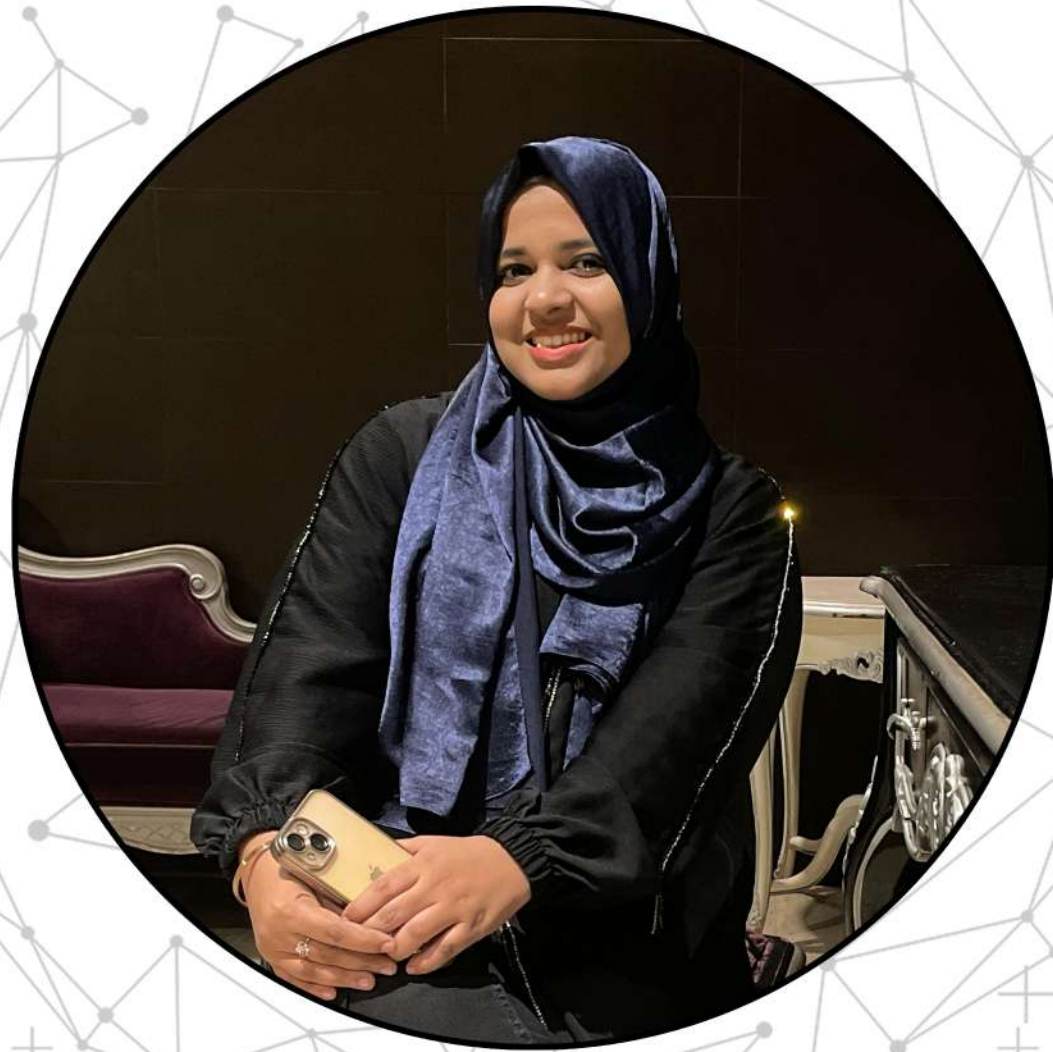


Revival of

Broadway Theatre



About



Aliya Banu

I am an Architect, aspiring to create a successful career in architecture. I am highly motivated individual with the desire to take new challenges. I really enjoy the process of designing. Learning something new is the way how I motivate myself and take my task as a challenge.

Aliya Banu

George Stephen

I am a young graduate trying to become a bit more creative, productive everyday. I aspire to learn more about the practical aspects of design and work on diverse and interactive human spaces.

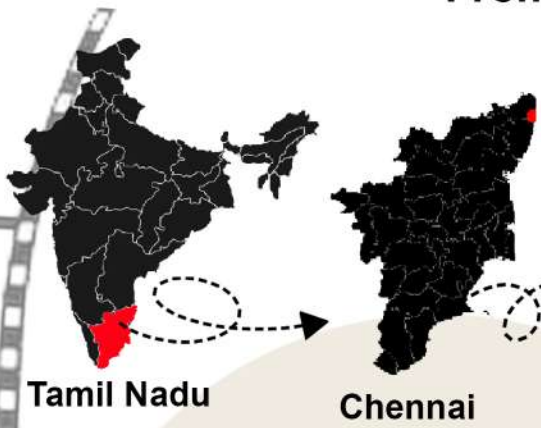
"Architecture comes with Great Responsibilities"

George Stephen



“REVIVING BROADWAY THEATRE

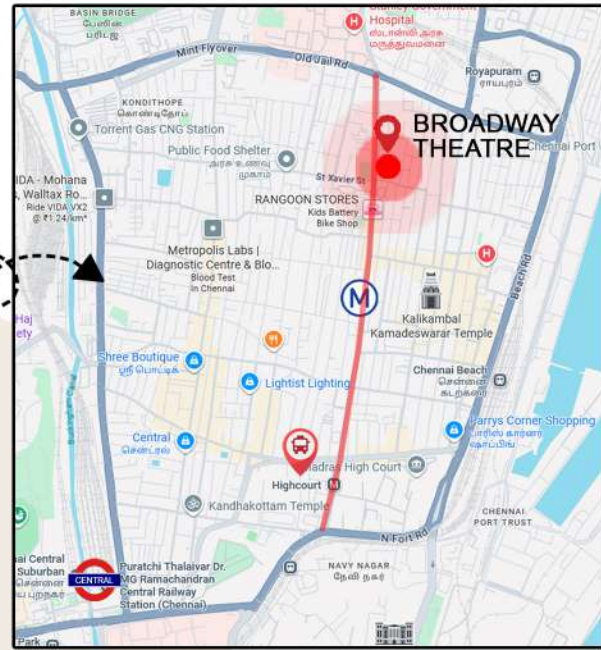
- From Silver Screen Centre to Food Carnival”



Tamil Nadu
Chennai

VALIDATION CRITERIA: Adaptive reuse of Broadway Theatre is justified by its heritage, structural stability, location, economic viability, cultural value, accessibility, and preservation integrity.

Broadway Theatre in Chennai, located on the historic Broadway Road, was a popular cinema inaugurated in the 1920s known for screening classic Tamil films. The theatre closed in the 2010s, though the building still stands as a relic of the city's cinematic past.



GEORGE TOWN

PROXIMITY MAP

- Mannadi Metro > 700 M
- Royapuram Sub Urban > 1.5 KM
- Broadway Bus Stand > 1.6 KM
- Central Railway Jn. > 3 KM
- Access Road Broadway Rd (Old) Prakasam Rd (New)

EXISTING SITE CONDITIONS

Madras Terrace Roof



Red Brick Masonry



Minimal ornamentation



Art Deco Style
Symmetrical Facade

- Pale Beige
- Walnut Brown
- Terracotta Red
- Charcoal Blue

DEFECTS IDENTIFIED

- Roof Tile Displacement, Rafter Decay
- Brick Masonry erosion at plinth
- Plaster Peeling & Wall Crack
- Vegetation Growth
- Roof Steel Truss corrosion

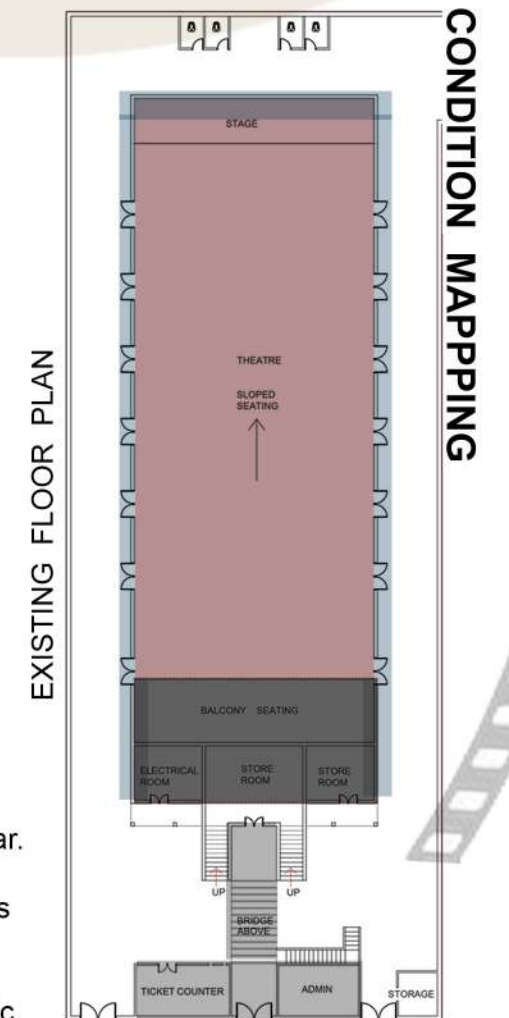
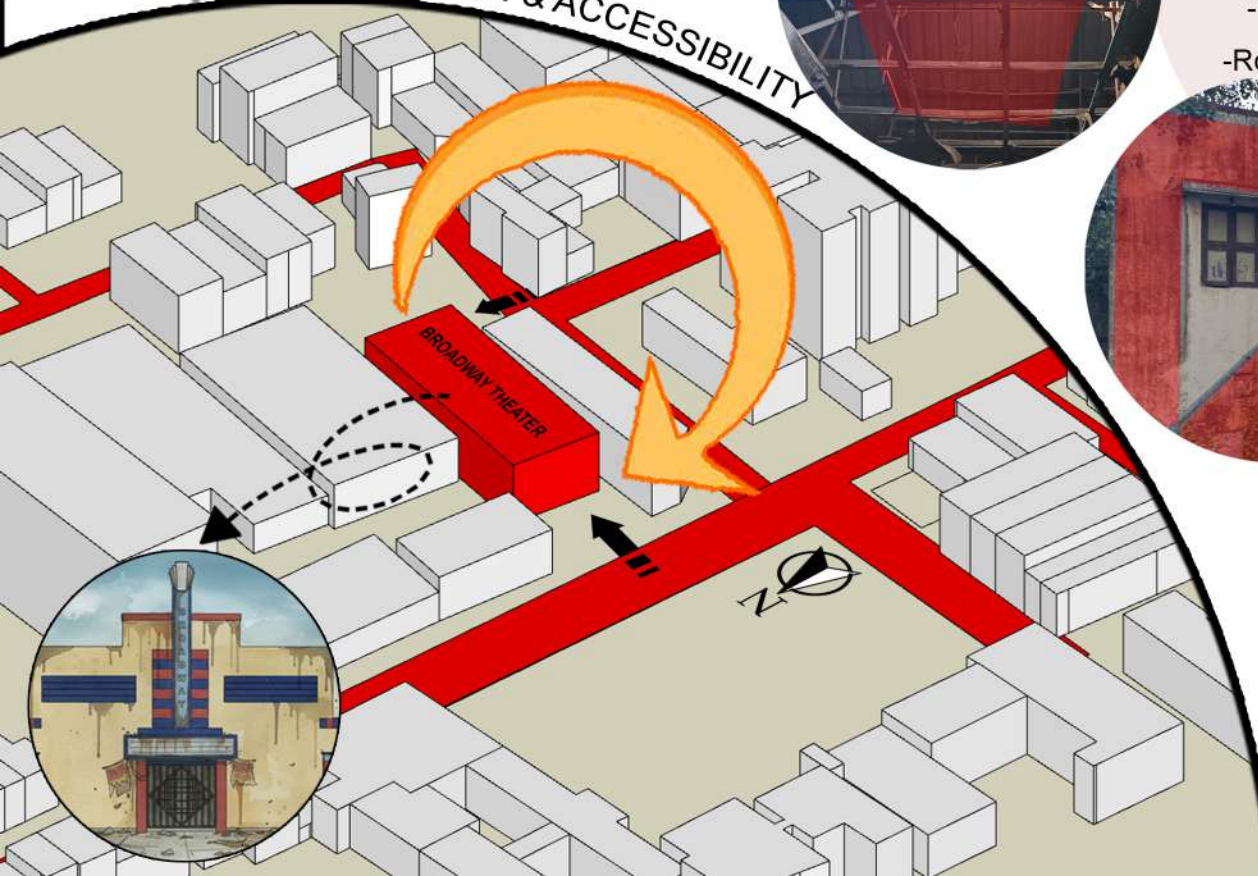
CONSERVATIVE SOLUTIONS

- Replacement of rafters with Steel, reinstalment of usable mangalore clay tiles
- Replaster using Lime mortar & Finish with breathable lime wash
- Remove Roots & repoint joints with Lime Mortar
- Clean Rust, Apply Anti-Corrovide paint, replace weak parts

- POOR**
Major defects
- GOOD**
Negligible defects
- FAIR**
Minor defects

- > Retaining the Wall as it is with Replaster of Lime Mortar.
- > Replacement of Steel Truss Roofing & Replacing Cougated sheet with Puff panel for Insulation & Acoustic

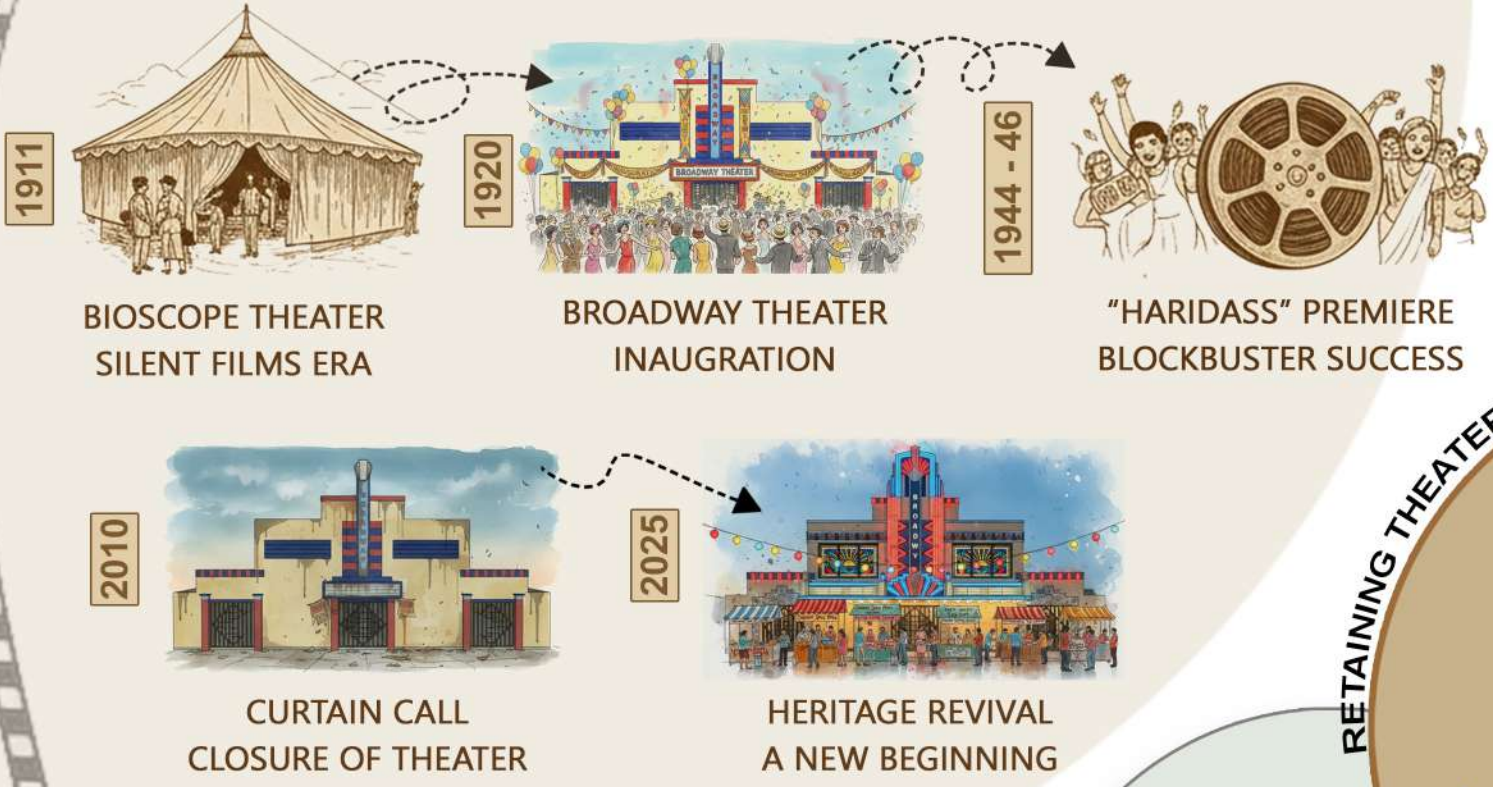
SITE LOCATION & ACCESSIBILITY



EXISTING FLOOR PLAN

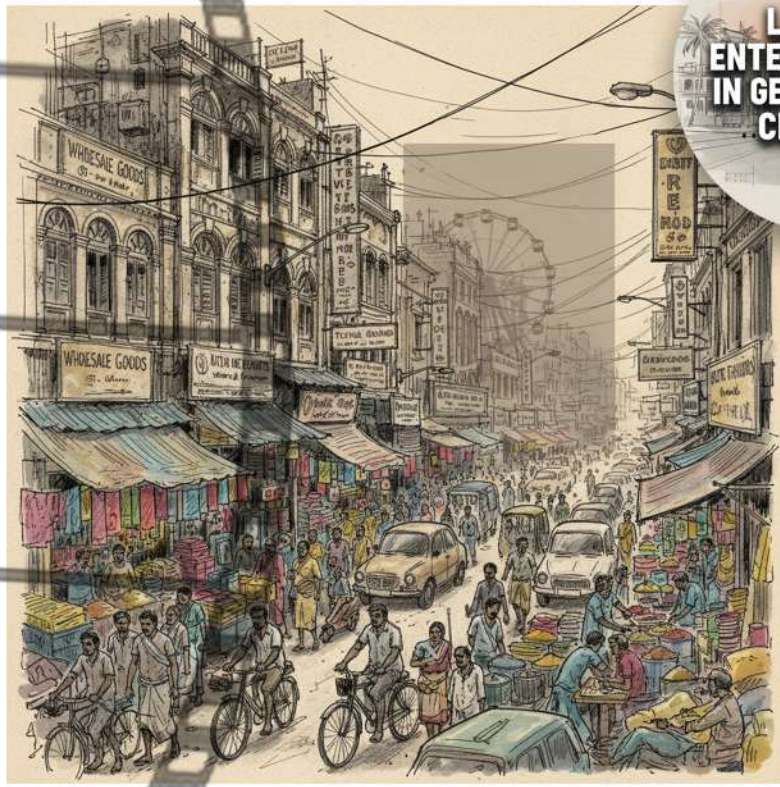
CONDITION MAPPING

CRONOLOGICAL EVOLUTION OF BROADWAY THEATER



PROPOSED DESIGN PHILOSOPHY

The intervention is rooted in celebrating Broadway Theatre's cinematic legacy while adapting it to modern urban leisure needs. The intent is to preserve its architectural essence while creating a vibrant food culture hub where dining, entertainment, and nostalgia converge. Retro Tamil cinema becomes the thematic spine that informs interiors, wall art, lighting, and spatial layouts.



LACK OF ENTERTAINMENT IN GEORGE TOWN CHENNAI?

George Town, traditionally developed as Chennai's primary business district, lacks entertainment spaces because its urban fabric prioritizes commercial and wholesale activities over recreational infrastructure. The dense layout is dominated by markets, offices, and warehouses, leaving limited room or demand for leisure amenities, resulting in minimal entertainment options for residents and visitors.



1. LIVE STAGE PERFORMANCE + CINEMA SCREENING

The live stage at Broadway Theatre revitalizes its cinematic heritage by hosting diverse performances, preserving Chennai's performing arts, and fostering community engagement, bridging past and present.

SUSTAINING THEATER HISTORY

POSTER GALLERY

2. RETRO MOVIE POSTER GALLERY

The design features a gallery displaying iconic Tamil movie posters from 1920 to 2010, celebrating Broadway Theatre's rich cinematic heritage and Chennai's film history.

4. ARCADE PLAY ZONE

An arcade fun games zone is planned in the balcony area of the old theatre, designed to attract young kids and create an engaging, playful experience within the historic heritage setting.

RETAINING THEATER ESSENCE

3. FOOD COURT

The design places a food court with central seating in the hall, creating direct visual and social connection to the live stage performance for an engaging, communal experience.

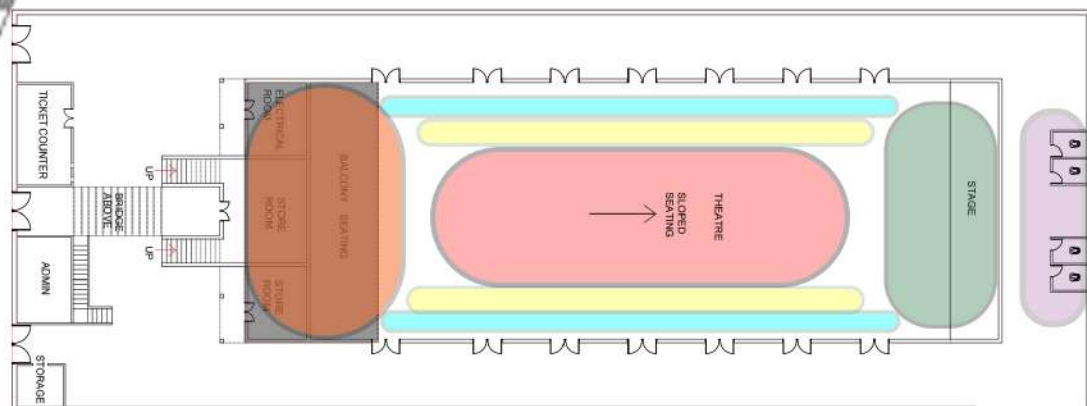
PROVIDING JOB OPPORTUNITIES

The main goal of the design is to promote Broadway Theatre's historic heritage values by creating an inclusive space that attracts all age groups, fostering community connection and cultural appreciation.

ATTRACTION OF KIDS

FUN FACTORY





The grey color in the existing floor plan indicates the balcony seating above

EXISTING FLOOR PLAN WITH CONCEPT ZONING

- FOOD COURT SEATING FOOD STALLS GALLERY TOILETS + HAND WASH AREA
- PLAY ZONE STAGE + GREEN ROOM

GALLERY



The gallery displays **movie posters**, connects levels with **visual interest**, and acts as a circulation spine along the mezzanine.

PLAY ZONE



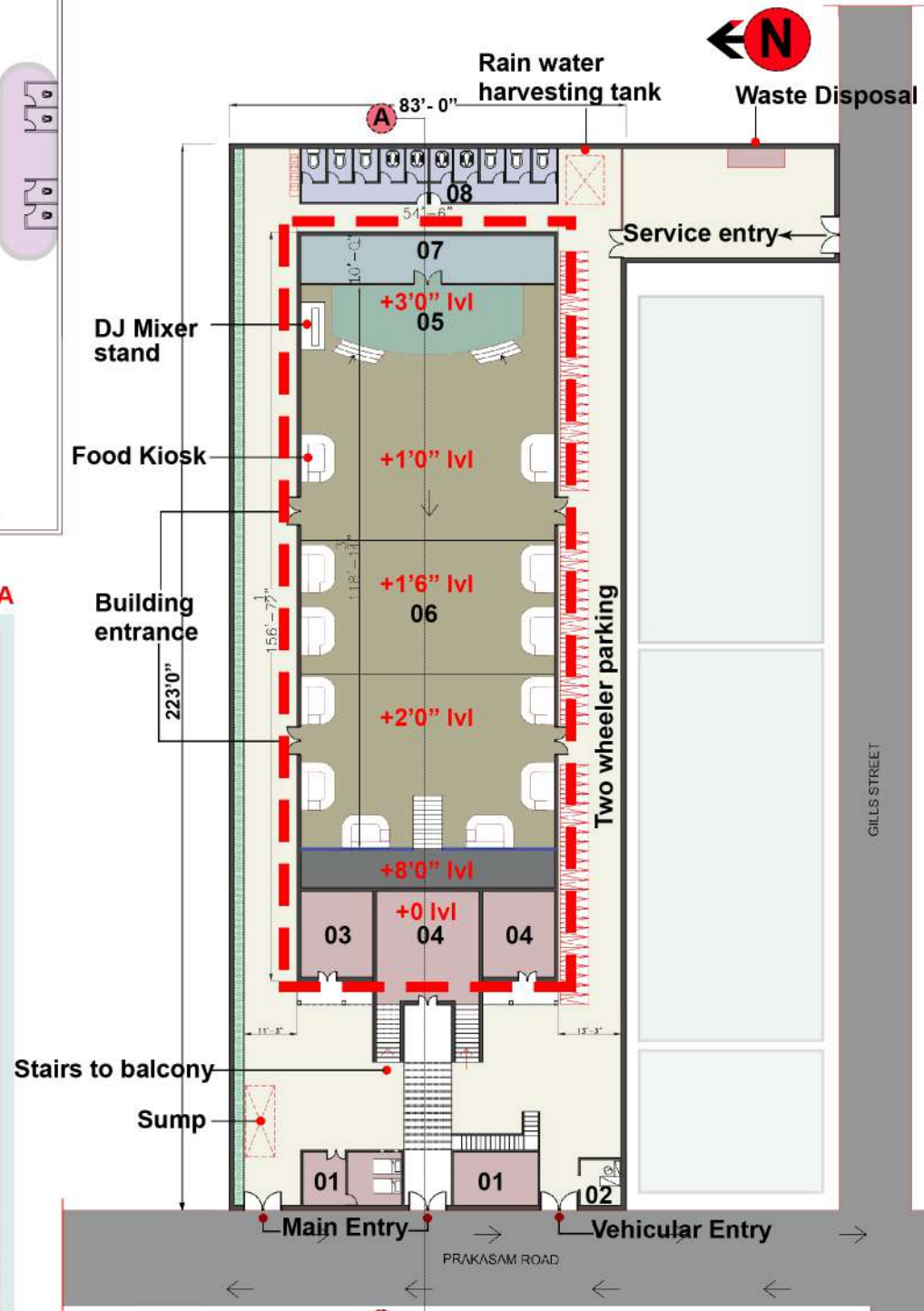
The play zone provides **arcade games** for entertainment.

FOOD COURT



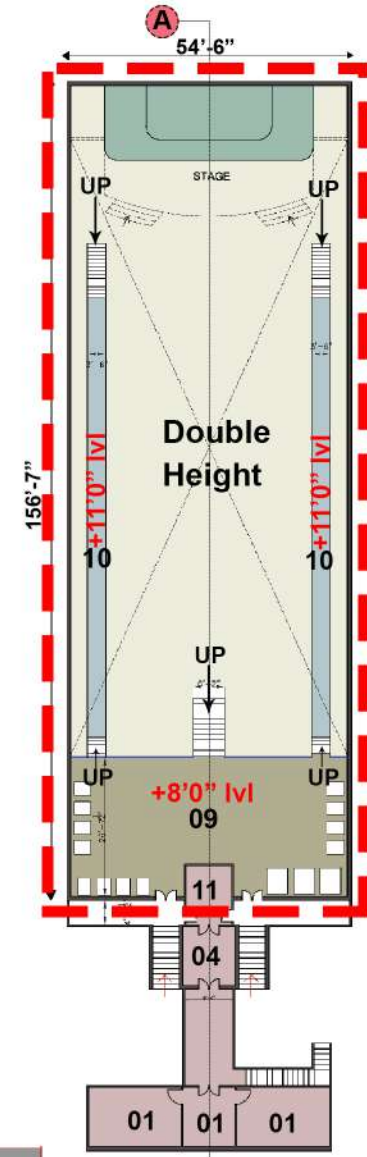
The food court is for **dining and socializing**. The stage is designed for **live performances**, retro movies and shows

STAGE



SITE CUM GROUND FLOOR PLAN

SITE AREA - 19620 SQ.FT / 1823 SQ.M
BUILT - UP AREA - 8536 SQ.FT / 793 SQ.M



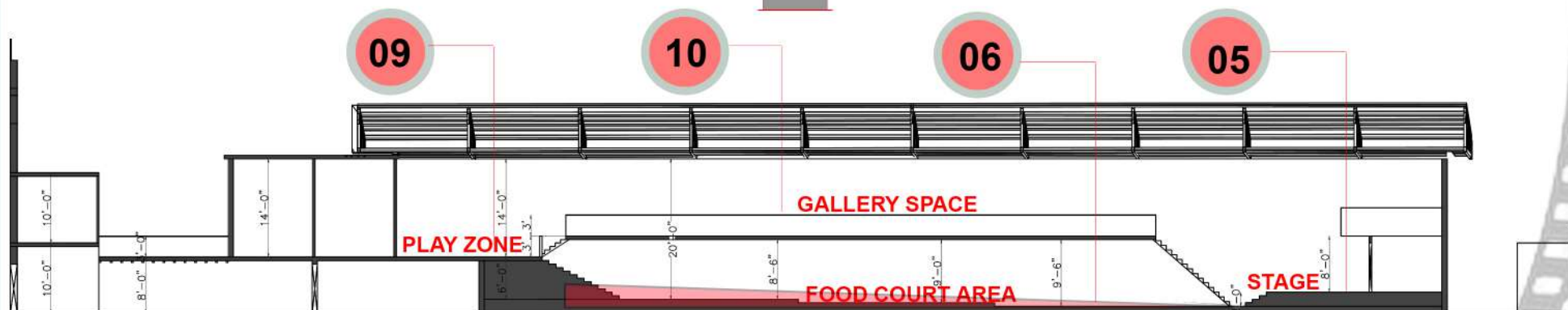
MEZZANINE FLOOR PLAN

PROPOSED AREA

The site area is around 1823 sq.m . Among that 793 Sq.m has been taken as a proposal .The admin areas , Electrical room and store rooms will remain same .

LEGENDS

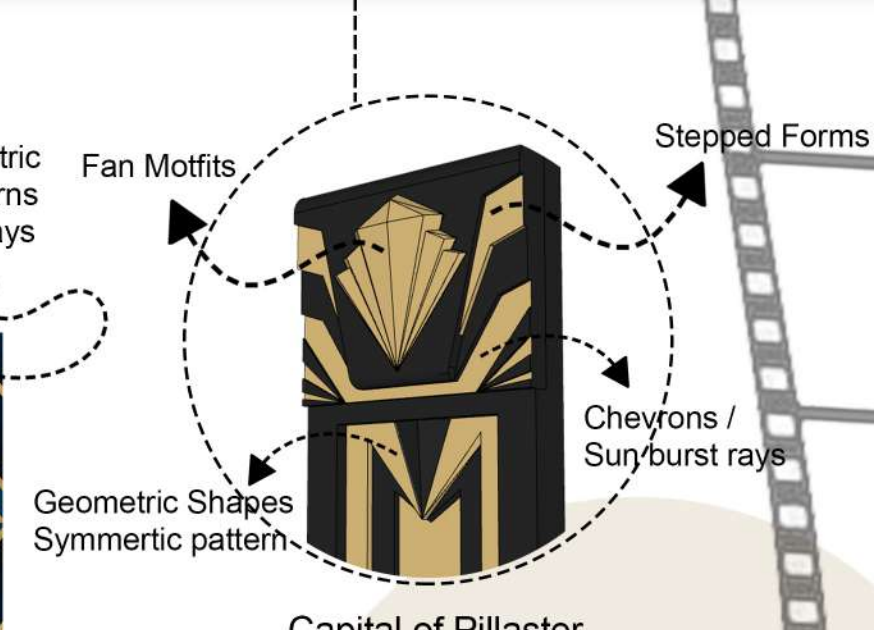
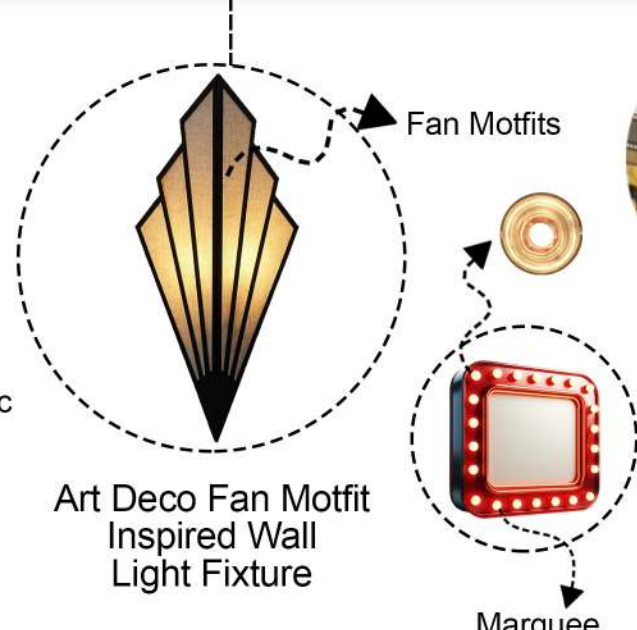
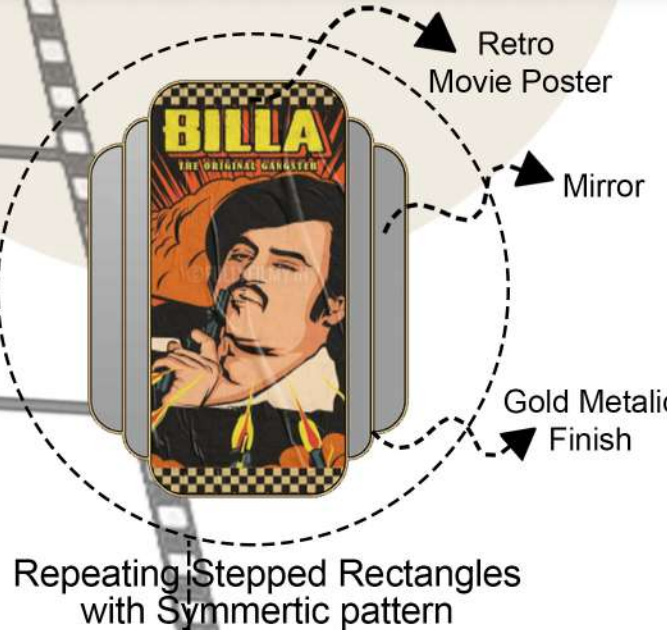
- 01. Existing Admin
- 02. Proposed Security cabin
- 03. Existing Electrical room
- 04. Existing Store rooms
- 05. Proposed performance stage
- 06. Proposed food court
- 07. Proposed green room
- 08. Proposed toilets
- 09. Proposed Arcade play zone
- 10. Proposed Gallery space
- 11. Prize counter



SECTION -AA

The main theatre hall was initially a sloped floor . The red line indicates the previous floor level of the theatre hall. It is modified as **stepped seating** to provide a **visual hierarchy**

DESIGN ELEMENTS OF ART DECO STYLE



Symmetrical composition: The facade is perfectly balanced on both sides, showing Art Deco's preference for harmony and order.

Geometric patterns: Repeated zigzags, chevrons, and steps add dynamism.

Stained glass: Decorative windows show sunburst and floral motifs for ornamentation.

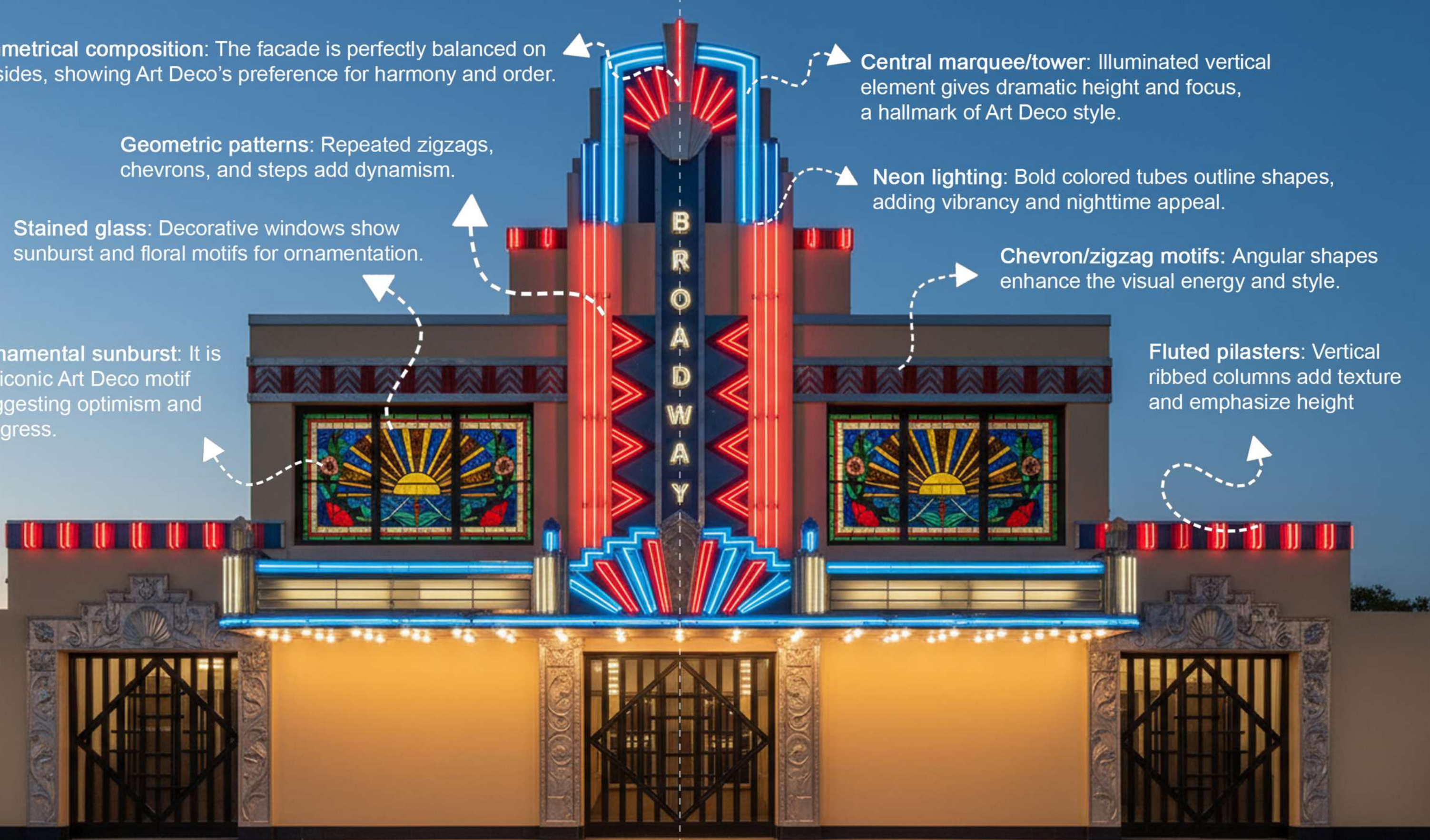
Ornamental sunburst: It is an iconic Art Deco motif suggesting optimism and progress.

Central marquee/tower: Illuminated vertical element gives dramatic height and focus, a hallmark of Art Deco style.

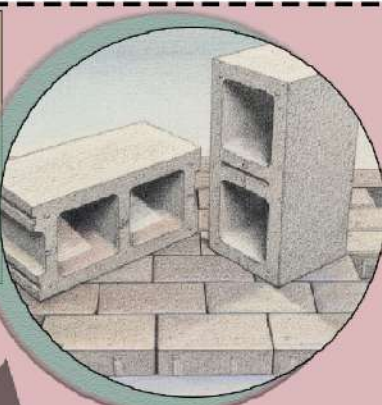
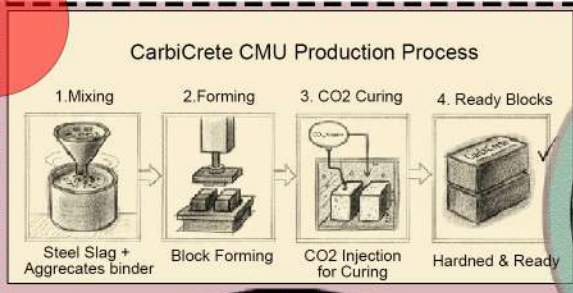
Neon lighting: Bold colored tubes outline shapes, adding vibrancy and nighttime appeal.

Chevron/zigzag motifs: Angular shapes enhance the visual energy and style.

Fluted pilasters: Vertical ribbed columns add texture and emphasize height



01



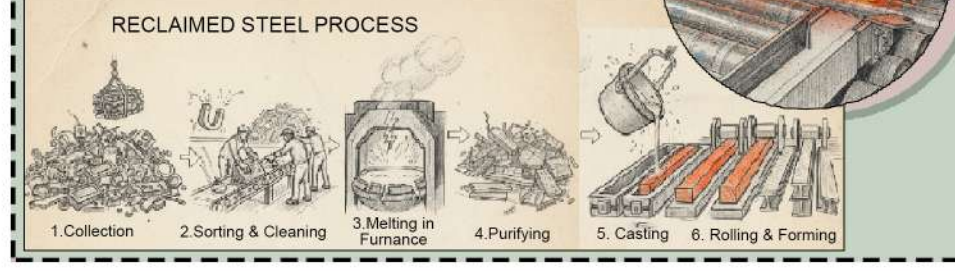
CarbiCrete CMUs (Carbon-negative Concrete Blocks): These blocks use industrial byproducts (like steel slag) and absorb CO₂ during curing, resulting in a net negative emissions product.



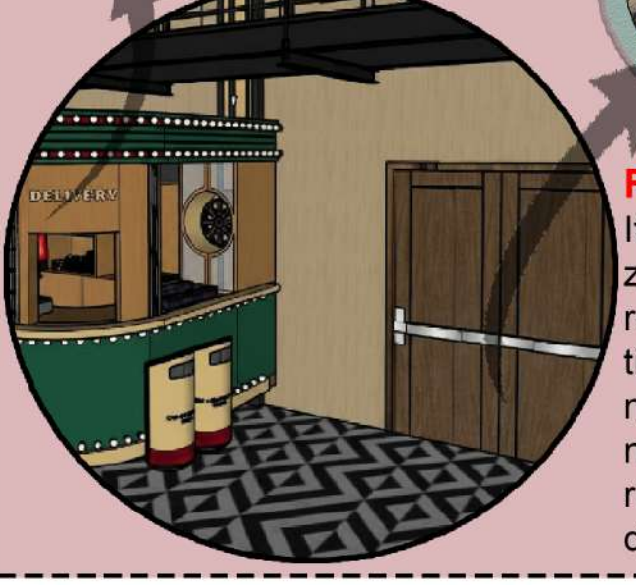
02



Reclaimed steel
It is recycled steel salvaged from old structures or scrap, reused in new construction to reduce environmental impact without losing strength or quality.



03



Reclaimed wood : It is considered net zero because it repurposes existing timber, avoiding the need to cut down new trees and reducing deforestation.



USAGE OF SUSTAINABLE MATERIALS

04

Mycelium composite panels: These are biodegradable materials made by growing fungal mycelium to bind organic waste into strong, lightweight panels for sustainable use.



05

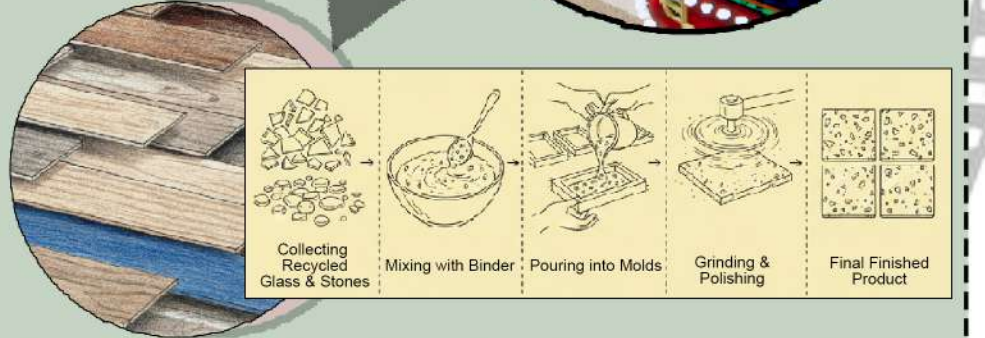


Recycled terrazzo tile : It is made by combining reclaimed glass or stone chips with a binder to create eco-friendly, durable, and decorative flooring.



06

Sustainable vinyl flooring : It uses recycled or bio-based materials, is low in VOC emissions, highly durable, and designed for long life and easy maintenance, making it a practical eco-friendly choice for commercial spaces.



WASTE MANAGEMENT



02 These waste are later dispose to the main bins provided in the service entry area

01 Seperate bins provided in each kiosk

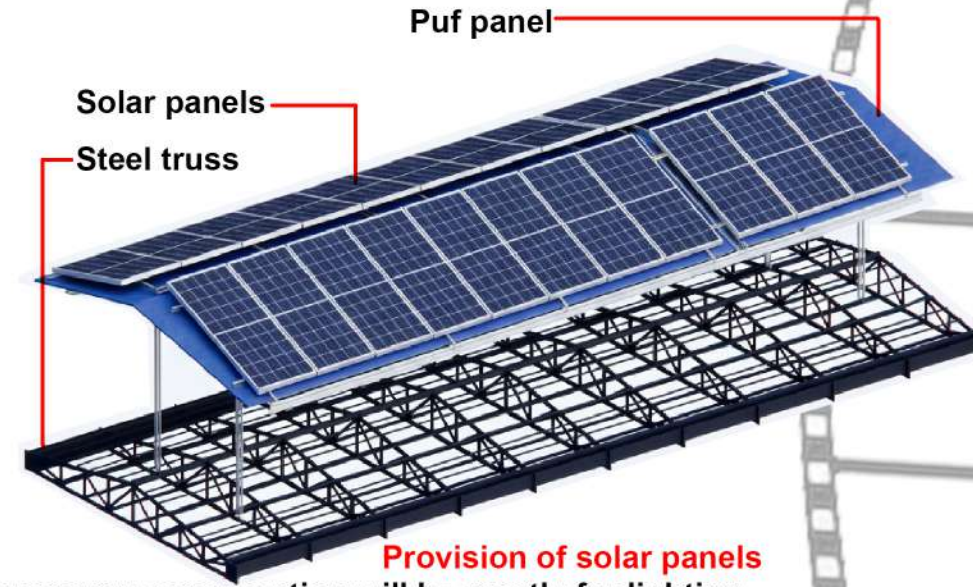
03 These segregated waste are trasported by municipal corporation for appropriate waste management

Types of bins provided



ENERGY EFFICIENCY

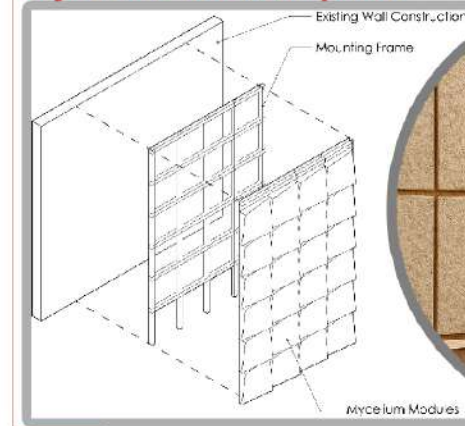
Adding solar panels to a building offers significant benefits like **reducing energy costs**, supporting **sustainability**, increasing property value, and promoting **energy independence**.



Provision of solar panels for energy consumption will be mostly for lighting, cooking equipment, ventilation fans, refrigerators, and other appliances. No AC is provided

ACOUSTIC AND INSULATION

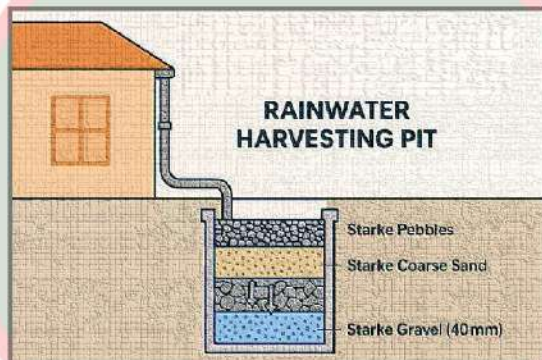
Mycelium acoustic panel



Mycelium acoustic panels absorb sound, are sustainable, biodegradable, fire-resistant. They enhance acoustic comfort while supporting eco-friendly interior design.

RAIN WATER HARVESTING

Rainwater harvesting tank collects rainwater for **non-drinking uses** like toilet flushing, cleaning, and landscaping irrigation. This **reduces dependence on municipal water**, lowers water bills, and helps **manage stormwater runoff**, promoting sustainability and water conservation in the building.



Rainwater is collected by gutters, channeled and filtered, and then conveyed via pipes into a storage tank.

SITE CUM ROOF PLAN

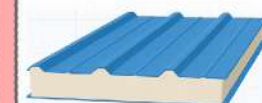
High windows can aid in better air circulation and passive cooling by allowing warm air to escape from the upper part of the room.

VENTILATION

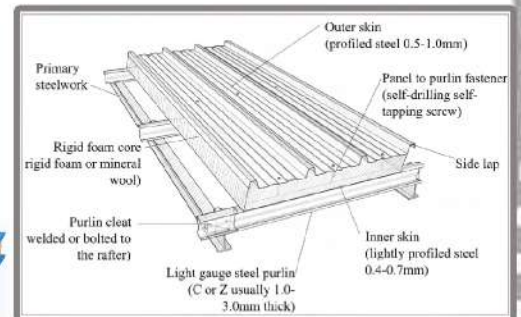


Enhance indoor environmental quality

- Excellent Insulation
- Sound Dampening
- Energy Efficient
- Higher Upfront Cost



PUF PANEL ROOF



Puf panel for insulation

PUF panels provide excellent thermal insulation, are lightweight and durable, easy to install, fire and moisture resistant, and offer good sound insulation. They save energy, reduce construction time, and are cost-effective and eco-friendly.



Thank You

M.ARCH INTERIOR ARCHITECTURE

ALIYA BANU | GEORGE STEPHEN | YEAR-II SEM-04 | BATCH 2024 - 2026