To: Chair and Members of Community Development Committee

From: Mariana Iglesias, Planner

Date: April 6, 2010

Subject: Information for Heritage Conservation Planning Workshop

At the Council meeting of February 1st, 2010, Council approved a recommendation for staff to hold a heritage workshop to discuss matters relating to heritage conservation planning in the City as well as the process for addressing requests for removal from the Municipal Register. Staff has scheduled the workshop on Wednesday, April 14th, 2010 at 6:30 p.m. – 9:30 p.m.

1.0 Agenda

Several topics will be discussed at the meeting, including, but not limited to the following:

- Purpose of heritage conservation planning
- Heritage conservation planning tools (legislation and policies)
- Differences between the City’s Heritage Inventory and Municipal Register
- Heritage processes in the City
- Process to address requests for removal of a property from the Municipal Register

2.0 Communication

An invitation letter was mailed out on Wednesday, March 31, 2010 to every property owner listed on the Municipal Register (designated and non-designated properties), all agencies, and all members of the public who delegated on the matter to Committee or Council since 2008.

A newspaper advertisement was placed in the City Update section of the Burlington Post on Thursday, April 1st, 2010, as well as Thursday, April 8th, 2010. An information page is also available on the City’s website. The meeting will be recorded and available as a video webcast following the meeting so residents who do not attend may still obtain the information in this format. Comment sheets will be provided at the meeting and on-line for residents to provide input into current heritage processes or ask questions of staff.

3.0 Workshop Format

This meeting will be run in a workshop-style format. Staff will provide a presentation at the beginning of the meeting. Heritage Burlington will take part in the presentation, as will the Manager of Heritage Planning in Oakville. Delegations will be permitted to register beforehand and will have 5 minutes to speak, limited to the subject matter on the agenda. There may be an opportunity to allow delegations from the floor if time permits. As this is a workshop, Committee will not be making any decisions at the meeting. Committee may issue staff directions that arise out of the meeting.
4.0 Legislative Framework for Heritage Conservation Planning

4.1 The Planning Act, R.S.O. 1990, Ch. P.13:

One of the purposes of The Planning Act is to integrate matters of provincial interest in provincial and municipal planning decisions (Section 1.1c). The Council of a municipality, in carrying out their responsibilities under the Act, shall have regard to, among other matters, matters of provincial interest, such as the conservation of features of significant architectural, cultural, historical, archaeological or scientific interest (Part 1, Section 2.d). The Act further sets out the policy framework within which the Minister may issue policy statements relating to municipal planning that are of provincial interest (Part 1, Section 3 (1)), such as the Policy Statement set out below.

4.2 Provincial Policy Statement 2005:

The Provincial Policy Statement 2005 provides policy direction on matters of provincial interest related to land use planning and development. The Provincial Policy Statement sets the policy foundation for regulating the development and use of land. The policy below relates to cultural heritage.

2.6 Cultural Heritage and Archaeology:

2.6.1 Significant built heritage resources and significant cultural heritage landscapes shall be conserved.

2.6.2 Development and site alteration shall only be permitted on lands containing archaeological resources or areas of archaeological potential if the significant archaeological resources have been conserved by removal and documentation, or by preservation on site. Where significant archaeological resources must be preserved on site, only development and site alteration which maintain the heritage integrity of the site may be permitted.

2.6.3 Development and site alteration may be permitted on adjacent lands to protected heritage property where the proposed development and site alteration has been evaluated and it has been demonstrated that the heritage attributes of the protected heritage property will be conserved.

Mitigative measures and/or alternative development approaches may be required in order to conserve the heritage attributes of the protected heritage property affected by the adjacent development or site alteration.

4.3 Region of Halton Official Plan:

The Region of Halton Official Plan also contains policies relating to the conservation of heritage resources as outlined below.

HERITAGE RESOURCES:

165. The goal for heritage resources is to protect the material, cultural, natural and built heritage of Halton for present and future generations.
166. The objectives of the Region are:
   166(1) To promote awareness and appreciation of Halton's heritage.
   166(2) To promote and facilitate public and private stewardship of Halton's heritage.

167. It is the policy of the Region to:
   167(1) Maintain, in conjunction with the Local Municipalities, local historical organizations, and municipal heritage committees a list of documented Heritage Features in Halton.
   167(2) Inform promptly the appropriate government agencies and LACACs of development proposals that may affect defined Heritage Features and known archaeological sites.
   167(3) Require that development proposals involving, in, or near defined Heritage Features:
       a) study and consider the preservation, relocation and/or adaptive re-use of historic buildings and structures based on both social and economic costs and benefits;
       b) incorporate in any reconstruction or alterations, design features that are in harmony with the area's character and existing buildings in mass, height, setback and architectural details; and
       c) express the Heritage Feature in some way, including: display of building fragments, marking the traces of former locations, exhibiting descriptions of former uses, and reflecting the former architecture and uses.
   167(4) Prepare an Archaeological Master Plan to inventory, classify and map significant archaeological resources in Halton and to provide direction for their assessment and preservation, as required.
   167(5) Encourage the Local Municipalities to prepare, as part of any Secondary Plan, an inventory of heritage resources and provide guidelines for preservation, assessment and mitigative activities.
   167(6) Prior to development occurring in or near areas of archaeological potential, require assessment and mitigation activities in accordance with Provincial requirements and the Regional Archaeological Master Plan.
   167(7) Maintain and operate a Regional facility to, through collection management, research, exhibits and programming:
       a) preserve the material and cultural heritage of Halton,
       b) acquire and share knowledge of Halton's historical and natural world, and
       c) encourage discovery, appreciation and understanding of Halton's heritage.
   167(8) Develop a coordinated heritage signage and heritage promotion program in Halton.

4.4 City of Burlington Strategic Plan – Future Focus Seven:

Active heritage conservation planning closely aligns with Strategic Action 2.3: “Support and celebrate the arts, culture and heritage assets and resources of the community, including international relationships”.

This is implemented through Initiative 2.3.D: “Collaborate with Heritage Burlington to: develop a community awareness program related to the importance of the city’s built heritage; and develop and maintain a City of Burlington heritage inventory database” and Initiative 2.3.E: “Explore opportunities and develop plans for the preservation and integration of heritage properties important to the city.”
4.5 City of Burlington Official Plan:

Part 2, Section 8.0, of the City of Burlington Official Plan makes provision for the identification and protection of cultural heritage resources, as outlined below:

8.0 CULTURAL HERITAGE RESOURCES:

Cultural heritage resources include buildings, structures, monuments, cultural heritage landscapes, natural features (including those that have been modified by humans, such as parks, gardens, rows of trees, etc.) or remains, either individually or in groups, which are considered by City Council to be of architectural and/or historical significance. Archaeological and historical sites may also be considered heritage resources. Within the City, cultural heritage resources provide physical and cultural links to the identity of the City. They assist in instilling civic pride, and contribute to quality of life and community livability. Investments in the conservation of cultural heritage resources benefit the local economy by attracting visitors to the City, and favorably influence the decisions of those contemplating new investment or residence in the City. The conservation of cultural heritage resources also contributes to the overall sustainability of the City.

Cultural heritage resources are irreplaceable and shall be conserved based on the following principles, objectives and policies:

8.1 Principles

a) Cultural heritage resources of significant cultural heritage value shall be identified, and conserved.

b) Sound heritage conservation practice requires early identification of cultural heritage resources, ongoing maintenance and protection from inappropriate use, alteration and demolition.

c) Heritage conservation depends on broad-based understanding and appreciation of cultural heritage resources that is achieved through public education, awareness, participation and involvement in the conservation of cultural heritage resources.

d) Cultural heritage resources shall be valued not only for their physical or material elements, but also for their historical associations.

8.2 Objectives

a) To control the demolition, destruction, deterioration, and inappropriate alteration and/or use of cultural heritage resources in accordance with legislative authority.

b) To identify cultural heritage conservation issues early in the land use planning process, and make reference to cultural heritage conservation issues throughout the planning decision-making process.

c) To ensure that re-development and/or new development in an historic area does not detract from the overall heritage character of the area....
5.0 City of Burlington Heritage Processes

5.1 Burlington’s Inventory of Heritage Resources

Burlington, like most municipalities across Ontario, maintains an Inventory of Heritage Resources, which includes primarily built structures and some landscapes, such as cemeteries. This Inventory has been compiled since the 1970s by the City’s Municipal Heritage Committee. There are currently approximately 1,250 properties identified as having some level of heritage significance on the Inventory. The properties were previously rated through a rating system (from A-D, most to least significant). Of these 1,250 properties, approximately 65 are designated pursuant to the Ontario Heritage Act. The Inventory was periodically endorsed by Council, but has no legal status.

5.2 Heritage Review Clearance for Inventoried Properties

As part of the implementation of Bill 124, affecting the Building Code Act, Burlington Council introduced a “Heritage Clearance” process as a way of tracking alterations/demolitions to properties on the Inventory. This requirement is similar to the zoning/grading clearance that is completed prior to application for a building permit, and the heritage clearance is completed concurrently with the zoning clearance process. There is no fee associated with the heritage clearance review process. The heritage clearance review is conducted by heritage planning staff in conjunction with the Heritage Burlington Committee and the comments provided are advisory only. The comments are made in the spirit of the “Standards and Guidelines for the Conservation of Historic Places in Canada”.

5.3 Burlington’s Municipal Heritage Register

Section 27 of the Ontario Heritage Act requires the Clerk of a municipality to keep a Register of property situated in the municipality that is of cultural heritage value or interest. The Register is used to formally identify properties of cultural heritage value within a community. The Register is used by staff when reviewing development proposals and applications. It is also used by the general public, including property owners, students, real estate agents, developers, etc. when researching properties in a community. The City’s Register is available on-line and generally contains written and photographic information about each property.

Until changes to the Act were implemented in 2005, the Register included only designated properties. In Burlington, only the designated properties mentioned above were listed in the Register (approximately 65 properties). The changes to the Act permitted municipalities to add non-designated properties to the Register in an effort to provide short term protection from demolition (60 days). Being listed on the Register only means that the owner of the listed property must provide the City with 60 days notice of an intention to demolish the property. Previously staff and Council only had 10 days to consider such a request. There are no other obligations/limitations placed on the property owner. Being listed on the Register does not affect an owner’s ability to make alterations to the property.

In 2008, Burlington Council added the “A” and “B” rated properties from the Inventory to the Municipal Register (approximately 700 properties) in order to require an owner to provide 60 days notice of an intention to demolish. As directed by Council, all property owners were provided notice prior to and after being added to the Register. Anyone can recommend that a property be added or removed from the Register, however, only municipal councils can add/remove properties from the Register. The 60 day time period provides staff and Council sufficient time to review a property to determine its eligibility for designation if faced with the threat of demolition.
5.4 Current Process to Address Requests for Removal from the Municipal Register

Currently, when a request is received to remove a property from the Municipal Register, it can be divided into two categories: requests related to demolition and requests not related to demolition. Under the Ontario Heritage Act, requests related to demolition must be submitted by the owner to the City at least 60 days prior to the intended date of demolition. Once such a request is received, staff undertakes an evaluation of the property’s heritage value to determine whether it warrants long term protection through designation under the Act (as set out in O. Reg. 9/06 Criteria for Designation). If not, staff recommends that the property be removed from the Register in order to allow its demolition. If it is deemed worthy of designation, staff authors a report to Council recommending designation. If Council agrees, a notice of intention to designate is issued and the process of designation is initiated.

The Act is silent regarding requests for removal from the Register that are not related to a demolition request. The process to address these requests lies with each individual municipality. In the City of Burlington, when such a request is received, staff currently undergoes an evaluation of the heritage value of the property (not necessarily a full evaluation report, rather sufficient information to ascertain whether the property has heritage value or interest). Upon this evaluation, staff can recommend to Council one of three things:

i) The property has cultural heritage value or interest and has been appropriately included on the Register and should therefore remain on the Register to offer short term protection; or
ii) The property does not have cultural heritage value or interest and was erroneously included on the Register and should therefore be removed; or
iii) The property is worthy of designation pursuant to the Ontario Heritage Act (O. Reg. 9/06 Criteria) and therefore Council is recommended to proceed with a statement of intention to designate.

This workshop will provide an opportunity to discuss the current process and any improvements or changes that should be made to the process.

5.5 Ontario Heritage Act Designation

The Ontario Heritage Act provides the legislative basis for municipalities to identify and protect significant heritage resources. The Act empowers municipal councils to designate such resources either individually (pursuant to Part IV) or as part of a larger grouping of resources/district (Part V). Amendments to the Act in 2005 enable municipal councils to deny and/or revoke demolition permits for designated buildings. While an owner’s consent is preferable when designation is contemplated, it is not required and recent case law suggests that requiring an owner’s consent for designation undermines the intent of the Act (Ontario Municipal Board Case Tremblay v. Lakeshore).

Designation can only be undertaken by a decision of municipal council. Criteria for designation are set out in Ontario Regulation 9/06. Designation is not undertaken to “freeze” a property in time, but to ensure that its heritage value as defined by its heritage attributes (as identified in the designation by-law) are conserved.

5.6 Heritage Permits for Designated Properties

A heritage permit application is required for any alteration proposed to a designated heritage resource. Council has delegated their power to approve heritage permits to staff in an effort to
create a more efficient process.

5.7 Role of Municipal Heritage Committee

Section 28 of the Ontario Heritage Act allows municipal councils to establish a municipal heritage committee to advise and assist the council on matters relating to Part IV and Part V of the Act and such other heritage matters as the council by specify by-law. The City of Burlington has established a municipal heritage committee, Heritage Burlington, for this purpose. Where a municipal heritage committee exists, council must consult with them on various matters, as stipulated by the Act. The committee also has a council-approved mandate that includes educating and assisting owners of heritage properties and the public on heritage matters.

6.0 What Governs Conservation?

In addition to provincial legislation and municipal by-laws, there is an international pool of knowledge about best conservation practices that continues to evolve in the form of international charters set out by international bodies, such as the United Nations Educational Scientific and Cultural Organization (UNESCO) and the International Council on Monuments and Sites (ICOMOS). Canada is a signatory to many such international charters concerning heritage conservation.

The concept of what governs conservation can best be described by the following recent quote from students Ho-Yin Lee and Lynne DiStefano in the Architectural Conservation Programme at Hong Kong University:

"A civil society is governed not only by penal laws that compel good behaviour but also by non-legal binding but nevertheless commonly recognized social ideals that oblige the same. In conservation work, while there may be legislated rules, there are also sets of internationally recognized ideals that can and should be voluntarily followed. These are charters, conventions and principles, which, together with legislation, form the basis of good governance in conservation.

While legislation can provide the controls through which consistency and quality in conservation can be maintained, charters (in the generic sense, i.e., including conventions and principles) set the moral ground upon which the good and the bad in conservation can be distinguished. In essence, legislation and charters provide the solid basis for setting policies, standards and guidelines, and thereby help in achieving excellence in conservation.

Without the order imposed by legislation and charters, conservation can be highly subjective, open to interpretation, and, basically, free for all. Operating in such disorder, any project can assume for publicity purposes the label of “conservation” when it is in fact a rebuilding of the demolished, a reconstruction of the past or an invention of the non-existent. What is conservation when there is neither rule of law nor common moral basis, such that it does not matter whether the old should be distinguished from the new, and the fake from the genuine?"

7.0 Ministry of Culture Information Sheets

The following Information Sheets are provided by the Ministry of Culture with regard to heritage conservation matters.
Eight Guiding Principles in the Conservation of Built Heritage Properties

The following guiding principles are ministry statements in the conservation of built heritage properties and are based on international charters which have been established over the century. These principles provide the basis for all decisions concerning good practice in heritage conservation around the world. Principles explain the "why" of every conservation activity and apply to all heritage properties and their surroundings.

1. RESPECT FOR DOCUMENTARY EVIDENCE:
Do not base restoration on conjecture. Conservation work should be based on historic documentation such as historic photographs, drawings and physical evidence.

2. RESPECT FOR THE ORIGINAL LOCATION:
Do not move buildings unless there is no other means to save them. Site is an integral component of a building or structure. Change in site diminishes cultural heritage value considerably.

3. RESPECT FOR HISTORIC MATERIAL:
Repair/conserve - rather than replace building materials and finishes, except where absolutely necessary. Minimal intervention maintains the heritage content of the built resource.

4. RESPECT FOR ORIGINAL FABRIC:
Repair with like materials. Repair to return the resource to its prior condition, without altering its integrity.

5. RESPECT FOR THE BUILDING'S HISTORY:
Do not restore to one period at the expense of another period. Do not destroy later additions to a building or structure solely to restore to a single time period.

6. REVERSIBILITY:
Alterations should be able to be returned to original conditions. This conserves earlier building design and technique. E.g. When a new door opening is put into a stone wall, the original stones are numbered, removed and stored, allowing for future restoration.

7. LEGIBILITY:
New work should be distinguishable from old. Buildings or structures should be recognized as products of their own time, and new additions should not blur the distinction between old and new.

8. MAINTENANCE:
With continuous care, future restoration will not be necessary. With regular upkeep, major conservation projects and their high costs can be avoided.

For more information, please call the Ministry of Culture at (416) 212-0644 or Toll Free at 1-866-454-0049 or refer to the website at www.culture.gov.on.ca.

Spring 2007

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Listing Cultural Heritage Properties on the Municipal Register

Identifying properties of cultural heritage value is an essential part of municipal heritage conservation. This note explains the importance of listing heritage property on the municipal register in planning for and managing cultural heritage resources at the local level.

What is the municipal register of cultural heritage properties?

Section 27 of the Ontario Heritage Act requires the clerk of every local municipality to keep a current, publicly accessible register of properties of cultural heritage value or interest situated in the municipality.

The municipal register is the official list or record of cultural heritage properties that have been identified as being important to the community.

The register must include all properties in the municipality that are designated under Part IV (individual designation) and Part V (district designation) of the Ontario Heritage Act. For properties designated under Part IV, the register must include:

a) a legal description of the property;
b) the name and address of the owner; and
c) a statement explaining the cultural heritage value or interest of the property and a description of its heritage attributes.

For districts designated under Part V, the register must include a map or description of the area of each district.

As of 2005, the Ontario Heritage Act also allows municipalities to include on the municipal register properties of cultural heritage value that have not been designated. This is commonly known as "listing." See subsection 27 (1.2) of the Ontario Heritage Act.

Listing is a means to formally identify properties that may have cultural heritage value or interest to the community. It is an important tool in planning for their conservation and now provides a measure of interim protection.

Why list property on the register?

While the legislation does not require municipalities to list properties on the register, listing is strongly recommended. A comprehensive register of cultural heritage properties, including both designated and listed properties, has the following benefits:

• The register recognizes properties of cultural heritage value in the community
• The register promotes knowledge and enhances an understanding of the community's cultural heritage
• The register is a planning document that should be consulted by municipal decision makers when reviewing development proposals or permit applications
• The register provides easily accessible information about cultural heritage properties for land-use planners, property owners, developers, the tourism industry, educators and the general public
• The register provides interim protection for listed property (see below)
Interim protection for listed properties

Changes to Ontario's Building Code Act, which took effect January 1, 2006, brought new, accelerated building permit review timeframes. These include, for example, 10 days for a house and 20 days for a large building.

Building permit review timeframes allow municipalities and municipal heritage committees little time to assess properties facing demolition or alteration that are potentially of cultural heritage value to the community.

Amendments to the Ontario Heritage Act made in June 2006 address this issue. These changes now provide interim protection for listed properties (see subsections 27 (3)-(5) of the Ontario Heritage Act). Owners of listed properties must give the council of the municipality at least 60 days notice of their intention to demolish or remove a building or structure on the property.

This allows time for the municipality to decide whether to begin the designation process to give long term protection to the property.

What is the process to list non-designated properties on the register?

Municipal council's approval (normally given by resolution) is required to add cultural heritage properties that have not been designated to the register. In municipalities with a municipal heritage committee, council must consult with its committee before a non-designated property is added to or removed from the register.

For a non-designated property to be entered on the register, the only information required is a description sufficient to identify the property without the chance of confusion, such as the property's street address.

Although detailed research and evaluation of the property is not required, a brief rationale should be provided explaining why it may be important to the community.

A municipality is not required to consult with property owners or the public to list non-designated properties in the register. However, notifying owners of the listing of properties is recommended. For example, when the Toronto Preservation Board (Municipal Heritage Committee) recommends a property's inclusion on the Register, property owners are notified and invited to attend the Toronto Preservation Board meeting to discuss the matter.

Discussion with the broader community may also be helpful. The City of Kenora, for example, held a public forum to help decide which significant heritage buildings should be included in its register.

Requests to list a property on the municipal register may come from property owners, municipal heritage committees, municipal heritage or planning staff, local historical societies or residents' associations.
Where to start...

Across Ontario, municipal planners and municipal heritage committees are working to develop comprehensive, up-to-date municipal registers that include both designated and listed properties.

Questions to think about:
- Has your municipality previously established an inventory or list of properties of cultural heritage value?
- Was this list adopted by council?
- Were property owners advised?
- Does the list consider the full range of properties of cultural heritage value, including landscapes?

Depending on the answers to the questions posed above, the municipality may simply choose to “roll” all or part of an existing list into the register. Or it may wish to undertake a new process to identify properties for listing.

To decide which properties should be listed on the register, the municipality may want to consider the criteria for designation set out in Ontario Regulation 9/06 under the Ontario Heritage Act (Criteria for Determining Cultural Heritage Value).

For more information on the municipal register and listing, please refer to the Heritage Property Evaluation Guide in the Ontario Heritage Tool Kit at:
www.culture.gov.on.ca/english/culdiv/heritage/Toolkit/HPE_Eng_large.pdf

The Ontario Heritage Act is at:
www.e-laws.gov.on.ca/DLBills/Statutes/English/90e18_e.htm.

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Why designate?

Planning for the future of a strong, vibrant community requires knowledge of the past and an understanding of what we value in the present. Existing buildings, structures and landscapes often define a community's unique identity and give it character and a sense of place. To help guide change, it is important to identify and protect the places in the community that have cultural heritage value.

Designation under the Ontario Heritage Act is one tool that hundreds of communities across Ontario have used to protect thousands of heritage properties. Properties can be designated individually (under Part IV of the Act) or as part of a larger area or Heritage Conservation District (under Part V).

Heritage designation:
- RECOGNIZES the importance of a property to the local community;
- PROTECTS the property's cultural heritage value;
- ENCOURAGES good stewardship and conservation; and
- PROMOTES knowledge and understanding about the property.

For the community, designation of heritage properties provides a process to ensure the heritage attributes of a property are conserved over time. Property owners, the Municipal Heritage Committee and municipal staff work together to ensure that changes to the property respect its value.

For the property owner, designation recognizes the significance of their property and assures them that future owners will respect and appreciate their investment. Designation may also provide property owners with access to grants, loans or tax relief to support the conservation of the property.

For more information on what it means to designate a property, refer to the following Ministry of Culture publications:
- Designating Heritage Properties: A Guide to Municipal Designation of Individual Properties under the Ontario Heritage Act, or

For more information, please call the Ministry of Culture at (416) 212-0644 or Toll Free at 1-866-454-0049 or refer to the website at www.culture.gov.on.ca.

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8.0 Parks Canada’s Historic Places Initiative Heritage Conservation Briefs

The following Heritage Conservation Briefs have been provided through the Parks Canada Historic Places Initiative Program, a collaboration between federal, provincial and local jurisdictions. The program provides tools to enable Canadians to learn about, value, enjoy, and conserve our country’s historic places. The purpose of the Initiative is to build Canada’s culture of heritage conservation. Through this program, Parks Canada has issued the “Standards and Guidelines for the Conservation of Historic Places in Canada”, which is widely used as a guiding tool in heritage conservation and represents a unified approach to conservation.

City of Burlington heritage planning staff and the Heritage Burlington Committee use these Standards and Guidelines as a tool when reviewing and commenting on heritage applications and matters. The Standards and Guidelines are available on the Parks Canada website. The Heritage Conservation Briefs provided below attempt to disseminate information to the public on key heritage issues and are based on a variety of sources and research. The briefs are provided in alphabetical order by subject matter.
Affordable Housing and Neighbourhood Improvement

- The rehabilitation of heritage buildings improves neighbourhoods
- The adaptive reuse of heritage buildings is a way to create affordable housing and a diversity of housing options etc.

Canadian cities recognize the potential of adaptive reuse of heritage buildings in implementing affordable housing

There are many compelling examples of affordable housing strategies implemented through the adaptive reuse of industrial and commercial heritage buildings. A municipality may meet its goals of heritage conservation and increased affordable housing supply simultaneously. What's more, using existing buildings can lower construction costs by approximately 5% to 10%. (CMHC: Converting Non-Residential Buildings, 2006)

In Montreal, Quebec:
- The Angus Shops, a former Canadian Pacific Railway maintenance complex, has been converted into 2,500 housing units, with 60% rented at market price and 40% dedicated to co-operative, non-profit, and public housing arrangements. (Canada Mortgage and Housing Corporation: Redeveloping Sites, 2006)

In Toronto, Ontario:
- The historic Coxwell Stables, a former horse stable complex used by Toronto Public Works, was redeveloped into 11 affordable housing units managed by the City of Toronto's non-profit housing organization. The redevelopment cost per unit was less than $100,000, well below the maximum unit price level set by the province for affordable housing. (Canada Mortgage and Housing Corporation: Converting Non-Residential Buildings, 2006)

In Kitchener, Ontario:
- A surplus one-storey Hydro Commission substation was converted into a two-storey house for a low-income household. The total cost of rehabilitation and construction, including purchasing the land and building, came to just over $100,000. The converted house was subsequently rented for $725/month, almost $200/month less than the market rent for a comparable dwelling in the city. (Canada Mortgage and Housing Corporation: Converting Non-Residential Buildings, 2006)

In Vancouver, British Columbia:
- Mole Hill, the City's only intact Victorian and Edwardian neighbourhood, has been transformed by a community revitalization project that saw the restoration of 27 heritage houses to include 170 units of affordable housing, along with the creation of a childcare centre, community gardens, and a hospice serving people with HIV/AIDS. (CivicInfo BC, 2004)
Heritage conservation improves neighbourhood livability

A survey conducted after the rehabilitation of the historic Stanley Theatre in Vancouver, B.C., found that a high percentage of area residents believed there was an improvement or significant improvement in several key neighbourhood quality factors:

- Cleanliness  28%
- Cultural diversity  51%
- Business diversity  56%
- Community activities  32%
- Pedestrian traffic increase  69%

76% of residents surveyed said that the rehabilitation and re-opening of the Stanley Theatre has had a positive impact on the community. (Ryerson University, 2003)

Heritage conservation triggers positive socio-demographic changes

The rehabilitation of the Stanley Theatre brought about major socio-demographic changes to the surrounding area:

- Number of households owning dwellings increased from 17% to 25%
- Occupants with a university degree increased by 24.5%, and now represent 48.4% of the population
- The unemployment rate decreased to 5.5%, while Vancouver's average is 8.6%
- Female labour force participation rate increased from 70.8% to 74.2%, whereas the Vancouver average is 61%
- Total crimes decreased by an average of 26%
- Assaults and major thefts decreased by a greater amount than in the rest of Vancouver
- Restaurants, cafes, and bars increased by 21%
- Cultural establishments increased by 9%

(Ryerson University, 2003)

Resources


Climate Change

- The reuse of heritage buildings reduces greenhouse gas emissions thereby reducing human contribution to climate change
- Heritage buildings are composed of low energy-intensive building materials

 Heritage conservation reduces greenhouse gas emissions

When a building is rehabilitated and reused, as opposed to demolished and replaced, there is a reduction in greenhouse gas emissions due to reduced:
- Energy use – greenhouse gases are a by-product of fossil fuel combustion
- Raw materials use – extracting and processing them requires energy use
- Waste – discarding building materials means throwing away substantial energy investments

Canada’s 2002 greenhouse gas production of 23.3 tonnes per capita is almost double the Organization for Economic Co-operation and Development (OECD) average of 13 tonnes, and more than six times that of the lowest OECD emitter. In 2002, Canada was the fourth highest greenhouse gas emitter out of the 29 OECD countries. (David Suzuki Foundation, 2005)

Sources of Greenhouse Gas Emissions During a Building’s Lifetime

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<tr>
<th>Stage</th>
<th>Input</th>
<th>Output</th>
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<tr>
<td>Site Preparation</td>
<td>Energy (Earthmoving)</td>
<td>Carbon dioxide</td>
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<td>Construction</td>
<td>Energy, Raw Materials</td>
<td>Carbon dioxide, Waste materials</td>
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<td>Use &amp; Refurbishment</td>
<td>Energy, Materials</td>
<td>Carbon dioxide</td>
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<tr>
<td>Demolition</td>
<td>Energy</td>
<td>Carbon dioxide, Waste materials</td>
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(Building and Environment, 1999)

Rehabilitating heritage buildings reduces human contribution to climate change

A study of the Angus Technopole Building, a Montreal factory built in the early 20th century, compared rehabilitation and adaptive reuse of the building into a residential complex to demolition and construction of a new building on the same site. It illustrated that rehabilitation produces much lower emissions of two greenhouse gases, carbon dioxide (CO2) and sulfur dioxide (SO2), and requires lower energy usage (see Table).
Comparative Environmental Effects of the Rehabilitation

<table>
<thead>
<tr>
<th>Environmental Effect</th>
<th>Rehabilitation</th>
<th>Demolition &amp; New Construction</th>
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<tbody>
<tr>
<td>Energy Use (Gigajoules)</td>
<td>5,169</td>
<td>13,734</td>
</tr>
<tr>
<td>Global Warming Potential (CO₂ tonnes)</td>
<td>448</td>
<td>1,007</td>
</tr>
<tr>
<td>Acidification Potential (SO₂ tonnes)</td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>

(The Athena Institute, 2004)

Low energy-intensive building materials exists primarily in heritage buildings

As shown in the graph below, the use of construction materials like vinyl that are highly energy-intensive (with a high level of greenhouse gas emission) has increased in new construction. The use of less energy-intensive materials such as wood or brick is declining.

Today, types of less energy-intensive materials are found primarily in heritage buildings. Since the reuse of heritage buildings usually involves the repair or replacement of these less energy-intensive materials, heritage conservation effectively reduces greenhouse gas emissions.

The Energy Required to Produce and Process Various Building Materials

<table>
<thead>
<tr>
<th>Material</th>
<th>Mega joules per kilogram (MJ/kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood</td>
<td>2.5</td>
</tr>
<tr>
<td>Brick</td>
<td>2.5</td>
</tr>
<tr>
<td>Vinyl</td>
<td>7.0</td>
</tr>
</tbody>
</table>

(Kesik, 2002)

Various House Exterior Wall Materials

Climate Change / Last Updated: 17/11/2006

The Historic Places Initiative is a federal, provincial and territorial collaboration designed to conserve Canada's historic places.
Resources


Durability & Energy Efficiency

- The durable materials and structural characteristics of heritage buildings enable their adaptive reuse
- Heritage buildings are inherently energy efficient
- Easy retrofits can make heritage buildings as energy efficient as most modern buildings

Heritage buildings are durable, and usually outlive their intended use

A Canadian study examined the age, structure, and reason for demolition of 227 residential and commercial buildings demolished in St. Paul, Minnesota. As the pie chart shows, most buildings were being demolished for reasons that were not related to their structural system or actual useful life. Most buildings were likely being demolished far before the end of the useful life of their structural system. Only eight (3.5%) of the buildings identified a specific problem with structural or other material or system as a reason for demolition, six of which were older than 75 years.

(The Athena Institute and Forintek Canada Corp., 2004)

The old growth wood used in heritage buildings is a superior building material

The wood used in heritage buildings incorporates both hardwoods and softwoods, often harvested from unfertilized old-growth stock, with a denser and more naturally occurring grain structure than the second-growth stock or fertilized tree-farm wood used today. Such materials are stronger, more stable and durable than their modern counterparts.

(APT Bulletin, 2005)

Heritage buildings have inherent energy efficient characteristics

Prior to 1941, buildings were constructed in a manner that resulted in less energy usage for heating and cooling by maximizing the natural source of heating, lighting and ventilation.
## Energy Saving Features of Heritage Buildings

<table>
<thead>
<tr>
<th>Feature</th>
<th>How Energy is Conserved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operable windows</td>
<td>Provide natural ventilation and light</td>
</tr>
<tr>
<td></td>
<td>Reduce heat gain or loss since less than 20% of wall surface is often composed of windows</td>
</tr>
<tr>
<td>Interior light/ventilation courts, rooftops ventilators, clerestories,</td>
<td>Provide energy efficient fresh air and light</td>
</tr>
<tr>
<td>or skylights</td>
<td></td>
</tr>
<tr>
<td>Interior or exterior shutters, interior Venetian blinds, curtains</td>
<td>Minimize the heat gain or loss from windows</td>
</tr>
<tr>
<td>and drapes, or exterior awnings</td>
<td></td>
</tr>
<tr>
<td>Wide roof overhangs, exterior balconies or porches</td>
<td>Minimize heat gain</td>
</tr>
<tr>
<td>Heavy masonry walls, thick brick walls, or stone walls</td>
<td>Minimize heat loss</td>
</tr>
<tr>
<td></td>
<td>Provide high thermal inertia (slowing heat transfer from exterior to interior)</td>
</tr>
</tbody>
</table>

*(National Park Service, 1978)*

### With some upgrades, the energy efficiency of heritage buildings can be increased

With windows, for example, cold air leaking in and warm air leaking out is the principal culprit affecting energy efficiency. It can account for as much as 50 percent of the total heat loss of a building. Once retrofit components, such as weatherstripping and weatherseals, are incorporated, the energy efficiency of traditional windows can meet and even exceed the efficiency of replacement units.

*(APT Bulletin, 2005)*

### Resources


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A traditional, single-paned window has an R rating (a measure of a material's ability to decrease heat flow) of about 1. A new, standard double-paned sealed window unit has an R rating of about 2, which is comparable to a traditional window and storm combination. Filling a sealed window unit with argon or krypton gas can raise its R rating to about 3.5. The seals on these units, however, have a finite and rather short life. When they fail and the gas escapes, the units return to an R rating of 2. *(Heritage, 2006)*
Energy & Waste Conservation

- Heritage buildings store embodied energy—the energy invested in them to date.
- Rehabilitating heritage buildings conserves more energy than constructing a new building.
- Heritage conservation reduces construction and demolition wastes.

When a heritage building is demolished, the stored embodied energy goes to waste

The energy used in the lifecycle of a building, called the embodied energy, includes all the non-renewable energy consumed:

- Initial energy - to acquire, process, manufacture, and transport building materials, and construct the building,
- Recurring energy – to maintain and repair the building,
- Operating energy - to heat, cool, ventilate, and light the building, and
- Energy to demolish and dispose of the building.

A Canadian study examined the total life-cycle energy-use in a 4,620m² (50,000 ft²) three-storey, generic office building. On average, the total embodied energy of such a building increases by 56.5% by the time it is 25 years old, 144% by the time it is 50, and 325% by the time it is 100 (see graph). If the building is demolished, this embodied energy will be wasted.

(Building and Environment, 1996)

Maintaining the structure conserves a large portion of a building’s embodied energy

The same Canadian study found that 50% of a building’s initial embodied energy is due to the structure (foundation and beams) and envelope (exterior walls) (see pie chart). When a building is rehabilitated, the embodied energy of these components is conserved.

(Building and Environment, 1996)
The rehabilitation of heritage buildings conserves embodied energy

A study of the Angus Technopolie Building, a Montreal factory built in the early 20th century, compared the energy costs associated with rehabilitation and adaptive reuse of the building as a residential complex to the energy costs of demolition and the construction of a new building on the same site. It illustrated that rehabilitation required 5,169 Gigajoules (Gj) of energy, while demolition and new construction required 13,734Gj of energy. Restoration, in other words, would require 8,565Gj less energy than demolition and building anew.

(The Athena Institute, 2004)

Heritage conservation reduces the waste stream to landfills

- The majority of buildings are demolished before they are 30 years old.
- 35% of buildings are demolished due to area redevelopment, which can be attributed to a lack of effective planning.
- 22% of buildings are demolished due to the building being "no longer suitable for the needs," which can be attributed to a lack of imagination in adaptive reuse ideas.
- If these buildings were refurbished for new uses, Canada's waste stream could be reduced by about 6%.

(Forintek Canada Corp., 2004)

Resources


Job Creation

- Heritage conservation generates a wide variety of jobs
- Heritage conservation generates the highest returns on public works investments
- Jobs generated from heritage conservation are expected to increase

A wide variety of direct and indirect jobs are generated from the rehabilitation of heritage buildings

- In Canada, an estimated 3,800 to 5,300 people are employed in occupations or by organizations in which they undertake specialized built heritage work (such as heritage institutions, government, professionals, heritage crafts, and heritage trades). This number does not include employees involved in heritage buildings on an occasional basis (such as engineers, non-specialist architects, and contractors).

- In 2004, heritage institutions incurred approximately $254 million in capital expenditures. Due to the greater labour intensiveness of built heritage work, construction employment related to these capital expenditures was estimated to be around 2,200 people, plus another 200-300 people employed in a professional capacity.

- In addition to these, many indirect jobs are generated through the provision and processing of materials (such as lumber, stone, clay, glass, and metal).

(Cultural Human Resources Council, 2005)

**Heritage tourists spend more money and stay longer than other tourists, creating more jobs and economic activity**

A comparison of American historic/cultural travelers and average American travelers.

<table>
<thead>
<tr>
<th></th>
<th>Historic Traveler</th>
<th>Average Traveler</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nights stayed per trip</td>
<td>5.7</td>
<td>3.4</td>
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<td>$457</td>
</tr>
<tr>
<td>Percentage that spent more than $1,000 when they travel</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Percentage of time hotels, motels, and Bed &amp; Breakfasts are used</td>
<td>62%</td>
<td>56%</td>
</tr>
<tr>
<td>Percentage of time when shopping is part of the trip</td>
<td>44%</td>
<td>33%</td>
</tr>
<tr>
<td>Percentage who participate in 4 or more activities while traveling</td>
<td>17%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Job Creation / Last update: 27/11/2006

The Historic Places Initiative is a federal, provincial and territorial collaboration designed to conserve Canada's historic places.
Heritage conservation generates more jobs and income, and a greater GDP increase than other similar public works investments

A groundbreaking study out of the United States found that public works money invested in the rehabilitation of heritage buildings generates more jobs and income and a greater increase in the gross domestic product (GDP) than the same amount of money invested in new construction and highway construction. Every $1 million invested nationally and locally generated significant returns:

<table>
<thead>
<tr>
<th>Type of Investment</th>
<th>Jobs Generated</th>
<th>Income Generated</th>
<th>Increase in the GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rehabilitation of Non-residential Heritage Building</td>
<td>38.3</td>
<td>$1,302,000</td>
<td>$1,711,000</td>
</tr>
<tr>
<td>New Non-residential Building</td>
<td>36.2</td>
<td>$1,223,000</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Highway Construction</td>
<td>33.6</td>
<td>$1,197,000</td>
<td>$1,576,000</td>
</tr>
</tbody>
</table>

(New Jersey Historic Trust, 1997)

As the housing stock ages, the potential for heritage conservation work will increase

Renovation activity is increasing largely due to aging housing stock, which needs repairs and updating. Approximately 1.7 million of these dwellings were built before 1941. If a conservative 10% of pre-1941 buildings possess heritage value, then there exist approximately 128,000 residential heritage properties that require ongoing maintenance, repair, and preservation work.

(Heritage Canada Foundation, 2003)

Resources


Property Values & Taxes

- Municipal financial incentives to foster the rehabilitation of heritage buildings are a smart investment
- Heritage conservation projects increase property values, assessment values, and economic activity in surrounding areas
- Municipalities benefit from the rehabilitation of heritage buildings through increased property tax and other revenues
- Designated heritage properties perform better than average in the real estate market

Municipal support for the rehabilitation and adaptive reuse of heritage buildings directly benefits municipalities.

The City of Victoria, B.C., has implemented a tax incentive program for the residential conversion of heritage buildings that amounts to a tax exemption of from one to 10 years, based on the cost of the seismic upgrading required for the building. The program has stimulated:

- The creation of 263 new residential units downtown and $32 million worth of investment in the substantial rehabilitation of 14 heritage buildings.
- The development of 70 units of affordable housing in a former hospital, built in 1908, through an adaptive reuse investment of $1.6 million.
- Property assessment increases that have resulted in a 60.3% increase in property taxes.
- $55.8 million of private investment.
- The construction of new “loft-style” condominiums on adjacent vacant lots, which will lead to a further increase in the municipal tax base.

(Plan Canada, 2003 and TIP Fact Sheet, 2006)

In the City of Waterloo, Ontario, development charges on the Seagram lofts adaptive reuse project were waived, a value of about $700,000, as an incentive to redevelop the site. Prior to rehabilitation, the site was taxed as a vacant lot (the lowest rate). The real estate value of the site is now $24,000,000, and the City collects $270,000 a year in tax revenue.

(University of Waterloo, 2005)

Investments in heritage conservation stimulate complementary economic activity, making neighbourhoods more attractive and strengthening local economies.

Investments in the rehabilitation of the historic Stanley Theatre in Vancouver, B.C., stimulated:

- A 21% increase in restaurants, cafes and bars in the nearby area.
- A 9% increase in cultural establishments, such as the design sector.
• Retail sale increases of 107.7%, or $112 million, which generated approximately an additional $8 million in sales taxes and $9 million in GST.

• Real estate price increases of 72% and a doubling of condo prices, outstripping Vancouver residential market increases.

• Building permits to increase from 1% to 16% of the permits issued in the general area.

(Ryerson University, 2003)

Designated heritage properties perform better than average in the real estate market.

A study investigating almost 3,000 properties, of a wide variety of sizes and characteristics, in 24 Ontario communities, found that:

• 59% of designated heritage properties had higher property values than the average when compared to surrounding market trends within the community.

• 15% had the same property values as the average.

The same study found that during periods of market downturn:

• 47% of designated heritage properties increased in value despite the downward trend of the market.

• 32% of the properties performed the same as the average.

(International Journal of Heritage Studies, 2000)

A groundbreaking study out of the United States indicates that public works money invested in rehabilitating heritage buildings generates more taxes than the same amount of money invested in new construction. Every $1 million invested nationally and locally in rehabilitation of non-residential heritage buildings, new non-residential building, and highway construction generates $202,000, $189,000, and $186,000, respectively, in state and local taxes.

(University of Waterloo, 2005)

Resources


Smart Growth

- Smart growth is an approach to planning cities which is people- and environmentally- friendly.
- Redevelopment of existing buildings is an important part of Smart Growth.
- Many cities are already using heritage conservation as one way of implementing Smart Growth.

What is Smart Growth?
Smart Growth is a set of actions aimed at controlling the growth of urban sprawl -- low-density, automobile-dependent development at the edge of urban areas. The objective of Smart Growth is to preserve open spaces and farmland, keep water and air clean, reduce fiscal burdens on local government for new infrastructure, and improve neighbourhood quality.

(Canadian Urban Institute, 2001 and Rutgers University, 2001)

Heritage conservation is fundamental to Smart Growth
One of the most important elements in containing urban sprawl is to intensify inner city land use. In most cities, the rehabilitation of old commercial or industrial buildings in the inner city, an area which is already served by urban infrastructure, poses a major opportunity for high-density development.

(Canada Mortgage and Housing Corporation, 2005)

The redevelopment of existing buildings has environmental, social, and economic benefits
Rejuvenating already developed areas conserves remaining open space, eliminates outward expansion and the need to create new and expensive infrastructure.

(University of Waterloo, 2003)

Redeveloping existing buildings is one way of promoting Smart Growth. Others include the purchase of land, restrictive growth policies, changing transportation patterns, and promoting compact development in new suburbs. The redevelopment of existing buildings is most effective because it contributes to:

- Ecological health:
  - Reduction in automobile use, energy use and greenhouse gas emissions.
  - Reduced risk of contaminating the city's underground water supplies, since redevelopment does not involve disturbing potentially contaminated soil.
  - Preservation of more scenic vistas and farmlands, and fewer ecosystem disruptions.
- Public health:
  - Reduction in automobile accidents.
  - Increased physical health as a result of being close enough to walk or cycle to work or school.
Short and long-term economic feasibility:

- Lower infrastructure costs.
- Increased property tax revenue for local jurisdictions.
- Reduction in the deterioration of inner cities.

(Rutgers University, 2001)

**Canadian cities recognize the benefits of adapting and reusing heritage buildings**

- **In the Greater Vancouver Area:**
  - The 33-hectare Fraser Mill industrial site in Coquitlam is being converted into a mixed-use development with 3,700 residential units.
  - The industrial land along the Fraser River is being converted into a mixed-used community of 10,000.

- **In Toronto:**
  - In the King-Spadina and Parliament areas, old industrial warehouses and mercantile buildings are being converted into mixed-use spaces with 7,040 new housing units.
  - The Distillery District has been restored to house 119 arts, culture and entertainment occupants, and is being hailed as one of the finest and most complex old industrial site restoration projects in Canada.

- **In Montreal:**
  - The city has been encouraging the adaptive reuse of commercial buildings in older parts of the city, such as in Old Montreal, Griffintown and the fur district.
  - The Angus Shops, a former Canadian Pacific Railway maintenance building, has been converted into 2,500 housing units, with 60% rented at market price and 40% dedicated to providing co-operative, non-profit, and public housing.

(Canada Mortgage and Housing Corporation, 2005)

**Resources**


Sustainable Development

- Heritage conservation is an integral part of sustainable development
- The reuse of heritage buildings has environmental, social, and economic benefits - the three pillars of sustainable development
- The rehabilitation of heritage buildings reduces waste and conserves energy
- The social and cultural values of heritage buildings are non-renewable resources

Heritage conservation is an integral part of sustainable development

The first guideline of sustainability is – use what already exists. Likewise, heritage conservation promotes the use of existing resources. When a new building is built from scratch, it may achieve high environmental efficiency, but it is more sustainable to adapt existing buildings and how they are used.

Older buildings also aid sustainable development through the durability of their building materials. Historic windows, for example, can be maintained through repair and partial replacement. On the other hand, when a modern window deteriorates, the entire window unit is removed and thrown away.

(APT, 2005 & Dwell, 2004)

The reuse of heritage buildings has environmental, social, and economic benefits, fulfilling the three pillars of sustainable development

A study in Toronto compared the environmental, social, and economic costs and benefits of redeveloping old industrial and commercial sites (brownfields) and developing previously undeveloped land at the fringe of the city (greenfields). The results of the study showed that brownfield redevelopment had higher total annual benefits per hectare for Greater Toronto Area residents.

(Environment and Planning B, 2002)

The rehabilitation of heritage buildings reduces waste and conserves energy

The energy used in the life-cycle of a building, called the embodied energy, includes all the non-renewable energy consumed:

- Initial energy – to acquire, process, manufacture, and transport building materials, and construct the building,
- Recurring energy – to maintain and repair the building,
- Operating energy – to heat, cool, ventilate, and light the building,
- Energy to demolish and dispose of the building.

In 2000, 12% of Canada’s waste disposal was from construction and demolition sources.

(Statistics Canada, 2005)
The total embodied energy of a 4,620m2 (50,000 ft²) generic, 3-storey office building with underground parking increases by 56.5% when it is 25, 144% when it is 50, and 325% when it is 100 years old. When this building is demolished, the embodied energy goes to waste. Therefore, a frequent cycle of demolition and rebuilding does not fit with sustainable development practices.

(Building and Environment, 1996)

The social and cultural values of heritage buildings are non-renewable

Just like many natural resources, the substitutability for cultural resources is close to zero. Although some of the functions of an historic building, such as the shelter and warmth it provides, could be substituted by another building, its cultural input could not be substituted, or replicated, by a building that has no similar content. The destruction of these resources, then, is not sustainable.

(Journal of Cultural Economics, 1995)

Resources


Tourism

- Travelers are drawn to heritage places
- Heritage tourists stay longer and spend more money
- Communities that promote heritage create tourist destinations
- Heritage tourism is growing

Heritage conservation in Canada draws tourists from the United States

- 17%, or 34.5 million, of American adults are Heritage Tourism Enthusiasts, making them the largest pool of potential American visitors.
- Of these, one quarter, or 8.3 million, have taken a leisure trip to Canada in the past two years.
- 63% of Heritage Tourism Enthusiasts sought out historic sites as part of their visit.
- 40% of American heritage tourists are from states furthest from Canada, whereas only 35% of general American tourists are from these states.
- One-third of U.S. Heritage Tourism Enthusiasts are drawn to Quebec, whereas only one-quarter of general American travelers are drawn to Quebec, potentially due to Quebec’s strong heritage conservation strategies, with attractions such as the old world architecture of Quebec City and Old Montreal.
- Average household incomes for Heritage Tourism Enthusiasts is $71,100 (US$), whereas it is $65,200 (US$) for typical American leisure visitors, making heritage tourists more affluent, with the means to pay for trips including the best hotels, restaurants, and activities.

(The Canadian Tourism Commission, 2003b)

Heritage conservation draws tourists from within Canada

- 11%, or 2.6 million, of Canadian adults are Heritage Tourism Enthusiasts.
- Of these, 8 out of 10, or 2.2 million, have taken a leisure trip within Canada in the past two years.
- 55% of Heritage Tourism Enthusiasts sought after historic sites as part of their visit.
- Average household incomes for Heritage Tourism Enthusiasts is $60,000, whereas it is $54,900 for typical Canadian leisure visitors.

(The Canadian Tourism Commission, 2003a)

Since heritage activities tend to appeal to older people, by 2025, travelers who seek heritage experiences in Canada are expected to grow from 8.3 million to 12.3 million in America, and from 2.2 million to 3.0 million in Canada.

(The Canadian Tourism Commission, 2003a and 2003b)
# Heritage tourists stay longer and spend more money

A comparison of American historic/cultural travelers and average American travelers

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<tr>
<td>Average Age</td>
<td>48</td>
<td>46</td>
</tr>
</tbody>
</table>

*(Travel Industry Association of America, 2002)*

## Communities that promote heritage conservation are investing in a growing segment of the tourist economy

The Municipality of Port Hope, Ontario has demonstrated the power of heritage conservation in attracting tourism. The restoration of buildings in the downtown heritage district has made the downtown a magnet for antique stores and unique specialty shops. The tourism industry has since become one of the fastest growing industries in the municipality, with the main street being the key destination.

*(University of Waterloo, 2003)*

**Tourism Trends:**
- There is a shift from active holidays to holidays as an experience.
- Travelers want an experience which provides new knowledge as well as authentic emotions

*(World Trade Organization, 2002)*

## Resources


Urban Revitalization

- Located right in city cores, heritage buildings are key to urban revitalization and renewal.
- Heritage conservation triggers both economic and social improvements in urban neighbourhoods.

The adaptive reuse of heritage buildings stimulates downtown revitalization

The economic recession of the early 1990s left a large stock of vacant office buildings in downtown Toronto, causing a significant erosion in the city's tax base. The city's adoption of an innovative adaptive reuse policy, which involved converting office buildings into residential units has resulted in:

- Generating tax revenues:
  - The city did not succumb to pressure to demolish buildings and create surface parking lots, which would have generated $300,000 in taxes.
  - Instead, conversion to 100 residential units increased city revenues by $1.6 million.

- Achieving planning and policy goals:
  - Moving towards an urban model which uses less energy by making greater residential use of existing urban areas, especially where there is public transport and existing service infrastructure.

- Rehabilitated the city centre:
  - Unit prices have increased dramatically as developers and potential buyers witnessed the success of the first projects.
  - Between 1991 and 1996, the number of residents in the Toronto Central Area grew by 20% with nearly 9 000 dwellings units added to the downtown.

(University of Nottingham, 2001)

Heritage conservation revitalizes urban cores

The Municipality of Port Hope, Ontario has demonstrated the power of heritage conservation in downtown revitalization. The downtown was experiencing decreased economic activity, in addition to suffering near-destruction from a 1980s flood, but is now a recipient of TVOntario's "The Best Preserved Main Street" award. The purchase and restoration of buildings in the downtown heritage district has resulted in:

- The downtown becoming a magnet for antique stores and unique specialty shops.
- The tourism industry becoming one of the fastest growing industries in the municipality, with the main street being the key destination.
The downtown core becoming a sustainable district within itself.

The virtual extinction of vacant storefronts.

A storefront being rehabilitated into a Performing Arts Centre, expected to produce spin offs of $3 million and many new local jobs.

(University of Nottingham, 2001)

**Heritage conservation triggers positive economic changes**

The rehabilitation of the Stanley Theatre in Vancouver, British Columbia caused the surrounding area to experience the following socio-demographic and business changes:

- Restaurants, cafes, and bars increased by 21%.
- Cultural establishments increased by 9%.
- Retail sale increased by 107.7%, or $112 million.
- Real estate price increased by 72% and a doubling of condo prices, outstripping Vancouver residential market increases.
- Building permits to increase from 1% to 16% of the permits issued in the general area.
- 100% of business respondents said that business volume was up since the rehabilitation project had been completed.

(Ryerson University, 2003)

**Sources**


