

# Beyond Designation:

## Expanding Mississauga's Heritage Horizons

MUI – UTM Capstone Presentation

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# Team & Client Introduction



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# Problem Overview

## What is the current situation?



Currently, there are **9 criteria** under the *Ontario Heritage Act* that allow the City of Mississauga to **designate** heritage properties.

## Problem Statement



The City of Mississauga is looking for recommendations to **recognize** and tell the **story of heritage (of all types)**, outside of the *Ontario Heritage Act* limitations, whether or not it is qualified as designated or listed heritage.

To **Recognize** is reflected in **3 pillars**:

**C**ommemoration

**C**elebration

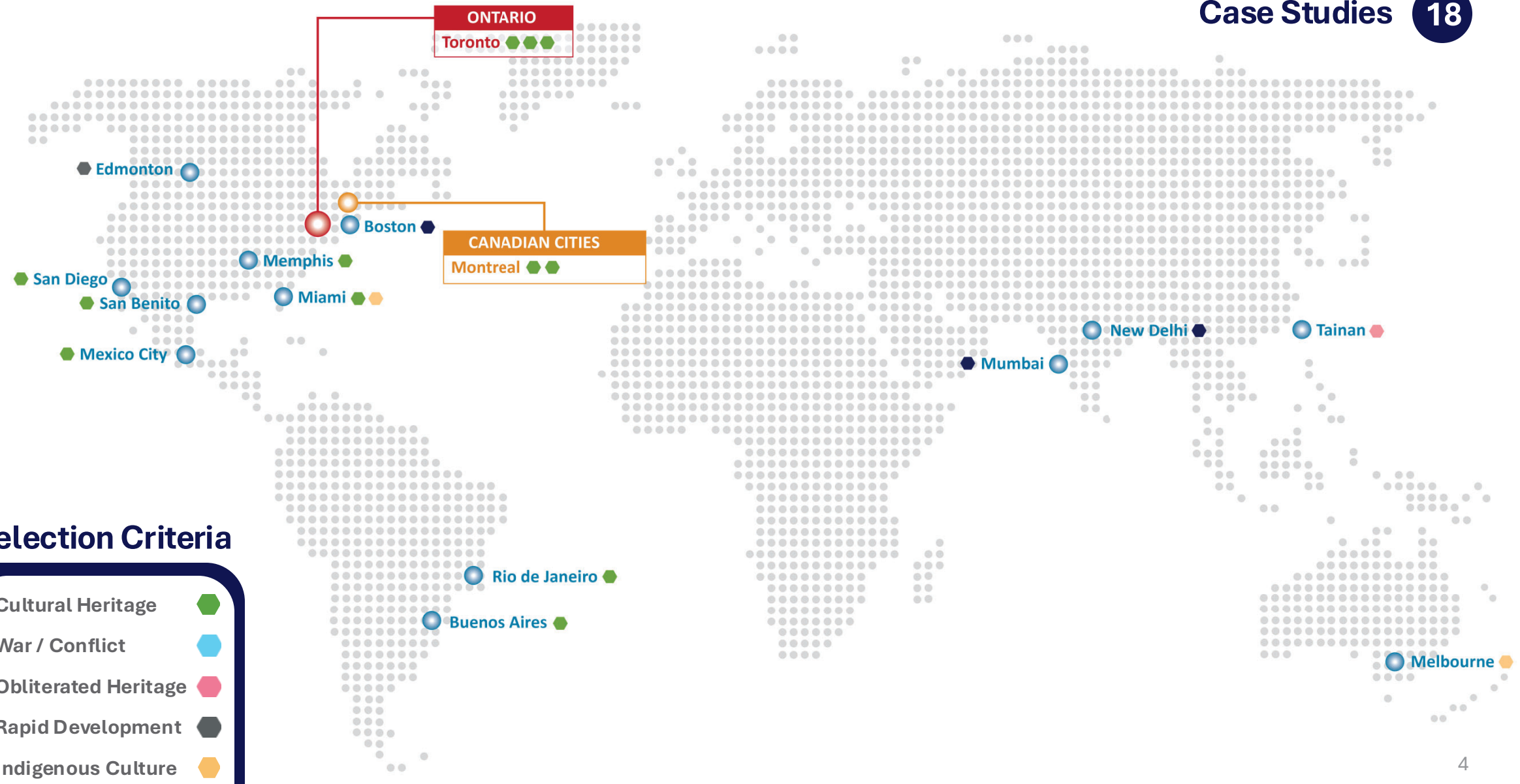
**C**onservation

# J-Scan | Case Studies Selection

Jurisdictions **15**

Case Studies **18**

Recommendations  
Findings  
J-Scan  
Methodology  
Prob. Overview



## Selection Criteria

- Cultural Heritage ◆
- War / Conflict ◆
- Obliterated Heritage ◆
- Rapid Development ◆
- Indigenous Culture ◆

# J-Scan | Identifying Heritage Recognition Tools

Methodology Prob. Overview

J-Scan

Findings

Recommendations

## Visual Art

Commemorate & Conserve Stories.

**Buenos Aires**  
Sculptures



## Festivals

Celebrate & Conserve Local Culture.

**Rio de Janeiro**  
Carnival



## Placemaking

Celebrate Change & Commemorate Stories.

**New Delhi**  
Street Art



## Digital Approach

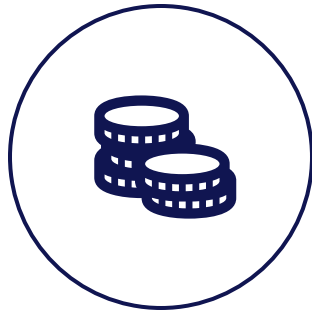
Celebrate Culture & Conserve Stories.

**Miami**  
Digital Art



# J-Scan | Lenses to Analyze the Selected Tools' Governance

The **Heritage Recognition Tools' Governance** are analyzed through **3 Distinct Lenses**.



## Funding Mechanisms

- ① Government Funding
- ② Private Donation or Sponsorship
- ③ User Fees



## Partnerships Involved

- ① 3<sup>rd</sup> Party or Private Organization
- ② Community Organization
- ③ Government Body



## Policy Support

- ① National Legislation
- ② Official Plan or By-Law
- ③ Procedural Guideline
- ④ Special Permit

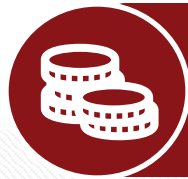
# Mississauga's Heritage Ecosystem



## POLICY CONTEXT

Opportunity to:

- **Better align** heritage, cultural, other complementary **strategies**
- Establish a **clear framework for recognizing and integrating ICH.**



## FINANCIAL CONTEXT

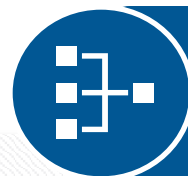
- Heavy **reliance on municipal grants** for heritage funding
- Could benefit from **funding diversification** via private and tourism-sector funding.



## PARTNERSHIPS CONTEXT

Opportunity to:

- **Strengthen external partnerships** to enhance programming activation
- Support with **clearer and formalized collaboration frameworks.**



## COLLABORATION DYNAMICS OF THE HERITAGE ECOSYSTEM

Opportunity to **strengthen coordination** between **municipal teams and external heritage and cultural organizations.**

# Recommendations Rationale

Our Strategy is comprised of **2 Distinct Areas of Intervention:**

**A** **Building Blocks:  
Optimizing Operations for  
Heritage Success**

**3** Strategic Recommendations

**8** Suggested Responses

**B** **Recognizing the Past,  
Shaping the Future:  
Strategic Heritage  
Interventions**

**4** Strategic Recommendations

**14** Suggested Responses



# A. Building Blocks: Optimizing Operations for Heritage Success

- A1
- A2
- A3
- B1
- B2
- B3
- B4

## Strategic Recommendations

- A1.** Strengthen Collaboration Across City Teams
- A2.** Simplify Heritage Approvals & Processes
- A3.** Nurture a Greater Community Involvement in Heritage Recognition



## B. Recognizing the Past, Shaping the Future: Strategic Heritage Interventions

A1 A2 A3 **B1 B2 B3 B4**

### Strategic Recommendations

**B1.** Develop a Heritage Toolkit for Public Space Activation

**B2.** Make Heritage a Tourism Asset

**B3.** Take Heritage to the Digital Space

**B4.** Strengthen Mississauga's Heritage Ecosystem

Prob. Overview

Methodology

J-Scan

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# A. Building Blocks

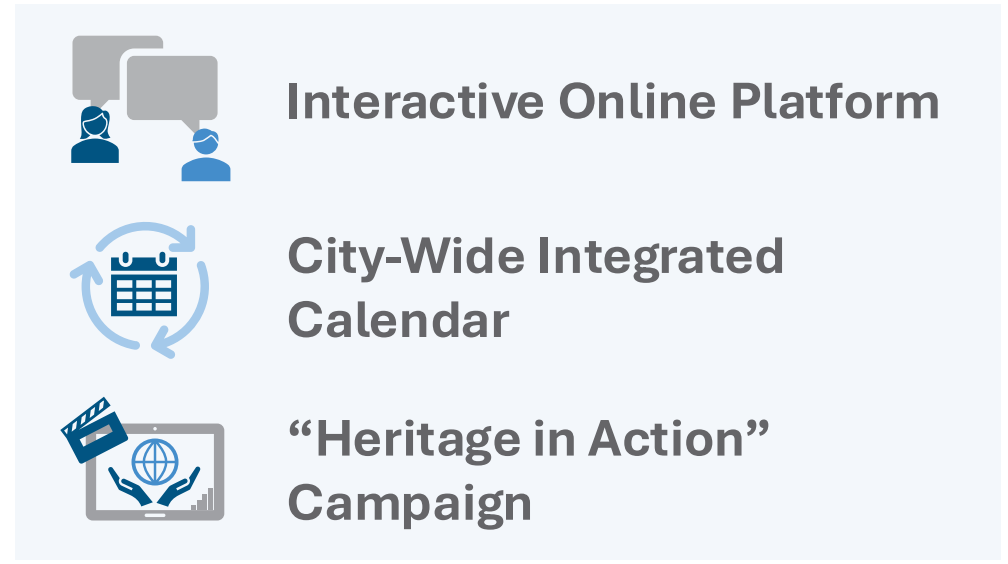
A3.1 A3.2 B2.2 

A1 A2 **A3** B1 **B2** B3 B4

## EDIT "Art & Culture" WEBSITE TAB



## LEVERAGE WEBSITE CHANGE



## ADDED VALUE

- ✓ Seamless User Navigation
- ✓ Intangible Cultural Heritage Recognition & Integration
- ✓ Enhanced Outreach & Awareness

Recommendations Findings J-Scan Methodology Prob. Overview

# B. Recognizing the Past, Shaping the Future

B1.1 

- A1
- A2
- A3
- B1**
- B2
- B3
- B4

## Public Art as a Tool for Heritage Recognition in the Public Realm



### PARKLAND ACTIVATION

➤ Pilot Program | Public Art **X** Heritage **X** Parkland



### DIGITAL STORYTELLING TOOL

➤ Commemoration on City-owned digital infrastructure



## FUNDING

**Civic Public Art & Public Art Private Sector Programs, other Existing Funding**

Recommendations  
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## Spotlight

STORIES FROM MISSISSAUGA



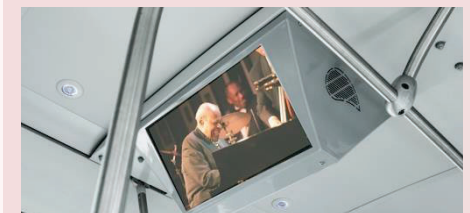
**Oscar Peterson**  
*Jazz Pianist & Composer*



**Ronnie Hawkins**  
*American R&R Singer*



**Duchess Olga Romanov**

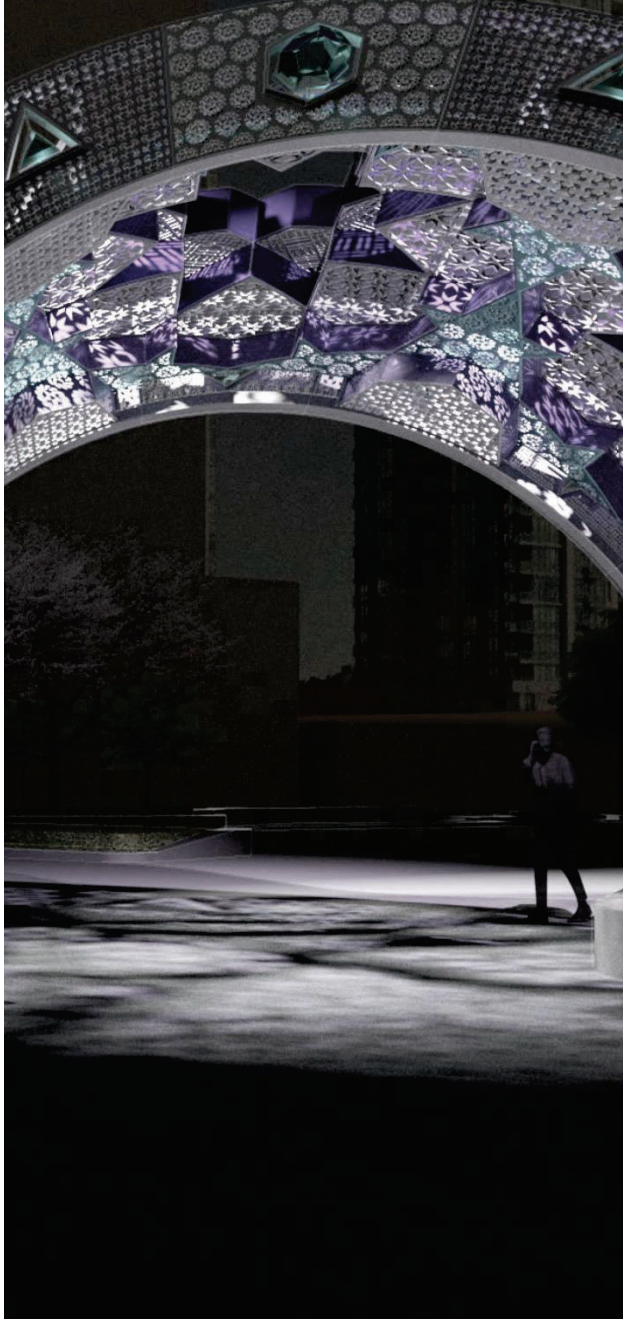


*Digital Commemoration*

*Clarke Memorial Hall*



*'Rayyan: A Cosmic Bloom' Public Art*



*Metal Works Studio*



*Leonard Cohen's Mural*





# THANK YOU.

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