

# Lear Theater Possibilities Workshop



***Artown - Lear Theater Committee***  
**October 24, 2017**

# Today's Goal – Public Input

- Background on Lear
  - Architecture
  - Significant Players
  - Recent History
- Potential Uses of the Lear
- Ownership
- Timeframes
- Next Steps

# Artown



- Artown is current owner of the Lear. (Not Reno)
- Transferred from the Lear Theater, Inc. in 2011
- ***Artown's mission is to strengthen Reno's arts industry, enhance civic identity & national image, creating a climate for the cultural and economic rebirth of our region.***
- Artown, a month-long summer arts festival, features about 500 events produced by more than 100 organizations & businesses throughout citywide. Also sponsor "Artown 365"
- **Custodial role with the Lear.** Held until the time was ripe for a community conversation.
- **The time is ripe.**

# Artown's Lear Theater Committee

## 5 Members

- Stacey Spain
- Oliver X
- Coney Linarez
- Naomi Duerr
- Miranda Hooley Roberts
  
- Artown Director – Beth Macmillan

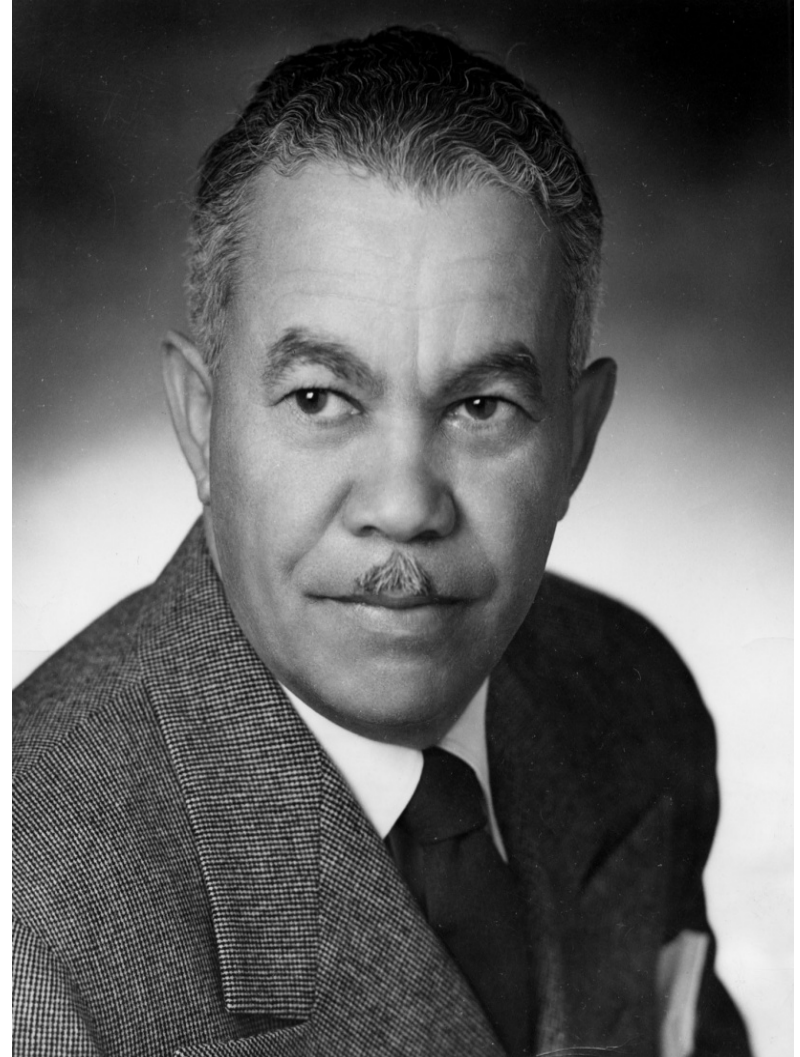
# Lear Committee Activities

- Dug up historical records
- Completed a Lear Theater Feasibility Report
- Structural Integrity and Assessment – Cathexes /Don Clark
- Clean Up
- Tours
- Public Workshop

# A Little History - the Architect

## Paul Revere Williams

- Feb 18, 1894 – Jan 23, 1980
- American architect based in Los Angeles, California.
- Practiced largely in southern CA
- Designed homes of numerous stars including Frank Sinatra, Lucille Ball & Desi Arnaz
- AKA - the “Architect to the Stars”
- Also designed many public and private buildings.
- Was first African-American to be voted an AIA Fellow. Numerous Awards, Degrees, Honors



# The Building

- The First Church of Christ, Scientist
- Completed in 1939 at a cost of \$140,000
- Neoclassical Revival Architectural Style
- Held up to 600 individuals
- Designed to function as a Community Center also
- Separate rooms for reading, singing, and a caretaker's cottage
- Congregation built a new church & moved in 1998
- The building is listed on both the City Historic Register and the National Historic Register.

# Edda Morrison – The Beginning 1993-1998

- Member of the Church
- Arts Supporter
- Church was downsizing
- Thought the building would provide a good home for theater, in particular
- Put together the Reno-Sparks Theater Community Coalition (Theater Coalition) – 1993-2011



# Moya Lear Period (1997-1998)



- In 1997, a member of the congregation & widow of aviation entrepreneur Bill Lear, Moya Lear, adopted the vision of a Edda Morrison to turn the First Church of Christ, Scientist into a theater.
- She made a \$1.1 million pledge, on the condition that her pledge was matched by the community.
- After matching \$1.3 million, the building was purchased for \$1.1 M in 1998.
- Moya envisioned a community space that could host anything from a children's dance recital to a world-renowned string quartet

# The Theater Coalition & Lear Theater Inc.

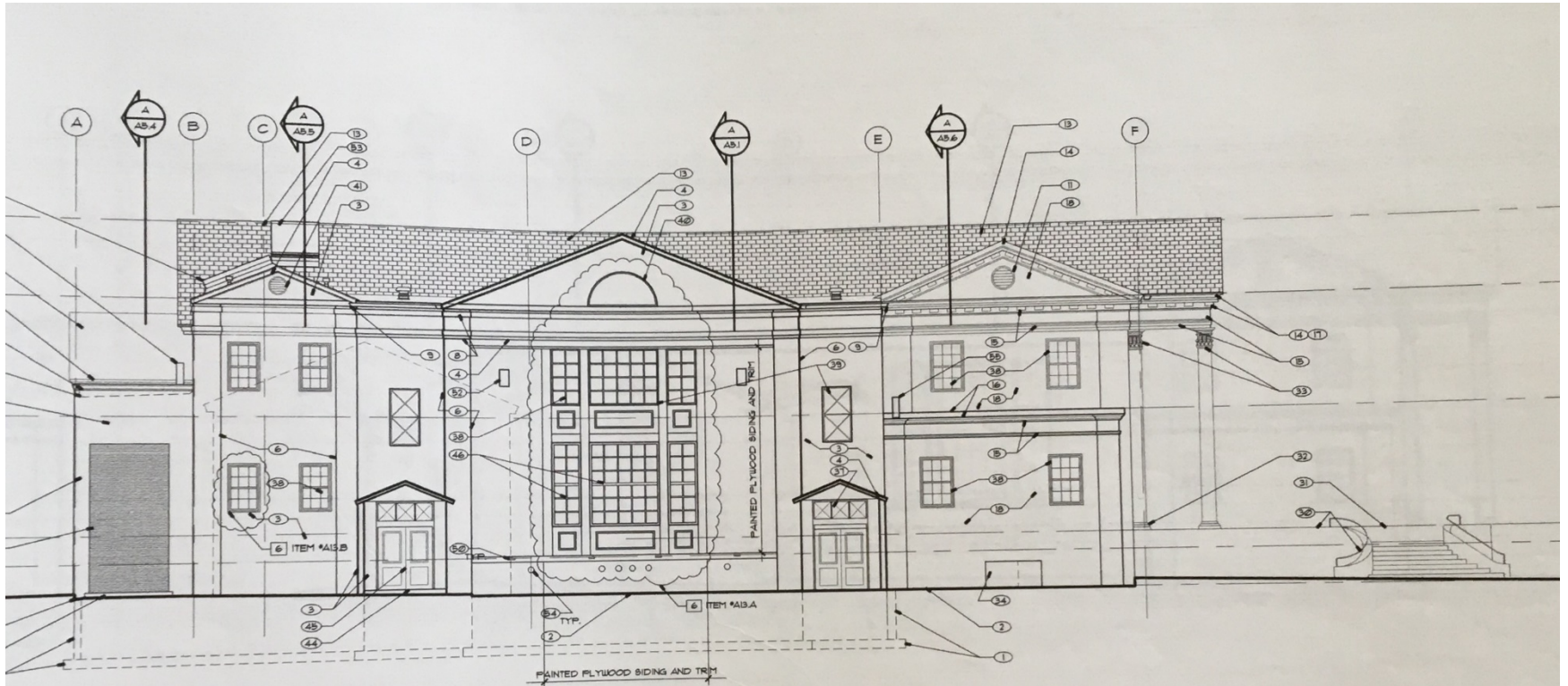
## 1998-2011

- The Reno-Sparks Theater Coalition which transitioned into Lear Theater, Inc., managed the theater & its renovations until 2011, with shows taking place inside the actual theater in 2001 and 2002.
- Money was raised & 3 different architects took a shot at redesigning the building as a theater – some elaborate and some modest.
- Renovations began but were not completed.
- The theater has been closed since 2002.

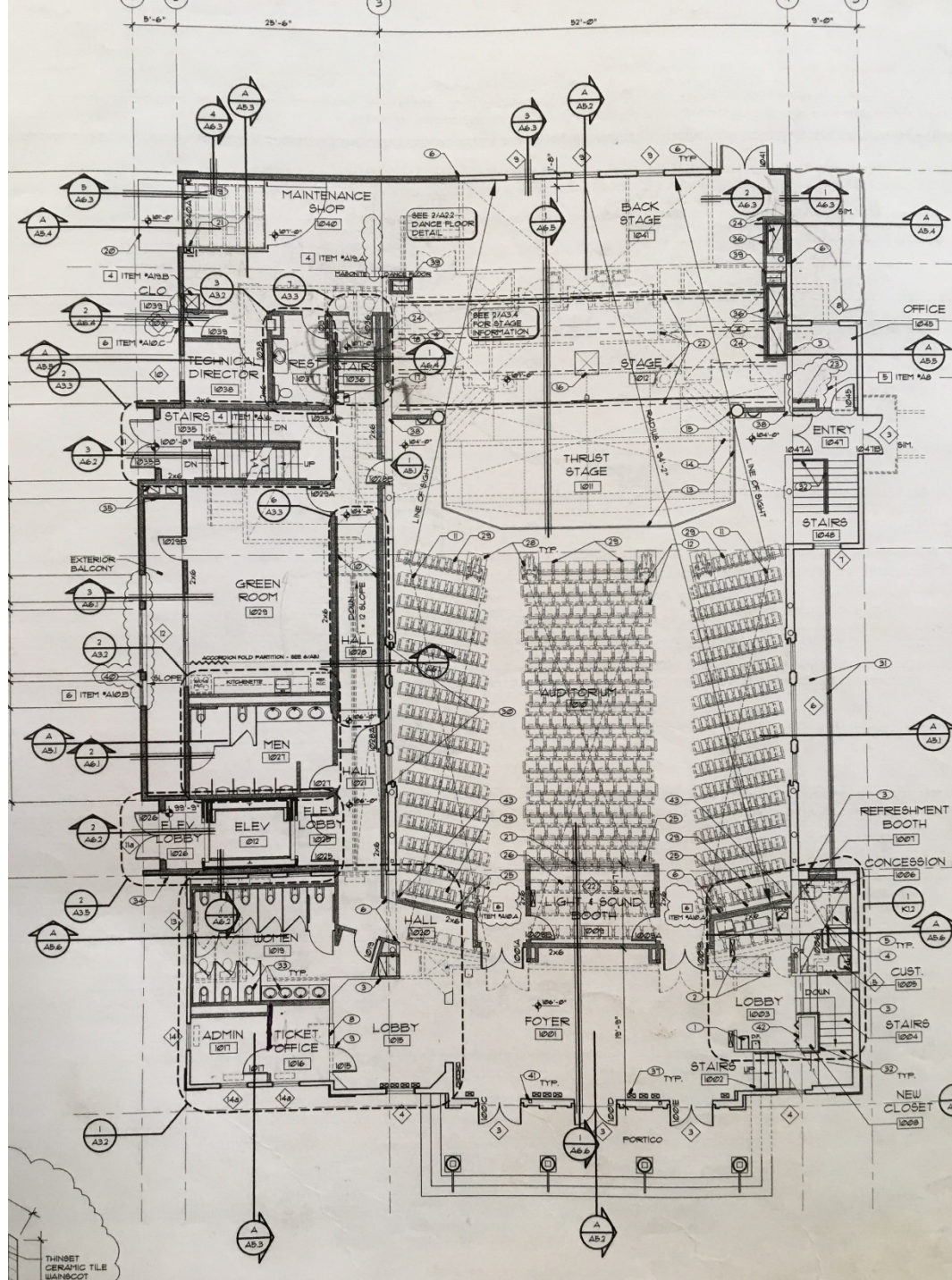
# 1<sup>st</sup> Architect – Dolven and Associates

## 2000

- Design not historically sensitive and covers entire west side of existing building
- Design does not qualify for tax credits
- Design reused some of the existing interior structure.
- Began Construction



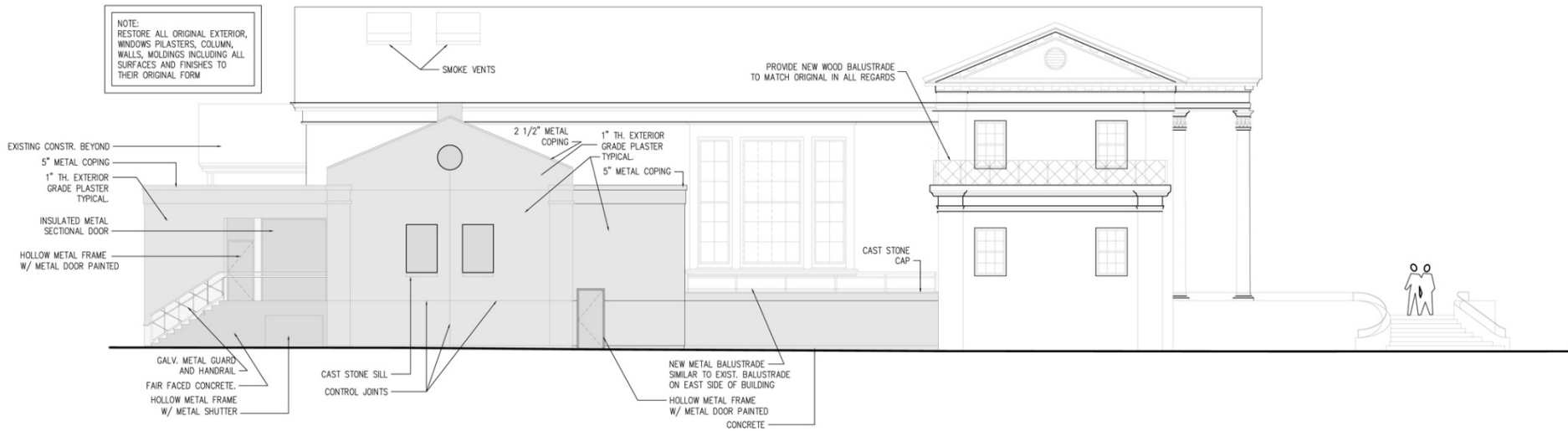
Dolven - West Elevation



THINSET  
 CERAMIC TILE  
 WAINSCOT

# 2<sup>nd</sup> Architect – JCJ Architecture 2009

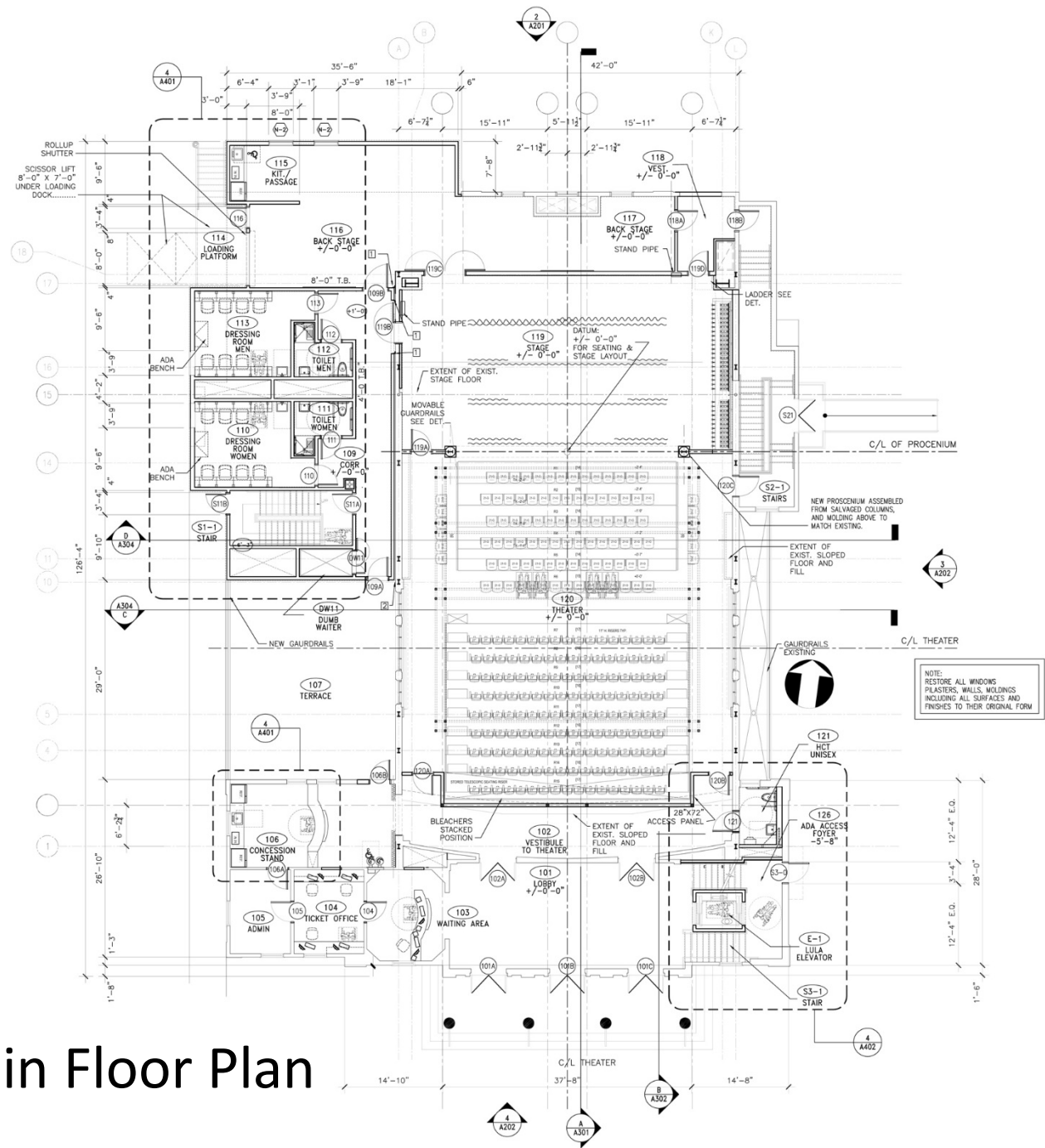
- Design is historically sensitive on exterior
- Design qualifies for tax credits
- Design drastically reconfigures interior structure for a full theater experience.



PROPOSED WEST ELEVATION ①

# JCJ West Elevation

C/L OF WEST 102  
WALL RADIUS @  
150'-10"



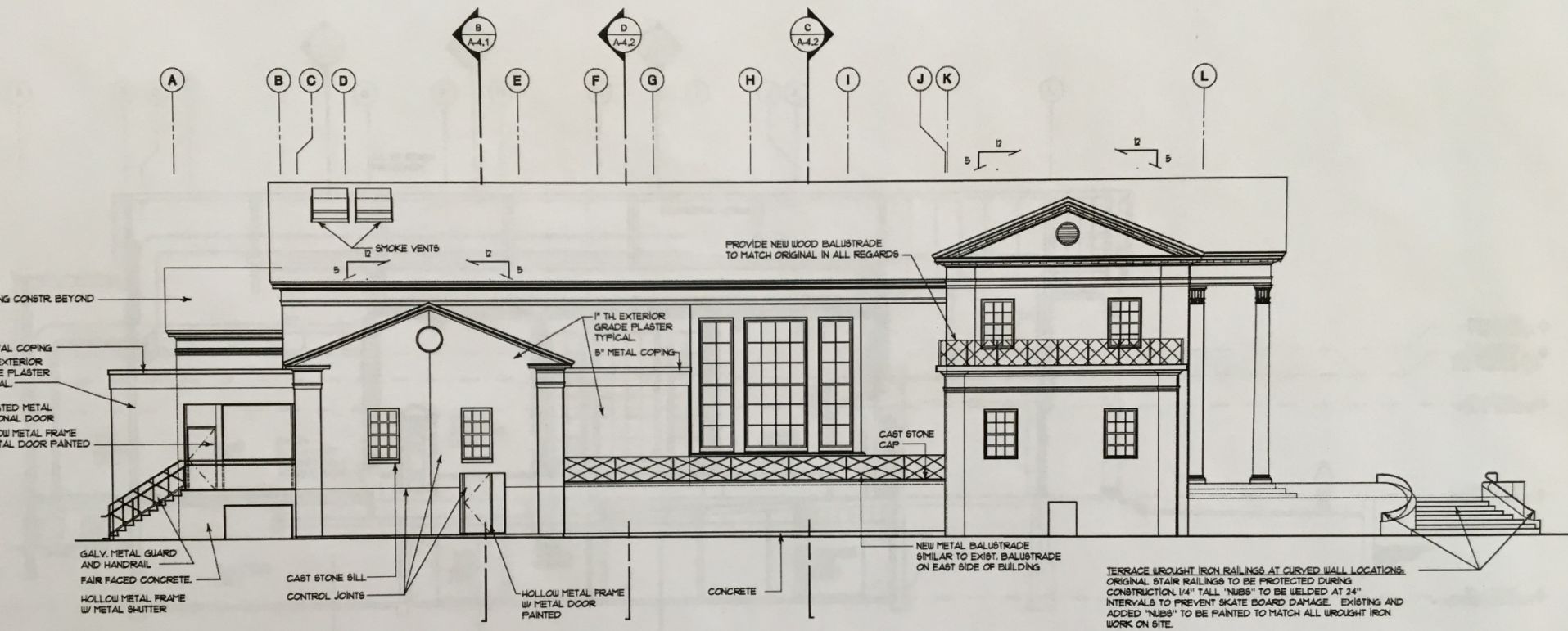
# JCJ Main Floor Plan



# 3<sup>rd</sup> Architect - Mercedes de la Garza

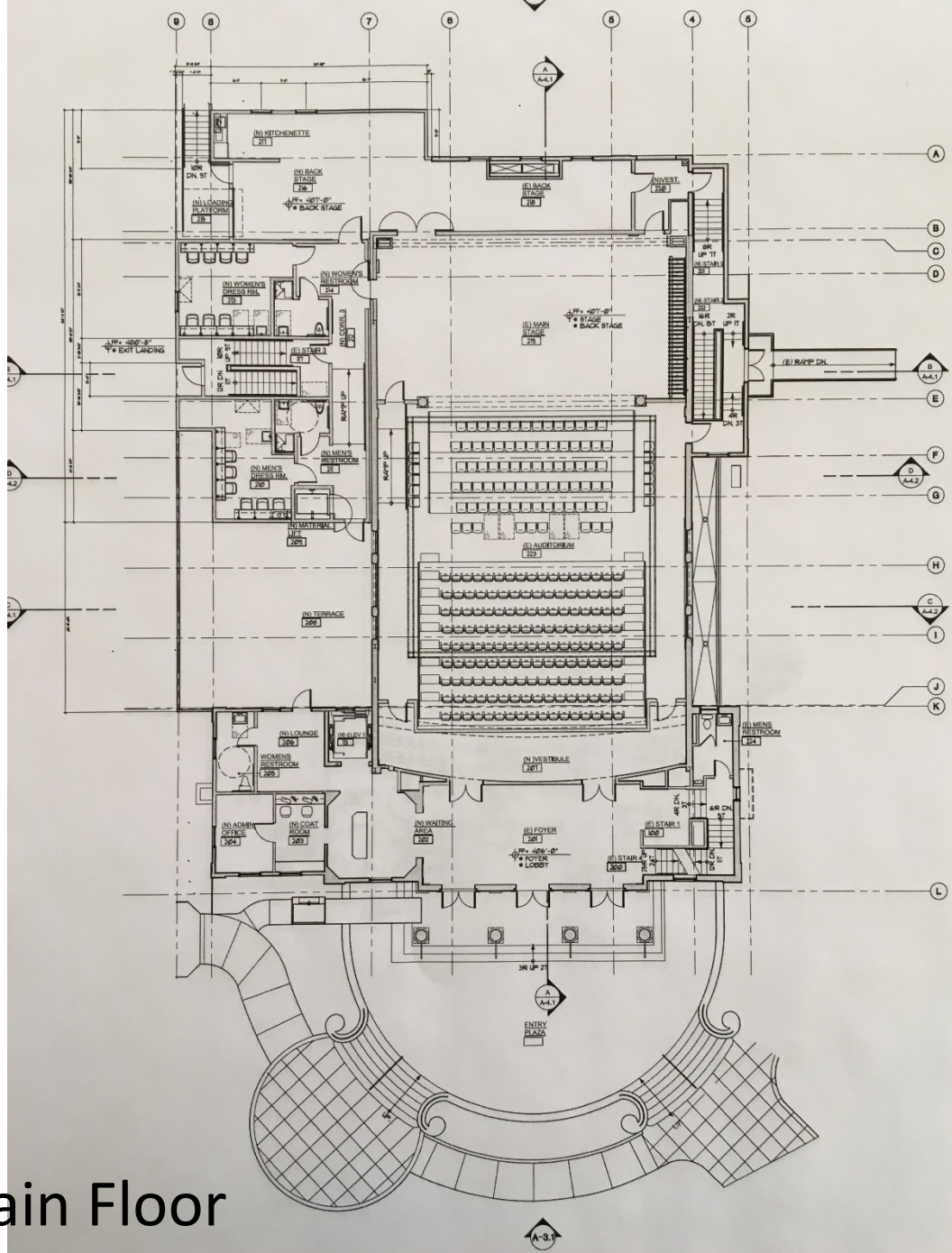
## 2011 - “Part 2” Design

- Combined both Dolven’s 2000 BUILT design & JCI’s 2009 new architectural design
- Mercedes design is the currently approved design for Historical Rehabilitation Tax Credits
- Design is essentially ~ 50% complete for architecture and engineering. Audio has to start from ground up.



*West Elevation*

# Md Part 2 West Elevation

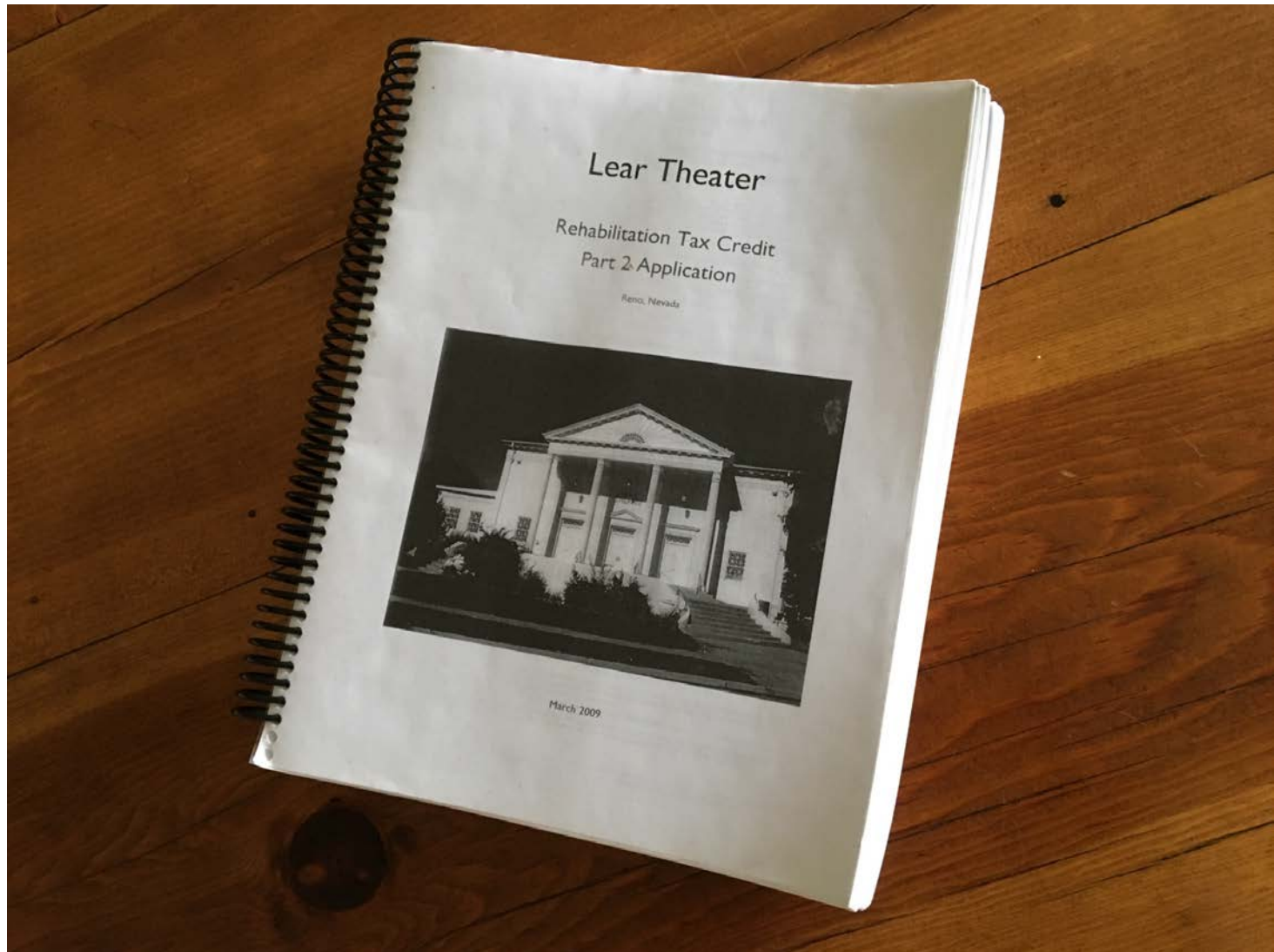


Md Part 2 Main Floor

# Federal Historic Preservation Tax Incentives Program

- The National Park Service (NPS) administers the Federal Historic Preservation Tax Incentives program with the IRS & in partnership with State Historic Preservation Offices (SHPO).
- The Historic Preservation Certification Application is a 3-part application used to apply for certifications required for Federal historic preservation tax incentives.
- NPS provides a “bridge loan” (at super low interest rate) from investors to do a portion of the restoration. Investors get the restoration tax credits.
- 20% income tax credit for the “certified rehabilitation” of a “certified historic structure.”

# Rehabilitation Tax Credits



# NEW MARKET Tax Credits



- New Market Tax Credits are designed to encourage investment in economically distressed communities
- Supports investment in community facilities like the Lear
- Provides up to 39% of construction costs over a 7 year period



# Historic Preservation

## Easements/Covenants on the Lear

- Historic Easement - A voluntary legal agreement, typically in the form of a deed, which permanently protects a significant historic property.
- Once recorded, the easement restrictions become part of the property's chain of title and "run with the land" in perpetuity, thus binding not only the owner who grants the easement but all future owners as well.
- Preservation easements in some states may also be called preservation "restrictions," "covenants," or "equitable servitudes."



# Covenants

- Open 12 days a year for public use
- Maintain most historical features
- If goes private, have to pay back grants
- More....



To complete the Part 2 application, Mercedes responded to SHPO's comments and showed that these elements existed and inventoried them.

Terrace Wrought Iron Railings at Curved wall locations:

ORIGINAL STAIR RAILINGS TO BE PROTECTED DURING CONSTRUCTION. 1/4" TALL "NUBS" TO BE WELDED AT 24" INTERVALS TO PREVENT SKATE BOARD DAMAGE. EXISTING AND ADDED "NUBS" TO BE PAINTED TO MATCH ALL WROUGHT IRON WORK ON SITE.



Terrace Wrought Iron Railing at Mid-Stair Locations:

RAILING TO BE REPLICATED IN KIND TO MATCH DAMAGED RAILINGS REMOVED FROM THESE LOCATIONS. 1/4" TALL "NUBS" TO BE WELDED AT 24" INTERVALS TO PREVENT SKATE BOARD DAMAGE. EXISTING AND ADDED "NUBS" TO BE PAINTED TO MATCH ALL WROUGHT IRON WORK ON SITE.

Urns at Entry Stair:

INVENTORY: 1 MISSING URN, 1 COMPLETE URN, 2 DAMAGED URNS, 4 BASES FULLY INTACT.

ALL URNS TO BE REMOVED DURING CONSTRUCTION AND BASES TO BE PROTECTED. THE SINGLE UNDAMAGED URN IS TO BE CAST TO CREATE 4 NEW URNS IN A RESILIENT MATERIAL AND INSTALLED ON TOP OF ORIGINAL BASES. NEW URNS COLOR TO MATCH IN KIND "ORIGINAL" URNS.

3 REMAINING "ORIGINAL" URNS, DUE TO FRAGILE STATE, WILL BE RELOCATED TO THE BUILDING'S INTERIOR FOR DISPLAY PURPOSES.

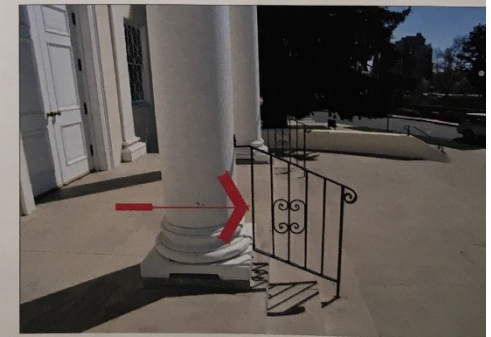


Wrought Iron Railing at Entry Stairs:

PROTECT RAILINGS DURING CONSTRUCTION. NO REPAIRS NECESSARY. PAINT TO MATCH ALL ORNAMENTAL WROUGHT IRON WORK ON SITE

General Note:

ALL WORK SHALL COMPLY WITH THE SECRETARY OF INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES.



# Federal Tax Incentives for Historic Preservation

- ✓ Part 1 – Evaluation of Significance
- ✓ Part 2 – Description of Rehabilitation
- Part 3 – Request for Certification of Completed Work

# Artown – 2011-2016

- In 2011, with the facilitation of fmr. Mayor Bob Cashell, Lear Theater Inc. transferred the Lear to Artown.
- Moya envisioned a community space that could host anything from a children's dance recital to a world-renowned string quartet

# Possible Uses

- Theater - with restrictions (flat/raked floor)
- Community Center
- Home for Art Organizations
- Display Space
- Lectures
- Performances such as TED X
- Art Makerspace
- Housing
- Business/ Restaurant

# Possible Ownership Concepts

- New Theater Coalition
- City of Reno
- Washoe County
- Coalition of Public Agencies
- Private Home
- Private Business
- Remain with Artown

# Some Funding Options:

1. Rehabilitation Tax Credits
2. New Market Tax Credits
3. Donations
4. Grants
5. Sale

# FOX THEATER – Oakland, California

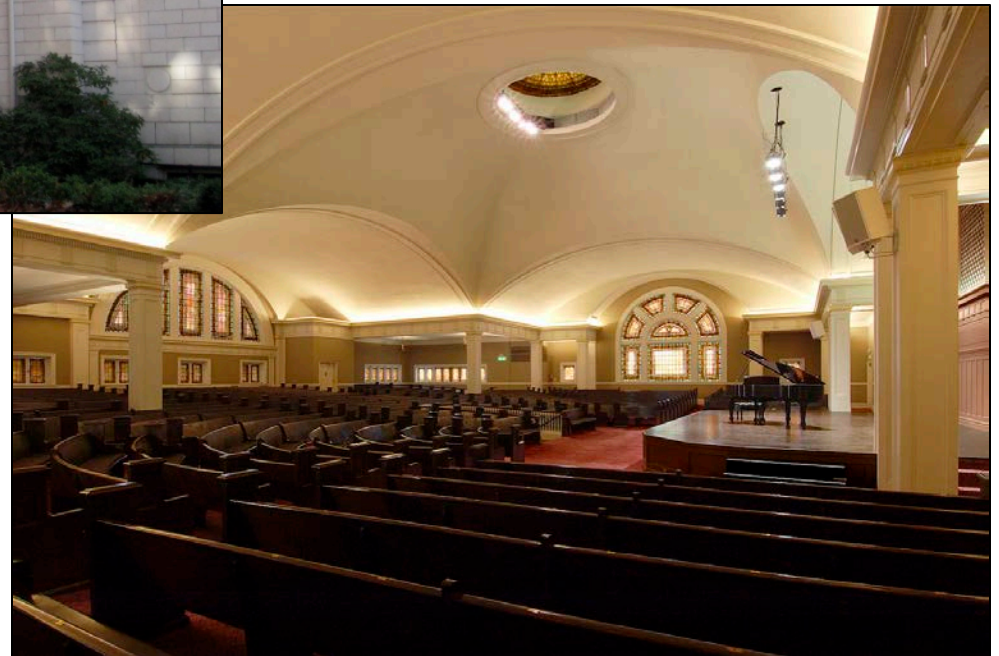


# FOX THEATER – Oakland, California

- **1996** - Oakland Redevelopment Agency bought for \$3 M
- **1999** - Group of concerned citizens formed the Friends of The Oakland Fox and restoration work began.
- **2004** - Oakland Redevelopment Agency received a \$2.9 million grant for further restoration of the theater.
- Needed new home for Oakland School for the Arts. Redevelopment staff conceived of the idea of placing the school in the retail and office space that surrounded, and were part of, the Fox Theater building.
- Friends of the Oakland Fox played a role with the Oakland Redevelopment Agency in raising funding for the elaborate **\$75 million** restoration process, which completed in 2009.
- Closed for 40 years – opened in 2009 as 2800 seat concert hall



# TOWN HALL – Seattle, Washington



# Seattle Town Hall – 20 year Project

- **1998** - Town Hall purchased from the Fourth Church of Christ, Scientist, by a group of 16 Seattle citizens for conversion into the community culture center
- **2013** - Received first Capital Campaign donation of \$500,000
- **2015** - Funds surpassed \$10,000,000 towards renovation.
- **2017** - Town Hall closed its doors while renovations began. Town Hall will be closed for 1 year,
- **2018** – Planned Grand Reopening
- **Renovations** include new energy efficient heating and cooling systems, new restrooms on every level, full ADA accessibility, and an addition of the West Lounge, a new lobby-level gathering space that includes an upgraded bar offering food and drinks.

# Next Steps

- 2<sup>nd</sup> Public workshop
- Discussions with Community Leaders
- Discussions with Potential Funders
  
- RFP or RFQ to Solicit Interest- Assess Viability and Intent

# YOUR Turn

- Ask Questions
- Theorize
- Speculate
- Tell us what you think

The background of the slide is a photograph of a building's exterior. On the right side, there is a large, white, fluted column. To the left, a window with a white frame is visible. The overall scene is brightly lit, suggesting an outdoor setting during the day.

# Your Thoughts

- Ask Questions
- Theorize
- Speculate
- Tell us what you think