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Notice is Hereby Given that the Council of The Corporation of the Town of Newmarket intends to designate as a property of cultural heritage value and interest the following property in accordance with the Ontario Heritage Act, R.S.O. 1990, c. O.18:

Property Description: 337-339 Park Avenue (Charles G. Ross (Ross) House) is located on the north side of Park Avenue in the Town of Newmarket. The property contains a two-storey building constructed between 1887 and 1891.

Legal Description: LOT 3, PLAN 55, NEWMARKET

Publication Date: Nov 1, 2024

Last Date for Objection: Dec 1, 2024

Any notice of objection to this Notice of Intention to Designate, setting out the reason for objection and all relevant facts, must be served upon the Town Clerk within 30 days of the first publication of this notice.

Statement of Cultural Heritage Value or Interest:

Physical/ Design Value

337-339 Park Avenue is a representative example of a building constructed in the Italianate architectural style. The large, two-storey brick building follows a rectangular plan with a complex multi-gable roofline comprised of rear and side gables and a prominent and balanced triple gable façade with wide overhanging eaves which is representative of the Italianate design. The prominent two-storey bay windows with hip roof and rhythmically placed wood brackets flank the centrally placed and recessed entryway with upper storey balcony add to the Italianate aesthetic. The main entrance consists of an ornate rectangular wood door with leaded glass panels topped by an arched transom and flanked by sidelights that also appear to include leaded glass surrounded by classically inspired engaged columns and decorative architrave motif. The entrance, and upper storey recessed balcony access by arch opening with French doors, also showcase decorative woodwork includes faux columns, brackets, gingerbread trim and finials. The segmentally arched window openings with brick voussoirs and balanced and symmetrical façade with decorative detailing is consistent with Italianate design.

Historical and Associative Value

337-339 Park Avenue is directly associated with the historic Village of Newmarket and banker Charles G. Ross. The lots lines, layout, and built form of the historic village of Newmarket was well established in the mid-19th century and evident in a well-established commercial core found along Main Street and the large presence of residences located along several side streets. The development of the commercial core and surrounding residential streetscapes in the mid-19th and early 20th century played a significant role in the social and economic development and growth of the Village of Newmarket. While 337-339 Park Avenue was located outside of the historic village core, its construction and location along

the late 19th and early 20th century streetscape found on this section of Park Avenue is clearly legible. The brick used for the construction was from Stickwood's brickyard which produced both red and buff/yellow-coloured bricks during this time period. Local historians indicate that almost all of the-brick buildings built in Newmarket between 1860 until 1910 were likely constructed with bricks that originated at the Stickwood brickyard. The use of locally made bricks reflect the concentrated development and prosperity of the historic core.

337-339 Park Avenue was built between 1887 and 1891 for bank clerk, and later manager of the Ontario Bank, Charles G. Ross as a private family residence. Charles George Ross was born on September 9, 1859, and was living in Newmarket by 1881. In addition to his role as banker, Charles Ross assisted on several committees in Newmarket, such as William Mulock's deputation to Ottawa to request funding for the Newmarket Canal, and a committee to honour returning Newmarket veterans.

Contextual Value

337-339 Park Avenue is important in supporting the late 19th and early 20th century character of the historic Village of Newmarket. Several residential side streets, including Park Avenue, were established in the village core, near the commercial Main Street. The expansion of the historic village in the late 19th and early 20th century resulting from the subdivision of several large land parcels associated with early settlers created an increase of development, particularly along arterial roads, and saw the creation of several new side streets. The village's expansion naturally extended along the existing and arterial roads which served as important connectors for surrounding villages and often provided direct access the historic commercial core. The buildings located along these key roadways and side streets are comprised of predominantly one to two-and-a-half storey residences, primarily brick construction most using bricks from Stickwood's brickyard, with modest setbacks and include a range of architectural styles from that time period.

The properties at 337-339 Park Avenue were originally part of the extensive land owned by the Millard family, who were early settlers, before being subdivided in the mid to late 19th century. The establishment of Plan 55 led to the creation of the subject property, referred to as Lot 3, in 1886, laying the foundation for the development of the streetscape and the formation of rhythmic lots. The presence of buildings along both side of the streetscape were well established by 1929. 337-339 Park Avenue exhibits setback, massing, style, decorative details consistent with the historic village character.

Additional information, including a full description of the rationale for designation is available upon request from Umar Mahmood, Planner, Committee of Adjustment and Cultural Heritage, Planning Services at (905) 895-5193, extension 2458, or at um Mahmood@newmarket.ca during regular business hours.

Dated at the Town of Newmarket this 1st day of Nov, 2024

Town Clerk | Town of Newmarket

P.O. Box 328, 395 Mulock Drive, Newmarket, ON L3Y 4X7