

Apollo Theater Renovation, Restoration and Expansion Fact Sheet

Project Overview

A designated national, state, and city landmark, the Apollo Theater has been engaged since 2001 in an extensive restoration, renovation, and internal expansion of the Theater, which is slated for completion in December 2010. The restoration of the 1913 landmark building has involved both meticulous restoration work and reinterpretation of original details.

The Apollo will expand to create more than 4,000 square feet of “reclaimed” interior space, by relocating its administrative offices off site. Public space for community engagement activities will more than double; performers will benefit from the installation of state-of-the-art theatrical technology as well as improved backstage amenities; and audiences will enjoy enhanced, modified, and refurbished public areas. The new and improved lobby area will also more than double in size and include a café with catering facilities, an expanded Apollo store, a gallery area for displaying Apollo memorabilia, and space for special events. To honor Apollo legends, the Apollo will also install a “Walk of Fame” on the sidewalk in front of the building.

In order to accommodate the extensive interior expansion and renovation, The Apollo Theater will close for approximately nine months beginning in January 2010.

The restoration team has set a goal of achieving LEED® certification for the Theater, which is highly unusual for a historic landmark building.

Completion Date

December 2010

Project Cost

The Apollo has launched a \$96 million capital campaign to restore, expand, and sustain the legendary Apollo Theater. The campaign includes:

- \$84 million in project costs
- \$12 million in endowment

Architects

Beyer Blinder Belle Architects & Planners, LLP

To Be Completed By 2010

The final phase of the renovation program will focus on enhancing the audience experience through redesigning all public spaces for greater accessibility and comfort, as well as making necessary upgrades to Theater infrastructure. Details include:

- Restoration of the main lobby, featuring marble wainscot, pilasters, coffered ceiling, and pendant light fixtures;
- New open staircase running from the lobby to the 4th floor of the building, which will greatly improve visitor circulation;
- Creation of new lobbies at the lower and upper mezzanine levels of the Theater;
- New sidewalk on 125th Street incorporating a “walk of fame” for Apollo inductees;

- Creation of an exhibition space for the Apollo Theater Archive;
- Restoration of architectural details and finishes in the Theater interior, improvement of projection and support facility spaces;
- Enhanced bar areas, catering preparation space, and addition of a café off the Main Lobby;
- An expanded Apollo store, a gallery area for Apollo memorabilia, and space for special events;
- Comprehensive ADA accessibility enhancements to upper levels of the Theater;
- Repair and waterproofing of building exterior walls and roof replacement;
- Creation of events spaces for performance, education, and community outreach programs;
- Upgraded and expanded restroom facilities;
- Upgraded stage rigging systems;
- Upgraded electrical infrastructure and plumbing, as well as new HVAC equipment and distribution systems; and
- Life-safety upgrades for areas not previously addressed.

Completed To Date

The work completed to date focused on the restoration of the 125th-Street façade as well as critical improvements to the Theater such as:

- Installation of a new hallmark marquee and projecting blade sign;
- Restoration and replication of the original ornamental limestone and terracotta façade;
- Creation of a new storefront, entrance doors, and box office facilities;
- Installation of 1,500 new custom-designed 1940's-style seats in the Theater;
- A rebuilding of the Main Stage;
- Renovation of the greenroom, addition of dressing rooms, and support spaces below the stage level;
- Upgrades and repairs of house theatrical audio and lighting systems and code-compliant fire alarm systems; and
- ADA accessibility to Orchestra level of the Theater.

For more information, please contact:

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