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The City of  
Niagara Falls  
Canada

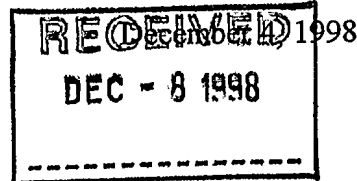


**Planning & Development Department**

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**Doug Darbyson**  
Director



**REGISTERED MAIL**

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

Dear Mr. Moorhouse:

**Re: Notice of Intention to Designate  
4887 Dorchester Road (Historic Bright's Winery)  
Niagara Falls, Ontario**

The Council of the Corporation of the City of Niagara Falls intends to designate 4887 Dorchester Road being Part of Township of Stamford Lot 106, Reference Plan 59R-9786, Parts 3, 4, 5 in the City of Niagara Falls under Part IV of the Ontario Heritage Act. The enclosed notice provides information on the significance of the historic winery structure and the manner in which an objection to the designation may be served. This public notice is being published in the Niagara Falls Review on Saturday, December 5, 1998 and on the owner in accordance with the Ontario Heritage Act.

I am attaching a copy of the full history and description of the property which form the reasons for designation. Should you have any questions or require further information, please contact me at extension 4231.

Yours truly,

Alex Herlovitch  
Deputy Director of Planning & Development

AH:tc  
Attach.

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## **NOTICE OF INTENTION TO DESIGNATE**

**TAKE NOTICE** that the Council of the Corporation of the City of Niagara Falls intends to designate the lands and buildings known municipally as:

4887 Dorchester Road

Part of Township of Stamford Lot 106 (RP59R-9876, Parts 3,4,5), City of Niagara Falls

as a property of historic value and architectural interest under Part IV of the Ontario Heritage Act, R.S.O. 1990.

### **HERITAGE SIGNIFICANCE**

The winery was founded by T. G. Bright and F. A. Shirriff in 1874 in Toronto, only 7 years after Confederation. Operations were moved to Stamford Township, now City of Niagara Falls, in 1890 under the name the Niagara Falls Wine Company. Land was purchased for the new winery from local merchant, James Woolnough for \$100 in February 1890. In April of that year the foundation was laid for the new 10,000 square foot winery which was to be completed in time for the autumn grape harvest. The initial winery had a capacity of 50,000 gallons. Through the years additional lands were purchased and the building expanded.

Thomas Brights' son, William joined the firm in 1903 as a salesman. Thomas Bright died in 1908, and within two years William took over the winery and Francis Shirriff moved back to Toronto. In 1910-11, Shirriff sold his interest to the Bright Family and the company was renamed T. G. Bright and Co. Ltd. The head offices moved to Niagara Falls in 1917. The Bright's winery experienced major growth in the period 1916 to 1927. In 1933, William Bright sold the company to Harry C. Hatch for \$1.5 million. At that time, the winery had 25 employees and a capacity of 4 million gallons which made it the largest privately owned wine cellars in the world.

Harry Hatch's most lasting accomplishment was the creation of a viniculture and viticulture research program in 1934. The research program, directed by French born chief chemist, Adhemar de Chaunac, addressed the problems of cultivating European vinifera and hybrid grapes in the soil and climate of the Niagara Peninsula. Over the next 50 years, with an investment of over \$6 million, the company experimented with more than 600 varieties of imported grapes and eventually isolated 30 successful varieties by 1974.

The surviving winery building is two stories with an irregular plan which covers approximately 43,000 square feet. The front facade, on Dorchester Road, is asymmetrically arranged around ten bays of varying size and spacing. The front facade is constructed of local limestone in random coursing, the side walls are red brick and terra cotta block. The height of the front facade is uniform up to a point of about 50 feet north of the southeast corner where it slopes upwards. This change in roof line signals the position of the original 1890 winery. The differing types and arrangements of windows reflect the separate stages of the buildings development.

The winery building is the tangible evidence of the locally pioneered winery which set the stage for the wine industry in the country. It was the home of Canada's second oldest winery.

A full report on the above property is available through the Planning and Development Department.

Notice of Objection to the designation of any of the above noted properties may be served on the City Clerk within 30 days after the date of this notice. For further information regarding the proposed designation, please contact Alex Herlovitch, Planning and Development Department at 356-7521, ext. 4231.

Dated this 5<sup>th</sup> day of December, 1998.

E. C. Wagg, City Clerk