Repurpose Design Narrative

The Coronado Hotel Repurpose marks the next phase and transition of the 1928 structure as a crucial component of the urban renewal of downtown Tucson. Opened first as a hotel, the building transitioned to assisted living in the early 1990’s and now, ninety years later, the Coronado will be completely made over into state of art, market rate housing at the epicenter of downtown along the new modern streetcar line.

The entire building will be completely reworked to bring 30 modern micro-unit apartments to market with all new infrastructure, finishes and plan layouts. Efficiency is paramount and the units will offer a sustainable and affordable option in downtown for people ready to simplify and downsize as rental rates increase due to demand for urban living.

Building facades will remain historic but will be cleaned up to include refurbishing the historic windows, trim and exterior plaster. Inside, the existing bearing walls of the hallways will remain while all other wall framing will be gutted to provide a dramatic new lobby, circulation core, and floor plan concept that is every bit cutting edge design. Special features in each unit will include generous glazing, built-in closet and storage and custom designer kitchen and bath designs. All new plumbing, mechanical and electrical systems will be employed along with a new elevator and dramatic stair core.

The unique location of the Coronado affords a wide selection of retail, restaurant and cultural options for its tenants literally steps away from the front door including the award winning Coronet Cafe that is positioned in the bottom of the building. All of the offerings of downtown and Fourth Avenue are walking distance from the project and the University of Arizona and Main Gate is a mile to the northeast on the streetcar. The project will completely differentiate from the current housing options available downtown to provide attractive boutique housing in a downtown Tucson historic building.
Exterior

Original facades are brought back to their original historical state with new finish and paint. The original feel and look hearken back to the romantic era of the early 19th century with terracotta tile roof, decorative corbelling, steel casement windows and smooth stucco.

- Patch and repair stucco and re-paint
- Patch and repair existing windows and re-paint
- Patch and repair eave, cornice and flashing and re-paint
- Remedy areas of neglect and rework to provide longevity of use
Preliminary Interior Concept

Modern meets historic with refined, contemporary interiors and a newly refurbished exterior. Beautiful details abound with designer touches that emphasize local craft. Texture is introduced by re-using reclaimed wood from the building that combines with modern, efficient LED lighting to create drama and energy efficiency.
Materials and Colors

Materials and colors will complement the historic while reinforcing the re-branding of the building into market rate housing. Sophisticated contrasts of dark to light and smooth to textured will create an intriguing balance to enrich the experience of living in The Coronado. Reclaimed wood from the building will be sanded, whitewashed and used throughout the interiors as an accent including the backdrop for laser engraved unit numbering.
Public Areas

A modern, textural and eye catching lobby is established to counterpoint with the historic feel of the building exterior. A center seating area provides a welcoming area of repose between circulation to the elevator and stair while a line of mailboxes line the eastern wall to complete the space. The inviting entry and sky-lit stairwell incorporates reclaimed, rough sawn framing from the upper floor demolition to provide the inhabitants of The Coronado with a sensual, spatial experience.
Hallways

Hallways are kept wide per the original layout to provide a luxurious experience while keeping the structural walls in place to save construction costs. Colors and materials combine to create a dramatic and memorable experience even in areas of circulation.
Units
Micro units are increasingly in demand in urban areas. The Urban Land Institute created a study in 2013 that found smaller micro units in authentic urban, walkable areas had higher occupancy rates, higher rents and allowed more renters to be able to live alone rather than having to room with someone. The Coronado is uniquely positioned in a desirable urban area on a streetcar line and has the original materiality of the 1928 building to further broaden its appeal to potential renters.

- Efficient use of space
- Built-in closet and storage
- Energy efficient Air Conditioning
- Water saving plumbing fixtures
- Durable Vinyl Plank flooring
- Energy saving LED lighting
- Designer kitchens and baths
- Original thick brick exterior walls
unit 1 bath
unit 2 bath