

# SPRAY FOAM SUCCESS STORY



## *Spray Polyurethane Foam Roofing Takes Center Stage in a Historic Theater's Second Act*

### PROJECT TYPE

New Construction  
Addition

→ **Renovation**

### SPRAY FOAM TYPE

Open-Cell, Low-Density  
Closed-Cell, Medium-Density

→ **Closed-Cell, High-Density**

### SPF APPLICATION

Ceilings  
Walls (Interior)  
Walls (Exterior)  
Floors  
Slabs  
Foundations  
Roof Decks (Underside)

→ **Roofing**

PlayhouseSquare, a set of nine performance venues built in the 1920s, is the largest theater restoration project in the nation. These theaters are located in 13 different buildings, spanning almost one million square feet of property in downtown Cleveland. Today, one of those spaces—the 14th Street Theatre—is being creatively re-purposed as an elegant private dining space owned by a local restaurant group. That transformation could not have occurred without the previous owner's commitment to renovate the historic space, including the roof.

The 14th Street Theatre, nestled between three other venues, desperately needed renovations after reopening in the 1980s. The renovations began as a restoration project, but the scope increased when the facility needed additional waterproofing and insulation. Worried about the costs to insulate and seal large areas, as well as earning credit towards green building certification, the previous owners—PlayhouseSquare—looked for an effective solution to protect the historic building. The solution: use spray polyurethane foam (SPF) for the 14th Street Theatre roofing project.

### The Second Act

After opening in the 1920s, the theater went through cycles of closings and re-openings. Its different spaces have experienced many renovations over the past 90 years, including adding kitchens and piping, and retrofitting the building to adapt to the needs of various owners. In the 1980s, the previous owners recognized that the nine PlayhouseSquare theaters needed updating. The theaters required a flexible waterproofing solution for the facility's extensive roof system as well as insulation that could be added or sprayed around bulky renovations made over the years. The theater owners decided to use SPF as the single roofing solution for all of the buildings, including the 14th Street Theatre—a total surface area of more than 250,000 square feet.

Thirty years later, the roof needed to be replaced on the 14th Street Theatre as well as the surrounding Hanna Building and Hanna Theatre. Thanks to its long life and high performance, PlayhouseSquare's owners again turned to SPF. They chose SPF to help improve the facility's green building rating performance, decrease heating/cooling costs and maintain the building's aesthetic appeal. SPF also allowed them to work around previous construction projects. Those projects posed a number of challenges to the SPF installer, including bulky mechanical units, duct work, and visible conduit chases, in addition to working around exposed piping and masonry. SPF's versatility as both insulation and a sound barrier also made it a great choice for the clerestory structure and large auditorium.





## BUILDING NAME

PlayhouseSquare 14th Street Theatre

## LOCATION

Cleveland, Ohio

## SQUARE FOOTAGE

14,000

## SPF COMPLETION DATE

2012

## OWNER

Driftwood Restaurants and Catering Group (Current owner)

PlayhouseSquare (Previous owner during SPF project)

## Delivering a Great Performance

The SPF installer completed the 14,000-square-foot roof installation in 2012, spraying rigid, closed-cell polyurethane foam. Installing SPF provided immediate benefits to the 14th Street Theatre, including reduced heating and cooling costs, improved comfort, as well as sound and water proofing. The award-winning SPF installation demonstrates sustainable and environmentally responsible construction.

## The Show Must Go On

In 2013, Driftwood Restaurants and Catering Group purchased the 14th Street Theatre. With a new SPF roof protecting the space below for years to come, the new owners could focus on creatively reusing the theater. Driftwood Restaurants and Catering Group successfully transformed it into a private dining venue, known as Cibreo Privado, breathing new life into an historic space. Looking forward, the new owners of the former theater space can expect to experience the many advantages of an SPF roof, from energy efficiency gains to improved life cycle costs.



*The Spray Foam Coalition (SFC) was formed in December 2010 under the American Chemistry Council's Center for the Polyurethanes Industry (CPI). The SFC is a dynamic organization of companies that produce and sell polyurethane spray foam insulation systems and the chemicals and equipment necessary for their use. The SFC champions the use of spray polyurethane foam in U.S. building and construction applications by promoting its benefits, providing a forum to help shape public policy on issues critical to the industry, and supporting the safe manufacture, transport, and application of spray polyurethane foam.*

