



HOLLAND LANDS CULTURAL CORNER COMMITTEE FEEDBACK

PREPARED BY: COUNCILLOR LADWIG

JANUARY 19TH, 2022

REVIEWED FEEDBACK FROM ALL TENANTS

QUESTIONS	SD46	LIBRARY	MUSEUM	TOURISM VISITOR CENTRE	THEME
What are your organization's top priorities for the re-vitalization project? (this will define the scope)	Continued use of space Minimize financial impact on operating budget	Expanded space needs in line with other communities with similar populations. Comprehensive collaborative plan for the area making Holland Lands a focal point.	Achieve sq footage target: 558 sq m. Maintain current location Minimize disruption Minimize financial impact on operating budget	Prominent location on Gower Point Road. Proper signage Appropriate scale for community Community values – indigenous recognition, green, accessible, electric plug ins.	Ensure an overarching plan that meets tenants space needs. Minimize financial impacts to tenants ongoing operations.
What are the preferred facility space needs of your organization and current occupants?	Same sq footage with room for expansion	Same as above – specifically, meeting space, staff / office space, children and young adult space / makerspace area.	558 sq metres Exhibit space Artifact / archival storage Office space Library Workshop Meeting room Lobby area Persephone ? (Increases space need to 1022 sq metres)	1000 – 2000 sq ft Prominent location on Gower Point	Make use of shared space needs to maximize efficiency (E.g. meeting spaces, satellite work stations, shared lobby) while incorporating the unique needs of each tenant.
Can you suggest any public private partnerships to support funding the re-development?	GPM, SCAHS	Private developer Federal Government Provincial Gov. Squamish Nation BC Transit?	No – but shouldn't compete with local businesses	<ul style="list-style-type: none"> • Community minded local developer (e.g. Longman) • Telus 	Partner with a community minded local developer. Approach a broad spectrum of government and private corporations for funding opportunities including Telus, the federal government and the province.
Can you suggest any potential non-profit or commercial occupants that align well with your organization (within the context of a re-development scheme)?	<ul style="list-style-type: none"> • Workforce housing • Satellite space for college site • Remote work site for executives • 	Complementary small business such as food vendors / coffee shops, card shop /gift shop, book store, Rain City, art groups / GPAG.	Squamish Nation Shared access with Visitor info Centre Arts and Cultural retail Persephone a focal point 0 shared between all.	SCMA GPAG	Incorporate small scale businesses that enhance visitors experience to the Holland Lands Cultural Lands including small food / coffee shops, gift shop, book shop, arts and craft retailers, etc.

THEMES THAT EMERGED

- Ensure an overarching plan that meets tenants space needs.
- Minimize future financial impacts to tenants operations.
- Make use of shared space needs to maximize efficiency (E.g. meeting spaces, satellite workstations, shared lobby) while incorporating the unique needs of each tenant.

THEMES THAT EMERGED CON'T

- Partner with a community minded local developer.
- Approach a broad spectrum of government and private corporations for funding opportunities such as Telus, the federal government and the province.
- Incorporate Squamish Nation recognition into the plan.
- Central continuous green space and strong connectivity between tenant services was highlighted as a strong value.

THEMES THAT EMERGED CON'T

- Improve accessibility and incorporate active transportation needs into the plan (E.g. wheelchair accessible paths and eBike charging stations).
- Bring BC transit into the planning process and consider giving the Visitor Centre a prominent location on Gower Point Road.
- Support for the Transformational Approach was expressed with the caveat that we partner with a community minded developer, consider a hybrid model to allow some flexibility and gain support for this approach from the community.

CONCERNS RAISED

Concerns raised regarding:

- messaging and timelines for engagement with community;
- financial commitments, funding model and costs of the project;
- expectations or role and responsibility of tenants regarding fundraising;
- disruption to public service during construction.

BREAKING DOWN CONCERNS: MESSAGING TO THE COMMUNITY

- Public engagement material – at this stage of the process – will focus on the key principles developed by the committee and the preferred approach (i.e. transformational).
- Rationale will be provided to explain why this approach is preferred by tenants.
- Benefits to the community will be outlined (i.e. Capital for construction, experience brought in through a partnership with a community-minded developer, more fulltime year-round occupancy in Lower Gibsons area, increase in vibrancy to Lower Gibsons, increase in tax base, etc).
- *Only images that represent our principles and a bubble map showing what could potentially happen - and where – will be displayed.*

BREAKING DOWN CONCERNS: TIMELINES AND NEXT STEPS

Suggested Timeline:

- After Today: If the Committee supports the proposed timeline and approach, MODUS starts working on display boards for public engagement in anticipation of Council's support. TOG preps article for the paper informing the public about the engagement process.

- Feb 1st: The Holland Lands/Cultural Corner Select Committee recommends to Town of Gibsons Council:

THAT the Holland Lands Visioning document (i.e. display boards) prepared by MODUS, in consultation with the members of the Holland Lands/Cultural Corner Select Committee, be utilized as the basis for presentation and information to seek community input and feedback for the future uses of the Holland Lands;

AND FURTHER THAT Councillor Ladwig and the CAO be directed to work with MODUS and the Town's Communication Coordinator to finalize presentation materials and develop a communications plan for public engagement.

BREAKING DOWN CONCERNS: TIMELINES AND NEXT STEPS CON'T

- Feb 2nd: Councillor Ladwig, Mark and Elizabeth to begin work with MODUS to finalize presentation materials and develop a communications plan for public engagement. Materials will be sent to committee members in advance of public display.
- Feb 10th: Next Holland Land Cultural Corner Select Committee meeting. Final review of engagement materials, review of communication plan and discuss next steps.
- Feb 11th - Mar 14th Public engagement display boards are put up at Town Hall and the Public Library (with feedback notepaper for comment). Communication about the engagement is put on social media, local paper, etc.
- Mar 14-18 (week of): TOG staff, Mark, Councillor Ladwig, etc – roll up comments received from display boards.
- Mar 21 – 25 (week of): Hold an Open House “What we Heard” Community Dialogue session to seek further input.
- April 5th: Town staff to summarize public engagement results and make recommendations to Council regarding how best to proceed. This could involve further work with the Holland Lands Committee to endorse the methodology for the institutional stakeholders, including but not limited to, the redevelopment process for the Holland Lands.

HOLLAND LAND CULTURAL CORNER COMMITTEE

PRINCIPLES

- The aquifer must be protected.
- Green space must be maintained with an increase in biodiversity and tree canopy cover.
- The project must be consistent with other TOG development plans (I.e. Form and Character Guidelines in the Harbour Area Plan; Tree Bylaw / Policy, etc.)
- Accessibility must be improved - better paths/connectivity between services/buildings.
- Make green space more usable and engaging for people of all ages especially young families.
- Squamish Nation recognition elements incorporated in the design.
- Small scale commercial space should be incorporated to increase vibrancy in Lower Gibsons and improve visitor experience.
- Relocate the Persephone boat to the Holland Lands if relocation to Pioneer Park is not feasible (I.e. Near the George Gibson statue / old visitor centre).
- Connectivity with Winegarden Park must be considered and incorporated in the design.
- Meet space needs for HuckleBerry Childcare, SC Museum, SD46, Town Hall & Library.

BREAKING DOWN CONCERNS: FINANCIAL COMMITMENTS, FUNDING MODEL AND COSTS

- TBD – Funding models, costs and commitments to be explored as a second phase if community and council support the overarching concept for the transformational approach / project.

BREAKING DOWN CONCERNS: EXPECTATIONS OR ROLE AND RESPONSIBILITY OF TENANTS REGARDING FUNDRAISING

- Realistically, tenants should anticipate the need to engage in some fundraising activities but what that looks like can be decided by this committee.
- Options could include - seeking government grants specific to your organization, possibly forming a joint fundraising committee, possibly pooling resources to hire a Fundraising Coordinator, etc.

BREAKING DOWN CONCERNS: DISRUPTION TO PUBLIC SERVICE DURING CONSTRUCTION

- Realistically, disruption to public service during construction is inevitable but the long-term benefits should be worth it.
- If the community and council support this project, and once a site plan gets developed, tenants will be advised to think about developing a scaled down service plan during construction (E.g. Showing museum displays in the mall, temporarily renting other space to provide their service, possibly moving into another building on Holland Land while their building is under construction).
- These decisions will evolve as the overarching plan develops.