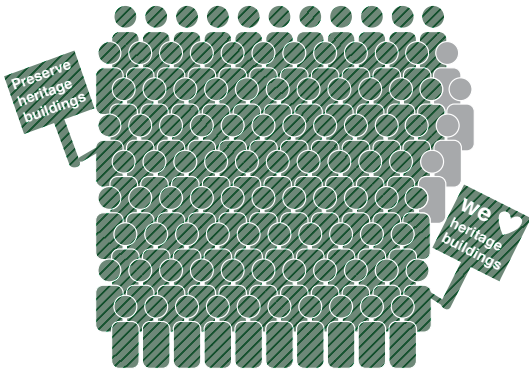


How much do Vancouverites **LOVE** their heritage buildings?

Conservation



96.6% ^{±5%}
of Vancouverites of all ages believe we need to **preserve** heritage buildings.

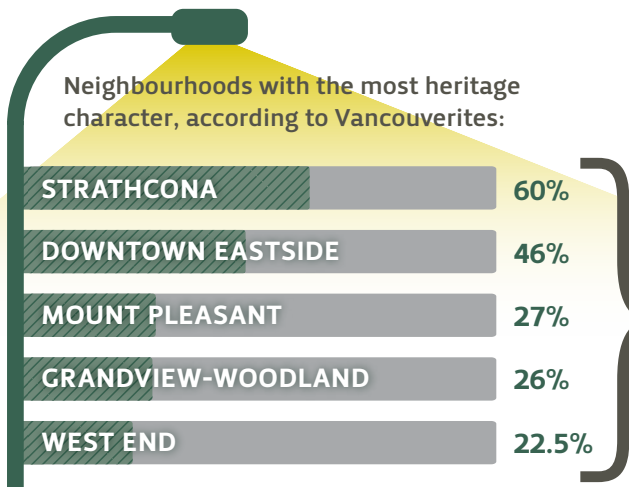
What is a heritage building?
Buildings with heritage value and/or character that are at least 20 years old.



Sense of Place

96% believe that heritage buildings **contribute to our sense of place**.

95% think that heritage buildings **maintain the historic character** of neighbourhoods.

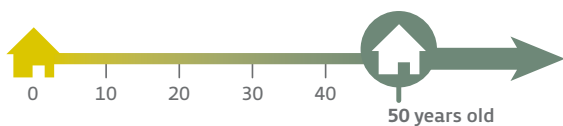


Percent of respondents who identified these neighbourhoods as one of their top three choices.

Our Environment

72% agree that heritage buildings contribute to an **environmentally sustainable** city.

50% agree that heritage buildings provide **housing that is gentle on the environment**.



A new home that is designed to be 30% more efficient than an existing home takes 50 years to make up the greenhouse gas emissions used during its construction.

50% of construction waste is salvageable and reusable.

50% would prefer to live in a heritage building with **energy retrofits*** over heritage buildings with original features or a new building.

*Improvements made to an existing structure which provide an increase in the overall energy efficiency performance of the building.

49% would pay **more** to live in a retrofitted heritage building.

Affordability



42% believe that heritage buildings offer **affordable rental stock in the city.**

The majority of Vancouver's 24,000 social, non-profit and co-operative housing units were built in the 1960s, 1970s and 1980s.

– City of Vancouver's Interim Report "Mayor's Task Force on Housing Affordability" (June 2012)

Tourism



43% believe that **heritage buildings attract tourists.**

88% of overseas travellers list **visiting historical and cultural attractions** as their **top two priorities.**

In conclusion

Conserving heritage buildings in the 21st century is about preserving the sense of character, unique identity and history of buildings and communities where people live, work and play.

There is strong public support for keeping our older buildings, especially ones that are updated and retrofitted. Access to effective tools and knowledge for maintaining and rehabilitating older buildings will help ensure there is a legacy of historic buildings and neighbourhoods in Vancouver for future generations to enjoy.

All of the facts and figures from this infographic are taken from Vancouver Heritage Foundation's report, "Conserving Heritage Buildings in a Green & Growing City", which can be found at:

www.vancouverheritagefoundation.org



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