

City of Mississauga Corporate Report



<p>Date: June 29, 2021</p> <p>To: Chair and Members of Heritage Advisory Committee</p> <p>From: Jodi Robillos, Acting Commissioner of Community Services</p>	<p>Originator's files:</p> <hr/> <p>Meeting date: July 13, 2021</p>
--	---

Subject

Proposed Addition to the Municipal Heritage Register, 3611 Mavis Road (Ward 7)

Recommendation

That the property at 3611 Mavis Road be added to the Municipal Heritage Register for its associative value and that the appropriate City officials be authorized and directed to take the necessary action to give effect thereto as outlined in the report dated June 29, 2021 from the Commissioner of Community Services.

Executive Summary

- The property at 3611 Mavis Road is home to the Metalworks Studio.
- Metalworks Studio is a cultural landmark in Mississauga and one of Canada's most recognized and renowned music recording studios.
- The property has associative value given its connection to the studio.
- It merits inclusion in the Municipal Heritage Register as a listed property.

Background

3611 Mavis Road is home to Metalworks Studios. Metalworks Studios has been in operation at this location since 1977. Founded by Gil Moore, the studio was originally formed for the exclusive use of Gil's band Triumph. Metalworks has contributed immensely to the musical and cultural landscape of Mississauga and has gone on to become one of Canada's oldest and most renowned recording studios.

Notable music icons who have recorded at Metalworks include Christina Aguilera, Prince, Tina Turner, Katy Perry, David Bowie; Drake, Anne Murray, Nelly Furtado, Justin Bieber, Tom Cochrane, Shawn Mendes, and Celine Dion. Metalworks has earned in excess of two hundred gold and platinum awards over the past four decades, multiple JUNO and GRAMMY awards,

and it has been recognized as Recording Studio of the Year, a record 17 times, by industry peers at the Canadian Music and Broadcast Industry Awards.

Comments

Section 27(1) of the Ontario Heritage Act requires the municipality to maintain a register of all properties which have cultural heritage value and interest within the municipality.

Cultural heritage value and interest is based on three criteria; physical, contextual and associative value. A property only has to meet one of these criteria to be considered to have cultural heritage value and interest, per Ontario Regulation 9/06. See Appendix 1.

The studio is a cultural landmark and has a high degree of prestige within the music industry. Therefore, the property has associative value as it is home to the studio.

Financial Impact

There are no financial impacts resulting from the Recommendations in this report.

Conclusion

3611 Mavis Road has cultural heritage value and interest due to its association with the Metalworks Studio. As such, the subject property merits inclusion on the Municipal Heritage Register.

Attachments

Appendix 1: Proposed Statement of Cultural Heritage Value and Interest.



Jodi Robillos, Acting Commissioner of Community Services

Prepared by: John Dunlop, Manager, Heritage Planning and Indigenous Relations