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

London
CANADA

January 22, 2024

Ontario Heritage Trust
(via email)

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

RECEIVED
2024/01/22
(YYYY/MM/DD)
Ontario Heritage Trust

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

Please find enclosed, for your information, a copy of By-law No. L.S.P.-3513-290, entitled, "A by-law to designate 1350 Wharncliffe Road South to be of cultural heritage value or interest.", passed by the Municipal Council of The Corporation of The City of London on October 17, 2023 and registered as Instrument No. ER1561256 on January 12, 2024.

If you wish to have a plaque mounted on this building to designate it as a property of cultural heritage value or interest, please contact the Heritage Planners with the City of London Planning and Economic Development Division.

Michael Schulthess
City Clerk
/kg

Encl.

cc: Heritage Planners, City of London, Heritage@london.ca
M. Davis, Siv-ik Planning / Design, mdavis@siv-ik.ca

Properties

PIN 08209 - 3258 LT
Description PART LOT 34, CONCESSION 2 WESTMINSTER AS IN 625981 EXCEPT PART 1
33R20205 & PART 1 33R20821; CITY OF LONDON
Address 1350 WHARNCLIFFE ROAD SOUTH
LONDON

Applicant(s)

This Order/By-law affects the selected PINs.

Name THE CORPORATION OF THE CITY OF LONDON
Address for Service P.O. Box 5035, London, ON N6A 4L9
This document is being authorized by a municipal corporation Josh Morgan, Mayor & Michael Schulthess, City Clerk.
This document is not authorized under Power of Attorney by this party.

Statements

This application is based on the Municipality By-law See Schedules.

Signed By

Sachit Tatavarti-Bharatam 300 Dufferin Ave Suite1014, P.O. acting for First 2024 01 12
Box 5035 Applicant(s) Signed
London
N6A 4L9

Tel 519-661-4940

Fax 519-661-5530

Sachit Tatavarti-Bharatam 300 Dufferin Ave Suite1014, P.O. acting for Last 2024 01 18
Box 5035 Applicant(s) Signed
London
N6A 4L9

Tel 519-661-4940

Fax 519-661-5530

I have the authority to sign and register the document on behalf of the Applicant(s).

Submitted By

CITY OF LONDON 300 Dufferin Ave Suite1014, P.O. Box 2024 01 18
5035
London
N6A 4L9

Tel 519-661-4940

Fax 519-661-5530

Fees/Taxes/Payment

Statutory Registration Fee \$69.95

Total Paid \$69.95

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 20th 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 20th 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-20th 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.