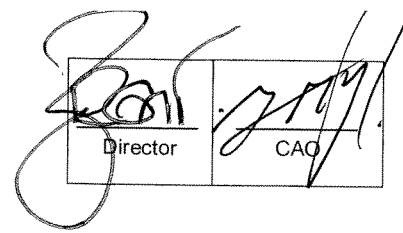


COUNCIL AGENDA/INFORMATION		
<input type="checkbox"/> Closed	Date: _____	Item # _____
<input checked="" type="checkbox"/> Reg. Council	Date: <u>June 22, 09</u>	Item # <u>3</u>
<input type="checkbox"/> Supplemental	Date: _____	Item # _____



Director	CAO
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3

DISTRICT OF WEST VANCOUVER

750 - 17TH STREET, WEST VANCOUVER, BC V7V 3T3

COUNCIL REPORT

Attachments for item <u>3</u> provided under separate cover
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Date: June 22, 2009 File:
 From: Cathy Matheson, Manager of Cultural Affairs and Partnerships
 Subject: **A Vision for Ambleside: West Vancouver Museum;
 Art - Architecture - Design**

RECOMMENDED THAT:

1. Council endorse in principal the Museum Vision Report ("West Vancouver Museum: A Vision for Ambleside" and compendium "Design Brief") by Urban Arts Architecture, June, 2009; and
2. Council approve in principle the 1300 block between Marine Drive and Bellevue Avenue and the waterfront precinct as the location of choice for the new Museum; and
3. Council approve in principle the inclusion of the Museum Vision Report in an overall strategy to be approved by Council for District facilities; and
4. Council direct staff to make this study available to potential partners, donors, and sponsors to support our vision of Ambleside; and
5. Council direct staff to actively pursue and store collections to support the new facility.

Purpose

This report delivers a vision to create a centrepiece and a critical catalyst for the revitalization of Ambleside Village. The vision celebrates the excellence of our community, expressed through visual arts, architecture and design. These three disciplines combined, define West Vancouver as a creative force in the development of a distinctive West Coast architecture and art scene in the mid-twentieth century. This recognition holds great value and this vision is the strongest opportunity for West Vancouver to exercise and celebrate its unique brand.

"West Vancouver possesses some of Canada's most celebrated modernist architecture, a body of work that blossomed in the early years after the Second Great War and continues to this day. Gifted architects, although influenced by outside precedents, continue to create an original aesthetic that is uniquely suited to our Pacific West Cost setting. Dealing with severe climate change,

dreary, misty days and rugged building sites, architecture of harmony, comfort and often great beauty has evolved.”

The Poetics of West Coast Modernism in West Vancouver, 2005

This report also provides a mandate for current arts programs to move beyond aging heritage facilities and collaborate to deliver excellent programs and services for the future. The new facility offers the last piece of the facilities puzzle, identified exactly ten years ago in the Recreation Facilities Master Plan (David Nairne & Associates, June 1999). A dedicated arts facility is the one component of the plan yet to be realized.

This report presents the work of Urban Arts Architecture, Jennifer Marshall, MAIBC, contracted by the Office of Cultural Affairs to test a vision and mandate for the West Vancouver Museum and deliver a design brief for a cultural facility identified in the “Ambleside Village Centre Strategy” (2008) and the “Arts, Culture and Heritage Facility Development Study” (2006).

1.0 Policy

1.1 The following policies support the recommendations held within this report:

From the Ambleside Village Centre Strategy (2008)

The concept of the strengthening of Arts and Culture within Ambleside is imbedded in the Ambleside Village Centre Strategy and the amended Official Community Plan (2008).

The specific policies include:

OCP Policy BF-C 4.5

Enhance Ambleside Village Centre’s sense of place and uniqueness, including its growing role as a home for civic and cultural activities.

- Encourage creation, within the adjacent business area, of a national status gallery and arts related commercial ventures

From the West Vancouver Arts, Culture and Heritage Facility Development Study (2006)

The recommendation for an Arts/Cultural /Civic Institution is cited in the “West Vancouver Arts, Culture and Heritage Facility Development Study by Aldrich Pears Associates”, June 2006. The specific recommendations state:

- Create an arts and cultural anchor on Marine Drive, within a mixed-use development, possibly locating the Museum in the 1300 of Marine Drive, ideally at the southeast corner of Marine Drive and 14th Street.

- The District should encourage non-profit cultural organizations to take a stronger role in the governance of their memberships and constituencies. We encourage individual organizations to consider assuming responsibility for the full operation of the facilities with which they are associated, with the municipal role reduced to maintenance and long-term oversight, and some funding. In such a situation, the District and the organization should develop an appropriate working agreement. The agreement may well include continued ongoing core funding by the District, and possibly the secondment of existing staff to the non-profit group.

From the Arts and Culture Strategy (2005-2014)

These five strategic directions set a course for arts, culture and heritage development in the community (2005 – 2014) and are amplified in the recommendations in the “A Vision for Ambleside: West Vancouver Museum” report:

- Provide Council leadership
- Strengthen our sense of place
- Build the cultural economy
- Facilitate an environment of creativity
- Improve communication, collaboration and cooperation

From the Strategic Planning Process – Public Input Phase

Though not concluded as ratified goals and strategies, the public process is showing strong support for realizing vibrancy in many aspects of the community. This is expressed most consistently in a desire to see the Ambleside commercial area upgraded. The studies noted above are often referenced throughout the public meetings and there is a consistent recognition that a cultural facility is needed to anchor and act as an impetus for renewal.

1.2 Reference to Corporate Business Plan

The Corporate Business Plan asked for the integration of the arts in community planning, including on Argyle and in Ambleside. This museum report is a result of this direction.

2.0 Analysis

2.1 A Confluence of Opportunities

Over the last number of years, the District has been re-focusing its direction for Arts and Culture in the community to strengthen the arts. At the same time, Arts and Culture is seen as an important anchor in the evolution and revitalization of the Ambleside commercial core. The District's decade long focus on upgrading its recreational facilities is coming to fruition (Recreation Facilities Master Plan; June 1999). The current museum at 17th and Esquimalt is experiencing growth in attendance due the high calibre of exhibits but that growth is hampered due to the size of the facility. There is currently no museum in the local region that focuses on art, architecture and design and West Vancouver has a long heritage of being an incubator for artistic, architectural and design talent. Lastly the 1300 block, partially owned by the District, is about to be redeveloped.

This confluence of opportunities is one that the District should capitalize on.

The "West Vancouver Museum - Art, Architecture and Design Study" and the compendium "Design Brief" is the first step towards realizing new arts and cultural goals for the community currently embedded in a variety of District policies.

The study was asked to answer two questions:

1. "What is the vision for a museum identified in the Ambleside Village Strategy and the West Vancouver Arts, Culture and Heritage Facility Development Study?" and
2. "How much space will it need to be a successful and sustainable cultural facility"?

This study is considered the first step in facility planning.

2.2 Implementation

While this study was not asked, nor does it propose to answer, the question "How will the District finance this cultural facility?" it does suggest some strategic issues the District should consider in planning for a facility. In addition it offers some strategic and operational recommendations to move from this preliminary visioning step to the next step.

Moving to the next step calls for staff to develop the collection, for conversations with developers interested in the Ambleside Village, for Council to exercise its rezoning powers and for a capital and operational business plan tied to a development proposal on an identified and defined site.

West Vancouver has the opportunity to approach funding in a multi-faceted comprehensive and sustainable manner, capitalizing on conventional and creative sources for both the building and operation of this new facility.

2.2 Consultation –

- a. This report was supported and endorsed by the Museum Steering Committee made up of selected members of the Arts Facilities Working Group and the Museum Advisory Committee.
- b. A consultation process was conducted during the study in the form of a series of focused workshops, engaging selected participants to gain critical information and build consensus for a unified vision for the proposed Museum. The participants of the consultation process represented and targeted the following groups
 - Education (educators, youth workers),
 - Art (collectors, curators, artist's),
 - Architecture and Design (architects, designers, curators, planners, journalists) and
 - Key Community Players (community facility staff, school board, developers, Ambleside merchants).

The workshops were organized to explore fundamental questions of why, what, where and how the museum should or could be. Participants were asked to consider and respond to the following questions:

- What is the desire/need for an art centre/museum?
- Is the mandate for the facility a good idea?
- What are the benefits for the community?
- Envision how the mandate can be realized?

3.0 Options

Options as advised by Council.

Date: June 22, 2009
From: Cathy Matheson, Manager Of Cultural Affairs And
Partnerships
Subject: A Vision for Ambleside: West Vancouver Museum;
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Author:

Concurrence
(optional)

Appendices:

- (a) A VISION FOR AMBLESIDE: WEST VANCOUVER MUSEUM;
Art-Architecture-Design
- (b) WEST VANCOUVER MUSEUM DESIGN BRIEF REPORT