

NOSOA

# Northern Ontario School Of Architecture

**Presentation to Greater  
Sudbury City Council**

**Wednesday, January 30, 2008**

**Blaine Nicholls**

**Chair, NOSOA Steering Committee**

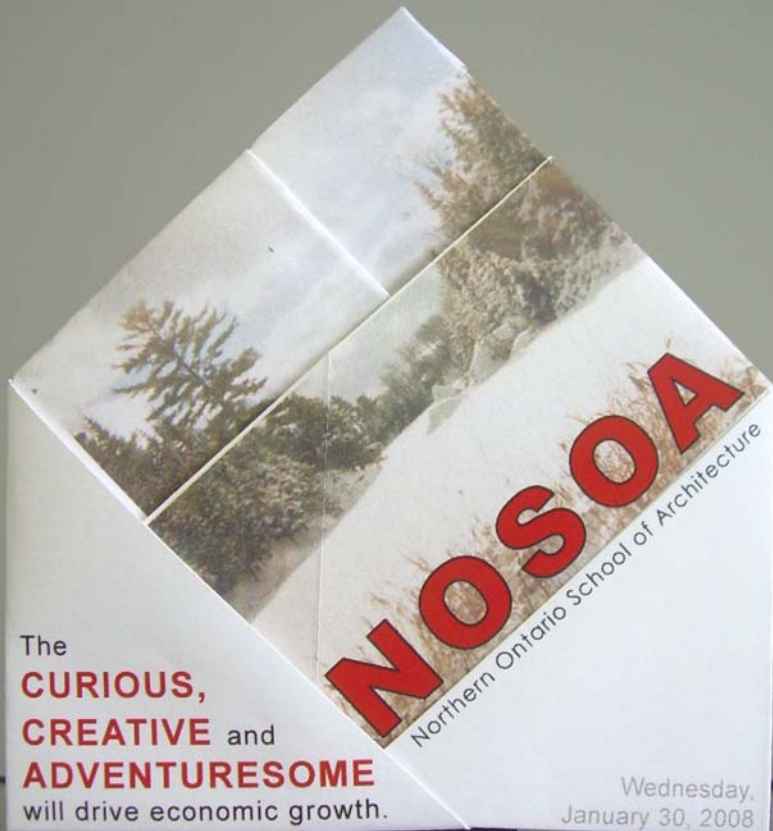


## Presentation Outline

- i. Background
- ii. Impact of NOSOA
- iii. A Truly *Northern* School
- iv. There is a Market
- v. Other Benefits
- vi. Why Architecture

*Presented by Rick Haldenby, Director,  
University of Waterloo School of Architecture*

- vii. Project Status



## Background

### **Cambridge Model**

- Cambridge seeking an economic development solution
- Invited UW School of Architecture to relocate to downtown Cambridge
- As a result, tremendous economic and cultural revitalization is occurring
- N. Ont. and Greater Sudbury can certainly achieve the same level of success



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Impact

**Northern Ontario**

**Greater Sudbury**

**The Downtown**



## Impact

### Northern Ontario

- The school will be a catalyst for strengthening the N. Ont. Economy
- Economic success will be built upon value-added industries
- Value-added industries require design talent
- Therefore, economic success requires creative activities and people – “design culture”
- NOSOA is the fastest and most effective way to develop a “design culture” in N. Ont.



## Impact

### **Northern Ontario**

- Attract over 400 of the very best students and faculty members to Northern Ontario & Greater Sudbury
- Stimulate the urban environment of N. Ont. small cities & towns
- The school fits with Federal & Provincial initiatives







## Impact

### **Greater Sudbury is the perfect city**

- Contributes to Laurentian University as centre of graduate and professional programs
- Education capital of the North
- Synergies with internationally recognized Green initiatives
- Urban area that is capable of attracting students & faculty
- Largest concentration of architectural professionals



# Impact

## **Greater Sudbury**

*City's Economic Strategic Plan:*

- **Engine #2:** A City for the Creative, Curious and Adventuresome
- **Engine #5:** A Model for Eco-Industry and Renewable Energy



## Impact

### The Downtown is ideal

- Optimizes relationship between the School and the Community
- Revitalizes the Downtown
  - **More people downtown at all times of the day**
  - **Younger average age**
  - **Greater ethnic diversity**
  - **Increased activities for seniors**
- Potential focus for a cultural district



# A Truly *Northern* School of Architecture

## **Allows Unique Opportunity to:**

- Create a design school for the 21<sup>st</sup> century
- Foster a new culture of designers ready to create solutions for our communities as architects, as designers, as thinkers, and as collaborators
- Capitalize on Northern Ontario's francophone, multi-lingual, and aboriginal cultures
- Create design solutions for our region, our culture, and our age
- Focus on sustainability with a northern perspective



## There is a Market

- **1,600** applicants for 70 spaces at UW
- Existing schools of architecture *are not* expanding
- Positive support from all 11 existing schools
- Fewer architects graduating than retiring
- Strong job market
- Active support from Northern Ontario architects





## Other Benefits

**Educational**

**Economic**

**Cultural**

## Other Benefits

### **Educational**

- Complements existing post-secondary programs
- Adds a new graduate program
- Catalyzes new programs
- Nurtures all educational levels
- Brings education to the downtown
- Partners with Greater Sudbury and communities in Northern Ontario



## Other Benefits

### Economic

- 420 new students in Northern Ontario
  - \$10 million/year in new money (***direct spending*** into the community)
  - \$5 million/year in additional ***indirect spending***
- Creation of student housing in the downtown
- Generator of increased business activity





## Other Benefits

### **Cultural**

- Talent and creativity attracts culture
- Creative people create successful regions
- Quality of urban and community development improves
- Cultural development is enhanced



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# Why Architecture



Rick Haldenby  
Director, School of Architecture  
University of Waterloo

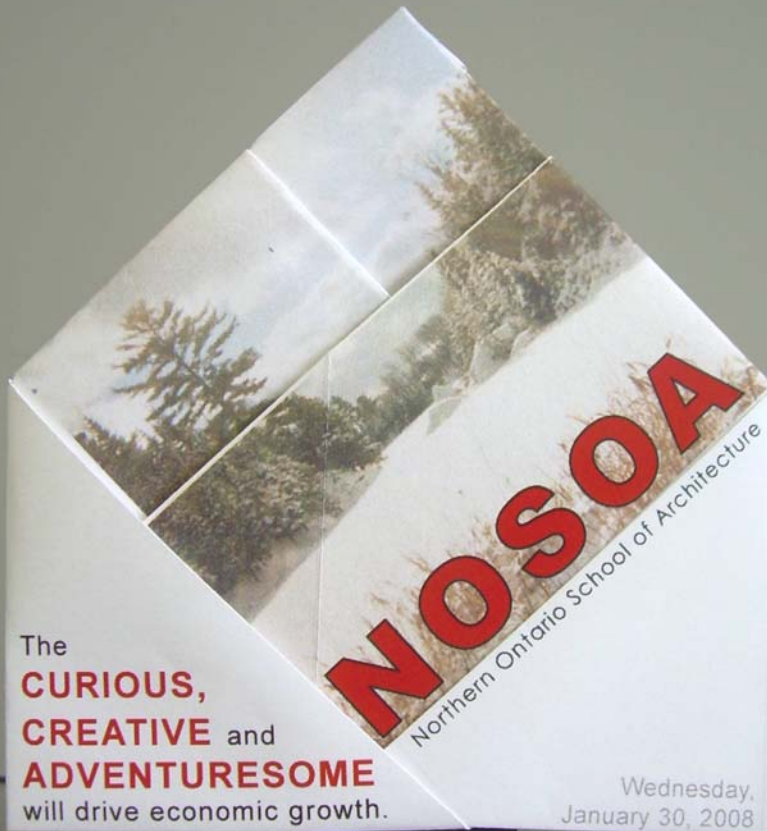
# UWSA VIDEO



## Project Status

### Study Process

- Steering committee – community, architects, academics, GSDC and Laurentian University
- Phase I Pre-feasibility study – completed Nov 07 with financial support from GSDC, FedNor and NOSA
- Phase II Feasibility study – underway with financial support from GSDC and anticipated from FedNor and NOHFC
- Phase II Feasibility study – to be completed in the spring of 08



## Project Status

### Some of Our Supporters:

- Greater Sudbury Development Corporation
- Laurentian University
- MPP Rick Bartolucci
- FedNor
- Greater Sudbury Chamber of Commerce
- Northern Ontario Society of Architects
- Algoma Society of Architects
- North Bay Society of Architects
- Downtown Sudbury
- Downtown Sudbury Village Development Corporation
- Ontario Association of Architects
- Committee of Canadian University Schools of Architecture
- Association of Collegiate Schools of Architecture
- Northeast Superior Mayors Group

