



## **Communications Brief**

### **Subject: Heritage Property Review**

Date: May 3, 2021

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Prepared for: Heritage Committee

### **Background**

Prior to the existence of the City's Municipal Register, heritage properties were identified on an inventory that was maintained by a citizen committee called LACAC (Local Architectural Conservation Advisory Committee). LACAC was the predecessor of the current municipal heritage committee, Heritage Burlington. Properties on the inventory were assigned a "heritage grade" of A, B, C, or D based on their perceived level of heritage value. The highest grade was A and the lowest grade was D.

At its height, the Inventory listed over 1200 properties in Burlington. Unlike the Municipal Register, the inventory only provided recognition of heritage value; it had no regulatory authority to require the conservation of properties on the list. No new properties have been added to the inventory since it was last endorsed by Council in 2001. The inventory is no longer updated but continues to exist as an archival reference for staff and Heritage Burlington.

In 2008, all of the properties that had been graded "A" on the inventory were added to the Municipal Register by City Council. City Council has approved a recommendation by Heritage Burlington to study all of the remaining Inventory properties (grades B, C, and D) to determine which, if any, should be added to the Register. The work for this study will be supported by this communication plan.

### **Audience**

- City of Burlington property owners with properties on lists B, C, and D on City's historic inventory
- Service Burlington
- City Council

### **Corporate Goal**

Make recommendations to City Council about properties previously identified as B, C and D on the City's historic inventory regarding which should be moved to the City's Municipal Register.

### **Communications Objectives**

Inform property owners with properties identified as B, C and D on the City's historic inventory about the heritage review, including, steps, timing and potential outcomes.

## Strategies and Tactics

Strategy	Audience	Tactic	Timing/ Budget	Lead
Update city website	All	<ol style="list-style-type: none"> <li>1. Provide information about the review on city's heritage web page. Include a contact (Danika)</li> <li>2. Include a list of frequently asked questions</li> </ol>		Web team with content provided by City staff
Send direct mail to B, C + D heritage property owners	B, C + D heritage property owners	<ol style="list-style-type: none"> <li>1. Send letter to B grade properties explaining the review process, timing and potential outcomes</li> <li>2. Same approach as above for C &amp; D</li> </ol>		See draft attached
Host virtual information meeting for B, C + D rated heritage property owners	All	<ol style="list-style-type: none"> <li>1. Coordinate virtual meeting to B grade property owners to provide a short presentation about the review and answer any questions.</li> <li>2. Follow same approach for C &amp; D</li> </ol>		City staff and heritage committee members
Follow up with property owners about outcome of review	B, C + D-rated heritage property owners	<ol style="list-style-type: none"> <li>1. Beginning with B grade properties, prepare two letters to send to property owners: <ul style="list-style-type: none"> <li>• Group A - notify property owner that home is being recommended for the heritage register and provide the date of the committee meeting when the recommendation will go to Council</li> <li>• Group B – notify property owner that home is not being recommended for heritage register</li> </ul> </li> <li>2. Follow same approach for C &amp; D</li> </ol>	On-going, as recommendations brought forward to Council	City staff
Leverage city's social media channels	Public	<ol style="list-style-type: none"> <li>1. Share posts to promote the new additions to the register, the strengthening of Burlington's heritage and City's conservation strategy</li> </ol>	On-going, as recommendations brought forward to Council	Jeevan to post, with content from City staff

## Key Messages

- The City of Burlington values heritage.
- Well-maintained heritage properties enrich the quality of life in Burlington for residents and visitors and also help to maintain the city's unique character and history for generations to come.

- This review is being done in alignment with the Ontario Heritage Act. The conservation of cultural heritage resources is regulated by the Ontario Heritage Act and supported by provincial, regional, and municipal planning policies.
- Cultural heritage resources – including buildings, monuments, and landscapes – provide physical and cultural links to the identity of the City, create a sense of civic pride, and contribute to the quality of life and enjoyment of the City by residents and visitors alike.
- Include messaging on the difference between being on the Register and being a designated property

## Budget

Cost of letter mail: TBC	
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