

# 2021 Coconut Grove Playhouse Project

Update on the New Path Forward



# The Urgent Need to Move Forward



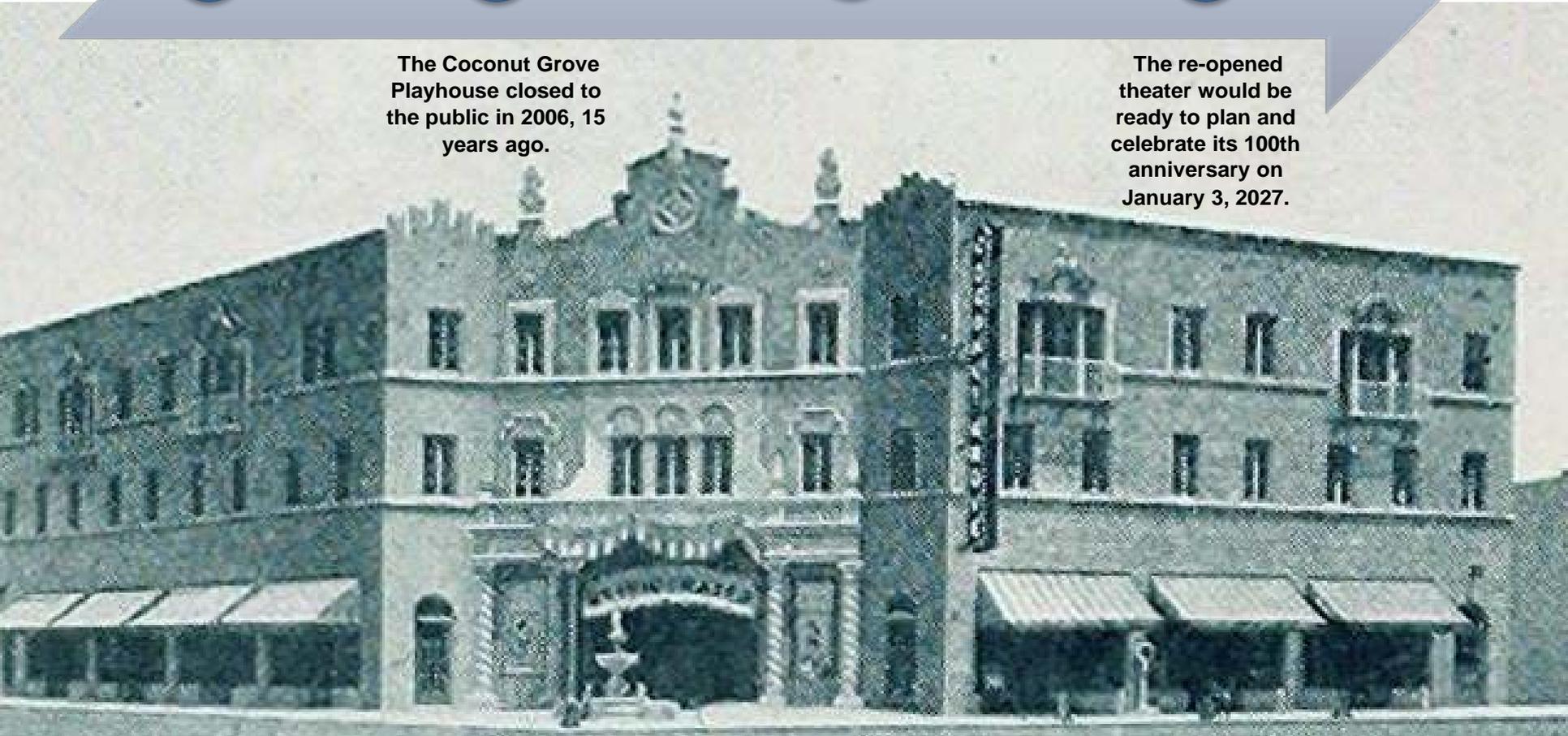
The Coconut Grove Theater opened as a movie house on January 3, 1927.

If work began now on this “shovel-ready” project, the new plan for the Coconut Grove Playhouse could be completed by January 3, 2025 - 98 years since it first opened.

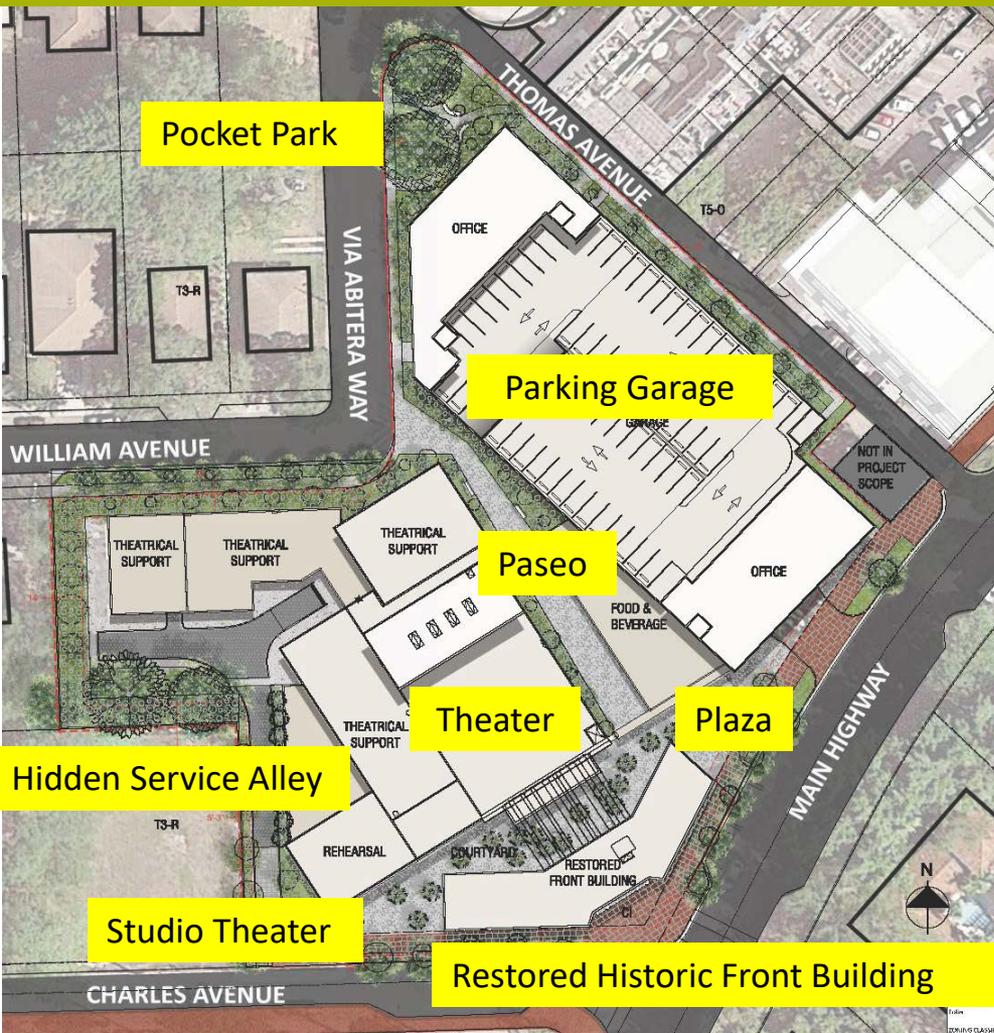


The Coconut Grove Playhouse closed to the public in 2006, 15 years ago.

The re-opened theater would be ready to plan and celebrate its 100th anniversary on January 3, 2027.



# The New Approved Playhouse Plan



- More Grove-Friendly Architecture
- Architecture and Access that Welcomes the West Grove
- Pedestrian-Friendly Paseos, Plazas, and a Pocket Park
- Theater Job Training and Education Programs
- Public Art Celebrating the Playhouse's History
- Opportunities for Pop-up Businesses
- Parking that serves businesses, educational institutions and theatergoers
- Shovel ready

# The Approved Players

- **A Partnership.** A 99-year lease between Miami-Dade County and its partner Florida International University (FIU) with the State of Florida.
- **Secured Funding and an Expert Team.** The County has approved \$23.6 million specifically for the project and has an outstanding design team, led by Arquitectonica and including noted historic preservation architect Jorge Hernandez, renowned theater consultants Fisher Dachs Associates, and expert cost consultants, Venue, a firm specializing in capital cost estimates for theaters.
- **Return of Great Theater.** GableStage will operate and program the theater. GableStage and FIU are collaborating on joint initiatives ranging from internships for students in a professional theater company to partnering on creating the first master's degree in theater offered by a college or university in the county.

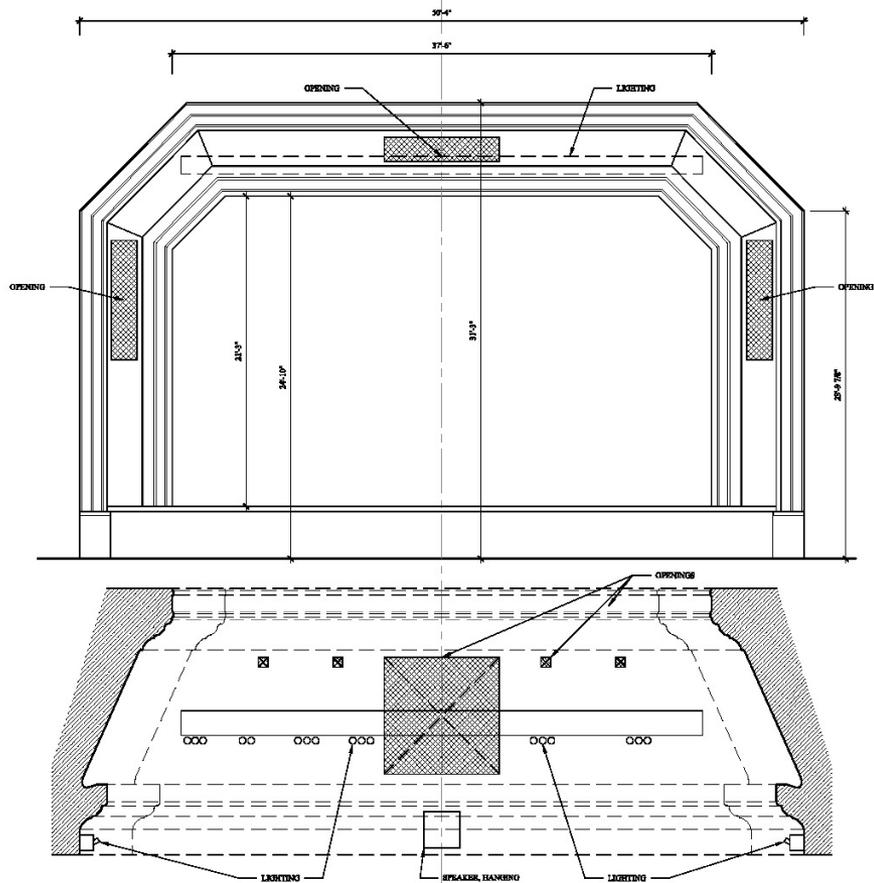




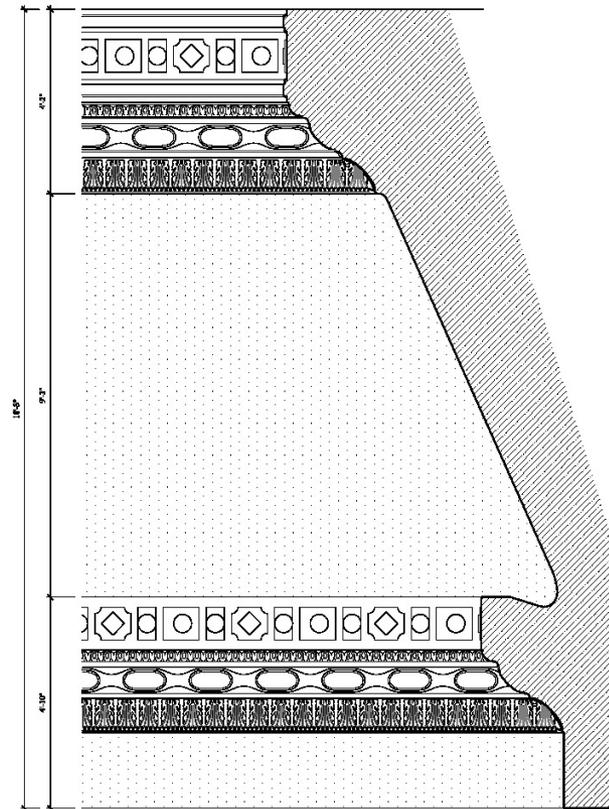
# **History Preserved and Celebrated**

# Theater Returns Under the Original Double Proscenium Arch





SCALE: 1/4" = 1'-0"



SCALE: 3/4" = 1'-0"



3. PROSCENIUM ARCH

# The Historic Front Building: The Public View Since the 1920s Now and Then (Again)



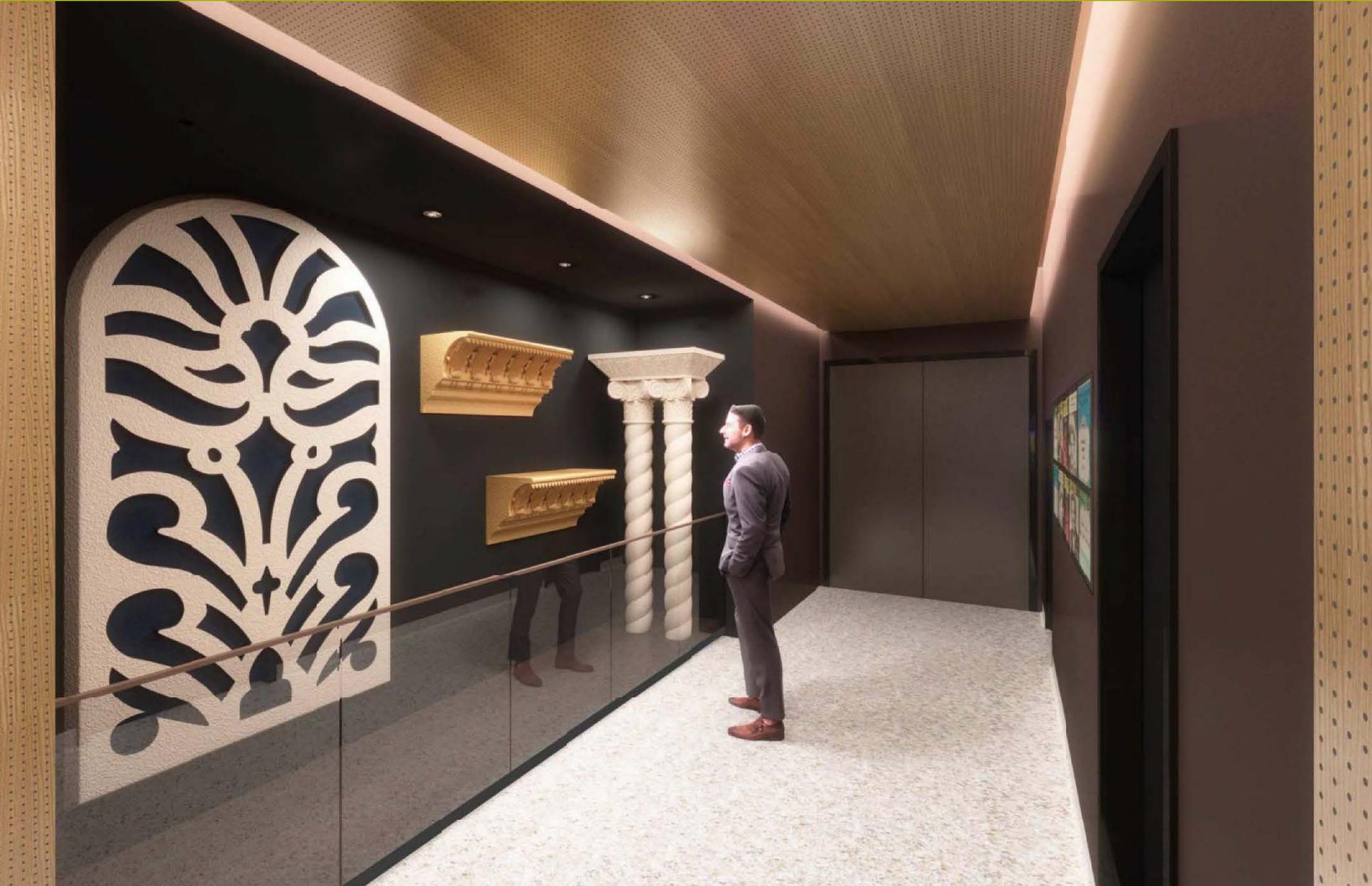
- Existing shuttered Playhouse



- Restored original 1927 exterior paint color
- Restored 1927 crenellated pediments
- Restored 1927 storefronts—pedestrian friendly



# Entering the Theater With a Look to the Past



The County will dedicate the public art funds for the Coconut Grove Playhouse project to commissioning works that commemorate the history of the Playhouse:

- **The First Grove Arts Festival** - an homage to legendary theater press agent Charlie Cinnamon, founder of the Coconut Grove Arts Festival, with an artist interpretation of the original “clothesline” art displays, honoring the legacy of Grove artists, in the public plaza on Main Highway.
- **An Original Film** - commissioned to capture the Playhouse's history and screened at least annually to celebrate the original opening date of the Playhouse.
- **Artist-designed Markers** - that tell the Playhouse story throughout the site.





# **A Campus Right for the Grove**

# A Campus Right for the Grove

- **Restored historic front building** on Main Highway restored faithfully to its 1927 design
- A state-of-the-art 300-seat theater that incorporates the remaining historic elements of the original theater featuring the **original double proscenium arch**
- A garage with its facades attractively **lined with offices** facing Main Highway and the residential neighborhood to the north
- **Plazas, promenades, lush landscaping and a pocket park with shade trees** that connects to and welcomes the West Grove.



# The Benefits of a 300-seat Theater



Tarell Alvin McCraney

- A 300-seat theater creates intimacy and an “electric” sense of **immediacy between artists and the audience**
- A **larger theater** would require a larger site footprint, with **taller and bigger buildings** occupying the entire site, **casting a shadow over its neighbors** and **eliminating the Grove-like campus** of plazas, paseos, and parks
- With a larger footprint, the **welcoming pedestrian passages connecting Main Highway to the West Grove would be lost** and the residential-side landscaping and pocket park would be squeezed out
- A larger theater requires a **larger (taller) parking garage** that would **loom over the residential neighborhood** and **significantly increase traffic**
- **Larger theaters already exist throughout the County** – the Adrienne Arsht Center (2,400, 2,200 and 250 seats); the Olympia Theater (1,567 seats); the South Miami-Dade Cultural Arts Center (990 seats); Manuel Artime Theater (880 seats); Miami-Dade County Auditorium (2,372, 450 and 250 seats); and Actors’ Playhouse (600, 300 and 100 seats), to name a few

## The Right Size for Performances and People

# Plazas, Paseos and Parks



The Entrance Plaza – Memorializing the “Footprint” of the Crescent-shaped Lobby from the 1920s Movie Theater

# Grove-friendly Architecture

The theater building now takes its inspiration from the immediate area's **mid-century Coconut Grove architecture**, exemplified by architects like Alfred Browning Parker.

The design welcomes people to an experience consistent with the **historic architecture of Coconut Grove**.



# What We Showed You Before



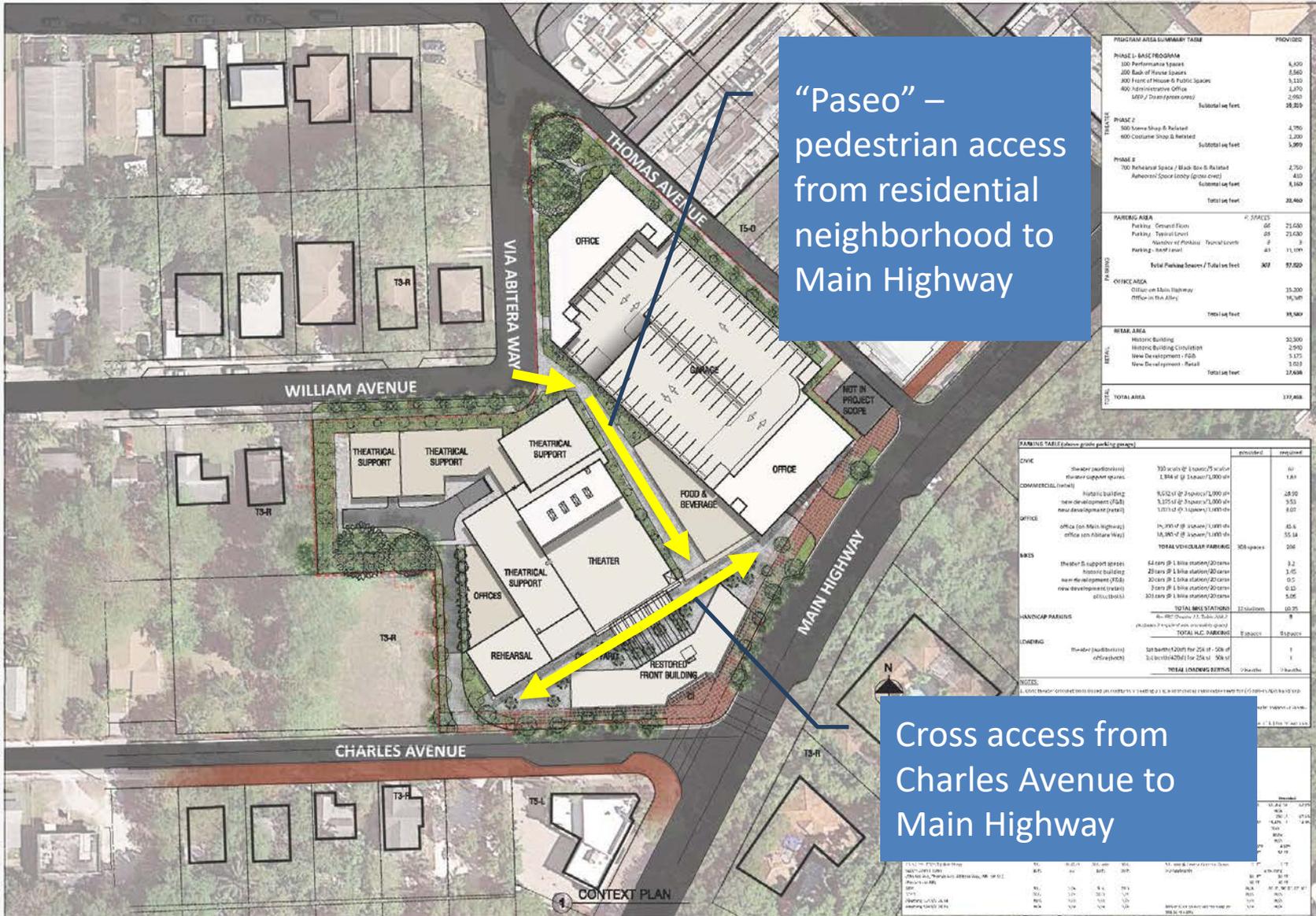
# Now: A People-Friendly Public Plaza on Main Highway



# Theater Entry Plaza and Cross Street Access: Charles to Main



# Unifying Neighborhoods



“Paseo” – pedestrian access from residential neighborhood to Main Highway

Cross access from Charles Avenue to Main Highway

**PROGRAM AREA SUMMARY TABLE** PROVIDED

| PHASE                  | DESCRIPTION                              | AREA (sq. ft.) | AREA (sq. ft.) |
|------------------------|--|----------------|----------------|
| PHASE 1 - BASE PROGRAM | 100 Performance Spaces                   | 6,500          |                |
|                        | 200 Back of House Spaces                 | 2,500          |                |
|                        | 300 Front of House & Public Spaces       | 3,100          |                |
|                        | 400 Administrative Offices               | 2,370          |                |
|                        | 500 Theater Greenhouse                   | 2,900          |                |
|                        | Subtotal sq. feet                        | 18,370         |                |
| PHASE 2                | 600 Screen Shop & Related                | 2,700          |                |
|                        | 650 Costume Shop & Related               | 1,900          |                |
|                        | Subtotal sq. feet                        | 4,600          |                |
| PHASE 3                | 700 Rehearsal Space / Back-Box & Related | 2,750          |                |
|                        | 750 Audience Space Lobby (gross area)    | 400            |                |
|                        | Subtotal sq. feet                        | 3,150          |                |
|                        | <b>Total sq. feet</b>                    | <b>28,420</b>  |                |

| AREA         | DESCRIPTION                                  | AREA (sq. ft.) | AREA (sq. ft.) |
|--------------|--|----------------|----------------|
| PARKING AREA | Parking - Covered Floors                     | 21,000         |                |
|              | Parking - Transit Level                      | 21,000         |                |
|              | Number of Spaces - Transit Level             | 8              |                |
|              | Parking - Total Level                        | 42             |                |
|              | <b>Total Parking Spaces / Total sq. feet</b> | <b>307</b>     | <b>42,000</b>  |
| OFFICE AREA  | Office on Main Highway                       | 15,200         |                |
|              | Office on Main Alley                         | 15,200         |                |
|              | <b>Total sq. feet</b>                        | <b>30,400</b>  |                |
| REAR AREA    | Historic Building                            | 22,300         |                |
|              | Historic Building Conversion                 | 2,900          |                |
|              | New Development - F&B                        | 3,175          |                |
|              | New Development - Retail                     | 1,000          |                |
|              | <b>Total sq. feet</b>                        | <b>29,375</b>  |                |
|              | <b>TOTAL AREA</b>                            | <b>177,808</b> |                |

**PARKING TABLE (please provide parking garage)**

| TYPE             | DESCRIPTION                              | AREA (sq. ft.)                         | AREA (sq. ft.) | REQUIRED   | PROVIDED   |
|------------------|--|--|----------------|------------|------------|
| CIVIC            | Theater (performance)                    | 300 seats @ 1 space/1.5 spaces         |                | 80         |            |
|                  | Theater support spaces                   | 1,800 sq. ft. @ 1 space/1,000 sq. ft.  |                | 1.80       |            |
|                  | Historic building                        | 5,512 sq. ft. @ 1 space/1,000 sq. ft.  |                | 5.51       |            |
|                  | new development (F&B)                    | 3,175 sq. ft. @ 1 space/1,000 sq. ft.  |                | 3.18       |            |
| OFFICE           | new development (office)                 | 3,000 sq. ft. @ 1 space/1,000 sq. ft.  |                | 3.00       |            |
|                  | Office (on Main Highway)                 | 15,200 sq. ft. @ 1 space/1,000 sq. ft. |                | 15.20      |            |
|                  | Office (on Main Alley)                   | 15,200 sq. ft. @ 1 space/1,000 sq. ft. |                | 15.20      |            |
|                  | <b>TOTAL VEHICULAR PARKING</b>           |  |                | <b>308</b> | <b>308</b> |
| BIKE             | Theater & support spaces                 | 60 cars @ 1 bike station/20 cars       |                | 3.0        |            |
|                  | Historic building                        | 20 cars @ 1 bike station/20 cars       |                | 1.0        |            |
|                  | new development (F&B)                    | 30 cars @ 1 bike station/20 cars       |                | 1.5        |            |
|                  | new development (office)                 | 30 cars @ 1 bike station/20 cars       |                | 1.5        |            |
|                  | <b>TOTAL BIKE STATIONS</b>               |  |                | <b>12</b>  | <b>12</b>  |
| HANDICAP PARKING | ADA (ADA 2010) 1.5% of total             |  |                | 8          |            |
|                  | ADA (ADA 2010) 2% of total               |  |                | 8          |            |
| LOADING          | Number (performance) @ 100 sq. ft. @ 1.0 |  |                | 1          |            |
|                  | Number (office) @ 100 sq. ft. @ 1.0      |  |                | 1          |            |
|                  | <b>TOTAL LOADING SPACES</b>              |  |                | <b>2</b>   | <b>2</b>   |

**COCONUT GROVE PLAYHOUSE**  
300 Main Highway, Miami, FL 33130

**MIAMI-DADE COUNTY**  
Miami-Dade County Department of Cultural Affairs

**ARCHITECTONICA**  
111 N.W. Parkway, Suite 100, Miami, FL 33130

**ARCHITECTS**  
JONAS L. SEPULVEDA ARCHITECT

**ENGINEERS**  
FRANCO ENGINEERING, LLC

**PLANNING**  
FRANCO ENGINEERING, LLC

**LANDSCAPE ARCHITECTS**  
FRANCO ENGINEERING, LLC

**PHOTOGRAPHER**  
FRANCO ENGINEERING, LLC

**DATE**  
2018.04.10

**SCALE**  
AS SHOWN

**CONTEXT PLAN WITH ZONING**

**A101**

# Today: Fences and Asphalt



# Transformed to a Pedestrian Paseo



Connecting the West Grove to Downtown Coconut Grove



# **The Future of Theater and Arts Education at the Playhouse**

# The Return of Great Theater Under the Iconic Playhouse Double Proscenium Arch



# The Heritage of Dramatic Theater at the Playhouse



# GableStage



**New Leadership: Bari Newport,  
Producing Artistic Director**



**Education and Outreach: A  
Commitment to the West Grove**



**Great Theater**

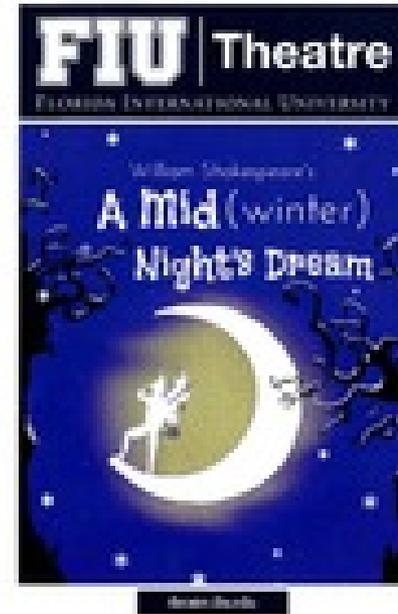
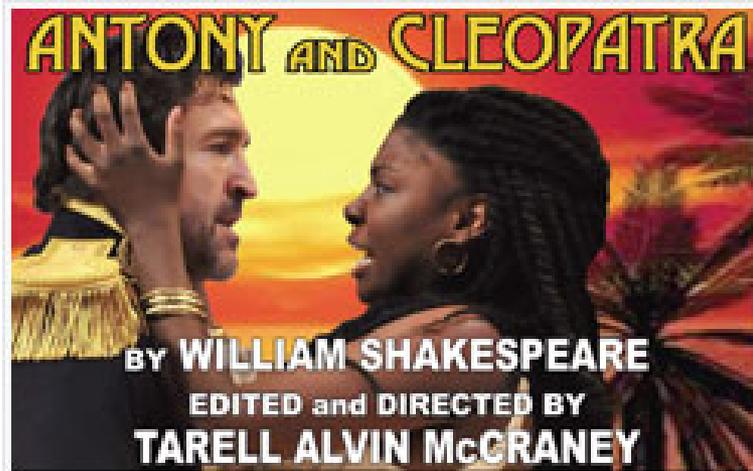
# Support for the Theater's Operation



- Revenues (after expenses) from the parking garage and the office and ground floor spaces are dedicated to the operation of the theater.
- The Miami Parking Authority will recoup its upfront investment in building the garage from parking proceeds.
- The operating forecasts for the theater conservatively estimate this annual support to be approximately \$300,000.
- The spaces lining the front and back of the parking garage total 33,580 sf.
- The spaces in the historic front building total 17,638 sf.

**The County is Responsible for the Theater's Financial Viability**

# GableStage and FIU: An Educational Partnership



# The Future of Theater and Arts Education Opportunities at the Playhouse



FIU Theatre Department Cast and Crew

- **Education and Career Training** - The theater will offer educational and training programs in the arts that offer students career opportunities – not only “on stage” but also the professional careers that exist “behind the scenes” in production, design, and technical wizardry. GableStage and FIU already have a track record and commitment to do this, especially for kids in the West Grove.
- **Black Box Theater** - The black box theater is an affordable and accessible way to guarantee community use (e.g., safe after school classes and homework sessions for kids using its WiFi; community meetings; classes like Pilates and yoga; etc.).

# Playhouse Training Programs: Great Jobs in Theater





# **West Grove, the Business District and Educational Partners**

# A Right-Sized Garage for All



- The approximately 300 car parking garage will serve **Grove businesses**
- The garage also will provide much-needed parking for **Grove schools** (e.g., Ransom Everglades, Carrollton, etc.)
- The **height** of the garage was **lowered** from the originally proposed height of 81' to 45' (2 stories lower)

# Neighborhood Outdoor Events, Educational Programs, and Pop-Ups



- Featuring beautiful landscaping, shade trees and built-in bench seating, the pocket park on the West Grove side will be activated with **outdoor movie screenings and public programming**.
- Some of these spaces also will be dedicated to **arts education programs**, especially directed to Grove kids.
- The spaces in the existing historic front building will be designed to host **“pop-up”** restaurants, breweries and other businesses opportunities.



# Welcoming the West Grove: A Pedestrian Promenade



Unifying Neighborhoods

# Charles Avenue: Landscaping and Trellises



**A Plaza With Cross Access to Main Highway**

# Residential-scaled Buildings and Landscaping on William Avenue



# The Fly Tower Now: Deeper in the Site and Paying Homage to the Existing Fly Tower



# No More Promises. Let's Build It!



# Thank you!



QUESTIONS?

Email [culture@miamidade.gov](mailto:culture@miamidade.gov) or

visit [www.miamidadearts.org](http://www.miamidadearts.org) for Frequently Asked Questions