

PART D – CULTURAL HERITAGE PROMOTION

10.0 Introduction

The promotion of cultural heritage is a method to help spread greater awareness about the resources that exist within a municipality, and also a means to signal to the community that cultural heritage is valued by the municipality. Promotion of cultural heritage may also help to increase the attractiveness of heritage buildings and fuel investment in heritage properties, as property and business owners become interested in increased conservation and the desire to be in a heritage building.

Some promotion efforts are best coordinated by the municipality itself, while other efforts may be best coordinated by other groups in partnership with the municipality. As part of the CHAP consultation process, community stakeholders discussed potential options for cultural heritage promotion within the City of Guelph. A number of ideas were discussed and generated by the groups, which have helped to inform the discussion and review contained within this section of the CHAP.

11.0 Approaches to promotion

The following reviews the various types of cultural heritage promotion activities that are currently in use by the City of Guelph, as well as those that were either raised through stakeholder consultation or were identified as potential options to pursue.

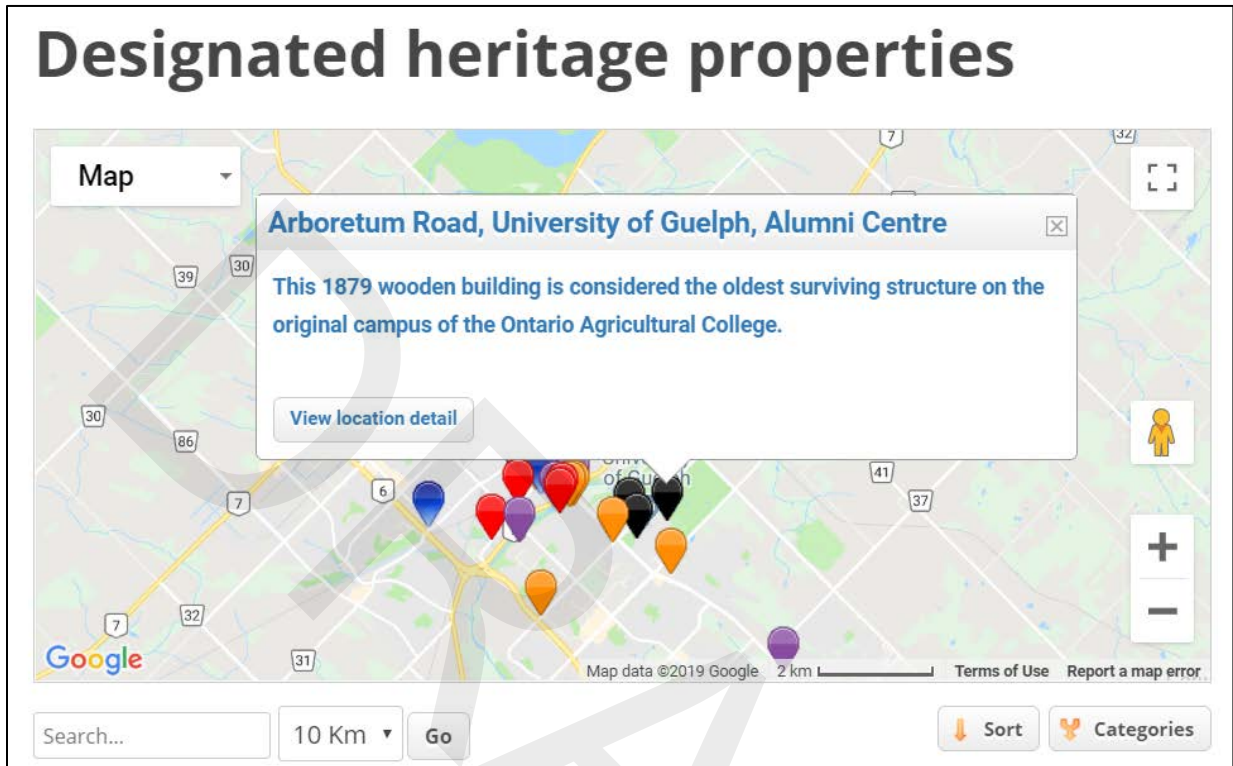
11.1 Current City of Guelph actions

The City of Guelph presently undertakes a number of initiatives related to the promotion and conservation of cultural heritage resources. These range from general promotion, to sharing of information about heritage events and happenings around the city, providing useful information to heritage property owners and interested parties, and participating in cultural heritage related events.

11.1.1 Website and information sharing

The City of Guelph website contains information about cultural heritage resources and various heritage-related initiatives undertaken by the City of Guelph. The City has developed an online mapping portal that contains information related to cultural heritage

resources designated under the Ontario Heritage Act, and allows users to click on a location to learn more about what heritage resources are present.



Excerpt from mapping of heritage resources (source: City of Guelph).

Detailed information is available for each resource, including photos and reasons for the property being important to the City of Guelph.



Example of mapping detail for specific property (source: City of Guelph).

In addition to the mapping of heritage resources, the City website also promotes the Brooklyn and College Hill Heritage Conservation District through a section of the website. Information about the project is listed, including staff contacts should website viewers have questions about the District. Resources are available on the website as well for those who own property within or adjacent to the District. Finally, there is a Frequently Asked Questions section and information on heritage terms.

11.1.2 Doors Open

Municipalities across Ontario participate in the Doors Open program, which is organized under the umbrella of the Ontario Heritage Trust. Events occur throughout Ontario and occur throughout the year, generally from April through October. The events are way to showcase unique and interesting places within communities, which often include heritage buildings.

Within Guelph, the event is organized by the Guelph Arts Council, which is partly funded by the City of Guelph. The event features buildings across the city, containing a mix of heritage buildings and those not typically made available to the public for access.

THIS YEAR'S EVENT - SATURDAY, APRIL 27, 2019, 10AM - 4PM*


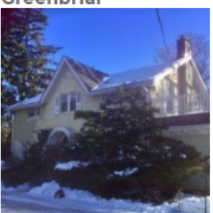


*The last tour departs at 3:40pm or earlier if required by lineup, in order to allow sites to close at 4pm.

Doors Open is a free community event and no tickets or registration are required. The hours are 10 - 4, and you can begin at any featured site and visit as many as you like over the course of the day. There may be line-ups at some sites.

This year Doors Open Guelph will be enhanced by *Telling Guelph's Stories*, an event-within-an-event that will increase the role the arts play in Doors Open. Visitors can experience dramatic storytelling at the Gow Bridge with artist Jay Wilson, guided public art and downtown gallery walks, and arts activations at Doors Open sites.

What buildings will be open for Doors Open Guelph?

2019 site information will be published on Doors Open Ontario's website <http://www.doorsopenontario.on.ca/> and below.

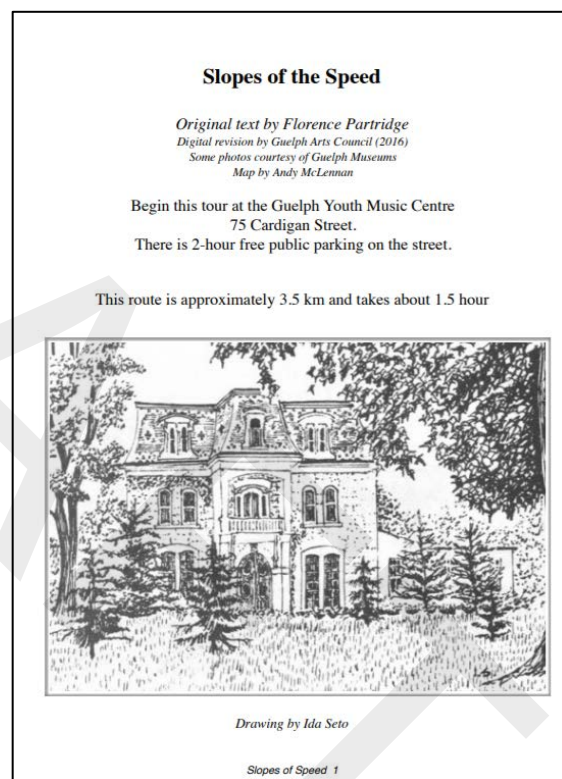
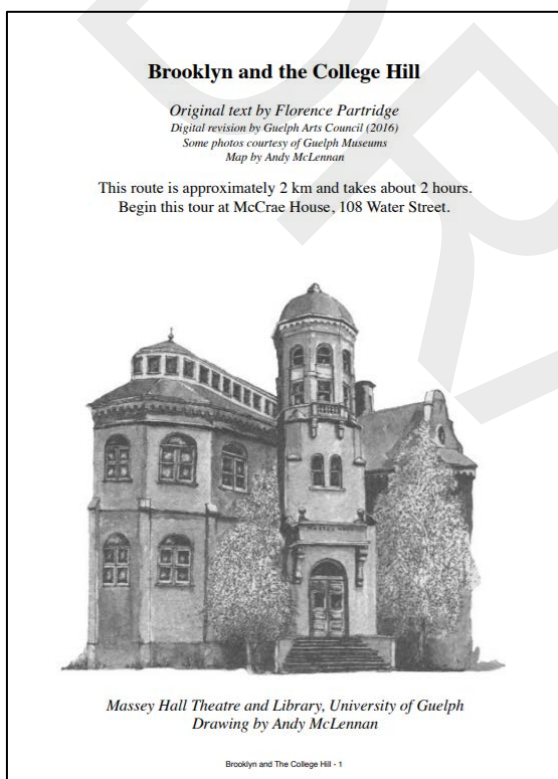
<p>The Victory School 135 Exhibition Street</p>  <p>Built due to a population spike, the school was named after the Allied victory that ended the First World War. It opened in 1919, with an addition in 1953. Its original brass rails and wooden floors enhance the gracious image presented by its red brick exterior and park setting.</p>	<p>92 Speedvale Avenue Greenbriar</p>  <p>Built circa 1865 - 67, this Neo-Classical Vernacular house set on its lot of heritage trees is a treasure trove of antiques and art. The house features original woodwork and glass. Art by local artists as well as many unique collections are displayed through the house.</p>	<p>125 Norfolk Street Lornewood Mansion</p>  <p>Lornewood was built by Charles Raymond in 1867 and enlarged later with the Tuscan bays and tower. It was named after an 1879 visit from the Marquis of Lorne and his wife Princess Louise. The house has been restored with its original ornate black walnut trim, ceilings, lead-glass windows, carpets and elaborate</p>	<p>2162 Gordon Street Marcolongo Heritage Farm</p>  <p>Settled in 1833, this was one of the first farms in Puslinch. In 1878, James Blair built the granite fieldstone house. The original timber-framed small barn and the large bank barn built in the 1880s or 90s have been restored. The farm property has been designated as a Cultural Heritage Landscape.</p>
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Doors Open information for Guelph (source: Guelph Arts Council).

11.1.3 Walking tours

Heritage walking tours are an avenue that is used in some municipalities across the Province in order to promote certain areas as important for cultural heritage reasons. Often, maps are provided that feature suggested walking routes and stops with information about certain properties.

Within Guelph, the Guelph Arts Council offers six different walking tours that include: Where Guelph Began; Ward One; Slopes of the Speed; Downtown Walkabout; Altar and Hearth - Exhibition Park; Altar and Hearth - Catholic Hill; and Brooklyn & The College Hill.



(source: Guelph Arts Council)

Walking tours are available to download for self-guided purposes, and the Guelph Arts Council also offers guided tours on weekends through the spring and summer months.

11.1.4 Heritage Guelph

Heritage Guelph plays an important role in the promotion and conservation of cultural heritage within Guelph. The Committee advises Council and heritage property owners

regarding heritage conservation best practices and the potential to list or designate properties of cultural heritage value or interest within the City.

Heritage Guelph also provides advice to City of Guelph Council on matters related to Guelph's architectural, built heritage, and cultural heritage landscapes. Co-operation between City Council, City staff, Heritage Guelph, heritage property owners has resulted in over 100 sites being designated under the Ontario Heritage Act.

11.2 Other approaches to promotion

Through the work completed as part of the project, additional means of cultural heritage promotion were investigated by the project team and also noted by the stakeholders and Heritage Guelph through the consultation efforts.

11.2.1 Signage and wayfinding

Signage and wayfinding are important features that help people to navigate an area, and well-designed features are also welcoming for visitors and residents alike. Successful wayfinding is especially important to be able to guide tourists, visitors and local residents along safe and interesting pathways that showcase important places, heritage buildings, cultural features, streetscapes and parks. Successful wayfinding not only provides for pedestrian traffic, but also vehicular traffic (e.g. directions to parking).

Programs specific to cultural heritage resources can help to direct people's attention to particular aspects of an area and also promote and create awareness of cultural heritage. Many municipalities across the Province have signage programs related to designated heritage buildings / properties, which helps to identify noteworthy properties. Some municipalities also offer sign programs to note where heritage conservation districts are located, supplementing existing street signs.



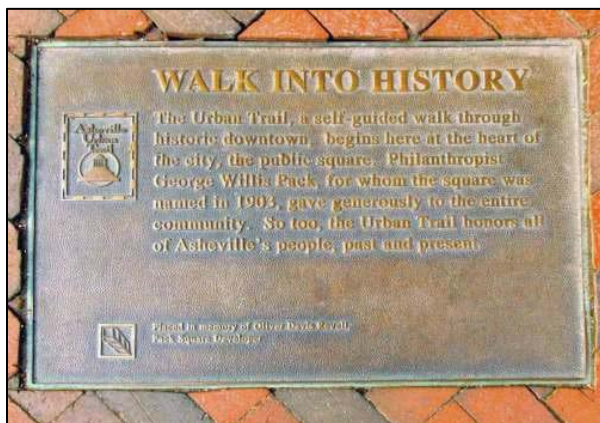
Examples of heritage signage from the City of Mississauga (left) and Wilmot Township (right)

In addition, signage programs have also been developed in order to tie to noteworthy events, such as Canada's 150th anniversary. For this occasion, the City of Kitchener developed a program identifying buildings that existing before 1867. The program consisted of lawn signs that identify the link to Canada 150, combined with mapping on the City website about the program (see below).



Photo of lawn sign and website excerpt regarding Canada 150 program ([source](#): City of Kitchener)

Other jurisdictions have also taken the approach of linking history and art into wayfinding endeavours. As an example the project team is familiar with, the City of Asheville, North Carolina has developed an Urban Trail, which is marketed as a walk through the City's history. The trail features various stops which are linked to a historical moment or achievement, and combines historic plaques, art installations and notable places. The City's website has information about each station online, as well as an audio tour of each station, printable map, and educational resources so that the information can be linked to school curriculums.



Photos of walking tour stations noting the start of the trail, as well as celebrating an iron used by a local business as well as flat iron architecture ([source](https://www.exploreasheville.com): <https://www.exploreasheville.com>)

11.2.2 Heritage awards

Recognition of efforts to conserve cultural heritage resources is a way to help promote cultural heritage resources within an area as well. Some municipalities and heritage organizations offer a regular heritage awards program to recognize notable projects or individuals for their contribution to heritage conservation. Municipal examples include programs from the City of Kitchener (Mike Wagner Heritage Awards), Wilmot Township (Heritage Day Awards), City of Toronto (Heritage Toronto Heritage Awards), City of London (London Heritage Awards), and Thunder Bay (Arts and Heritage Awards). In addition, the Architectural Conservancy of Ontario (ACO) and Ontario Heritage Trust also offer heritage awards programs. A benefit to heritage awards is that they may spur investment in heritage properties, as interested parties may ‘compete’ to do a great job and potentially win an award.

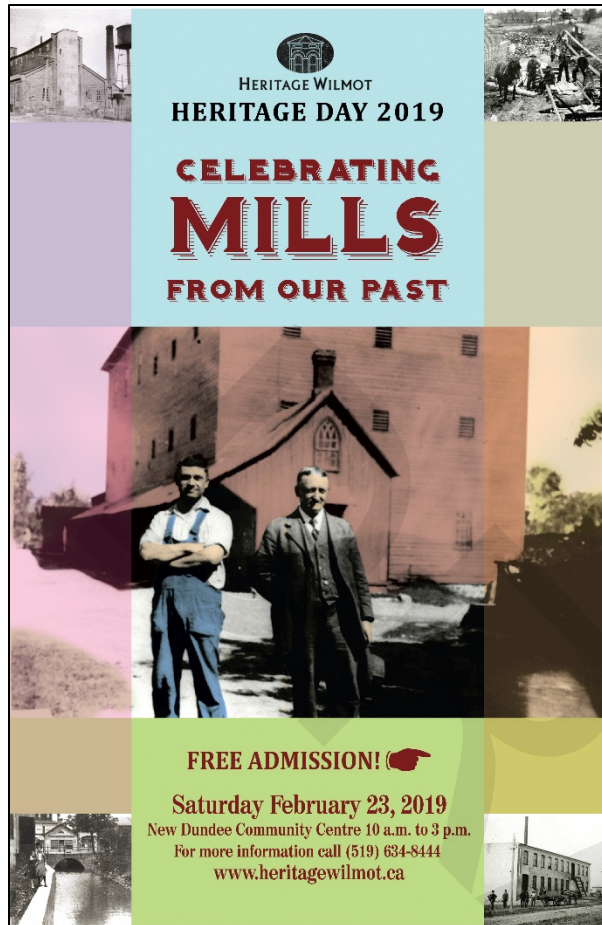
Categories of awards noted include matters such as, restoration, adaptive reuse, individual contributions, writing, and research. Awards are typically presented at a public event so that the broader community can also share in the celebration. Should Guelph undertake such a program, categories could be developed that are specific to the City of Guelph.

11.2.3 Heritage Day celebration

Each February, Heritage Day is celebrated in Ontario on the 3rd Monday of the month, with events occurring throughout the Province during that week. The Ontario Heritage Trust typically promotes events on their website with links for where additional information can be obtained. As noted on the Ontario Heritage Trust website:

Many heritage organizations and municipalities have used Heritage Day and Ontario Heritage Week as vehicles to stimulate awareness of heritage resources and heritage-related issues within their communities, and to honour the organizations and volunteers who have worked to protect Ontario’s irreplaceable heritage resources.

Some municipalities across Ontario organize events to celebrate Heritage Day, often with themes specific to a period of time or type of heritage resource within the municipality. Events sometimes have speakers to give short presentations, and are paired with heritage awards to offer a well-suited public venue to present the awards. The events are often a good time for like-minded exhibitors to gather together and promote cultural heritage within or near their community.



Example advertisement and photos from Heritage Day events in Wilmot Township

11.2.4 Heritage tourism

A topic examined by MHBC through the Brooklyn and College Hill HCD Plan process was that of heritage tourism. The analysis undertaken concluded that it would be prudent to approach heritage tourism by the promotion of a network of several conserved and enhanced cultural heritage assets, linked together by well-marked and welcoming routes through the Brooklyn and College Hill Heritage Conservation District. It was noted that a network provides enhanced variety in available visitor experiences, and also helps to achieve the objectives of sustainable tourism. This strategy could be undertaken not only for the HCD area, but more broadly throughout the City of Guelph within important areas.

Some areas in Ontario and across Canada are tourism destinations based on their historic building stock and are marketed for this purpose. Examples include Québec City, Niagara-on-the-Lake and more locally, St. Jacobs. Rather than try to market Guelph as a tourism destination solely based on the historic buildings within the City, it

is recommended that an integrated approach be taken where history and heritage is part of an overall marketing strategy.

The Guelph area has an active tourism website which markets to visitors of all types that may come to the area. It would be prudent to build on this success, and there is potential to promote a network of conserved and enhanced cultural heritage assets. These areas could be linked together by well-marked and welcoming routes through the downtown (and elsewhere), and would assist in providing enhanced variety in available visitor experiences. As noted in the Brooklyn and College Hill HCD, a co-ordinated system of electronically linked web pages and social media could be developed that would connect and create a network of various disparate attractions (e.g., What to do? Heritage and History, Where to eat? Bistros and Cafés, What to do? Arts and Culture).

12.0 Cultural heritage promotion recommendations

Based on the review undertaken to date, it is concluded that while the City of Guelph currently undertakes some efforts related to the promotion of cultural heritage resources, there are some things that could be done to bolster current efforts. Accordingly, the following recommendations are provided related to incentives within the City of Guelph:

- The City of Guelph should develop an enhanced sign program to promote important areas of the City. This could include Plan 8 areas, the existing Heritage Conservation District, early industry or important early buildings. This could be coordinated with walking tours to provide an integrated experience.
- The City of Guelph should initiate a heritage awards program to honour important contributions to the conservation of Guelph's heritage. There could be opportunities to partner with other organizations through this initiative.
- The City of Guelph should consider hosting an event (or events) to celebrate Heritage Day each February, perhaps in collaboration with other heritage organizations currently active in the City.
- Further analysis should be completed by the City of Guelph regarding heritage tourism, so that an enhanced program can be offered by current organizations that would promote Guelph's rich history.
- The City should investigate ways to further enhance the corporate website to offer additional information about cultural heritage news and events, or develop new content to highlight stories about Guelph and its historic sites.

- The City should consider being more directly involved in events such as Doors Open or historic walking tours. Having the broader reach of the City website and direct involvement from the City of Guelph could lead to these events and initiatives being even more successful.

Part E of the CHAP will provide a summary of the set of recommendations for the City of Guelph to consider regarding the promotion of the City's cultural heritage.

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