

City of London

Investment and Economic Prosperity Committee

Planning for a Performing Arts Centre
as Part of a Mixed-Use Development

POVITA
InterPares

August 27, 2014

ADVISING THE CITY

Our Role

Work to Date

MANDATE FOR THE CURRENT WORK

Market Analysis

Facility Design Criteria and Program

Site Criteria and Analysis

To assist in the development and evaluation of a business plan

(Council Resolution on July 29, 2014)

MARKET ANALYSIS

Rationale

Goals

Findings

- Build for the millennial generation
- A gathering place
- Driven by an artistic vision
- Management is a catalyst and collaborator
- Local niche market products and audience
- Market development program
- Support supply/create demand

FACILITY DESIGN CRITERIA AND PROGRAM

- Rationale
- Goals Findings
 - 35 criteria
 - 71 functional areas
 - Scaled plans and sections of typical facility

SITE CRITERIA AND ANALYSIS

Rationale

Goals

Findings

- 33 criteria
- Footprint for facility and service yard

NEXT STEPS

Review of Proponent's Supplemental Information

Questions?