

## Report to Planning and Environment Committee

**To:** Chair and Members  
Planning and Environment Committee

**From:** Scott Mathers, MPA, P. Eng.,  
Deputy City Manager, Planning and Economic Development

**Subject:** Designation of the Property at 1350 Wharncliffe Road South  
pursuant to Part IV, *Ontario Heritage Act*, Ward 12

**Date:** August 14, 2023

## Recommendation

That, on the recommendation of the Director, Planning and Development, with respect to the designation of the property at 1350 Wharncliffe Road South, the following actions **BE TAKEN**:

- a) Notice **BE GIVEN** under the provisions of Section 29(3) of the Ontario Heritage Act, R.S.O 1990, c. O. 18, of Municipal Council's intention to designate the property to be of cultural heritage value or interest for the reasons outlined in Appendix C of this report; and,
- b) Should no objections to Municipal Council's notice of intention to designate be received, a by-law to designate the property at 1350 Wharncliffe Road South to be of cultural heritage value or interest for the reasons outlined in Appendix C of this report **BE INTRODUCED** at a future meeting of Municipal Council within 90 days of the end of the objection period.

**IT BEING NOTED** that should an objection to Municipal Council's notice of intention to designate be received, a subsequent staff report will be prepared.

**IT BEING FURTHER NOTED** that should an appeal to the passage of the by-law be received, the City Clerk will refer the appeal to the Ontario Land Tribunal.

## Executive Summary

The property at 1350 Wharncliffe Road South is listed on the City's Register of Heritage Resources. A Notice of Application for a Draft Plan of Subdivision and a Zoning By-Law Amendment (a prescribed event) was issued for the property on June 1, 2023. The development application has planned for the retention and incorporation of the existing farmhouse, known as the Weldwood farmhouse into the proposed subdivision.

As a prescribed event, Municipal Council has 90 days from the Notice of Application to issue a Notice of Intention to Designate the property under the *Ontario Heritage Act*. The applicant submitted a Heritage Impact Assessment (Stantec, 2023) for the application which determined that the property met the criteria to merit designation under the *Ontario Heritage Act*. In addition, a Heritage Impact Assessment (Wood, 2020) was previously prepared as a part of the Bradley Avenue Extension Detailed Design project that also determined the property met the criteria for designation. Staff have reviewed both evaluations and agree with their conclusions and recommendations. Staff recommend that Municipal Council issues a Notice of Intention to Designate the property at 1350 Wharncliffe Road South pursuant to Section 29, *Ontario Heritage Act*, to conserve this significant cultural heritage resource.

## Linkage to the Corporate Strategic Plan

This recommendation supports the following 2023-2027 Strategic Plan area of focus, "Wellbeing and Safety":

- London has safe, vibrant, and healthy neighbourhoods and communities.
  - Londoners have a strong sense of belonging and sense of place.
    - Create cultural opportunities that reflects arts, heritage, and diversity of community.

# Analysis

## 1.0 Background Information

### 1.1 Property Location

The property located at 1350 Wharncliffe Road South is located on the southeast side of Wharncliffe Road South, generally between Wonderland Road South and Southdale Road West and more specifically between Middleton Avenue and future extension of Bradley Avenue (Appendix A).

The property is also known as 1352 Wharncliffe Road South and formerly known as 4463 Wharncliffe Road South or 4463 Longwoods Road.

### 1.2 Cultural Heritage Status

The property at 1350 Wharncliffe Road South is listed on the Register of Cultural Heritage Resources. The property was identified as part of the Annexed Area Inventory (1993) and included in the Inventory of Heritage Resources in 1998; the Inventory was adopted in its entirety as the Register of Cultural Heritage Resources pursuant to Section 27, *Ontario Heritage Act* on March 26, 2007.

### 1.3 Description

The property at 1350 Wharncliffe Road South consists of a narrow, rectangular-shaped property accessed from Wharncliffe Road South via a long, narrow driveway bordered on both sides by a double row of trees, forming a windbreak along the length of the driveway. The property includes an early-20<sup>th</sup> century farmhouse as well as a secondary residence, a barn constructed in the 1990s, as well as various outbuildings and accessory structures.

The main farmhouse on the property consists of a two-and-a-half storey farmhouse constructed c.1911. The dwelling is representative of an early-20<sup>th</sup> century vernacular farmhouse with Colonial Revival and Craftsman stylistic influences. The dwelling includes a steeply pitched side gable roof, with a central shed dormer. The north façade is accentuated by first and second storey porches spanning the entire length of the façade, as well as tall two-storey classically inspired columns.

See Appendix E and F for further detailed descriptions of the dwelling.

### 1.4 Property History

The property, known as Weldwood Farm, has historic connections to John Weld, writer, publisher, owner of the *Farmer's Advocate* and experimental farmer in London in the late-19<sup>th</sup> and early 20<sup>th</sup> century.

John Weld was the son of William Weld, a known entrepreneur and expert in Ontario's 19<sup>th</sup> century agricultural industry. Among his accomplishments, William Weld was the founder of the *Farmer's Advocate*, an agricultural journal founded in 1866 which served as Canada's longest published agricultural paper with distribution throughout Canada and the United States. In 2011, William Weld was posthumously inducted into the Middlesex County Agriculture Hall of Fame. Much like his father, John Weld pursued a career in publishing and agriculture, first working for *The London Free Press* at the age of 15, becoming foreman of the press room by the age of 21. He took over his father's business in the William Weld Company and continued to publish the *Farmer's Advocate* until 1965.

In 1911 John Weld purchased the property and began building an experimental farm on the subject property, which became known shortly thereafter as Weldwood Farm. Though he never lived on the property, Weld employed I.B. Whale as superintendent of the experimental farm between 1918 and 1959 where the farm was used to experiment with crop varieties and agricultural methods. Whale noted in the *Farmers Advocate* that by 1920 farmers had begun visiting the property "individually, in carloads, and in bus loads, to see the crop and look over the livestock (*Farmer's Advocate*, 1959). The experimental farm was credited with pioneering the use of sweet clover for use in

pastures and soil improvement, as well as in aiding the development of techniques in cultivating corn crops in southwestern Ontario.

See Appendix E and F for further details related to the history of the subject property.

## **2.0 Discussion and Considerations**

### **2.1 Legislative and Policy Framework**

Cultural heritage resources are recognized for the value and contributions that they make to our quality of life, sense of place, and tangible link to our shared past. Cultural heritage resources are to be conserved as per the fundamental policies in the *Provincial Policy Statement (2020)*, the *Ontario Heritage Act*, *The London Plan*. It is important to recognize, protect, and celebrate our cultural heritage resources for future generations.

#### **2.1.1 Provincial Policy Statement**

Heritage conservation is a matter of provincial interest (Section 2.d, *Planning Act*). The *Provincial Policy Statement (2020)* promotes the wise use and management of cultural heritage resources and directs that “significant built heritage resources and significant cultural heritage landscapes shall be conserved” (Policy 2.6.1).

“Significant” is defined in the *Provincial Policy Statement (2020)* as, “resources that have been determined to have cultural heritage value or interest.” Further, “processes and criteria for determine cultural heritage value or interest are established by the Province under the authority of the *Ontario Heritage Act*.”

Additionally, “conserved” means, “the identification, protection, management and use of built heritage resources, cultural heritage landscapes and archaeological resources in a manner that ensures their cultural heritage value or interest is retained.”

#### **2.1.2 Ontario Heritage Act**

Section 29 of the *Ontario Heritage Act* enables municipalities to designate properties to be of cultural heritage value or interest. Section 29 of the *Ontario Heritage Act* also establishes consultation, notification, and process requirements, as well as a process to object to a Notice of Intention to Designate (NOID) and to appeal the passing of a bylaw to designate a property pursuant to Section 29 of the *Ontario Heritage Act*. Objections to a Notice of Intention to Designate are referred back to Municipal Council. Appeals to the passing of a by-law to designate a property pursuant to the *Ontario Heritage Act* are referred to the Ontario Land Tribunal (OLT).

To determine eligibility for designation under Section 29 of the *Ontario Heritage Act*, properties are evaluated using the mandated criteria of Ontario Regulation 9/06.

##### **2.1.2.1 Ontario Regulation 9/06**

Ontario Regulation 9/06, as amended by Ontario Regulation 569/22, establishes criteria for determining the cultural heritage value or interest of individual properties. These criteria are consistent with Policy 573\_of *The London Plan*. These criteria are:

1. The property has design or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.
2. The property has design or physical value because it displays a high degree of craftsmanship or artistic merit.
3. The property has design or physical value because it demonstrates a high degree or technical or scientific achievement.
4. The property has historical or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.
5. The property has historical or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture.

6. The property has historical or associative value because it demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community.
7. The property has contextual value because it is important in defining, maintaining or supporting the character of an area.
8. The property has contextual value because it is physically, functionally, visually, or historically linked to its surroundings.
9. The property has contextual value because it is a landmark.

A property is required to meet two or more of the abovementioned criteria to merit designation under Section 29 of the *Ontario Heritage Act*.

#### **2.1.2.2 Ontario Regulation 385/21**

Ontario Regulation 385/21 was proclaimed on July 1, 2021. This regulation prescribes certain requirements for a heritage designating by-law. Heritage designating by-law must meet the requirements of Ontario Regulation 385/21.

### **2.2 The London Plan**

The Cultural Heritage chapter of *The London Plan* recognizes that our cultural heritage resources define our City's unique identity and contribute to its continuing prosperity. It notes, "The quality and diversity of these resources are important in distinguishing London from other cities and make London a place that is more attractive for people to visit, live or invest in." Policies 572\_ and 573\_ of *The London Plan* enable the designation of individual properties under Section 29 of the *Ontario Heritage Act*, as well as the criteria by which individual properties will be evaluated.

### **3.0 Financial Impact/Considerations**

None.

### **4.0 Key Issues and Considerations**

#### **4.1. Notice of Application for Zoning By-Law Amendment**

On June 1, 2023, the City issued a Notice of Draft Plan of Subdivision and Zoning By-Law Amendment (39T-23501 & Z-9611) for the property at 1350 Wharncliffe Road South. The application seeks to allow 28 single-detached lots, 11 townhouse units, 1 medium density block, 1 reserve block, and 2 public streets. The application also seeks to retain and incorporate the existing Weldwood farmhouse into the subdivision.

As a Notice of Application for a heritage-listed property, the application constitutes a Prescribed Event, as defined under the *Ontario Heritage Act*. Municipal Council has 90 days from the Notice of Application to designate a property under the *Ontario Heritage Act*. If Municipal Council does not issue a Notice of Intention to Designate the property within 90 days, the property can no longer be designated. Further, as a result of changes to the *Ontario Heritage Act* through Bill 23, the property may only remain on the Register of Cultural Heritage Resources until January 1, 2025. If the property is not designated prior to January 1, 2025, it will be removed from the Register.

The 90-day period for this Notice of Draft Plan of Subdivision and Zoning By-Law Amendment (39T-23501 & Z-9611) expires on August 30, 2023.

A Heritage Impact Assessment (HIA) was submitted as part of the complete application requirements for this Zoning By-Law Amendment. The HIA evaluated the property against the criteria of O.Reg 9/06. The evaluation determined that the property at 1350 Wharncliffe Road South, specifically the Weldwood farmhouse, met the criteria and merits designation under the *Ontario Heritage Act*. The HIA also provided recommendations to mitigate potential impacts to the farmhouse as a result of the proposed subdivision development.

Staff agree with the evaluation of the property included within the HIA, and are satisfied that the impacts to the significant cultural heritage resources as a result of the proposed development will be mitigated for this application through the subsequent planning process.

## 4.2 Cultural Heritage Evaluation

As a part of the Heritage Impact Assessment submitted for this Draft Plan of Subdivision and Zoning By-Law Amendment (Stantec, March 2023) the property at 1350 Wharncliffe Road South was evaluated using the criteria of Ontario Regulation 9/06 (see Section 2.1.2.1 above). The property has met three criteria for designation; exceeding the threshold to merit designation pursuant to Section 29, *Ontario Heritage Act*.

In addition, a Heritage Impact Assessment (Wood, dated February 2020) for the property at 1350 Wharncliffe Road South was prepared as a part of the Bradley Avenue Extension Detailed Design project. This HIA (Wood, February 2020) also found that the property met the criteria for designation pursuant to Section 29, *Ontario Heritage Act*.

Both HIAs evaluated the property according to the criteria of *Ontario Regulation 9/06*, Criteria for Determining Cultural Heritage Value or Interest.

Table 1: Summary of evaluations of the property at 1350 Wharncliffe Road South using the criteria of Ontario Regulation 9/06

Criteria for Determining Cultural Heritage Value or Interest	Evaluation (Stantec, 2023)	Evaluation (Wood, 2020)
1. The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.	Yes	Yes
2. The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.	No	Yes
3. The property has design value or physical value because it demonstrates a high degree of technical or scientific achievement.	No	No
4. The property has historical value or associative value because it has direct association with a theme, event, belief, person, activity, organization or institution that is significant to a community.	Yes	Yes
5. The property has historical or associative value because it yields, or has potential to yield, information that contributes to an understanding of a community or culture.	No	Yes
6. The property has historical or associative value because it demonstrates or reflect the work or ideas of an architect, artist, builder, designer, or theorist who is significant to a community.	No	No
7. The property has contextual value because it is important in defining, maintaining or supporting the character of an area.	No	No
8. The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.	Yes	Yes
9. The property has contextual value because it is a landmark.	No	No

See Appendix C (Stantec, March 2023) and Appendix D (Wood, February 2020) for the comprehensive evaluations of the property at 1350 Wharncliffe Road South.

Through the evaluations, it was determined that the property at 1350 Wharncliffe Road South exceeds the minimum criteria for designation based on the criteria of *Ontario Regulation 9/06* and therefore merits designation pursuant to the *Ontario Heritage Act*. Staff have reviewed both evaluations and agree that the property merits designation.

A Statement of Cultural Heritage Value or Interest based on the criteria of O.Reg 9/06 (as amended by O.Reg 385/21) was prepared identifying the cultural heritage value and the heritage attributes of the subject property (Appendix C).

#### **4.4 Consultation**

The applicant for the Draft Plan of Subdivision and Zoning By-Law Amendment has reviewed and agreed with the recommendation to designate the property at 1350 Wharncliffe Road South pursuant to Section 29, *Ontario Heritage Act*. The applicant has also reviewed and is in support of designation with the Statement of Cultural Heritage Value or Interest including the identified heritage attributes of the property, which will form part of the heritage designating by-law.

In accordance with the *Ontario Heritage Act*, consultation with the Community Advisory Committee on Planning (CACCP, the City's municipal heritage committee) is required before a property is designated under Part IV of the *Ontario Heritage Act*. The CACCP was consulted on the recommendation to designate the property at 1350 Wharncliffe Road South pursuant to Section 29, *Ontario Heritage Act*, at their meeting held on August 9, 2023.

#### **4.5 Implications for Future Subdivision**

The HIAs identify the Weldwood farmhouse as the principal heritage attribute of the property at 1350 Wharncliffe Road South. As designations pursuant to the *Ontario Heritage Act* are based in real property, the heritage designating by-law will be registered against the whole property, if Municipal Council designates the property.

Should Municipal Council support the application for the Draft Plan of Subdivision and Zoning By-law Amendment, staff anticipate that a future technical amendment to the legal description of the heritage designating by-law will be necessary as blocks of the Plan of Subdivision are registered. This will ensure that the heritage designating by-law accurately reflects the extent of property where the principal heritage attribute (Weldwood farmhouse) is located.

A similar approach was taken for the heritage designation of the properties now at 2770 Sheffield Place and 2370 Appletree Gate.

The HIA submitted for the planning application on this property included a recommendation to prepare a Commemoration Plan to recognize the identified Cultural Heritage Value or Interest on the property at 1350 Wharncliffe Road South. One way to commemorate the history of the property could be the naming of streets within the new subdivision. "Street A" noted on the conceptual drawings would be a good candidate to be named after the Weldwood farm.

## **Conclusion**

The property at 1350 Wharncliffe Road South is listed on the City's Register of Cultural Heritage Resources. The development application for the property has planned for the retention and incorporation of the existing farmhouse, known as the Weldwood farmhouse, into the proposed subdivision.

Through two independent Heritage Impact Assessments, it was determined that the property at 1350 Wharncliffe Road South exceeds the minimum criteria for designation and merits designation pursuant to Section 29, *Ontario Heritage Act*. Staff have reviewed both evaluations and agree with their conclusions and recommendations. A Notice of Intention to Designate the property at 1350 Wharncliffe Road South pursuant to Section 29, *Ontario Heritage Act* should be issued to conserve Weldwood farmhouse. The recommended Statement of Cultural Heritage Value or Interest in Appendix E complies with the requirements of O. Reg. 385/21.

**Prepared by:** Michael Greguol, CAHP  
Heritage Planner

**Reviewed by:** Kyle Gonyou, CAHP, MCIP, RPP  
Manager, Heritage and Urban Design

Britt O'Hagan, MCIP, RPP  
Manager, Current Development

**Submitted by:** Heather McNeely, MCIP, RPP  
Director, Planning and Development

**Recommended by:** Scott Mathers, MPA, P. Eng.  
Deputy City Manager, Planning and Economic  
Development

**Appendices**

Appendix A Property Location  
Appendix B Images  
Appendix C Statement of Cultural Heritage Value or Interest – 1350 Wharnccliffe Road South  
Appendix D Heritage Attributes – 1350 Wharnccliffe Road South  
Appendix E Heritage Impact Assessment – Stantec (March 2023)  
Appendix F Heritage Impact Assessment – Wood (February 2020)

# Appendix A – Property Location

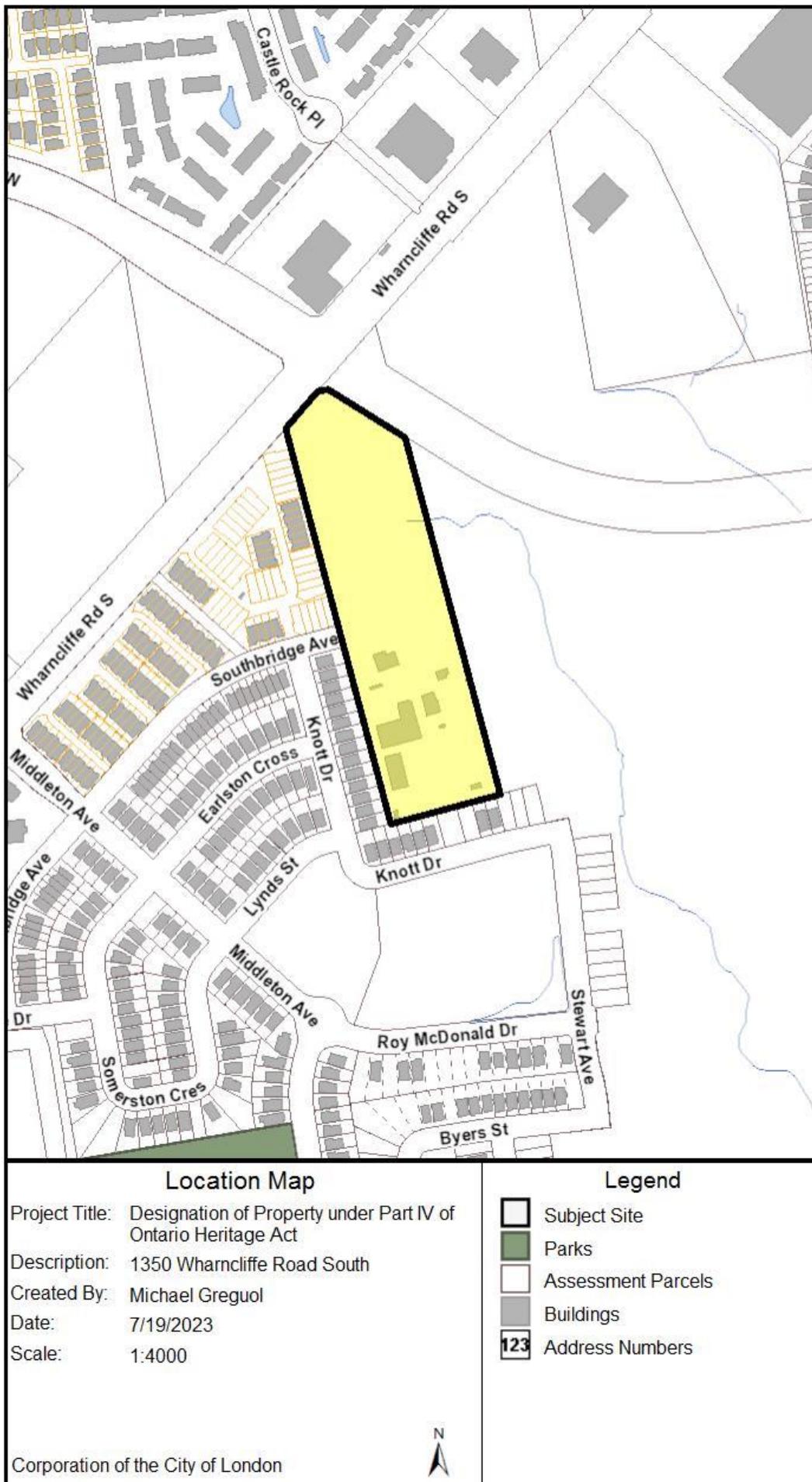


Figure 1: Property Location Map showing the subject property at 1350 Wharncliffe Road South.



Figure 2: Image showing conceptual block layouts for the proposed subdivision at 1350 Wharncliffe Road South. The existing Weldwood retained in situ with proposed subdivision constructed surrounding the farmhouse.

**Appendix B – Images**



*Image 1: Photograph showing the north (front) façade of the Weldwood Farmhouse on the property at 1350 Wharcliffe Road South.*



*Image 2: Photograph showing the north (front) façade of the Weldwood Farmhouse on the property at 1350 Wharcliffe Road South.*



Image 3: Photograph showing the slate roof, second storey porch and shed roof dormer.



Image 4: Photograph showing the slate roof, shed roof dormer, frieze, and second storey porch details.



Image 5: Photograph showing the column details on the first storey porch.



Image 6: Photograph showing the porch and columns details on the Weldwood Farmhouse.



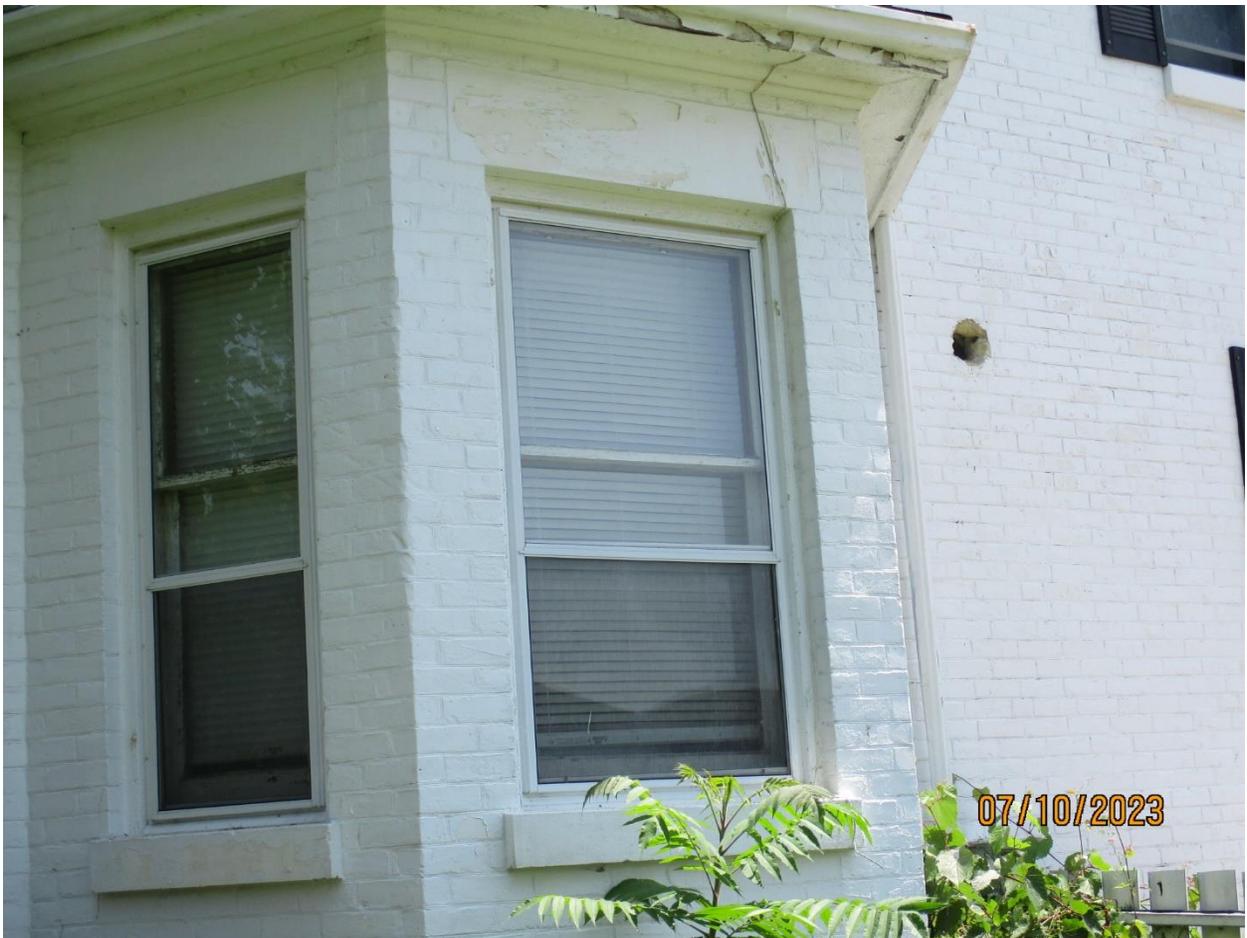
Image 7: Photograph showing the steeply-pitched gable roof of the Weldwood Farmhouse.



Image 8: Photograph showing the west façade of the Weldwood Farmhouse.



*Image 9: Photograph showing the porch, and bay windows on the first storey.*



*Image 10: Photograph showing the bay on the west façade of the Weldwood Farmhouse.*



*Image 11: Photograph showing the east façade of the Weldwood Farmhouse, including attached garage, a later addition to the house. The garage addition is not identified as a heritage attribute of the property.*



*Image 12: Photograph showing the rear (south) façade of the Weldwood Farmhouse.*



*Image 13: Photograph looking north from the Weldwood Farmhouse showing the long, tree-lined driveway accessed from Wharcliffe Road South.*

## Appendix C – Statement of Cultural Heritage Value or Interest

### 1350 Wharncliffe Road South

**Legal Description:** PART LOT 34, CONCESSION 2 AS IN 625981 EXCEPT PART 1 33R20821; CITY OF LONDON

**PIN:** 08209-3257

### Description of Property

The property at 1350 Wharncliffe Road South is located in the City of London on the south side of Wharncliffe Road South, south of the intersection of Wharncliffe Road South and Bradley Avenue. The property contains two residences (a main residence and secondary residence), a heavily modified barn, two outbuildings, and a spruce and cedar tree windbreak. The main residence on the property was built between 1911 and 1918 and is an example of an Ontario vernacular structure with Colonial Revival and Craftsman design influences. Between 1911 and 1965 the property was known as Weldwood Farm and was operated as an experimental farm by the *Farmer's Advocate*, an agricultural journal based in London.

### Statement of Cultural Heritage Value or Interest

The main residence at 1350 Wharncliffe Road South has design value as a representative example of an early 20<sup>th</sup> century Ontario vernacular residence with Colonial Revival and Craftsman design elements. Vernacular design elements of the main residence include its painted brick exterior, concrete block foundation, and incorporation of Colonial Revival and Craftsman design elements, styles popular in the early 20<sup>th</sup> century. Colonial Revival design elements include its general massing and layout of the residence. The shed roof dormer and full-width balcony and porch are elements of the Craftsman design style. The Colonial Revival design style was popular in North America after 1900 and into the present, while the Craftsman style was popular from about 1905-1930.

The property demonstrates historical and associative value through its association with John Weld, *Farmer's Advocate*, Weldwood Farm, and I.B. Whale. John Weld was a prominent Canadian publisher and agriculturalist who owned several enterprises including the William Weld Publishing Company, the London Printing and Lithographing Company, and the Bryant Press. Weld was born in Delaware Township and later resided in the City of London. In 1910, he purchased land on the property for an experimental farm for the magazine *Farmer's Advocate*. The magazine was founded in 1866 by William Weld, the father of John Weld. The magazine was an important resource for Canadian farmers. The magazine used Weldwood Farm to investigate and test new agricultural equipment, crops, livestock, and farming methods. The farm was frequently visited by other farmers to inspect and learn from the practices undertaken at Weldwood Farm and therefore was an important part of *Farmer's Advocate* and maintaining its credibility as an important source for agricultural information. Weldwood Farm was managed from 1918 to 1959 by I.B. Whale. Under his superintendence, Weldwood Farm was responsible for pioneering the use of sweet clover for use in pastures and soil improvement and aiding in the development of techniques for the effective cultivation of corn crops in southwestern Ontario. Whale diligently reported his findings in a frequent column he wrote for *Farmer's Advocate*.

The property has contextual value as it is historically and visually linked to its surroundings. The farmhouse was originally sited at the end of a long laneway, accessed from Wharncliffe Road South.

### Heritage Attributes

The heritage attributes that contribute to the Design Value and Physical Value of the property include:

- Representative example of an early-20<sup>th</sup> century Ontario vernacular structure with Colonial Revival and Craftsman design influences, including:
  - Two-and-one-half storey structure with square footprint;

- Steeply-pitched side gable roof with slate cladding, shed roof dormer, two brick chimneys, and concrete chimney;
- Brick exterior;
- Full width porch on front (north) elevation with concrete planters and classically inspired columns;
- Full width balcony on front (north) elevation with classically inspired columns;
- One-over-one windows with wood surrounds and wood sills;
- Bay windows on the north and west elevations;
- Wood and glass storm door and main door on north elevation; and,
- Concrete walkway leading to residence from driveway with “Weldwood Farm 1920” stamped in concrete.

**Note:** The shed roof addition (south façade) and garage addition (east façade) of the main residence are not considered to be heritage attributes. The secondary residence, barn, and outbuildings are not considered to be heritage attributes.

## Appendix D – Heritage Attributes – 1350 Wharncliffe Road South



1. Two-and-one-half storey structure with square plan.



2. Steeply pitched side gable roof with slate cladding, shed roof dormer, two brick chimneys, and concrete chimney.



3. Brick exterior



4. Full width balcony on front (north) elevation with classically inspired columns.



5. One-over-one windows with wood surrounds and wood sills.



6. Bay windows on north and west elevations.



7. Wood and glass storm door and main door on north elevation.



8. Full width porch on front (north) elevation with concrete planters and classically inspired columns.



9. Concrete walkway leading to residence from driveway with "Weldwood Farm 1920" stamped in concrete.

Note: Not every heritage attribute indicated above; image is considered indicative of heritage attributes

## **Appendix E – Heritage Impact Assessment - Stantec**

Stantec, *Heritage Impact Assessment: 1350 Wharncliffe Road South, London, Ontario* (March 16, 2023) [attached separately].

## **Appendix F – Heritage Attributes – Wood**

Wood, *Heritage Impact Assessment for 1352 Wharncliffe Road South, Bradley Avenue Extension Detailed Design, City of London* (February 26, 2020) [attached separately].