



Capturing the Value of Cultural Heritage Sites

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What I want to say

- That there is enormous cultural, social, and economic value to the preservation of cultural landscapes, built heritage and places that bring beauty and uniqueness to the County of Bruce
- That you should be the vanguard of that heritage, as you are of the natural heritage of this exceptional inland, coastal and peninsula areas.
- You have within your boundaries the Bruce Peninsula UNESCO World Biosphere/ Niagara Escarpment Biosphere Reserve, National Parks, one of the finest of the Great Lakes, an unsurpassed coastline and a history of agriculture, manufacturing, marine heritage and the history of over 6,000 years of diverse human habitation.
- The Bruce is a font of conservation, sustainable development, education, and community action, funded by the Government of Canada and Ontario, corporations, family foundations. The county provides endless amounts of natural tourism, jobs, and economic potential for prosperity in perpetuity.

**But you are missing out.
Big time.**

- You should not ignore a key part of the assets that you already have, and that should be promoted in order to draw the best jobs, the best people, the best citizens and the most liveable towns and cities. You have ignored the cultural heritage around you, that you and your families, and generations before you, have built to make this a fantastic, unique place in the world.
- You have failed to fully appreciate the value of cultural heritage landscape preservation and the preservation of valued heritage landmark structures in the future of this County.
- This is absent from your website, which focuses only on the preserved history within the walls of museums and libraries, the way that you try to attract new ventures, new people and to foster old relationships with your citizens. You are behind the times. You are at risk of destroying what you have of value, because you fail to identify what is of value, even though it is part of your mandate.

My recommendation up front

Be leaders

Get in front of this issue

Be the vanguard for the municipalities within your borders

Educate yourselves and your staff

Don't think that sticking your head in the sand and listening to the most expedient solutions is going to get you where you need to be in the province or the country

Look around you and go places: look at the success that other counties, towns and cities are having with preservation at the core of part of the development of your master plans for growth

Listen to your citizens about adaptive reuse and conservation

Inventory what you have

Plan ahead and figure out how to balance ideas about preservation of places of value with new development so that you are not caught off guard

There is an exciting and compatible future if you can harness the desires you have for growth, with a modern understanding of how existing unique places can be held in the forefront of your plans for growth

It will enable you to proudly carry forth your plans, to be able to manage growth, to create places of lasting value, and attract people who will come here because of the foresight and the decision making processes that you have set into play.

The reasons why you should do this now

Jobs, jobs, jobs and skills development that have long term value to the manufacturing, knowledge base and cultural sectors
To provide a diversity of offerings in housing, commercial buildings, manufacturing environments and institutions
To create a distinct profile for this county in the province
To engage citizens to be part of the long term plan of maintaining places and building communities
To provide examples of sustainable reuse and development that high tech companies will flock to
To appeal to a younger demographic and get them to settle here
To prove that you value the place that you are governing, and are building it up, adapting it, sometimes rescuing it, providing examples that speak to our children about: the value of management of resources of all kinds, valuing what we have, respecting the past, learning to integrate past and present, and making neighbourhoods that work
To contribute to health and wellness in our towns and rural environments

Existing buildings are not big sink holes for cash and energy: that has been proven over and over again to be absolutely baseless.

It is far more economical to reuse a building than it is to build new, even if you have to upgrade it. If you want to ask me why, I am glad to take questions.

Existing buildings are a resource for tackling climate change: they represent embodied energy of material production, material extraction, human effort and design value; they are integrated with the environment within which they have been maintained, often surrounded by other buildings that work with them in a relationship that makes a neighbourhood, or surrounded by mature and beautiful trees and gardens, lawns or urban forms that have grown up around them and make a unique context.

Retrofitting existing buildings in combination with new sustainable development of buildings and well planned townscapes is the best way to meet the challenges of our times.

Policy Context from Global to Local

International Leadership in Heritage Conservation Stems from the United Nations (UNESCO), that describes the cultural heritage policy for all member nations to consider: they set the Charters and Standards and Guidelines in a world that is changing, is more diverse and recognizes that development and sustainable goals must be balanced with cultural heritage preservation, of built and landscape resources, of historic resources, and intangible heritage.

In Canada, the federal government under the Minister of the Environment and Climate Change, set heritage policy and prepares Standards and Guidelines that govern the policy framework, the technical guidance, the ethical standards and larger regulatory environment for the preservation of heritage places.

In Ontario, the Ministry of Tourism, Culture and Sport uses the Ontario Heritage Act to advocate for and regulate the protection of valued cultural heritage resources; they promote the preservation of their provincially owned heritage resources; they delegate responsibilities for achieving the provincial goals to the municipalities. They are aided by the Ontario Heritage Trust that educates and promotes heritage in the province.

Through the Planning Act, Provincial Policy Statements, the Official Plans of the County and the Official Plans of the municipalities, cultural heritage preservation is described as the goal and objective for all governing bodies, including for the County.

The County's Official Plan says the following...

County of Bruce: Official Plan (June 2013)

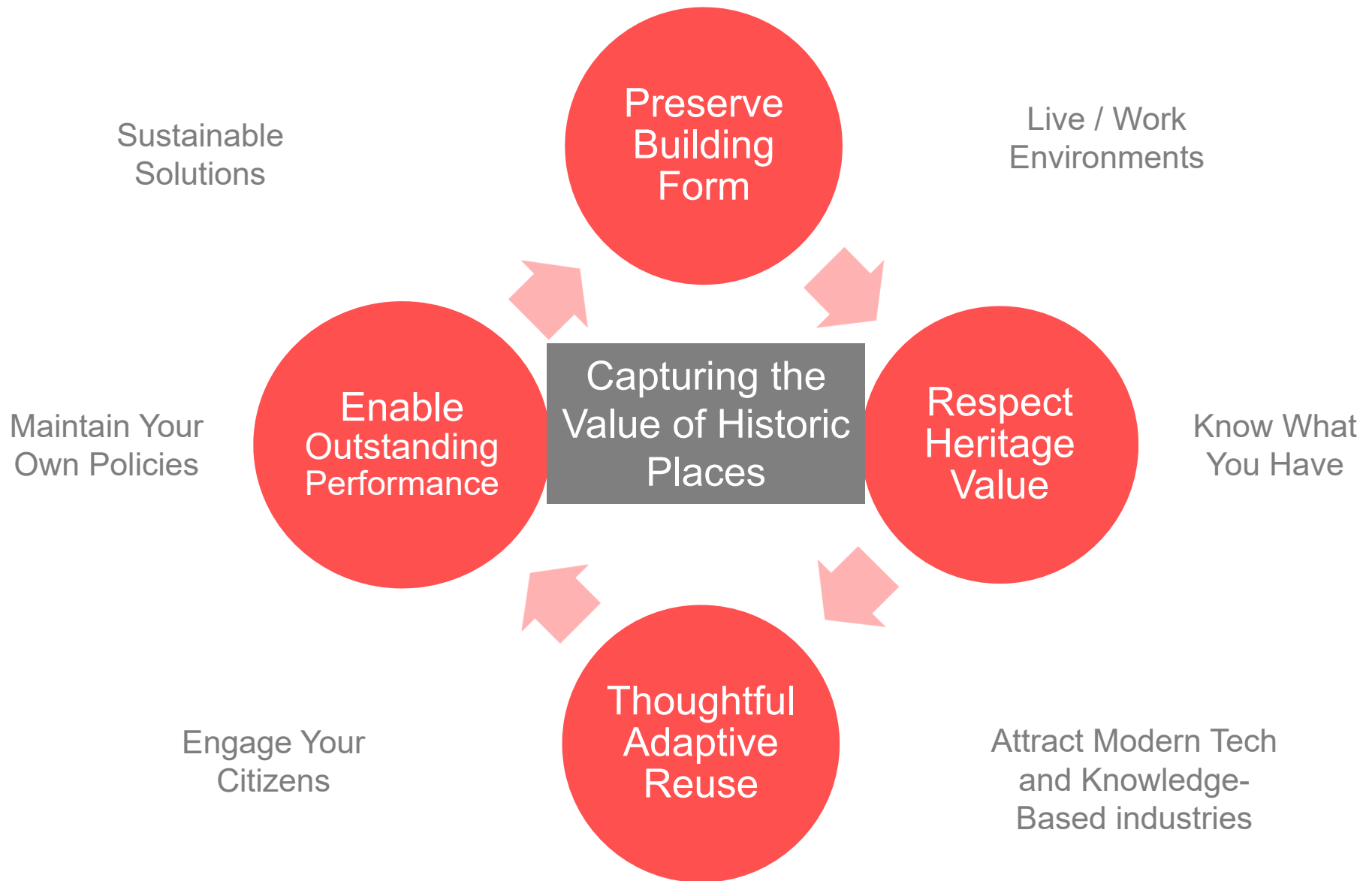
Principle of Sustainable Development

3.3.2 To ensure the **continued uniqueness and diversity of Bruce County**, this plan attempts to achieve a balance between the demands for new development and the need to preserve the existing attributes of the area. The balance is found within the concept of 'sustainable communities' as identified by the United Nations World Commission on Environment and Development (1987), "Our Common Future". The major principle of this concept is to meet the needs of the present generation without compromising the ability of future generations to meet their own needs.

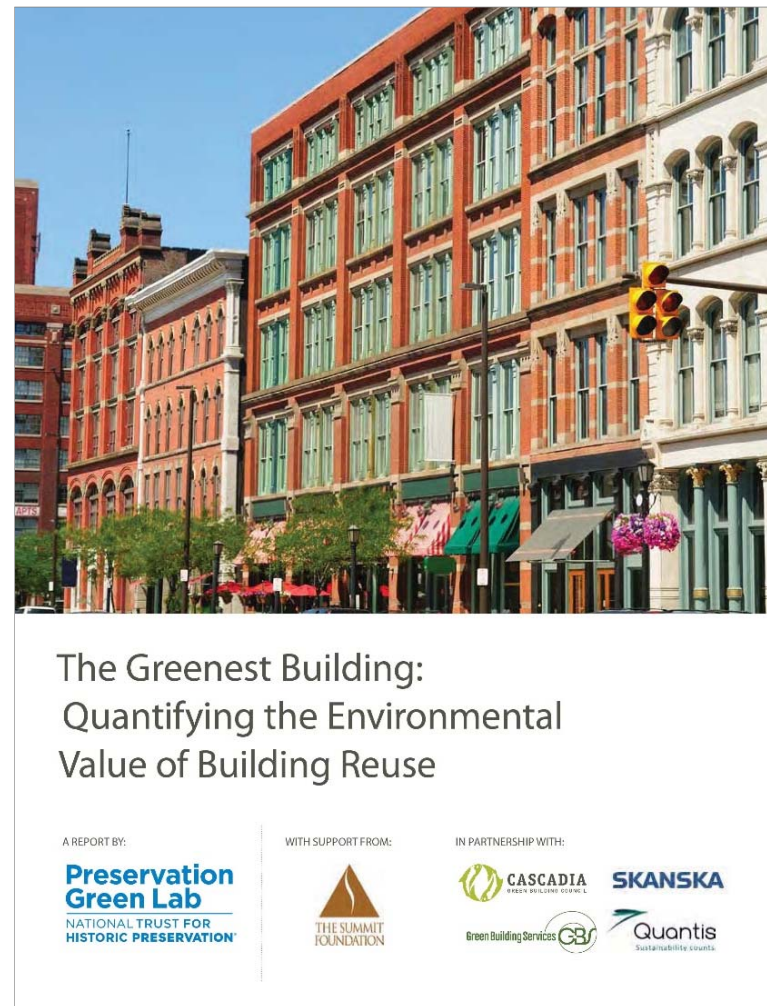
4.4.2. Population Projections : .5 Growth is important to the future of the County and its municipalities, however, it must be **managed in a way that will minimize adverse impacts on agriculture and heritage features; ...**

4.10 Heritage

- .1 Encourage the conservation of land, buildings and sites of historic, architectural and archaeological value
- .2 County Council encourages the identification, acquisition, restoration and conservation of the historical, cultural, architectural and archaeological assets of the County
- .3 In accordance with the Ontario Heritage Act, the County encourages Local Councils to support the creation of Local Architectural Conservation Advisory Committees to inventory and designate buildings, sites, and districts of historical, cultural or architectural interest
- .4 Development on lands containing possible archaeological resources or areas of archaeological potential should occur in such a manner as to avoid destruction or alteration of these resources...



ARCHITECTURE 2030 CHALLENGE: U.N. Habitat III (2016)



THE IMPERATIVE OF BUILDING REUSE

The Pathways to the New Urban Agenda include preservation of buildings and cultural heritage as a Global Commitment to Sustainability and it is part of the goals of human settlement and sustainability for the next 100 years.

THE IMPERATIVE OF BUILDING REUSE

Resolution 124 and 125 of the U.N. Document (2017) Habitat III: The New Urban Agenda – Housing & Sustainable Development

- 124 “We will include culture as a priority component of urban plans and strategies in the adoption of planning instruments... that safeguard a diverse range of tangible and intangible cultural heritage and landscapes, and protect them from potential disruptive impacts of urban development.”
- 125 “We will support the leveraging of cultural heritage for sustainable urban development and recognize its role in stimulating participation and responsibility. We will promote innovative and sustainable use of monuments and sites, with the intentions of value creation, through respectful restoration and adaptation...”

THE IMPERATIVE OF BUILDING REUSE

“... that the reuse of under-utilized historic building and centres can lead to decent, dignified and rewarding lives where people can reach their full potential.”

“... that the re-integration of our historic buildings in towns and cities can bring significant social, economic and cultural contributions to urban life, and strengthen our cities and diversity...”

What People Are Saying World-Wide

“The Greenest Building is the One that is Already Built.”

Carl Elefante, Principal, Director of Sustainability at Quinn Evans Architects
AIA President

“Building re-use almost always yields fewer environmental impacts than new construction when comparing buildings of similar size and functionality.”

Preservation Green Lab, The Greenest Building,
Quantifying Environmental Value of Building Re-Use

“A building that is repurposed rather than replaced costs about 75% of what it costs to build new, and produces ½ the GHG’s in its lifetime – this is an absolutely crucial factor in saving our planet.”

What People Are Saying World-Wide

Donovan Rypkema, The Economics of Historic Preservation: A Community Leaders Guide. (2014, Place Economics. Second Edition):

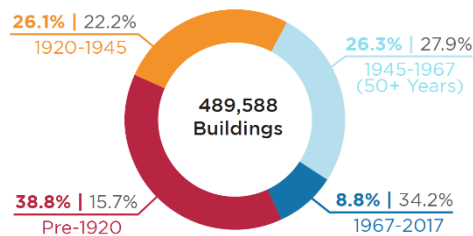
- Economic impact is generally measured in three ways: jobs created, increase in household income and demand created on other industries. Very few of the 500 or so categories of economic activity have as potent a local impact, balanced amount the 3 categories as does the rehabilitation of historic buildings
- Heritage visitors spend more per day, stay longer and visit more places than tourists in general
- There is no form of economic development of any kind, anywhere, on any level, that is more cost effective and with a greater leverage of scarce public resources than is the preservation based commercial revitalization approach known as Main Street preservation
- But in the long run, preservation's economic impact is far less important than its educational, environmental, cultural, aesthetic, historic and social impact.

OLDER, SMALLER, AND BETTER IS RADICAL COMMON SENSE

Preservation Green Lab, National Trust for Historic Preservation
(U.S.), 2014

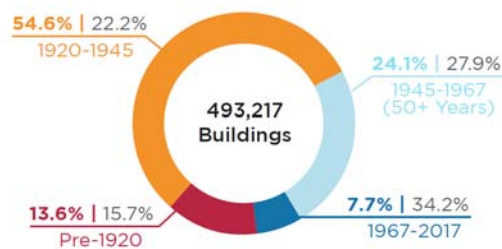
Old buildings last and are being reused:

Year Built By Period, **Chicago** | 50-City Average



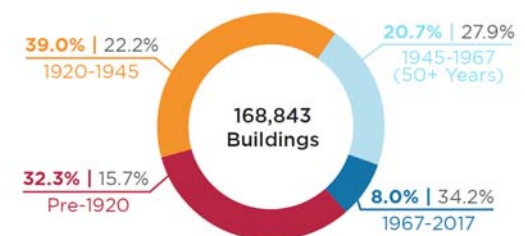
Chicago

Year Built By Period, **Philadelphia** | 50-City Average



Philadelphia

Year Built By Period, **San Francisco** | 50-City Average

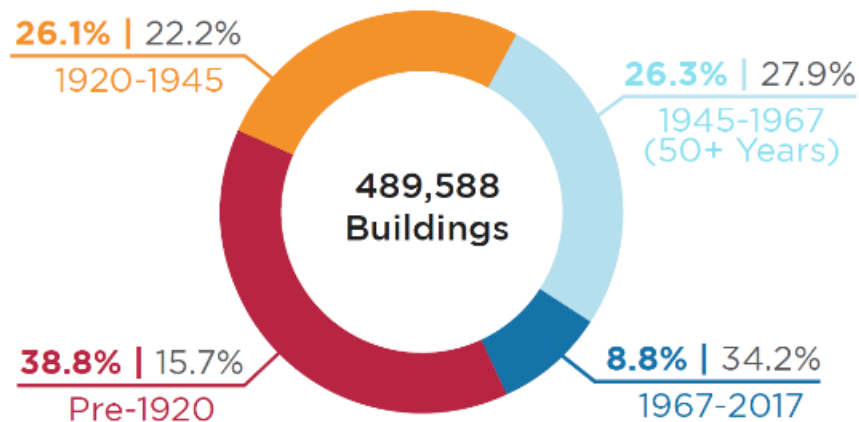


San Francisco

Graphics from TO Core precedents:
"Atlas of Re-Urbanization"
50 American cities studied

OLDER, SMALLER, AND BETTER – NEW & OLD IN COMBINATION

Year Built By Period, Chicago | 50-City Average



Chicago, Illinois

Area 227.3 mi²

Population 2.72 million

Est. 1837

“In Chicago, compared to areas with large, new structures, character-rich blocks of older, smaller, mixed-age buildings contain:

- 65% greater population density
- Greater proportions of jobs in small and new businesses
- 25% more units of affordable rental housing”

None of this means that you are ham-strung to remain as a historic place, locked in time. You are not Niagara-on-the-Lake. You are not a theme park.

Conservation means many things, and it certainly does not assume that things are frozen in time, it recognizes that adaptation and suitable use, with respect for context, are vital to being able to grow and to advance, to be flexible enough to move to the next stage a century, or an era.

Compatible additions to historic places or within historic landscapes can be the most exciting of all spaces that you will ever work in, visit, live, be educated in.

Properly designed, well scaled, compatible structures are being newly designed in cities across the world to provide institutions, housing, shopping, and promote new economies that are diversified and rooted in their region and unique place.

OLDER, SMALLER, AND BETTER means....

- Imperative of building reuse
- New urban agenda
- 2030 challenge
- Cultural heritage, sustainability and natural preservation of the environment go hand in hand
- Dynamic and exciting places can be made from existing places that respect what is of value, and build for the future.

It means...

Making beautiful streetscapes that blend old and new to create unique environments for young and old



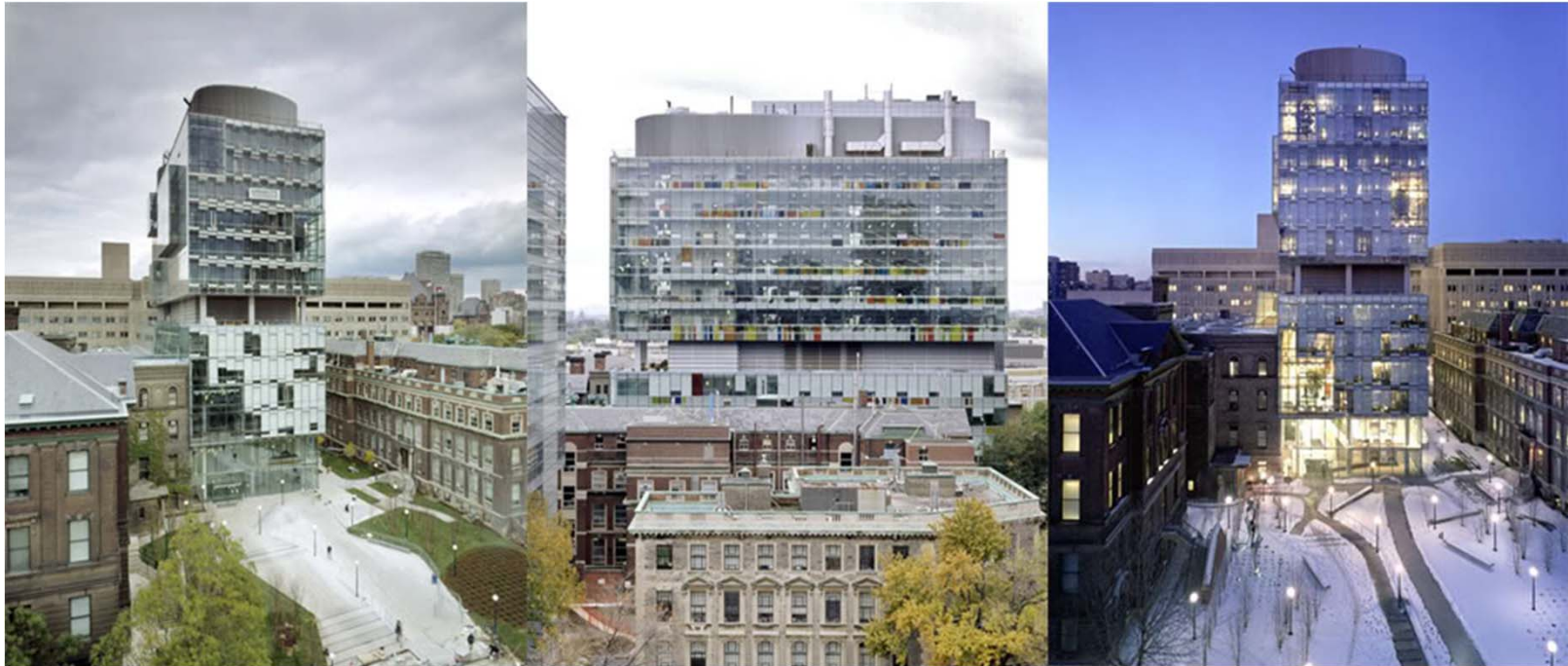
Reusing buildings to revitalize communities in ways that are dignified and respect the assets of built heritage resources, creating a good integration for function and human scale



Reusing industrial buildings and manufacturing plants that have great structure and architecture as housing and places of work for large and small enterprise



Creating exciting integration within a dense historic context



Using old buildings as accelerators: Mars Innovation Centre Toronto



Repurposing to New Use:

Former Club, now City Community Centre, Toronto reinforcing neighbourhoods and providing economical approaches to new institutions



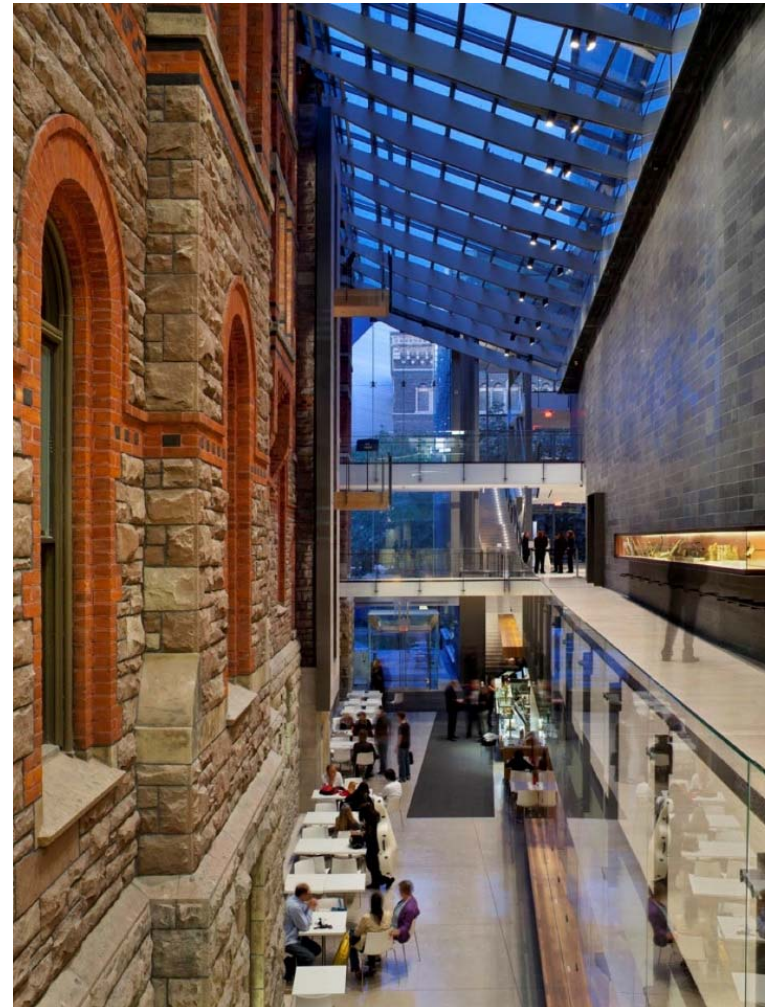
Thinking Outside the Box:

Former Warehouse, now award winning office complex in Toronto: creating world class modern environments

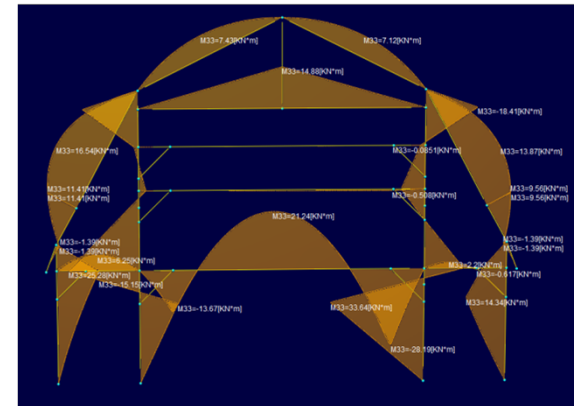
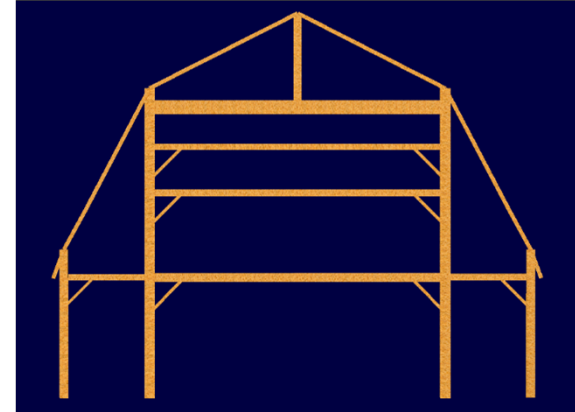


Involving Cultural Enterprises:

Nineteenth century music school, now world renowned concert hall and school



Reuse of rural structures for exciting new uses



MOVING FORWARD – sustainable authentic integration



Skills development and technology, craftsmanship and hands on training...community engagement and pride



How you can lead the way

Capture the total value, but understand what you have first. Promote wise management within the whole county

Be the leaders

Don't let the future pass you by.

Others are way ahead in understanding the cultural, social, economic and lifestyle impacts of a cohesive plan to work with everything that is unique to the county, that is what will drive new and innovative development, a savvy council who knows what is happening outside the boundaries, and is not caught up in old ways

Look at innovations centres and the attraction of high tech and cultural industries in other places; take heed when you go to the conferences; diversify the offering and stand strong on the value of the assets that you have

Understand the whole “climate of change” in the towns and urban areas that are bidding to attract the best and the brightest.

Around the world these leadership companies are thinking way outside the box (the glass box, and the metal-sided box) and are proposing townscapes and neighbourhoods that take advantage of cultural heritage and landscape.

Know what you have, otherwise you can't protect it, you can't market it and you won't know who you are or what you are doing.

How you can lead the way

Get more grants from the federal and provincial governments.

Promote sustainability in combination with innovation and heritage preservation ; invite the community in.

Be heroes to the community.

Your budget should include protection of resources and the reuse of what you have in a compatible way that works to protect it for future generations.

Promote and fund your museums, libraries and archives, and demonstrate continuity and right-size management on a continuous basis.

The time is now to address the gap in heritage protection of the County-owned cultural landscapes, buildings, structures and archaeology. There is no time to waste.

Thank you.

