

## Heritage Designation Strategy Brainstorming Summary

Topic	Summary of Discussion
Our "Why": Why do we designate properties in Kawartha Lakes?	<ul style="list-style-type: none"> <li>• Preserve communities and history for future generations</li> <li>• Learning from the past to apply lessons from our historic built heritage to today</li> <li>• Bringing awareness to the community to help preserve our history</li> <li>• Using properties as means to tell stories about our communities</li> <li>• Promoting historic communities and buildings as an investment opportunity</li> <li>• Documenting and understanding buildings before something happens to them</li> <li>• Supporting placemaking in local communities</li> <li>• Supporting tourism by preserving and showcasing historic assets</li> </ul>
Timeline: How will the strategy roll out?	<ul style="list-style-type: none"> <li>• Realistically there is the capacity to designate 10-15 properties right now and the Committee's timeline needs to recognize that</li> <li>• Looking forward to ten years from now, the designations we undertake will tell a story about our communities</li> <li>• Prioritize low-hanging fruit (i.e. well-known community buildings and landmarks) to begin with</li> <li>• Ensure that the strategy responds to the development landscape as it evolves</li> </ul>
Priorities: How do we prioritize properties for designation?	<ul style="list-style-type: none"> <li>• Identifying and prioritizing resources under the most threat</li> </ul>

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	<ul style="list-style-type: none"> <li>• Identifying and focussing on areas where there are currently few buildings protected, such as industrial and transportation related resources</li> <li>• Focus on institutional buildings, such as churches and school, that have memories for many community members</li> <li>• Focus on agricultural buildings and century barns to support Kawartha Lakes' farming history</li> <li>• Ensure that there is a representative sample of different ages, styles, and types of buildings designated</li> </ul>
Public Education: How do we educate the community about the importance of heritage?	<ul style="list-style-type: none"> <li>• Hosting public meetings where local residents talk about what is important to them in their communities</li> <li>• Host a heritage awareness month/day where the City is the lead</li> <li>• Using Jump In to give residents and opportunity to talk about their properties and stories they value</li> <li>• Conducting outreach in local communities to help determine what buildings are important to community members</li> <li>• Promoting and telling stories through local newspapers and publications</li> <li>• Ensuring that outreach is linked to heritage buildings</li> <li>• Continuing to hold Doors Open and the Osprey Heritage Awards</li> </ul>
Capacity: What does the Committee have the capacity to do?	<ul style="list-style-type: none"> <li>• Capacity to do something in the community once every few months</li> <li>• Committee needs to ensure that it is not overcommitting</li> </ul>

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Additional Considerations	<ul style="list-style-type: none"><li data-bbox="1108 235 1829 310">• The City needs to continue to be an example of how to look after heritage buildings</li><li data-bbox="1108 313 1856 383">• Support for the development of design guidelines for new development</li></ul>