

COMMITTEE OF THE WHOLE- JUNE 18, 2007

ARTS AND CULTURAL USE PROGRAM AT CITY-OWNED HERITAGE BUILDINGS – PILOT PROJECT

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation & Culture recommends:

WHEREAS the City of Vaughan has invested resources in the restoration of City-owned heritage buildings and public lands surrounding the sites; and,

WHEREAS these properties are significant to the history of the community and considered cultural artifacts in their own right; and,

THEREFORE BE IT RESOLVED that Council approve the “Arts and Cultural Use Program”, a 3-year pilot program (2007-2009) aimed at providing arts and cultural groups and individual artists affordable access to available heritage buildings by introducing a new subsidized rental fee category of \$150 + GST per each 7 day rental. (With a 3% yearly increase in fee in 2008 and 2009) associated with the program as found in Attachment 1; and,

That the new fee category be included in the *Recreation and Culture User Fees and Pricing Policy*; and,

That staff evaluate the program at the end of the 3 year period and give consideration to a full implementation.

Economic Impact

The necessary resources have been included in the 2007 operating budget and no additional resources are required.

Communications Plan

The availability of heritage buildings for arts and cultural programming will be advertised and promoted to artists, arts and cultural organizations through the Recreation & Culture Guide, Vaughan community centres, libraries, direct mail to local arts organizations and City of Vaughan Website. The “*Arts and Cultural Use of City-Owned Heritage Buildings Program Guidelines*” pilot program has also been reviewed and endorsed by the Vaughan Arts Advisory Committee at their April 5, 2007 meeting.

Purpose

The purpose of this report is to seek Council approval to implement a 3-year pilot program, entitled “Arts & Cultural Use of City-Owned Heritage Buildings” and a new rental fee which encourages rental use of City-owned buildings by artists and arts & cultural groups for self-run exhibitions, programs and events.

Background - Analysis and Options

At the April 23, 2007 Council meeting, it was requested that staff bring forward a report relating to the development of the MacDonal House and the Armstrong House for Council’s review. This report will address this request, in particular as it relates to the introduction of subsidized rental fees for the purpose of arts and cultural uses at City-owned heritage buildings. The available

heritage buildings that will be the primary locations for this program is the J.E.H./Thoreau MacDonald House, 121 Centre Street; the Armstrong House, 42 Old Yonge Street; the Arnold House, 21 Spring Gate Boulevard; the Charlton House at 220 Charlton Avenue; and the Vellore Hall at 9541 Weston Road.

Community Consultation: A Need for Affordable Exhibition and Programming Space

In 2003/4, cultural development consultant Synercom Strategies was hired to review the general use of City-owned heritage buildings and provide recommendations on the suitable utilization and programs for the sites. The facilities that were a primary focus for the review were the Armstrong House, located at 42 Old Yonge Street and the J.E.H./Thoreau MacDonald House located at 121 Centre Street.

During the review, a number of community groups, organizations and individuals from the Vaughan and neighbouring areas were consulted. The results of the review detailed a significant desire in the community to utilize City-owned heritage buildings as arts and cultural “centres” and focus the programming and development of these “centres” for arts and cultural related activities. The history of the sites, their link to Canadian cultural icons and their significance to the history of Vaughan, make them appropriate locations for artists and community arts & cultural groups to use for self-run exhibitions, workshops and programs.

The consultation process also resulted in an expressed need for affordable exhibition and programming space for emerging artists and arts and cultural groups. The need to facilitate emerging artists and arts and cultural groups by providing resources and support, was identified as integral to their development.

Program Goals

As a result of the identified need to support arts and cultural activities, in particular, through the use of City-owned heritage buildings and sites, a pilot program is being proposed that would make available heritage sites to arts and cultural groups and individual artists for a 1 to 2 week period at a reduced rental rate for self-run exhibitions and programs. The overall program goals for establishing arts and cultural centres at City-owned heritage building locations are as follows:

1. To increase the use of City-owned heritage buildings by establishing programs, services and fees that provide affordable access to heritage buildings;
2. To assist in the development and promotion of arts & cultural groups and individual artists in the community by providing them with affordable access to City-owned heritage buildings for their activities and programs;
3. To provide the Vaughan community opportunities for participation in arts and cultural exhibitions, displays, and workshops within their community.

The City has invested resources in the rehabilitation of City-owned heritage buildings and the lands surrounding the sites. These properties are significant to the history of the community and are cultural artifacts in their own right. The use of these buildings for artistic and cultural purposes is a fitting tribute to them and will add to the artistic and cultural vitality of the City.

Proposed Sites for Program

A number of City-owned heritage buildings were evaluated for their appropriateness to facilitate arts and cultural programming. Sites were evaluated for their current condition, suitability for art exhibitions or displays, parking and current use/availability.

Based on this initial review, five sites have been chosen as pilot sites for the program: the Armstrong House at 42 Old Yonge Street; the MacDonald House at 121 Centre Street; the Arnold House, 21 Spring Gate Boulevard; the Charlton House, 220 Charlton Avenue; and Vellore Hall, 9541 Weston Road. This program will be piloted for a 3-year period (2007-2009) and will be permitted as outlined in the program guidelines. (See Attachment 1 – *Arts and Cultural Use of City Owned Heritage Building Program Guidelines*) These sites are the most suitable and are available for the program at this time. A summary of the City-owned heritage buildings and their current use is found as Attachment 2 of this report.

Proposed Program for Heritage Buildings

Some of the heritage buildings are ideal for artists and community arts & cultural groups to use for self-run exhibitions, workshops and programs.

The need to retrofit some of these facilities with appropriate lighting and picture-rail hanging system is required at all pilot locations except the Armstrong House. The MacDonald House will be the primary location for the installation of a picture-rail hanging system and track lighting in 2007 and funds for this purpose has been included in the 2007 Operating Budget. The other locations will be included in the 2008 budget.

Other uses at the sites for recreation programs, summer camps and the general rental of the spaces will also be facilitated as requested. At the end of the 3-year term, the Arts and Culture Pilot Program will be reviewed and an evaluation on whether to continue, expand or make changes to the program will be brought back to Council for further consideration.

Rental Fees/User Fees

As identified in the consultant's report prepared by Synercom Strategies, community artists and arts and cultural groups have identified the need to provide them with community space that is affordable.

Many emerging community arts & cultural groups have related that the current fees are too high and are not affordable as they operate and sustain themselves through limited membership fees and some fundraising activities that do not generate a substantial amount of revenue. A primary need for these groups is to be able to access facilities in order to showcase and exhibit their artwork, showcase interpretive displays, promote and use for instructional programs/workshops.

The pilot program that is being proposed in Vaughan would be offered to artists and arts and cultural groups and is based on a review of a number of facilities in the neighbouring municipalities i.e. the McKay Centre in Markham, Neilson Park Creative Centre, and the Cedar Ridge Creative Centre in Toronto. The review was also conducted to determine administrative and operational guidelines such as application procedures, insurance issues and program evaluation processes.

The Kathleen Gormley McKay Centre in Markham is perhaps the most similar in program to that which is being proposed in Vaughan. The Centre is a heritage home which has been retrofitted into a gallery (lighting and rail hanging system). The Centre has approximately 80 running feet of exhibition space; while for example, the MacDonald House has approximately 30 running feet of exhibition space. The new Vaughan rate would be comparable in price to the McKay Centre i.e. an average cost of \$5 per linear foot of wall space for a 1 week rate.

Proposed New Vaughan Fee

Currently, the fees established within the *Recreation & Culture's User Fee and Pricing Policy* as approved by Council in 2005, has fees for the use of heritage buildings. The present fee system

would result, for example, in a \$1559.39 cost for a 1 week use of a building by a Vaughan Community Service Organization.

The table below identifies the current rental rates of City-owned heritage buildings, the proposed rate for the pilot program and the McKay Art Centre rental rates:

City of Vaughan Heritage Buildings General Use Rental Rates		
Type of Group	Rental Rates** (Hourly Rates + GST)	Rental Rates** (Minimum 5 hour and maximum 7 hour rentals + GST)
Youth, CSO, Schools	\$41.62	\$210.16
Vaughan Resident	\$44.13	\$220.67
Vaughan Corporate	\$47.29	\$236.43
Non-Resident	\$61.55	\$307.75
<i>NEW Arts and Culture Proposed Rate for all artists that meet the established criteria.</i>	\$150.00 + GST per week (7 day use)	
McKay Art Centre Unionville-Markham		
Type of Group	Rates	
Community Artist(s) / Groups	Low Season: (Nov-Apr) \$359 + GST High Season: (May-Oct) \$395 + GST	
Private Rentals (non-residents)	Low Season: (Nov-Apr) \$514 + GST High Season: (May-Oct) \$565 + GST	

**Effective to August 2007, *City of Vaughan User Fee and Pricing Policy*

In consideration of the size of Vaughan's proposed facilities and the amenities they offer, an initial rental fee of \$150 + GST for a 1 week rental is being proposed for the Vaughan pilot program. These fees will be reviewed and amended, as required, at the end of the 3-year period. As the goals of the program suggests, providing affordable access to exhibition and programming space to the arts and cultural sector of the Vaughan community will help promote and develop this sector and provide arts and cultural opportunities to Vaughan residents.

Application Process

This program will be piloted for a 3-year period (2007-2009) and will have an application process through the Recreation and Culture Department in place to be able to ensure appropriate use of the buildings. Staff will continue to facilitate other uses at the buildings for recreation programming, summer camps and other permit users.

Applicants will be required to clearly define the proposed use of the space. Applicants will be evaluated on how well their use/program meets the established criteria, how appropriate it is for the site and building and how it will benefit the community. Priority booking will be given to Vaughan-based artists and arts and cultural groups.

As a standard condition of use, applicants will be required to formally acknowledge that they will comply with terms and conditions required for use of the facility and ensure mandatory requirements such as maximum occupancy requirements of the buildings, health and safety requirements and City By-laws are adhered to.

Relationship to Vaughan Vision 2007

The Vaughan Vision encourages the preservation and enhancement of the natural and built heritage environment and encourages the preservation of significant historical structures and communities.

A strategic priority outlined in the Vaughan Vision is to provide effective and efficient delivery of services. This initiative will provide for an innovative and alternative manner in which to deliver services to Vaughan residents.

This report is consistent with the priorities previously set by Council and the necessary resources have been located.

Regional Implications

There are no regional implications associated with the approval of this report.

Conclusion

Providing affordable rental use of the City-owned heritage buildings for artists and arts and cultural groups and organizations will be a significant step towards assisting this sector in their development, and also providing an added benefit of providing arts and culture opportunities to the residents of Vaughan. The five chosen heritage sites to be part of this 3-year pilot project are ideal sites to launch such a program due to their cultural significance, their current condition and associated amenities and availability. The program will be evaluated after the 3-year period and a report will be brought to Council on the success of the pilot project.

Attachments

1. "Program Guidelines" for "Arts and Cultural Use of City-Owned Heritage Buildings" Program
2. Listing of City-Owned Heritage Buildings and Permitting/Lease Activity (revise format)

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Respectfully submitted,

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ARTS AND CULTURAL USE OF CITY-OWNED HERITAGE BUILDINGS
PROGRAM GUIDELINES

PREAMBLE

The City has invested resources in the restoration of City-owned heritage buildings and the lands surrounding the sites. These properties are significant to the history of the community and are cultural artifacts in their own right. The use of these buildings for artistic and cultural purposes is a fitting tribute to them and will add to the artistic and cultural vitality of the City.

PURPOSE

The purpose of this program is to meet the expressed need by artists and arts and cultural groups and organizations for affordable exhibition and programming space in locations that are fitting sites for such events due to their culturally significant surroundings and history.

PILOT LOCATIONS

The program will be piloted at the following heritage property locations: the Armstrong House, 42 Old Yonge Street; the MacDonald House, 121 Centre Street; Arnold House, 21 Spring Gate Boulevard; the Charlton House, 220 Charlton Avenue; Vellore Hall, 9541 Weston Road. Should a request to use other City-owned heritage building locations be made for arts and cultural uses as per the terms and conditions of this program, staff will consider the use of other locations, if available.

GOALS

The overall goals of the program are as follows:

1. To increase the use of City-owned heritage buildings by establishing programs, services and fees that provide affordable access to heritage buildings;
2. To assist in the development and promotion of arts & cultural groups and individual artists in the community by providing them with affordable access to City-owned heritage buildings for their activities and programs;
3. To provide the Vaughan community opportunities for participation in arts and cultural exhibitions, displays, and workshops within their community;

PROGRAM DURATION/TIMELINES

The program will be piloted for a three year period (2007-2009). Each heritage site will be available for this program; however, other uses such as recreation programming, summer camps and permit users will be scheduled into the use of the building as requested. A review and evaluation of the program will be conducted at the end of the pilot period.

ELIGIBLE USES OF BUILDINGS AND DEFINITIONS

The rental use of the buildings will be for the purpose of arts and cultural related activities. The City will assist with minor modifications; however the users will be responsible for the major lease hold improvements. A definition of these activities is as follows:

Arts, Artists and Crafts

1. Individuals and groups whether amateur, emerging or professional and inclusive of all cultural origins and representation, working in the broad areas of visual, performing, media, literary, design, craft, contemporary and interdisciplinary arts.
2. Crafts are defined as the production of original utilitarian, decorative or expressive works in the transformation of materials such as wood, ceramics, glass, paper, print and mixed media.

Culture, Cultural Activities & Cultural Groups

3. Individuals and groups whether formally or informally established that are involved in preserving, promoting and engaging the public in activities related to “the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It not only includes the arts and letters, but also modes of life, fundamental human rights, value systems, traditions and beliefs “. (UNESCO 1982). It may also include activities related to the interpretation of tangible and intangible history, heritage, and customs.
4. Examples of uses that would be acceptable within the parameters of the arts & culture centres program may include, but is not limited to the following:
 - Individual/group art exhibitions and sales;
 - Art and craft exhibitions and sales;
 - Studio art clinics/workshops;
 - Art appreciation seminars/lectures;
 - Short-term artist in residence sessions;
 - Artifact and historic displays and exhibitions;
 - Cultural heritage exhibitions, programs, events, lectures and workshops
 - Outdoor studio drawing sessions (i.e. landscape painting, photography, botanical illustration studies, etc.);
 - Outdoor *art-in-the-garden* exhibitions and sales;
 - Outdoor music concerts the meet site capacity requirements;
 - Outdoor receptions to complement indoor programming that meet capacity requirements.
5. It will be mandatory that all uses and users at sites adhere to maximum capacity requirements regulated under the Ontario Building Code, City By-laws and City Permit requirements.

FEES AND RENTAL PERIODS

Arts and Cultural groups may rent through Recreation and Culture’s Facility Booking and Client Services Division, a permit for the use of a heritage facility for 1 week to a maximum 2 weeks. The permit requests will be reviewed by the Manager of Cultural Services or his/her designate to ensure the group/artist meets the established criteria of the program. Fees to be charged are as follows:

Year 1: Per week rental = \$150.00 + GST per week (7 days)

Year 2: Per week rental = \$154.50 + GST per week (7 days)

Year 3: Per week rental = \$159.14 + GST per week (7 days)

PROGRAM DATES AND HOURS

1. The use of the facilities for other uses such as City-operated recreation programming, long-term permits and leases and necessary maintenance work to be done to the facility will be given priority scheduling for each calendar year.
2. Many heritage facilities are within or adjacent to residential communities. As a result, it is necessary to establish opening and closing hours of operation in an effort to ensure minimal disturbance to residents. Rental users must operate their programs from 9 am to 10 pm. Rental users must close facility by 10 p.m. each evening when used for programs and events. Outdoor programming must cease by 10 p.m. each evening. Interior set-up or installation at facility by individuals or small groups may be excluded from this requirement.

APPLICATION PROCESS AND CRITERIA

1. An application process will be in place to be able to ensure appropriate use of the buildings. Applicants will be required to clearly define what their proposed use will be, details of daily activities i.e. installation, program dates, take-down dates. Applicants will be required to demonstrate clearly how their application meets the program criteria.
2. Applications will be evaluated to ensure it meets the program criteria, how appropriate it is for the site and building and how it will benefit the community. Priority booking will be given to Vaughan-based arts and cultural groups and artists. Groups having a minimum 51% membership living in Vaughan will be considered a Vaughan-based group.
3. Requests for applications to the program will occur every year at the same time with an established deadline date. These applications will be given first consideration and accommodation. City of Vaughan residents and organizations will be given priority booking. After this initial application process, applications will be accommodated at a first come, first serve basis.
4. Applicants will be required to formally acknowledge through their permit agreement with the City that they will comply with terms and conditions required for use of the facility and ensure mandatory and regulatory requirements such as maximum occupancy requirements of the buildings and health and safety requirements and City By-law requirements are adhered to.

CITY STAFF ASSISTANCE

1. Culture staff will provide, at the request of the facility users, guidance as it relates to exhibition design and installation.
2. With the approval of the facility users, scheduled programs and exhibitions will be posted on the City's Website in an effort to promote these arts and cultural events in the community.
3. The City will assist with minor modifications to accommodate the approved use.

ATTACHMENT 2

PERMIT/LEASE ACTIVITY AT HERITAGE BUILDINGS

BUILDING NAME AND ADDRESS	CURRENT USE
Armstrong House 42 Old Yonge Street, Thornhill	Seasonal Permit for Summer Camp
Arnold House 21 Spring Gate Boulevard, Thornhill	Ongoing Permit for Recreation Programs and summer camp. Monthly Permit to Thornhill Village Artists for use of activity room on top floor.
Baker House 91 Thornhill Woods Drive Thornhill	Monthly Permit to Philippine Heritage Band. Ongoing Permit for Recreation Programs.
Beaverbrook House 9995 Keele Street, Maple	Monthly Permit to Vaughan Business Centre.
Charlton House 220 Charlton Avenue, Thornhill	Seasonal Permit for Recreation Summer Camp.
Frank Robson Log House, 9470 Keele Street, Maple	No Permits or leases.
Kline House 8 Nashville Road, Kleinburg	Scheduled use by the Kleinburg Old Boys, Bindertwine Committee, and Kleinburg Seniors.
Kleinburg Railway Station 10415 Islington Avenue, Kleinburg	Lease to the Kleinburg-Nobleton Soccer Club
Thoreau MacDonald House 121 Centre Street, Thornhill	No Permits or Leases.
Michael Cranny House 439 Glenkindie Avenue, Maple	Monthly office use permits to Youth Assisting Youth, Santafest and the Great Maple Cart Derby group/committees.
Vellore Hall 9541 Weston Road Woodbridge	Permit for use by Recreation and Culture Department. Vaughan Cultural Interpretive Centre.
Vellore School 9541 Weston Road Woodbridge	Monthly permit to Vaughan African Caribbean Association. Seasonal Permit by YRSB and hourly/daily use by private groups, organizations and individuals.
Wallace House 137 Woodbridge Avenue Woodbridge	Monthly permit to the Wallace House Committee.
11151 Keele Street Maple	Lease to Vaughan Soccer Club.