FOUND IN 1975, HERITAGE MONTREAL WORKS TO PROMOTE THE PROTECTION OF THE ARCHITECTURAL, HISTORIC, NATURAL AND CULTURAL HERITAGE OF GREATER MONTREAL. AT THE HEART OF A VAST NETWORK OF ORGANIZATIONS, HERITAGE MONTREAL FocusES ON EDUCATION AND REPRESENTATION TO SHARE, PROMOTE AND PRESERVE THE IDENTITY OF MONTREAL AND ITS NEIGHBOURHOODS.

OUR MISSION

OUR VISION

Our independent expertise, concrete actions and strategic partnerships contribute to improving the distinct personality of our city and serve to strengthen the consistency and quality of projects that have an impact on our heritage.

Our goal is to contribute to making Montreal a model in terms of the promotion and protection of heritage sites, to heighten public awareness and to engage citizens.

Our commitment is to safeguard and promote the urban heritage of Montreal and its neighbourhoods in order to make the city a better place to live for all residents and visitors of today and tomorrow.

Cover page:
The giant Guaranteed Pure Milk bottle, on Lucien-L’Allier Street in Montreal, following the restoration project orchestrated by Heritage Montreal in 2009.

Photo credit: Corinne Fortier for Heritage Montreal
A MESSAGE FROM THE PRESIDENT
Energizing the Montreal model of protection and revitalization of urban heritage

In this year of our 35th anniversary, I am very proud to present Heritage Montreal’s 2009-2010 Annual Report.

Since our founding in 1975 by Phyllis Lambert, Heritage Montreal has acquired a vast experience and an exceptional perspective on the issues and approaches involved in the protection and revitalization of the built heritage in Montreal and the metropolitan area.

In light of new realities and current preoccupations regarding sustainable development, our strategic plan for 2007-2010 committed us to renewing our engagement in this field. With our team of volunteers, committees and permanent staff, we have strived to develop a model of urban development for our city that is consistent with the approach of the first builders of metropolitan Montreal, and that seeks to enrich its heritage. We worked in two ways:

• By establishing Five Principles of Excellence in urban development. Their adoption at our Annual General Meeting in 2010 and their application in our evaluation of development projects as well as the promotion of these principles to the key players involved in development will help gain recognition for actions and projects that enrich our urban heritage.

• By establishing successful partnerships. We underscored this initiative by bringing together new players, notably from the private sector, in order to protect and restore the giant Guaranteed Pure Milk bottle. This highly successful operation allowed our supporters to show their attachment to Montreal, its history and its future – for the benefit of all Montrealers.

I would also like to underline the success of our 35th Anniversary Benefit Cocktail, with Patron of Honour Michael Sabia, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec, and Finance Campaign co-presidents Marcel Côté and Laurence Sellyn. This event raised more than $65,000, and we would like to express our deepest gratitude to all the individuals and organizations that showed their support and who continue to help us to develop our programs and activities.

The events and highlights of this past year convince us more than ever of the pertinence of Heritage Montreal and the essential role our organization plays in putting forth a model of urban development where success must respond to contemporary needs, all the while looking towards the future and remaining true to the history of spirit and adventure that makes our city unique.

Thank you for your ongoing contribution!

Robert Turgeon
President
“Memory is important if we want a viable future. Remembering is to preserve, preserve history as well as the culture of a community; to enrich the collective sense of a unique identity.” (Heritage Montreal Objectives: December 10, 1979)

Today, it is hard to imagine the pressure that was being brought to bear on Montreal’s heritage and neighbourhoods in 1975, the year Heritage Montreal was born. Thousands of buildings – many of great heritage value – were demolished without consultation in order to make room for vacant lots and buildings of dubious architectural value. Montreal had no real urban plan and its development was largely the product of interest groups in the private and public sectors.

This is what brought together five Montrealers: Phyllis Lambert, Paul Leblanc, Peter Quinlan, Herschel Segal and Liliane Webb, to sign Heritage Montreal’s letters patent on the 15th of October 1975.

Now, on the occasion of Heritage Montreal’s 35th anniversary, it is interesting to note how closely the Foundation has remained true to its founding objectives. It has done this through informing, educating and raising awareness among decision-makers and the general public, and by developing its membership and networks with associated organizations.

Since 1975, there have been so many victories, so much ground covered. Demolition is now the exception and thousands of buildings, even whole neighbourhoods, have been renovated and revitalized. Hundreds of development projects have been examined and improved, while the preliminary evaluation of the impacts on heritage and the urban fabric is now current practice as both among private developers and public authorities.

MESSAGE FROM THE EXECUTIVE DIRECTOR

This is all thanks to the perseverance and determination of Heritage Montreal. For these accomplishments, Heritage Montreal is proud to have defended, right from the outset, a broad view of heritage.

Think back to the words uttered at the inaugural press conference on October 27, 1975: “It is essential that every building be appreciated within its urban context […] The health and stability of our communities is part of our heritage. Heritage is also linked to the deep feelings of people. A deep emotional attachment to a historical element may be just as valid a reason to conserve it as the architectural value.”

This concept of heritage as a fundamental richness in the life of a community is now well and truly integrated into the approach, the discourse and the point of view that we bring daily to our urban environment. We may even say that it is at the heart of the formal instruments developed by the City of Montreal such as the Master Plan, adopted in 1992, and again in 2004. This civic evolution in relation to heritage is also expressed in the Five Principles of Excellence in Urban Development, which Heritage Montreal adopted and continues to promote.

To contribute to the identity and future development of Montreal and the metropolitan region, all for the benefit of the community: this is what Heritage Montreal will continue to do. We do not propose to act as a substitute for decision-makers and investors but rather as a catalyst and facilitator.

Thirty-five thousand thank-yous to all our partners, members and volunteers as well as to our permanent staff! Your presence and your support are the strength of Heritage Montreal. Let us pursue our Montreal adventure for another 35 years!

Marie Senécal-Tremblay
Executive Director

On June 21st, Heritage Montreal held its Annual General Meeting during which members received a report on the main accomplishments of the year. In addition, the Heritage and Development Committee (COPA) proposed six resolutions which were unanimously adopted (see p. 9).

Held at McAuslan Brewing’s Centre St-Ambroise, our Annual General Meeting was preceded by a guided visit of the former industrial sector of Saint-Henri. After the meeting, members gathered for a friendly 5 à 7 on the McAuslan terrace, which offers a spectacular view of the Lachine Canal. We would like to thank Peter McAuslan, President of McAuslan Brewing, and David Cool, Director of Programming at the Centre St-Ambroise, for their warm welcome.
To celebrate our 35th anniversary, a benefit cocktail was held last November 2nd, reaching out to our city’s corporate community in the architecturally elegant Le Parquet, in the Centre CDP Capital. The event was presided over by Patron of Honour Michael Sabia, President and Chief Executive Officer of the Caisse de dépôt et placement du Québec, and by finance campaign Co-Chairs Marcel Côté, Founding Partner of SECOR, and Laurence Sellyn, Executive Vice-President, Chief Financial and Administrative Officer of Gildan Activewear.

Accompanied by a visual presentation of 35 years of Heritage Montreal, and some classics of Montreal cuisine - Schwartz smoked meat, Biboquet ice cream, and Saint-Ambroise beer - the celebration also marked the recognition of the remarkable contribution of two visionary builders: Philip M. O’Brien and Georges Coulombe. Each received the Prix Hommage 35e from Phyllis Lambert, Founding Director of the Canadian Centre for Architecture and Founding President of Heritage Montreal.

The auction, presided by Marcel Côté, was also a great success. Among the items auctioned off were a Voyage “à la Van Home”: a trip to Calgary and Lake Louise, offered by Air Canada and Fairmont Chateau Lake Louise, and a numbered Leonard Cohen print, signed and generously donated by the well-known artist.

A total of 300 guests attended and, thanks to the support of the Caisse de dépôt et placement du Québec, Ivanhoé Cambridge and SITQ, this highly successful event allowed us to raise $65,000, which will contribute significantly to the development of our programs and activities.

Celebrating our 35th with Montrealers: a rare opportunity to visit Pointe-du-Moulin and Silo No. 5

The public component of Heritage Montreal’s 35th anniversary celebration was a smashing success! The visits last October to the iconic Silo #5 and to Pointe-du-Moulin attracted 500 people and left 500 more on the waiting list for Spring 2011.

This special activity was made possible through a new partnership between Heritage Montreal, the administration of the Montreal Port Authority (former owner of the site), and Canada Lands Company (owner of the site since November 2010). Both organizations lauded the excellent work of Heritage Montreal in raising public awareness about urban heritage.
IN DEFENSE OF HERITAGE

Heritage Montreal works for quality urban development

Heritage Montreal regularly receives requests from citizens and organizations, developers and the media, and organizers of public consultations, on matters relating to development and the need to protect Montreal’s heritage. It was in this context, following Heritage Montreal’s 25th anniversary in 2000, that the Board of Directors constituted the Heritage and Development Committee, known as COPA (Comité Patrimoine et Aménagement), composed of experts from the professional and academic milieux.

Since its creation, COPA has studied numerous projects and issues involving heritage and development so as to help Heritage Montreal define its actions, formulate its positions and make recommendations that clearly articulate our positions to elected officials, developers and other groups during public consultations. The committee meets more than a dozen times a year and welcomes guests to discuss particular subjects of interest.

COPA considers the major issues that affect Montreal, from the rules governing urban development to religious and institutional heritage to particularly sensitive sectors of the city - Mount Royal, downtown and the Lachine Canal.

COPA mapped out the Five Principles of Excellence in Urban Development. At Heritage Montreal’s Annual General Meeting in 2010, the members present unanimously adopted these Five Principles. COPA continues to promote the use of these Five Principles by applying them regularly to evaluate projects and by communicating them to both private and public partners.

Our Five Principles of Excellence in Urban Development

1. Pertinence: Relevance and validity of the project: Response to collective needs, carrying capacity of the site from a symbolic, heritage, physical, social, and functional perspective;

2. Respect for heritage and urban context: Five types of heritage: built, urban landscape, archaeological, historical, and natural; character and scale; compatibility of uses; contribution to ‘strollability’ and urbanity;

3. Exemplary nature and credibility of the consultation and project development process: Relationship with residents and other stakeholders; preliminary studies, independence and effectiveness of consultations;

4. Innovative aspects in concept and its implementation: An innovative or creative solution to urban or heritage issues, potential to constitute an inspiring model for other sites;

5. Durability: Sustainable contribution to Montreal’s heritage both now and in the future: Anticipated impact of the project in at least twenty-five years after completion, contribution to the heritage and urban quality of city life of future generations.
IN DEFENSE OF HERITAGE
Rules and processes in urban development

Heritage Montreal believes strongly that the planning of Montreal’s urban development must be independent and rigorous. The absence of a municipal Department of urban planning affects the expertise necessary in the application of the City’s Master Plan and its overall vision. The lack of, or limited, follow-up to public consultations for which many citizens and organizations invest a considerable amount of time and energy, is also a problem. COPA will, therefore, continue its work to curb wrong turns in the path towards quality urban development and to bring greater credibility and efficiency to the rules and processes associated with heritage and development.

- COPA met with officials from the City of Montreal, the boroughs of Ville-Marie and Plateau Mont-Royal, as well as with the Ministère de la Culture, des Communications et de la condition féminine, the Société du Havre de Montréal and the Canada Lands Company, and, at their request, developers to explain COPA’s concerns and proposals, in particular relating to the Five Principles of Excellence in Urban Development (see box).

- During a meeting with officials from the City, the Office de consultation publique de Montréal (OCPM), the Conseil du patrimoine de Montréal, and members of Montreal’s business community, Heritage Montreal presented its concerns regarding the credibility and efficiency of the planning process.

- Heritage Montreal and residents of Cedar Avenue reminded the McGill University Health Centre (MUHC) and the City of Montreal of their commitment to transform the Montreal General Hospital in a way that respects the neighbourhoods in its vicinity as well as Mount Royal. In 2006, the direction of the MUHC had assured Heritage Montreal and Les amis de la montagne that the work on the Montreal General Hospital would be carried out within the envelope of the existing volume. Further public consultations are planned for 2011.

- COPA identified the reform of the Cultural Property Act as a priority and worked with Les amis de la montagne, Culture Montréal, the Fédération des sociétés d’histoire du Québec, and les Amis et propriétaires de maisons anciennes du Québec to become familiar with the proposed act. In November 2010, Heritage Montreal delivered its brief on the proposed reforms to the Assemblée nationale du Québec in preparation for hearings to be held in early 2011. In the brief, Heritage Montreal emphasized the need for credibility and efficiency in the rules regarding heritage protection and on the need for tax incentives to encourage owners and investors to conserve and enhance Montreal’s heritage.

- In 2011, Heritage Montreal and COPA will participate in updating Montreal’s Master Plan, the preparation of a master plan for Greater Montreal, and the Act Respecting Land Use Planning and Development.
IN DEFENSE OF HERITAGE

Religious & Institutional Heritage

Heritage Montreal strives to have a dialogue with property owners and investors early in the development process so as to inform them about heritage and urban development issues that may affect their projects and to avoid the conflicts that arise from projects that are clearly incompatible. This applies particularly to religious and institutional heritage, which is so important to Montreal and for which we continue to pressure all three levels of government to adopt coherent and protective strategies.

- COPA worked with representatives of Concordia University regarding the Grey Nuns Motherhouse and made recommendations on how to preserve both the garden and the buildings, in preparation for an upcoming architectural competition for the conversion of the building into university premises.

- In consultations regarding the former Séminaire de philosophie (until recently, home to Marianopolis College), COPA reiterated the heritage importance of both the site itself, as a part of the Sulpician lands and as part of the protected landscape of Mount Royal. Our recommendations underscored the need for development regulations that respect the inherent dignity of the site.

- Heritage Montreal has been following the situation with respect to the former Mont-Jésus-Marie convent in Outremont for more than ten years. In 2009, COPA communicated its principles for the evaluation of projects to the developers interested in buying the site from Université de Montréal. During consultations organized by the Office de consultation publique de Montréal (OCPM), COPA insisted on the necessity to link the site to Mount Royal, and on the value of the former convent’s chapel and the necessity for it to remain accessible.

- Once again, Heritage Montreal reminded the Centre hospitalier de l’Université de Montréal (CHUM) that the new hospital complex should respect the scale of existing buildings on St. Denis Street and integrate the heritage buildings in the vicinity. Despite these meetings and participation in a consultation session on the government decree that established the urban parameters of the project, the only elements that escaped the wreckers’ ball are the steeple of the former Trinity Church and a few stones.

Three priority sectors

1. MOUNT ROYAL
   - Heritage Montreal is a member of Mount Royal’s table de concertation, an advisory panel whose focal point is the implementation of the Plan de protection et de mise en valeur; a plan to protect and enhance Mount Royal (although “protection” has yet to be defined). We are among the groups working on the questions of landscape and the interpretation of the heritage of the mountain. It was Heritage Montreal’s initiative to invite both Les amis de la montagne and the Montreal Chamber of Commerce to reflect upon the future of the ensemble of institutions located on the mountain all within a heritage context.

   - Heritage Montreal opposed the encroachment on Mount Royal’s landscape by projects such as the expansion of McGill University’s Percival E. Molson Stadium. We also convinced the City of Montreal to dedicate the rent it receives for housing the Radio-Canada antenna on Mount Royal towards supporting the mountain’s heritage and landscape.

   - In the fall of 2010, Heritage Montreal and the City of Montreal organized a series of activities to both commemorate the 475th anniversary of the naming of Mount Royal by Jacques Cartier in 1535, and to improve the tools for governing heritage landscapes, with input from experts from other countries.

2. LACHINE CANAL
   - COPA participated in the OCPM consultations on the Bassins du Nouveau Havre project of the Canada Lands Company. We asked that the modifications to this project, which is close to the Lachine Canal's St. Gabriel locks and the former Redpath sugar refinery, respect the scale of the canal and that the visual simulations of the future modifications be more realistic.

   - Heritage Montreal met with the Société du Havre de Montréal and the citizens of Griffintown on the question of the Quartier Bonaventure project. During public consultations organized by the OCPM, COPA asked that the project be reviewed in order for there to be meaningful revitalization of the entire sector, rather than simply replacing the existing highway by highrise construction with no respect for the adjoining neighbourhoods.

   - Heritage Montreal has led the thinking on how to conserve and enhance Silo #5 and is participating in the work by the Canada Lands Company to revitalize the vast Pointe-du-Moulin sector, acquired by the CLC along with the Silo in 2010, from the Montreal Port Authority. Public consultations should take place in 2011 or 2012.
3. DOWNTOWN

- The downtown core of Montreal is one of the richest in Canada, impressive both for the extent of conservation of its built heritage and for the number of national historical sites. Given that, COPA used the occasion of recent elections to ask federal and municipal candidates what their positions are on questions relating to heritage and urban development. We reminded the candidates of their obligation to set an example in the management of publicly held heritage properties, particularly when these are exempt from the rules of conservation that apply to privately-held properties.

- At their request, Heritage Montreal met with the developers of the 2.22 and Quadrilater St-Laurent projects, located at the intersection of St. Lawrence Boulevard and St. Catherine Street, and explained the Five Principles of Excellence in Urban Development. During consultations with the OCPM, COPA reminded participants that similar projects had failed in 1987, leaving the sector in an abandoned state, and that new proposals should be reviewed in order that they both respect the scale of the neighbourhood and contribute meaningfully to its revitalization. Heritage Montreal also informed the municipal and provincial authorities of its serious concerns regarding the City’s authorization process for construction projects.

In order to improve the quality of actions in the area of heritage and development, COPA is working more and more on process and is leading the reflection on how to improve the credibility and efficiency of the process of development by, for example, raising important issues much earlier. Ensuring the widest possible communication of the Five Principles of Excellence in Urban Development, formulated by Heritage Montreal and endorsed by its members, is a step in that direction.

It is important to note that Heritage Montreal does not work alone. For many years, we have worked with such organizations as Les amis de la montagne, Culture Montréal, the Fédération des sociétés d’histoire, as well as more recent partners, such as the Institut de politiques alternatives de Montréal (IPAM) on the city’s future Master Plan, the Canada Lands Company on the revitalization of Silo #5 and Pointe-du-Moulin, and the City of Montreal on the revitalization of Dorchester Square and Place du Canada.

2010 Resolutions

At our June 2010 Annual General Meeting, the members unanimously adopted the following six resolutions proposed by COPA:

In summary, Heritage Montreal:

1. Demands that the National Assembly of Québec hold consultations on Bill 82 on the modernization of the laws governing cultural heritage, in order that the bill be improved, adopted and, especially, be efficiently enforced;

2. Formally adopts the Five Principles of Excellence in Urban Development as a guide to creating, evaluating and improving any projects that will affect heritage and urban development (see p. 6):

3. Asks that the entire area of the Lachine Canal be the subject of a coherent planning exercise to ensure its conservation and enhancement;

4. Asks the Government of Quebec and the City of Montreal to respond to the permanent damage done to the protected heritage landscape of Mount Royal by the enlargement of McGill University’s Percival E. Molson Stadium, and to establish independent and objective procedures to evaluate visual and heritage impact, in order to prevent similar situations from arising in the future;

5. Given cases such as the Très-Saint-Nom-de-Jésus Church in Maisonneuve, asks that the Quebec Government and the City of Montreal hold consultations to adopt and apply effective strategies for the conservation and enhancement of religious and institutional heritage;

6. Applauds the significance of the 50th Anniversary of Canadian Heritage of Quebec and its commitment to heritage in its role as guardian of, among others, the Hurtubise House in Westmount, and the Simon Fraser House in Ste. Anne de Bellevue.

Maison Hurtubise © The Canadian Heritage of Quebec
DISCOVERING HERITAGE
ArchitecTours: Guided walking tours

With 1,110 participants in 2010, our ArchitecTours have grown by a full 75% since 2008!

By creating a wide variety of circuits, we hope to encourage Montrealers to get to know the architectural history and hidden treasures of our city and the threats they face. This is why in 2010, for instance, many of our visits featured neighbourhoods threatened by development, such as Griffintown, Centre-Sud, the Latin Quarter along with the St. Gabriel locks. The 2009 season featured public spaces in a variety of neighbourhoods and provided an opportunity to understand their history and their influence on urban development.

For more than twenty years, Heritage Montreal has offered tourists and Montrealers walking tours of the city’s emblematic places and neighbourhoods.

For the 2010 season of ArchitecTours, Heritage Montreal was pleased to have established a partnership with SITQ, a leading real estate company operating in North America and Western Europe. SITQ’s financial support for the program was complemented by those of Newmark Knight Frank Devencore, the Ministère de la Culture, des Communications et de la condition féminine and the City of Montreal, through its Entente sur le développement culturel de Montréal 2008-2011.

Greener Renovations

Since 1981, through our Home Renovation Courses, Heritage Montreal has worked to sensitize citizens to the need to conserve the architectural heritage of their homes, which in turn conserves the particular character of their neighbourhoods. In addition, these courses offer the participants the chance to learn best practices for maintenance, restoration and renovation, regardless of the age or architectural style of a house.

This year’s series included a new course, Sustainable Development and Renovation, created in response to the obvious desire of participants to learn how to renovate in a way that respects the environment.

Heritage Montreal would like to thank our 2010 partners for helping make this year’s Home Renovation Courses a success:

Custom-made Program for the MRC of l'Assomption

For the first time, Heritage Montreal exported its renovation expertise outside Montreal. The MRC (agglomeration) of l'Assomption, requested a special series of four courses, which were offered last October through November in the towns of L'Épiphanie, Saint-Sulpice, Repentigny and l'Assomption.
DISCOVERING HERITAGE
International Day for Monuments and Sites 2010: Our Agricultural Heritage

To mark last year’s International Day for Monuments and Sites, the theme of which was our agricultural history, Heritage Montreal presented a series of eight activities from April 15 to 18, 2010. More than 300 people attended these events that showcased Montreal’s agricultural past.

To unveil this little-known aspect of Montreal’s history, Heritage Montreal brought together a diverse group of partners to offer a series of activities. These partners included: ICOMOS, the Bureau du patrimoine and the Direction des grands parcs de la Ville de Montréal, Canadian Heritage of Quebec, the City of Montreal and the Château Ramezay. In addition, the Conseil du patrimoine de Montréal produced educational modules on their website.

In 1983, the United Nations Educational, Scientific and Cultural Organization (UNESCO) accepted the proposal set forth by the International Council on Monuments and Sites (ICOMOS) and designated April 18th as the International Day for Monuments and Sites. Each year, a theme of world-wide interest is selected.

In 2009, Heritage Montreal played a leadership role by taking the initiative to mark this day for the first time in Montreal, by bringing together multiple partners, to offer a new program of public activities all linked to the theme proposed by UNESCO: the heritage of science. Since then, each year Heritage Montreal brings together different partners to create a program of activities unique to Montreal that reflects the world heritage theme of the year.

Nuit Blanche at New City Gas

Over 300 participants sampled the Silent Disco experience at the New City Gas complex during the 2010 Nuit Blanche! Held on Saturday, February 27th, the event, sponsored by Maurice Forget; Lawyer; Fasken Martineau; Arts and Business Personality 2009, allowed Montrealers to experience this innovative musical experience direct from Holland via Dutch DJ Groovy Jack, and dance – or watch – while wandering through one of Montreal’s most interesting and emblematic industrial heritage sites.

A full house was also in attendance for Dinu Bumburau’s presentation “The Art of Not Destroying Cities” which was also part of the evening’s programme and was widely appreciated.

A very special Thank You to the organizers of Nuit Blanche at the New City Gas Complex and in particular: Esther Hageman & Harvey Lev, and Judith Bauer of the Griffintown Cultural Corridor! In all, over 1600 people visited this historic industrial site which came to life for the night with a multitude of artistic and cultural presentations.

Twenty Years of MAHC

In 1990, Heritage Montreal in collaboration with the City of Montreal launched the Montreal Architectural Heritage Campaign (MAHC). This annual campaign to raise awareness about residential architectural heritage, through the awarding of prizes for exemplary restoration and maintenance, marked its 20th anniversary in 2010.

Included in the MAHC’s free activities are visits to historic houses. In 2009, Heritage Montreal organized visits of Outremont’s residential heritage, and in 2010, focussed on St. Henri.
Since 2006, Heritage Montreal has issued an annual list of 10 threatened heritage sites in order to highlight issues and threats affecting Montreal’s urban heritage. The 2010 list underscores the problems associated with abandoned buildings, the conservation of interiors, the respect for the rules of urban planning, and the absence of a policy governing industrial and religious heritage.

1. Louis-Hippolyte La Fontaine House: The residence of the first Prime Minister of United Canada was saved from demolition in 1987 by the City of Montreal but has remained abandoned through government indifference.

2. Redpath House: Saved from demolition in 1986, and abandoned ever since, this Queen Anne house was to be replaced by a condominium structure derogating from planning regulations, but citizens and the city rejected the proposal after joint efforts by Heritage Montreal, citizens and the Montreal Museum of Fine Arts.

3. Eatons’ 9th Floor Restaurant: At the insistence of Heritage Montreal, this exceptional Art Déco space gained heritage protection, and has been well maintained by the owner. However, it sits unused and forgotten, every year a bit more.

4. Dow Planetarium: A gift from the Dow Brewery to Montrealers, this futurist building risks demolition although the City has set up a committee to evaluate future use.

5. New City Gas: The fact that this historic factory has been revamped into a contemporary cultural beehive is hardly considered in Griffintown development plans. Built in the 1850s, the building supplied gas for streetlamps.

6. Très-Saint-Nom-de-Jésus Church: Since the closing of the “Cathedral of Maisonneuve”, the debate over the future of the church, its organs and exceptional works of art exemplifies the cost paid when there is no larger vision for religious heritage.

7. Hôpital de la Miséricorde: A few steps from the future Centre hospitalier de l’université de Montréal (CHUM), stands this old maternity hospital. Built in the 1850s, the hospital recently lost its vocation and is another example of a historical building left idle by government.

8. Former CIBC “Main Branch”: This building and its spectacular banking hall is a testament to the onetime importance of St. Jacques Street and, now that the CIBC has put the building up for sale, it is also a testament to the vulnerability of heritage buildings and their interiors, even in Old Montreal.

9. Viger Square: This Victorian square was redesigned after the construction of the Ville Marie autoroute by prominent modern artists like Charles Daudelin whose installation, Agora, is now threatened with demolition.

10. Forge Cadieux: For most of the 20th century, this forge and its traditional tools helped build Montreal. Today, however, the indifference accorded to this building in the plans for the Quartier Bonaventure megaproject threatens to silence this vulnerable yet eloquent witness to Montreal’s industrial history.
AN EXEMPLARY SAFEGUARDING OPERATION

Guaranteed Pure Milk Bottle

In 2009, Heritage Montreal took on the challenge of actively promoting the protection of the Guaranteed Pure Milk Bottle.

To accomplish this, a unique partnership was created between Héritage Montréal, the Fédération des producteurs de lait du Québec and private sector companies: Sid Lee, Trans-Optique impression grand format, Échafaudages Du-For, AkzoNobel and Ryan Public Affairs.

The initiative to restore the Milk Bottle by cleaning and repainting it will continue to remind Montrealers of an important piece of their history.

The Architectural Value of the Milk Bottle

A remarkable example of Art Deco and a testament to the presence of the dairy industry in the heart of Montreal, the Guaranteed Pure Milk Dairy building was designed in 1930 by the architects Hutchison, Wood and Miller. A water reservoir in the form of a giant milk bottle was built on the roof, constructed by the Dominion Bridge Company of Lachine out of riveted steel, and measuring close to 32 feet in height. The Milk Bottle quickly became an almost poetic landmark in downtown Montreal, a naive architectural element that stands in contrast to the monumental structures that surround it.

Excellence well recognized: Two Prizes awarded for our Save the Milk Bottle operation!

Our creative agency partner, Sid Lee, won the Prix Grafica in the Social and Community Cause category for the outstanding quality of the graphic concept and design that were highlights of our Guaranteed Pure Milk Bottle communications campaign.

Ryan Public Affairs agency, our media and public relations partner, won the Prix d’excellence from the Quebec Society of Professionals in Public Relations (SQPRP) in their annual Community Causes award category.

We raise our glass (of milk!) to all our outstanding partners in this great team effort!

OUR PARTNERS
## Members of the Board of Directors

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<td>Laurence Sellyn</td>
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## Finance Committee (COFI)

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<td>Bruce McNiven</td>
<td></td>
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<tr>
<td>Secretary</td>
<td>Anna Nixon</td>
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<tr>
<td>Members</td>
<td>Ross Clark, Marcel Côté, Carole Deniger, Laurence Sellyn, Pierre Taillefer, Robert Turgeon</td>
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## Heritage and Development Committee (COPA)

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Company/Consultancy</th>
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</thead>
<tbody>
<tr>
<td>President</td>
<td>Luce Lafontaine</td>
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</tr>
<tr>
<td>Secretary</td>
<td>Dinu Bumbaru</td>
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</tr>
<tr>
<td>Members</td>
<td>Jean-Benoît Boudreau, Carole Deniger, Claudine Déom, Nancy Dunton, Marie-Odile Trépanier, Robert Turgeon, Alexandre Watson</td>
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## Activities, Services and Communications Committee (CoSA/COM)

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>President</td>
<td>Carole Deniger</td>
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<tr>
<td>Secretary</td>
<td>Amélie Renouf</td>
<td></td>
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<tr>
<td>Members</td>
<td>Nancy Dunton, Hélène Godin, Mary Leslie-Aitken, Philippe Roy, Robert Turgeon, Alexandre Watson</td>
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## Activities, Services and Communications Committee (CoSA/COM)

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<tr>
<th>Role</th>
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<tbody>
<tr>
<td>Executive Director</td>
<td>Marie Senécal-Tremblay</td>
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<tr>
<td>Policy Director</td>
<td>Dinu Bumbaru</td>
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<tr>
<td>Head – Programs and Activities</td>
<td>Amélie Renouf</td>
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<tr>
<td>Executive Assistant</td>
<td>Nadège Lamothe Nelson</td>
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<tr>
<td>Fundraising Coordinator</td>
<td>Anna Nixon</td>
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<tr>
<td>Archivist</td>
<td>Katherine Riendeau</td>
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<tr>
<td>2010 Renovation Courses Coordinator</td>
<td>Julia Dawson</td>
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<tr>
<td>Architectours Coordinator – Stephanie Leboeuf, 2009 Claudia Li Franke, 2010</td>
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<tr>
<td>Assistant Archivists</td>
<td>Alexandre Larflamme</td>
<td></td>
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<tr>
<td>Maxime Leroy</td>
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## Consultants

<table>
<thead>
<tr>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Debbie Blythe</td>
<td>DM Computer Services, Espace Courbe, Paul-André Urbain, Solutions Metrix</td>
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## Lecturers

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Jules Auger</td>
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<td>Emmanuel Cosgrove</td>
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## Volunteer Guides

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Laure Barrachina, Annie-Pier Beaulieu-Bastien, Jean-Yves Bourdages, Sophie Brunet, Kate Busch, Daniel-Joseph Chapdelaine, Isabelle Corriveau, Véronique de Bellefeuille, Gyslain de Grandpré, Claudine Déom, Nancy Dunton, Nadège Fortier, Emad Ghattas, Diane Jacquet, Olivier Lapierre, Anna Rocki, Laurent Vernet</td>
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## Volunteers

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<tr>
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## Intern

<table>
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<tr>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Laure Emery</td>
<td>Université de Montréal</td>
</tr>
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## Applicants

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