

Tom Thomson Art Gallery Expansion Feasibility Study

Owen Sound Council Meeting Presentation

2024-03-11

**diamond
schmitt**



Meet The Team



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Cost Consultant, Altus Group

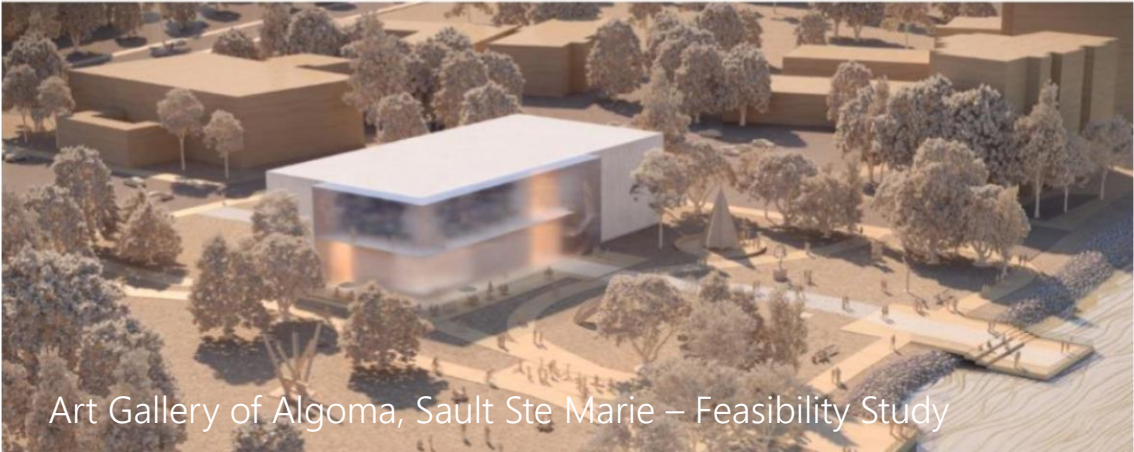
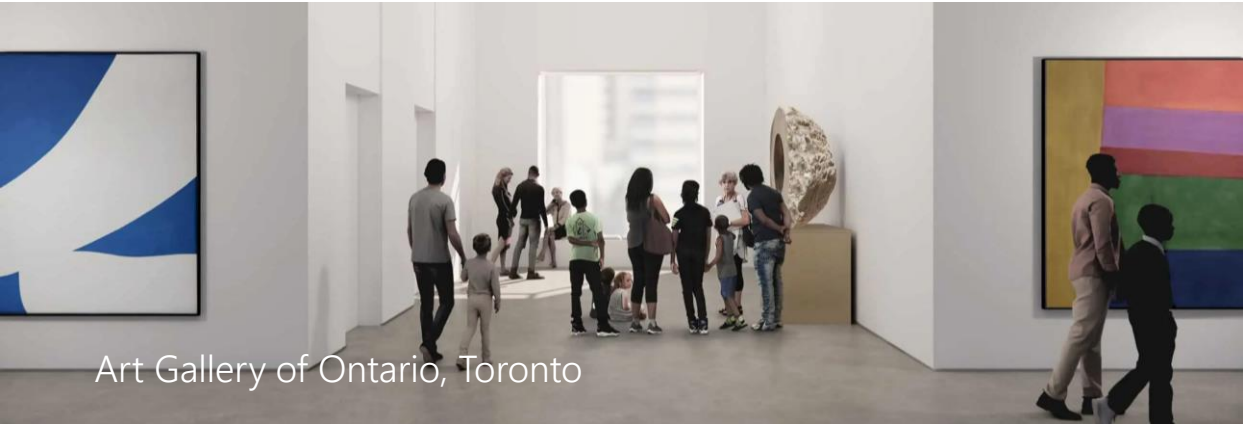
Experience Collections Conservation Buildings



Ingenium:
Collections Conservation
Centre, Ottawa



Experience Art Galleries



Art Gallery of Ontario, Toronto

Art Gallery of Algoma, Sault Ste Marie – Feasibility Study

Experience Community - Library + Art Gallery



Context

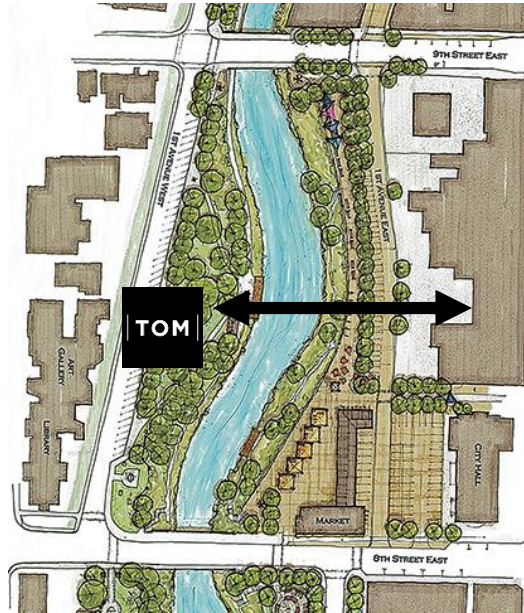
Site Context

Georgian Bay

Leith 

Owen Sound
River District

TOM



Site Context



St. Andrew's
Presbyterian
Church

854 1st Avenue W

Rice House

TOM

Owen Sound &
North Grey
Union Public
Library

1st Avenue W

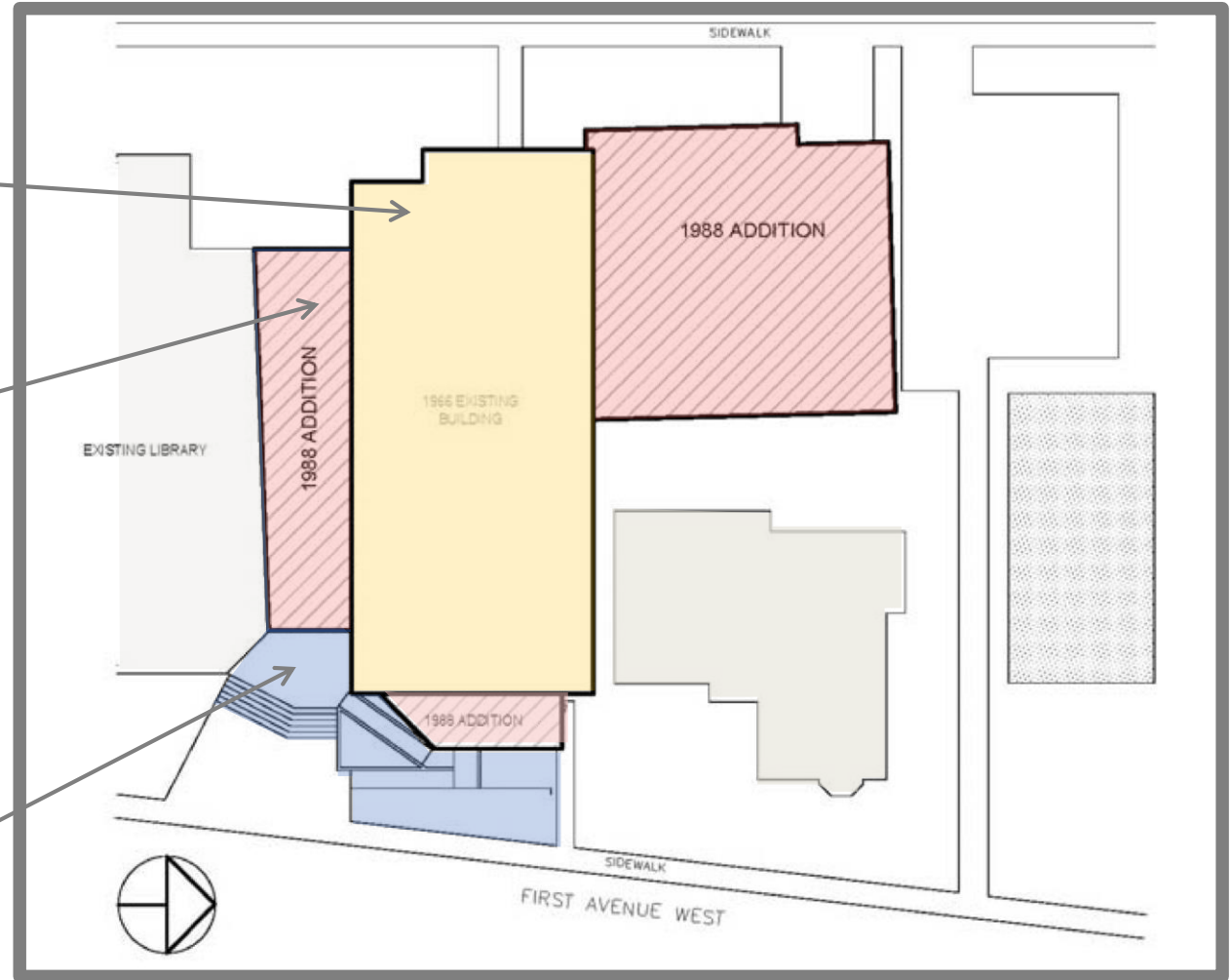
Carnegie Library

Sydenham River

8th Street W

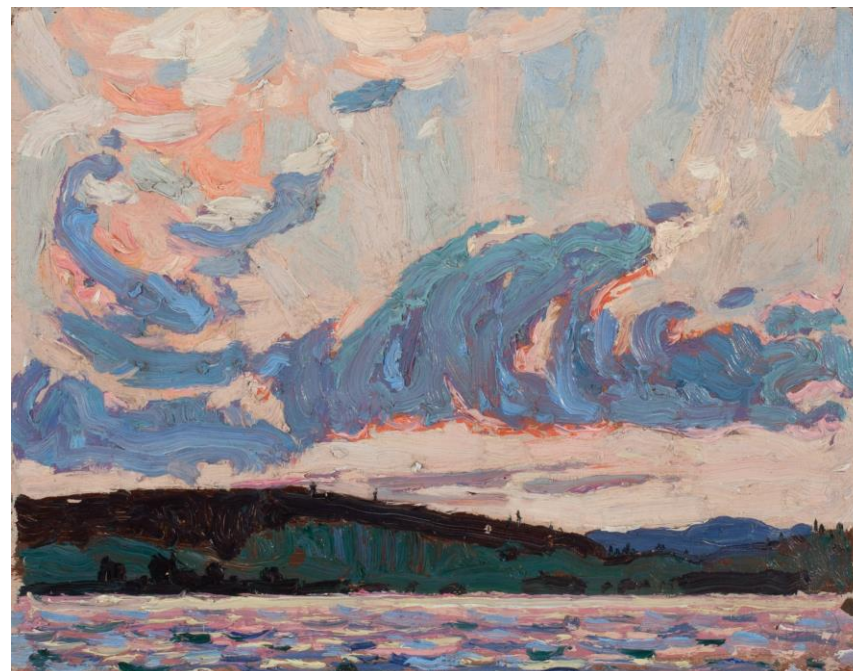
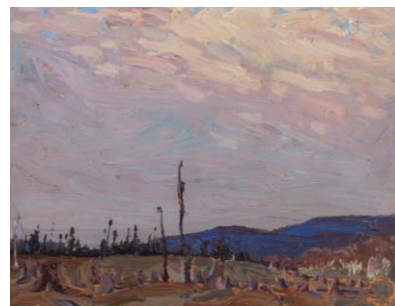
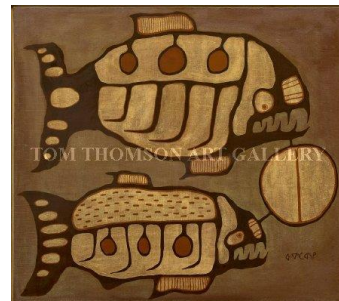
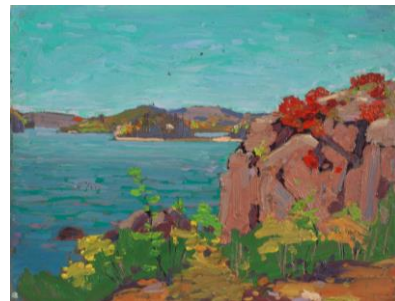
Building History

- 1914 – Carnegie Library Opens
- 1966 - TTAG Building Opens
- 1973 – Library Opens
- 1988 – Gallery & Lobby Addition
new lobby, expanded gallery & loading
- 1998 - TTAG Renovations
Thomson Room & Gift Shop
- 2004 – TTAG System Renovations
HVAC system & lighting
- 2023 – Accessibility Updates
Accessible entrance & Elevator upgrades



TTAG Collection

- 150 Years
- 2600 Objects
- Tom Thomson
- Group of Seven
- Over 500 artists exploring concepts of landscape
- \$30M Value
- National and International Importance
- TTAG & City of Owen Sound tasked with overseeing care



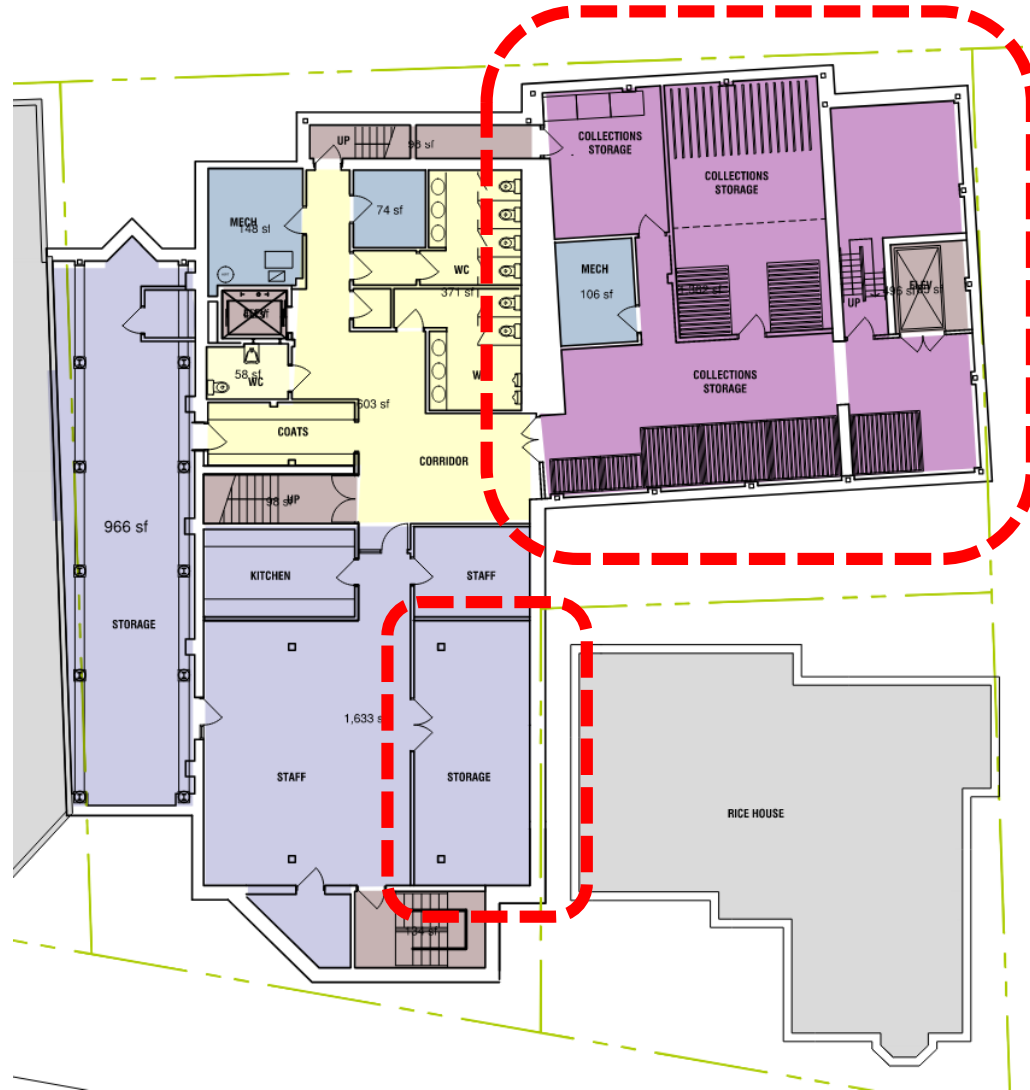
Challenges & Project Goals

Facility Challenges Collection Storage

1. \$30M Collection is at Risk from Flooding

Collections storage sits in basement with high water table

Flood insurance is not available



2. Insufficient Collection Storage Space

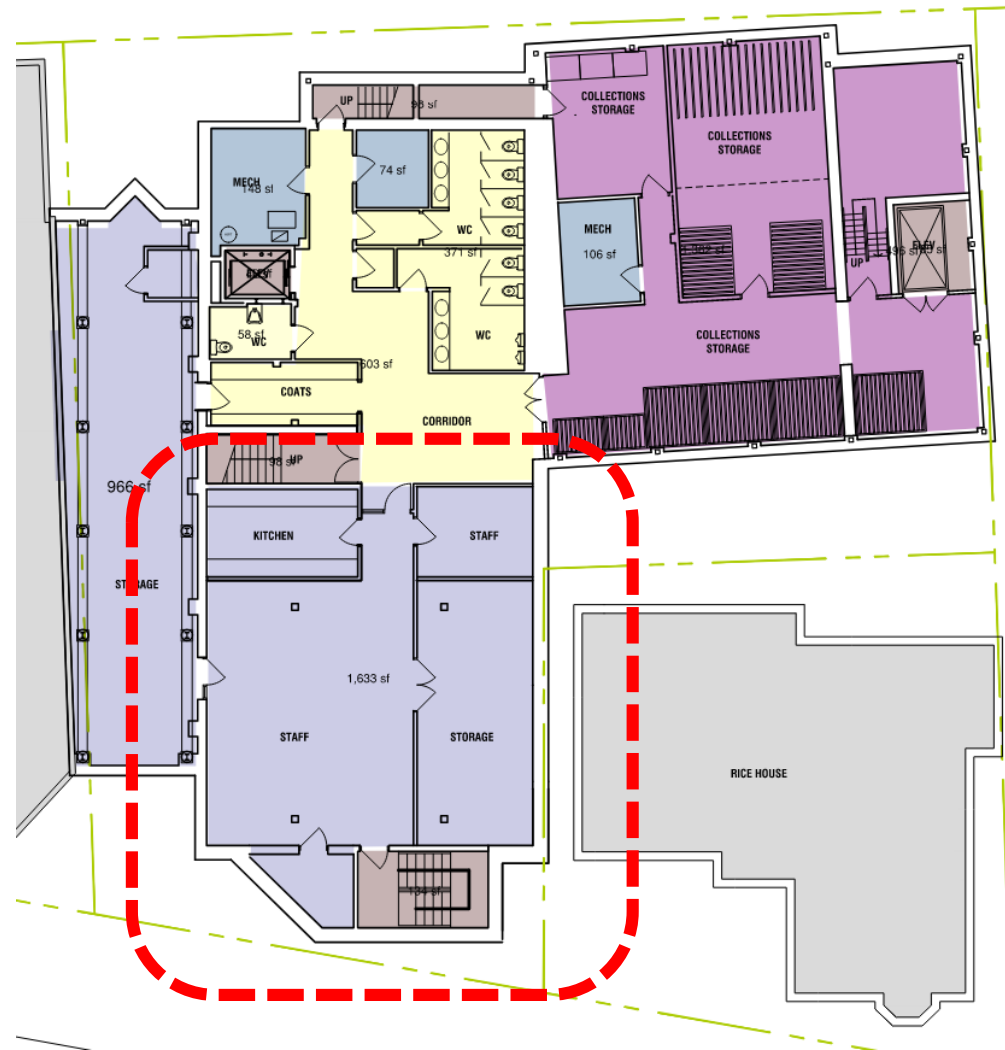
Lack of space to accommodate and grow TTAG collection; insufficient space for collections management



Facility Challenges Community + Staff Spaces

3. Overcrowded Staff Work Areas

Lack of space for staff required fulfill mission and mandate. Currently, collections are occupying staff office areas



4. Limited Community Engagement Spaces

Former Community Program space are now occupied by staff & collections, limiting public engagement & rental opportunities



Project Objectives

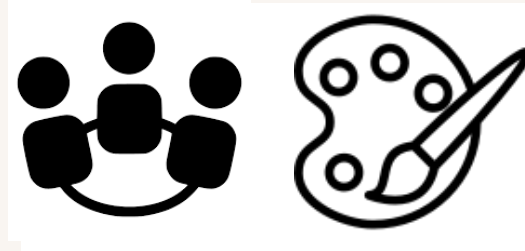
Expand and reorganize TTAG to meet critical & immediate needs:



1. Provide Collection Storage

Provide New storage space to house and protect the Gallery's collection, which is of National and International importance.

Provide environmental conditioning in compliance with conservation design criteria.



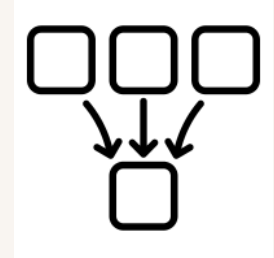
2. Provide Flexible Programming Spaces for Community Use

Support community engagement by providing program spaces to accommodate educational, art-making, community gathering, and event functions



3. Provide Professional Workspaces to support Gallery Operations:

Provide new dedicated accommodation for up to six staff as well as interns, volunteers, and students.



4. Provide Shared Use Spaces for Library, Gallery & Tourism

Consolidate and Unify City of Owen Sound Cultural Services by providing shared-use customer service location for the Library, Gallery and Owen Sound Tourism (per Strategic Leadership Service Action Plan, 2023)

Our Process

1 Sept 2023

2 Dec 2023

3 Feb 2024

Assessment

- Existing Facility & Site:
- Functional Program
 - Building Systems
 - Site: Context, Zoning
 - Overall Condition

- **Market Analysis**
Haley Sharpe Design

Programming

- Consultation
- Functional Program / Space Needs Analysis



Planning & Design

- Design Concept for Expansion
- Business Planning
- Cost Estimate



Report

- Draft Report
- Final Report
- Council Presentation

Our Process:

Market Analysis

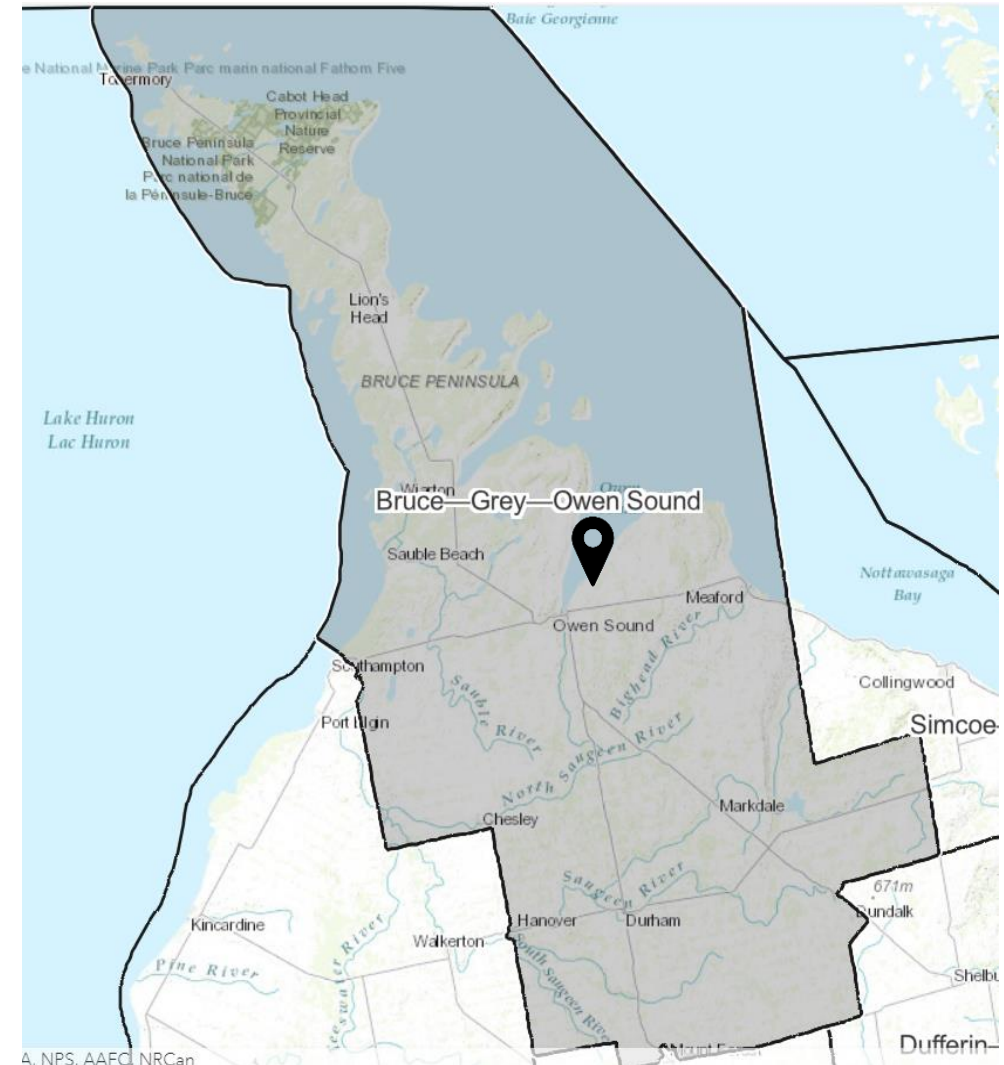
Local Visitor Market

Bruce, Grey and Simcoe Counties (RT07)

- **200,000 people live within the region**
- In 2019, the three counties attracted an estimated **11.3 million visitors**
- Visitors spent an estimated **\$1.7 billion in the region.**
- Approximately, 60% of the population are adults aged 15 to 64 and a further 15% are children – this indicates a significant family market.

Ontario

- **Arts and Culture is a significant component of Ontario Tourism with \$11.4 billion were spent,** resulting in \$5.7 billion direct value-added to the province.



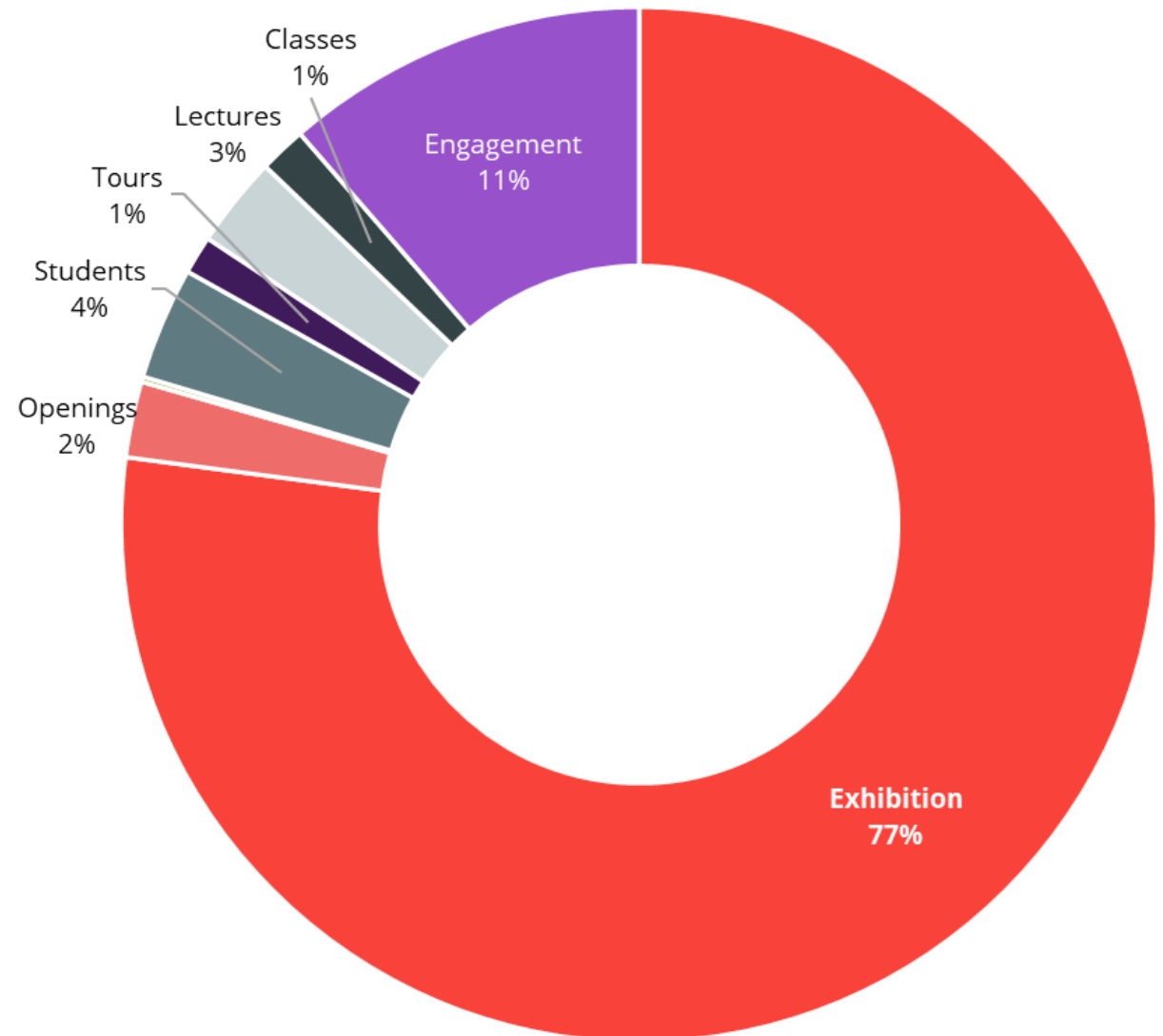
Current Visitors

Visitor Attendance Post-Covid

- **Visitors have increased post-covid** – attendance and engagement numbers:
 - 2022 – 11,134
 - 2023 – 14,646

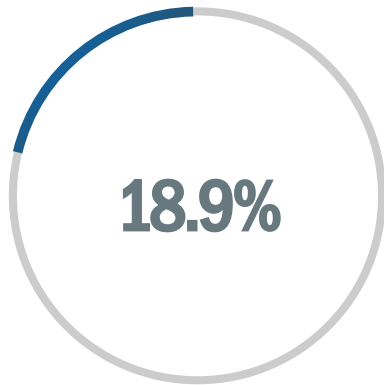
Many Visitors from further Afield:

- 21% of visitors are from the GTA
- 11% tourists (domestic and international)
- 30% of visitors from Owen Sound
- 19% are from Grey Bruce



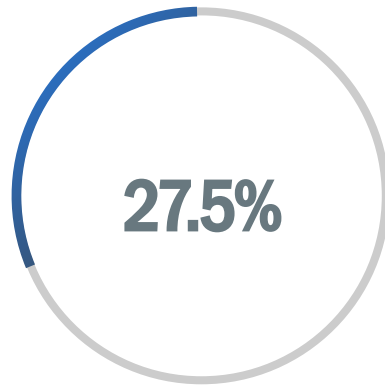
Market Growth

Grey County



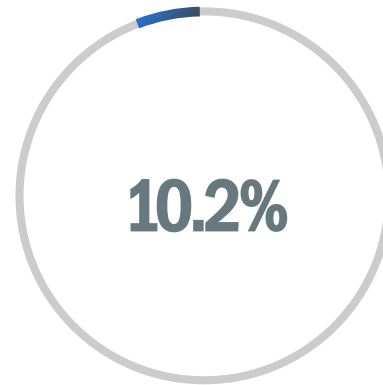
Population is projected to increase by 18.9% to 120,000 residents by 2032.

Bruce County



Population is projected to increase by 27.5% to 93,600 residents by 2046

Local TOM Visitors



1,500 additional TOM visitors (10.2%) based on local market growth

Arts and Cultural Tourists



Potentially, 160,000 additional visitors through arts and cultural tourism

Implications for Expansion

Recommendations to Support Growth

1. Additional Space for Activities

Additional Space is required to support delivery of a wider range of activities

2. Community Room – Children’s Workshops & Education

The provision of a community room will be vital to supporting activities including children’s workshops and education.

The rooms should be separated from main galleries to facilitate out of hours activities

3. Community Room - Meeting & Event space

Provide a meeting and event space for 20-50 people.

The local environment lacks this type of space, which can be used by non-profit and commercial users

4. Future Proof for Accessibility

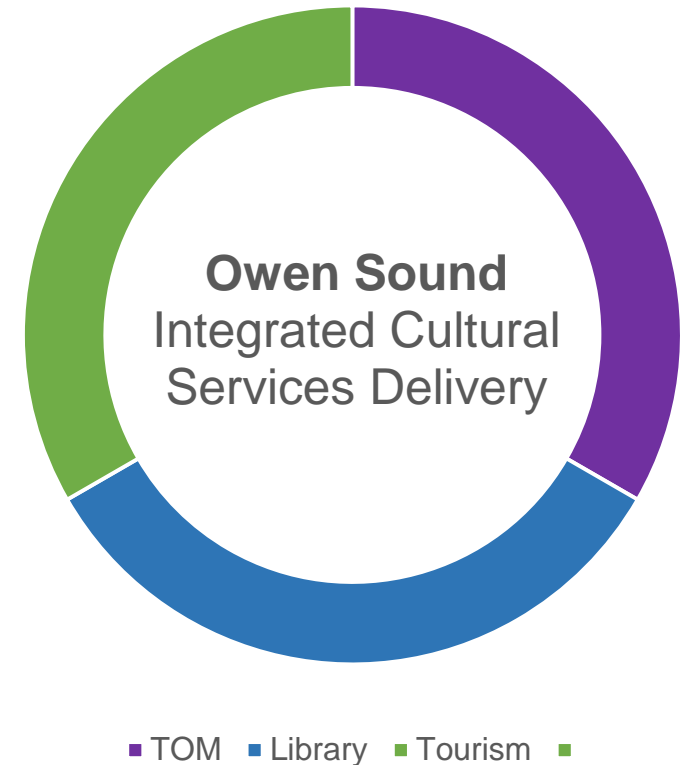
To ensure the building is future proofed and accessible to all audiences there is a clear need to make all areas of the building accessible to the public.

Implications for Expansion

Integrated Cultural Services

There are significant benefits to providing an integrated service delivery model within the lobby of the Tom:

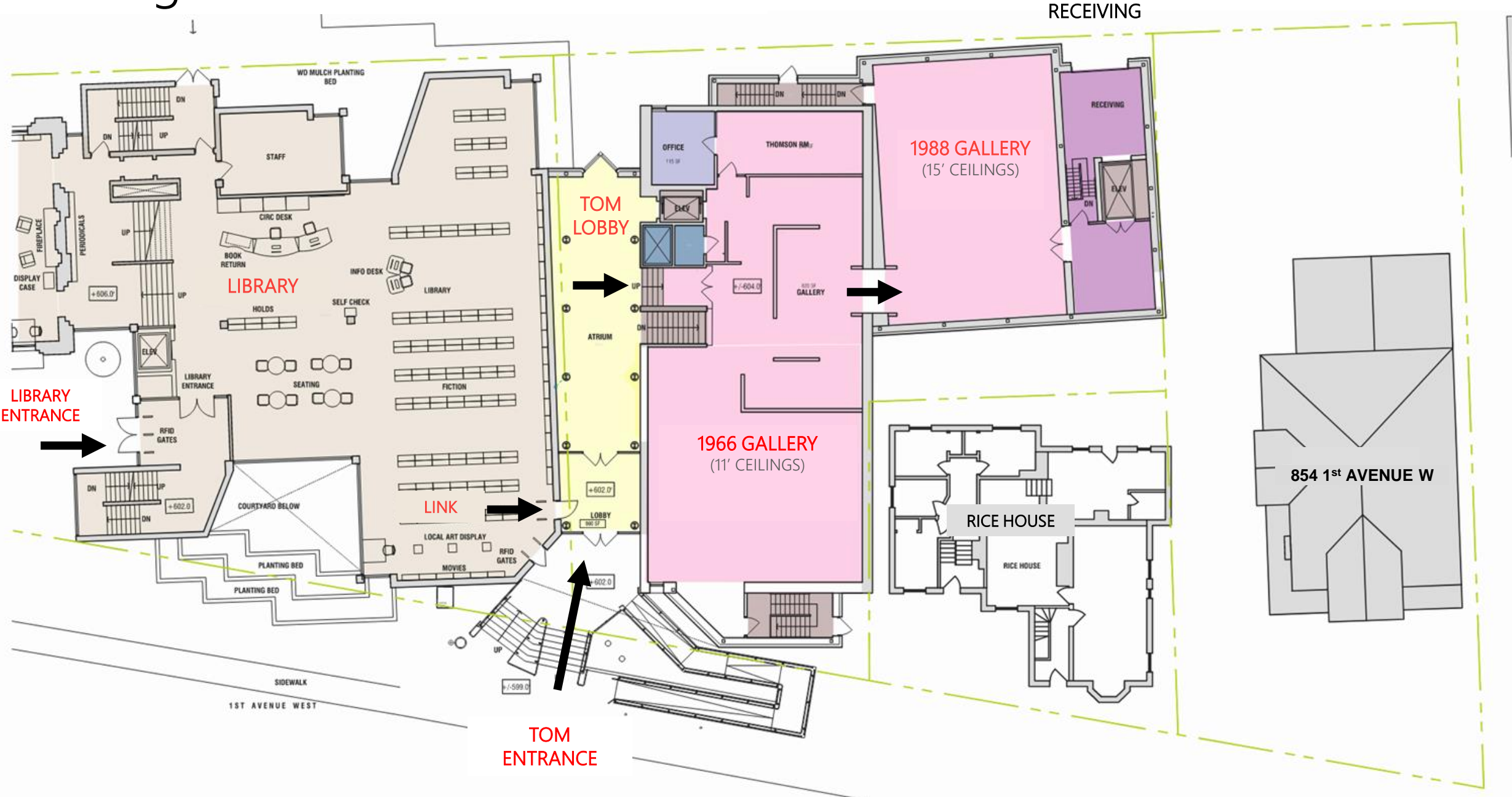
1. **Visitor Growth**
2. **Cross Pollination of Visitors** (Tourism, Library, Tom)
3. **Joint Programming** - Opportunities & Engagement
4. **Joint Marketing** - Booking systems and facility management
5. **Retail Expansion**
6. **Revenue Savings** - Via shared front-of-house staffing model
7. **Increased Revenue** – Potential for 132% Increase via Rental Income



Design Option 1

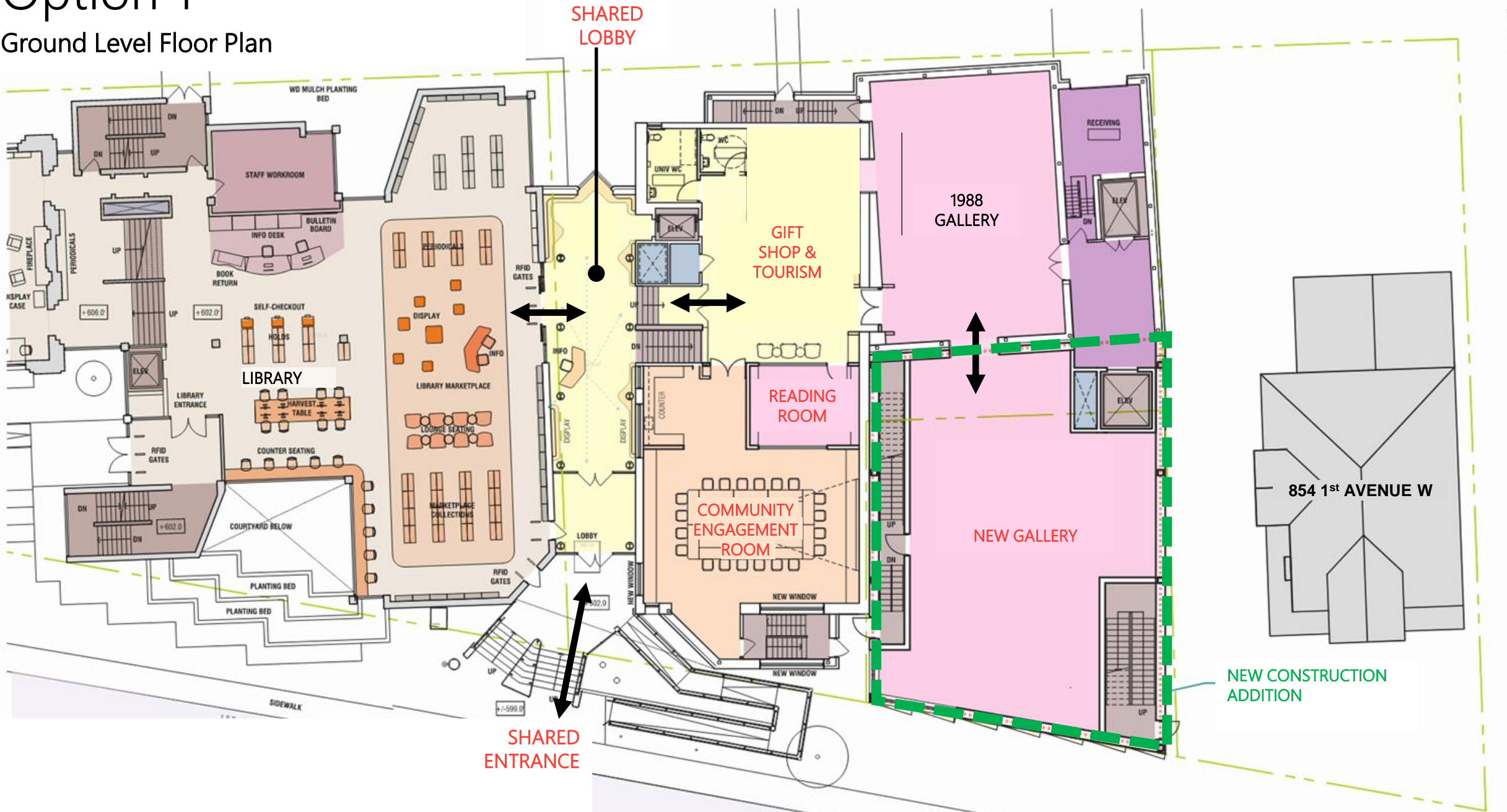
Two Storey Building

Existing Ground Floor Plan



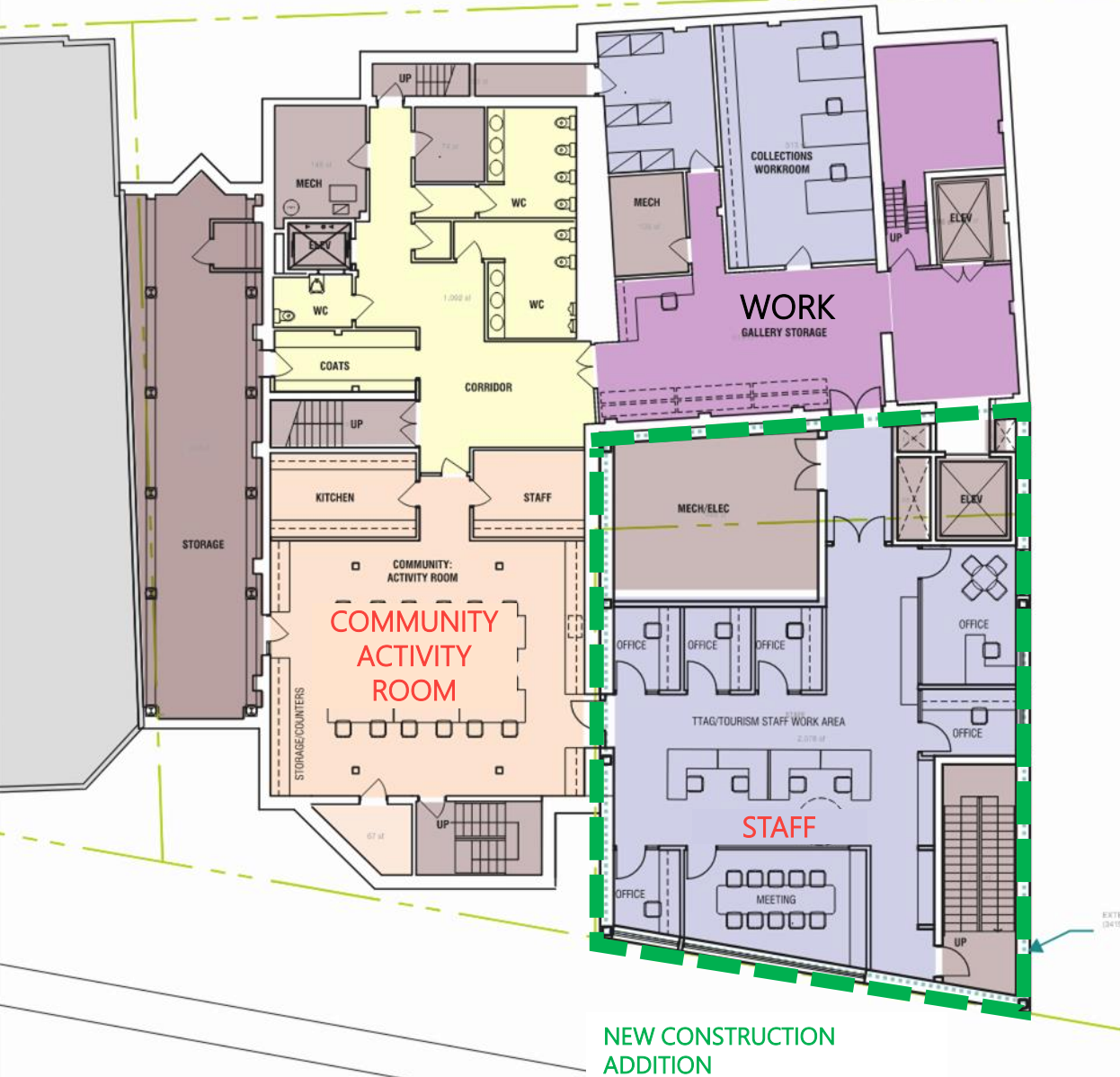
Option 1

Ground Level Floor Plan



Option 1

Basement Level Floor Plan



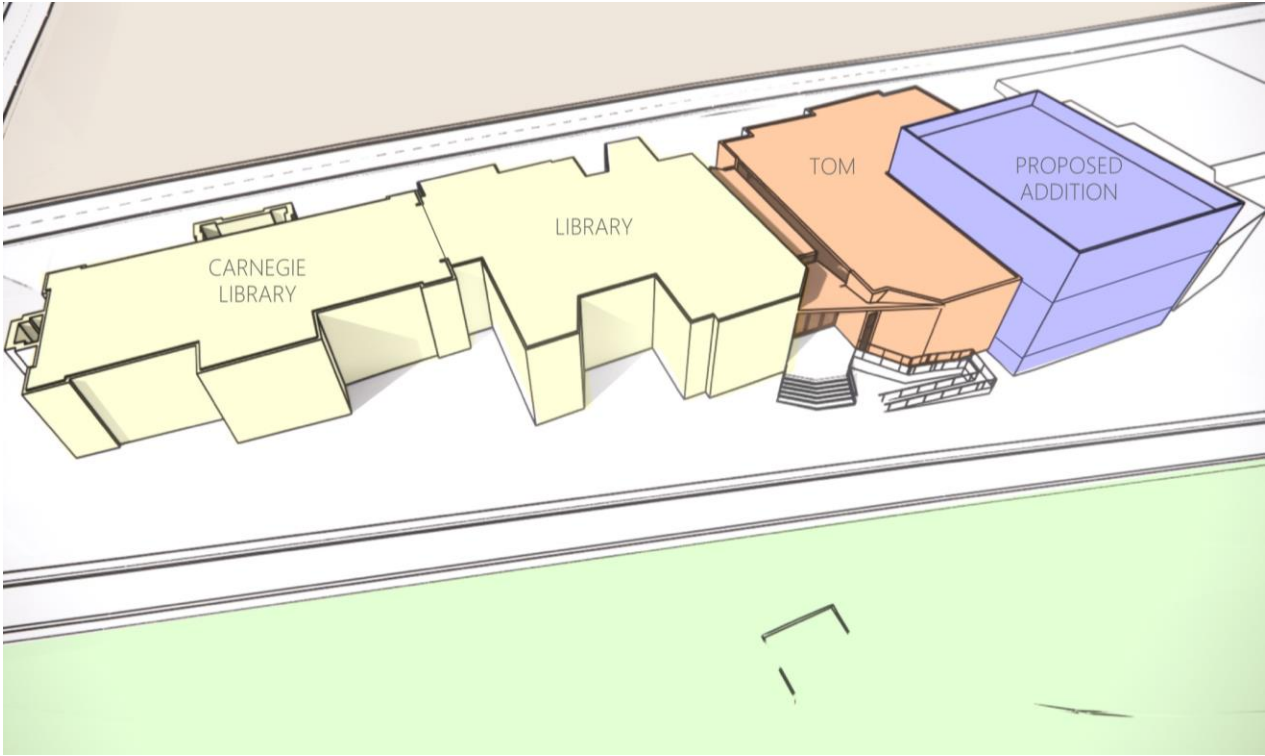
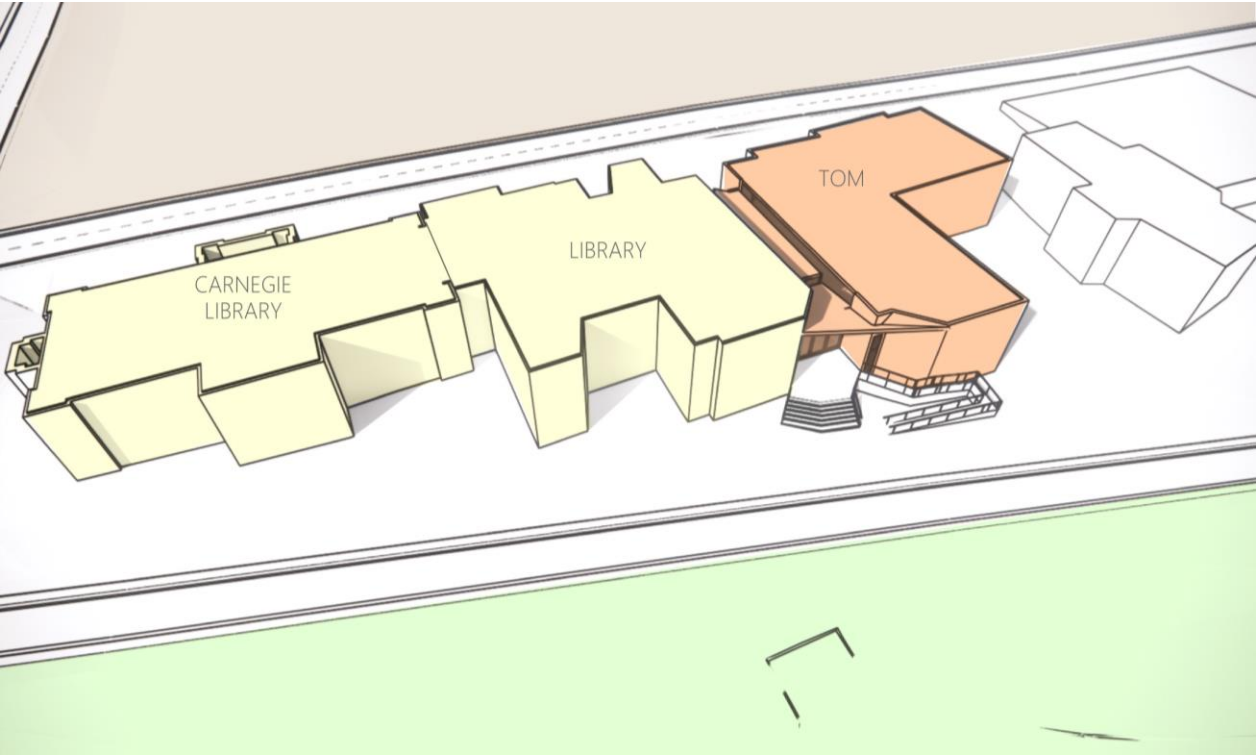
Option 1

Level 2



TTAG Proposed Expansion

Two-Storey Addition on Rice House Footprint



MASSING WITH 2 STOREY ADDITION

Option 1

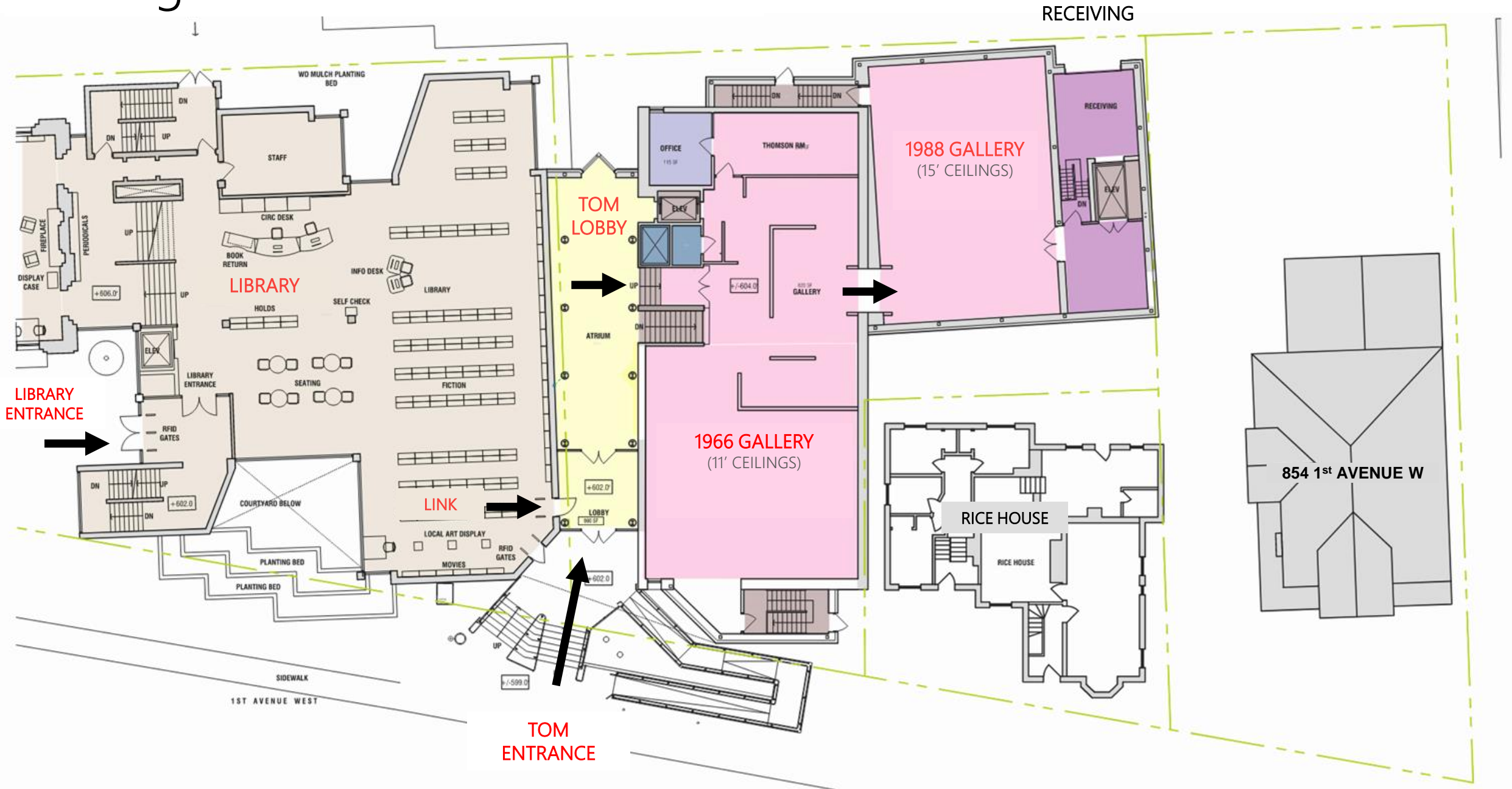
Street Level View



Design Option 2

One Storey Building

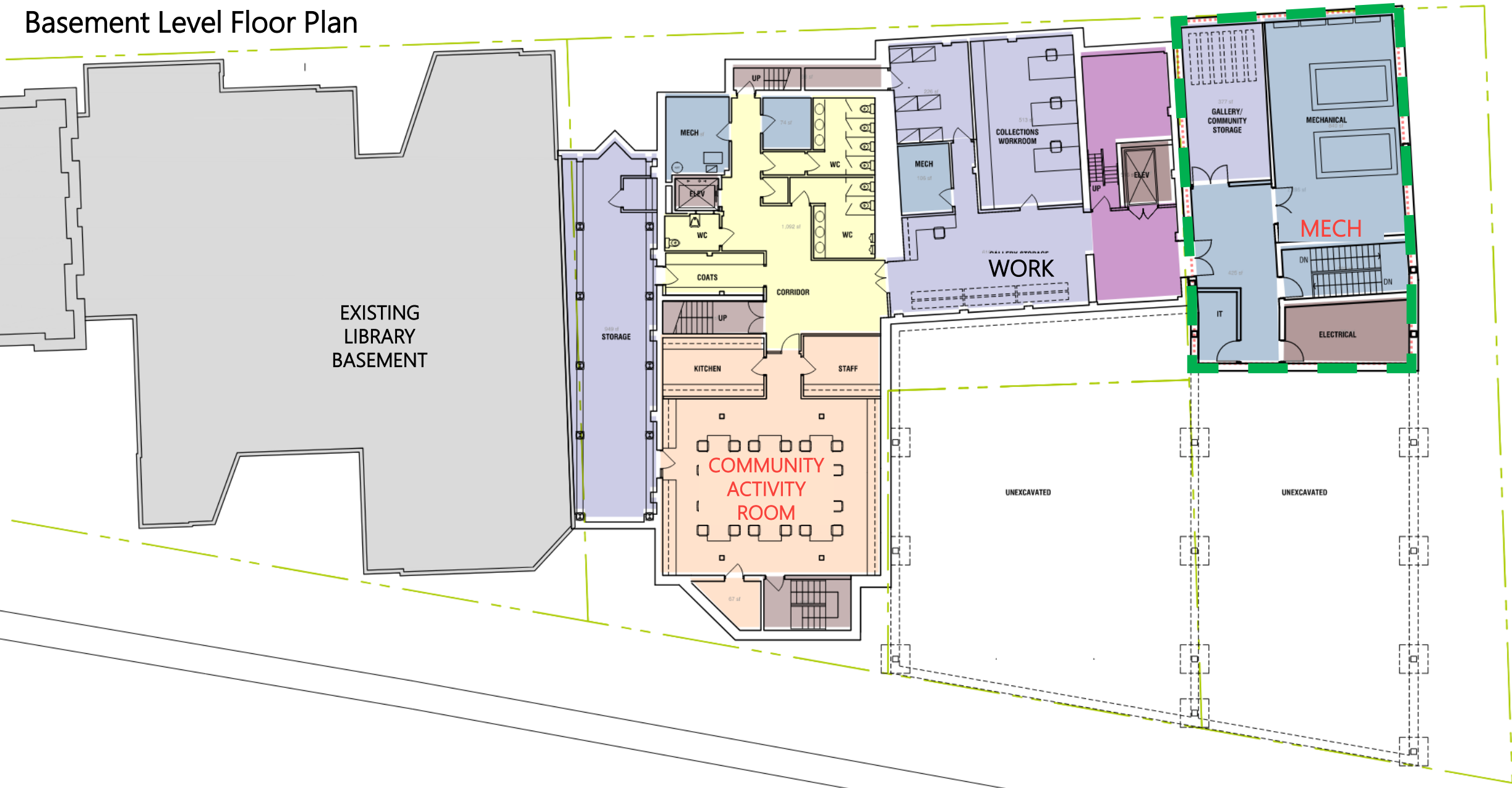
Existing Ground Floor Plan



Option 2

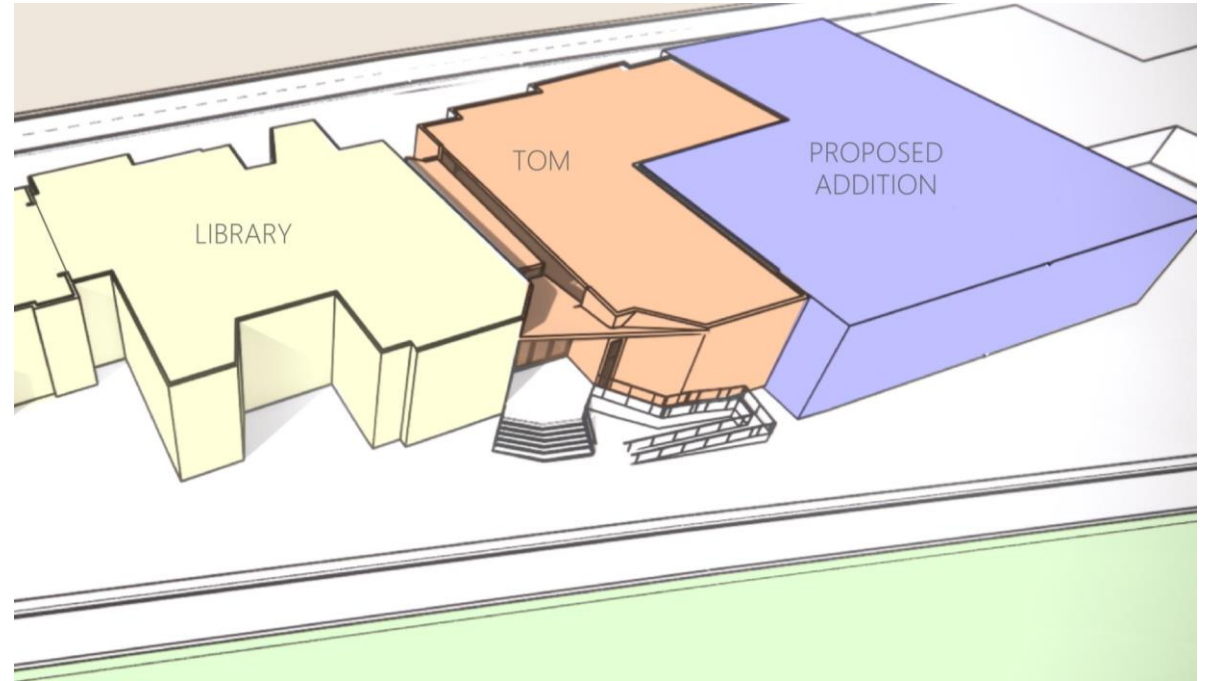
Basement Level Floor Plan

NEW CONSTRUCTION ADDITION



Option 2

1 Storey Building Addition



- Potential to expand site to existing residential property at 854 1st Ave W
- 1 Storey Building Above Grade (with partial basement construction)

Option 2

Massing Views



Option 2

Aerial View



Option 2

Shared Lobby for Library & TOM



Option 2

Community Meeting and Event Room



Option 2

New Gallery



Option 2

Street Level View



OWEN SOUND
& NORTH
GREY UNION
PUBLIC
LIBRARY

OWEN SOUND
TOURISM

I feel this thing is of too great an importance to miss

TOM



I feel this thing is of too great an importance to miss

OWEN SOUND
& NORTH
GRIFFIN UNION
PUBLIC
LIBRARY

OWEN SOUND
TOURISM

TOM

Tom Thomson Art Gallery
5901 1st Ave W

Comparative Analysis & Recommendation

Option 1 Cost

\$15,789,000

PROJECT TOTAL

EXECUTIVE SUMMARY

OPTION 1

\$7,115 /m2

TOTAL /m2

\$661 /sf

TOTAL /sf

Building Component		Total
Net Construction Cost		\$7,758,223
General Requirements	15%	\$1,163,733
Fee (Head office overheads & profit)	5%	\$446,098
Sub-Total Excluding Contingencies & Soft Costs		\$9,368,054
Design and Pricing Contingency	20%	\$1,873,611
Escalation Contingency *		Unknown
Construction Contingency	10%	\$936,805
Phasing Contingency (renovation only)	5%	\$108,848
Sub-Total Excluding Soft Costs		\$12,287,000
Furniture, Fixtures & Appliances		\$272,000
Testing and Inspection		\$50,000
Interior and Exterior Signage		\$40,000
Card Access System		\$68,000
AV Equipment		\$20,000
Computer Equipment		By Others
Security System & Monitor Room		\$181,000
Professional Fees		\$2,267,000
Building Permits		\$34,000
Legal Fees		\$59,000
Third Party Commissioning		\$11,000
Gallery Space		\$500,000
Sub-Total Excluding HST		\$15,789,000
HST		Excluded
TOTAL PROJECT COST		\$15,789,000

Option 2 Cost

\$16,082,000

PROJECT TOTAL

EXECUTIVE SUMMARY

OPTION 2

\$7,094 /m2

TOTAL /m2

\$659 /sf

TOTAL /sf

Building Component		Total
Net Construction Cost		\$7,947,505
General Requirements	15%	\$1,192,126
Fee (Head office overheads & profit)	5%	\$456,982
Sub-Total Excluding Contingencies & Soft Costs		\$9,596,612
Design and Pricing Contingency	20%	\$1,919,322
Escalation Contingency *		Unknown
Construction Contingency	10%	\$959,661
Phasing Contingency (renovation only)	5%	\$104,709
Sub-Total Excluding Soft Costs		\$12,580,000
Furniture, Fixtures & Appliances		\$272,000
Testing and Inspection		\$50,000
Interior and Exterior Signage		\$40,000
Card Access System		\$68,000
AV Equipment		\$20,000
Computer Equipment		By Others
Security System & Monitor Room		\$181,000
Professional Fees		\$2,267,000
Building Permits		\$34,000
Legal Fees		\$59,000
Third Party Commissioning		\$11,000
Gallery Space		\$500,000
Sub-Total Excluding HST		\$16,082,000
HST		Excluded
TOTAL PROJECT COST		\$16,082,000

Note: Both Options incorporate provisions for Net Zero Carbon Sustainability Standards. This is critical to receive grant funding.

Conclusion – Option 2 Preferred (Single Storey Building)

Although both projects are feasible, the Consultant team recommends Option 2 as the best option for TTAG expansion:

Option 2 provides an efficient layout with massing that is in keeping with overall building complex.

Option 2 best meets critical and immediate needs and addresses the four project objectives:

1. Provide Collection Storage

Option 2 builds in greater capacity for Collection Growth of 35-40% (Approximately 30 Years.)

Option 2 meets conservation requirements and avoids Wet over Dry Mechanical

2. Provide Flexible Programming Spaces for Community Use

Both options support community engagement by providing program spaces to accommodate educational, art-making, community gathering, and event functions

3. Provide Professional Workspaces to support Gallery Operations:

Option 2 provides dedicated staff workspace at grade, adjacent to collections, loading and gallery. It avoids the use of basement level.

4. Provide Shared Use Spaces for Library, Gallery & Tourism

Both options unify City of Owen Sound Cultural Services by providing shared entrance and lobby spaces for Gallery, Tourism and Library. They support the evolution and expansion of Gallery and Tourism operations for a new era

Thank You

