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# THE CORPORATION OF THE TOWN OF OAKVILLE

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OAKVILLE, ONTARIO  
CANADA L6J 5A6  
TEL. (416) 845-6601

REGISTERED MAIL

July 24, 1991

ONTARIO HERITAGE FOUNDATION  
77 Bloor Street West  
2nd Floor  
Toronto, Ontario  
M7A 2R9

Dear Sir/Madam:

RE: TOWN OF OAKVILLE BY-LAW 1991-163  
DESIGNATION OF 174 LAKESHORE ROAD EAST, OAKVILLE

Pursuant to Section 29(6)(a) of the Ontario Heritage Act, attached is a certified true copy of By-law 1991-163 being "A by-law to designate a certain property as a property of historical and architectural value and interest (174 Lakeshore Road East)".

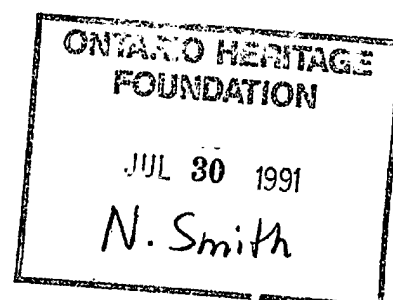
Yours very truly

*B. Collier*

*for* Carol Provost  
Committee Co-ordinator  
and Assistant Clerk  
TOWN OF OAKVILLE

CP/gc  
MERG-45

cc: R. Boddington, Heritage Planner



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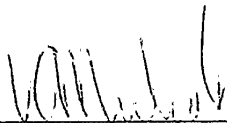
THE CORPORATION OF THE TOWN OF OAKVILLE  
BY-LAW 1991-163

A by-law to designate 174 Lakeshore Road East  
as a property of architectural and  
historical significance

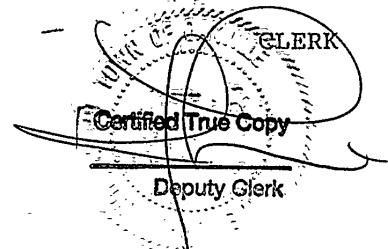
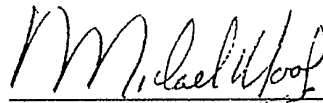
THE COUNCIL ENACTS AS FOLLOWS:

1. The property municipally known as 174 Lakeshore Road East is hereby designated as a property of architectural and historical value and interest pursuant to the Ontario Heritage Act for reasons set out in Schedule "A" to this By-law.
2. The property designated by this By-law is the property described in Schedule "B" attached to this By-law.

PASSED by the Council this 15th day of July, 1991.



MAYOR



SCHEDULE "A"  
TO BY-LAW 1991-163

REASONS FOR DESIGNATION

The building at 174 Lakeshore Road East was erected in 1870 as the home and bakery shop of the Ferrah Family.

The Ferrah's came to Oakville from Berwick-on-Tweed, Scotland, in 1854. Not long after, they bought Mrs. Wilson's bakery business. The building they had occupied was moved across to the north side of Colbourne Street, where it was set lengthwise on the lot and remodelled into one shop which stood until lately as Guild's bookshop. The Ferrahs lived in a new house leased from Ransom Beach, which he built about 1854 at the southeast corner of Dunn and King Streets (now No. 49 Dunn Street South and the home for so many years of the late Mr. E.T. Lightbourne and his family).

In 1868 the Ferrahs bought David Duff's shop. They added a little bake shop called "Ferrah's Bakery" which was set back some twenty feet from the street and had across its front a strip of lawn. The building retained its porch, so characteristic of an earlier period, for another quarter of a century, when it was removed during the course of alterations.

In the huge brick bake ovens situated in the rear of the larger building, Robert Ferrah and his father, John, continued to bake the bread for which they had become famous and the wedding cakes which they undertook to supply "on the shortest notice".

The little bake-shop on the west side of their building had been destroyed in a fire some time after 1865 which had swept away all the buildings on the south side of Colbourne Street from the Ferrah's residence to Thomas Street. But within a few years the Ferrahs had erected to the west of its site a brick building at 174 Lakeshore Road East in which they installed the first soda fountain in the Town.

When W. A. Ferrah, Customs Officer, and the last of the family, died, the eighty year old firm, conducted by three generations of Ferrahs, came to an end.

Frances R. Ahern reminisces about the Ferrah's Bakery in her book, "Oakville - A Small Town 1900- 1930".

"Ferrah's Bakery (no. 174) was a pleasant store to visit. William Ferrah was primarily a baker of bread, which was delivered daily to this customers by horse and van (later by "Ferrah's Bread Truck"). His regular bread was baked as two single loaves side by side in the same pan and was called a "large loaf". If less was wanted, the double loaf was pulled apart through the middle, and a "small loaf" handed to you. (The large loaf cost 10 cents, the small loaf 5 cents) Mr. Ferrah fresh Dutch loaf was mouth-watering. Although bread was certainly to be bought in the store, customers were more likely to be shopping there for the fine assortment of sugar cookies, ladyfingers, (then very much in demand), fresh light and dark fruit-cake, hot-cross buns (in Lent), or very

fresh buns with or without currants. The home made candy was delicious; peanut brittle, fudge, maple cream and a treat I often dream about, Ferrah's Turkish Delight. The back section of the store, separated by a trellis-like divider holding many kinds of fern and flanked by two enormous rubber plants, was the ice cream parlour.

With its ice-cream tables and chairs, so popular now as antiques, and its decorative terrazzo flooring, this was an attractive and popular place, particularly on a hot summer day. Ferrah's ice cream freshly made with real cream, needs a more poetic pen than mine to do it justice."

The building at 174 Lakeshore Road East is of the commercial vernacular style, is similar in size, profile and fenestration to 142 Lakeshore Road East, this commercial/residential building was erected c 1870.

Articulation is added to the otherwise plain red masonry front by means of a ribbon course of shaped brick which interconnects the upper three arch-topped windows. A second, rusticated brick banding and three decorative panels above these same windows add texture to the extended parapet.

The segmental masonry lintels probably spanned arched double hung windows originally, which have now been replaced with more modern sash and sills. The original shop front was hidden by cosmetic renovations c 1960, but has recently been restored to a style reminiscent of the original.

The symmetrical design and masonry detail are typical of 1870's main street buildings and represents a "Commercial Vernacular" of "Italianate influence in vogue at the time".

**SCHEDULE "B"**  
**TO BY-LAW 1991-163**

ALL AND SINGULAR that certain parcel or tract of land and premises situate lying and being in the Town of Oakville in the Regional Municipality of Halton and Province of Ontario and being composed of:

FIRSTLY: those parts of Lots A, B & E in Block 10 in the said Town of Oakville designated as Part I on a Plan of Reference filed in the Registry Office for the Registry Division of the County of Halton as No. 20R-992; and

SECONDLY: that part of Lot B in Block 10 in the said Town of Oakville designated as Part 4 on a Plan of Reference filed in the Registry Office for the Registry Division of the County of Halton as No. 20R-992, and which said Part 4 is subject to a right of way as more particularly described in registered Instrument No. 353739;

TOGETHER WITH a right of way over that part of Lot B in Block 10 in the said Town of Oakville designated as Part 5 on the Plan of Reference filed in the Registry Office aforesaid as No. 20R-992 and which right of way is more particularly described in registered Instrument No. 13677; and

TOGETHER WITH a right of way over that part of Lot B in Block 10 in the said Town of Oakville designated as Part 3 on the Plan of Reference filed in the Registry Office aforesaid as No. 20R-922 and which right of way is more particularly described in registered Instrument No. 353739, and also

TOGETHER with a right of way over that part of Lot A in Block 10 in the said Town of Oakville designated as Part 6 on the Plan of Reference filed in the Registry Office aforesaid as No. 20R-992 and which right of way is more particularly described in registered Instrument No. 13677.

Save and Except Part 1 on 20R-8934 being part of Lot E, Block 10, Plan 1.