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THE CORPORATION OF THE
TOWN OF MIDLAND

575 Dominion Avenue
Midland, ON L4R 1R2
Phone: 705-526-4275
Fax: 705-526-9971

November 30, 2016

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

To Whom It May Concern:

**RE: 310 Fifth Street Designation – Town of Midland
Heritage Designation By-law 2016-84**

Please find a copy of the Notice of Passing of Heritage Designation Bylaw 2016-84 regarding 310 Fifth Street in the Town of Midland and a copy of the Designation By-law for your files. The Notice of Passing will be published in the local newspaper, the Midland Mirror in the near future.

We are pleased to designate this Heritage property as being of cultural heritage value or interest under the *Ontario Heritage Act, R.S.O 1990*.

Yours very truly,

THE CORPORATION OF THE TOWN OF MIDLAND

Wesley R. Crown, MCIP, RPP.
Director of Planning and Building Services

Enclosures

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RECEIVED

**NOTICE OF PASSING OF HERITAGE DESIGNATION BY-LAW 2016-84
REGARDING 310 FIFTH STREET**

TAKE NOTICE that the Council of the Corporation of the Town of Midland pursuant to Section 29 of the *Ontario Heritage Act R.S.O. 1990, c.18*, enacted By-law 2016-84 on the 28th of November, 2016 to designated the following property as being of cultural heritage value or interest:

Civic Address – 310 Fifth Street
Being Lot 2, Plan 306, Town of Midland, County of Simcoe
Being all of PIN 58462-0087

For further information regarding the designation of this property, please contact

Jill Lewis, Senior Planner
705-526-4275 ext. 2214
jlewis@midland.ca

Dated November 29, 2016

Andrea Fay
Town Clerk

THE CORPORATION OF THE TOWN OF MIDLAND

BY-LAW 2016-84

A By-law to designate Lot 2, Plan 306, municipally known as 310 Fifth Street, as being of Cultural Heritage Value or Interest

WHEREAS Section 29 of the *Ontario Heritage Act*, R.S.O. 1990, c.18, as amended, authorizes the Council of a Municipality to enact a By-law to designate real property including all buildings and structures thereon, to be of Cultural Heritage Value or Interest;

AND WHEREAS the Council of the Corporation of the Town of Midland (the "Town") has caused to be served on the owners of the lands and premises at:

Lot 2, Plan 306, municipally known as 310 Fifth Street, Town of Midland,
County of Simcoe, Ontario

and upon the Ontario Heritage Trust, a Notice of Intention to designate the property and has caused such Notice of Intention to be published in a newspaper having general circulation in the Town;

AND WHEREAS no Notice of Objection to the proposed designation has been served on the Clerk of the Town;

AND WHEREAS the reasons for designation are set out in Schedule "B" attached hereto and forming part of this By-law;

AND WHEREAS this By-law is to be registered in the proper Land Registry Office with respect to the property described in Schedule "A" attached hereto;

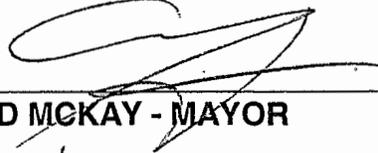
NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF MIDLAND HEREBY ENACTS AS FOLLOWS:

1. That the property described as Lot 2, Plan 306, municipally known as 310 Fifth Street, more particularly described in Schedule "A" and as further described in Schedule "B" attached hereto and forming part of this By-law is hereby designated as being of Cultural Heritage Value or Interest pursuant to Part IV of the *Ontario Heritage Act*.
2. That the Clerk is hereby authorized to cause a copy of this By-law to be served on the owner of 310 Fifth Street and on the Ontario Heritage Trust, and to cause Notice of the Passing of this By-law to be published in a newspaper having general circulation in the Town.

3. That the Clerk is hereby instructed to register a copy of this By-law on the title of the subject lands in the proper Land Registry Office, and include same in the Town's Heritage Registry and Inventory.
4. That this By-law shall come into force and effect on the final passage thereof.

BY-LAW READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED THIS 28TH DAY OF NOVEMBER, 2016.

THE CORPORATION OF THE TOWN OF MIDLAND



GORD MCKAY - MAYOR



ANDREA FAY - CLERK

Schedule "A" to By-Law 2016-84

LEGAL DESCRIPTION

Lot 2, Plan 306, municipally known as 310 Fifth Street, Town of Midland, County of Simcoe and being all of PIN 58462-0087.

Schedule "B" to By-law 2016-84

STATEMENT OF SIGNIFICANCE

Description – 310 Fifth Street

310 Fifth Street is a two-and-a-half storey residential brick building located on the west side of Fifth Street, south of Hugel Avenue. The property is worthy of designation under Part IV of the *Ontario Heritage Act* for its Cultural Heritage Value or Interest, and meets the criteria for municipal designation prescribed by the Province of Ontario through O. Reg. 9/06 under the three categories of design value, historical value, and contextual value.

Statement of Cultural Heritage Value or Interest

Design or Physical Value

310 Fifth Street is believed to have been built between 1905 and 1914. The residence is a representative example of Edwardian Classicism, and more specifically the Foursquare style. Edwardian Classicism represented an architectural and cultural shift from the elaborate Victorian era by moving away from complicated ornamentation towards a more simplified form. A renewed social taste for light and airy residential spaces resulted in a proliferation of windows. Distinctive features such as the solid and symmetrical massing, monochromatic brick façade, hipped roof with front and side hipped dormers, prominent verandah, and sash windows with a larger main-floor window are consistent with the architectural style of Edwardian Classicism. Fifth Street is well-regarded in the Town as having a distinctive historic character due to the large number of Edwardian homes set on well-kept properties with mature trees. 310 Fifth Street is an excellent example of the Foursquare design within the Edwardian architectural period, and it has been maintained to a very high standard with limited exterior alterations. As such, it is one of the best unaltered examples of the design in the area, and its distinctly Edwardian architectural features contribute to heritage value of the property.

Historical or Associative Value

310 Fifth Street has historical or associative value for its potential to yield information that contributes to an understanding of the Community. The property is located on a street surrounded by a number of Edwardian homes. The property can be linked generally to the Town of Midland's development trajectory, where houses were being constructed westward from King Street and southward from the railway and Georgian Bay during the Town's industrialization. The property was part of a large parcel transferred from William Henry Beatty to Adolph Hugel in 1872, and at the time of registering Plan 306 in 1879, the property was under the ownership of the Midland Land Company. In 1890, the property came under the ownership of Helen King Cain and her husband Robert Cain, who was a lumberer in the Town. In 1895, the property was transferred to John Box Horrell, who was a prominent merchant in the Town and also served as Midland's first Mayor when the Town was incorporated in 1890. The property was later transferred to the wife of John White, who was a local grocery merchant and Midland's first Bell agent. There is significant anecdotal evidence that suggests that the property was once rented out

to W.A. Robinson, who was Mayor in 1945. The trend in this chain of ownership is that the home was primarily inhabited by working residents throughout the Town's industrialization period as well as WWI and WWII and has direct links to many of Midland's early and prominent citizens.

Contextual Value

310 Fifth Street also has cultural heritage value for its contextual value. The property is located in close proximity to the Downtown, and it is situated among a number of other Edwardian homes. The property demonstrates excellent compatibility with surrounding properties, which contributes to the distinguished streetscape character of Fifth Street.

Description of Heritage Attributes

Key exterior attributes that embody the cultural heritage value of 310 Fifth Street and included in the designation:

- The 2-and-a-half storey form of the residence including scale, form and massing;
- Original structure materials including the red brick façade on a stone foundation;
- The hipped roof, with front and side hipped-roof dormers, with shingles;
- The prominent verandah extending across half of the façade, supported by doric columns on stone-capped brick piers;
- The six-over-one sash windows with stone sills and curved brick upper arches, and the large six-over-one casement window with a stone sill and curved brick upper arch on the main floor façade