

**In reply please quote:  
REF.: 03-PT#1(5)**

February 19, 2003

**PLANNING AND TRANSPORTATION COMMITTEE:**

I am enclosing for your information and any attention deemed necessary, Clause No. 5 contained in Report No. 1 of The Planning and Transportation Committee, headed "Architecture Tourism Potential - All Wards", which was adopted, as amended, by the Council of the City of Toronto at its regular meeting held on February 4, 5 and 6, 2003.

In so doing, Council, in part, directed that the following recommendations be referred to the Planning and Transportation Committee for consideration:

"It is recommended that:

- (1) Council approve, in principle, the appointment of a City Architect; and
- (2) the Commissioner of Urban Development Services be requested to submit a report to the Planning and Transportation Committee on the establishment of an architectural award for a public and a private sector development, on an annual basis."

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(Clause No. 5 of Report No. 1 of The Planning and Transportation Committee, headed "Architecture Tourism Potential - All Wards")

*(City Council at its regular meeting held on February 4, 5 and 6, 2003, amended this Clause by adding thereto the following:*

*"It is further recommended that the following recommendations be referred to the Planning and Transportation Committee for consideration:*

*'It is recommended that:*

- (1) Council approve, in principle, the appointment of a City Architect; and*

- (2) *the Commissioner of Urban Development Services be requested to submit a report to the Planning and Transportation Committee on the establishment of an architectural award for a public and a private sector development, on an annual basis.’ ”)*

**The Planning and Transportation Committee recommends that the joint report (November 27, 2002) from the Commissioner, Economic Development, Culture and Tourism and the Commissioner, Urban Development Services be adopted subject to amending Recommendation (1) by including in the distribution the Director of the Art Gallery of Ontario and the Director of the Royal Ontario Museum.**

The Planning and Transportation Committee reports having, in accordance with Recommendation (3) of the above-mentioned joint report, referred this report to the Economic Development and Parks Committee.

**The Planning and Transportation Committee submits the following joint report (November 27, 2002) from the Commissioner of Economic Development, Culture and Tourism and the Commissioner of Urban Development Services:**

Purpose:

To investigate the impact of good architecture on tourism development and determine how the City of Toronto can promote better architecture and design, as requested by Council at its May 21, 22, and 23, 2002 meeting.

Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) the Commissioners of Economic Development Culture and Tourism and Urban Development Services be requested to distribute this report and consult with key agencies and institutions in the architectural and heritage preservation sectors, including the Design Exchange, Toronto Society of Architects, Ontario Association of Architects, Ontario Association of Landscape Architects, Association of Registered Interior Designers of Ontario, Heritage Toronto, Toronto Preservation Board, South East Downtown Economic Development Redevelopment Initiative, the Design Industry Advisory Committee, and university and college faculties of architecture and design to explore interest in undertaking or participating in projects designed to increase the linkages between Toronto’s architectural product and the tourism market.;

- (2) the further development of architecture tourism be considered as a component of the Tourism Development Action Plan, in consultation with Urban Development Services and the architectural and heritage conservation communities;
- (3) this report be forwarded to the Economic Development and Parks Committee; and
- (4) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

#### Background:

During its consideration of the Tourism Investment Study completed by the Economic Development Division at its meeting on May 21, 22 and 23, 2002, City Council requested that the Commissioner of Economic Development and Tourism and the Commissioner of Urban Development Services be requested “to investigate the impact of good architecture on tourism development, to determine how the City of Toronto can promote better architecture and design”.

The new Tourism Division staff in consultation with the Urban Design Section of City Planning have reviewed practices and experiences in other cities around the world through an internet search and follow-up discussions with various agencies. The potential to further develop architectural tourism in Toronto was then considered.

#### Comments:

##### Architecture Tourism is on the rise internationally

Can architecture be a tourist attraction?

Other cities around the world are demonstrating that the answer can be a resounding “yes”. To quote from an article posted on the website [www.usefulandagreeable.com/architourism.html](http://www.usefulandagreeable.com/architourism.html),

“It started in previously ignored Bilbao. Then last year, more than five million people thronged to London’s Tate Modern. Now Rem Koolhaas has designed a Guggenheim in Vegas. Its called “architourism”, and it’s the hottest trend in travel.”

Travel motivated by distinctive buildings and cityscapes is nothing new. The pyramids, Taj Mahal, Eiffel Tower, Leaning Tower of Pisa, and the thousands of cathedrals, castles and historic town squares and city centres throughout Europe have been attracting tourists for hundreds of years. Although North American history is shorter, well preserved historic precincts of cities and historical sites are popular tourist destinations. Old Montreal, Quebec City and Lunenburg are some of the most frequently visited Canadian historical tourist attractions. Vancouver’s Gastown District, Winnipeg’s Exchange District and the original harbour areas of Victoria, Halifax and St. John’s also are major foci for tourism development. In Toronto, Casa Loma attracts approximately 400,000 visitors each year and is the City’s second most popular tourist destination (after the CN Tower).

The trend that is gaining new prominence is visiting places to see examples of contemporary architecture. Buildings by architect “super stars” are attracting millions of visitors and widespread public interest and media coverage. The impetus was Frank O. Gehry’s Guggenheim museum in Bilbao Spain, built in 1997. Almost five million people have travelled to Bilbao, a previously unknown mining town in the Basque region of northern Spain, to see the museum. An economic impact analysis estimated that the museum generated \$500 million (US) in the local economy and about \$100 million in tax revenue during its first three years of operation.

The international list of landmark buildings by famous contemporary architects that are drawing tourists and widespread attention is growing. Interest in David Libeskind’s Jewish Museum was so intense that it was opened in 1999 before its exhibits were assembled. 350,000 visited the building during the two years it was empty. London’s Tate Modern, designed by Herzog & Mueron, attracted 5 million visitors during its first year of operation in 2001. Finland has long been a popular tourist destination for architects because of the work of Alvar Aalto while Gaudi’s work attracts architects to Spain. In the United States, no fewer than forty museums currently are in various stages of new construction or expansion, most of them involving “label” architects. Toronto is participating in the trend, with both the Libeskind addition to the ROM and the Gehry addition to the AGO scheduled to open in 2005.

Cities are attractive to visitors (as well as to residents and business) not only because of their landmark architectural pieces designed by “label” architects, but also because of their overall design, harmonious composition of open spaces and built form, and streets with views and interesting or surprising features. Effective design makes people feel welcome, supports pedestrian activity, creates beautiful views and vistas and contributes to a sense of positive urbanity. Most great cities are appreciated for their overall design as well as for the landmark buildings they contain. Think of downtown Boston, Chicago, London and Paris.

How large is the architectural tourism market? Finding statistics is difficult because visiting sites and districts because of their distinctive or noteworthy architecture is so closely intertwined with visiting heritage districts and general sightseeing. We do know that cultural tourism - the inclusion of cultural, arts, heritage or historic activity or event while on a trip - represents a substantial and rapidly increasing market. A recent American travel survey showed that 65% of American adult travellers included a cultural component on their trip. This percentage has increased from 61% since 1998. It represents a market of about 93 million people. (“*Outlook 2001*”, *Summer/Fall 2001*, page 1). In 1999, over 14 million Canadians took trips involving a cultural attraction or event (*Canadian Tourism Commission, “Culture and Heritage Tourism in Canada” (brochure)*). Statistics also support the conclusion that Canada’s built heritage is a significant travel motivator for international visitors - for example, a Canadian Tourism Commission (CTC) study of the French travel market found that 74% of the people interested in travelling to Canada want to visit historical buildings and sites, and 85% want to visit interesting small towns and villages (*Canadian Tourism Commission, “France strategic segmentation study final report” (Ottawa: Price-Waterhouse Coopers, August 1999) p. 143, 144*).

The number of people who travel specifically to see and experience architecture probably is quite a small segment of the broader cultural tourism market. However, the market is large enough to support a number of specialty “Architour” companies, which organize international trips “with an architectural twist”. The brochure from one such company lists fourteen choices priced between \$2700 and \$9000 (US) to destinations such as Berlin, Bilbao and Barcelona, and Prague. We also know that people primarily interested in one kind of cultural experience are more likely to seek out other kinds of cultural activities than the general public. Hence, it seems reasonable to expect that a high proportion of the general cultural tourism market would be interested in learning about a destination’s architecture, and that the opportunity to do would be a contributing factor motivating their travel decisions.

Attachment No. 1 to this report includes a brief overview of initiatives and results being undertaken in some other North American cities to develop architectural tourism. Chicago probably has the most highly developed program. “Architecture” is prominently featured as among the things to see and do on the home page of Chicago’s tourism information website. The Chicago Architecture Foundation runs an extensive program to increase public awareness and knowledge of architecture as well as preserve and enhance the city’s rich architectural heritage. In 2002, it opened the Chicago Architecture Centre. About 350,000 people per year participate in the Foundation’s public programming. 175,000 people per year go on its architectural tours, 100,000 of whom are tourists.

### The Toronto Architecture Product

Can architectural tourism be further developed in Toronto?

Our preliminary investigation suggests that the potential to do so is there. Toronto has a good collection of nineteenth and twentieth century buildings by many top international architects, both past and present. Our late nineteenth century industrial architectural heritage is gaining a new lease on life east and west of the downtown through the renovation and reuse of many industrial lofts for high tech businesses and professional offices, bars and restaurants, and residences. Concentrations of interesting historical and contemporary architectural buildings and streetscapes amiable to walking tours exist in the financial district, the downtown University of Toronto campus and the St. Lawrence District /King-Parliament corridor. Landmark buildings with international “name” recognition include the CN Tower, SkyDome, Toronto City Hall, Mies van der Rohe’s TD Centre, Calatrava’s Galleria at BCE Place, and Zeidler’s Eaton Centre. The Gehry addition to the AGO and Libeskind addition to the ROM will further enhance our inventory of landmark architecture. The University of Toronto has established a Frank Gehry International Visiting Chair in Architectural Design. Daniel Libeskind has been selected as the first holder of the Chair, and will be teaching at the University January through April 2003.

A number of initiatives already are showcasing Toronto’s architectural product to the public:

- (i) several excellent books are available in local bookstores highlighting and explaining the City’s built heritage;

- (ii) The Toronto Society of Architects is publishing a map of contemporary architecture in November 2002;
- (iii) Heritage Toronto offers a program of free walking tours of various city neighbourhoods on summer weekends. The 2002 program included twenty seven different tours;
- (iv) commercial tours of Toronto frequently include commentary on the built environment, architecture and heritage. One operator has a strong historical Toronto specialty. His tours and lectures attract about 1200 people a year; and
- (v) “Doors Open” was initiated by the Culture Division in 2001 to showcase Toronto’s architectural heritage. Over 100 buildings, many of which are not normally accessible to the general public, welcome visitors on the last weekend of May. Organizers were surprised when 70,000 people participated in 2001. They were amazed when attendance almost doubled in 2002 to 137,000. “Doors Open’s” popularity encouraged Ontario Heritage to develop a province wide program in 2002, involving sixteen communities in addition to Toronto.

### Developing the Potential

There is potential and value in doing more.

Increasing the accessibility of Toronto’s architecture to tourists and promoting our architecture to tourist markets will link us to an emerging international travel market. The number of people who might potentially be motivated to visit Toronto solely because of its architectural product probably is small- perhaps less than 10,000 per year unless tied to major event or conference. However, greater access to our architecture probably would enhance the visit and contribute to decisions to travel for tens of thousands potential visitors. It would also be a selling feature in attracting international conferences and business events for design professionals as well as for other professions employing highly educated people with interests in culture.

Improving the links between Toronto’s architecture and tourism markets would have the additional benefit of supporting broader initiatives that are building Toronto’s international profile as a centre for design, innovation and creativity. There is a growing realization that the cities with the greatest competitive advantage for business in the twenty first century, and hence the best prospects for economic growth and prosperity, will be those with high “intellectual capital” - the places where the people who generate and develop new ideas live and work. The City’s Economic Development Strategy emphasizes actions that will “power the knowledge economy” and support continual innovation and quality design. These include actions improving the overall quality of built form throughout the city in recognition that “quality of place attracts people and investment”.

Further developing Toronto’s architecture tourism product requires three streams of activity:

- (1) Encouraging a high standard of urban design and architecture throughout the city.

The City of Toronto has had a tradition of promoting a high standard of design in its built form for at least the last forty years.

- (a) The planning and development approval processes and use of site plan review have strived to ensure that private development creates a positive environment and high standard of design throughout the city.
- (b) Public spaces have been enhanced through proactivity in parks and open space planning, the application of urban design guidelines for sidewalk and boulevard finishings and street furniture, an active public art program for both the public rights of way and private development, investment in sidewalk and boulevard tree planting and maintenance, and investment in a variety of street furniture and other design elements in the public realm through the City's capital budget. St. Patrick Market lanes, the Peter/Richmond intersection, the sidewalk widening along Queen Street West near Soho, the York Street Teamway, and Dundas Square are just a few of the many examples completed from the UDS capital budget. Many of the streetscape enhancements undertaken have been implemented in partnership with private benefactors (e.g. St. George Street) or the local community. Business Improvement Areas have been particularly active in putting forward funds to enhance the public realm.
- (c) The annual Urban Design Awards recognize excellence in architecture and urban design in a public forum.

The continuation of these policies, programs and initiatives will further develop Toronto's architectural product. The City's new Official Plan includes a "Campaign for Beautiful Places" as one of its five themes. The Campaign will be implemented through continued investment in a high standard of civic and urban design and the encouragement of the use of excellent design in the private realm through the development approval process and proactive initiatives such as enhancing the current awards program (e.g. by raising the profile of competition juries and increasing its public profile).

- (2) Enhancing and conserving the architecturally distinctive buildings and neighbourhoods we already have.

There are currently more than 5500 properties listed in the City's inventory of heritage sites, and five conservation districts that stabilize neighbourhoods. Owners of designated properties are encouraged to make only those alterations appropriate to the character of the heritage site. However, the Ontario Heritage Act does not provide the power to stop either demolition or construction which is disrespectful of the building's integrity.

The Culture Division's Culture Plan is developing a stronger framework for providing the strategic direction and incentives necessary to better encourage the conservation of the City's architectural heritage. An education and public outreach component will be included. Partnerships with local community groups are being built. The South East

Downtown Economic Development Redevelopment Initiative's (SEDERI) plan for strengthening the visibility of the heritage in Toronto's early townsite (the area bounded by Queen, the Don River, the Gardiner and Yonge Street) and using it as the foundation for generating local business and jobs is a recent particularly interesting example.

In addition to influencing how Toronto's privately owned heritage sites and neighbourhoods are conserved, the Corporation plays a major direct role itself since it owns 80 cultural facilities including 10 museums, 107,396 artifacts, 20,000 reference and rare books, a 2500 piece art collection, 180 works of public art and close to a million archaeological specimens. The Culture Division is responsible for maintaining in a state of good repair 60 of these facilities plus the City's collection of art and artifacts. The landmark buildings and historical sites it is responsible for include Fort York, St. Lawrence Hall and Market, Nathan Phillip Square and City Hall, and Casa Loma.

As is articulated in the report "The Creative City", the value in increasing public access to Toronto's heritage by showcasing our collections and facilities is recognized. This will both increase local residents' knowledge of and pride in Toronto and entertain and attract tourists. "Doors Open" is part of the program to achieve this objective. Another new initiative is a Passport to five City museums plus the ROM and Gardiner museums which was launched with a break-even shoestring budget in 2001. Over 560 passports have been sold in 2002 (an increase from 168 in 2001), providing admission to the seven sites during the calendar year for a package price. Dozens of excellent programming ideas have been put forward for the future, including major capital initiatives such as uncovering and preserving the site of Ontario's First Parliament Buildings, currently buried beneath a carwash at the foot of Parliament Street, and establishing a Toronto Museum.

(3) Strengthening the linkages between the tourism market and Toronto architecture.

Making Toronto architecture more accessible to tourists requires that our architectural resources be explained and packaged in pieces amiable to exploration by the general public in one to three hour bites, and that tourists can easily find out about the products and how they can experience them. There are many ways in which this could be done - for example by:

- (a) increasing the architectural content of existing city tours through guide training and information fact sheets and brochures;
- (b) publishing free or inexpensive maps and guides to Toronto architecture, organized into walking tours or including easy instructions on how to move from site to site around the city; distributing the guides through tourist networks;
- (c) expanding and promoting to tourist audiences the various architectural and historical public tours and lectures programs operating in the city; and



- (d) making greater use of informational plaques at architecturally distinctive sites;

Initiatives also could be undertaken targeting the sizeable international community of people knowledgeable about and interested in architecture and city building – architects and design professionals, urban planners, students, teachers, academia, and the somewhat broader audience of “amateur architects” who read about, go to lectures and watch television programming to learn about architecture. Hosting and publicizing lectures and exhibitions by top international architects, supporting and promoting Design Awards programs, participating in multi-city or twin-city architectural tours, and attracting top international design conferences are among the many projects that could be undertaken to do this.

The programs being offered by other cities, some of which are described in the attachment to this report, provide many other ideas, many of which could work in Toronto.

The next three years promises to be a particularly opportune time to highlight Toronto’s architectural product. The Gehry and Libeskind additions to the AGO and ROM both are scheduled to open in 2005. They will elevate Toronto’s international architectural profile to a new level, and will fuel an expanded interest in other architectural products. The new Gehry Visiting Chair in Architectural Design at the University of Toronto will attract an internationally renowned architect to the City each year. It might be feasible to develop a broader based public program seeded in some way by the presence of the Visiting Chair.

### Next Steps

A common element found in the architecture tourism programs being undertaken in other cities is that the lead agency is an architectural or community interest group or agency. A successful program in Toronto also will require a strong partnership with the architectural community. It is recommended that Tourism, Culture and Urban Design Division staff initiate discussion with the sector about the potential and the possibilities. Circulating this report to key agencies and institutions in the architectural and heritage preservation sectors such as the Design Exchange, Toronto Society of Architects, Ontario Association of Architects, Ontario Association of Landscape Architects, Association of Registered Interior Designers of Ontario, Heritage Toronto, Toronto Preservation Board, South East Downtown Economic Development Redevelopment Initiative, the Design Industry Advisory Committee and university and college faculties of architecture and design would be a first step in initiating this dialogue. We can also explore opportunities to access resources to develop and market tourist-accessible architectural products through the Canadian Tourism Commission and the Ontario Tourism Marketing Partnership, as well as other potential sponsors or partners.

At its meeting on October 29, 30 and 31, City Council approved the establishment of a Tourism Sector Advisory Committee and directed the Commissioner of Economic Development, Culture and Tourism to present to City Council a five year Tourism Development Action Plan in early

2003. It is recommended that the results of the initial consultations and suggestions for further developing Toronto's architecture tourism product be considered in the context of the Tourism Development Action Plan.

Conclusions:

The preliminary research undertaken for this report has indicated that there is potential to and value in further developing "architecture tourism" in Toronto. This will require three streams of activity:

- (1) continuing to encourage a high standard of urban design and architecture throughout the City;
- (2) enhancing and conserving the architecturally distinctive neighbourhoods and buildings we already have; and
- (3) strengthening the linkages between the tourism market and Toronto architecture.

As a first step, it is recommended that this report be distributed to key agencies and institutions in the architectural and heritage conservation sectors to explore interest in undertaking or participating in architecture tourism initiatives. Further actions should be considered as one component of the Tourism Development Action Plan, authorized by City Council at its meeting on October 29, 30 and 31, 2002.

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PROMOTING ARCHITECTURAL TOURISM:  
EXAMPLES OF INITIATIVES IN OTHER CITIES

Cities Included:

- (1) Boston
- (2) Chicago
- (3) Montreal
- (4) San Francisco
- (5) Winnipeg

(1) Boston

- Widely acclaimed tours include *The Freedom Tour*, a historical tour of Boston and the *Boston By Foot Tour* a promotion of Boston's architectural heritage. Since 1976 the *Boston by Foot* tours have attracted between 170,000 – 175,000 residents and visitors from around the world.
- The Freedom Trail was created in 1958 by local journalist William Schofield. Today it is operated by a non-profit organization, *The Freedom Train Foundation*. The Trail consists of 16 historic sites between the Boston Common and the Bunker Hill Monument. It is estimated that over 3 million visitors walk the Trail each year generating \$400 million in spending throughout the City. The City's total Tourism economy is \$13 billion.

(2) Chicago

- Chicago's architecture is strongly promoted to the tourist market. "Architecture" is listed among the things to do home page of the Chicago Tourism website. The lead agency is the Chicago Architecture Foundation.

The Chicago Architecture Foundation

- This year the Chicago Architecture Foundation opens the Chicago Architecture Centre - the first American centre of its kind. It showcases the City's interactive CD-ROMS and video installations, permanent and rotating exhibitions, tour information, and a new studio/workshop for expanded youth programming.
- In 2002, 350,000 persons will enjoy Chicago Architecture Foundation public programming, which includes lectures, exhibits, youth education programs and downtown and neighbourhood architecture tours. The Foundation also publishes a series of books and guides.
- 400 volunteers are operating the Foundation's architecture programs.
- The Foundation offers over 74 different tours on 6,500 occasions yearly. Architecture tours offered include river cruises, bus tours, tour by name, walking tours, loop tours, (2 hour walking tour of the downtown business district of the city which is called the loop because it is circled by an elevated train) bicycle tours, group tours, Frank Lloyd Wright tours, cemetery tours, and tours by type. 175,000 people per year participate on these tours.
- 100,000 tour participants are either out-of-state or international visitors.

## Touring Chicago Neighbourhoods

- Chicago celebrates its historic restoration sites and neighbourhoods. Visitors can see and learn about the City's famous celebrities, events and buildings designed in Queen Anne, Romanesque, Italianate, Tudor, Federal, Second Empire, Moorish, jazzy New York Deco, and Classical Chicago deco.
- Neighbourhood tours show the influences and contributions of industries, writers, artists, actors and New Americans to the City.

### (3) Montreal

- Starting in 1963, significant investments have been made to resurrect, preserve and highlight the heritage value of the historic City centre and Old Port. Although this revitalization was initiated to preserve the city's heritage for local residents, several studies indicated a positive economic impact would result from tourism development brought about by a rejuvenated Old City. This knowledge "without doubt helped justify the substantial capital expenditures on the Old Port" (*Built Heritage: Assessing a Tourism Resource, Research Report Heritage Canada Foundation 2002, pg 11*). The objective was to create a significant cultural, recreational and tourism attraction in the heart of the city with a unique sense of place.

## Old Montreal

### Interesting Events:

- 1964 The Papineau house located on Bonsecours Street was restored. This was a first. Old Montreal was declared a historic area.
- 1965 Bonsecours Market was renovated, to house municipal offices.
- 1966 Place Jacques Cartier was given a facelift for Expo '67.
- 1968 Warehouses in Place d'Youville were converted for new use.
- 1979 A municipal –provincial agreement was signed to develop the district.
- 1979 Cours Le Royer, a large Victorian development was redone.
- 1991 Champ-de-Mars was redeveloped; the bases of the fortifications reappeared.
- 1992 The City's 350<sup>th</sup> birthday was marked by giving the "new "Old Port" and the Centre d'histoire de Montreal facelifts. The Pointe-a-Calliere, the

Montreal Museum of Archaeology and History was opened, celebrating the birthplace of Montreal.

1995 The historic district was expanded to include the entire old city centre.

1996 Bonsecours Market was re-opened for public use. Special lights were installed to magnify the beauties of Old Montreal.

1997 The Marguerite-Bourgeoys museum was opened and the Notre Dame-de-Bon-Secours Chapel was restored.

1998 A variety of public developments appeared with their modern designs honouring the past.

2000 New 18<sup>th</sup> century style gardens were developed at Chateau Ramezay.

- There are 5-6 private architecture guides in Montreal. There are also some corporate tours.
- Today most of the millions of tourists who visit Montreal annually spend ½ day in Old Montreal
- Pointe-A-Calliere, a dynamic archaeology and historic museum is located close to other attractions in Old Montreal. Tourists can see artifact collections, learn about the history of well-known locales and communities of the city, explore an old wastewater pumping station, and view multimedia shows of the history of Montreal.
- A map illustrating the attractions surrounding the Old Port is available for tourists.

#### (4) San Francisco

- current architecture promotional events in the City include the hosting of an annual lecture series by the AIASF (American Institute of Architects - San Francisco) and San Francisco MOMA (Museum of Modern Art) which focuses on internationally acclaimed architects;
- in 2003 the AIASF will be featuring a lecture series entitled “How to Work With An Architect”;
- the AIASF is offering design classes to members and the general public.
- in addition to their current architecture promotional events, the Chapter will be offering house and office building tours. Some of these office buildings are being or have been restored. Presently the Chapter is not offering tours;

- the Chapter works with the City's Chamber of Commerce to recruit and retain architecture business (i.e. architecture firm) on a project basis; and
  - two design awards have been awarded to the Chapter for:
    - (1) "Best of the Bay"- a design competition that focuses on large projects (i.e. design of the International Terminal at the airport or a building at Stanford University); and
    - (2) "Small Firms Great Projects" - a virtual tour of work by small architecture practices in the Bay area.
  - the City of San Francisco conducts façade improvement programs to revitalize and preserve store fronts in local commercial districts. It has comprehensive historic preservation requirements, as many of the buildings are unique and important to the landscape. Specific tours are not offered by the City;
  - the American Institute of Architecture, San Francisco Chapter is planning to list their events on the City's Tourism and Convention website in the future; and
  - the AIA - San Francisco issues a visitors' guide book produced by a large San Francisco architectural firm. The book locates, illustrates and describes 400 buildings, parks and sites to see. There are discussions of the city's culture, natural environment, urban infrastructure, and architectural history.
- (5) Winnipeg

#### Winnipeg Exchange District

- The Exchange District National Historic Site was named after the original grain exchange. It is a dense urban locale, consisting of approximately 20 city blocks in the downtown of Winnipeg. It is located just north of Portage Avenue and Main Street, bounded by the Red River to the east, Lombard and Notre Dame Avenues to the south, Princess Street in the West and William to James Avenues to the north. In September 1997, the District became a National Historic Site. This acknowledgement was granted because the area vibrantly represents the opening of the Canadian west as well as the role the City of Winnipeg played in the development of the Western Canadian economy. The Exchange District Heritage Partnership was created to develop a Heritage Interpretation Strategy for the Exchange District National Historic Site in January 1998. Three goals set were:
  - (1) to achieve preservation/conservation awareness for the Exchange District National Historic Site through an improved visitor experience;

- (2) to create a framework in the Exchange District for historic resource interpretation by a stakeholder structure; and
  - (3) to create economic opportunities for the local business community.
- The District's buildings date from the late 19<sup>th</sup> and early 20<sup>th</sup> Century. They are occupied by approximately 640 businesses, 200 non-profit organizations and 140 residences.
  - Since the 1970's, Winnipeg citizens have preserved many of its early theatres, warehouses and financial institutions. The restorations exist alongside sidewalk cafes, restaurants, specialty boutiques, art galleries, antique shops, and wholesale outlets. The area is managed by a business association with strong support from the City of Winnipeg. It is guided by an action plan.
  - The primary goals of the Exchange District Strategic Action Plan are:
    - (1) to preserve the architectural character of the district;
    - (2) to enhance the District's vitality and sustainability by increasing the number of people in the Exchange;
    - (3) to maintain the Exchange as the spotlight of artistic and cultural activity in the province; and
    - (4) to develop a sense of community within the District
  - The Action strategies of the Plan are:
    - (1) to encourage the conversion of older vacant buildings into residential apartments;
    - (2) to address issues of safety, access convenience and aesthetics;
    - (3) to designate specific theatre-cultural grounds within the Exchange and encourage associated activities;
    - (4) to improve the physical and administrative infrastructure needed to support temporary festivals, special events, and film production;
    - (5) to improve access to the riverbank, expand Stephen Juba Park and add recreational facilities;
    - (6) establish a city campus in the Exchange;
    - (7) support an artists' quarter in the Exchange; and

- (8) improve links between the Exchange District, the downtown area, the Forks, St. Boniface and Point Douglas.
- The Administration is planning to expand the tour program with a “Ghost Walk” and an “Antique Walk”. The antique walk allows visitors to explore the historic streets of the Exchange District and spend hours visiting local antique shops.
  - This national historic site has a Tour Coordinator who has been with the exchange for many years and who is knowledgeable about the district.
  - 1,500 persons participate in the Exchange District *Historical Walking Tour* which brings in a revenue of \$5,000 annually.
  - The Winnipeg Exchange District receives \$3,500 from the City and \$2,000 from corporate sponsorship yearly.

*(City Council at its regular meeting held on February 4, 5 and 6, 2003, had before it, during consideration of the foregoing Clause, the following communication (January 13, 2003) from the City Clerk:*

*Recommendation:*

*The Economic Development and Parks Committee recommends to City Council the adoption of Recommendation Nos. (1), (2) and (4), embodied in the joint report (November 27, 2002) from the Commissioner of Economic Development, Culture and Tourism and the Commissioner of Urban Development Services, as amended by the Planning and Transportation Committee at its meeting of December 13, 2002.*

*Background:*

*The Economic Development and Parks Committee at its meeting held on January 7, 2003, had before it report (December 18, 2002) from the City Clerk, advising that the Planning and Transportation Committee recommended to City Council that the joint report (November 27, 2002) from the Commissioner of Economic Development, Culture and Tourism and the Commissioner of Urban Development Services be adopted, subject to amending Recommendation No. (1) by including in the distribution the Director of the Art Gallery of Ontario and the Director of the Royal Ontario Museum, and forwarded such report to the Economic Development and Parks Committee in accordance with Recommendation No. (3) viz.:*

- (1) *the Commissioners of Economic Development, Culture and Tourism and Urban Development Services be requested to distribute this report and consult with key agencies and institutions in the architectural and heritage preservation sectors, including the Design Exchange, Toronto Society of Architects, Ontario Association of Architects, Ontario Association of Landscape Architects, Association of Registered Interior Designers of Ontario, Heritage Toronto, Toronto Preservation Board, South East*



*Downtown Economic Development Redevelopment Initiative, the Design Industry Advisory Committee, and university and college faculties of architecture and design to explore interest in undertaking or participating in projects designed to increase the linkages between Toronto's architectural product and the tourism market;*

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- (4) *the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.)*