

July 21st, 2014

“MIXED-USE DEVELOPMENT  
INCLUDING A PERFORMING ARTS  
CENTRE:  
BUSINESS PLAN PROPOSED  
CONDITIONS- UPDATE”

# Background

- November 22, 2013 - A letter received from the Grand Theatre and Music London advising a Task Force was being formed to advance the existing process and to put forward a joint proposal.
- December 17, 2013 Joint Task Force Endorsed by Council; Administration was directed to review the revised business plan once submitted.
- February 10, 2014 - "Vision 2017, Community Cultural Investment proposal for a Downtown Arts and Entertainment District" submitted.

- February 24, 2014 – Staff presented a business plan development approach; Endorsed by Council on February 25, 2014. In addition:
  - > The project proponents were requested to prepare and submit a revised business plan that answered specific questions identified in the report;
  - > Council approved \$75,000 to retain NOVITA to perform a thorough review of the revised business plan once completed;
  - > The City CFO was to explore alternate sources of funding prior to the 2015 budget, subject to the acceptance of an appropriate business plan.

- May 14, 2014 - The “Celebration Centre Business Plan” was presented to the IEPC committee.
- May 20<sup>th</sup>, 2014 - Council referred the “Celebration Centre Business Plan” to staff for review and an independent peer-review by Novita Interpares Ltd.
- Based on preliminary review, staff in collaboration with Novita determined that supplementary information is required.

Where do we go from here?

# Recommendation (a)

- Civic Administration recommends to expand the scope of the work being undertaken by Novita to perform a thorough review of the business plan submitted by the project proponents, to also include undertaking the following, which will assist in the development and evaluation of a business plan:
  - > Market Analysis;
  - > Facility Program and Design Criteria; and,
  - > Site Analysis and Criteria studies.

# Why the studies?

The undertaking of the studies is intended to show that the City is seriously considering the development of a new music and entertainment facility.

These studies will assist not just the project proponents but also the City to properly evaluate the proposed plan.

It's important to note that the preparation and distribution of this material does not commit the City to any specific proponent, nor is the use of this material binding upon any proponent.

# MARKET ANALYSIS

## Goal of the Work

- To provide a comprehensive and current picture of the performing arts market in the London catchment area for use in informing both facility design and operations planning.

## General Scope of the Work

- Characteristics of the consumer market in the city and regionally
- Trends in the consumer market for performing arts
- Product availability locally and from touring sources
- Competing and complementary attractions and facilities
- Conclusions and recommendations

**Deliverable:** Report including executive summary

**Timing:** 6 to 8 weeks

# FACILITY PROGRAM AND DESIGN CRITERIA

## Goal of the Work

- To quantify the requirements for a mid-size performing arts centre including key design criteria and dimensions, functional spaces and relationships, net area and volume requirements for each function, estimated gross area

## General Scope of the Work

- Develop comprehensive list of space requirements
- Develop diagram to illustrate functional relationships
- Provide dimensioned sketches for each function and area dimensions
- Provide key dimensions for building massing and clear span volumes (auditorium, stage, lobby, etc.)
- Identify total net and gross floor areas

**Deliverable:** Report with related diagrams and drawings

**Timing:** About 4 weeks (concurrent with Market Analysis)



# SITE ANALYSIS AND CRITERIA

## **Goal of the Work**

- To identify the characteristics and physical requirements of a site to support a mid-size performing arts facility

## **General Scope of the Work**

- Develop a provisional footprint for a mid-size performing arts facility
- Identify key site relationships in plan and section
- Identify all other site characteristics and requirements

**Deliverable:** Report with related drawings and diagrams

**Timing:** About 2 weeks following completion of Facility Program

# Recommendation (b)

- b) the proponents BE REQUESTED to seek the financial support of the Provincial and Federal Governments on the basis that the City of London is giving serious consideration to a Mixed-Use Development, including a Performing Arts Centre; it being noted that the City's approval of the project would be subject to the provision of a satisfactory business plan which would, at a minimum, address the components outlined in Appendix "B" of the report.

# Thank You

