

Horsham Town Hall and Art Gallery Redevelopment

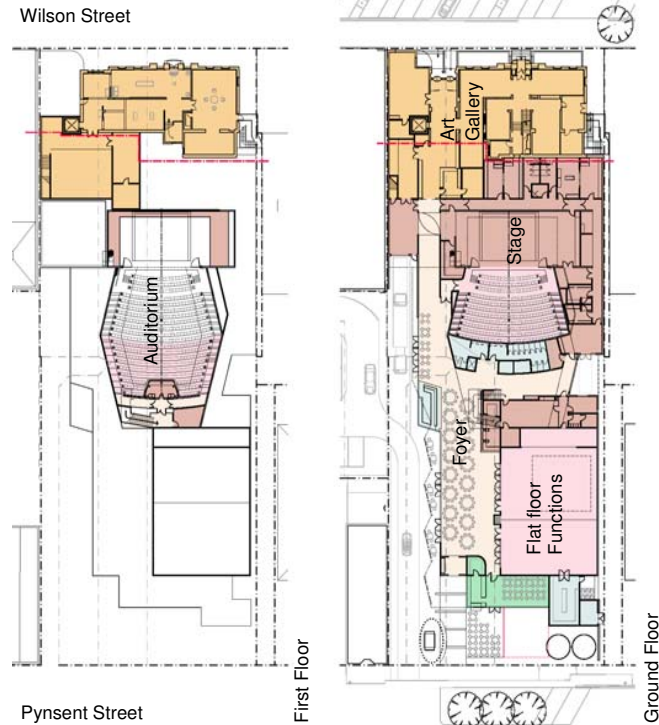
This leaflet has been developed to assist the community to better understand this exciting new project.

Background

In May 2009, Council completed a Cultural Venues Strategic Plan. This involved a review of current and potential uses of the Horsham Town Hall, Centre Cinema, Wesley Performing Arts Centre and Jubilee Hall (the former Dance Studio), with input from 42 community user groups, professional promoters and building experts.

The report concluded that the Horsham Town Hall and Horsham Regional Art Gallery were suitable for redevelopment into an integrated professional performing arts, art gallery and community facility for the Wimmera region.

Below is the proposed preliminary floor plan at the conclusion of the conceptual design phase.



Project Control Group

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Funding

This project has been funded through two \$5m grants from the Federal and State Governments. The balance will be provided by Council, corporate sponsorship and fundraising. The funding was provided from the Australian Government's \$1 billion Regional and Local Community Infrastructure Program and the Victorian Governments Regional Infrastructure Development Fund managed by Regional Development Victoria.



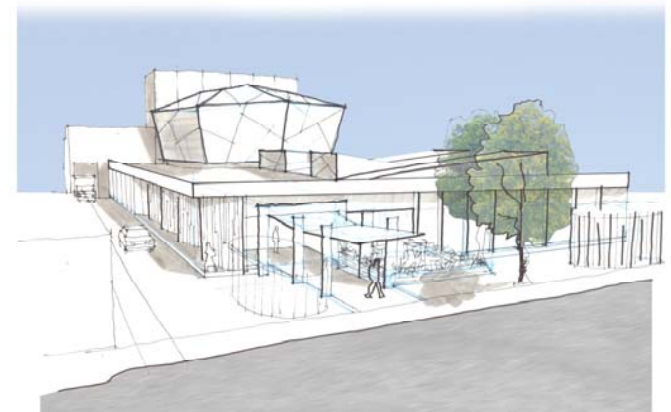
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Wilson Street

Horsham Town Hall and Art Gallery Redevelopment



Pynsent Street

Concept

Horsham Rural City Council is committed to producing a landmark building that will become a hub for cultural activities across the Wimmera. This project will bring together the visual arts, performing arts and community activities in a state-of-the-art facility.

The project will refurbish the former Art Deco Municipal Offices on Wilson Street, to improve the Horsham Regional Art Gallery's exhibition and back-of-house facilities. The new jewel shaped auditorium, will become the shining light of theatre in the region.

To provide Horsham with new conference and community facilities, a new flat floor function space will be constructed.

The new building will flow from Wilson Street to Pynsent Street with the Art Gallery, Theatre and Function Room linked by a large glazed foyer providing the community with a bright new indoor public space.

Questions and Answers

What does this project set out to achieve?

- An integrated performing arts, art gallery, conference, and community facility.
- A new dedicated 515 seat theatre.
- A new flat floor function room that can seat up to 300 for dinner at round tables.
- A new community-accessible kitchen, venue bar and foyer (with an option for an integrated cafe).
- Refurbishment of the Art Gallery's existing Art Deco building including:
 - A new dedicated Art Gallery Education Program space.
 - Improved industry standard storage space for our valuable Art Collection.
- New shared loading dock, providing a safe working environment.

Why replace the Town Hall?

- Having two dedicated spaces – one for theatre and one for events will allow us to improve functionality, flexibility and be more efficient in our operations. It allows us to provide comfortable theatre seating and capacity to run two or more events at the same time.

Why a 515 seat theatre?

- Market research indicates 500 seats is the optimum scale for projected population over the next 20+ years. Examples include: Bendigo, Sale, Shepparton and Wangaratta.
- The cost difference between a 500 and 1000 seat complex is more than double.

How did we decide on this concept?

- Following initial community consultation, Federal and State Government funding was obtained based on a proposal to redevelop the existing building.
- Over the last nine months seven concepts have been considered by the Project Control Group and Steering Committee. Following a tour of facilities in other cities and weighing up the costs and practicalities of starting from scratch, having separate facilities on separate sites and redeveloping what we have, this concept was recommended and approved by the Horsham Rural City Council.

When will it be built and completed?

- Construction is to commence in August 2010 with anticipated completion in December 2011.

What will it cost?

- Council has endorsed a budget of \$14m.

Where will parking be available?

- Council is constructing centre of road parking in Pynsent Street.

What will our new centre be used for?

- Community events
- Civic receptions
- Conferences
- Wedding receptions
- Conventions and expos
- Dances
- Debutante balls
- Art Gallery exhibitions
- Musical performances
- Local festivals
- School theatre productions
- Comedy
- Theatre performances by local groups
- A place the community can meet and socialise in on a daily basis.

