



Subject: Commemorative Plaque Program (R01)

Staff Report No. LCS-026-18

Department: Leisure and Community Services

Date: July 17, 2018

Recommendation:

- 1) That Council authorize staff to implement a Commemorative Plaque Program, in consultation with the Heritage Advisory Committee; and
- 2) That Council approve the Commemorative Plaque Program as outlined in this report.; and
- 3) That Council approve the plaque templates as indicated in this report.

1. Purpose:

The purpose of this report is to inform Council of developments related to the motion of May 1, 2018 which requested that Leisure Services report back on the development of a formal Commemorative Plaque Program which includes, but is not limited to:

- 1.1 The development of a plaque template, designed in conjunction with the Heritage Advisory Committee, to be approved by Council; and
- 1.2 The development of a plaque application form, with submissions approved by the Heritage Advisory Committee; and
- 1.3 The development of a financial model for the Plaque Program that will fund the work of the Heritage Advisory Committee

2. Executive Summary:

In May 2018, Council directed staff to work with the Heritage Advisory Committee (HAC) to develop a formalized plaque program, which would include the development of a plaque template, plaque application forms and a financial model which would help offset the work of HAC.

Staff are reporting back on this project, with recommendations regarding the establishment of a formalized grant program. Additionally, staff are requesting that Council adopt the Century House Plaque Application Form, the Heritage Property Plaque Application Form and the Commemorative Plaque Application Forms and that funding for the Commemorative Plaque program be referred through the annual budget process.

3. Background:

Since 2013, the Heritage Advisory Committee has been advising Council on matters of built heritage and cultural significance. This committed group of volunteers has also been the driving force behind the commemoration of significant sites and buildings through an ad hoc plaque program.

Recently, Council has expressed a desire to formalize the plaque program, which would include staff involvement in all aspects of the plaque process and Council approval for the production and installation of commemorative plaques.

At its meeting of May 1, 2018, Council directed staff to work with the Heritage Advisory Committee to develop a Commemorative plaque programme that would include:

- a. A plaque design, to be approved by Council
- b. An application form so that property owners can apply for a plaque
- c. A financial model for the Plaque Program which will help to fund the work of the Committee

4. Analysis and Options:

Staff presented a comprehensive draft plaque programme to the Heritage Advisory Committee (HAC) at its meeting of June 4, 2018. This package included a variety of plaque streams that would address the various needs of the Town, a variety of plaques styles from which to choose, and financial models for the fabrication and installation of plaques.

Staff presented the following plaque categories to the Heritage Advisory Committee:

1. Century House Plaques

Century House plaques are used to celebrate properties that were constructed 100 years ago or more. Made of blue enamel and measuring approximately 11" x 10", the plaques are mounted on the individual house and contain the municipal address as well as the text "Whitchurch-Stouffville Century House" (see attachment #1).

Property owners may apply to the Heritage Advisory Committee for confirmation of the age of their house and for approval of the production of the plaque. All Century House Plaques are issued at the discretion of the Committee and become the property of the homeowner. Town Staff will facilitate and coordinate the production of the plaque.

Properties do not have to be on the Built Heritage Inventory to be eligible for this plaque.

2. Listed and Designated Heritage Property Plaques

These cast bronze plaques are used to commemorate properties that are on the Built Heritage Inventory. While Staff suggested two sizes of plaque to the HAC (a smaller plaque for Listed properties and a larger pedestal mounted plaque for Designated properties), the Committee preferred a single size wall-mounted oval plaque, measuring approximately 14" x 9" with bronze text on a blue background. Depending on the status of the property, the wording could be adjusted as required. Staff support this approach (see attachment #1).

Staff recommend that all applications for Heritage Property Plaques be submitted to the Heritage Advisory Committee for review and recommendation to Council. The Committee will review and comment on the draft text and Town staff will finalize the text, coordinate the fabrication of the plaque and its installation.

Wall mounted plaques become the property of the property owner.

3. Commemorative Plaques

Staff presented the Heritage Advisory Committee with two styles of commemorative plaques- a bronze plaque measuring approximately 24" x 15" or a larger enamel plaque which could feature both text and images. The Committee preferred the bronze plaque on a blue enamel background (see attachment #1). Staff support this approach.

Staff also recommended that there be two ways to initiate the development of a commemorative plaque:

- a) The Heritage Advisory Committee can independently initiate the production of a commemorative plaque, should they wish to recognize a specific site, person or building. The HAC and Town Staff will provide

the expertise for the historical research and plaque writing. Town staff will review the final text draft and will coordinate the fabrication and installation of the plaque.

The Heritage Advisory Committee recommended that commemorative plaques be required upon the demolition and redevelopment of listed/designated properties.

- b) The Community may wish to apply to the HAC for the development of a commemorative plaque. All applications, including reasons for requesting a plaque, should be submitted to the HAC for review, and Council approval. The HAC and Town Staff will provide the expertise in historical research and text writing. Town Staff will review the final text and coordinate the plaque production and installation.

In both scenarios, the Heritage Advisory Committee must receive prior approval from Council before the commencement of the plaque project.

All plaque requests require that application forms be completed in full, prior to their submission to the Heritage Advisory Committee for consideration. All application forms will be accessible on the Town of Whitchurch-Stouffville web page, under the Explore/Culture tab.

5. Financial Implications:

Council approved a budget of \$10,975 for the Heritage Advisory Committee at its meeting of January 23, 2018 for their annual operation. \$8,500 of that budget is dedicated to the plaque program.

As part of their proposal to the Heritage Advisory Committee, Staff suggested the following funding schedule for the three plaque streams.

1. Century House Plaques

These plaques are initiated by the property owner and are approved by the Heritage Advisory Committee. A fee of approximately \$300, paid by the property owner and payable to the Town of Whitchurch-Stouffville, will assist with the research, fabrication and shipping of the plaque. A small administrative fee is yet to be determined.

2. Listed and Designated Heritage Property Plaques

Initiated by the property owner and approved by the Heritage Advisory Committee, these bronze plaques measure approximately 14" x 9" and contain up to 40 words. Funding for these plaques, in the amount of approximately \$1,300, is provided by

the property owner and is payable to the Town of Whitchurch-Stouffville. A small administrative fee is yet to be determined.

3. Commemorative Plaques

These plaques can be initiated by the Community or by the Heritage Advisory Committee and must receive both HAC and Council approval prior to project commencement.

The Bronze plaques, as proposed by Staff and approved by HAC measure 24" x 15" and cost approximately \$1,500 + HST.

Commemorative plaques will be funded from the annual HAC budget. At the cost of \$1,500 + HST per plaque, HAC should be able to purchase up to 4 plaques annually, according to their current budget. In some cases, funding from a developer or sponsor may be available to offset the costs of plaque fabrication. Where a plaque is initiated by the Community, funding for the full amount must be supplied by the applicant, in advance of the commencement of the project.

Annual approval of Commemorative Plaques, where the Heritage Advisory Committee has initiated the commemoration, will be limited to two per year so as not to exceed the annual budget allocation.

No comments were received on behalf of the Heritage Advisory Committee regarding the financial implications set out above.

6. **Attachments:**

1. Plaque Styles
2. Century House Plaque Application Form
3. Heritage Property Plaque Application Form
4. Commemorative Plaque Application Form

7. **Related Reports:**

None

Author: Joan E. Crosbie, Manager, Culture and Community Services

Department Head: Marilou Murray, Director, Leisure and Community Services

For further information on this report, please contact: Joan E. Crosbie at 905-640-1910 or 1-855-642-8697 ext. 2470 or via email at joan.crosbie@townofws.ca

PLAQUE OPTIONS

COMMEMORATIVE:



BRONZE

24" x 15"

140 words max

PRICE

\$1500 + HST

LISTING & DESIGNATION:



BRONZE

14" x 19"

1st owner,

1st resident,

date of construction

PRICE

\$1300 + HST

CENTURY HOUSE:



ENAMEL

11" x 10"

PRICE

\$300 + HST

4) That Council enact By-law 2018-120-RD, being a By-law to name the public streets within the Draft Plan of Subdivision File No. 19T(W)-17.002; and,

5) That Council allocate the equivalent of 421 persons of water capacity for 140 units [140 single detached dwellings] from the Town's 2018 Greenfield reserve.

Carried

Report No. DS-046-18 - Zoning By-Law Amendment – File No. ZBA18.005 – Part Lot 1 Concession 3 – 7 Brillinger Industrial Place (D14)

Moved by Councillor Kroon
Seconded by Councillor Smith

1) That Council defer Report No. DS-046-18 to the August 28, 2018, Council Meeting

Carried

Report No. PW-026-18 - Terms of Reference for the Main Street Reconstruction Master Plan (F18)

Moved by Councillor Upton
Seconded by Councillor Hargrave

1) That Council endorse, in principle, the Terms of Reference for the Main Street Reconstruction Master Plan as presented in this report.

Carried

Report No. LCS-026-18 - Commemorative Plaque Program (R01)

Moved by Councillor Kroon
Seconded by Councillor Ferdinands

1) That Council authorize staff to implement a Commemorative Plaque Program, in consultation with the Heritage Advisory Committee; and

2) That Council approve the Commemorative Plaque Program as outlined in this report; and

3) That Council approve the plaque templates as indicated in this report; and

4) That Council direct staff to report back on Commemorative Plaque costs.

Carried

**Report No. PW-027-18 - Traffic Studies – Sunset Boulevard
Neighbourhood and Sandiford Drive/Merdock Court Intersection (T07)**

Moved by Councillor Hargrave
Seconded by Councillor Upton

1) That Council receive Report No. PW-027-18 for information.

Carried

**Report No. PW-025-18 - Ontario Community Infrastructure Fund Top-Up
Component Application (F18)**

Moved by Councillor Smith
Seconded by Councillor Kroon

1) That Council endorse the Lakeshore Stabilization project as the Town's priority for the Ontario Community Infrastructure Fund Top-Up Component application; and

2) That Council authorize staff to prepare and submit the necessary application for the Ontario Community Infrastructure Fund Top-Up Component.

Carried

**Report No. DS-041-18 - Proposed Zoning By-law Amendment – 5769
Main Street – Main Mostar Retirement Developments Ltd. – File No.
ZBA18.002 (D14)**

Moved by Councillor Upton
Seconded by Councillor Kroon

1) That Council confirm that notwithstanding that the proposed Zoning By-Law Amendment is different from that proposed at the May 15, 2018 Statutory Public Meeting, the revisions are minor in nature and that no further Statutory Public Meeting is required in accordance with Section 34(17) of the *Planning Act*; and

CENTURY HOUSE PLAQUE APPLICATION FORM

The Century House program offers the owners of homes 100 years and older the opportunity to apply for a custom-made historical marker.

Each dark blue Century House Plaque is made of enamel and measures 11" x 9 3/4 ". In addition to highlighting your property as a centenarian, the plaque can double as a street address marker. This beautiful plaque will serve as official recognition of your home's significance to the architectural fabric of our neighbourhoods and the heritage of our Town.

A fee of \$300, payable to the Town of Whitchurch-Stouffville, covers the research and fabrication of the plaque.

Receiving a Century House Plaque does not mean that your house will be listed on the Town's Built Heritage Inventory. All Century House Plaques are issued at the discretion of the Heritage Advisory Committee.

1. CONTACT INFORMATION	
Name of Applicant	
Mailing Address of Applicant	
Telephone (daytime)	Email

2. CENTURY HOUSE INFORMATION	
Proposed Plaque Address	Postal Code
Year the House was Constructed (if known). The Heritage Advisory Committee will verify the date of construction.	

3. PAYMENT INFORMATION
The cost of the marker is \$300 + HST, and includes research fees and production.
<input type="checkbox"/> I am enclosing a cheque made payable to the Town of Whitchurch-Stouffville
<input type="checkbox"/> I am providing my credit card information and authorizing payment
Type of Card: <input type="checkbox"/> VISA <input type="checkbox"/> Mastercard

Attachment #2

Card # _____ Exp. Date __/__/__
Name: _____ CVV: _____ (the 3 digit code on the rear of the card)
Signature: _____

4. APPLICANT SIGNATURE AND DATE	
Signature: _____	Date: _____
<p>Please submit your completed application to:</p> <p>Commemorative Plaque Program Attn: Manager, Culture and Community Services 111 Sandiford Drive Stouffville, Ontario L4A 0Z8</p> <p>For more information, please contact:</p> <p>(905) 640-1910 ex. 2470/joan.crosbie@townofws.ca</p>	

LISTED AND DESIGNATED HERITAGE PROPERTY PLAQUE APPLICATION FORM

Since 2000, the Town of Whitchurch-Stouffville's plaque program has celebrated the people, places and events in our community's past. Heritage plaques help up to commemorate our rich cultural and architectural past.

The Heritage Plaque Program encourages owners of properties appearing on the Built Heritage Inventory (either as listed or designated properties) to apply for a plaque to celebrate the legacy of their historically, architecturally or contextually significant properties.

A tasteful bronze plaque, measuring approximately 14" x 9", with bronze text on a dark blue field, will recognize your house in the following way:

- a. Date of construction
- b. Original owner
- c. Builder/Architect

The plaques cost approximately \$1,300 + HST and are suitable to be wall-mounted at the front entrance of your property.

The Town of Whitchurch-Stouffville provides the expertise in historical research and plaque writing, plaque design and fabrication, and plaque installation.

Heritage Property Plaque Guidelines:

1. Plaque requests are reviewed on a regular basis by the Heritage Advisory Committee, a volunteer agency of the Town of Whitchurch-Stouffville, with expertise in this area.
2. All properties on the Town of Whitchurch-Stouffville's Built Heritage Inventory may be considered for a Heritage Property plaque, which will provide, at minimum, the name of the building, date of construction and architect/builder, if known.
3. The Town of Whitchurch-Stouffville retains the right to make final editorial decisions.
4. Upon completion, the plaques become part of the property, with ownership and maintenance the responsibility of the applicant.

Please submit your completed application, with supporting materials to:

Commemorative Plaque Program
Attn: Manager, Culture and Community Services
111 Sandiford Dr. Stouffville, ON L4A 0Z8

For more information, please contact: (905) 640-1910 ex. 2470/joan.crosbie@townofws.ca

HERITAGE PROPERTY PLAQUE APPLICATION FORM

Contact Information	
Name of Property Owner (individual or organization)	Name of Primary Contact
Mailing Address of Contact Person	
Telephone (Daytime)	E-mail
Proposed Plaque Project Information	
Plaque Subject:	
Is there an anniversary or celebration connected to this project? Please elaborate.	
Proposed Plaque Location (Street Name and Number)	
<input type="checkbox"/> The proposed location for this plaque is outside and easily accessible to the public	
Signature of Contact Person	
Date:	

COMMEMORATIVE PLAQUE APPLICATION FORM

The Commemorative Plaque program was developed to honour the key people, places and events in the historical past of the Town of Whitchurch-Stouffville.

The program encourages residents to apply for plaques and to find the funding support within their communities to make them a reality. Bronze plaques, measuring 24" x 15" and featuring bronze text on a dark blue ground cost approximately \$3,200 + HST. These plaques are designed to be pedestal mounted in a publicly accessible space.

Where a plaque is initiated by the Community, funding must be supplied by the applicant in advance of the commencement of the project. After review by the Heritage Advisory Committee and approval by Council, the Town will provide the expertise in historical research and writing, plaque design and fabrication, and the installation of the plaque on buildings and in public spaces.

Plaque applications are reviewed according to the following criteria:

1. Plaque subjects must be based in Whitchurch-Stouffville and must have made a significant contribution to the Town.
2. Plaque subjects must be suitable for interpretation by means of a plaque.
3. Plaque applications must have a broad community support.
4. Proposed plaques must have full funding from the applicant or another source. Full funding alone does not guarantee project approval.
5. The Town of Whitchurch-Stouffville, in cooperation with the Heritage Advisory Committee, retains the right to make final editorial decisions.

Upon completion, plaques are the property and maintenance responsibility of the Town of Whitchurch-Stouffville.

Attachment #4

Contact Information	
Name of Applicant (individual or Organization)	Name of Primary Contact Person for Plaque Project
Mailing Address of Contact Person	
Telephone (Daytime)	E-mail
Proposed Plaque Project Information	
Plaque Subject:	
If there is an anniversary, opening, or celebration connected with this plaque project? If so, please describe with dates.	
Proposed Plaque Location (Street Name and Address):	
<input type="checkbox"/> The proposed location for this plaque is outside, and is accessible to the public	
<input type="checkbox"/> The subject of this plaque has not already been commemorated at or near the proposed location	
<input type="checkbox"/> The owner of the site property has consented to the placement of a plaque at the proposed location. Please attach a completed copy of the "Property Owner Consent Form" with this application.	
Ensure that the following has been included with this application:	
<input type="checkbox"/> A 750-word typed paper explaining the subject matter of the plaque and its significance to the Town of Whitchurch-Stouffville. Please reference your sources.	

PROPERTY OWNER CONSENT FORM- COMMEMORATIVE PLAQUE

Contact Information	
Name of Site Property	Name of Authorized Owner Representative (if different)
Contact Mailing Address	
Telephone (daytime)	E-mail
Proposed Plaque Site Information	
Address of Site Property	
Description of location where plaque will be placed on property. Plaques should be located outside and must be easily accessible.	
I hereby consent to the placement of a Town of Whitchurch-Stouffville Commemorative Plaque in the location noted above.	
_____	_____
Signature of Owner or his/her Representative	Date
Please submit your completed application, with supporting materials, to:	
Commemorative Plaque Program Attn: Manager, Culture and Community Services 111 Sandiford Drive, Stouffville, Ontario L4A 0Z8	
For more information, please contact: (905) 640-1910 ex. 2470 ex. 2470/joan.crosbie@townofws.ca	

Report No. DS-013-19 - Official Plan Review Commencement (D08)

1) That Council receive Report No. DS-013-19 for information.

Report No. CS-004-19 - Promotion of Community Organizations Through Town Communication Channels (A00)

1) That Council receive Report No. CS-004-19 for information.

Report No. CS-005-19 - Amendments to the Procedural By-law (C01)

1) That Council enact By-law 2019-032-RE to amend Procedural By-law 2016-001-RE; and

2) That Council approve Administrative Policy No. 78 – Video/Audio Live Streaming Policy, and Administrative Policy No. 79 – Public Notice Policy.

Carried

11. Action Items Requiring Separate Discussion

Report No. DS-007-19 - Review of Existing Processes for Cultural Heritage Planning, Proposed Procedures, and Revised Terms of Reference for the Heritage Advisory Committee (R01)

Presentation by Hena Kabir, Manager of Development and Jeremy Parsons, Heritage Planner II

Moved by Councillor Sherban
Seconded by Councillor Kroon

1) That Council enact By-law 2019-035-RE to revise and update the existing Heritage Advisory Committee Terms of Reference (TOR); and

2) That Council endorse the proposed cultural heritage processes for use by Town staff and the Heritage Advisory Committee (HAC).

Carried