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300 Dufferin Avenue
P.O. Box 5035
London, ON
N6A 4L9

London
CANADA

REGISTERED

July 24, 2012

Ontario Heritage Foundation
10 Adelaide Street East
Toronto ON M5C 1J3


670 Oxford Street East
London ON N5Y 3J4

**Re: Designation of 320 Princess Avenue
The Ontario Heritage Act, R.S.O.1990, c. 0.18**

Please find enclosed, for your information, a certified copy of By-law No. L.S.P.-3412-2, entitled "A by-law to designate 320 Princess Avenue to be of Historical and Cultural value", passed by the Municipal Council of the Corporation of The City of London on December 14, 2009 and registered as Instrument No. ER684848 on January 12, 2010.

The London Advisory Committee on Heritage will be contacting you at a later date to determine whether or not you wish to have a plaque mounted on this building to designate it as a site of Historical and Cultural value.



Catharine Saunders
City Clerk

/rs

Encl.

cc : D. Menard, Planning Division

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ONTARIO HERITAGE TRUST

JUL 27 2012

RECEIVED

Bill No. 2
2010

By-law No. L.S.P.-3412-2

A by-law to designate 320 Princess Avenue to be of historical and contextual value or interest.

WHEREAS pursuant to the *Ontario Heritage Act, R.S.O. 1990, c. 0.18*, the Council of a municipality may by by-law designate a property including buildings and structures thereon to be of historic and contextual value or interest;

AND WHEREAS notice of intention to so designate the property known as 320 Princess Avenue has been duly published and served and no notice of objection to such designation has been received;

THEREFORE the Municipal Council of The Corporation of the City of London enacts as follows:

1. There is designated as being of historical and contextual value or interest, the real property at 320 Princess Avenue, more particularly described in Schedule "A" hereto, for the reasons set out in Schedule "B" hereto.
2. The City Clerk is authorized to cause a copy of this by-law to be registered upon the title to the property described in Schedule "A" hereto in the proper Land Registry Office.
3. The City Clerk is authorized to cause a copy of this by-law to be served upon the owner of the aforesaid property and upon the Ontario Heritage Foundation and to cause notice of this by-law to be published in the London Free Press, and to enter the description of the aforesaid property, the name and address of its registered owner, and short reasons for its designation in the Register of all properties designated under the *Ontario Heritage Act*.
4. This by-law comes into force on the day it is passed.

PASSED in Open Council on December 14, 2009.



Anne Marie DeCicco-Best
Mayor



Catharine Saunders
City Clerk



London
CANADA

CITY OF LONDON

I, James C. Purser, Manager of Records Information of The Corporation of the City of London, hereby certify that the document hereunder is a true copy of By-law No. L.S.P.-3412-2 passed by Municipal Council on December 14, 2009.

Dated at London, Ontario, this 24th day of July, 2012.



James C. Purser
Manager of Records Information

First Reading – December 14, 2009
Second Reading – December 14, 2009
Third Reading – December 14, 2009

SCHEDULE "A"
To By-law No. L.S.P.- 3412-2

Part of Lot 3 on Registered Plan 225(E) in the City of London and County of Middlesex as in Instrument 712981.

SCHEDULE "B"
To By-law No. L.S.P.- 3412-2

Statement of Heritage Significance for 320 Princess Avenue, London, Ontario

Description of Property:

320 Princess Avenue is a two and one half storey white brick house located on Part Lot 3 of Plan 225 in the City of London, on the north side of Princess Avenue, west of Waterloo Street.

Statement of Cultural Heritage Value:

The property is of cultural heritage value for each of the major criteria for significance. It is an outstanding example of Queen Anne architectural styling set in a streetscape of impressive, similarly styled late Victorian homes all carrying connections to successful business men of the era. It is the only white brick house in a streetscape dominated by red brick mansions. Its decorative woodwork detail illustrates a high degree of craftsmanship reflecting Queen Anne design elements. Its connections to both the Smith and Blackwell families give it significant associative value in terms of London's economic and cultural history.

The house was built by Joseph Smith and completed c.1896. Smith also built and lived at 308 Princess. Joseph Smith was a successful and popular cigar manufacturer. One of the salesmen (travelers) for Smith's company was Thomas Blackwell who married Smith's sister Rhoda and moved into 320 Princess where he lived until his death in 1899. The Blackwell family held ownership into the 1930's as Thomas's son, Victor, a London architect lived there from 1913 until 1937. Victor Blackwell, born in 1885, graduated in 1907 from the Massachusetts Institute of Technology trained as an architect. Victor co-founded the architectural firm of Watt and Blackwell in 1911. Watt and Blackwell became one of the largest architectural firms in London designing many public buildings including the McCormick's biscuit factory, the Dominion Public Building, the Canada Trust Building at 220 Dundas Street and Ryerson Public School in the 1930's.

Description of Heritage Attributes:

This house has a unique mix of many intricate patterns in wood trim and decorative detail which captures the observer and draws the interest. Features that embody its Queen Anne style include:

- the multi-gabled roof.
- two front gables with similar pendants and intricate bargeboard patterns with a large gablet at the top of the roof featuring a third pendant and matching finial.
- designs in the gables showing a circle in a square pattern and moulding in the fascia boarding
- sunbursts (wheels) appear in various sizes and configurations with half segments below the pendants, framed by spool-turned moulding and quarter segments anchoring the corners of the gables.
- the half segment pattern is repeated in the upper gablet.
- on the east face, an elegant corbelled chimney rises through a projecting gable which also features a finial.
- two windows on the second floor over the veranda have been changed but others appear to be in original styling.
- on the second storey in the projection under the gable, a double window shows a simple leaded glass window in its upper half.
- the front façade main floor windows feature stained glass transoms; one is semi-circular, the other is rectangular.
- single brick coursing traverses the second storey under two of the eaves brackets, turning upwards around the second floor windows.
- double brick coursing extends between the second storey window sills.
- coursing frames the first floor window similar to the second storey and another double coursing extends from the front window sill.
- a veranda gable has intricate bargeboard of beading and circle in the square on three sides similar to the roof gables.
- a different half-wheel design sits on the circle in the square design within the gable.
- a modified semi-circle design band tops a narrow line of wood separating it from an intricate pattern band of discs and spindles below.
- the veranda posts are spindled and feature single corner brackets at the heads, which include variations on the wheel designs found in the gables.
- the balustrade on the verandah consists of another intricate design of knobs and posts.
- the front doorway features three pane sidelights on each side and a transom.
- the foundation is built of rusticated stone blocks.