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VIEW OF MONTREAL EAST END.
Heritage Montreal’s mission is to promote and protect the architectural, historic, natural and cultural heritage of the Greater Montreal area. At the heart of an extensive network of partners, this private, not-for-profit organization works through education, representation and concerted action to raise awareness of, enhance and enrich the identity and unique qualities of Greater Montreal as Quebec’s demographic and economic centre and as home to the largest ensemble of heritage sites in the province.
After a period of stay-at-home orders and distancing, the year 2021 saw an accelerated economic recovery, particularly evident in the announcements or resumptions of many infrastructure and property development projects. It was also marked by strong citizen mobilization on several files related to built heritage and urban planning in Greater Montreal. Be it downtown or in the various districts of the city, Montrealers are becoming increasingly conscious of the development and planning issues that have an impact on their living environments, and of how important it is to take “on-the-ground” action and for citizens to have their say. From Chinatown, whose identity and integrity are under threat due to the greed of certain private developers, to the REM de l’Est light-rail extension, the planned route of which came under strong criticism both from experts and residents of the neighbourhoods it will cross, to the fate of the magnificent Fulford Residence (also known as the Major House) on Guy Street, which is due to go on the market after recently ceasing activities as a care home, the pressures resulting from land and property development projects are huge. In response, many groups spoke out during the year to demand true consultations, preventive actions and credible processes.

Heritage Montreal also played an active role in these battles.
By meeting with private property owners as well as representatives of boroughs and municipalities, lobbying the provincial and federal governments, publishing briefs, taking part in multiple working committees and issue tables, and intervening via both mainstream and social media, Heritage Montreal continues to act constructively and reliably to advance files in ways that are beneficial to the public and to heritage. In that regard, the exemplary role we played in the Chinatown file in 2021 is of particular note.
Our demands made to the Minister of Culture and the Mayor of Montreal and our input on the task force that they established with members of the community resulted in the province and the city giving heritage status to the institutional core of Chinatown and setting in motion amendments to the urban plan to ease real estate pressures on this important heritage district.

That citizen involvement in turn inspired us to create a new coaching service for local organizations and communities wishing to get involved to safeguard and revitalize abandoned or threatened heritage sites in their area. After conducting a study that confirmed the need for and importance of this type of assistance, Heritage Montreal received a three-year contribution from the McConnell Foundation that will enable us to create the Support and Mobilization Department (Service d’accompagnement et de mobilisation, or SAM, in French). Its staff will provide support and guidance to citizens in developing, shepherding and completing projects aimed at repurposing buildings in jeopardy, thereby contributing to the social, cultural and economic vitality of Montreal’s various districts.

In short, the year 2021 was rich in actions, commitments and achievements that give us reason to believe that 2022 will be no less stimulating and full of challenges.

Carole Deniger
Chair of the Board of Directors
Despite it being a second pandemic year, 2021 was a remarkable one for Heritage Montreal in more than one aspect. Not only did we successfully continue presenting our content distribution and conferencing initiatives digitally; we also rolled out a new service offering aimed at mobilizing and supporting citizens, community groups and non-profit organizations in the Montreal region interested in taking actions to save and repurpose heritage properties in their neighbourhood or city.

This new initiative follows from the September 2020 redeployment of our Memento platform, which is now focused on amplifying and making better use of citizen preoccupations in saving and, in certain cases, reappropriating buildings that have heritage value and are emblematic of their district or city.

This commitment by Heritage Montreal to issues and projects of concern to local communities, however, cannot be meaningful without, first, our actions and demands before elected officials and policy-makers, and second, our many educational programs and activities, attended each year by thousands of Montrealers and, increasingly, people from the wider metropolitan region.
We also focused on better aligning our educational programs and our various content with the resolutions adopted by members at the June 2021 AGM. As such, throughout the year, the challenges relating to the REM light-rail expansion to the east end, the question of densities and building heights, and the future of Chinatown were the subject of multiple interventions, position papers and conferences aimed at improving citizen awareness of their importance. We note in particular the highly original concept of the “citizen surveying” activity led by our Policy Director, Dinu Bumbaru, along a nearly 10-kilometre stretch of Boulevard René-Lévesque, which demonstrated, in situ, the major impacts that the proposed aerial route of the REM expansion would have on the urban, landscape and heritage fabric in Hochelaga-Maisonneuve and downtown.

Lastly, these many achievements of the past year could not have happened without the steadfast financial support of our partners and donors, the engagement and enthusiasm of our members, the unwavering support of the members of the Board of the Directors, and the consummate professionalism of each and every member of the Heritage Montreal team.

Robert Turgeon
Executive Director
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Laure Barrachina (Maternity leave replacement)

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COORDINATOR, EDUCATIONAL ACTIVITIES
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PROJECT COORDINATOR, MEMENTO PLATFORM
Mathieu Boisclair

COORDINATOR, PHILANTHROPY
Emy Dorval

ADMINISTRATIVE AND FINANCIAL TECHNICIAN
Louis-Xavier Horion
OUR VOLUNTEERS
PASSIONATE AND DEDICATED ALLIES

More than

2,800

volunteer hours donated in 2021!

Heritage Montreal is fortunate to have a loyal team of curious, generous and enthusiastic volunteers who care about their city’s heritage. Our volunteers play a crucial role in bringing Heritage Montreal’s public programs to life. Thanks to their engagement, we can provide our many educational activities and continue our heritage awareness actions.

Thank you

87

times over!

Rana Achkar
Antonia Andugar Miñarro
Laure Barrachina
François Beaudet
Thérèse Bouchez
Jean Bouffard
Jean-Yves Bourdages
Daniel Bromberg
Noé Bünzli
Kate Busch
Amanda Carvalho
Paloma
Castonguay-Rufino
Daniel-Joseph
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Jordan Lapointe
Marie-Catherine
Lapointe
Myriam Leclair
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Ludovic Théberge
Anne Thomas
Béatrice
Thompson-Merrigan
Michel A. Tremblay
Marie-Odile Trépanier
Louis Trudel
Marie-Josée Vaillancourt
Alexander Venditti
When I was growing up, my parents would often prompt me to think about the histories of the anonymous buildings we passed: “Look, this used to be a Steinberg’s;” “This was the LUX;” “Before this was a parking lot, there was a neighbourhood here.” It was a pretty natural thing for me to decide to get involved in Heritage Montreal and share that curiosity with others. What I like most about the ArchitecTours is when a resident of the neighbourhood we’re in stops and shares their experience. You sense that they care about Montreal’s heritage. Heritage Montreal, through its broad definition of heritage, helps perpetuate the memory of people through the longevity of the environments they once lived in and that we live in now. It’s a very rich approach that asserts the plurality of the city’s identity.

Clarence Hatton-Proulx
Heritage Montreal is an organization that’s enabled me to explore the history and heritage of this city that’s equal parts eclectic and uniform. Being a volunteer has allowed me to learn more about the influence that economics, inhabitants and different cultures have had on architecture and planning. This year, the tour that left the biggest impression on me was the one on Île Sainte-Hélène. One of Montreal’s great strengths is how it has succeeded in transforming and adapting to different needs over time. Parc Jean-Drapeau is a great example, having evolved from an Expo 67 site to a park to a concert venue and open-air museum. Every resident of Montreal can find something to love there! I wholeheartedly invite you to discover our city through the eyes of Heritage Montreal.

Rana Achkar

Being a volunteer photographer for Heritage Montreal allowed me to live one of my passions while contributing to the documentation of the city’s built heritage. As someone who advocates for the protection and preservation of our architectural legacy, I’d like to keep on helping in any way I can. My experience as a volunteer was great—it’s always such a pleasure to work with all the members of the Heritage Montreal team!

Daniel Bromberg
In keeping with its mission and via its team of members, volunteers and partners, Heritage Montreal is interested in the various forms of heritage relating to spaces: built heritage, urban landscapes, historic and commemorative sites, archeology and natural environments. This prompts our preoccupations with the ways in which we collectively monitor the territory, the maintenance and development of its components and significant features, as well as proper use of land, including harmonious development that serves the community and enriches its heritage.

Despite the pandemic, the year 2021–22 was no exception. We took action on numerous occasions to uphold this vision of true development and to help instil, on the part of both private promoters and public bodies, principles and practices coherent with the heritage of Montreal, its districts and the broader metropolitan region. We also paid special attention to ensuring that our actions lend greater weight to the Annual General Meeting resolutions on heritage and planning matters. As such, the 2021 resolutions on downtown, heights and densities, trusts and transitional strategies, the REM de l’Est, and Chinatown were the subject of virtual roundtables, notably as part of the City Talks program that we offer in collaboration with McCord Museum.

Heritage Montreal also continued its participation in work, groups and issue tables on heritage and land-use planning. In addition to the Table de concertation du Mont-Royal, we contributed to the work of the joint committee formed by the Quebec Minister of Culture and the Mayor of Montreal on the heritage challenges of Chinatown, the Bridge-Bonaventure issue table, the Alliance ARIANE in lobbying for a national land-use planning policy, and that of groups studying the future of the master plan for Parc Jean-Drapeau and the site of the former Royal Victoria Hospital. The Gouvernement du Québec also appointed Heritage Montreal to the partners’ table formed by the Minister of Culture following the amendments to the Cultural Heritage Act and invited us to sit on the advisory committee for a national architecture and land-use planning policy.
We continued to work closely with groups such as Culture Montréal, the Conseil régional de l’environnement and Les amis de la montagne, and held a working meeting the group Entremise on the subject of social utility trusts, pursuant to one of our Annual General Meeting resolutions.

Lastly, we have maintained a policy of engaging in direct dialogue with policy-makers. Following the municipal elections in November 2021, we took steps to meet the members of the new administration in Montreal and certain boroughs, including Ville-Marie, as well as the new members of the Montreal Metropolitan Community Culture and Heritage Council. We also met, at their request, the promoters of projects affecting emblematic sites such as the former Molson Brewery, The Bay’s downtown building, and Maison Alcan.

In other words, Heritage Montreal’s sphere of action is not limited to public interventions, encompassing statements to the media and our op-ed pieces, such as on the occasion of the municipal elections, and the briefs we table during consultations. These are largely completed by that major work, which is less visible but just as important to the fulfilment of our mission to ensure the sustainability of heritage in the neighbourhoods of Montreal and the metropolitan region.

Major files in 2021 at a glance...

The Bay Project
In May 2021 Heritage Montreal filed a brief with the Office de consultation publique de Montréal (OCPM) setting out its positions on the development project for the Hudson’s Bay building downtown. The organization appreciated the efforts made to restore the oldest parts of the building to their original condition, but the densification plans also raised many issues. Among other things, the project called for a 25-storey tower to be built atop the iconic store building. An addition of that nature must be an organic extension of the original building and its surroundings, one that enhances the site as well as the unique ensemble formed by Phillips Square and Christ Church Cathedral. Moreover, the project included no commitment as to the future of the building’s interior, which was a concern to us considering that this building’s value is not limited to its façade.
**Fulford Residence**
Built in 1854 and still surrounded by mature trees, this remarkable Victorian home housed a women’s shelter from 1890 until 2021, when the pandemic forced management to close the non-profit. The building was vacated and put up for sale, and it faces an uncertain future given the real estate pressures downtown. Under the circumstances, Heritage Montreal has asked the Minister of Culture to protect the Fulford Residence, noting its exceptionally well-preserved state and the fact that it has a more social than secular value. We are also lobbying for the property to continue to have a social purpose.

**Former Royal Victoria Hospital**
Independently of its contribution to the work of the advisory committee of experts created by the Société québécoise des infrastructures (SQI) to guide development of the master plan for this exceptional site, in the past year Heritage Montreal led several concerted actions on this major file. Convinced that revitalization of the “Royal Vic,” located within the protected Mount Royal heritage site, is a one-of-a-kind redevelopment opportunity, Heritage Montreal and Les Amis de la montagne joined forces in 2020–21 to raise awareness among decision-makers with the City of Montreal and the Gouvernement du Québec of three issues they feel are crucial: 1) Ensuring an overall vision for the site; 2) Maintaining full public ownership of the land; and 3) Adopting shared governance. In that context, the two organizations published two op-ed pieces in *La Presse* (December 19, 2020, and December 1, 2021) and made 15 separate representations to various Quebec government ministries, the Société québécoise des infrastructures (SQI), the City of Montreal and McGill University. Following those actions, the SQI formed a committee for the governance of the project, on which Heritage Montreal and Les amis de la montagne are represented.
To encourage public policy-makers to take courageous actions worthy of this emblematic heritage complex, the two organizations also developed a video in which they called for:
• Urgent restoration of the buildings to avoid further deterioration due to vacancy;
• Landscaping and greening actions that allow better access to the mountain as an extension of Mount Royal Park towards downtown;
• Maintaining public ownership of the land in order to avoid fragmentation and ensure short-, medium- and long-term coherence, in a context of multiple occupants; and
• Implementation of modern planning, governance and financing tools to preserve the integrity of the site, its heritage character and its civic and community vocation.

Lastly, Heritage Montreal filed a brief and presented its positions to the OCPM in November 2021. We learned recently that in response to our requests, funding has been approved to ensure that emergency work is carried out as soon as possible.

Specific sectors

Chinatown
On January 24, 2022, The Quebec Minister of Culture, Nathalie Roy, and the Mayor of Montreal, Valérie Plante, announced a series of measures to safeguard the heritage of this district, one of the oldest in Montreal. The Minister designated the institutional core of Chinatown (Noyau-Institutionnel-du-Quartier-Chinois), including the British and Canadian School building, for which Heritage Montreal had requested protection, as a heritage site. The city, meanwhile, announced amendments to its urban plan to improve recognition of Chinatown and ease real estate pressure. Heritage Montreal has also been working with members of the community to amplify efforts aimed at recognizing and highlighting this little-known heritage.
POLICY

Major files in 2021 at a glance... (CONTINUED)

Bridge-Bonaventure sector
In February 2021, Heritage Montreal was invited to take part in the multipartite issue table studying the future of the Bridge-Bonaventure planning sector. This 2.3-square-kilometre area straddling the Sud-Ouest and Ville-Marie boroughs is home to remarkably diverse assets, major transportation infrastructures and a rich architectural heritage. Besides meeting on seven occasions in 2021, the table also hosted four themed workshops that were open to the public. We participated in three of those workshops, facilitated by the Institut du Nouveau Monde.

Parc Jean-Drapeau
In 2021, the City of Montreal unveiled an ambitious master plan for this iconic park, following consultations held in 2018. Heritage Montreal welcomed the plan and its new open governance vision, while underscoring the urgent need for action on its long-neglected heritage components, including Place des Nations, which has been sadly abandoned for several years. We are also partnering in an alliance that is monitoring the implementation of the plan.

REM de l’Est
In the fall of 2021, Heritage Montreal held a week’s worth of activities that included a “citizen surveying” of the proposed aerial route of this light-rail project between Parc Morgan in Maisonneuve and downtown, and three roundtables of experts on issues of public transit, funding and development pertaining to this major but controversial project. In the spring of 2022, in the midst of the debate about the REM and ahead of the consultation on the future Urban Plan, we held two roundtables of experts on the development vision for east-end Montreal and downtown. Conducted jointly with citizens’ groups in the neighbourhoods affected by this government project, these activities attracted keen interest, and archived recordings of them remain available online.
Urban plan
The year 2022 marks the 30th anniversary of the tabling of the first Master Plan for Montreal, a major legacy of the city’s 350th anniversary and the administration of Mayor Jean Doré and his head of planning, André Lavallée. In the years since, apart from an adjustment in 2004 following the municipal mergers, a true update to the plan has still not been produced. Drawing on several of its Annual General Meeting resolutions, Heritage Montreal continued to focus attention and emphasized the urgent need for action given, among other things, the challenges of façadism, densification and disuse of major heritage ensembles. The OCPM will hold consultations in 2022 on the projet de ville, a preliminary document for the eventual urban plan, which we trust will be as Montreal-focused, relevant and forward-looking as the 1992 plan was.

Elections and heritage
As a non-partisan organization, Heritage Montreal does not support any political party but has made it a tradition to issue statements during election campaigns, outlining key heritage and planning issues to ensure all parties and candidates are well informed. In 2021, we published two such statements in Le Devoir, on the occasion of the federal and then the municipal election campaign.

- At the federal level, we reminded the incoming government of its international obligations, its insufficient heritage legislation, its responsibility toward Montreal’s heritage, and its neglected promises, such as a true master plan for the Old Port / Pointe du Moulin sector. We also stated our expectation that the government will be a reliable partner in efforts to develop Old Montreal, Mount Royal and the heritage of Expo 67.

- At the municipal level, our statement was aimed at Montreal and, more broadly, the Metropolitan Community. It laid out four priorities: support for owners of heritage buildings; strengthening of the municipal professional teams assigned to heritage, including creation of a true heritage department at the City of Montreal; modernization of planning tools to make them more conducive to repurposing of heritage and existing buildings; and enhanced concertation and collaboration with citizens, scientific communities and investors to improve the condition of heritage and landscapes. At their request, we also met the members of the political parties running in the Montreal elections, including Valérie Plante and Dominique Ollivier of Projet Montréal, and Serge Sasseville of Ensemble Montréal.
Gouvernement du Québec: MCC partners’ table
On November 1, 2021, the Minister of Culture inaugurated the Table des partenaires, estab-
lished following the amendments to the Cultural Heritage Act that, among other things,
introduced requirements for transparency and consultation. Heritage Montreal was in-
vited to sit at the table, which brings together heritage organizations, the professional
orders of architects and urban planners, associations of municipalities, and independent
academics. For the first two years of its existence, the table is focusing on inventories,
categorization of protected heritage buildings, education and awareness, and the
ministerial strategy for heritage. Minister Roy also intends for the table to examine
alternative formats for funding and incentives, a subject in which Heritage Montreal is
especially interested.

- In January 2021, the Ministry of Municipal Affairs and Housing (MAMH) also launched
an extensive national conversation on urban planning and land-use management with
a view to adopting a national strategy for Quebec. The Alliance ARIANE, of which
Heritage Montreal is a founding member, had been calling for such a strategy for a
number of years. In this context, Heritage Montreal was invited to take part in the
March 2021 innovation lab on living environments, and we also contribute to the major
public consultation that took place in the summer of 2021.

- In October 2021, the Premier of Quebec announced that a national architecture and
land-use policy would be developed, thereby combining the work of the Ministry of
Municipal Affairs and Housing (MAMH) and that of the Ministry of Culture and
Communications (MCCQ) for a national architecture policy. The objective was to
achieve a common vision for complementary, integrated actions. Heritage Montreal
was subsequently invited to sit on the advisory committee established by the
Gouvernement du Québec.
PARTICIPATION AND COLLABORATION

In figures

18 meetings of the Heritage and Development Committee
- 11 monthly meetings and 7 special meetings (Fulford Residence, REM de l’Est, Royal Victoria Hospital, urban plan, elections)

3 news releases
- *Coalition pour une gestion exemplaire du patrimoine immobilier* calls for creation of an independent national authority to safeguard heritage (March 24)
- Les amis de la montagne and Heritage Montreal share their vision for an exemplary repurposing of the former Royal Victoria Hospital (September 8)
- REM de l’Est: Heritage Montreal holds a citizen surveying exercise following by three roundtables of experts on planning, funding and development (September 9)

6 comments and briefs submitted to OCPM or City of Montreal consultations
- Master plan for the Campus de la Montagne (Université de Montréal) (OCPM)
- Hudson’s Bay development project (OCPM)
- Louvain Est Site (OCPM)
- Master plan for the former Royal Victoria Hospital site (OCPM)
- Industrial heritage: Preserving and developing industrial complexes of heritage interest (Commission sur la culture, le patrimoine et les sports)
- Toward a framework for action on recognition (Commission sur la culture, le patrimoine et les sports)

5 op-ed pieces
- “Pas facile de faire fleurir le béton” (“Greening concrete isn’t easy,” collective, *La Presse*, January 13, 2021)
- “Il faut s’assurer de proposer un projet optimal” (“An optimum project must be put forward,” *Le Devoir*, February 11, 2021)
- “Le patrimoine montréalais absent du discours des partis” (“Montreal heritage is absent from the parties’ talking points,” *Le Devoir*, September 17, 2021)
- “Le patrimoine a besoin de résultats concrets” (“Concrete results needed on heritage,” *Le Devoir*, October 19, 2021)

5 resolutions adopted at the Annual General Meeting
- Resolution 2021-01 on Downtown Montreal
- Resolution 2021-02 on Heights and Densities
- Resolution 2021-03 on the REM de l’Est
- Resolution 2021-04 on Trusts and Transitional Strategies for Buildings and Heritage Complexes
- Resolution 2021-05 on Montreal’s Chinatown
Many new alerts in 2021

During 2021, the first full year of operations for the Memento platform, members of the public actively monitored threats to built and landscape heritage, with 24 new citizen alerts posted. We are pleased to note that citizens’ enthusiasm for the platform is undiminished and that they remain diligent and attentive in reporting heritage assets in jeopardy in their neighbourhoods and living environments. We have also observed, since Memento’s launch, that the platform’s scope is increasingly reaching farther beyond Heritage Montreal’s “traditional territory.” More and more people are sharing information about threatened sites off the Island of Montreal: in Laval, Chambly, Saint-Bruno-de-Montarville and Terrebonne, to cite only a few examples.

We are continuing our awareness-raising and mobilization to keep the public informed about heritage issues.

Examples of newly listed sites

- **British and Canadian School Building (Chinatown)**

- **Former Allion School and Its Annex**

- **Saint-Pierre Creek**
  - PHOTO: NIGEL DOVE, S.D.

- **Sternthal Building Interiors**

- **Fulford Residence**

- **Pigeon Hole Park**
  - PHOTO: PROPOS MONTRÉAL, S.D.

- **1871, Galt Street**

- **Former Viger-St-Mars House**

- **Outremont Park Chalet**
The Memento platform posted very good overall performance for its first full year in operation. One aspect that must be considered when comparing the 2021 and 2020 data is the Memento launch event held on September 15 and Heritage Montreal’s strong media presence during its promotion. This drove greater interest on the part of audience members in visiting our revamped and optimized citizen alert platform, which translated into exceptional performance during its first three months online. In view of our awareness-raising objectives, we are very satisfied with the overall traffic to the site, and are maintaining our efforts and promotional activities so as to continue spreading the word about this tool to all residents of the greater metropolitan region.
Support and Mobilization department
Following the launch of Memento and in keeping with its desire to build closer ties with citizens and their grassroots initiatives, late in the year Heritage Montreal introduced its Support and Mobilization department (Service d’accompagnement et de mobilisation, or SAM, in French). The SAM’s purpose is to support and guide citizens, community groups and organizations in their efforts to safeguard built heritage and develop promising repurposing projects.

Heritage Montreal seeks to act as a catalyst, working in partnership with citizens, decision-makers and expert groups already active in the market to leverage existing know-how, programs and tools according to a complementary, synergistic and shared approach.

Based on an approach structured around the key words Connect, Support, Equip (“Rassembler, Accompagner, Outiller”) we are promoting deployment of repurposing projects that comply with Heritage Montreal’s five principles of excellence for urban development. During 2021, the team successfully tested out approaches and strategies for intervention, in addition to defining the directions the SAM will take. This project will be rolled out over a three-year horizon, from 2022 to 2024, with the eventual aims of making the department a permanent part of the organization, presenting the outcomes of our approach, and creating a handbook for the public.
EDUCATION
Our heritage awareness and education programs

In-person and online programs

At the Heart of the City
An all-new edition of the At the Heart of the City tours was launched in 2021, with three new routes that let participants explore the western part of downtown Montreal through its institutions, homes and businesses from the 19th to the 21st centuries.

Circuit #1 – Learning: Large cultural, religious and educational institutions
Circuit #2 – Living: From grand old homes to apartment houses
Circuit #3 – Working: Department stores and prestigious addresses

Despite having to limit group capacity to comply with health directives, we sold 323 tickets for the 2021 season.

To complement our guided-tour programming, we published two blog articles and produced a short video.

Partner: 

ArchitecTours®
The theme for the 33rd edition of the ArchitecTours®, held from August 7 to October 9, 2021, was Montreal on Vacation.
EDUCATION

Our heritage awareness and education programs (CONTINUED)

Four circuits enabled participants to rediscover the city through the leisure and holiday sites known and loved by Montrealers of yesterday and today. Although the concept of the vacation is a fairly recent one, people used certain sites in the city for recreation as early as the 19th century. The circuits covered the following areas:

- Île Sainte-Hélène
- Ahuntsic
- The Old Port
- Balconville on the Plateau

By adapting our programming, we succeeded in presenting four architectural walking tours with reduced numbers of visitors in each group to comply with health directives. We also complemented the programming with virtual content, publishing two blog entries related to this year’s theme, along with a virtual tour of Montreal parks.

The final tally of tickets sold and virtual views was 1,100.

This project is funded under the Montreal Cultural Development Agreement between the City of Montreal and the Gouvernement du Québec. We are grateful to our generous partners for helping design and produce the ArchitecTours® guided tours program:
EDUCATION

Our heritage awareness and education programs (CONTINUED)

Home Renovation Lessons: in the comfort of your own home!
For more than 40 years, Heritage Montreal has provided support to homeowners through its Home Renovation Lessons. To date, more than 9,000 homeowners have benefited from our experts’ advice and improved their knowledge in appraising, maintaining, replacing and repairing various elements of their homes.

This year, the Home Renovation Lessons were given online in two sessions of four courses each. The program was once again a great success, attracting more than 60 participants.

We are grateful to our generous partners for their assistance in designing and producing the Home Renovation Lessons.

I signed up because I was facing major repairs to my home. I loved the lessons they gave me a better understanding of my home and neighbourhood, and to see repairs/renovations as an opportunity to gain skills and not just a source of stress. Thank you to the entire team!!! – Anonymous

Ateliers patrimoine
Raising awareness for our partners, the City of Montreal and Centre de services scolaires de Montréal

Since 2018, Heritage Montreal has been collaborating with the City of Montreal to present Ateliers patrimoine in the boroughs. These workshops bring together civil servants, elected officials and members of the planning advisory committees in each borough to help raise their awareness of heritage and discuss heritage-related challenges in their neighbourhoods, with the aim of instilling a “heritage reflex” for all development projects. In 2021, we have launched the third phase, which will enable us to offer workshops in all boroughs.

This project is funded under the Montreal Cultural Development Agreement between the City of Montreal and the Gouvernement du Québec.

An initial Ateliers patrimoine presented in 2019 and developed for the Centre de services scolaires de Montréal was once again held in 2021. The training was very well received by participants and will be presented again in 2022.
EDUCATION
Our heritage awareness and education programs (CONTINUED)

International Day for Monuments and Sites
Theme: Complex Pasts: Diverse Futures
April 18, 2021
For the 13th year in a row, Heritage Montreal took part in the ICOMOS International Day for Monuments and Sites on April 18. In keeping with this year’s theme, Complex Pasts: Diverse Futures, we presented a roundtable exploring the issue of “invisible heritage”: that which we do not know how to see, do not want to see, or is forgotten, whether it is remarkable or not. Our panellists for the occasion were Bernard Vallée, Marie-Dina Salvione and Frantz Voltaire.

Zoom
- 118 participants

Facebook
- 97 views lasting more than one minute

We are grateful to our generous partner for helping design and produce this activity

Montréal

Festival d’histoire de Montréal
We participated in the first edition of the Festival d’histoire de Montréal, which was held from May 14 to 16, 2021. We presented a virtual round table under the theme: Three emblematic battles for the preservation of Montreal’s heritage where Dinu Bumbaru, Michael Fish and Sylvie Guilbault discussed the Hôtel-Dieu, Windsor Station and Mount Royal.

REM de l’Est
Since its announcement in December 2020 by the Gouvernement of Quebec, the project for a second phase of the REM de l’Est proposed by CDPQ Infra, a subsidiary of the Caisse de dépôt et placement du Québec, continues to generate controversy. In this context, Heritage Montreal organized three public roundtables on September 21, 22 and 23 on three issues raised by the REM de l’Est, namely the planning and financing of public transit and its contribution to development. A citizen walking survey was also held to examine in situ a portion of the planned route for the REM de l’Est.
City Talks
Presented in partnership with the McCord Museum for the tenth consecutive season, the City Talks lecture series addressed a variety of issues and provided opportunities to debate concrete, topical themes relating to urbanism and the city, heritage and architecture. Moderated by Heritage Montreal Policy Director Dinu Bumbaru, the series brings together various Montreal stakeholders and focuses on current urban issues.

In 2021, our City Talks speakers addressed various urban phenomena ranging from spatial design and health to contemporary interventions on existing buildings, mobility, and Indigenous Montreal.

The archived talks are available via the McCord Museum YouTube account and Facebook.

By the numbers
4 online talks = more than 5,700 views on social platforms
Live-view stats: Zoom (753) + Facebook live (269) = 1,022
12 speakers

Thank you to our partner

Many thanks to our partners who have supported us all throughout this unusual and in many ways exceptional year.
Future Generation Committee activities
The Heritage Montreal Future Generation Committee (known by its French acronym CORE, for COMité RElève), created in 2016, seeks to bring heritage to life differently, like a laboratory for exploring alternative activities involving discovery (or rediscovery) of heritage. The committee’s mission is to develop new avenues for awareness-raising, communication and exchange with the emerging generation of architects, planners, heritage specialists and designers interested in Montreal’s built heritage, in turn amplifying opportunities for collaboration and making it easier to share diverse experiences and career journeys. CORE’s dozen or so volunteer members organize events aimed at exploring Montreal heritage from a playful, original and socially committed angle.

Entretiens tours
Presented since 2017, the Entretiens tours are opportunities for the student community and emerging professionals in the fields of planning and heritage to learn about recent projects focused on repurposing of heritage buildings. The tours are hosted by the architects who executed the projects.

In 2021, the Entretiens tours featured Station No. 1, a former power station of the Shawinigan Water and Power Company in Mercier-Hochelaga-Maisonneuve borough, now converted into a housing co-op. The repurposing was completed in 2010 by the technical resources group Bâtir son quartier and architecture firm Ædifica. The tours were led by Ædifica architect Guy Favreau, Yann Omer-Kassin, development officer with Bâtir son quartier, and Chantal Brousseau, secretary of the Station No. 1 housing co-op.
5 à 7 at Jardin de La Pépinière
On September 17, 2021, the Committee hosted an in-person 5 à 7 at the Jardin de La Pépinière in Hochelaga-Maisonneuve to bring together students and young professionals in the planning and heritage fields for a welcome face-to-face networking opportunity after 18 months of pandemic living. The event attracted around 15 people and was much appreciated.

Post your Heritage (Affiche ton patrimoine)
For a second time since 2020, the CORE partnered with an emerging visual artist to organize a sale of limited-edition prints benefiting Heritage Montreal. This time out, Amélie Tourangeau was the illustrator, and she depicted a spot well known to Montrealers, the Botanical Garden, a true oasis of greenery in the heart of the city. A total of 64 prints were sold, with the proceeds going to Heritage Montreal.
PUBLISHING AND COMMUNICATIONS

__By the numbers__

66 media appearances and interviews (TV, radio, web)
(compared to 80 in 2020)

__Our followers__

17,625 (+6.5%)  
Facebook*

6,362 (+0.9%)  
Twitter*

2,720 (+2.72%)  
Instagram*

1,572 (+47.6%)  
LinkedIn*

302 (+41.1%)  
YouTube*

5,507 (-3.91%)  
Newsletter*  
*As at December 31, 2021

__Heritage Montreal website:__ 34,291 users (45,992 in 2020, or -25%),  
43,808 sessions (58,633 in 2020, or -25%), 90,900 page views  
(103,037 in 2020, or -12%)

__Blog:__ 24,641 users (21,799 in 2020, +13%),  
28,117 sessions (27,273 in 2020, +3 %), 33,675 page views  
(34,682 in 2020, -3 %)
Top 5 most-read blog posts

1. _EXEMPLARY PROJECTS THAT COMBINE HERITAGE AND CONTEMPORARY ARCHITECTURE._ PHOTO: THE GLOBE AND THE MAIL.

2. _HISTORY OF MONTREAL CINEMAS._ PHOTO: CINÉMA IMPÉRIAL. BANQ. MISA3938.

3. _MONTREAL’S FORMER AMUSEMENT PARKS._ PHOTO: VIEW OF DOMINION PARK, BETWEEN 1906 AND 19077, BANQ.


5. _REM DE L’EST: 23 STATIONS OF DOUBT AND 32 KM OF UNANSWERED QUESTIONS._ PHOTO: HERITAGE MONTREAL.

Thank you to our service, creativity and outreach partners

![Caliosum](image1.png) ![Casacom](image2.png) ![Mesure Média](image3.png) ![Musee McCord Museum](image4.png) ![Toma](image5.png)
During this second year shaped by the COVID-19 pandemic, we continued our disciplined management of expenditures while increasing our revenues so as to emerge from this exceptional crisis period in a sound financial position and be able to finance the launch of new initiatives in 2022.

Revenues from donations, memberships and sponsorships in 2021 were up significantly, by 33%, while income generated by our programs and activities improved by a respectable 11%. In spite of this, however, total revenues decreased by $74,000, or 12%, and stood at $530,000. The decline was primarily due to the fact that the 2020 results included $150,000 in revenues from government funding for two major projects.

Our expenses were $477,000, up by 14% compared with 2020. In addition, by taking advantage of the Canada Emergency Wage Subsidy (CEWS) program for a second year, we succeeded in generating a surplus of $53,000.
OUR PARTNERS AND DONORS

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Heritage Montreal’s Great Builders

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Mesure Média
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TOMA Objects

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Ministère de la Culture et des Communications du Québec
Ville de Montréal
Entente sur le développement culturel de Montréal soutenue par la Ville de Montréal et le gouvernement du Québec

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Les amis de la montagne
Les Rugissants
McCord Museum

Soutien à l’action bénévole (SAB) program
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CREDITS

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