



# PLACES THAT MATTER

RAISING AWARENESS  
OF THE PEOPLE,  
PLACES AND EVENTS  
THAT HAVE SHAPED  
VANCOUVER

ARBUTUS GROCERY 2012  
PHOTO BY ALEX SALAVERIA



VANCOUVER  
**HERITAGE**  
FOUNDATION

Vancouver Heritage Foundation recognizes the diverse histories and cultural heritage of Vancouver and that the city is located on the traditional, ancestral and unceded territories of x<sup>w</sup>məθk<sup>w</sup>ə́yəm (Musqueam), S<sub>k</sub>w<sub>x</sub>wú7mesh (Squamish) and səliłwətaʔt (Tsleil-Waututh) peoples.

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The Places That Matter project continues to work to include sites of importance to the x<sup>w</sup>məθk<sup>w</sup>ə́yəm (Musqueam), S<sub>k</sub>w<sub>x</sub>wú7mesh (Squamish) and səliłwətaʔt (Tsleil-Waututh) peoples.

The PTM Community History Resource website shares historic context, current information and place names in hə́nqəmińə́m and S<sub>k</sub>w<sub>x</sub>wú7mesh Sníchim.

## ABOUT VHF

Vancouver Heritage Foundation was created as a not-for-profit society in 1992 and became a registered charity in 1996. The City of Vancouver Mayor and Councilors were VHF's first Directors and remain Honorary Directors today. Since 1998, VHF has been governed by a citizen board. The day-to-day operations are run by a small team of dedicated employees.

VHF creates opportunities and resources to learn about Vancouver's history and heritage places, to celebrate and promote awareness of the unique and lesser known histories of the people, places, and events that have shaped Vancouver, and provides financial support for the conservation of historic buildings and sites. Since its incorporation as a charitable organization in 1992, VHF has offered an array of fascinating programs and resources and has provided financial support to homeowners, heritage professionals, authors, artists, teachers, students, and interested members of the community.

We offer a range of informative online resources including the Heritage Site Finder interactive map, the Places That Matter Community History Resource, and the Heritage Study Guide for Schools, as well as a wide range of resources on our website on the topics of Indigenous Heritage, Heritage House Styles, Places of Remembrance, Map Guides, and much more.

VHF advances the appreciation and conservation of our city's diverse heritage places and their stories. We raise awareness of the vital contribution that heritage makes to a vibrant, inclusive, and sustainable community.

# PEOPLE. PLACES. EVENTS.

Since 2011, VHF has hosted 93 plaque presentations and 6 Community Celebrations, in-person and virtually. In 2016, we launched the Community History Resource website, an information-rich hub that expands on the original Places That Matter (PTM) plaque program. Each of the 125 sites is profiled with their own webpage exhibiting plaque text, historic research, oral histories, contemporary and historic photos, as well as opportunities for community contribution.



# Project Summary

Places That Matter is a multifaceted community project launched for the 125th anniversary of the incorporation of the City of Vancouver (2010). In 2011, Vancouver Heritage Foundation asked the public to identify and nominate 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 to broaden the scope of heritage places and their stories.

All nominations put forward by the public by March 16th were considered for a plaque. Public voting and a Site Selection Committee determined the initial selection list, based on specific criteria [see pages 6-7]. The Committee was comprised of a diverse group of local historians, artists, students, heritage consultants, writers and educators. VHF then set about engaging with site stakeholders for sponsorship support and public plaque presentations.

The first Places That Matter plaque presentation took place in 2011 and in 2023, VHF presented plaque #93. In 2016, the Community History Resource website was launched with over 100 PTM sites featured with individual webpages, images and information. In 2018, the first PTM Community Celebration invited the public to an evening of storytelling, table displays and food - an annual event that continues to evolve and expand, connecting organizations, individuals and community groups.



# PROJECT STEPS

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**Places That Matter raises awareness of the lesser-known people, places and events that have shaped Vancouver's history. To broaden the scope of heritage places and encourage further understanding and engagement with these places and their multi-layered histories.**

As of 2023, 93 PTM plaques have been physically installed throughout the City of Vancouver. While over 125 sites were submitted during the initial site selection process, only those that were feasible and had public support went forward with physical plaques. Independent sites have been added to the original nominations, on a case-by-case basis at the discretion of VHF and the Site Selection Committee.

Selected sites without physical plaques can still be found on the Community History Resource website with individual webpages. If you are interested in supporting any of the non-installed plaques, please email [mail@vancouverheritagefoundation.org](mailto:mail@vancouverheritagefoundation.org) for more information.

If you are interested in supporting a nomination for a new Places That Matter plaque site, this document has been created to assist in understanding the expectations, community engagement and financial support required to begin the process.

# Site Selection Criteria

The initial nomination process asked the public to nominate a site in the City of Vancouver that was important to them (does not include University Endowment Lands).

## Criteria From the Original Site Selection Committee (2011)

Sites should:

- be within the COV boundaries (this does not include UBC - University Endowment Lands)
- reflect a geographic spread in the city (strength of the site's values as well as location in the city that is under-represented)
- create awareness about little-known city history
- be at least 20 years old
- not be connected to current political issues or controversies
- represent various communities present in the City
- be considered if already on the City of Vancouver's Heritage Register, for strength of community impacts to be shown (vs general built heritage value only)- a story not already widely known

## Additional Criteria for Consideration (2023)

While the original criteria was general and decisions were guided by the Selection Committee, updates have been made. These include the following:

- Sponsorship of the site in advance (current cost is \$1,000).
- Approval of the plaque installation onsite (or offsite) in advance.
- Research already started on the general history of the place (timeline), consultation with various stakeholders, current owners, etc. (access to local archives, knowledge keepers etc.).
- Recognition of Indigenous connections to the site and acknowledging the intersections of other people, groups and organizations who may have different interpretation of or connections to the selected site.

## VHF Site Selection

Additional PTM sites have been added to the list since the initial 125. Due to the changing nature of the City, some PTM sites/plaques have been altered and some have been added. The original Site Selection Committee of 2011 assisted in guiding the decision-making process. The project aims to re-launch a wider site selection process in the future, to continue to find lesser-known local histories and stories, and places of significance.

# CRITERIA FOR SITES

Key Aspects of Site Research and Knowledge	First-Hand Connections	Secondary Information/Sources or Documents	Oral Histories/Community Support
<p><b>Research and Information:</b> Within the City of Vancouver, over 20 years old, layers of site history (Indigenous place name)</p>			
<p><b>Social Context:</b> Do you know the neighbourhood histories, beyond your specific connections? What else about this site may be important to other groups, any conflicts, unresolved issues? Key points to your site nomination.</p>			
<p><b>Community Support:</b> List all types of community supporters you have engaged with directly. What may be missing at this time?</p>			
<p><b>Financial or in-kind support:</b> Who will support the sponsorship fee? In-kind support? Plaque event/ongoing support? research/site archive?</p>			
<p><b>Notes:</b></p>			



# PLAQUE SPONSORSHIP



## Supporting the Places That Matter Project

Your sponsorship fee of \$1,000 CAD per plaque covers a fraction of the cost to maintain one plaque in perpetuity. 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.

Sponsoring a plaque, whether it be related to the site that you (collective) are nominating, or if you chose to support a site without a current plaque, it allows VHF to devote the time and staff to:

- assist in liaising with the site itself
- conduct community research and archival searches
- draft plaque text and liaise with stakeholders for edits and approvals
- coordinate site installation
- organize the plaque presentation, including managing promotions, contacting media and arranging photography for the event
- oversee the installation of the plaque
- create and maintain content for the site's webpage, including resources, images and community story submissions
- offer continued engagement with the site and its stakeholders in annual events and programs
- monitor and maintain of the plaque itself in case of issues
- and more!

## THE PLAQUE

The oval plaque measures 16.8 inches by 9.5 inches and is a digital print on a 1/8" diebond panel, a lightweight but robust material. Anchor Signs, a local Vancouver company, is our producer. 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.

The Places That Matter website QR code is printed directly onto the plaque and takes the user directly to the homepage ([www.placesthatmatter.ca](http://www.placesthatmatter.ca)) where further information and images about each site can be found.

Places That Matter is an independent plaque project that is not associated with the City of Vancouver's heritage building plaque project (triangles). There is no heritage protection or designation associated with the PTM plaques, but some site owners have recently added themselves to the COV Heritage Register after becoming a PTM site or have an interest in heritage conservation.

VHF is responsible for the plaque itself (ownership) and will reprint or replace the plaque if edits or changes arise. Building/site owners or caretakers agree to accept and install the plaque and approve the plaque text. The plaque will remain on the site for as long as all parties agree.

## INSTALLATION

Depending on your site, all possible installation options will be explored. VHF will assist in determining who owns the property on which a plaque may be installed. Affixing it to an exterior location is preferred for public access but may require maintenance. Cooperation with other site owners may be required. VHF will assist in this process and provide clear direction on what type of installation is recommended.



THE WESTERN FRONT PLAQUE BY VHF



CELTIC CANNERY WITH HERB EVERS

# Places That Matter

## Plaque Presentation

Once the plaque text and installation is approved by all stakeholders, planning a public plaque presentation should consider the following:

- is there a significant date or timing for the Places That Matter site?
- will it be indoors or outside? what space is suitable for the weather?
- are there approvals needed for use of the space?
- invitations: VHF has an invite list for media and community members- be sure those you wish to have attend the event are available, in advance
- who will represent the site and receive the plaque? who will share their stories?
- will you provide refreshments?
- what does the presentation event/gathering look like to you?

VHF is happy to assist in liaising with various representatives as speakers or attendees at the plaque presentation. VHF Projects Manager and Board of Director will be in attendance to assist with the plaque presentation. The Mayor and Council will be invited and may or may not have representatives in attendance.

VHF will assist in documenting the event through photography and basic video recording which will be made available after the event, for our records, for the website and for your use.

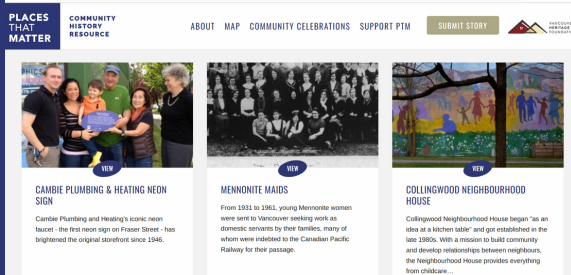


MILITANT MOTHERS OF RAYMUR 2022  
PHOTO BY ROAMING-THE-PLANET

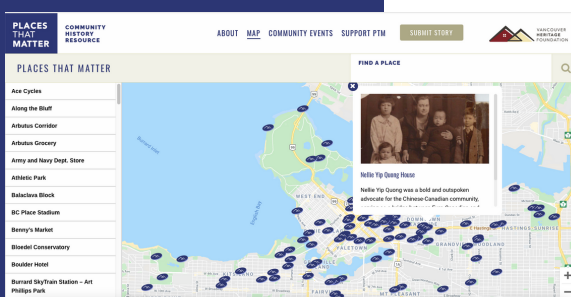
# PTM Community History Resource website

An information-rich digital resource, this website brings together the layers of history at each Places That Matter site, sharing oral histories, archival and community materials, images, videos and educational resources

The landing page highlights over 20 individual pages, which are curated throughout the year to connect with anniversaries or special history months. Users can search for the places from the home page or visit;



- The map page has a list with all current PTM sites (over 100), and users can hover over the sites on the map of Vancouver and click on the plaque icon for more information which takes ones directly to;



- Each PTM site's individual webpage by title which includes the following content: plaque text (if applicable), a main image, text, historical context, sources, links, video links, a photo gallery, and a location map. All sections are editable and updated as necessary.

- At the bottom of each webpage in the PTM Community History Resource website, a "submit your story" form invites visitors to share a story, a comment and a photo which can then be added to the "Community Stories" section of the webpage for each individual site page.

# Places That Matter

## Community Celebrations

In 2016, after 86 individual plaque presentations, the Places That Matter project added a collaborative public program, to bring all PTM sites, and their supporters, together in one event: the PTM Community Celebration. The intent was to connect all previous PTM site communities, welcome new site prospects, sponsors, and the general public interested in local stories.

Heritage Week in Vancouver and BC is celebrated in the third week of February. Hosting the Places That Matter Community Celebration during this week has helped to raise awareness of the project and to invite everyone (past, present and new to PTM) to this inclusive event.

We have celebrated the annual PTM Community Celebration with over 30 different table displays and organizations, a series of storytellers, the Vancouver Heritage Fairs (student history projects), and special guests. The City proclamation for Heritage Week is read and presented annually by a City Councillor and VHF Board of Director.

Since 2018, the event has grown in size and is being reimagined as two separate events for 2024.



PTM COMMUNITY CELEBRATION 2020 AT HERITAGE HALL, PHOTO BY KAMRAN SAFARI

# Project Support and Recognition Timeline

In 2011, PTM was launched with a Celebrate 125 Grant from the Province of BC, and the first plaque presentation took place that fall.

In 2016, we launched the Places That Matter Community History Resource website partially funded by the Heritage Legacy Fund for Awareness and Education projects by Heritage BC. Web developer, Split Mango also provided sponsorship.

In 2017, a Vancouver Historical Society Grant was awarded to complete online content and research for 85 site pages on the CHR.

In 2019, PTM received a City of Vancouver Heritage Award of Honour for Education and Awareness and a Heritage BC Award of Honour for Education and Awareness.

A 2023 grant was received from the Vancouver Historical Study to create a PTM Study Guide for educators.



# THANK YOU !

The following individuals, organizations, charities and businesses have supported this project through direct sponsorship, donations, in-kind donations and as volunteers.

Agri-Saki Consulting Inc	Historic Joy Kogawa House Society	Quinton Construction Limited
Ajaib Sidhoo	Imogene Lim	SFU Bookstore
All India Sweets & Restaurant	In Honour of Charlie and Nellie Yip	Societe de developpement economique
Anchor Signs	In Honour of Teresa & Martin Wong	Colombie-Britannique
Arts Club Theatre Company	Ingledeuw's	Societe historique francophone de la
Barb Mikulec	In Loving Memory of Alfonso & Violet	Colombie-Britannique
BC Golf House Society	Benedetti	Solus Trust Company Ltd.
BC PavCo	In Memory of the presence of Kwanichi	Starbucks
Bonnis Properties	and Natsu Sasaki and the many other	Starlet Lum
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Chinese Canadian Stories UBC	Kerrisdale Business Association	The Reifel Family
Choices Markets	Khalsa Diwan Society of Vancouver	The Riste Family
Chris Hay	King Edward High School 100 Years	The Stradiotti Family
COBS Bread	Celebration Committee	Tractor Fine Foods
City of Vancouver Archives	La Federation des francophones de la	Trees Organic
City of Vancouver 125 Celebrations	Colombie-Britannique	Tylen and Sid Katz
Collingwood Neighbourhood House	Linda Fox	Vancouver Board of Parks and Recreation
Cottage Hospice Campaign Committee	Mahon Rowland Foundation	Vancouver Historical Society
David's Tea	Marguerite Ford	Vancouver Is Awesome
Dayton Boots	Mennonite Heritage Museum	Vancouver Lookout
Downtown Vancouver Business	Mount Pleasant Business Improvement	Vintage Car Club of Canada, Vancouver
Improvement Association	Area	and Antique Chapters
EasyPark	Murchie's Tea and Coffee	Wayne Avery and Danny Simms
East 6th Avenue Residents	Murray Fox	2011 Neighbourhood Small Grants
FABRIC	Nelson Ng	Program
Family and Friends of "Ace"	Northern Building Supply Ltd.	
Franco Ferrari	ONNI Group	
Friends of Bloedel	Paper Trail Publishing Ltd.	
Gardens Unlimited	Penthouse Nightclub	
Gene Ramsbottom	Pacific National Exhibition (PNE)	
Government of Canada	Proud Owners of the Lee Building	
Hamilton Harron Funeral Home, Dignity	Province of BC Ministry of Labour,	
Memorial	Citizens' Services and Open Government	
Harvey Sasaki	Purdy's Chocolates	
Hastings West BIA	PWL Partnership Landscape Design Inc.	



[www.placesthatmatter.ca](http://www.placesthatmatter.ca)



VANCOUVER  
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STRATHCONA COMMUNITY GARDENS 2012 PTM CC  
2023, KAMRAN SAFARI,  
HOGAN'S ALLEY 2013, ALEX SALAVERIA.

303 - 3102 Main Street  
Vancouver BC V5T 3G7

Phone: 604-264-9642

mail@vancouverheritagefoundation.org