Ramoovation
INSPIRING BRIDGEPORT
Contents

Statement of Problem
Team Organization
Goals
Accomplishments
Future
Questions
Ramova Theatre

- Built in 1929 in Bridgeport
- Charlie Chaplin creates buzz
- Currently owned by City of Chicago
- Despite poor current condition, it is an important historic building
- Save the Ramova Group
Current Conditions
## Team Organization

### Finance Group
- Grace
- Malik
- Matt
- Paul
- Rob
- Marc
- Mike
- Paul
- Sang

### Design Group
- Leena
- Robert
- Malik
- Joshi
- Jose
- Kay
- Matt
- Paul
- Robert

### Marketing Group
- Alicia
- Jonathan
- Jose
- Jonathan
- Mike
- Matt
- Paul
- Sang

### Bridgeport Survey
- Alicia
- Grace
- Malik
- Louis
- Mike
- Raul
- Paul
- Sharvesh

### University Survey
- Kyle
- Leena
- Malik
- Louis
- Mike
- Raul
- Paul

### Midterm Presentation
- Kyle
- Leena
- Mike
- Paul
- Raul

### Contextual Studies
- Matt
- Mike
- Paul
- Sang

### Bridgeport Corridor
- Matt
- Mike
- Jon

### Video
- Rob
- Kyle
- Sang

### Final Presentation
- Raul
- Kyle
- Mike
- Kay

### Booth
- Marc
- Grace
- Leena
- Malik

### Appendix to Poster
- Poster/Brochure
- Final Report
- Website

- Paul
- Alicia
- Joshi
- Alicia
- Marc
- Paul
- Jon
- Grace
- Louis
- Louis
- Kay
- Matt
**Team Organization**

### Design Group

<table>
<thead>
<tr>
<th>Design Group</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leena</td>
<td></td>
</tr>
<tr>
<td>Robert</td>
<td></td>
</tr>
<tr>
<td>Malik</td>
<td></td>
</tr>
<tr>
<td>Joshi</td>
<td></td>
</tr>
<tr>
<td>Jose</td>
<td></td>
</tr>
<tr>
<td>Louis</td>
<td></td>
</tr>
<tr>
<td>Mike</td>
<td></td>
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<td>Paul</td>
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<table>
<thead>
<tr>
<th>Contextual Studies</th>
<th>Bridgeport Corridor</th>
<th>Video</th>
<th>Final Presentation</th>
<th>Booth</th>
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<tbody>
<tr>
<td>Matt</td>
<td>Matt</td>
<td>Rob</td>
<td>Raul</td>
<td>Marc</td>
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<tr>
<td>Mike</td>
<td>Mike</td>
<td>Sang</td>
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<td>Kay</td>
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<tr>
<td>Sang</td>
<td>Jon</td>
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### Appendix to Poster

<table>
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<tr>
<th>Poster/Brochure</th>
<th>Final Report</th>
<th>Website</th>
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<td>Paul</td>
<td>Alicia</td>
<td>Alicia</td>
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<td>Marc</td>
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<td>Jon</td>
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<td>Grace</td>
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<td>Louis</td>
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<tr>
<td>Kay</td>
<td>Matt</td>
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</table>
Process Towards Goals

Research
- Defining the Project
- Assumptions
- Save the Ramova’s work
- Survey
- Case Studies

Analysis
- Survey: Local Students
- Survey: Bridgeport Residents
- Successful renovations
- Successful New Theaters
- Bridgeport Corridor
- Contextual Studies
- Practical

Synthesis
- Filtering of Activities
- Attractors/ Established Needs
- Holes in Market
- Environmental Opportunities
- Phasing of Activities
- Time-Based Activities List
- Business Competition
- Historical Context
- Function-Based Activity List
- Needs and Opportunity Analysis
- Site Visit, Entry into Theater

Preliminary Program

GOALS
Process Towards Goals

Research
- Survey
- Case Studies

Analysis
- Survey: Local Students
- Survey: Bridgeport Residents
- Successful renovations
- Successful New Theaters
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- Filtering of Activities
- Attractors/Established Needs
- Holes in Market
- Environmental Opportunities
- Phasing of Activities
- Business Competition
- Historical Context
- Site Visit, Entry into Theater
- Analysis of Previous Proposal
- Time-Based Activities List
- Function-Based Activity List
- Needs and Opportunity Analysis

Goals
Process Towards Goals

Analysis
- Survey: Local Students
- Survey: Bridgeport Residents
- Successful renovations
- Successful New Theaters
- Bridgeport Corridor
- Contextual Studies
- Practical

Synthesis
- Filtering of Activities
- Attractors/E stablished Needs
- Analysis of Previous Proposal
- Time-Based Activities List
- Needs and Opportunity Analysis
- Phase of Activities
- Business Competition
- Historical Context
- Site Visit, Entry into Theater
- Environmental Opportunities
- Holes in Market

Defining the Project
- Assumptions
- Save the Ramova's work

Research

Goals
Process Towards Goals

Research
- Survey
- Case Studies

Analysis
- Survey: Local Stakes
- Survey: Bridgeport Resident
- Successful reidentification
- Successful New Technology

Synthesis
- Filtering of Activities
- Attractors/Established Needs
- Analysis of Previous Proposal
- Time-Based Activities List
- Holes in Market
- Environmental Opportunities
- Function-Based Activity List
- Phasing of Activities
- Business Competition
- Needs and Opportunity Analysis
- Historical Context
- Site Visit, Entry into Theater

Preliminary Program

Defining the Project
- Assumptions
- Save the Ramova's work

Contextual Studies
## Case Studies

<table>
<thead>
<tr>
<th></th>
<th>Year Built</th>
<th>Year Renovated</th>
<th>Primary Program</th>
<th>Initial Investment*</th>
<th>Renovation Investment*</th>
<th>Building Style</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aragon Ballroom</td>
<td>1926</td>
<td>1970's</td>
<td>Concert, Dance Hall</td>
<td>$24 million</td>
<td></td>
<td>Spanish Courtyard</td>
<td>3000</td>
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<tr>
<td>Music Box Theater</td>
<td>1929</td>
<td>1963</td>
<td>Independant &amp; Foreign Films</td>
<td>$3 million</td>
<td></td>
<td>Atmospheric</td>
<td>800</td>
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<tr>
<td>Beverly Arts Center</td>
<td>2002</td>
<td>NA</td>
<td>Multidisciplinary Cultural Center</td>
<td>$9.8 million</td>
<td></td>
<td>Contemporary</td>
<td>410 (main stage)</td>
</tr>
<tr>
<td>Plaza Theater: El Paso</td>
<td>1934</td>
<td>2006</td>
<td>Broadway, Plays, Orchestra, Concerts</td>
<td></td>
<td>$38 million</td>
<td></td>
<td>2,050 (main theater), 200 (children's theater)</td>
</tr>
<tr>
<td>Congress Theater: Chicago</td>
<td>1926</td>
<td>1966</td>
<td>Movie Theater, Music Venue</td>
<td>$48 million</td>
<td>$35.5 million</td>
<td>Classical Revival, Italian Rennaisance</td>
<td>3600</td>
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<tr>
<td>Auditorium Building</td>
<td>1886-1889</td>
<td>2001</td>
<td>Concert Hall, Opera Theater, Roosevelt University</td>
<td></td>
<td></td>
<td>European Art Nouveau</td>
<td>4237</td>
</tr>
</tbody>
</table>
# Case Studies

<table>
<thead>
<tr>
<th>Building</th>
<th>Year Built</th>
<th>Year Renovated</th>
<th>Primary Program</th>
<th>Initial Investment*</th>
<th>Renovation Investment*</th>
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</thead>
<tbody>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music Box Theater</td>
<td>1929</td>
<td>1983</td>
<td>Independant &amp; Foreign Films</td>
<td>33 million</td>
<td></td>
<td></td>
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<tr>
<td>Beverly Arts Center</td>
<td>2002</td>
<td>NA</td>
<td>Multidisciplinary Cultural Center</td>
<td>9.6 million</td>
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<td></td>
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<tr>
<td>Plaza Theater : El Paso</td>
<td>1934</td>
<td>2006</td>
<td>Broadway, Plays, Orchestra, Concerts</td>
<td>48 million</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Congress Theater: Chicago</td>
<td>1926</td>
<td>1986</td>
<td>Movie Theater, Music Venue</td>
<td>42 million</td>
<td></td>
<td></td>
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<tr>
<td>Auditorium Building</td>
<td>1886-1889</td>
<td>2001</td>
<td>Concert Hall, Opera Theater, Roosevelt University</td>
<td>European Art Nouveau</td>
<td></td>
<td>4237</td>
<td></td>
</tr>
</tbody>
</table>

Inflation adjustments were completed with 2018 dollars to account for inflation according to the year 2010 for completion amounts.
Surveys - Universities

Importance of different triggers of attraction to Ramova
- Nighttime Amenities: 12%
- Daytime Amenities: 7%
- Safety: 19%
- Performance: 22%
- Location: 12%
- Performer: 28%

Interest in having a bar at the Ramova
- 5: 34%
- 2: 7%
- 3: 21%
- 1: 3%

Interest in having a coffee shop at the Ramova
- 5: 30%
- 4: 23%
- 3: 15%
- 2: 7%
- 1: 25%

Sample: 119 People

GOALS
Performers, having a bar, and a cafe were most important.
# Age Group Analysis

## Aged Matched Activities

<table>
<thead>
<tr>
<th>Age Range</th>
<th>&lt;18-34</th>
<th>35-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 3 Suggested Activities</td>
<td>Films, Concerts, Stand-up Comedy</td>
<td>Films, Concerts, Stand-up</td>
<td>Films, Concerts, Stand-up</td>
<td>Special Events, Receptions</td>
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</tbody>
</table>

## Aged Match Time Ranges

<table>
<thead>
<tr>
<th>Weekday</th>
<th>Morning</th>
<th>Midday</th>
<th>Evening</th>
<th>Late Night</th>
<th>Weekend</th>
<th>Morning</th>
<th>Midday</th>
<th>Evening</th>
<th>Late Night</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>65+</td>
<td>65+</td>
<td>All ages</td>
<td>&lt;18-54</td>
<td>65+</td>
<td>65+</td>
<td>65+</td>
<td>All ages</td>
<td>&lt;18-64</td>
</tr>
</tbody>
</table>

Sample: 245 People
Age Group Analysis

Aged Matched Activities

<table>
<thead>
<tr>
<th>Age Range</th>
<th>&lt;18-34</th>
<th>35-54</th>
<th>55-64</th>
</tr>
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</tbody>
</table>

Aged Match Time Ranges

<table>
<thead>
<tr>
<th>Weekday</th>
<th>Morning</th>
<th>Midday</th>
<th>Evening</th>
<th>Late Night</th>
<th>Morning</th>
<th>Midday</th>
</tr>
</thead>
<tbody>
<tr>
<td>65+</td>
<td>65+</td>
<td>65+</td>
<td>All ages</td>
<td>&lt;18-54</td>
<td>65+</td>
<td>65+</td>
</tr>
</tbody>
</table>

Films were an attractor to all age groups

Different times of activity defines different kinds of programs

Sample: 245 People
Surveys - Bridgeport Residents

Most Suggested Activities/Amenities

- Screenings: 63%
- Musical Film: 65%
- Concerts Screenings: 58%
- Sketch: 55%
- Theatrical: 48%
- Plays: 49%
- Comedy: 45%
- Stand-up: 47%
- Art Show: 45%
- Casual Dining: 33%
- Art Gallery: 34%
- Art Classes: 48%
- Snack Shop: 48%
- Bar: 48%

Sample: 245 People
Survey - Bridgeport Residents

Highest ranked: Film Screenings, Musical Concerts, Coffee Shop

Sample: 245 People
# Preliminary Program

## Existing Structure

~16,500 sf over 2 floors

<table>
<thead>
<tr>
<th>Existing Structure</th>
<th>SF</th>
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<tbody>
<tr>
<td>Proscenium Theater</td>
<td>2040</td>
</tr>
<tr>
<td>Projection Room</td>
<td>200</td>
</tr>
<tr>
<td>Storage</td>
<td>340</td>
</tr>
<tr>
<td>Stage</td>
<td>675</td>
</tr>
<tr>
<td><strong>Proscenium Subtotal:</strong></td>
<td><strong>3255</strong></td>
</tr>
<tr>
<td>Blackbox Theater</td>
<td>2000</td>
</tr>
<tr>
<td>Storage</td>
<td>300</td>
</tr>
<tr>
<td>Projection Room</td>
<td>180</td>
</tr>
<tr>
<td><strong>Blackbox Subtotal:</strong></td>
<td><strong>2480</strong></td>
</tr>
<tr>
<td>Shared Theater Support Space</td>
<td>850</td>
</tr>
<tr>
<td>Main Lobby (double height)</td>
<td>2000</td>
</tr>
<tr>
<td>Theater Lobby *</td>
<td>4100*</td>
</tr>
<tr>
<td>Concessions</td>
<td>300</td>
</tr>
<tr>
<td>Mezzanine</td>
<td>3000</td>
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<tr>
<td><strong>Total Existing SF</strong></td>
<td><strong>15985</strong></td>
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</table>

* part of 20% circulation

## Adjacent Vacant Lot

<table>
<thead>
<tr>
<th>Adjacent Vacant Lot</th>
<th>SF</th>
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<tbody>
<tr>
<td>Proposed 2 storey structure</td>
<td>7600</td>
</tr>
<tr>
<td>Casual Dining/Cafe</td>
<td>1870</td>
</tr>
<tr>
<td>Classroom (to be flexible/dividable)</td>
<td>2500</td>
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<tr>
<td><strong>classrooms circulation</strong></td>
<td><strong>300</strong></td>
</tr>
<tr>
<td>Offices</td>
<td>500</td>
</tr>
<tr>
<td>Restrooms</td>
<td>900</td>
</tr>
<tr>
<td>Vertical Circulation</td>
<td>180</td>
</tr>
<tr>
<td>2 stair cores</td>
<td>180</td>
</tr>
<tr>
<td>Elevator</td>
<td>90</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>900</strong></td>
</tr>
<tr>
<td>Subtotal (x2 to account for # of floors) *</td>
<td><strong>900</strong></td>
</tr>
<tr>
<td>Mechanical</td>
<td>500</td>
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<tr>
<td><strong>Total SF on Proposed Expansion</strong></td>
<td><strong>7,470</strong></td>
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<td><strong>Total Building SF</strong></td>
<td><strong>23,455</strong></td>
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</table>
# Preliminary Budget

## Renovation Estimate

<table>
<thead>
<tr>
<th>Item</th>
<th>% of Total</th>
<th>Cost per S.F.</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Substructure</td>
<td>6.6%</td>
<td>$12.41</td>
<td>$256,000</td>
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<tr>
<td>B Shell</td>
<td>43.6%</td>
<td>$81.62</td>
<td>$1,683,500</td>
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<tr>
<td>C Interiors</td>
<td>18.7%</td>
<td>$34.98</td>
<td>$721,500</td>
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<tr>
<td>D Services</td>
<td>31.2%</td>
<td>$58.38</td>
<td>$1,204,000</td>
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<tr>
<td>Contract or Fees</td>
<td>25%</td>
<td>$46.86</td>
<td>$966,500</td>
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<tr>
<td>Architectural Fee</td>
<td>7%</td>
<td>$16.39</td>
<td>$338,000</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$5,169,500</strong></td>
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## New Addition Estimate

<table>
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<th>Item</th>
<th>% of Total</th>
<th>Cost per S.F.</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Substructure</td>
<td>15%</td>
<td>$19.55</td>
<td>$182,500</td>
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<tr>
<td>B Shell</td>
<td>26.6%</td>
<td>$34.70</td>
<td>$324,000</td>
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<tr>
<td>C Interiors</td>
<td>28.9%</td>
<td>$37.59</td>
<td>$351,000</td>
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<tr>
<td>D Services</td>
<td>27.5%</td>
<td>$35.83</td>
<td>$334,500</td>
</tr>
<tr>
<td>E Equip &amp; Furn</td>
<td>2%</td>
<td>$2.57</td>
<td>$24,000</td>
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<tr>
<td>Contract or Fees</td>
<td>25%</td>
<td>$32.56</td>
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<tr>
<td>Architectural Fee</td>
<td>9%</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>$1,657,000</strong></td>
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**Total: $6,826,500**
Accomplishments

- Surveys
  Programming tool

- Preliminary Program

- Preliminary Budget

  Help the community realize the potential that lies in this theater
Future Goals

- Survey Data Collection: 100%
- Preliminary Program: 100%
- Bridgeport Corridor: 60%
- Case Studies data collection: 60%
- Website: 40%
- Contextual Studies: 30%
- Funding Research*: 05%

* Financial endorsement Potential Grants, Chase, Save America’s Treasures, NEA, GAP, HUD
Private Investors
Acknowledgements

Maureen Sullivan, Save the Ramova
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Don Hohenadel, Assistant Commissioner Dept. of Planning and Development
Efrian Hernandez-Diaz, Coordinating Manager of Relocation and Property Management, Dept. of Community Development
The City of Chicago
Bridgeport Residents
QUESTIONS?????