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300 Dufferin Avenue  
P.O. Box 5035  
London, ON  
N6A 4L9

**London**  
CANADA

October 27, 2023

2847012 Ontario Inc.  
1350 Wharncliffe Rd S  
London ON N6L 1K3

Ontario Heritage Trust  
Via email

**RECEIVED**  
2023/11/01  
(YYYY/MM/DD)  
Ontario Heritage Trust

**Re: Designation of 1350 Wharncliffe Road South  
The Ontario Heritage Act, R.S.O. 1990, c. 0.18**

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TAKE NOTICE that the Council of The Corporation of the City of London at its meeting on October 17, 2023, passed the attached by-law No. L.S.P.-3513-290 to designate **1350 Wharncliffe Road South** as being of cultural heritage value or interest under Part IV of the *Ontario Heritage Act*.

Any person who objects to the by-law may appeal to the Ontario Land Tribunal by serving a notice of appeal on the Tribunal and City Clerk within 30 days of the date of publication of the notice of passing of the by-law. A notice of appeal must set out the objection to the by-law and reasons in support of the objection, accompanied by the fee charged by the Tribunal. Further details, including forms and prescribed fees can be found on the OLT website: <https://olt.gov.on.ca>.

If no notice of appeal is given, the by-law will come into force and be registered in the Land Registry Office against the property affected by the by-law.

**Publication Date:** November 2, 2023  
**Last Date for Objection:** December 2, 2023

Michael Schulthess  
City Clerk  
/kg

Encl.

cc: Heritage Planners, [Heritage@london.ca](mailto:Heritage@london.ca)  
M. Davis, Siv-ik Planning / Design, [mdavis@siv-ik.ca](mailto:mdavis@siv-ik.ca)

Bill No. 376  
2023

By-law No. L.S.P.-3513-290

A by-law to designate 1350 Wharncliffe Road South to be of cultural heritage value or interest.

WHEREAS pursuant to the *Ontario Heritage Act, R.S.O. 1990, c. 0.18*, the Council of a municipality may by by-law designate a property including buildings and structures thereon to be of cultural heritage value or interest;

AND WHEREAS notice of intention to so designate the property known as 1350 Wharncliffe Road South has been duly published and served and no notice of objection to such designation has been received;

NOW THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. The real property at 1350 Wharncliffe Road South, more particularly described in Schedule "A" attached hereto, is designated as being of cultural heritage value or interest for the reasons set out in Schedule "B" attached hereto.
2. The City Clerk is authorized to cause a copy of this by-law to be registered upon the title to the property described in Schedule "A" hereto in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owner of the aforesaid property and upon the Ontario Heritage Trust and to cause notice of this by-law to be published once in a newspaper of general circulation in The City of London, to the satisfaction of the City Clerk, and to enter the description of the aforesaid property, the name and address of its registered owner, and designation statement explaining the cultural heritage value or interest of the property and a description of the heritage attributes of the property in the Register of all properties designated under the *Ontario Heritage Act*.
4. This by-law shall come into force and be deemed to come into force in accordance with Section 29(12) and 29(18) of the *Ontario Heritage Act, R.S.O. 1990*.

PASSED in Open Council on October 17, 2023 subject to the provisions of PART VI.1 of the *Municipal Act, 2001*.



Josh Morgan  
Mayor



Michael Schulthess  
City Clerk

First Reading – October 17, 2023  
Second Reading – October 17, 2023  
Third Reading – October 17, 2023

**SCHEDULE "A"**  
**To By-law No. L.S.P.-3513-290**

**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.

**SCHEDULE “B”**  
**To By-law No. L.S.P.-3513-290**

**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.



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.



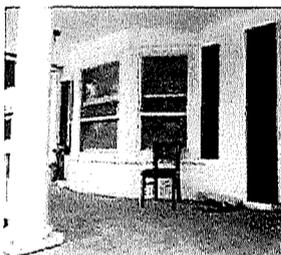
3. Brick exterior



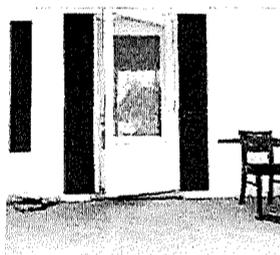
4. Full width balcony on front (north) elevation with classically inspired columns.



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