

# PLACES That Matter

Marking 125 historic sites that matter to Vancouverites



## INFORMATION AND FAQs FOR PLACES THAT MATTER PLAQUES

Places That Matter is a plaque project celebrating the 125th anniversary of the incorporation of the city. In 2011, the Vancouver Heritage Foundation asked for the public's help to identify and mark 125 sites commemorating people, places and events that have shaped the city. This grassroots, broad-based commemorative plaque project focuses on recognizing places, people and events that matter to Vancouverites and that have not been formally recognized by the City of Vancouver's Heritage Plaque Program. Community celebrations are taking place throughout 2012 and the public is invited to join and learn about all 125 places that matter!

### HOW DID THE PLAQUE SELECTION AND PRODUCTION PROCESS WORK?

All nominations that were put forward by the public by March 16th, 2011 were considered for a plaque. Public votes were taken into consideration by the Site Selection Committee. The Committee was comprised of a diverse group of local historians, artists, students, heritage consultants, writers and educators. The Committee finalized the first 125 plaque sites based on criteria set by the Committee which included sites that: were within the COV boundaries, had a geographic spread in the city, created awareness about little-known city history, were at least 20 years old, were not connected to current political issues, and represented various communities present in the city. The list of 125 sites were then given to two historians/writers who researched and wrote each plaque, verifying the sources with COV Archives, etc. The wording is shared with building owners, sponsors and community groups who are given the opportunity to provide edits where facts can be substantiated and where it is possible to accommodate additional text.

### WHAT ARE THE RESPONSIBILITIES OF THE SITE OWNERS?

Building/site owners or caretakers agree to accept and install the plaque, and approve the plaque text.

### WHAT ARE THE RESPONSIBILITIES OF THE SITE HOSTING THE PRESENTATION?

To coordinate with VHF on the presentation; approve the plaque text, and confirm details of the presentation date, time and schedule.

### DOES THIS MEAN MY BUILDING/SITE WILL BE A DESIGNATED HERITAGE SITE?

No, it does not mean that your building/site will be designated or legally protected. Places That Matter is an independent plaque project that is not associated with the City of Vancouver heritage building plaque project, which puts legal protection on title.

## WHAT WILL IT COST?

It depends. The cost may be as little as mounting the plaque - the cost of 100% Polyurethane glue or screws. If you decide to sponsor the plaque it will cost \$750. This is a great opportunity for you and your business to support the Places That Matter plaque project, or a terrific way to commemorate or recognize a person, business, place or event that matters to you. For each plaque, VHF costs include research undertaken by historians and writers, project coordination and manufacturing of the plaque. Sponsorship of plaques help the VHF to defray the cost of the program.

## WHAT DO THE PLAQUES LOOK LIKE?

The plaque measures 16.8 inches by 9.5 inches and is a digital print on 1/8" diebond panel, a lightweight but robust material. Anchor Signs, a local Vancouver company, is producing the plaques. There is no material, like copper or brass, in the plaque that is worth stealing. It can be fixed to a building or site either by 100% polyurethane or by screws. Physically mounting the plaque is your responsibility. A VHF representative is available to offer advice on where best to locate and mount your plaque and will follow up with you to ensure that no difficulties were incurred. Our QR codes are printed directly onto the plaque and take the Smartphone user directly to the Places That Matter webpage where further information and images about each site will be uploaded.

## WHAT DOES A PLAQUE PRESENTATION CONSIST OF?

Anything you'd like - you're more than welcome to organise an event for your presentation or just have a small informal gathering. A VHF representative will be available to attend unveiling opportunities for media, community and neighbourhood events to present the plaque to you. Unfortunately, we do not have the capacity to organise an event for you but we are happy to assist in any way we can. We request that at minimum, the plaque presentation will include remarks by VHF representative and plaque recipient with photo/video opportunities. We ask that the official project name be used in any promotional materials that you produce: "Vancouver Heritage Foundation's Places That Matter Plaque Project".

## HOW MUCH MEDIA COVERAGE WILL THE SITE GET?

It depends. You're welcome to arrange media coverage as you see fit. The VHF will be releasing plaque presentation dates and details via our website, the Places That Matter webpage and associated Google Map, in our e-newsletters and Social Media. As the VHF will be releasing information about plaque presentations as well as using some photographic images taken at presentations for promotional purposes, we ask that if you **do not** want certain information/images put into the public realm to please let us know.

Please add the Vancouver Heritage Foundation to your media distribution lists so we can coordinate coverage of the Places That Matter Plaque Project.

## CONTACT DETAILS

If you have further questions about the Places That Matter plaque project please contact:

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The mounted Historic Joy Kogawa House Places That Matter plaque.



Presentation of a Places That Matter plaque to Ace Cycles by VHF Board Member, Paul Nurse (middle).



Presentation of a Places That Matter plaque to Benny's Market, an Italian food market that has been in the Benedetti family for 95 years!