



905-282-0073



info@masonrycouncilontario.ca



masonry council ontario



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**MASONRY COUNCIL
OF ONTARIO**

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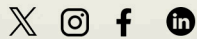


YEAR IN REVIEW

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MASONRY COUNCIL OF ONTARIO

2024 Year in Review



MESSAGE FROM THE EXECUTIVE DIRECTOR

Andrew Payne

As the holiday season approaches, I would like to extend warm Christmas greetings to you and your families on behalf of the Masonry Council of Ontario (MCO). May this festive time bring joy, peace, and cherished moments with loved ones.

Reflecting on 2024, I am proud of MCO's relentless commitment to advocating for and promoting the masonry industry across Ontario. This year, our efforts included impactful municipal and provincial government relations campaigns, engaging with over 50 municipalities and hosting constructive meetings with key ministers and their staff at the provincial level. These initiatives have strengthened our industry's voice and ensured that masonry remains a central consideration in Ontario's construction landscape.

The past year brought its share of challenges. The holding of interest rates through the first three quarters of 2024 significantly slowed the construction of new residential units across the province. Additionally, changes to the Planning Act earlier this year redefined the authority municipal planners have over exterior design, prompting MCO's government relations team to swiftly adapt our municipal policy positions to align with the evolving landscape.

Despite these challenges, MCO successfully addressed critical issues at the government level and laid a strong foundation for continued advocacy. Looking ahead to 2025, we remain committed to advancing key policy files, focusing on municipalities such as Hamilton and Oshawa, which have significant planning projects underway. Our collaboration with the provincial government, particularly the Ministry of Municipal Affairs and Housing, will also continue to ensure our industry's needs are represented and prioritized.

Thank you for your continued support and dedication to our shared mission. Together, we will build on this year's achievements and forge new opportunities for masonry across Ontario in 2025. Wishing you a joyous holiday season and a prosperous New Year.

In 2024, MCO demonstrated our commitment to advocating for the masonry industry by actively engaging in over 50 municipalities across Ontario. Through a dynamic government relations strategy, MCO positioned itself as a key player in municipal policy discussions and built strong relationships with decision-makers. *Our presence at major municipal conferences underscored this commitment.*

Canadian Institute of Planners Conference: As a title sponsor, MCO connected with over 900 planners from across Canada at the Canadian Institute of Planners Conference held in July.



Association of Municipalities of Ontario (AMO) Conference: With over 2,800 municipal officials and staff in attendance, MCO hosted a vibrant delegates lounge and co-hosted a well-attended reception at the National Arts Centre in partnership with the Cement Association of Canada (CAC). This reception welcomed over 300 delegates and provided a critical platform to engage with municipal leaders.

Policy Wins Across Ontario

In 2024, MCO achieved significant policy victories in municipalities including Mississauga, St. Thomas, Welland, The Blue Mountains, King, and Whitchurch-Stouffville. These wins represent tangible progress in embedding durable and high-quality masonry materials into urban planning and design standards.

Policy Win Highlight: Mississauga

One of the standout achievements of 2024 was MCO's collaboration with the City of Mississauga on their new Official Plan. The city implemented many of MCO's policy recommendations, setting a strong precedent for other municipalities.

Key highlights include:

- ✓ **Downtown Standards:** All buildings in the downtown area must deploy high-quality, resilient, and durable materials such as stone, clay brick, wood, glass, and metals.
- ✓ **Lakeshore Corridor:** Buildings along this corridor must use durable materials like brick, stone, and block for the first four storeys.
- ✓ **Street Facades:** Materials applied to street-facing facades must extend to all publicly visible sides, ensuring aesthetic and functional consistency.
- ✓ **Policy Integration:** Mississauga adopted MCO's language emphasizing "functional and aesthetic quality" and "durability" into its Official Plan.
- ✓ **Design Standards:** New development applications will be evaluated based on existing Design Guidelines and must satisfactorily address them to proceed.
- ✓ **Urban Design Recognition:** Mississauga will maintain its Urban Design Awards and is exploring a new Design Review Panel to elevate architectural quality further.

These policies not only set new benchmarks for urban planning but also highlight MCO's ability to influence policies that prioritize durability, sustainability, and aesthetic excellence.



Provincial Government Relations: Advocating at the Highest Levels

At the provincial level, 2024 was a year of significant progress for MCO, with key engagements ensuring that the voice of the masonry industry is heard in shaping policies for Ontario's built environment.

Key Engagements:

1. Ministry of Education:

MCO actively engaged with the Ministry on the Modern Schools Built Faster legislation, which allocates over \$2 billion for new school construction over the next decade.

MCO positioned itself as a stakeholder, advocating for durable and sustainable masonry materials to ensure safe, lasting educational facilities.

2. Ministry of Municipal Affairs and Housing (MMAH):

Added to MMAH's formal stakeholder list, MCO is now actively contributing to the 2025 Ontario Building Code update, aligning it with the National Building Code and promoting masonry's role in building safety, durability, and energy efficiency.

MCO also engaged with MMAH to navigate changes to the Planning Act, ensuring municipalities prioritize the use of high-quality materials in urban planning.

3. Ministry of Finance:

MCO's inclusion on the Ministry's stakeholder list allows the association to consult on key fiscal documents, such as the Fall Economic Statement and provincial budget, advocating for funding and policies that support masonry's vital role in Ontario's economy.

2024 Events: Strengthening Connections and Advancing the Industry

MCO hosted several key events in 2024, offering members and stakeholders opportunities to connect, learn, and collaborate.

Bocce on Ice Curling Bonspiel: A unique and enjoyable networking event where Stone Heads (Team Arriscraft/Canada Brick) emerged as champions.

Paul De Rose Memorial Golf Tournament: A sold-out success, this annual event celebrated industry camaraderie while fostering valuable connections.

AMO Conference Reception: Co-hosted with CAC, this summer reception provided members with a chance to engage directly with government officials, including Minister of Labour David Piccini, mayors, and municipal leaders.

Annual General Meeting (AGM): Held at the University of Waterloo School of Architecture, this dynamic event featured keynote speaker MPP Matthew Rae and offered attendees a tour of the architecture school or the Carbon Conversation 101 course, equipping members with tools to promote masonry's role in the green economy.



As we reflect on a successful and eventful 2024, the Masonry Council of Ontario is excited to embrace the opportunities and challenges that lie ahead in 2025. Guided by our commitment to advocacy, education, and innovation, we will continue to advance the masonry industry across Ontario.

Our focus remains on strengthening partnerships, influencing key policies, and supporting members with the tools and knowledge needed to thrive in an evolving construction landscape. By promoting the durability, sustainability, and aesthetic value of masonry, we are helping to build a better future—one that reflects the enduring quality and strength of our craft.

Thank you for your continued support and dedication. Together, we will carry forward the momentum of this past year and work to ensure the masonry industry remains a vital part of Ontario's architectural and economic fabric.

