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MARKHAM VILLAGE CONSERVANCY

APPENDIX B

May 29, 2008

Interpretive Plaque Program for Heritage Homes within Heritage Conservation Districts

The Markham Village Conservancy would like to implement an Interpretive Plaque Program for heritage buildings within heritage districts.

The initial Pilot Project would focus on the Mount Joy area of Markham Village starting with Historical Peter Street of the Markham Village Heritage Conservation District (16.11).

The objective of the program is strictly educational; a means to foster pride in home ownership and for tourism. Many Canadians are not aware of the Mennonite migration to Markham as a result of their inability to get free title to their land in the Kitchener-Waterloo area. Also, many residents of Markham are not aware of the famous Byer Cancer hospital at 300 Main, nor that Jonas Ramer, at the Springdale homestead, created Peter Street in 1891, which he named after his father. The Ramers, who came from Mount Joy, Pennsylvania, supplied Markham with all its water up to 1973.

This program was inspired by Donna Wigmore, Peter Street Historian, who in 1994 created a brochure outlining the history of each house, did a walking tour, and also brought delegates from the village's namesake in Pennsylvania. Their Historical Society and the Chamber of Commerce enjoyed our Bicentennial celebration with the Ramer plaque unveiling by Mayor Scarpitti, and to this date, contact with Mt. Joy, Pennsylvania has been maintained.

Peter Street is significant as it is the most intense, original neighborhood with the highest density of heritage Victorian homes still intact. They were all built around the same era. It was first designed in 1891, being advertised in the Economist & Sun. The west side of Peter Street has never changed since first conceived with the lots never having been severed.

PLAQUE PROPOSAL

The plaques are oval in shape, made of aluminum with raised, brushed aluminum lettering with a leatherette texture, blue background. There is a single line border and a diamond clear coat to inhibit oxidation. The plaques last a lifetime. The plaque text would include the original owner (or most significant person), occupation and date of construction as well as the district name. The plaques would be similar to those that exist in Thornhill in term of content.

The cost is approximately \$400 per plaque (including tax). The greater the volume of plaques ordered reduces the cost.

The MVC is requesting a grant of \$3,300 from the Heritage Reserve Fund to cover a portion of the costs for 22 plaques. The MVC and the property owner would fund the remainder. The wording will be approved by Heritage Markham and MVCC would administer the program.

Several years ago Peter Streets residents were willing to pay \$75.00 towards a plaque and those approached without finalized approval show a very positive response for this current project.. We will begin with Peter Street, then move on to Main Street, where the homeowner construction dates have been defined.

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Markham, Ontario
L3P 1Y5

contact@markhamvillage.ca
www.markhamvillage.ca

HERITAGE MARKHAM
EXTRACT

DATE: May 26, 2008

TO: R. Hutcheson, Manager of Heritage Planning
G. Duncan, Senior Heritage Planner

EXTRACT CONTAINING ITEM # 24 OF THE FOURTH HERITAGE MARKHAM
COMMITTEE MEETING HELD ON MAY 14, 2008

24. PLAQUES FOR BUILDINGS IN THE MOUNT JOY PORTION OF THE
MARKHAM VILLAGE HERITAGE CONSERVATION DISTRICT (16.11)
Extracts: R. Hutcheson, Manager of Heritage Planning;
G. Duncan, Senior Heritage Planner
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The Markham Village Conservancy would like to implement an interpretive plaque program for heritage buildings within heritage conservation districts. An initial pilot project would focus on the Mount Joy area of Markham Village.

The following persons addressed the Heritage Markham Committee representing the Markham Village Conservancy:

- Donna Wigmore who circulated some historical information and photographs relating to Peter Street as well as details relating to the proposed plaques; and
- Elizabeth Plashkes.

The proposed plaques are oval in shape and made from aluminium with raised brushed aluminium lettering with a leatherette texture blue background. The plaque text would include the original owner, occupation and date of construction as well as the district name. The cost is approximately \$400 per plaque (including tax). The MVC is requesting a grant of \$3,300 from the Heritage Reserve Fund to cover a portion of the costs for 22 plaques. The MVC and the property owner would fund the remainder.

HERITAGE MARKHAM RECOMMENDS:

THAT Heritage Markham support this program, in principle;

THAT this matter be referred to Council for consideration;

AND THAT Heritage Staff submit a report to Council on a design for the historical plaques than can be applied Town-wide.

CARRIED.

HERITAGE RESERVE FUND GUIDELINES

1. Introduction:

APPENDIX D

It is the policy of Markham Council that in all subdivision agreements in which a heritage structure is to be retained, and in site plan and development agreements when deemed necessary by Council, a Letter of Credit in the amount of the estimated market value (i.e. replacement cost) of the structure be taken and in the event that the structure is damaged or demolished it shall be repaired or reconstructed to the satisfaction of the Town or the subject Letter of Credit will be drawn.

In situations where a heritage building has been damaged or destroyed, the Letter of Credit is drawn by the Town unless the building is repaired or reconstructed to the satisfaction of the Town. In the past, where such repairs could not be made, the monies from the Letter of Credit were transferred to the Town's general revenue accounts. The monies from these Letters of Credit are now to be allocated to the Heritage Reserve Fund.

2. Purpose:

Monies collected in the Heritage Reserve Fund are to be used to provide funding in four general program areas:

- municipal restoration projects;
- municipal acquisition of heritage buildings;
- municipal projects of a heritage communicative nature such as historic plaques and signage; and
- heritage studies such as heritage conservation district studies.

3. Criteria:

The criteria for allocating funding in each of the four general program areas are described below:

i) Municipal Restoration Projects

Financial assistance provided under the Municipal Restoration Projects component of this Fund is to be used for the restoration of significant architectural features which are original to a heritage building but which are no longer evident, and for the conservation of existing significant architectural elements. The financial assistance may be used for the restoration and/or conservation of both internal and external physical elements of a building and it may include hidden structural work if it relates to and affects the integrity of the building's heritage character.

The regular maintenance of a building shall not be eligible for financial assistance from the Heritage Reserve Fund.

To be eligible for financial assistance, buildings must be considered historically and/or architecturally significant and either owned by the municipality or occupied by the municipality such as in the case of a long term lease. In the latter case, the owner would be required to enter into a heritage easement allowing the owner to retain possession and use of the property while ensuring its future preservation.

ii) Municipal Acquisition of Heritage Buildings

Monies from the Heritage Reserve Fund may be used by the Town to acquire buildings of architectural and/or historical significance which are threatened. For example, as a final option, a significant heritage structure threatened with demolition could be acquired by the municipality and possibly resold to a sympathetic owner with a heritage easement on the property.

All other options for the retention of significant buildings should be exhausted prior to consideration of municipal acquisition.

iii) Commemorative Plaques and Signage Projects

Financial assistance will be available for the production and installation of plaques commemorating important people, places and events related to the history of Markham. These plaques can help raise public awareness of and develop an appreciation for the Town's past. Historical information will be displayed on a standard Town of Markham Commemorative Plaque, the design and size of which is to be determined. Designation plaques which identify buildings designated under the Ontario Heritage Act will continue to be funded through the Local Architectural Conservation Advisory Committee (Heritage Markham) budget.

Heritage related signage such as boundary identification signs for Heritage Conservation Districts or signage identifying an interesting project such as an archaeological excavation can also be funded through this component of the Heritage Reserve Fund.

iv) Heritage Studies

Financial resources from the Heritage Reserve Fund can also be used to fund studies of a heritage nature such as heritage conservation district studies.

Community Group	Main Street Markham Committee	Old Markham Village Ratepayers	Society for the Preservation of Historic Thornhill
Concept	Concept OK	Support concept of plaquing buildings	In favour of Town-wide plaque format
Design	Design OK	No comment	Add wheatsheaf to Thornhill plaques
Colour	Do not like colour – prefer black or another neutral colour	Do not like blue – prefer black background	Unique background colour for each district
Size	Size seems too large, reduce to size of Markham Bicentennial plaques	Reduce width 12 inch maximum recommended	Reduce size a little
Cost-sharing	No comment	No comment	Agree
Local funding	No comment	No comment	SPOHT would consider contributing to cost
Additional Comments		Suggestion that plaques could have more information	

Results of Community Consultation On Interpretive Plaque Proposal

Please note that comments from Unionville groups have not been received.

PROGRAM GUIDELINES

Interpretive Plaques for Properties of Cultural Heritage Value or Interest in Heritage Conservation Districts

1. BACKGROUND

Individually designated properties throughout the Town receive a round bronze plaque from the Town at no charge to identify and celebrate the fact that the property is designated under the *Ontario Heritage Act*. Property owners possessing buildings of cultural heritage value or interest in Markham's heritage conservation districts ("district designation") have indicated an interest over the years in obtaining an interpretive plaque for their properties. The purpose would be to provide basic historical material on a plaque of a standardized design and type.

2. OBJECTIVE OF PROGRAM

The objective of the program is primarily educational as a means to:

- Identify the heritage resource;
- Celebrate the heritage significance of a property
- foster pride in home ownership; and
- promote cultural heritage tourism.

3. PLAQUE DETAILS

The standard elements of the plaque design are as follows:
(see attached sample illustration)

Shape - Oval

Size- 9" x 15" is standard size

Material - Aluminium with raised, brushed aluminium lettering with a leatherette texture background

Colours- Lettering to be raised, brushed aluminium, background colour to match standardized heritage conservation district approved colours unless modified by Council.

Border - Single line border.

Protection - Diamond Clear Coat to inhibit oxidation.

Message/ Information and Font– Text to include:

- original owner name (or significant person) [Sentence Case]
- Occupation [Upper Case]
- Date of construction [Numeric]
- Heritage District Name [Upper Case]

Text is to be centred.

Mounting – the plaque to be mounted on the front of the building or other prominent location.

4. INSTALLATION

All properties are designated and any alteration requires Town approval (as per the Ontario Heritage Act). The Town (Heritage Section) will be consulted regarding installation of the plaque.

The mounting of the plaque is the responsibility of the owner, unless otherwise specified.

5. COST AND FUNDING

Plaque Cost: \$400.00 (2008) inclusive of taxes.

Funding:	Town of Markham	\$150.00
	Owner and/or Local Group	\$250.00

If the basic cost of the plaque increases over time, the additional cost will be assumed by the Owner/Local Group.

The Town of Markham will review its contribution commitment, as needed. Any increase in the Town of Markham commitment will require Council approval and amendment to this policy.

The prime source of Town funding for this project will be the Heritage Reserve Fund. Council may choose to allocate additional funding to this program from other general revenue sources.

Allocation of funds to support the Town of Markham component will be considered on an annual basis by Council. The Town grant will be subject to the availability of funding.

Approved by Council:

Revised: