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CANADA

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2023/09/07
(YYYY/MM/DD)
Ontario Heritage Trust

September 5, 2023

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

Ontario Heritage Trust
via email

**Re: Notice of Intention to Designate Property at 1350 Wharncliffe Road South
The Ontario Heritage Act, R.S.O. 1990, c. O.18**

Enclosed for your information is notice of the Council of The Corporation of the City of London's intention to designate the property identified above pursuant to Section 29 of the *Ontario Heritage Act*, R.S.O. 1990, c. O.18 and the reasons for designation. Any person who objects to an intended designation must, **within thirty days** after the date of first publication, serve on the City Clerk a notice of objection in writing, setting out the reason for the objection and all relevant facts. The *Ontario Heritage Act* provides that where a notice of objection has been served, the Council shall consider the objection and decide whether to proceed with designation.

Michael Schulthess
City Clerk
/kg

encl.

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



1350 Wharncliffe Road South

NOTICE OF INTENTION TO DESIGNATE PROPERTY OF CULTURAL HERITAGE VALUE OR INTEREST

NOTICE IS HEREBY GIVEN that the Council of The Corporation of the City of London intends to designate as a property of cultural heritage value or interest the following property in accordance with the *Ontario Heritage Act, R.S.O. 1990*:

Property Description

1350 Wharncliffe Rd S

Publication Date

September 7, 2023

Last Date for Objection

October 7, 2023

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 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.

Appendix D – Heritage Attributes – 1350 Wharncliffe Road South



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



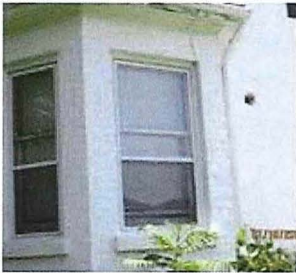
2. Steeply pitched side gable roof with slate cladding, shed roof dormer, two brick chimneys, and concrete chimney.



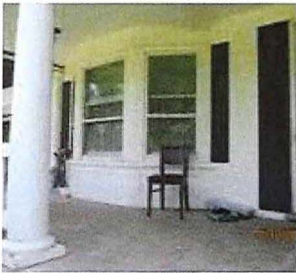
3. Brick exterior



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