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**Town of Midland
Notice of Intention to Designate
310 Fifth Street**

TAKE NOTICE that the Council of the Corporation of the Town of Midland, on September 26, 2016, resolved to issue a Notice of Intention to Designate **310 Fifth Street** located being Lot 2, Plan 306, Town of Midland, County of Simcoe and being all of PIN 58462-0087, under Section 29 of the *Ontario Heritage Act R.S.O. 1990, c.18*, as a property of cultural heritage value and interest.

Description of the Property

310 Fifth Street is a two-and-a-half storey residential brick building located on the west side of Fifth Street, south of Hugel Avenue. The property is worthy of designation under Part IV of the *Ontario Heritage Act* for its cultural heritage value or interest, and meets the criteria for municipal designation prescribed by the Province of Ontario through O. Reg. 9/06 under the three categories of design value, historical value, and contextual value.

Statement of Cultural Heritage Value or Interest

310 Fifth Street is believed to have been built between 1905 and 1914. The residence is a representative example of Edwardian Classicism, and more specifically the Foursquare style. Edwardian Classicism represented an architectural and cultural shift from the elaborate Victorian era by moving away from complicated ornamentation towards a more simplified form. A renewed social taste for light and airy residential spaces resulted in a proliferation of windows. Distinctive features such as the solid and symmetrical massing, monochromatic brick façade, hipped roof with front and side hipped dormers, prominent verandah, and sash windows with a larger main-floor window are consistent with the architectural style of Edwardian Classicism. Fifth Street is well-regarded in the Town as having a distinctive historic character due to the large number of Edwardian homes set on well-kept properties with mature trees. 310 Fifth Street is an excellent example of the Foursquare design within the Edwardian architectural period, and it has been maintained to a very high standard with limited exterior alterations. As such, it is one of the best unaltered examples of the design in the area, and its distinctly Edwardian architectural features contribute to heritage value of the property.

310 Fifth Street has historical or associative value for its potential to yield information that contributes to an understanding of the community. The property is located on a street surrounded by a number of Edwardian homes. The property can be linked generally to the Town of Midland's development trajectory, where houses were being constructed westward from King Street and southward from the railway and Georgian Bay during the Town's industrialization. The property was part of a large parcel transferred from William Henry Beatty to Adolph Hugel in 1872, and at the time of registering Plan 306 in 1879, the property was under the ownership of the Midland Land Company. In 1890, the property came under the ownership of Helen King Cain and her husband Robert Cain, who was a lumberer in the Town. In 1895, the property was transferred to John Box Horrell, who was a prominent merchant in the Town and also served as Midland's first Mayor when the Town was incorporated in 1890. The property was later transferred to the wife of John White,

who was a local grocery merchant and Midland's first Bell agent. There is significant anecdotal evidence that suggests that the property was once rented out to W.A. Robinson, who was Mayor in 1945. The trend in this chain of ownership is that the home was primarily inhabited by working residents throughout the Town's industrialization period as well as WWI and WWII and has direct links to many of Midland's early and prominent citizens.

310 Fifth Street also has cultural heritage value for its contextual value. The property is located in proximity to the downtown, and it is situated among a number of other Edwardian homes. The property demonstrates excellent compatibility with surrounding properties, which contributes to the distinguished streetscape character of Fifth Street.

Description of Heritage Attributes

Key exterior attributes that embody the cultural heritage value of 310 Fifth Street and included in the designation:

- The 2-and-a-half storey form of the residence including scale, form and massing;
- Original structure materials including the red brick façade on a stone foundation;
- The hipped roof, with front and side hipped-roof dormers, with shingles;
- The prominent verandah extending across half of the façade, supported by doric columns on stone-capped brick piers;
- The six-over-one sash windows with stone sills and curved brick upper arches, and the large six-over-one casement window with a stone sill and curved brick upper arch on the main floor façade

Objections

Pursuant to the *Ontario Heritage Act*, any person may, within thirty (30) days, present Notice of Objection to the proposed designation. All Notices of Objection must be presented in writing to the Town Clerk via registered mail or delivery to the Town Office, no later than **Monday, November 7th, 2016 at 4:30 p.m.** Notices of Objection must include a statement of the reasons for objection as well as any relevant facts. The designation of 310 Fifth Street will be considered at the Council meeting on Monday, November 28th, 2016.

Notices of Objection may be directed to:

Andrea Fay, Director of Corporate Services/Clerk/Deputy CAO

Town of Midland
575 Dominion Avenue
Midland, ON
L4R 1R2

Detailed information regarding the proposed designation of the 310 Fifth Street can be obtained by contacting the Town of Midland Planning and Building Services Department at (705) 526-4275, ext. 2214 or planning@midland.ca.