2013

MainStreet Art & Cultural Theater Districts - Clovis & Tucumcari Communities

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MAINSTREET ART & CULTURAL THEATER DISTRICTS

CLOVIS & TUCUMCARI COMMUNITIES

DESIGN & PLANNING ASSISTANCE CENTER
SPRING 2013

SCHOOL OF ARCHITECTURE & PLANNING
CREDITS & ACKNOWLEDGEMENTS

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The Mesa Theater, Clovis Community College
Tucumcari MainStreet
City of Tucumcari
Odeon Theater
Princess Theater
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During the spring of 2013 Design Planning Assistance Center (DPAC) of the University of New Mexico’s School of Architecture and Planning worked with New Mexico MainStreet to assist Clovis and Tucumcari MainStreet communities and Arts and Cultural District (ACD) initiatives. The worked focused on the three historic theaters in Clovis and two in Tucumcari as part of a larger initiative on New Mexico’s historic theaters. The studio proposed renovations, adaptive reuses, and additions to the theaters, and proposed both permanent and temporary facilities to create art and cultural theater districts.

While these proposals are specific to each theater and community, many of the ideas and approaches may be applicable to other New Mexico theaters. In particular creating the infrastructure and landmarks for street events in conjunction with a theater or set of theaters may be a technique that towns can adopt to reinvigorate the pedestrian life of their main streets.
ASSET MAPPING
This research establishes the physical and cultural context of the downtown district through asset mapping and demographic profile. The asset mapping includes analysis of geography, land use, and demographic profile.

DOWNTOWN ANALYSIS
Research of downtown Clovis includes historic and current physical form of downtown; activities, past and present that occur in the public realm; climate and viable street plantings. As-built drawings of the potential theater district were developed. The physical connectivity to the street and the adjacent buildings within the commercial district corridor and adjacent neighborhoods were explored and developed as well.

CURRENT PRECEDENTS
This research includes current precedents for revitalization and reuse of small town theaters. Studies include analysis of design and program changes in other small town theaters, including their successes in revitalization and critical factors in their success or failure.

TYPES AND PATTERNS
Types and patterns of small town theater buildings were analyzed, including variations in building types in New Mexico. This includes analysis of physical features and context including a building’s relationship to the street and adjacent buildings, location in the block and town, inside and outside lobby, number of screening rooms, balconies, type of stage, rake of floor etc. A set of “Theater Typologies” was developed.

ANALYSIS OF THEATERS
The State, The Lyceum, The Mesa
Historic and current research of the three theaters include the theater’s history within the community and analysis of physical form. Elements include the number of seats and screens, existing equipment, historic features, repairs needed, and alterations desired. As-built plans, elevations, and sections were developed. The opportunities for the facility within the context of the community’s resources, including the physical, social cultural and economic capital framework, are addressed.
ASSET MAPPING

GEOGRAPHIC PROFILE

Physical Characteristics and Surroundings
The City of Clovis is located in Curry County in the Eastern Portion of New Mexico. The total population of Clovis is 37,775 according to the 2010 U.S. Census Bureau. The land area of the city is 22.7 square miles with a density of 1,663 persons per square mile. Clovis was founded in 1906 before New Mexico officially became a state. It is located within the Llano Estacado (Staked Plains), which is the southern extension of the High Plains of North America. Neighboring cities are Portales NM, 19 miles to the southwest, Tucumcari, NM 83 miles to the northwest, Fort Sumner, NM 60 miles to the west and Lubbock, TX 100 miles to the southeast.

New Mexico University (ENMU)
Portales, 20 miles south of Clovis, is home to Eastern New Mexico University (ENMU) known for being New Mexico’s largest regional university offering 60 associate, bachelor and master programs.

Southwest Cheese Company L.L.C. (Headquarters in Clovis)
Between the Clovis-Portales area, Southwest Cheese, a major cheese manufacturer has its headquarters. The company was established in 2006. They are known for being one of the largest block cheese and whey protein ingredient distributors across the globe. Clovis and its surroundings are well known as a dairy-rich area and a prominent agricultural area.

Cannon Air Force Base
The Cannon Air Force Base is located 6 miles southwest of Clovis. It was established in 1942 and houses today the 27th Special Operations Wing which executes highly specialized military operations using advanced aircraft tactics.

Clovis Community College
Clovis Community College opened in 1961 as a branch of Eastern New Mexico University. Clovis Community College offers a variety of associate degrees and works to provide educational opportunities to residents of the area with online classes.

Blackwater Draw Museum
The Blackwater Locality No.1 Site is one of the most significant archeological sites in the U.S. where evidence of early human occupation in North America was found. The fauna present included the Columbian mammoth, camel, horse, bison, sabertooth cat and dire wolf. Several academic organizations have participated in research at Blackwater Draw.

Plains Regional Medical Center
The Medical Center offers patient care to individuals in eastern New Mexico and parts of west Texas. Patients have access to on-site laboratory diagnostic services. The importance of healthcare access strengthens a community.
Land Use Zones

The map shows how land is used in the City of Clovis. Residential areas tend to extend toward the northern portion of the city, creating the need to transport the people towards the downtown area where the majority of commercial buildings are located. The commute is approximately 5-10 minutes. A design possibility could include mixed-use building types in the downtown area. Thus densifying the area, reducing commute time and reinvigorating downtown as the core of the city.

Santa Fe Railroad Depot

The railroad expansion towards the west has always been an economic driving force since Clovis was founded in 1906. Prior to the 1970's there were passenger train routes. Today, the use of the railroad is mainly to move goods from coast to coast.

Hotel Clovis

Hotel Clovis is considered a landmark in the City of Clovis. It began operations in 1931 serving primarily railroad travellers and tourists. This is in an Art Deco 10 story building. Hotel Clovis on the National Register of Historic Places.

Clovis Music History and Movies Filmed in Clovis

Clovis has a notable presence in the history of Rock and Roll in New Mexico. Notable rock and roll figures have recorded and participated in the Clovis Rock and Roll scene. One movie that was partly filmed in Clovis is Believe in Me (2006) by Caldecot Chubb. A basketball coach from Oklahoma coaching girls in a rural high school. This film was filmed entirely in the state of New Mexico.
**TRANSPORTATION**

Clovis Municipal Airport (CVN)
Clovis Municipal Airport is located 8.5 miles East of Clovis in the city of Texico, NM. It began its operation in 1959 and is currently owned by the City of Clovis. Commercial airlines that fly into Clovis are Frontier Airlines and Great Lakes Airlines.

54% transient general aviation
35% local general aviation
7% military
5% commercial

Major Highways Connecting Clovis, NM
Major highways connecting Clovis to other cities include: US Route 84; US Route 60; US Route 70.

Clovis Intercity Bus Service
Intercity bus service is provided by Greyhound Bus Lines. Buses depart and arrive from Cortex Gas 2207 S Prince St., Clovis, NM 88101. Service to other cities includes El Paso, TX; Lubbock, TX; Amarillo, TX; Trinidad, CO; Deming, NM; Lordsburg, NM; Albuquerque, NM; Raton, NM; La Junta, CO; Alpine, TX with connections available to other cities. Fares range anywhere from $40 to $220 USD depending on location.

Clovis Area Transit System (CATS)
The Clovis Area Transit System offers public transportation in the Clovis area. In conjunction with the New Mexico Public Transportation Bureau, NM Department of Labor and NM Department of Human Services, CATS provides weekdays curb to curb service within the Clovis City limits. Reservations must be made at least one day in advance. There are no current bus routes or fixed schedules. The bus fleet consists of 11 vans and mid size passenger buses. Service hours are weekdays from 6:30 AM to 9:00 PM and Saturdays from 8: 00 AM- 5:00 PM. The fare cost ranges from $ 0.50 to $ 0.75 USD and access to persons with disabilities is available.

Train
There is no available passenger train service to and from Clovis, NM. Railroad cars are used for commercial purposes at this time.
ASSET MAPPING

CLOVIS CITY CENSUS 2010 DATA - POPULATION

17% of the Clovis population is between 0-10 years of age, according to the U.S. Census Bureau of 2010. This may be helpful in determining a target audience and particular interests. This data helps to determine and address certain programmatic requirements. Crying-rooms may be given priority, for example. Consider space for strollers inside public spaces; infant day care centers, toy retailers, and clothing stores for infants. Consider width of sidewalks. Design considerations may include playground spaces for kids under 10 years of age.

The second highest percentage of population per age group is 20-29 years, which may be attributed to the military base. This might help to determine design facilities and activities for this particular age group. Consider access to restaurants, bars, car shows, music shows, sports, outdoor activities and entertainment for this particular age group.

This reveals the growing demand for housing in Clovis. Several factors have contributed to a high demand for housing during this past decade. The Southwest Cheese Plant, The Cannon Base Air Force and the growing business opportunities, among many other factors are contributing to housing. Major nation-wide retailers began operation in Clovis during the 2000’s.

Clovis has attracted a diverse demographic profile. The growing industries, military bases and Eastern New Mexico University are factors that have promoted more diversity. As designers we benefit from multiple ideas and opinions. There is an opportunity for a valuable exchange of ideas and cultural traditions among a diverse population.

The crime rate is below the state average, making Clovis an attractive place to visit, to invest and to live. There are areas, however where there is still room for improvement. As designers, our work could influence these aspects if we take the opportunity to address the needs of the community by revitalizing the city and creating a series of thresholds or urban conditions where crime may be less likely to occur.

MAJOR EMPLOYERS IN CLOVIS AREA

The Clovis area enjoys a wide array of employers ranging from government institutions, schools, colleges, universities, commercial retailers, healthcare, restaurants, industry, etc. The growth percentage achieved during the 2000’s decade is one of the highest across the state. There is potential for this growth and revitalization to continue. Revitalizing downtown is a priority. Being aware of the different industries gives opportunity to create certain focal points of interest where designs can go in a direction that is appropriate to the cultural needs of the Clovis community.
DOWNTOWN ANALYSIS

MAINT STREET
The Clovis Main Street district encompasses a 30 square-block area, from 14th Street south to the railroad tracks, from Connelly east to as far as Axtell Street. The economic structure of the district is characteristic of many downtown areas, with concentrations of employment in public administration (especially municipal school administration), finance, insurance, and professional services. The residential community is very small, with comparatively low incomes and a proportionately larger Hispanic population.

EMPLOYMENT
In 2005, 149 businesses were located in the Main Street district, 14% of all Clovis businesses. These businesses employed 1,470 workers, 11% of the total wages paid by Main Street employers were slightly higher than those paid by employers in other parts of town. The employers include Clovis Municipal Schools, the New Mexico 9th District Court, Curry County Court, Clovis Municipal Court, & The City of Clovis & Curry County.

POPULATION
The population of the downtown is small, only 856 persons or 3.5% of Clovis total population. The downtown residential community has relatively fewer children and seniors and comparatively more young adults between 18 and 40 years.

RETAIL
The retail sector is relatively small, with 33 registered businesses employing just over 200 employees and 5 restaurants employing 82 workers. There are no accommodations in the Main Street district. Retail expenditures of the downtown community total about $2.5 million per year.

OPPORTUNITIES
The relatively diverse structure of the Main Street community and the presence of the public sector provide stability to the district's economy. The large number of professional-sector businesses also generates demand for services, creating a dense, interconnected network of businesses. Yet, there are significant opportunities for expansion, especially in retail, accommodations, and the restaurant sector.
CLOVIS, NEW MEXICO WALKABILITY STUDY

About Clovis: Clovis has an average Walk Score of 38 and is rated heavily Car-Dependent in the area. This study is based on the population of 37,775 and conducted on www.walkscore.com.

DOWNTOWN ACTIVITIES

PAST ACTIVITIES

The Great Race: Old Cars were brought downtown and people, locals & tourists could view the historic cars & window shop

Musical Festival: Held yearly which brought through bands and vendors. Main Street was blocked off. It is still held but has moved to the Civic Center which hurt downtown.

Sidewalk Sale on Main Street: Stores would bring merchandise onto the street at discount prices for a shop and stroll like atmosphere.

Dragging Downtown: High school kids would drive up and down Main Street

2012 ACTIVITIES

February
Concert at Lyceum Theater: Will Banister Live: at the Lyceum Theatre, 411 Main Street in Clovis, New Mexico on Saturday, February 11 at 7:00 pm

March
Concerts at Lyceum Theater: Bluegrass Concert & the Modern Ville Musical
Downtown Revitalization Gala: Taste This! Event... The Clovis MainStreet Association will be holding it on Friday, March 23, 2012 (held at Civic Center?)

September

October
Sock Hop 50’s Festival at 5:30-8:00 pm: Mainstreet

November
Veterans Parade at 10 am Mainstreet on the 10th

December
Christmas Light Parade at 6:00 pm: 1st Saturday of the Month along Main Street in Downtown Clovis, NM.

RESULTS

With fewer and fewer people walking in the city, including downtown, there are fewer reasons to shop on Main Street. From the interviews conducted it seemed unanimous that downtown was the place to be through the 1950’s, 60’s, 70’s, and even 80’s. Downtown also used to be the place where the main stores existed, Woolworth, Levines, Anthony’s, JcPenny’s, Banks and other local businesses. They thrived on bringing in locals and tourists to the area and stimulated the economy. There is also a group called the “Committee of 50” which make deciding factors on city and bond money, alcohol licenses, revitalizing the clovis hotel, etc. Last year money was used to post signs that list 2 hour parking up and down 1st to 7th Street along Main Street. Most shop owners are not pleased with the use of money or care for discouraging people from parking longer to shop in the area.
MAPping THEATER DISTRICT

Clovis, New Mexico Theater District Summary

Churches
There are 2 Churches on Main Street: The Legacy Life Church and The Potter’s House Christian Fellowship Church. These are both important to this area in the sense that alcohol cannot be served within 300 feet from a Church or School.

Hotel Clovis
Hotel Clovis has been revitalized which most of the town is excited about however in a bond it was voted against the conversion of the Hotel becoming low income housing because most shop owners and the city members believed it would bring the value of the area down and other problems would arise. The Hotel Clovis should be completed in March of 2013.

City Buildings
The Clovis Carver Public Library, Curry County Courthouse, and The Lyceum Theater are all owned by the City.

Vacant
There is opportunity on Main Street with 10 vacancy’s.

Theater
All 3 Theaters bring their own identity’s and memories to the area and the people of Clovis.

Alcohol Sales
It is illegal to sale alcohol within 300 feet of either churches or our schools.

The white dots are either churches or schools.

The circles represent a 300 foot radius.
CLIMATE ANALYSIS

Weather Conditions in Clovis
Summers in Clovis are warm with occasional extreme heat, winters are cool with frequent, extreme cold. Severe thunderstorms are often present during spring with rainstorms prevalent during summer evenings. High winds are common due to the flat, open land and regularly gust well above 30 mph and average 12 mph.

July is the warmest month on average
The highest recorded temperature was 110°F in 1990
January is the coldest month on average
The lowest recorded temperature was -17°F in 1951
The most precipitation on average occurs in August.
Over the course of a year, the temperature typically varies from 26°F to 91°F and is rarely below 15°F or above 90°F.

Key Points
The best months for outdoor activities are March, April, October and November.
The use of vestibule entries can minimize infiltration and eliminate drafts in cold windy sites.
Trees should not be planted in front of passive solar windows, but rather beyond 45 degrees from each corner.
Sun and wind protected areas can provide comfortable outdoor spaces.
Due to the theater's orientation, it is more beneficial to have the outdoor activities during the morning or evening time.
It is recommendable the use of wind breaks trees to mitigate the high wind speed in Clovis.

Main Street Shadows
The sun studies were taken at the same time of day during June, September, December, and March. The month of June is larger, because summer would be the optimal time to enjoy the outside.
VEGETATION

The countryside around Clovis is primarily a well-developed agricultural landscape. Its roads are lined with aging rows of Siberian Elms, good as windbreaks and welcome shade producers in summer.

In spite of the cold weather in winter, the growing season is long (192 days on average). The annual rainfall is from 17 to 27 inches (425-675 mm) per year, quite high for New Mexico, providing an ideal condition for many plants. Soils are typically rich and productive.

Many of the native plants in Clovis are not unique to the state. The right plant in a landscape should be available with little or no trouble, and should not be too susceptible to disease or insects.

Most streetscape plants grow best in a loam base, which allows excellent water penetration and excellent retention, as well as good uptake of soil minerals by plant roots.

Mixing native with exotic species can create new landscape effects.

Main Considerations
- Amount of required water
- Benefits; shade, landscape, wind breaks etc.
- Size, height, lifetime.
- Maintenance
- Best street trees
- Sidewalks damage prevention
- Soil conditions

Objectives
- Shadow
- Wind breaks
- Landscape
- Accurate plants selection
- Awareness on water conservation
ARTESIA OVERVIEW
Artesia, Eddy County, New Mexico
Population: 17,273

Artesia’s economy is based on dairy, oil, and local agriculture. Named after its historic artesian wells, the town was known for being an agricultural oasis in the New Mexican desert. Agriculture became more difficult in the 1920’s as the wells began to dry up, but around that same time oil was discovered in the area. Artesia is now home to the largest oil refinery in New Mexico, located adjacent to the town’s Main Street, and many oil companies have offices in the town.

By the 1990’s, Artesia’s Main Street was beginning to show the age of it’s previous renovations from the 1980’s. The Ocotillo Theater had been renovated to become a Cafeteria, keeping it’s original facade and marquee, while the Land of the Sun Theater, a small two-screen movie theater, had its facade removed and tiled over.

Around Main Street were several locations with potential to be added to the revitalization project. These sites either added to the cultural richness of the area or had some historical significance, including Old City Hall, New City Hall, Museum, Train Station, Oil Refinery, Hotel Artesia & City Park.

Understanding the need for revitalizing the city’s core, Artesia coordinated with The University of New Mexico’s DPAC studio to create a master plan for the town’s main street. One of the results of this plan was the realization that redevelopment needed to affect the entire downtown district, not just Main Street. By expanding the scope of the design, the Master Plan was able to address how Main Street related to and was supported by the streets and buildings around it. One such connection is Heritage Park.

The first phase of revitalization was the redesign of Artesia’s Main Street corridor, from 1st to 7th Street. Along this corridor, the median was widened and the streets were narrowed to one lane with turn lanes. The most controversial design element was the change from standard angle on-street parking to at angle on-street parking. This change increased the ability for parked vehicles to safely pull out into the street, but decreased the number of available parking spaces on Main Street, something the shop owners on the street protested.

After a building on Main Street burned down, a hole was left in the fabric of Main Street’s buildings. Rather than replace the burned building, this hole was used to connect the heart of Main Street to the alley and parking behind it. The concept of using alleys as parks has been continued from the original Main Street redevelopment to create a connected, pedestrian-friendly Main Street district.

In addition to improving the pedestrian quality of Main Street, Artesia has focused on adding public art and celebrating the town’s unique agricultural and oil history. This includes murals and sculpture, which are scattered throughout the town’s public parks and streets. Artesia’s Historical Museum and Arts Center is located only two blocks south of Main Street.

Although the two Main Street theaters were not directly connected to the Artesia Main Street project, their revitalization has added to the attraction of Main Street Artesia. Texas-based Carmike Theaters, the current owner of the Land of the Sun Theater, was persuaded to restore the original facade and marquee that had been removed in the 80’s. After the cafeteria closed its doors, the Artesia Arts Council bought that building and converted its interior into a performing arts theater, renovating its historic facade and marquee.

Advantages:
- Moderate cost of installation
- Moderately sized space for public gathering
- Moderately flexible outdoor space
- Balanced pedestrian and vehicular access
- Dependant on locals and tourism for street life
- Mixed uses in area
- Moderate amount of shade
- Climate sheltered

Disadvantages:
- Small space for public gathering
- Lack of population to support full use
- Mixing pedestrians and moving vehicles

Artesia Main Street

Master Plan, by Morrow Reardon Wilkinson & Miller, ltd.

Artesia Population: 17,273

Artesia’s economy is based on dairy, oil, and local agriculture. Named after its historic artesian wells, the town was known for being an agricultural oasis in the New Mexican desert. Agriculture became more difficult in the 1920’s as the wells began to dry up, but around that same time oil was discovered in the area. Artesia is now home to the largest oil refinery in New Mexico, located adjacent to the town’s Main Street, and many oil companies have offices in the town.

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C O L O R A D O  A V E N U E
Telluride, Colorado

Rather than strictly designing and programming its Main Street activities, Telluride, Colorado takes a different approach. Colorado Avenue, Telluride’s main street through town, is a wide three-lane street with parking on either side. With the large number of Festivals that are held in the community, the street is periodically transformed by the people attending the festivals and using the businesses lining the street. During some festivals, vehicle traffic is redirected around Colorado Avenue and people fill the streets.

Events:
- Mountainfilm in Telluride
- Telluride Balloon Festival
- Wild West Fest
- Telluride Heritage Festival
- Telluride Bluegrass Festival
- Telluride Wine Festival
- Telluride Musicfest
- Telluride Plein Air
- Freeman’s Fourth of July Celebration
- Telluride Playwrights Festival
- KOTO Ride Festival
- Telluride Yoga Festival
- San Miguel Basin Fair
- Telluride Americana Music Fest
- Telluride Compassion Fest
- Telluride Cajun Festival
- Telluride Jazz Celebration
- Chamber Music Festival
- Telluride Mushroom Festival
- Telluride Festival of the Arts
- KOTO Doo-Daa Festival
- Telluride Film Festival
- Telluride Blues and Brews Festival
- Telluride Barbeque Festival
- Telluride Horror Show
- Telluride Comedy Festival

Advantages:
- Low cost of installation
- Large space for public gathering
- Flexible outdoor space

Disadvantages:
- Heavy dependence on tourism for street life
- Lack of permanent shade and seating
- Mixing pedestrians and fast moving vehicles

PEARL STREET MALL
Boulder, Colorado

Boulder Colorado’s Pearl Street mall is strictly a pedestrian district. This site is highly programmed with trees, seating areas, and small shops for patrons to visit. Due to the nearby University of Boulder and the city’s status as a tourist destination, Pearl Street Mall maintained its profitability when other pedestrian malls declined. While some events such as street musicians activate the space, it is mainly driven by shoppers and diners travelling between the shops or resting in the site’s shade. Events are usually limited to participating vendors, but the mall does host the occasional festival, which takes over the entire street. Vehicles, (including bicycles), are prohibited, and vehicular access to the site is limited at the perimeter, with one way streets surrounding the pedestrian mall. Adjacent to the mall sits the Boulder Theater, which functions as a performing arts venue, but due to its large screen, it also hosts Super Bowl parties and Film festivals as well.

Advantages:
- Pedestrian friendly environment
- Large amounts of shade
- Moderately flexible outdoor space
- Climate Sheltered
- Mixed uses in area
- Wide variety of vendors

Disadvantages:
- Inflexible outdoor space
- Limited vehicular access
- Heavily dependant on local use for street life
- High cost of installation
- Limited event participation
GOLDEN GATE THEATER
Los Angeles County, California

Architect: William and Clifford Blach
Completed in 1927
Cost: $3 million
12,000 Square Feet

Located at the corner of Whittier and Atlantic Blvd, in unincorporated Los Angeles County

The building was owned by the Vega Corporation. The complex housed 13 stores, two breezeways leading to the theater and the 11,000 square feet theater.

The Spanish churriqueresque style hoped to influence a Spanish renaissance design throughout the area.

The theater had occupancy of 1300 seats and was the main feature of the complex.

The theater had two entrances located under the marquees on the north and east side.

The theater had both live musical performances and motion pictures.

The theater is on the National Register of Historic Places.

SUGGESTED DESIGN AND PRAGMATIC IMPLICATIONS

Uses previous program of corner Vega building. Once was a pharmacy.

CVS agreed to deviate from its standard store design.

Use of unobtrusive lighting, keeps the original ceiling.

Alterations are reversible so the building can be returned to a theater in the future.

Has disadvantages as a drug store.

The new program does not preserve the historical meaning of the original building.

Other recommendations were to rebuild the L-shape Vega building as a charter school and a cultural cinema for telenovelas.
EL ATENEO GRAND SPLENDID THEATER
Santa Fe Shopping Distric, Buenos Aires

SUGGESTED DESIGN AND PRAGMATIC IMPLICATIONS

Built in 1919, the 2,000 square meter art deco style Italian opera house accommodates 1000 person seating.

It currently houses the El Ateneo book store, holding over 120,000 book titles.

It is said to be one of the most beautiful book stores in the world.

Originally opened as an Opera House, the theater converted from a movie theater to a live performance venue throughout its existence. The upper offices were a radio station. The building has a strong musical history.

The original program translated well into the book store because of the open floor plan.

The stage was left to house the new cafe and the box seating is used for couches for reading spaces.

It is successful because of its location and exposure to the public.

WORCESTER MEMORIAL AUDITORIUM
Worcester, Massachusetts

Architect: Lucius W. Briggs
Completed in 1933
Cost: $2.1 million
125,000 Square Feet

Located in Worcesters’s Institutional District, across from the historic Lincoln Square.
The City wanted to reclaim the area to the new gateway to the city.
Listed on the National Register of Historic Places.
Constructed as a monument to the veterans of WWI.
Existing building has enormous historical value to the city.
Key to preservation is to maintain active use of the structure and nature of the original building.
Surrounding restoration and renovations in the area address the need to appropriate new use for the auditorium.
Labelled as a priority Parcel in the city’s North Main Street Economic Development Strategy Plan.
Flexible program makes it difficult of a single use renovation .
Building served as a venue for the performing arts, college basketball, high school graduations, and a variety of celebrations and receptions

SUGGESTED DESIGN AND PRAGMATIC IMPLICATIONS

Key to preservation is to maintain active use of the structure and nature of the original building.
Have minimal impact on the existing space.
Incorporation of necessary contemporary building systems.
This suggested reuse has minimal impact on the existing space. It is compatible with the (NMEDS). The new museum will incorporate existing program into the design, such as the little theater into an IMAX and keeps the Memorial Hall untouched.
NATIONAL DANCE INSTITUTE (NDI)  
HILAND THEATER COMPLEX  
Albuquerque, New Mexico

Renovation Company: Klinger Constructors Inc.  
Opened April 20, 1950  
38,800 square feet of renovations

Originally Streamline Moderne style design  
Opened amid postwar boom  
Cinema closed 1992, again 1995  
Reopened as Musical Theater Southwest 1996, closed 2005  
Opened as NDI New Mexico September 2011  
Grand Opening Gala occurred May 19, 2012

IMPORTANCE

Exemplary of an historic renovation that underwent significant design and programming changes  
Uses website to give information about its history and upcoming events at the theater  
Example of a movie theater converted into a dance studio

DIFFICULTIES

Front entrance unsuitable, low security for children and families; requires backstage entrance + parking  
Blighted area makes some parents weary of sending their children to the center  
Maintaining funding for the center requires security, confidence and longevity/plan for sustained use

Original drop lighting unsuitable for dance studio use, requiring fluorescent lights in the main auditorium  
Dark, artificially-lit interiors of adjacent spaces unsuited for space with children, requiring skylights and brighter paintwork

SUCCESSES AND OPPORTUNITIES

Currently serves 19 Albuquerque schools  
Public transit allows for easy access to studio for poor children  
Building is helping to restore blighted area; new customers for local businesses  
Proximity to Highland High School provides students to take classes, and extra parking spaces  
Part of overall plan to make upper Central an arts hub  
May lead to summer events stretching down Central  
2nd story dress shop provides space to lease for offices  
Nearby abandoned structures provided ample space for studios
**TOTAL THEATER**
*Farmington, New Mexico*

**Builders:** Allen Family  
**Opened:** May 4, 1948  
**300 seats (100 dinner-style/200 theater-style)**

**Successes**
- Website allows easy access to information about events at the theater  
- Theater has been flexible in serving new services from movies to warehouse space while not giving up its style and design  
- Art walks bring in hundreds of visitors to see local artwork

**Difficulties**
- Antiquated lighting and sound systems in the structure required renovation by most recent ownership  
- Built in Pueblo Deco style  
- Originally known as “Home of Action Pictures” and staged action movies from Bruce Lee/Clint Eastwood  
- Before Civic Center opening, was home to the Community Concert Association  
- Closed cinema 1982, reopened in 1990’s for the San Juan Stage Co drama troupe  
- Reopened 2004 as a general-use theater and dinner theater

**Importance**
- Exemplary of a theater which retained most of its interior and exterior throughout its life while allowing for multiple activities not related to movies  
- Example of a theater owned by a single family for most of its operational history  
- Theater is useful for many different activities including dinner theater, concerts, art walks and performing arts.

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**AMBLER THEATER**
*Ambler, Pennsylvania*

**Builder:** Phillip Harrison  
**Opened:** December 1928  
**1,228 seat auditorium, Gottfried pipe organ originally; now three auditoriums**

**Successes**
- Integration of Facebook and main website allows for public discussion of the theater  
- Three theaters allow for more movies and events to occur simultaneously  
- Creation of nonprofit for theater allowed it to pay for new digital equipment

**Difficulties**
- The sign and ticket booth of the original theater were long gone at time of renovation  
- Built in the Spanish Colonial Style  
- Operated by Warner Brothers as a theater until the end of the 1960’s; Christian cinema until 1997 official closing  
- Ambler Main Street Program created nonprofit in 2001; $2 million restoration and renovation followed.  
- Original auditorium was split into three new theaters, but care was taken to replicate the theater’s original features, including proscenium arch, ornate detailing on side walls and ceiling, paint, retro-style ticket booth, and replica of original neon sign in the front of the theater.

**Importance**
- Exemplary of a historic renovation which attempted to preserve as much of the original theater as possible  
- Uses website and social networking to give information about its history and to allow public discussion  
- Example of an old movie theater which still plays movies
AZTEC THEATER  
104 N. Main Street Aztec, New Mexico 87410

Date of Construction: 1927
Current Building Style: Territorial Streamlined Moderne
Current Building Use: Closed, for sale commercial space
Original Building Use: Movie Theater
Relationship to Street: Storefront at street edge with marquee overhanging the sidewalk
Flush street entry to lobby
Location: On Main street within a business district
Central part of a multi store commercial block
Lobby: Small lobby for single screen
Screening Rooms: 1 Screen
Balconies: No Balcony
Types of Stage: Proscenium framing movie screen
Rake of Floor: Raked for movie screen viewing
Cry Room: No crying room
Seats: 300
Green Room: None

Conclusion
The Aztec Theater has endured as multiple business throughout the decades. Originally built as a movie theater for silent movies, the Aztec has been unable to maintain the audiences required to keep the movie house doors open. This was predominantly due to the close proximity of Farmington’s multiplex theaters diverting the movie patronage to an alternate venue. Although the new theaters are in the adjacent town, car culture and commuting has allowed the range of convenience to grow beyond a neighborhood boundary to a semi-regional one.
# A L L E N T H E A T R E

**208 W. Main Street Farmington, New Mexico 87401**

- **Date of Construction**: 1922
- **Current Building Style**: Streamlined Moderne
- **Current Building Use**: Movie Theater
- **Original Building Use**: Movie Theater
- **Relationship to Street**: Storefront at street edge with marquee overhanging the sidewalk,
  Small recessed entry to lobby
- **Location**: On Main street within a business district
  Central part of a multi store commercial block
- **Lobby**: Small lobby
- **Screening Rooms**: 1 Screen
- **Balconies**: No Balcony
- **Types of Stage**: Built for silent movies in 1922, adapted for talkies in 1936
- **Rake of Floor**: Raked for movie screen viewing
- **Cry Room**: No crying room
- **Seats**: 486
- **Green Room**: None

**Conclusion**

“The Allen” as most refer to the theater has endured the test of times. This is due to the flexibility of the theater, adapting to changing movie types and styles. From silent films, to talkies, and now motion pictures the theater has catered to these industry innovations. The theater has maintained the majority of its original character and style creating a unique and iconic point of attraction within the surrounding built environment. The location of the theater in a business district provides a clientele to maintain the theaters prominence and exposure to the community.

# K I V A T H E A T E R

**109 Bridge Street Las Vegas, New Mexico 87701**

- **Date of Construction**: 1912
- **Current Building Style**: Art Deco
- **Current Building Use**: Movie Theater
- **Original Building Use**: Movie Theater
- **Previous Building Use**: Mutual Theater, Campus Theater
- **Relationship to Street**: Storefront at street edge with marquee overhanging the sidewalk,
  Recessed entries around central ticket counter
- **Location**: On Main street within a business district
  Central part of a multi store commercial block
- **Lobby**: Small lobby for single screen
- **Screening Rooms**: 1 Screen
- **Balconies**: No Balcony
- **Types of Stage**: Proscenium framing movie screen
- **Rake of Floor**: Raked for movie screen viewing
- **Cry Room**: No crying room
- **Seats**: 420
- **Green Room**: None

**Conclusion**

The Kiva theater is an iconic landmark within the city of Las Vegas. The theater in close proximity of a public square provides a perfect venue for temporary urbanism opportunities. The theater has catered to the people of Las Vegas for over a century and is the second oldest movie theater operating continuously in the state of New Mexico. This legacy has been due to the theaters connection to the community. The Kivas ability to maintain the communities interest and investment is the key to the continuous revitalization, upkeep and operation of the theater.
**SILCO THEATER**
311 N. Bullards Street Silver City, New Mexico

- **Date Opened**: 1923-Present
- **Current Building Use**: Performing Arts/Film Venue
- **Original Building Use**: Performance/Movie Theater
- **Current Building Style**: Art Deco
- **Original Building Style**: Art Deco
- **Relationship to Street**: 8’ Sidewalk
- **Location**: Located directly on Main Street
- **Lobby**: Large Lobby
- **Screening Rooms**: Single
- **Balconies**: 1 balcony seats 48 people
- **Types of Stage**: Customizable stage platforms
- **Rake of Floor**: Dimensions NA
- **Cry Room**: No cry room
- **SEATS**: 137
- **Green Room**: No green room

**Conclusion**
The Silco Theater is currently being pursued by MainStreet in Silver City. They plan to renovate the theater and restore it back to its original environment. Being the oldest theater in Silver City, the Silco has been successful by adapting to changing technology and use. The Theater floor is a modular system that can be changed depending on its use. The seats in the theater are also removable to allow the theater to become an even space.

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**GILA THEATER**
415 N. Bullards Street Silver City, New Mexico

- **Date Opened**: 1950
- **Current Building Use**: Closed
- **Original Building Use**: Movie Theater
- **Current Building Style**: Spanish Style
- **Original Building Style**: Art Deco
- **Relationship to Street**: Large Amount of Traffic Around Building
- **Location**: Located directly on Main Street
- **Lobby**: Lobby with first built in candy Concession in area
- **Screening Rooms**: Single
- **Balconies**: No balcony
- **Types of Stage**: No stage
- **Rake of Floor**: Stadium style
- **Cry Room**: No cry room
- **Seats**: NA
- **Green Room**: No green room

**Conclusion**
The Gila Theater was the first movie theater in the area to have a built in candy concession. The innovation of the movie theater allowed it to be successful during its opening. The seating in the Gila Theater rose around the entrances at the back of the auditorium. They resembled stadium seats and allowed for better view of the screen.
### El Sol Theater

**406 N. Bullards Street, Silver City, New Mexico**

<table>
<thead>
<tr>
<th>Date Opened</th>
<th>1934</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Building Use</td>
<td>Theater/Movie Theater</td>
</tr>
<tr>
<td>Original Building Use</td>
<td>Performance/Movie Theater</td>
</tr>
<tr>
<td>Current Building Style</td>
<td>Spanish Style</td>
</tr>
<tr>
<td>Original Building Style</td>
<td>Art Deco</td>
</tr>
<tr>
<td>Relationship to Street</td>
<td>Entrance set back from sidewalk with exterior stairs leading to balcony</td>
</tr>
<tr>
<td>Location</td>
<td>Located directly on Main Street</td>
</tr>
<tr>
<td>Lobby</td>
<td>Small Lobby</td>
</tr>
<tr>
<td>Screening Rooms</td>
<td>Single</td>
</tr>
<tr>
<td>Balconies</td>
<td>Small Balcony</td>
</tr>
<tr>
<td>Types of Stage</td>
<td>Performance/Screen for Projector</td>
</tr>
<tr>
<td>Rake of Floor</td>
<td>Dimensions NA</td>
</tr>
<tr>
<td>Cry Room</td>
<td>No Cry Room</td>
</tr>
<tr>
<td>Seats</td>
<td>NA</td>
</tr>
<tr>
<td>Green Room</td>
<td>No Green Room</td>
</tr>
</tbody>
</table>

**Conclusion**

El Sol Theater was built to show second-tier films. The design of the front facade became a landmark for Silver City Downtown. This was able to be a foundation for the city to bring business and money to the downtown area.

### Palace Theater

**129 E. Motel Drive, Lordsburg, New Mexico**

<table>
<thead>
<tr>
<th>Date Opened</th>
<th>1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Building Use</td>
<td>Automotive Center</td>
</tr>
<tr>
<td>Original Building Use</td>
<td>Performance/Movie Theater</td>
</tr>
<tr>
<td>Current Building Style</td>
<td>Spanish Style</td>
</tr>
<tr>
<td>Original Building Style</td>
<td>Art Deco</td>
</tr>
<tr>
<td>Relationship to Street</td>
<td>8’ Sidewalk with Inset Entry</td>
</tr>
<tr>
<td>Location</td>
<td>Located directly on Main Street</td>
</tr>
<tr>
<td>Lobby</td>
<td>NA</td>
</tr>
<tr>
<td>Screening Rooms</td>
<td>Single</td>
</tr>
<tr>
<td>Balconies</td>
<td>No Balcony</td>
</tr>
<tr>
<td>Types of Stage</td>
<td>NA</td>
</tr>
<tr>
<td>Rake of Floor</td>
<td>NA</td>
</tr>
<tr>
<td>Cry Room</td>
<td>NA</td>
</tr>
<tr>
<td>Seats</td>
<td>350</td>
</tr>
<tr>
<td>Green Room</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Conclusion**

The Palace Theater was the first theater built in Lordsburg. Because the theater was small and did not adapt well to the changing downtown, it ended up closing down. Western Automotive bought the theater and extended the building to create more space. None of the original architecture can be seen.
CORONADO THEATER
381 E. Second Street Lordsburg, New Mexico

- Date Opened: NA, Burned Down in 1988 and Rebuilt into duplex cinema
- Current Building Use: Storage
- Original Building Use: Movie Theater
- Current Building Style: Tin Building
- Original Building Style: ?
- Relationship to Street: Corner Lot with Large Area in Front of Ticket Booth
- Location: Located One Block South of Main Street
- Lobby: Lobby with Concession Stand
- Screening Rooms: Double
- Balconies: No Balcony
- Types of Stage: No Stage
- Rake of Floor: NA
- Cry Room: No Cry Room
- Seats: NA
- Green Room: No Green Room

Conclusion
The Palace Theater was one of the first theaters in the area built with two screens. Because it had one specific use, it was successful in the city. The theater burned down in 1988 and was replaced by another theater.

LEA THEATER
106 E. Central Avenue Lovington, New Mexico

- Date Opened: 1948
- Current Building Use: Recreation and Culture Theater
- Original Building Use: Recreation and Culture Theater
- Current Building Style: Art Deco
- Original Building Style: Art Deco
- Relationship to Street: Building Sits Alone With Parking in Front
- Location: Entry Located Perpendicular of Main Street
- Lobby: Small Lobby
- Screening Rooms: Double
- Balconies: No Balcony
- Types of Stage: Single stage with Screen
- Rake of Floor: Dimensions NA
- Cry Room: No Cry Room
- Seats: NA
- Green Room: No Green Room

Conclusion
The Lea Theater opened in 1948. The theater was introduced to the city with a parade that ended with live performances given on the stage. The Lea Theater was known to be one of the finest small city theaters because of the modern touches. The theater contrasted the surrounding buildings making it stand out in the city.
Theater Type

The theater as a living organism is created by the functions it serves on the interior yet wrapped in a mask of the ages. The two can be seen as unrelated by function yet interdependent by form and aesthetics. The theater that utilized a multitude of production methods provided more flexibility to cater to a wider variety of tastes. Being able to show movies, vaudeville, stage productions, and other live performances creates the basis for occupying the venue through different events throughout the year. The raked seating is similar in most theaters but varies depending on the type of performance being viewed. Stage performances used a steeper rake for viewing a lower angle than viewing a movie screen. The back stage areas and green rooms are vital components to any stage performance venue. The stage presence and effectiveness of technician performance on stage productions is directly related to the equipment and available space they are given to conduct their preparation work within. The fly systems, back stage and wagon house areas of the theater need to be critically addressed to provide a better performing space. New technology in lighting, acoustics, and automation are all factors that should be addressed in any revitalization projects. Being versatile and allowing for new innovations of technology and performance styles the theater has changed to maintain the clientele. Being responsive to the clients in the theaters respective community’s demands for entertainment created the market for advances in the theater district as a whole. The theater brings not only patrons but talent to the stages. Talent can be seen as acts from vaudeville and silent movies to today’s Hollywood movies being played.

Style

The style in which a theater is built can either preserve it for posterity or doom it to oblivion. The ability to endure to the changing economic and stylistic times has aided theaters to remain pertinent. Style of the buildings is very representational of the era in which they were constructed. For some theaters the means to survive has required them to shed their original façade or become cloaked in a mask of the new era. For others the need to change and adapt have erased the once glorious past the movies or stage were able to provide to their respective communities. The deaths of some theaters have become new life for other businesses, recycling the form but inducing a new function. Style plays an important role in reminding us of the past and giving us a marker as to relate ideas, people, and technology.

Community Involvement

The theaters looked at in this series of studies found that the community plays a vital role in the viability and long term investment the theaters will receive. The theater cannot remain open without the support of the community, people to perform, or dedicated staff to maintain and operate the theaters. The community as a whole can and has dictated trends that the theaters must embrace. While the trends in the entertainment business have altered and evolved, the people occupying the seats within the theater have always returned for entertainment. As industry and culture remain in change the theater will be an enduring and everlasting temple of the people. Form, function, and the community, all are interdependent parts that must come together for the magic of theater to occur.
HISTORY OF THEATERS

STATE THEATER
504 North Main Street

LYCEUM THEATER INC.
411 North Main Street

MESA THEATER
203 North Main Street
MESA THEATER
206 Main Street Clovis, New Mexico 88101

Central row 294
Side rows 168
Total seating 472, two side rows and central row

Stage details - extravagance
- stage carpet
- cream color vinyl-upholstered floorboard-cushions
- Steel chain-link chandelier screening

Seat dimensions
- 40" back of seat to back of seat spacing
- 24" seating area from arm rest to arm rest (on center)
- 17" walking area between rows

Repairs needed
- lobby
- foyer
- rest rooms
- dressing rooms, green rooms
- HVAC, music room upholstery

Alterations needed
- ticket-box
- concession

Alterations desired
- upper level music rooms
- upper level wallpaper
- plumbing, insulation
- provide cinema goers (orchestras, organs etc.)
**BASIC INFORMATION**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Construction</td>
<td>1948</td>
</tr>
<tr>
<td>Current Building Style</td>
<td>Pueblo Moderne</td>
</tr>
<tr>
<td>Current Building Use</td>
<td>Acoustic performance theater</td>
</tr>
<tr>
<td>Original Building Use</td>
<td>Live performance venue</td>
</tr>
<tr>
<td>Relationship to Street</td>
<td>Storefront at street edge with marquee</td>
</tr>
<tr>
<td></td>
<td>overhanging the sidewalk</td>
</tr>
<tr>
<td></td>
<td>2’ recessed entry to ticket stand</td>
</tr>
<tr>
<td>Location</td>
<td>On Main street within a business district</td>
</tr>
<tr>
<td>Lobby</td>
<td>Small lobby for single stage</td>
</tr>
<tr>
<td>Screening Rooms</td>
<td>1 Stage</td>
</tr>
<tr>
<td>Balconies</td>
<td>No Balcony, recording studio in balcony</td>
</tr>
<tr>
<td>Types of Stage</td>
<td>Live Performances</td>
</tr>
<tr>
<td>Rake of Floor</td>
<td>Raked for stage viewing</td>
</tr>
<tr>
<td>Cry Room</td>
<td>No crying room present in current configuration</td>
</tr>
<tr>
<td>Seats</td>
<td>980</td>
</tr>
<tr>
<td>Green Room</td>
<td>No green room present, no back stage area</td>
</tr>
</tbody>
</table>

**SITE OBSERVATIONS**

Facade in good condition. It has an empty lot that can provide additional indoor or outdoor activities. Immediate context with Clovis hotel. Wide sidewalks Services access to all theaters through alleys.

**CONCLUSIONS**

The acoustics within the theater are unbelievable. The space however lacks some essential elements that are needed in live performance venues. Green rooms, wagon house, dressing rooms and lighting booms in front of the stage would greatly enhance the theater's interior performance. The exterior needs attention in regards to its aging facade and new vacant lot. Creating a “Node” would help to create a theater district connecting the three venues in Clovis.
STATE THEATER
504 Main Street Clovis, New Mexico 88101

Central row 195
Side rows 216
Total seating 441, two side rows and central row

Wall curtain panels
- 6 curtains per side (total = 12); 3 red, 3 gold/yellow
- 1 gold/yellow curtain on back wall
- Art-deco wall lighting fixtures (shiny gold)

Seat dimensions
- 40" back of seat to back of seat spacing
- 24" seating area from arm rest to arm rest (on center)
- 17" walking area between rows

Repairs needed
- Lobby ceiling tiles
- Some water damage
- Light-panels
- Exterior facade brick is broken and damaged

Alterations needed
- State marquis lettering can be lit-up
- Lobby is too crowded for masses of people
- Furniture
- Clean-up required
STATE THEATER

Date of Construction 1936
Current Building Style Art Deco
Current Building Use Live music theater
Original Building Use Movie Theater
Relationship to Street Storefront at street edge with marquee overhanging the sidewalk
Flush street entry to lobby
Location On Main street within a business district
Central part of a multi store commercial block
Lobby Small lobby with concessions and ticket booth
Screening Rooms Previously 1 screen, currently 1 stage
Balconies No Balcony
Types of Stage Proscenium framing band stand
Rake of Floor Raked for movie screen viewing
Dance floor at rear of house
Cry Room No crying room
Seats 822
Green Room Behind and below stage
Compact and acts as dressing rooms

SITE OBSERVATIONS

Some trees, problems in the sidewalk situation.
Lighting in good condition, possible option to use during the night.
Benches and equipment.
Facade in good condition.

CONCLUSIONS

The viability of the State Theater is due largely to its adaption to the changing needs of the community. The iconic facade of the theater is contrasted by the surrounding context that it resides within. The adjacent and connected businesses detract from the prominence the theater holds to Main Street. Design intervention should address the context of the facade while adapting its outdated technology to current products that can enhance its sustainability, viability and marketability.
**LYCEUM THEATER**

411 Main Street Clovis, New Mexico 88101

- **Floor seating**: 407
- **Balcony seating**: 17
- **Total seating**: 524, two side rows and central row

**Hand painted screen trim**
- neo-classical cornice
- hand-carved floral pattern

**Seat dimensions**
- 40” back of seat to back of seat spacing
- 24” seating area from arm rest to arm rest (on center)
- 17” walking area between rows

**Repairs needed**
- wood floors can be re-tarnished
- rest rooms
- dressing rooms/green rooms
- marquee

**Alterations needed**
- ticket-box
- concession

**Alterations desired**
- wall panels can be painted murals
- upper level floor-boards and railing

---

**Stage Plan**

- **Stage & curtain**
- **Thrust platforms**

**Wall Panel & Pilasters**

- **Stage**
- **1’ Beam width**
- **2’ Border/trim**
- **1.5’ Pilaster**

---

*Lusk, March, Guerrero, MLA*
### LYCEUM THEATER

**Site Observations**
- Wide sidewalks and street.
- Immediate context with shops avenue.
- Different materials, brick in the street and tile in the theater area.
- Benches and equipment.

**Conclusions**

The Lyceum’s classical theater interior is prime for renovation. While it is the only theater in Clovis utilizing a fly tower for stage performances the back stage and mechanical aspects of the grid and fly system need critical attention. The front of house is open and spacious but lacking formal organization beyond the entry. The theater is in good shape but needs to address some important production and patron issues.

<table>
<thead>
<tr>
<th>Date of Construction</th>
<th>1919</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Building Style</td>
<td>Mission Revival</td>
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<tr>
<td>Current Building Use</td>
<td>Live Performances</td>
</tr>
<tr>
<td>Original Building Uses</td>
<td>Dual Projector Movie Theater</td>
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<tr>
<td></td>
<td>Vaudeville Live Performances</td>
</tr>
<tr>
<td>Relationship to Street</td>
<td>Storefront at street edge</td>
</tr>
<tr>
<td></td>
<td>Central ticket counter within entry</td>
</tr>
<tr>
<td></td>
<td>Recessed entry to lobby</td>
</tr>
<tr>
<td>Location</td>
<td>On Main street within a business district</td>
</tr>
<tr>
<td></td>
<td>Central part of a multi store commercial block</td>
</tr>
<tr>
<td>Lobby</td>
<td>Small lobby for single auditorium</td>
</tr>
<tr>
<td>Screening Rooms</td>
<td>1 Screen / Stage</td>
</tr>
<tr>
<td>Balconies</td>
<td>86 seat balcony with spot oppositions</td>
</tr>
<tr>
<td>Types of Stage</td>
<td>Live performance stage with fly tower</td>
</tr>
<tr>
<td></td>
<td>10 Linesets for stage drops</td>
</tr>
<tr>
<td></td>
<td>Orchestra Pit</td>
</tr>
<tr>
<td>Rake of Floor</td>
<td>Raked for stage performance viewing</td>
</tr>
<tr>
<td>Cry Room</td>
<td>No crying room</td>
</tr>
<tr>
<td>Seats</td>
<td>899</td>
</tr>
<tr>
<td>Green Room</td>
<td>None</td>
</tr>
</tbody>
</table>

**Mainstreet & Transportation Routes**

- ARCHULETA, MARCH
- OSUNA, MARCH
- BACA, MLA
- LUSK, MARCH
- GUERRERO, MLA
THEATER DISTRICT DESIGN PROPOSALS

DESIGN PROPOSALS

Theater District and Theaters Adaptive Re-Use
Preservation, Renovation, Revitalization + Addition

The design proposals explore adaptive reuses and develop design schematics for those uses as well as preservation of the intrinsic historic qualities and characteristics of the structure.

Each architecture student was assigned a theater, and each landscape architecture student was responsible for the streetscape in the ‘theater district.’ They were asked to develop proposals that robustly respond to the interests of the citizens of Clovis, aim to improve the economic and social viability of the theater, and aim to improve the sustainability of the building and its operation. Additionally every student developed ‘tactical urbanism’ projects – built forms that either temporarily or permanently support festivals and other street activities, and help create a vibrant pedestrian supportive district.
THE THEATER DISTRICT
Main Street Clovis, New Mexico

MAIN STREET FRAMEWORK PLAN
Clovis’s first artery sustaining its life was the train. Artists and entertainers from all over the nation would stop and stay at the local Harvey House or Hotel Clovis and the town was able to support four theaters, three of which survive today: The Mesa, Lyceum, and State Theaters. With the increasing influence of the automobile, Clovis’s traffic began to move away from Main Street and the remaining shops struggled to survive. Even though a large quantity of housing, banking, and governmental functions remain in the area, Main Street is a place people drive past rather than a destination itself. We propose to change that.

When looking at the Main Street district, it is apparent that there is a lack of public green space. We propose that the vacant lots in the district be re-purposed to provide this amenity for the community. By giving the local residents a place for their children to play, they will spend more time in the Main Street district and increase the need for services in the area. To connect these parks to each other and Main Street we propose a Green Streets system be developed to beautify and increase the safety and comfort for people moving along these streets. This system would be made up of three classifications of streets, (Arterial, Residential, and Commercial/Industrial) and would be tailored to the needs of each street. A basic framework is provided below.
MAIN STREET TRACKS
Main Street Clovis, New Mexico 88101

We are proposing to once again use the rail to bring life back to Main Street Clovis. These tracks would begin at a new Rail Park on the South end of Main Street and run all the way up the median to 6th Street. This would serve as a modular median system which could be changed and adapted based on the traffic patterns and events along the street. This modular system will provide a framework on which various events can be hosted and provide a constant sense of change to the space since it will be different after every event. The track would make small trips down the side streets to allow the activities along the rail expand from Main Street and interact with the space. The design idea for this cart is to give the median a beautified space and to offer seating to outdoor events. The general size is 6’ x 10’ and can easily be moved along its tracks.

STAGE CARTS fill many uses in the Main Street arts district. They either function to display local artists work on the street or its sides can be pulled out to expand the deck be into a temporary stage.

SEATING CARTS provide a space for people to spend time and interact with each other on the street. When placed near a Vendor Car, the two work together to transform the street into an outdoor cafe.

PLANTER CARTS add needed green space to the Main Street arts district. The car also can be pulled near the curb to function as seating for watching events or to simply watch people passing by.

VENDOR CARTS provide both an entry level space for entrepreneurs to sell their wares, as well as a revenue stream for the Main Street project. Parked near the curb, these cars will become nodes of activity on the street.
SUSTAINABLE STRATEGIES
When it comes to evaluating impact of a material its “embodied energy” is important. Selecting environmentally friendly materials are central to eco-design. Equally significant is the way that a material is used. Solutions are as listed for the State Theater

1920’s SPEAKEASY CONCEPT
A speakeasy is an establishment that illegally sells alcoholic beverages. Such establishments came into prominence in the United States during the period known as Prohibition 1920–1933. During this time, the sale, manufacture, and transportation (bootlegging) of alcoholic beverages was illegal throughout the United States. According to an 1889 newspaper, “Unlicensed saloons in Pennsylvania are known as “speakeasies.” They were so called because of the practice of speaking quietly about such a place in public, or when inside it, so as not to alert the police or neighbors.

THEATER IN THE ROUND
Theater-in-the-round is any theater space in which the audience surrounds the stage area. The stage is always in the centre with the audience arranged on all sides. Commonly used shapes can be rectangular, circular, diamond, or triangular, with actors entering and exiting through the audience from different directions or from below the stage. The stage is usually on an even level with or lowered below the audience in a “pit” or “arena” formation.
Concept: If the Lyceum began to collect some of the popular older films it would begin to create a community archive. To build public involvement each week a few different movies could be displayed and the people could play a couple of cents to vote on their favorite one. On Friday they would charge admissions and the movie that received the most votes would be projected.
A GEM IN THE ROUGH

Situated directly across Main Street from the Hotel Clovis in Clovis, New Mexico, the Mesa Theater is one of three historic theaters along the boulevard. This theater was built in 1940 and was most recently utilized as a radio station and recording studio for Norman and Vi Petty who have cemented Clovis in American Rock & Roll history. The space has been vacant for a number of years and in some areas is showing signs of degradation. Fortunately, Clovis Community College now owns the building and would like to make it their home for the Clovis Cultural Arts Series which brings talents from across the globe to perform there. Challenges include the fact that the Mesa does not currently comply with accessibility codes or safety codes and it lacks the programmable space to be feasibly used as a performing arts center. However, the challenges offer opportunities to return The Mesa Theater to reverence in the community providing a spark for future revitalization of the Main Street district.

sustainable elements

photo voltaic roof provides alternative power
atrium brings diffuse light through core
steel rainscreen allows air movement between skin and envelope and protects against heat gain
operable screens offer manual controls to apartments
thermal mass insulates black box theater
lattice provides protection from sun
THE THEATER DISTRICT
Main Street Clovis, New Mexico

Possible New Use Spaces

Main Connection

Multiple Uses for Temporal Events

Pedestrian Friendly Streets

New Crosswalk Design

Night Render

Old Theater Chairs Reuse

Rest Areas

Street Art Events

Sculptural Ribbon

Street Material Selection
The idea is to support the Lyceum Theater to function both as a performance space and as a movie theater by reconditioning it so that it has its needed supporting spaces working to their maximum efficiency. This includes: adding a green room, reconditioning the existing fly tower, the construction of dressing rooms, new bathrooms, the expansion of the lobby and an adjacent costume shop that will add the possibility for bringing the theater out to the streets and engaging the community to maximize and revitalize the downtown theater district. The idea is to add value to the existing entertainment infrastructure as to create a stronger sense of vitality and a new joy in the life around the Lyceum Theater. Adjacent businesses and property values will definitely show improvement.
THE MESA THEATER
206 Main Street Clovis, New Mexico 88101

The historic Mesa Theater is contrasted with this modern interpretation to the areas industrial material palette. It is reverted to its brick cladding with a renovated Marquee. Dynamic symmetry is maintained with the new addition. Operable facades allow the building to naturally ventilate and reduce mechanical demands. The building becomes permeable to the community. The southern facade will be shaded by art installations that will occupy the canopy over 2nd street. Raising the support spaces to dock height removes the need for truck adjustment equipment that are a maintenance nightmare. The costume shop will have an uninterrupted view of the surrounding areas as well as a distinct view on the art installations they will provide the community via the shading canopies they will design.

TEMPORARY URBANISM

Night time brings 2nd street to life with the ability to transform the urban scene to a movie theater. Projectors mounted within the addition will have full access to the southern buildings blank wall for a display screen. The Bistro will be able to spill out and occupy the street with the recycled railroad car tables and modern bistro chairs. The street is engaged and the community can socialize in various cinematic events.
THE STATE THEATER
504 N. Main Street Clovis, New Mexico 88101

By remodeling the interiors of the State Theater and the adjacent business the projects will by successful in achieving its goal of revitalizing the downtown theater district. The focus here remained on bringing the youth into the downtown theater district area by providing facilities and amenities sought by the age group. The complex however adheres to needs of all ages from the community. The project also addresses the ideals of sustainable living to a very large extent.
THE THEATER DISTRICT
Main Street Clovis, New Mexico

PLANT MATERIALS
- Plant legend
- Plant materials
- Plant alternatives

PLANT ALTERNATIVES
- Virginia creeper
- Esparto grass
- Purple fountain grass

TEMPORARY URBANISM
- Farmer's Market
- Farmer's Market
- Ephemeral Art
- Block Music Events
- Community
- Components of Community
The Mesa Theater is currently owned by Clovis Community College. The college received a donation of $500,000 and plans to renovate the historic theater. The Mesa Theater will be renamed to the Norman and Vi Petty Performing Arts Center and will be used by the Clovis Community College Theater Department. The plan for the college is to preserve the original architectural acoustics but design a better facility for the students. In order to design the facility efficiently it is important to look at the project in two phases. The first phase is the renovation to the current theater and the second phase is the addition to the empty lot that connects to the Mesa Theater.
THE LYCEUM THEATER
411 Main Street Clovis, New Mexico 88101

The Lyceum Fine Arts Center’s aim is to bring a collection of Clovis’s Fine Arts into one venue. It will be the summation of music, art and performance. The center will be in collaboration with Clovis Community College Fine Arts Program, Main Street Theater District, Clovis Public Library and the Norman Petty Rock and Roll Museum. It will be owned and operated by the City of Clovis.
"There seems to be a human need to dance to dance for joy, for sadness, to petition the gods and then to thank them. Children feel this need to dance acutely; often it’s just the opportunity, the invitation, they lack. It is, I’m sure, this human need that triggers the extraordinary changes I see in them. At National Dance Institute we expose thousands of children a year to the mystery of dance - some who are deaf, some who don’t know left from right, and some who never thought they could (or would even want to) dance - and all of them are changed by the experience, some in small ways, others profoundly."

- Jacques d’Amboise

The NDI Center in Clovis is designed for first floor usage during the day and second floor usage during the morning and night. The balcony of the theater doubles as a nursery and is acoustically separate from the main auditorium for parents and their children. Girls and boys from schools across the country can sleep in the building’s upper dormitories which are gender-separated. The stage of the theater is split into three separate parts which can move up and down depending on the usage of the theater.
TUCUMCARI, NEW MEXICO
RESEARCH AND ANALYSIS

ASSET MAPPING
This research establishes the physical and cultural context of the downtown district through asset mapping and demographic profile.

DOWNTOWN ANALYSIS
Research of downtown Tucumcari includes historic and current physical form of downtown: activities, past and present that occur in the public realm; zoning; and character elements. As-built drawings of the potential theater district were developed. The physical connectivity to the street and the adjacent buildings within the commercial district corridor and adjacent neighborhoods were explored and developed as well.

HISTORY OF THEATERS
*The Odeon, The Princess*
Historic and current research of the two theaters include the theater’s history within the community and analysis of physical form. Elements include the number of seats and screens, existing equipment, historic features, repairs needed, and alterations desired. As-built plans, elevations, and sections were developed. The opportunities for the facility within the context of the community’s resources, including the physical, social cultural and economic capital framework, are addressed.
ASSET MAPPING

1967 USGS Quad.

Downtown Tucumcari

1931 Sanborn Map of Downtown Tucumcari

Downtown Tucumcari
ASSET MAPPING

Downtown Building Types

COLLINS, MLA
GEORGE, MARCH
**DEMOGRAPHICS**

Population: 5,334, 48% male and 52% female (2010 census)

Tucumcari has experienced a slow but steady population decline since the 1950’s. One challenge is creating new water strategies to secure growth. Tucumcari has 3,065 housing units, the majority are single family residence. The average household income is $22,560, significantly less than the state’s average of $34,133. The age composition should inform programmatic and facility design. The charts on the left show that Tucumcari has a large senior population. The Comprehensive plan of 2004 and 2010 both focus on becoming a “snow bird” stop as well as incorporating senior living centers into the city’s fabric. The poverty status is 6.4% higher in Tucumcari than the state average of 18.4%. Although, the unemployment rate is only 3.6% compared to the state rate of 6.1%.

**CONCLUSION**

This demographic information is an important tool in planning services and development for Tucumcari. Designers need to recognize the aging population and small portion of “young, working age.” This should not hinder the designer, but rather inform design for universal use.

**LAND USE**

Total land area: 7.56 square miles of land.  
Population density: 793 people per square mile.

The existing land use pattern reflects the history of Tucumcari. The majority of the built environment in Tucumcari lies between Tucumcari Blvd. and I-40. The primary artery through the city is the original Route 66, while First Street is the secondary artery through the city. The two prime activity centers are downtown and the Mesa-lands community college.

**EXISTING USE CLASSIFICATIONS**

[A] Agriculture  
[R] Residential  
[OS/R] Open space & recreation  
[C] Commercial  
[V] Vacant Land  
[I] Industrial  
[P] Public and industrial
ASSET MAPPING

ZONING
[A-1] Agriculture and related uses, not less than 10 acres
[R-1] Single family min. lot required is 9,000 sf
[R-2] Single family min. lot required is 7,100 sf
[R-3] Multi family & mobile home residence min. lot 7,100 sf
[C-1] Commercial
[C-2] Central business (downtown area)
[I-1] Industrial

CONCLUSIONS
The Downtown district should include housing, mixed use areas and public parks. Currently the zoning allows small retail, landscaping and reinforces store fronts. Currently the three most prevalent uses Downtown are industrial, institutional and vacant lots. Retail comprises 8.1%. This needs to be addressed to facilitate revitalization. Coffee shops, local merchants, and restaurants, so called social hubs, that engage the public daily, are needed to activate the downtown area. Four major historic landmarks fall within the Downtown area: The Odeon Theater, The Princess Theater, the Sands Dorsey and the Railroad Depot. Of these, only the Odeon is occupied. This adds to the overall sense of neglect in the area. Residential uses in the area are low quality. This also needs to be addressed to activate the downtown area.

OPPORTUNITIES AND CONSTRAINTS
The largest obstacle to overcome is to the large number of vacancies in need of significant repair. Most of the existing zoning is C-1, which does not allow for mixed-use or allow downtown to support its own identity. Downtown has three primary “gateway” areas: First & High Street, Main Street & Monroe and Main & First Street.

Housing is priority in this area, as well as programming to support such a community and activate downtown at night. The Downtown area is not centrally located. It is constrained by the rail yard, the overpass, and industrialist surroundings. Proposed right of ways may reclaim streets and vacate blocks for community development.

Pedestrian opportunities are needed in the area. Seating, traffic calming, street-scaping all need to be implemented. There are large amounts of open area in downtown. Many buildings sit relatively isolated. Most of the buildings along main street are one story. Buildings are set up to the sidewalk, creating a very friendly pedestrian experience. Gaps in the street front should be infilled to create a more continuous street face.

Main street murals should be kept. They are identifiable assets for the community. Tucumcari downtown is currently establish itself as an Arts and Cultural Center. There is a strong push to incorporate the existing murals with the community collage.
DOWNTOWN ANALYSIS

Re-establish downtown as a thriving, mixed-use, diverse area that includes coffee shops, grocery retail and art. Incorporate housing in existing structures.

Plan Main Street Events: farmer’s market, parades, historic walking tours, etc. Create community spaces that allow for outdoor events and gatherings.

CHARACTER ELEMENTS

Public art
Public art defines a community and allows it to express itself. Tucumcari has a strong back ground of murals, fiber arts and sculptures.

Building Height, Mass and Scaling
New construction and infill projects should respect the existing storefront condition as well as respect the street condition. Building height variances can be applied up to 25% of the existing height.

Windows and Doors
Windows and doors in this area should create a rhythm. Primary entrances and storefronts should engage Main Street and primary pedestrian spaces. All entrances should incorporate easily recognized entrances. Retail should incorporate 50% or more of its primary facade to windows.

Materiality and Colors
There is currently no constraint in either of these fields. Special attention should be paid to the current and historic vernacular. Colors recommended are desert hues, rust, blues, browns and beige. Other colors only being used as accent.

Awnings
Awnings are important in New Mexico’s climate. They provide a protected pedestrian area and variation in the facade. Awnings need to clear 8’-0”. The materiality should be cloth or alternative materials rather than aluminum.

Street Scape: Should include seating, bicycle racks, trash receptacles and planters. Lighting is important to help activate the spaces at night as well as allow banners or other signage to be displayed.

Traffic Calming
Should incorporate storm water management and parking off main street.
DOWNTOWN ANALYSIS

DOWNTOWN REVITALIZATION

The downtown area was the seat of power for the Quay County government. In current years focus has moved out of the downtown area. Revitalization could reestablish this area as the seat of government. Downtown is characterized by a traditionally compact form. Though many vacancies and empty lots now exist, a compact and urban form should be utilized.

CONCLUSIONS

Goals expressed by the 2010 Master plan

- Promoting infill, redevelopment of vacant lots and abandoned buildings
- Creating a focal point downtown through activities
- Providing housing opportunities within a walking distance of shopping and other services.
- Protecting historic identity to enhance the community character and promote tourism.
DESIGN PROPOSALS

Theater District and Theaters Adaptive Re-Use
Preservation, Renovation, Revitalization + Addition

The design proposals explore adaptive reuses and develop design schematics for those uses as well as preservation of the intrinsic historic qualities and characteristics of the structure.

Each architecture student was assigned a theater, and each landscape architecture student was responsible for the streetscape in the "theater district." They were asked to develop proposals that robustly respond to the interests of the citizens of Clovis, aim to improve the economic and social viability of the theater, and aim to improve the sustainability of the building and its operation. Additionally every student developed ‘tactical urbanism’ projects – built forms that either temporarily or permanently support festivals and other street activities, and help create a vibrant pedestrian supportive district.
THEATER DISTRICT
Tucumcari, New Mexico

Area Map

Plan View of Proposed Theater District

TEMPORARY URBANISM

- Theatrical Street Lighting
- Shadow Installation
- Installation Detail
- Flexible Bollards
- Water Catchment
- Stormwater Detention
- Odeon Theater
- Second and Main Street
- Princess Theater
- View from First Street Looking Northwest
- Redesigned Intersection
- View to Sands-Dorsey Park
- Green Space Connections

Context

Theater District
Downtown Tucumcari, NM

100 FT (REFERENCE)
MAIN street/US 54
CENTER street
FIRST street
SECOND street
THIRD street
ODEON theater
PRINCESS theater
NORTH
100 5025
feet

Plan View of Proposed Theater District

View from First Street Looking Northwest
Green Space Connections
Redesigned Intersection
View to Sands-Dorsey Park
ODEON theater
PRINCESS theater
NORTH
100 5025 feet
The Princess Theater has had a wide range of experiences and memories in its lifetime. Born on October 21, 1917 after being purchased by Mr. Arch Hurley, the Princess has been a source of pride for the owners and the townspeople. Under almost constant remodeling in the first half of its career it was a grand theater of its time, with a flared art deco style and beautiful glass tile facade. On February 21 a fire struck the theater down. The fire completely destroyed the interior. The theater reopened in 1944, fully restored to its glory. In 1962, a second blaze tore through the Princess on the exact day of it opening 45 years earlier. From that day until 1977 the theater sat vacant. One last movie was seen at the Princess in 1985. Since then the theater has sat vacant, waiting like a silent sentinel to serve the community again.

When entering the Princess Theater, one is assailed with memories of stage and theater because the 1917 theater is loaded with historical memories and elements. The theater has the opportunity to evolve into a performing arts venue, rich in theatrical history and a desire to capture live artistic movement of the times and musical performances.

PHASE 1: RESTORATION OF FACADE, ACTIVATION OF STREET

When entering the Princess Theater, one is assaulted with memories of stage and theater because the 1917 theater is loaded with historical memories and elements. The theater has the opportunity to evolve into a performing arts venue, rich in theatrical history and a desire to capture live artistic movement of the times and musical performances.

PHASE 3: TOTAL REHABILITATION OF STAGE AND THEATER SPACE

When entering the Princess Theater, one is assaulted with memories of stage and theater because the 1917 theater is loaded with historical memories and elements. The theater has the opportunity to evolve into a performing arts venue, rich in theatrical history and a desire to capture live artistic movement of the times and musical performances.

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RESOURCES

INTERNET

National Register of Historic Places
United States Census Bureau, 2010
U.S. Department of Commerce
Sanborn Maps: Online Clovis, NM 1909
USGS, 1967

New Mexico Main Street
Artesia Main Street
Clovis Main Street
Silver City Main Street Project

City of Clovis Comprehensive Plan: 2007
Clovis Area Transit System, Municipal Airport Clovis, Music Festival
City of Clovis Parks and Recreation Master Plan
Curry County: City of Clovis Comprehensive Plan Joint Action Guide
Clovis Community College
University of New Mexico. "Clovis Mainstreet: Community Economic Assessment."
UNM Bureau of Business & Economic Research (BBER)
Clovis News Journal

Tucumcari Chamber of Commerce
City of Tucumcari Comprehensive Plan, 2004
City of Tucumcari Main Street Master Plan, 2010

City of Artesia
Artesia Chamber of Commerce
National Dance Institute, Highland Theater (Photos provided by Gretchen Williams from the NDI photo archives)
The Totah Website
The Ambler Theater Website
The Silco Theater Home
Allen Theaters, Inc.’s Website

Google Maps
Flickr
City & Neighborhood Walkability Rankings: Clovis, NM
WeatherSpark
Wikipedia
Wikimedia
CardCow
Panoramio

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Wikipedia
Wikimedia
CardCow
Panoramio

CNN Treasures
Eastern New Mexico University
New Mexico Wanderings
IFC Films. "About: Believe in Me"
New Mexico DOT. "Railroad Map (New Mexico)." Turquoise Trail Preservation Trust
Presbyterian Healthcare Services
Southwest Cheese Company LLC
Texas State Historical Association

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INTERVIEWS

Conducted by Janell Furrow, on January 26th & 27th, 2013
John Pritchett, Owner of “The Gallery” Art Museum, 216 Main Street
Lora Harlan, Employee of “2 Shabby Divas”, Boutique, 200 Main Street
Jim Hailey, Owner of “Weinersnitzel”, Fast Food Restaurant, 186 Main Street