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Image 1. Historic Photograph, 1937: This photograph, taken on the opening day of the Grand Theatre, depicts the theatre's original Art Deco facade design.

Notable features of the original design for potential restoration include:

- Stylized signage lettering of "GRAND" which is of a unique and interesting character.
- Intricate Vitrolite glass veneer tiles which add colored (although the exact color is unknown) and detailed elements to a largely flat facade.
- A marquee of size that is no larger than necessary, leaving space for further Vitrolite embellishment and vertical continuity and emphasis.
- Attractive neon lighting elements exemplifying the building type and usage.
- Two shopfronts at either side of the entrances, bringing further pedestrian activity near the theatre.
- A centrally located exterior ticket booth which helps to define the entrance, reinforce the strong sense of symmetry of the facade, and create an active street front by bringing the act of purchasing tickets within view of passersby.



Image 2. Historic Photograph, c. 1940: The Grand Theatre was subjected to modification just a few years after its opening.

- The font of the main "GRAND" signage has been changed, perhaps to make it more legible, although this caused it to lose some of its character.
- The color (which cannot be determined from this photograph alone) of the signage and marquee appears to have been drastically altered.

created by:
NELMS
Nebraska Lied
Main Street
•
University of
Nebraska
College of
Architecture

Design assistance for:
Grand Theatre
316 West 3rd Street
Grand Island, NE 68801

Produced under the direction of:
Nebraska Lied Main Street
P.O. Box 83107
Lincoln, 68501-3107
Phone: 402.323.7337 Fax: 402.323.7349

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Image 3. Historic Photograph, 1977: Signage and marquee alterations can again be observed when compared to Image 2, as well as changes to the lower-facade.

- The extension of the marquee across the entire length of the facade allowed for increased signage, but at the cost of diminishing the visual verticality of the facade and removing some of the Vitrolite tiles.
- The symmetry of the facade has been compromised with the removal of the ticket booth and its replacement with an asymmetrical entrance layout. The doors are shifted shifted to the west (left in Image 3) side in order to install a display case for movie posters on the east (right) side.
- The coloration of the main signage and marquee again appears to have changed dramatically.

(Note: As the only historical colored photograph, Image 3, is largely the source for the color schemes provided in the proposals seen in Images 9, 10, 11, 12 and 13.)



Image 4. Historic Photograph, 1991: This photograph depicts even greater changes to the Grand Theatre's upper-facade.

- Bland stucco paneling has replaced the Vitrolite glass tiles, such that the facade has lost nearly all of its Art Deco color and detail. This alteration most likely occurred because the Vitrolite tiles had fallen into a state of disrepair, reportedly even falling off the facade and dropping to the sidewalk.

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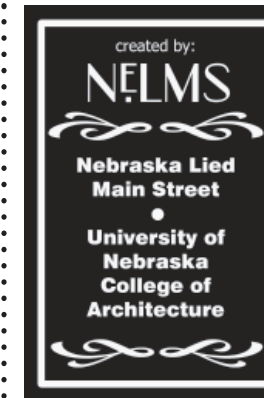


Image 5. Existing Condition: The existing condition of the Grand Theatre shows a further loss of character and charm when compared to Image 4 from sixteen years earlier.

- Monochromatic stucco (perhaps a repainting of the vertically patterned stucco seen in Image 4) now covers the entire facade, including the two shop fronts.
- An ordinary sans serif font is used for the main signage, which is less interesting than the previous two styles.
- The signage and marquee have yet again changed colors, this time to a less interesting color scheme.
- Two-dimensional lettering has replaced the three-dimensional plastic letters once used for the marquee signage.
- Downlights beneath the marquee have replaced the more attractive and eye-catching neon lighting elements that have been removed from both the signage and marquee.



Image 6. Existing Streetscape: This depiction shows the current context of the Grand Theatre.



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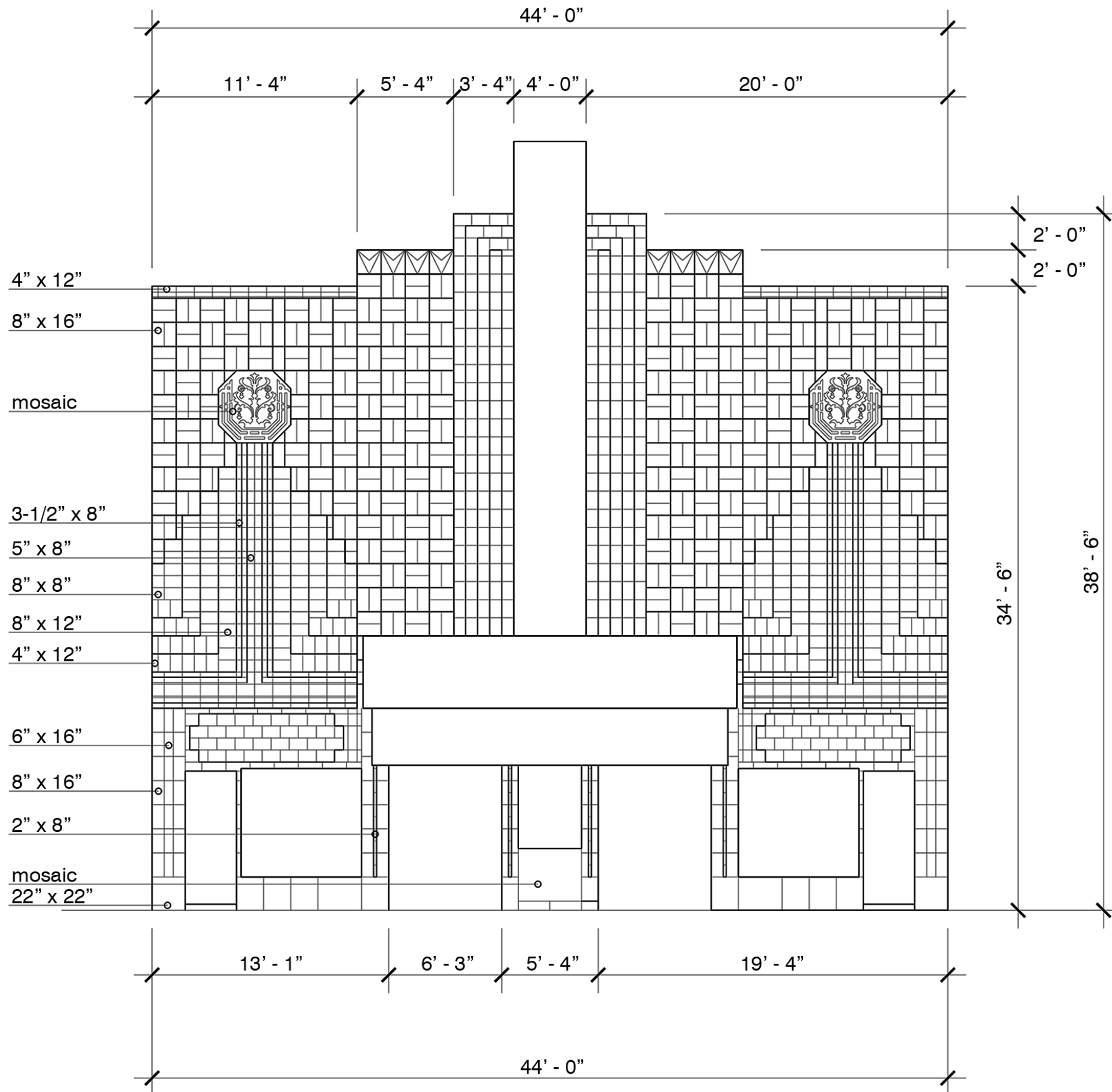


Image 7. Vitrolite Tile Layout, 1937: This drawing of the facade of the Grand Theatre shows the dimensions and organization of the original Vitrolite tiles, derived from examination of a variety of photographs, including Images 1, 2 and 3. This is the layout of the tiles depicted in Images 11, 12 and 13 as well as the "upper facades" of Images 14 and 15.



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UPPER FAÇADE			
Green		Yellow	
Count	Dimensions	Count	Dimensions
466	8" x 16"	226	8" x 12"
12	4" x 8"	8	4" x 12"
8	8" x 8"	4	8" x 8"
8	4" x 16"	2	4" x 8"
16	irregularly cut to fit around mosaics		
Black		White	
Count	Dimensions	Count	Dimensions
304	8" x 12"	76	3.5" x 8"
80	5" x 8"	36	3.5" x 12"
76	3.5" x 8"	8	3.5" x 8"
36	3.5" x 12"	4	3.5" x 7"
36	1" x 12"	4	3.5" x 3.5"
12	8" x 8"		
8	1" x 8"		
4	4" x 12"		
4	4" x 8"		
4	3.5" x 8"		
4	3.5" x 3.5"		
4	1" x 7"		
Mosaic			
Count	Dimensions		
2	4'-0" x 4'-0" (octogonal)		

CORNICE			
Black		White	
Count	Dimensions	Count	Dimensions
22	4" x 12"	22	3" x 12"
22	1" x 12"	2	3" x 4"
2	4" x 4"	8	irregularly cut
24	irregularly cut		

LOWER FAÇADE			
Green		White	
Count	Dimensions	Count	Dimensions
60	8" x 12"	32	2" x 8"
8	6" x 8"	4	2" x 2"
Black			
Count	Dimensions		
44	6" x 16"		
16	4.5" x 16"		
14	8" x 16"		
12	4" x 16"		
8	4.5" x 16"		
8	3" x 16"		
6	18" x 22"		
6	3" x 16"		
6	8" x 9"		
4	7" x 16"		
4	6" x 8"		
4	4.5" x 10"		
4	3" x 8"		
2	22" x 29"		
2	22" x 22"		
2	11" x 22"		
2	6" x 21"		
2	6" x 16"		
2	6" x 11"		
2	4.5" x 10"		
2	4" x 12"		
2	3" x 6"		
2	6" x 16" irregularly cut		
Mosaic			
Count	Dimensions		
1	2'-11" x 3'-6"		

Table 1. Vitrolite Tile Layout, 1937: These tables accompany Image 7. The number of tiles needed for each color and dimension are listed, organized by: "Upper Facade," the area of the facade above the lower edge of the marquee; "Lower Facade," the area of the facade below the lower edge of the marquee; and "Cornice," the tiles at the parapet edge.



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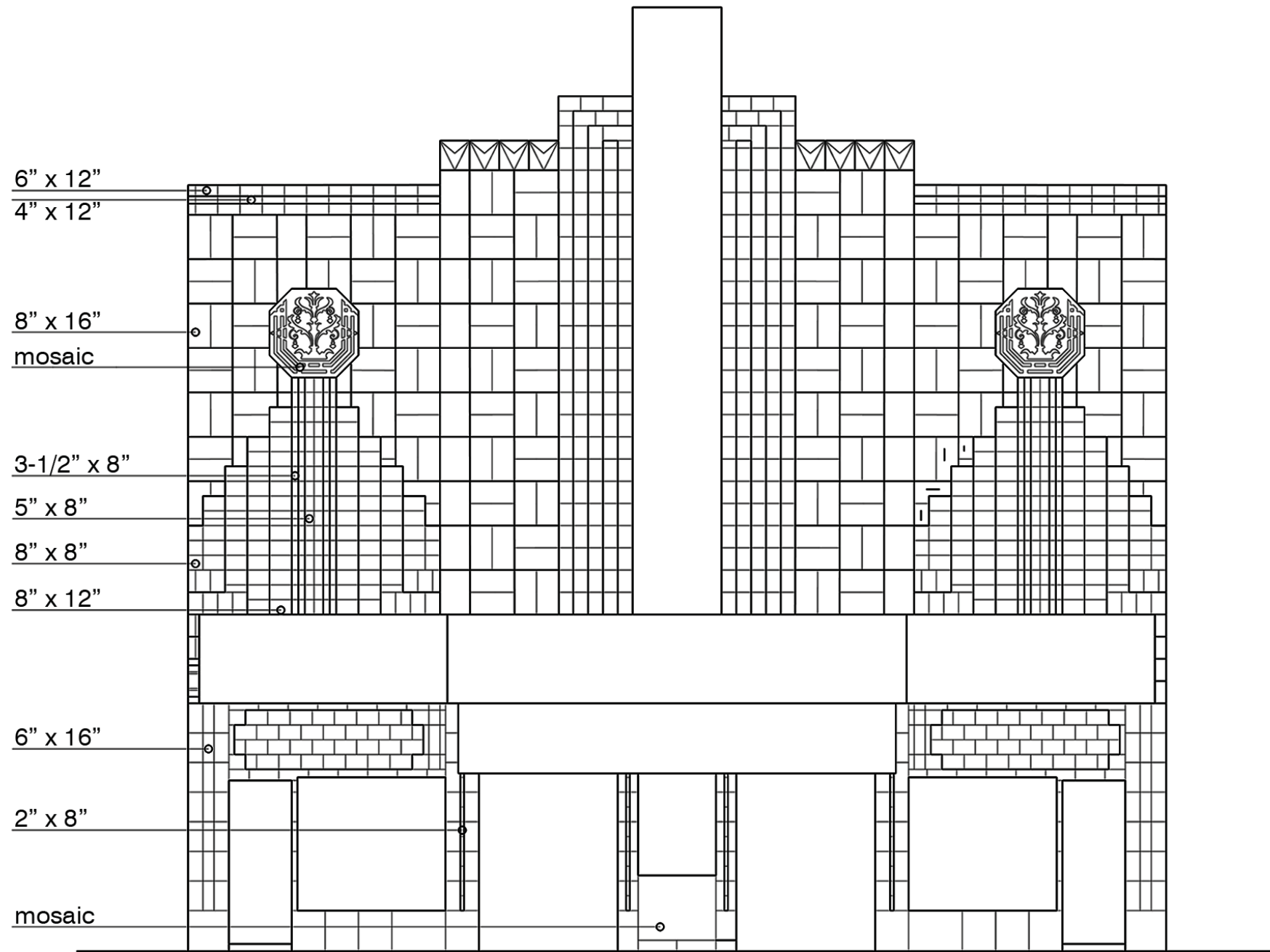


Image 8. Fiordo Tile Layout: This drawing of the facade shows a new scheme for the organization and dimensions using 12" x 24" porcelain tiles on the upper-facade in place of the 8" x 16" tiles. This new dimension is derived from Fiordo's "Ocean: Sand Levigato" (<http://www.fiordo.it/>). The "upper facade" is the layout of the tiles depicted in Images 16 and 17.



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UPPER FAÇADE			
Green		Yellow	
Count	Dimensions	Count	Dimensions
134	12" x 24"	104	8" x 12"
6	12" x 16"	4	4" x 12"
6	8" x 8"		
4	12" x 20"		
4	8" x 12"		
2	4" x 8"		
20	irregularly cut to fit around mosaics		
Black		White	
Count	Dimensions	Count	Dimensions
214	8" x 12"	64	3.5" x 8"
64	5" x 8"		
64	3.5" x 8"		
14	8" x 8"		
8	6" x 12"		
6	4" x 8"		
4	4" x 12"		
Mosaic			
Count	Dimensions		
2	4'-0" x 4'-0" (octogonal)		

CORNICE			
Black		White	
Count	Dimensions	Count	Dimensions
44	6" x 12"	22	4" x 12"
4	4" x 6"	2	4" x 4"
24	irregularly cut	8	irregularly cut

LOWER FAÇADE			
Green		White	
Count	Dimensions	Count	Dimensions
60	8" x 12"	32	2" x 8"
8	8" x 8"	4	2" x 2"
Black			
Count	Dimensions		
44	8" x 16"		
16	4.5" x 16"		
14	6" x 16"		
12	4" x 16"		
8	4.5" x 16"		
8	8" x 9"		
8	3" x 16"		
6	18" x 22"		
6	3" x 16"		
6	8" x 9"		
4	7" x 16"		
4	4.5" x 10"		
2	22" x 29"		
2	22" x 22"		
2	11" x 22"		
2	6" x 21"		
2	6" x 16"		
2	6" x 11"		
2	8" x 10"		
2	3" x 3.5"		
2	6" x 16" irregularly cut		
2	8" x 16" irregularly cut		
Mosaic			
Count	Dimensions		
1	2'-11" x 3'-6"		

Table 2. New Tile Layout: This table is to accompany Image 8. It describes the number of tiles needed for each color and dimension (the organization scheme used is the same as described by Table 1).



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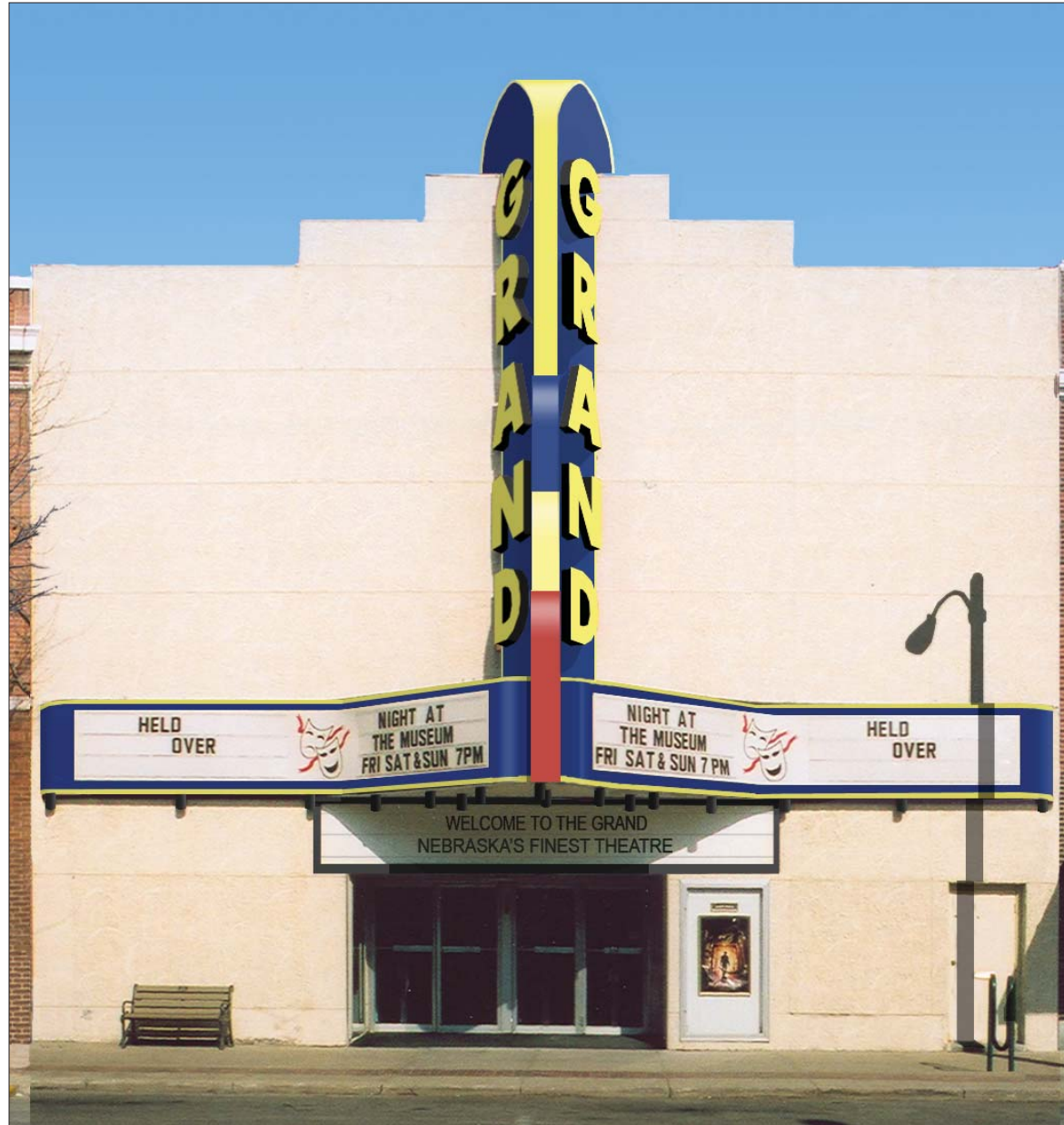


Image 9. Stage One Restoration: Should the restoration of the facade be completed in distinct stages, Images 9,10, 11 and 12 depict a proposal for how the phases of this process may occur. In stage one, the main "GRAND" signage and marquee have been repainted and the lower marquee has been restored such that it can be used again for signage.



Image 10. Stage Two Restoration: For the second stage of the process, the stucco on the upper-facade has been painted in a pattern reminiscent of the glass tile-work to be restored.



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Image 11. Stage Three Restoration: The third stage would involve the complete restoration of the lower facade. This includes removal of the stucco and redesign of the entry, restoration of the ticket booth, installation of two movie poster display windows and black and green glass tiles, as depicted in Image 8 and Table 1.



Image 12. Stage Four Restoration (Option 1): The final stage of restoration would remove the stucco from the upper-facade to be replaced with glass tiles, as depicted in Image 8 and Table 1. The coloration of the facade is taken from historical photographs and common Art Deco theatre coloration schemes.



Image 13. Option 1 Streetscape: This streetscape shows the context of the Grand Theatre using the stage four restoration depicted in Image 12. (Please note that the transom windows of the Kaufmann Building are a rendering based on an image of the building provided by JEO.)



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Image 14. Alternative Lower-Facade (Option 2): This image depicts an alternative design to the lower-facade of the Grand Theatre. The tile design links the lower-facade to the upper-facade in order to help the entire facade read as one continuous plane rather than two halves severed by the horizontal marquee. A movie poster display window has been installed on the west side of the lower facade not only for display purposes, but also to help the facade maintain its symmetry.



Image 15. Alternative Lower-Facade (Option 3): This image depicts a second alternative for the lower-facade. Again, the tile design is meant to help connect the lower-facade to the upper-facade. As in Image 14, a display window has been installed. The "GRAND" signage uses a different color scheme.

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Image 16. Alternative Scheme using Fiordo Tile (Option 4): Fiordo's "Sand Levigato" 8" x 16" porcelain tiles are used on the upper facade, as described in Image 8 and Table 2 "Upper Facade". The paint scheme of the signage is representative of the colors and design depicted in Image 3.

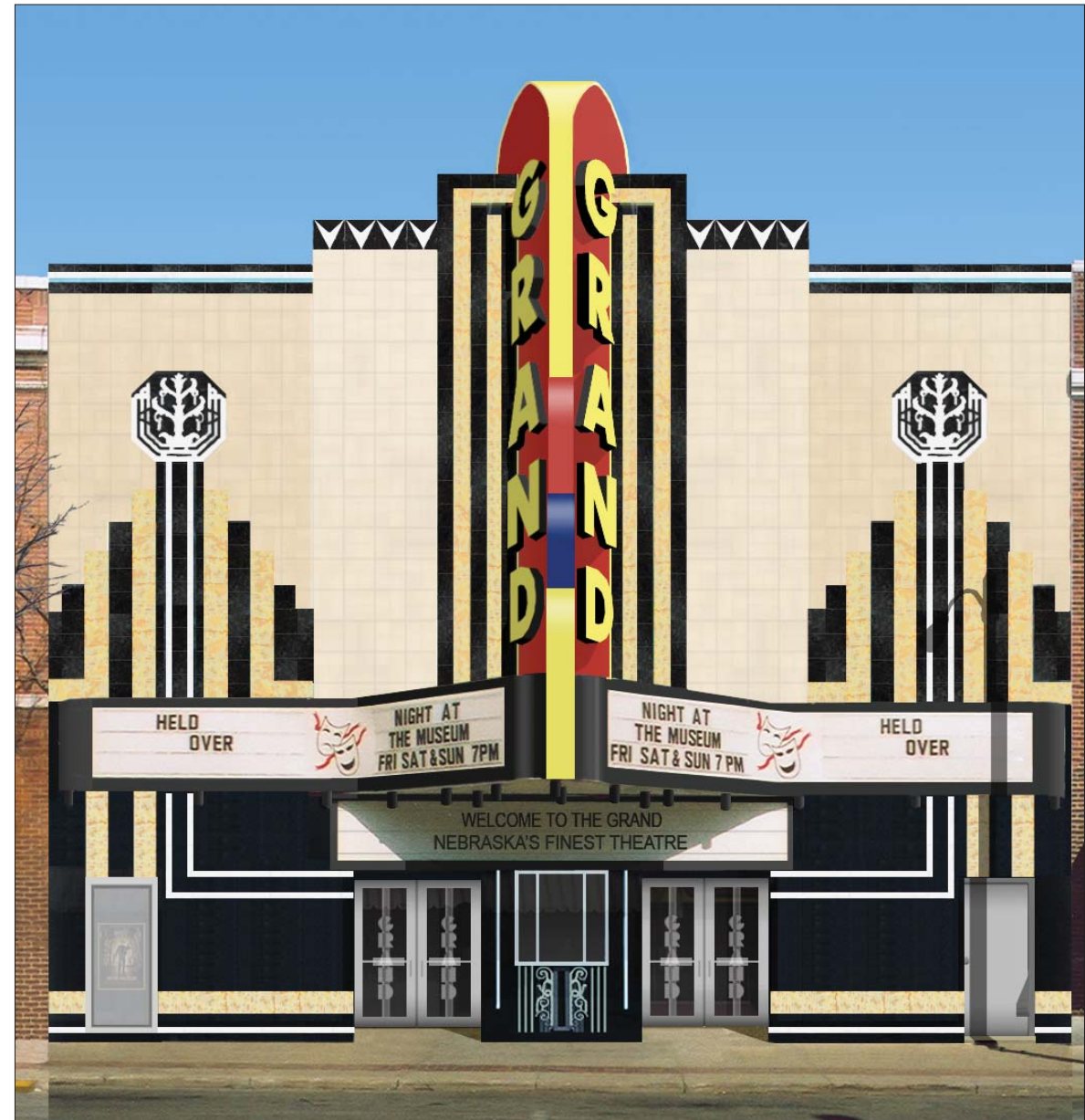


Image 17. Alternative Scheme using Fiordo Tile (Option 5): Fiordo's "Sand Levigato" 8" x 16" porcelain tiles are used on the upper facade, as described in Image 8 and Table 2 "Upper Facade". The marquee utilizes a simplified paint scheme compared to that of Image 16. The lower facade tile design is also seen in image 14.

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