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CORPORATION OF THE TOWN OF ORANGEVILLE

BY-LAW NUMBER 10-99

**A BY-LAW TO DESIGNATE THE PROPERTY KNOWN AS THE
SPROULE'S DRUG STORE SITUATED AT 153 BROADWAY,
ORANGEVILLE, ONTARIO, AS BEING OF ARCHITECTURAL AND
HISTORICAL SIGNIFICANCE.**

(West Half of Lot 7, Block 1, Plan 159)

WHEREAS Section 29 of the Ontario Heritage Act, R.S.O., 1990 authorizes the Council of a municipality to enact by-laws to designate real property, including all buildings and structures thereon, to be of architectural or historic value or interest;


AND WHEREAS the Council of the Corporation of the Town of Orangeville has caused to be served upon the owner of the aforesaid real property and to The Ontario Heritage Foundation, notice of intention to so designate the aforesaid real property and has caused such notice of intention to be published in a newspaper having general circulation in the municipality;

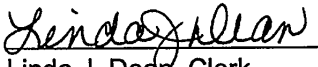
BE IT THEREFORE ENACTED by the Municipal Council of the Corporation of the Town of Orangeville as follows:

1. There is designated as being of architectural and historical value or interest, the land and building located on the real property described as the West Half of Lot 7, Block 1, Plan 159, known municipally as 153 Broadway, Town of Orangeville.
2. The reasons for designation of the land and building located on the real property located at 153 Broadway, Town of Orangeville, are more particularly described in Schedule "A" attached hereto.
3. The Clerk is hereby authorized to cause a copy of this by-law to be registered against the property described as the West Half of Lot 7, Block 1, Plan 159, known municipally as 153 Broadway in the Land Titles Division of Dufferin (No. 7).
4. The Clerk is hereby authorized to cause a copy of this by-law to be served on the owner of the aforesaid real property and on the Ontario Heritage Foundation and to cause notice of the passing of this by-law to be published in a newspaper having general circulation in the municipality.

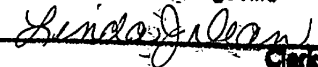
READ A FIRST, SECOND AND THIRD TIME AND PASSED IN OPEN COUNCIL

THIS 25th DAY OF January, 1999.


Robert S. Adams, Mayor


Linda J. Dean, Clerk

Certified a true copy of By-law
No. 10-99 of The Corporation
of the Town of Orangeville


Clerk

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Town of Orangeville
Criteria for Designation

Sproule's Drug Store

West half Lot 7, Block 1, Plan 159
153 Broadway Avenue

Summary

The commercial building at 153 Broadway was constructed about 1876. Major changes to the facade were undertaken in 1890 for the Bank of Hamilton. For many years the building has been Sproule's Drug Store. In 1996 the 1890 facade at the street level was restored.

Few of the commercial facades along Broadway have escaped alterations and modernization, however 153 Broadway is an excellent example of a pre-1900 storefront. The sensitive and appropriate window and signage treatment have contributed to its appeal and as one of the first facades on Broadway to be so treated it is deserving of recognition and protection under the Ontario Heritage Act.

Historical & Biographical note:

The North Ward of Orangeville was surveyed in 1857 for Jesse Ketchum Jr. and commercial development along Broadway began. Early records do not show evidence of specific commercial activity on this lot until 1876 when Ketchum died and his estate was settled. Amongst his holdings was the west half of lot 7, which was acquired by his son-in-law, Thomas Stevenson. Stevenson had been operating a drug store in town since 1858. Stevenson acquired the west half of lot 7 in October 1876 and the building was probably constructed between 1876 and 1877.¹

A number of mortgages were secured by Stevenson and by 1877 the Assessment Roll shows a structure occupied by a number of tenants. In 1890 the building was sold to the Bank of Hamilton. Stevenson's drug store moved one store to the west. In April that year, the local newspaper announced that the bank was constructing "a complete new front" on its brick building opposite Mill Street.² In this renovation the Bank dramatically changed the look of the building.

Stevenson continued to operate a drug store until his death in 1913 and was an important part of the economic, political and social activity of the Town. Although not continuously used as a drug store, this building has a strong association with independent druggists reflecting a small-town Ontario tradition.

¹ Sproule's Drugs, Orangeville Facade Project report, page 1

² Ibid., page 2

Architectural Evaluation

This structure was constructed for dual use: commercial on the first floor with residential or additional commercial above.

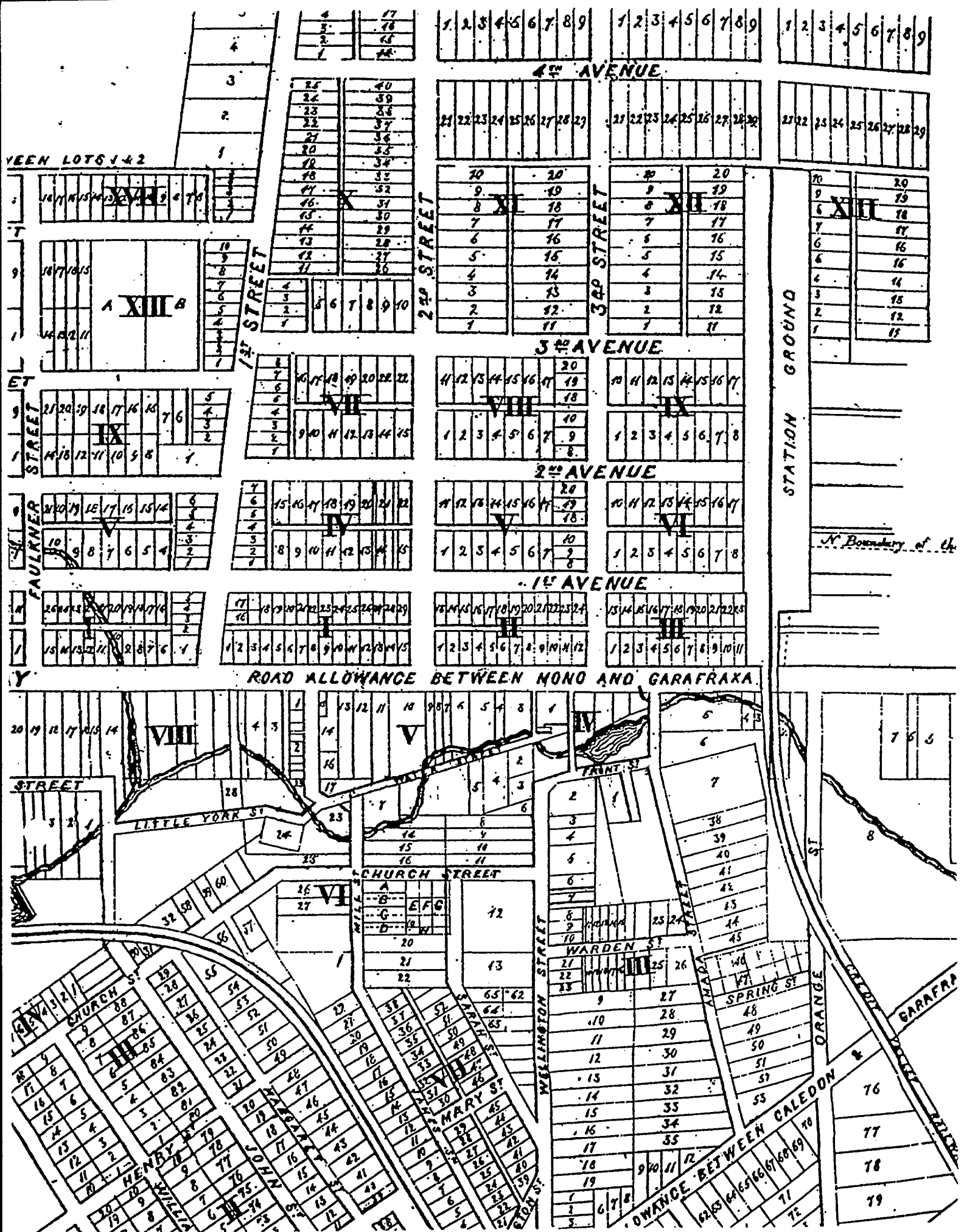
The building is clad in red brick contrasted with rock-faced white limestone. The original decorative roof projection has been removed. The frieze decoration on the building appears to be intact with the exception of the brick courses immediately above the arches and below the location of the missing projection.

The 1890 renovation undertaken for the Bank of Hamilton introduced triple arched masonry openings for a central door and right and left windows. The openings were semicircular and accented with a semi-circular limestone band.

Second and third storey windows are headed by a red brick and limestone voussoir and linked by a limestone label/band. Applied moldings, which may be tin or tin-clad, frame both rows of windows. It is not known if these moldings are original or date to the renovation undertaken in the 1890's for the Bank. The existing windows are likely 1960's replacements of flat, double hung sash with segmental frames and openings. In order to enable the replacement of these windows at some point in the future, designation does not cover the second and third storey windows.

Only the architectural features on the main facade (that part of the building facing Broadway) are designated. The plate-glass store windows are excluded from the designation, as are all interior fittings, the apartment over the store and the rear elevation facing the lane.

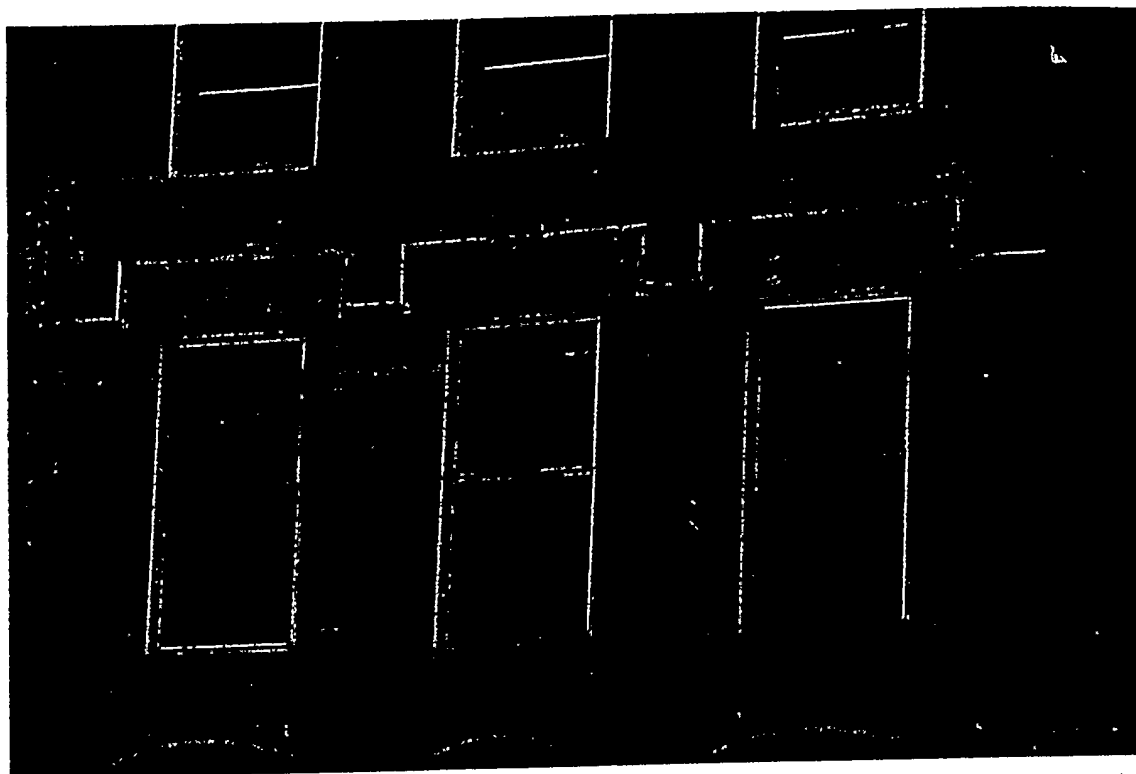
This building has important ties to Orangeville's commercial heritage and serves as a fine example of facade restoration.



Criteria for Designation - *Sproule's Drug Store*

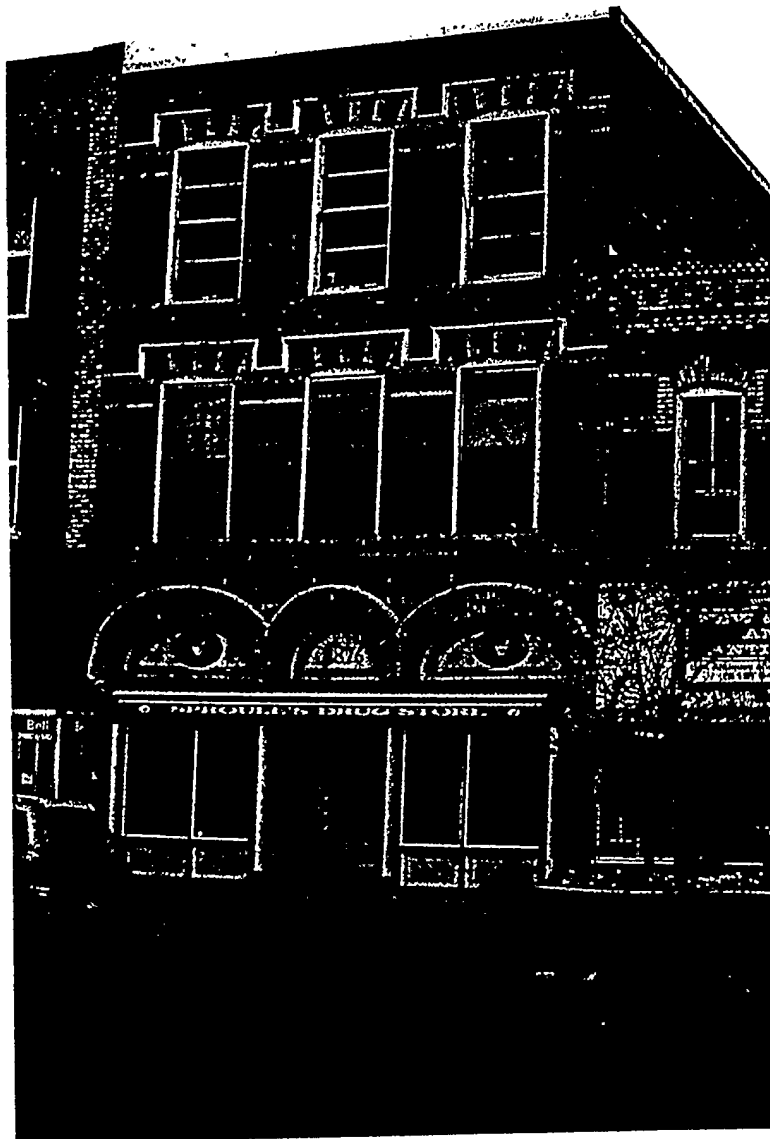
Upper: Sproule's Drug Store: second storey windows showing brick and limestone voussoirs, segmental arch openings, continuous limestone sills and molding over windows, 1998

Below: Sproule's Drug Store, showing new glass in semi-elliptical windows, externally lit signage and awning, 1998.



Criteria for Designation - *Sproule's Drug Store*

Sproule's Drug Store, Broadway facade. 1998



Criteria for Designation - *Sproule's Drug Store*

Illustrations:

Detail from map of Orangeville, *Walker and Miles Illustrated Historical Atlas of Peel County*, 1877. Region of Peel Archives

Photographs take by Heritage Orangeville members, 1998.

I, [REDACTED], owner of the property located at 153 Broadway, Town of Orangeville, described as Lot 13, N/S Broadway, Plan 47, have received the "Criteria for Designation" report and authorize the Council of the Town of Orangeville to proceed with designation.

: Dated at Orangeville, Ontario this

44 day of Nov, 1998.

