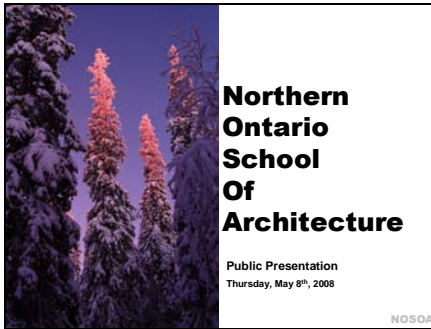


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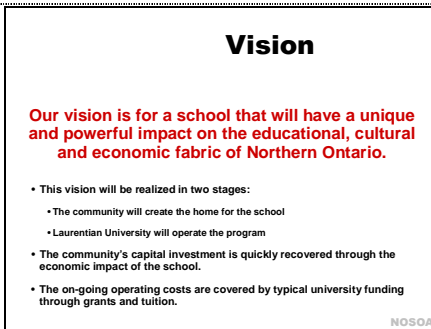
Ladies and gentlemen

Good evening and welcome.

I'm Blaine Nicholls and I am the Chair of the Project Steering Committee for the Northern Ontario School of Architecture.

On behalf of the project steering committee, I want to thank you for coming out this evening to hear our presentation.

2



Our vision is for a school that will have a unique and powerful impact on the educational, cultural and economic fabric of Northern Ontario.

This vision will be realized in two stages:

- the community will create the home for the school.
- Laurentian University will operate the program.

The community's capital investment is quickly recovered through the economic impact of the school.

And perhaps most importantly, the ongoing operating costs are covered by typical university funding through grants and tuition.

We have, before us, a tremendous opportunity to enrich our educational, cultural and economic environment.

3

**Steering
Committee**

Blaine Nicholls Committee Chair
Robert F. Bourgeois Vice President Administration, Laurentian University
Kate Bowman Project Manager, NOSOA
Jean-Mathieu Chénier Business Development Officer, GSDC
Harley d'Entremont Vice President Academic (Francophone Affairs), Laurentian University
Janet Gasparini City Councillor, Community Member
Rick Haldenby Director, University of Waterloo School of Architecture
Tim James Architect, Castellan, James + Partners, Community Member
Maureen Lacroix Community Member
Jeff Leberge Architect, J.L. Richards & Associates Limited, Community Member
Dr. Jeff Lederer General Manager, University of Waterloo School of Architecture
Helen Mulc Manager of Business Development, GSDC
Dr. David Robinson Associate Professor, Economics, Community Member
Dr. Derek Wilkinson Associate Professor, Sociology, Community Member

NOSOA

Before I begin the presentation, I want to introduce the Project Steering Committee that was able to be with us this evening.

INTRODUCE MEMBERS

I want to highlight that the idea for the project originated with David Robinson and his daughter Kirsten, who is a grad student at the University of Waterloo.

Kirsten and David saw the revitalization that occurred, when the UW School of Architecture relocated from the main campus to downtown Cambridge. David's immediate reaction was that the same success could transform Northern Ontario and particularly Greater Sudbury.

And so, just over a year ago, he brought the idea to the north and we have been working on it since.

If not for David and Kirsten's foresight, we would not be where we are.

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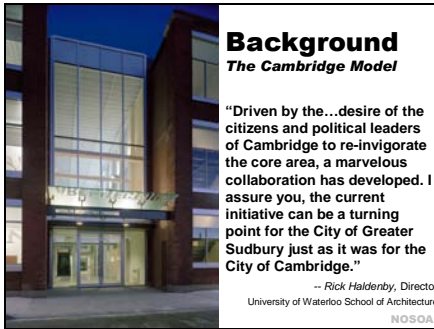
**Presentation
Outline**

- Background
- Project Status
- What is Architecture?
- What is a School of Architecture?
- What will NOSOA be?
- There is a Market
- Benefits
- Economic Impact
- Timing
- Conclusion

NOSOA

First, I want to give you an overview of my presentation this evening.

5



The Cambridge Model

As I noted earlier, the idea for our project came from the recent developments in Cambridge, Ontario. Like many mid-sized Ontario cities, Cambridge desperately needed an economic development solution for their downtown.

The solution became apparent when the city learned that the U of W School of Architecture badly needed a new home and that it was not going to happen on the main campus.

The city and community of Cambridge jumped at the opportunity to relocate the school to downtown Cambridge. There was immediate acceptance of the obvious economic and cultural value of having a school of architecture in the downtown core.

The city created a home for the school and it has been operating very successfully for the last 3 years.

As a result, Cambridge is experiencing a level of cultural and economic revitalization that had never been previously possible.

So that is basis for the idea that we are bringing to the north.

We see the school of architecture as a tremendous opportunity to enrich the economy and culture for Greater Sudbury and northern Ontario.

It is an investment that is quickly recovered and does not bring with it the burden of an ongoing operational cost.

6



Our committee has been working on the project since last spring and, with funding from GSDC, Fednor and NOSA, completed a Phase 1 Pre-feasibility study in November,.

With further financial support from GSDC, NOSA, Fednor and the NOHFC, we are nearing completion of the Phase II Feasibility study. This Phase II Feasibility study is focused primarily on developing a business case for the project.

At this point in time, we believed that we had advanced the study sufficiently to be able to present the preliminary results to you, the community.

We are interested in your reactions, comments and suggestions. Your support is very important to the project.

With the results of this session in hand, we are aiming to complete the Phase II study in the next few weeks.

The study will then be used to confirm support from the Federal government, the Province, Laurentian University Board and of course City Council.

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The project is all about Architecture and so I want to speak about what Architecture is.

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Throughout history, architectural works have been political and cultural symbols as well as works of art. Entire civilizations are often most recognized by their architectural achievements. Achievements which become important links in a public consciousness.

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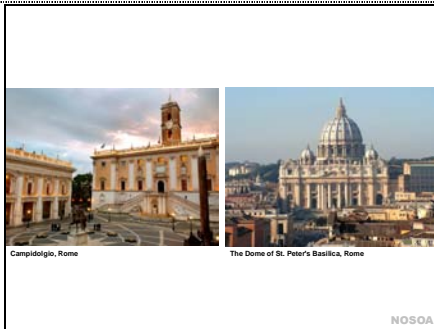
To this day, cities, regions and cultures continue to identify themselves with their architectural creations.

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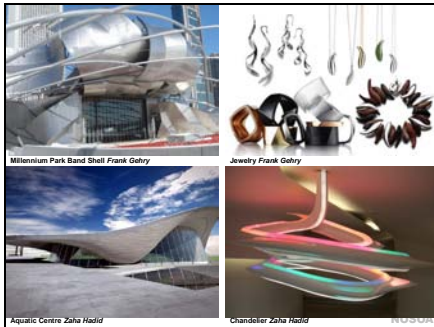
Some of the earliest master architects are often not even recognized as such. Michelangelo is one of those.

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Michelangelo, a master of sculpture and paint, was also an accomplished architect and designed some of the most recognizable historical landmarks.

13



The opposite is also, often the case. Architects and designers are creative people who explore a wide range of artistic avenues.

Two of today's well known architects – Frank Gehry and Zaha Hadid – both have a growing portfolio of industrial design, on top of their iconic building designs.

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An architect's role is constantly evolving however, it will always remain central to the design and implementation of the environments in which people live, work, and play.

15



Then, if that is a snap shot of “Architecture”, then let’s look at what a “School of Architecture” is.

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A School of Architecture provides a field for technical, social and artistic speculation.

It has a creative focus and a desire to engage the community and the world beyond its walls

Highly talented and motivated students are challenged to deal with complex and open ended problems, learn to use tools of all types, and produce concrete products of great ingenuity, beauty and great public interest

Architectural students make things and explore ideas, but most importantly, display those solutions for public response

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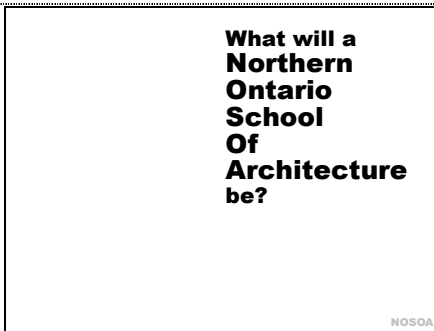
In Cambridge, the speculation on, and transformation of, public spaces on a temporary basis in the core area, has been tremendously well received.

This new presence has changed the perception of the core and raised the quality of design

This is what schools of architecture do.

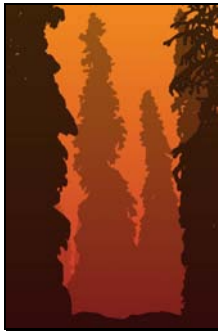
They become partners in urban and cultural development and a natural bridge between universities and communities.

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Then, most importantly, what could a Northern Ontario School of Architecture be?

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What will NOSOA be?

- The first Canadian School of Architecture in almost 40 years
- A truly Northern School of Architecture, capitalizing on francophone, multi-lingual and aboriginal cultures
- A unique opportunity to create a School for the 21st century and the "post carbon" era
 - A century that will see unprecedented change in our environment
- A School that fosters a new culture of designers ready to create solutions for our communities as architects, as designers, as thinkers and as collaborators

NOSOA

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What will NOSOA be?

- 420+ students
- 20+ Faculty
- 20+ Staff
- 4-year Undergraduate degree
 - +/- 70 students/year
- 2-year Graduate degree
 - +/- 60 students/year
- Co-op Education
 - School is in operation year-round
- 75,000 square feet

NOSOA

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There is a Market

- The need is clear
- Demand for admission to Schools of Architecture has reached unprecedented values
 - With an annual applications reaching 2,400 for only 300 spaces
- Design and environment quality are matters of increasing global concern
- Demand for architects is high
- The school fits with Federal, Provincial and City initiatives

NOSOA

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Benefits

- For Northern Ontario
- For Greater Sudbury
- For Downtown
- For the Economy

NOSOA

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Benefits

For Northern Ontario

- The school will be a catalyst for strengthening the Northern Ontario economy
- On-going economic success will be built upon value-added industries
- Value-added industries require design talent
- Therefore, economic success requires creative activities and people, i.e. a "design culture"
- NOSOA is the fastest and most effective way to develop a "design culture" in Northern Ontario

NOSOA

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Benefits

For Greater Sudbury

- Contributes to Laurentian University as a centre of graduate and professional programs
- Educational capital of the North
- Synergies with internationally recognized green initiatives
- Urban area that is capable of attracting students and faculty
- Largest concentration of architectural professionals
- Retains more young people in the north

NOSOA

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A downtown location is ideal for a school of architecture.

- It optimizes relationships between the school and the Community
- Most importantly it will revitalizes the downtown by bringing more people into the downtown:
 - People that are young, energetic and culturally diverse
 - People that are interested in the community
 - People that will support the businesses
 - People that will take part in cultural activities
 - People that will populate the downtown at all hours of the day and night throughout the year – creating a safe atmosphere.
 - And most importantly, people who want to live downtown, thereby creating the demand for housing that is essential to the health of the downtown.
- On this last point, I would like to note that Kate has just moved into the downtown and so, the school is already demonstrating its role in revitalizing the downtown.

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Economic Benefits

We have distilled a lot of detailed economic analysis down to these simple conclusions.

First looking at the One-time Capital requirements and return for the project.

These calculations are based on a construction and development period of approximately 3 years.

The return to the community is based on the direct, indirect and multiplier effects of the capital investment.

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Second, looking at the Ongoing operating impact and cost for the community.

The annual cost to the community is zero, because the operating costs are covered by typical university funding through tuition and grants.

The annual return is based on the direct, indirect and multiplier effect of spending such as tuition, housing, living expenses...

These are new dollars being brought to the community.

Clearly, we believe that this is an investment that brings tremendous returns for the community at many levels.

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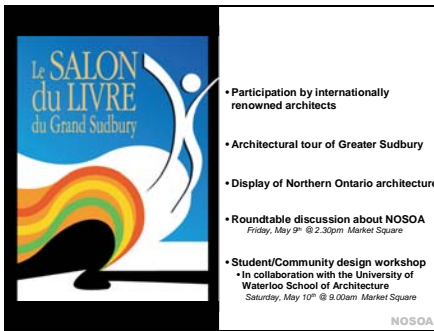


Timing

You can see the amount of time it takes to launch a project of this magnitude and this schedule could be considered fairly aggressive.

What this does reinforce is the urgency of moving ahead as soon as possible.

The timing is right for making this project happen, *now*.



Le Salon du Livre

Although the capital requirement for this project is the main community responsibility, it is not the building that is most important. It is the program and most importantly the students.

And we have already begun to implement part of our program and that is to connect with the community. We have been very fortunate to be able to take part in this weekend's Le Salon du Livre event, where a key theme is architecture.

Two events which we will be participating at are:

Round Table Discussion

Friday, May 9th
2.30 to 3.30p
Market Square

The topic for discussion will be: How will a School of Architecture affect the downtown of Greater Sudbury? Speaking from experience, two representatives from the University of Waterloo School of Architecture – Dr. Ann Bordeleau and Dr. Jeff Lederer – will be participating in the Round-table discussion regarding this question. They will be joined by Dr. Derek Wilkinson -- a representative from the NOSOA Steering committee, Etienne Gaboury – a respected Canadian architect, and Jean Fugere, the event moderator.

Student Design Charette

Saturday, May 10th
9.00 to 12.00p
Market Square

Local architectural interns and University of Waterloo School of Architecture grad students, who have travelled to Sudbury from Cambridge, will

be brainstorming design ideas for a temporary installation to take place later in June. Because the installation will be intended for the downtown, the Students will be actively pursuing input from the community. By designing and engaging with the people of Greater Sudbury, the students hope to design specifically *with* and *for* the community. This event is an opportunity for those interested to be part of an architectural process from the beginning to end.

So even before a brick is laid the school is starting to engage the community.

This is what Schools of Architecture do.

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Conclusion

The Northern Ontario School of Architecture (NOSOA) is destined to be one of the most sought after educational experiences. What this means for the Northern Ontario Region, is a creative revolution. Our environment, economy and quality of life will be positively affected because NOSOA will be much more than just a school. It will be a catalyst for community engagement; an incubator of thought, ideas and action; and it will generate economic impact that will extend far beyond its walls. NOSOA will be an educational facility that will change the way people in the north live, dream and grow.

Canada Info Ontario Sudbury Sudbury mySudbury NOSA