


HERITAGE
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CANADA



HEADLINES, HOTLINKS AND HISTORIC PLACES: HERITAGE IN AN ELECTRONIC AGE

PROCEEDINGS

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PREAMBLE

Ottawa's former-train-station-turned-conference-centre was the site of the Heritage Canada Foundation (HCF) 2006 annual conference. Headlines, Hotlinks and Historic Places: Heritage Conservation in an Electronic Age provided the heritage



*Michel Grenier
Chair*

community with both inspiring innovations and practical information on how to cope—and succeed—in the electronic age.

The three-day event focused on new technologies for sharing information and raising public awareness of conservation issues. They included the digital reconstruction of buildings, creation and management of inventories and registers, rehabilitation project management, practical information on promoting conservation through and Internet communications, and how to work with the media.

More than 200 delegates—planners, architects, educators, curators, politicians, students, volunteers and advocates—connected at the annual conference. The full conference program included sessions on preservation planning using computer “visualization tools” and on heritage management using electronic repositories. Delegates were impressed with a range of

case studies from in-motion height controls to protect historic views in the nation's capital to a systematic maintenance database for Winnipeg's heritage property to an award-winning inventory system developed for 7,000 heritage buildings in Brantford, Ontario.

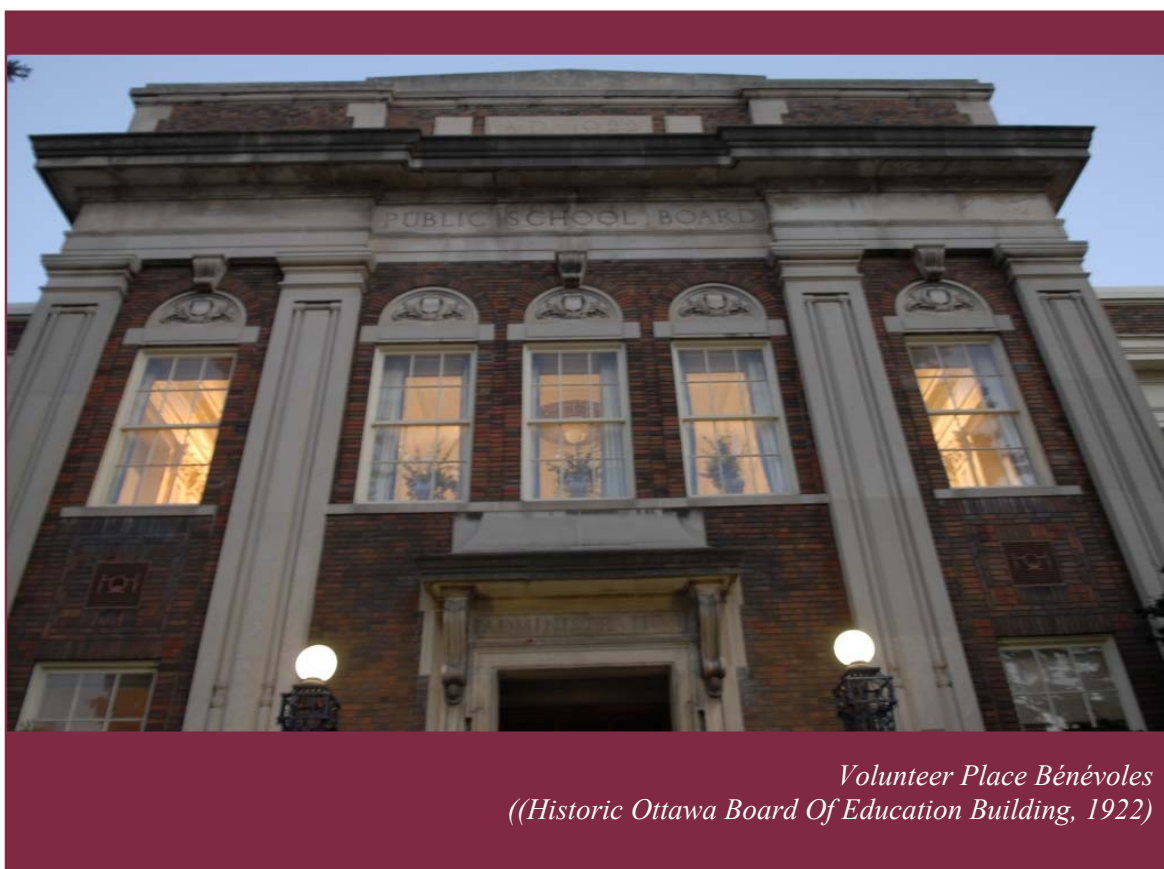
Representatives from the conservation movement in Canada, England, New Zealand and the United States discussed the value of developing registers of national heritage places and compared similar problems each faced in digitizing inventories. Launched in 2003, the Canadian Register of Historic Places—a listing of sites from across Canada recognized by federal, provincial, territorial and local governments—has 6,000 listings, with 20,000 expected by 2014.

While many presenters acknowledged the challenges of the digital age—fear of new technology, huge costs to digitize, maintain and enhance collections, and the need for special expertise to create multimedia educational content for both professional and informal learners—all concluded that its innovations could be tremendously useful.



Health Break

Delegates agreed that we need more funding for programs aimed at protecting landmarks and resources in Canadian communities as adequate protection policies.



*Volunteer Place Bénévoles
(Historic Ottawa Board Of Education Building, 1922)*

KEYNOTE ADDRESS: WHY HERITAGE MATTERS

Elizabeth May, former executive director, Sierra Club of Canada

Inspiration and practical information were delivered by this energetic activist, who believes that many of the tools and strategies used by the environmental movement can also move the heritage conservation message from the fringes to the heart of a powerful national movement. Elizabeth May's address is included here:

I'm extremely honoured to be here today. The Heritage Canada Foundation does such good work, and I want to give you some practical tools to use in your very important struggles. My passion for built heritage isn't any less than my passion for old growth forests!

Before I begin, I'd like to share a story from my early days as a lawyer working in Halifax. I was involved in the most devastating court *victory* I've ever had. The law firm Pitts, Matheson, where I first worked after graduating from Dalhousie law school, had agreed that the Friends of the Public Gardens needed pro bono help. We were trying to protect a beautiful row of Victorian homes overlooking the historic Halifax Public Gardens. The row had been bought by people that I had never before thought of as villainous—doctors and dentists. This consortium was determined to tear down the historic row in order to build a large condominium high-rise.

In our struggle to stop them, we went to court to strike down the city council's demolition permits based on the egregious violations of natural justice in the way the council had held its hearings. I can remember putting together an affidavit the size of the Manhattan telephone directory on all the things the council had done wrong!

We learned that the owners were quickly proceeding with the demolition of the row. I raced to court on the morning the demolition crew was scheduled to begin and got an emergency injunction. I jumped into a taxi—injunction in hand—and arrived at the

Summer Street site just in time to see the dust rising.

I was really happy to learn that something positive might yet come out of that court win after all. The Nova Scotia heritage community is using it as a precedent to fight two new proposed high-rise developments in Halifax. Maybe it makes it all worthwhile.



Elizabeth May

In any movement, whether it is the environmental movement or built heritage, you need to turn people around to your point of view—to make people who don't think they care, start caring.

In any successful campaign, you have to put together a solid case for support. You have to know how to tell your story, build relationships and get media coverage. Then you have to take your case to the politicians.

Build Your Case

The first tool is building your case. Do as much research as you can to pull your story

together. If you're fighting against the destruction of heritage housing, and your opponents have a case that is about tax benefits and job investment, then you must demonstrate alternatives that deal with these points. Work really hard to put yourself in their shoes and figure out what it would take to convince them that there is another location for their housing development. The Sierra Club goes through this a lot.

The fight on brownfields is an area where environment and heritage link. If we had effective remediation of brownfields, it would free up billions of dollars' worth of downtown real estate where nobody would mind having redevelopment.

Tell the Story

The best way to communicate is through narrative, and the worst way is through mountains of statistics and cold hard facts linked together by PowerPoint.

For many evangelicals, WWJD means What Would Jesus Do? For me, it means What Would Jane Do? Go to Jane Jacobs as the sacred text and work from there. The narrative thread I recommend to you is in the writings of Jane Jacobs. Follow the way she takes the architectural community form, the human-scale image of a city, the way in which a built heritage communicates culture and community to people and use that kind of an approach. Read her last book, *Dark Age Ahead*. It is a powerful tool for communicating our shared issues.

Regardless of what story you tell about a building, you need the tools that work in a democracy. My most recent book, *How to Save the World in Your Spare Time*, shows how to get good media attention, approach a politician, lobby and organize. We can use the tools available to achieve substantial goals—we are not powerless!

Build Relationships and Organize

Next, get organized. All of you (delegates) are in organizations, whether as volunteers or

as professionals. Talk to each other! If you have local environment groups in your communities, then reach out to them because you may have a common cause. You may find people in transportation who are trying to reduce greenhouse gases from vehicles and who realize that building more roads through heritage buildings is not a good idea.

Build Media Coverage

The next thing is getting good media coverage. The news media is eager to embrace your campaign—you just have to think about what they need.

- Since reporters won't know much, if anything, about your issue and don't have time to research it, be extraordinarily accessible; be helpful, educate them, and empathize.
- Tell a story that will give reporters a hook to cover the issue.
- Read daily newspapers and watch television news, so you know each news outlet's approach to coverage and the kind of stories they use.
- Write short press releases that include good contact information so reporters can follow up. Don't ignore local weekly community papers or radio stations that may run your press release unedited. Remember a press release is not a manifesto.
- The secret to good media coverage is volume! The more releases you send out, the greater the chance they will use one. The nature of news media is fickle. If something more exciting comes up, your story will get dumped. However, you cannot predict the day when there is no news and your story is running hourly on the national news, so always recycle your content with a new angle and resubmit.
- Television news is great for heritage because you have good visuals—a heritage church ceiling or a finely detailed exterior that shows why this architecture

matters will get coverage. Provide stock footage. If the news outlet has visuals “in the can,” it will run them repeatedly, and those images communicate to the public that this building matters.

Build a site

Although the most effective way of communicating remains face to face, a good site does help. My advice is if you are a small organization and can't afford a full-time tech person, then find some teenagers to do the work. If you can convince young people to become involved in your heritage campaign, give them a title. It will help them with jobs down the road, e.g. volunteer IT director. Keep the site fresh, and people will keep coming back—new information, links and action alerts. Use heritage cartoons, visuals, and post visitor comments. Try to get visitors to sign up to an e-bulletin so that you can contact them for important city council meetings. But don't over-invest in a site and don't expect it to solve all your problems—it is just one tool among many.

Build Political Influence

You have to lobby politicians—there are lots of hints on how to do this in my book.

The number one thing to remember is to cultivate the people who are close to the decision-maker. Figure out how to approach politicians in social situations—maybe a friend of a friend knows where they play golf. If you're crossing a street and see the decision-maker, talk to him. Casual conversations can have a bigger impact than carefully planned meetings. When you get the meeting, use your time well. Make sure you know how much time you have at the beginning. Do not take more than the first third of whatever time is available for your presentation. The point of the meeting is to get the politician to tell you things. Consider a first meeting a success if you've laid the groundwork for a second meeting.

It is critical that you all succeed in all the campaigns that go on across Canada to

protect our built heritage. It really does matter. Thank you.

In any successful campaign, you have to put together a solid case for support.

Session 1 - The Old Montréal Site: Online Heritage Presentation

Gilles Morel, permanent secretary to the Old Montréal Co-ordinating Committee and member of Société de développement de Montréal

Gilles Morel introduced the highly successful Old Montréal site. The site provides “one stop shopping” for a varied audience while promoting the historic quarter to potential visitors. In 2005-2006, the Old Montréal site topped one million visitors. Of those, 23 percent were from the United States and 19 percent from Europe, and they spent an average of 11 minutes browsing the site. Mr. Morel told conference delegates just what the site offers that makes it so effective.



Gilles Morel

The site is packed with practical content: parking maps for tourists, area tours, a timeline of its history, a photo gallery, an important architectural inventory, a guide to renovation and restoration work, and much more.

The site www.vieux.montreal.qc.ca welcomes both workers and tourists. Mr. Morel said that 90 percent of the 6.5 million tourists who come to the city each year visit historic Old Montréal. The site is divided into six easy-to-use sections:

- **A unique experience** provides either a quick tour or a grand tour, illustrates centuries of history, and presents the fortified city of Montréal. It also provides

a calendar of events and activities happening at museums and other public spaces. For tourists, there are printable maps on where to park and information on weather, currency exchange, hotels, inns, and more.

- **An experience to share** offers a photo gallery and news.
- **Heritage in detail** contains an architecture inventory with thousands of records listed under several hundred headings currently only available in French.
- **Useful tools** has three detailed information guides to provide more understanding of the historic district: guide to renovation or restoration work, socio-economic profile, and a 2004 survey of Old Montréal visitors.
- **Viewpoints on heritage** provides links to the Montréal Hub, Montréal Declaration at the 8th World Conference of Historical Cities, and the city's architectural heritage.
- **Links to explore** includes links to tourism and heritage preservation organizations.

In addition, the site also has a web cam, Google in-site search capability and a short archaeology film. With financial support from the Quebec Ministry of Culture and Communications and the City of Montréal, its content is continually being enriched.

Session 2 - Alberta Online Encyclopaedia: Heritage for a Digital Age

Dr. Adriana Davies, founding executive director, Heritage Community Foundation, Alberta

Another web-based tool was presented by Dr. Adriana Davies of Alberta's Heritage Community Foundation. The Alberta Online Encyclopaedia (AOE) www.albertasource.ca is a new tool for public engagement and heritage dissemination. It has had more than 1.5 million site visits that lasted longer than 20 minutes. Dr. Davies stressed that digital resources are good vehicles for demonstrating the relevance of collections, historic buildings, landscapes and other heritage resources. "Anytime someone does a search on anything Albertan, it goes to the Encyclopaedia," she said.



Adriana Davies

The Alberta Heritage Community Foundation developed the Encyclopaedia in 2002 with support from digital technology partners, the museums and heritage community, the Department of Canadian Heritage and the Alberta Centennial Legacy Fund.

Dr. Davies emphasized that the web, as a democratic medium, is invaluable in engaging the public with the work of museums, archives, the Heritage Canada

Foundation and other heritage entities. Digital resources are good vehicles for demonstrating the relevance of collections, historic buildings, landscapes and other heritage resources.

The Heritage Community Foundation is a charitable trust committed to connecting people to heritage, and is a leader in the development of multimedia resources. The Foundation researches and develops web sites and edukits, virtual exhibitions, online catalogues and databases. Its six sites represent a huge digital repository with 12,000 html pages, 44,000 images, 3,000 audio files and 300 video files. The intellectual property value of the sites is about \$10 million based on the Department of Canadian Heritage calculations; however, based on its Google hits, the resource is worth in excess of \$80 million.

The Alberta Online Encyclopaedia covers Aboriginals, architecture, arts and culture, civil society, communications, diversity, education, environment and francophone heritage. There are plans to add further content.

Dr. Davies said despite the challenges of the digital age—fear of new technology, the huge costs to digitize, maintain and enhance collections, and the need for special expertise to create multimedia educational content—digital resources are good tools for heritage preservation. They also provide enormous scope for partnerships—both private and public.

The Heritage Community Foundation is now brokering partnerships between museums and the heritage community with external partners, such as the Edmonton Real Estate Board. Since small organizations cannot afford to do such large projects with limited financial and human resources, partnerships become essential.

Dr. Davies also said that because 60 percent of students now do research on the web, it

is necessary for the heritage community to use new technologies and create an “inter-generational transfer of heritage knowledge.”

...the web, as a democratic medium, is invaluable in engaging the public with the work of museums, archives, the Heritage Canada Foundation and other heritage entities.

STREAM A: PRESERVATION PLANNING

Session 3A: Development Pressures and Heritage Preservation: Defining and Protecting the Public Interest in Canada

1. *Protecting the Capital Skyline*

Robert Allsopp, Du Toit Allsopp Hillier, Toronto; John Danahy, co-director, The Centre for Landscape Research, University of Toronto; and John Abel, director, design and land use, National Capital Commission

Planning regulations to protect the Parliament Buildings in Ottawa have existed for a century; for at least fifty years, there have been attempts to overwhelm this national symbol. Computer visualization techniques assisted in the development and incorporation of new building height regulations by the City of Ottawa and the National Capital Commission. (For details, see article in *Hēritage*, Summer 2006, “Virtual Conservation: using computer simulation to protect our heritage,” by Robert Allsopp and John Danahy.)

2. *Part A: Developing Consensus: Efforts of the Friends of Fort York to Develop Appropriate Planning around Fort York*

Catherine Nasmith, architect and vice-president, Architectural Conservancy of Ontario

Since 1994, the Friends of Fort York have defended the historic site from destruction and compromise, advocating for “fort-centred planning.” As presenter Catherine Nasmith explained, the Friends successfully used computer simulation tools to generate publicity and to strengthen provincial policy protecting areas adjacent to heritage properties. See www.fortyork.ca/index.htm.

2. *Part B: Making the Case: The Planners’ Toolkit for Achieving Redevelopment Compatible with Heritage*

Carl Bray, principal, Bray Heritage Consulting, Kingston

Comparing Fort York and Old Town Toronto, Kingston heritage consultant

Carl Bray presented the importance of language if planning documents are to achieve their intended goals. Both cases demonstrate that stronger enforcement of conservation requirements is as important as well-crafted policy in protecting heritage places.

3. *Heritage Visualization Workshop*

John Danahy, co-director, The Centre for Landscape Research, University of Toronto

John Danahy demonstrated how the conventional process of public participation can be altered by the use of visualization tools prior to and independent of presentations made by designers/developers and government bodies.

The Centre worked with citizens’ groups such as the Friends of Fort York and Citizens for the Old Town in Toronto to make planners’ two-dimensional media work more understandable. It allows people to see the implications of development proposals in and around heritage sites presented to appeal boards and at planning workshops. www.clr.utoronto.ca/projects/LV/empowerin_gcitizens.htm. For more detail on real-time immersive visualization influence on urban design decision-making, see:

www.corp.at/Download/CORP2006_CDRo_m/archiv/papers2006/CORP2006_LINDQUIST.pdf.

Session 3B:

1. Advanced Information and Communication Technology in Heritage

Alan Bentley, manager, TOTAL Non-Profit Resources site, Volunteer Hamilton

Acknowledging the significant competition for funding among NGOs and the subsequent pressure on heritage organizations to use communication technologies to help improve their organizational capacity, Alan Bentley presented four new technological tools of potential benefit: Electronic repositories; Web-based portals; Collaboration technology; and Geographical Information Systems (GIS).

Electronic repositories and portals are information systems designed to provide users with ready access to a body of knowledge on specific topics, e.g. the Canadian Register of Historic Places.

“Niche sites can be quite useful for people and organizations looking for information about specific heritage topics from credible sources,” Mr. Bentley suggested. He identified the Historical Preservation Learning Portal and the Heritage Gateway (project of English Heritage) as good samples:

www.historicpreservation.gov/NPS_Portal/user/home/home.jsp

www.heritagegateway.org.uk/gateway

Collaboration technologies enhance stakeholders’ knowledge and commitment. By creating Communities of Practice—through publishing and interacting—groups of people who share a common passion learn more as they interact regularly through e-mail and forums. Two examples he suggested are the World Bank’s One Fish, a participatory gateway for people in the fishing sector; and the Australian Government’s E-democracy:

www.worldfishcenter.org/cms/default.aspx

www.agimo.gov.au/resources/cop.

Collaboration technologies enhance stakeholders’ knowledge and commitment.

In Geographical Information Systems (GIS), data is organized in layers of related information and can be combined with other layers of information to perform analysis. For example, GIS can identify roads and lakes within a 5- or 10-km radius of a heritage property, which can then be layered on a map.

Mr. Bentley concluded that heritage organizations must consider how technology will change the process of managing heritage information. “It must be up to date and easy to use. Information technology can generate new ideas and expand network opportunities, but it needs to meet the specific needs of each organization.”

2. Winnipeg Buildings at Risk Survey 2006

Cindy Tugwell, executive director, Heritage Winnipeg; and Scott Handley, historic buildings advisor, English Heritage

Cindy Tugwell explained that Heritage Winnipeg, to a large degree, handles heritage preservation advocacy for the entire province of Manitoba. Heritage Winnipeg worked with Scott Handley to produce the online “Buildings at Risk Survey”:

www.buildingsatrisk.com.

This leading-edge technology—developed by The Handley Partnership in the United

Kingdom—created a systematic maintenance database for heritage property. Pioneered in Europe, this tool aims to reduce risks and associated costs with the conservation of heritage buildings and historic sites.

Scott Handley said that he created a database of buildings at risk in order to document their condition and whether they are in need of maintenance funds. His system is intended to support heritage advocacy workers by providing useful information in an accessible format. He compared the system to health screening, but for historic buildings rather than people.

The survey methodology involves a pre-inspection phase, site inspection and critical element factor assessment. Preinspection starts with setting up a database, then creating data logger files, and finally plotting building locations on appropriate maps. Site inspection starts at selected locations on the plot sheet. Inspection is discussed with the owner/occupier before being carried out.

The Critical Element Factor (CEF) assesses the conditions of principal building elements. Using a CEF score of 0-100, the overall condition of each building can be rated (with 100 being the worst). This score is then used to prioritize interventions.

Survey results in Winnipeg indicated that almost 72 percent of the buildings were not at risk, about 24 percent were vulnerable (will become structurally unsound) and less than four percent were at risk. The survey noted that only 66 percent were fully occupied.

Mr. Handley noted that 34 percent of the vulnerable buildings are located in the Exchange District, which has 120 heritage buildings. By repeating the survey every few years to maintain the database, it is possible to monitor changes and pro-actively maintain vulnerable buildings rather than simply focusing on buildings that are falling down.

3. *The Brantford Heritage Inventory*

Matt Reiners, City of Brantford, Ontario

Matt Reiners told delegates that the award-winning Brantford Heritage Inventory represents a \$355,000 investment:

www.brantford.ca/content/publishing.nsf/Content/Brantford+Heritage+Inventory.

Using 7,000 property records, the searchable database features a variety of architectural and historical information and current photos of properties in Brantford, Ontario. City Council created the project in 2001.

This tool is used not only to manage the built heritage resources of Brantford for regulatory purposes, local historical and genealogical research, but also to develop curriculum materials for instruction and learning.

The inventory contains:

- reasons for designation for individually designated heritage properties;
- if available, historical photos, sketches, and/or newspaper clippings;
- heritage status of properties;
- architectural description of buildings on a property;
- property information;
- historical information relating to a property;
- photos of buildings and significant architectural elements;
- occupant data from city directories.



STREAM C - HERITAGE ONLINE: CANADIAN REGISTER OF HISTORIC PLACES

Session 3C: International Perspectives on Registers of Historic Places

Roger Bowdler, deputy head, Heritage Protection Dept., English Heritage; Nicola Jackson, Registrar, New Zealand Historic Places Trust; Toni Lee, cultural resources program, U.S. National Parks Service; Victoria Angel, former registrar of the Canadian Register of Historic Places; and Dale Jarvis, Heritage Foundation of Newfoundland and Labrador

Roger Bowdler explained that there is currently no national register in England, but the Heritage Protection Review, created by the British government in 2002, is trying to create one.



Roger Bowdler

“We have a complicated old system with four completely separate designation processes—listing of buildings, scheduling of monuments and archaeological sites, registering of historic parks, gardens, and battlefields—which do not speak to each other effectively. There is limited public engagement as designation is really top down, without even the owner’s knowledge, and we’re too busy with emergencies to bring designations up to date.”

England has some 400,000 statutory heritage designations. Very few designated buildings are demolished and scheduled sites are managed extremely carefully. Legally,

listing is not a preservation notice, but it makes it hard to demolish.

“We must do this Heritage Protection Review right,” he stressed. “The job involves reviewing past practices, finding ways to enhance integration, improve governance (informing owners) and simplify the heritage descriptions in the designation. We have to uphold the strengths we’ve inherited to ensure they are still purposeful.”

He said it is expected that the British government’s soon-to-be-released white paper will propose amalgamation of four designation entries into a Register of Historic Buildings, Sites and Monuments of England. English Heritage will become the deciding agency for designation rather than the Secretary of State:

www.english-heritage.org.uk/.

Mr. Bowdler acknowledged that integration of these registries requires a major culture shift to bring archaeology and buildings together. It will be a massive task to keep abreast of an ever-expanding knowledge base, modernize 400,000 entries, and justify state intervention. The records will be modernized to take advantage of the extraordinary possibilities of web connections and e-archives.

Nicola Jackson introduced the New Zealand Historic Places Trust’s National Register, created in 1993. Its purpose is to inform the public, notify owners and assess protection under the *Resource Management Act*, which is the main planning legislation. The registration system is New Zealand’s way of identifying heritage so it becomes the foundation for all advocacy and planning work:

www.historic.org.nz/Register/register.html.

Ms. Jackson said the Register is similar to Canada's in that registration brings no legal requirements or regulation. However, if a site is registered on a local council list, she said it generally requires assent before alterations can be made to a listed building.

The Register currently has 5,500 entries divided into two categories. Category 2—places of historic or cultural importance—holds the majority of buildings. It lists mostly residential buildings and churches, with commercial properties at 10 percent and Maori sites at 16 percent. There are also historic areas such as streetscapes and Maori sacred sites, although, she noted, the latter only makes up two percent. She said that 90 percent of the older listings lack information. More research is needed on the Category 2 sites so that owners can understand why the properties are on the Register.

Registration criteria include: historical, archaeological, aesthetic, scientific, technological or traditional values. The process of registering may take six months, as much research is required to meet the information standards and produce the report. She said she works hard to get owners on side before a report is publicized, although it is not necessary to have the owner's permission to register. About 40 new places are registered annually.

Ms. Jackson identified Maori heritage as a glaring gap in the Register. Maori worry that if their sacred sites are registered, then people will know where to find them. However, steps have been taken to resolve this.

One drawback to the Register is that the documentation database is separate from its photographic one. Ms. Jackson said she hopes to integrate them in the future. She also wants to target registration projects by theme or geographical area to improve research effectiveness, work more closely with other agencies, and improve database-searching capabilities.

Toni Lee of the U.S. National Parks Service presented the U.S. National Register of Historic Places to the delegates:

www.nationalregisterofhistoricplaces.com/.

It lists about 80,000 significant places and is increasing by 1,500 sites every year. Each listing has a paper file folder with nomination form, photos, maps and documentation, sitting in a warehouse basement—only about 25 percent are on a computer database.

Established by the *National Historic Preservation Act* in 1966, the National Register includes historic districts, sites, buildings, structures and objects; archaeological sites; engineering structures, outdoor fountains and statuary objects; and may include thousands of contributing resources. For example, the 80,000 properties listed probably include 1.4 million contributing resources.

This is a grassroots program. Anyone can nominate a historic place to the National Register, so the vast majority of listings are of local significance. The nomination requires both a narrative description and a narrative statement. The latter statement explains the significance of the property and why it is eligible for the National Register. The Register's scope results in research and interpretation on thousands of historic places that otherwise would remain anonymous, such as bridges, barns and residential historical districts.

“No other program has done more to document the historic aspect of the nation's built environment,” explained Ms. Lee.

Benefits of listing include the fact that potential impacts on the property are considered in federal government planning, and the building may even be eligible for certain types of federal grants. Since listing is considered an honour, it can also translate into higher property values. If the property is income-producing, it may also be eligible for federal historic preservation tax credits.

The four major criteria for registering a property are:

1. Association with events that have made significant contributions to broad patterns of U.S. history;
2. Association with the lives of persons significant in the history of the U.S.;
3. Embody distinct characteristics of type, period or method of construction or represent the work of a master, or possess high artistic values, or be part of a significant and distinguishable entity whose components may lack individual distinction (e.g. historic districts);
4. Yield, or be likely to yield, information important to prehistory or history.

Ms. Lee noted that many technological changes are needed. For example, digitizing submission/review and storage will allow register nominations to be more accessible to the public. It will also allow additional research on listed properties as well as the incorporation of under-represented subjects (e.g. vernacular houses).

“This will increase our knowledge of American historic resources, establish better means of identifying and administering them, encourage their preservation, improve the planning of federal and federally assisted projects, and assist economic growth and development.”

Victoria Angel, the former registrar of the Canadian Register of Historic Places (CRHP) www.historicplaces.ca described it as an information tool, not a regulatory mechanism, that imposes no legal restrictions or obligations on property owners.

Ms. Angel considered it a “register of registers”—a comprehensive listing of historic places across Canada recognized by federal, provincial and territorial and local governments. Established in 2003 under the Historic Places Initiative, the Register now has 6,000 listings. The goal is to register all 20,000 currently identified places and any new ones by 2014.

When the CRHP project started, she recalled, there were no existing linkages between inventories, a lack of national documentation standards, and very poor documentation in the 14 provincial and territorial registers. She said most provincial and territorial registers contained limited or out-of-date information, and were maintained on everything from cue cards to sophisticated digital databases.



Nicola Jackson

“With very different working techniques it was necessary to forge relationships, create a common language for specific designation terms and then avoid re-inventing the wheel when developing a set of documentation requirements or best practices,” she explained.

Register eligibility is based on prior recognition by a jurisdictional authority and by meeting documentation standards. However, to be listed, the nominating jurisdiction must provide a statement of significance. Unlike the U.S. benefits for listing, the CRHP is largely honorific so benefits to the community are mainly abstract. “Listed sites could benefit from a future tax incentive program for heritage conservation,” she noted.

Ms. Angel indicated that the development of a common language for the Statement of Significance was transformative within the conservation sector. It has produced rigour and transparency in the way conservation decision-making takes place.

Information management is an ongoing challenge: information must be kept up to date on the register; changes in the central system mean changes to all jurisdictional registers; sensitive information must be protected; and evolving technologies require continuous learning.

Ms. Angel said the register is only a starting point. “With a comprehensive view, we can now see different perspectives on historic places in Canada, but CRHP information is very limited, and further thematic work must be done. In future, we might establish digital links with artifact database programs, and library and archive programs.”

Conclusion

Each national register has a different set of users. In England, it is planning officers and professionals, but the aim is to attract owners. The Canadian Register has two main user groups: the conservation community and heritage planners; and a broader range of citizens (educators, tourists, etc.). In New Zealand, the Register targets real estate agents in addition to the users noted above. In the U.S., preservation professionals, federal agencies, and thousands of property owners use the National Register.

Session 4 - Digital Reconstruction: Saint-Laurent Boulevard, Montréal

Michael Jemtrud, professor and director, CIMS; Grant Oikawa, founding partner of iNKLiNG Studios and CIMS lead researcher; Victoria Angel, CIMS research network; and George MacDonald, founding executive director, Canadian Museum of Civilization

Grant Oikawa introduced the Carleton Immersive Media Studio (CIMS), an Ottawa interdisciplinary studio with members from the fields of technology, electrical engineering and cultural studies, working to integrate content production and applied technical research. “It is building on Canada’s lead in digital media while also positioning CIMS alongside Canada’s cultural commitment,” said Mr. Oikawa.



*George MacDonald, Michael Jemtrud,
Victoria Angel, Grant Oikawa*

An earlier digital reconstruction of Ottawa’s Rideau Chapel allowed CIMS to develop a set of protocols or best practices that are being used in its current large-scale digital reconstruction of a five-block section of Saint-Laurent Blvd. in Montréal, commonly known as The Main, a designated national historic site.

“CIMS’s goal is to create a highly accurate digital model that can then be deployed through various modes of representation,” he explained. Photo documentation plus historical text and images, maps, and artists’

renderings are used to frame the way the site will be represented and modelled.

Before starting detailed modelling, each building is photographed in its entirety, then corrected for lens and perspective distortion. Photogrammetry—another mode of creating digital artifacts—models buildings or parts of buildings from a series of converging photographs. Laser scanning is also used to create modelling.

After the digital artifact is created, other technologies and software are needed to show the model and open it. The traditional way would be animation, but CIMS uses very specific programs such as complex layering to create an interactive immersive 360-degree environment.

“The digital panorama is controlled by someone standing in the centre and moving through the digital model,” explained Mr. Oikawa. It creates a virtual experience:

www.cims.carleton.ca.

Victoria Angel presented the reasons behind The Main’s national historic site designation. Saint-Laurent Blvd.’s significance lies in the successive waves of immigration that occurred on the street, and in the efforts of immigrants to establish their lives in Canada. The Main reveals the variety and evolution of aesthetic and cultural expressions.

She said that streets fall within the contemporary definition of a “cultural landscape” because they reflect an evolving notion of what is a historic place. “There is a shift from artifact focus to a relationship between people and place that is more fluid in nature.”

Ms. Angel noted that traditional modes of heritage recording are limited when dealing with historic places such as Saint-Laurent Blvd. “To freeze this street in time as a conservation measure would not show its

true significance because it continues to evolve,” she said.

George MacDonald, founding executive director of the Canadian Museum of Civilization, explained how new digital technologies can be used for indigenous communities that previously had been difficult to represent through traditional modes of restoration and preservation, and on-site interpretation.

After an early Museum of Civilization project created a model of a Ninstints village, a World Heritage Site on Queen Charlotte Islands (“It was kind of like an analog version of the active 3-D idea”), he said the museum developed a new modelling method for heritage sites. The method creates independent models from different types of data, such as frescos and paintings, drawings, old photos, historic descriptions, laser scanning and digitization of remains. They are then assembled and integrated to create an *interactive* presentation.

However, he said that digitally reconstructing non-existing objects is a challenge.

The interaction and navigation within virtual 4-D worlds (adding time to three dimensions) can be problematic. For instance, researchers have to fill in the missing pieces resulting from incorrect perspectives on drawings and fine geometric details shaded out in photos. Integrating models created independently from different sets of data and *accurately* developing an intuitive interactive presentation that combines all the models and other useful information is an ongoing challenge.

For full details, see *On the Digital Reconstruction and Interactive Presentation of Heritage Sites through Time*. 2006:

iit-iti.nrc-cnrc.gc.ca/publications/nrc-48782_e.html.

Panel Discussion

Director of CIMS, Michael Jemtrud, concluded that new technologies and new digital artifacts in themselves can contribute

to developing a more culturally significant product. “It is not simply documentation of what was or is, but how new technologies can play a more fervent role in creating new narratives, imagining how we can be in the future.” The digital world has been constructed to reveal those narratives. Core digital artifacts are still relevant for the more traditional modes of documentation and they are the highly accurate digital models that can be re-purposed in many ways from the web to rapid prototyping modes.

He reminded delegates that digital artifacts take a tremendous level of craft—time, expertise and money and that training programs are needed in schools in this field. CIMS is a start.

George Macdonald noted that the problem of cost can be addressed by the private sector. The new 3D models and algorithms used in the gaming and movie industries will become more affordable.

Session 5 - Managing Large Heritage Portfolios

Julie Harris, principal, Contentworks Inc., Ottawa; Robert Pajot, manager, stewardship and policy, Public Works and Government Services Canada (PWGSC); Tara Dinsmore, Canada Lands Company (CLC)

Gregory Utas, senior conservation architect at PWGSC, was the moderator of a plenary session on the management of large heritage portfolios, particularly those owned by federal government departments like Public Works and Government Services Canada and the Department of National Defence (DND).

There is a huge inventory of post-WWII federal buildings that still need to be evaluated for their heritage significance by FHBRO, yet the government lacks a long-range real property management policy that includes sound protection and commitment to reuse.

Julie Harris presented four types of large heritage portfolios:

1. Properties owned by government and covered primarily through policy and rarely through legislation;
2. Properties owned by corporations such as Canada Post;
3. Properties owned by banks, churches, municipalities, and universities; and
4. Railway roundhouses, bridges, railway tracks and cultural landscapes surrounding the stations on federally regulated land, which are not covered by the *Heritage Railway Stations Act*.

Ms. Harris further divided heritage properties into those publicly owned places—**discovery heritage**—such as Parks Canada’s national historic sites, and **working heritage**, or places that have to be used for government purposes, or have been used as such and need a new purpose. “Heritage isn’t a reuse priority. That only exists for those discovery properties, it doesn’t exist for working sites.”

Most of the working heritage properties have valuations, infrastructure analysis and conditions reports, she said, but rarely do they have complete plans that deal with

Heritage initiatives can unleash a new wave of creativity in urban and rural planning in Canada.

economic, social, environmental and cultural issues that heritage values can feed into.

“When looking at heritage on an individual building basis it is often possible to argue that demolition followed by reconstruction is a cheaper and better option. However, the cost of doing that across an entire portfolio does not make economic sense. The reality is that governments are going to have to adapt and reuse heritage properties,” she said.

“Large portfolio owners need to be able to transfer and sell properties, demolish assets and decommission assets for long periods of time—yet ensure a protection regime still exists. The Heritage Canada Foundation is at the forefront of promoting improved protection regimes at all levels.”

Heritage initiatives can unleash a new wave of creativity in urban and rural planning in Canada. Ms. Harris cited the 1890s Mimico Asylum that was recently converted into Humber College in Toronto.

Ms. Harris concluded that over time, the Heritage Places Initiative will have an important impact on the heritage sector for public portfolios.

Robert Pajot explained that functional heritage buildings owned by the federal government come under Treasury Board Policy (TBP). “There are many strengths in the policy, but after 20 years, it is showing

some cracks that hopefully will be addressed in legislation.”

Restrained by TBP requirements and departmental mandates, Mr. Pajot noted that although there is no PWGSC conservation goal, “community-based investment strategy does exist and heritage shows up when PWGSC tries to meet the policy obligations of federal heritage buildings.”

The stature of some individual and groups of buildings, such as Parliament Hill, do require long-term conservation strategies. Otherwise, he said, PWGSC judges each building according to its conservation guidelines. These are not plans; they do not lay out a strategy for conservation goals.



Robert Pajot

As a custodian, PWGSC is not obliged to set conservation goals for its inventory. It is, however, “integrating an appropriate level of heritage expertise to have more input at the national level for portfolio management for conservation.” PWGSC’s asset management plan—its vision for buildings—is applied. Currently, heritage conservation shows up in the heritage character statement produced by FHRBO, which is appended to the management plan.

The big challenge is to see that managers of classified federal heritage buildings have the tools they need. Custodians are obligated to protect heritage character, but, he said, within normal departmental staff turnover, corporate

memory is lost, different consultants are hired on different projects and it becomes a learning process each time.

Mr. Pajot said challenges include providing managers with the tools they need to protect heritage character, addressing the shortfalls in TBP, and sustaining the growing federal heritage portfolio. “They will then know the parameters of what they can decide for themselves—where the flexibility lies. It is critical to keeping the buildings in use, and being used, in interesting and vibrant ways.”

Tara Dinsmore of the Canada Lands Company (CLC) explained that this non-agent federal Crown corporation acquires strategic properties from the federal government for redevelopment, and, she said, has to meet obligations at all levels of government when it does so.

Ms. Dinsmore stated that CLC takes on the obligations of the department disposing of property whether it deals with the environment, affordable housing, or First Nations concerns. This is done through the TBP implementation mandate and stated in the purchase agreement. “What works for us is a good explanation of what the heritage value is to the government. In most cases we are able to work with it,” she said.

Once CLC owns the property, then it is subject to both municipal and provincial legislation and must meet their approval processes, including any on heritage.

Canada Lands also has its own heritage policy, a commitment to commemoration of heritage and legacy initiatives. She said that CLC project managers are empowered to look at heritage along with objectives such as affordable housing and parks space, community and city interests. This is all considered when creating the redevelopment plan of a site. Project managers have government conservation guidelines and CLC guidelines, but can decide what works best on a particular site.

Ms. Dinsmore said that on larger sites, legacy and commemoration initiatives actually enhance CLC’s marketing program. “We’ve

had very positive experiences on sites for leasing, re-purposing, etc.” She also has found that people want to lease heritage buildings; “they like living in a surrounding that commemorates heritage.”

Serge Deschênes, manager, policies and national realty program, Department of National Defence

M. Deschênes stated that the Department of National Defence (DND) administers close to 21,000 buildings that are subject to federal heritage policies.

“The DND portfolio management framework does not take heritage buildings or properties into any special consideration,” he went on to say. “There are no exemptions for heritage. However, we are moving from activity-basis into a formal administration program of heritage properties, but this is a tremendous challenge. It will help to clarify what DND can fix itself and where it will need help from TBP and FHBRO, and heritage organizations to sanction the type of program it should have.”

Mr. Deschênes said that DND owns about half of the heritage buildings of the federal government. So far, FHBRO has looked at 5,000 of these buildings and designated 300. With last November’s changes to TBP policy, any building older than 40 years must also be evaluated by FHBRO. Robert Pajot added that another 15,000 will now need evaluation, and this will have a major impact on the DND portfolio.

“Our status quo is unsustainable. If we can’t sustain the heritage portfolio that we will inherit, then it is bad for the federal government and Canadians,” concluded Mr. Deschênes.

Panel Discussion

Several delegates claimed that there is a serious problem with the federal government and its maintenance of heritage buildings. “FHBRO has been a mess for community heritage,” stated one delegate. Another said that for economic and environmental sustainability the federal property manage-

ment outlook needs to be changed so that “all properties are subject to protection unless there is a really good reason to demolish or dispose.” This garnered much approval from the audience.

Panel members, who work in custodian federal departments, reminded delegates of the challenges of “competing obligations,” within the federal government.

Mr. Utas said that the whole approach of real property management at federal level is about lifecycles, and perhaps the property protection regime at the provincial level offers better protection. He also suggested delegates speak to their MPs and ask for “a policy framework which assures the maintenance of even unused heritage buildings to be put in place and a policy framework that values the building at a level that allows sensitive redevelopment.” He said these are two good policy objectives for the Heritage Canada Foundation to express.

The big challenge is to see that managers of classified federal heritage buildings have the tools they need.

Session 6A - Technical Demonstrations

Saving Grain Elevators in an Electronic Age

Jim Pearson, Vanishing Sentinels

Jim Pearson's presentation focused on the disappearance of the Canadian grain elevator. In 1934, there were 1,755 in Alberta; in 1973, just 1,435 stood and by 2006, only about 250 survived. Based on these findings, Mr. Pearson has produced an extensive inventory and mapping project called Vanishing Sentinels that includes the company history of grain elevators in Alberta. The project has expanded to include B.C., Saskatchewan, Manitoba, Ontario and even Nova Scotia. His findings can be viewed on his Vanishing Sentinels website which includes an extensive photographic collection. Mr. Pearson's book on the grain elevators of Alberta and B.C. will be available on CD this summer.

Computer Modelling of Downtown Cobourg, Ontario

Jeremy Nicholls, Cobourg Heritage Committee; and Greg Hancock, Architectural Conservancy of Ontario

The impact of inappropriate development in heritage areas can be damaging and permanent. Jeremy Nicholls and Greg Hancock presented the computer model of Cobourg's downtown and harbour area that they created to help municipal councils make decisions about conservation and development. Combining aerial and ground photos and models of buildings, the program also offers virtual "walks" and has beneficial tourism applications.

Session 6B - Preservation Planning Mobile Workshop in Ottawa

Stuart Lazear and **Sally Coutts**, coordinators of Heritage, Planning and Growth Management Department for the City of Ottawa, provided a travelling workshop to profile four geographic clusters of adaptive reuse of heritage properties in Ottawa: Sparks Street Mall, Lowertown West, Wallace House and vicinity, and finally, City Hall and vicinity.

Session 7 - Concurrent Workshops

Part A: Creating Media-rich Heritage Sites

Sylvia Vance and Davor Babic, Heritage Community Foundation, Alberta

Based on the highly successful Alberta Online Encyclopaedia, Sylvia Vance and Davor Babic presented a workshop to answer questions about achieving maximum results from sites. Topics included: partnerships, project design and implementation, crucial paths, research plan and storyboard, graphic and database design, as well as development, evaluation and statistics.

Part B: Heritage Potential Mapping and Modelling in an Urban Setting

Lisa Seip, B.C. Association of Professional Archaeologists

There are many tools available to urban planners to record and update inventories and registries of heritage properties and artifacts, as well as mapping potential. Lisa Seip reviewed some of the latest tools and how they can be applied.



Parliament Hill