

LOEW’S THEATER / HOTEL PROPOSAL

1100 CANAL STREET, NEW ORLEANS, LA 70112



VIEW FROM THE CORNER OF ELK PLACE AND CANAL STREET

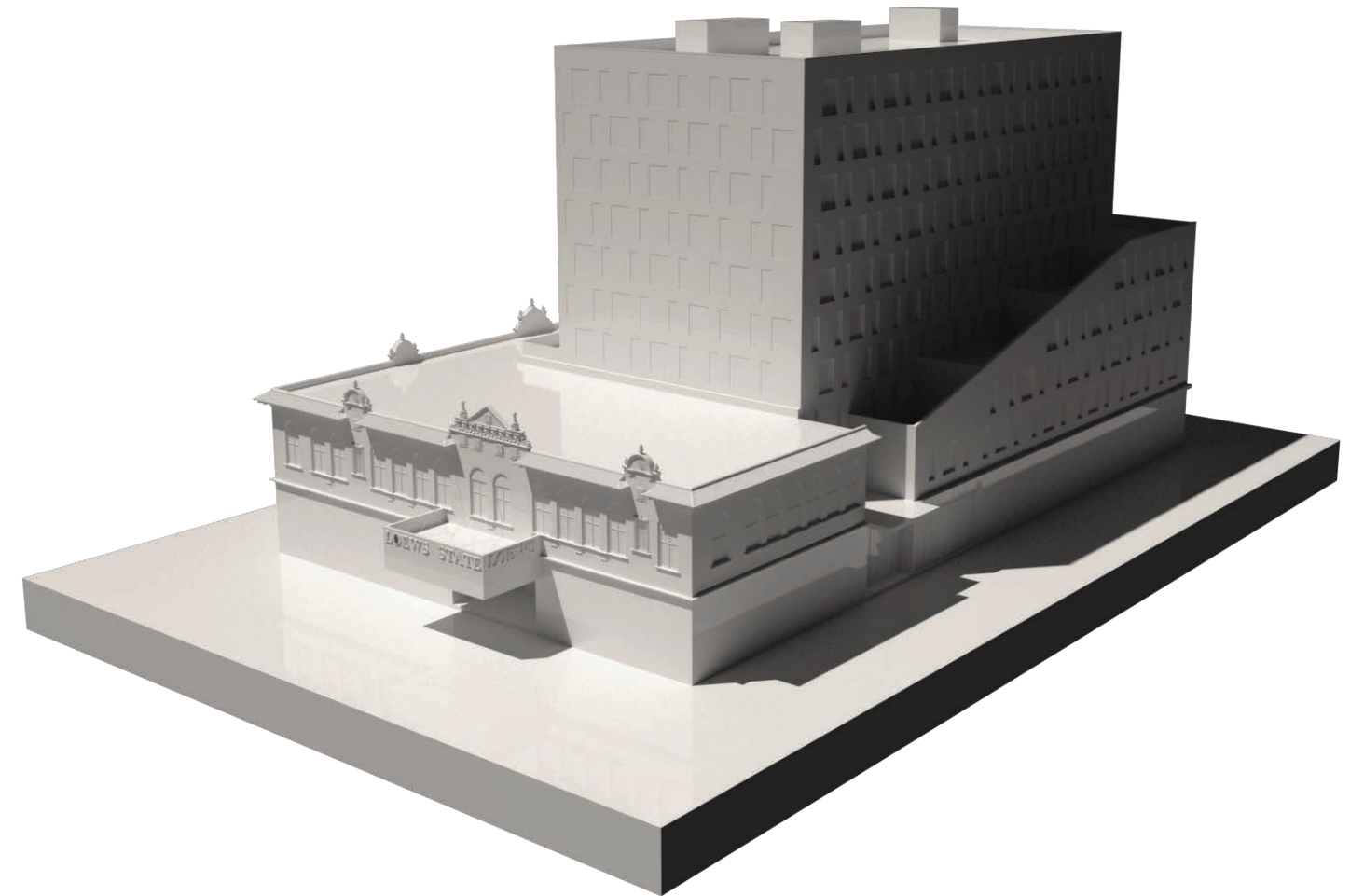
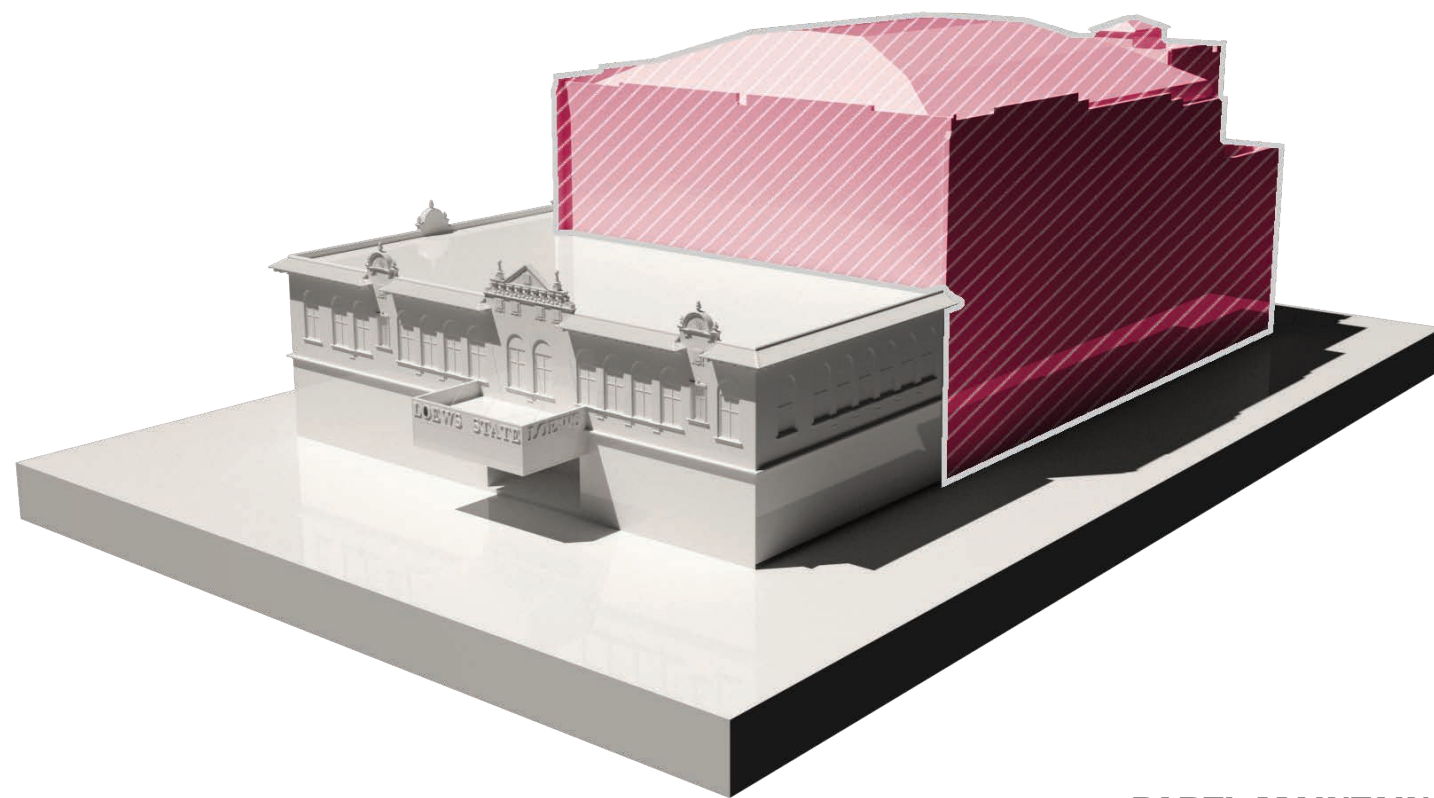
EXISTING CONDITIONS



LOEW'S THEATER, VIEW FROM EXTERIOR, CA. 2016

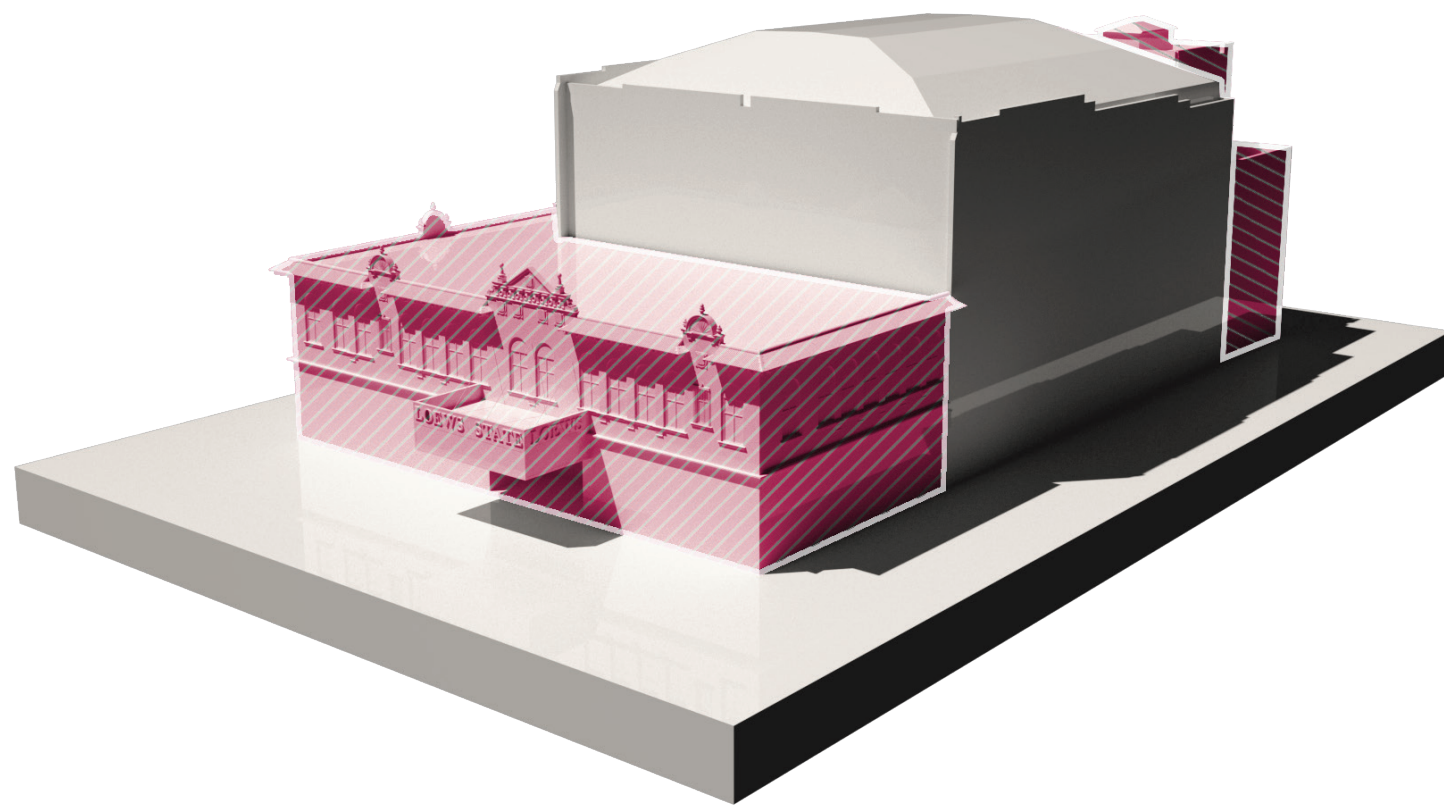


LOEW'S THEATER, VIEWS FROM INTERIOR, CA. 2016

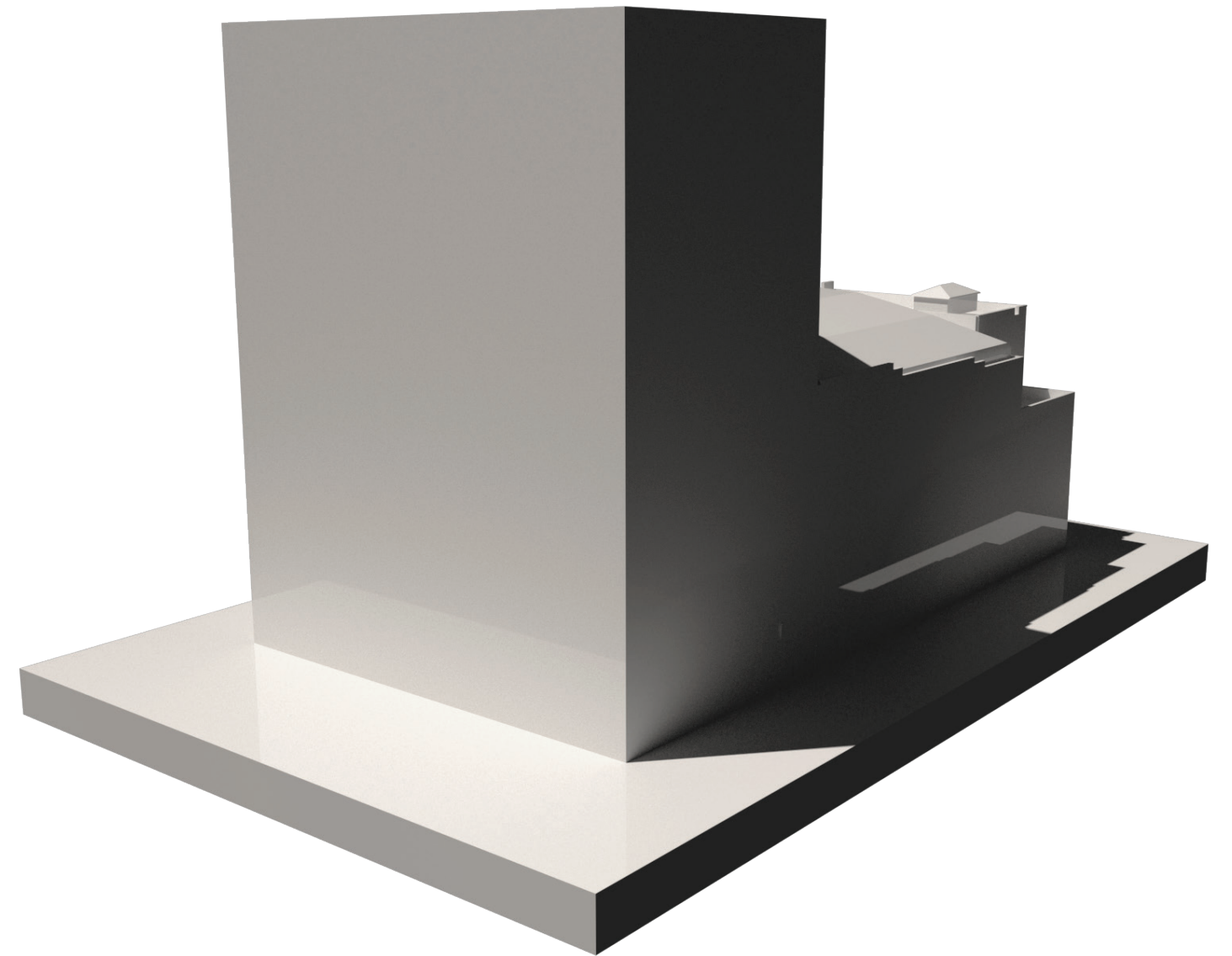


**PARTI: MAINTAIN FACADE ELEMENTS AT
EXPENSE OF THEATER INTERIOR**
IN THE ORIGINAL DESIGN APPROACH THE TEAM
ATTEMPTED TO RESPECT HDLC GUIDELINES
REGARDING THE HISTORIC FACADE, BUT PROGRAM
REQUIREMENTS FORCED THE SACRIFICE OF THE
THEATER INTERIOR

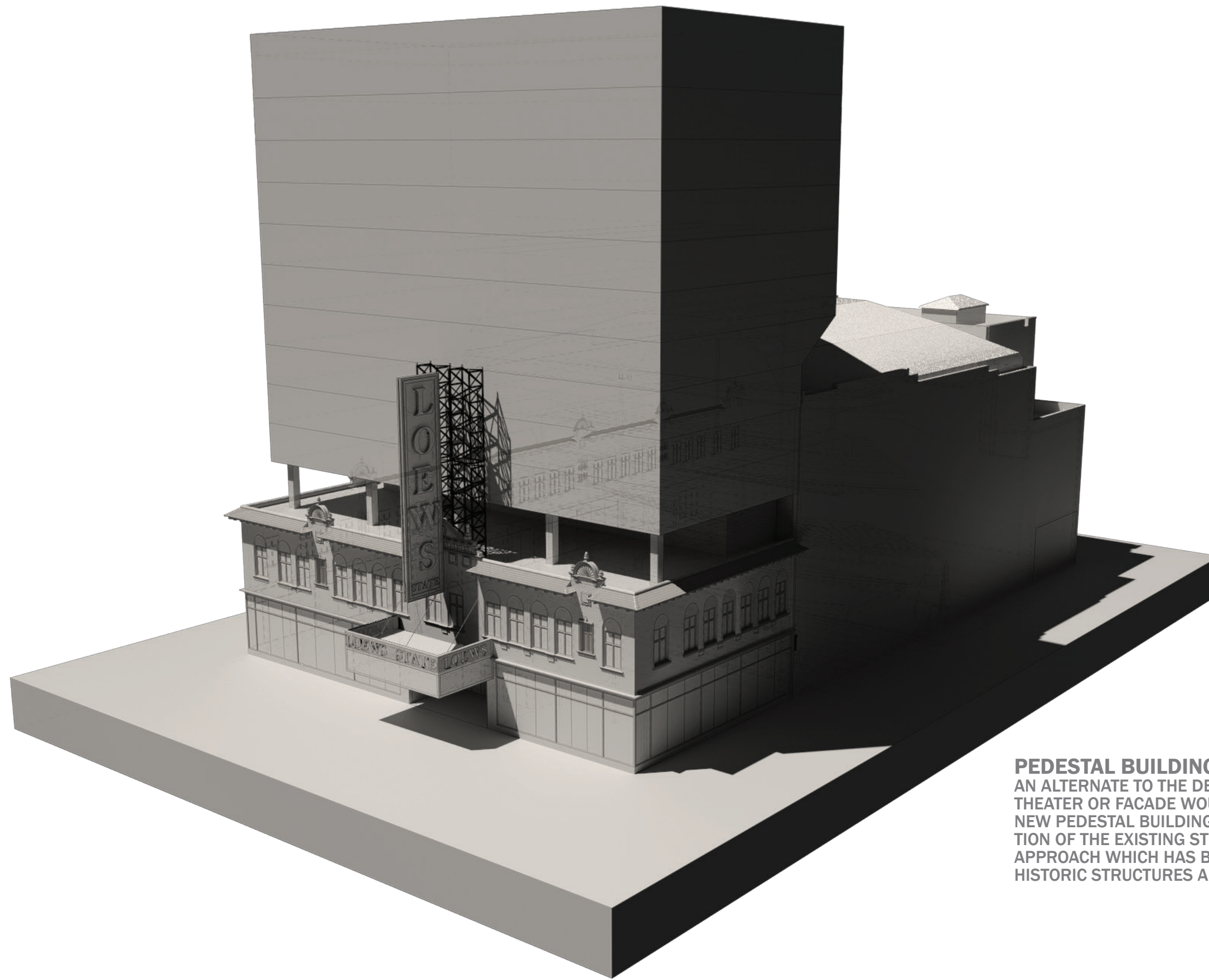
PREVIOUS SUBMITTAL: FACADE REUSE CONCEPT



**PARTI: SACRIFICE FACADE ELEMENTS TO
SAVE THEATER PORTION**
 IN THE SECOND SUBMITTAL WE EXPLORED
 OPTIONS TO ATTEMPT TO SALVAGE AND
 REPROGRAM THE THEATER PORTION OF THE
 BUILDING AT THE POTENTIAL COST OF THE SPANISH
 REVIVAL FACADE



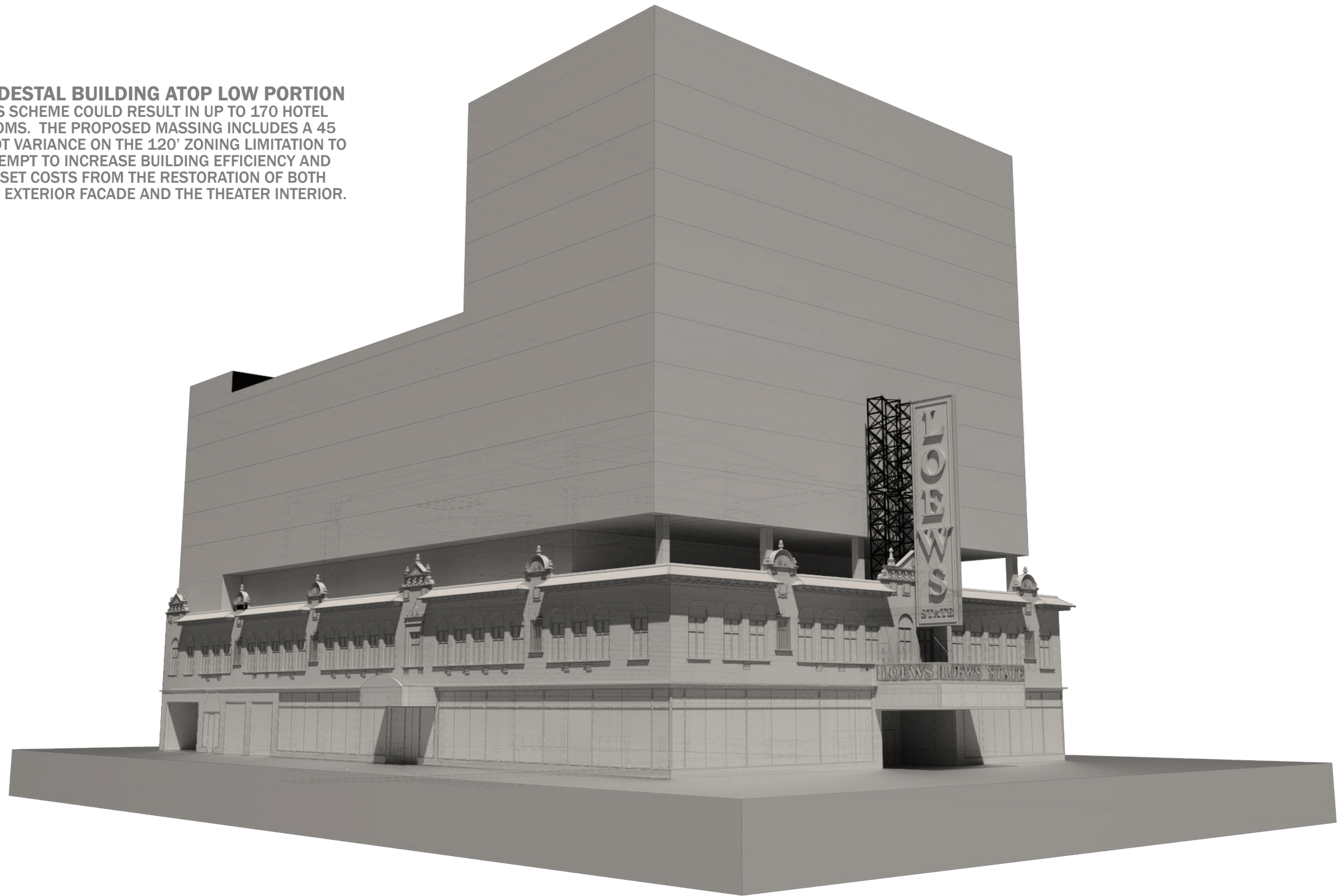
PREVIOUS SUBMITTAL: THEATER REUSE CONCEPT



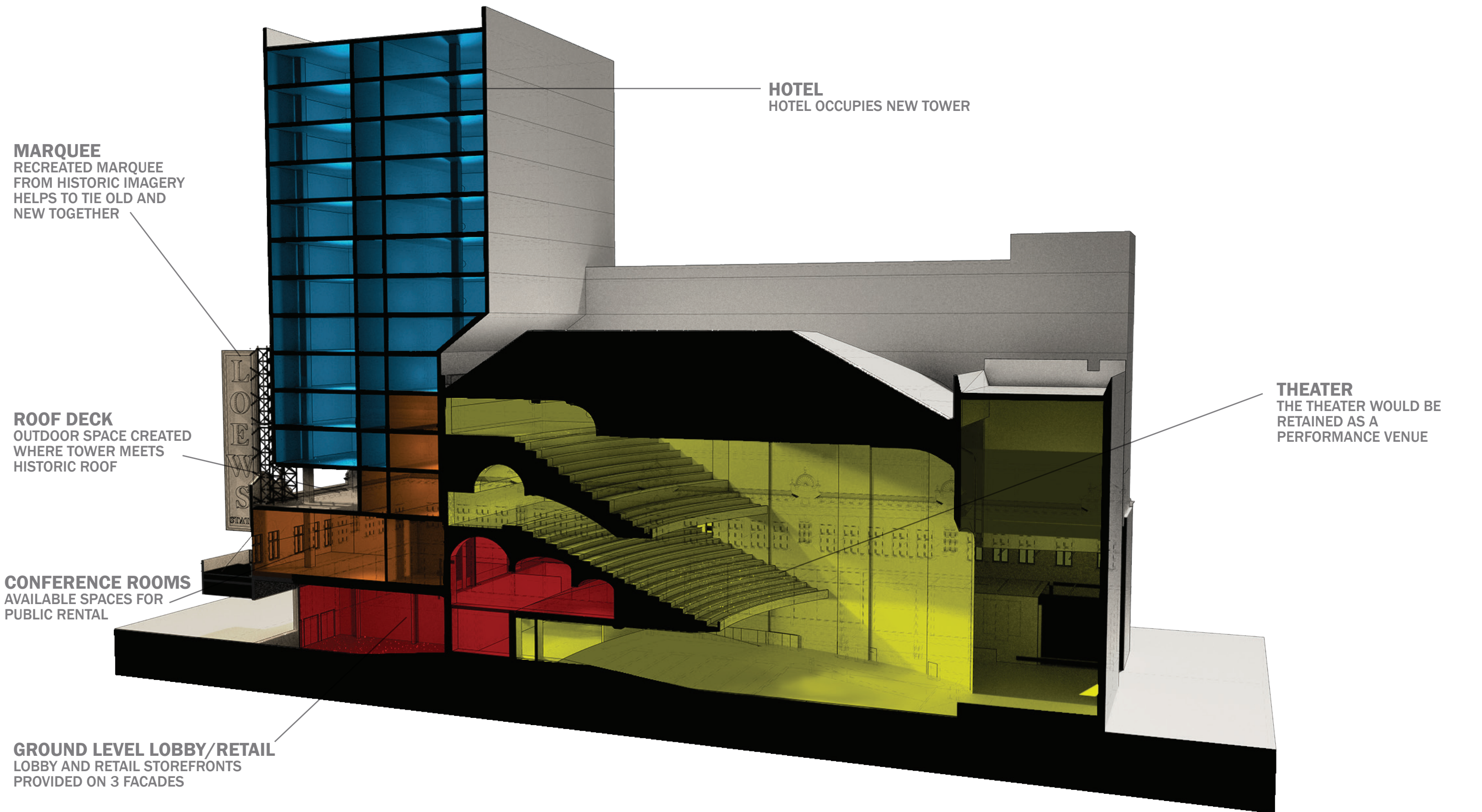
PEDESTAL BUILDING ATOP LOW PORTION
 AN ALTERNATE TO THE DEMOLITION OF EITHER THE
 THEATER OR FACADE WOULD BE TO CONSTRUCT A
 NEW PEDESTAL BUILDING ATOP THE LOWER POR-
 TION OF THE EXISTING STRUCTURE. THIS IS AN
 APPROACH WHICH HAS BEEN DONE ON VARIOUS
 HISTORIC STRUCTURES AROUND THE WORLD.

PEDESTAL CONCEPT

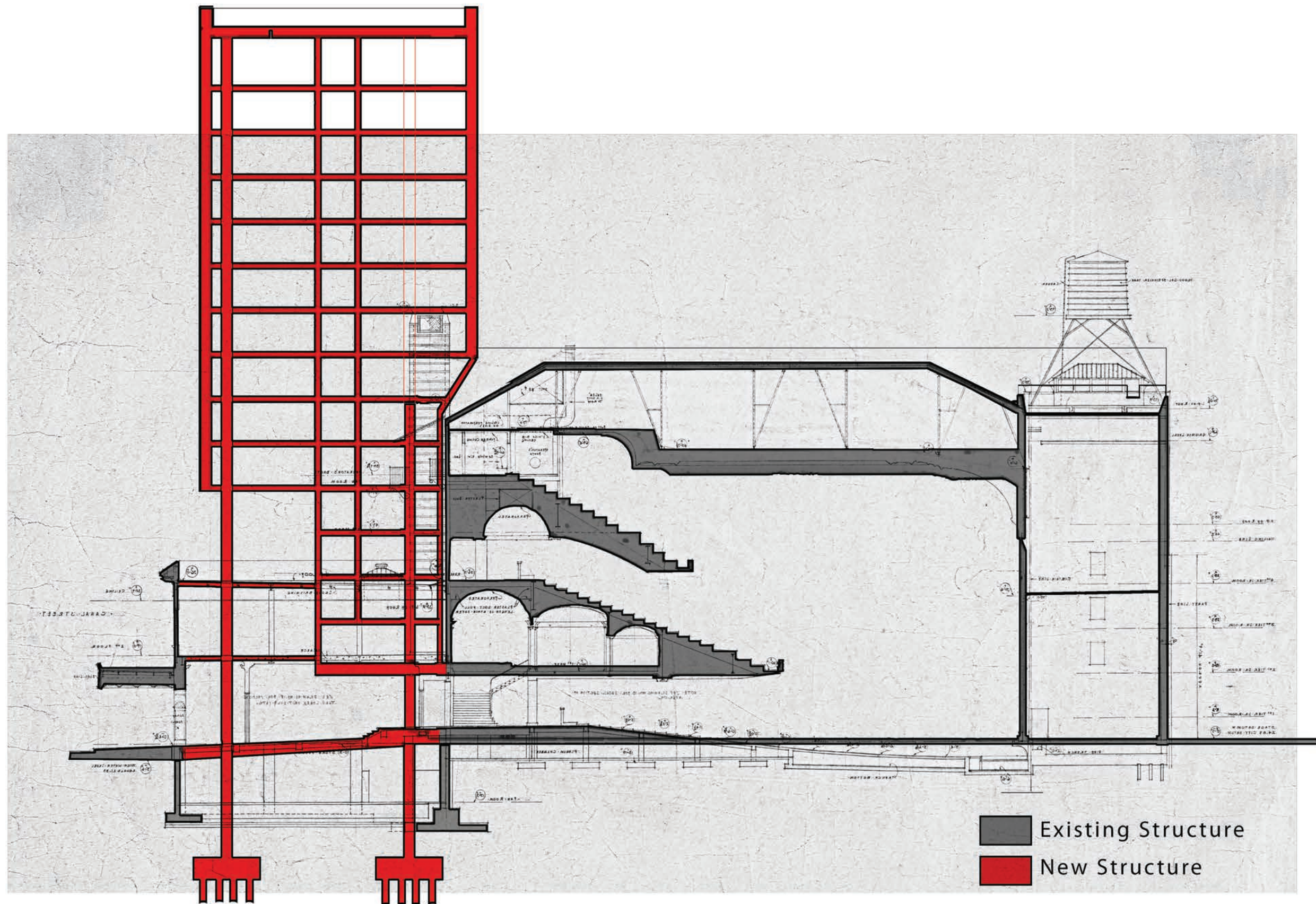
PEDESTAL BUILDING ATOP LOW PORTION
THIS SCHEME COULD RESULT IN UP TO 170 HOTEL ROOMS. THE PROPOSED MASSING INCLUDES A 45 FOOT VARIANCE ON THE 120' ZONING LIMITATION TO ATTEMPT TO INCREASE BUILDING EFFICIENCY AND OFFSET COSTS FROM THE RESTORATION OF BOTH THE EXTERIOR FACADE AND THE THEATER INTERIOR.



PEDESTAL CONCEPT



PROGRAM DIAGRAM



PROPOSED STRUCTURAL CONCEPT DIAGRAM