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THE CORPORATION OF THE TOWN OF OAKVILLE  
BY-LAW 1993-50

A by-law to designate 189A-191 Lakeshore Road East  
as a property of historical, architectural  
and contextual value and interest

THE COUNCIL ENACTS AS FOLLOWS:

1. The property municipally known as 189A-191 Lakeshore Road East is hereby designated as a property of historical, architectural and contextual 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 26th day of May, 1993.

*W. M. Brown*

MAYOR

*Christine Shewchuk*

CLERK



SCHEDULE "A" TO BY-LAW 1993-50

The building at 189A - 191 Lakeshore Road East was built in 1914. The building continues many of the details and features found on the adjacent Davis Block (c. 1903), however, has no other direct connection with Mr. W. S. Davis or his building.

The upper floor of the building at 189A - 191 Lakeshore Road East was originally occupied by the Oakville Bell Telephone Exchange.

When first established in the middle eighties by the Bell Telephone Company, the telephone exchange was located in the building immediately to the east of the building at 189A - 191 Lakeshore Road East, the store of local manager, William Busby. In a corner of his jewelry store, a small, primitive exchange switchboard and its associated apparatus was set up and service was available from 8:00 a.m. to 8:00 p.m. on weekdays, 2:00 p.m. to 4:00 p.m. on Sundays, and from 10:00 a.m. to 12:00 p.m. on holidays. Among the subscribers were the tannery, the basket factory, the foundry, the Star and the railway station.

For some years there were less than twenty-five telephones in the Town. Gradually, a few more merchants and hotels were added to the network. About 1886, when a line was constructed to join the Toronto-Hamilton circuit just south of Waterdown, the Town was connected with the rapidly developing web of long distance wires. In two years, between 1909 and 1911, the number of telephones increased from one to two hundred, and through the courtesy of the Bank of Toronto, a telephone card was printed which listed the numbers of Oakville subscribers on one side and those of Bronte on the reverse.

Busby continued as local manager until 1912. The increase in the number of telephones, which had reached five hundred by 1915, made a larger building necessary, and the exchange moved to the new building at 189A - 191 Lakeshore Road East, formerly the site of William Busby's garden. The number of telephones in Oakville continued to grow however, and in 1923 the Bell Telephone Exchange moved to a new and larger building at the northwest corner of Randall and Trafalgar Road.

On the street level of the building at 189A-191 Lakeshore Road East, one of the earliest occupants was the candy store and ice cream parlour of L.A. Wilkinson.

Francis R. Ahern reminisces about Wilkinson's candy store and ice cream parlour in her book, "Oakville - A Small Town 1900 - 1930":

"On the street floor of the second Telephone Exchange Building was the candy store and ice cream parlour of L.A. Wilkinson, where not only Neilson's ice cream and candy might be bought, but, more important, the delicious home-made candy produced by Mr. Wilkinson himself."

The building at 189A-191 Lakeshore Road East is a two storey commercial structure built in the commercial vernacular style with some Italianate influences.

With the buildings to the west built in 1903, this building depicts the typical horizontal delineation of the period created by corbelled brick bands near the parapet. Rigid organization of the window spacing and sash, is also typical for the style. The masonry bracketing at the parapet walls adds articulation to the facade and was used

to denote property lines of ownership along a facade whose basic style was to accentuate horizontal continuity. The lintels of the building's upper windows are of rusticated stone, but have been obscured by signage. The lower shopfront, although possessing many aspects of present day style, is reminiscent of a turn of the century shopfront through the use of wood detailing.

The building at 189A - 191 Lakeshore Road East is an important contributor to the main street in Oakville. Although there are a number of other examples of this "commercial vernacular" in Oakville, most stand in isolation. In this case, 189A - 191 Lakeshore Road East, together with the buildings immediately to the west at 187-189 stands as a good example of a building type best suited to a total streetscape.

SCHEDULE "B" TO BY-LAW 1993-50

THOSE lands and premises located in the following municipality, namely in the Town of Oakville, in the Regional Municipality of Halton, and being composed of Part of Lot F, Block 6, Plan 1, and more particularly described as follows:

COMMENCING at the most southerly angle of said Lot "F"

THENCE northeasterly along the southeasterly limit of said Lot "F", being the northwesterly limit of Lakeshore Road East, 21.59 feet

THENCE northwesterly in a straight line 104.33 feet to a point in the northwesterly limit of said Lot "F" distant 21.88 feet measured northeasterly along the last mentioned limit from the most westerly angle of said Lot "F";

THENCE southwesterly along the northwesterly limit of Lot "F" 21.88 feet to an iron pipe planted at the westerly angle of said Lot "F";

THENCE southeasterly along the division line between Lots "E" and "F", 104.33 feet to the point of commencement.

PREVIOUSLY DESCRIBED IN INSTRUMENT #691564.