THE HERITAGE IMPERATIVE:  
How Governments Can Use Old Buildings to Stimulate the Economy and Fight Climate Change 

Natalie Bull  
CEO, National Trust for Canada 

May 19, 2016
The National Trust *modus operandi*
International Network of Sites

Le Moulin de Quétivel, St. Peter, Jersey, U.K.

Filoli, Woodside, California, USA

Beatles’ Childhood Homes, Liverpool, England

Saumarez Homestead, New South Wales, Australia

David Livingstone Centre, Glasgow & Clyde Valley, Scotland

Florence Court, County Fermanagh, Northern Ireland
National Network of Sites

- Papineau Memorial Chapel, Montebello, QC
- Niagara Apothecary, Niagara-on-the-Lake, ON
- Sinclair Inn National Historic Site, Annapolis Royal, N.S.
- Cape Bonavista Lighthouse, Bonavista Peninsula, N.L.
- Old County Court House, Woodstock, N.B.
- Myrtleville House Museum, Brantford, ON
Heritage-Led Regeneration

Our sites, projects and programs enhance community and quality of life, with a focus on economic self-sufficiency, cultural vitality and social purpose.
Main Street® is the National Trust’s proven and comprehensive downtown revitalization strategy
Cornerstone® is the National Trust’s sustainable regeneration strategy for buildings and complexes
National Trust Annual Conference
Public Policy

The Globe and Mail, Friday, May 9, 2008

Bill a beacon of hope for lighthouses

BY STEVEN CHASE OTTAWA

Time has not been kind to Canada's lighthouses. The stations still operating are falling prey to decay—and over the decades many deemed surplus by Ottawa have been burned down. Blown up and bulldozed, often without the consent of local communities.

But historic preservation groups say there's hope: this summer’s move to enact a bill by former B.C. senator sponsors legislation to protect historical structures in decline.

Lighthouses in need

The Point Atkinson Lighthouse, strategically perched between English Bay and Howe Sound, was built on the outer approach to Burrard Inlet in 1881 to protect shipping at the new port of Vancouver. The original tower was replaced in 1923 with a hexagonal, reinforced concrete structure. It was designed a National historic site in 1974.

NATIONAL POST

FULL COMMENT

Natalie Bull: The urban consequences of vanishing churches

Natalie Bull, National Post | April 10, 2015 1:33 PM ET

More from National Post
Nottawasaga Lighthouse, ON

The Quebec Bridge, QC

Top 10 Endangered Places List
Award Winning Projects

Ecclesiastical Insurance Cornerstone Awards
for Building Heritage

Prix Assurances Ecclésiastiques des rebâtisseurs
du patrimoine bâti
École des Métiers de la Restauration et du tourisme de Montréal
Montréal, QC
Awarded to: Commission scolaire de Montréal, Ville de Montréal et Affleck de la Riva architectes

Sir John A. Macdonald Building Ottawa, ON
Awarded to: Public Works Government Services Canada, MTBA Mark Thompson Brandt Architect & Associates Inc. and NORR Architects, Engineers, Planners
The Salt Building
Vancouver, BC

Awarded to: The City of Vancouver
Union Bank Tower/Red River College
Winnipeg, MB

Awarded to: Red River College
Funds for Heritage Regeneration Projects

INVESTING IN COMMUNITY ASSETS

$260,000 IN CASH PRIZES AND MATCHING FUNDS DISTRIBUTED TO COMMUNITY GROUPS

$39,666 RAISED THROUGH CROWDFUNDING

361 FUNDERS AVG CONTRIBUTION $110

BUILDING COMMUNITY CAPACITY

65% REACHED THEIR CROWDFUNDING GOAL

68% WOULD USE CROWDFUNDING AGAIN

65% LEARNED NEW FUNDRAISING TECHNIQUES AND GAINED KNOWLEDGE OF SOCIAL MEDIA

A CROWDFUNDING COMPETITION THAT HELPED COMMUNITY GROUPS IN NOVA SCOTIA RAISE MUCH-NEEDED FUNDING TO SAVE AND RENEW THEIR LIGHTHOUSES AND SPARKED ECONOMIC RENEWAL IN COMMUNITIES ACROSS THE PROVINCE

THIS LIGHTHOUSE MATTERS

JUNE 17 – JULY 31, 2015
THISPLACEMATTERS.CA/COMPETITION
Heritage Stewardship: Why bother?
History, community and identity
Enhanced sense of place

Brantford, Ontario

Truro, Nova Scotia
Quality of Life
An essential part of your sustainable development strategy

- Durable materials
- Superior payback of maintenance and repair investment over the long term
- Embodied energy
- On sites which are already serviced or developed
- Access to transit
- Reduced construction/demolition waste
Stewardship:
So you are in the heritage property business!

Own it: Ready-made Brand
Own it: Show Leadership

Market Hall Performing Arts Centre, Peterborough, ON

Glebe Community Centre, Ottawa, ON
Own it: Break the Rules

Lister Block, Hamilton, ON
Climate change is putting cultural resources at risk.

Mahone Bay, NS

Herschel Island (QIKIQTARUK), Yukon Territory
Buchanan Building D, Vancouver, BC

**UBC Renew**

UBC is the only Canadian university creating state-of-the-art facilities on a larger scale by renewing deteriorating buildings rather than demolishing them.

- **Resources saved by retaining the existing building**
  - 774 tonnes of CO$_2$ e not released into the atmosphere
  - 3.5 millions litres of water saved
  - 12.3 million MJ energy saved (equivalent of 300,000 litres of heavy fuel saved)
  - 219 tonnes of solid waste diverted from local landfills or recycling facilities
“Spend the money required to make 24 Sussex the greenest, smartest G8-leader residence in the world.”

THIS OLD HOUSE  
By Todd Latham
Statutory Protection

“Built heritage under federal control will be lost to future generations unless action to protect it is taken soon.”

Listen to the actual owners

The Bank of Canada to Receive Controversial Renovation

00359 - 7 December, 2013 | By Scott Stett

In this interesting report in the Ottawa Citizen, the bank's design by Erickson is discussed. The atrium complete with a tropical garden, is being built to increase performance, although arguably at great cost. The building won a prestigious design award in 2011 as it was always intended to explain how its privileged position - related to its size and authority - was maintained.

Heritage experts object to Bank of Canada's plans to change "iconic" building

BY MARIA COOK, OTTAWA CITIZEN | DECEMBER 1, 2013

Completed in 1979, the Bank of Canada head office was immediately hailed as an architectural gem. Symmetrical glass towers flank the grey-granite building which had established the Bank’s presence on Wellington Street since the 1930s. Where the original building communicates permanence and weight, the 1970s structure by architect Arthur Erickson is light and welcoming. The towers set back to reveal the vault-like older building, preserving its visibility as a federal institution among others along Wellington. A glass-enclosed courtyard connects the three buildings on the Sparks Street side. It is a subtle composition that balances the ceremonial aspect of Wellington with the dense and commercial downtown on its south side.
De silo heritage expertise

Waterfront silo a heritage structure, but is it an 'art piece' or an 'eyesore'?
Be A Catalyst

Artscape Wychwood Barns, Toronto, ON

➢ Dynamic vision powerful enough to attract investment
Create Market Demand

Heritage First Policy

The US Experience: 1976 Public Buildings Cooperative Use Act - Requires government to give preference to historic buildings for federal space needs
Stewardship: Divest with Purpose and Principles
Set an Example

Sackville United, Sackville NB
Our Lady of Assumption, Windsor, ON
St. Alphonsus, Victoria Mines, NS
Consider the consequences

Postal Station “K”, Toronto, ON

Niagara Falls Armory, Niagara Falls, ON
Do Better than “Best Efforts”

York House, Fredericton, NB
Rethink Disposal as a “Public Benefits” Program

- Public Buildings Conveyance (USA)
- Community Asset Transfer (UK)
- Right to Bid
Mutually supportive social purposes

City of Peterborough as willing partner

City heritage staff as technical and design resource

“Public Building Conveyance”
“Community Asset Transfer”

Canada’s Lighthouses
Heritage comes at a hefty price tag that is often not doable...

Heritage provides character but on many occasions is cost prohibitive...
Environmental sustainability comes at a hefty price tag that is often not doable...

Good design provides character but on many occasions is cost prohibitive...
“Identity matters to all vibrant cities and all people”
Rachel Kye, World Bank Vice President for Sustainable Development
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