MISSION AND VISION

Heritage Montreal has worked to promote and to protect the architectural, historic, natural and cultural heritage of Greater Montreal, its neighbourhoods and communities. A private non-profit organization, Heritage Montreal is at the heart of an extensive network of partners, working through education and representation to celebrate, develop and preserve Montreal’s identity and uniqueness.
Dear Friends of Heritage Montreal,

As you read this, we are celebrating our 40th anniversary. Happy birthday to us!

It was truly a privilege for me to join the Heritage Montreal family last May as Executive Director. From the first months of my tenure, we seized the opportunity to embark on a consolidation and review of our processes. I salute the entire team for doing an outstanding job and remaining keenly focused on our goals during this transition.

Above all, this past year we continued our awareness and education efforts around heritage and urban development issues, by means of coherent actions and quality programs. Heritage Montreal orchestrates a great many initiatives with promise for the city's future. Many of them happen in the city, like our Family Workshops, which are growing in popularity, and our ArchitecTours, which despite the vagaries of the weather again attracted nearly a thousand participants. Looking at the broader picture, in partnership with elected officials and decision-makers we are actively involved in the major issues of the day, such as the rejuvenation of Sainte-Catherine Street. I thank our donors and partners for their generous support, which makes all these projects and activities possible.

Every one of our actions aims to ensure a quality, liveable urban environment for all Montrealers—one that more and more of you will want to explore and appreciate. You are the key to our city's reputation and its future.

With that in mind, in this, our 40th year, I extend an invitation to each of you: talk about us! Be ambassadors for Heritage Montreal and its mission. We all share a great love for Montreal and a profound attachment to our collective heritage. May all this enthusiasm continue to spread far and wide.

Marie-Claude Landry
Executive Director
Heritage Montreal thanks you all for your enthusiastic, inspiring work.

Heritage Montreal’s team of volunteers plays a vital role in producing and presenting the organization’s public programs, enabling it to offer a wide range of activities that raise awareness about Montreal’s heritage.

Volunteer guides present architectural tours for various public groups.

Welcome agents and accompagnateurs provide logistical support during activities and special events.

Administrative volunteers provide support to the organization’s staff for various tasks.

Volunteers with particular talents offer their expertise: archives, photography, editing, graphic design.

Why did you become a volunteer member of the Heritage Montreal family?

For the satisfaction that comes from sharing with other citizens the pleasure of discovering Montreal’s rich architectural heritage, and better understanding it for myself.

Yvon-André Lacroix, LIBRARIAN, ARCHIVIST AND HISTORIAN, ACCOMPAGNATEUR

To better appreciate the city of my birth beyond its façades, through active engagement with the built, historical and social landscape of our metropolis.

Camille Bédard, ARCHITECTURAL HISTORIAN AND VOLUNTEER GUIDE

Because I love Montreal, its heritage and its history, and feel there’s so much to be gained from better understanding them. Heritage Montreal works very hard to raise Montreal’s profile and I’m delighted to be able to contribute to their mission.

Tania Mignacca, ILLUSTRATOR AND GRAPHIC DESIGNER, TALENT VOLUNTEER
AWARENESS AND EDUCATION PROGRAMS

ArchitecTours

The large institutions at the heart of our neighbourhoods

The theme of 2014’s ArchitecTours, held from August 2 to September 21, was the large institutions that have shaped our city’s neighbourhoods. Architecturally, these major sites, including convents, places of worship, hospitals and schools, have left their mark on the landscape of Montreal’s downtown and its neighbourhoods.

Because of their educational value, ArchitecTours are intrinsically linked to Heritage Montreal’s mission. The foundation has promoted discovery of Montreal’s heritage through these tours since 1988, encouraging participants to get involved in its protection as well as think about the challenges of conserving it.

We are grateful to our generous and invaluable partners: Ivanhoé Cambridge, the Entente sur le développement culturel de Montréal (supported by the Ministry of Culture and Communications and the City of Montreal), Auberge Bonaparte, and the Société des musées de Montréal.

Bicycling through time

For the second year in a row, Heritage Montreal presented a cycling tour. The 2014 edition explored two very different green spaces: the Saint-Michel Environmental Complex in the former Miron Quarry, and the Parc-nature de l’Île-de-la-Visitation.

More than 30 people enjoyed this educational activity, led by volunteer guides with the support of our assistants.

What better way to spend the day than being outside with the family, and learning while having fun!

A mother with her sons aged 5 and 7

Family Workshops

Little Burgundy: on the traces of the village of Sainte-Cunégonde

Following a pilot project in 2012, the Family Workshops returned this year. From May 25 to June 15, families were invited to discover the former village of Sainte-Cunégonde. Nearly 40 young explorers aged between 5 and 10, along with their parents or grandparents, set out to trace the origins of this now-vanished industrial village. Accompanied by animators, the children were introduced to the architecture, urban history and heritage of Montreal.

We thank our partner, Norton Rose Fulbright.

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Close to 100 onlookers

It’s a great introduction to architecture: the kids learn how to look at buildings.

A father with his daughter aged 6.

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We thank our partner, Norton Rose Fulbright.

Culture Days

As part of the 2014 edition of Culture Days, Heritage Montreal presented a free architectural walking tour on Saturday, September 27. Nearly 100 people took in the activity, entitled Griffintown: Industrial Past, An Urban Canvas visit.

Griffintown: Industrial Past, An Urban Canvas visit

Cirque du Soleil headquarters

Family Workshops in the Sainte-Cunégonde village
Montreal Architectural Heritage Campaign (MAHC)

Heritage Montreal introduced the Montreal Architectural Heritage Campaign (MAHC) in partnership with the City of Montreal, in 1990. This annual awareness campaign was born out of a shared realization that preventive maintenance is essential to ensuring the preservation and enhancement of our city’s neighbourhoods. Every year, the MAHC Awards recognize efforts by homeowners to maintain their properties in a manner respectful of their architectural integrity. The campaign is also a privileged opportunity for members of the public to explore the rich diversity of built heritage in the various neighbourhoods of the Island of Montreal.

The winner of the 2014 Maison Coup de cœur people’s choice award was announced on November 17, 2014, at the Notre-Dame Basilica. The century-old family home at 215 Avenue Brock Nord in Montreal West took the honour. More than 26,000 votes were cast via the website operationpatrimoine.com during this 24th edition of the MAHC.

Home Renovation Courses

Heritage Montreal has run this educational program for more than 30 years. To date, it has allowed some 8,000 homeowners to acquire and develop the skills necessary to inspect, appraise, maintain, replace and repair various elements of their homes.

The program continues to be recognized for the quality and expertise of its lecturers, and the 2014 courses, given in both English and French, were a success with more than 100 participants.

April 18, 2014

2014 International Day for Monuments and Sites

Heritage of Commemoration

April 18 was established as the International Day for Monuments and Sites by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 1983, with a different theme celebrated every year since that date. In 2014, its sixth year participating in this event, Heritage Montreal brought together partners from diverse backgrounds to develop an activity program.

The theme for 2014 was commemoration, expressed in the form of engraved inscriptions, mausoleums, monumental sculptures, cemeteries and memorial gardens. Montreal has many rich examples of this heritage, and there are major challenges involved in its conservation and enhancement.


In all, more than 200 people took part in the guided tours and lectures held during the week marking the International Day for Monuments and Sites in Montreal.

Heritage Montreal also presented a free guided tour on April 12, exploring the various commemorative monuments in Dorchester Square and Place du Canada. This public space, originally laid out in 1870, soon became the gateway to the city and one of the most prestigious civic spaces in Canada.

I really appreciate the activities you put on—enough to talk about them with friends and urge them to take part. I’ve lived in Montreal since 1981 and I haven’t stopped discovering the city, mostly because of you. Thank you!

Lucie Chartrand

© Jean-François Séguin, photographer
Guided tours
At the Heart of the City

In the spring of 2014 Heritage Montreal and Ivanhoé Cambridge presented a series of three architectural tours of downtown Montreal titled At the Heart of the City. Fanning out from Dorchester Square—formerly Dominion Square, which was created in the 19th century and became the gateway to downtown—each tour explored various milestones in the development of the city, from the first major construction projects such as Windsor Station and Mary, Queen of the World Cathedral to office and retail complexes like the Sun Life and Dominion Square buildings, and the iconic Place Ville Marie, symbol par excellence of modern Montreal. The tours provided a way to explore the downtown core from a new perspective and satisfy the curiosity of businesspeople who work there every day. The Tuesday and Thursday evening guided tours were offered from May 13 to June 19 and proved quite popular, attracting nearly 300 participants. Thank you to our partner, Ivanhoé Cambridge.

Metropolis and Its Institutional Heritage: The Issue of Repurposing

From October 5 to 7, 2014, Heritage Montreal presented the symposium Metropolis and Its Institutional Heritage as part of the 27th Entretiens Jacques Cartier. This international gathering examined a topical issue facing Montreal and other metropolitan areas: the future of large institutional complexes of heritage value. More specifically, the future of hospitals was the focus of this highly interesting and inspiring event. Guest speakers reviewed and studied concrete examples from France, the United States and Canada with any eye to exploring the issues and challenges facing these vast former hospital sites so emblematic of the collective memory of the city - and to learn lessons for Montreal.

The program developed by Heritage Montreal for this event included guided tours of Hôtel-Dieu de Montréal and the Royal Victoria Hospital. There was also a public lecture in the auditorium of Hôtel-Dieu. The activities organized by the Foundation attracted some 200 people.

We thank our partner, Ivanhoé Cambridge.

City Talks

Held since 2012, City Talks is an annual four-part lecture series that addresses various issues: institutional built heritage, public art, major engineering projects, and contemporary architecture. The series is made possible thanks to a partnership between Heritage Montreal and the McCord Museum.

Moderated by Heritage Montreal Policy Director Dinu Bumburu, the City Talks bring together Montreal researchers and stakeholders to discuss matters of importance to the city. Focusing on current urban issues, these themed discussions are an opportunity to reflect on Montreal’s past, present and future, and to stimulate fascinating debates. These extremely successful events are also videotaped and posted online to reach the widest possible audience.
**Revitalization**

**Sainte-Catherine Ouest project**

As part of the consultations initiated by the City of Montreal around the project to revitalize Rue Sainte-Catherine Ouest, Heritage Montreal submitted a document that emphasizes the importance of taking a broader view of this iconic artery and its urban fabric and, in turn, the need for an integrated vision to ensure the long-term vitality of this heritage ensemble.

Rue Sainte-Catherine must be treated as an effervescent, emblematic urban landscape, characterized both by the vibrant activity on the street and by its architecture, including some interiors. Its future depends among other things on enhancing the ability to walk in all seasons, rather than complete, permanent pedestrianization. This topic was one of those explored at the City Talks lectures, presented jointly with the McCord Museum.

Heritage Montreal is closely following this file, and has a seat on the project’s Comité d’accompagnement “support committee” constituted by Montreal’s administration.

**Demolition**

**Redpath House**

In February and March 2014, the Redpath House met the same fate as the Van Horne Mansion, demolished in September 1973. This latest demolition, authorized by the City of Montreal, marked the conclusion of a saga that began in 1986, and it went ahead despite repeated objections and the intervention of the former Minister of Culture, Maka Kotto, at whose behest an engineering consulting report was published, proving that the house could have been renovated. In the wake of this event, Heritage Montreal’s members met to take stock of the situation and develop proposals to be submitted to the City of Montreal to prevent such situations from recurring. Montreal City Council shared our concern, and unanimously passed a motion to establish an inventory of vulnerable heritage buildings and to develop preventive measures.
Institutions
Hospital complexes
For a number of years, Heritage Montreal has voiced its concerns about the often uncertain futures of large institutional complexes of heritage value, and about the absence of planning for the reuse of significant sites such as the Hôtel-Dieu and Royal Victoria hospitals, as well as the former Hôpital de la Miséricorde, which is on our 2014 list of 10 threatened emblematic sites. Heritage Montreal recommended that the Government of Quebec collaborate with Montreal authorities to properly plan the repurposing of these sites, in the public interest.

The government acknowledged the importance of this issue during the year, and published the reports and recommendations of a group of experts studying the surplus sites of the CHUM and those of the MUHC on Mount Royal.

New Quebec government
Following the spring 2014 provincial elections, Heritage Montreal wrote to the Premier and certain members of his government, forwarding the resolutions of our Annual General Meeting and briefly reiterating Quebec’s responsibilities in matters of heritage and urban planning. Those responsibilities are stated, for example, in legislation enacted by the National Assembly, including the 2006 Sustainable Development Act. We also drew their attention to certain topical issues such as the future of institutional built heritage and hospital complexes, the coming amendments to the Act Respecting Land-Use Planning and Development, the improvements to the Cultural Heritage Act begun by the previous government, the recognition of Montreal as a metropolis, and the implementation of tax incentives for heritage conservation.

In October 2014, Heritage Montreal convened a panel of experts for the international public symposium Metropolis and Its Institutional Heritage: The Issue of Repurposing, held as part of the 27th Entretiens Jacques-Cartier. The meeting provided the opportunity to study experiences from North America and France pertaining to the complex issues and challenges facing these vast former hospital sites, which are emblematic of shared community values, and to learn lessons for Montreal regarding types of reuse projects as well as their objectives.

Participation
In addition to its collaborations with various organizations like Friends of the Mountain, Culture Montréal, the Board of Trade of Metropolitan Montreal and the Fédération Histoire Québec, Heritage Montreal is continuing its policy of participating in committees and issue tables created by public authorities to help improve practices and tools essential to the protection and enhancement of the city’s built, urban and landscape heritage. For example, Heritage Montreal is actively participating in both the Table de concertation du Mont-Royal and the organizing committee of the Agora métropolitaine on land use and development in the city, and intends to resume participation in the Table de concertation du Vieux-Montréal.

Montreal urban agglomeration land-use and development plan
The draft plan sets out the broad guidelines that will frame land use and development within all of the municipalities on the Island of Montreal for the years to come. Among other things, the guidelines aim to promote quality of life, drive the vitality of the agglomeration overall and its main hubs of activity and enhance its areas of interest, and cover land-use planning as well as density of occupancy.

The Agglomeration Council mandated a commission of elected officials to hold public hearings on the draft plan in the fall of 2014. On that occasion, Heritage Montreal underscored the importance of viewing the plan not as an administrative formality, but rather as a true strategy document to enable harmonized development of the agglomeration and to negotiate with governments. Our brief to the commission emphasized a number of current issues, such as the quality of consultative processes, the conservation of planned residential neighbourhoods such as the Town of Mount Royal, Norvick and Cité-Jardin, and the future of institutional sites, buildings and complexes.
On February 11, 2014, Heritage Montreal announced its updated list of 10 threatened emblematic sites. It included familiar landmarks that have been identified by Heritage Montreal for several years, such as the Redpath House and the Agora designed by Charles Daudelin, and new ones: the row of schools on Rue Adam, the Van Horne Warehouse, and the stables of the Domaine du Bois-de-la-Roche in Senneville. This year, four emblematic sites were withdrawn from the list and placed on the list of sites “under observation:” the Rodier Building, Très-Saint-Nom-de-Jésus Church, the Saint-Laurent Block / Monument National, and Place des Nations. The sites are all selected by a volunteer committee of Heritage Montreal, which evaluates the heritage value, the immediacy of the threat, and the exemplary value of each site, on a case by case basis.

Given the city’s urban environment and its changing political landscape, Montreal and its new administration have many challenges to meet, including more thoughtful and more innovative urban development, that will ensure the conservation, revitalization and enrichment of the city’s heritage.

### 10 THREATENED EMBLEMATIC SITES

**Montreal Heritage: issues challenges and hopes for 2014**

List of threatened emblematic sites
1. Cadieux Smithy
2. Caserne Letourneux
3. Maison Pierre du Calvet
4. St. Leonard Cooperative
5. Redpath House
6. Schools on Rue Adam
7. Agora and Square Viger
8. Van Horne Warehouse
9. Hôpital de la Miséricorde
10. Bois-de-la-Roche Stables

List of sites under observation
- Rodier Building
- Place des Nations
- Très-Saint-Nom-de-Jésus Church
- Eaton’s 9th Floor Restaurant
- Saint-Laurent Block / Monument National

### OUTREACH

630 caring members for our city!

Social media

- **Facebook**: 4,476 fans
  (an increase of 1,494 over last year)
- **Twitter**: 3,390 followers
  (increase of 1,038 over last year)

During the year, Heritage Montreal continued its communications and media relations efforts to raise awareness of built heritage in the city and to advocate for its protection among all stakeholders, including via its educational activities and strategic representations before various bodies.

The Heritage Montreal website, its Hérip@ge newsletter and Facebook page are the organization’s principal communications tools.

The four resolutions adopted by Heritage Montreal at its 2014 Annual General Meeting, which all addressed topical issues, were the outcome of discussions by the Heritage and Development Committee (COPA) and on social media, and were well covered by mainstream media.

Rehabilitation of vacant heritage buildings was the subject that garnered the most attention. The demolition of Redpath House instigated the discussion, which eventually moved beyond residential buildings to include institutional properties as well.

In 2014, Heritage Montreal published

- 9 Hérip@ge
  More than 1,550 subscribers
- 6 briefs
- 4 resolutions

hosted

- 10 lectures
- 6 on-demand city tours
  Close to 150 participants

received

- 200 media requests
Instituted in 2013, the Pierre angulaire honorary membership category underscores the efforts and commitment of those who have made remarkable contributions to the development and influence of the Heritage Montreal Foundation. The following are the 2014 recipients of this distinction:

Joe Baker
François Martin
Pierre Ramet
Ginette Cloutier
Pierre Pettigrew
Herschel Segal
Phyllis Lambert, CC, GOQ, CAL, FRAC
Claude Provencher
Patrick M. Stoker†

We congratulate and thank these “cornerstone” members for their inspiring contributions.

In 2014, Heritage Montreal said farewell to two dear friends: Liliane M. Stewart and Marcel Côté.

An exceptional patron, a committed philanthropist, a lover of arts and culture. A true grande dame who did so much for Montreal. There is no shortage of superlatives with which to pay tribute to the late Liliane Stewart. Heritage Montreal expresses its deepest gratitude for her generosity and loyalty, and is proud of its ongoing relationship with the Macdonald Stewart Foundation.

Marcel Côté had lent his multiple talents to the service of Heritage Montreal for many years. As an ambassador to the business community, he played a vital role in helping to strengthen the Foundation’s philanthropic revenue. But above all, Marcel was a friend and an invaluable ally. The Heritage Montreal family feels a great sense of loss at his passing, as do the many other organizations Marcel so tirelessly worked for.

We are committed to moving forward in our mission with engaged, ethical and exemplary actions befitting the memory of these two great figures and their deep affection for Montreal and its heritage.
INDIVIDUAL DONORS

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FINANCIAL SNAPSHOT

Thanks to financial support from our members, donors and business partners, as well as income generated by our various activities, we were able to post revenues of $444,893 for the year.

Even if our expenditures of $493,089 were, exceptionally, greater than our revenues, we stayed rigorously within budget and even revised certain processes and budget items in order to realize savings.

Although revenue from philanthropic initiatives was higher in 2014 than 2013, certain external causes, including cuts in finding from various levels of government, had an impact on our forecast revenues.

Thanks to our loyal Friends, however, we succeeded in organizing many activities, taking several actions, and consolidating our philanthropic base in order to continue fulfilling our mission of giving a heritage to future generations.

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2014

Co-Chairs
Marcel Côté †

Founding Partner
Strategic Advisor
KPMG - SECOR

Laurence Sellyn

Executive Vice President
& Chief Financial and
Administrative Officer
GILDAN

Team

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Coordinator, Architect Tours

Marie-Pier Lavoie

Membership, Events and Special Projects Coordinator
Justine Dewavrin

Media Strategy and Digital Projects Coordinator

Mélinda Wolstenholme

(Maternity Leave)
Stéphanie Chaumont
A HERITAGE FOR THE FUTURE

Heritage Montreal is the driving force behind initiatives that forges a future rich in heritage.

Places that make the heart of the city beat—over there, on the corner of the street, behind the parking lot, downtown, right in the middle of our history.

Our architectural, urban and human heritage.

Heritage deeply rooted in the past but promising a bright future.

Most important, a future rich in heritage: a powerful source of inspiration prompting us to write the next chapter of that history.