



HERMOSA BEACH  
COMMUNITY CENTER

# Hermosa Beach Community Theatre

## Market and Building Assessment





# Agenda

1

**INTRODUCTION AND REVIEW OF  
THE ASSIGNMENT**

---

2

**MARKET ASSESSMENT REVIEW &  
RECOMMENDATIONS**

---

3

**BUILDING ASSESSMENT REVIEW,  
RECOMMENDATIONS & EXPANSION**

---

4

**DISCUSSION & WRAP UP**

---

# Theatre 101

**Please reference the Theatre 101 glossary for terms and definitions.**

WHERE THERE  
IS NO VISION THE  
PEOPLE PERISH

THE  
HERMOSA BEACH  
*Playhouse*  
PRESENTS

**POOF TOO!**  
**A MAGIC SHOW**  
**SAT MARCH 28**  
SHOWTIME 7PM  
TIX/INFO 310 214 9338

BOX OFFICE & THEATRE ENTRANCE

Market Assessment

# Community Outreach

## The Survey

- DLR Group and the City of Hermosa Beach collaborated to create and distribute a community survey. Other surveys have been conducted in 2013 and 2016.
- Around 24 people were interviewed on the phone and in person.
- The community survey was open from January 22 to February 14, in both online and paper formats.
- The survey was marketed through numerous Hermosa Beach platforms, including the City's social media and newsletter.
- The majority of survey respondents were Hermosa Beach residents.

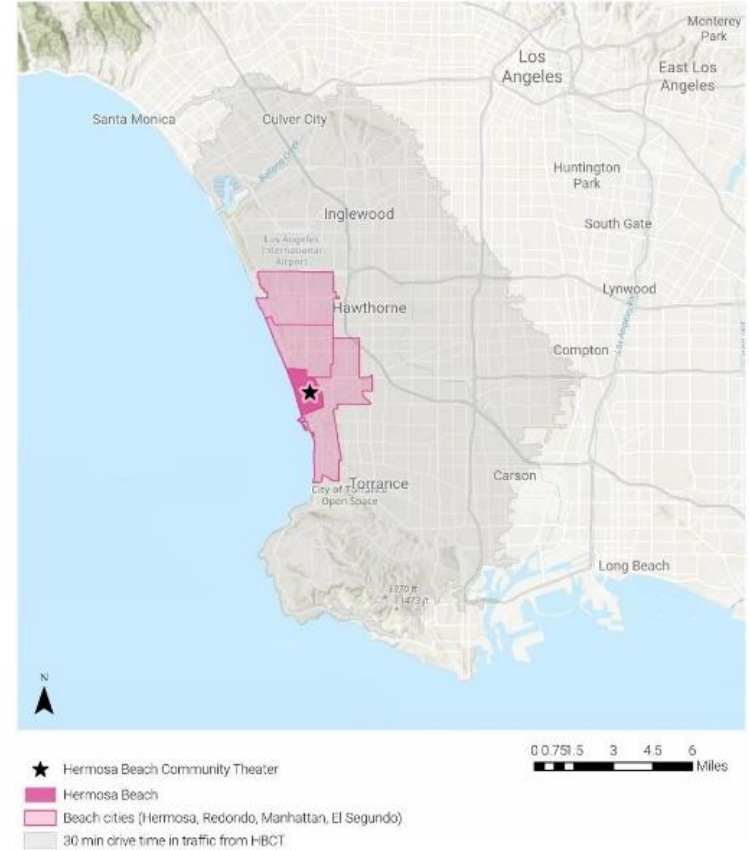
## The Results

- 83% of respondents indicated that they had attended an event at the Hermosa Beach Community Theatre.
- Respondents were asked to list three words to describe the Community Theatre. The top responses were 'outdated', 'local', and 'community'.
- Going to the movies, seeing a play/musical, visiting a museum, and attending an outdoor event were frequent responses when asked about the types of arts and cultural activities they had participated in.
- Despite a difference in sample size, the findings from this recent survey effort are quite similar to the surveys conducted in 2013 and 2016.

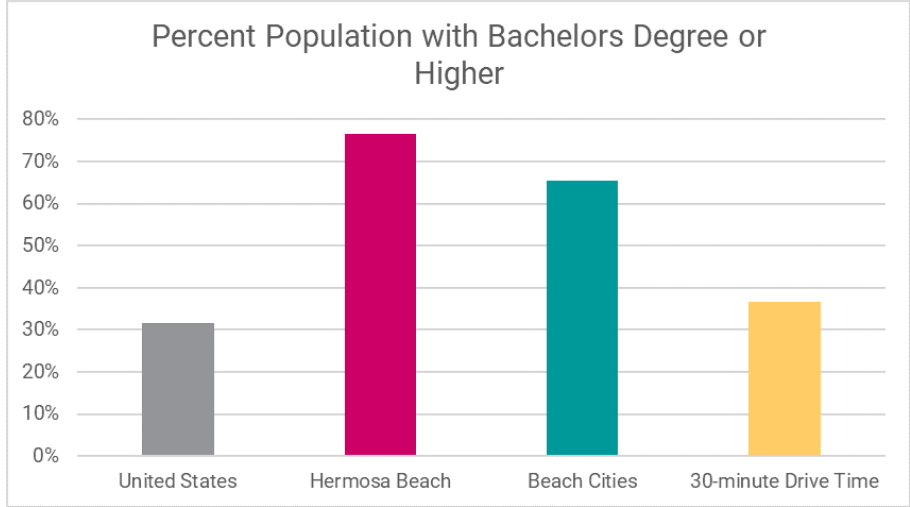


# Demographic Analysis

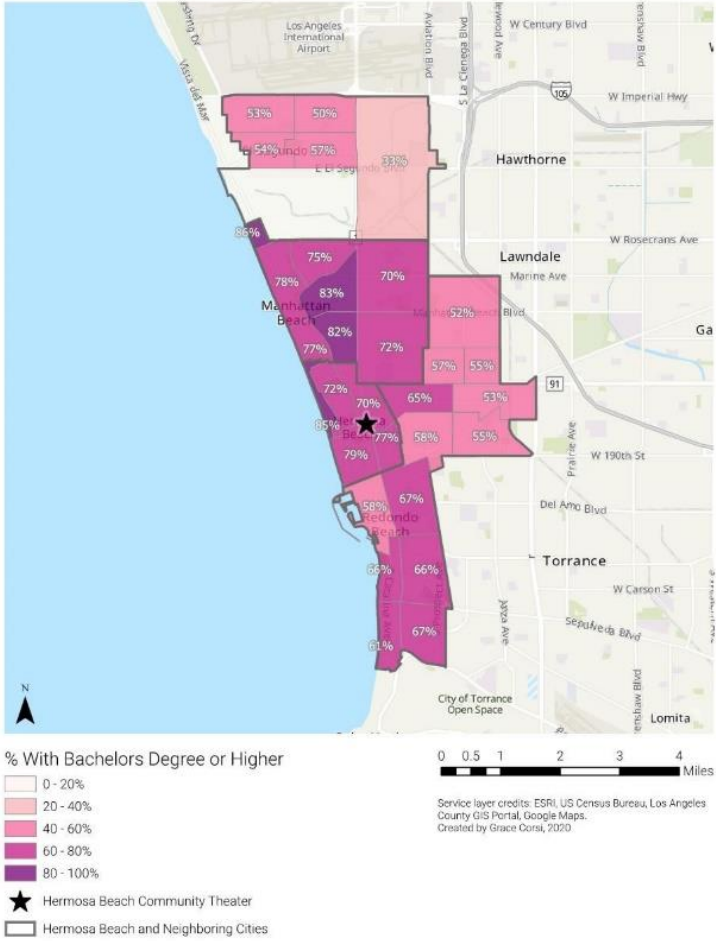
Hermosa Beach Theater Study Areas



- Local Population: High levels of educational attainment and household income, young and family oriented.
- Regional Population: Diverse in educational attainment, income, and race.
- Suggests a need for informal and formal programming representative of the local and regional populations.
- Community survey effort found that respondents were happy to see local artists and organizations performing at the theater, but also had interest in professional touring acts, films, concerts, and speakers.
- Additional opportunity to attract cultural tourists through organized, focused, and invested marketing effort.

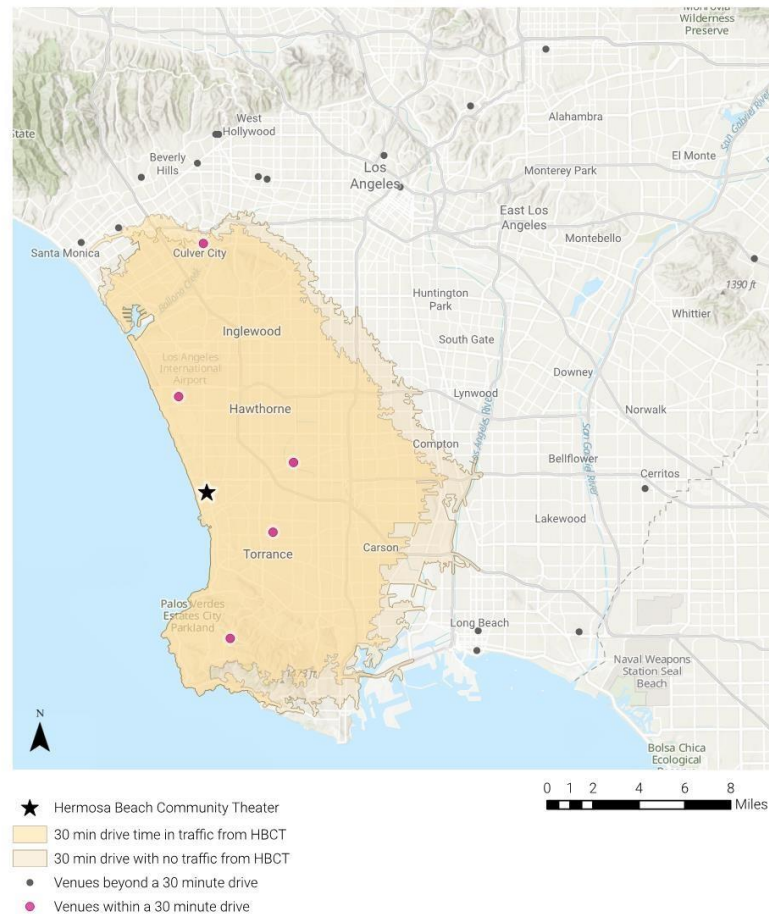


Educational Attainment in the Hermosa Beach Area



# Positioning the Hermosa Beach Community Theatre within the South Bay

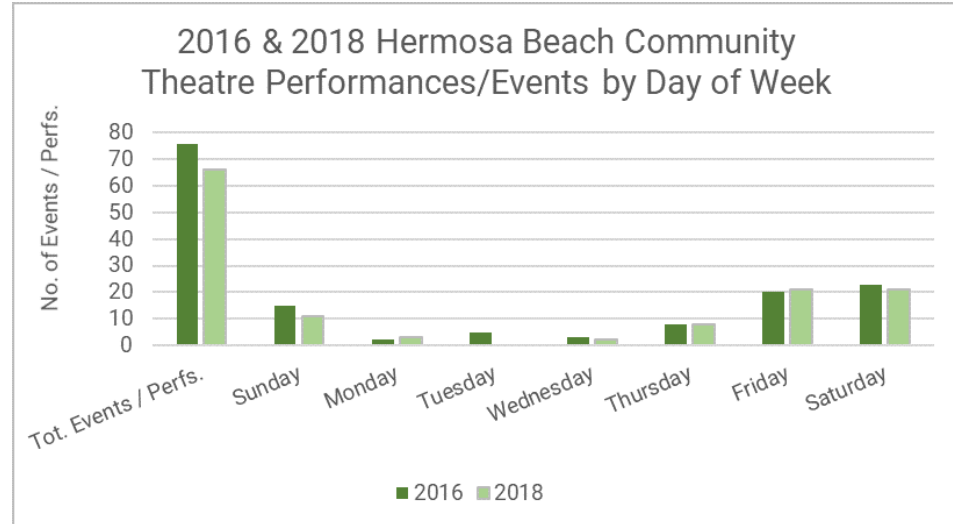
- Twenty-eight (28) venues with capacities between 300 and 830 seats within 30 miles of the Community Theatre (mostly presenting and producing houses).
- As a rental venue, the Community Theatre's operating model is unique in the market
- A change in operating model will require a change in facility management and administration.





# Facility Utilization and Potential Demand

- The Community Theatre is busy but has capacity to attract additional uses and users.
- Primary barriers are competition for dates and confusion around booking policies.
- Existing users would like to see improved ADA access, new seating and carpeting, improved lighting and sound, more hang space, and other capital improvements and upgrades.



# Qualitative Impacts of Renovation

- Renovation is in line with community planning goals.
- A community venue is in line with preserving community character, maintaining balance between visitor and resident amenities, and supporting local arts economy.
- A regional venue could play a role in establishing Hermosa Beach as an anchor in the South Bay and would advance cultural tourism objectives.

# Recommendations

- Consider a hybrid operating model focused on community rentals but inclusive of some presented entertainment.
- Renovate to improve ADA access and make capital improvements/renovations.
- Consider hiring a dedicated staff person for hybrid operating mode.
- Complete a branding and marketing campaign that results in an official name and plan for advertising/marketing.





THE HEDRAOS BERCH COMMUNITY CENTER  
710 WEST STREET

# Building Assessment

# Historic Preservation

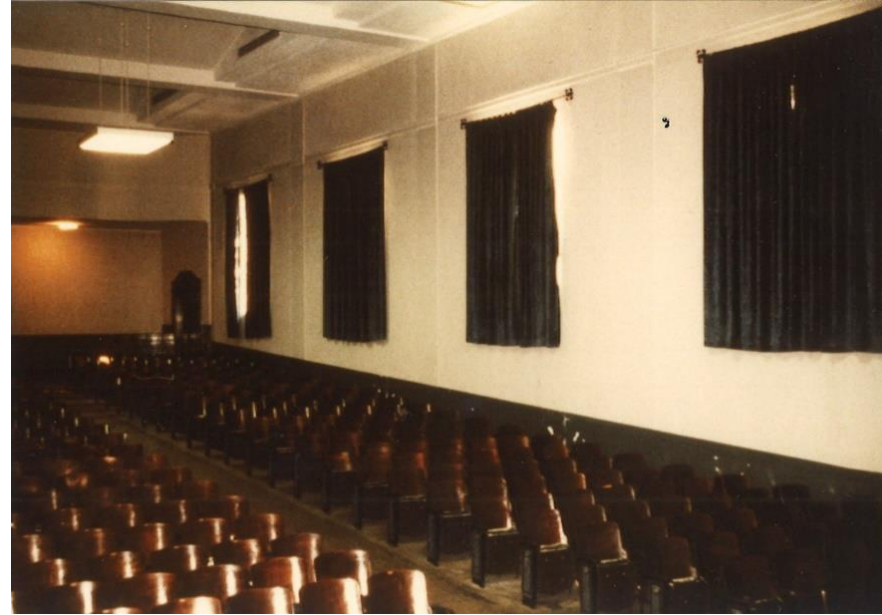
- In recognition of the Center's value as part of the community, the Community Center was designated a locally significant landmark in 2002.
- Protecting the art deco detailing that is evident across the building will be important to retain this original architectural character.
- Preservation includes the protection of the remaining historic features such as the exterior detailing, ceilings, and theatre seating.



*Pier Avenue School, 1977. (Source: The Daily Breeze)*

# Historic Preservation

- The interior, especially the 502-seat theater, reveals the much greater level of modifications needed in order to adapt a school auditorium into a theater capable of serving a larger group of community users.
- The Standards for Rehabilitation guidelines stress that the process of maintaining, repairing, or altering the building should not harm the original features of the building and that no irreparable changes or alterations shall be made.
- Tax Credits are available for funding.



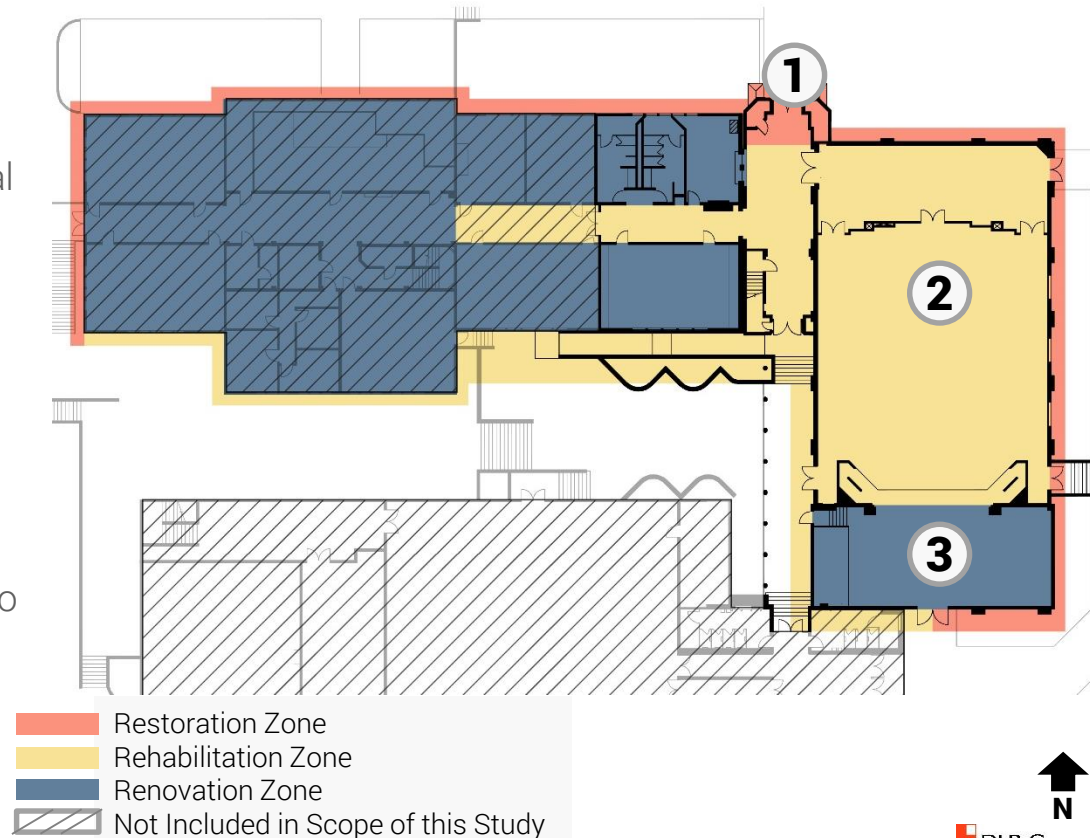
*Original theatre configuration with windows at stage right audience chamber wall, 1970*



# Historic Preservation

Areas of the building have been divided into the following three categories:

- **1 - RESTORATION ZONES:** areas that are restored as nearly as possible to their original form and condition.
- **2 - REHABILITATION ZONES:** areas and elements that are subordinate to the significant architectural details must be retained and restored during any and all alterations and repairs.
- **3 - RENOVATION ZONES:** areas of lower importance due to their location. These spaces may be altered, provided they have no negative impact on the significant elements.



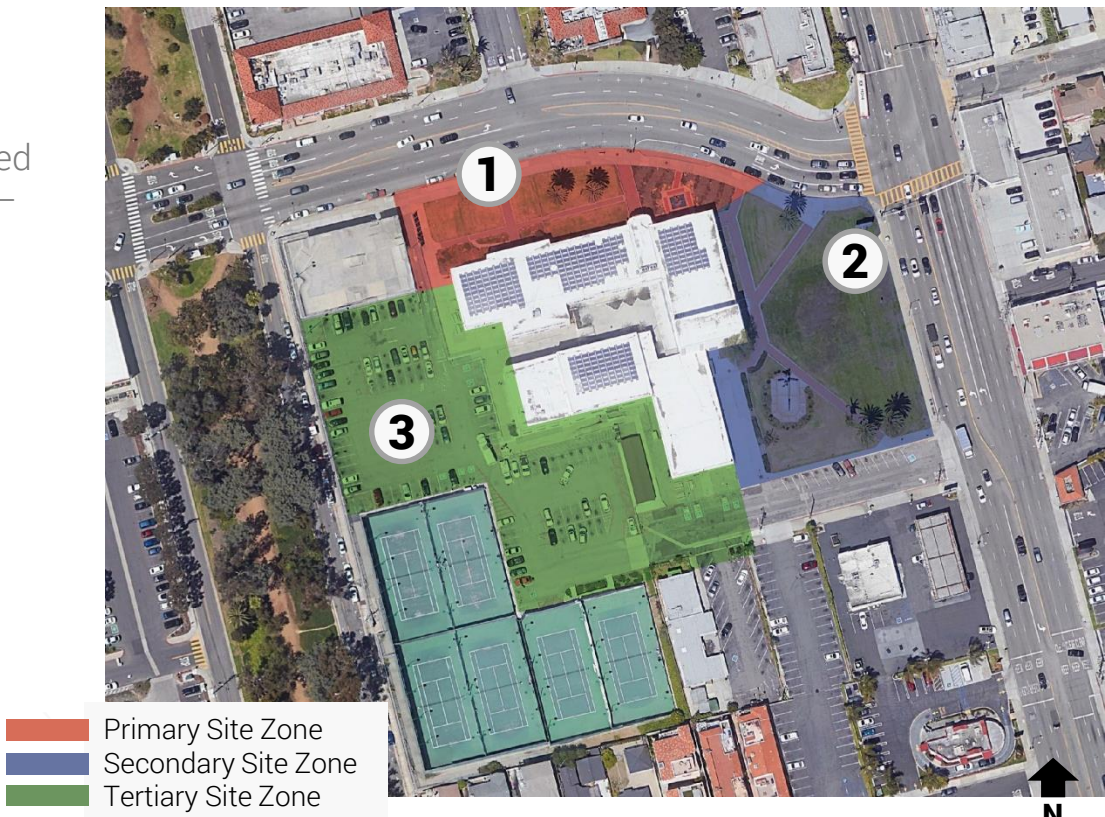
# Historic Preservation

A holistic approach to historic preservation should include the goal of protecting the building's original relationship to the site wherever possible. To prioritize the site conditions, the site has been divided into three zones—Primary, Secondary, and Tertiary—each reflecting their proximity to the existing building's façade and historic importance.

**1 - PRIMARY SITE ZONE**

**2 - SECONDARY SITE ZONE**

**3 - TERTIARY SITE ZONE**



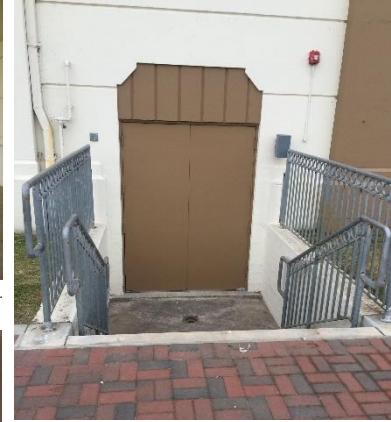
# Egress, Life Safety and Accessibility

There are a number of California Code related items that would need to comply upon new alternations taking place within the theater and lobby spaces.

- All exit door widths verified against the calculated occupant loads.
- All stair railings dimensions corrected.
- The wheelchair maneuvering clearances provided.
- Changes in level between each rooms.
- Lighting level and floor illumination requirements.
- Code compliance signage.



*Exterior walkway of the Community Theatre.*



*East exit from auditorium.*



*Control room access stairs from follow spot and projector deck.*



*Theatre box office.*



# Front of the House: Accessibility

- Box Office.
- Auditorium.
  - Seating locations including companion seating.
  - Aisle Lighting.
  - Accessible House Mix Position.
  - Means to exits without obstructions.
  - Assistive listening systems.



Theatre box office.



Stage access stairs from audience chamber.



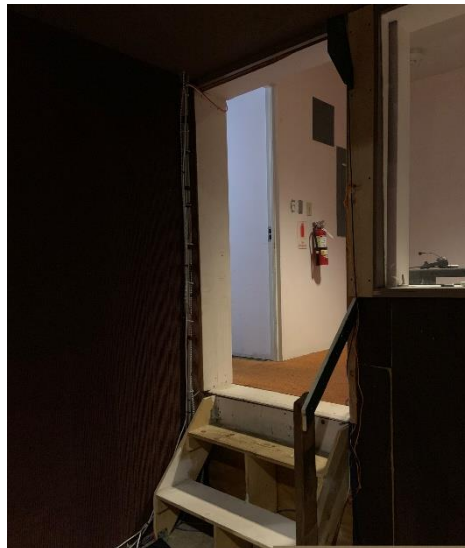
Audience seating.



Temporary house mix set up.

# Back of the House: Accessibility

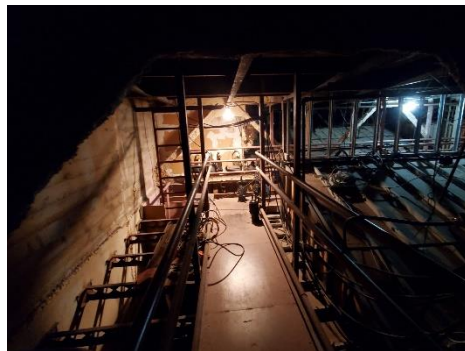
- Performer Support
  - Stage house exits.
  - Wing space.
  - Mezzanine access.
  - Catwalk access.
  - Dressing rooms.



*Stairs from follow spot and projector deck to control room.*



*Green room.*



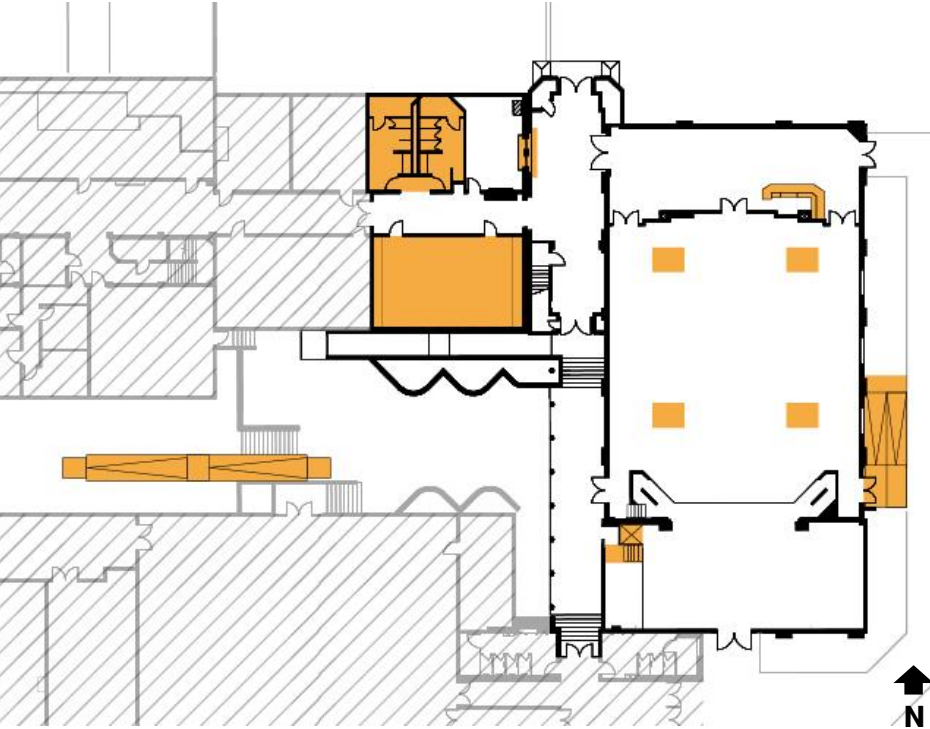
*Catwalks and technical space over the audience chamber.*



*Access stairs to employee workspace.*

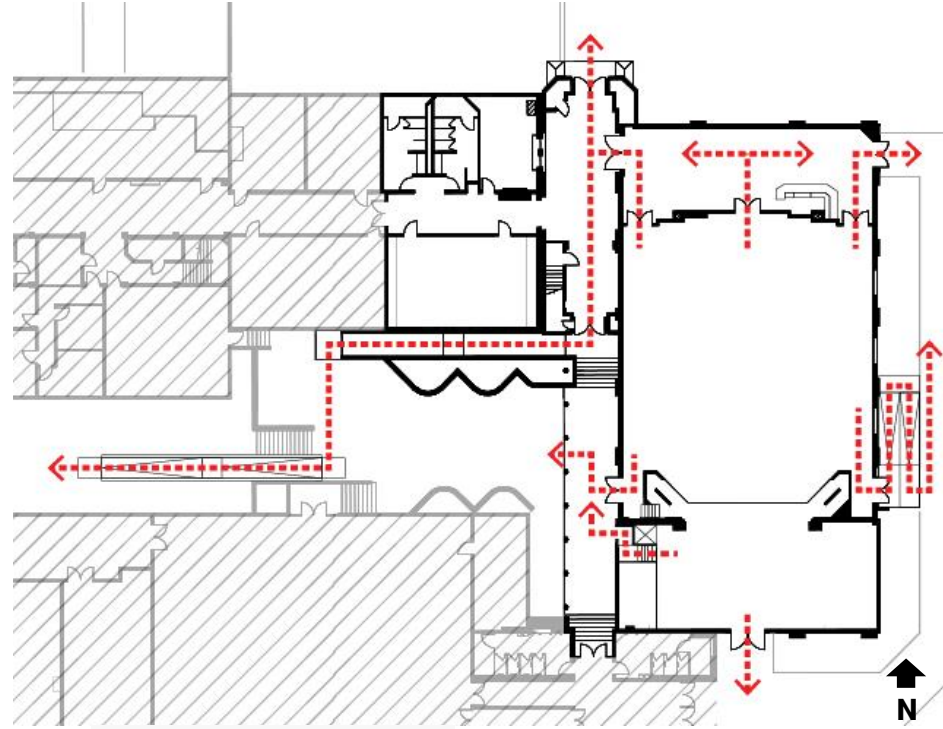
# Code Requirements

## Accessibility



Accessibility Upgrade

## Egress Routes



Proposed Egress Routes

# Architectural Assessment

## Front of House

- Front hall / box office.
- Theatre lobby.
- Green room / dressing room.
- Public restrooms.

## Auditorium

- Sound and light locks.
- Seats.
- Materials.

## Back of House

- Load in / load out.
- Stage and wings.
- Fly tower.
- Control room / follow spot and projector locations.



*Concessions in the theatre lobby.*



*Theatre entrance from foyer.*



*Follow spot and projector deck.*



*East exit from audience chamber.*



# Architectural Recommendations

## Exterior

- Replace doors and sound seals.
- Proper loading dock.

## Front of House / Box Office

- Welcoming feel.
- Acoustical treatments.
- Box office upgrades and accessibility.
- Restroom upgrades and accessibility.
- Dressing room / green room location.

## Theatre Lobby

- Concealing infrastructure.
- Lighting.
- Built-in Furniture.

## Audience Chamber

- Sound and light locks.
- Seating and material upgrades.
- Control room upgrades.
- Lighting.

## Back of House

- Accessible stage access.
- Wing space recaptured.
- Fly tower recaptured.
- Revised flooring/sprung stage floor.
- Sound seals at doors.
- Load in / load out.

## Signage

# Structural Assessment & Recommendations

- Concrete and steel systems are in good shape.
- No current as-built documentation.
- Testing may be required for required seismic upgrades.
  - Seismic evaluation



# Electrical Assessment & Recommendations

- The facility has a diesel-engine driven, stand-by system generator.
  - The stand-by system is not compliant with NEC 700.
  - The facility does not appear to have functioning “emergency” lighting system.
  - Corrective measures for Life Safety systems.
- House aisle-way lighting levels.
  - Inadequate, wall mounted recessed/louvered luminaires do not project light across the defined egress path. No seat mounted aisle-way lighting.
  - Segregated electrical systems.
- General lighting not meeting lighting levels.
  - Dressing room lighting.
  - Theatrical lighting.
  - Lighting controls.
  - Exterior Lighting.
- Fire alarm
  - Evaluation of the system is warranted to conform with current codes and standards.

# Mechanical and Plumbing Assessment & Recommendations

- Background generated noise from the mechanical systems is very high.
  - Upgrades to existing air handler units.
- Restroom upgrades to automatic faucets and flush valves that meet current water usage reductions.
- There are no existing stand pipes with hose connections located at the stage.
  - Upgrade to meet current codes.
- COVID-19 Response to air distribution.



*Existing split system heat pump AHU serving auditorium.*



*Existing split system heat pump outdoor units serving auditorium.*

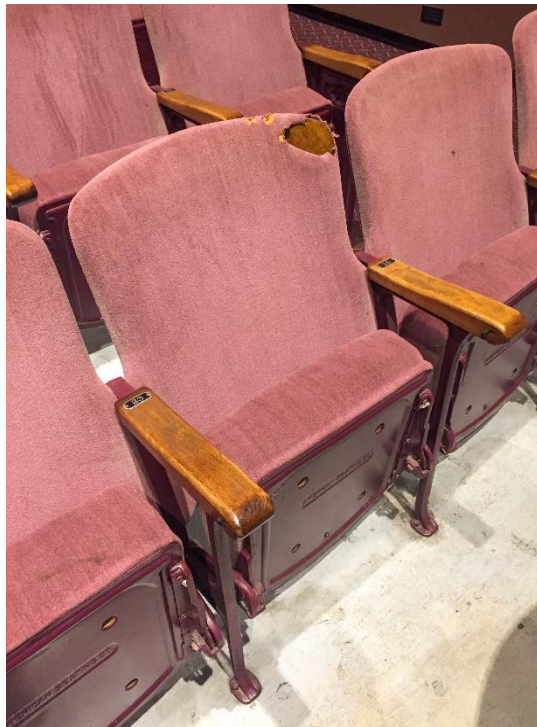


*Stage return grilles.*



# Front of House: Theatrical Assessment & Recommendations

- Seating refurbishment.
  - Refurbishment.
  - Rebuilding.
- Wall shaping and acoustics.
- House lighting / theatrical lighting.
- Audio-visual systems.
- Acoustics.
  - Room Shaping.
  - Finishes.
- Mechanical Systems Noise Mitigation.
  - Mitigation Needs.



*Worn upholstery on the historic seating.*



*View of stage from follow spot.*



*Audience seating.*

# Back of House: Theatrical Assessment & Recommendations

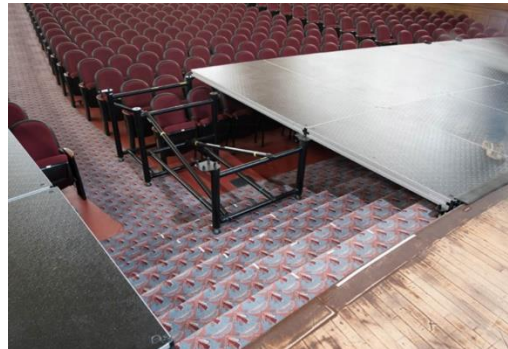
- Fly tower.
- Theatrical Rigging.
  - Motorized system installed vs. dead hung systems.
  - Theatrical drapery and track.
- Stage Extensions and wings.
- Stage flooring.
- Fixed / Variable Acoustics.
- Power / data / lighting infrastructure.
  - Equipment vs. Infrastructure.
  - Effects on type of programming.
  - Aged and outdated systems.



Stage drapery.



Stage rigging system.



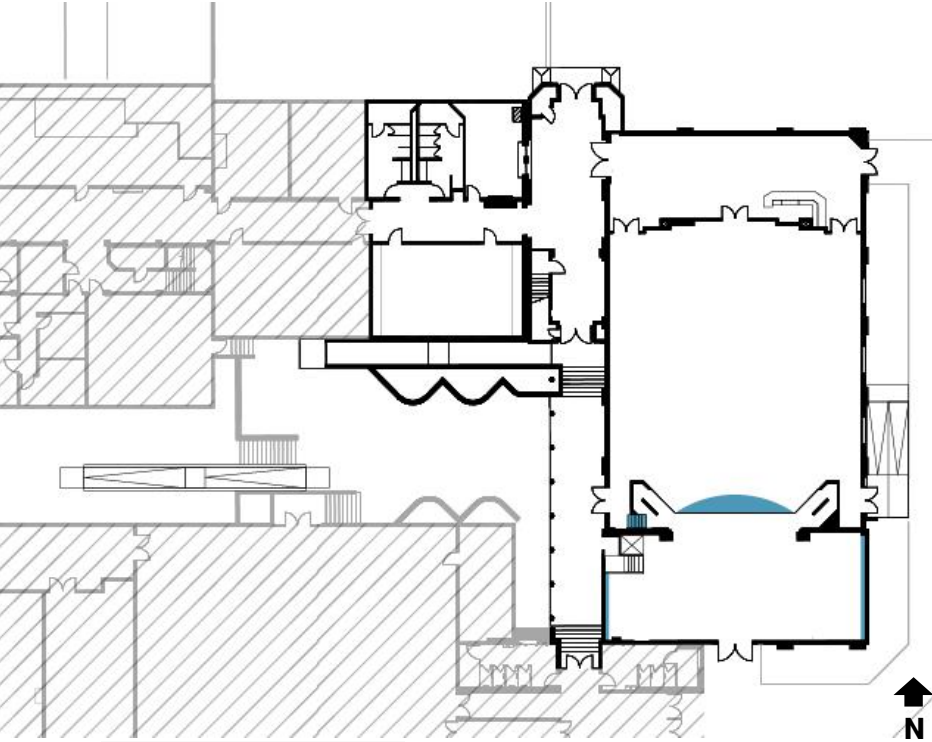
Stage extension.



Stage rigging system.

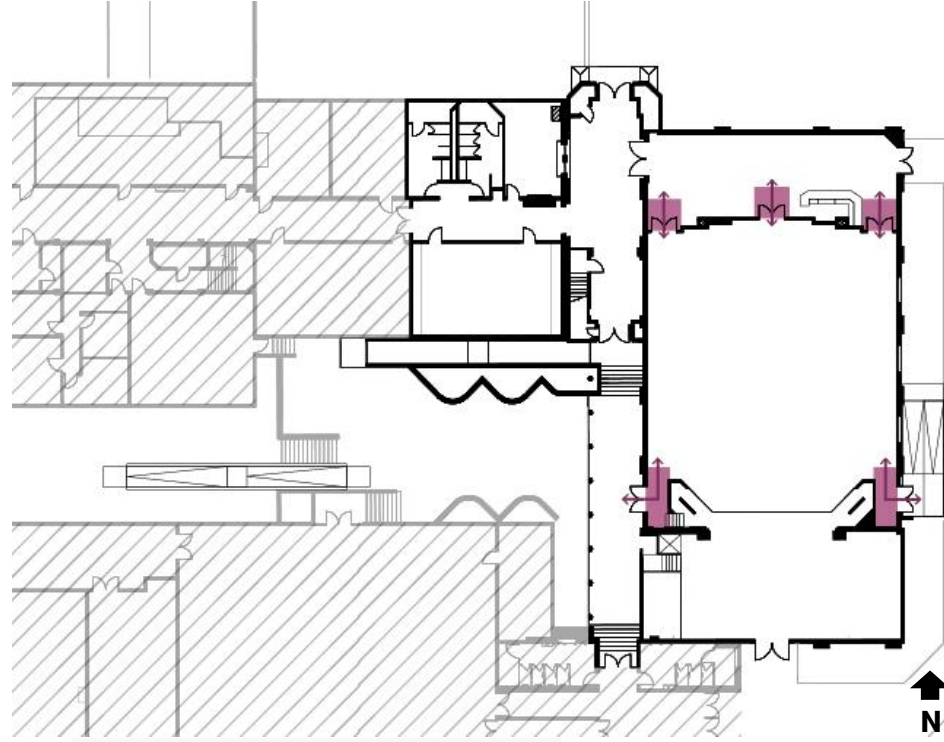
# Proposed Theatre Upgrades

## Stage Modifications



Stage Modification

## Sound and Light Lock Modifications



Sound and Light Lock Modifications

# Program for Community Theatre Expansion

ADDITIONAL DESIGN COMPONENTS	ENCLOSED AREA (S.F.)	COVERED AREA (S.F.)	NOTES / CHANGES
<b>PERFORMANCE SUPPORT</b>			
Stage / Show Manager Office	82		Directly off of stage
General Storage	160		Piano, podium, music stands, genie lift
Loading dock and exterior loading area	100	100	10x10
Mechanical, electrical, and fire control room	482		
<b>SUBTOTAL</b>	<b>824</b>	<b>100</b>	
<b>PERFORMER SUPPORT</b>			
Actor Entrance		40	Awning
Green Room	120		Kitchenette
Stretch Space	400		Space with room divider. Dressing overflow
20 Person Dressing / Make-Up Room #4	820		Includes two toilets and two showers
20 Person Dressing / Make-Up Room #5	820		Includes two toilets and two showers
<b>SUBTOTAL</b>	<b>3,070</b>	<b>40</b>	
<b>FRONT OF THE HOUSE SUPPORT</b>			
Front of house Restroom Vestibule	80		
Front of house Unisex	82		
Front of house Unisex	82		
Front of house Custodial	60		
<b>SUBTOTAL</b>	<b>224</b>		
Net Area Subtotal	3,286	140	
Circulation (20%)	657		Excludes stairs and elevator
Subtotal	3,943	140	
Net to Gross (25%)	986		
Gross Total Area	4,929	140	
<b>FACILITY TOTAL GROSS</b>			

- Total Net Square Feet = 3,943 sf
- Total Gross Square Feet = 4,929 sf
- Includes:
  - Show manager office.
  - Loading dock.
  - Performer support.
  - Unisex restrooms.



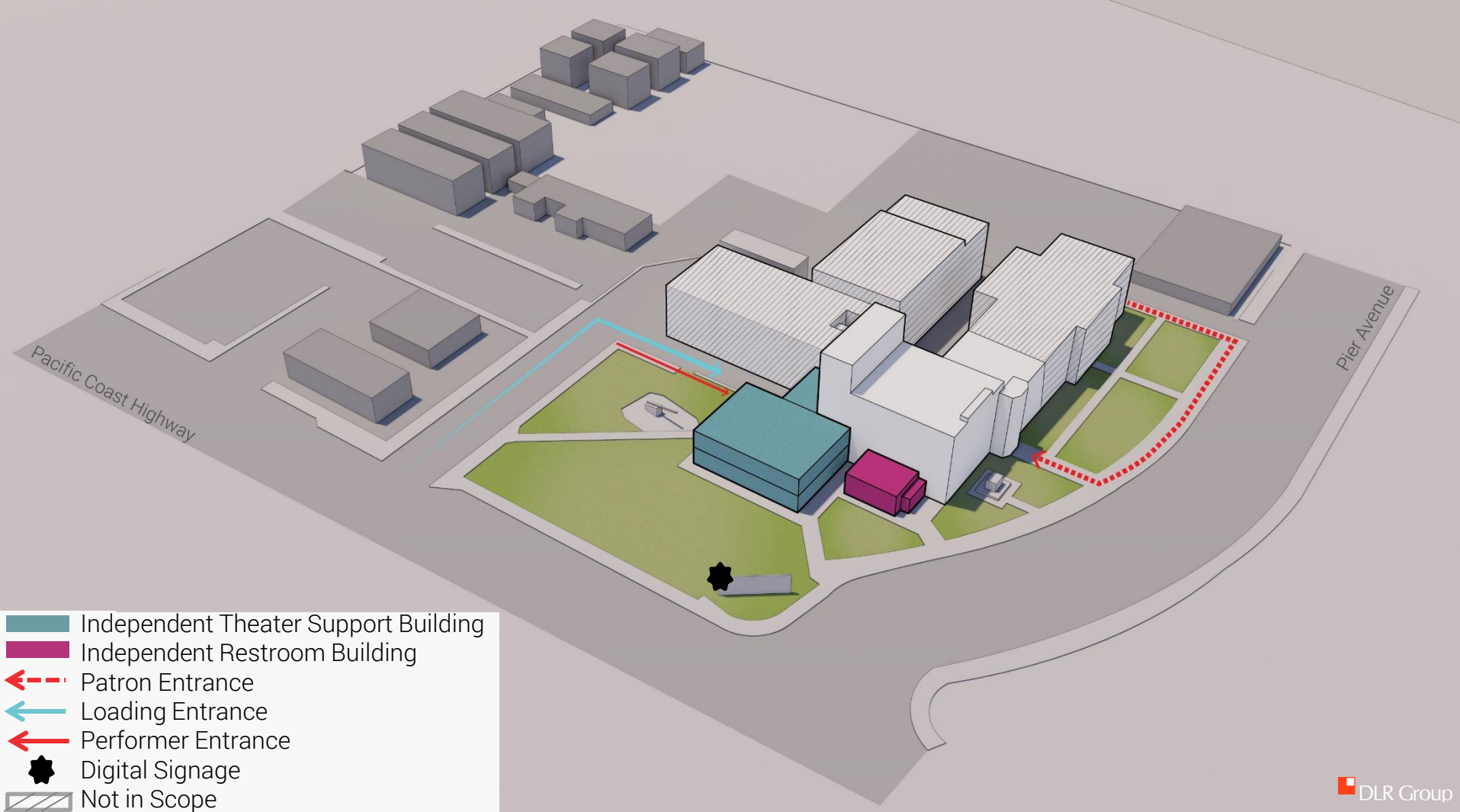


- Independent Theater Support Building
- Independent Restroom Building
- Patron Entrance
- Loading Entrance
- Performer Entrance
- Not in Scope

# Program for Regional Theatre Expansion

ADDITIONAL DESIGN COMPONENTS	ENCLOSED AREA (S.F.)	COVERED AREA (S.F.)	NOTES / CHANGES
<b>PERFORMANCE SUPPORT</b>			
Stage / Show Manager Office	82		Directly off of stage
Scene Shop / Workshop	400		20x20 directly off loading dock
Clean Room - Workshop	120		Lighting and equipment storage, work bench
Costume Repair and Laundry	120		
General Storage	160		Piano, podium, music stands, genie lift
Loading dock and exterior loading dock area	200	200	
Crew Break Room	120		Tables / Chairs kitchenette, etc.
Crew Lockers / Changing Room	82		Double stacked lockers
(2) Crew Bathroom	164 (82 each)		Unisex
Custodial	60		
Stair #1	200		Wide for actors to ascend / descend in costume
Stair #2	160		Other end of building (possibly outside)
Elevator and elevator machine room	182		Oversized for z-racks
Mechanical, electrical, and fire control room	900		
<b>SUBTOTAL</b>	<b>2,950</b>	<b>200</b>	
<b>PERFORMER SUPPORT</b>			
Actor Entrance		60	Awning
Green Room and cosmetology	240 (120 each)		Kitchenette
Stretch Space	400		
Star Dressing / Make-Up Room	250		Includes toilet and shower
(2) 1-4 Person Dressing / Make-Up Room	500 (250 each)		Includes toilet and shower
(2) Person Dressing / Make-Up Room #4	1,640 (820 each)		Includes two toilets and two showers
Custodial	82		
<b>SUBTOTAL</b>	<b>3,112</b>	<b>60</b>	
<b>FRONT OF THE HOUSE SUPPORT</b>			
Front of house Restroom Vestibule	80		Off the front of house lobby
Front of house Men's Restroom	250		Off the front of house lobby
Front of house Women's Restroom	400		Off the front of house lobby
Front of house Unisex	82		Off the front of house lobby
Front of house Custodial	60		Off the front of house lobby
<b>SUBTOTAL</b>	<b>872</b>		
Net Area Subtotal	6,932	260	
Circulation (20%)	1,386		Excludes stairs and elevator
Subtotal	8,318	260	
Net to Gross (25%)	2,080		
Gross Total Area	10,398	260	
<b>FACILITY TOTAL GROSS</b>			

- Total Net Square Feet = 8,318 sf
- Total Gross Square Feet = 10,398 sf
- Includes:
  - Show manager office.
  - Scene shop / workshop.
  - Loading dock.
  - Crew support.
  - Expanded performer support.
  - Men's, women's, unisex restrooms.



# Cost Estimate Breakdown and Assumptions

- Professional fees.
- Building permits and fees.
- Inspections and tests.
- Furniture, fixtures & equipment, except as noted.
- Installation of owner furnished equipment.
- Construction change order contingency.
- Estimated construction duration of 12 months.
- This estimate is based on a design-bid-build delivery method.
- This estimate is based on prevailing wage labor rates.
- This estimate is based on a detailed measurement of quantities. We have made allowances for items that were not clearly defined in the drawings. The client should verify these allowances.
- This estimate is based on a minimum of four competitive bids and a stable bidding market.
- This estimate should be updated if more definitive information becomes available, or if there is any change in scope.



# Cost Estimate Breakdown and Assumptions

City of Hermosa Beach - Community Theatre

Hermosa Beach, CA

ROUGH ORDER MAGNITUDE

OCMI JOB #: 20152.000 | 13 August 2020

## PROJECT SUMMARY

ELEMENT	TOTAL COST		GFA	\$/SF AREA
01. BUILDING RENOVATION		\$3,257,683	8,000	\$407.21
02. BUILDING ADDITION ( OPTION 1)		\$2,476,999	4,740	\$522.57
03. SITE		\$165,944		
04. TOTAL		\$5,900,625		
	POTENTIAL COST RANGE			
TOTAL CONSTRUCTION COST W/ OPTION 1	\$5,000,000	\$5,900,000	\$7,100,000	
ALTERNATES	TOTAL COST		GFA	\$/SF AREA
05. ADD ALTERNATE FOR BUILDING ADDITION ( OPTION 2)		\$5,337,246	5,580	\$956.50
TOTAL CONSTRUCTION COST W/ OPTION 2	\$9,500,000	\$11,200,000	\$13,400,000	

**listen.DESIGN.deliver**