

# The Whitevale Heritage Pride Program

March 2013

Prepared by the Whitevale Heritage Pride Program Committee



*“Help make history come alive. Take an active part in telling the story of Whitevale. Apply for your Heritage Pride Plaque.”*

## Whitevale Heritage Pride Program Introduction

### What is the Whitevale Heritage Pride program?

An attractive plaque displayed on your building will show the date (or approximate date) of construction, and the name and or occupation of the original or notable owner. Our participation in the Whitevale Heritage Pride Program (WHPP), will help showcase Whitevale's architectural and historic features and promote heritage awareness.

### Is a plaque the same as heritage designation? **NO!**

The WHPP plaque does not mean historic designation under the *Ontario Heritage Act*. The plaques simply aid in identifying Whitevale's rich heritage, but are not accompanied by any conservation benefits or regulations.

### Do I qualify for a plaque?

If you own a building constructed prior to 1900, you may apply for a plaque. Buildings constructed after 1900 may also be considered by including a description of its exceptional heritage characteristics, either in architecture, notable occupancy, cultural uniqueness, or important structure that once stood on the site. Applicants are contacted upon approval. Installation of the plaque is the responsibility of the building owner and further guidelines will be provided. The plaque should be secured to the building in a prominent location with visibility from the street. In most cases this would be to the left or right of the front door. The sign will be etched slate similar to those used in Uxbridge and other communities, and will be approximately 9" by 13".



### How do I get a plaque for my house or building?

Residents will be asked to complete the application form and submit to the WHPP Committee members for review. Included in the application form will be ideas on researching your house or building. You are required to submit documentation of the original owner/notable owner, the owner's occupation and the date of construction.

### Cost Share Scenarios

The cost of each plaque will be \$180.00 including shipping and HST. (Note that each plaque will be created on a standard template; however the information on dates, occupant and occupant's trade will be unique, requiring set-up fees for each sign). Our goal for the program is to have a minimum of 25 homes and businesses participate and display the plaque. We anticipate our fundraising efforts will require a total of \$4,500.00 We are prepared to

submit a proposal to various funding sources to secure at least 2/3rds of the required funding, requesting that each home or business owner contribute 1/3 or \$60.00 to the cost of their plaque.

### Proposed Timeline

We estimate the project could be implemented over a 6 month period, which would include the submission of funding proposals as suitable to the nature of the project and the funding request. The following is an example of how we could proceed at the present time with the submission of grant proposals to the list of funding sources below.

<b>February</b>	Program proposal submitted to WDRA, sample design, secure quotes for pricing.
<b>March</b>	Prepare proposals, presentation to Heritage Pickering and or Pickering Council
<b>April</b>	Prepare Proposals
<b>May</b>	Forms and applications distributed to residents and applications reviewed
<b>July 1<sup>st</sup> 2013</b>	Sign text finalized and applications complete
<b>Sept - Oct</b>	Installation and unveiling ceremony to coincide with the <i>Doors Open Pickering</i> event. A “Hamlet Walk” with your favorite beverage may be part of the unveiling.

## Sources of Funding Cultural Heritage Projects

Foundation	Focus	Deadline & Grant Amounts	Contact Information
Grants Ontario – Heritage Organization Development Grant Program, Museums and Technology Grant, Celebrate Ontario	Support for a variety of heritage related projects with specific objectives and partnership support.	June 30th	Might be more appropriate for the Whitevale District Residents Association to apply for operating funds to some of these grant programs rather than the plaque program.  <a href="mailto:HODG-SSAHC@ontario.ca">HODG-SSAHC@ontario.ca</a>
Ontario Trillium Foundation	Small Capital Grants	Less than \$15,000 March 1 and July 1st	L. Robin Cardozo- Chief Executive Officer The Ontario Trillium Foundation 45 Charles Street East, 5th Floor Toronto, ON, M4Y 1S2 Tel: 1-800-263-2887 Fax: (416) 963-8781 <a href="mailto:trillium@trilliumfoundation.org">trillium@trilliumfoundation.org</a>
<b>Benjamin Moore Durham Community Foundation</b> 701 Rossland Road East Box 322 Whitby ON L1N 9K3 Contact: Janet Georgieff, Executive Director Board Chair: Kyle Armagon Tel: 905-430-6507 Fax: 905-430-7137 E-mail: <a href="mailto:jgeorgieff@durhamcommunityfoundation.ca">jgeorgieff@durhamcommunityfoundation.ca</a>	Heritage Restoration projects in Canada Lobby local community foundation for consideration for future target areas. Not in the target area for 2013.	\$4,000 cash and \$750 in retail paint supplies	Nancy F. Johnson Tel: 519-827-1395 Email: <a href="mailto:nfjohnson@gtto.net">nfjohnson@gtto.net</a>
Municipal Rural Infrastructure Fund	Cultural and Recreational Projects	Website indicates not updated since 2010	Infrastructure Canada Communications 6 <sup>th</sup> Floor, 90 Sparks Street Ottawa ON K1P 5B4
American Express	Historic Preservation – must be a non-profit	Letter of Inquiry	American Express Philanthropy Funding Priority (Select One: Cultural Heritage, Leadership or Community Service) 3 World Financial Center Mail code 01-48-04 New York, NY 10285-4804 Submit Letter of inquiry

## **Ideas for researching your house or building**

Researching and putting together a history of your lot, house or building can be an interesting and rewarding experience. It could also be the beginning of a “house log”, which you could maintain during your occupancy, and which could be passed on to a subsequent owner. The following are suggestions about how you might find information:

1. Talk to former owners or long time neighbours. They might provide clues to earlier history of the building, changes that have been made to it, and the name of previous occupants. Make sure you take good notes. With permission, you might even use a tape recorder. You could even invite a former occupant back to your house and have them take you on a guided tour during which they could tell you what the house was like when they arrived and how it changed.
2. Obtain a copy of the land title abstracts for the property to determine ownership from the beginning (either 1820’s Majorville or 1855 Whitevale) to present. This can be obtained from the Land Registry Office, 590 Rossland Road East, Whitby, ON (905-430-3452). Assessment rolls give names of owners or occupants and other information. A large jump in the assessment value for a property (while equivalent properties remain about the same) could indicate the erection of a building during the previous year. This might indicate the date of construction.
3. While we encourage you to review information contained in the Central Pickering Library archive room and the website that hosts the Pickering Ajax Digital Archives at [www.pada.ca](http://www.pada.ca), these sources contain several inaccuracies and misinformation about the building construction dates, ownership and architectural information. We strongly suggest you focus our research on step two to ensure you obtain a more accurate history of your home or business.
4. Check the cemetery or museum records to locate birth and death dates once the owners and occupants are known. This helps when looking for obituaries, which can often provide family information.
5. The census can also be checked to determine who lived in the house at the beginning of each decade. The census may be available at [www.collectionscanada.gc.ca](http://www.collectionscanada.gc.ca).
6. Newspapers sometimes contain information about buildings being erected, especially industrial or mercantile buildings.
7. Also check with previous owners or descendants of previous owners for photographs of your building. Sometimes a photo was taken of people, but part of the house may show up in the background.
8. Go to the Pickering Library or do an internet search to locate books and information on heritage architecture. You may gain valuable information to help you date your house or building. Please note much of this information is not to replace the actual documentation obtained in step two, but rather to complement it.
9. We suggest compiling a binder to include all the information you locate including photos.
10. Submit your application and documentation (copies only, no originals) to the Whitevale Heritage Plaque Program Committee for approval. The more detailed and accurate your research, the faster the approval process.

Dear Applicant:

Thank you for your interest in a house plaque from the Whitevale Heritage Pride Program.

This is an excellent opportunity to increase our sense of community and identify the rich heritage built by those who founded and developed Whitevale. Each plaque will state the date or approximate date of construction, the original owner and occupation or subsequent notable owner. Buildings that were built before 1900 are eligible. Buildings built after 1900 may be considered on receipt of written description of the exceptional heritage characteristics with an application.

We encourage you to research the history of your property and to help you we have included in this package “Ideas for Researching Your House or Building.”

To request a Heritage Plaque complete the application form and include:

- A colour photograph of the building,
- Documentation of the historical information,
- A cheque for \$60.00 which includes HST payable to “Whitevale and District Residents Association”.

Submit your completed application to the Whitevale Heritage Pride Program to [info@whitevale.ca](mailto:info@whitevale.ca), or hard copies of your application can be dropped off at 452 Churchwin Street.

The WHPP committee will receive the application and verify the submitted research. It is important that the documents you submit accurately describe the history of your building. If this information is not submitted, we will be unable to process the application quickly. We will contact you once the application is process and will advise you of the expected date of delivery of your plaque.

Thank you for your interest in preserving the history of Whitevale. If you have a friend, neighbor or family member in the community who may be interested in this program, please pass along the word.

If you have any questions or require other information contact Mark or Patricia Lowe at 905-201-4767.

Thank you for showing pride in your community,

On behalf of The Whitevale Heritage Pride Program Committee  
& the Whitevale District Residents Association