



Heritage Matters

Presentation to City Council

May 30th, 2023

Image Source:
<https://www.facebook.com/photo/?fbid=10213730711037202&set=p.10213730711037202>

Setback in Heritage Conservation: Bill 23, the More Homes Built Faster Act

- Heritage Conservation suffers a setback with the introduction of Bill 23, the More Homes Built Faster Act.
- Our committee's mandate is the conservation of Thorold's heritage assets.
- Focus of this presentation is on issues that concern everyone, regardless of personal interest.



Image source: <https://www.greatamericaninsurancegroup.com/for-businesses/property-casualty-divisions/property-inland-marine/residential-construction-newsletter/features/construction-claims-theft-vandalism>

Progress and Heritage Conservation: Embracing New Realities

- Progress and Heritage Conservation are not contradictory.
- Progress involves adaptation to new circumstances and development with new realities in mind.
- Cultural, economic, and environmental **sustainability** is our new reality.



Image source: <https://www.habitatniagara.ca/news/breaking-ground-on-habitat-builds-in-thorold>

Environmental Sustainability: The Role of Heritage Conservation

- Environmental sustainability is crucial.
- Canada is a leader in waste production, with the construction industry being the largest contributor.
- Heritage conservation plays a vital role in waste reduction and resource preservation.
- Canada lacks a clear and effective heritage conservation policy.



Image source: <https://brocku.ca/brock-news/2022/09/students-challenged-to-track-sustainable-actions-next-week/>

Energy Efficiency and Sustainability of Historic Buildings

- Historic buildings can be energy-efficient and sustainable when retrofitted and well-maintained.
- Their superior craftsmanship, materials, and climate-conscious designs contribute to longevity.
- The longevity of historic buildings is a testimony to their quality and sustainability.



Image source: <https://www.flickr.com/photos/cmhpictures/35976530983>

The Greenest Building: Rehabilitating and Reusing Existing Structures

- Indiscriminate demolition of sound building stock contributes to irresponsible waste production.
- Modern building materials and construction practices are significant contributors to greenhouse gas emissions and other pollutants.
- Landfill overuse, depletion of natural resources, and high carbon footprints pose environmental challenges.

*“The **greenest building** is one that is already built.”*

- Carl Elefante, Architect



Image source: <https://en.wikipedia.org/wiki/Thorold#/media/File:Maplehurst.jpg>

Cultural Sustainability: Heritage, History, and Identity

- Cultural sustainability is equally important.
- Heritage represents what has been handed down throughout history, in the form of oral traditions, documents, buildings, artefacts, and the knowledge we gain through them.
- Loss of heritage results in a loss of cultural identity and the tangible means to remember our past and apply lessons to the future.



Image source: <https://www.thoroldtourism.com/30-things-to-do-in-thorold/battle-of-beaverdams-park-under-construction/>

Heritage Assets: Maintaining Cultural Identity and Sense of Place

- Heritage assets maintain a city's cultural identity, uniqueness, and sense of place.
- Preservation of heritage promotes diversity, pride, and a higher quality of life for residents.
- People are happier and healthier in environments where cultural and heritage assets are preserved.



Image source: Thorold BIA
<https://www.iheartradio.ca/610cktb/news/thorold-ranks-as-8th-fastest-growing-municipality-in-the-country-1.17127513>

Economic Sustainability: Heritage Conservation and its Economic Benefits

- Economic sustainability is tied to heritage conservation.
- Rehabilitation of existing heritage buildings can be used successfully in housing projects, including affordable housing.
- Areas with well-preserved heritage assets generally have higher property values and attract new residents, benefiting the city's tax base.



Front Street looking northward. Peter Vargovic

Image source: <https://www.thoroldtoday.ca/local-news/thorold-bia-hopes-to-attract-visitors-downtown-with-new-promo-video-4868027>

Tourism Potential: Leveraging Thorold's Heritage Assets

- Attractive downtown areas that harmoniously combine diverse architectural styles attract new residents, small businesses, and tourists.
- Thorold's heritage assets, unique history, and central location make it an ideal destination for tourism.
- Heritage conservation contributes to a thriving local economy and attracts committed and creative newcomers.



Image source: <https://www.thoroldtourism.com/events/downtown-thorold-car-show/>

Conclusion: Heritage Conservation for a Vibrant and Sustainable City

- In conclusion, heritage conservation is not a quaint hobby but a vital tool for planning a vibrant, prosperous, and sustainable city.



Image source: <https://www.thoroldtourism.com/navigation/>

Recommendations: Supporting Heritage Conservation in Thorold

- Continuous support for the conservation of Thorold's heritage assets.
- Consider hiring a permanent planning staff member with heritage experience.
- Foster a dialogue with planners and developers to create a culturally vibrant, sustainable, diverse, and prosperous environment in our city.



Image source: <https://www.facebook.com/photo?fbid=628915422607882&set=pb.100064682889488.-2207520000>.

A photograph of a street in a historic downtown area. The street is lined with various buildings, including a large yellow building with arched windows and a sign that reads 'WELCOME TO OUR HISTORIC DOWNTOWN'. There are cars parked along the street, including a blue SUV and a black pickup truck. A large orange semi-transparent rectangle is overlaid on the center of the image, containing the word 'Questions?'.

Questions?

Image Source:
<https://www.thorold.ca/en/business-services/business-associations.aspx>

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