

Future Goals

In the summer 2011, the IPRO team will be able to use and build upon the valuable research performed by the spring 2011 IPRO team. The summer 2011 IPRO team will continue to work with the Save the Ramova organization to:

- Build upon the initial program decided by the Spring 2011 IPRO team and provide preliminary design proposals by the end of the Summer 2011 semester
- Expand on the marketing research performed by the spring 2011 team by interviewing local businesses in an effort to spur development along the Halsted corridor
- Develop the initial knowledge of sustainability gained by the spring 2011 team to incorporate sustainable business and environmental ideals into the renovation of the Ramova Theater.

The work compiled by the spring 2011 team will also put the summer 2011 team in a good position to:

- Configure cost estimates of the Ramova renovation
- Create a detailed business plan and promotional video
- Meet with potential investors
- Host a fundraising event
- Expand on the website

Synthesis

IPRO 364 created an initial program for the Ramova Theater based on the knowledge gained from case studies, contextual studies, and surveys. The summer 2011 IPRO 364 team will build from this program to create preliminary design proposals.



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- Bridgeport Residents

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IPRO 364 RAMOVATION



Inspiring Bridgeport

The Purpose

The purpose of IPRO 364-Ramovation is to work with IIT community partner, the Save the Ramova organization to:

1. Provide a feasibility study and design proposals for the renovation of the Ramova Theater and it's projected impact in spurring development within the Halsted corridor in the Bridgeport neighborhood of Chicago.
2. Use the work from IPRO 364 Spring ,Summer, and Fall 2011 and related projects in the future to help procure financial and community support for the renovation of the Ramova.

Background

Located on 35th and Halsted in the Bridgeport neighborhood, the Ramova Theater was once an exciting excuse for a night out when it first opened in 1929. The Ramova cinema, once seating 1500 people and showing first run films, is larger than its sister, the Music Box Theater in Lake View. The highlight of the Ramova was when Charlie Chaplin premiered in the controversial film "The Great Dictator," which the loop palaces in the downtown theater district refused to show. However the shift in the demographics in the 50's forced the Ramova into showing 2nd-run films, and slowly declined until closing in the mid-1980's.

SPRING 2011

Research Methods:

Case Studies

Wrote a case study report on movie theaters or music venues that have gone through a major renovation, change in management, or change in programming to create awareness of the potential and possibilities of the Ramova Theater.

Contextual Studies

Executed a comparative neighborhood analysis between Bridgeport, Armour Square, Logan Square, and Lincoln Square. Save the Ramova organization visualizes Bridgeport to resemble these neighborhoods in the future.

Surveys

Created a survey for the residents in Bridgeport and a survey for college students in the Chicago area to obtain invaluable information about the demographics, wants, and needs of the community surrounding the Ramova Theater

Analysis: What We Found From Our Research

Case Studies

- A large portion of theater facility maintenance is the contribution to keep technology up to date.
- A theater's ability to gather a large percentage of community support is one of its greatest attributes.

Contextual Studies

- Lincoln Square- pop. density of 30,458; a median household income of \$37,158; median age of 34.1
- Logan Square- pop. density of 35,896; a median household income of \$33,313; median age of 27.8.
- Armor Square- pop. density of 15,515; a median household income of \$23,056; median age of 37.8.

Surveys

- The Bridgeport community would support the following Ramova amenities: film screenings, stand up comedy, and musical concerts.
- They would also support the following activities: art show, casual dining, and coffee shop