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Date: June 30, 2010.
To: Sean Fraser, Manager, Acquisitions and Conservation Services,
Ontario Heritage Trust, 10 Adelaide Street East, Toronto, ON, M5C
1J3.
From: Jim Leonard, Heritage Coordinator, Planning, Design and
Development
Subject: **Notice of Intention to Designate Camp Naivelt at 8596 Creditview
Road, in the City of Brampton**

Sean,

Please find enclosed the Notice of Intention to Designate the subject property
cited above as being of cultural heritage value or interest under Part IV of the
Ontario Heritage Act.

Thank you,



Jim Leonard, B.A. (hons), C.M.S., C.A.H.P.
Heritage Coordinator
City of Brampton,
Urban Design and Special Projects Section
2 Wellington Street West, 3rd Floor,
Brampton, Ontario, Canada, L6Y 4R2.

phone: 905-874-3825
cell: 416-897-5157



enclosed.

Public Notice

NOTICE OF INTENTION TO DESIGNATE

IN THE MATTER OF THE *ONTARIO HERITAGE ACT*, R.S.O. 1990, CHAPTER 0.18, AS AMENDED, AND IN THE MATTER OF THE LANDS AND PREMISES KNOWN AS CAMP NAIVELT LOCATED AT 8596 CREDITVIEW ROAD IN THE CITY OF BRAMPTON, IN THE PROVINCE OF ONTARIO.

TAKE NOTICE that the Council of The Corporation of the City of Brampton under Council resolution, HB057-2010 intends to designate the lands and premises at 8596 Creditview Road, known as 'Camp Naivelt', under Part IV of The *Ontario Heritage Act*.

DESCRIPTION OF THE PROPERTY

The property is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act for its cultural heritage value, and meets the criteria for municipal heritage designation prescribed by *Ontario Heritage Act Regulation 9/06*.

SHORT STATEMENT OF THE REASON FOR THE DESIGNATION

Camp Naivelt is a significant cultural heritage landscape. It is worthy of designation under Part IV of the Ontario Heritage Act for its cultural heritage value or interest. The property meets the criteria for designation prescribed by the Province of Ontario under the three categories of design or physical value, historical value and/or contextual value. Historical and contextual value criteria elements are especially significant.

Historical Value / Associative Value

Camp Naivelt (Yiddish word for "New World") has direct associations with a range of important historical and cultural themes.

Eldorado Area

Camp Naivelt contributes much to our understanding of the historical and physical evolution of the Eldorado area within the Credit River valley.

"Summer Camp" Movement

Camp Naivelt is important in helping to define the importance of the "summer camp" movement that only really took root after World War One. With urbanization many parents started looking for places to take their children that could offer fresh air, open spaces, fun and escape from crime and other problems of the inner-City. It also offered an escape from the risk of polio which always emerged in the summer months. Summer camps were established across North America.

Women's History

The site also has meaningful associations with women's history. The origins of Camp Naivelt rest with the Jewish Women's Labour League (Yiddisher Arbeter Froyen Farein). In 1925, a group of these women, including Rae Watson, Becky Lapedes, Leah Linzon, Bella Goodis, Gertie Blugerman Ethel Temkin and Tillie Chikovsky, founded Camp Kindervelt, the precursor of Camp Naivelt.

Camp Naivelt was officially opened on June 28, 1936. The children's camp operated under the name Camp Kinderland. The adult portion was known as Naivelt. After the

children's camp closed in the 1960's, the focus shifted to families in general. Very few remnants of Camp Kinderland survive.

Secular Jewish Culture in Canada

In addition to offering relief from the crowding and heat of inner city life, Camp Naivelt was used to promote secular Jewish cultural traditions. A key element of the Camp Naivelt mission has been to foster a deep and meaningful understanding of secular Jewish culture and folklore, the Yiddish language, music, folk art and dance.

Political History

The Camp helps interpret an interesting period in Canada's political history when idealistic leftist movements were contributing to social reforms that shaped the evolution and character of this country.

Political and social activism was a significant part of Camp Naivelt. Its mission was to promote progressive socialist philosophy, tightly integrated with secular Jewish and Yiddish cultural traditions.

When Camp Naivelt was officially opened on June 26, 1936, several prominent local Leftists made speeches, including Sam Lipshitz, an activist who had started working for the Canadian Communist party in the early 1930s. Sam and Manya Lipshitz and their daughter May (later a prominent Toronto physician and professor of medicine) had a cottage at Camp Naivelt.

The Lipshitz family were Naivelt attendees along with other prominent Toronto activists, including Morris Biderman and his family.

When the veterans from the Mackenzie-Papineau Battalion returned from fighting Franco's dictatorship in Spain, they came to Camp Naivelt. The camp constructed trenches so that the campers would better understand the conditions of fighting as Republicans in the Spanish Civil War. As a Jewish and Left community, the camp identified with the urgent need to stop Hitler and Mussolini. Both of these dictators were actively supporting Fascist Spain.

Canadian Communist Party leader Tim Buck sometimes spoke at Camp Naivelt. The Multicultural History Society of Ontario has film footage in their collection of a labour picnic at Camp Naivelt, (about 1948), which includes footage of Buck delivering a speech. There are also photographs of Tim Buck at Camp Naivelt in 1945 in the York University Archives.

The History of Music and the Arts in Canada

A very significant part of Camp Naivelt's historical value is its rich and direct associations with Canada's musical and artistic heritage. Camp Naivelt was clearly a crucible, gathering together and nurturing young, creative minds. The mission of the Camp helped these people tap into and develop their musical, artistic and literary talent. The long list of Naivelt alumni who went on to forge distinguished careers in music, film, literature, journalism and the arts is astounding.

Folk music was an integral part of Camp Naivelt's activities and children's programming. The United Jewish People's Order, owners of Camp Naivelt, established the UJPO Youth Singers in the early 1950s. Groups toured the country singing folk songs, Yiddish music and political anthems. Many Camp Naivelt attendees participated in these national tours.

The founding members of Canada's first and best known folk music group, *The Travellers*, met as youth at Camp Naivelt and formed the group there with the encouragement of Pete Seeger. The group is perhaps best known for their adaptation of Woody Guthrie's folk classic, "This Land is Your Land".

Jerry Goodis, a long time Naivelt attendee and founding member of *The Travellers*, left the folk group in 1960. He formed what would become Canada's largest advertising agency. His firm created such phrases as, "At Speedy You're a Somebody" and "Harvey's makes your hamburger a beautiful thing." Goodis also worked as a publicist for Prime Minister Pierre Trudeau.

As a youth, Zal Yanovsky spent most of his summers at Camp Naivelt. In the early 1960s Yanovsky relocated to New York City. In 1964 Yanovsky and John Sebastian co-founded the rock band, *Lovin' Spoonful*. Yanovsky was lead guitarist. *Lovin' Spoonful's* hits include "Summer in the City" and "Do You Believe in Magic".

Sharon Trostin, who would later become a member of the children's group *Sharon, Lois and Bram* attended Camp Naivelt.

Juno Award winning singer, songwriter, Eddie Schwartz, is also a Camp Naivelt alumnus. He spent a great deal of time there in the 1970s. Schwartz is perhaps best known as the composer of the 1980 pop song "Hit Me With Your Best Shot" which became a hit for rock star Pat Benatar. He was also a music producer for numerous artists including, The Doobie Brothers, Donna Summer and Rita Coolidge.

Ben Mink is another Camp Naivelt attendee who has had a distinguished music career. Mink has collaborated with such stars as k.d. lang, together producing some of her best albums and co-authoring many of her hit songs.

Estelle Klein, the first artistic director of the *Mariposa Folk Festival* was another alumnus of Camp Naivelt. An obituary describes her as the "Queen Mother of Canadian folk music". She was artistic director of the Mariposa Folk Festival for 20 years beginning in 1964.

Camp Naivelt influences extended beyond folk music to the arts in general. Another significant Camp Naivelt alumnus was Dusty Cohl, co-founder of the Toronto International Film Festival (TIFF). Cohl was a camp counsellor in the 1940s.

A close friend of Cohl's was Hollywood film director, Ted Kotcheff. The two met at Camp Naivelt in the 1940s. Kotcheff is best known as director of "The Apprenticeship of Duddy Kravitz", "Uncommon Valour", "First Blood", "Weekend at Bernie's" and several other Hollywood feature films. He has also directed several American television series, including "Law and Order: SVU".

Toronto Star columnist David Lewis Stein and well known author James Laxer were long time visitors to Camp Naivelt as children. Stein recalls how desperate his parents were to get him out of the crowded city so as to avoid the dreaded polio epidemics that hit Toronto every summer.

James Laxer details his Camp Naivelt memories in his autobiographical book, "Red Diaper Baby: A Boyhood in the Age of McCarthyism".

Henry Orenstein, who became a prominent painter and graphic artist and whose work reflected the lives of working people in Canada, had his beginnings as head of Arts and Crafts at Camp Naivelt. Joan Orenstein, celebrated actress in Ottawa, Montreal, Toronto and Halifax, also attended Camp Naivelt, as did the dancer Marcel Chojnicki.

Yet another prominent Naivelt figure was Avrom Yanovsky (1911-1979), father of rock performer Zal Yanovsky. Avrom Yanovsky was a noted political cartoonist and artist, who studied with members of the Group of Seven. Yanovsky's cartoons were featured in the Toronto Tribune newspaper and in several left-wing magazines and newspapers.

Camp Naivelt was visited regularly by a range of prominent American folk singers, authors and artists between the 1940s and 1960s. Deeply admired at Camp Naivelt was legendary American folk singer Pete Seeger. Seeger performed there starting in the mid 1950s after he was 'blacklisted' by the US House Un-American Activities Committee (HUAC).

Pete Seeger either wrote or adapted several of the most important folk songs of the 20th century including: "Where Have All The Flowers Gone", "If I Had A Hammer", the civil rights anthem, "We Shall Overcome" and "Turn, Turn, Turn", which became a huge hit for the folk rock band, "The Byrds" in 1965. Seeger also co-founded the legendary folk group, "The Weavers". Their rendition of "Goodnight Irene" was a #1 pop hit in 1950.

Camp Naivelt Cultural Committee minutes for a meeting held on April 18, 1955 suggests that well known performers and authors were actively sought out and paid to visit Camp Naivelt. The April 1955 minutes record that Pete Seeger would be visiting in the summer.

The same Cultural Committee minute book records that Canadian folklorist Ruth Rubin was booked to visit in July, presumably for lectures on Yiddish music and folklore, which she devoted her life to studying.

The minutes also record that American author Bernard Malamud was "prepared to spend 10 days in camp for \$100 which includes travelling expenses". Malamud is a Pulitzer Prize winning author perhaps best remembered as author of "The Natural" about a fictional baseball player.

Earl Robinson, an American born songwriter, musician and leftist political activist, was "prepared to come to Camp Naivelt's opening weekend for \$100 plus expenses". Robinson composed the folk song, "Joe Hill", also, "The House I Live In" for a short film on anti-Semitism starring Frank Sinatra. The song was a hit record for Sinatra in 1945 and the film later won an Academy Award. Robinson was blacklisted in the McCarthy era.

Paul Robeson (1898-1976), the great American baritone, stage and film actor and political activist, performed with the UJPO Toronto Jewish Folk Choir at Massey Hall many times during the 1940's and 1950s and was a close friend of the Folk Choir's long-time conductor Emil Gartner, who had a cabin at Camp Naivelt. Adored by Naivelters, his songs were often performed at Camp. Like Seeger and Earl Robinson, he too faced blacklisting during the McCarthy era for his leftist politics.

American folk singer Phil Ochs, best known for the 'protest song' "I Ain't A March'n Anymore" visited and performed several times at Camp Naivelt in the 1960s. Ochs is fondly remembered by many Camp Naivelt attendees.

Camp Naivelt clearly served as a crucible allowing a great many gifted young people to hone their talents, and in its heyday, was also a destination for prominent folk singers and other performers. It can certainly be argued that the musical and cultural associations alone, give Camp Naivelt national heritage significance.

Contextual Value

Camp Naivelt is physically, visually and historically linked to its surroundings. It is a key component within the Eldorado area, a large, complex and interwoven cultural landscape, nestled within a few hundred acres of the Credit Valley.

It is most directly historically and physically associated with the modern day Eldorado Park. Originally Eldorado Park was part of Camp Naivelt. It is now owned by the City of Brampton. Eldorado Park once contained many of the key recreational facilities either constructed by Camp Naivelt or taken over when the property was purchased from the CNR in 1936. These facilities included the Dance Pavilion, amusement rides, fire pit, swimming holes and in-ground swimming pool (originally one of the largest pools in Southern Ontario).

Another compelling contextual association is the now abandoned electric radial railway line. The Guelph leg of the Toronto Suburban Street Railway ran through Camp Naivelt on its way to Huttonville, Norval and finally Guelph. A visible portion of the original rail bed survives along the eastern property line between Camp Naivelt and Eldorado Park.

The surviving portion of the rail bed closely follows the bank of the Credit River in a southerly direction, starting at the Eldorado Park swimming pool, extending southward for about one quarter of a kilometre.

A surviving portion of iron railway track from the radial line is situated inside Camp Naivelt. The rails extend over a narrow gully. Concrete piers and planks rest in a pile at the base of the gully just below the tracks, suggesting that this feature was once a small railway bridge.

Camp Naivelt is also associated with other discrete and important historical properties and features such as the Credit River, the nearby Bonnie Braes farmstead, Creditdale Farm, the Bowstring Bridge, the site of Eldorado Mills, the nearby hamlets of Huttonville and Churchville, the former Credit Valley Railway line (later the CPR line).

The site is also linked physically and contextually to Creditview Road, which in this area, remains one of Brampton's scenic, rural roadscapes. The main entrance into Camp Naivelt is off Creditview Road. The frontage of Camp Naivelt, facing Creditview Road, is screened by vegetation and is defined by a rural road cross-section with swale. The only signage is a hand painted wooden "Camp Naivelt" sign posted at the road. These attributes contribute to the prevailing rural character of the property.

Camp Naivelt is important in defining and maintaining the rural character that still prevails in the Eldorado / Credit Valley area. Overall the property is dominated by rolling hills, dense forest and ribbons of sodded open space areas fronting cottages and surrounding general purpose buildings such as "The Ritz", the now abandoned children's camp infirmary and "Lasowsky Centre". These common spaces are used for meetings, recreation, laundry and showering.

Camp Naivelt contains remnants of the Carolinian forest zone of southern Peel Region. Much of the property is defined by mostly deciduous forest, particularly along the sloping hillsides and ravines that drop down toward the Credit River. Several tall white pines (some likely as old as 150-200 years), along with beech, shagbark hickory, maple, black walnut and oak are found. A variety of shrubs, ground covers and clusters of trillium plants dot the forest floor and grounds near many of the cottages. Preservation of this woodland area contributes to the overall ecological health of the Credit Valley. Large weeping willows are located near some cottages.

Property lines are generally defined by mature hedgerows, page wire fences and vegetation which help screen Camp Naivelt from neighbouring properties. The property is also defined by a series of unpaved laneways, footpaths, grassed clearings and open areas for recreational activities and social gatherings.

Design Value / Physical Value

The cottages, site plan characteristics and natural, rural setting at Camp Naivelt form a significant and utterly unique cultural heritage landscape in the City of Brampton.

In the early years of Camp Naivelt only tents were available to adult campers. Starting in the 1940s permanent, one-storey wood-frame cottages, clad in either clapboard or insulbrick, were constructed. By the 1950s the UJPO had also built a band shell, boathouse, swimming pool and two bridges over the Credit River.

At its peak of operations, Camp Naivelt had some 90 cottages, a communal dining hall, dance hall, youth recreation hall, grocery store and a camp office. There was a camp directors cabin, arts and crafts cabin, infirmary, and a communal washroom and shower area known as, "The Ritz".

Several dozen rustic frame cottages remain standing throughout the site; arranged in rows surrounding or fronted by large, open common areas. The site plan characteristics of Camp Naivelt remain intact.

The cottage structures retain most of their original character-defining elements such as either low hip or front gable roofs (many with exposed rafter tails), original wooden sash windows and wood storm shutters, doors and cladding (e.g. clapboard, insulbrick and shiplap siding). Some cottages have small open porches (with or without low wood railings), and wood screen doors, other have screened-in sunrooms. Trim, doors and shutters of many of the cottages are accented with bright and vibrant paint treatments or small hand-painted decorative murals.

Also of note is the camp building known as "The Ritz". It was erected in the late 1940's and coincided with the introduction of running water at Camp Naivelt. It still houses working showers for the general use of current Naivelt campers. The rectangular wood frame building with exhibits characteristics of a 1940s era camp 'canteen' with a hipped roof, exposed trusses and rafter tails, large screened-in verandahs with a tongue-in-groove wood ceiling and two decorative, boxed roof vents. The small adjacent frame shed houses a large boiler.

Some 300 children would attend camp during the summer and, at its height during the 1940's and 50's, as many as 5000 people would fill Camp Naivelt on a summer weekend.

The original children's camp infirmary buildings (now abandoned) are still standing, just west of "The Ritz". These structures, along with remains of an abandoned cabin inside the site of the former children's camp help tell the Camp Naivelt story. These structures may be beyond salvage, but their locations are of significance.

Also of note is a surviving section of iron railway line that crosses over a gully inside Camp Naivelt. This is possibly one of the only surviving remnants of railway track from the abandoned Toronto Suburban Radial Railway. Presumably the tracks are all that remains of a small bridge that once crossed the gully as the line made its way through Eldorado Park.

This short statement explaining the cultural heritage value or interest of the subject property, including a description of the heritage attributes of the property along with all other components of the Heritage Report: Statement of Reasons for Heritage Designation, constitute the "reason for heritage designation" required under the *Ontario Heritage Act*.

DESCRIPTION OF HERITAGE ATTRIBUTES

Unless otherwise indicated, the reasons for designation apply generally to the exterior massing, built-form, facades, finishes and details of all cottages, all mature trees, groupings of mature trees, hedgerows, other significant vegetation, the pattern, arrangement and site plan characteristics of cottages on the property, along with open spaces, site and setting, grounds, landscapes and vistas generally.

To ensure that the cultural heritage value of this property is conserved, certain heritage attributes that contribute to its value have been identified specifically and they include:

Historical / Associative Value:

- Direct associations with the history and development of Canadian folk music;
- Contributes to the understanding of Canada in the Cold War era, Canadian political history, history of music and the arts in Canada, secular Jewish cultural and political history and Canadian women's history;
- Direct historical associations with prominent folk singers, artists and musicians, including: Pete Seeger, Paul Robeson, Zal Yanovsky, Sharon Hampson of *Sharon, Lois and Bram*, Eddie Schwartz, Ben Mink, Marcel Chojnicki, Joan Orenstein, Emil and Fagel Gartner, *The Travellers* and Phil Ochs;

- Direct historical associations with prominent figures in film, literature and the arts, including: Avrom Yanovsky, Estelle Klein, James Laxer, David Lewis Stein, Dusty Cohl, Ted Kotcheff, and Jerry Goodis;
- Historical associations with Bernard Malamud, Ruth Rubin and Earl Robinson;
- Historical associations with the Mackenzie-Papineau Battalion, a Canadian battalion that fought against the Fascists in the Spanish Civil War (1937-1938);
- Direct historical associations with left-wing politicians and organizations: Tim Buck, Sam Lipshitz, J. B. Salzberg, Morris Biderman, Label Basman, Manya Lipshitz, Ben Shek, United Jewish People's Order (UJPO), the Labour League, Jewish Women's Labour League (Yiddisher Arbeter Froyen Farein);
- Direct historical associations with the development of the 'summer camp' movement starting in the early 20th century;
- Direct historical associations with the history and development of Eldorado Park and the Credit Valley;

Contextual Value:

- Visually, physically and historically linked to its surroundings particularly Eldorado Park;
- Key component with Credit Valley and Eldorado cultural landscape;
- Linked to Creditview Road as a scenic roadscape;
- Frontage of Camp Naivelt facing Creditview Road screened by vegetation and is defined by rural road cross-section;
- Property lines defined by mature hedgerows of mixed vegetation;
- Property is important in defining and maintaining the rural, pastoral and scenic character of the area;
- Rolling hills, dense woodland areas, mature trees, possible old growth white pine and other conifers, mature hedgerows, steep hillsides and ravines, gullies and Credit River define the landform and topography;
- A significant Carolinian woodland area and dense groupings of mature trees contribute to the cultural landscape formed by Camp Naivelt. Species include: old growth white pine, oak, shagbark hickory, beech and maple species, along with dense hedgerows, mature willow trees, ground covers and other vegetation;
- Property is predominately woodland with small open space clearings fronting cottages and surrounding camp facilities;
- Landscape patterns and site characteristics have changed very little since Camp Naivelt was established in the 1930s.
- Internal road and path system of unpaved laneways, footbridge over Credit River and footpaths;
- Page wire fences marking property boundary lines;
- Simple, rustic cottages, natural heritage elements, rolling hills, gullies and rural character at Camp Naivelt form a significant and unique cultural heritage landscape in the City;

Design / Physical Value:

- Series of small, rustic one-storey wood-frame cottages;
- Low hip or gable roofs (many with exposed rafter tails); wood sash windows; wood board siding or "Insulbrick" siding, screened sun-porches or small open porches (some with wood railings); wood shutters;
- Many cottages are accented with vibrant paint colours on doors, shutters and trim;
- Original road pattern and site plan comprising cottages arranged around an open common area (Hill 1) or in long rows (Hills 2 and 3);
- Wooden "Camp Naivelt" sign posted at entrance into Hill One of Camp Naivelt, off Creditview Road;
- Camp Naivelt buildings known as "The Ritz";
- Site locations of certain abandoned elements or ruins such as: original Camp Kindervelt (children's camp) infirmary (just west of "The Ritz"); other abandoned cabins
- Surviving section of iron railway track from the Toronto Suburban Radial Railway line, that crosses over a gully inside the subject property;

The short statement of reason for the designation, including a description of the heritage attributes along with all other components of the detailed Heritage Report: Statement of Reason for Heritage Designation, constitute the "reason for heritage designation" required under the *Ontario Heritage Act*.

Please contact **Jim Leonard**, Heritage Coordinator in Urban Design Section at (905) 874-3825 for further information respecting the proposed designation, including the detailed heritage report.

Notice of objection to the designation, setting out the reason for the objection and all relevant facts, may be served on the Clerk, City Hall, 2 Wellington Street West, Brampton, Ontario, L6Y 4R2, no later than 4:30 p.m. on August 3, 2010.

Dated at the City of Brampton on this 30th day of June, 2010.

P. Fay, City Clerk
2 Wellington St W, Brampton, ON L6Y 4R2
905 874-2113 (voice), 905 874-2119 (fax), 905 874-2130 (TTY)
cityclerksoffice@brampton.ca