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Camrose

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WELCOME TO

CITY OF CAMROSE
HERITAGE MANAGEMENT PLAN

WHAT IS A HERITAGE MANAGEMENT PLAN?

- Helps to protect Camrose's superior collection of heritage buildings

- Provides a framework for preserving and restoring heritage buildings and adding new historic sites to the Heritage Inventory

- Identifies potential partnerships, educational and tourism opportunities to enhance heritage preservation and awareness in the city

- Provides enabling legislation for designating heritage buildings, and policies and processes for managing the diverse range of heritage resources in the city

- Builds on the success of the past Heritage Survey and Inventory project (2010-2011)

When the plan is implemented, it will become the basis of Camrose's Heritage Management program for the next 10 years (2021-2031). The Plan was developed in coordination with the City of Camrose and the Heritage Advisory Committee from Summer 2020 to Winter 2021.

The following panels present the potential ideas and options for the Heritage Management Plan.

WE VALUE YOUR INPUT!

Please provide your feedback using the Comment Form available on this page.

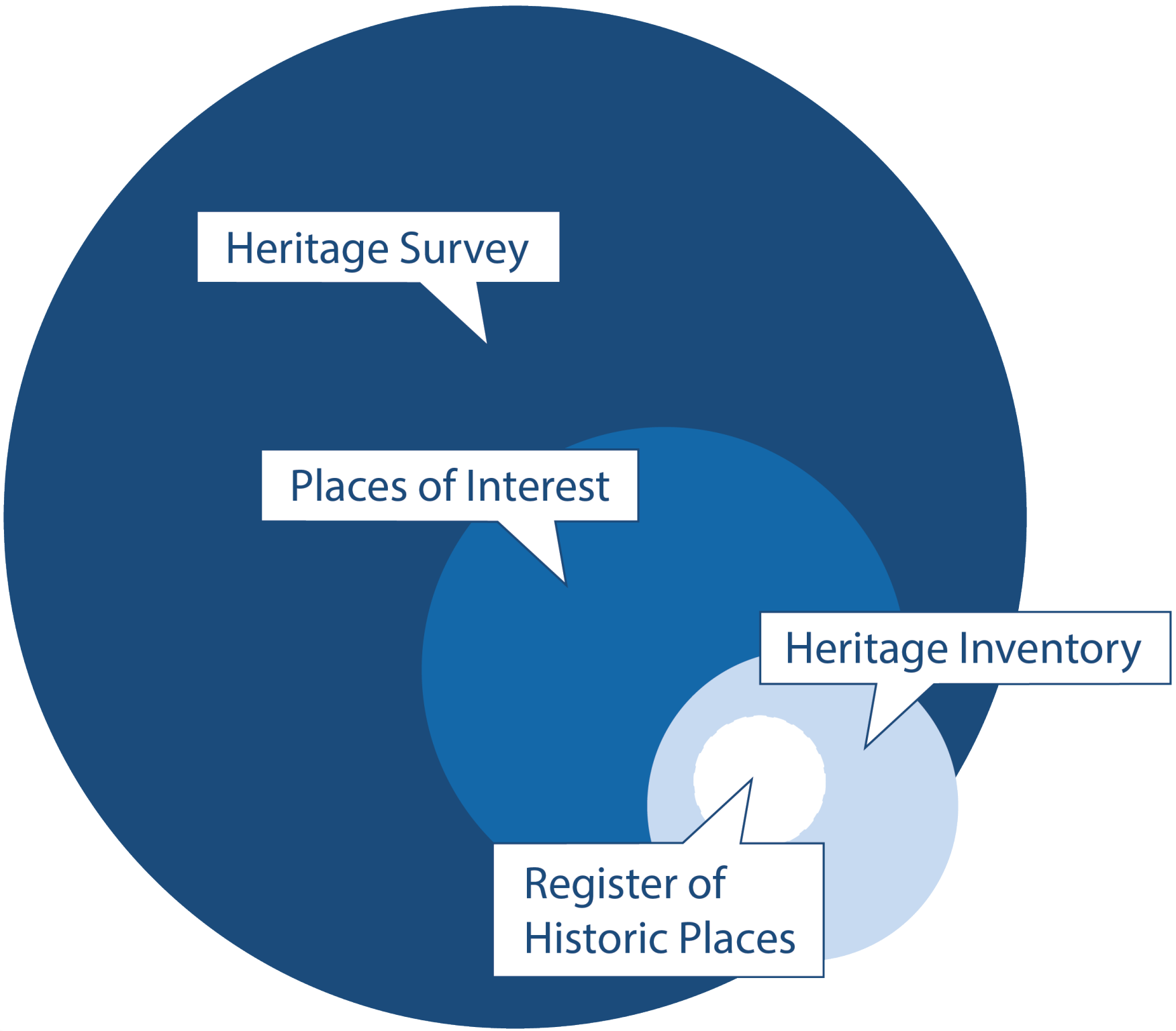## WHAT HAS BEEN ACCOMPLISHED WITH THE HERITAGE PROGRAM TO DATE?

- Establishment of Heritage Advisory Committee (2017)
- Heritage Survey - 100 sites (2010-2011)
- Places of Interest List – 60 sites (2010-2011)
- Heritage Inventory – 41 sites (2010-2011)
- Main Street Program (2011)
- Municipal & Provincial Historic Resources (Heritage Register):
  - » *Bailey Theatre (2000) (MHR)*
  - » *Camrose Feed Mill (1985) (PHR)*
  - » *Camrose Public Library (1978) (PHR)*
  - » *CNR Station (2007) (PHR)*
  - » *Normal School (2007) (PHR)*
- Public Heritage:
  - » *Camrose and District Centennial Museum*

EMOE STREET CAMROSE ALTA

Camrose, Main street - Looking North

HOW DOES THE HERITAGE MANAGEMENT PROGRAM IMPACT HERITAGE SITE OWNERS?

The implementation of a Heritage Management Plan provides many tangible and intangible benefits, and has a strong positive impact on community and economic development and quality of living:

- Helps to preserve key heritage character areas or streetscapes in the city
- Provides access to grants or incentives to help preserve your heritage resource.
- Provides educational opportunities for conserving your heritage buildings
- Increases community pride and awareness
- Develops interpretive programs that engage the community in local heritage (walking/driving/biking tours, QR Codes, plaque program)
- Supports sustainability initiatives – "*The greenest building is the one already built*" Carl Elefante
- Generates employment through heritage trades and economic spin-offs
- Creates opportunities to maintain and revitalize historic main streets
- Supports economic development through investment in heritage sites
- Increases investment in cultural tourism opportunities

CAMROSE LUTHERAN COLLEGE

Heritage Survey

Places of Interest

Heritage Inventory

Register of Historic Places

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THE PROCESS FOR THE HERITAGE MANAGEMENT PLAN

Camrose City Staff and the Heritage Advisory Committee (HAC) have been working with heritage consultants, Fireweed Consulting, Inc. to develop possible ideas and options for the Heritage Management Plan. The process included a thorough review of the City's existing Heritage Program and guiding policies for heritage in other planning documents.

The following outlines the consultation process for this project:

August 20, 2020: Project Start-up, Workshop 1 (Identification of Strengths and Weaknesses)

October 22: Workshop 2: Draft Goals + Action Plan

November 2020: Online Survey (180 Responses)

November 19: Workshop 3: Setting Direction - Timing and Roles

January 2021: Final Draft and Review

April-May: Community Consultation (Online)

Late Spring 2021: Final Report Completed

WHAT IS INCLUDED IN THE HERITAGE MANAGEMENT PLAN?

- Plan with Actions and Implementation schedule (10 year plan)
- Recommended roles and responsibilities for City Staff and HAC
- Policy recommendations to integrate HMP and heritage into other current planning documents
- Recognition of partnerships to meet goals of HMP
- Communication material to explain designation to public (Brochure, information for a website etc)
- Incentive and granting models for Municipal Historic Resources
- All associated policies, processes, and forms for evaluating and designating sites

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Local Incentives

Would you like to see a local incentive program?

- *Heritage grants?*
- *Heritage Endowment or Trust?*
- *Non-monetary incentives such as Zoning relaxations*

INCENTIVE OPTIONS FOR LEGALLY PROTECTED MUNICIPAL HISTORIC RESOURCES

OWNING A HERITAGE BUILDING IS YOUR MOST VALUABLE TOOL

Provincial Incentives

Heritage Preservation Partnership Program (for sites on the Alberta Register of Historic Places). All grants are 50-50 cost share.

- Heritage Inventory: one time $5,000 grant
- MHR: $50,000 cost share per year for restoration
- PHR: $100,000 cost share per year for restoration
- Architectural, Engineering, Heritage Conservation Reports: $25,000
- Heritage Awareness (interpretive plaques, workshop, attendance, presentations: $5,000
- Publications: $5,000 (books) and $3,000 (brochures)
- Research (oral history, research): $25,000
- Bob Etherington Heritage Trades: $3,000
- Roger Soderstrom Scholarship: $10,000

OPTIONS EXPLORED FOR LEGALLY PROTECTED MUNICIPAL HISTORIC RESOURCES IN CAMROSE

- *Restoration Grant or Facade Improvement Grant (Commercial facades)*: Grants for preservation of regulated exterior elements (i.e. windows, storefronts, roof or foundation repairs)
- *Maintenance Grant:* I.e. smaller repairs to existing fabric, painting, etc.
- *Planning + Zoning Relaxations:* I.e. Setbacks, Non-conforming, Local Improvement Exemptions
- *Advice + Education*: Conservation courses, SOS writing courses, grant writing
- *Celebration*: Plaque program for MHR's, Heritage Awards

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HERITAGE MANAGEMENT PLAN GOALS:

A 10-year timeframe was decided upon to implement the Plan. The following outlines the five GOALS and ACTIONS.

CITY STEWARDSHIP

GOAL 1: GROW + PROTECT HERITAGE PROGRAM IN CAMROSE

Actions:

- Update Heritage Inventory every five years using a Values-based approach

- Identify Heritage Character Areas or Heritage Streetscapes and evaluate with Historic Context or Statement of Significance.

- In consultation with Louis Bull Band, Ermineskin Cree Nation, Samson Cree Nation, the Montana First Nation and Métis, update Indigenous history and culture, and associated sites as part of the historic context in partnership with Indigenous groups

- Adopt Standards & Guidelines as basis for heritage work in city.

- Continue to integrate heritage into municipal planning policy documents as they are updated – general policies and historic neighbourhood policies.

- Update Municipal Development Plan (MDP) with enhanced goals and policies directly related to heritage conservation.

- Commit to designating 2 resources/ year for duration of HMP – goal of 20 new resources added to Heritage Register in next 10 years.

- Identify and designate Special Heritage Districts in Camrose.

- Implement guidelines for infills in Heritage Character Neighbourhoods designated in MDP update.

- Share resources on city website for maintenance of Designated resources – i.e. Conservation Plans, Education.

- Implement guidelines for demolition of resources on Heritage Inventory and a system of flagging Demolition Permits for heritage buildings.

- Re-Analyze staff resources required to implement HMP in Camrose.

- Hold regular meetings between Planning, Economic Development, Community Development and Communication to discuss/learn about ongoing heritage issues.

- Institute digital flagging system for heritage properties (Heritage Inventory/ Register) and potentially all resources 50 years and older in municipal database.

- Develop page on City website dedicated to heritage program in city, grant program, and heritage designation (including all forms for owners).

INCENTIVES

GOAL 2: DEVELOP INCENTIVES FOR PROTECTED HISTORIC RESOURCES IN CAMROSE

Actions:

- Analyze the financial implications of an annual allocation for Heritage Incentive Program.

- Develop non-monetary conservation incentives – i.e. Local Improvement Exemptions.

- Take advantage of funding programs by senior levels of government. Update information on Heritage Program on City website.

- Promote program through brochures, social media, City website, Educational Seminars.

- Seek potential sponsors or donors for Heritage Incentives program (e.g. matching to City investment)

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ECONOMIC DEVELOPMENT
GOAL 3: TIE HERITAGE TO TOURISM AND ECONOMIC DEVELOPMENT

Actions:

• Contact partners to seek creative ways to tie heritage into economic development and sustainability initiatives.

• Tie heritage into preserving main street resources (i.e. Façade program). Partner with Downtown Camrose Association and Tourism Camrose to promote.

• Align heritage program initiatives with tourism initiatives underway in the city: Jaywalkers, Big Valley Jamboree, Founders Days, Augustana Barbeque: booth at local event that highlights heritage program, main street resources, and heritage inventory.

• Explore partnerships to develop heritage interpretation and heritage tours in city including: QR codes, driving/walking tours, brochures, plaques.

• Build connections with surrounding heritage communities for common heritage tourism initiatives.

EDUCATION + RECOGNITION
GOAL 4: INCREASE + ENGAGE PUBLIC IN HERITAGE EDUCATION + RECOGNITION

Actions:

• Interpret Heritage Inventory sites (plaque program, social media, local newspaper, murals, utility box wraps, banners, historic trail interpretation (Camrose Trail), – using existing Heritage Inventory document)

• Explore expanding the plaque program for designated heritage sites

• Initiate education in technical conservation and guiding conservation manuals for Heritage Advisory Committee

• Piggyback on existing institutions to develop education program for heritage - e.g. events in local businesses (coffee shops, art galleries) on main street, lectures, podcasts, YouTube, Forums, Lunch and learn etc.

• Partner with Museum and/or University to hold educational events (engages students)

• Partner with Bethany Group to hold events for assisted living residents (i.e. oral history projects)

• Develop education for Heritage Inventory owners – i.e. designation 101, Using Standards & Guidelines, Rehabilitating Heritage Houses (can be outsourced)

• Explore projects that engage communities that have not traditionally been included as 'heritage stakeholders', such as youth, Indigenous groups, and other cultural communities, etc

• Explore developing Heritage Awards program

• Develop plaque program and ceremony for buildings that designate

PARTNERSHIPS
GOAL 5: DEVELOP + ENRICH A NETWORK OF PARTNERS TO FURTHER HERITAGE CONSERVATION

• Foster partnerships with:

• Established neighbourhood associations

• Universities – Augustana University of Alberta Campus

• Major industries – health, farming, oil and gas

• Corporations: Co-op

• Arts and culture communities

• Local businesses

• Tourism Camrose

• Chamber of Commerce

• Economic development

• Battle River Alliance for Economic Development

• Realtors

• Indigenous groups

• Develop relationship with Centennial Museum to help further goals of heritage program

THANK YOU!

The final Heritage Management Plan will be available on the City website by early Spring 2021

Please provide us with your email if you would like us to notify you when it is activated.

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