RESTORATION IN AN ATTEMPT TO MAINTAIN THE HISTORIC PATRON EXPERIENCE WITHIN THE THEATRE, PRIMARY EXISTING ELEMENTS AND FINISHES REMAINING IN PLACE ARE TO BE PROTECTED AND RESTORED. PREVIOUS ALTERATIONS WILL BE REVERSED OR MODIFIED AS APPROPRIATE TO PROVIDE FOR THE BUILDING'S CONTINUED USE AS A THEATRE WHILE STAYING TRUE TO THE ORIGINAL DESIGN INTENTIONS. WHEN NEW MATERIALS ARE NECESSARY FOR REPAIR OR RESTORATION, THEY WILL MATCH THE EXISTING OR ORIGINAL TREATMENTS AS CLOSELY AS POSSIBLE.



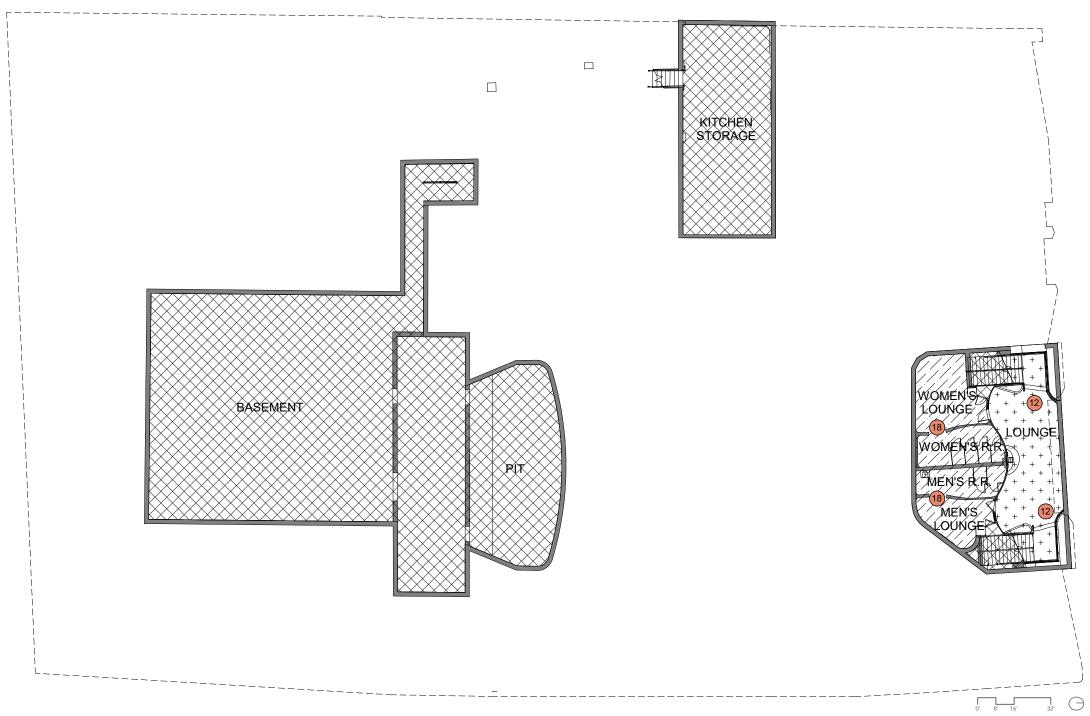
DESCRIPTION: ZONE 2 SPACES ARE THOSE THAT HISTORICALLY PLAYED AN IMPORTANT BUT SECONDARY ROLE IN THE EXPERIENCE OF THE THEATRE PATRON, SPECIFICALLY THE MEN'S AND WOMEN'S LOUNGES AND RESTROOMS, COSMETIC AND SMOKING ROOMS. THE TREATMENTS USED IN THESE SPACES ARE SLIGHTLY LESS ELABORATE THAN THOSE IN ZONE 1, ALTHOUGH STILL RICH IN DETAIL AND MATERIAL.

TREATMENT: ZONE 2 SPACES WILL BE TREATED PRIMARILY AS REHABILITATION AREAS. IF ORIGINAL TREATMENTS ARE EXTANT AND INTACT, THEY WILL BE RETAINED AND RESTORED. REPLACEMENT MATERIALS MAY BE USED WHERE ORIGINAL FINISHES AND FEATURE WERE LOST OR BADLY DAMAGED PURPOSES OF RECONFIGURING THE SPACES TO MEET THE NEEDS OF A MODERN PERFORMING ARTS THEATRE.



DESCRIPTION: ZONE 3 SPACES ARE THOSE THAT HISTORICALLY WERE NOT INTENDED TO BE PART OF THE PATRON EXPERIENCE AND SERVED OTHER USES OR AREAS IN THE BUILDING, INCLUDING ADJUNCT LOBBIES, DRESSING ROOMS, OFFICES, STORAGE ROOMS, MECHANICAL AND ELECTRICAL ROOMS, VENT DUCTS AND SECONDARY STAIRWELLS. THE ORIGINAL TREATMENTS AND FINISHES IN THESE SPACES WERE LACKING IN DETAIL AND WERE INSIGNIFICANT RELATIVE TO THE HIGH DEGREE OF DECORATION IN THE PRIMARY SPACES OF THE THEATRE.

TREATMENT: ZONE 3 SPACES WILL BE ALTERED AS NECESSARY TO MEET THE NEEDS OF A MODERN PERFORMING ARTS THEATRE.







FOLLOW SPOT WINDOW: ENLARGEMENT OF EXISTING PROJECTION WINDOWS TO SINGLE WINDOW TO ACCOMMODATE FOLLOW SPOT AND PROJECTION REQUIREMENTS



+ ⁺ HISTORIC ZONE 1

DESCRIPTION: ZONE 1 SPACES ARE THOSE THAT HISTORICALLY PLAYED A SIGNIFICANT AND DIRECT ROLE IN THE THEATRE PATRON EXPERIENCE, INCLUDING THE ENTRANCE ARCADES, LOBBIES, THE AUDIENCE CHAMBER, SIDE AISLES AND LOUNGES, VOMITORIES AND LOGGIA. AS PART OF THE TRANSITION FROM THE REAL WORLD TO THE REALM OF FANTASY, THESE SPACES ARE THE MOST ELABORATELY TREATED AND CREATE THE ILLUSIONS OF THE ATMOSPHERIC THEATRE. THE ORIGINAL TREATMENTS RETAIN A HIGH DEGREE OF INTEGRITY, DESPITE SOME MINOR ALTERATIONS.

TREATMENT: ZONE 1 SPACES WILL RECEIVE A MAXIMUM LEVEL OF CONSERVATION AND RESTORATION IN AN ATTEMPT TO MAINTAIN THE HISTORIC PATRON EXPERIENCE WITHIN THE THEATRE, PRIMARY EXISTING ELEMENTS AND FINISHES REMAINING IN PLACE ARE TO BE PROTECTED AND RESTORED. PREVIOUS ALTERATIONS WILL BE REVERSED OR MODIFIED AS APPROPRIATE TO PROVIDE FOR THE BUILDING'S CONTINUED USE AS A THEATRE WHILE STAYING TRUE TO THE ORIGINAL DESIGN INTENTIONS. WHEN NEW MATERIALS ARE NECESSARY FOR REPAIR OR RESTORATION, THEY WILL MATCH THE EXISTING OR ORIGINAL TREATMENTS AS CLOSELY AS POSSIBLE.



DESCRIPTION: ZONE 2 SPACES ARE THOSE THAT HISTORICALLY PLAYED AN IMPORTANT BUT SECONDARY ROLE IN THE EXPERIENCE OF THE THEATRE PATRON, SPECIFICALLY THE MEN'S AND WOMEN'S LOUNGES AND RESTROOMS, COSMETIC AND SMOKING ROOMS. THE TREATMENTS USED IN THESE SPACES ARE SLIGHTLY LESS ELABORATE THAN THOSE IN ZONE 1, ALTHOUGH STILL RICH IN DETAIL AND MATERIAL.

TREATMENT: ZONE 2 SPACES WILL BE TREATED PRIMARILY AS REHABILITATION AREAS. IF ORIGINAL TREATMENTS ARE EXTANT AND INTACT, THEY WILL BE RETAINED AND RESTORED. REPLACEMENT MATERIALS MAY BE USED WHERE ORIGINAL FINISHES AND FEATURE WERE LOST OR BADLY DAMAGED PURPOSES OF RECONFIGURING THE SPACES TO MEET THE NEEDS OF A MODERN PERFORMING ARTS THEATRE.



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TREATMENT: ZONE 3 SPACES WILL BE ALTERED AS NECESSARY TO MEET THE NEEDS OF A MODERN PERFORMING ARTS THEATRE.



ZONES OF HISTORIC PRESERVATION - ORCHESTRA LEVEL ALAMEDA THEATER - HDRC CONCEPT REVIEW - MARCH 1, 2018





FOLLOW SPOT WINDOW: ENLARGEMENT OF EXISTING PROJECTION WINDOWS TO SINGLE WINDOW TO ACCOMMODATE FOLLOW SPOT AND PROJECTION REQUIREMENTS







DESCRIPTION: ZONE 1 SPACES ARE THOSE THAT HISTORICALLY PLAYED A SIGNIFICANT AND DIRECT ROLE IN THE THEATRE PATRON EXPERIENCE, INCLUDING THE ENTRANCE ARCADES, LOBBIES, THE AUDIENCE CHAMBER, SIDE AISLES AND LOUNGES, VOMITORIES AND LOGGIA. AS PART OF THE TRANSITION FROM THE REAL WORLD TO THE REALM OF FANTASY, THESE SPACES ARE THE MOST ELABORATELY TREATED AND CREATE THE ILLUSIONS OF THE ATMOSPHERIC THEATRE. THE ORIGINAL TREATMENTS RETAIN A HIGH DEGREE OF INTEGRITY, DESPITE SOME MINOR ALTERATIONS.

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FOLLOW SPOT WINDOW: ENLARGEMENT OF EXISTING PROJECTION WINDOWS TO SINGLE WINDOW TO ACCOMMODATE FOLLOW SPOT AND PROJECTION REQUIREMENTS





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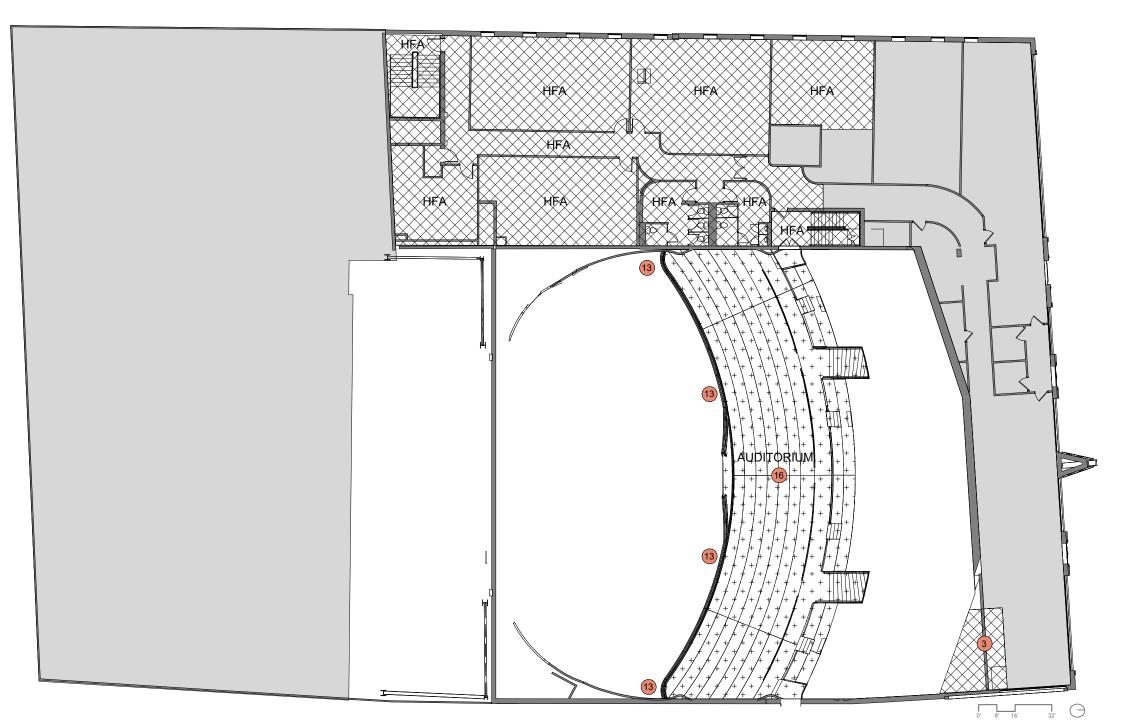
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FOLLOW SPOT WINDOW: ENLARGEMENT OF EXISTING PROJECTION WINDOWS TO SINGLE WINDOW TO ACCOMMODATE FOLLOW SPOT AND PROJECTION REQUIREMENTS





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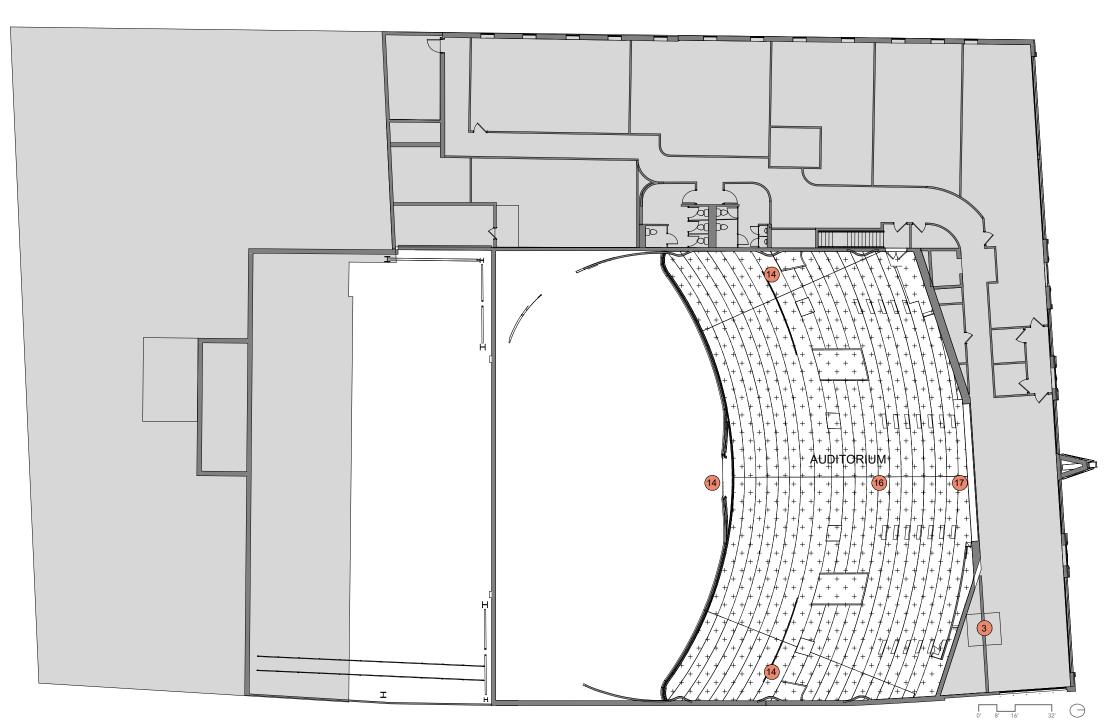
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FOLLOW SPOT WINDOW: ENLARGEMENT OF EXISTING PROJECTION WINDOWS TO SINGLE WINDOW TO ACCOMMODATE FOLLOW SPOT AND PROJECTION REQUIREMENTS



+ ⁺ HISTORIC ZONE 1

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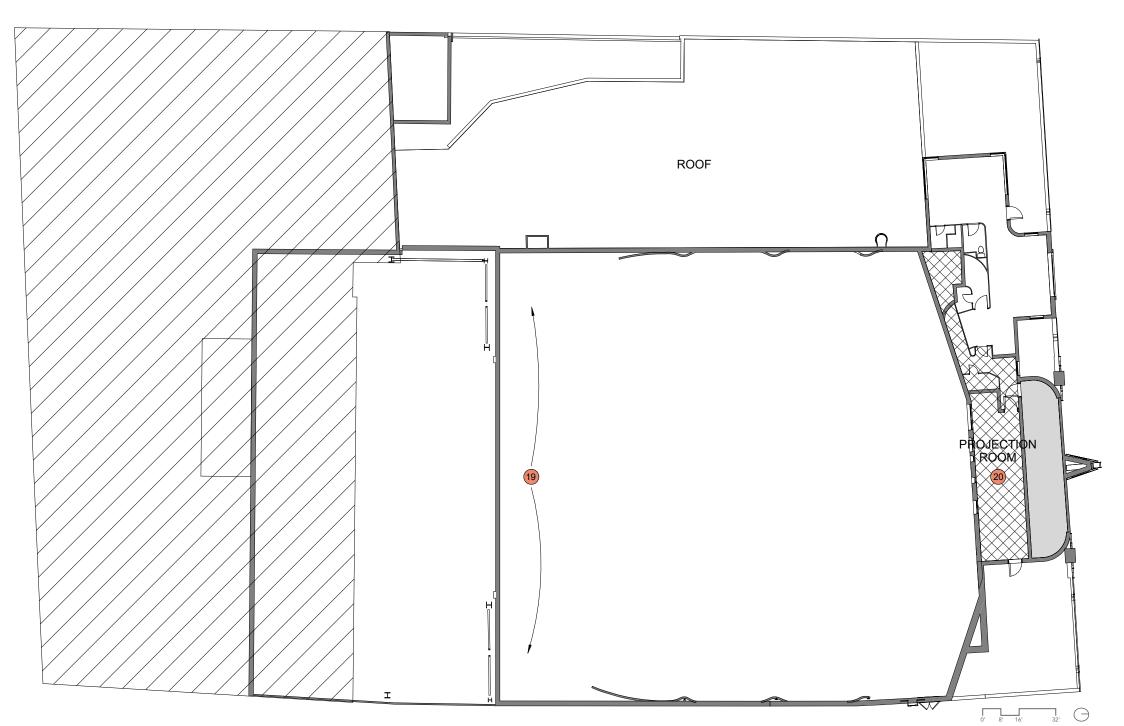
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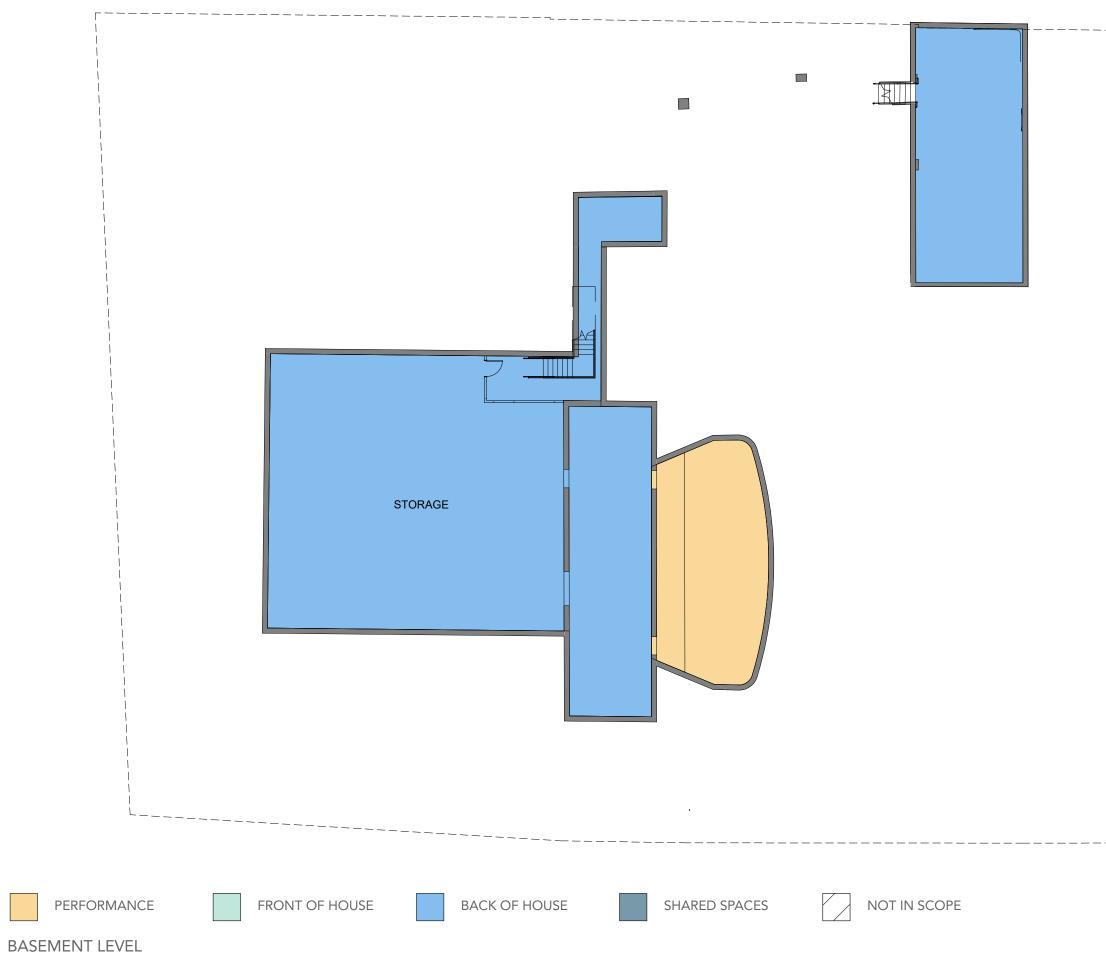


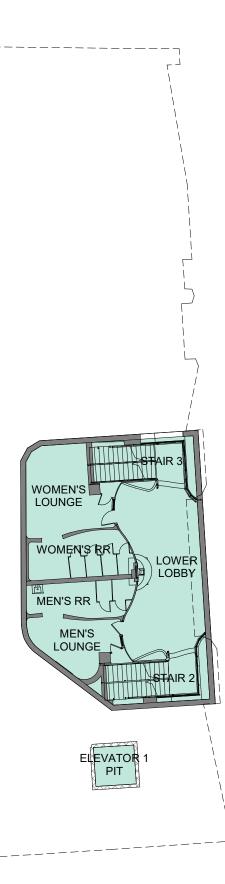




FOLLOW SPOT WINDOW: ENLARGEMENT OF EXISTING PROJECTION WINDOWS TO SINGLE WINDOW TO ACCOMMODATE FOLLOW SPOT AND PROJECTION REQUIREMENTS

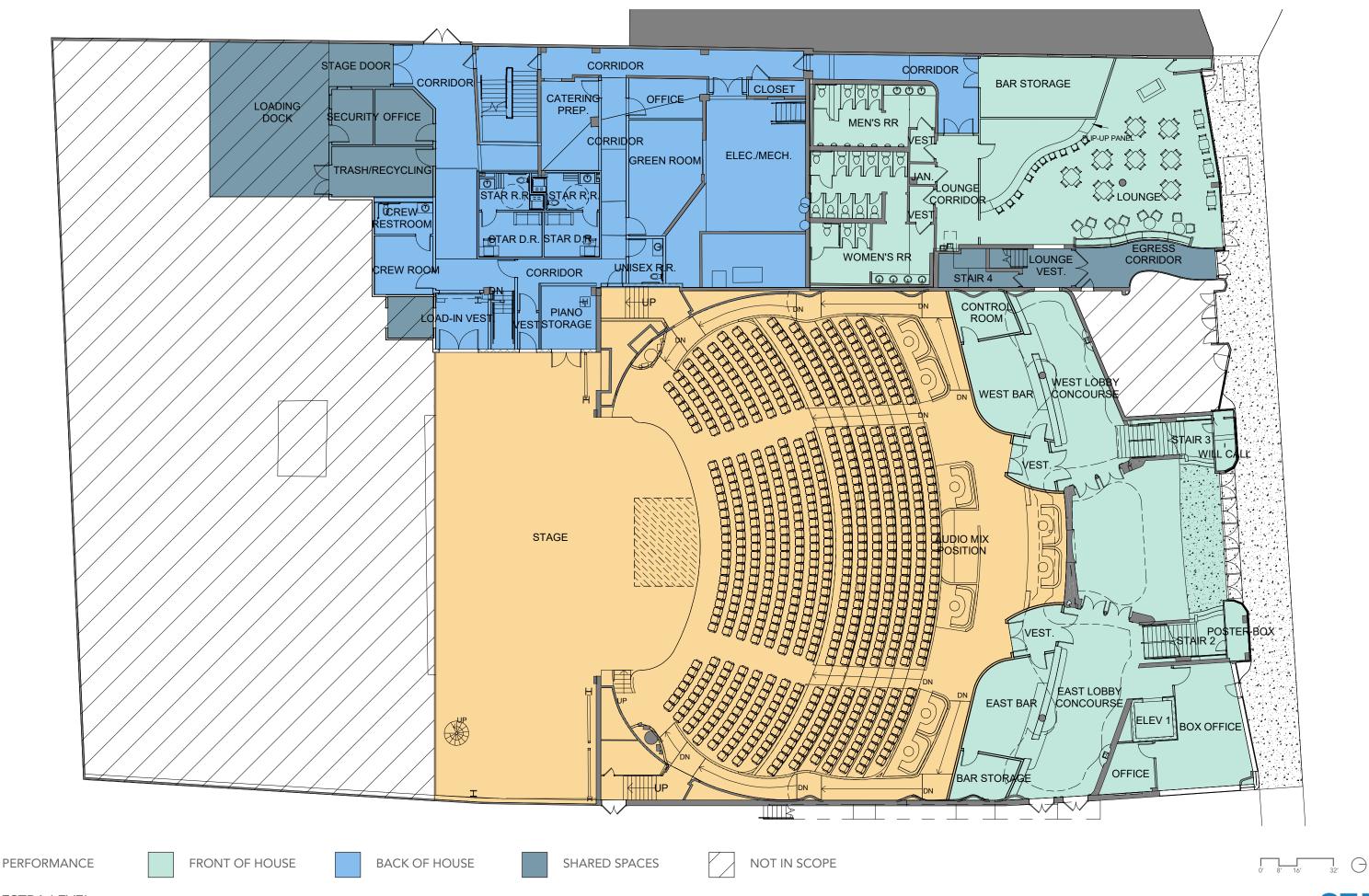






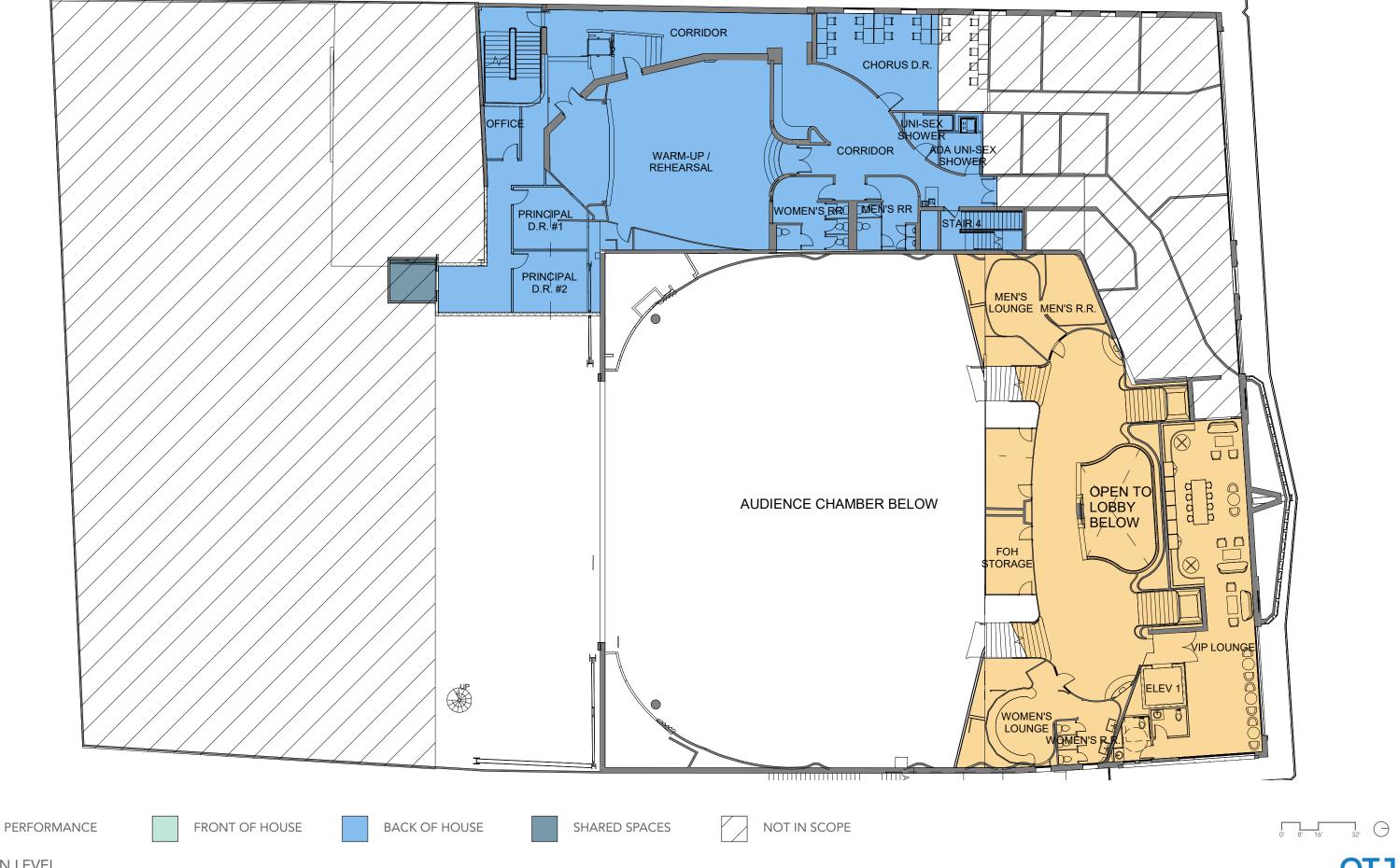






ORCHESTRA LEVEL

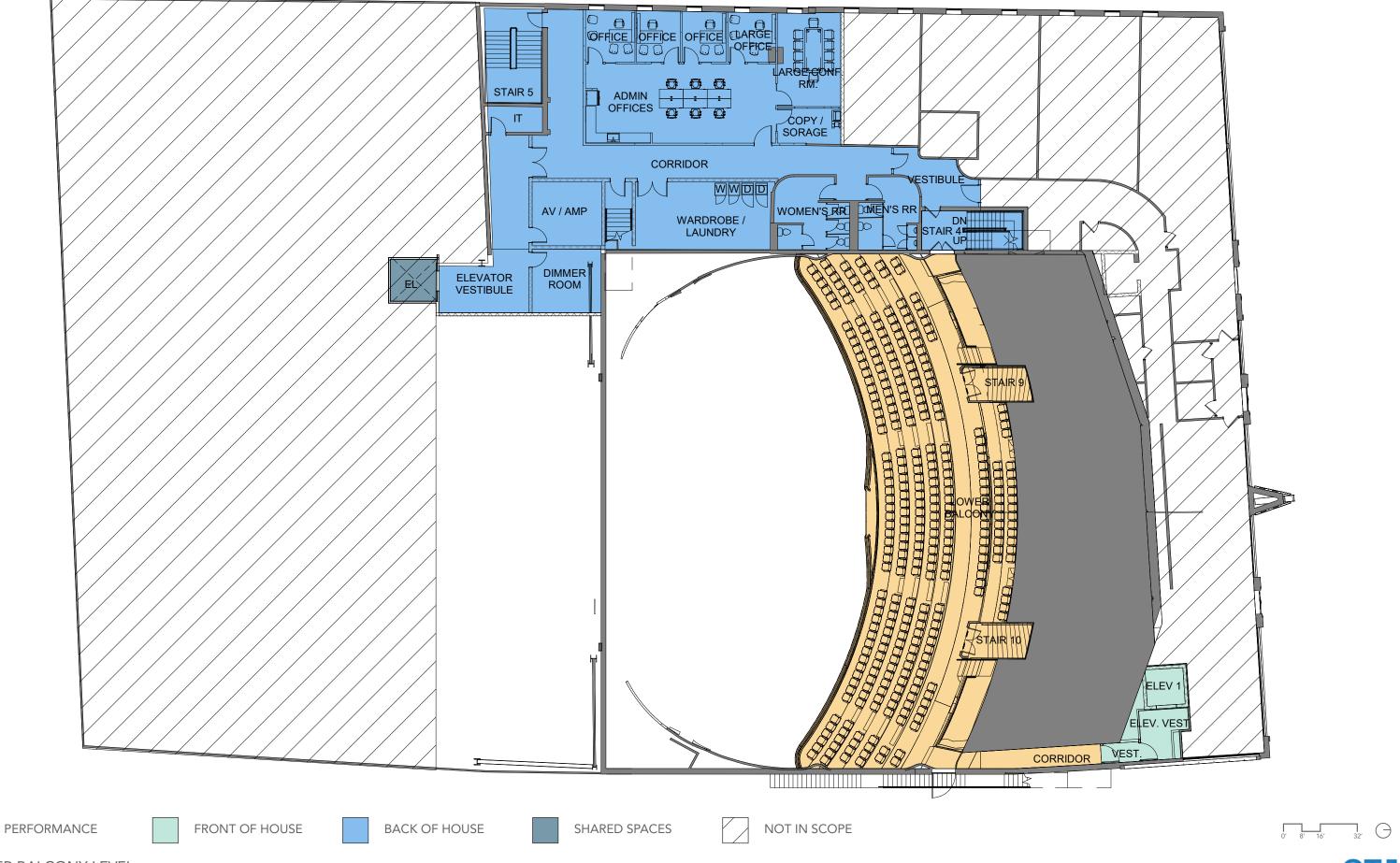




SALON LEVEL



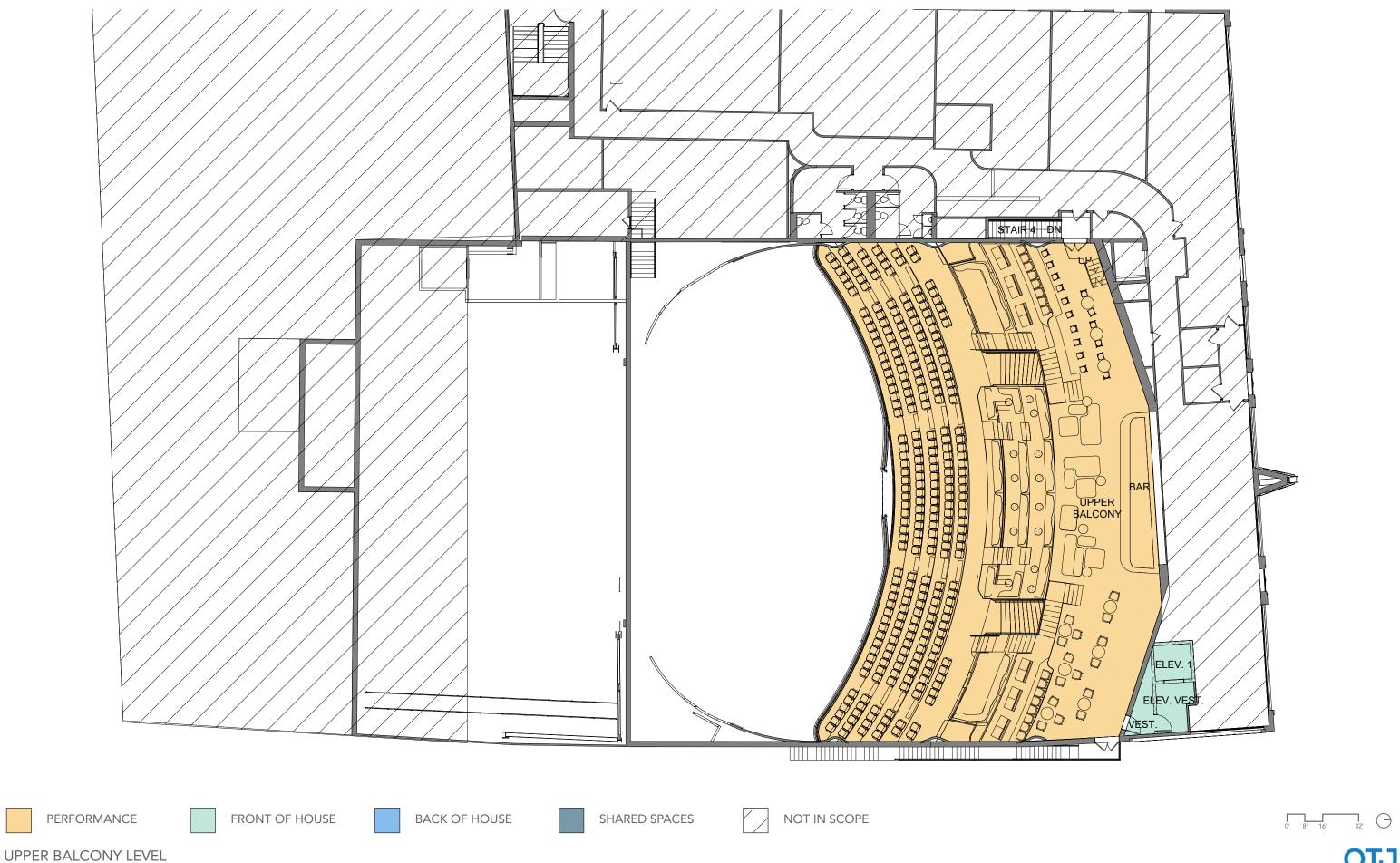




LOWER BALCONY LEVEL ALAMEDA THEATER - HDRC CONCEPT REVIEW - MARCH 1, 2018

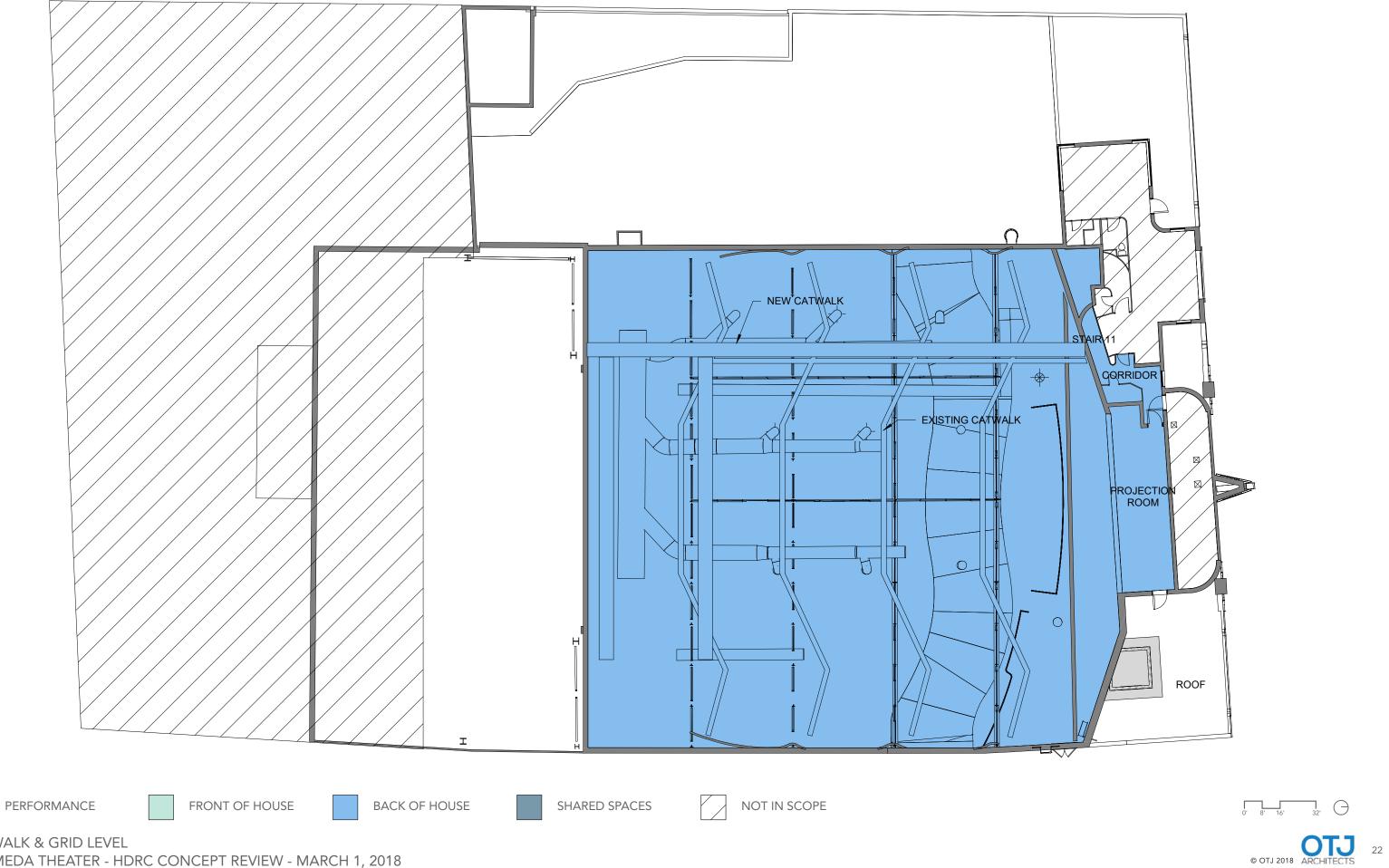






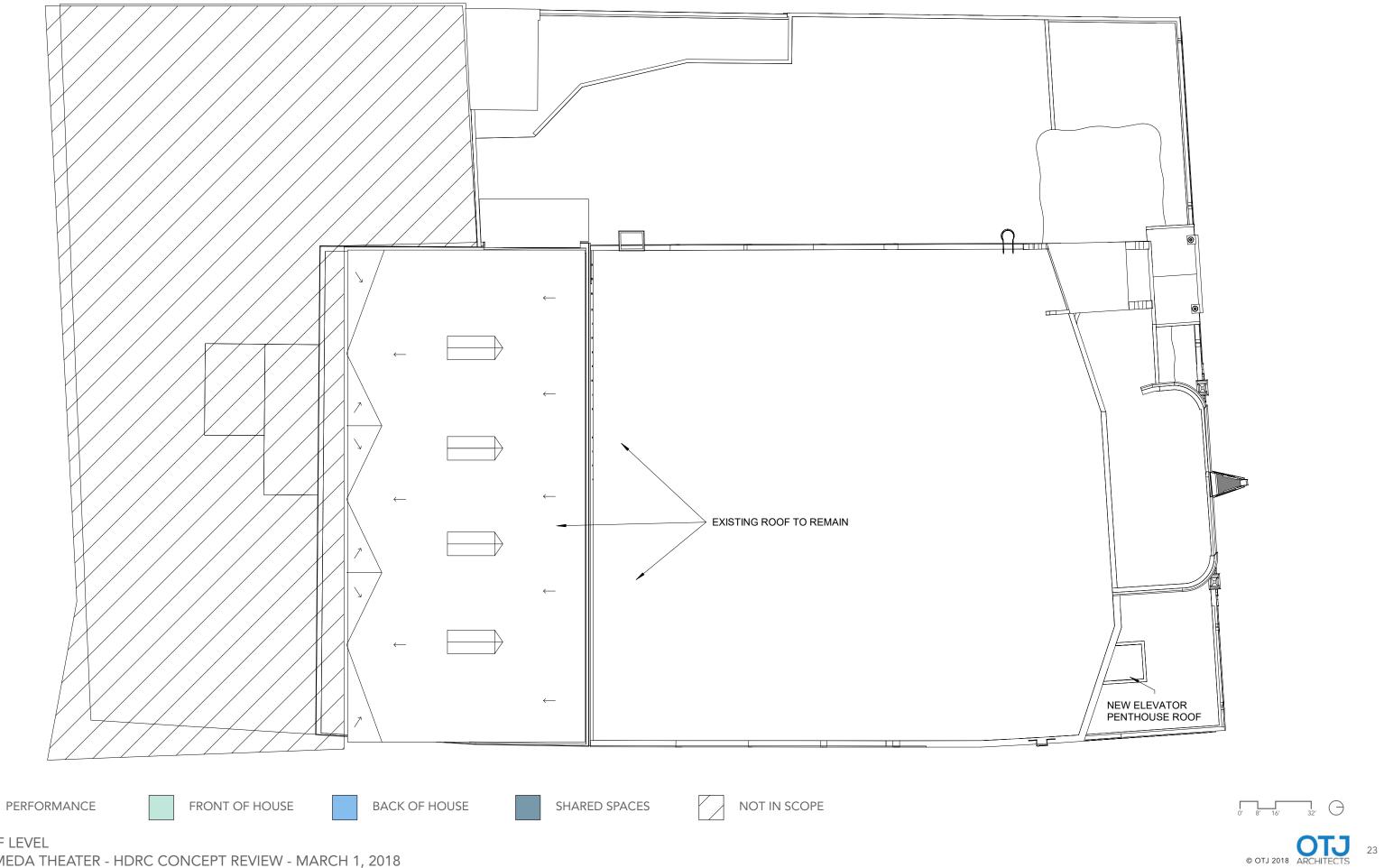




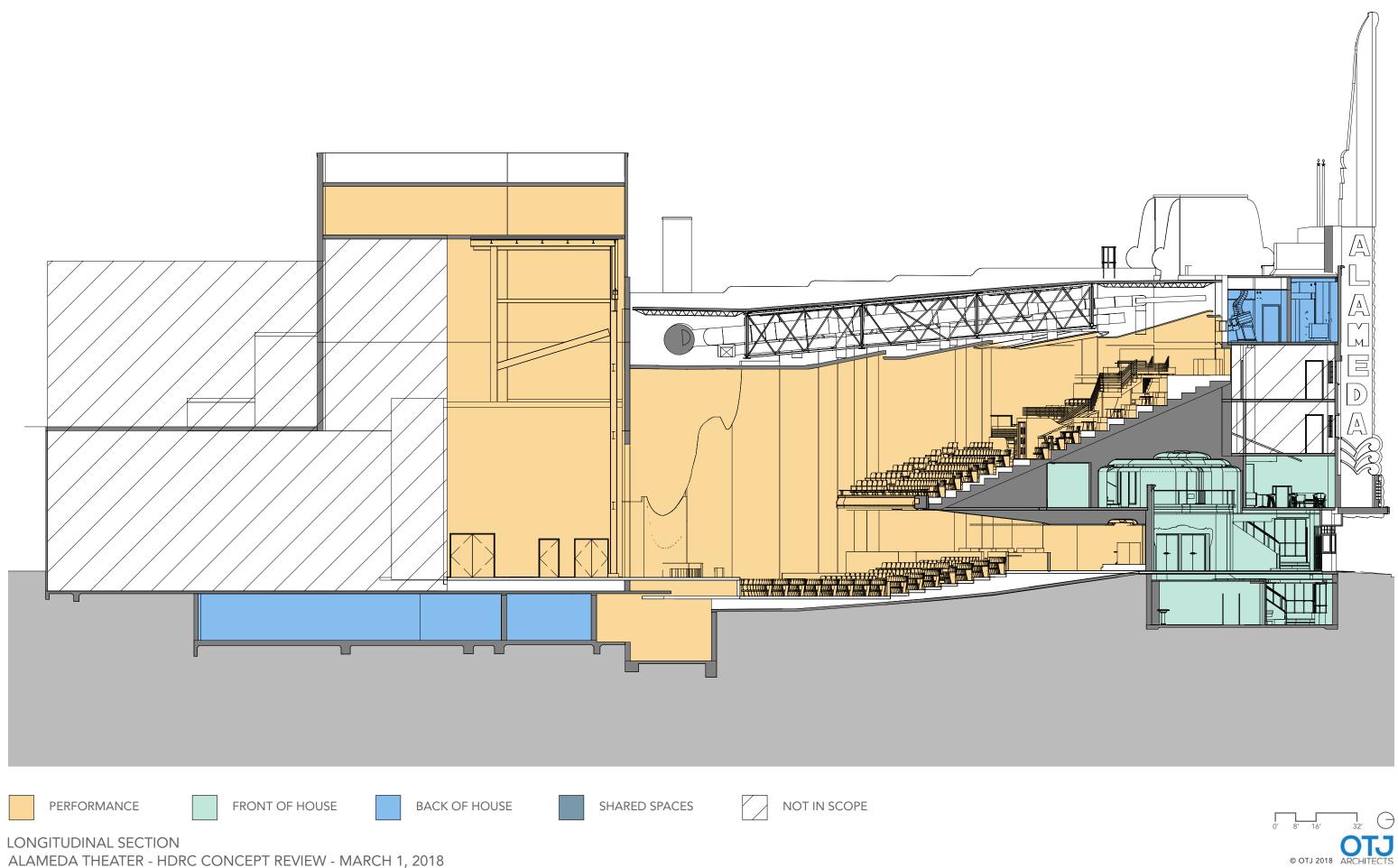


CATWALK & GRID LEVEL





ROOF LEVEL





RENDERING - LOOKING TOWARDS THE STAGE ALAMEDA THEATER - HDRC CONCEPT REVIEW - MARCH 1, 2018



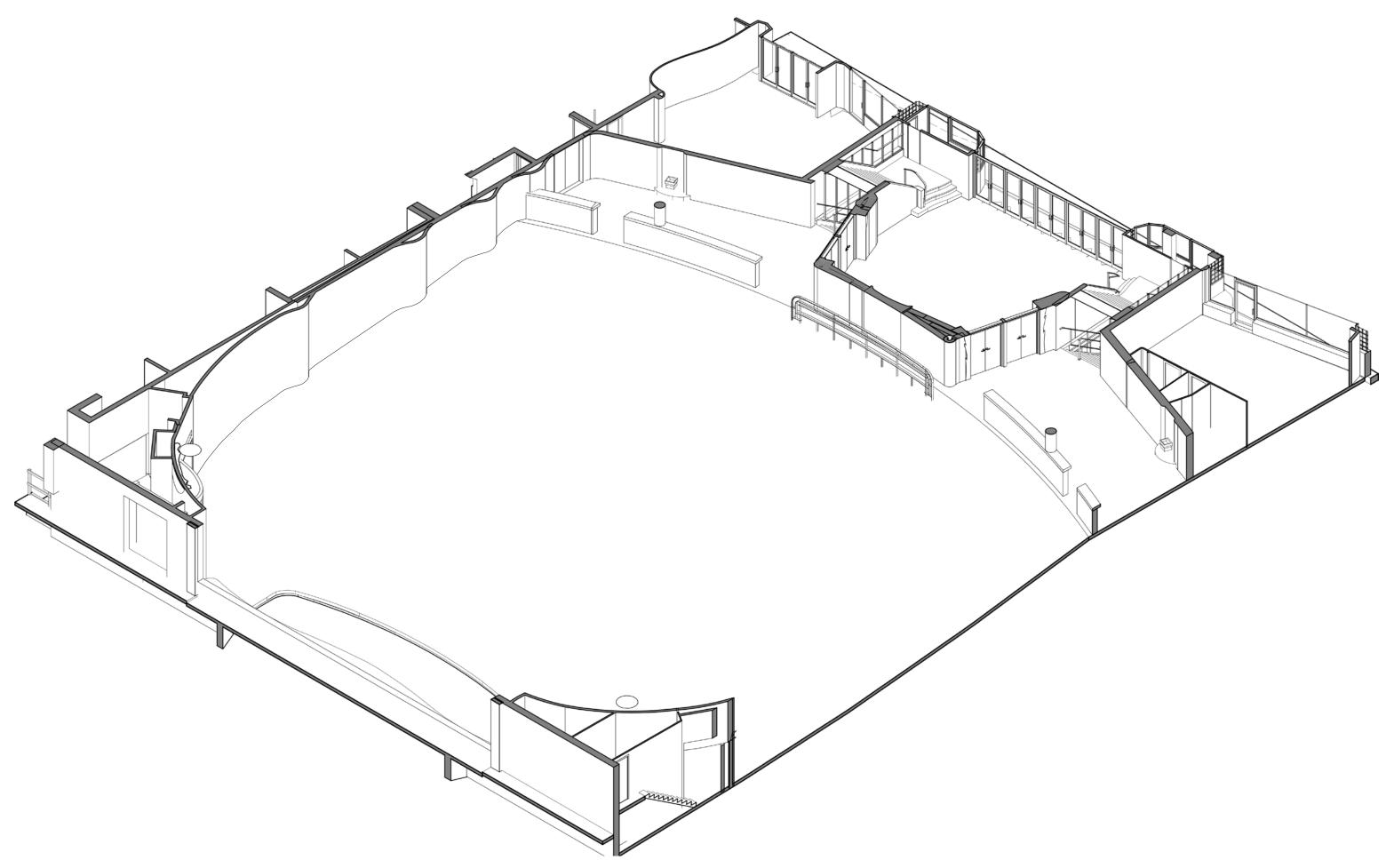




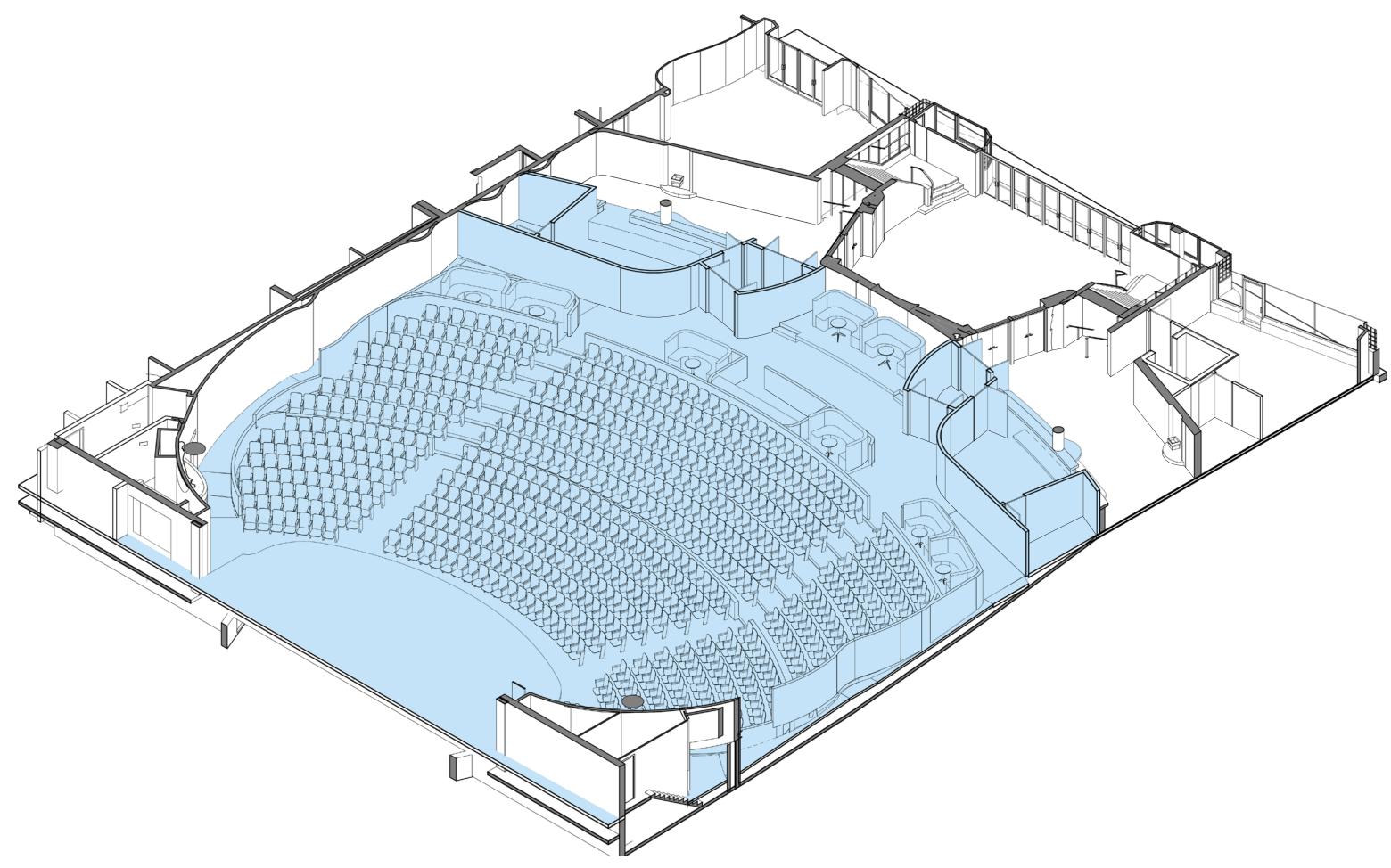




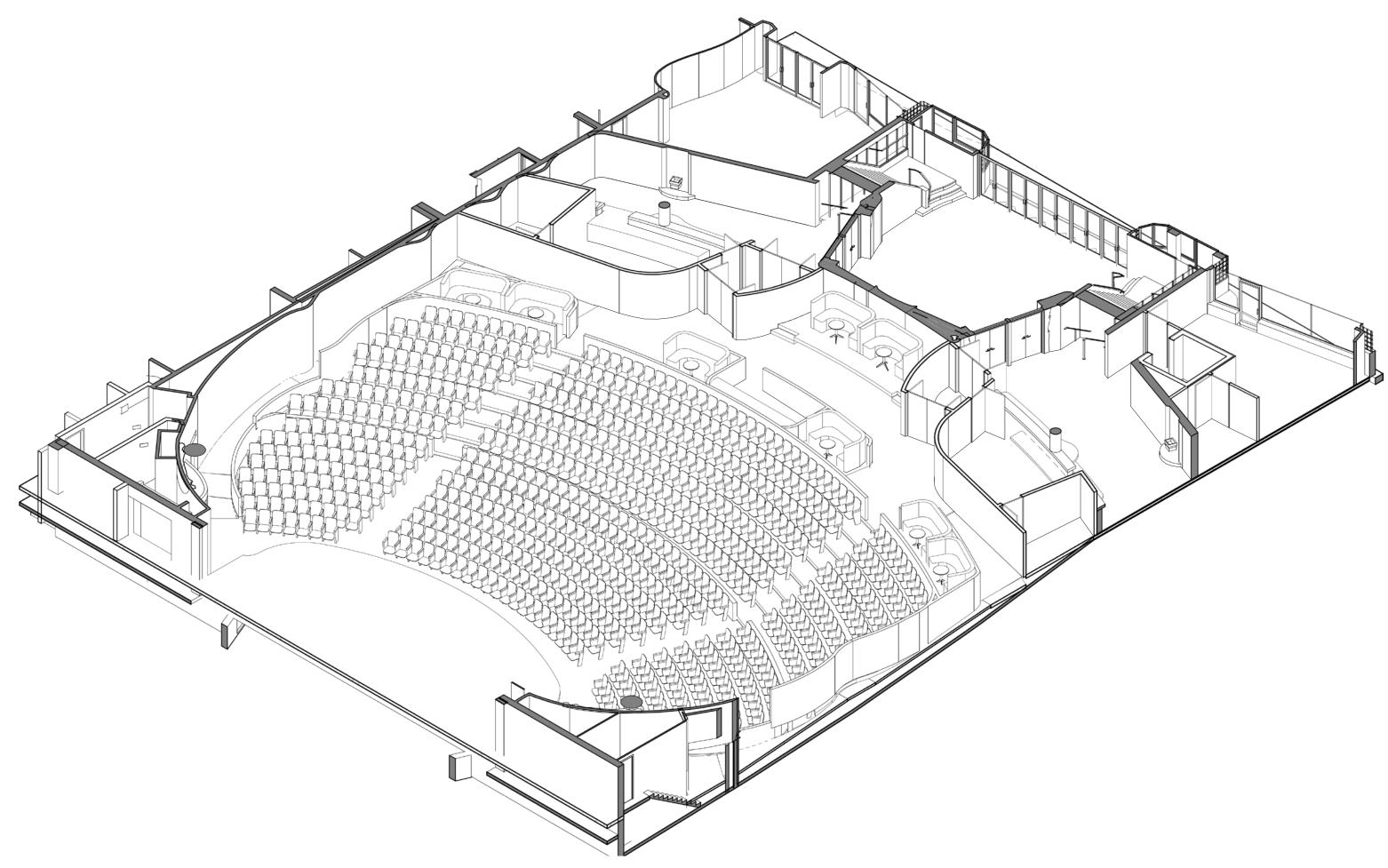




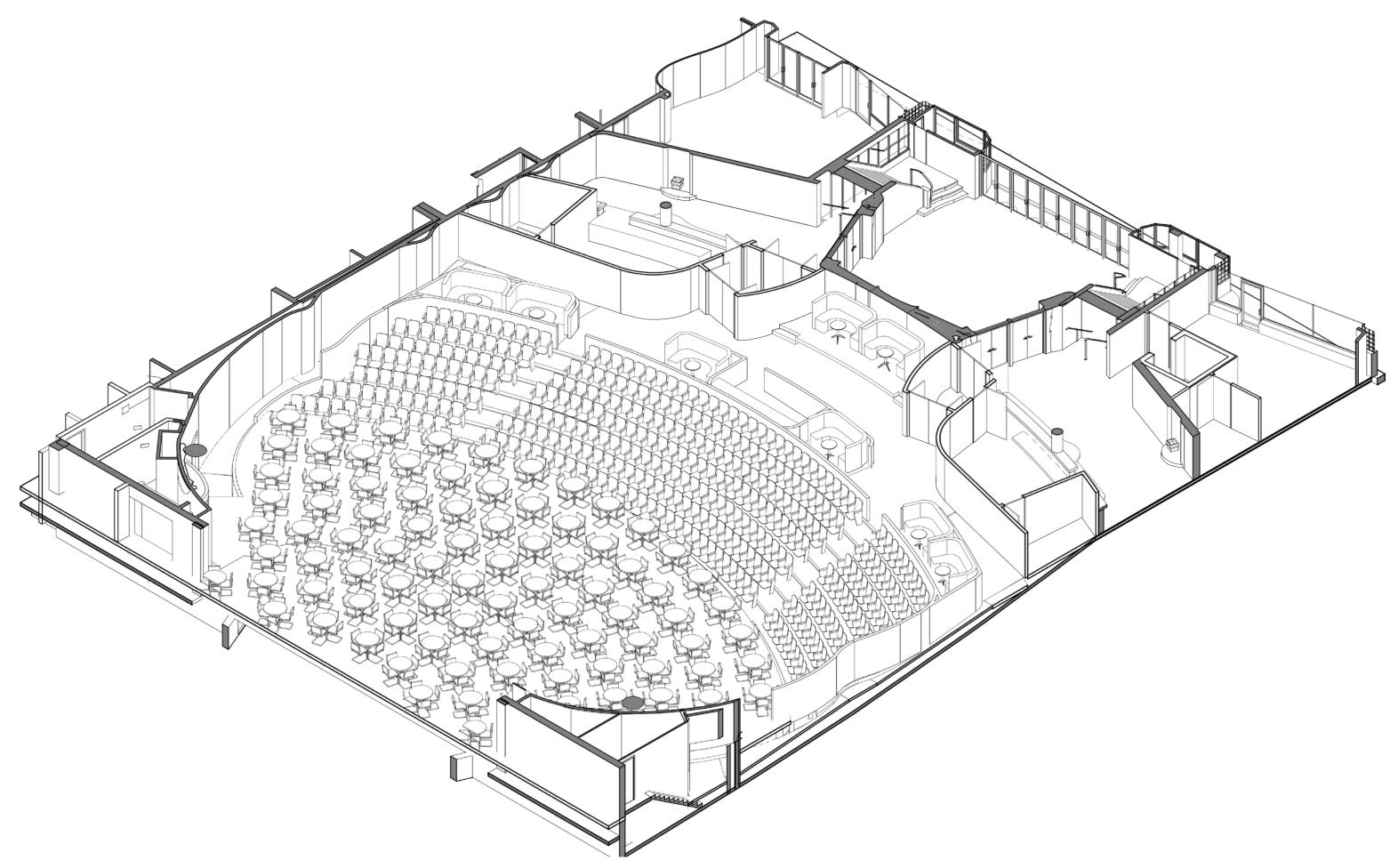




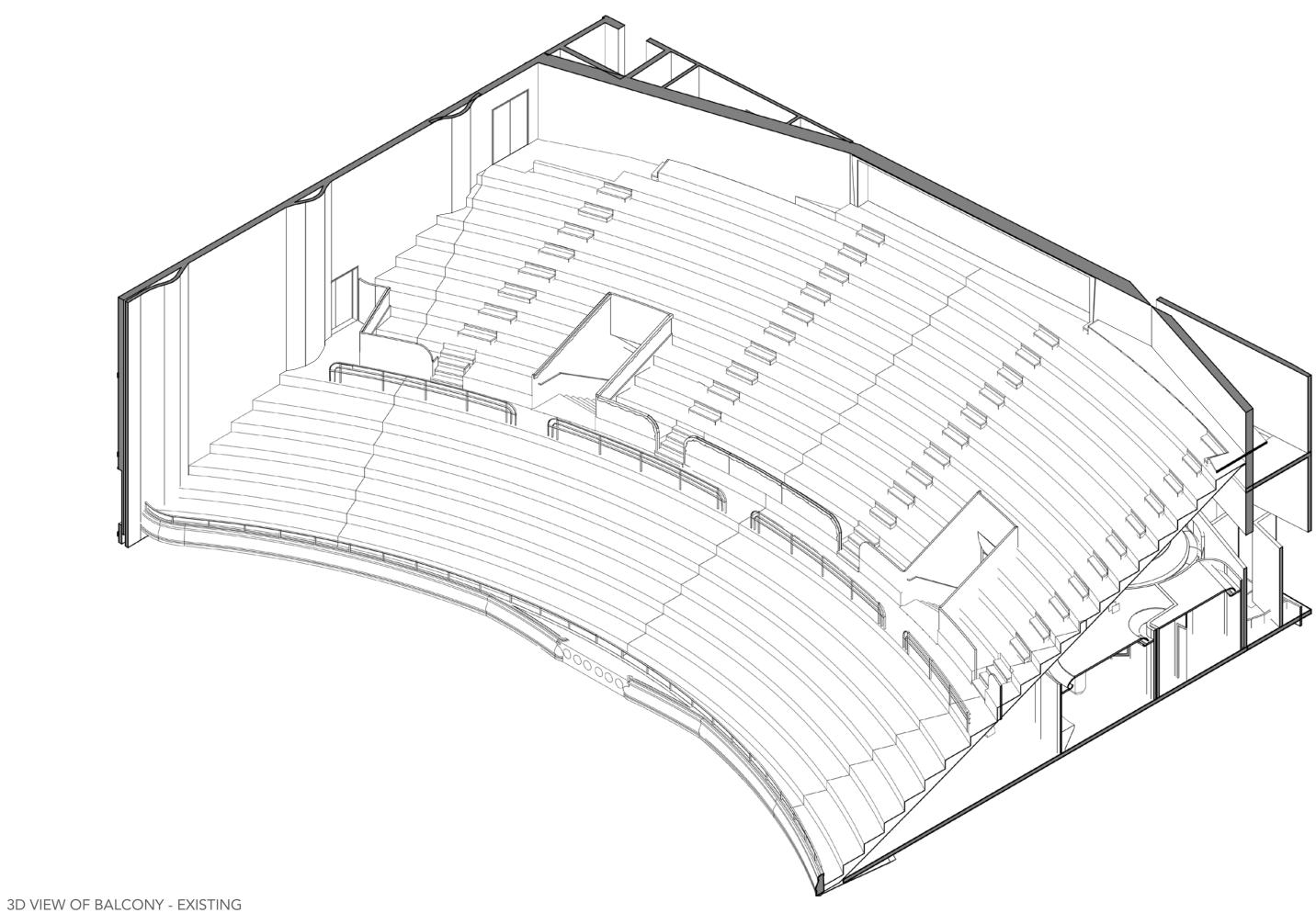




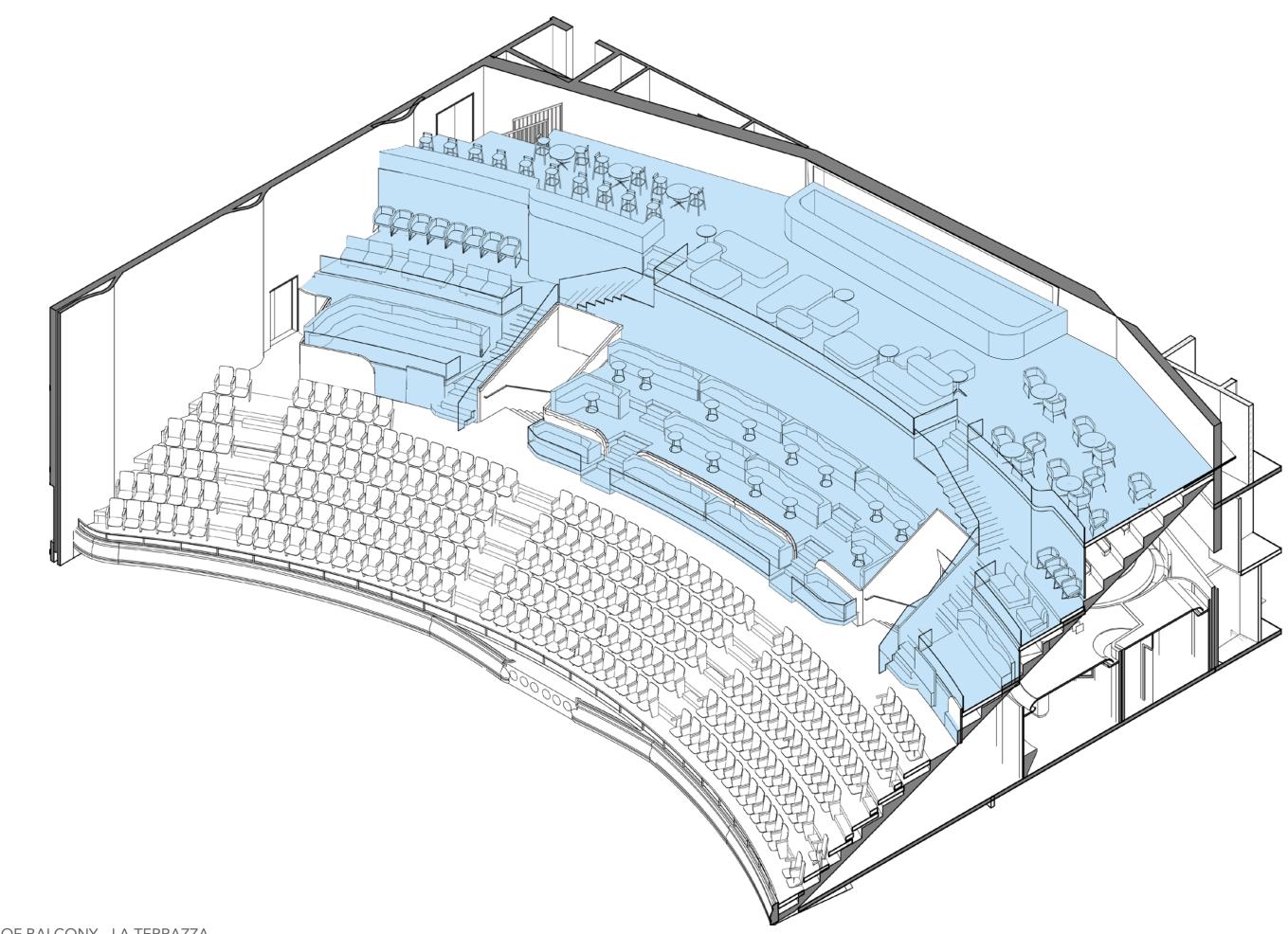




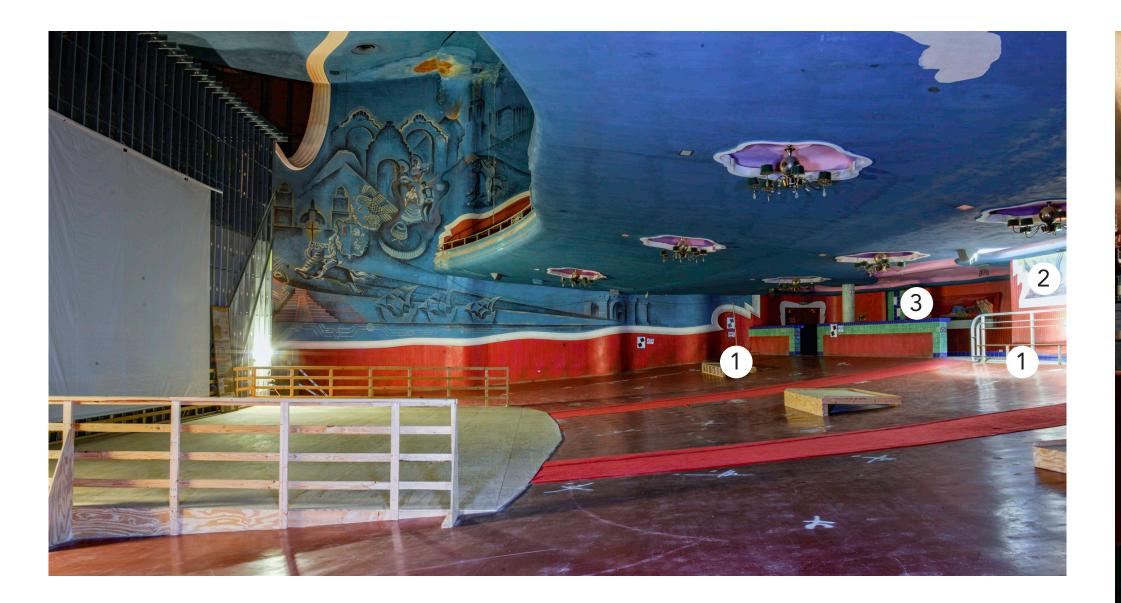












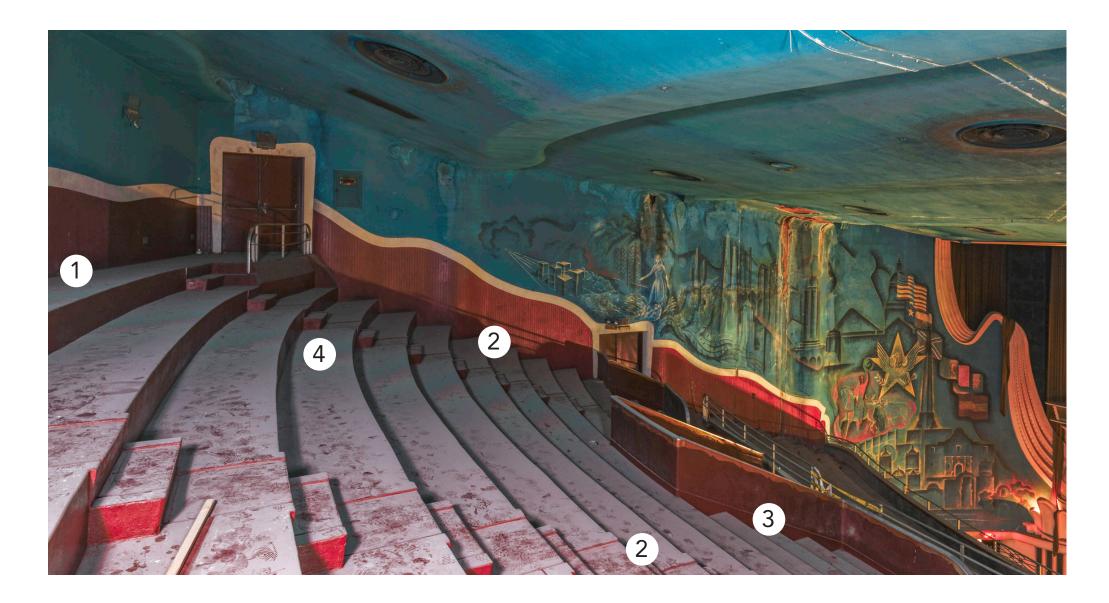


REFERENCE IMAGES - ORCHESTRA EXPERIENCE ALAMEDA THEATER - HDRC CONCEPT REVIEW - MARCH 1, 2018











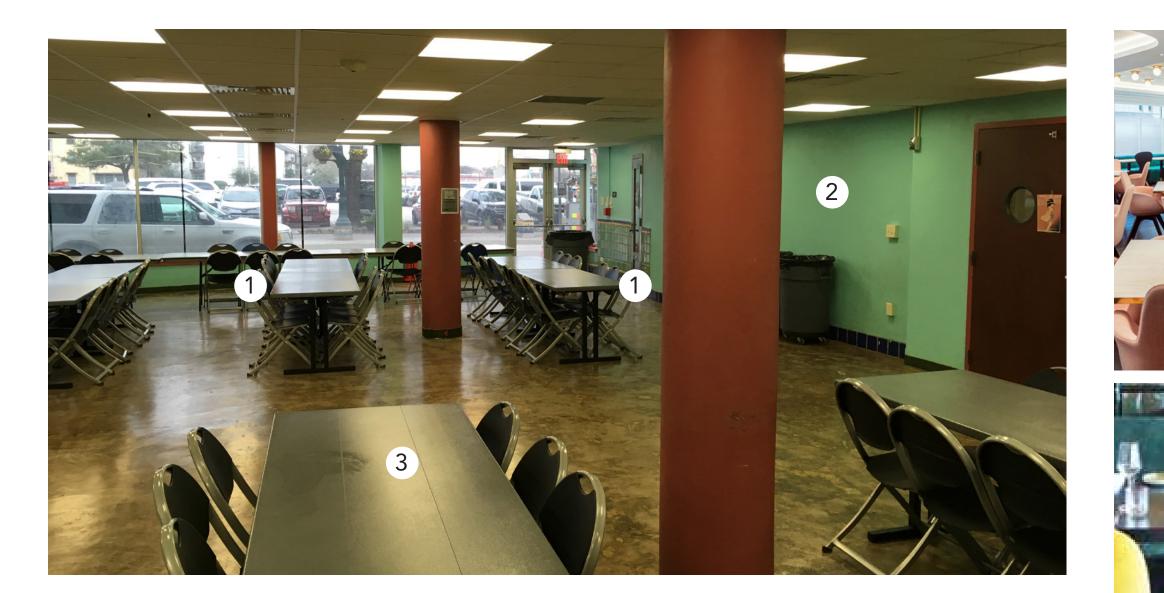
REFERENCE IMAGES - BALCONY EXPERIENCE ALAMEDA THEATER - HDRC CONCEPT REVIEW - MARCH 1, 2018

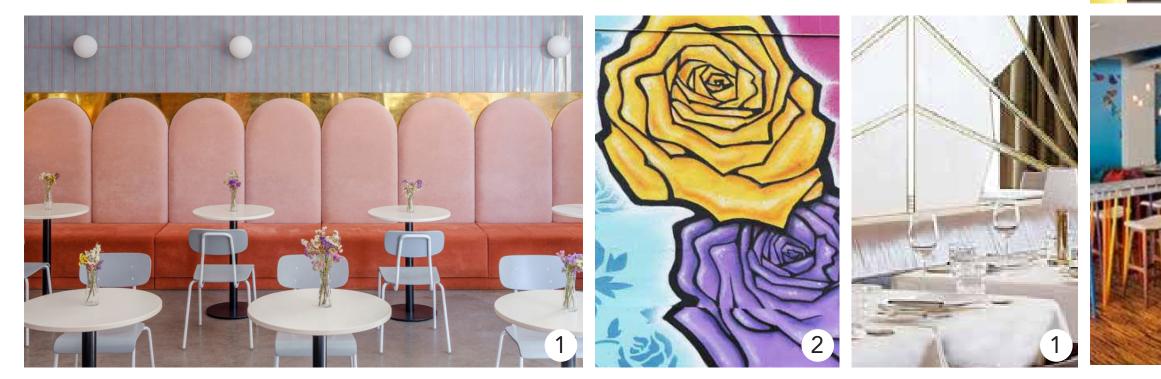












REFERENCE IMAGES - CAFE/LOUNGE EXPERIENCE ALAMEDA THEATER - HDRC CONCEPT REVIEW - MARCH 1, 2018







