

The Northern Ontario School Of Architecture

Priorities Committee Presentation

September 17, 2008

Our vision is for a school that will have a unique and powerful impact on the educational, cultural and economic fabric of Northern Ontario.

This vision will be realized in two stages:

- 1. The community will create the home for the school**
- 2. Laurentian University will operate the program**

The community's capital investment is quickly recovered through the economic impact of the school.

The on-going operating costs are covered by typical university funding through grants and tuition.

NOSOA

Steering Committee

Blaine Nicholls *Committee Chair*

Robert Bourgeois *Acting President, Laurentian University*

Kate Bowman *Project Manager, NOSOA*

Jean-Mathieu Chénier *BDO, GSDC*

Harley d'Entremont *VP, Academic (Francophone Affairs), LU*

Janet Gasparini *City Councillor*

Tim James *Architect, Castellan, James + Partners*

Maureen Lacroix *Community Member*

Jeff Laberge *Architect, J.L. Richards & Associates Ltd.*

Helen Mulc *Manager of Business Development, GSDC*

Dr. David Robinson *Associate Professor, Economics*

Dr. Derek Wilkinson *Associate Professor, Sociology*



Overview

The Cambridge Model

What is Architecture?

What is a School of Architecture?

What will NOSOA be?

Need / Impact

The Market

Economics

Investments by Other Communities

Schedule

Conclusion



The Cambridge Model

“Driven by the...desire of the citizens and political leaders of Cambridge to re-invigorate the core area, a marvelous collaboration has developed. I assure you, the current initiative can be a turning point for the City of Greater Sudbury just as it was for the City of Cambridge.”

Rick Haldenby Director
University of Waterloo School of Architecture

What is Architecture?

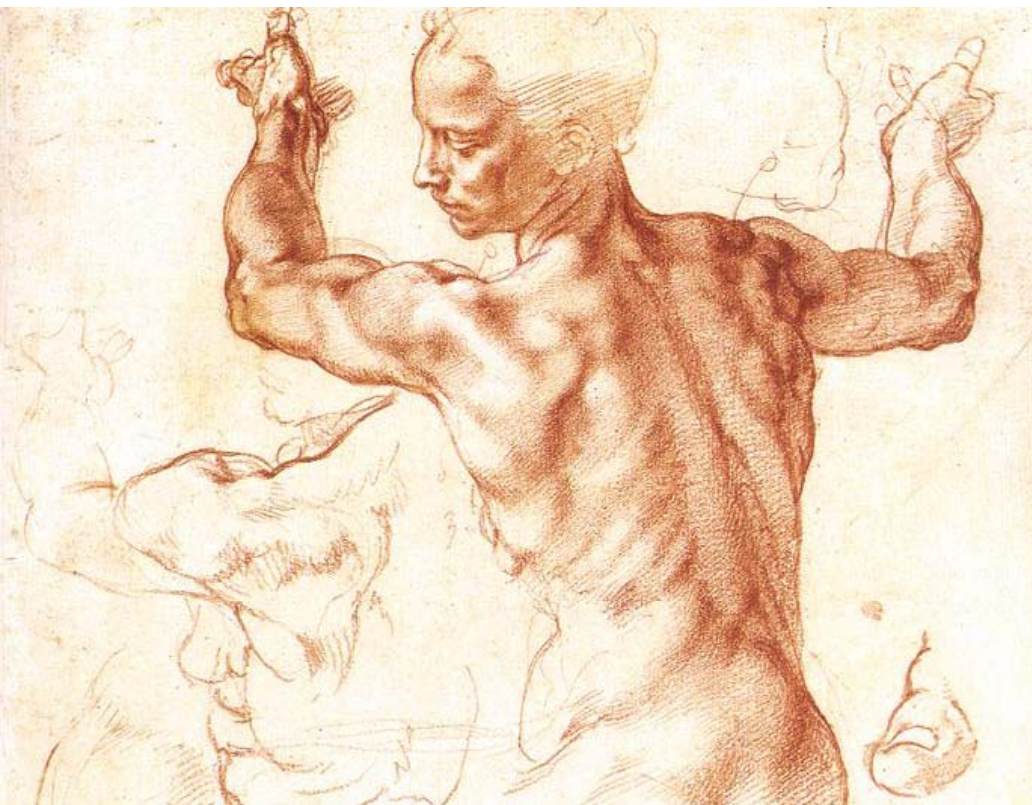




NOSOA











Millennium Park Band Shell *Frank Gehry*



Jewelry *Frank Gehry*



Aquatic Centre *Zaha Hadid*



Chandelier *Zaha Hadid*

What is a School of Architecture?







What will NOSOA be?





What will NOSOA be?

The **first** School of Architecture in Canada in almost **40 years**

A truly **Northern** School of Architecture benefiting from **francophone, multi-lingual** and **aboriginal** cultures

A School for the **21st century** and the increasing demands for a **sustainable future**

A School that will **foster a new culture of designers** ready to create solutions for our communities as architects, as designers, as thinkers and as collaborators



What will NOSOA be?

The Program

4-year Undergraduate

2-year Graduate

Alternating work and academic terms

The People

±70 Students /class

±400 Students /year

±40 Faculty and staff



What will NOSOA be?

The Place

Downtown location

75,000 sq. ft.

Operating 365 days a year

Construction Options

On a new site

or

Replace existing buildings with little, or no historical value

or

Renovation of historically relevant buildings

or ?



Need Impact

National

Northern Ontario

City of Greater Sudbury

Downtown



Need Impact

National

- NOSOA will create more **highly skilled, professionally trained, world-class** architects and designers
- It will contribute to the development of **solutions** for making **communities** more **attractive** and **sustainable**
- More importantly, it will **generate** an **increase** in **Canadian design talent**



Need Impact

Northern Ontario

- NOSOA will be a **catalyst** for **strengthening the economy**
 - On-going economic success will be built upon value-added industries
 - Value-added industries require design talent – a 'design culture'
- NOSOA is the **fastest and most effective way to create a 'design culture'** in Northern Ontario



Need Impact

City of Greater Sudbury

- NOSOA will **strengthen** the city's role as the **educational capital** of the **north**
- It will **contribute** to Laurentian University, as a **centre of graduate and professional programs**
- It will **build** on the city's internationally recognized **green initiatives**
- It will **attract creative industries** and help to **retain youth** in the north
- NOSOA will make Greater Sudbury a **smarter and more successful community**



Need Impact

The Downtown

- A city is healthy if it has a healthy downtown, because the **downtown** is truly the heart of the city
- A **downtown** location is **ideal** for the school
- More importantly, it **bring** people into the **downtown** who:
 - **Are** young, energetic **and** culturally diverse
 - **Are** interested **in the** community
 - **Will** work, study **and** live **in the** downtown
- A school of architecture is the **perfect** **solution** for **revitalizing** our downtown



The Market

The **need** for a new school of architecture is **clear**

Admission into **existing** schools of architecture has reached **unprecedented values**

Design and the **quality** of the **environment** are matters of increasing **global concern**

The **demand** for architects is **high**

The school **fits** with **Federal**, **Provincial** and **City** initiatives



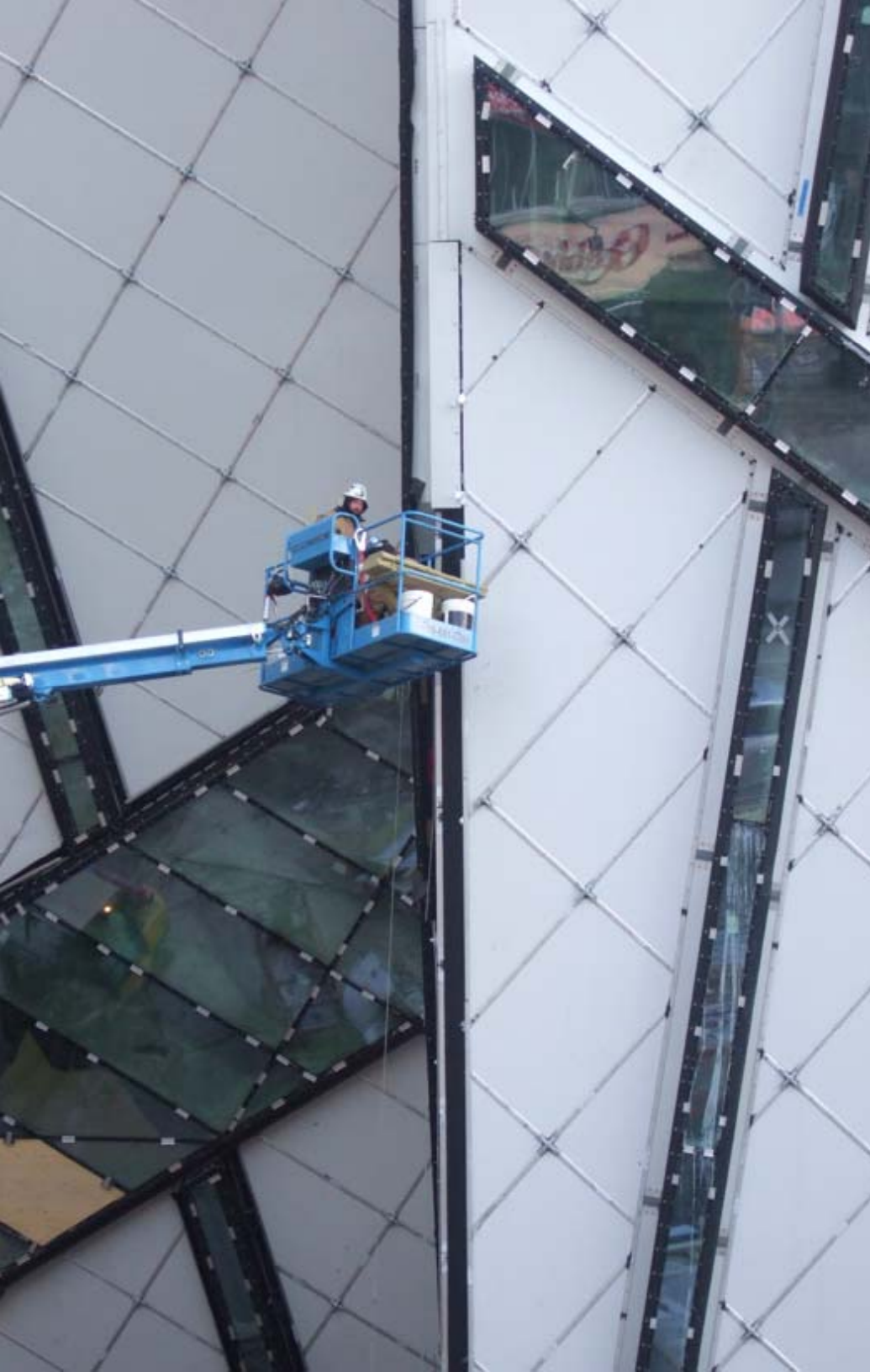
Economics

Capital

Operations

Municipal Taxes

**Investment by the
Community**



Economics

One-Time

Capital Investment

Building	\$27 million
Furniture & Fixtures	\$3.5 million
Services	\$4.5 million

\$35 million

Return

\$40 million

+/- 300 jobs



Economics

On-going Operations

Annual Cost

\$0

FOR the Community

Annual Return

\$15 million

TO the Community



Economics

New Municipal Tax Revenue

Start-up

\$2.6 million

2007 to 2013

On-going

\$500,000

Annually



Investment by the Community

City of Greater Sudbury

\$10 million

Other stakeholders

\$25 million

\$35 million



Investments by other Communities

UW & Cambridge

Opened in 2004

\$7.5 million from the City

Laurier & Brantford

Opened in 1999

\$10 million from the City

UW & Stratford

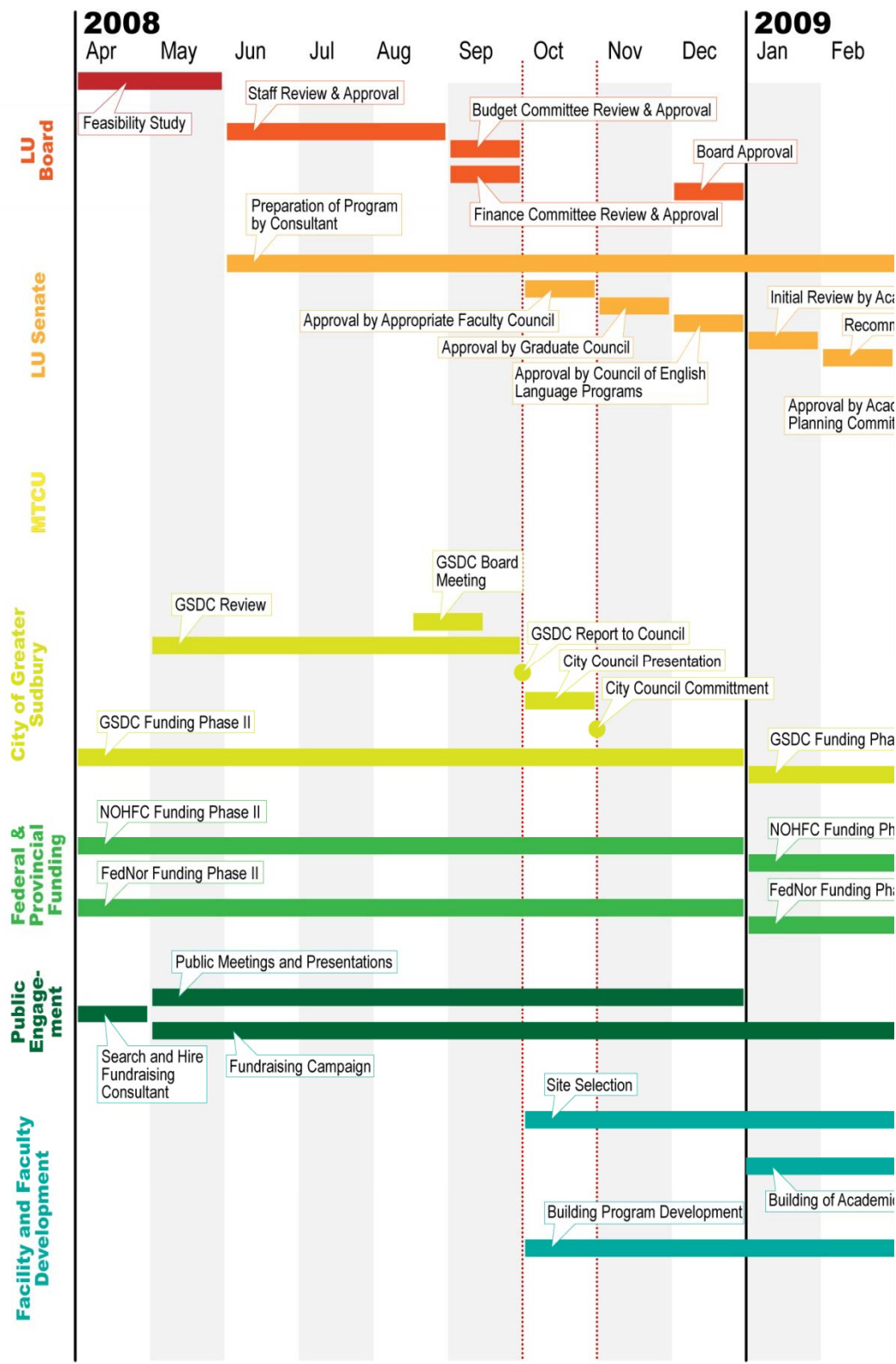
Opening in Fall 2009

\$10 million & land from the city

UW & Kitchener

Opened in 2008

\$30 million



Schedule

On-going Activities

City of Greater Sudbury

Healthy Community Cabinet **Sept 8**

GSDC Board **Sept 10**

City Council Priorities **Sept 17**

Other Funding Sources **Fall 2008**
Federal / Provincial / Private



Schedule

On-going Activities

Community Engagement

le Salon du Livre

May '08

Student Installations Jul 15-Present

Ideas Competition Fall '08-Spring '09



Schedule

Next Steps

Phase II

Complete

Phase III

Curriculum Development

Fall '08

Community Engagement

On-going

Site Selection & Pre-design

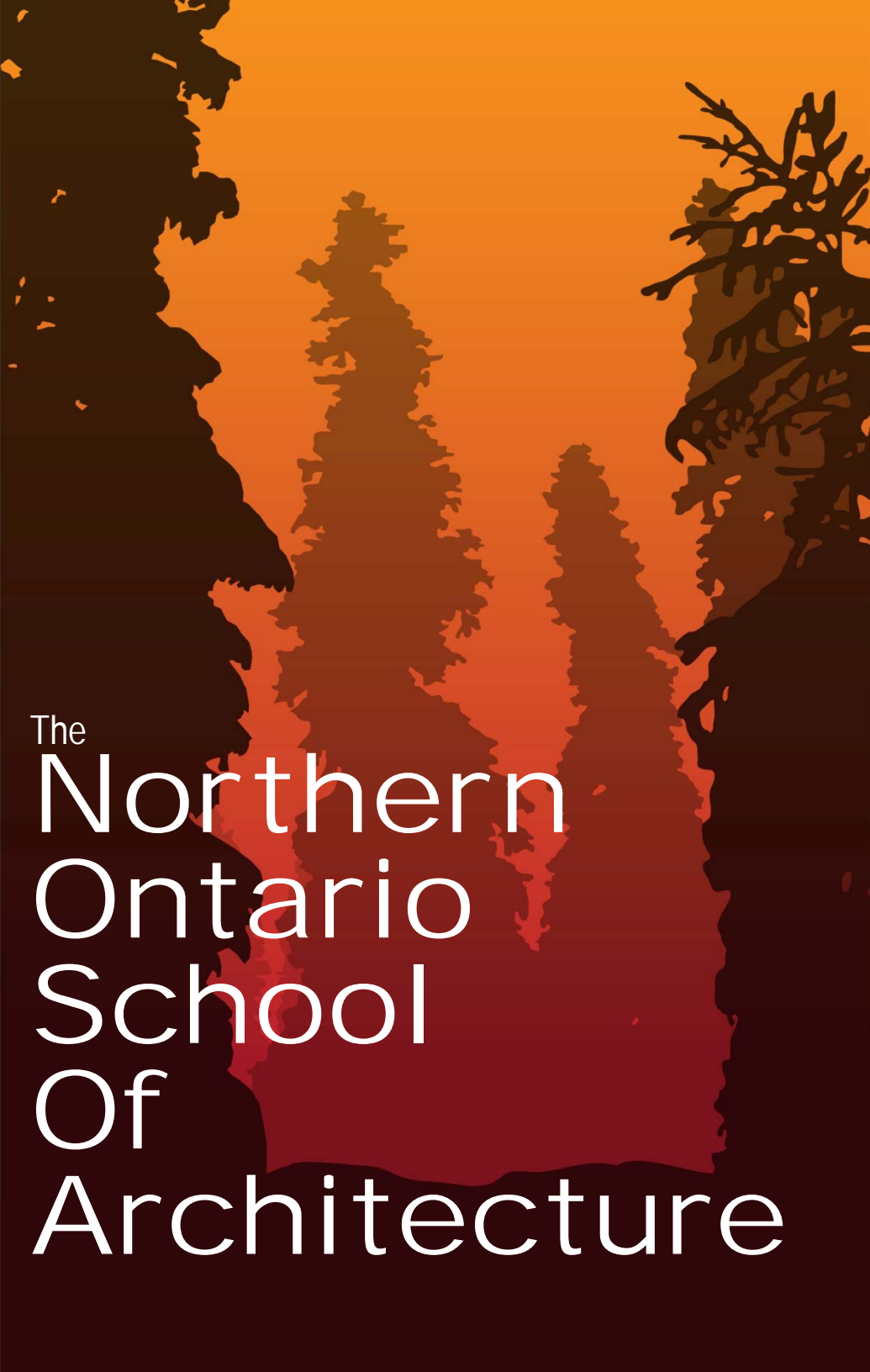
2009

Construction

2010-2011

First Class

Fall 2011



The
Northern
Ontario
School
Of
Architecture

Conclusion

The project **is** feasible

The school is an **investment** that provides tremendous **returns** at many levels

The school is a perfect solution to **strengthening** our community

The time to commit is **now**

Support from City Council has been and will continue to be critical to the project's success