

# Imperial Theatre Venue Guide



This document will help prepare you for your visit to Imperial Theatre in Saint John, New Brunswick. It includes directions to our theatre and a step-by-step guide to what happens before the show to help you access and understand your experience of the building.



## Imperial Theatre

12 King Square South  
Saint John, New Brunswick  
E2L 5B8

[ImperialTheatre.ca](http://ImperialTheatre.ca)

Box Office: 1-506-674-4100

During a Show: 1-506-674-4119



Imperial Theatre houses a large, 829 seat auditorium restored to its original 1913 appearance. The theatre hosts live events ranging from world tour concerts to community theatre and everything in between. The building also contains three floors of updated lobbies where community organizations and independent artists host events and shows.

# Getting Here

We are located at 12 King Square South between the Admiral Beatty and Irving Oil Head Office. The closest intersection is King Street and Charlotte Street, where Charlotte will take you onto the Square.



## Bus Routes

[saintjohn.ca/en/transit](http://saintjohn.ca/en/transit)

**These are the Bus Routes that arrive at the Charlotte St / City Market Stop across the square from the theatre.**

- 21 South End / St. Joseph's
- 23 Crescent Valley
- 25 Millidgeville / North
- 52 Kennebecasis Valley Comex
- 3 McAllister Place / Regional UNB

- 15 Harbour Bridge
- 20 Wright St. / Fort Howe
- 1 McAllister Place / East Point
- 9 McAllister Place / Regional Hospital
- 33 Champlain Express



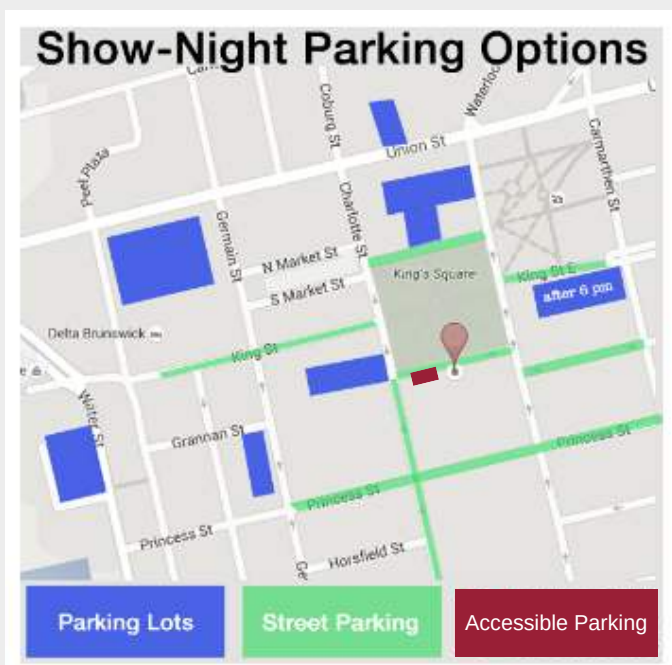
## Parking

[saintjohn.ca/en/parking](http://saintjohn.ca/en/parking)

The Theatre does not have a parking lot, though on-street parking is available around King's Square and on several neighbouring streets in the uptown area. Parking in some Saint John Parking Commission lots is free after 6:00 pm (weeknights) and on the weekends.

There are two accessible parking spots located between the Admiral Beatty and Imperial Theatre.

The Irving Oil parking lot behind Admiral Beatty is also free to the public weekdays after 7pm and on weekends, just make sure to follow all proper signage.



# Entering the Building

Once you arrive, you can enter through the set of glass doors facing King's Square. There are automatic doors for wheelchair accessibility on the right side; all door sets open wide enough to accommodate small to medium-sized mobility aids.



As soon as you enter you will see our Box Office counter straight ahead. Here you can pick up your tickets for the event you are attending, purchase tickets for future performances, or speak with our House Manager.



# Who can I ask for help?

## Our House Managers!



Emma



Regi

**House Manager** - The House Manager is identifiable by their name tag and lanyard. You can come to them for needs regarding service animals, accessible/wheelchair seating, hearing assist devices, and if you need an answer to any questions you may have!

**Ushers** - The ushers are identifiable by their white shirts with accompanying name tags and black bottoms. They will be happy to answer any questions and guide you to your seat.

**Box Office** - Identifiable by their position behind the counter at the far end of the main floor lobby, for any concerns related to tickets.

# Main Lobby / Orchestra Level

When you enter our main doors, you will be in our Main Lobby (also known as the Orchestra level). To your right is our bar where you can purchase alcoholic and non-alcoholic drinks as well as small snacks before the show and during intermission.

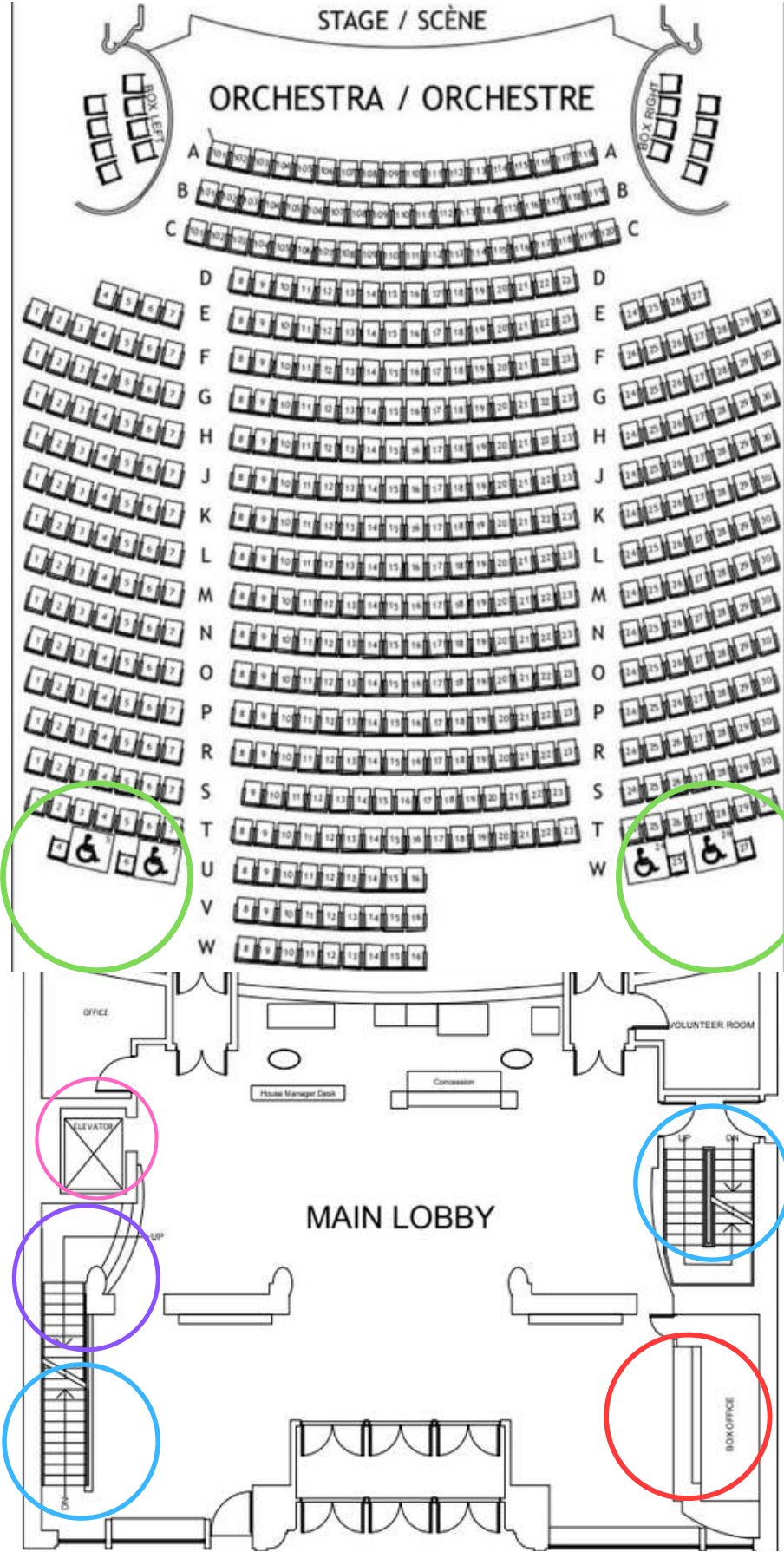


To your left, the Main lobby continues with more seating, merchandise tables at some events, and stairwells / an elevator to both the Upper and Lower lobbies where our bathrooms are located.



**Elevator to Upper and Lower Lobbies**

**UP Stairwell to Upper Lobby / Washrooms**



**Accessible Seating**

**DOWN Stairwell to Lower Lobby / Washrooms**

**Bar / Concessions**

# Elevator



Both lobbies are accessible by stairwells on either side of the Main Lobby and an elevator on the left hand side. We have two sets of bathrooms; Gendered Washrooms located in the Lower Lobby and Universal Washrooms in the Upper Lobby.



**Level 3**  
**Administration (Staff Only)**

**Level 2**  
**Upper Lobby / Balcony**  
Golding's Lounge  
Universal Washrooms

**Level 1**  
**Main Lobby / Orchestra**  
Box Office  
Concessions  
House Manager

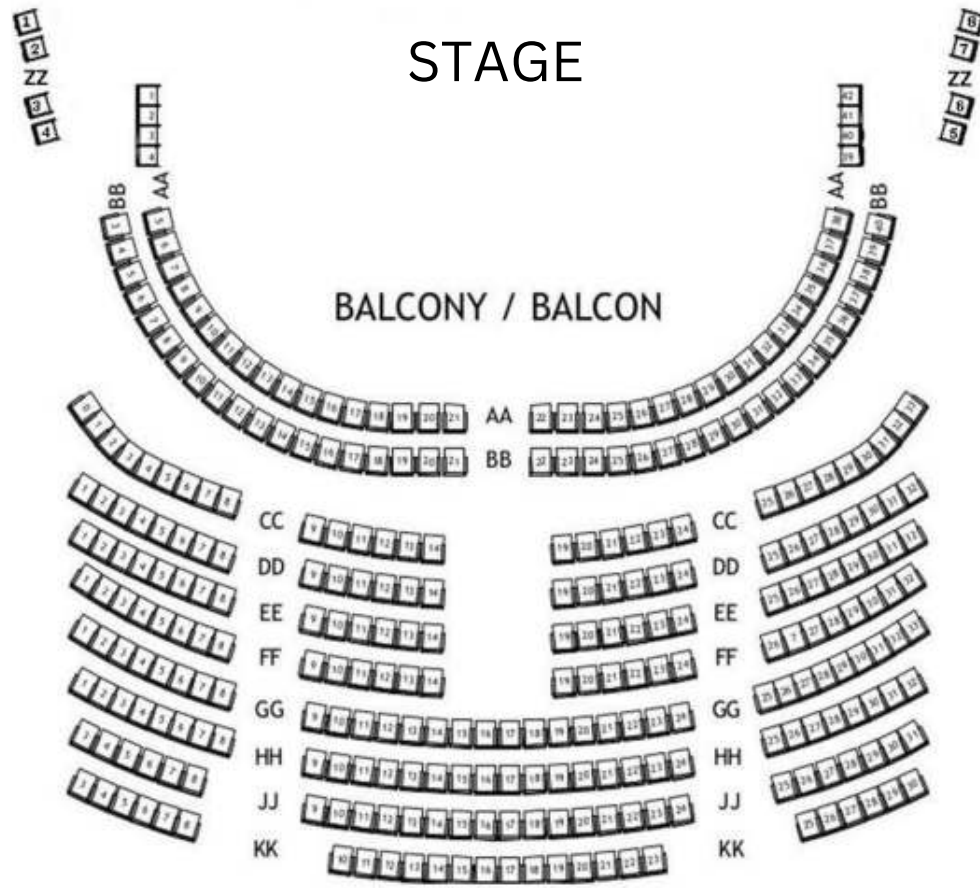
**Level B**  
**Coat Check / Lower Lobby**  
Gender Specific Washrooms  
Quiet Space

# Upper Lobby / Balcony Level



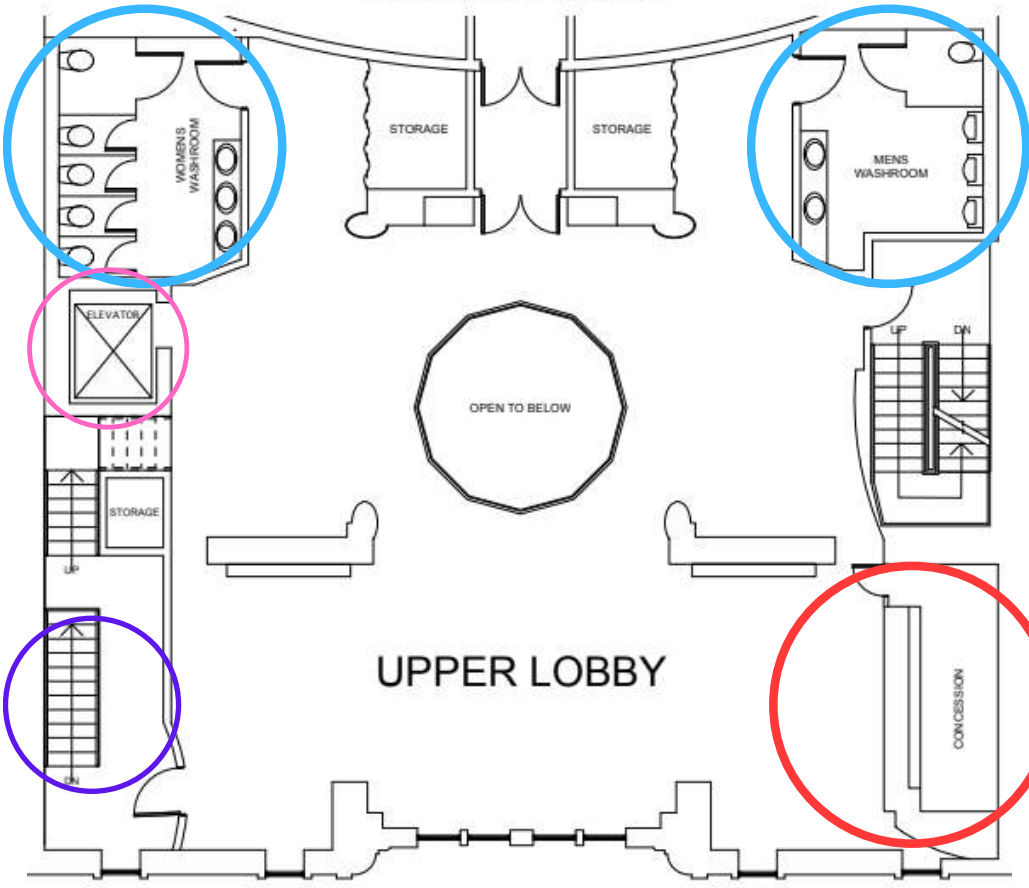
Our Upper Lobby has plenty of seating options to comfortably sit pre-performance, as well as a second bar, known as Golding's Lounge. Next to the elevator you will find a water station, where you can access free, filtered, cold water. Located past our original 1913 chandelier, there are two universal bathrooms on the right and left hand side. There are signs on the washrooms to indicate the facilities inside. In the centre of the room are the doors leading into the Balcony level of the auditorium.





**Elevator**

**Stairs down to the Main Floor**



**Washrooms**

**Bar / Concessions**  
**Golding's Lounge**

# Coat Check Lobby / Lower Level



Our Lower Lobby has a set of comfy couches and chairs with a TV screen that displays the performance happening onstage. This space is quiet and cool, set apart from the other main areas, and open before the show and during the performance. If you need a quiet space during the performance, you can sit down here.

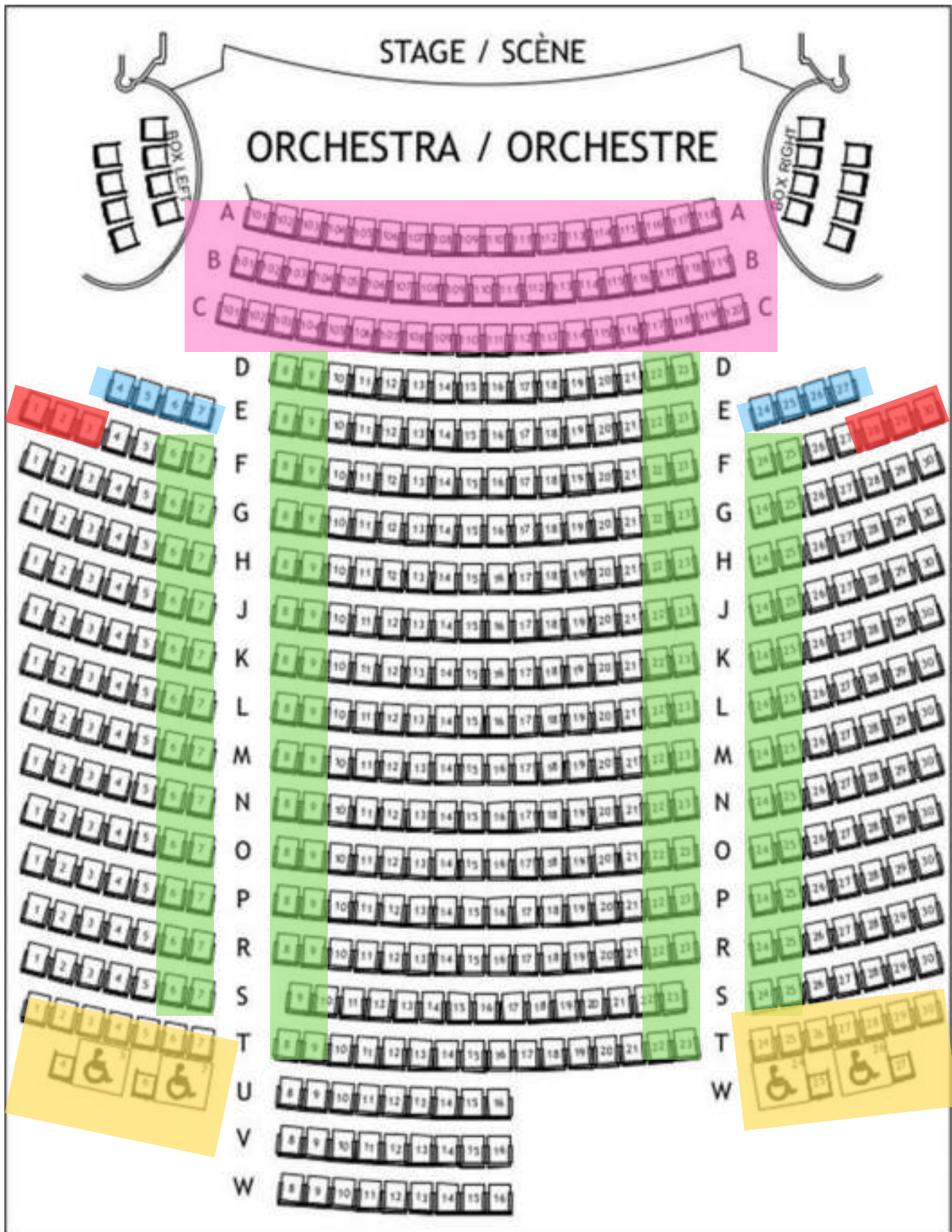




The Lower Lobby also contains our Coat Check and our Women's and Men's Washrooms. Above each washroom is signage that displays what facilities are inside.

# Auditorium - Orchestra Level

Where should I sit?



## **ABC 101 - 120**

Front row is perfect for those who like to see the performers up close and personal. Great for those who have friends in the show, or when attending intimate theatre performances, or for those whom are hard of hearing. Not so great if you don't like craning your neck to look up at the performances.

## **E 1-4 and E 24-27**

These seats are ideal for those who like to be close but not in the front row. Lots of room around to stretch out legs or if you are accompanied by children who may be in and out of their seats.

## **Aisle or "End Seats"**

These seats are best for those who don't like being in the middle, or moving between others to get to their seats. Great access if you need to get in and out quickly, or for taller folks who like to stretch out.

## **F 1-3 F 28 -30**

These seats are ideal for those who like to be close but not in the front row. Lots of room around to stretch out legs or if you are accompanied by children who may be in and out of their seats.

## Rows T - W Accessible Seating

These seats are **reserved** for those who have access needs that cannot be accommodated by our regular seating. This could include wheelchair users, but extends to anyone who needs it.

**Row W** is an open space where folks can park their wheelchairs to watch the show from, sit in our alternate armless chairs, or store their mobility aids. There is room for four patrons on either side of Row W, labelled on the seating map as W4-7 and W24-27.

**Row T** is reserved for parties accompanying those seated in Row W, so they can remain close together to enjoy the show.

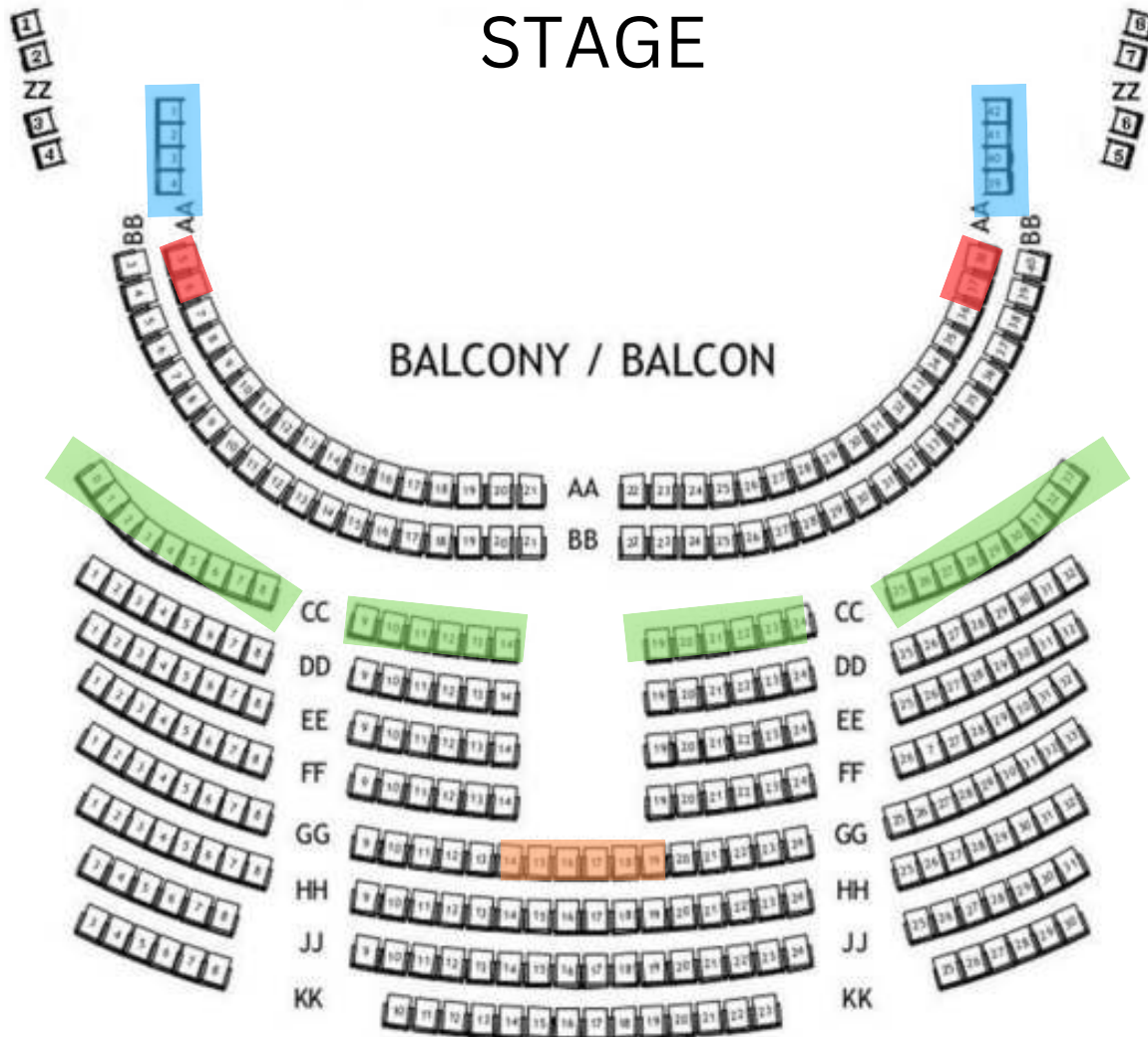
**Row T** is also available for patrons with accessibility needs who would benefit from being located close to an exit.



If you require hands-on assistance, please bring a friend or aide to accompany you. For your safety and ours, our Volunteers and Staff are unable to help with direct physical aid. We are happy to help place your mobility aids to the side during the show, and bring them back to you following the end of the performance.

Accessible Seating is subject to availability, please call the Box Office at **506 674 4100** to arrange seats within the Accessible Seating Area.

# Auditorium - Balcony Level



## Row AA 1-4 and 39-42

These seats are considered Restricted View because of the angle of the Balcony. When you sit down and look directly across, you see the rest of the audience and must turn your head to look at the stage. The curve of the nearby box seats can also cut off one quarter of the stage from sight. But these seats are free standing and without arms which may be more comfortable for some patrons.

## **Seats AA 5-6 and AA 37-38**

These pairs of seats are considered restricted view because of the height of a nearby safety rail. This can cut off a small part of the stage, but the seats are still front row balcony and on the aisle which can outweigh the slight restriction of view.

## **Row CC**

This row is lined by a safety rail but does not impede most patrons vision. It is just above eyeline for some and below for others. It also has plenty of leg room.

## **Seats GG 14 -19**

Seats in this area have more leg room but are considered restricted view due to a high safety bar just along the bottom of most patrons' line of vision.

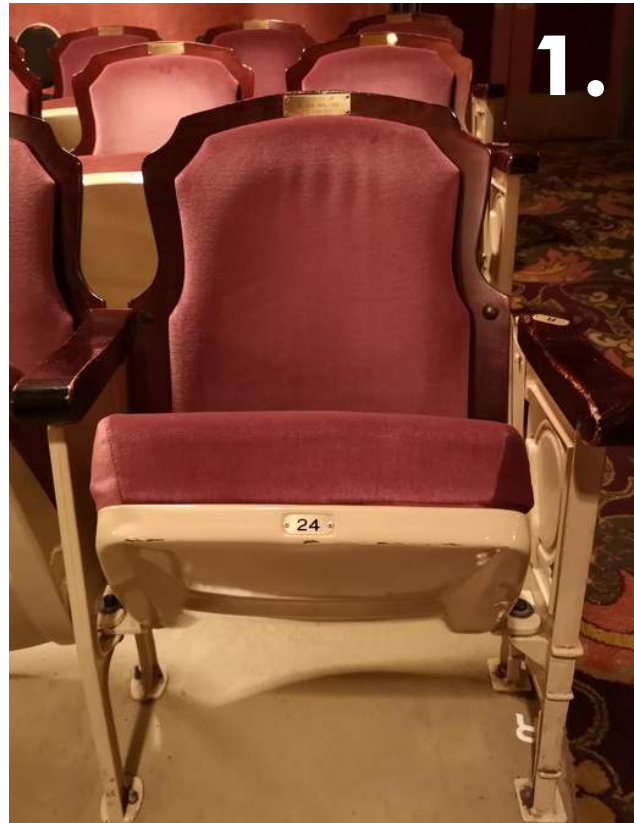
**When shopping for tickets online at <https://imperialtheatre.ca>, there is a "View From Your Seat" option. Once you have selected your potential seats, you will see this button.**

**Seat View (approx)**

**Clicking this will bring up a photo taken from that seat of your view of the stage.**

# Seating

1. Our regular seats. They are upholstered in velvet, and have arm rests on either side. The seat is **19" wide and 17" deep**.
2. Armless seats located in AA 1-4 and AA 39-42. They are upholstered in a smooth fabric, and are **20" wide and 17" deep**.
3. Armless seats that can be made available for patrons in the Accessible Seating Area. They are upholstered in a sturdy black fabric, and are **15" wide and 15.5" deep**.



# Assistive Devices

## WATER STATION

There is a water station on the Balcony level, next to the elevator and women's washroom. There you can access free, filtered, cold water and refill your personal water bottles or request a cup from the bar.



## SERVICE ANIMALS

We welcome service animals to any part of the premises that is open to the public.

# Assistive Devices Continued

## HEARING ASSIST SYSTEM

Hearing-assist devices are available for no charge. Please reserve when purchasing tickets to ensure availability, and then pick up devices at our House Manager's desk on arrival. The House Manager can be found at the Box Office in the Main Lobby



## WHEELCHAIR

Imperial Theatre has one manual wheelchair. Please reserve when purchasing tickets to ensure availability, and then pick up the wheelchair at our House Manager's desk on arrival. The House Manager can be found at the Box Office in the Main Lobby

Please note, Imperial Theatre staff and volunteers are not able to push the wheelchair once a patron picks it up from the House Manager.



# Assistive Devices Continued

## AUTOMATED EXTERNAL DEFIBRILLATOR (AED)

There are two AED machines onsite. One is in the Main Lobby the other is backstage. If required, please find a volunteer or staff person, and First Aid training will be administered.



## OTHER FIRST AID

Imperial Theatre has many first aid kits, and procedures in the event First Aid is required. If you need help, please alert a volunteer or staff person.

NAXALONE is available in case of emergency. Please alert a volunteer or staff person.

# What to Expect

The general flow of attending one of our performances

## **ARRIVAL**

When you arrive at the front doors a Volunteer will greet you and take a look at your tickets to better guide you toward the Auditorium entrance nearest your seats. The doors to the Auditorium open 30 minutes before the show, so if you have arrived early you may choose to wait in any of our lobbies or head to the bar to purchase a beverage or snack.

If a restroom trip is required before the show you may take the stairs on either side of the building or the elevator to access the Upper or Lower Lobby where our washrooms are located.

## **FINDING YOUR SEAT**

Once the doors to the Auditorium have been opened you are welcome to head to your nearest entrance either on the Main Floor if you are seated in the Orchestra or the Upper Lobby if you are seated in the Balcony. At these entrances Volunteers will scan your ticket whether it be a physical ticket printed off at the theatre, an e-ticket printed at home, or an e-ticket on your smartphone. Then you can enjoy the show!

## **DURING THE SHOW**

If you have any concerns or need to leave your seat, there are volunteers at all exits who can answer your questions or guide you in and out quietly. If you have questions regarding your seats you may speak to the House Manager. If you ever feel overwhelmed during the performance, our Lower Lobby is a quiet and cool space to observe the rest of the show.

## **IF YOU ARRIVE LATE**

It happens! You will enter through the main doors and be greeted by our House Manager who will scan your ticket and guide you inside the auditorium and towards your seats at the appropriate time.

Once the applause has ended and the lights come up, you will make your way out of the auditorium and into one of our lobbies. From there you may exit the theatre and get home safe!





We hope you enjoy  
your time at the  
theatre and  
thank you for your  
patronage!

If you have any other  
questions feel free  
to call the Box Office at  
**506-674-4100,**  
Mon - Fri 12pm - 5pm

Did we miss something?

If you haven't found the answers you're  
looking for, please email us  
**[boxoffice@imperialtheatre.ca](mailto:boxoffice@imperialtheatre.ca)**  
and we will add it to our guide!

Where to Find Venue Guides (Yellow Binders):	Where to Find Venue Guides (Yellow Binders):	Where to Find Venue Guides (Yellow Binders):	Where to Find Venue Guides (Yellow Binders):	Where to Find Venue Guides (Yellow Binders):
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