

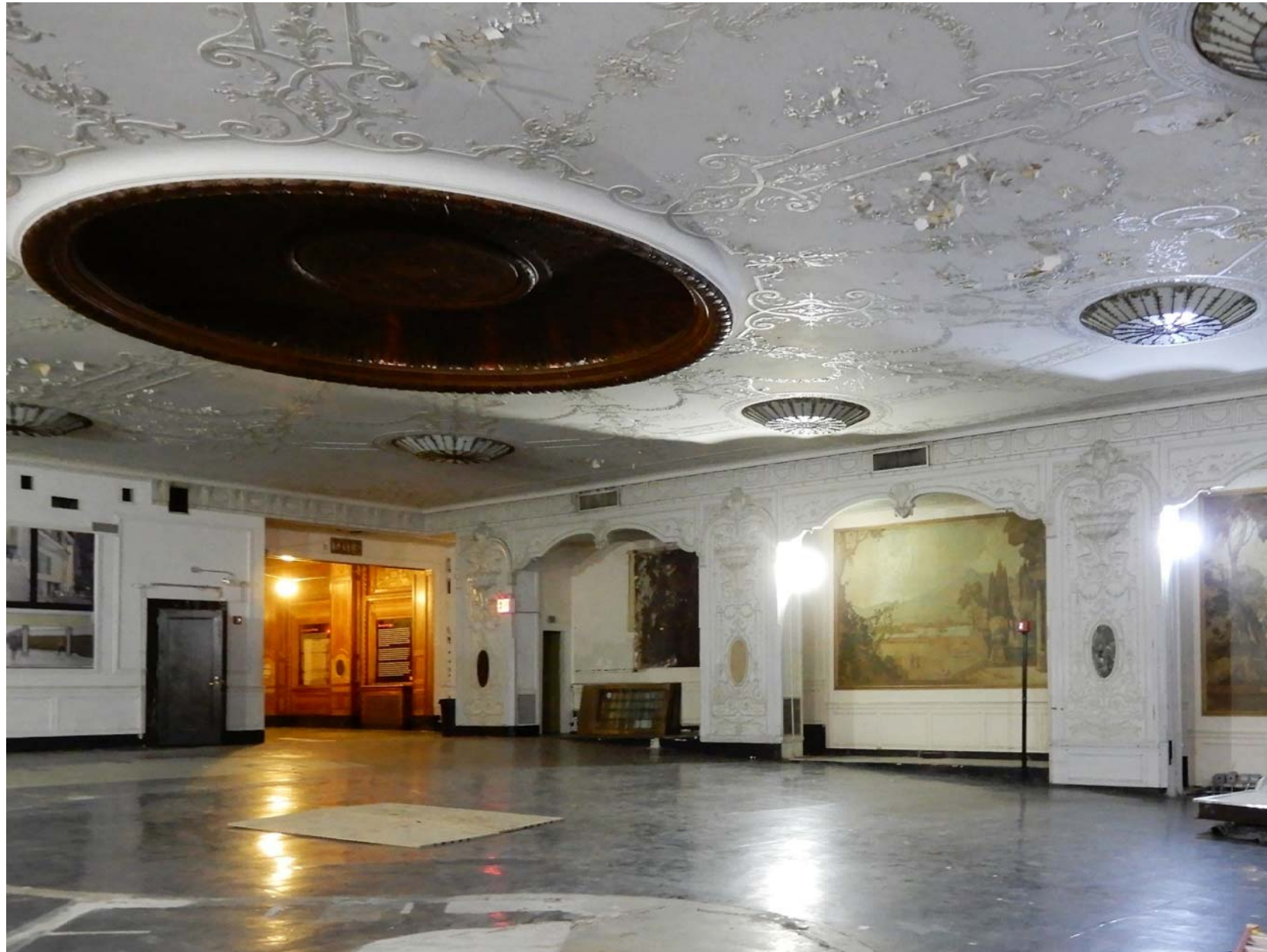
SITE PLAN

PELÉ SOCCER

1560 BROADWAY - THE FORMER EMBASSY THEATER
11.13.18

CARLTON

Carlton Architecture PC
240 Madison Avenue, New York, NY 10016



OBJECTIVES

- Open Historic Embassy Theater space again to the public.
- Respect the space :
 - retain, repair and restore original features such as doors, decorative walls, floors, ceilings, light fixtures.
- Celebrate Pelé and his role in world & U.S. Soccer.



PELÉ AND NEW YORK CITY

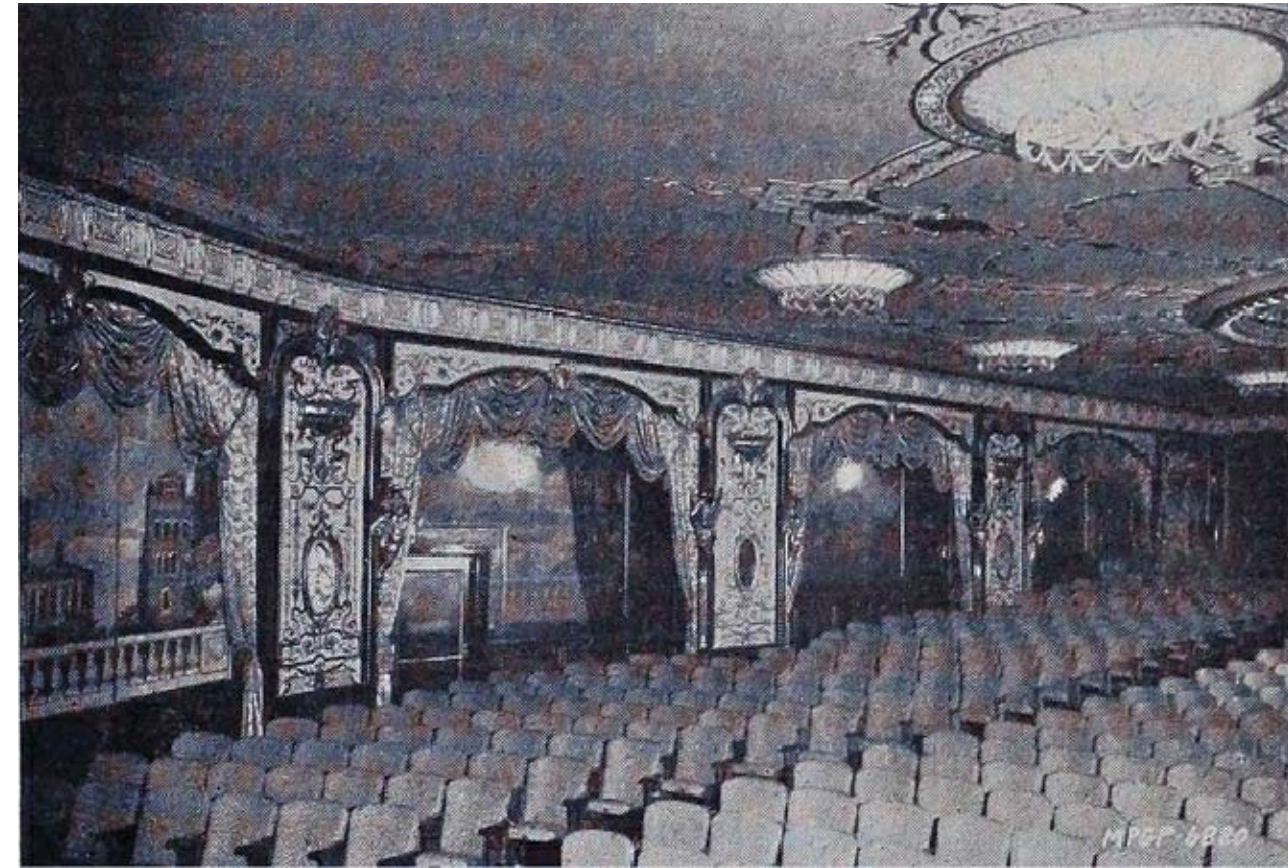
Pelé played for the New York Cosmos from 1975 to 1977 and was made the club's Honorary president in 2010.

"New York is a magical place, my second home, a city where dreams come true. The opportunity to open a business, at the crossroads of the world, Times Square, and share my love for The Beautiful Game in the greatest city in the world is something that excites and inspires me."

-J Pelé 2018

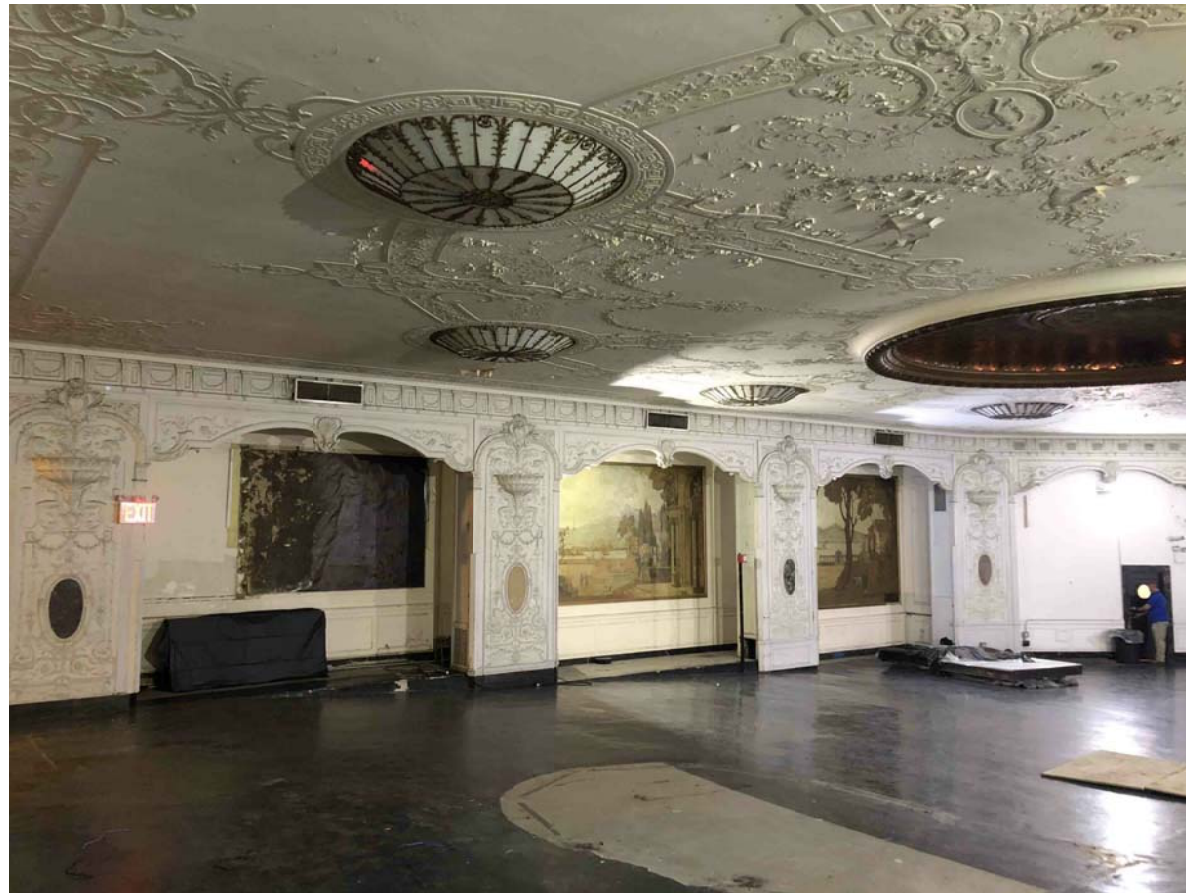


Embassy Theater, c1925
(www.cinematreasures.com)

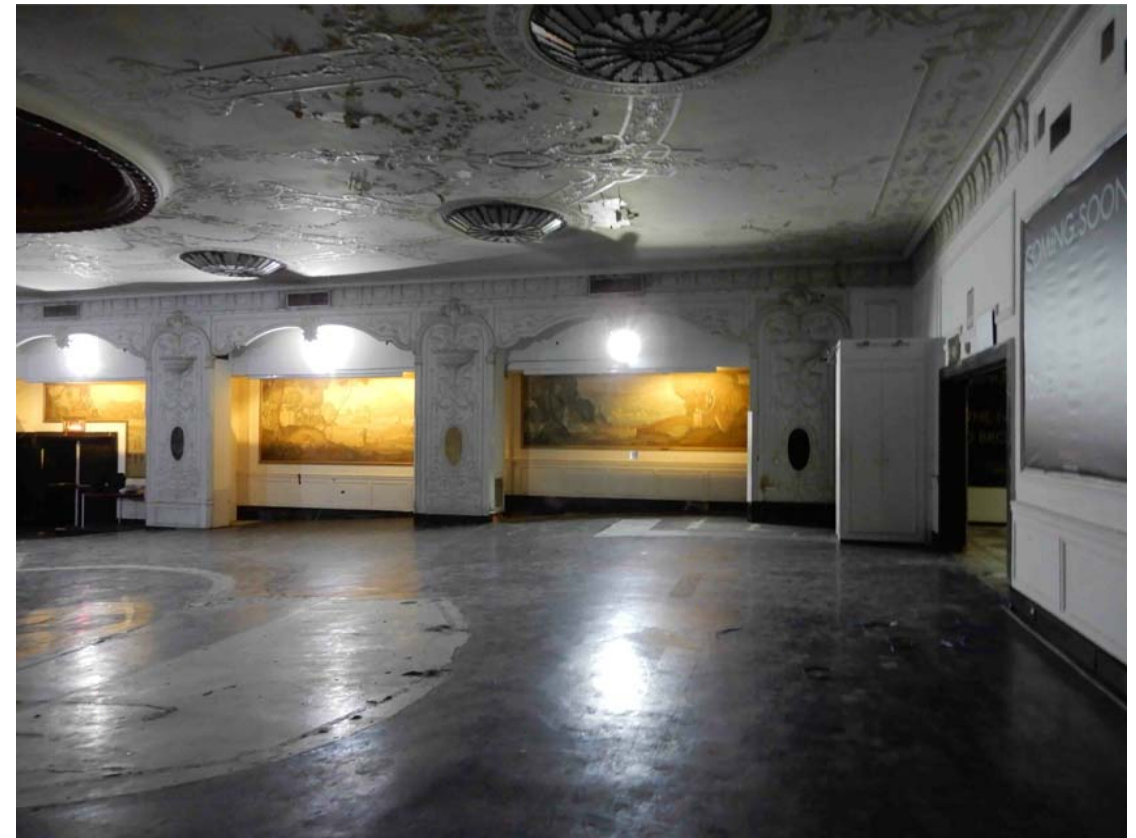


Embassy Theater, c1929
(www.cinematreasures.com)









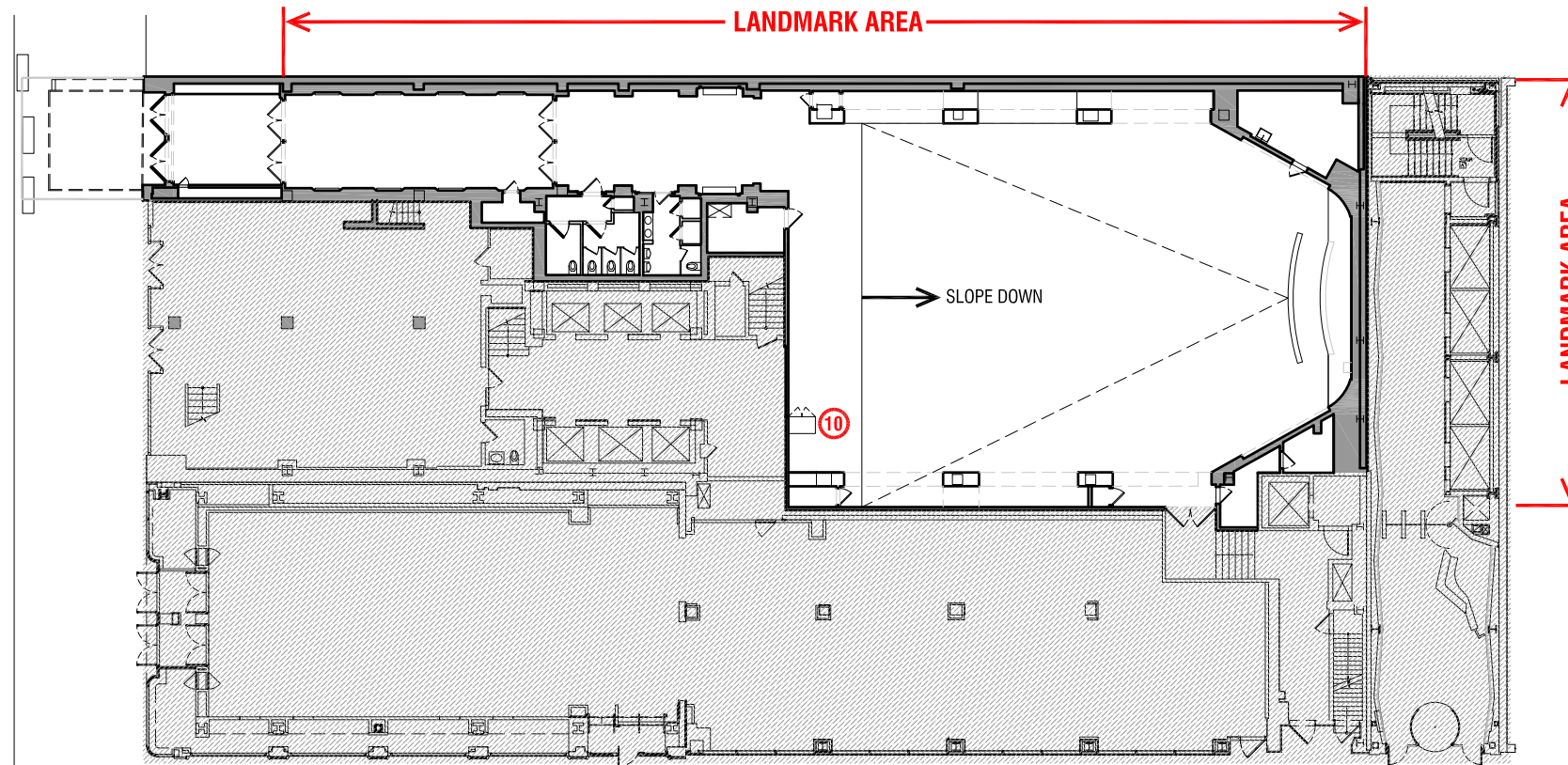
- CLEAN + RESTORE TWO NORTH MURALS
- CLEAN AND INSTALL FREESTANDING HISTORICAL SIGN IN FRONT OF DAMAGED MURALS
- PAINT ALL MURALS FRAMES GOLD
- REPLACE EXISTING MURAL LIGHTING WITH COVE LIGHTS



- RE-LAMP AND CLEAN HISTORICAL EXIT SIGNS WHERE POSSIBLE
- PAINT ALL FRAMES OF MURALS METALLIC GOLD
- REPAIR AND PAINT CEILING, RE-LAMP FIXTURES
- REPAIR AND PAINT DAMAGED DECORATIVE PLASTER AND WOOD
- REMOVE ADDITIONS SUCH AS UTILITY CLOSET ABOVE
- REPAIR DAMAGED VENTS AND CHASES

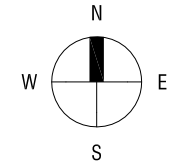


- REPAIR AND PAINT DAMAGED CEILING
- RE-LAMP LIGHTING FIXTURES
- RESTORE MISSING MARBLE AT RADIATORS
- RE-INSTALL DECORATIVE VENT COVERS
- CLEAN & RESTORE STAINED WOOD PANELING
- RESTORE BLACK AND WHITE MARBLE + TILE FLOOR

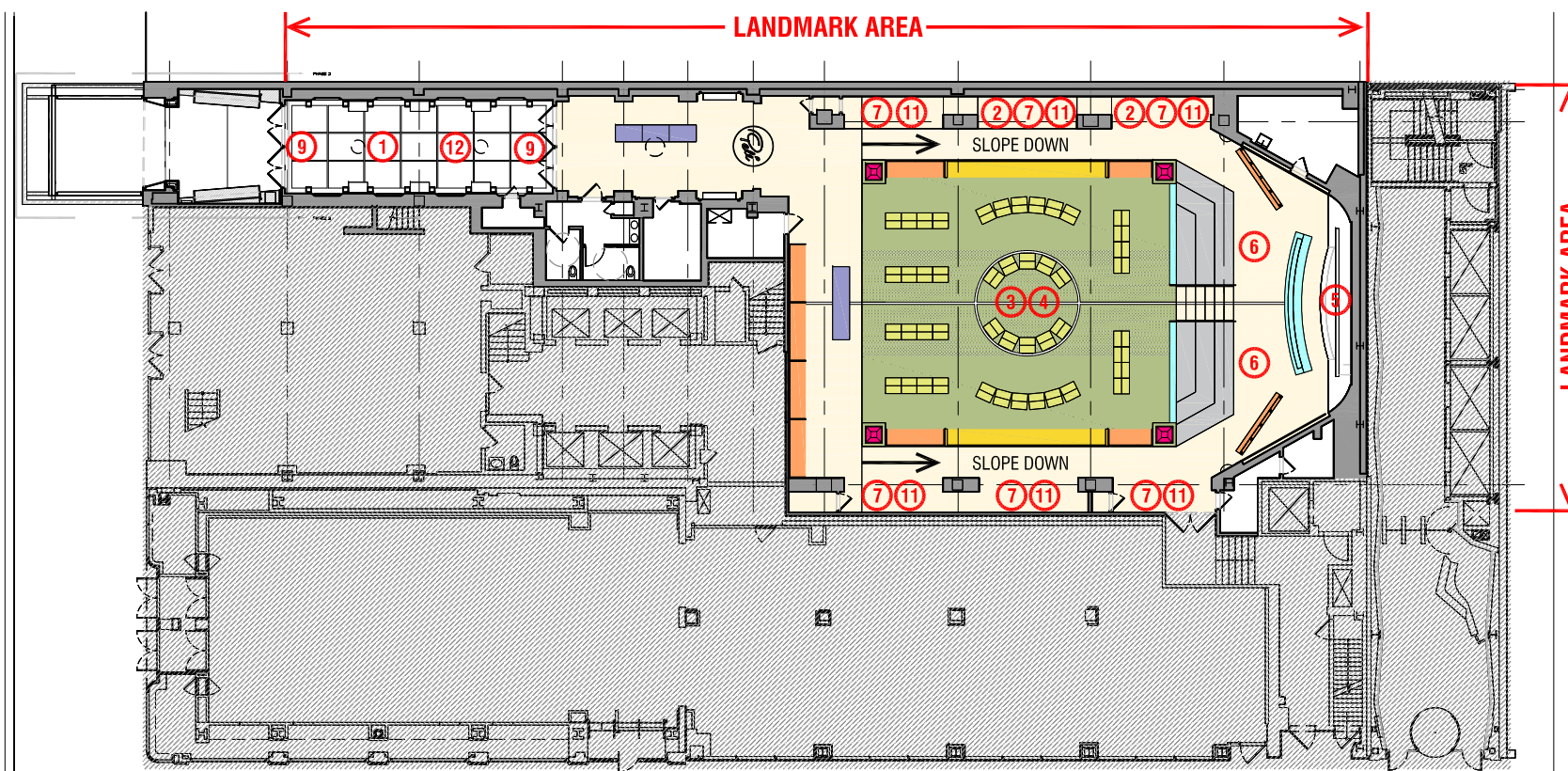


GENERAL NOTES

1. ALL EXISTING ARCHITECTURAL ELEMENTS TO REMAIN IN PLACE.
2. ALL EXISTING ARTWORK TO REMAIN IN PLACE.
3. EXISTING CEILING + WALLS TO BE RESTORED AND REPAIRED AS REQUIRED.
4. ALL FURNITURE, FIXTURES + EQUIPMENT TO BE FREESTANDING, REMOVABLE, AND REVERSIBLE.



① EXISTING PLAN



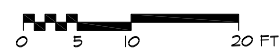
KEY NOTES

- ① RESTORE EXISTING DAMAGED FLOOR
- ② CLEAN + RESTORE MURAL
- ③ NEW RAISED FLOOR (SHOWN IN GREEN)
- ④ INSTALL NEW CONCEALED SPRINKLER HEADS @ EXISTING PLASTER CEILING. RESTORE DAMAGED AREA TO MATCH EXISTING.
- ⑤ NEW LED SCREEN SIZE TO MATCH EXISTING SCREEN
- ⑥ INSTALL NEW AUDITORIUM SEATING (FURNITURE)
- ⑦ PROVIDE NEW LIGHT FIXTURE IN SOFFIT TO ILLUMINATE MURALS
- ⑧ INSTALL NEW PLAQUE ON UNDECORATED SIDE OF COLUMN TO DESCRIBE HISTORY OF MURALS
- ⑨ RETAIN EXISTING DOORS
- ⑩ REMOVE NON-HISTORIC TEMPORARY FREESTANDING MILLWORK CABINET
- ⑪ PAINT FRAME OF MURAL METALLIC GOLD
- ⑫ RESTORE MISSING MARBLE BASE AND REINSTALL DECORATIVE VENT COVERS AT RADIATORS

LEGEND

- 128" TALL PYLON
- 120" TALL DISPLAY
- 102" TALL DISPLAY
- 56" TALL DISPLAY
- 42" TALL DISPLAY
- 36" TALL COUNTER
- 42" TALL STEPPED BLEACHERS

② PROPOSED PLAN





① EXISTING NORTH ELEVATION



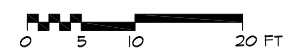
② PROPOSED NORTH ELEVATION

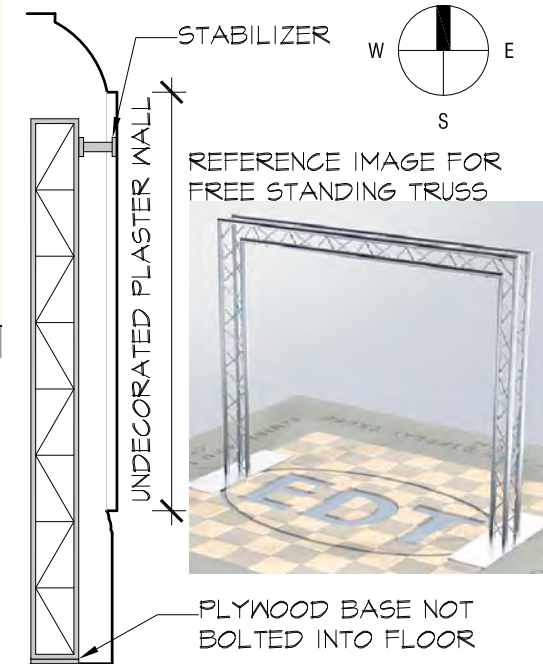
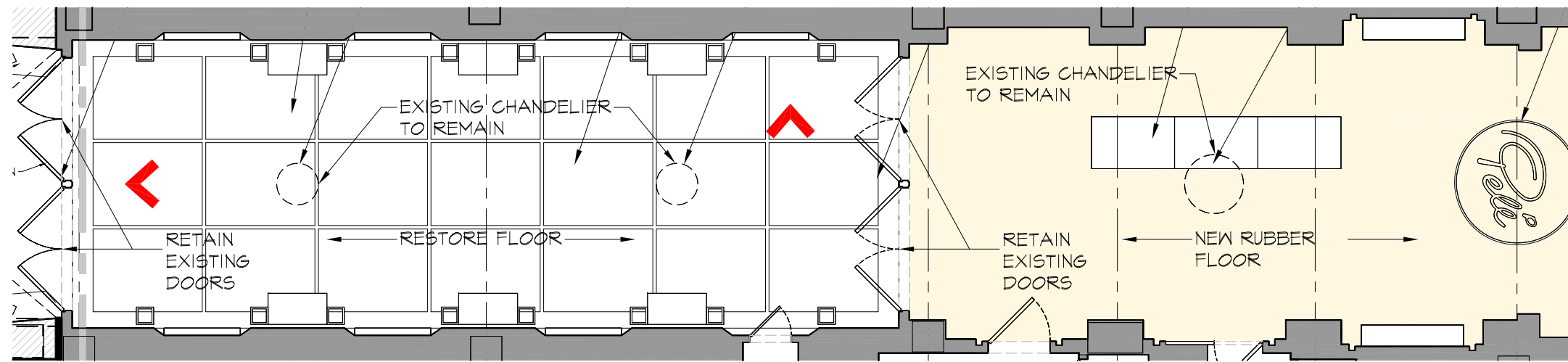


③ EXISTING SOUTH ELEVATION

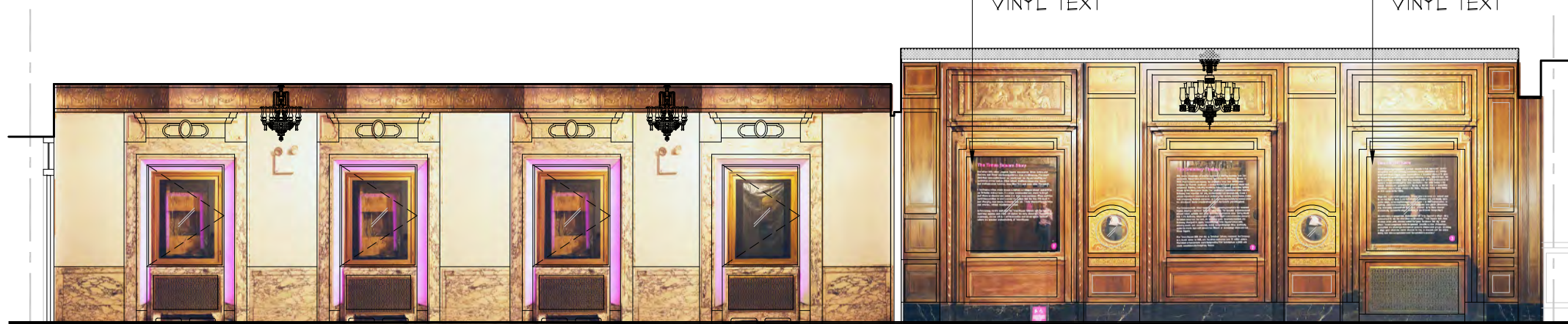


④ PROPOSED SOUTH ELEVATION





② MOUNTING DETAIL @ TRUSS SYSTEM



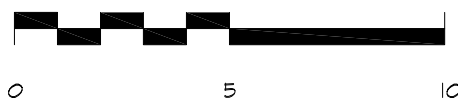
① EXISTING NORTH ELEVATION

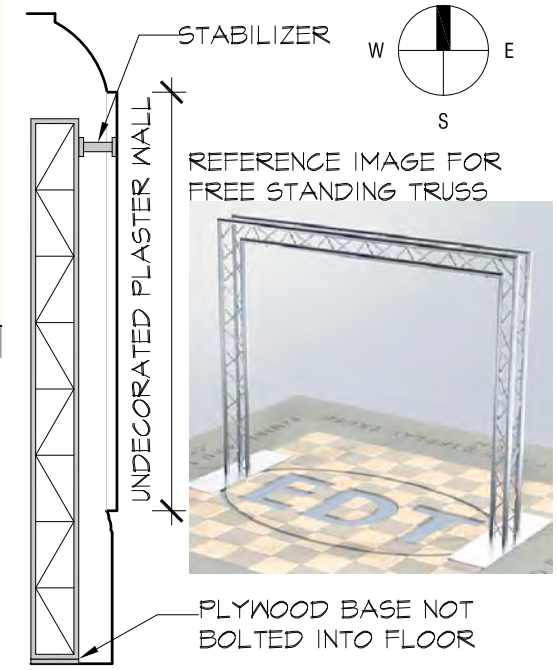
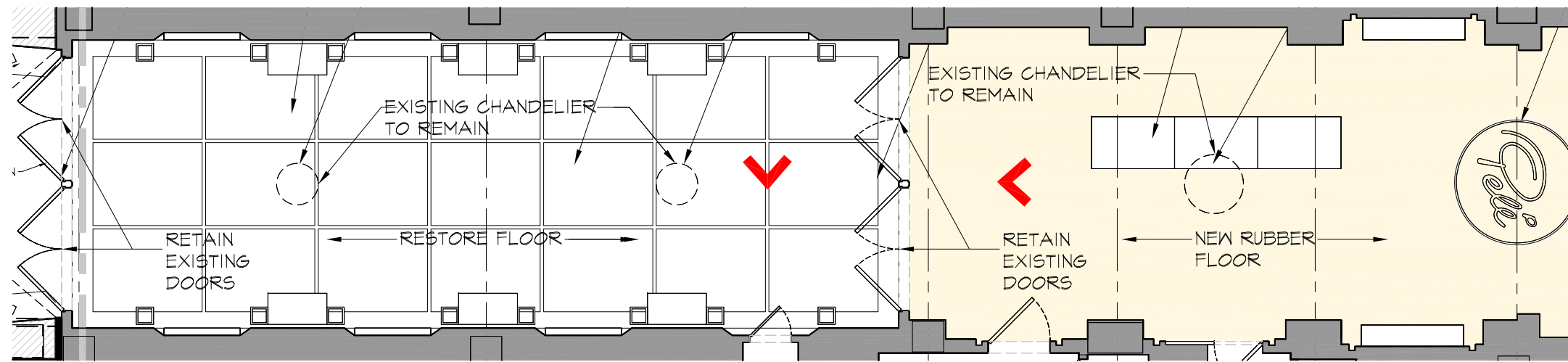


③ PROPOSED NORTH ELEVATION



④ WEST ELEVATION





② MOUNTING DETAIL @ TRUSS SYSTEM

REMOVE EXISTING VINYL TEXT



① EXISTING SOUTH ELEVATION

REPLACE EXISTING NEON PINK LIGHT BULB W/ NEUTRAL WARM WHITE LED BULB.

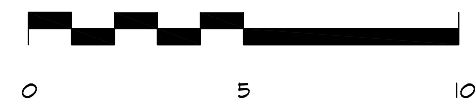
REMOVE EXISTING TEXT
APPLY NEW VINYL
IMAGE OVER MIRROR

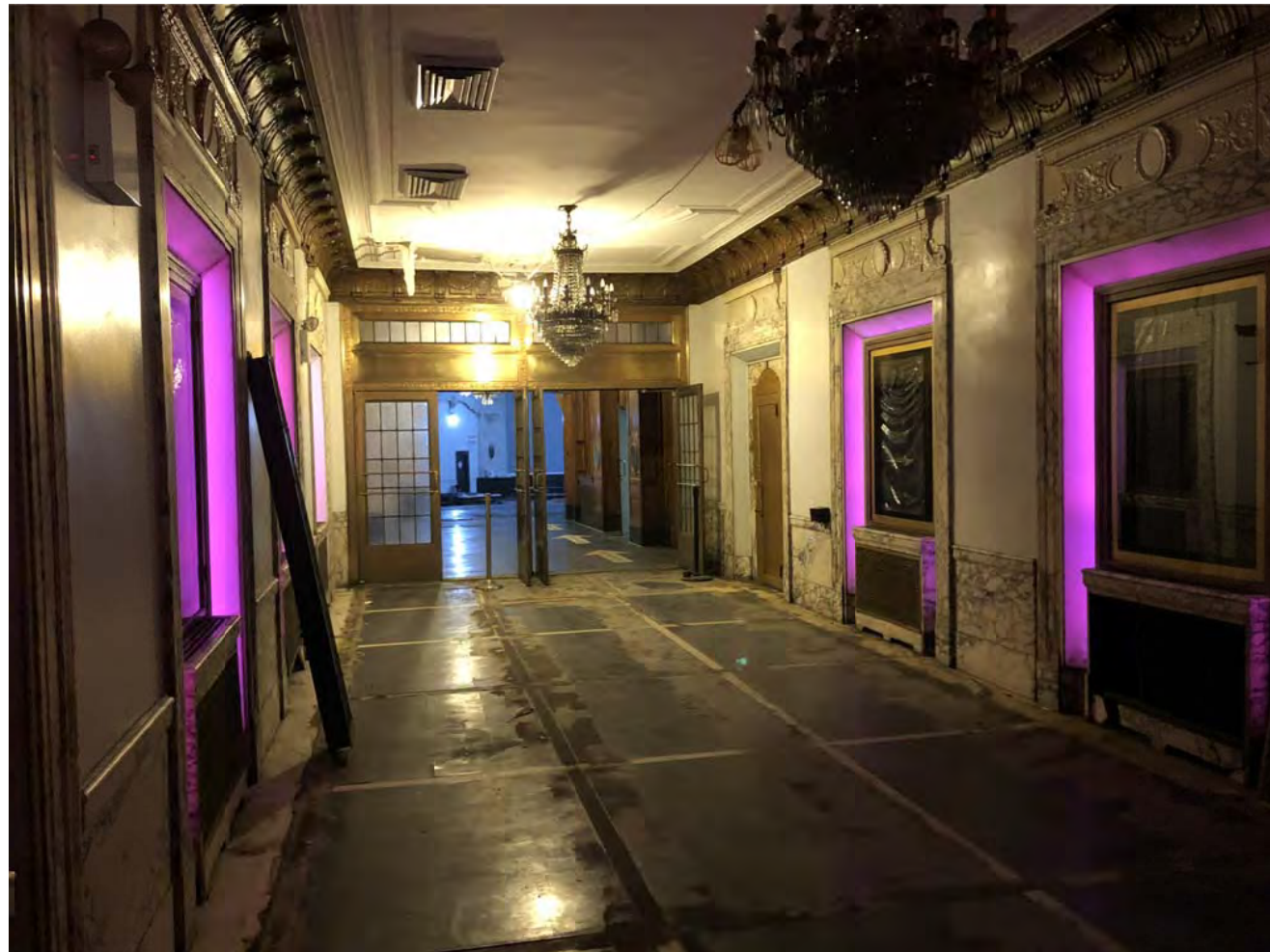


② PROPOSED SOUTH ELEVATION



③ WEST ELEVATION
RETAIN EXISTING DOORS

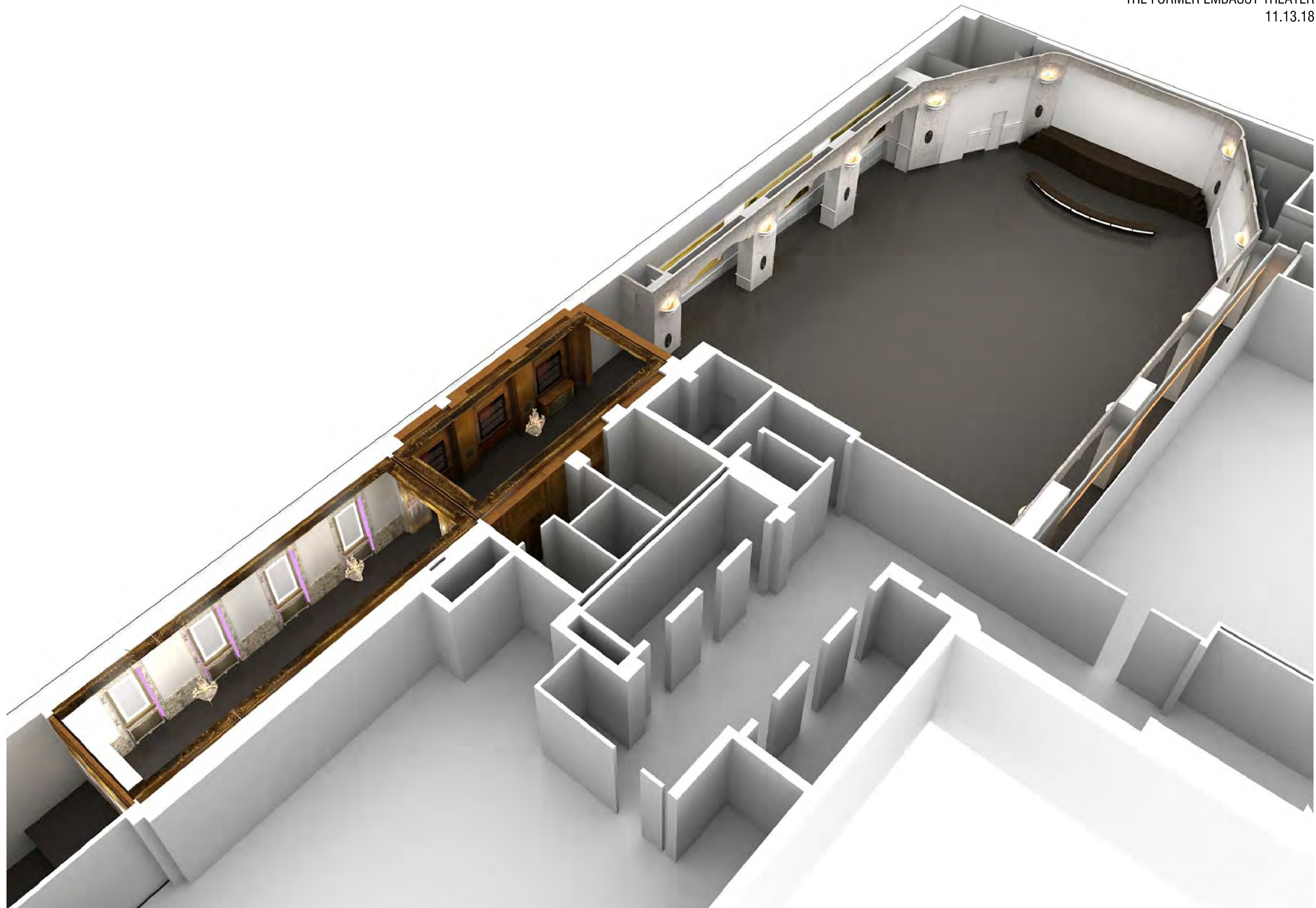


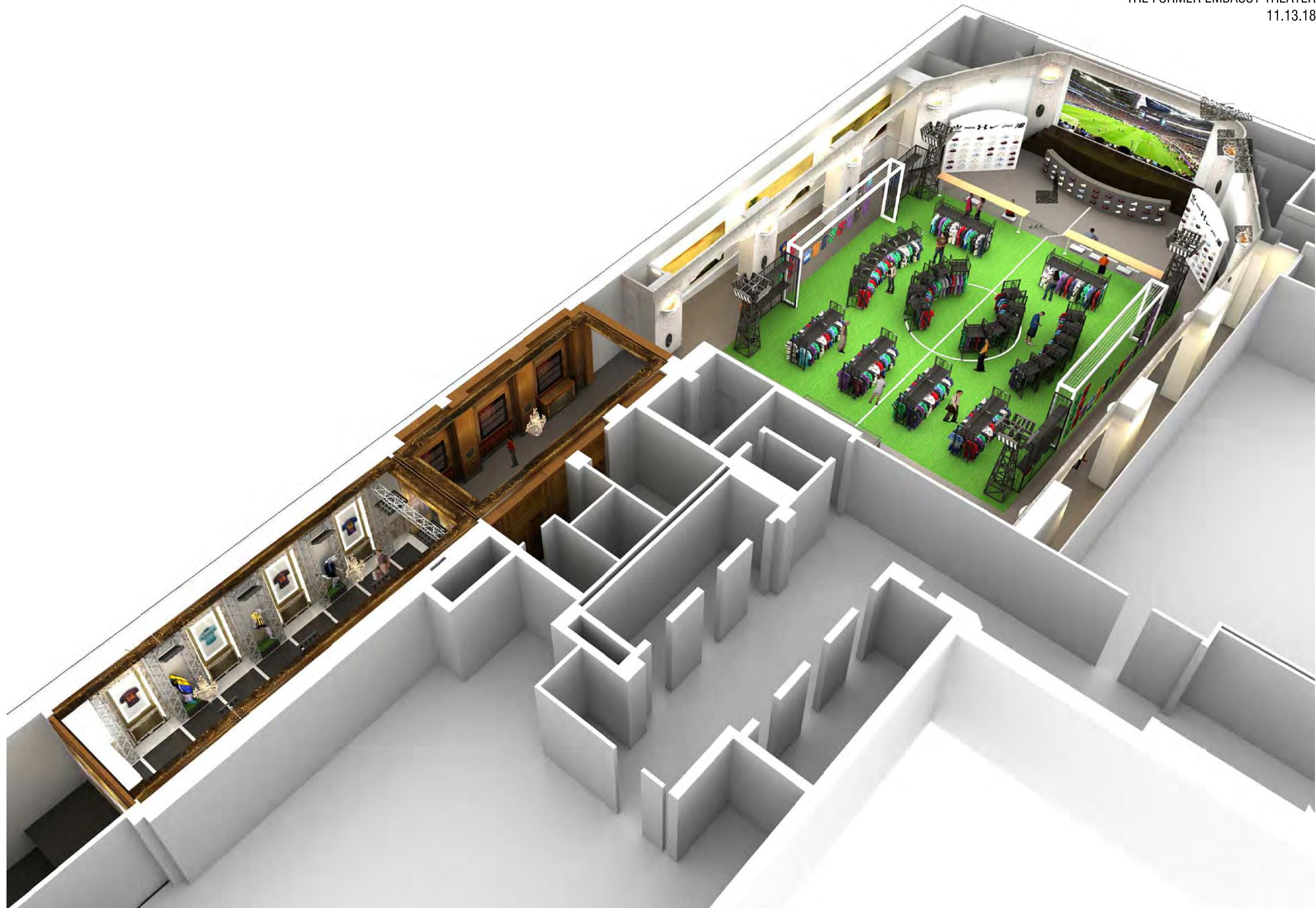


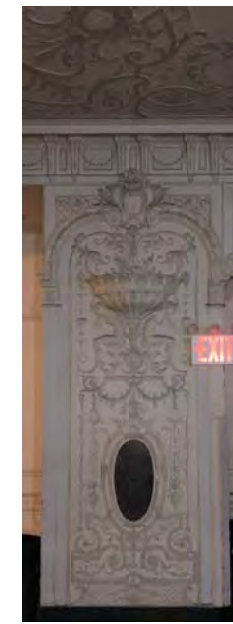
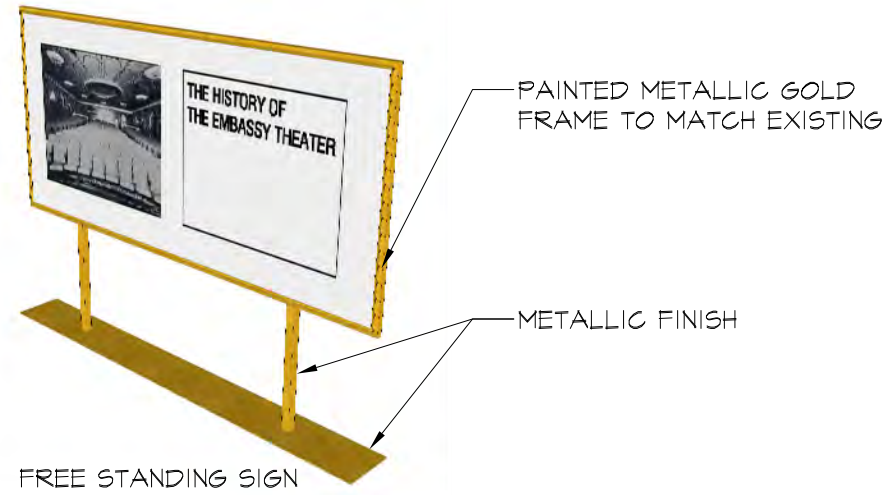
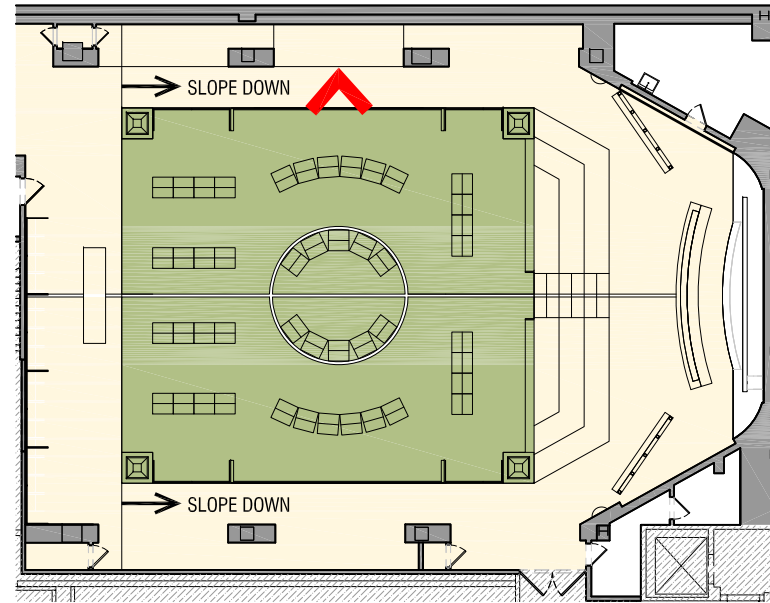
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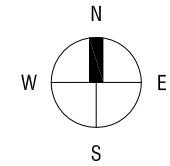
PROPOSED







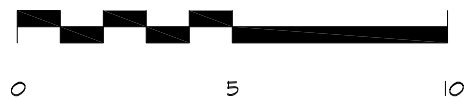
EXISTING EXIT SIGN

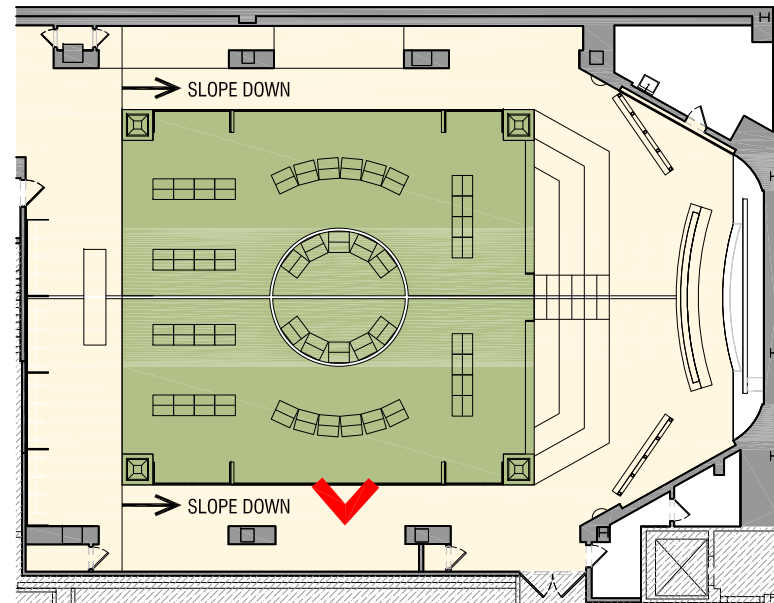


① EXISTING NORTH ELEVATION

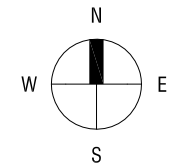


② PROPOSED NORTH ELEVATION





EXISTING EXIT SIGN



EXISTING EXIT SIGN TO REMAIN



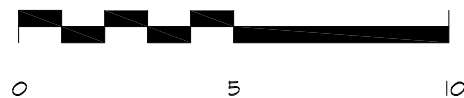
① EXISTING SOUTH ELEVATION

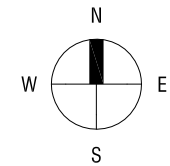
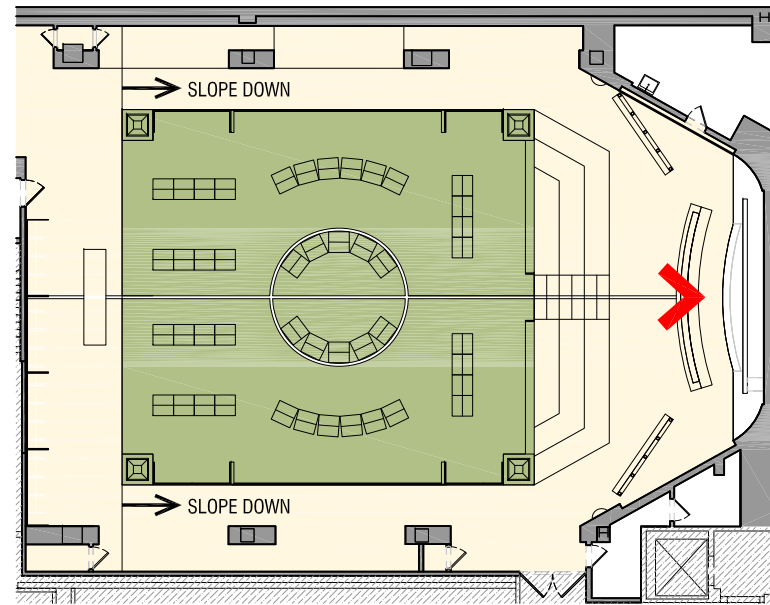
FREESTANDING FOOTWEAR
DISPLAY WALL

NEW CODE COMPLIANT EXIT SIGN



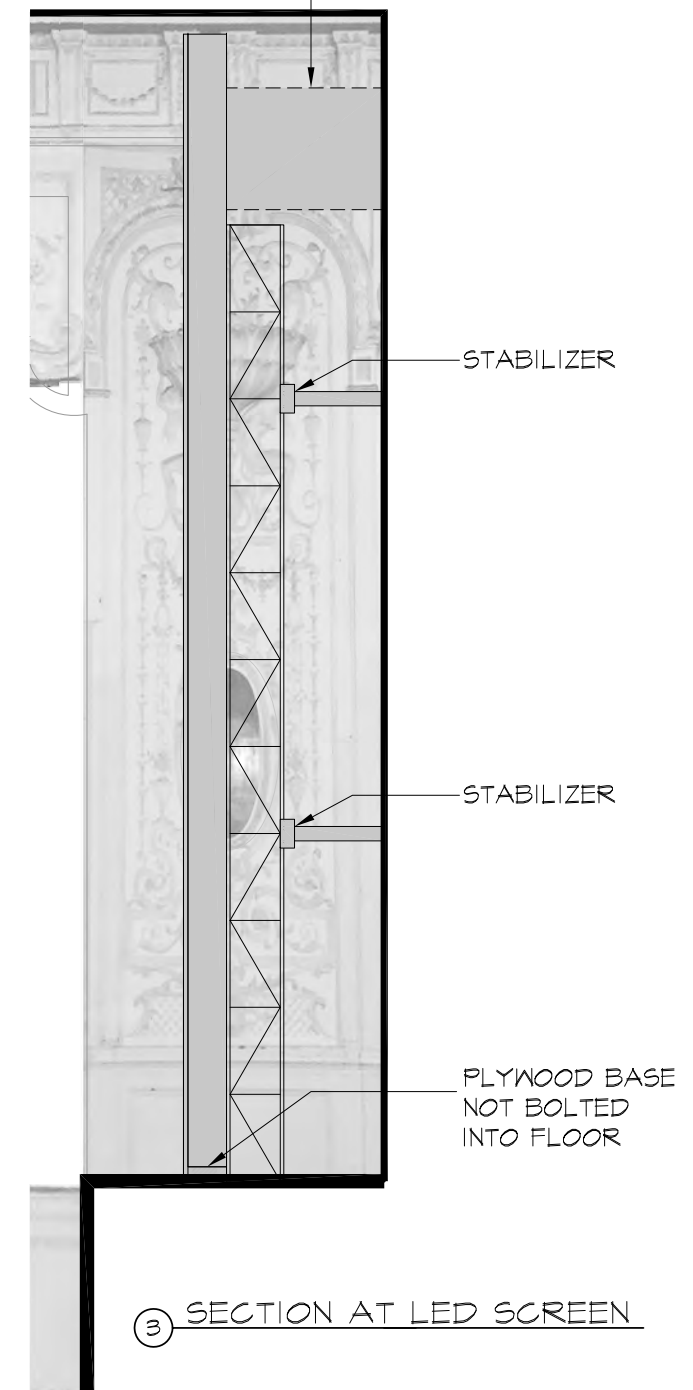
③ PROPOSED SOUTH ELEVATION



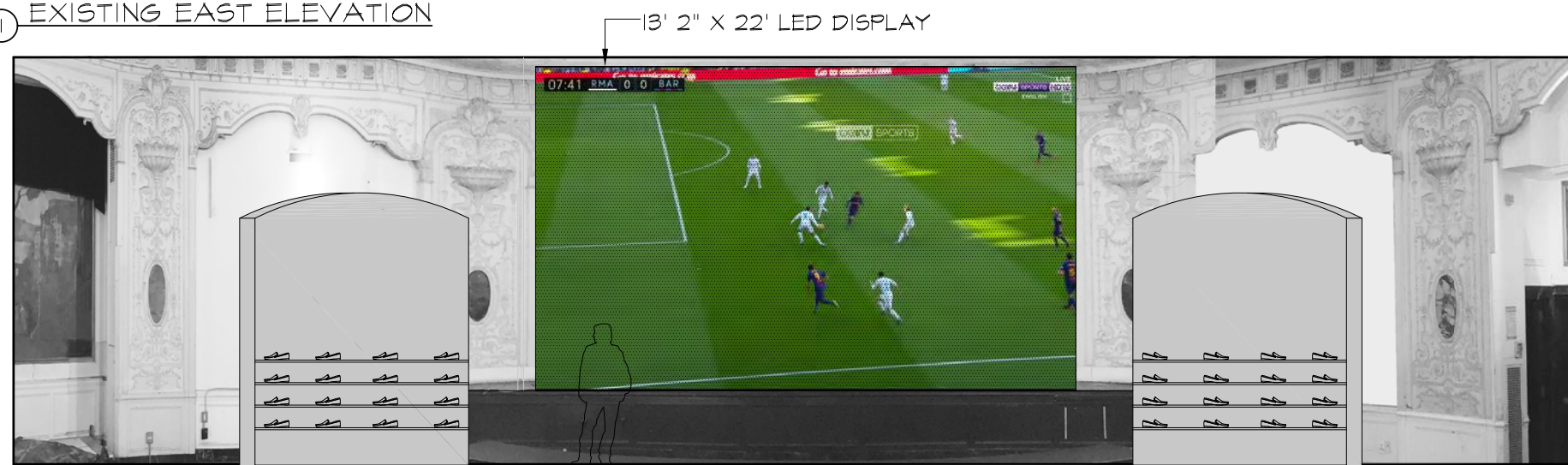


PLUMBING BOX BEYOND TO REMAIN

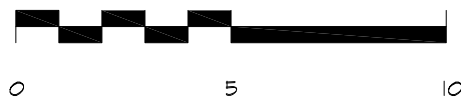
EXISTING PLUMBING PIPES BEYOND TO REMAIN



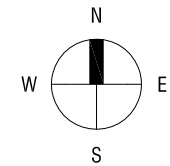
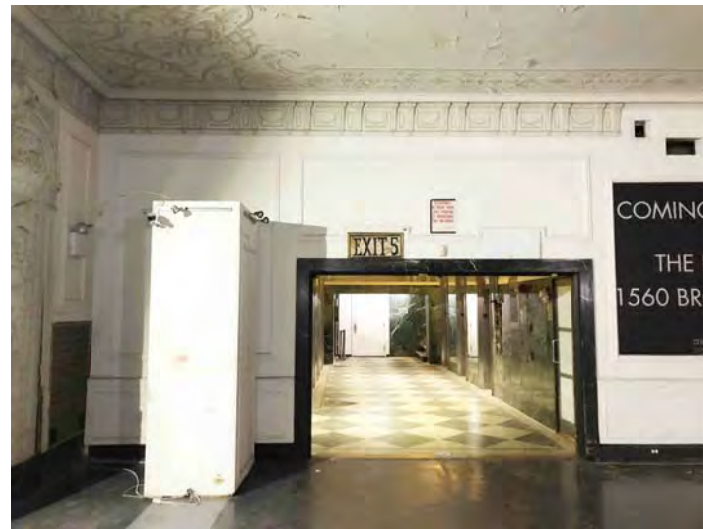
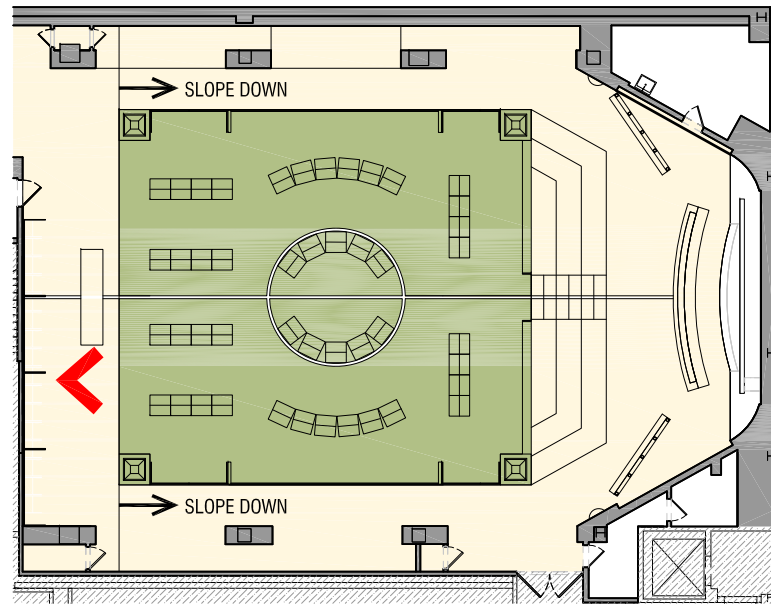
① EXISTING EAST ELEVATION



② PROPOSED EAST ELEVATION



③ SECTION AT LED SCREEN



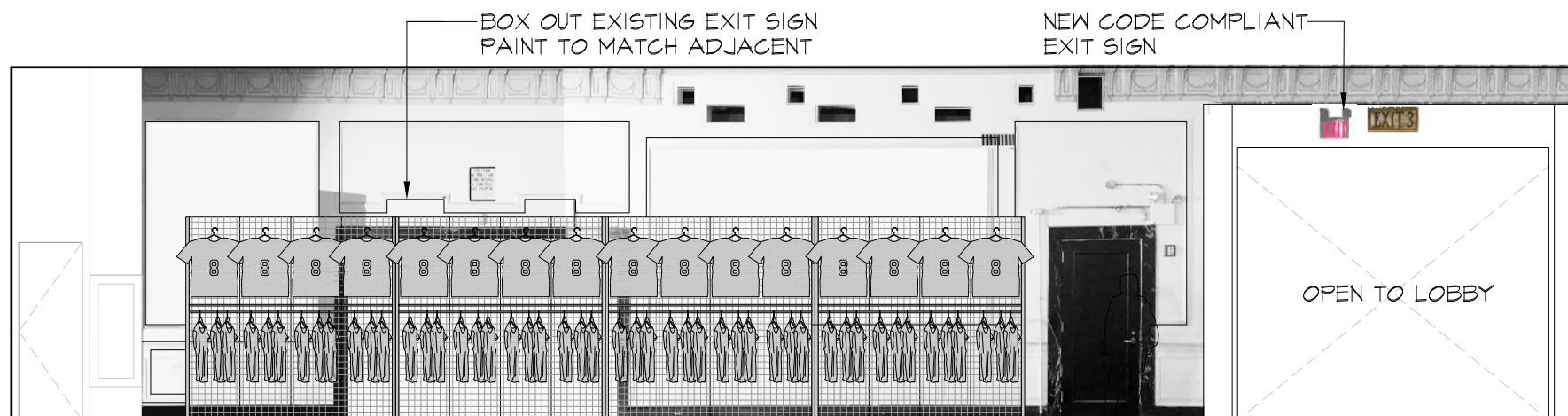
BOX OUT EXISTING EXIT SIGN
 PAINT TO MATCH

EXISTING BOXED OUT EXIT SIGN

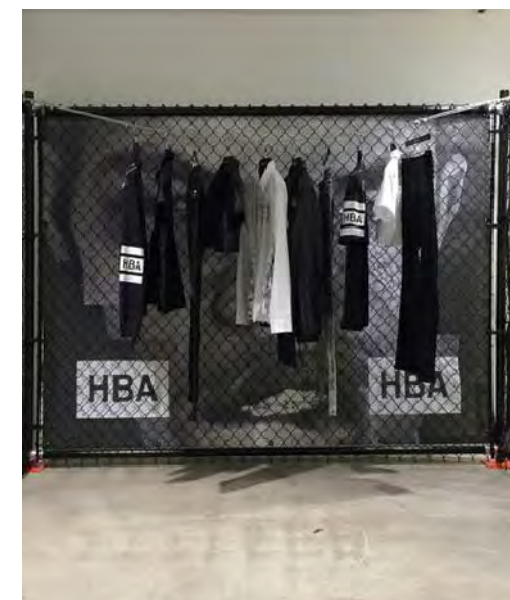
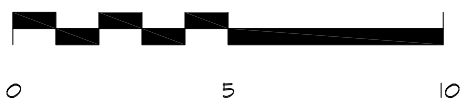
EXISTING PROJECTOR OPENINGS TO REMAIN



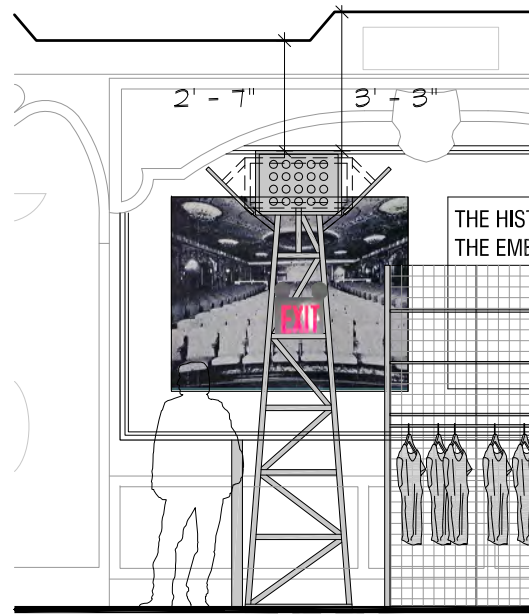
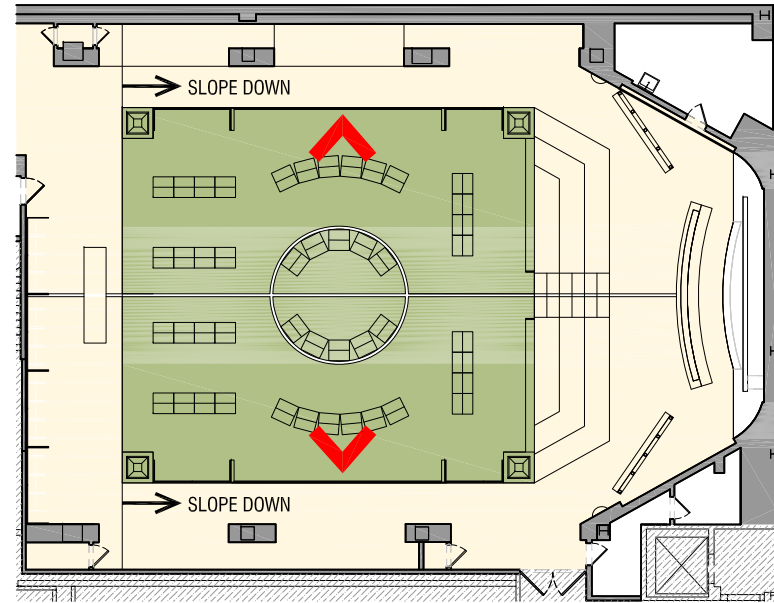
① EXISTING WEST ELEVATION



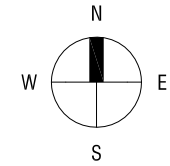
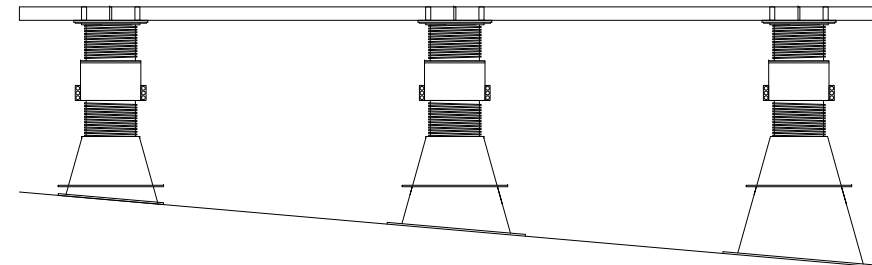
② PROPOSED WEST ELEVATION



REFERENCE IMAGE OF
 FREE STANDING CHAIN
 LINK FENCE DISPLAY

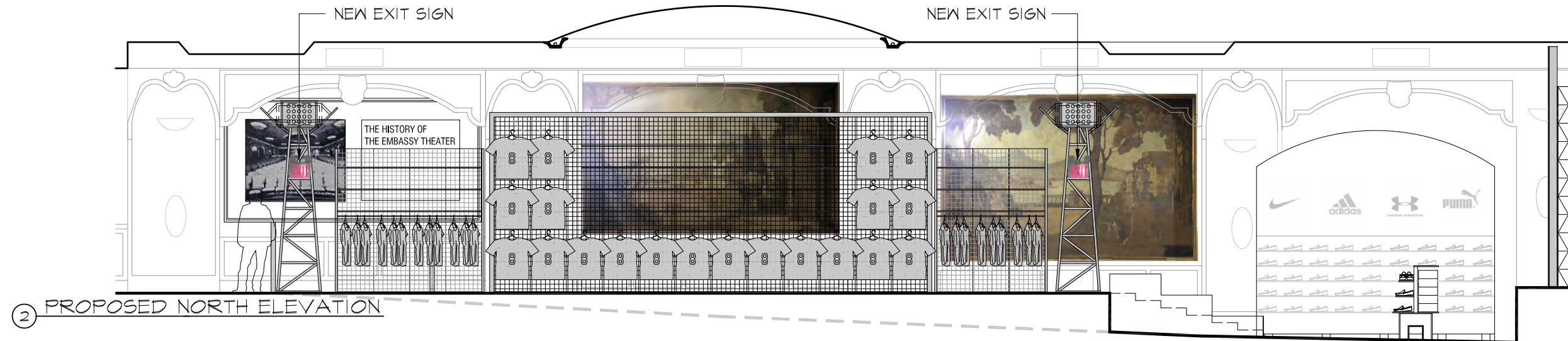


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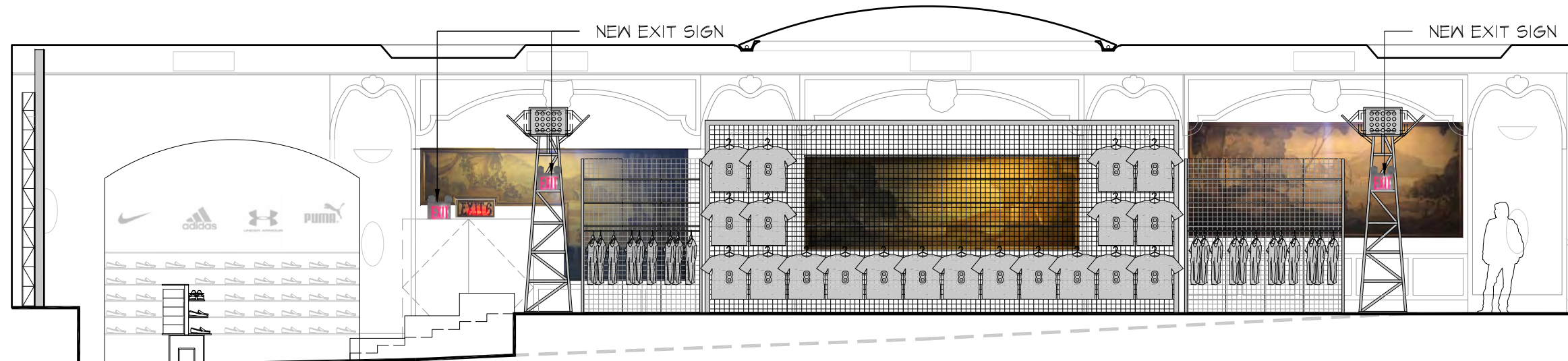


① PYLON CLEARANCE

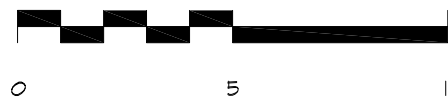
② RAISED FLOOR PEDESTAL DETAIL

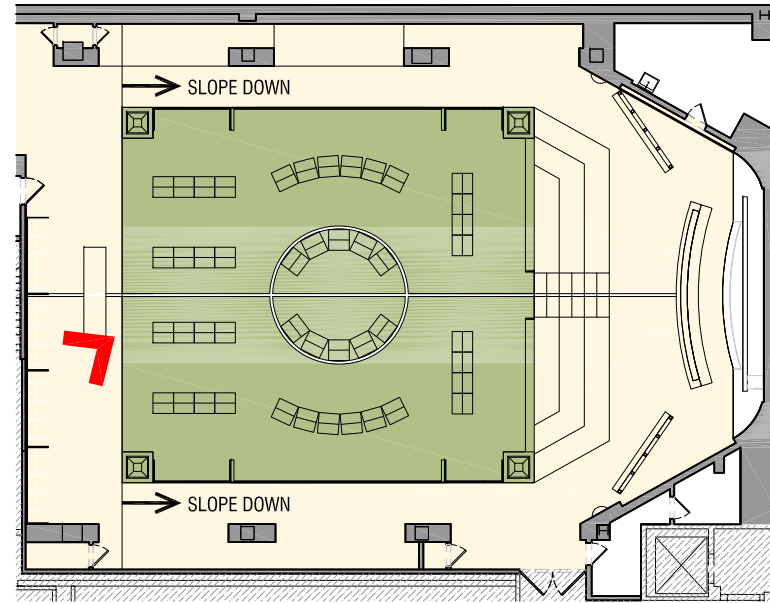


② PROPOSED NORTH ELEVATION



② PROPOSED SOUTH ELEVATION

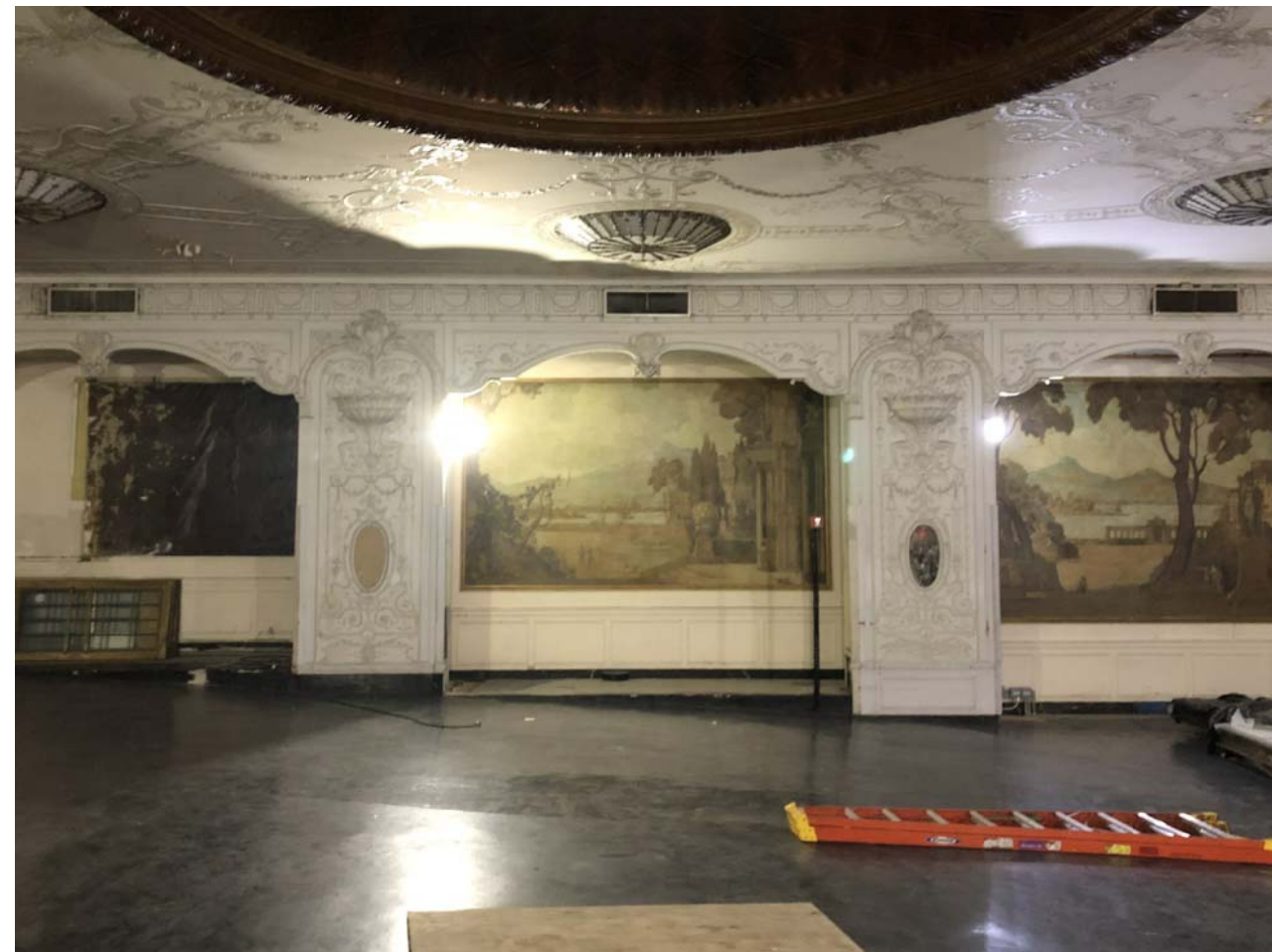
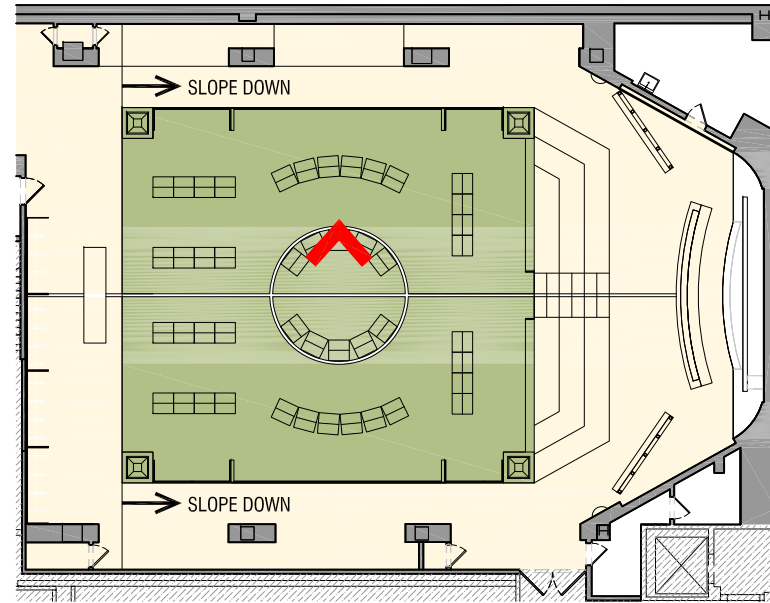




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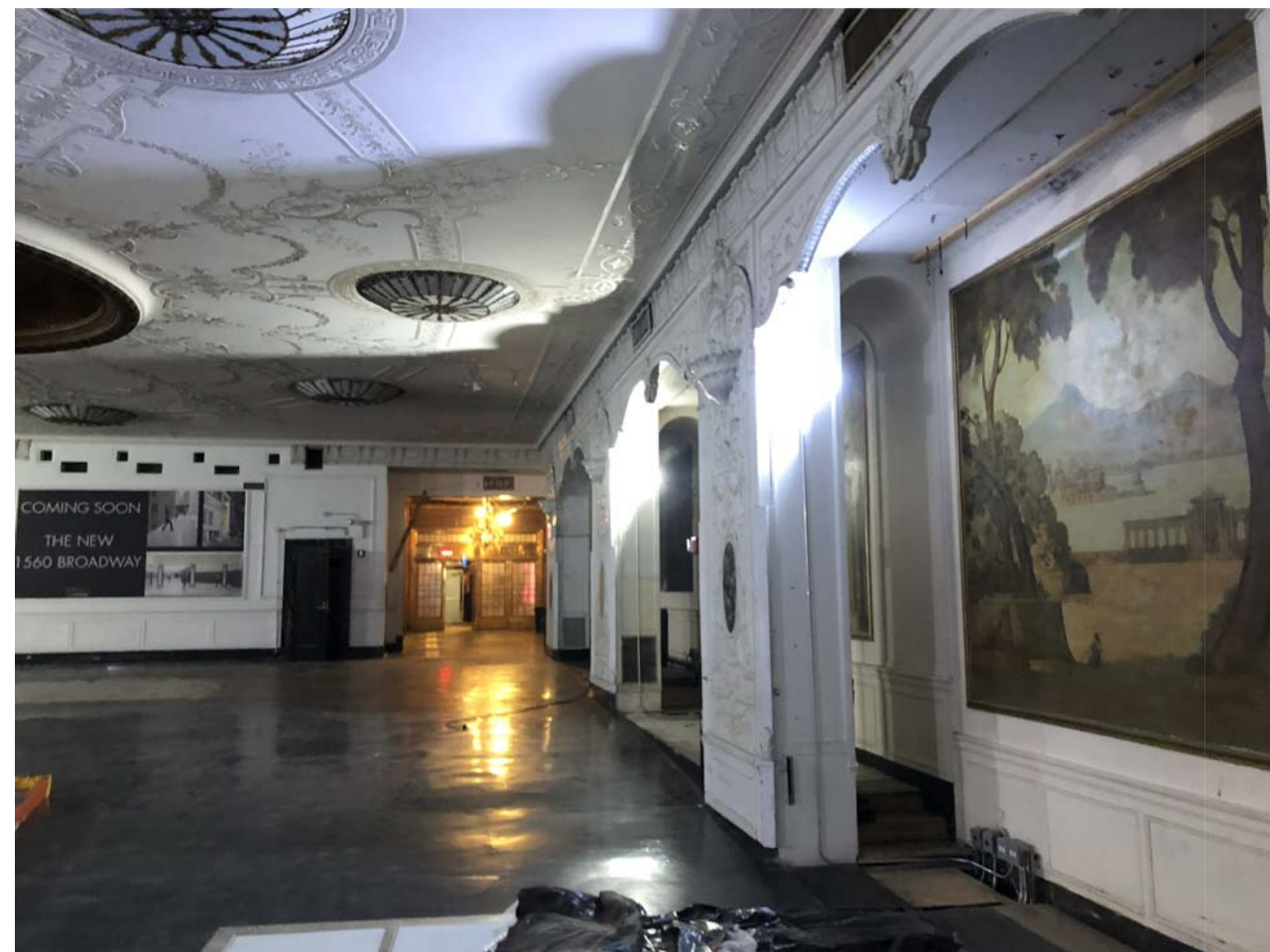
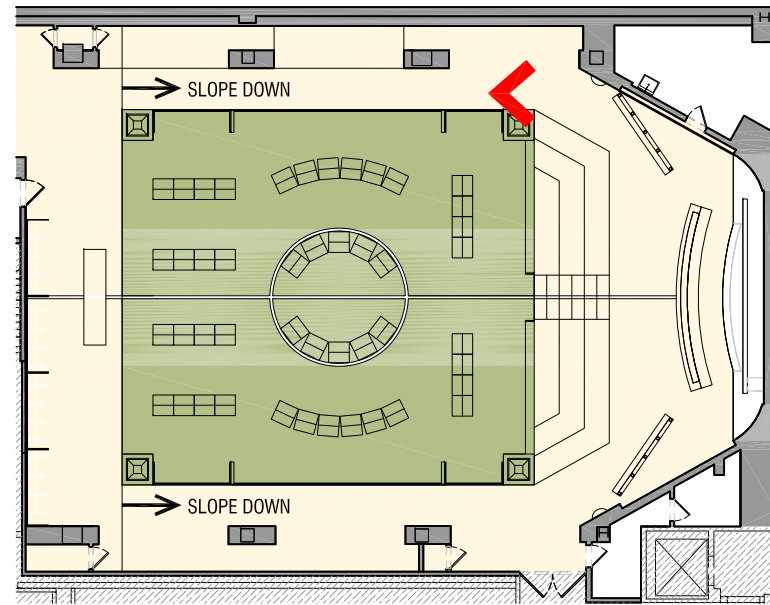
PROPOSED



EXISTING



PROPOSED



EXISTING



PROPOSED