



CITY OF BRANDON

Brandon Heritage Resources Management Plan

January 2009 to December 2012

Prepared by:

**The Brandon Municipal
Heritage Advisory
Committee**

Table of Contents

Mission	Page 3
Introduction	Page 3
Background	Page 4
Municipal Heritage Advisory Committee	Page 4
Tasks of Heritage Coordinator	Page 5
Brandon Heritage Resources Management Plan	Page 6
A.) Evaluation and Designation	Page 6
B.) Protection and Preservation	Page 7
C.) Public Awareness and Education	Page 9
D.) Programs and Policies	Page 11

BRANDON HERITAGE RESOURCES MANAGEMENT PLAN
Four Year Plan
January 2009 to December 2012

MISSION

To maintain community commitment in the City of Brandon to the preservation and presentation of heritage resources and to provide opportunities for public awareness, education, and participation in heritage conservation.

INTRODUCTION

Heritage is one of the many contributing factors that make a City a great place and the plan outlined in the following pages recognizes that the City of Brandon must:

- Identify resources that are or will be of heritage significance, so that the City may put into place various measures that will protect them for future generations.
- Establish guidelines and processes to manage and promote heritage resources so that their heritage values are retained while ensuring that they have productive and viable futures.
- Ensure that a good representation of the City's heritage resources are preserved which reflect the diversity of the City's historic and cultural beginnings and ongoing growth.

Heritage resources are viewed as structures, man made or natural sites or areas of historical, cultural and/or architectural significance to the history of Brandon which contribute to the City's unique sense of time and place. Significance may be based on aesthetic, historic, scientific, economic, cultural, social, natural or spiritual values or qualities. Resources should not be saved just because they are old, instead, they must have some significance worth saving that will contribute to our future.

There is strong support for enabling communities to be more involved in monitoring the city's heritage resources and the challenge is striking a balance that will still enable positive development, while preserving heritage resources.

The overall plan is an evolving one that will need to be reviewed annually as new procedures, initiatives and processes are developed over this time frame to meet the policy requirements. Four areas are highlighted in the plan: A.) Evaluation and Designation, (inventory and evaluation processes), B.) Protection and Preservation (to encourage designation and preservation), C.) Public Awareness and Education (assistance and advice and publicity) and D.) Programs and Policies (heritage resources affected by the development processes).

BACKGROUND

Heritage resource management for the City of Brandon is integrated into the planning documents for the city. The Brandon Planning & Development Services Development Plan contains a subsection on Heritage Resources (Part Thirteen) that is reinforced by complementary clauses in other parts of the document. The Development Plan establishes the objectives of preserving and enhancing significant heritage resources and the promotion of awareness and continued use of structures which illustrate unique or interesting architectural design or that are historically significant.

The Development Plan also established policy statements on the following:

- ⌘ investigation and designation of significant resources;
- ⌘ preservation and recovery of known heritage resources;
- ⌘ restoration, enhancement and rehabilitation of structures with heritage significance;
- ⌘ development of tourism activities utilizing heritage resources;
- ⌘ adjacent development to be compatible with character of historic sites; and
- ⌘ development of heritage design guidelines and districts.

THE BRANDON MUNICIPAL HERITAGE ADVISORY COMMITTEE (MHAC)

The Brandon Municipal Heritage Advisory Committee was established in August, 1987 by Municipal Heritage By-law No. 5521, for the purpose of considering applications and making recommendations to City Council respecting the designation of heritage sites as municipal heritage sites, and the demolition, alteration or renovation of those sites. In the years since this committee was established, the heritage conservation movement at the local level has evolved and heritage objectives have changed. In May of 2001, The Brandon Heritage Conservation By-law No. 6644 was enacted to replace the existing by-law. The new by-law expands the mandate of the Brandon Municipal Heritage Advisory Committee to include: the promotion of public awareness and appreciation of heritage resources; the development of civic policies and programs that will conserve and enhance Brandon's heritage sites; the development of incentive programs for heritage conservation; recognition of heritage sites and outstanding contributions to heritage conservation and tourism; and the provision of technical and professional advice to the local community.

Membership on the MHAC is comprised of two members of City Council, representatives from the various heritage stakeholder groups in the City, and citizen representatives of the City-at-large. Technical and administrative support to the Committee includes Brandon Planning and Development Services, the Senior Fire Prevention Office, and the Heritage Coordinator.

The current role of the Brandon Municipal Heritage Advisory Committee includes:

- ⌘ the assessment and evaluation of heritage structures and makes recommendations about designation to City Council;
- ⌘ the maintenance of a registry of municipally designated heritage structures;
- ⌘ the regulation of alterations and additions to designated structures through the heritage permit process;

- ⌘ the maintenance of an inventory of structures that have potential architectural and/or historical significance; and
- ⌘ public education and outreach through the dissemination of information and ongoing communication with owners of heritage properties, contractors, realtors and the public.

A major goal of MHAC is to ensure the continuous quality improvement in the Brandon Heritage Resources Management Plan to assist MHAC and the public in protecting Brandon's heritage resources. In that regard it was determined that a long-term plan of four years should be developed that continuously evolves and adapts over time to meet the future needs and changes that affect the City's heritage resources.

The Brandon Heritage Resources Management Plan should ultimately align itself to new standards and adjust to changes in Provincial legislation and existing objectives that were outdated or needed to be more proactive.

TASKS OF THE HERITAGE COORDINATOR

The Heritage Coordinator position is a part-time contract position that is required to provide the following services:

- ⌘ coordination and implementation of the programming, plans, and policies of the Brandon MHAC as part of the City of Brandon's overall heritage conservation management plan;
- ⌘ provision of administrative support to the Brandon MHAC;
- ⌘ promoting of public awareness and appreciation of heritage resources;
- ⌘ development of civic policies and programs that will conserve and enhance Brandon's heritage sites;
- ⌘ development of incentive programs for heritage conservation;
- ⌘ coordination of the recognition of heritage sites and outstanding contributions to heritage conservation and tourism;
- ⌘ and the provision of technical and professional advice to the local community.

BRANDON HERITAGE RESOURCES MANAGEMENT PLAN

The Brandon Heritage Resources Management Plan has four principal areas of activity designed to direct future efforts to protect heritage resources. The immediate and long term function is to set out the core heritage policies and objectives that MHAC will use to implement and manage its heritage resources. The plan also sets out objectives that will be carried out over the next four years. The City of Brandon has acknowledged the value of preserving heritage resources and that they form a key part of making in making an attractive city.

The Brandon Heritage Resources Management Plan:

- articulates a strategic approach relating to the management of Brandon's heritage resources
- consolidates heritage related policies in one document.
- clarifies plans, policies and procedures.
- advocates for the streamlining of procedures and dedicating resources to provide more and better service
- sets out practical, realistic and achievable actions to be carried out over the next four years to identify, protect and manage Brandon's heritage.
- Will continue to build on and complement the heritage work that other agencies, organizations and individuals are doing.

Four areas are highlighted in the plan: A.) Evaluation and Designation, (inventory and evaluation processes), B.) Protection and Preservation (to encourage designation and preservation), C.) Public Awareness and Education (assistance and advice and publicity) and D.) Programs and Policies (heritage resources affected by the development processes).

A.) EVALUATION AND DESIGNATION

The continual work to maintain, update and review the historic resources in Brandon to ensure that ongoing significant resources are identified and recorded. This enables appropriate effort and policy to be put in to place to protect and/or incorporate resources facing ongoing development pressures.

A.1. Develop and implement a new criteria for evaluation of potential heritage sites.

Year One Objectives

- A.1.1. Review the current evaluation system and determine areas for concern.
- A.1.2. Develop new or improve on existing evaluation procedures.
- A.1.3. Re-evaluate current designated sites using new procedures to prove validity.

A.2. Develop, Update, Maintain Inventory and Register of Historic Resources in Brandon

Year One Objectives

A.2.1. Review the current inventory's format and determine how best to identify resources that are added to the inventory that allow for the most effective administration and monitoring of resources.

A.2.2. Ensure that the review and assessment process that evaluates resources is based on the resources merits, including age, to include architectural, social and historical significance, community values and aesthetic values.

A.2.3. Identify and maintain a "B" list of neighbourhoods or areas and building periods or types in need of inventories or updates and work with the community and individuals to identify significant local resources that may qualify to get on the Inventory.

Year Two Objectives

A.2.4. Investigate how the City could carry out an inventory of its building stock to determine their heritage values and put a high priority on their preservation or designation.

A.2.5. Identify target audiences who need to be aware of the Inventory

Year Three Objectives

A.2.6. Investigate if the inventory can be broadened to include other heritage values, including but not limited to: historic neighbourhoods or areas, urban, cultural and natural landscapes, archaeological sites and trails, etc.

A.2.7. Develop a trigger in the system for City buildings to be reviewed periodically for significance.

Year Four Objectives

A.2.8. Inventory is made readily available in electronic or paper format. (\$\$ Cost).

A.2.9. Ensure that the Inventory and Register of Historic Resources in Brandon is electronically searchable by certain categories (names, dates, types, etc).

A.3. Continuation of heritage plaque program and development of suitable recognition for significant heritage sites that require designation.

Year One Objectives

A.3.1. Develop policies and procedures to determine heritage plaque designation process.

A.3.2. Develop procedures to process heritage plaque installation from concept to unveiling.

A.3.3. Develop unveiling events that involve public awareness and involvement. (\$\$ Cost)

A.3.4. Ensure adequate funding is available for production of heritage plaques. (Heritage Grants Council). (\$\$ Cost)

B.) PROTECTION AND PRESERVATION

Identification and creation of appropriate resources, incentives and policies to encourage the restoration and rehabilitation of heritage resources. These may vary from financial incentives to greater direct involvement by the City of Brandon.

B.1. Heritage Districts

Recognize, protect and enhance the character of heritage districts.

Year One Objectives

B.1.1. Determine if creating heritage districts is appropriate for the City of Brandon.

B.1.2. Consult with Brandon Planning & Development Services, City of Brandon, and other vested groups to determine if the creation of districts fits in with the City's objectives.

B.1.3. Investigate and identify which neighbourhoods and commercial districts have areas worthy of being recognized as heritage or character areas.

B.1.4. Promote heritage partnerships that help identify and recognize new heritage resources/districts.

Year Two Objectives

B.1.5. Develop appropriate zoning, regulations, guidelines or overlays to identify, guide and protect the character of heritage areas and present to Council.

Year Three Objectives

B.1.6. Develop a regular monitoring schedule for owners and heritage planners to review all heritage resources.

B.1.7. Explore what avenues are available to enforce appropriate heritage standards on non complying designated heritage resources or those suffering willful neglect.

Year Four Objectives

B.1.8. Explore processes to create longer timelines or delays in the process for non-compliers, or conversely, fast-track those that do comply through the process.

B.1.9. Investigate what incentives may be available to develop and implement urban design guidelines or landscaping features in identified heritage areas.

B.2. Demolition

Explore options to prevent the demolition of heritage resources or inappropriate work to heritage resources.

Year One Objectives

B.2.1. Identify all policies, programs and incentives that could help prevent resources from being demolished.

B.2.2. Investigate whether or not demolition permits for those buildings on the Inventory can be required to have adequate justification and/or new development permits in place prior to issuance.

Year Two Objectives

B.2.3. Investigate what penalties, financial penalties, disincentives and consequences are available to prevent demolition or willful neglect occurring in other jurisdictions.

B.2.4. Investigate the possibility of requiring justifications, new development permits and time lines prior to demolition permits being issued for heritage resources, to ensure land does not remain vacant.

Year Three Objectives

B.2.5. Develop stronger maintenance regulations to enable the City to enforce repairs on heritage resources.

Year Four Objectives

B.2.6. Investigate the option of increasing taxes on vacant sites where heritage resources once stood or down zoning options.

B.3. Civic monuments/statues

Year One Objectives

B.3.1. Identify suitable stakeholders to network and collaborate with to determine the most suitable monuments/statues for the City of Brandon.

B.3.2. Identify how similar monuments/statues were selected in other communities.

Year Two Three Objectives

B.3.3. Develop a long term plan that identifies who or what should be considered as a monument/statue; where it should be situated; how it should ultimately get there, how it should be funded, and the timelines to make it all happen.

Year Three Four Objectives

B.3.4. Investigate Canadian Art and Heritage (Federal), Culture Heritage Tourism Sport (Provincial), and Canadian National Defense (Federal) as potential funders.

C.) PUBLIC AWARENESS AND EDUCATION

The ongoing work to raise the profile of the benefits that heritage brings to the City of Brandon at large, while enabling individuals to access appropriate resources, advice and assistance to allow them to protect or account for heritage resources in future plans.

C.1. Heritage promotion and awareness

Continue to support and initiate heritage programs and initiatives that promote and advocate for greater heritage awareness.

Year One Objectives

C.1.1. Ensure ongoing research is a priority into local heritage and culture and is well documented and readily accessible to all community members, schools, businesses, and tourism/interpretive projects.

C.1.2. Develop partnerships with social, cultural and some economic groups to promote heritage.

C.1.3. Explore a notification process for properties immediately surrounding heritage resources and appropriate time lines for comment/response.

C.1.4. Continue to develop heritage tours for the city's heritage areas that could include an industrial/commercial component. (\$\$ Cost)

C.1.5. Redevelop promotional material on heritage programs in the City. (\$\$ Cost)

C.1.6. Develop a relationship with the media (TV, Newspaper, Internet) to publicize heritage issues as they arise.

Year Two Objectives

C.1.7. Develop aids to assist those researching heritage resources.

C.1.8. Develop a funding mechanism to be made available to enable appropriate research can be done. (\$\$ Cost)

Year Three Objectives

C.1.9. Identify and implement standards used by other communities to implement interpretive programs for important community stories or themes that respect cultural diversity.

C.1.10. Ensure inter-community and inter-municipality cooperation and partnership exists for delivering interpretive programs.

Year Four Objectives

C.1.11. Review the current heritage website is functional, informational, and user friendly and update with IT Department and ensure other heritage links and resources are included.

C.1.12. Develop a list of pro-heritage services and trades.

C.2. Promote and ensure that heritage education, documentation and research material is readily available.

Year One Objectives

C.2.1. Develop a variety of heritage talks and promotional materials dealing with heritage to educate the public and identified groups (e.g. realtors and developers). (\$\$ Cost)

C.2.2. Develop leaflets/templates for planning and restoration tasks pertaining to heritage matters and processes, etc. (\$\$ Cost)

Year Two Objectives

C.2.3. Determine and review the capacity of history on Brandon that is currently taught in the Brandon School Division.

C.2.4. Work with the Brandon School Division to develop materials that could be implemented in educational curriculums and various City outreach programs. (\$\$ Cost).

Year Three Objectives

C.2.5. Carry out surveys or research on best practices related to heritage practices.

Year Four Objectives

C.2.6. Identify social, economic and community benefits of heritage preservation and make the information readily available. (\$\$ Cost).

C.3. Heritage, Culture, and Festival annual events.

Year One Objectives

C.3.1. Develop events that recognize yearly dates such as National Heritage Week, Heritage Day, and Manitoba Day. (\$\$ Cost).

C.3.2. Ensure longevity and sustainability of annual events are secured by establishing fundraising events and activities throughout each fiscal year.

C.3.3. Develop job descriptions for volunteer positions at all events.

Year Two Objectives

C.3.4. Implement events that were developed in Year One Objectives.

C.3.5. Develop annual events that promote heritage within the existing cultural community such as Louis Riel Day and Hispanic Heritage Month. (\$\$ Cost).

C.3.6. Work with similar culturally minded groups to see what avenues heritage could be promoted through (Cemetery Tours, Heritage Fair, Communities in Bloom). (\$\$ Cost).

C.3.7. Develop an event to publicly recognize volunteers. (\$\$ Cost).

Year Three Objectives

C.3.8. Implement cultural events that were developed in Year Two Objectives.

C.3.9. Work with the variety of cultures in the City to ensure that the City's history and heritage is known and understood by them.

Year Four Objectives

C.3.10. Investigate the possibility of creating an advocacy group(s) that promotes heritage and cultural activity collectively in the City and elsewhere.

C.4. Heritage Award Program to recognize and encourage efforts made in conservation of City's heritage.

Year One Objectives

C.4.1. Develop criteria, regulations, and guidelines for nominations.

C.4.2. Investigate the costs to implement an awards presentation event. (\$\$ Cost).

Year Two Objectives

C.4.3. Develop marketing plan to raise public awareness of award program. (\$\$ Cost).

C.5. Work conjunctively with Economic Development and Tourism to ensure that heritage and cultural tourism businesses exist in City.

Year Two Three Four Objective

C.5.1 Support and encouragement for activities and entrepreneurs is provided by the City in the form of knowledge, access to information, professional services, or access to capital.

D.) PROGRAMS AND POLICIES

Continuation of putting in place appropriate mechanisms to ensure heritage resources are accounted for in the development process and enabling the long term management of existing resources.

D.1. Policies and guidelines

Develop policies and guidelines to ensure that heritage resources are an integral consideration in any development considerations that directly affect resources or their surrounds.

Year One Objectives

D.1.1. Review current By-law 6644 to ensure that it accurately reflects the current and anticipated needs of the community.

D.1.2. Develop processes, guidelines, and policies to ensure that Bylaw 6644 is in place and enforced.

Year Two Objectives

D.1.3. Develop processes, guidelines and policies in statutory plans, zoning and overlays that promote heritage and offer incentives to do so.

D.1.4. Develop Heritage Checklist for all planners, development officers, and

administrators to consider when dealing with all applications as part of the evaluation process.

Year Three Objectives

D.1.5. Review and revamp the current Urban Design and Standard Guidelines to ensure it is current and meeting the needs of the heritage community.

D.1.6. Develop partnerships with other programs that allow heritage homes to accommodate new technology or modern standards.

Year Four Objectives

D.1.7. Develop guidelines or processes to enable areas surrounding heritage resources to take into account the heritage values.

D.1.8. Develop community and strategic partnerships within the private sector to achieve heritage preservation objectives.

D.2. Heritage Archives

Heritage archiving shall be an integral consideration in policy development and in other City incentives and programs

Year One Objectives

D.2.1. Evaluate current archiving process and determine how heritage resources should be protected.

Year Two Objectives

D.2.2. Explore and develop triggers in the planning process to ensure heritage resources are identified and relevant processes to protect them are instigated.

D.3. Standards

The City's Heritage Program shall be aligned with Federal and Provincial standards and guidelines.

Year One Objectives

D.3.1. Review and implement policies, standards and terminology to align with Federal and Provincial heritage standards and guidelines.

D.3.2. Create public awareness of the already established Historic Places Initiative – Canadian Registry of Historic Places.

Year Two Objectives

D.3.3. Develop partnerships with all levels of government to review, develop and increase appropriate incentives and disincentive programs and legislation.

D.3.4. Lobby the Provincial Government to increase its annual heritage budget.

Year Three Objectives

D.3.5. Explore what forums exist to enable Municipalities and the Provincial Government to lobby the Federal Government to develop a Federal Heritage Incentive Program.

Year Four Objectives

D.3.6. Develop an advocacy group that represents owners of heritage resources.