We were assigned to answer 3 questions

- What is it?
- Where does it go?
- How much does it cost?

- A theater for the 21st Century
Citizen Engagement: Charette

- 3 day charrette
- October 16th, 17th & 18th, 2012
- Announced in advance
- Excellent attendance
- 1,000+ comments
- Group meetings
- Open to the public and the press

What do you want to see in the venue?

- Public outdoor spaces
  - Outdoor use 9 months a year
- Flexibility
  - Variety of uses & quick turn around
  - 21st Century technology
- Inspired design
  - An important civic building
- Catalyst for development
- Active day & night
- Nearby parking
- Great patron experience
  - Access, comfort, VIP
- Sustainability

Question: Which of these are important to making this a success?
Decision Making Process

Use
~3,000 seats & flexibility
is
Program
65,000 nsf
is
How much floor area and volume
100,000 gsf & quality
is
Construction cost
$60,000,000 +/-
is
Project cost
$60,000,000 +/-

Use = Program

Use Overview:
- 1/3: Touring Broadway shows & theatrical spectacle
  - Urban arts
  - Bryan Lecture Series
  - Concerts
  - Comedy shows
  - Electronic arts
- 1/3: Popular entertainment
- 1/3: Traditional Arts
  - Symphony
  - Ballet
  - Opera
  - Community use
- Flexibility is essential
- For all ages

Program Overview:
- Seat count ~ 3,000
- Adaptable to ~ 1,500 seats
- 65,000 net square feet
- 100,000 gross square feet
- 1.55 grossing ratio
- 50'x120' stage house
- 3 loading bays
- 3 story lobby
- Back-of-house support

Unique
Competitive
Cost effective to build and run
Successful for multiple uses
Designed for integrated video
Specific to Greensboro

Sightlines that Define Room Width
Broadway Show Format

Stage Flexibility – Symphony
Lecture Format

Stage Flexibility – Concerts / Pop Entertainment
Flat Floor Format

How does it compare to Durham PAC?

**GPAC**
- Seats: ~3,000
- Stage: 50'x120'
- Floor area: 100,000 gsf
- Flexible stage: yes
- Loading bays: 3

**Durham**
- Seats: 2,700
- Stage: 50'x110'
- Floor area: 108,000 gsf
- Flexible stage: no
- Loading bays: 3
Budget Overview

- $50,000,000 construction cost
- $10,000,000 soft costs @ 20%
- $60,000,000 project cost
- Bid date of 2nd quarter 2014
- 100 year building

93% of construction not discretionary
- Foundations
- Steel structure
- Concrete slabs
- Electrical
- Mechanical
- Plumbing
- Fire protection
- Gypsum wall board
- Lighting
- Roof
- Paint
Use = Program = Floor Area = Cost

Construction Cost Overview
- 100,000 gsf
- @ $340/sf
- =$34,000,000
- + Performance equipment
- + Utilities
- + 2.5 years escalation @ 4.0%
- + CM costs
- + Contingencies
- = $50,000,000

Soft Cost Overview
- Furniture
- Equipment
- Signage
- Scope contingency
- Design team fees
- Legal fees
- Opening events

How is the building concept efficient?

Keep it simple
- Symmetry
- Simple structural grid
- Minimize excavation
- Few curves
- Straight seat layout
- Modest materials
- Minimize glass façade area
Site Options

Initial Charrette Site Options
- Bellemeade
- News Record
- Carolina

Additional Site
- YWCA
- 3D Model Discussion

How were the sites evaluated?

- 20 criteria

Issues
- Cost
- Civic prominence
- Future potential

4 Categories
- Circulation
- Neighborhood
- Site issues
- Building issues
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<th>Category</th>
<th>Criteria</th>
<th>Site 1 Bellemeade</th>
<th>Site 2 News-Record</th>
<th>Site 3 Carolina</th>
<th>Site 4 CC-YWCA</th>
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|             |                                  | 146               | 117                | 103             | 165            |

![Site 1 Bellemeade Radar Chart](chart.png)

![Site Issues Radar Chart](chart.png)
Site Budget Comparison Example

**Bellemead**
- $45,000,000 construction cost
- $5,000,000 land acquisition
- $10,000,000 soft costs @ 20%
- $60,000,000 project cost
- Demolition is extensive

**YWCA**
- $50,000,000 construction cost
- $10,000,000 soft costs @ 20%
- $60,000,000 project cost
- City owned land
- Demolition is minimal
**YWCA Site**

**Cost**
- City owned land
- Limited demolition cost
- $60M project cost is all put to building

**Civic Prominence**
- Centerpiece of Cultural Arts District
- Includes a prominent civic plaza & "Festival Park"
A Special Opportunity – LeBauer Park

GPAC – GPARK
- Outdoor public space
- Iconic architecture
- Open & welcoming to all
- Natural materials of region
- A 21st Century theater
- What’s going on inside?

Proposed Site Plan
Proposed Site Plan + Development

Exterior Experience – View from Center City Park