



City of
Peterborough

TO: Members of the Arts, Culture, and Heritage Advisory Committee

FROM: Becky Rogers, Manager Arts, Culture and Heritage Division

MEETING DATE: October 10, 2013

SUBJECT: Report ACHAC13-025
Division Projects

PURPOSE

A report to provide information on Arts, Culture and Heritage Division projects.

RECOMMENDATION

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC13-023, dated October 10, 2013 of the Cultural Planner, as follows:

That the report on projects within the Arts Culture and Heritage Division be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budgetary or financial implications associated with the recommendation.

BACKGROUND

The City's Municipal Cultural Plan is a master plan for use by the City in directing its investment in culture, and for identifying municipal priorities. The Strategic Directions are to be a key component of the Plan, serving as a mechanism for identifying and categorizing important priorities. The Strategic Directions identify the significant cultural areas upon which the City must focus its attention. Each Strategic Direction in the Plan is accompanied by several actions with corresponding initiatives and projects. Either the City, the Community, or the City and Community have been identified as having primary responsibility for implementing the initiatives.

Strategic Direction 7:

Build the Capacity of the Arts, Culture, and Heritage Division – explore greater opportunities for collaboration, enhanced efficiencies of cultural facilities, and continue to raise awareness of the Division's role in city-building

7.2 Maximize the use of city cultural facilities

7.2.7 Pursue recommendations of functional analysis studies for the AGP, the PPL, and the PMA

Peterborough Museum & Archives Renewal Project

The Museum's current storage crisis has been well documented. When the existing Museum facility was constructed in 1967, it was intended to provide adequate storage to accommodate collection growth for at most 20 years. However, only two years after opening, a plea for further expansion was made by then Curator, Anne Heideman. Now, more than 45 years later no significant expansion to the Museum's storage facilities has yet been realized. As a result, collections have become tightly (but carefully) packed; some of the Museum's most significant collections – including the *Balsillie Collection of Roy Studio Images* – are currently stored off-site; active collecting has nearly ceased; and human safety and access are at continued risk due to overcrowding.

Ten years ago, the Peterborough Museum & Archives began making serious plans to significantly expand the Museum facility. While the need was unquestioned, the recommended design for a full expansion was ultimately deemed financially unmanageable. The Museum has since sought lower cost alternatives to address the most critical facility deficiencies. To that end, the Museum undertook a major facelift to its public spaces (lobby, entrance and galleries) in 2010. The positive results were instantly recognized by the public. Despite this, the Museum's critical shortage of storage space remained, hampering its ability to fulfill its mandate, and putting at risk its ability to ensure it meets provincial standards, to ensure that existing federal funding applications are not jeopardized, and to ensure the health and safety of volunteers, staff and patrons.

On December 3, 2012, in Report CSACH 12-014, following a comprehensive review of all options available, staff recommended to Council as the preferred solution, the construction of a single storey 10,000 sq. ft. storage facility on the Museum grounds at 300 Hunter Street East. The structure would stand apart from the existing Museum structure. The facility would result in another out-building on the site that currently has three other portable buildings.

It is the preferred solution in terms of the cost to the City, operational efficiencies and the ability to achieve the timelines required for external funding. The solution will meet the Museum collection storage needs and provide time for City Council to determine the preferred site of the Museum (i.e., current location vs. downtown location). This solution is beneficial as it will be in close proximity to the Museum to ensure access for Museum volunteers, staff and researchers, rather than at a storage facility that requires staff travel.

With the Museum Renewal project, the Museum will address the shortage of collection storage space by constructing a stand-alone facility on Museum grounds and provide vastly improved public, staff and volunteer work space, mechanical systems and programming space through a significant renovation to the Museum's lower level. When completed, all Museum collections will be stored on site (archival collections stored in the lower level of the main building, and all other artifacts stored in the new storage facility).

The Museum Renewal project will improve and ensure:

- on-site storage facilities (and environmental controls) for all collections;
- separation between storage areas and other uses (better environmental conditions for the artifacts, improved safety and security for artifacts and people);
- working facilities for staff, volunteers, students and the public;
- public access to collections, programming, and services;
- security, improving human and collections safety;
- dedicated programming space within the main building;
- the Museum's capacity to expand its collections, thereby preserving a greater percentage of Peterborough's important cultural legacy.

Project Phases

The Museum Renewal project comprises several major phases, the first of which is complete.

Phase 1 – Project management, design, and procurement including fair and equitable procedures for engaging the professional services of: project managers, architects, contractors, et. al following the City of Peterborough's Purchasing By-law.

Phase 2 – Temporary off-site storage of collections during construction and renovation.

Phase 3 – Construction of new storage facility and renovation of the Museum lower level.

Phase 4 – Return of collections to the new storage facility and lower level.

Short Term Impacts

The Museum will remain open to the public and will continue to: host new exhibitions, welcome school groups, operate camps and activities for children, and provide facility rental services, throughout all phases of the Museum Renewal project.

The Archives will be unavailable for public appointments during Phases 2 to 4. At some point during Phase 3, the washroom facilities in the main building will be unavailable. Appropriate notice will be given to the public and suitable alternate arrangements will be made.

The Peterborough Museum & Archives Renewal project will help the Museum fulfil its mandate to preserve and celebrate the collective memories of our community: stories, images and traces of the people and the land. The Museum Renewal project has been made possible through generous funding from the City of Peterborough and the Department of Canadian Heritage.

Peterborough Public Library Feasibility Project

In 2011 Council approved the Library's Capital Budget request to undertake a functional analysis of its existing branches to determine space requirements for the library in the future, followed by a feasibility study to identify appropriate options. In June 2012 the Administrative Staff Committee, approved the award of the consultant services to Lundholm Associates Architects.

Lundholm Associates Architects, was asked to assess if current facilities support the Library's existing activities, strategic objectives, and future needs for the next 25 years. They completed an overview of the emerging trends in public library services and facilities. For the balance of the Study, the consultant:

- reviewed existing activities and facilities at both locations
- undertook extensive consultation with the community to understand their priorities and needs
- reviewed Peterborough's municipal planning context
- developed case studies of other library organizations in comparable cities
- defined the programmatic needs for future facilities
- determined a strategic model for the future of the Public Library system, and
- proposed solutions for facility improvements to meet the needs of Peterborough Public Library users.

Findings:

During the consultation process, participants were asked to identify and prioritize under-served needs and facility deficiencies. The consultants discovered that the strength of the Library's collections, both for research and leisure purposes, is well known and consistently appreciated. The Library's staff are equally well respected, being described as 'knowledgeable, friendly, and reliable', and were often cited as 'ambassadors of the community'. The Library was also recognized as an organization that responds quickly to changes in information technology; meets the needs of those who don't have computer resources at home; and serves as 'a go-to place' for people to troubleshoot difficulties with new e-reading devices.

Focus group participants identified that the Library needs to reach certain sectors of the population more broadly and more consistently. There was a common feeling that the Library needed to do 'more of' what it is already doing, albeit recognizing that it has maximized all its available resources.

For the Library to strengthen its role of facilitating community learning and providing universal access to intellectual property, it was generally recognized that it must first stabilize its core program offerings and then expand the services it offers to all age groups. It became apparent that an integrated solution that encompasses collections, equipment, furniture, space, staff supports, operating hours, and potentially some forms of outreach or branch services, is required.

The public consultation process also included a survey to solicit feedback on existing programs, services, facilities, other Library amenities, and to understand the priorities of residents for the future of Library services. Out of sixteen possibilities for priorities, respondents selected the following top five for facility improvements:

1. More space for book, CD, DVD and periodical collections
2. More quiet work space
3. More program, class and meeting space
4. More reading space with comfortable chairs
5. More space for computer access

Based on the information gathered, the Consultants developed the following four (4) options for the Library's future service delivery model:

Option 1: Strong Central Library Serving Branch System

Option 2: Concentrate Resources on an Improved Central Library

Option 3: Modest Upgrade of Main Library and Concentration on Branch Development

Option 4: Staged Development of Main Library and Branch System

The Library Board endorsed Option 4: a staged development of the Main Library and branch system. This option would determine the needs and resources required to first strengthen the Main Library, and then develop and implement a branch system. The Main Library is positioned to function as the strong hub of a branch system to be developed later based on the future needs of the community and availability of resources. Outreach programs could be used as a temporary measure to reach under-served segments of the population and reduce these once branches are complete.

The Peterborough Public Library system is well liked and well used. The Main Library layout makes maximum use of available space, but there is no space for new services, further collection enhancement, or for new staff initiatives. The Library, as a community hub, is also well supported. Offering a neutral and accessible set of spaces for community meetings and events is fully endorsed.

There is a close alignment of the input received through consultation, the emerging trends shown in library studies, and the research on other libraries in small Ontario cities. The greatest needs identified are consistently: dedicated facilities for youth, specific design that accommodate seniors, additional computer access and training opportunities, segregated program space, and greater physical accessibility. The best way to address these needs is to first strengthen the Main Library, and then, at some appropriate later date, expand the branch system.

In July 2013 Council received the consultant's report which will be used as a guide for future budget decisions.

Art Gallery of Peterborough Feasibility Study

Functional Analysis

In May 2011 the City and the Art Gallery of Peterborough (AGP) secured Lundholm Associates Architects to proceed with the Functional Analysis (Capital Budget 2008, Reference 6-5.02) that would answer the following questions:

- a) Are the facilities adequate for existing activity levels?
- b) What changes are required to meet current and future needs?
- c) What opportunities exist for future consideration?
- d) Does existing space meet recognized industry standards for lighting, storage, security, conservation, mechanical systems, environmental standards, staff workspace, public programming space, etc?

The consultation process included in-person meetings with key stakeholders, roundtable sessions with focus groups, including artists, program partners, members and volunteers and a survey.

The Functional Analysis Plan describes the findings of the consultation process and a comparative study; summarizes the analysis of the facility use and needs; and proposes planning objectives. The report provides a functional model that includes space requirements for visitor services, exhibition galleries, programming space, collections storage and preparation plus administrative space.

A description of these findings is found within the attached Executive Summary of the Functional Analysis Plan. The physical facility is taxed on all levels – exhibition, programming, collections management and workspace. The Report Recommendations are to be found in Item 6.0. They indicate that facility improvement is needed to maintain environmental standards and to continue to provide appropriate public programs and service. The Report further recommends a feasibility study is needed to investigate potential solutions, determine limitations, technical issues and cost of expansion, renovation or relocation.

Feasibility Study

Lundholm and Associates Architects were engaged in January 2013 (Report CSACH13-001, January 30th, 2013 as approved by the Administrative Staff Committee) to undertake the Feasibility Study to explore the potential of the current and alternative site(s) to determine if they can meet the identified space needs of the Art Gallery.

Specifically the Study is intended to determine the potential opportunities, limitations, technical issues and cost of expansion and/or renovation or new construction. The Feasibility Study will be based on the findings of the Functional Analysis completed in fall 2011 and provide a comparative study of the following options:

- a) Identification of a preferred location.
- b) Potential of a phased solution to meet AGP needs
- c) Potential recommended interim solutions to address AGP needs, as required, until a permanent solution is achieved.

Lundholm and Associates have completed the preliminary stages of the Study by:

- a) Consolidating the Gallery requirements using the Functional Analysis Plan as a basis to update the space and functional requirements for use in the Feasibility Study and verifying that they are current and fully supported.
- b) Refreshing the building information to identify the strengths and weaknesses of various spaces and features for consideration in a renovation/expansion plan.
- c) Consulting with City staff to obtain an understanding of the City's planning priorities and specific development needs impacting the Gallery and identify two alternative sites for the study
- d) Holding the first of two planned public meetings on July 16 to inform and gather feedback.

Using this information, Lundholm and Associates have conducted an analysis and review of the sites taking into consideration building alternatives such as renovation and/or expansion of the existing Gallery or new construction, using a matrix consisting of the six following criteria:

- a) Potential impacts on the Gallery image and identity with gallery visitors and members.
- b) Provide Class A Collecting Gallery standards for exhibition and collection area.
- c) Appropriate gallery standards for visitor experience achieved through design considerations.
- d) Complementary and conflicting uses such as adjacent and proximate land use and businesses.
- e) Potential impact on the Downtown area and alignment with relevant strategic plans such as the Municipal Cultural Plan and the Central Area Master Plan.
- f) Cost implications – what are the differences in capital and operating costs for different models?

Site Location Considerations

As part of the feedback from the presentation to Committee of the Whole on the Art Gallery's new Strategic Plan (CSACH10-003, February 22, 2010), Council members encouraged the Gallery Board to also consider potential downtown locations as they review the gallery's existing and future spatial requirements.

This also reflects Planning Policy direction. The final report of the Central Area Master Plan (May 2009) recommended that a "Downtown First" philosophy be adopted for public investment in municipal capital and entertainment facilities. It specifically encouraged a more central downtown location for an expanded gallery. The recommendations from this study now form part of the revised Official Plan.

The Art Gallery Feasibility Study has not explored the conversion of existing downtown buildings because the cost to refurbish to meet recognized gallery standards would still be comparable to new project construction. Such conversions for museum/ gallery purposes are usually tied to a specific site as a vehicle to preserve significant architecture.

For facility planning purposes, the Project Architect was directed to consider the existing location and two potential downtown sites for new construction.

Michael Lundholm will make a presentation to Council on October 15, to report on the results of the Art Gallery's Feasibility study to date.

Immigration Portal Project

Strategic Direction 6:

Encourage Inclusivity and Facilitate Diversity - partner with a wide array of organizations to promote diversity and facilitate a more inclusive city, continuing to attract and retain newcomers and youth, and continuing to respond to the needs of changing demographics.

6.1 Actively support newcomers through collaboration with community partners

6.1.2 Continue to support the Immigration Portal

6.1.3 Continue to support the PPCII in immigrant attraction and retention

In March 2006, the Ontario government launched OntarioImmigration.ca providing immigrants and potential newcomers to Canada with timely information on Ontario's communities, labour markets, skills accreditation and other important information for successful integration. OntarioImmigration.ca will continue to expand to include more information and features and become a virtual one-stop gateway for newcomers to Canada.

The www.WelcomePeterborough.ca portal provides immigrants with access to government and community services in a number of different languages, while promoting Peterborough as a destination. It refers newcomers to the resources necessary for all aspects of everyday life in Peterborough. The site covers everything that newcomers need to know to successfully relocate to Peterborough, get settled, and start their new lives here. Sample types of data include: housing, transportation, history of community, social groups, immigration services, shopping and banking, employment opportunities, education, health care, sports and recreation, cultural organizations. In addition to recruiting skilled labour, it reduces the potential loss of this skilled workforce as a result of isolation and perceived lack of social opportunities.

Attraction, settlement and retention of immigrants have been identified as part of the solution to the demographic and economic challenges faced by many communities, particularly those in more rural areas of the province.

The City first applied to participate in the program in 2009. The application was successful, and since then has received additional funding through further applications to improve the content on the portal and to market the website – www.WelcomePeterborough.ca. To date the City has received the following funding for the program:

Date	Project	Funding
2008-2009	Immigration Portal	\$ 158,544
2010-2011	Immigration Portal	\$ 57,630
2010-2011	Immigration Portal Marketing	\$ 19,923
2011-2012	Immigration Portal Marketing	\$ 19,178
2012-2013	Immigration Portal	\$ 46,036
2012-2013	Immigration Portal Marketing	\$ 20,000
2013-2014	Immigration Portal Requested	\$ 21,772
Total		\$ 343,083

2013-2014 Funding Criteria

This call specified that the grants are to improve existing Municipal Immigration Information Online that:

- Promote a municipality as a destination for newcomers to Canada
- Provide an improved focus on employment opportunities at the local level
- Address local labour market needs through the attraction of immigrants
- Provide a tangible benefit to both newcomers to Canada and the municipality.

For the project application to be successful in this round of funding, projects had to focus on one or more of the following themes:

- International student initiatives
- Pre-arrival tools and resources
- Attraction and retention strategies

In this most recent application, the following scope of work was outlined for completion:

- build on and improve the information that is already on www.WelcomePeterborough.ca with a particular focus on:
 - International student initiatives
 - Developing content on Trent University and Fleming College International Student programs
 - Providing a focus on orientation and support features of the programs
- Pre-arrival tools and resources
 - Consolidate pre-arrival materials in one section of the Portal
 - Survey new immigrant arrivals to the community on how best to provide them with the tools they need to prepare for life in Peterborough
 - Review the Orientation to Ontario: An Introduction for Newcomers Settling in Ontario Workbook and identify suitable material for Peterborough
 - Promote programs from other levels of government such as the Canadian Immigration Integration Project (CIIP) and the Orientation to Ontario: An Introduction for Newcomers Settling in Ontario Workbook
 - Integrate content from the Orientation to Ontario: An Introduction for Newcomers Settling in Ontario Workbook into the Peterborough site where applicable

- Attraction and retention strategies
 - Highlight and promote the existing Integration Strategy for the community
 - Begin preparations for the creation of the 2015-2020 Integration Strategy
 - Launch and promote the outcomes measurement system that the community will use to benchmark the success of the Integration Strategy.
- review the structure of the Portal to ensure it ties into and complements the current MIIO website

An application for a second project was also submitted. The Ministry requested that municipalities identify innovative projects that could be used to highlight the importance of the MIIO program. These projects were to be ranked for future funding as the funds become available. This project would focus on retaining and integrating international students by improving employment outcomes for students attending Trent University and Fleming College by:

- Working with the Workplace Integration Center in a 12 month program to improve international student placements with local employers

The Ministry has indicated that they rank this project very highly and see it as an important means of improving the retention of international students.

Peterborough's Immigration Portal is a working example of the strength of partnerships. The content contained within the Portal has been developed by working very closely with the local LIP – the Peterborough Partnership Council on Immigrant Integration (PPCII), the New Canadians Center - the organization that delivers settlement services for the region, and the community as a whole.

Submitted by,

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