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September 19, 2023

VIA REGULAR MAIL

Ontario Heritage Trust
10 Adelaide Street East
Toronto, Ontario M5C 1J3

Subject: Notice of Intention to Designate
307 Watson Avenue, Oakville, Ontario

Enclosed please find the Notice of Intention to Designate served upon you in accordance with subsection 29 of the *Ontario Heritage Act*, R.S.O. 1990, c. O.18.

Sincerely,

Francesca Piazza
Legislative Coordinator

Encls.

cc: V. Tytaneck Town Clerk
D. Perlin, Assistant Town Solicitor
K. Biggar, Manager, Policy Planning, Planning Services
C. Van Sligtenhorst, Supervisor of Heritage Conservation

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NOTICE OF INTENTION TO DESIGNATE

On September 11, 2023 Oakville Town Council resolved to pass a Notice of Intention to Designate the following property under Section 29 of the *Ontario Heritage Act*, R.S.O. 1990, c. O.18, as amended, as a property of cultural heritage value and interest:

Stock House
307 Watson Avenue
LOT 296, PLAN 113; TOWN OF OAKVILLE

Description of Property

The property at 307 Watson Avenue is located on the east side of Watson Avenue, between Galt Avenue and Sheddon Avenue in the Brantwood neighbourhood. The property contains a 1918 one-and-a-half-storey Craftsman brick and frame house.

Statement of Cultural Heritage Value or Interest

Design Value or Physical Value:

The subject house has design and physical value as a representative example of Craftsman house design and construction. The house was built in 1918 with Craftsman elements such as: high side gabled roof that extends over a large front verandah; asymmetrical façade; wooden cladding on the upper storey; multipaned windows with wooden storms on the first storey, with a bay window on the front façade and north elevation; brick arched voussoir front door header and first storey window lintels; porch pillars on lakestone plinth; and a large front verandah. The building has been well maintained with many of its original features intact, making it a good representative example of the Craftsman style.

Historical Value or Associative Value:

The home has cultural heritage value for its direct associations with the development of the local residential area known as 'Brantwood'. The property still retains exterior heritage aspects that have lent to the neighbourhood's character over the last 100 years and its presence contributes to the relatively intact Brantwood neighbourhood. Developed in the early 1900s, this subdivision was designed with large lots and mature trees, and was sold to city dwellers as a secluded, beautiful, and modern neighbourhood in which to construct their own cottage or stately home. The house is also associated with its builder Sidney Frederick Wiffen, a local builder who constructed other houses in the Brantwood neighbourhood in the early 1900s and who helped to create the Arts and Crafts aesthetic of the Brantwood subdivision.

Contextual Value:

The subject property has contextual value because it supports and maintains the historical residential character of the Brantwood neighborhood. It was one of the earliest buildings in the neighbourhood and still retains exterior heritage aspects that have lent to the neighbourhood's

character over the last 100 years. It is physically, functionally, visually, and historically linked to the surrounding residential neighbourhood and places the Brantwood area's origins in a specific timeframe. The house was one of the earliest built on the block and had a place of prominence on the street, particularly because it is on a corner lot.

Description of Heritage Attributes

Key heritage attributes of the property at 307 Watson Avenue that exemplify its cultural heritage value, as they relate to the historic one-and-a-half-storey house, include:

- The massing and form of the one-and-a-half-storey building with side gable roof and central dormers, including the front dormer's balcony, large front verandah, and bay window on the west elevation;
- Brick first storey cladding in a running bond pattern with brick voussoirs over doors and windows;
- Wooden shingle cladding on upper storey;
- Wooden soffits and fascia;
- Large front verandah with round wooden pillars on lakestone plinths, low wooden railings with square pickets, and wooden ceiling;
- Fenestration of the windows on the north, west, and south elevations;
- The use of multipaned wood windows in the Arts and Crafts style with wood trim;
- Stone windowsills; and
- Symmetrical brick chimneys.

Any objection to this designation must be filed no later than October 13, 2023. Objections should be directed to the Town Clerk, 1225 Trafalgar Road, Oakville, Ontario L6H 0H3.

Further information respecting this proposed designation is available from the Town of Oakville. Any inquiries may be directed to Carolyn Van Sligtenhorst, Supervisor of Heritage Conservation at 905-845-6601, ext.3875 (TTY 905-338-4200), or by email at carolyn.van@oakville.ca

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