



St James Theatre, Auckland

A Business Case for redevelopment and ongoing operation of the St James Theatre, Auckland

> THE CONTEXT

Originally constructed in 1928 the St James Theatre is a highly valued heritage asset in a key location within the Theatre District of Auckland Council. The City Centre Masterplan places clear emphasis on the significance of preserving the City's heritage assets and the importance of protecting the Aotea Quarter as a civic and cultural heart of the City. The St James had fallen into disuse following a fire in 2007 which raised concerns about safety and compliance.

> THE BRIEF

Auckland Council required a Business Case to guide and inform the potential acquisition and future restoration and development of the St James Theatre, its ongoing operation and management, and to identify funding options for both the redevelopment and future operation of the Theatre.

> OUR APPROACH

Positive Solutions, with Williams Ross Architects and Cheshire Architects conducted a site visit of the Theatre, reviewed previous documentation and interviewed stakeholders, including former and potential future hirers of the Theatre, and other theatre managements, in order to form a view as to likely demand for St James' facilities. Concept plans for alternative development schemes for the Theatre were prepared, along with preliminary costings for these schemes. Organisational models and financial projections were provided.

> THE RESULTS

The Final Report provided the history and context of the theatre, along with a demand assessment including commercial entertainment trends, configurations, and likely usage. The report also provided a scoping of development options with details of seating, stage size, orchestral pit and backstage arrangements; technical specifications; and consideration for foyer, function and other multipurpose space use.

SEE ALSO:

- > [Business Case and Critical Review for Q Theatre, Auckland](#)
- > [Business Case for the development of a Regional Performing Arts Centre in Gosford](#)
- > [Ipswich Performing Arts Centre Business Case](#)
- > [Castlemaine Art Gallery and Historical Museum Business Case](#)
- > [Brisbane Powerhouse Feasibility Study and Business Planning](#)