

SUBJECT: Interpretive Plaque Program for Markham Village
Heritage Conservation District Properties - Colour
PREPARED BY: George Duncan, Senior Heritage Planner, ext. 2296
REVIEWED BY: Regan Hutcheson, Manager of Heritage Planning

RECOMMENDATION:

- 1) That the report titled "Interpretive Plaque Program for Markham Village Heritage Conservation District Properties - Colour," dated February 13, 2017, be received;
- 2) That Council endorse a black background colour for the Markham Village Conservancy interpretive plaques in the central Markham Village and Vinegar Hill neighbourhoods of the Markham Village Heritage Conservation District;
- 3) And 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 recommend that Council endorse a black background colour for the Markham Village Conservancy's interpretive plaques for heritage buildings located within the central Markham Village and Vinegar Hill neighbourhoods of the Markham Village Heritage Conservation District.

BACKGROUND:**The Markham Village Conservancy initiated an interpretive plaque project in 2008**

In 2008 the Markham Village Conservancy initiated a plaque project for 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. A blue background colour was approved by Council, as requested by the Conservancy, for properties within the Mount Joy neighbourhood of the Markham Village Heritage Conservation District. An illustration of the plaque design is attached (Figure 1).

The Markham Village Conservancy is continuing the plaque project

The Conservancy is continuing the plaque project, with the goal to install plaques on other buildings within the Mount Joy neighbourhood, as well as within the central part of Markham Village and within the Vinegar Hill neighbourhood, south of Highway 7. At this stage, only Main Street properties will be selected. The plaques are funded by contributions from the property owner and by the Markham Village Conservancy, with assistance from the City of Markham's Heritage Reserve Fund (Approved by Council on April 19, 2016 – see attached Council Extract Appendix 'A')

The plaque project is administered by the Markham Village Conservancy

The Markham Village Conservancy 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.

Council has approved a policy document regarding interpretive plaques

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.' 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.

OPTIONS/ DISCUSSION:

A black background has been requested by the Markham Village Conservancy for interpretive plaques in central Markham Village and Vinegar Hill

For additional plaques in the Mount Joy neighbourhood of the Markham Village Heritage Conservation District, the Markham Village Conservancy plans to continue to use the blue background to reflect the Pennsylvania roots of many of the original residents. For plaques in central Markham Village and Vinegar Hill, the Conservancy has requested black. Black was preferred by the Main Street Markham Committee and the Markham Village Ratepayers Association when they were consulted during an earlier phase of planning for the plaque program. Black was preferred over brown, which is one of the colours of the heritage conservation district signage in Markham Village.

Staff has no objection to the use of a black background for the Markham Village Conservancy's interpretive plaques in central Markham Village and Vinegar Hill.

HUMAN RESOURCES CONSIDERATIONS

Not applicable

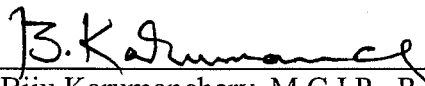
ALIGNMENT WITH STRATEGIC PRIORITIES:

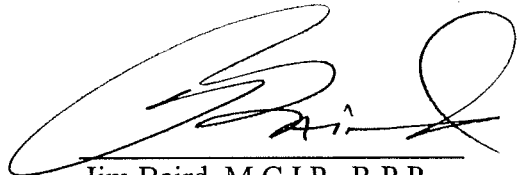
This project aligns with the City's Strategic Priorities of Managed Growth and Environment by providing an educational program about the history of the City of Markham and reinforcing the special character of the City's heritage conservation districts.

BUSINESS UNITS CONSULTED AND AFFECTED:

Not applicable.

RECOMMENDED BY:


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


Jim Baird, M.C.I.P., R.P.P.
Commissioner of Development Services

ATTACHMENTS:

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

FILE PATH:

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FIGURE 1: PLAQUE DESIGN

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



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: \$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.