

# HOROWITZ RENOVATIONS





# ABOUT THE HOROWITZ

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- 720-seat theatre
- SUB Theatre part of original building plan
- Fantastic performance history in 70s and 80s
- Renamed the Myer Horowitz Theatre in the early 1990s after Myer Horowitz, University President from 1979 - 1989



## NEED

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- Last major renovation was in 1983 (33 years ago!)
- Technical upgrade in 1988 (28 years ago)
- Seating is in very poor shape
- Lobby is dated, too small for the seating capacity
- Technology is dated and modern safety systems are not in place

# SCHICK STUDY

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- We commissioned an independent specialist to review the Theatre and make recommendations.
  - “The theatre is well run, services many groups and events providing high quality entertainment to the patrons” but there are problems...

A few excerpts:

*“the box office is far too small for the size”*

*“the lobby is not large enough for the capacity”*

*“audience chamber is showing some aging both in the actual materials and dated decor”*

*“current seats are seriously in need of replacement”*

*“serious issues with the acoustical reflectors”*

*“the sound and lighting can really not be called “systems” as they are in reality a collection of original equipment, upgrades and purchases made on an ad hoc basis”*

*“much of the equipment is dated technologically”*

*“number of dressing rooms and their seating capacity is not adequate for this large an operation”*



*“The product which a theatre is selling or providing to the patrons is not just the performance, it is the experience of attending.”*

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**The need to renovate the Theatre is clear.**



## WHAT LARGER GOALS DOES RENOVATING THE THEATRE SERVE?

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- Bring students back to campus: We envision SUB as a student event centre with full services at a low cost to student groups
- Enhance the SU's long-term viability and develop new revenue non-student revenue sources

# ALIGNMENT WITH STRATEGIC PLAN

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## ➤ **Supporting Students**

- Increase student opportunities (paid and volunteer) within the SU.
- Ensure the inclusivity of the Students' Union: Improve the accessibility of facilities and programs and the diversity of students involved.
- Promote better mental health among students.
- Provide for the social needs of students.

## ➤ **Build Organizational Capacity**

- Develop and expand non-student revenue sources.
- Improve business performance.
- Maintain capital assets.
- Integrate sustainability into operations.

# EARLY CONCEPTS FOR THEATRE RENOVATION

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- Initial recommendations from the consultant:
  - Refresh the interior design
  - Create a dedicated entrance area
  - Build out the lobby to be two-level space, relocate stairs
  - Add a crush space/multipurpose room
  - New seats, new lighting, new sound
  - Assorted upgrades to dressing rooms, etc.
  
- Let's take a look... Keep in mind, these are **INITIAL CONCEPTS** only!

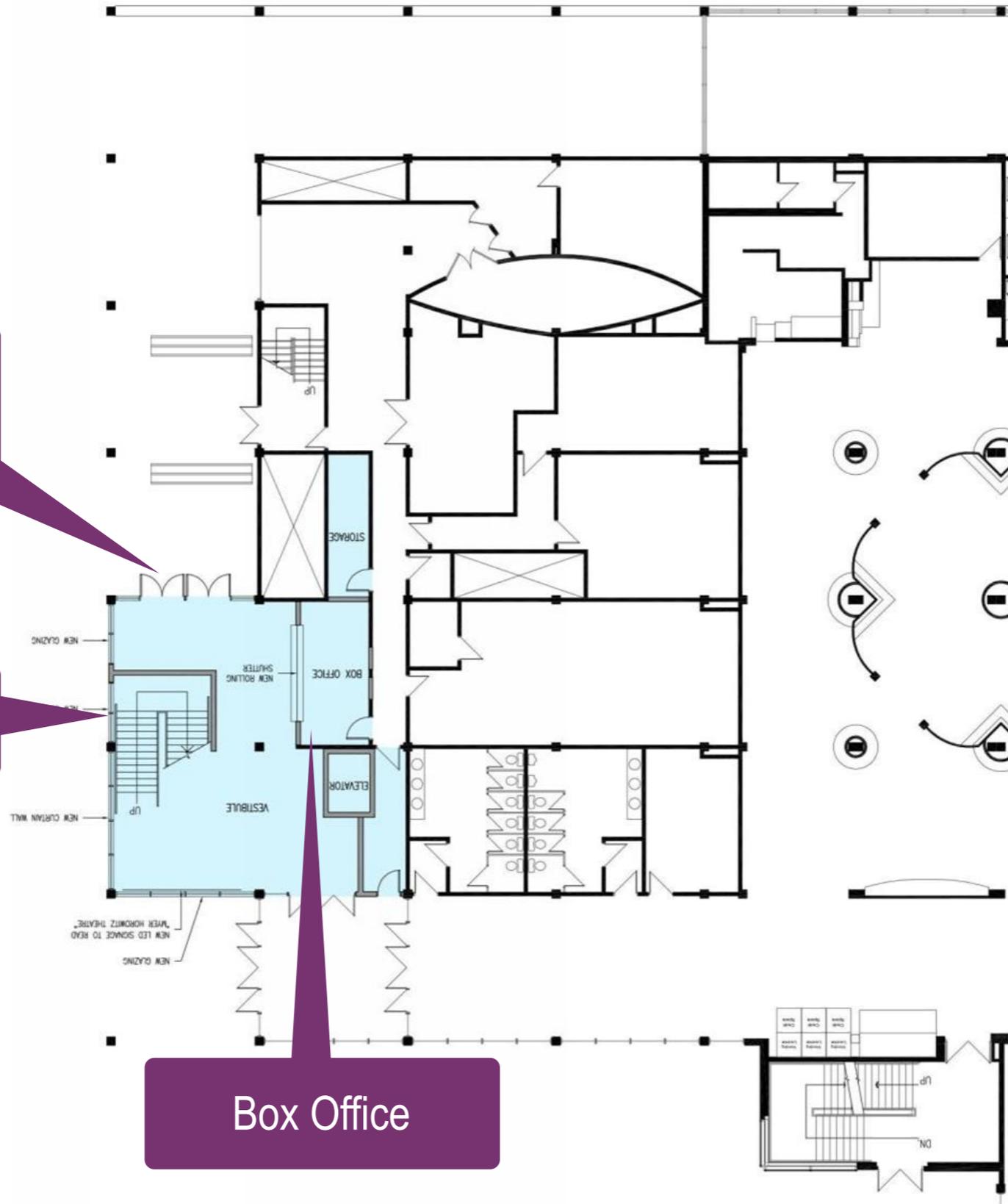
# REVISED MAIN FLOOR LAYOUT

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Dedicated Entrance

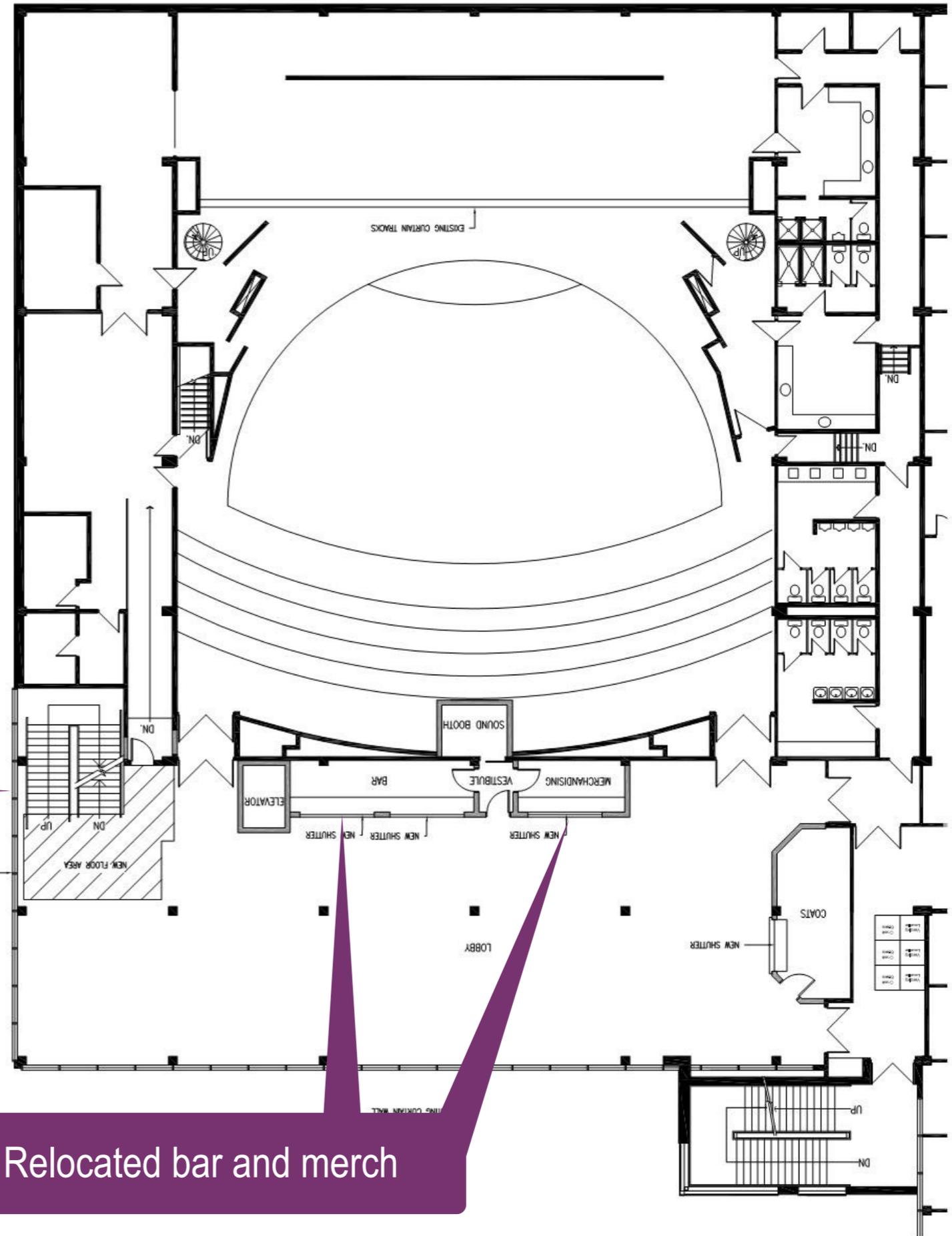
Stair is rotated 90°

Box Office



# SECOND FLOOR LAYOUT

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Rotated stair

Relocated bar and merch

# BALCONY FLOOR LAYOUT

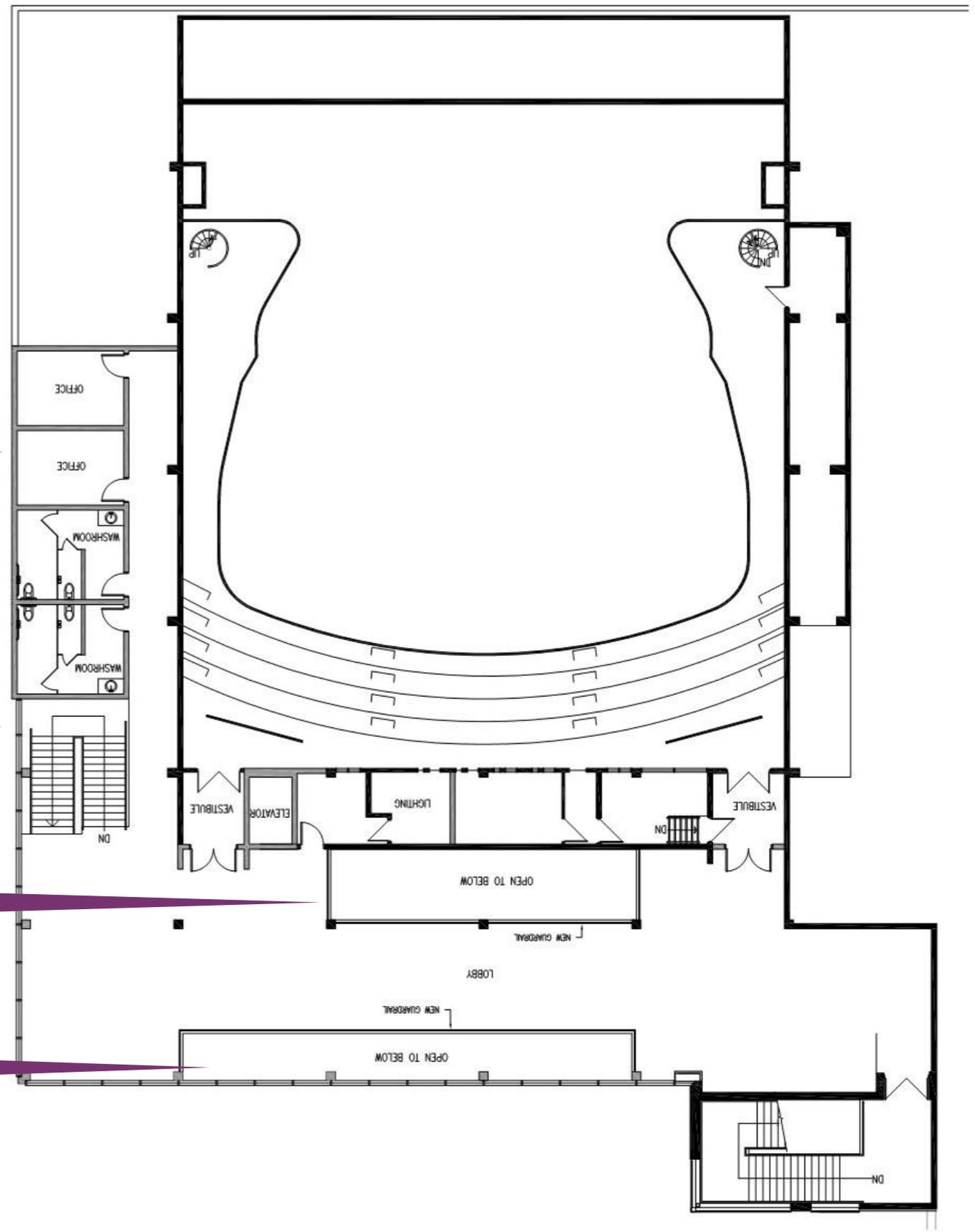
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Additional washrooms and offices

Rotated and extended stair

Open to below

Open to below



*Not shown: New multipurpose space on the west side.*

# HOW ABOUT SOME PICTURES?

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*again, these are just conceptual renderings!*



MERCHANDISE



CHANDISE

BAR



ENTRANCE 1

BAR

RECHANDISE

COAT CHECK



MYER HOROWITZ THEATRE - RENOVATION

BALCONY LOBBY  
APRIL 22nd 2016





# MYER HOROWITZ THEATRE - RENOVATION

THEATRE INTERIOR #1  
APRIL 22nd 2016





# MYER HOROWITZ THEATRE - RENOVATION

THEATRE INTERIOR #1  
MAY 16th 2016





# MYER HOROWITZ THEATRE - RENOVATION

THEATRE INTERIOR #2  
MAY 16th 2016



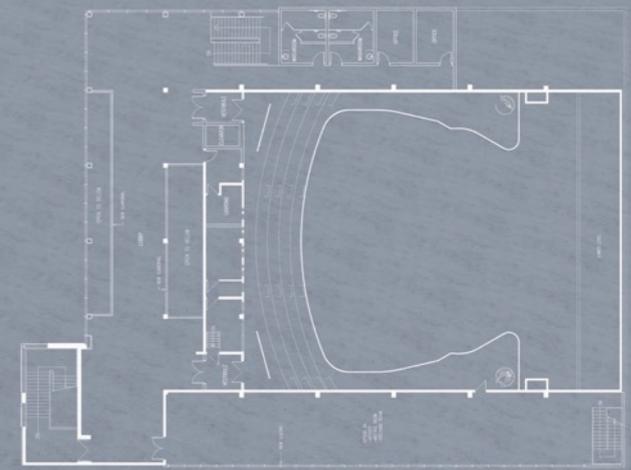
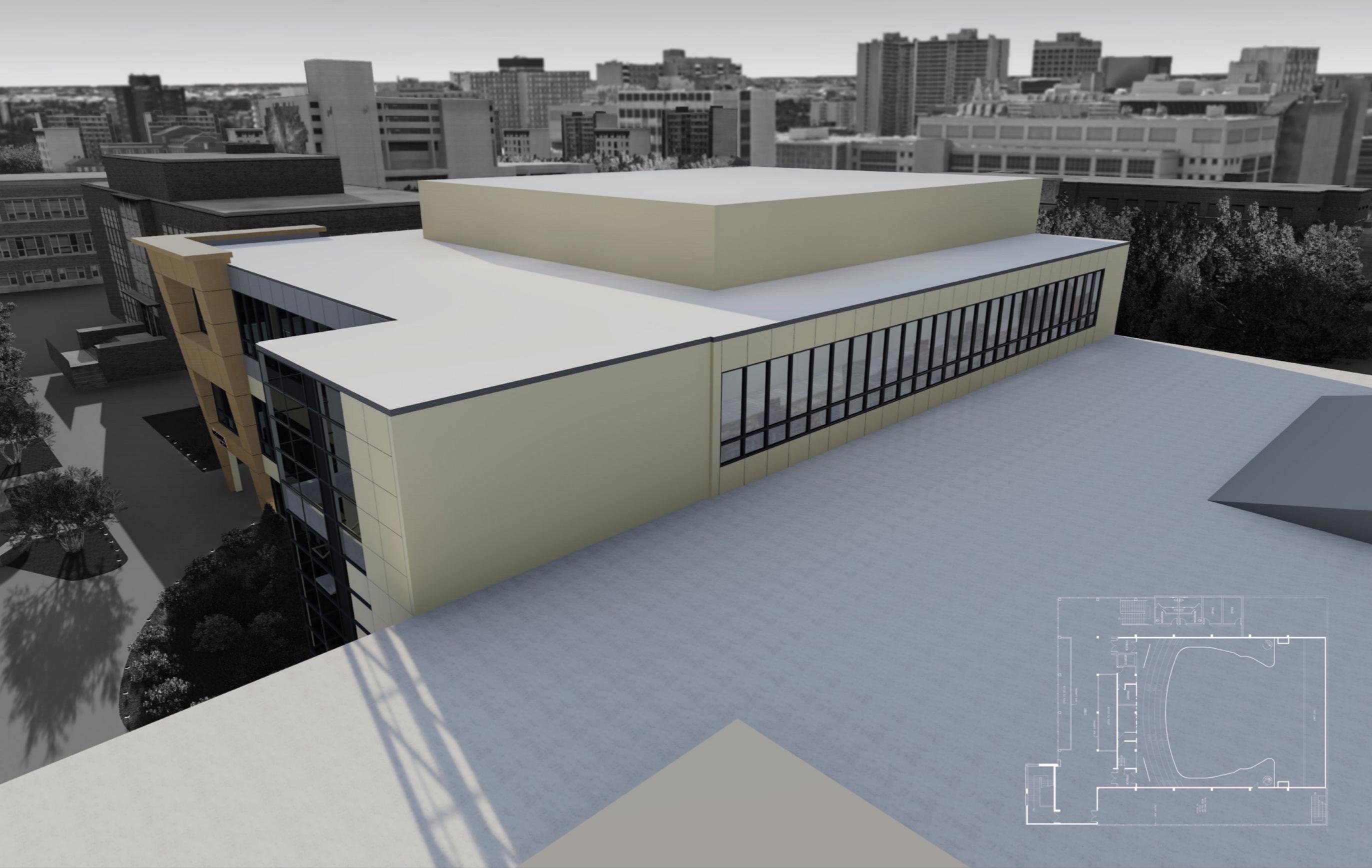


**HOROWITZ**  
THEATRE

# MHT & THE STUDENT EVENT CENTRE CONCEPT

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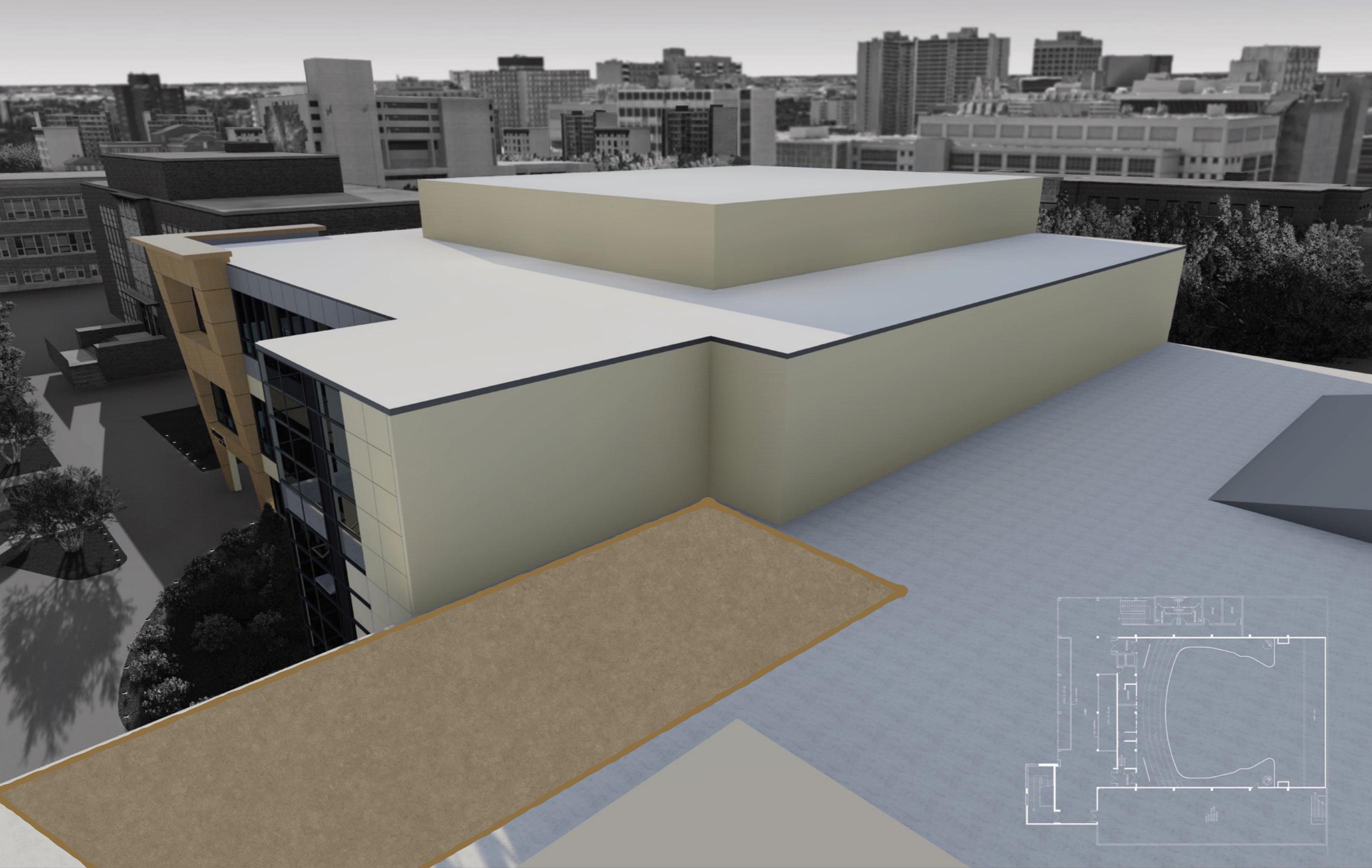
- Event Centres have had a lot of success in other schools (UBC, UofC are the most notable)
- Reconfiguration of entrance will impact L'express
- We need better catering facilities
- To replicate what we've seen work elsewhere, we'll need:
  - Much improved catering facilities
  - 2 more medium-sized (2-3000 sq ft) rooms
  - Appropriate business plan and staff support
- Add a space on the balcony level, a catering kitchen in the lower level, and (ideally) an additional bookable space in the lower level



# MYER HOROWITZ THEATRE - RENOVATION

EXTERIOR BALCONY - OPTION  
APRIL 22nd 2016





# MYER HOROWITZ THEATRE - RENOVATION

EXTERIOR BALCONY - OPTION 2  
MAY 16th 2016



# COSTS

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- Schick estimate, MHT renovation: \$9.5M
  - This is high for a refurb, but it includes a lot of technical equipment.
- Ancillary developments (kitchen, bookable space, storage): \$1.5M (very rough internal estimate)
- Total cost - \$11M
- Costs can be scaled by limiting what we do; however, that would not address any structural shortcomings of the space nor allow us to build a student event centre.

# FUNDING

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- Pursuing grants, such as CFEP and the Canada 150 grant.
  - Some of these grants require work to be completed by 1st half 2018, driving an aggressive schedule on our part.
- Fundraising from SU alumni and arts patrons.
- Ask if students support the project, if required.
  
- Current funding plans reflect a desire to minimize risk. Any upside can then go to continuing modernization of SUB and providing better services.
- Short term, there is a funding issue for design work.

# PROCESS & WHERE WE ARE NOW

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- ✓ Assessment Report (Schick Shiner)
- ✓ Project Manager Selected (Russell Steffes)
- ✓ Initial Meetings with University
- ⦿ Prime consultant (architect) selection (Summer)
- ⦿ Schematic Design and student feedback (Fall Term)
- ⦿ Fundraising (Fall through Summer)
- ⦿ Design Development and Final Approvals: Winter and Spring 2017
- ⦿ Construction Summer/Fall 2017

This timeline is based on a January 2018 completion date. This may be pushed back to 2019.

# YOUR ROLE

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- Oversight and Approvals
- Feedback! We need to know what you think, what you like and what you're concerned about
- There will be a project steering committee that will require some Council representation
- We are also looking at a SUB Advisory Group that will require Council representation

**QUESTIONS?**