

STATUS UPDATE

New Strategies to Provide Studio and Creative Space



RICH NEWIRTH | Managing Director, Cultural Services

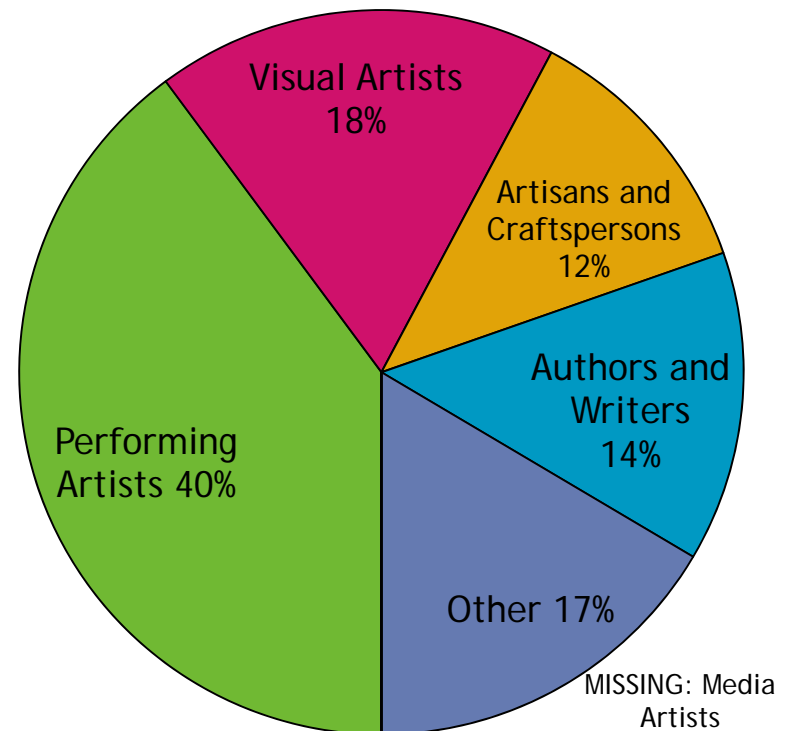


NEW STRATEGIES TO PROVIDE STUDIO AND CREATIVE SPACE

- Current initiatives underway
- Pilot program: Minimum 10,000 sf of space
- Update: Artist studio regulatory review

PROFILE: VANCOUVER'S ARTISTS

- 8,200 artists live in Vancouver (2006)¹
- From 2006 to 2011:
76% growth in the number of artists vs.
28% growth in the overall labour force¹
- Highest concentration of artists per capita
in Canada (1991 - 2006) ¹
- Artists earn a lower income¹
- Many artists do not have a long-term
workspace arrangement²



ARTISTS BY DISCIPLINE³

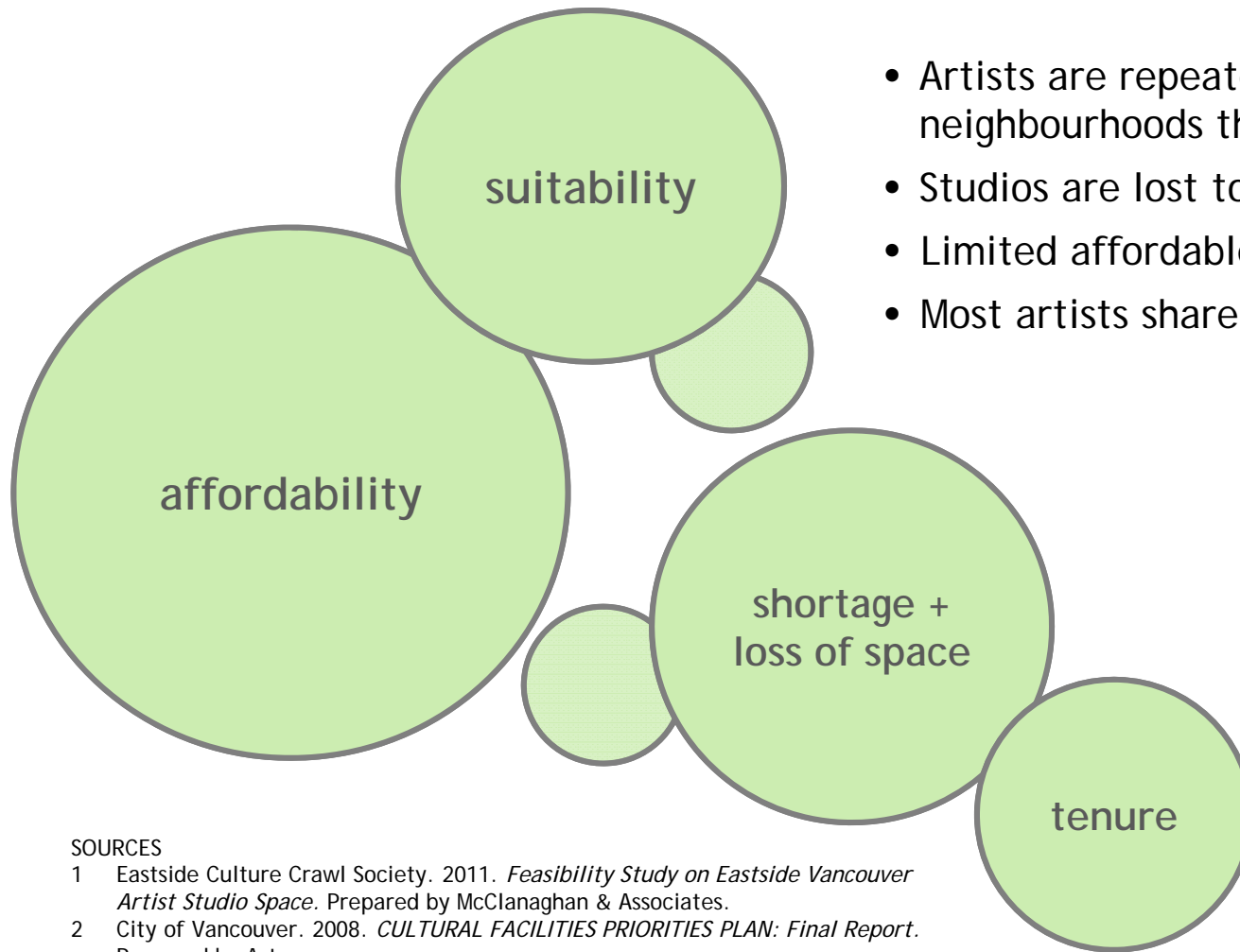
SOURCES

¹ Hill Strategies, January 2012. *Municipal Cultural Investment in Five Large Canadian Cities*.

² City of Vancouver. 2008. *CULTURAL FACILITIES PRIORITIES PLAN: Final Report*. Prepared by Artscape.

³ Statistics Canada. 2002. *Census Metropolitan Areas as Culture Clusters*

ARTIST STUDIO AND SPACE CHALLENGES



- Artists are repeatedly priced out of neighbourhoods they helped make attractive²
- Studios are lost to redevelopment²
- Limited affordable space for studio use²
- Most artists share limited space¹

Artist studio rates are generally \$12 - \$18/sf per annum (plus utilities)^{1 2}

SOURCES

- 1 Eastside Culture Crawl Society. 2011. *Feasibility Study on Eastside Vancouver Artist Studio Space*. Prepared by McClanaghan & Associates.
- 2 City of Vancouver. 2008. *CULTURAL FACILITIES PRIORITIES PLAN: Final Report*. Prepared by Artscape.

PRIVATE SECTOR CHALLENGES

NO FINANCIAL INCENTIVES

- to create spaces for artists
- to upgrade studios
- to secure studios in the long term, especially if redevelopment exists

DISINCENTIVES

- Existing studios may not have proper permits
- Existing studios may not meet life safety requirements
- Perception that artists may not be reliable for rental payments

CURRENT INITIATIVES

CITY OF VANCOUVER ARTIST STUDIO AWARD PROGRAM

Selected artists receive a studio on a 3-year term,
rent-free or at below-market rate

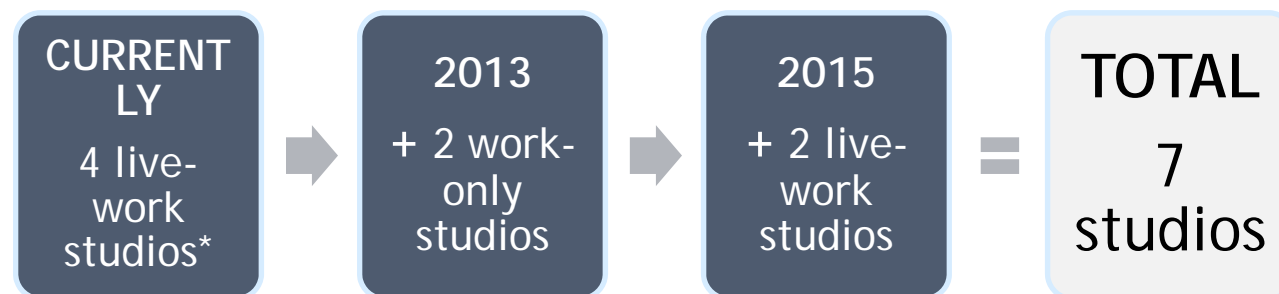
15 artists have received live-work studios since 1995

These artists have

- gone on to receive national and international recognition
- made significant contributions to artistic excellence

RECIPIENTS

Alex Morrison
Alison MacTaggart
Althea Thauberger
Amiel Gladstone
Elizabeth Zvonar
Josh Beamish
Kelly Lycan
Kevin Schmidt
Kristen Roos
Michelle Allard
Myfanwy MacLeod
Rhonda Weppler
Sarah Shamash
Steven Shearer
Teresa Marshall



*less one studio in 2014

CURRENT INITIATIVES

PARK BOARD FIELD HOUSE - STUDIO PROGRAM

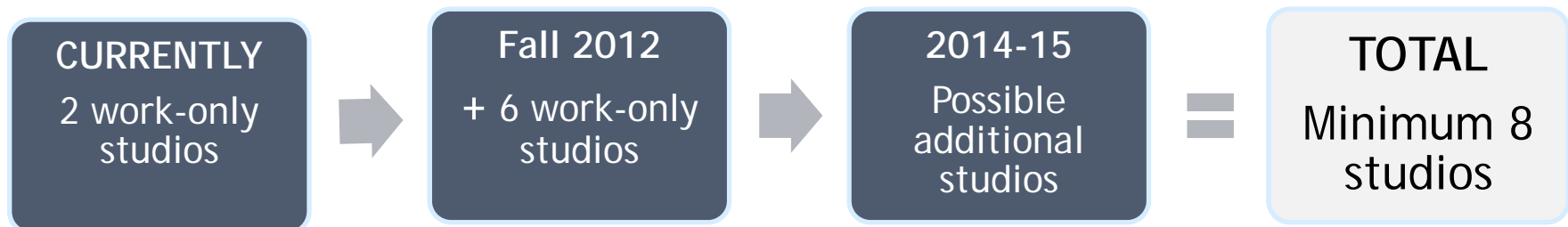
Selected artists and arts collectives receive a field house studio, up to a 3-year term, in exchange for community-engaged arts projects in neighbourhoods

2 art collectives (8 artists) are currently working in 2 studios

These artists have made significant contributions to the fields of intercultural and environmental arts

RECIPIENTS

Deborah Sparrow
Flick Harrison
Juliana Bedoya
Laura Barron
Maggie Winston
Natalie Gan
Sharon Kallis
Todd Devries



UPCOMING ARTIST SPACE | PRIVATE DEVELOPMENT (COUNCIL APPROVED)

Additional 13,000 sf committed for the next three years:

SQ FT	STUDIOS	LOCATION	OPERATOR/PROGRAM	AVAILABILITY
800	2	West 6 th & Fir Fairview	Artist Studio Award Program	Target 2013
2,200	2	Cambie & Marine Marpole	Artist Studio Award Program	Target 2015
10,000	~20	1265 Howe Downtown	Operator to be determined	Target 2015

- These studios are purpose-built and owned in perpetuity by the City
- Studio rates are expected to be below market (full subsidy/award or at cost recovery)

UPCOMING CULTURAL AMENITY SPACE | PRIVATE DEVELOPMENT

WALL CENTRE

102 - 160 West 1st Avenue | Southeast False Creek

SQ FT	SPACE	ANTICIPATED COSTS*
44,500	Shell space designed to accommodate: <ul style="list-style-type: none">• 250-seat theatre• rehearsal hall• production space• lobby, office and storage	<ul style="list-style-type: none">• \$10M estimated fit-out costs• \$3-5/sf estimated common area cost <div>* May require multiple organizations and/or gradual fit-out</div>

June/July 2012
Tenant selection

Fall 2012
Available for tenant improvement

PILOT PROGRAM TO ENABLE MORE ARTIST STUDIOS AND SPACE

PHASE I

Park Board Field Houses

Individuals/collectives

Up to 3 years

2,500+ sf
(6 studios)

Call for Proposal
(Program Services)

Move in Fall 2012

PHASE II

City-owned Warehouses

Tenant to operate
and sublease

3 - 5 year lease

26,000+ sf

RFP for head tenant

Move in Winter 2012/2013

PHASE III

Longer term opportunities

Underutilized VSB spaces

Additional Park Board
field houses

Space provided through
private development

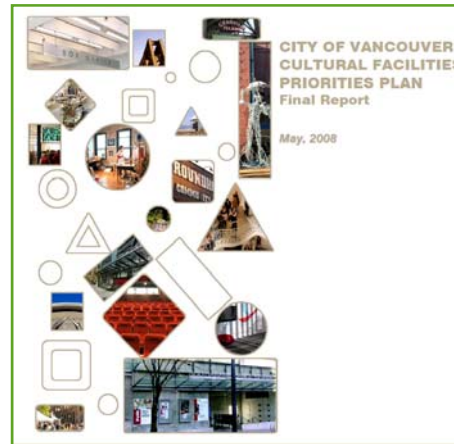
Carnegie-operated studio
spaces

Move in 2013 - 2015

CULTURAL POLICY CONTEXT



Culture Plan



Cultural Facilities
Priorities Plan



Artist Studio
Regulatory Review

PHASE I PARK BOARD FIELD HOUSES

Fall 2012



SQ FT	STUDIO(S)	NEIGHBOURHOOD
760	2	Renfrew-Collingwood
892	2	Riley Park - Little Mountain
536	1	Arbutus Ridge
400	1	Strathcona

LEASE RATE

Rent-free in exchange for community-engaged arts projects

LEASE TERM

Up to 3-years

STUDIO TYPE

Work-only, primarily Class A uses (low impact)

PHASE II CITY-OWNED WAREHOUSES

Winter 2012/2013



SQ FT	LOCATION	SITE-SPECIFIC CHALLENGES
16,000	251 & 281 Industrial False Creek Flat	More upgrades needed but lower cost
10,300	2625 & 2629 Kaslo Renfrew-Collingwood	Higher base cost

Generic artist studio shell space will be leased to an operator(s) and subleased to individual artists

HEAD LEASE RATE

\$7.50 - \$15/sf (plus utilities)

LEASE TERM

3 - 5 years

STUDIO TYPE

Work-only, all classes possible

PHASE III LONGER TERM OPPORTUNITIES 2013 - 2015

SECURED: \$4.5 million Community Amenity Contribution (RIZE)

Artist studios in Mount Pleasant (report to Council targeted for Fall 2012)

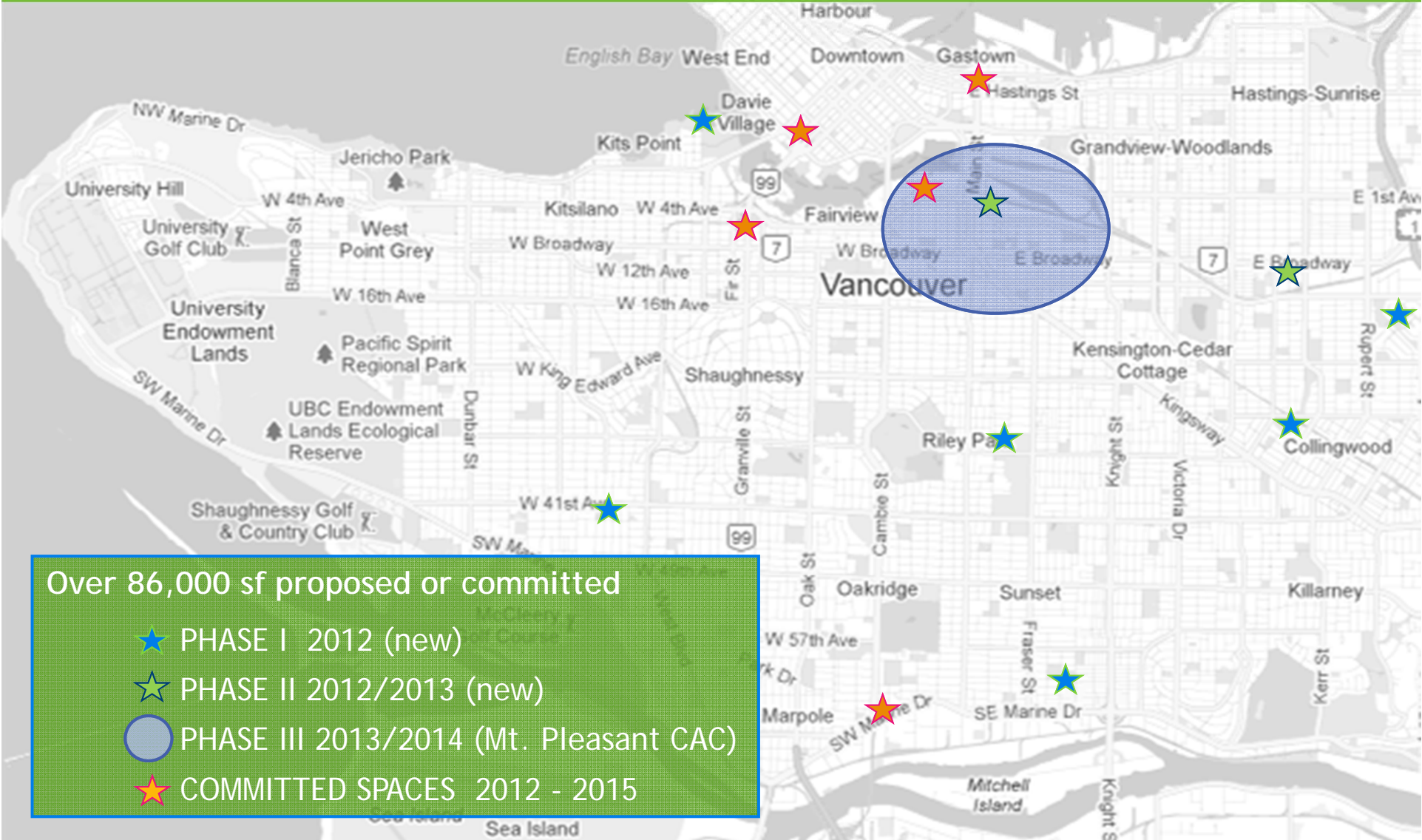
COMMITTED: 13,000 sf of artist studios and space

SF	LOCATION	OPERATOR/PROGRAM	AVAILABILITY
800	West 6 th & Fir	Artist Studio Award Program	Target 2013
2,200	Cambie & Marine	Artist Studio Award Program	Target 2015
10,000	1265 Howe	Operator to be determined	Target 2015

PARTNERSHIPS BETWEEN VSB, PARK AND COV

- Reuse of underutilized Vancouver School Board space
- Identify and convert additional underutilized Park Board field houses
- Additional studios through private development

SUMMARY | ALL STUDIO + CREATIVE SPACES 2012 - 2015





UPDATE Artist Studio Regulatory Review

SUCSESSES | ARTIST STUDIO REGULATORY REVIEW

✓ Opportunities for new studios	Artist studio initiatives underway (13,000 sf committed); additional studios to be provided through new strategy
✓ Improvement to permit process	Dedicated senior zoning and building staff are guiding simple artist studio applications
✓ Identify known multi-tenant studios	Updated inventory targeted for Summer 2012
✓ Engagement and learning	Mini Workshops engaged over 50 participants Artists engaged for design input on new studios
✓ Posting of approved artist studio use in new multi-tenant buildings	Required for Development Permits and rezonings
Improvements to functionality	Development of Interim Artist Studio Guidelines in progress

CHALLENGES | ARTIST STUDIO REGULATORY REVIEW

Require artist-led building management body for all new multi-tenant buildings

No power in the Vancouver Charter to enable this

“Interim program” for studios

In many cases, property owners have not been interested in committing to this program; one opportunity under discussion

Explore the use of covenant to preserve studios

In discussion with Legal Services



PHOTO CREDITS

Arnt Artzen, photo: Wendy D Photography, courtesy Eastside Culture Crawl

Clayton Cooper/Jessica Bell, photo: Wendy D Photography, courtesy Eastside Culture Crawl

Donna Cowan-Alan, photo: Wendy D Photography, courtesy Eastside Culture Crawl

Janna Hurtzig/Astrosatchel, photo: Michael Scales, courtesy Eastside Culture Crawl

Jerry Whitehead, photo: Michael Scales, courtesy Eastside Culture Crawl

Kathryn Young, photo: Wendy D Photography, courtesy Eastside Culture Crawl

Michelle Sirois-Silver, photo: Michelle Sirois-Silver

Musicians serenade the dancing of the scotchbroom, photo: S. Kallis

Noel Hodnett, photo: Wendy D Photography, courtesy Eastside Culture Crawl

Woven ivy nest by a Young Naturalist, Stanley Park Ecology's Nature House, photo: S. Kallis



Questions?