
For Immediate Release

Cambridge Heritage Master Plan on the National Radar

Cambridge, Ontario. November 4, 2010...The Canadian Association of Heritage Professionals (CAHP) based in the nation's capital has selected the Heritage Master Plan for the City of Cambridge for the 2010 Heritage Planning award. The award recognizes 'excellence in heritage conservation and land use planning' and honours the work of CAHP members with a view to identifying and encouraging collaborative ventures.

"Heritage Planning Projects of exception included the Cambridge Master Plan lead by Bray Heritage and the Whitney Block & Tower Conservation Plan by Stevens Burgess, both of which portrayed a serious level of heritage comprehension and depth," said Mark Brandt, Chair for the CAHP | ACECP Awards.

"Heritage and environment are the top priorities for the City of Cambridge," says Mayor Doug Craig. "This recognition on the national stage is indeed an honour for our community and we are thrilled to be acknowledged by the CAHP organization."

The notion of a heritage master plan is relatively new. The City of Cambridge is one of the first municipalities to have an official heritage master plan in place. Prepared by BRAY Heritage of Kingston, the plan sets out an overarching strategy for heritage preservation and identifies heritage's role in the future of the city.

The project got underway in late 2006 with significant community consultation which included direction from the City's Municipal Heritage Advisory Committee. The purpose of the plan was to prepare a comprehensive strategy for the conservation of the Cambridge's built and cultural heritage that ensures these resources are identified, valued and protected. It also sets out strategies for improvement.

Carl Bray, Principal at BRAY Heritage, says the process was very successful and confirmed a continued commitment from the City of Cambridge to heritage preservation. "The plan demonstrated that economic development, community development and heritage are aligned for the benefit of Cambridge. Council's support along with the diversity of representatives on the planning and implementation committee was a key factor in getting an exceptional product." Bray recognizes the valued contributions by ERA Architects Inc., Archaeological Services Inc., Maltby & Associates Inc., and the Tourism Company on the project. "A heritage master plan is at the root of

what is the community's identity and is built into the future planning and development of a prosperous community."

The award will be presented at the CAHP Annual General Meeting in Ottawa tomorrow. The Cambridge Heritage Master Plan final report was delivered in June of 2008 and can be found online at:

<http://www.cambridge.ca/relatedDocs/Cambridge%20Heritage%20-%20Carl%20Bray%20-%20FINAL.pdf>

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About Cambridge

The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2010, the population reached over 130,000 people. With a multicultural mix and a strong foundation of support services, Cambridge has a diverse economic base with leading industries in advanced manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. The Corporation of the City of Cambridge is an employer with a progressive work environment that offers the opportunity to provide service to the community through creativity and innovation, and with opportunities for career growth and advancement.

About the Corporation of the City of Cambridge

The Corporation of the City of Cambridge is a dynamic organization filled with dedicated people who deliver vital municipal services to you. Services that residents, businesses, visitors and people like your family and friends enjoy. We're a comprehensive team of professionals: engineers, financial specialists, skilled trades, administrative experts, customer service, communications - and the list goes on.

We're proud to be part of the systems that bring you the array of services that citizens in Cambridge need:

- Parks and recreation
- Activities and programs like pools, seniors' centres, community centres, arenas and other facilities
- Sports programs and all the needs related to playing fields, like indoor soccer, baseball diamonds and other amenities
- Events
- Farmers' Market

- Cemetery services
- Road programs
- Leaf pick up services
- Winter maintenance services
- Water and sewer services
- Fire, emergency and related services
- By-laws and enforcement
- Tax administration
- Licensing for businesses, lotteries, marriage, dogs, and other services like applications for birth, death and marriage certificates, notarizing or commissioning of documents
- Archival research
- Economic Development and business support programs
- Tourism support to share opportunities to showcase the festivals and help bring visitors in to support retail and other elements of the economy
- Administration of committees, steering groups and advisory groups
- Planning and development services
- Traffic and parking services
- Ensuring the best security, police, transit, garbage, water processing service, utilities, animal control are in place.
- Libraries and galleries
- Centre for the arts
- Accessibility matters
- Council services including things like supporting the up coming needs of our residents for the Oct 2010 municipal elections

It's a multitude of services and we continue to refine and review them to ensure we deliver the services in the most effective, efficient, and proactive ways.

In 2010 we are undergoing a corporate service review. This is a further check and balance system to seeking improvements - like better technologies to simplify processes or realigning how we operate. The comprehensive review is happening this year with a view to providing a report to Council for consideration. The report will be available by year end and will be addressed by the newly elected council for the 2011 budget.

For more information on the area or the corporation visit www.cambridge.ca
The City of Cambridge press room is located at www.cambridge.ca/pressroom

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