



Annual Report of the City of Winnipeg  
Historical Buildings Committee

# The Year Past 2003



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*Front Cover:*

*Portion of the restored 160 Princess Street façade, Red River Campus*





## 2003 ANNUAL REPORT

JANUARY 1, 2003 TO DECEMBER 31, 2003

### VISION AND MISSION

The Year Past 2003 is the Annual Report of the City of Winnipeg Historical Buildings Committee (HBC) for the period January 1 to December 31, 2003.

The Committee's vision is to make the conservation of heritage structures and districts a vital part of daily city life – one actively supported by Winnipeggers as a means of:

- Remembering our history.
- Instilling a sense of place, space, neighbourhood and personal connection to the built environment.
- Committing to the principle of sustainable development.
- Providing enduring lessons in architecture, technology and urban change.

The Committee's mission is to:

- Maintain a commitment to excellence in research, evaluation and designation of heritage structures.
- Ensure the long-term conservation of heritage resources in Winnipeg through the implementation of new incentives, integrated planning, district/area designation, regulatory reforms, well-established design standards and principled design review.
- Be a catalyst for greater public awareness, education and participation in heritage conservation.
- Provide effective professional advice, information and administrative assistance on heritage plans, policies and programs to Winnipeg City Council through the Standing Policy Committee on Property and Development.

## THE HISTORICAL BUILDINGS COMMITTEE

The City of Winnipeg's commitment to protect heritage resources and promote their long-term conservation and adaptive reuse produced the Historical Buildings By-law in 1977. The Historical Buildings Committee was established to assist City Council with by-law implementation. The HBC's advisory and operational responsibilities include:

- Maintaining the Historical Buildings Inventory, a list of structures that have potential architectural and/or historical significance.
- Maintaining the official Buildings Conservation List of municipally designated structures.
- Researching, assessing and grading heritage structures and making recommendations about designation to City Council's Standing Policy Committee on Property and Development.
- Regulating and approving suitable alterations, repairs and additions to designated structures (through design review).
- Administering heritage incentive programs such as the City-Wide Heritage Grant Program.
- Providing expert advice to City Council.
- Working with heritage property owners, architects, engineers, contractors, realtors, heritage, government and business organizations, students and the general public on a variety of education, outreach and communications initiatives.

## THE COMMITTEE MEMBERS

The Historical Buildings Committee is composed of appointed City Councillors and volunteer members from the federal and provincial governments, Manitoba Association of Architects (MAA) and Manitoba Historical Society (MHS), with support from the City's Senior Planner (Heritage) and staff.

In 2003, the Committee members were:

- Councillor Jenny Gerbasi, Chairperson
- Councillor Peter De Smedt, member (to October)
- Councillor Mike Pagtakhan, member (from October)
- Councillor Harvey Smith, alternate

- Neil Einarson, Province of Manitoba, member
- David Firman, Province of Manitoba, alternate
  
- Linda Seyers, Government of Canada, member
- Greg Thomas, Government of Canada, alternate
  
- David Kressock, MAA, member
- Susan Turner, MAA, alternate
  
- Tim Worth, MHS, member
- Ashleigh Drewett-Laird, MHS, alternate

**Councillor Jenny Gerbasi** was first elected to Council in October 1998 and was appointed to the Historical Buildings Committee and elected its Chairperson in the fall of 1999. She has continuously served as Chairperson since that time. **Councillor Peter De Smedt**, who was also first elected to Council in 1998, was the other appointed Councillor on the Committee until October 2003. **Councillor Harvey Smith** serves as the alternate.

**Councillor Mike Pagtakhan**, who was first elected to Council in October 2002, replaced Councillor De Smedt as the appointed Councillor on the Committee in October 2003.

The volunteer members bring a wealth of experience and expertise to the Committee.

Province of Manitoba member **Neil Einarson** has managed the Heritage Building Unit of the Historic Resources Branch of Manitoba Culture, Heritage and Tourism since 1978, the same year he joined the HBC. He earned his Bachelor of Environmental Studies from the University of Manitoba and his Master of Architectural History from the University of Essex.

**David Firman** received his Master of Architecture from the University of Manitoba in 1980 and became a registered architect in Manitoba in 1983. Since then, he has worked with the Historic Resources Branch, Manitoba Culture, Heritage and Tourism, as an architect specializing in heritage building preservation. He is also an avid photographer with a number of art gallery shows to his credit.

**Linda Seyers** has worked with Parks Canada since 1988, including five years as curator at Lower Fort Garry and most recently as Manager, Cultural Resources with the Manitoba and Riding Mountain Field Units. Her academic credentials include a Bachelor of Arts (Anthropology, specialized in Archaeology with a minor in Fine Art History) from the University of Toronto and a Master of Arts from the University of Manitoba in Anthropology (Archaeology).

**Greg Thomas**, the Government of Canada alternate, is currently the Manager of Cultural Resource Services for Parks Canada's Western Canada Service Centre. An historian by training, Greg has been active in Manitoba's heritage community for many years. He is a past president of the Manitoba Historical Society and currently sits on a number of active heritage committees in the City of Winnipeg, including the Forks Heritage Advisory Committee and the Historic Winnipeg Heritage Advisory Committee.



*Committee at site*

MAA member **David Kressock** joined the Committee in 1996. He is a principal with LM Architectural Group and has experience in several significant heritage renovation and preservation projects, including the Ashdown Warehouse residential conversion and the CPR Railway Station renovations for the Aboriginal Centre of Winnipeg. He earned his Bachelor of Environmental Studies and Master of Architecture from the University of Manitoba. He also has undertaken continuing education studies in sustainable building design principles and heritage building reuse.

MAA alternate **Susan Turner** was an architect with Smith Carter Architects and Engineers Incorporated. Her experience included restoration projects with Canada House in Trafalgar Square in London, England, and the Ukrainian Labour Temple in Winnipeg. A Committee member since 1996, Ms. Turner earned her Bachelor of Environmental Studies from the University of Manitoba and her Bachelor of Environmental Design Studies and Master of Architecture from the Technical University of Nova Scotia. She resigned from the Committee in June 2003 to take on a new opportunity with the architectural firm of Lord, Aeck, Sargent Architecture in Ann Arbor, Michigan.

**Tim Worth** has more than 25 years of experience as the curator of Dalnavert, one of Winnipeg's finest examples of Queen-Anne-Revival-style residential architecture. He has also managed Ross House Museum, pursued post-graduate studies in Museology and is a long-time member of the MHS's Historic Preservation Committee.

**Ashleigh Drewett-Laird** came to the Committee in 2001 as an alternate with the MHS. Ms. Laird, an MHS member since 1988 and member of their Historical Preservation Committee, has a Bachelor of Arts in Architectural History and French and is pursuing a degree in Fine Arts.

## STAFF SUPPORT

In 2003, the City staff who assisted the HBC were Giles Bugailiskis, Lee Caldwell, Evelyn Bagel and Shelley Bruce.

**Giles Bugailiskis** is the Senior Planner (Heritage) for the City of Winnipeg working in the Planning, Property and Development Department. He has over 20 years of experience in heritage planning in Winnipeg.

**Lee Caldwell** joined the City of Winnipeg as Historical Buildings Officer in March 2002. Lee gained heritage planning and design experience with Parks Canada, working in National Parks and Historic Sites in Manitoba, Saskatchewan, N.W.T. and the Yukon Territory. Lee holds a Master's Degree in Landscape Architecture and a Bachelor's Degree in Fine Arts from the University of Manitoba. In July 2003, Ms. Caldwell accepted a new position with the City of Winnipeg as Senior Urban Designer.

**Evelyn Bagel** has been with the City of Winnipeg Planning Department since 1991 and has been Recording Secretary of the Historical Buildings Committee since 1992.

**Shelley Bruce** returned to the City of Winnipeg as the Historical Buildings Officer in September 2003 after completing a term assignment with Parks Canada. While on assignment, she worked with the Cultural Resource Management staff in providing services to the local family of National Historic Sites, as well as sites owned and operated by Parks Canada. Her primary responsibility as the Historical Buildings Officer involves reviewing proposed alterations to heritage buildings with the HBC. She hopes to be able to bring some of her new skills and training experience that she received while with Parks Canada to the day-to-day activities completed on behalf of the HBC.

## CONSULTANTS

**Murray Peterson**, principal of Peterson Projects, has been a consultant for the Historical Buildings Committee for over 15 years. As Senior Researcher, he has been responsible for the primary research and writing of many of the reports for the Committee, as well as the design, research and authoring of numerous special projects, including The Exchange District, (Part 1: A Property Survey, Part 2: Maps and Images). He has assisted with the digitalization of many of the Committee's reports and their inclusion on Department websites.

Consultant **Olia Skala** has performed a variety of roles for the Committee including photographer and researcher and continues to be an important contributor to the successful functioning of the Committee.

## DESIGNATIONS

The City of Winnipeg keeps two related listings of heritage buildings – the Historical Buildings Inventory and the Buildings Conservation List.

The Historical Buildings Inventory is a list of approximately 700 structures that have not been formally researched and evaluated, but are known to have potential architectural and/or historical significance.

The Buildings Conservation List includes buildings that have been declared historic by City Council based on recommendations by the HBC.

The Committee applies the following criteria to determine whether a building is worthy of designation:

- Significance in illustrating or interpreting history in the city.
- Association with important historic persons or events.
- Illustration of the architectural history of the city.
- Distinguishing architectural characteristics of a style or method of construction.

Listed buildings are classified by a grade system:

**Grade I buildings** represent outstanding examples of architectural and historical merit. The entire building – interior and exterior – is to be preserved in perpetuity, and all repairs or alterations must be appropriate.

**Grade II buildings** represent the majority of Winnipeg's heritage stock. Sympathetic alterations and additions to the exterior and listed interior elements of these buildings may be allowed in order to maintain economic viability. In certain instances, the adaptive reuse of listed interior elements may be permitted.

**Grade III buildings** represent moderately significant historical examples worthy of listing. Exterior alterations and modifications may be permitted where deemed suitable. There is usually no restriction on the design of interior alterations.

Since 1977, over 200 buildings have been placed on the Buildings Conservation List.

## BUILDINGS EVALUATED BY THE COMMITTEE IN 2003

The HBC evaluated nine structures, of which five were recommended for the Buildings Conservation List. Of the four remaining structures, one was added to the Historical Buildings Inventory, one was removed from the Inventory, and two were recommended not to list.

One building was added to the Historical Buildings Inventory:

### **Behavioural Health Foundation Building (formerly Asile Ritchot)**

35 Avenue de la Digue

Added to Historical Buildings Inventory  
Currently operating as an addictions rehabilitation facility, this building has had various owners and transformations. One wing of the building, which dates to ca.1870, was first a private home of Joseph Le May and then in 1903, les Souers de Miséricorde extensively renovated the structure into an orphanage. The larger wing was constructed in 1911 as an addition



to the orphanage and later converted into an Oblate novitiate. Now both wings function as a residence and administrative centre for the Behavioural Health Foundation. This complex is decorated with Classical features such as brick pilasters, capitals, pediments, frieze and cornice. These elements support an attractive bellcast mansard roof with dormers and prominent centre dome, which distinguish the building. The contractor responsible for the redesign was the most prominent French-speaking architect of the time, Joseph-Azarie Sénécal.

One building was removed from the Historical Buildings Inventory:

### **43 Grace Street**

Removed from Inventory

Located on the Red River in Point Douglas, this house is in an area that was an industrial hub in the late 19<sup>th</sup> century and early 20<sup>th</sup> century. It is at this point that the transcontinental railroad crossed the Red River and passed into the Canadian Pacific Railways yards on Higgins Avenue. Consequently, Point Douglas held opportunity for newly arriving immigrants such as Duncan Sinclair, who built this

house in 1891. Sinclair, born in Scotland in 1849, immigrated with his parents to London, Ontario in 1855 and then moved to Winnipeg in 1882. He was associated with numerous lumber companies, including the nearby Sprague Lumber Company. The house is currently owned by the City. It has been significantly altered over the years and the riverbank of the property is unstable.

Two buildings were recommended not to list on the Buildings Conservation List:



### **52 Balmoral Street**

Recommendation not to list

Broadway, so named for its widened layout and expansive, tree-lined boulevards, became one of the city's finest streets. A new subdivision of 63 lots was created in 1903 that took in the south side of Broadway, east side of Spence Street and both sides of a new road, Balmoral Place, a southern extension of Balmoral Street. On the west side of Balmoral a 2½-storey brick house was built in 1905 for a banker named Francis (Frank) Crispo. This home is an example of the common four-square design and is constructed of clay brick with stone accents. Originally, there was an impressive two-storey veranda that was enclosed prior to 1980 and demolished in 2002.

Attached on the north side were a two-storey lean-to and a tool shed. Both were removed at an unknown date and replaced by a one-storey addition. The interior has undergone extensive renovations; however, some original features remain, such as the layout, cut-glass cabinet and window, and fireplaces.

### **Former Palace Theatre**

501 Selkirk Avenue

Recommendation not to list—re-evaluation

Early promoters of 'moving pictures' used makeshift facilities to introduce their product to Winnipeg audiences. Soon, however, this form of entertainment had gained sufficient popularity to justify construction of specially designed movie houses like the Palace Theatre in 1912. The theatre was originally owned by local entrepreneur and Jewish immigrant Jacob "Jack" Miles and eventually became part of the extensive Miles theatre chain. The 1912 exterior was festooned with ornamentation and decorative lighting to attract patrons, but was rebuilt in a more restrained style using Alsip tapestry face brick during a 1927-28 expansion. The

larger theatre had seating for nearly 800 patrons, including 192 in the new balcony. Fellow Russian émigré, Max Zoel Blankstein (1877-1931), designed both the 1912 structure and the later expansion. In 1964, due to the decline in neighbourhood theatres, the Palace was converted by new owners to retail use. Much of the theatre's interior was removed and the main-floor exterior was substantially altered. An attempt was made in the latter 1990s to reuse the building as a live community theatre. As of 2002, however, the facility was vacant.

### **BUILDINGS CONSERVATION LIST EVALUATIONS IN 2003**

The HBC evaluated five structures for possible addition to the Buildings Conservation List. Of those structures, one was listed, three were evaluated for information only, and one was rejected by Council.

One structure was listed on the Buildings Conservation List:

#### **Lake of the Woods Building**

212 McDermot Avenue

Grade II designation with the following interior elements:

- Main-floor staircase and woodwork;
- Fireplace on second floor; and
- Stained glass window.

Development of the transcontinental Canadian Pacific Railway (CPR) in the 1880s not only opened the West to homesteaders, but also gave rise to opportunities for new

businesses to store, export and process prairie agricultural produce. The Lake of the Woods Milling Co. Ltd. was a prime example of such an enterprise that was established in 1887 by investors of the CPR who wanted to increase traffic on the railway. This building on the south side of McDermot was the second location of the regional head office. Typical of the Romanesque Revival style, the building's main-floor entrance and windows were set in large arches, its ornamentation was low-relief, and its base was given a rusticated finish.



The original structure was built in 1901. A decade later, a second storey was added and the layout was reorganized. Despite major renovations since the 1960s, a number of original interior elements remain, such as the staircase, woodwork, second-floor fireplace and stained glass window.

Three buildings were evaluated for information:



### **Canada Building**

352 Donald Street

Grade III status

The economic boom of the early 20<sup>th</sup> century in Winnipeg fostered the development of several large construction companies. James McDiarmid (1855-1934) was a Scottish-trained contractor who came to Winnipeg in the early 1880s. He partnered with his brother John (1861-1943) and later another brother, Peter (1857-1915), to eventually form The J. McDiarmid Co. Ltd., which remained in business until the 1940s. Among the firm's projects were numerous structures for the Canadian Pacific Railway, Legislative Building, Provincial Law Courts, and part of the Winnipeg aqueduct. From the mid-1890s onward, McDiarmid combined an architectural practice with his construction company. In 1910, the firm embarked on another facet of the industry and became owner/developer of an office block that it also designed. Built in the Chicago style, this seven-storey structure has a reinforced concrete foundation and frame with brick, concrete and Tyndall stone exterior cladding. The front elevation is symmetrical, divided vertically by attached, squared columns and horizontally by large rectangular windows. The original main entrance was recessed within an arch topped by a keystone and cornice, which was later altered. The company sold the building in 1924.

### **Victor Fox Foods Warehouse (Former Burrow, Stewart & Milne Warehouse)**

130 James Avenue

Grade III status

The late 19<sup>th</sup> century saw explosive growth of manufacturing and shipping in Winnipeg in conjunction with the arrival of the transcontinental railway in 1881-82. About a decade later, the Winnipeg Transfer Railway funnelled goods from the Exchange District warehouses to the main rail line, helping to develop the district east of Main Street. An example of this phenomenon was the stove and furnace manufacturer, Burrow, Stewart and Milne Company of Hamilton, Ontario, which built a large brick



warehouse on the south side of James Avenue. It is a modest building; durability and functionality were more important to the original owners than ornamentation. The base is clad in rusticated stone with a cut stone belt course acting as a continuous sill for the second-storey windows. It is divided into three bays with three windows of smaller scale facing out from each bay of the top two floors. Two of the bays on the ground floor have large display windows and third is a loading dock. The interior has two distinct sections: one for public reception and one for warehouse space. This may be the only structure in Winnipeg designed by Hamilton-area architect Alfred W. Peene. Beginning in 1935, it has been used by Victor Fox Foods for producing, selling and shipping animal feed.

### **Victor Fox Foods Warehouse (Former Richards and Brown Warehouse)**

132 James Avenue

Grade III status

The construction of the J.H. Ashdown Warehouse and the completion of the Winnipeg Transfer Railway started a wave of warehouse construction on the east side of Main Street. The Richards and Brown Company was a wholesale grocery that built a new warehouse on the south side of James Avenue in 1911. The original structure and its 1912 addition were designed by Major G. W. Northwood. The warehouse is simple in ornament and details. It was built in two sections: the east portion was built first and the west section the following year. It is constructed in a popular method consisting of solid brick exterior walls supported by square timber beams and posts with heavy wooden floors. A significant renovation occurred

in 1912 when leaded glass windows, oak parquet flooring and a birch and marble fireplace were added to create the “Director’s Room.” In 1961, Victor Fox Foods, located next door, bought the building and rented the warehouse space to other tenants.

One building was rejected by Council and removed from Inventory:



### **Cadomin Building**

280 Main Street

Grade III recommendation—rejected by Council, removed from Inventory

Built in 1912 on a prominent street corner, the Cadomin Building was a reminder of Main Street’s early 20<sup>th</sup> century commercial and business activity. The building was designed as a modest, two-part commercial block where the exterior division mimicked the different uses of the ground and upper floors. The main floor had large display windows which contrasted with the triple windows of the second floor. It was originally an L-shaped steel-framed structure with tapestry brick walls and plaster and tin accents. In 1948 an addition was built resulting in a rectangular building. Unsympathetic alterations subsequently were made to the interior and exterior of the building, including stucco panels, large metal display windows and a new entrance in the northeast corner. The architect, John Danley Atchison (1870-1959), was considered one of the city’s most talented designers. The Cadomin Building housed Wilson Furniture, a well-known local furniture store, for 30 years.

## SUMMARY OF 2003 EVALUATIONS

ADDRESS	NAME	RECOMMENDATION	STATUS	DATE LISTED
52 Balmoral Street	Residential dwelling	Recommendation not to list	Not listed	
35 Avenue de la Digue	Behavioural Health Foundation Building (formerly Asile Ritchot)	Recommendation to add to Inventory	Added to Inventory	
352 Donald Street	Canada Building	To list as Grade III	Evaluated for information only	
43 Grace Street	Residential dwelling	Recommendation to remove from Inventory	Removed from Inventory	
130 James Avenue	Victor Fox Foods Warehouse	To list as Grade III	Evaluated for information only	
132 James Avenue	Victor Fox Foods Warehouse	To list as Grade III	Evaluated for information only	
280 Main Street	Cadomin Building (Wilson Furniture)	To list as Grade III	Rejected by Council; removed from Inventory	
212 McDermot Avenue	Lake of the Woods Building	To list as Grade II	Listed	Sept. 4, 2003
501 Selkirk Avenue	Former Palace Theatre	Recommendation not to list— re-evaluation with no change	Not listed	

## DESIGN REVIEW PROJECTS

During 2003, the HBC provided design review and input on a number of projects (also refer to Appendix A).



### **Carlton Building, 354 Portage Avenue**

Exterior alterations were made to this building as part of a larger redevelopment to suit the needs of several new tenants. On the west side of the building, the main level was opened to utilize the building's original storefront window frames, complete with transom windows. A new entrance was inserted into this elevation for a main-floor tenant. Exterior lighting was also installed to highlight the building's main structural and decorative elements. The redevelopment of this building was acknowledged with an award from Heritage Winnipeg.

### **Monk House, 134 West Gate**

To provide greater amenities to a thriving bed and breakfast enterprise, the owner of the 1895 Queen-Anne-style Monk House undertook the addition of a sunroom at the back of the house facing onto the garden.

### **Red River College, 160 Princess Street**

In September 2003, the second and largest phase of the campus project was officially opened. This phase consists of the Princess Street building housing the learning commons at the corner of William Avenue and Princess Street, as well as the five pre-1900 buildings facing Princess Street that now house offices, classrooms, registration services, and the college bookstore. The Canadian Urban Institute recognized this project as the best overall in its 2003 Brownie Award programme in recognition of its redevelopment of an extensive brownfield site.



*Window repair at St. Boniface Museum*

### **Grey Nuns' Convent/St. Boniface Museum, 494 Tache Avenue**

A program of general maintenance was begun on the Grey Nuns' Convent in 2003 and will continue into 2004. Windows were appropriately repaired and weather-stripped, and minor improvements were made to doors. In 2004, the building will be repainted.

**Wesley Hall, University of Winnipeg, 515 Portage Avenue**

Constructed in 1894, Wesley Hall is about to undergo extensive recladding. The building currently is faced in a poor quality Alberta sandstone that was incorrectly installed and has become a hazard because it is weathering irregularly. In 2004, the building will undergo a two-year construction project where it will be reclad with new sandstone imported from Nova Scotia.

**Isbister School, 310 Vaughan Street**

An increase in demand for educational programs at Isbister School necessitated the design and construction of a three-storey addition to the original 1898 building. This new classroom space will be complemented by the removal of classroom trailers from the property to allow for the development of a more appropriate schoolyard and parking space.

**Wilson House, 545 Broadway**

In 2003, Klinic finally realized the conversion of Wilson House into office space for their organization. Work included repairs to the masonry, windows and porch, along with interior alterations to meet the needs of the office.



**Dalnavert, 61 Carlton Street**

The Manitoba Historical Society received approval from the Historical Buildings Committee to construct an addition to the back of Dalnavert, the Victorian home of Sir Hugh John Macdonald. The Dalnavert Visitors Centre will allow the Society to better meet the physical needs of museum staff and visitors, and will enable new opportunities for programming and special events.

**Lindsay Building, 228 Notre Dame Avenue**

Suffering from structural stresses and lack of maintenance, the terra cotta on the Lindsay Building was repaired and stabilized in 2003 as part of a larger redevelopment project. Under new ownership, the building reopened in the fall of 2003 with a new commercial tenant on the main floor, along with newly developed rental apartments on the upper floors. It is one of the city's more recent conversions of a heritage building to residential use, and its completion was acknowledged with an award from Heritage Winnipeg.

**Upper Fort Garry Gate, 130 Main Street**

The last visible reminder of Upper Fort Garry, the gate is undergoing a two-year stabilization and maintenance project. In the summer of 2003 the masonry was repointed and stabilized. Log and other wood repairs will be completed in 2004.



## 25 YEARS OF THE HISTORICAL BUILDINGS COMMITTEE

**For 25 years, the Historical Buildings Committee has advised Council** on heritage issues and policies through the Standing Policy Committee on Property and Development; researched, assessed and recommended structures for designation; and regulated alterations to listed structures. Over the years, the Committee has assumed additional responsibilities, including the administration of financial programs intended for the conservation and maintenance of historic buildings in Winnipeg.

The creation of the HBC corresponded with the Historical Buildings By-law 1474/77, which was one of the first comprehensive pieces of protective legislation for heritage structures in Winnipeg. During 2003, the Committee proposed **a review of the By-law** to ensure that its mandate is current and procedures are effective and efficient.

In conjunction with the celebration of the HBC, the Committee recognized **25 years of heritage conservation in the Exchange District** with a promotion campaign in 2003, including an information booklet, a walking tour, buttons, displays, and a CD ROM outlining the architectural heritage. The promotion was entitled “**Exchanges**” in celebration of the new energy that has been generated from this historic district. Customized copies of the booklet were distributed to delegates from the Canadian Association of Municipal Administrators (CAMA), Federation of Canadian Municipalities, Senior Management Meeting of Parks



*CAMA Delegates left to right: Dinu Bimbaru, Heritage Planner Montreal, PQ; Jim Bezanson, Chairperson Heritage Canada, Heritage Planner, St. John, NB; Steve Barber, Heritage Planner, Victoria, BC; Giles Bugailiskis, Senior Heritage Planner, City of Winnipeg; Stuart Lazear, Heritage Planner, Ottawa, ON; Donovan Rypkema, Heritage Consultant, Place Economics, Washington, DC*

Canada, and Heritage Canada's Annual General Meeting, who came to Winnipeg to hold their conferences in 2003. A highlight of the CAMA conference was a presentation by **Donovon Rypkema** on the economics of historic preservation.

Also in 2003, the HBC recognized the passing of Edwin C. Nix, a founding member of the HBC, with the proposal of the **Edwin C. Nix Memorial Heritage Conservation Award**. He was an active member of the Manitoba Historical Society, which was instrumental through its Winnipeg Historical Buildings and Sites Committee in establishing the HBC. It was his work with John Chivers, a Winnipeg architect, and David Henderson, the City's Commissioner on the Environment, that led to the creation of the 1977 Historical Buildings By-law. This award would be presented every autumn for a building, research activity, or project that promotes heritage conservation.

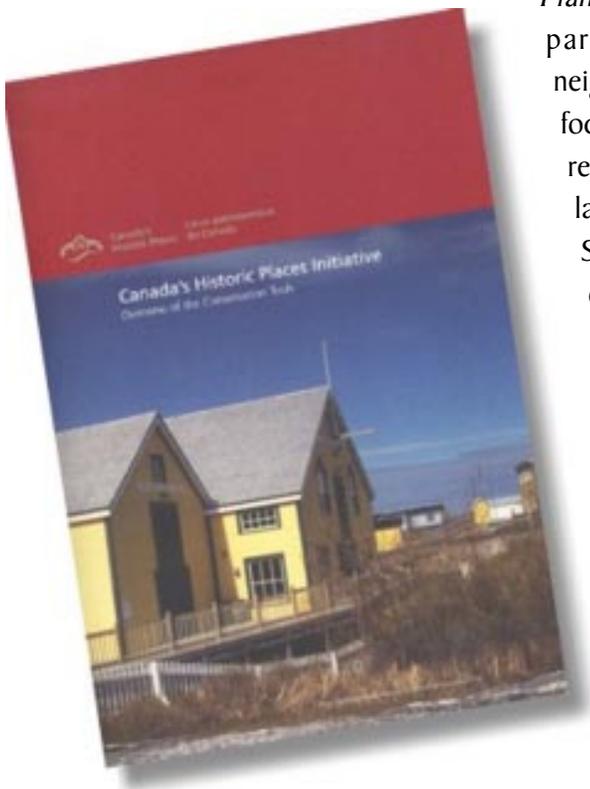
## OTHER 2003 HIGHLIGHTS

The Historical Buildings Committee was involved in several heritage projects during 2003.

In January, Planner Martin Sandhurst presented a draft of the **Downtown Winnipeg Zoning By-law** to the HBC, which is intended to advance *Plan Winnipeg* and *CentrePlan* policies and vision, in particular to support the unique and distinctive neighbourhoods, functional districts, character areas and focal points that highlight the downtown. The new zoning regulation and expanded boundaries proposed in the by-law will include the Red River Campus on Princess. Mr. Sandhurst sees these changes as supporting the work done by the HBC.

The City of Winnipeg has **cleared the Metropolitan Theatre of mold** and had its roof fixed. CentreVenture is promoting the building for redevelopment.

Under Canada's Historic Places Initiative (HPI), the federal government announced a program called **The Commercial Heritage Properties Incentive Fund** that **will offer \$10 million over a three-year period** to heritage sites that meet the criteria of



the HPI. The HBC was hoping for a program that would offer tax credit incentives rather than grants. Consequently, the HBC Chairperson, Councillor Jenny Gerbasi, sent a resolution expressing the disappointment of the Committee in the amount budgeted for historic place conservation.

**The City-Wide Grant Program**, funded by a five percent allocation from the City Land Sales Account, **allocated \$140,000 in 2003** to heritage projects in the city. Through Program 2, \$50,000 was given to the St. Boniface Museum (Grey Nuns' Convent) for maintenance of their structure, \$20,000 was allocated for restoration of the Upper Fort Garry Gate, and \$10,000 was given to Ross House for stabilization. Program 3 used its allotment of \$60,000 to celebrate 25 years of heritage conservation in the Exchange District through its "Exchanges" promotion.

The Province of Manitoba granted the City **\$15,000 to update the Historical Buildings Inventory in digital format**, including digital images. This project was completed in November 2003.

## APPENDIX A

### 2003 PERMITS

The following permit review data is from January 2003 through to December 2003.

- Building Permits: The HBC reviewed 32 **building permit applications** in 2003 and approved 15.
- Sign Permits: In 2003, the HBC reviewed six and approved four **sign permits**.
- Pre-Permit Review: The HBC performed five **pre-permit reviews** during the 2003 fiscal year. Pre-permit reviews are informal discussions between the HBC and applicants, where the HBC takes no formal action.
- Site Visits: The HBC conducted six **site visits**, in which action was approved in one and was in progress in the remainder.
- Certificates of Ordinary Maintenance: The HBC reviewed and approved one **Certificate of Ordinary Maintenance** for minor repair and maintenance work on a designated building in 2003.

#### Applications Reviewed From January 1, 2003 to December 31, 2003

##### Building Permit Review - Certificate of Suitability

Number	Building	Address	Type of Work	Outcome
02-2000	Isbister School	310 Vaughan Street	Addition	Approved
16-2000	Lindsay Building	228 Notre Dame Avenue	Terra cotta repairs	Approved
20-2000	Dalnavert	61 Carlton Street	Addition	Approved
14-2001	Wilson House	545 Broadway	Addition	Approved
11-2002	Union Bank Building	504 Main Street	Rehabilitation	Cancelled
22-2002	Upper Fort Garry Gate	130 Main Street	Masonry stabilization	In progress
23-2002	Wesley Hall	515 Portage Avenue	Campus development and exterior work	In progress

<b>Number</b>	<b>Building</b>	<b>Address</b>	<b>Type of Work</b>	<b>Outcome</b>
1-2003	Carlton Building	354 Portage Avenue	Exterior alterations	Approved
2-2003	Ralph Connor House	54 West Gate	Wheelchair ramp	In progress
3-2003	Merchants Bank	1386 Main Street	Fire exit and staging area	Approved
6-2003	Frost and Wood Warehouse	230 Princess Street	Conversion to residential	In progress
8-2003	CPR Station	181 Higgins Avenue	Office development	In progress
9-2003	Bank of Commerce	389 Main Street	Interior alterations	Approved
10-2003	Walker Theatre	364 Smith Street	Addition feasibility study	In progress
11-2003	CPR Station	181 Higgins Avenue	Door replacement	Approved
12-2003	Massey Building	294 William Avenue	Interior alterations	Approved
13-2003	Grey Nuns' Convent	494 Tache Avenue	Repair and maintenance	Approved
14-2003	Ross House	140 Meade Street North	Stabilization	In progress
15-2003	Women's Tribute Memorial Lodge	200 Woodlawn Street	Stabilization	In progress
16-2003	Monk House	134 West Gate	Sunroom addition	Approved
17-2003	Ukrainian Cultural Centre	184 Alexander Avenue	Infill window wells and windows	In progress
18-2003	St. Edward's Church	836 Arlington Street	Replace front doors	In progress
20-2003	Guest House	100 Rue des Ruines du Monastere	Temporary porch	Approved
24-2003	Imperial Bank	441 Main Street	Tenant improvements	Approved
26-2003	Paris Building	259 Portage Avenue	Lobby alterations	Approved
29-2003	Paris Building	259 Portage Avenue	Building directory for lobby	Approved
30-2003	Marlborough Hotel	331 Smith Street	Overhead walkway	In progress

### Sign Permit Review - Certificate of Suitability

Number	Building	Address	Type of Work	Outcome
5-2003	Paris Building	259 Portage Avenue	Signage	Cancelled
19-2003	Curry Building	233 Portage Avenue	Signage	Approved
21-2003	Curry Building	239 Portage Avenue	Signage	Approved
22-2003	Curry Building	241 Portage Avenue	Signage	Approved
23-2003	Carlton Building	354 Portage Avenue	Signage	Approved
25-2003	Carlton Building	354 Portage Avenue	Banner	Cancelled

### Pre-Permit Review - Certificate of Suitability

Number	Building	Address	Type of Work	Outcome
4-2003	Seven Oaks Museum	15 Rupertsland Boulevard	Paint removal	In progress
7-2003	CPR Station	181 Higgins Avenue	Sound system	In progress
27-2003	Westminster United Church	745 Westminster Avenue	Removal of storm doors	In progress
28-2003	Marlborough Hotel	331 Smith Street	Canopy and terra cotta repair	In progress
31-2003	Lindsay Building	228 Notre Dame Avenue	Awnings	In progress

### Site Visits

Number	Building	Address	Purpose	Outcome
4-2001	James Avenue Pumping Station	110 James Avenue	Conversion	In progress
23-2002	Wesley Hall	515 Portage Avenue	Campus development	In progress
7-2003	CPR Station	181 Higgins Avenue	Sound system	In progress
24-2003	Imperial Bank	441 Main Street	Interior work	Approved
27-2003	Westminster United Church	745 Westminster Avenue	Removal of storm doors	In progress
Not assigned	Fairchild Building	110 Princess Street	Preliminary meeting to discuss options	In progress

### Applications Reviewed From January 1, 2003 to December 31, 2003 Certificates of Ordinary Maintenance

Number	Building	Address	Type of Work	Outcome
01-2003	Normal School	442 William Avenue	Roof replacement	Approved

### Historical Buildings Sub-Committee Meetings, 2003

Date	Certificate of Suitability No.	Building/Address
January 30, 2003	2-2000	Isbister School, 310 Vaughan Street
	1-2003	Carlton Building, 354 Portage Avenue
	2-2003	Ralph Connor House, 54 West Gate
	16-2003	Monk House, 134 West Gate
March 13, 2003	3-2003	Merchants Bank Building, 1386 Main Street
April 24, 2003	20-2000	Dalnavert, 61 Carlton Street
May 8, 2003	1-2003	Carlton Building, 354 Portage Avenue
June 3, 2003	6-2003	Frost and Wood Warehouse, 230 Princess Street
	12-2003	Massey Building, 294 William Avenue
June 19, 2003	9-2003	Bank of Commerce, 389 Main Street
July 15, 2003	17-2003	Ukrainian Cultural Centre, 184 Alexander Avenue
	18-2003	St. Edward's Church, 836 Arlington Street
July 22, 2003	19-2003	Curry Building, 233 Portage Avenue
September 26, 2003	23-2002	Wesley Hall, 515 Portage Avenue
	24-2003	Imperial Bank, 441 Main Street
October 6, 2003	20-2003	Guest House, 100 Rue des Ruines du Monastere
October 16, 2003	23-2003	Carlton Building, 354 Portage Avenue
October 20, 2003	25-2003	Carlton Building, 354 Portage Avenue
November 4, 2003	13-2003	Grey Nuns' Convent, 494 Tache Avenue
December 22, 2003	4-2001	James Avenue Pumping Station, 110 James Avenue
	31-2003	Lindsay Building, 228 Notre Dame

## APPENDIX B

### ECONOMIC BENEFITS OF HERITAGE CONSERVATION, DONOVAN RYPKEMA

Key Note Speech of CAMA conference, May 27, 2003

Thank you and good afternoon. This presentation has been billed as *Economic Benefits of Heritage Conservation*. Those two phrases – economic benefits and heritage conservation have certainly not always been paired together. In fact for a long time heritage conservation was seen as the opposite of economic development – a community had to choose one or the other. And while that view is still held in some quarters it is steadily disappearing.

I also have to say one other thing to begin – the phrase used in Canada – heritage conservation – is, in my judgment, far superior to the corresponding phrase in the States – historic preservation. *Historic preservation* almost implies a freezing of history – which it is not and should not be. But *heritage conservation* has a different implication – that we are conserving – in most cases by actively utilizing – a scarce commodity. And that we are taking a communal asset – our heritage – and making sure it is available for the next generation and the generation after that. I may slip and say “historic preservation” occasionally, but your phrase is far superior.

Well, I'll tell you what would have been an easy way to make this presentation today. I could have done what I often do, and that is to tell the story of heritage conservation in numbers. I could have stolen the data from a recent report and told you that in one year the rehabilitation of historic buildings in Florida represents \$350 million in spending which has an impact of 10,443 jobs, \$446 million in in-state wealth, \$317 million in income, and \$50 million in state and local taxes.

Or I could have pointed out that in the state of Virginia heritage tourism visitors stay longer, visit twice as many places and spend two and a half times as much as tourists who do not visit heritage sites. Or I could have cited the research done in the United States demonstrating the incredible economic success of the Main Street Program – economic development within the context of heritage conservation. Over the last 21 years over 1600 communities have had local Main Street programs. Over that time there has been public and private reinvestment of \$16.1 Billion, 56,300 net new businesses, nearly 227,000 net new jobs and nearly 89,000 building renovations. The leverage of those programs is incredible, nearly \$40 of local investment for every \$1 spent to run the program. The average expenditure per job created is around \$2,500. There simply is no more cost effective economic development strategy of any kind, anywhere in America than Main Street. And, again, this is economic development in the context of heritage conservation.

And I could have mentioned the consistently positive impact that local historic districts have on property values virtually every place it's been studied – in Texas, Colorado, the Carolinas, New Jersey, Georgia, Kentucky, Indiana, Michigan. In the U.S. local property owners and the real estate community often oppose the creation of local historic districts saying that another layer of regulation will diminish property values. In virtually everywhere it has been evaluated the opposite has been true.

So I could have talked about those economic benefits of heritage conservation – job creation, heritage tourism, preservation-based economic development successes, enhanced property values. I could have talked about those things – but I'm not going to.

Instead I'm going to talk briefly about three issues that might not come instantly to mind when one says "heritage conservation" but ought to – let's call them heritage conservation's economic benefits one step removed. And then I'd like to move to a larger vision of what it's going to take for a community of any size to be economically competitive in the 21<sup>st</sup> Century.

The first of these issues is the citizen driven movement in both of our countries – Smart Growth. And because as municipal administrators you're so familiar with this issue I'll be brief and only say this: heritage conservation is not just one of the tools of Smart Growth – it is the indispensable crucial tool. Heritage conservation constitutes a demand side approach to Smart Growth. I'm not at all opposed to acquiring greenbelts around cities or conservation easements on agriculture properties or transferable development rights. Those are certainly important and valuable tools in a comprehensive Smart Growth strategy. But they only reduce the supply of land to be developed – they do not address the demand for the use of that land. The conversion of a historic warehouse into 40 residential units reduces the demand for ten acres of farmland. The economically revitalization of Main Street reduces the demand for another strip center. The restoration of the empty 1920s skyscraper reduces the demand for another glass and chrome building at the office park. Again, I don't mean to be remotely critical of supply side strategies, but without demand side responses, their success will be limited at best. Simply put, there can be no Smart Growth without heritage conservation. Period. No exception. Any anti-sprawl strategy that does not have heritage conservation at its core is Stupid Growth. Period.

So on to the next issue.

Now why doesn't every environmentalist have a bumper sticker saying "Recycle your aluminum cans AND your historic buildings."

Remember those tests you used to take in high school that would give you four words or phrases and then ask you what their connection was? Well let me give you such a test: Amazon rain forest, endangered species, vehicle emissions, recycled paper. Well every fifth grader in Manitoba would hear that list and say, "Environment". And she would be right, of course. But when you think of it there really isn't much direct connection between reused paper and endangered species.

And yet we all readily accept it's all about the environment.

Every new building that we add doesn't have to be the best building downtown; but if it is one more concrete block, Drivit covered structure, less than the average quality of the whole, the overall physical quality of downtown can do nothing but decline. Likewise when we are pondering tearing a building down.

Now if I were to say, "economic development, neighborhood stabilization, smart growth, and downtown revitalization" maybe some of you in this audience would say "heritage conservation" but I dare say the vast majority of Canadians would not... and certainly not every fifth grader in the country. Preservationists are having an amazingly wide impact, but have yet to weave the web of awareness regarding preservation's impact among the public in general.

You know we all diligently recycle our Coke cans. It's a pain in the neck, but we do it because it's good for the environment. Now even though a quarter of everything dumped

at the landfill is from construction debris, we don't often think about the environment in relation to the demolition of historic buildings. But let me put it in context for you. Let's say that today we tear down one small building like this in your downtown. We have now wiped out the environmental benefit from the last 1,344,000 aluminum cans that were recycled. We've not only wasted an historic building, we've wasted months of diligent recycling by the good people of your community. Now why doesn't every environmentalist have a bumper sticker saying "Recycle your aluminum cans AND your historic buildings." Either that or let us off the hook from having to sort those Coke cans every week.

And the same time we are adversely affecting the environment with that demolition, we are also adversely affecting the quality of our city. I am going to give you an analogy and I will apologize in advance for it; I just haven't come up with a better one. When I was growing up my Dad was in the cattle business. In that business when you buy a new bull for the herd, or a registered cow, you make sure that it is better than the average quality of the whole herd. Every new bull doesn't have to be the best one you own, but if you add one of a quality less than the average, it is

inevitable that the quality of the entire herd will eventually decline. Conversely, if you are going to get rid of an animal, you get rid of one of lower quality, not of better quality, or the long run effect is the same.

Now translate that to buildings, especially in your downtown. Every new building that we add doesn't have to be the best building downtown; but if it is one more concrete block, Drivit covered structure, less than the average quality of the whole, the overall physical quality of downtown can do nothing but decline. Likewise when we are pondering tearing a building down. If it is of a quality greater than the average – and frankly most historic buildings still standing will meet that test – tearing it down reduces, does not enhance, the overall quality of downtown. Demolition of heritage buildings reduces both quality and affordability.

Now why do we care about affordability? That brings me to my next issue. Now I'll apologize for using U.S. numbers but I'm sure the equivalent forces are at work here in Canada. Over the next ten years around 20 million net new jobs are going to be created in America. And that's great. But nearly seven million of those jobs – 34 percent of the total, are going to pay less than \$20,000 per year. Now I suppose that has all kinds of political, social, and philosophical issues involved. But I have just one question – Where are those people going to live? We've got some choices here. We could build houses way out in the country where land might be cheap – but we will exacerbate all of the problems of sprawl. Or we can start paying attention to and reinvesting in our older and historic neighborhoods.

Now certainly not every building over 50 years old is or ought to be considered "historic". But for the moment lets take a look at the housing in the U.S. built before 1950. And let's for the sake of discussion consider older and historic neighborhoods without distinction. Like you we have a census of population every ten years, but not everyone knows that there is also a periodic census of housing. What I want to do is to share with you some of what has been learned about these older neighborhoods.

- Think about those \$20,000 jobs. What can they afford for rent? No more than around \$500 a month. Well 48% of the housing built before 1950 that is tenant occupied rents for less than \$500 a month.
- There's a basic principle in real estate that you can't build new and rent cheap. And to demonstrate that 84% of housing built in the last five years rents for more than \$500 a month. In other words, out of the price range of those seven million workers.
- 32% of all households living below the poverty line live in older and historic housing
- Of the people below the poverty line but still own their own homes, 30% of those houses were built before 1950.

Now you can say, "well but those poor people have housing subsidies to take care

of the affordability issue.” I’m certain you do better in Canada, but in the U.S. 70% of households with incomes less than \$20,000 receive no housing subsidy of any kind.

In the U.S. there is usually someone at city hall – a building inspector or a police chief or a member of the city council who will say, “Yeah, but those old houses are about to fall down.” Well as it happens this housing survey also looks at the condition of housing and identifies units that suffer from severe physical problems – arguably

the properties that ought to be torn down. You know how many pre 1950 houses are identified as having severe physical problems? Three percent! Another 8% are identified as having moderate physical problems. Meaning 89% of older and historic housing isn’t on the physical problem list.

So you better be insisting that older neighborhoods be protected and enhanced if for no other reason than to make sure your kid’s nanny has a place she can afford to live.

So I tell preservationists in the U.S. when you see a house being torn down in an older neighborhood, don’t just weep for the architectural character or cultural significance or historic importance that is being lost forever. Also say to yourself, “Well, there’s one more unit of affordable housing that we’ve thrown away” and

it will be very expensive to replace.

Now you may have a hot shot economic director back home who says, “Well, I understand how other places are going to have to worry about this affordable housing for workers business, but our town is going to be part of the new economy, the high tech economy, the cutting edge economy. And those are all high paid jobs so we don’t have to worry about the affordable housing issue.”

Well, Mr. “we’re the new economy” economic development director, let me ‘splain you something. In the next ten years for every new job for a computer programmer we’ll need 7 clerical workers; for every chemist we’ll need 43 cashiers; for every operations research analyst we’ll need 73 janitors.

Furthermore the so-called new economy workers are driven by quality of life issues on where they want to live. Well quality of life means good childcare, and childcare workers make less than \$11,000 a year. Quality of life means nice restaurants – and waiters and waitresses, and we’ll need 300,000 more of them over the next ten years, make \$12,730. Quality of life means clean and safe buildings, which require janitors and guards and they make less than \$16,000 a year. So high tech, high pay, new economy cities – good for you...but you’re going to have to have a whole bunch of workers who don’t get paid like you do. Those workers are going to need

a place to live. So you better be insisting that older neighborhoods be protected and enhanced if for no other reason than to make sure your kid's nanny has a place she can afford to live.

Now I'll apologize for being such a numbers geek giving you all what are essentially economic development statistics. But after all I'm not in the business of heritage conservation, I'm in the business of economic development. And when I go into communities – of whatever size – I often ask the Mayor or the Chamber of Commerce executive or the Economic Development Director “Why are you involved in economic development at all?” And their first answer will be, “Well, to increase the tax base, to attract new business, to provide more jobs, to increase loan demand and property values.” Answers like that. But when I continue to ask the question, especially one-on-one, it isn't about those things at all. The real reason that they're involved in economic development is this: “I want my kid to be able to come back here and find a job if that's what she wants to do.” But the question is, why would anyone want to come back if their town is indistinguishable from any other town

So here we have all these attributes of heritage conservation – smart growth, environment, job creation, tourism attraction, downtown revitalization, neighborhood stabilization, affordable housing, economic development what a great story.

But now I want to take a larger view of economic benefits. The widely admired American author Eudora Welty in her collection of essays entitled *The Eye of the Story* wrote, “it is our describable outside that defines us, willy-nilly, to others, that may save us, or destroy us, in the world; it may be our shield against chaos, our mask against exposure; but whatever it is, the move we make in the place we live has to signify our intent and meaning.”

I want to begin with a recollection of history and a real estate cliché. Think about how nearly all cities began – they were founded and grew because of their dependence on a fixed location. They were located on a seaport, or near raw materials, at a transportation crossroads, or close to a water source, or at a point that was appropriate as a military defensive outpost. They were location dependent cities. Now think about that old cliché that the three most important things in real estate are location, location, location. And for a long time that has been true. But we are in the midst of changes in North America that will move towns and cities of all sizes from being driven by location economics to be driven by place economics. What is the distinction between a place and a mere location? I've struggled with that over the past few years. For the moment I have settled on landscape artist Allan Gussow's definition of place as “a piece of the whole environment that has been claimed by feelings.” So place is not a synonym for “location.” A location is a point on the globe; an intersection of longitude and latitude. Certainly every “place”

has to have a location but I do not believe every location meets the test of being a “place.”

Before we go further I want to make another definitional distinction. The vastly overused word “community” is not, in my judgment, a synonym for “municipality”. I’ve searched for an appropriate definition of “community” and here is the one I think is most useful. “A community is a place in which people know and care for one another—the kind of place in which people do not merely ask ‘How are you?’ as a formality but care about the answer.”

There are today, throughout North America hundreds of groups advocating for “community” and hundreds more advocating for “place.” What virtually none of them has recognized is that the two concepts - community and place - are inseparable.” Place” is the vessel within which the “spirit” of community is stored; “Community” is the catalyst that imbues a location with a “sense” of place. The two are not divisible. You cannot have community without place; and a place without community is only a location.

I also feel the obligation of making a confession to you: I have, by far, the best job in America. Every year I get to visit a hundred or so communities of every size – from villages of 450 people in the middle of Nebraska to Detroit, Chicago, Los Angeles and every size in between. In the last 4 weeks I’ve been in Arizona, Washington state, South Carolina, Wisconsin and Ohio. In the next 4 I’ll be in, Colorado, South Dakota, the United Arab Emirates, Pennsylvania and Arizona. I go in, pretend I know what I’m talking about, and leave – no follow through, no implementation, no responsibility. I don’t actually have to do anything. Which is probably just as well because I really don’t have that many skills. But I do have one. I am a very good note taker. I see what lots of people in lots of places are trying: what is being successful; what is not. And then I take those notes and make lists. That is what I really am – a list maker.

We are now in the 29<sup>th</sup> month of the 21<sup>st</sup> century. And since the beginning of this new millennium I have spent a lot of time reading, and listening, and thinking about places – thinking about what they are going to have to do to be competitive in this century. And what did I do with this reading and listening and thinking? Make a list, of course, a list I’m calling Qualities of the Competitive Place in the 21<sup>st</sup> Century.

You should know that this list is a work in progress. I absolutely reserve the right to add, subtract, correct and amend as we all move forward into this new century. I have twenty or so items on this list, so I’ll be brief on most of them. And they are not in any particular order. But, for what it’s worth, is my list.

The definition of what “economic development” means needs to be a local one. It

needs to be specific and measurable. Many local economic development yardsticks in the 21<sup>st</sup> Century will be qualitative rather than quantitative. Localization will always necessitate identifying local assets (human, natural, physical, locational, functional, cultural) that can be utilized to respond to globalization. Writing in his book *Post-Capitalist Society*, business guru Peter Drucker writes, “Tomorrow’s educated person will have to be prepared for life in a global world. He or she must become a “citizen of the world” – in vision, horizon, information. But he or she will also have to draw nourishment from their local roots and, in turn, enrich and nourish their own local culture.”

The competitive place will be an active participant in economic globalization. It is not my intention here to argue the merits of economic globalization aside from the following: 1) economic globalization is inevitable in the 21<sup>st</sup> century; 2) there are 1.2 billion people in the world living in poverty – most of them people of color – and the industrial world will never tax itself enough to end that hunger; 3) the only escape from poverty is the ability to sell goods and services around the world; and, 4) while there will be some places that choose to opt out of the world economy for reasons of provincial ideology, protectionist isolationism, or political I.O.U.s, the citizens of those places will be the losers. Your economic competitors will not be Halifax, Nova Scotia but Hobart, Tasmania; not Saskatoon, Saskatchewan, but Samara, Russia; not Calgary, Alberta but Curitiba, Brazil.

The competitive place will, however, make a conscious effort to avoid cultural globalization. To be lost in a sea of international undifferentiated sameness, to be just a spot in the road that also has a McDonald’s, a Toy’s R Us, and Super 8 Motel will convert a someplace into an anyplace. And the distance from anyplace to no place is short indeed. Perhaps the most articulate advocate for globalization in America is *New York Times* columnist Thomas Friedman. But listen to what he says. “There are two ways to make people homeless: One is to take away their home, and the other is to make their home look like everybody else’s home.”

The competitive place will forge formal ties to educational institutions at every level – colleges and universities, community colleges, high schools, trade schools, private schools. And the competitive city will provide ample opportunities for ongoing learning opportunities throughout one’s life. I don’t care what field you are in or how good you are at your profession – if you haven’t been in a classroom in the last 24 months you are falling behind.

The competitive place will begin to understand that economic growth and population growth are not inherently one-in-the-same. This will be a tough one, because for at least 200 years on this continent we have assumed population growth was essential for economic growth. But I would suggest that is no longer necessarily true. How can there be economic growth without population growth? Well, there

are at least six ways: a better educated existing workforce; increased productivity; expanded markets; technological innovation; internet transactions; and telecommuting.

Now don't get me wrong. I am not remotely suggesting that some cities might not want population growth or that population growth can't create economic growth. What I am saying is that we need to step back and ask the question, "Can we have economic growth without population growth?" and I think we can.

The competitive place will be a sustainable place. Sustainability has for sometime been recognized by the resource industries – the necessity to pace extraction or renew resources so that the local economy is sustainable over the long term. A broadened principle of sustainability recognizes the importance of the functional sustainability of public infrastructure, the fiscal sustainability of a local government, the economic sustainability of the local economy, the physical sustainability of the built environment, and the cultural sustainability of local traditions, customs, and skills. You might think of the notion of sustainability as an environmental concept, but the English words "ecology" and "economy" come from the same root, the Greek word *oikos*, which means "house". Economic development analysts – based on the models of the ecologists – have discovered that what is necessary to keep our economic house in order is the same as it takes to keep our ecological house in order and that, in part, is sustainability.

Another word from the ecological world is diversity. Biologists were the first to understand the importance of diversity to a healthy ecological system but it is true of an economic system as well. That's why smart economic development specialists strive to avoid having their community dependent on a single employer, a single industry, or even a single industry focus.

But the competitive place won't just focus on industrial diversity but perhaps even more importantly on human diversity. Now dealing with diversity is never easy. For 40 years we have struggled in our two countries – often painfully – over our racial and cultural and ethnic and language diversity. Those struggles have not been easy nor are they over. But as part of that struggle we have learned as economies how not only to overcome the challenges of diversity but to utilize alternative perspectives to make money in the marketplace. We live in a world where there are far more Brown, Yellow, and Black people than White; where there are more Hindus, more Buddhists, and more Muslims, than non-Hispanic Christians. The percentage of the world's population made up of people who look and in many cases think like most of the people in this room is falling every day. Our having confronted and worked through diversity issues at home will maintain a competitive edge for U.S. and Canadian business in the global marketplace. Our main economic competitors in the next two decades will be Brazil and South Africa. Why? Because those are

two countries that are systematically beginning to recognize their diversity as an economic asset, not a sociological liability.

What is a white, aging, well-compensated, heterosexual male doing up here talking about diversity? Because communities are going to have to learn to figure out ways to operate in this context of diversity not for sociological, political, ethical, or moral reasons, but for economic survival. A city that is diverse can be a competitive city if it is smart enough to capitalize on and utilize that diversity.

The competitive place will be a differentiated place. Four hundred years ago the Italian philosopher Giordano Bruno recognized that “Where there is no differentiation, there is no distinction of quality.” And today a competitive place must be a quality place.

The competitive place will have arts and cultural activities not as a luxury but as a core component of economic development, of public life, of education. The ballet will be every bit as important as the bandwidth; the interactive art exhibit every bit as important as the internet access.

The competitive place will also have a vision. It will be a vision that stirs the imagination but remains in the category of achievable. It will be a vision that is advanced one step at a time. It will be a vision that evolves over time. It will be a vision that is embraced by the people of the competitive community.

The competitive place will have a long-term perspective. Elected officials will think more about the next generation than the next election. Business leaders will think about the next quarter century instead of the next quarterly dividend. How long term should we be thinking? Here’s my rule of thumb – we should think as far into the future as the age of the oldest public building still in use.

Economic development strategies in the competitive place will include both incentives and regulations – carrots and sticks. You know there are at least three groups who are opposed to this approach. First the traditional planner who only thinks in regulations. I once read of a debate in the English Parliament where one member was described as “wielding his stick in a carrot-free environment.” Well that won’t work. Neither, however, will only incentives work. The Chinese are trying to build what they call “market socialism”. Well, for a long time I couldn’t figure out what “market socialism” could possibly be. But then I looked at a whole bunch of American corporations going from city to city asking who will pay them the most to locate there. No strings attached, mind you, just give me a building and land, and tax abatements, and a low interest loan and a grant and I’ll be so

A city that is diverse can be a competitive city if it is smart enough to capitalize on and utilize that diversity.

beneficent as to come to your town. That sounds pretty much like market socialism to me – take the taxpayers dollars but keep the dividends.

And then we have the Libertarians who say, “let everyone do whatever they damn well please but don’t give nobody nothin’”. But the successful community in economic development will reject those three approaches and use the combination of carrots and sticks to enhance the economic opportunity and advance the vision of the city.

The competitive city will have a strong, healthy, vibrant downtown. Now I work almost exclusively in downtown revitalization so I could talk for hours why this is important. But I’ll limit it to this – a city that has a rotten core is ultimately a rotten city. Period.

Related to the importance attached to the downtown is the importance that will be attached by the competitive city to the public realm. Certainly that includes the streets and sidewalks of downtown, but also parks, squares and public gathering places of all types. This was one of the great lessons of September 11<sup>th</sup>. Here was this horrendous event. One might have speculated that everyone would want to go home, bolt the doors, and curl up in bed in the prenatal position. Instead what did we do, all over America? We gathered together in public spaces. We wanted, we needed to be with other people. And importantly other people not exactly like us. We didn’t gather inside the private space of department stores or hotel lobbies. We gathered on the street, we gathered in parks, we gathered in public squares. That’s the public realm and the competitive city will pay attention to it.

Likewise the competitive community in the 21<sup>st</sup> Century will have a strong ethic of heritage conservation. More than any other element, our historic built environment tells us who we were, who we are, and who we can be. A less measurable benefit of reusing historic buildings lies in the philosophical examination of the relative significance of space versus the importance of place. Not long ago with the creation of the Internet, the growth of telecommunications, and the ability to work around the globe from one’s house, there were predictions that the significance of one’s physical place would diminish in importance. In fact the opposite has been true. The ability to work anywhere, the ability to electronically be everywhere, has increased our need to be somewhere – somewhere in particular, somewhere differentiated. The internet exists only in space; humans who use the internet need a real place, a place of both substance and quality.

These last two elements – the importance of the public realm and an heritage conservation ethic – are somewhat related. Heritage buildings are private assets that include a public value; and public spaces are public assets that include private values. And all of those values need to be recognized.

Of course we all need to be technologically connected. Who knows what will be

the evolution after we all have DSL connections or cable modems, but I'm certain it will be amazing. And importantly as technology advances the number of us who can live anywhere increases. So is technological connectivity critical for the competitive city in the 21<sup>st</sup> century? Of course it is. But let me digress again for a moment on this issue. A year ago last November I was in Saudi Arabia at a conference on the Future of the City put on by the Arab Urban Development Institute. One of the other speakers was John Eger. John holds an endowed chair at the University of California in San Diego but is also CEO of the World Foundation for Smart Cities. His presentation was about cities and technology and the importance of being connected. But during the question and answer period John was asked some technical details about the Smart City. And he said, "Well, yes, high speed internet access is important. But you know what? That's not that hard to get, but that isn't what is going to make Smart Cities. Smart Cities are those that value their local culture, that preserve their historic buildings, that revitalize their downtowns." So technology is an important tool, but it isn't what is at the core of a competitive city.

Competitive places will reduce the adverse impact of automobile. We each have a different definition of what is important for our own family. If I were to ask you to list four or five things most important in a community for you, you might put quality schools, public safety, affordable housing, your church or your friends, access to outdoor recreation. But how many of you would put at the top of your quality of life list "How many cars can be moved past a fixed point as quickly as possible." I don't think anybody has that on the list. But for the last fifty years in both the U.S. and Canada all kinds of public decisions have been wrapped around that one. "The highway engineers say we have to move more cars faster": so we make dozens of decisions to accommodate that one. That's nuts. I don't mean traffic flow should not be addressed but it is insanity that every other decision about our cities is subordinate to that one. 21<sup>st</sup> Century competitive cities will allow that no more.

Government in the competitive place will be seen as "us" not as "them." The population of that community will again see themselves as citizens not merely as consumers of public services. It may be less true in Canada, but in the United States our devolution from citizen to consumer has, more than anything else, reduced our confidence in and our participation in the public process. That pattern will begin to correct itself in the competitive community.

Finally the criteria for measuring a competitive city in the 21<sup>st</sup> Century will be more

The single most important element will be that cliché, "Quality of Life". But ultimately quality of life will be determined by five senses: the sense of place, the sense of evolution, the sense of ownership, the sense of identity and the sense of community itself.

qualitative than quantitative. The single most important element will be that cliché, “Quality of Life”. But ultimately quality of life will be determined by five senses: the sense of place, the sense of evolution, the sense of ownership, the sense of identity and the sense of community itself.

The Greeks had a phrase – *horror vacui* – the intolerability of no-place-at-all. Many places in America have approached that *horror vacui*. On a trip to California I picked up a copy of the Sacramento Bee one morning and read a local columnist – Steve Weigand – and here’s what he wrote. “And from the Brave New World of the Internet comes the following new term. “Generica: fast food joints, strip malls and subdivisions, as in ‘we were so lost in Generica, I didn’t know what city it was.’”

Generica isn’t just a California phenomenon or just a city or suburban phenomena or even just an American phenomenon. Generica is happening everywhere and I would suggest it is at the heart of the challenge of economic development, smart growth and place economics. Generica undermines all five senses – the sense of place, of evolution, of ownership, of identity and of community.

A city will need a sense of place for its quality of life – something other than Generica – but it will also need a sense of evolution. Let me tell you about the small town of Rushville, Illinois. There is a school there built in 1919 with an addition built in 1925. The addition was the gymnasium on the lower level and an auditorium space on the upper level. The school board decided the structure no longer worked for and so built new schools, added to others, and finally the junior high kids who were the most recent users of the school were moved out. But the school board decided that not only didn’t the building work as a school – it was unusable for anything and intended to demolish it. When I toured the building I went into one of those little dressing rooms that are usually found behind the stage in high school auditoriums. There written in graffiti on the wall – clearly by a 14 or 15 year old was this: “Those who want to tear this building down have never seen this place as Wonderland.” That kid clearly understood what the school superintendent did not – that the evolution of the community was represented in that building and it was a far too precious commodity to be lost. The School Board didn’t understand that and the building was torn down.

But if the Rushville, Illinois School Board didn’t understand that, others do. In his book *The Good Society* sociologist Robert Bellah observes, “Communities, in the sense in which we are using the term, have a history—in an important sense they are constituted by their past—and for this reason we can speak of a real community as a ‘community of memory’, one that does not forget its past.” Generica diminishes each of the five senses; preservation of the historic built environment enhances each of the five senses, and constitutes the physical manifestation of a “community of memory”.

Heritage conservation builds both community and place; generic destroys both community and place.

The third sense necessary for quality of life is the sense of ownership. People within the city need to feel the city is theirs. This sense of ownership has nothing to do with who the deed holders happen to be. People need to truly believe “This is my community.” A sense of ownership stems from a sense of opportunity – economic opportunity, political opportunity, social opportunity, and the opportunity to participate.

The sense of identity is vital to quality of life. A major component of real community identity is community differentiation. In Italo Calvino’s *Invisible Cities* Marco Polo is describing to Kublai Khan the various cities of the Khan’s vast empire. In depicting the city of Trude, here is what he tells the Khan.

*If on arriving at Trude I had not read the city’s name written in big letters, I would have thought I was landing at the same airport from which I had taken off. The suburbs they drove me through were no different from the others, with the same little greenish and yellowish houses. Following the same signs we swung around the same flower beds in the same squares. The downtown streets displayed goods, packages, signs that had not changed at all. This was the first time I had come to Trude, but I already knew the hotel where I happened to be lodged; I had already heard and spoken my dialogues with the buyers and sellers of hardware; I had ended other days identically, looking through the same goblets at the same swaying navels.*

*Why come to Trude? I asked myself. And I already wanted to leave. “You can resume your flight whenever you like,” they said to me, “but you will arrive at another Trude, absolutely the same, detail by detail. The world is covered by a sole Trude which does not begin and does not end. Only the name of the airport changes.”*

In economics it is the differentiated product that commands a monetary premium. If in the long run we want to attract capital, to attract investment to our communities, we must differentiate them from anywhere else. It is our built environment that expresses, perhaps better than anything else, our diversity, our identity, our individuality, or differentiation. As the world’s economy is globalized – and it needs to be – it is even more important that the local culture and character isn’t globalized – and it needn’t be.

The fifth sense necessary for quality of life is the sense of community itself. And

lest you misinterpret what I mean, “community” does not imply everybody holding hands and singing *Cumbaya*. In fact as art critic and historian Lucy Lippard writes in her book, *The Lure of the Local*, “Community doesn’t mean understanding everything about everybody and resolving all the differences; it means knowing how to work within differences as they change and evolve...A healthy community in a mixed society can take these risks because it is permeable; it includes all ages, races, preferences, like and unlike, and derives its richness from explicit disagreement as much from implicit agreement.”

Quality of life is the amalgam of those things that make a place out of a location and a community out of a bunch of houses. Maintaining that quality of life is not easy nor will it get easier. But the five senses of place, of evolution, ownership, of identity and of community will lead us there.

Well, this speech was supposed to be about heritage conservation and I did start talking about heritage conservation so I’ll end that way as well.

- If we are to have an effective environmental policy heritage conservation is important.
- If we are to have an effective transportation policy heritage conservation is important.
- If we are to have vibrant downtowns heritage conservation is important.
- If we want Smart Growth heritage conservation is not only important but irreplaceable.
- If a local official wants to claim the treasured mantel of fiscal responsibility heritage conservation is imperative.
- If we want to avoid Generica heritage conservation is essential to establish differentiation.
- If new businesses, start-up businesses, innovative businesses, creative businesses are going to be fostered and encouraged a community will need historic buildings for that to take place.
- If the essential workers of this century are going to be able to afford a place to live, we’ll need older and historic buildings to house them.

150 years ago John Ruskin was talking about buildings but I think what he said applies to our entire communities as well. He wrote,

*When we build let us think that we build forever. Let it not be for present delight, nor for present use alone; let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say as they look upon the labor and wrought substance of them, “See! This our fathers did for us.”*

What many of you are doing for your communities today, your descendents will

thank you for. And I thank you for allowing me to be here with you today.

Thank you very much.

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In 2003 the Historical Buildings Committee and the Heritage Unit of the Planning and Land Use Division continued developing the content of the Heritage Conservation component of the City of Winnipeg's web site. Users can search the Heritage Conservation pages for a specific architect, building or street address, as well as reference program objectives.

The following are web addresses to specific pages according to inquiry.

Homepage: <http://www.city.winnipeg.mb.ca/ppd/historic/historic.stm>

Heritage Conservation List & Building histories in PDF:

[http://www.city.winnipeg.mb.ca/ppd/historic/historic\\_conservlist.stm#a%20streets](http://www.city.winnipeg.mb.ca/ppd/historic/historic_conservlist.stm#a%20streets)



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