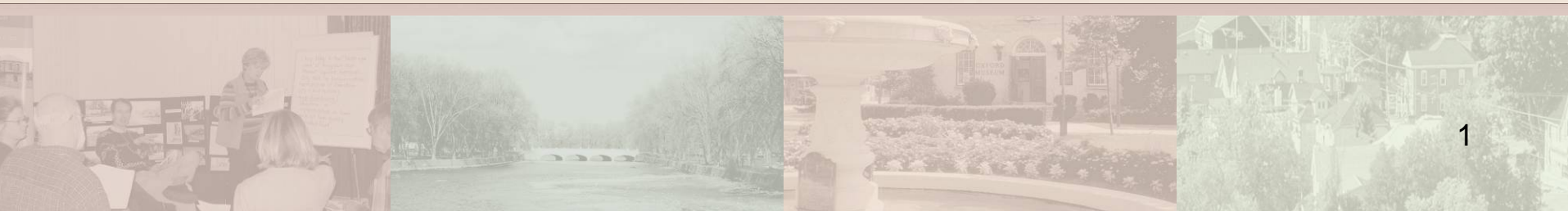


Presentation by Bert Duclos & Chris Mahood  
Ontario Ministry of Culture  
Presentation to Priorities Committee, City of Greater Sudbury  
June 4, 2008

# Supporting Heritage in Your Community



# What is heritage?

Heritage is not just about the past. It is about the places, spaces and stories that we value today and saving and preserving them for tomorrow

- Museums, archives and library collections
- Buildings and monuments
- Streetscapes and landscapes
- Bridges and railway stations
- Cemeteries
- Archaeological sites
- Artifacts, documents and photographs
- Stories and folktales
- Traditional arts, crafts and skills
- *It doesn't have to be "old"!*



# The Case for Supporting Heritage

## The Panet House

- The City of Ottawa sold the house to Andrex Holdings for \$260,000 in exchange for the developer agreeing to spend a minimum of \$160,000 on specific heritage work
- Andrex Holdings actually spent about \$440,000 on both heritage and non-heritage renovations
- In 1990, the property was sold for about \$1.5 million, resulting in a 200 per cent profit for Andrex Holdings

The former Panet House, located in a historic neighbourhood, was built by Colonel Charles-Eugène Panet, Deputy Minister of Militia and Defence, in 1876.

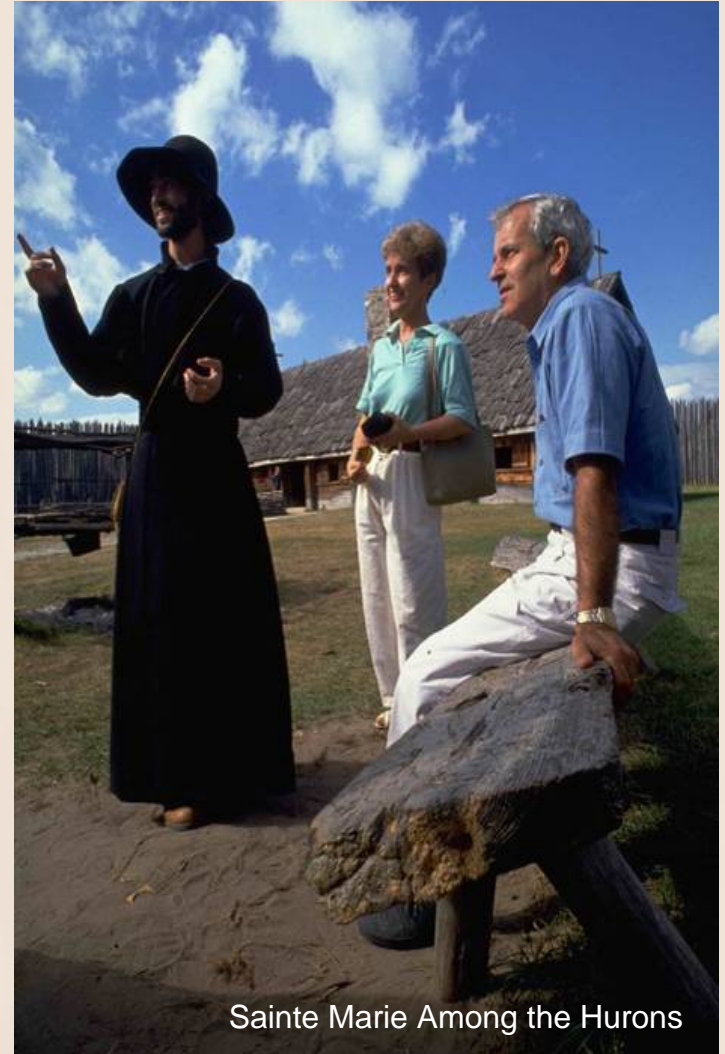


*Information from Heritage Canada Foundation, Photo from Wikipedia*



# How does heritage benefit our community?

1. Heritage is a big part of what makes communities unique



Sainte Marie Among the Hurons

# How does heritage benefit our community?

2. Heritage contributes to quality of life in our communities and fosters local identity and pride



# How does heritage benefit our community?

3. Well-maintained heritage streetscapes and landscapes contribute to safe and comfortable communities





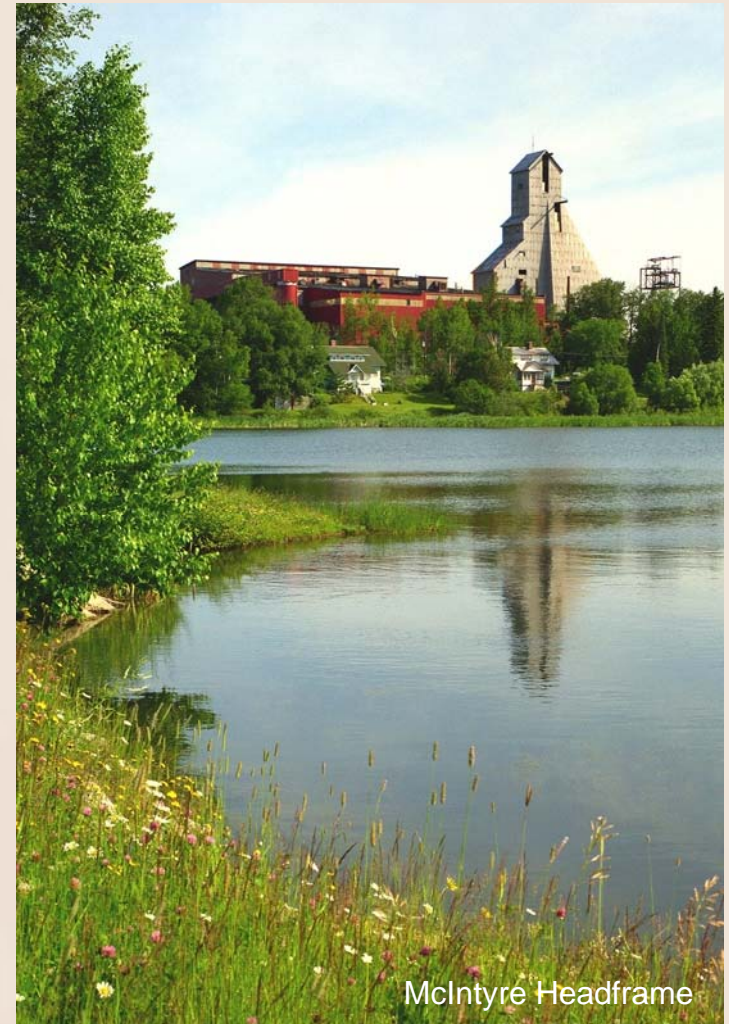
# How does heritage benefit our community?



## 4. Heritage brings tourist dollars

# How does heritage benefit our community?

5. Adaptive reuse of heritage resources is good for the environment and the economy





# The Case for Supporting Heritage

## Cultural Tourism



Visitors explore the Ermatinger House in Sault Ste. Marie

## What attracts tourists?

- Authenticity
- Historic architecture
- Family history
- Learning and enrichment

## Doors Open Ontario

- Since Doors Open Ontario was launched in 2002, nearly two million people visited participating heritage sites
- In 2006, 200,000 people visited 144 places in the City of Toronto. Total spending by out-of-town visitors was estimated at \$4.3 million

# The Case for Supporting Heritage

## Landmarks, not landfill

- Saving heritage buildings saves natural resources
- About 20 per cent of Canadian landfill content is from demolition

## Heritage pays!

- Restoration and rehabilitation using local materials and workers keeps money in the community
- Restored heritage buildings could be centrepieces for revitalized communities



The University of Waterloo School of Architecture's adaptive reuse of a historic silk mill revitalized downtown Cambridge

# The Short Answer

*Is it typically cheaper or easier to demolish a structure and build anew than it is to adapt an existing structure to a new use?*



**“We've all often heard the expression, ‘It's cheaper to build new than it is to reconstruct.’ That's not true. I've always found that it's much cheaper to use an existing structure. Now, doing so is more complicated, and you actually have to be a better builder to do that kind of work, but if you know what you're doing, it costs you less money. A lot of the building is already done - you already have your structure - so that's why it's much cheaper.”**

**-- Donald Trump**

***Preservation Online – July / August 2006***





# Rehabilitation compared to new construction

- A comprehensive study of the economic impact of rehabilitating and restoring heritage buildings was conducted by the Centre for Urban Policy Research at Rutgers University in New Jersey. The study compared the investment of \$1 million US in rehabilitation versus new construction.
- As you can see from the table showing some of the statistics from that study, heritage pays!

<b>Non-residential historic rehabilitation</b>	<b>New construction</b>
Generated 38.3 jobs	Generated 36.1 jobs
\$1,302,000 in income	\$1,223,000 in income
\$1,711,000 in gross domestic product	\$1,600,000 in gross domestic product
\$202,000 in taxes	\$189,000 in taxes

*Information from Heritage Canada Foundation / 1997*

# Municipal partners in heritage

## Council Can

- Establish a municipal heritage committee to advise on local heritage issues
- Designate properties or districts that have heritage value
- Issue or refuse permits to alter or demolish heritage properties
- Amend or repeal designation by-laws
- Enforce building standards
- Buy or lease designated property
- Provide grants or loans to designated property owners
- Enter into easement agreements with owners to maintain their heritage properties

## Municipal Heritage Committee Can

- Research and compile inventories of heritage resources
- Advise council on local heritage issues, including designation and alteration of heritage properties
- Assist in heritage planning
- Provide information and education
- Liaise between property owners and council



# What can we do?

- **Identify**
  - Support Municipal Heritage Committee
  - Evaluate properties of heritage value
  - Maintain a municipal register
- **Protect**
  - Designate heritage properties and districts
  - Create planning policies that support heritage conservation
  - Offer incentives to property owners
- **Promote**
  - Locally
  - Provincially
  - Nationally (efforts such as the Historic Places Initiative)



Copper Cliff Toronto Dominion Bank  
Greater Sudbury



# Identify

- Identifying specific local heritage resources is the first step toward conserving and protecting them
- Set up a system to **evaluate** properties of heritage value
- List local properties of heritage value or interest on a **municipal register**



Former Copper Cliff Memorial Community Hall  
Greater Sudbury

# Protect

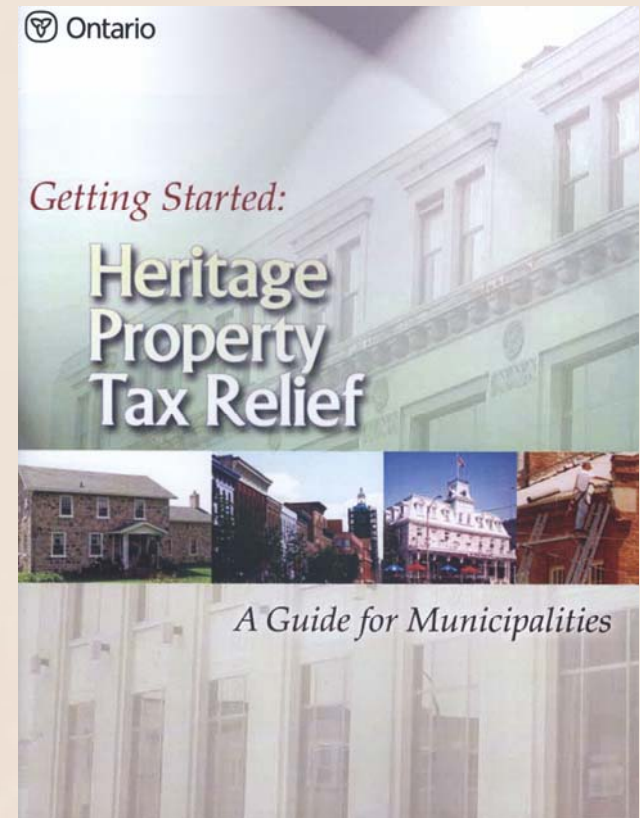
- Designate, using the **Ontario Heritage Act**, which provides the legislative framework for heritage conservation in Ontario
- Establish planning policy for heritage through the **Planning Act**, which recognizes that heritage protection and conservation is a key component of good land use planning
- Engage in **municipal cultural planning**, an integrated approach to municipal planning for all cultural issues including heritage
- Set up **incentive programs** that assist property owners in realizing goals while ensuring conservation and supporting long-term protection



Ste. Anne Rectory  
Greater Sudbury

# Protect

- Changes to the Municipal Act gives municipalities the option of passing a by-law to establish a local program to provide tax reductions or refunds to owners of eligible heritage properties.
- Municipalities can determine the amount of tax relief they wish to offer (between 10 per cent and 40 per cent) and develop eligibility criteria in addition to those prescribed in the legislation. The province shares in the cost of the program by funding the education portion of the property tax relief.
- The Ministry of Culture has prepared a guide for municipalities to help them learn more about the tax relief measure and develop a local program in a community.





# Promote

Celebration and promotion are among the most effective tools for helping to conserve our heritage

- **Local**
  - Walking tours
  - Heritage fairs
  - Publications
  - Recognition programs
- **Provincial**
  - Doors Open Ontario
  - Heritage Week
  - Plaque programs
  - Heritage awards
- **National**
  - Canadian Register of Historic Places



Photos from Ontario Heritage Trust & Parks Canada

# Our Opportunities for 2008

- Some examples of goals:
  - *Municipal register?*
  - *Designation?*
  - *Historic Places Initiative?*
  - *Heritage Property Tax Relief?*
  - *Plaques?*
  - *Doors Open Ontario?*
- Some examples of support you might require:
  - *Resources (financial and human)?*
  - *Training?*
  - *Technical support?*



Belanger Homestead  
Greater Sudbury

Ministry of Culture  
Minister

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Ministre

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APR 30 2008

M2008-12110

His Worship John Rodriguez  
Mayor of Sudbury  
Tom Davies Square  
PO Box 500, Station A  
Sudbury, ON P3A 5P3

Dear Mayor Rodriguez:

Congratulations on establishing a Municipal Heritage Committee in the City of Greater Sudbury.

This is a significant step toward heritage conservation in your community, for which I understand local residents have expressed a great deal of support. I believe that an active Municipal Heritage Committee in Sudbury will spur heritage conservation in the area and will serve as a role model for other communities in Northern Ontario. Ministry of Culture staff are pleased to continue to work with municipal staff and other interested parties to assist with Sudbury's heritage conservation efforts.

Sudbury can look forward to a committee that provides for good stewardship of local heritage resources and facilitates the exchange of ideas and expertise that contributes to economic and cultural development. The committee's dedication to the conservation and celebration of cultural heritage resources will result in a legacy for current and future generations of Ontarians.

I applaud your efforts to raise awareness of heritage in your community and I look forward to following the progress of Sudbury's Municipal Heritage Committee.

Yours truly,

A handwritten signature in black ink that reads "M. Aileen Carroll".

M. Aileen Carroll  
Minister

c: Rick Bartolucci, MPP  
Sudbury





# Thank you!