
SUBJECT: Interpretive Plaque Program for Heritage Conservation
District Properties – Unionville, Ward 3

PREPARED BY: Regan Hutcheson, Manager of Heritage Planning, ext. 2080

REVIEWED BY: Ron Blake, Senior Development Manager, ext. 2600

RECOMMENDATION:

- 1) That the report titled “Interpretive Plaque Program for Heritage Conservation District Properties - Unionville,” dated April 3, 2018, be received; and
- 2) That Council authorize staff to utilize up to \$350 of the \$6,000 previously allocated as the City’s portion of the Markham Village interpretive plaque program for the City’s contribution to the plaque cost for the two identified Unionville plaques; and further
- 3) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

Not applicable.

PURPOSE:

The purpose of this staff report is to obtain authorization from Council to utilize funds from the Markham Village allocation of the Interpretive Plaque Program for Heritage Conservation District Properties for the City’s contribution to the plaque cost for the two identified Unionville plaques.

BACKGROUND:

The Markham Village Conservancy initiated an interpretive plaque project in 2008

In 2008 the Markham Village Conservancy (MVC) initiated an interpretive plaque project for individual heritage properties in the Markham Village Heritage Conservation District, with houses on Peter Street being the first phase to be done. The Conservancy designed a cast aluminum plaque containing the name of the original home owner, their occupation, date of construction of the building and the name of the heritage district. An illustration of the plaque design is attached (Figure 1).

In 2008, Council approved a policy document titled “Guidelines for Interpretive Plaques for Properties of Cultural Heritage Value or Interest in Heritage Conservation Districts.” The guidelines are attached as Appendix ‘B.’ The City of Markham agreed to provide a financial contribution of \$175 per plaque to assist with the cost of the program. The remainder of the plaque cost is shared between the property owner and the Conservancy. With respect to background colour for the plaques, the policy is to use the heritage district signage colours unless another colour is approved by Council.

The MVC is continuing the plaque project

The MVC is continuing the plaque project, with the goal to install plaques on other buildings within Markham Village. In April 2016, Markham Council allocated up to \$6,000 from the Heritage Reserve Fund (Acct No.087 2800 115) to fund the City portion

of the program specifically in the Markham Village Heritage Conservation District (see Appendix 'A'). At the time, no other parts of Markham were interested in administering the plaque program.

The existing plaque project is administered by the MVC

The MVC creates the promotional information directed to the owners of heritage properties, administers the plaque orders, obtains the plaques from the manufacturer, and distributes the plaques. The program has been very successful, and has resulted in several additional requests for plaques in the heritage district since 2008.

OPTIONS/ DISCUSSION:

Unionville properties are interested in obtaining plaques

MVC has been approached by two Unionville property owners who are interested in obtaining this type of plaque for their property and the program administrators at MVC are willing to include these plaques with the appropriate Unionville background colour (maroon) and text as part of their upcoming order. However, staff are not authorized to provide the City's contribution for the cost of the plaques for properties outside of Markham Village.

Unionville Historical Society may administer the program for Unionville

Given the growing interest from Unionville property owners, staff approached a number of Unionville Village organizations to see if they would be interested in sponsoring and administering the program for the Unionville Heritage Conservation District. The Unionville Historical Society (UHS) has expressed a keen interest, but wishes to consult with its membership to ensure they have enough support both financially and from a volunteer perspective to properly operate the program. If in the next few months, the UHS agrees to proceed with administration of the program, staff will prepare a report to Council requesting an allocation from the Heritage Reserve Fund to fund the City's portion of the cost of Unionville plaques.

Permission is required to use a portion of the Markham Village allocation for the identified Unionville plaques

At this time, staff is requesting authorization from Council to utilize up to \$350 of the Markham Village allocation for the City's contribution of the plaque cost for the two identified Unionville plaques.

HUMAN RESOURCES CONSIDERATIONS

Not applicable

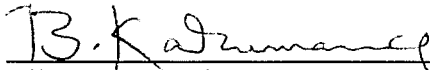
ALIGNMENT WITH STRATEGIC PRIORITIES:

This project aligns with the City's Strategic Priorities of Managed Growth and Environment by providing an educational program about the history of the City of Markham and reinforcing the special character of the City's heritage conservation districts.

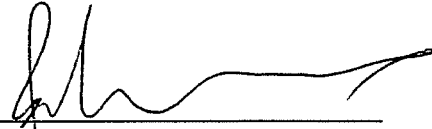
BUSINESS UNITS CONSULTED AND AFFECTED:

Not applicable.

RECOMMENDED BY:



Biju Karumanchery, M.C.I.P., R.P.P.
Director of Planning & Urban Design



Brian Lee, P. Eng
Acting Commissioner of Development
Services

ATTACHMENTS:

Figure 1: Interpretive Plaque Design
Appendix 'A': Council Extract
Appendix 'B': Plaque Program Guidelines

FILE PATH: Q:\Development\Heritage\SUBJECT\Plaques\Heritage District Houses\DSC April 3 2018 Funding.doc

FIGURE 1: PLAQUE DESIGN

Background Colour: Blue for Mount Joy
Background Colour: Black for central Markham Village & Vinegar Hill
Background Colour: Maroon for Unionville



APPENDIX 'A'



RESOLUTION OF COUNCIL MEETING NO. 6 DATED APRIL 19, 2016

REPORT NO. 12 – DEVELOPMENT SERVICE COMMITTEE

(2) **CONTINUATION OF INTERPRETIVE PLAQUE
PROGRAM FOR MARKHAM VILLAGE HERITAGE
CONSERVATION DISTRICT PROPERTIES (16.11)**

Report

- 1) That the report titled "Continuation of Interpretive Plaque Program for Markham Village Heritage Conservation District Properties," dated April 11, 2016, be received; and,
- 2) That Council allocate up to \$6,000 from the Heritage Reserve Fund (Acct. No. 087 2800 115) to provide financial assistance to the Markham Village Conservancy, to fund the continuation of the interpretive plaque program in the Markham Village Heritage Conservation District; and,
- 3) That any funds not used at the completion of this program be returned to the Heritage Reserve Fund (Account No. 087 2800 115); and,
- 4) That Council approve the updated "Guidelines for Interpretive Plaques for Properties of Cultural Heritage Value or Interest in Heritage Conservation Districts" which reflect a modest increase in the City's contribution to \$175 per plaque due to rising costs; and further,
- 5) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

A handwritten signature in black ink, appearing to read 'Martha Pettit'.

Martha Pettit
Deputy Clerk

Copy to: Jim Baird, Commissioner of Development Services
Biju Karumanchery, Director, Planning & Urban Design
George Duncan, Senior Heritage Planner
Regan Hutcheson, Manager of Heritage Planning

APPENDIX 'B'

PROGRAM GUIDELINES

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

1. BACKGROUND

Individually designated properties throughout the City receive a round bronze plaque from the City of Markham 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- 10" x 17" is standard size

Material - Aluminum with raised, brushed aluminum lettering with a leatherette texture background

Colours- Lettering to be raised, brushed aluminum, 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 City approval (as per the Ontario Heritage Act). The City (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: approximately \$480.25 (2016) inclusive of taxes.

Funding:	City of Markham	\$175.00
	Owner and/or Local Group	\$305.25

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

The prime source of City 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 City of Markham component will be considered on an annual basis by Council. The City grant will be subject to the availability of funding.