

Promoting Heritage Preservation in Richmond Hill

July 2022

Introduction

Throughout its discussions over the last few years, members of the Heritage Richmond Hill (HRH) Committee have identified the need for greater promotion of heritage preservation within and beyond the city. These discussions have focused on public education and promotion as means of ensuring continued heritage preservation.

To that end this proposal is an approach to address the need for promoting heritage preservation.

To date the committee has identified two objectives to consider

- 1- ***Committee Development:*** How best to ensure that committee members are able to act as resources for citizens in matters pertaining to conservation, restoration and renovation of heritage properties.
- 2- ***Heritage Promotion:*** What can be done by the committee to raise awareness of the need to preserve the City's heritage properties in the community.

Proposed Approach

To address the two objectives, it is proposed that the recently established subcommittee meet during the month of August to develop a plan for implementation that addresses the need for heritage preservation. The August meeting will focus on addressing the questions below and any other questions subcommittee members suggest.

Committee Development

In terms of enhancing support for committee members to better promote heritage preservation it has been proposed that a review of current resources provided to committee members be reviewed to see how they can be improved.

The current resources provided to committee members include

- 1- Heritage Richmond Hill Terms of Reference
- 2- RH Inventory of Cultural Heritage Resource
- 3- Introductory Presentation to HR Committee

- 4- Heritage Property Evaluation – Ontario Heritage Tool Kit
- 5- Museum of the Streets – Richmond Hill
- 6- Various Presentations provided during the term on relevant topics such as changes to the Ontario Heritage Act, Enforcement Activities related to Heritage Preservation, etc.

In undertaking the review of the current resources and discussing how to better support committee members, the following questions should be considered by the subcommittee:

- 1- Are there additional resources that committee members need? (Tour of some heritage sites, orientation to the RH cultural map, etc.)
- 2- How can returning committee members help new committee members? (Buddy system for new members, etc.)
- 3- Is there a need to change the current orientation provided to committee members? (e.g., past presentations to be included with orientation material, etc.,)
- 4- What gaps do current committee members have that should be addressed for future committee members?

Heritage Promotion

To date discussions and research have identified the following activities as potential opportunities for heritage promotion:

- 1- Enhancing current recognition activities of heritage sites to further profile heritage properties (Provincial or federal recognition, enhance Richmond Hill plaque program, etc.)
- 2- Storytelling about key sites using podcasts, websites and other means to profile heritage properties (David Dunlop Observatory, etc.)
- 3- Organizing tours of heritage sites as part of Heritage Days or Doors Open
- 4- Profiling heritage properties in social media (#Richmond Hill Heritage Properties) and traditional media (The Liberal, etc.)
- 5- Email campaign to local organizations/owners about heritage properties and how to preserve them
- 6- Presentations to various community organizations (property developers, real estate agents, etc.) about heritage preservation and profiling heritage properties
- 7- Virtual tours of heritage properties (Gormley Area, etc.)
- 8- Leverage the Richmond Hill Cultural Maps and the York Region Heritage Site Maps
- 9- City Council profiling Heritage Sites at their meetings

In terms of heritage promotion activities, the following questions should be considered by the subcommittee:

- 1- Are there additional activities that should be considered?
- 2- What are the impacts on City staff in terms of implementation of some of these activities?
- 3- Are there IT considerations that could prevent some of these activities?
- 4- Are there existing community events-activities that can be leveraged for purposes of promoting heritage preservation? (e.g., Doors Open, Historical Society Events, etc.)

Development of a Heritage Promotion Plan

In terms of developing a Heritage Promotion Plan that lays out a path forward, the following are questions to be considered by the subcommittee:

- 1- What do you want the plan to accomplish? Does the plan address the two objectives identified above?
- 2- What should be the priorities of the plan?
- 3- Are there any quick wins that can be implemented now?
- 4- What are the resource implications for City staff?
- 5- Are there financial implications to the City?
- 6- Timing for implementation of the plan
- 7- Communication of the plan
- 8- Will City Council approval be required?

Next steps

- 1- Endorsement of the proposed approach by HRH Committee
- 2- Scheduling of August subcommittee meeting
- 3- Proposal review by subcommittee members in preparation of the August meeting
- 4- August Meeting results (draft plan) reported back to September HRH Committee
- 5- Discussion and endorsement of draft plan by HRH Committee