



# LPC PUBLIC HEARING REVIEW

## Helen Hayes Theater Renovation

November 10, 2015



+ **rockwellgroup**



Second Stage Theatre produces an adventurous range of premieres, musicals, bold new interpretations of contemporary plays, and unique theatrical experiences from America's most dynamic writers of the 21st century. Through the discovery of emerging talent, the commissioning of new work, and the creation of a training base for directors, Second Stage reflects the diverse city and the world we live in today and reaches an ever-growing audience through its Broadway runs, national tours and regional productions. Over time, our dedication to telling essential American stories in their most exciting forms has come to include genre-bending solo performances, cutting-edge theatrical events, explosive new musicals, and world and New York premieres by America's most esteemed playwrights.

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h2 style="text-align: center;">SECOND STAGE</h2> <h3 style="text-align: center;">Mission Statement</h3>	SCALE: <b>NTS</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b>	
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HELEN HAYES THEATRE, VIEW SOUTH FROM WEST 44TH STREET



DETAIL OF ANNEX

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b></p> <p>Exterior</p>	<p>SCALE: <b>NTS</b></p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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THE LITTLE THEATRE, INGALLS AND HOFFMAN ARCHITECTS, 1912



THE LITTLE THEATRE, HERBERT KRAPP ALTERATIONS ARCHITECT, 1920

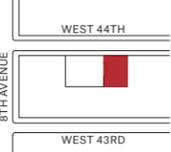
<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: </p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b></p> <p>Exterior</p>	<p>SCALE: <b>NTS</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p>	
			<p>DATE: <b>11.03.2015</b></p>	<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	



CONSTRUCTION OF ADJACENT ST. JAMES THEATRE, 1926

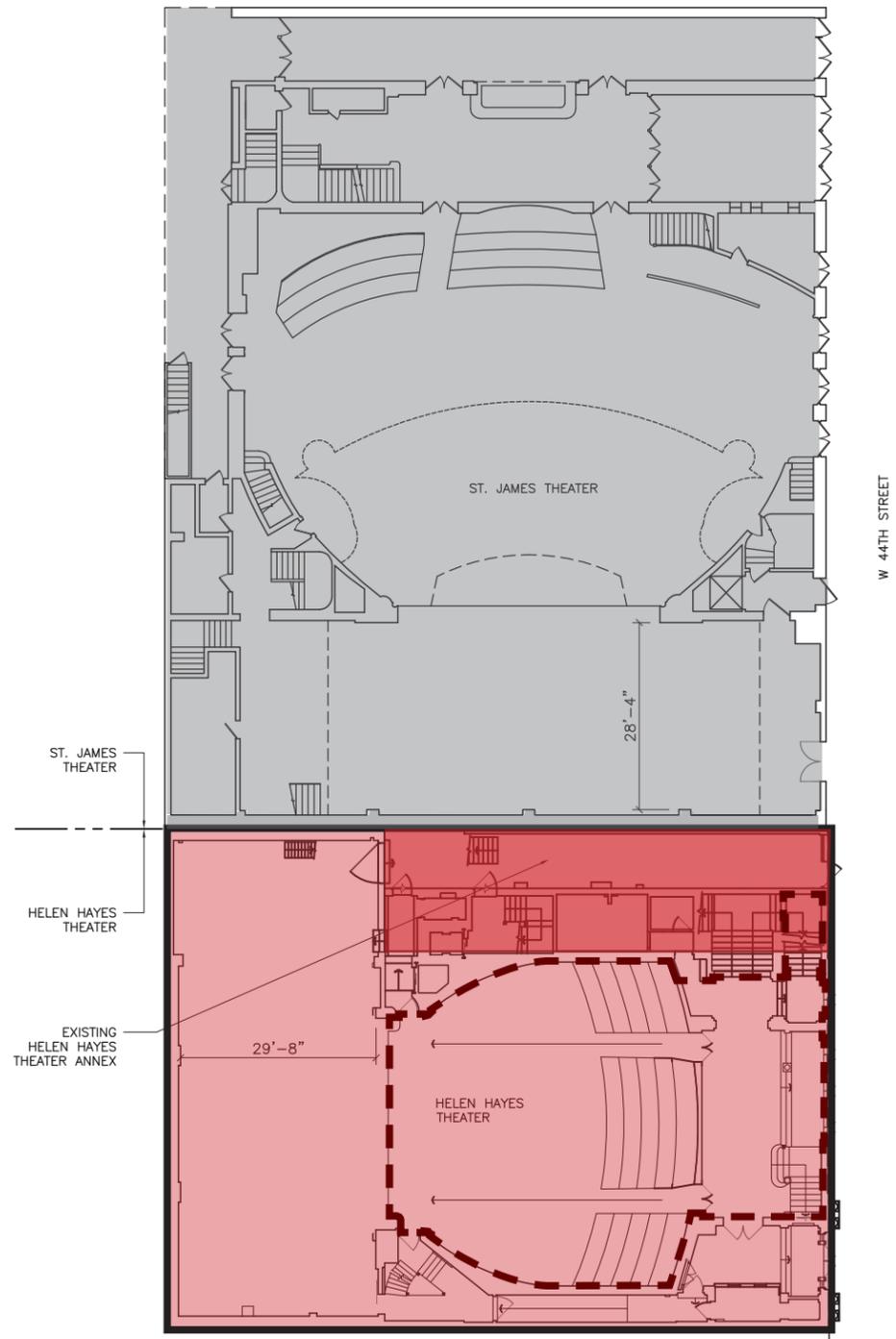


HELEN HAYES & ST. JAMES THEATRES, 2007

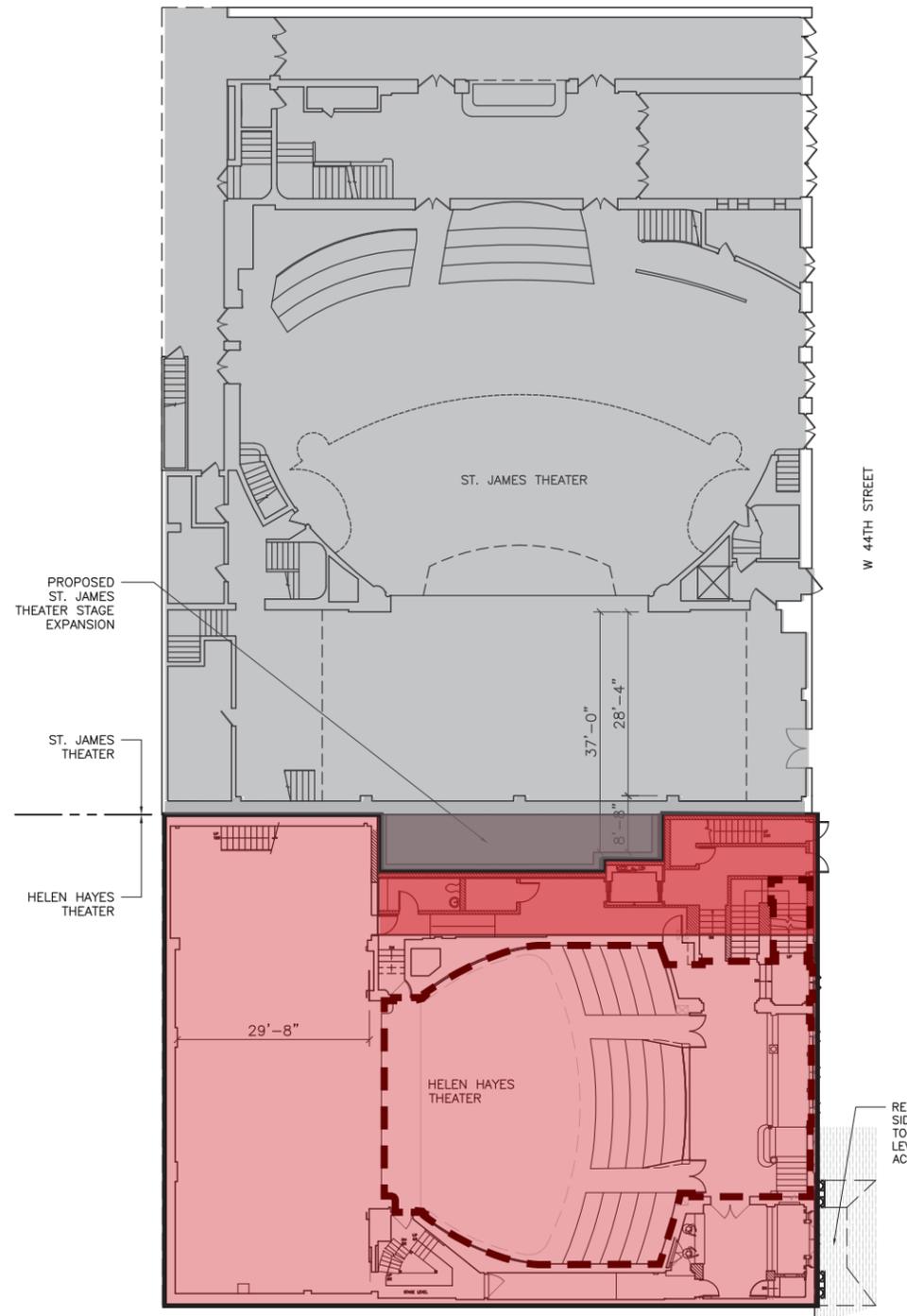
ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h1>EXISTING PHOTOS</h1> Exterior	SCALE: <b>NTS</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET          NEW YORK, NY 10036</b>	
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KEY:

- PROPOSED NEW WALL
- LPC DESIGNATION



**1** EXISTING OVERALL PLAN  
Scale: N.T.S.



**2** PROPOSED OVERALL PLAN  
Scale: N.T.S.

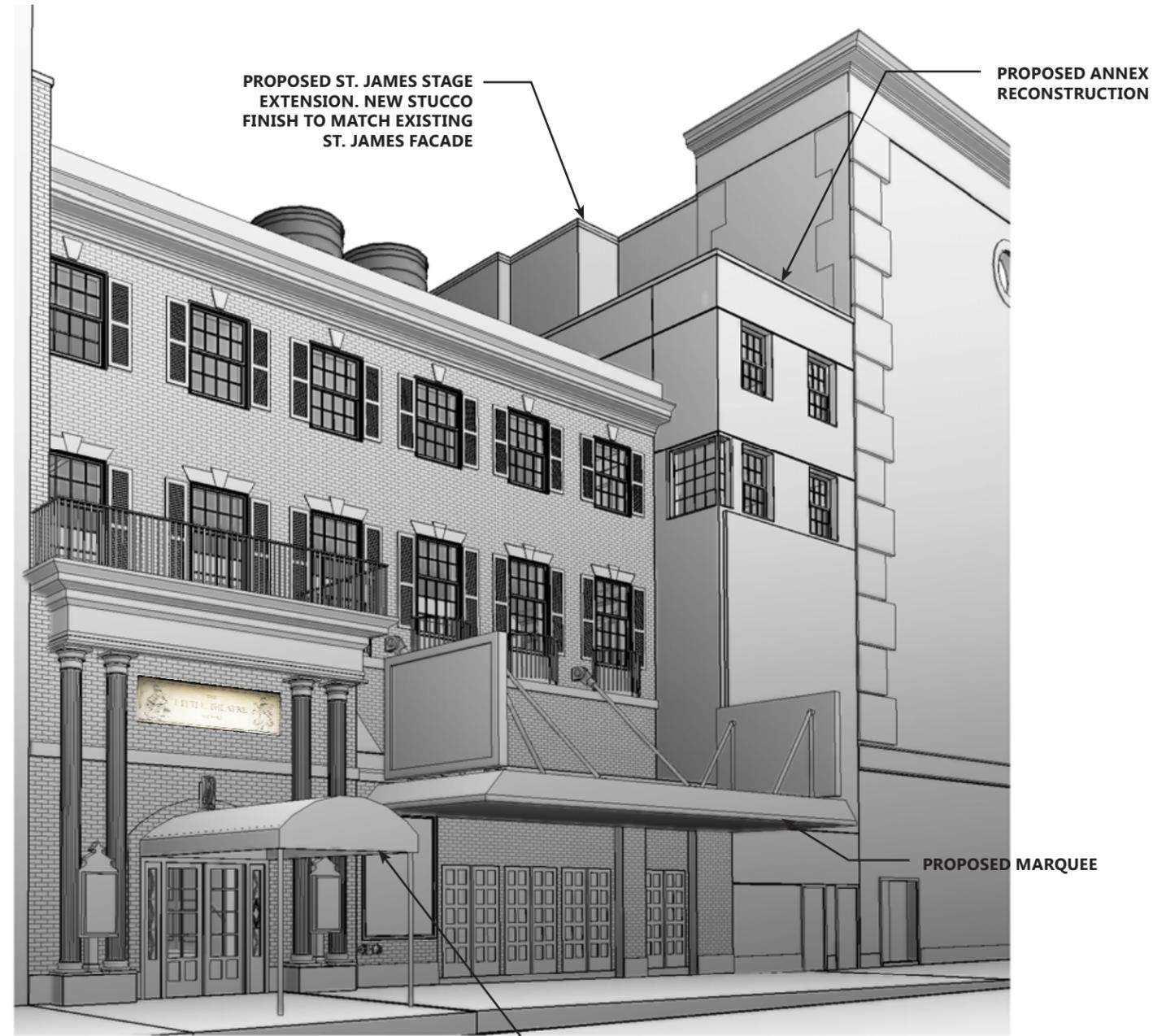


**3** SANBORN MAP (PARTIAL)  
Scale: N.T.S.

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT: SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h2 style="text-align: center;">SITE PLAN</h2> <h3 style="text-align: center;">Plans</h3>	SCALE: NTS  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> <b>NEW YORK, NY 10036</b>	
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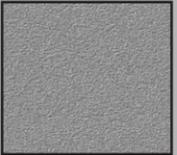


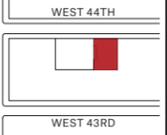
**1** EXISTING FACADE  
Scale: N.T.S.



**2** PROPOSED FACADE  
Scale: N.T.S.

**PROPOSED MATERIALS & FINISHES**

	EXISTING BRICK		ANNEX ADDITION WALL STUCCO FINISH		NEW AWNING FABRIC TO MATCH SECOND STAGE'S ORANGE PANTONE
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ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h2 style="text-align: center;">EXTERIOR FACADE</h2> <h3 style="text-align: center;">3D Model</h3>	SCALE: NTS  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b>	
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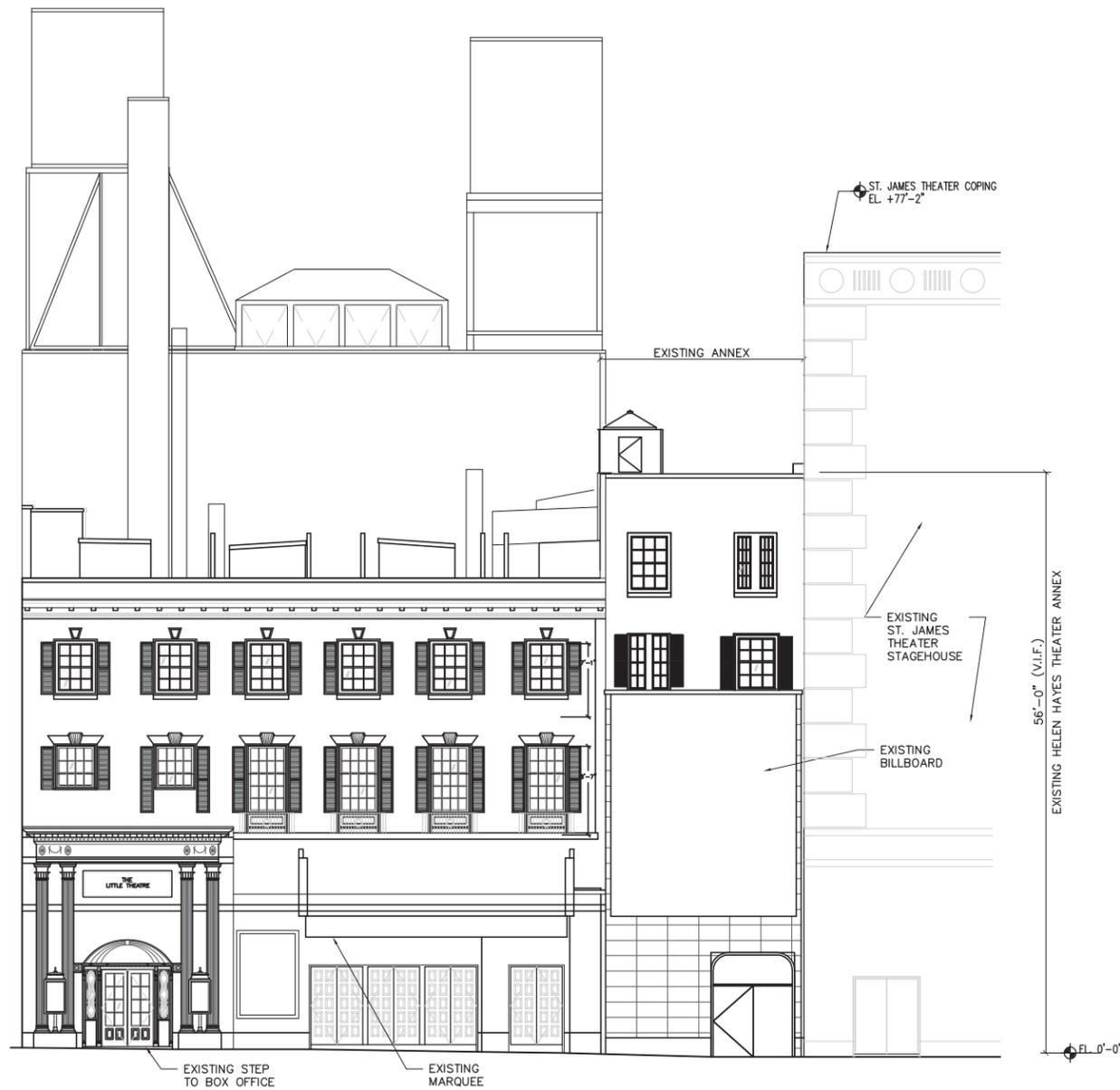


**1** EXISTING FACADE  
Scale: N.T.S.

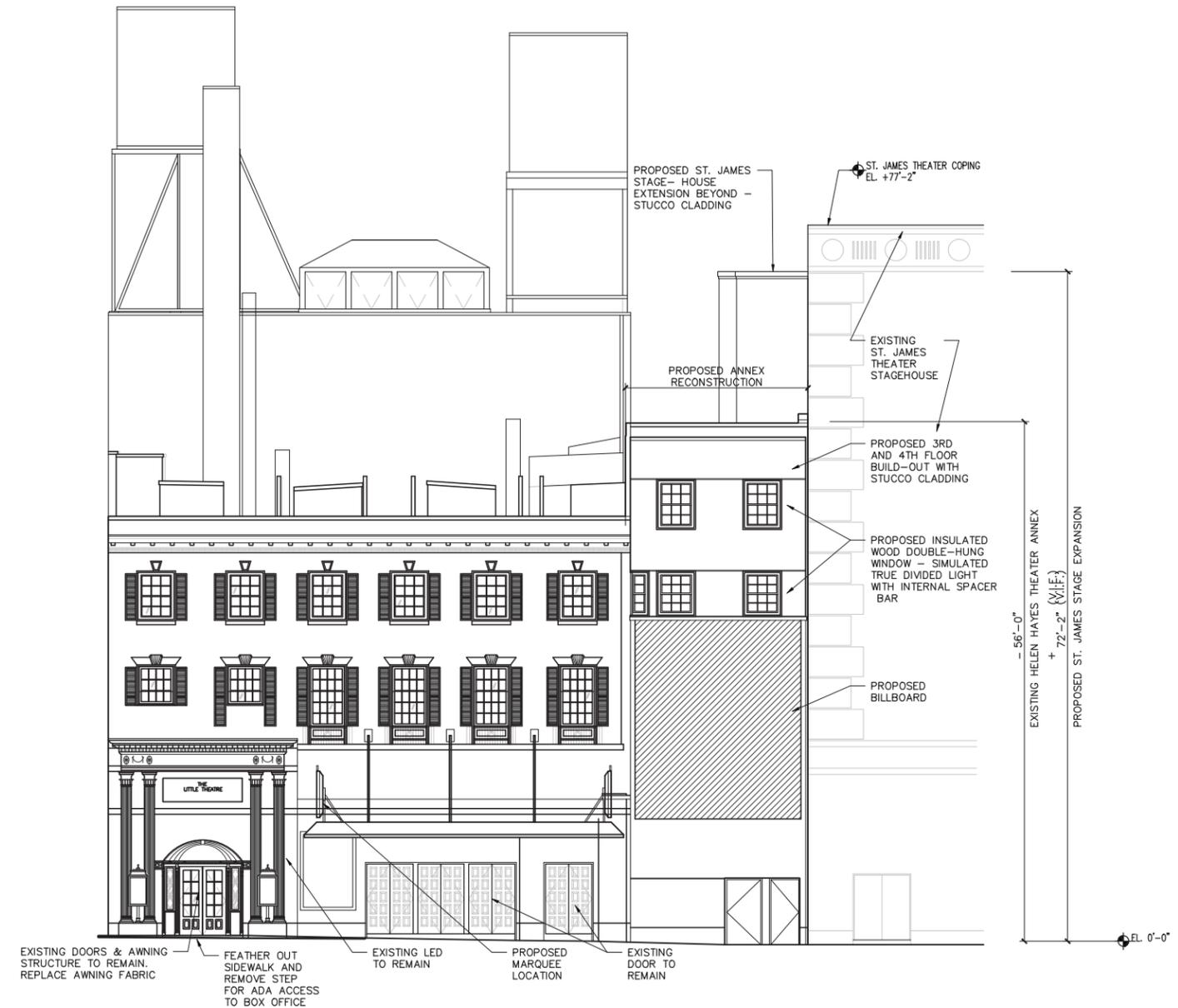


**2** PROPOSED FACADE  
Scale: N.T.S.

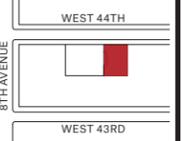
ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT: <b>2ST</b>  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <b>EXTERIOR FACADE</b> Existing vs Proposed	SCALE: <b>NTS</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> <b>NEW YORK, NY 10036</b>	
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**1** EXISTING ELEVATION  
Scale: 1/16" = 1'-0"

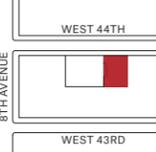


**2** PROPOSED ELEVATION  
Scale: 1/16" = 1'-0"

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <b>EXTERIOR BUILDING FACADE</b> Elevations	SCALE: 1/16" = 1'-0"  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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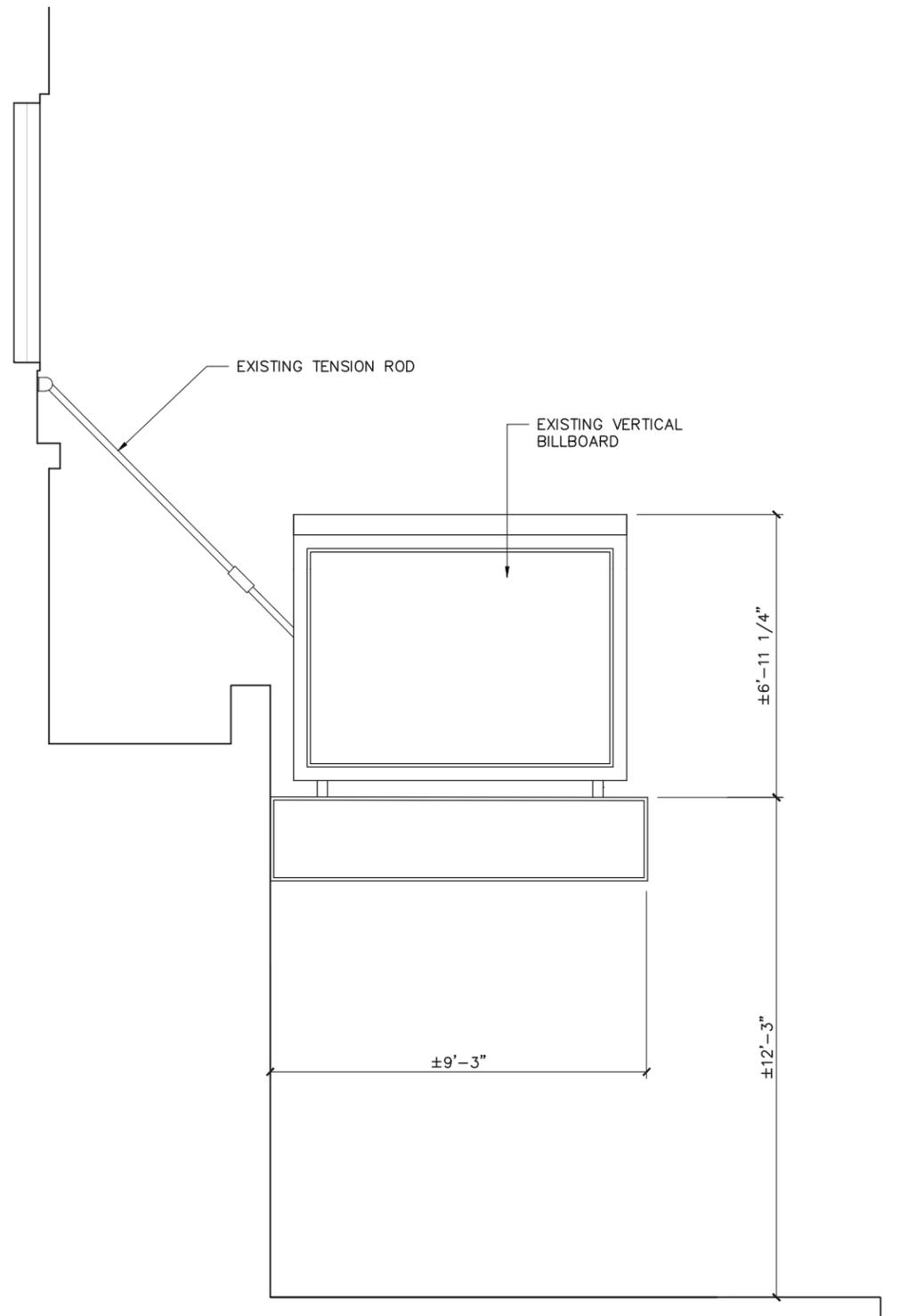
**1** PROPOSED ELEVATION  
Scale: 1/8" = 1'-0"

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <b>EXTERIOR BUILDING FACADE</b> Elevation	SCALE: 1/8" = 1'-0"  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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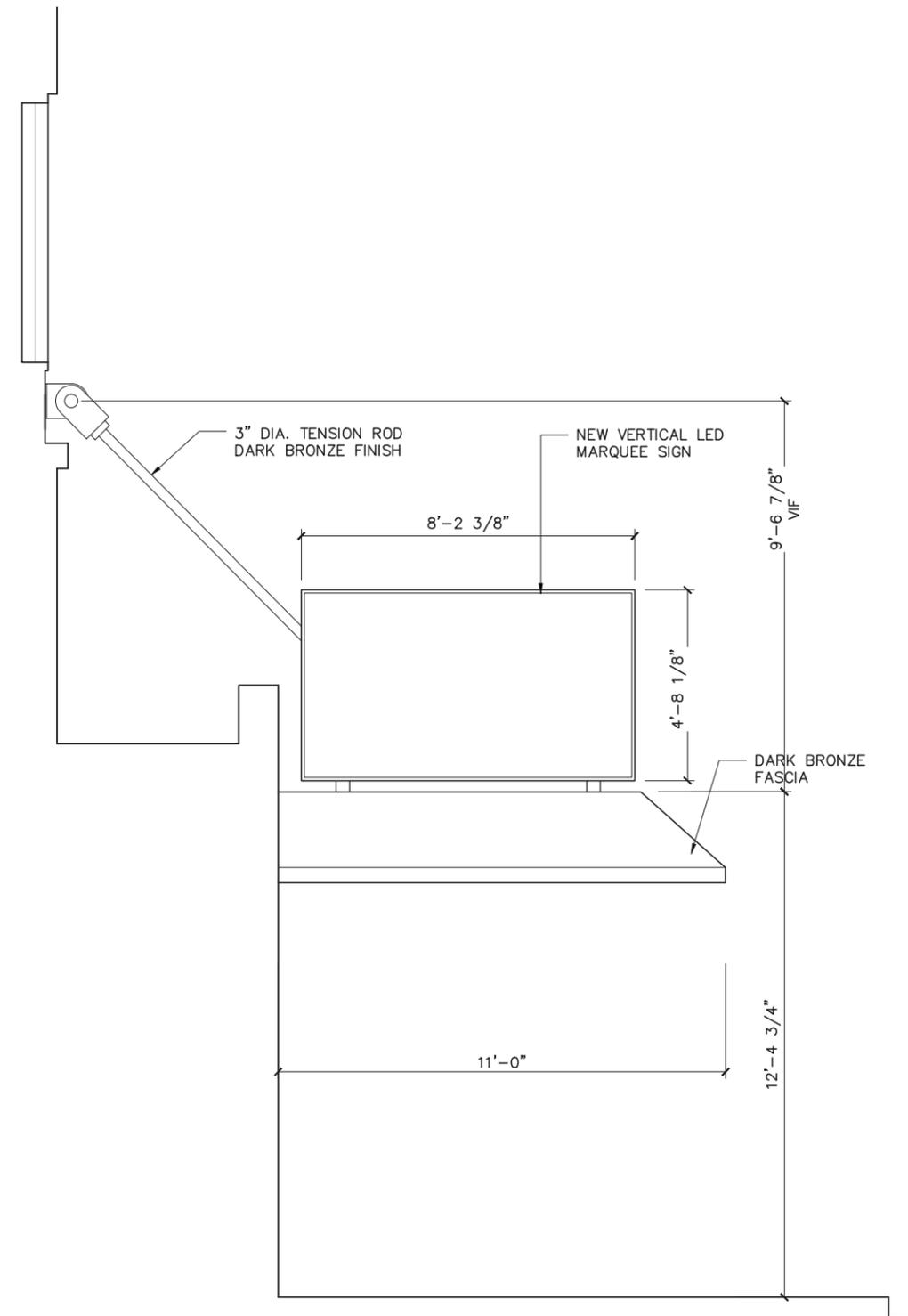


EXTERIOR MARQUEE, NORTH ELEVATION

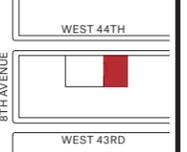
<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b></p> <p>Exterior Marquee</p>	<p>SCALE: <b>NTS</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p>	
			<p>DATE: <b>11.03.2015</b></p>	<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	

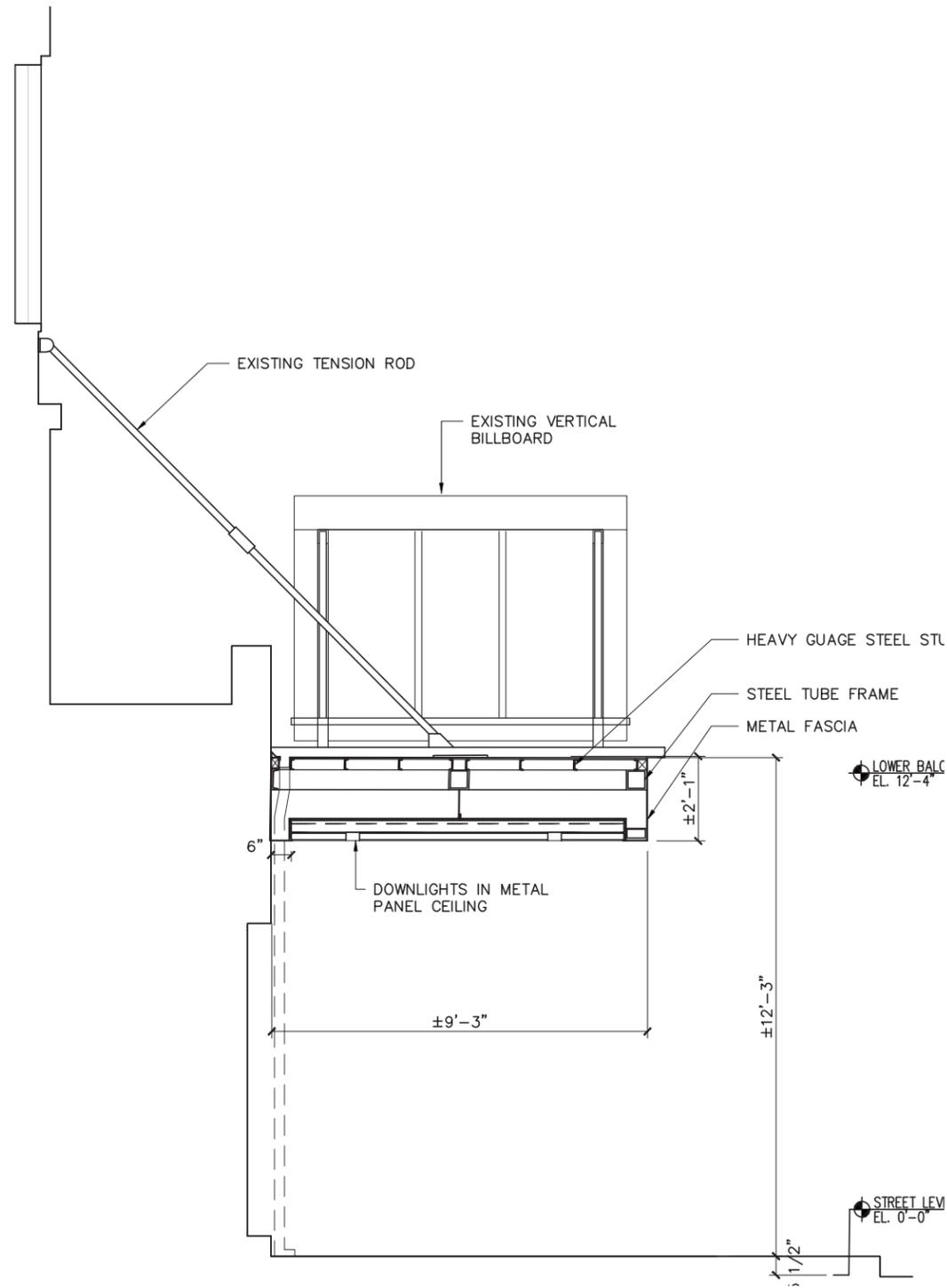


**1** **EXISTING SIDE ELEVATION**  
Scale: 1/4" = 1'-0"

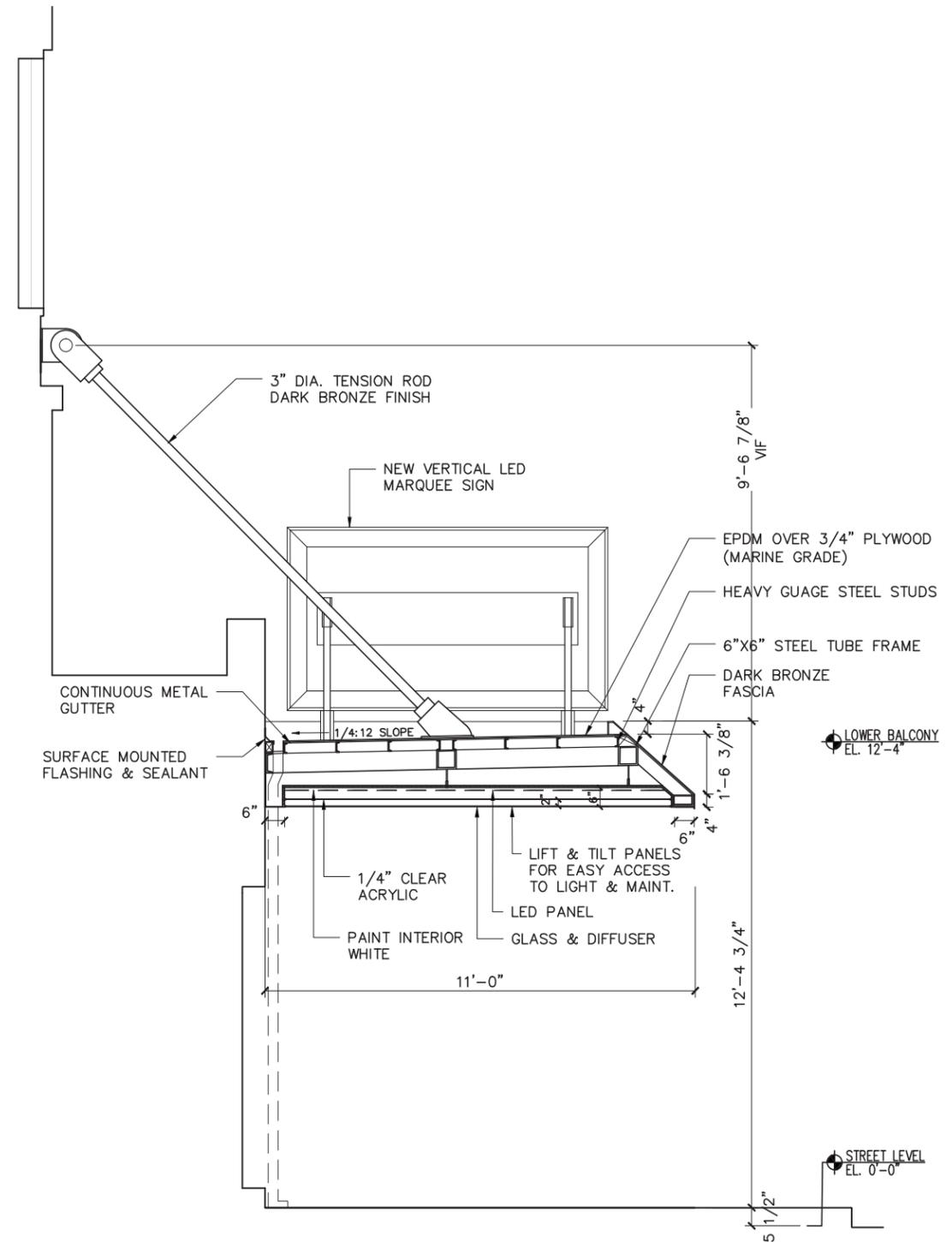


**2** **PROPOSED SIDE ELEVATION**  
Scale: 1/4" = 1'-0"

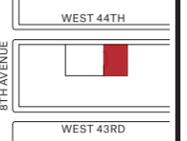
ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h2 style="text-align: center;">EXTERIOR MARQUEE</h2> <h3 style="text-align: center;">Side Elevations</h3>	SCALE: 1/4" = 1'-0"  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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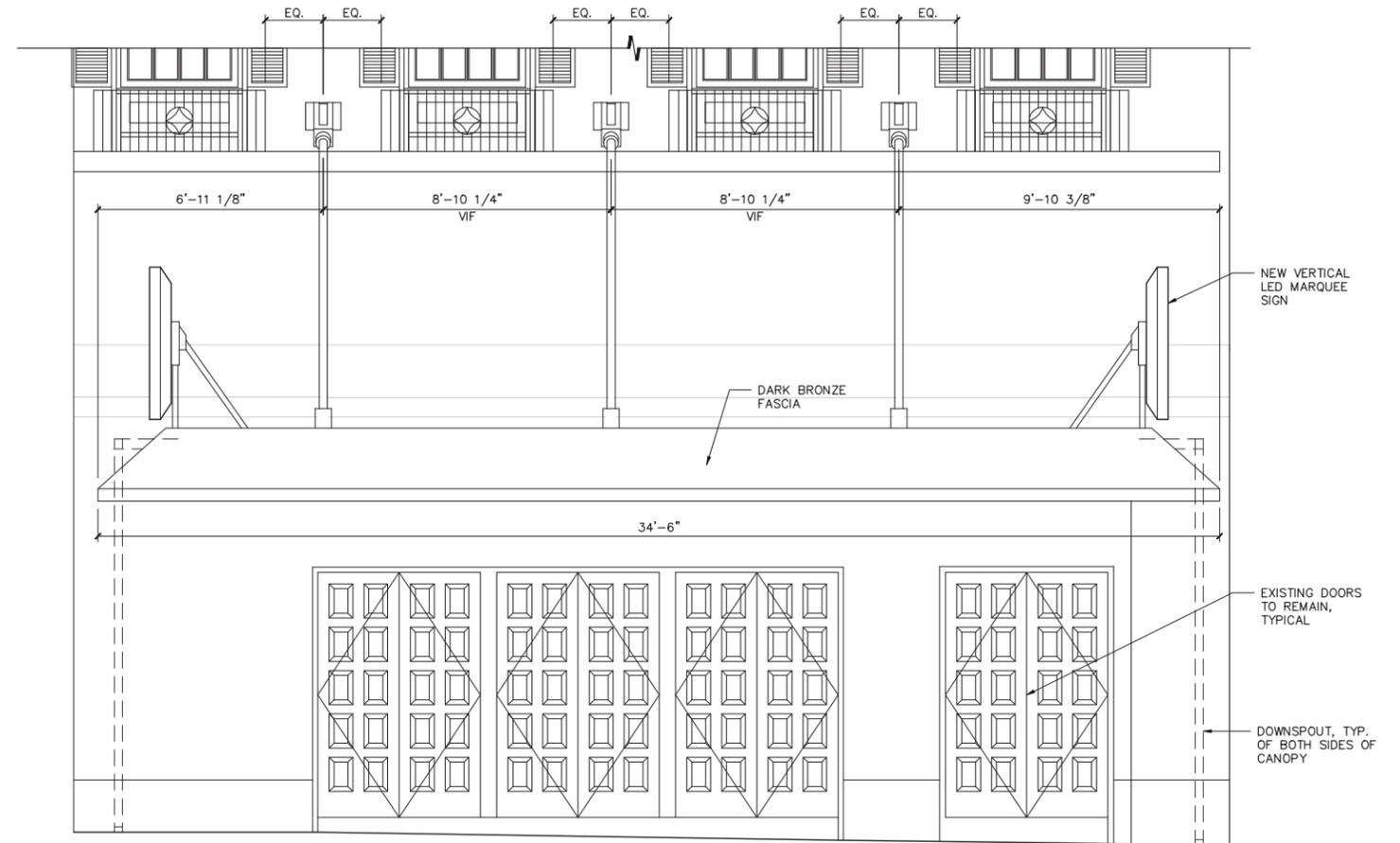
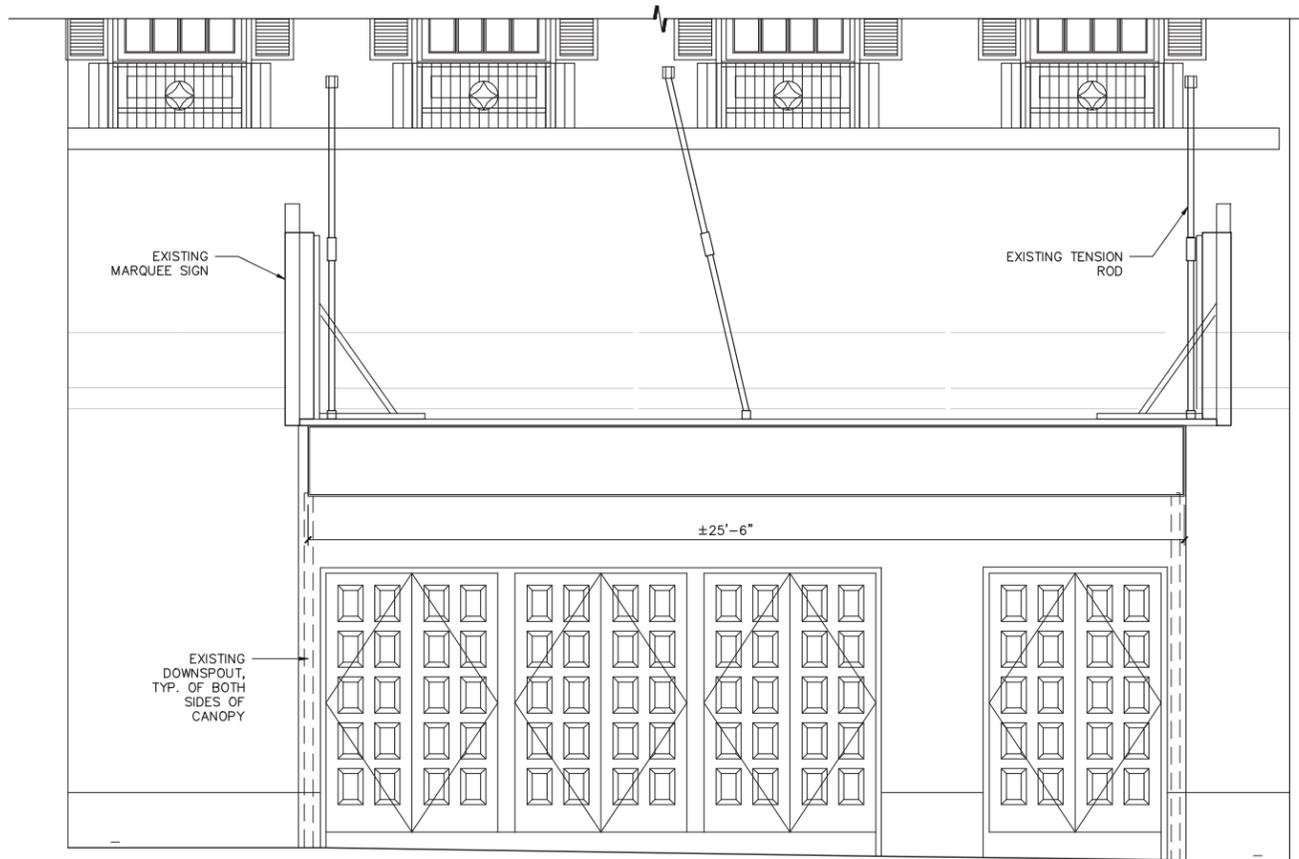


**1** EXISTING SECTION  
Scale: 1/4" = 1'-0"



**2** PROPOSED SECTION  
Scale: 1/4" = 1'-0"

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h2 style="text-align: center;">EXTERIOR MARQUEE</h2> <h3 style="text-align: center;">Details &amp; Sections</h3>	SCALE: 1/4" = 1'-0"  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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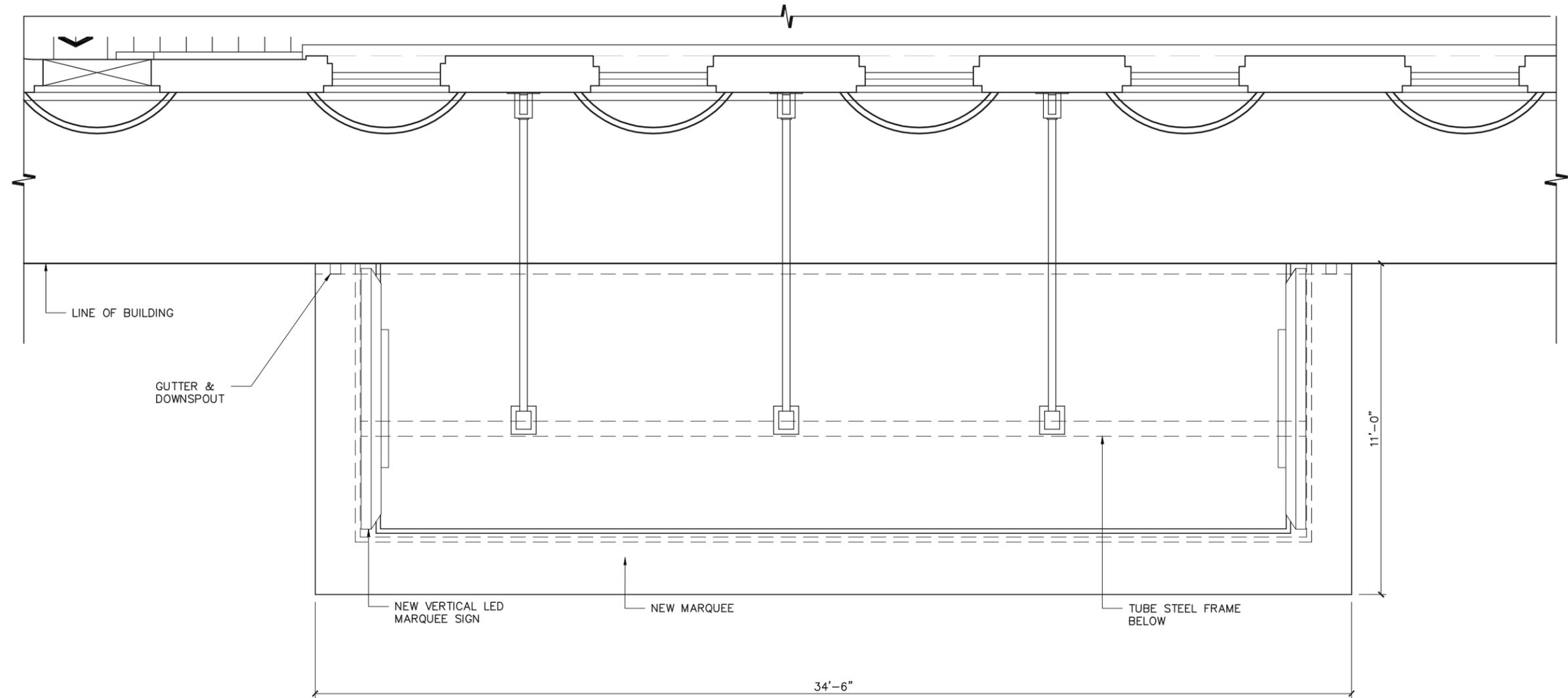
**2** **EXISTING MARQUEE FRONT ELEVATION**  
Scale: NTS

**2** **PROPOSED MARQUEE FRONT ELEVATION**  
Scale: NTS

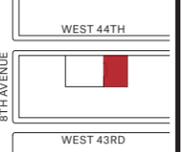
**PROPOSED MATERIALS & FINISHES**

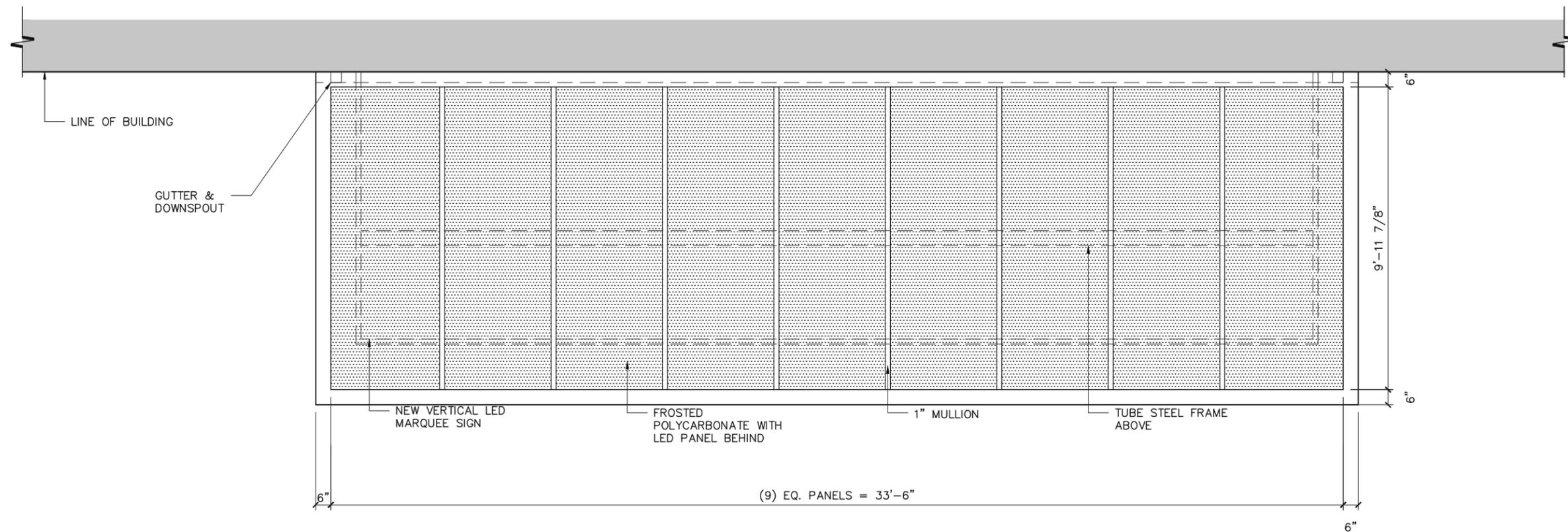
**DARK BRONZE FASCIA**

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXTERIOR MARQUEE</b> Details &amp; Sections</p>	<p>SCALE: <b>NTS</b></p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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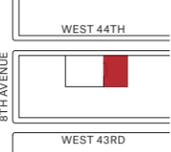


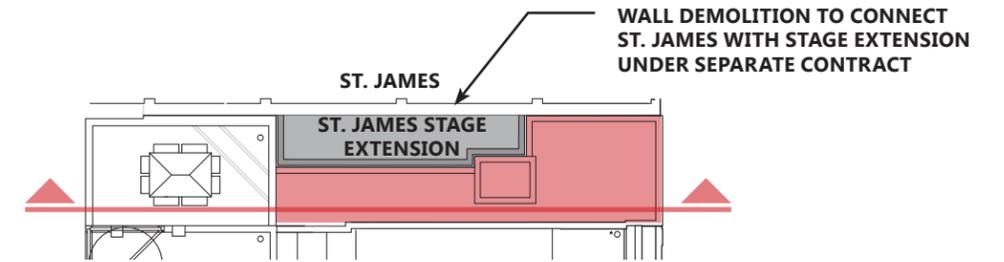
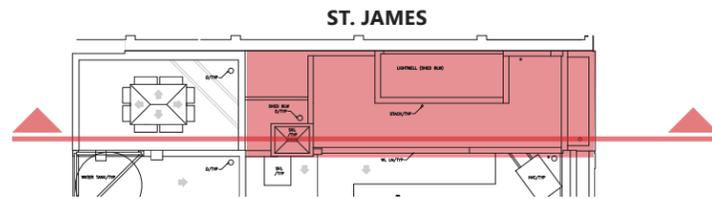
**1 MARQUEE PLAN VIEW**  
Scale: 1/4" = 1'-0"

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <b>PROPOSED EXTERIOR MARQUEE</b> Details & Sections	SCALE: <b>1/4" = 1'-0"</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> <b>NEW YORK, NY 10036</b>	
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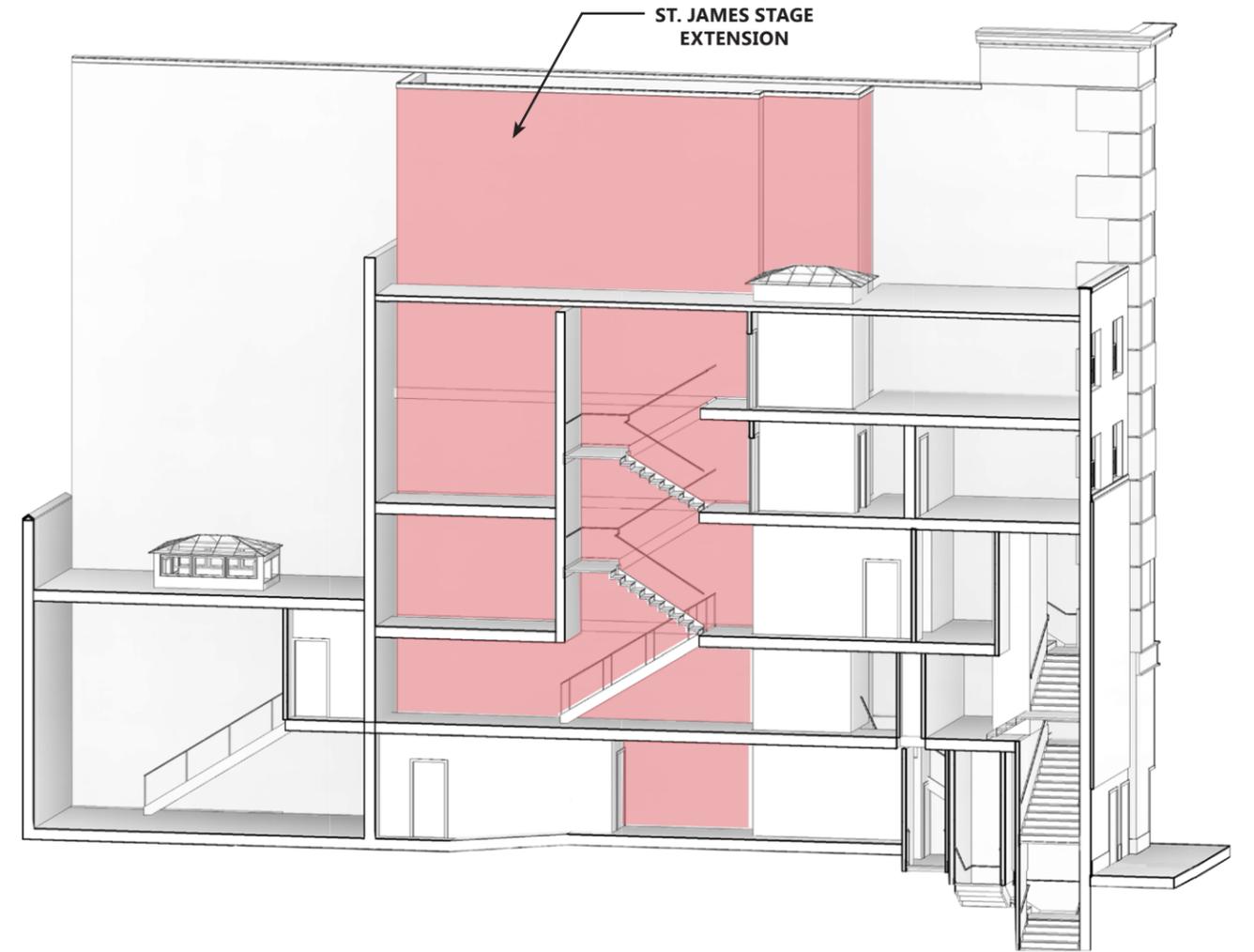
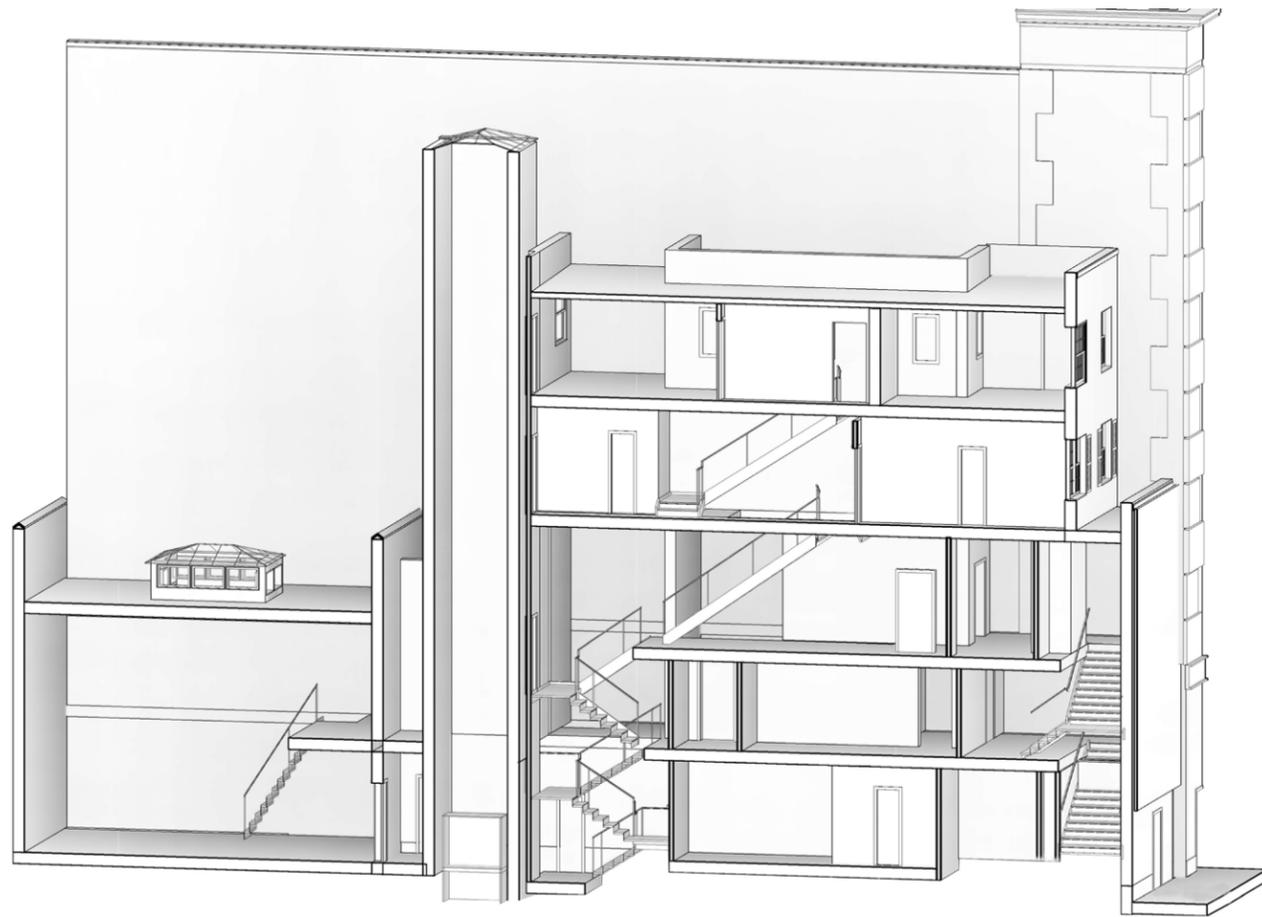
**1 MARQUEE REFLECTED CEILING PLAN**  
 Scale: 1/4" = 1'-0"

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <b>PROPOSED EXTERIOR MARQUEE</b> Details & Sections	SCALE: 1/4" = 1'-0"  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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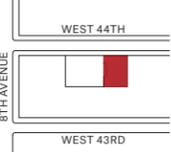
**3** KEY PLAN - EXISTING ROOF  
Scale: NTS

**4** KEY PLAN - PROPOSED ROOF  
Scale: NTS



**1** EXISTING ANNEX STAIR  
Scale: NTS

**2** PROPOSED ANNEX STAIR  
Scale: NTS

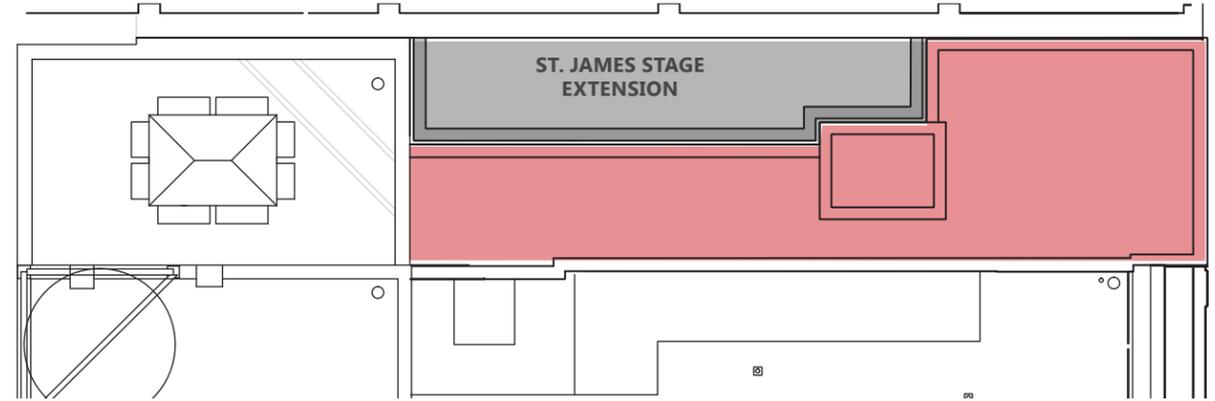
ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h1 style="text-align: center;">ANNEX STAIR</h1> <h2 style="text-align: center;">Elevations</h2>	SCALE: NTS  DATE: 11.03.2015	PROJECT NAME: HELEN HAYES THEATRE  PROJECT ADDRESS: 240 WEST 44TH STREET NEW YORK, NY 10036	
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KEY:

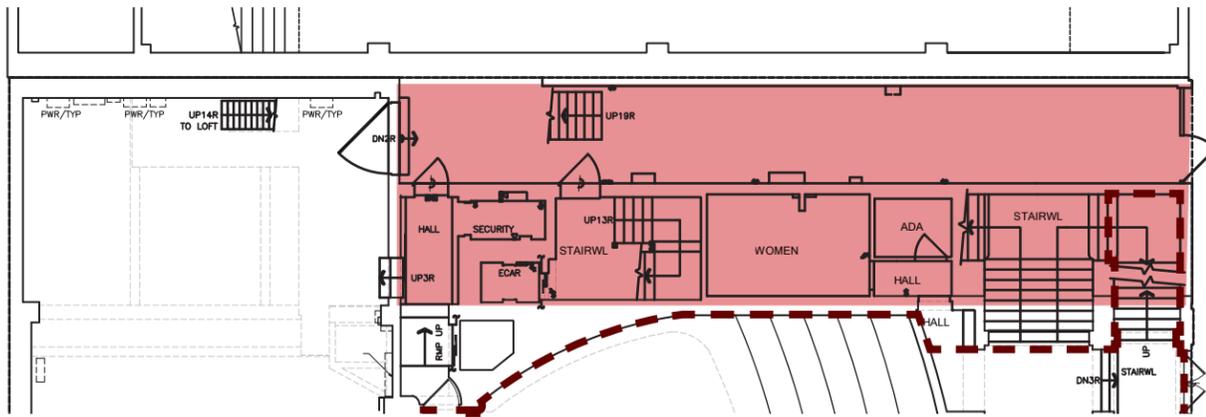
- PROPOSED NEW WALL
- LPC DESIGNATION



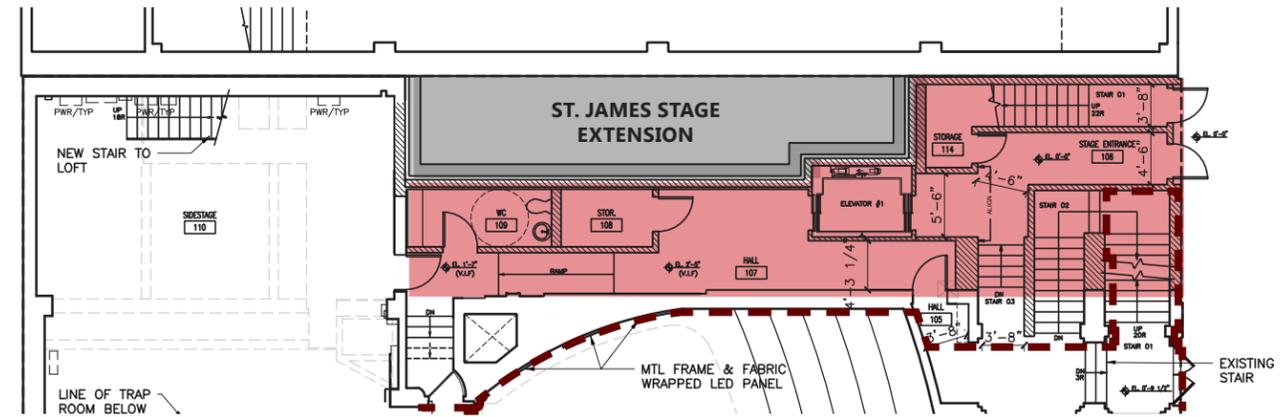
**3** EXISTING ROOF PLAN @ ANNEX  
Scale: N.T.S.



**4** PROPOSED ROOF FLOOR PLAN @ ANNEX  
Scale: N.T.S.



**1** EXISTING GROUND PLAN @ ANNEX  
Scale: N.T.S.



**2** PROPOSED GROUND PLAN @ ANNEX  
Scale: N.T.S.

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>ANNEX</b></p> <p>Floor Plan Comparison</p>	<p>SCALE: NTS</p> <p>DATE: 11.03.2015</p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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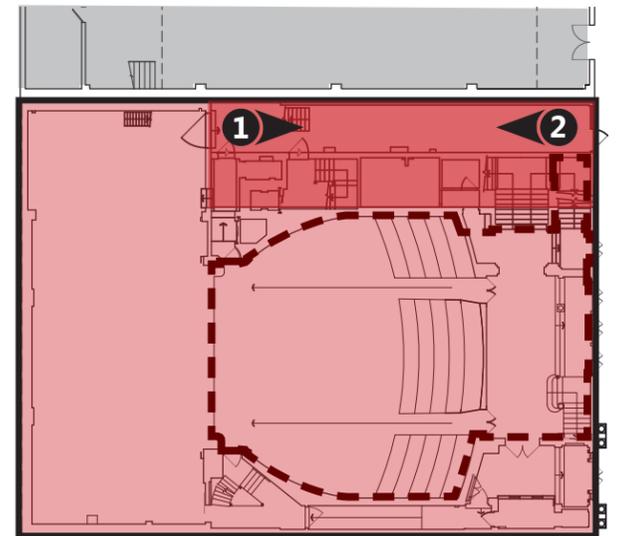
GROUND FLOOR ANNEX, VIEW NORTH TOWARD THE STREET

1



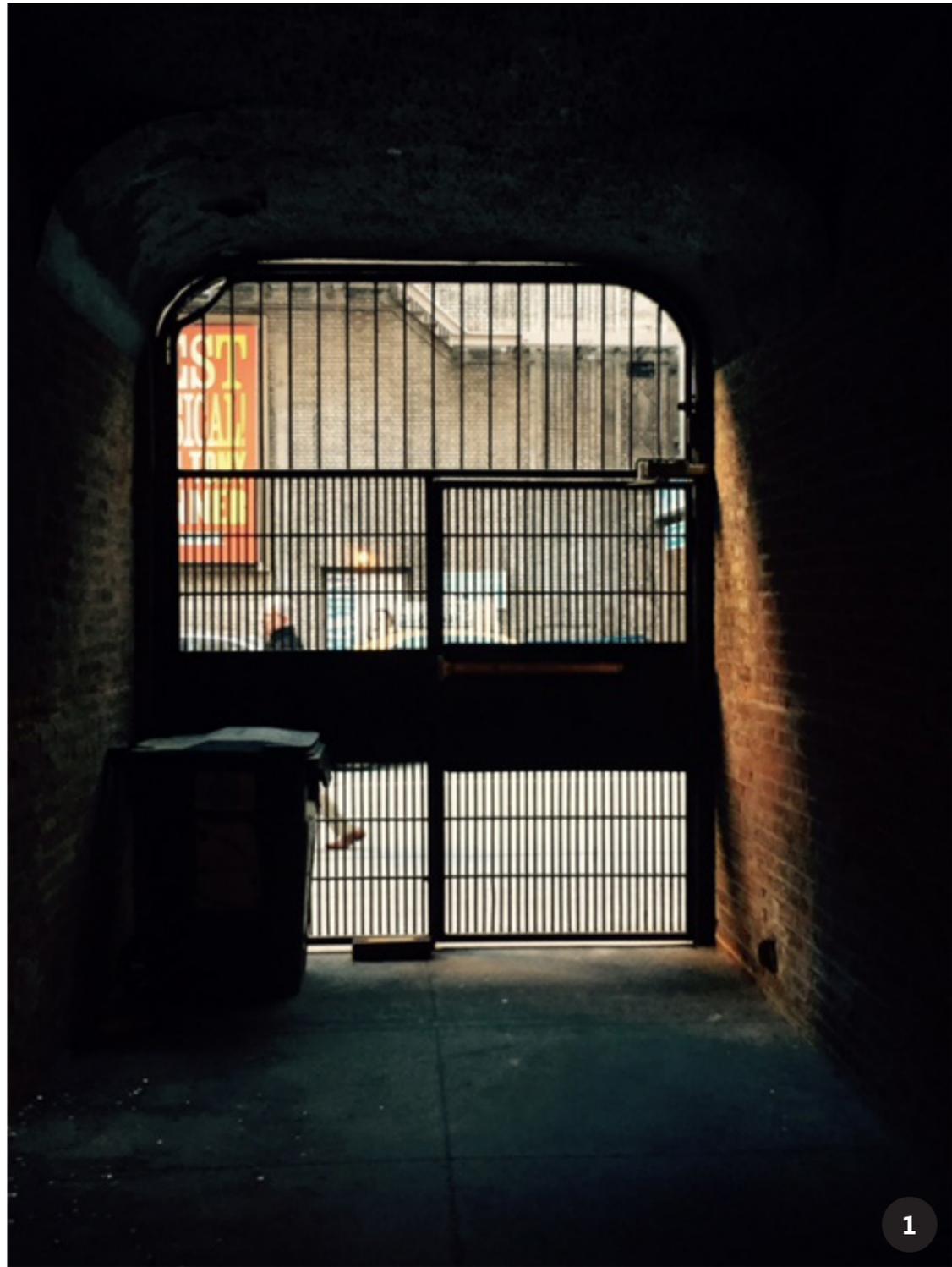
GROUND FLOOR ANNEX, VIEW SOUTH TOWARD THE THEATER HOUSE

2

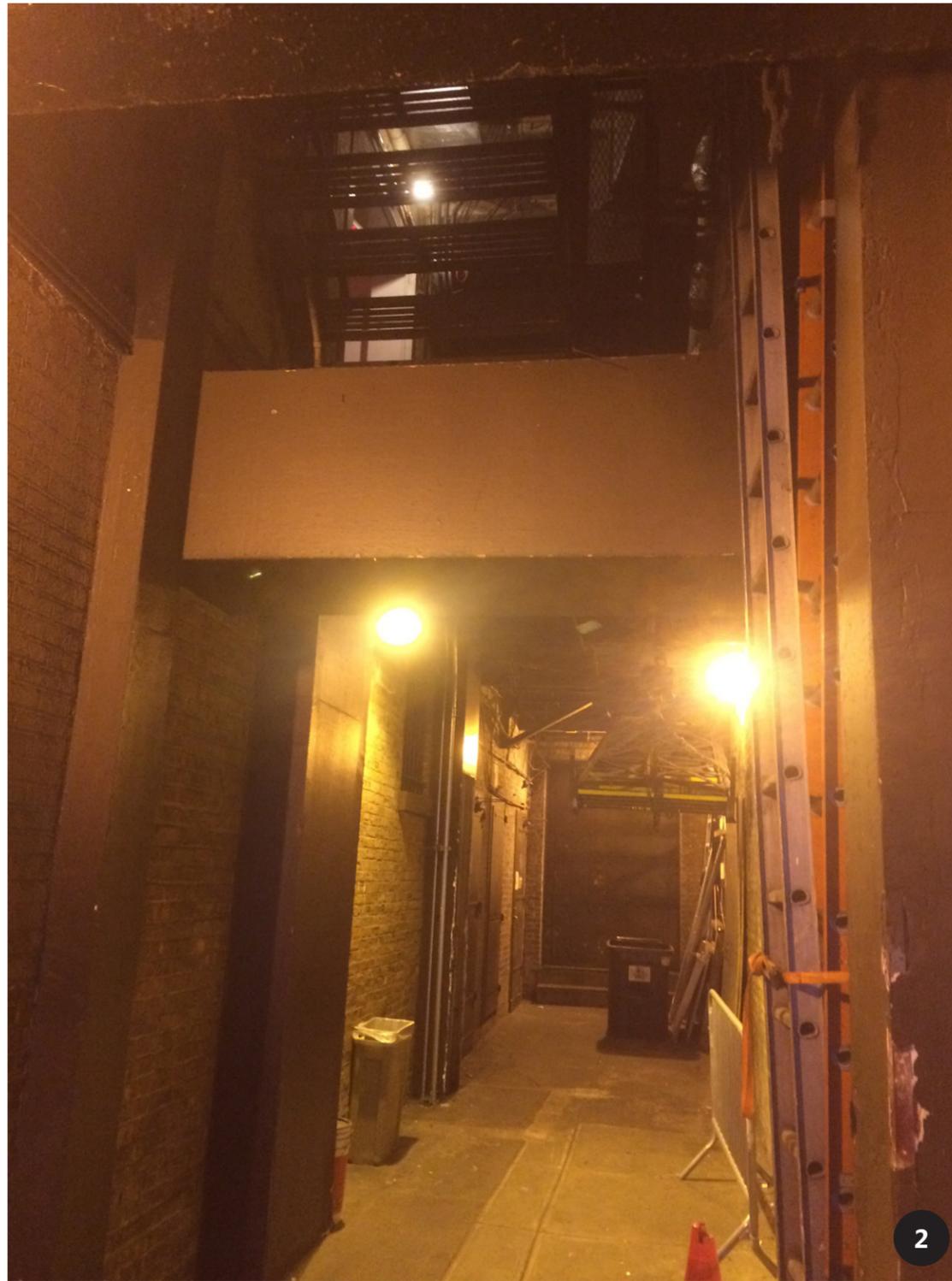


**1** KEY PLAN  
Scale: N.T.S.

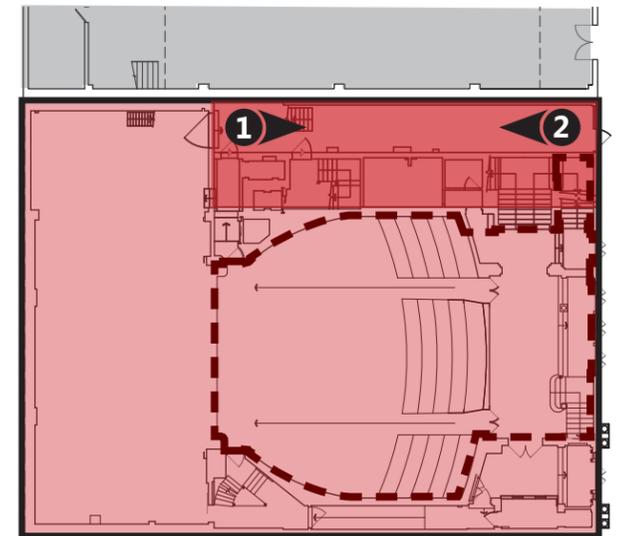
<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b></p> <p>Annex</p>	<p>SCALE: NTS</p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036</p>	
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GROUND FLOOR ANNEX, GATE ENTRANCE AT STREET



GROUND FLOOR ANNEX, VIEW LOOKING UP



**1** KEY PLAN  
Scale: N.T.S.

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b></p> <p>Annex</p>	<p>SCALE: NTS</p> <p>DATE: 11.03.2015</p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036</p>	
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LOBBY VIEW TOWARD ANNEX STAIRS DOWN TO BASEMENT (STRAIGHT AHEAD) AND STAIRS TO ANNEX (TO THE RIGHT)



ANNEX STAIRS FROM THE LOBBY TO THE BALCONY

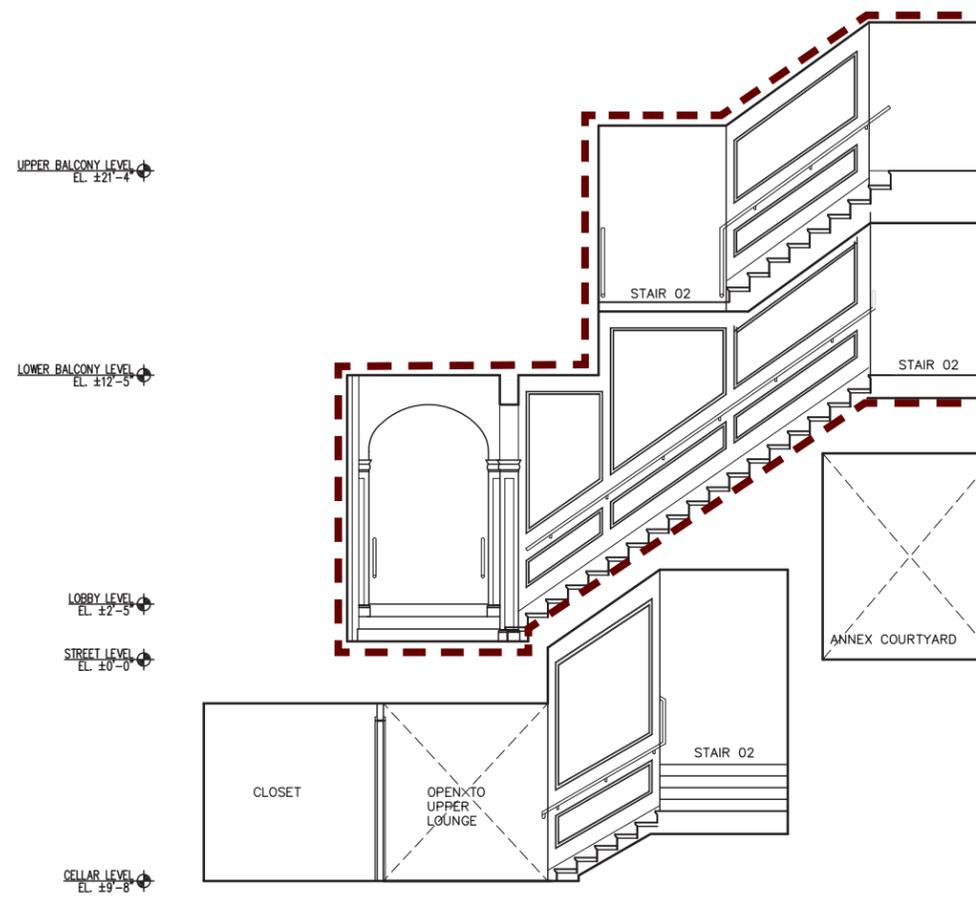


**1** KEY PLAN  
Scale: N.T.S.

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <b>EXISTING PHOTOS</b> Lobby & Annex Stair	SCALE: NTS  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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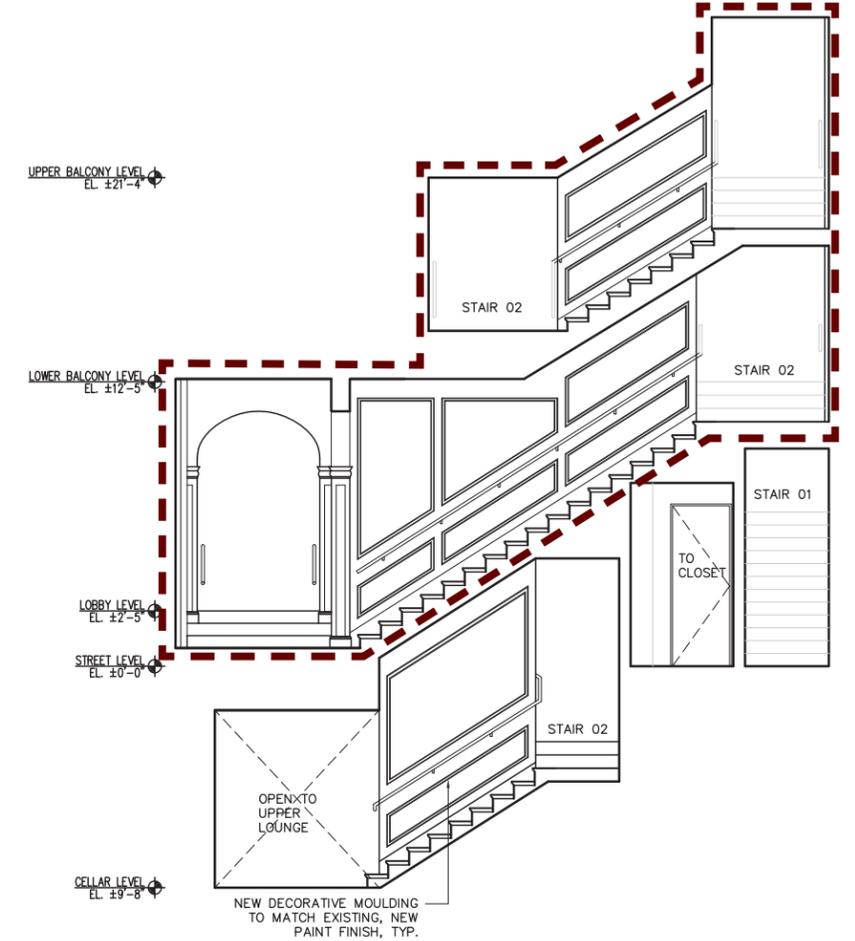


EXISTING ANNEX STAIR



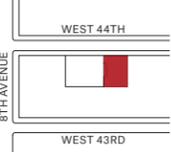
EXISTING TREAD: VARIES, 9 1/2" - 10 1/4"  
 EXISTING RISER: VARIES, 6 1/4" - 8"

**1** EXISTING ELEVATIONS @ ANNEX STAIR  
 Scale: 1/8" = 1'-0"



PROPOSED TREAD: 11"  
 PROPOSED RISER: 7"

**2** PROPOSED ELEVATIONS @ ANNEX STAIR  
 Scale: 1/8" = 1'-0"

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h1 style="text-align: center;">ANNEX</h1> <h2 style="text-align: center;">Elevations</h2>	SCALE: 1/8"=1'-0"  DATE: 11.03.2015	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036	
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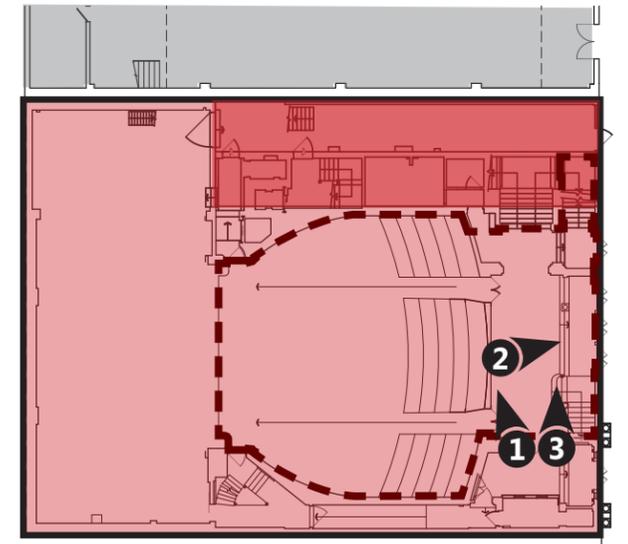
INTERIOR LOBBY, VIEW SOUTH TOWARD AUDITORIUM DOORS



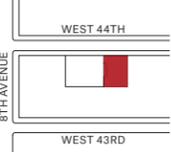
INTERIOR LOBBY, VIEW NORTH TOWARD EXTERIOR DOORS



INTERIOR LOBBY, VIEW WEST TOWARD ANNEX



1 KEY PLAN  
Scale: N.T.S.

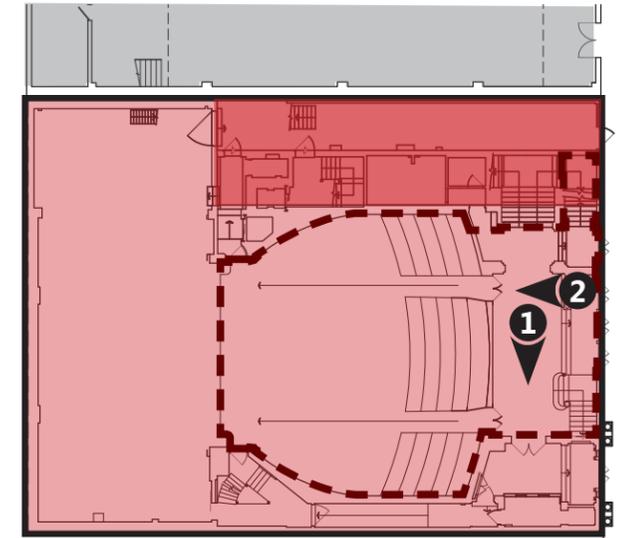
<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: </p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <h1>EXISTING PHOTOS</h1> <h2>Lobby</h2>	<p>SCALE: NTS</p> <p>DATE: 11.03.2015</p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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INTERIOR LOBBY, VIEW EAST TOWARD TICKET BOOTH LOBBY



AUDITORIUM DOORS



**1** KEY PLAN  
Scale: N.T.S.

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: <b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b> Lobby</p>	<p>SCALE: NTS</p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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EXISTING HOUSE DOOR

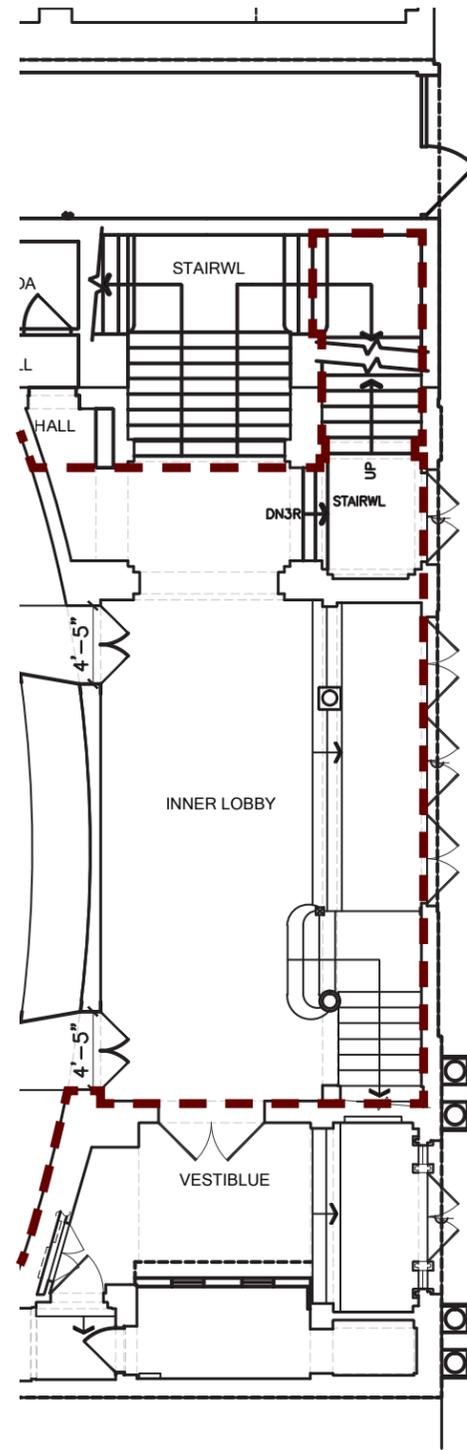


EXISTING INTERIOR LOBBY, SOUTH WALL

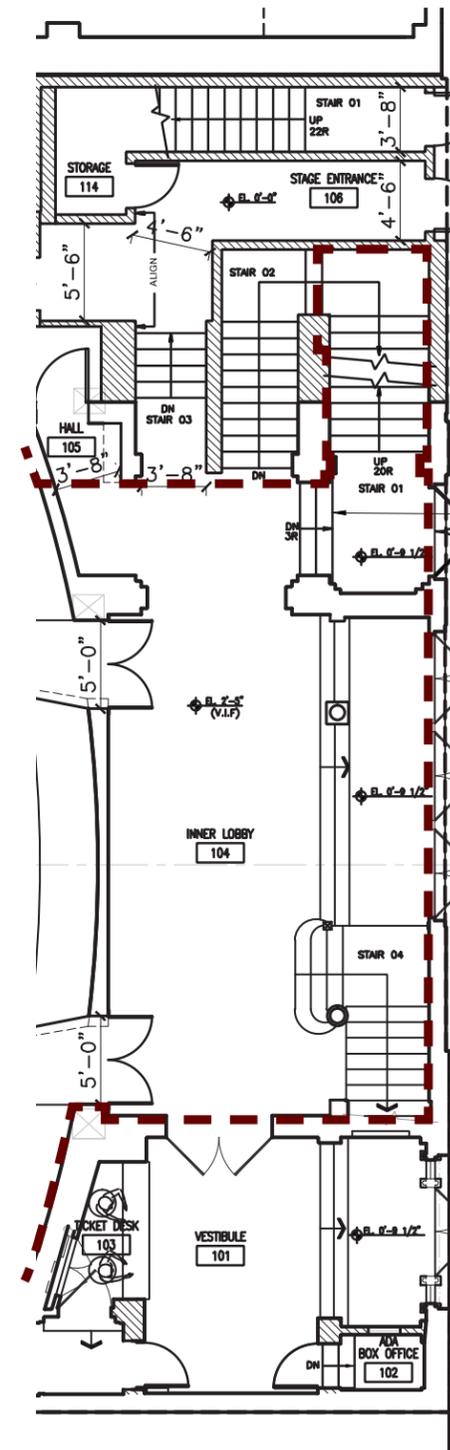


**1** KEY PLAN  
Scale: N.T.S.

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: <b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>EXISTING PHOTOS</b> Lobby</p>	<p>SCALE: NTS</p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET</b> NEW YORK, NY 10036</p>	
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**1** **EXISTING ENLARGED PLAN**  
Scale: NTS

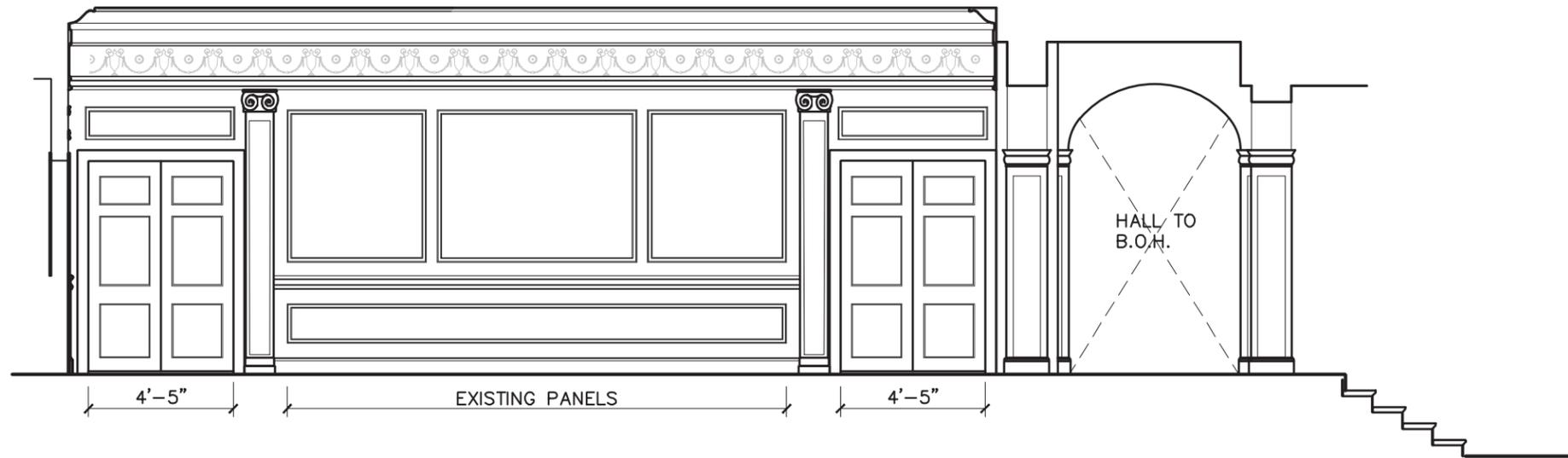


**2** **PROPOSED ENLARGED PLAN**  
Scale: NTS

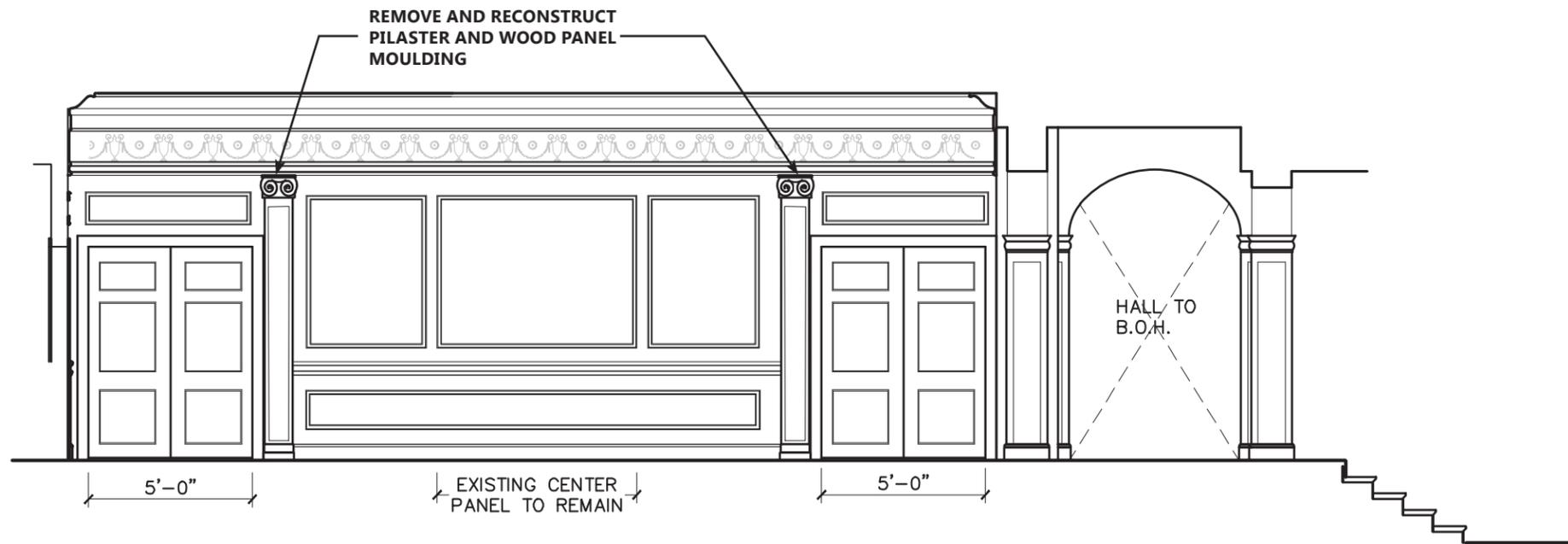
KEY:

- PROPOSED NEW WALL
- LPC DESIGNATION

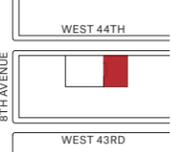
ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT: <b>2ST</b> SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h2 style="text-align: center;">LOBBY</h2> <h3 style="text-align: center;">Enlarged Plans</h3>	SCALE: <b>NTS</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b>	
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**3** EXISTING LOBBY ELEVATION @ THEATER DOORS  
Scale: NTS

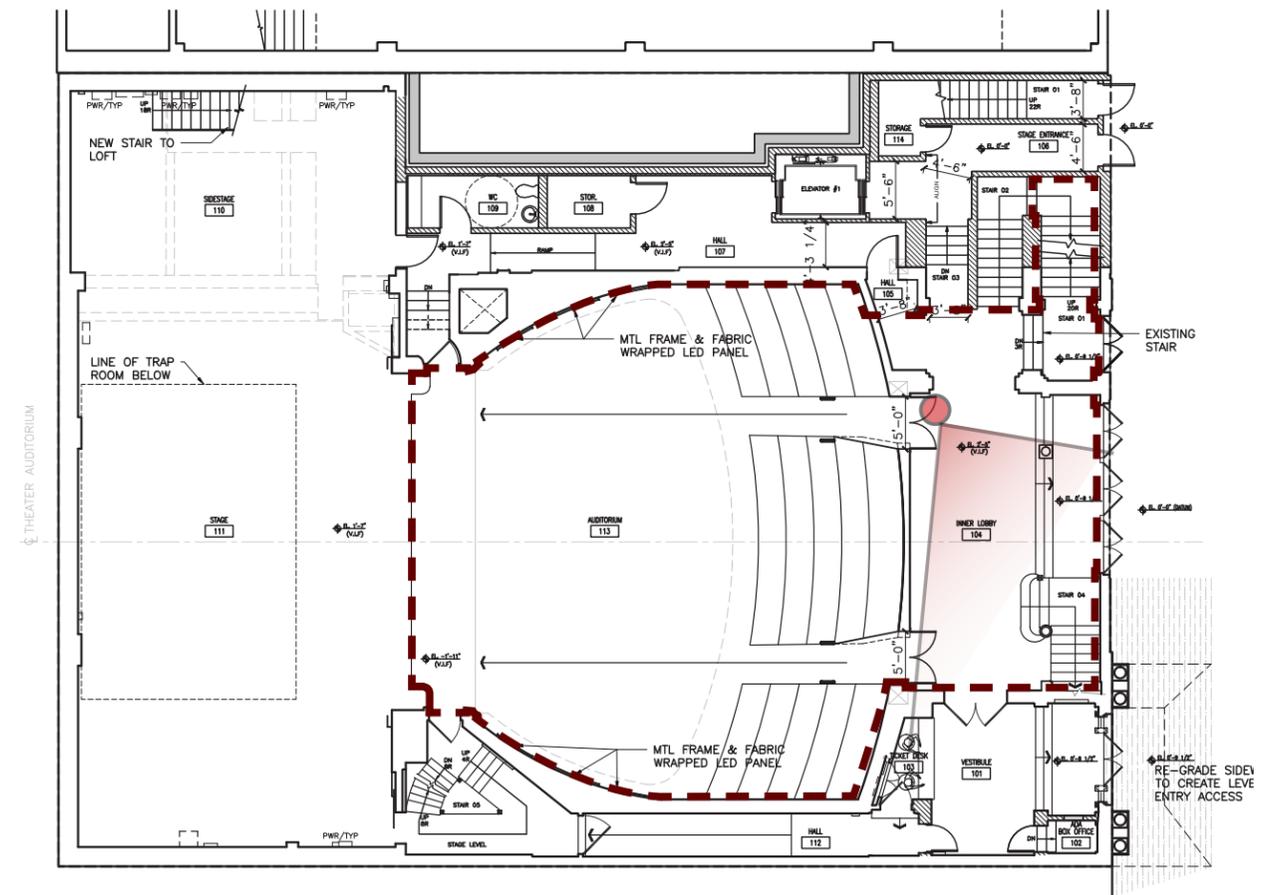


**2** PROPOSED LOBBY ELEVATION @ THEATER DOORS  
Scale: NTS

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE: <h1 style="text-align: center;">LOBBY Elevations</h1>	SCALE: <b>NTS</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b>	
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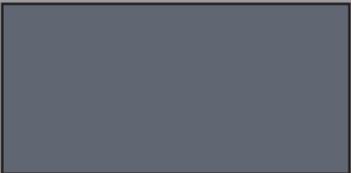
LOBBY, VIEW LOOKING EAST, 1912



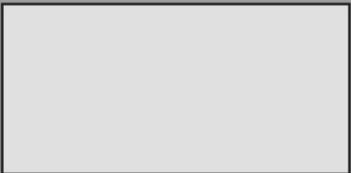
<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: <b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <h1>EXISTING PHOTOS</h1> <h2>Lobby</h2>	<p>SCALE: NTS</p> <p>DATE: 11.03.2015</p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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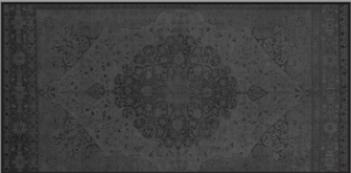
**PROPOSED MATERIALS & FINISHES**



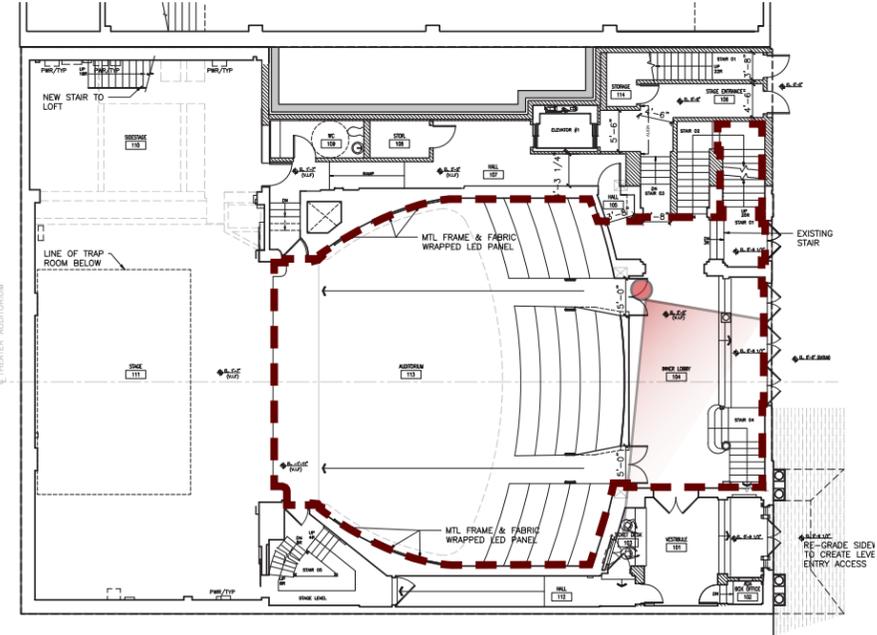
**GRAY CEILING PAINT**  
2126-30 Anchor Gray

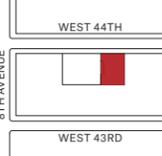


**OFF WHITE WALL PAINT**  
2125-60 Marilyn's Dress



**CUSTOM CARPET**



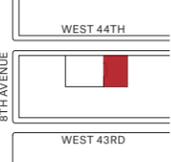
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			<p>DATE: <b>11.03.2015</b></p>	<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	

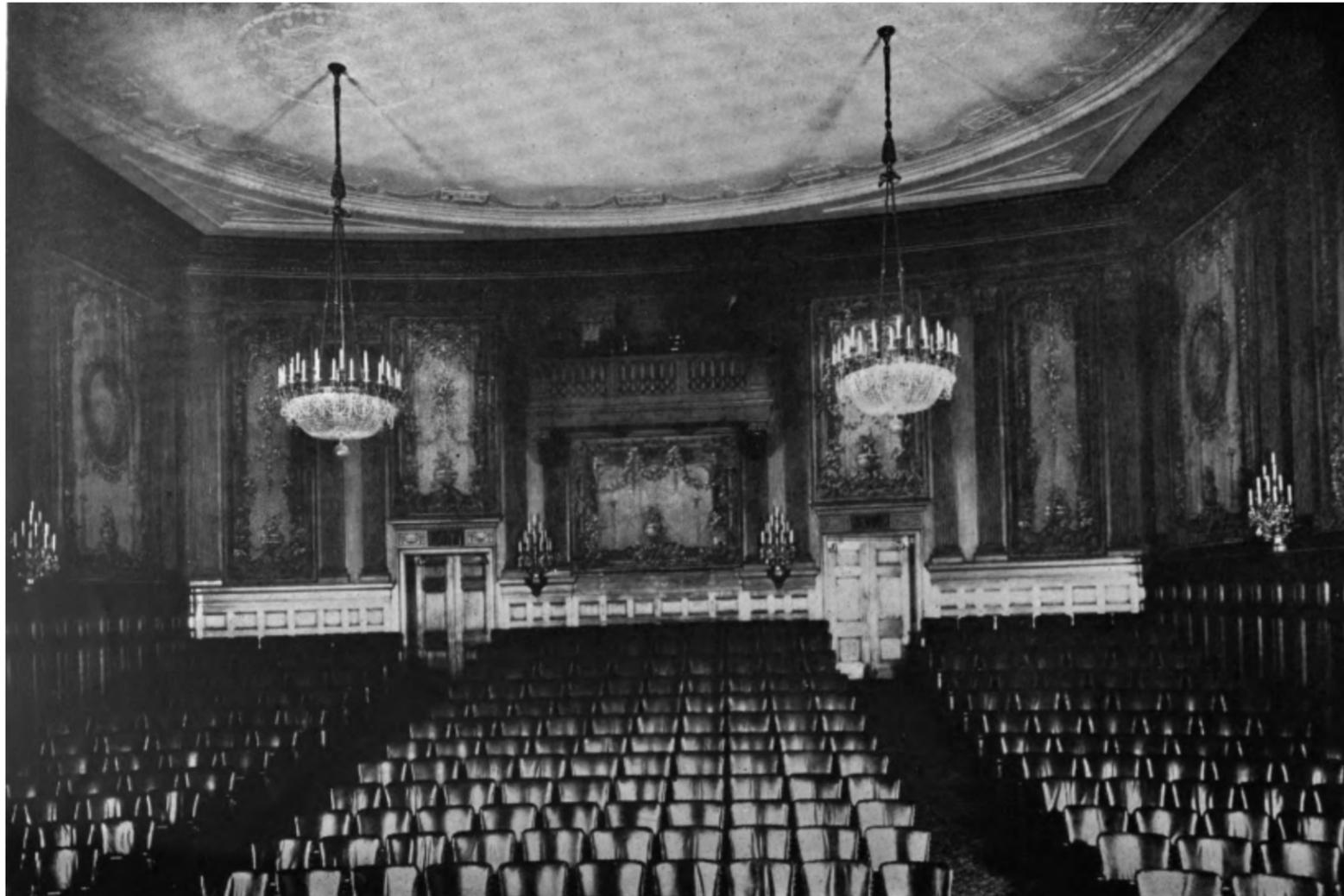


AUDITORIUM INTERIOR, VIEW TOWARD LOBBY



AUDITORIUM INTERIOR, VIEW TOWARD STAGE

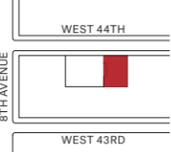
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				<p>DATE: <b>11.03.2015</b></p>	<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>

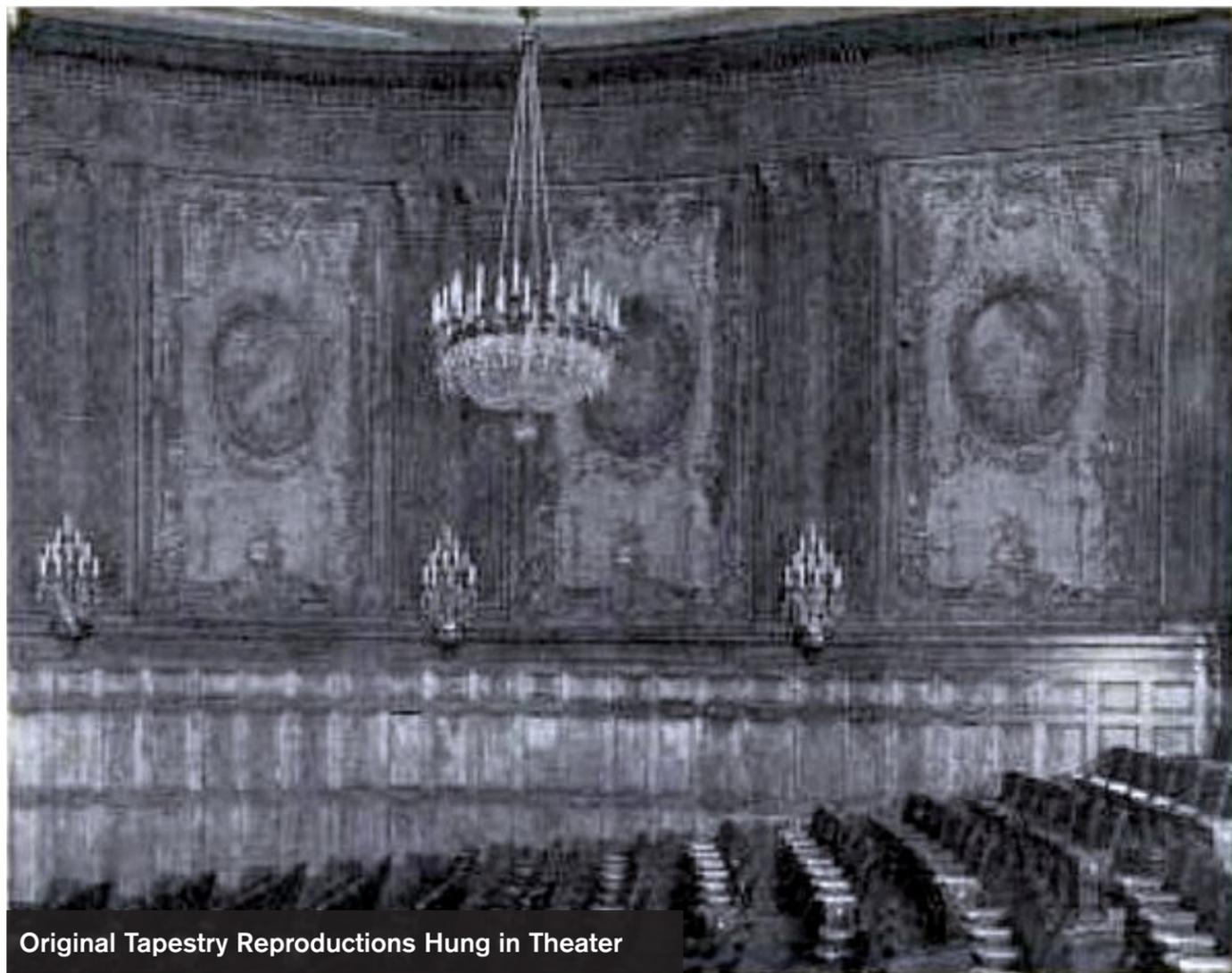


AUDITORIUM INTERIOR, VIEW TOWARD LOBBY, 1912



AUDITORIUM INTERIOR, VIEW TOWARD LOBBY, 1920

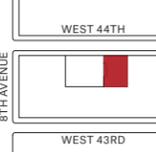
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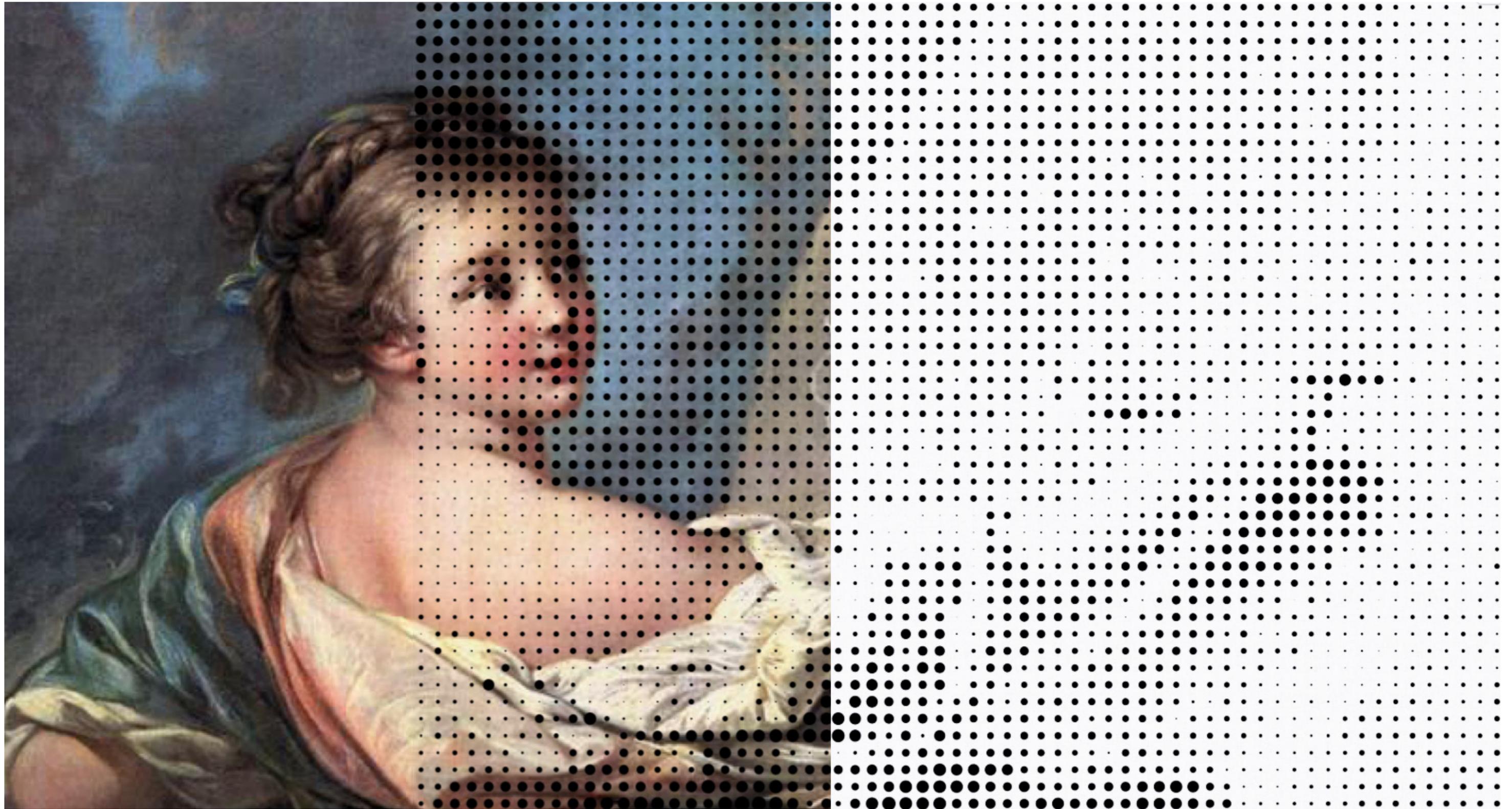


Original Tapestry Reproductions Hung in Theater



"Loves of the Gods" François Boucher C.1775

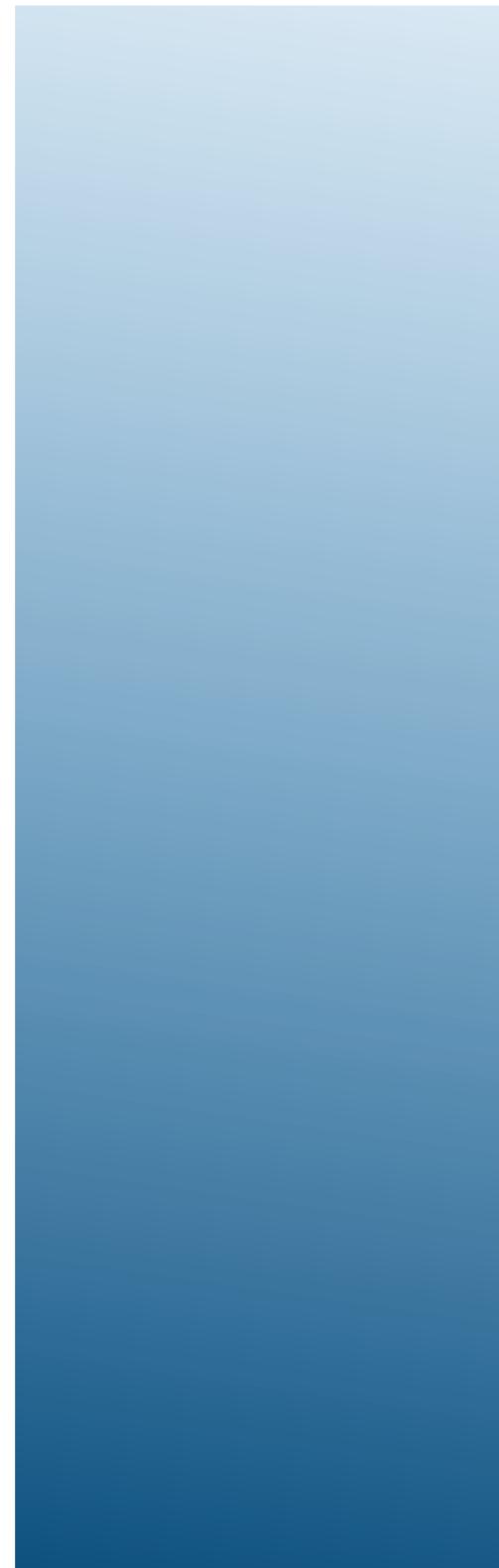
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CLOSEUP: FRANÇOIS BOUCHER ALLEGORY OF PAINTING

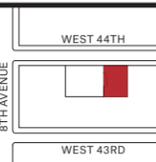
DIGITIZED

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>THEATER DESIGN EXPLORATION</b></p> <p>Pattern / Process</p>	<p>SCALE: <b>NTS</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p>	
			<p>DATE: <b>11.03.2015</b></p>	<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	



DIGITIZED, ONE-COLOR DOT PATTERN

HAND PAINTED OMBRE

<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p>  <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>THEATER DESIGN EXPLORATION</b> Pattern &amp; Process</p>	<p>SCALE: <b>NTS</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p>	
			<p>DATE: <b>11.03.2015</b></p>	<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	

1

STENCILS OUTPUT FROM  
LARGE FORMAT PRINTER



STENCIL TO CREATE  
SINGLE COLOR IMAGE  
[DIGITALLY OUTPUT]

OMBRE PAINT UNDERLAY  
[HAND/ARTISTRY]

2

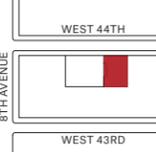
COMMERCIAL PAINT SPRAYER FOR  
OMBRE UNDERPAINTING



3

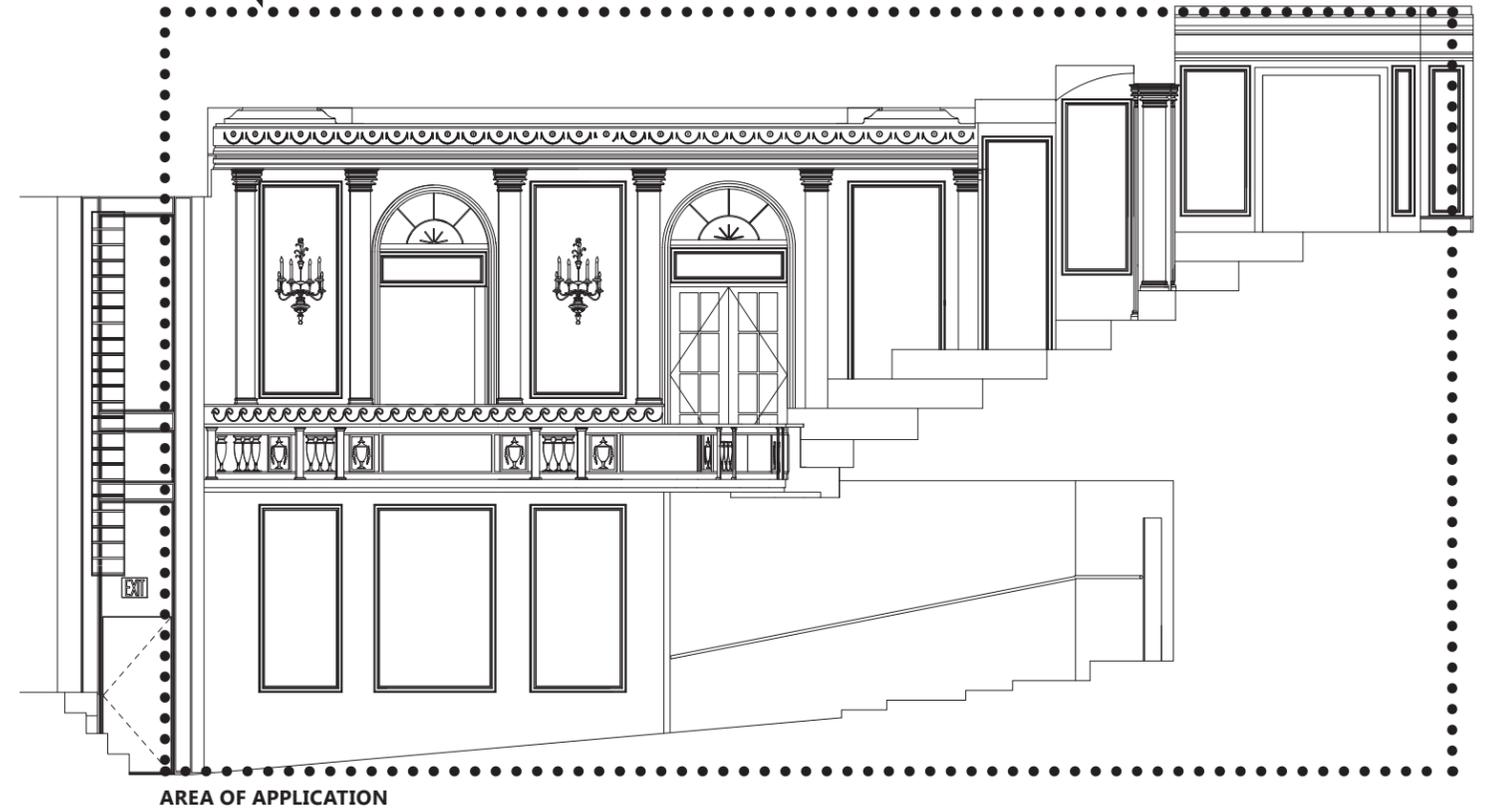
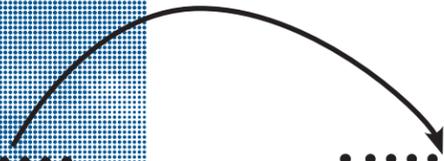
STENCIL/SINGLE COLOR  
PAINT APPLICATION



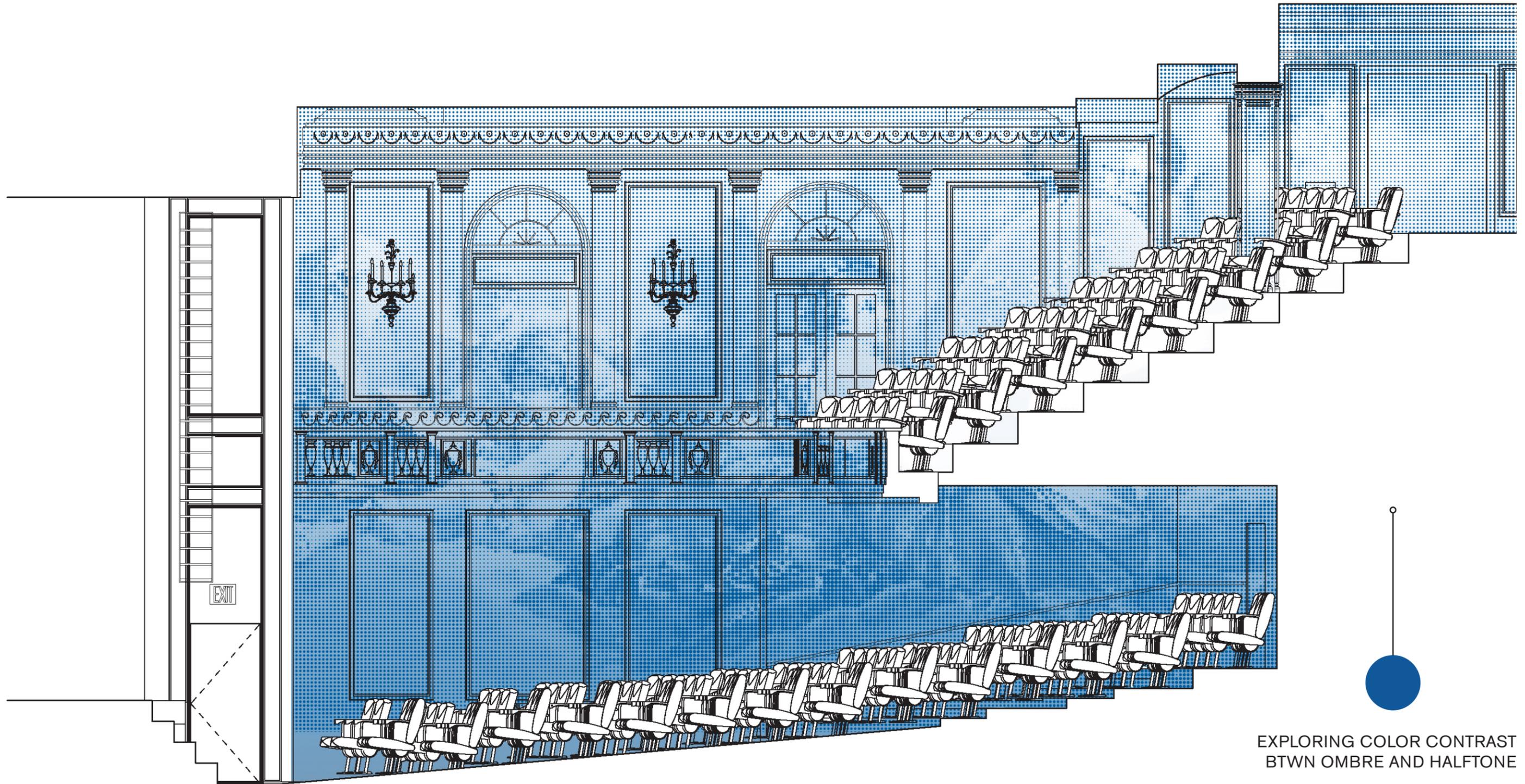
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DIGITIZED PATTERN

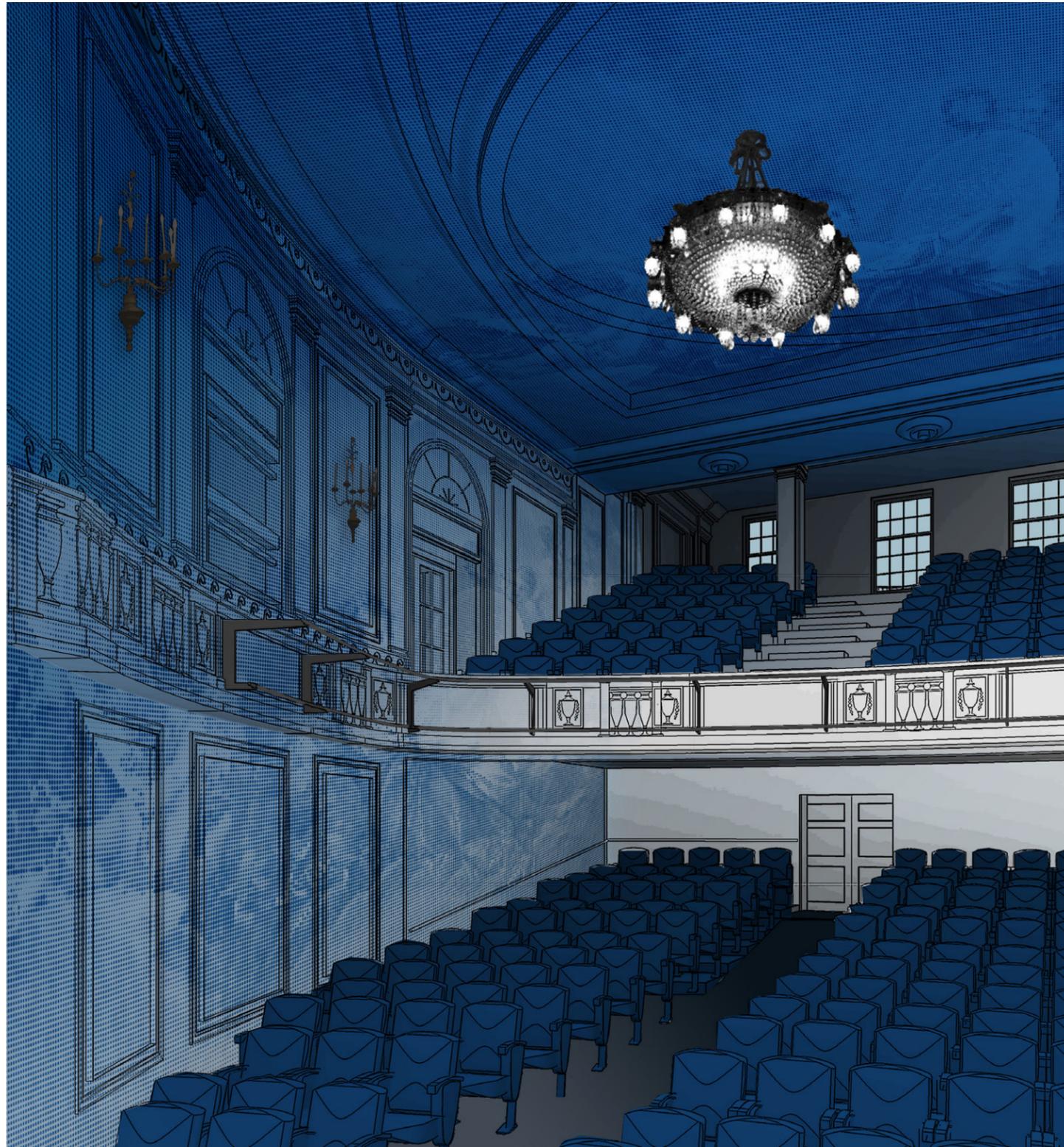


<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>THEATER DESIGN EXPLORATION</b></p> <p>Image Scaling</p>	<p>SCALE: <b>NTS</b></p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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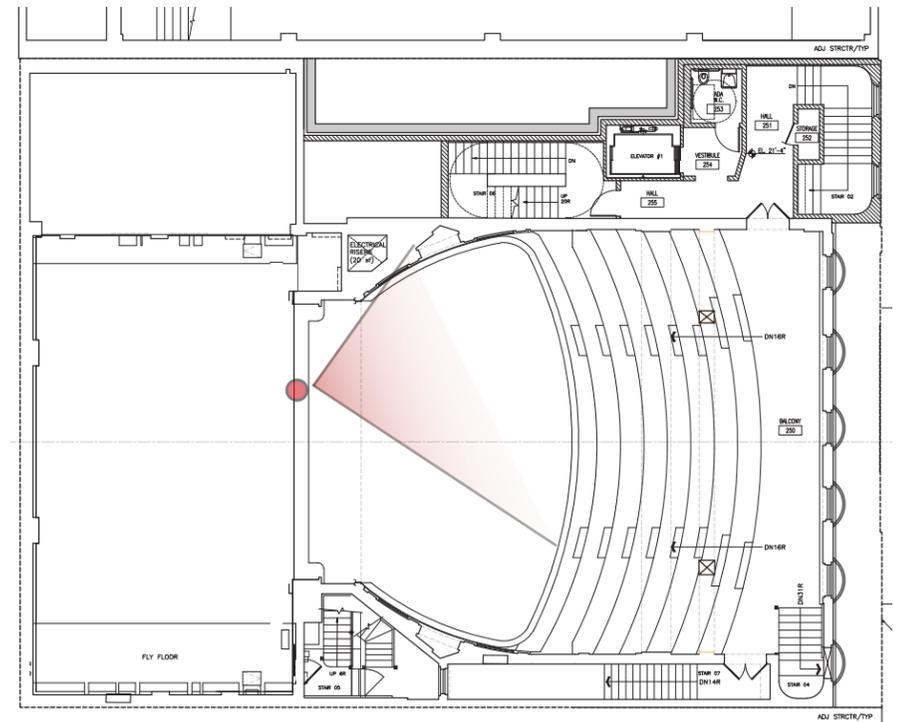
EXPLORING COLOR CONTRAST  
BTWN OMBRE AND HALFTONE

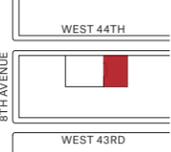
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**PROPOSED MATERIALS & FINISHES**

- 
**OMBRE BLUE WALL & CEILING PAINT**
- 
**GLOSSY BLACK LIGHT FIXTURES**
- 
**SEAT UPHOLSTERY**



<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: </p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>PROPOSED RENDERINGS</b></p> <p>Theater</p>	<p>SCALE: NTS</p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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The Astor Theatre - Buffie Johnson - 1959



Ziegfeld Theater - Joseph Urban



Cape Cinema - Rockwell Kent



Carlos Theatre - Architect S. Charles Lee



The Astor Theatre - Buffie Johnson - 1959

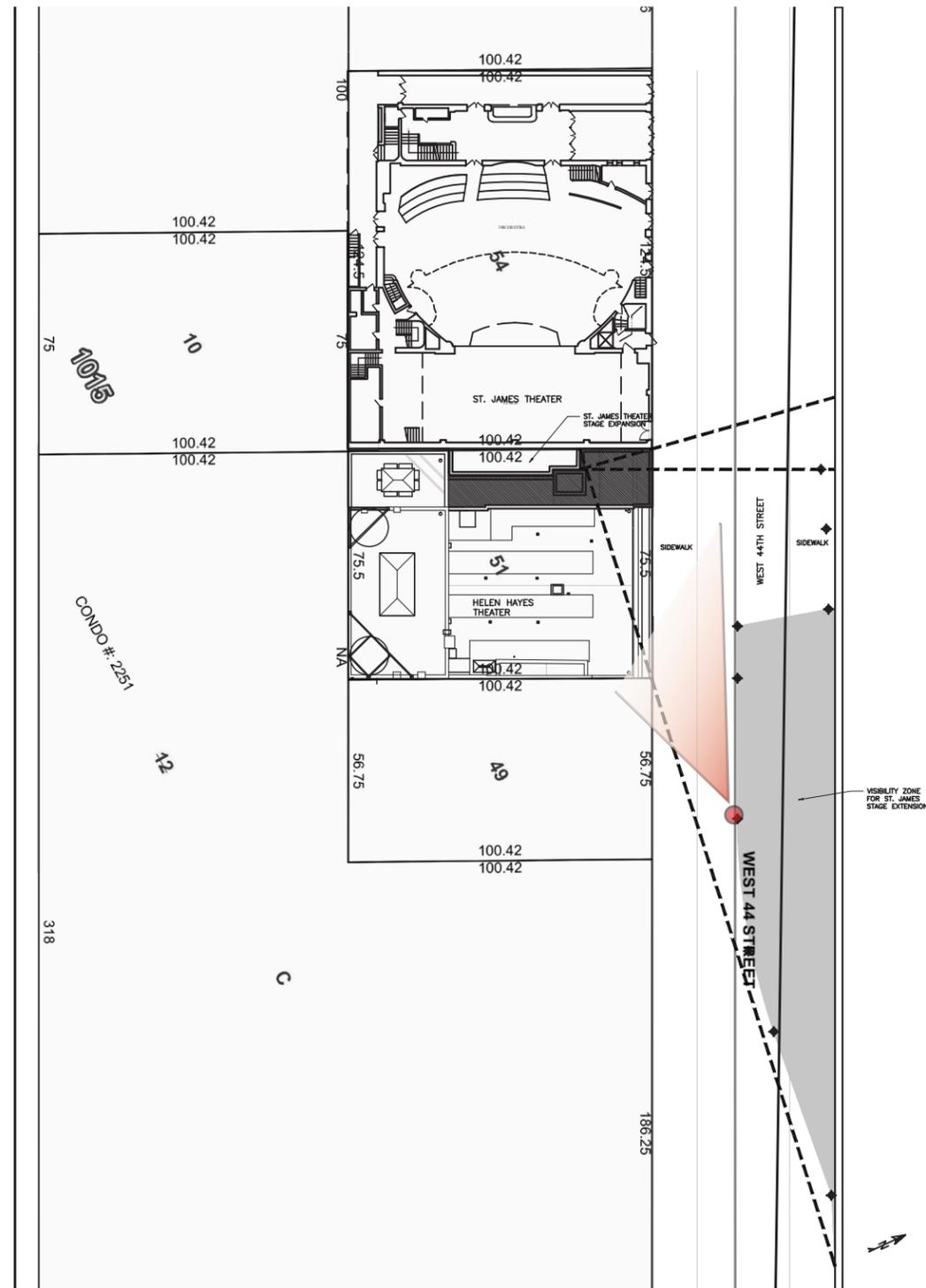


Paramount Theatre - Joseph Urban

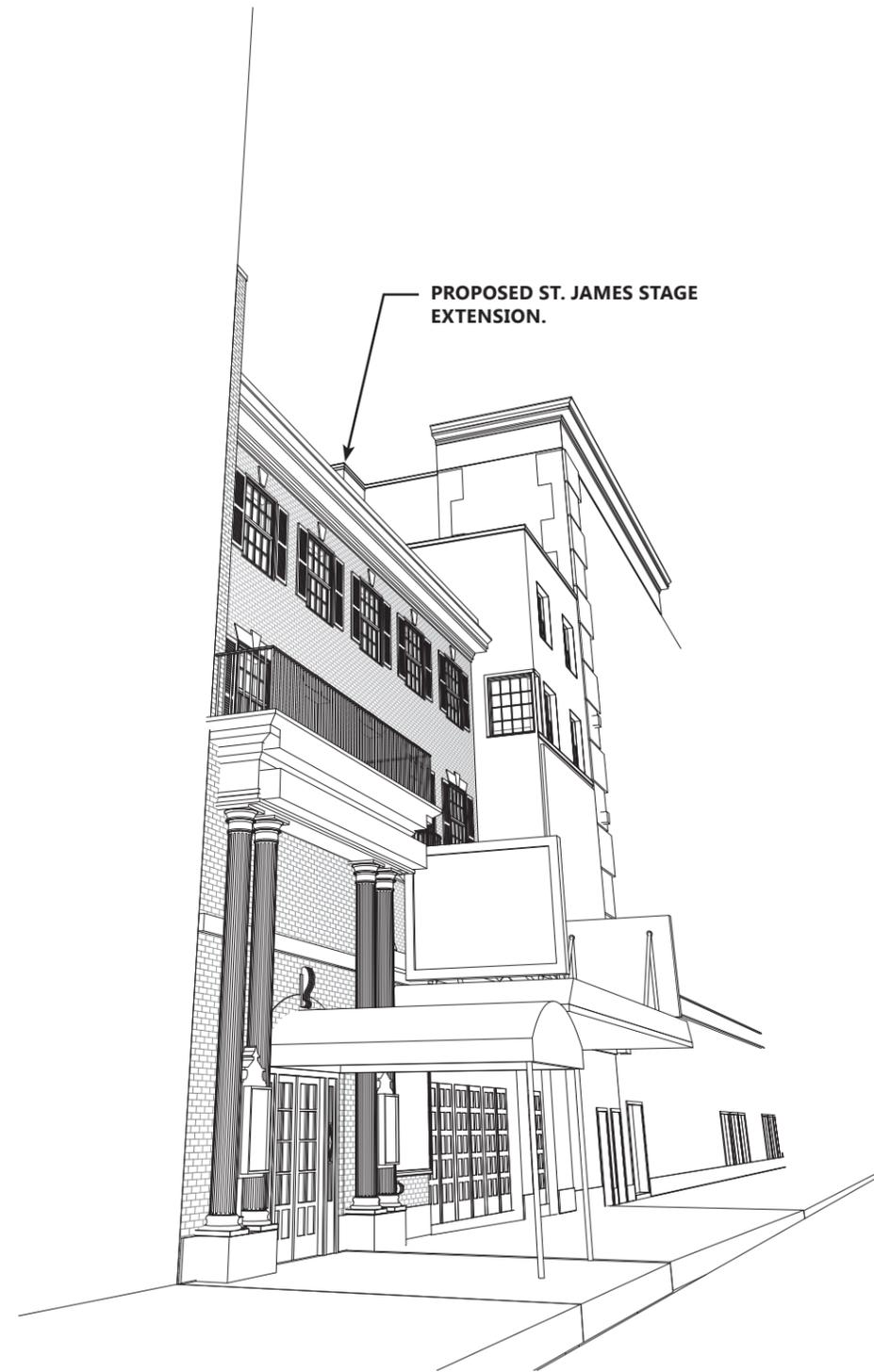


Bridges Auditorium - John Smeraldi

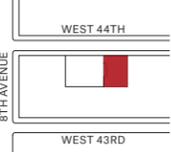
<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT:</p> <p><b>2ST</b></p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>THEATER DESIGN EXPLORATION</b></p> <p>Wall Mural Inspiration</p>	<p>SCALE: <b>NTS</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p>	
<p>DATE: <b>11.03.2015</b></p>			<p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>		

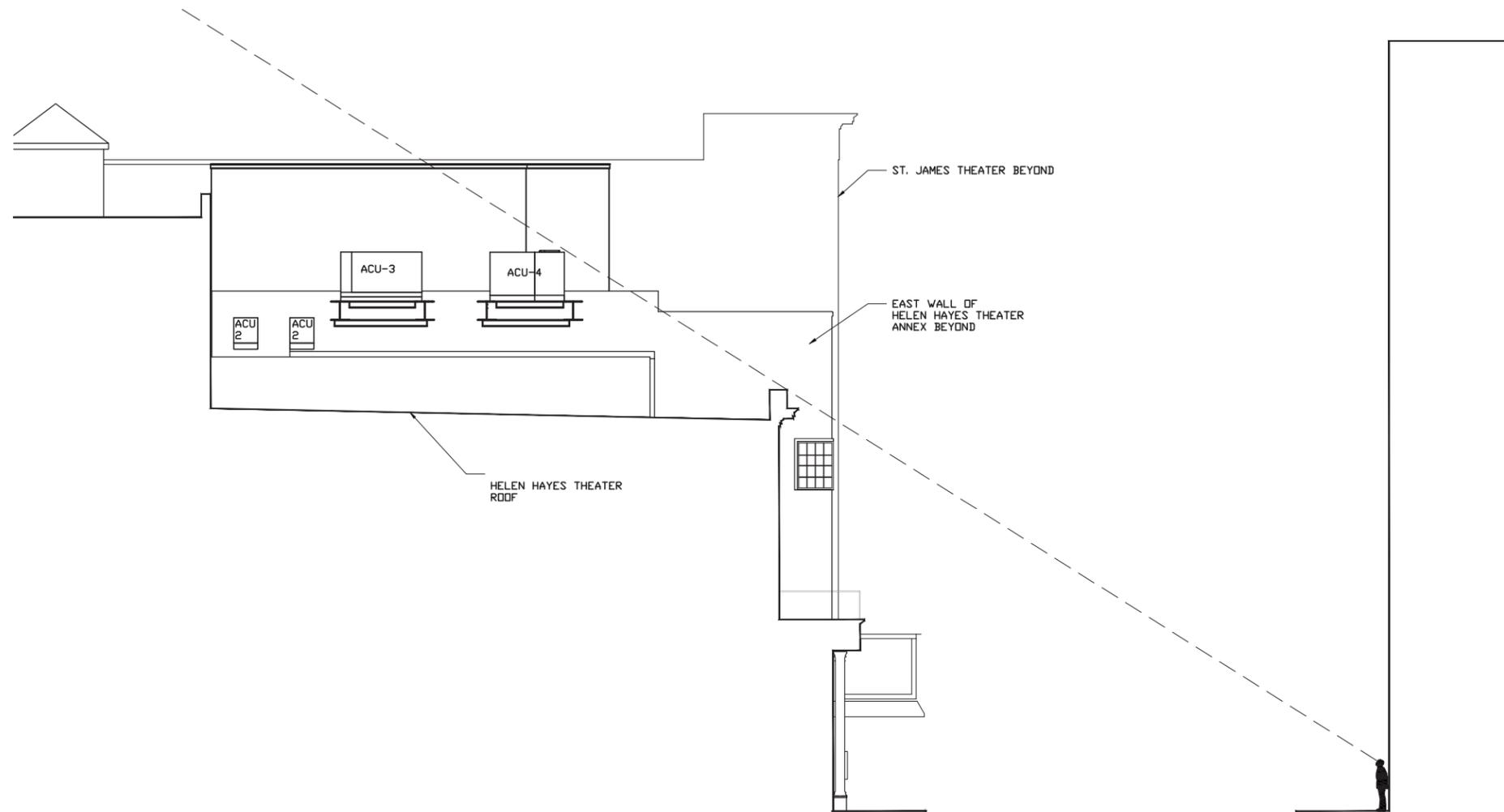


**2 SITE PLAN**  
Scale: NTS



**1 SITE PLAN PERSPECTIVE**  
Scale: NTS

ARCHITECT: <b>rockwellgroup</b>  ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003	CLIENT:  SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036	DRAWING TITLE:  <h1 style="text-align: center;">ROOF</h1> <h2 style="text-align: center;">Visibility Study</h2>	SCALE: <b>NTS</b>  DATE: <b>11.03.2015</b>	PROJECT NAME: <b>HELEN HAYES THEATRE</b>  PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b>	
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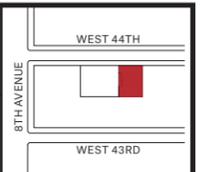
ARCHITECT: **rockwellgroup**  
 ROCKWELL GROUP  
 5 UNION SQUARE WEST  
 NEW YORK, NY 10003

CLIENT:   
 SECOND STAGE THEATRE, INC.  
 305 WEST 43RD STREET  
 NEW YORK, NY 10036

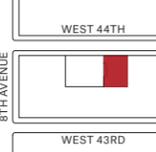
DRAWING TITLE:  
**ROOF STUDY**  
 Longitudinal Section

SCALE: **1/16"=1'-0"**  
 DATE: **11.03.2015**

PROJECT NAME: **HELEN HAYES THEATRE**  
 PROJECT ADDRESS: **240 WEST 44TH STREET  
 NEW YORK, NY 10036**





<p>ARCHITECT: <b>rockwellgroup</b></p> <p>ROCKWELL GROUP 5 UNION SQUARE WEST NEW YORK, NY 10003</p>	<p>CLIENT: </p> <p>SECOND STAGE THEATRE, INC. 305 WEST 43RD STREET NEW YORK, NY 10036</p>	<p>DRAWING TITLE:</p> <p><b>SECOND STAGE THEATRE</b> Proposed Exterior Facade</p>	<p>SCALE: <b>NTS</b></p> <p>DATE: <b>11.03.2015</b></p>	<p>PROJECT NAME: <b>HELEN HAYES THEATRE</b></p> <p>PROJECT ADDRESS: <b>240 WEST 44TH STREET NEW YORK, NY 10036</b></p>	
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