

## 229 BROADWAY HERITAGE IMPACT ASSESSMENT

Broadway Holdings Inc.  
Oct 26, 2023  
County of Dufferin  
Town of Orangeville  
229 Broadway Ave.

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# LETTER OF INTRODUCTION

April, 2024

Mr. Brandon Ward, Manager of Planning  
Planning Services, Town of Orangeville  
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Orangeville, ON, L9W 1K1  
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Email bward@orangeville.ca

Dear Mr. Ward,

RE: CULTURAL HERITAGE IMPACT ASSESSMENT – 229 BROADWAY DEVELOPMENT APPLICATION

This letter is forwarded with a submission for a Cultural Heritage Impact Assessment of planned development activities at 229 Broadway in the Town of Orangeville. The emphasis on the subject matter relates to a planned Site Plan Application for new development, and this report references heritage resources located near the aforementioned address. The following report is based on the process for CHER's (Cultural Heritage Evaluation Reports) established by the Province of Ontario's Provincial Policy Statement dated 2005, and the Guiding Principles of the Conservation of Built Heritage Properties published by the Province of Ontario.

Owner/Proponent  
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We look forward to receiving the Town's comments on the subject matter.

Yours truly,



Christopher Ferguson, Author  
OAA, CAHP



M.Arch., OAA

# TABLE OF CONTENTS

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LETTER OF INTRODUCTION

TABLE OF CONTENTS

1) SUMMARY STATEMENT AND CONSERVATION RECOMMENDATIONS

2) HISTORICAL RESEARCH AND EVALUATION

A) GROUNDS – PRE-DESIGNATION OF DISTRICT

B) CONSERVATION AND DISTRICT HISTORY

C) POST-DESIGNATION

D) EXISTING RESOURCE EVALUATION - CURRENT

3) SIGNIFICANCE AND HERITAGE ATTRIBUTES

A) STATEMENT OF SIGNIFICANCE

B) REASONS FOR DESIGNATION

4) DESCRIPTION OF THE PROPOSED DEVELOPMENT

A) LOCATION PLAN

B) CONTEXT MAP

C) SITE DATA AND PROPOSED BUILDING

D) OBJECTIVES OF THE DEVELOPMENT

5) IDENTIFICATION OF IMPACTS

A) PROXIMITY

B) SHADOW CASTING

C) VIEWS/VISTAS

6) GENERAL MITIGATION STRATEGIES

A) RECOMMENDATIONS

I) PROXIMITY

II) SHADOW CASTING

III) VIEWS/VISTAS

B) ALTERNATIVE MEASURES

APPENDIX A – BIBLIOGRAPHY

APPENDIX B – ENDNOTES

APPENDIX C – IMAGE CREDITS

APPENDIX D – AUTHOR QUALIFICATIONS AND CURRICULUM VITAE

APPENDIX E – CURRENT CONSERVATION DISTRICT, TOWN OF ORANGEVILLE

## Summary Statement and Conservation Recommendations

The site of 221-229 Broadway contains no built elements of conservation value. The site has tertiary conservation value due to the history of the site ownership and previous uses of the site related to local trades development. These are intangible elements that can be recognized by means of appropriate commemoration strategies.

The development proposal at 221-229 Broadway comprising of an 8-storey MURB conforms to the existing Town of Orangeville Official Plan and massing guidelines, and the address and development resides outside the Ontario Heritage Act Part V T Heritage Conservation District as enacted by the Town of Orangeville.

Issues of proximity, shadow cast and views and vistas are negated by virtue of the conformity of the proposed development to the Town of Orangeville Official Plan, and by virtue of previous studies confirming such analysis.





# 2

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## Historical Research and Evaluation

### a) Grounds – Pre-designation of District

Settlement by European explorers in the 1600's saw interactions with various indigenous peoples in the now established Orangeville area. These early encounters involved tribes ranging from the Mississauga tribes along the Credit River, the Mohawks of the Six-Nations along the Grand River, and Petun and Huron tribe to the north in what is now Midland. Iroquois tribes traveling north from their southern encampments created instability and war, if circumstances found that settlers and indigenous tribes were cooperating and thriving.(1)

The attraction to resources encouraged exploration by early adopters in the current area of Dufferin County, and settlements began. In recognition of good hunting grounds, abundant waterways and forestry, these became shared resources among all inhabitants.(2)

Two Treaties marked the movement of land ownership surrounding present-day Orangeville, from the local indigenous peoples to governing representatives (now operating fully as Crown representative of English rule). Treaty 18 in 1818, or the Lake Simcoe-Nottawasaga Treaty, exchanged land for goods from south of Georgian Bay to west of Lake Simcoe. Treaty 19 involved the Mississaugas of the Credit tribes further south.(3)

Once treaties established land transfers to Crown officials, land was partitioned to interested parties, then sold to various individuals beginning in the 1820's. Seneca Ketchum purchased lands from these various individuals, which now encompasses the north side of Broadway. His early contributions to Town development involved roads (leading to Mono Mills and Charleston), bridges (in total seven), and the clearing of swampland in and around Broadway.(4) The south side was initially owned by Robert Dodds, changing hands and parceling land in the process, until the south side was owned mostly by Orange Lawrence by 1844.(5)

An abundance of forestry led to the first sawmill industries, made prosperous by generous waterways snaking through the current Dufferin County courtesy of the Credit River.(6) Grigg's Mill in 1838 (7)

was the first when James Grigg bought his land in and around East Garafraxa from Robert Dodds (8), and Orange Lawrence built his south of Broadway in 1844. Lawrence's second mill was established in 1847 (9) Village life grew around this initial industry, with other mills by Thomas Jull and John W. Reid at Mill and Little York Street (flour, with little remaining save for some rubble foundations kept as a memory marker of the original site) and by Ingraham and Stevenson (carding). (10) With Lawrence establishing hotels, taverns, businesses and schools as well as operating personally the Postmasters station in 1886 (11), his enterprising legacy became the Town's namesake: Orangeville.

Further local industries began to develop based on two overall economies: agriculture and lumbering. Long travelling distances from other growing communities caused local trades to develop to begin to serve the community: shoemaking, tin shops, pottery, foundry, furniture making, and tannery through 1860's.(12)

The completed railway in 1871 brought the second lumber boom with increased movement of trade, and bringing people into the area to buy and trade. Travel to Toronto or Guelph was viewed as dangerous.(13) We begin to see the beginning of a town destined for self-sufficiency and centralized resources being made available without the need for long-distance travelling.

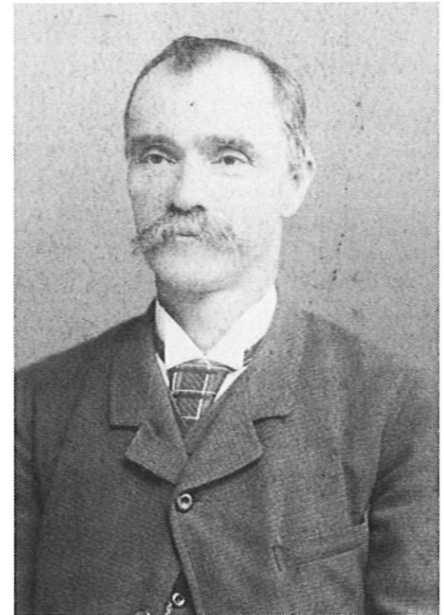
Early construction of housing and trades buildings were rough log, then timber, construction with bark roof layers or pea straw layers similar to thatched layers. Gaps between members were chinked with moss clumps. Fire damage and destruction forced the development of stone rubble foundations, and cut stone masonry made popular with mill builders.(14) Clay brick masonry had already begun in 1850 with the Methodist Chapel at Church and Wellington Streets (establishing the "Church" street label), however the second brick building did not occur until 1862 with a school house replacing an 1850 log version (at Broadway and John Street where the current fire hall resides) that had burned to the ground. This new location at Zina and First Streets was outgrown by 1872.(15) Further brick masonry included the Orangeville Town Hall built in 1875 with its Italianate, brick masonry and wood structure, designed by architect/lawyer Francis Grant Dunbar. The rest of Broadway followed with brick buildings, including the Ketchum Block at the northeast corner of Broadway and First Street in 1873 (built by the widow of Seneca Ketchum). Brick building is owed partially to the Ketchum family, selling brick to land buyers of their properties.(16)



Orange Lawrence

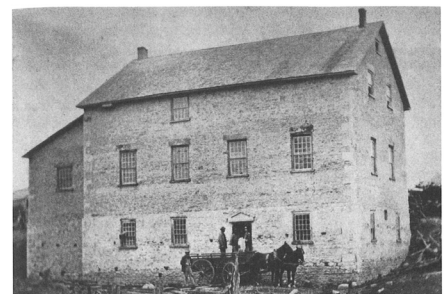
Mrs. Orange Lawrence

**Image\_1.JPG**



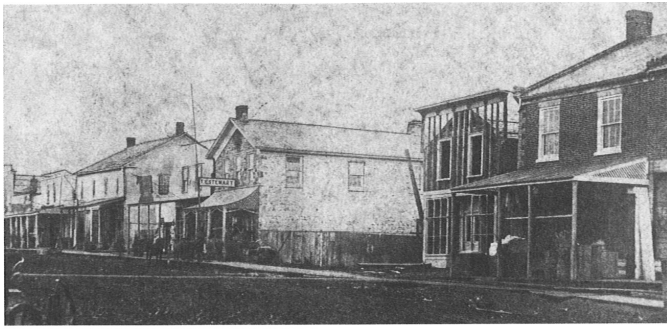
This photograph of Thomas Jull, miller and son-in-law of Orange Lawrence, would

**Image\_2.JPG**



Jull's gristmill was built on the banks of Mill Creek in 1857, by Orange Lawrence's two sons-in-law, Thomas Jull and John Walker Reid.

**Image\_3.JPG**



This early photograph shows the north side of Broadway as it appeared in 1866. The store in the middle belonged to the reeve, Falkner Stewart. Later, he was elected first warden of Dufferin County and became an MPP.

**Image\_4.JPG**



**Image\_6.JPG**



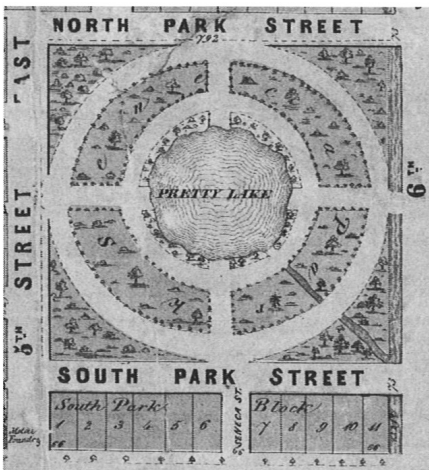
A route march for recruiting purposes reached Orangeville in 1916. The 164th Battalion (Dufferin and Halton Rifles) was seeking recruits for the war.

**Image\_5.JPG**



COURTESY ESTATE OF DR. G. H. CAMPBELL  
The "Commercial Block" before the days of paved streets. Today, the Canadian Imperial Bank of Commerce occupies the site.

**Image\_8.JPG**



Jesse Ketchum's 1856 plan for the development of Orangeville north of Broadway included a landscaped lake and park to be laid out on the swamp in the Credit Flats.

**Image\_7.JPG**

As a sidenote to the development of the Town of Orangeville, there was an early interest in popularized urban design ideas being circulated through North American and European schools of thought and design. The Italian Renaissance saw the development of the radial city, and Jesse Ketchum, nephew to Seneca, had an early concept of a 4-block radial park surrounding a lake developed out of the swamp flatlands north of Broadway.(17) It was not conceived: Ketchum's interest in the grid street structure behind a wide avenue was possibly influenced by his American experiences with the planning of lower Manhattan island.(18) The overall width of Broadway is owed to this development approach. The width of the street was set at 99 feet, a true "broad" way. A tale of two planners unfolded for Broadway: Charles J Wheelock developing the grid pattern on the north, and Chisholm Miller surveying the land south of Broadway based on the winding waterways and finger creeks emanating from the Credit River.

Later, 1990's developers performed an experiment out of a residential district at Montgomery Boulevard and Alder Street, building a

subdivision based on New Urbanist density, circulation and aesthetic. Montgomery Village did not expand its concept beyond this quadrant.(19)

## b) Conservation and District History

Three events gave rise to the current conservation district designation being sought and finalized by the Town of Orangeville in 2002:

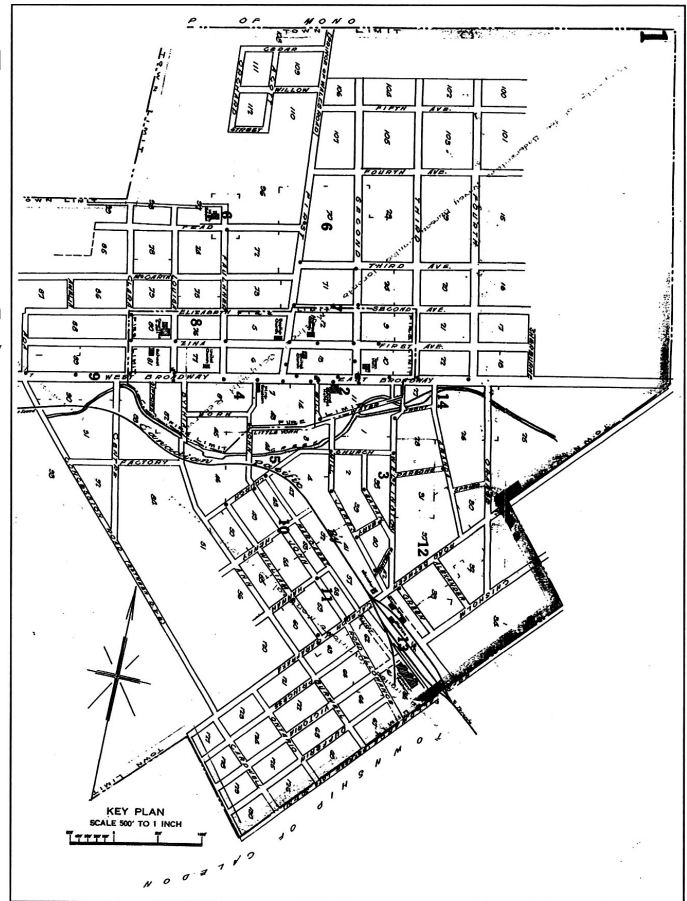
i) The Downtown Orangeville Community Improvement Plan was developed by a team consisting of Long Environmental Consultants Inc. (environmental engineer), Stefan Bolliger Associates Ltd. (landscape architects), and Grant Alan Whatmough, Architect. The Heritage Conservation District designation was recommended to be sought after by the Town in order to keep control over the heritage elements identified within the district in a formalized way. Doing so could also limit new development height and scale;

ii) The Ontario Association Architects, under the Community Assist for an Urban Study Effort (CAUSE) programme, responded to a municipal request from Orangeville to review it's building stock, economic and planning directives, and future central downtown core viability. The results of the comprehensive study made a subsequent recommendation to maintain the central core area by creating a heritage conservation district;

iii) A public forum was initiated to discuss the downtown vitality and challenges the core faced on February 28, 2000. Pursuing a heritage conservation district was introduced and well received, with encouragement from the keynote speaker for the evening, Regan Hutcheson, the Manager of Heritage Planning for the Town of Markham.(20)

The boundaries for a study area were decided upon with consultation between the Town Planning staff and the Orangeville Local Architectural Conservation Advisory Committee (LACAC) in June of 2000. Generally, Provincial guidelines recommend a Heritage Conservation District Study be conducted to determine the proposed boundary edge. This was produced by Town Planning staff in 2002, when the properties were surveyed within the district, and expanded the study area outside the proposed boundary with the intent of re-defining the district edge. The study area (not the final boundary designation) roughly encompassed:

i) All properties on the north street-side of Broadway from Faulkner to the west, to 3rd Street to



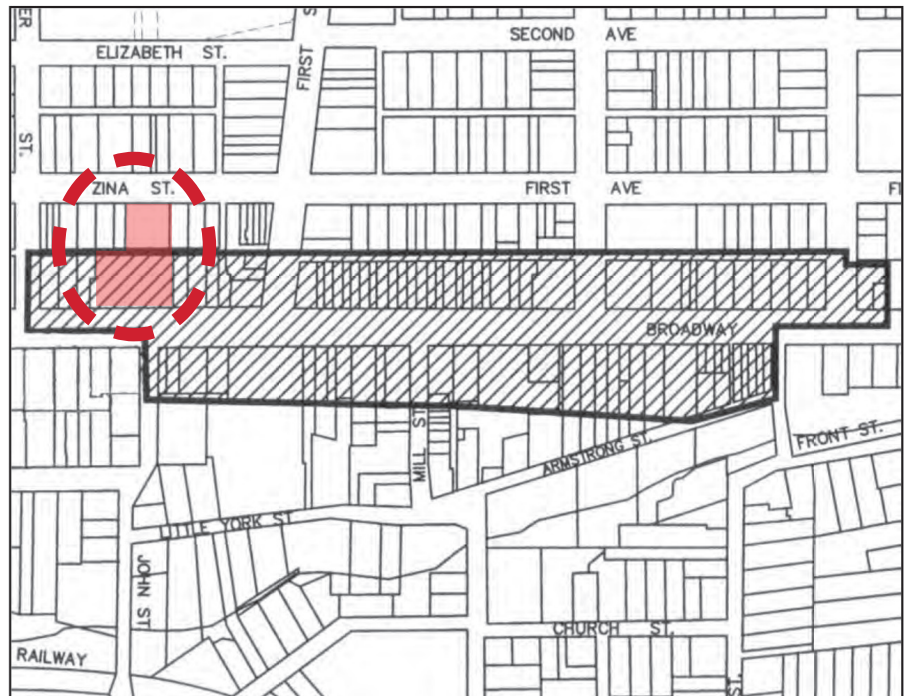
Map of Orangeville, Ontario, dated 1907, revised 1938. Taken from the Goad Insurance Map. Courtesy of the Dufferin County Museum & Archives.

Image\_9.JPG

the east;

ii) All properties on the south side of Broadway from John Street to the west to Wellington Street to the east.

Buildings were categorized as “A”, “B” or “C” type buildings, from most important, to little in common with the heritage character of the downtown core. Development Guidelines were also published as a companion document to the Study, to outline what would be considered sympathetic development juxtaposed with an HCD backdrop. Development was not discouraged as described within the report, rather that any changes do not detract from the existing heritage stock within the district:



**Heritage Conservation District Study Area (By-law 76-2000)**

**Image\_10.JPG**

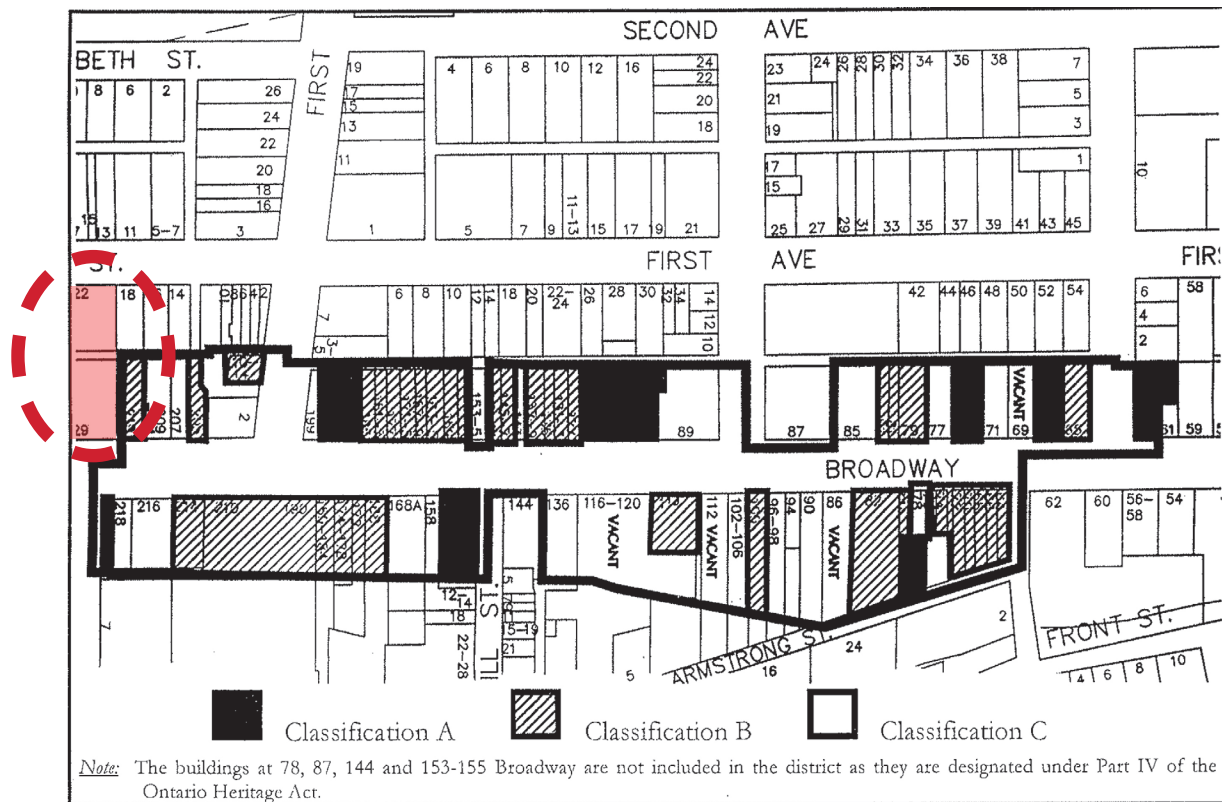
“...This document is not intended to restrict design proposals or prevent change within the district. Its sole purpose is to clarify and illustrate common characteristics of the district and ensure that changes are sensitive and complementary to the area’s historical and architectural heritage...”(21)

A hard line of district boundaries exists for the purposes of defining which buildings are legally subject to Part V of the Ontario Heritage Act. The guidelines also apply to development within the hard boundaries established. The guidelines can also be reasonably applied to development outside the district proper, with the understanding current construction should be “of its time” with a study towards appropriate height, proportions, roof pattern, fenestration, colours, material choice, setback distance, and storefront presence.(22)

The Heritage Conservation District was made into law on March 18th, 2002, following Council’s approval of the Study and Guidelines.(23)

### **c) Post-designation**

In December of 2012, representatives from the Architectural Conservancy of Ontario commissioned a series of reports to study the Heritage Conservation Districts of 32 municipalities, including Orangeville. Funded by the Ontario Trillium Foundation, representatives from the University of Waterloo, the Conservancy, Heritage Ottawa, and local volunteers provided data to the report’s authors (Galvin and Shipley) to make the economic and property valuation case for heritage districts



**Image\_11.JPG**

and designation. The overall conclusion was that the current Orangeville Conservation District area enacted in 2002 appeared to be a “successful planning initiative”.

When a municipal council commissions and follows through with a district study, the subsequent by-law that is enacted to initiate the study is recognized as a placeholder for a proposed district area. Therefore, no development or demolition is to occur within the proposed district area without a heritage permit process being established during the duration of the preparation of the study documentation, and therefore municipal council approval. This is an enhanced protection manifested by the Ontario Heritage Act.

In June of 2017, the Town of Orangeville council enacted another by-law to initiate further heritage conservation district study areas. A subsequent District Study was published that began in April of 2017, with revisions through to January of 2018. The study area was increased to:

“...all properties on both sides of York Street; the east side of Bythia Street from Broadway to the Mill Creek bridge and the west side to 22 Bythia (Lot 5, Plan 170) both sides of Broadway from John Street to the Centre/Clara Street intersection then the north side only to just west of Ada Street; both sides of Zina Street from First Street to just west of Clara Street; both sides of First Street from 3/5 First Street (Lot 16, Plan 159, Block 1) to beyond Fourth Avenue; both sides of First Avenue to Second Street; Kay Cee Gardens in its entirety and the rail bed adjacent to Kay Cee Gardens...”(24)

The subject site of 221-229 Broadway was included within the scope of this study, however with little mention of the parcel of land north of the rear laneway to Broadway (the Westminster Lane, Part Lots 19, 20 & 21). No further analysis or site statement was given specifically about 229 Broadway.

This by-law was repealed on January 29, 2018, after an Ontario Municipal Board proceeding was filed by some residents and land owners opposed to the increased study area. The in-person hearing was held January 30th, 2018, and after having submitted into evidence the repeal of the 2017 by-law, the case was subsequently dismissed.(25)

## **d) Existing Resource Evaluation - Current**

After the initial treaties, Crown transfer, and land parceling that occurred prior to 1900, the history of ownership of 221-229 Broadway branched to more localized trades. Beginning in the 1900's saw the owner, Roy D. Bryan, an Amaranth farmer, operate a local automotive dealership and gasoline bar in 1924. Prior to this, the site was home to a livery stable and blacksmith shop. Fuel supply purveyance moved from coal to oil.(26) Moving operations in 1959 (and subsequent family ownership into what is known as Bryan's Fuel today) (27) saw the site become Leader's Clover Farm store (28). Any constructed buildings left from R.D. Bryan's operations were incorporated into new construction in 1959, the current structure on the grounds today. Subsequent additions moved forward towards Broadway, flush with the property line.(29) The current use involves offices and small commercial entities.

The Downtown Orangeville Heritage Conservation District Study from 2002 listed the properties at 221-229 as being in Classification "C", having "little in common with historical or architectural elements found elsewhere within the district."(30) The decision to not include this block within the eventual Part V district designation despite 237 Broadway (a listed resource in the Heritage Register) and 239 Broadway (a designated resource in the Heritage Register) existing as close neighbours to the subject site, exemplifies the original purpose



**221-229 Broadway**

**Image\_12.JPG - 229 Broadway, c.2002**

of the heritage district creation: to encapsulate only the commercial properties of the downtown proper, and to not include strictly residential properties. The lack of defining characteristics related to primary, secondary or even tertiary heritage value on the 221-229 Broadway site resulted in this site being treated as a buffer between the downtown district, and other properties evaluated further west and south along Broadway, some of which are listed or designated under Part IV of the Ontario Heritage Act.



**Image\_13.JPG - 229 Broadway c.2023**

What has become clear regarding the Town's intentions for the subject site: development is encouraged. Interest in the site has been long studied. Private urban design studies submitted to the Town in 2002 (31) confirmed the desire for a taller massing than the allowed Central Business District limit of 12.0m. Contained in the Orangeville Official Plan's statements with regards to 229 Broadway: that the site is outside the current Heritage Conservation District, a tall massing up to 23.0m would not have a negative impact visually in or out of the site, heritage elements would not be negatively affected within their viewsapes, shadow casts will not provide negative impacts, and that development was desirable at a site where the intersection with John Street demanded a "landmark development of this nature".(32)

Notwithstanding, the Official Plan reiterates the need for built form adjacent to elements of an historical nature to have consideration towards form, scale, detailing, colours and materials.(33) Further, adjacent heritage attributes would require protection within a development scheme,(34) and overall compatibility with the Heritage District and Downtown is key.(35)

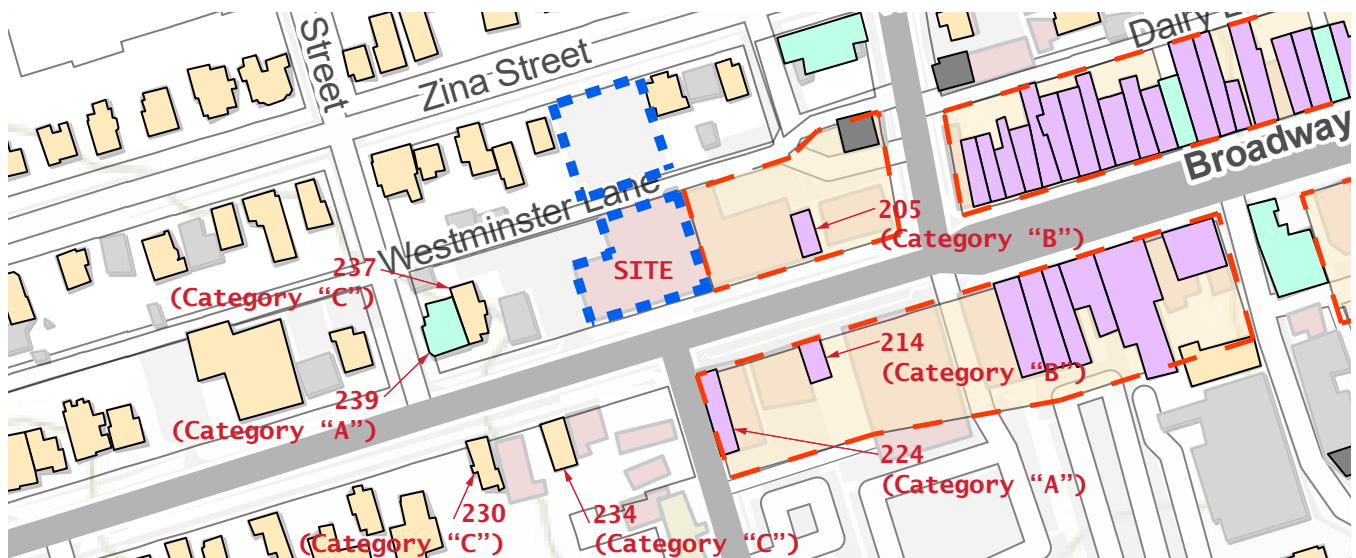


## Significance and Heritage Attributes

The heritage elements along Broadway were identified through a process of study initiated by the Planning Department of the Town of Orangeville from 2000 through to 2002. The resulting written study determined the current boundary of the Orangeville Heritage Conservation District defined by "Schedule A" attached to the By-law, passed through Town By-law 22-2002 on March 18th, 2002.(36) It is important to note that not all the buildings studied were included in the Part V District designation.

The proposed development at 221-229 Broadway is situated at the edge of the current Heritage Conservation District border. Adjacent to the site are several Category "B" heritage elements (205 and 214 Broadway east of the site) and some severely altered Category "C" buildings that are interspersed along the north and south side of Broadway at John Street. One Category "A" structure remains directly across the street from the subject address: the original Town Fire Hall (224 Broadway), built in 1891 and situated at the southeast corner of John Street and Broadway.

The buildings that surround the subject site (including to the west) identified as Category "A" and "B"



Image\_14 - Heritage Building Categories

types are heritage elements that relate to the subject site in two ways:

i) By association of place and Town history.

In this context, attributing meaning by place and Town history are considered tertiary to the subject site. The buildings described in the 2002 District Study could be labelled as primary, secondary or tertiary heritage resources by themselves (instead of categories) as separate entities.(37) As part of a District, the relationship to one another by their association of time/period, place and resident history is dependent on how well each site offers historical glimpses into early Town living.

ii) By Ontario Heritage Act (OHA) legal description to legitimize its importance.

Within the OHA, a building given Part IV status can be of two different descriptions: “Listed” or “Designated”. A “Listed” resource is recorded on a published registry by a municipality. They are logged as “being of interest”, but not subject to a designation that attaches to the legal description of the property. A “Designated” property has this status legally attached to the property, and affords the municipality controls on appropriate development to maintain the heritage resource.

Category “A” buildings not contained within the Heritage Conservation District Study have mostly been given Part IV designation status. Category “B” buildings have mostly been given a “listed” status with the municipality.

221-229 Broadway, in of itself, does not visually contain, or adds reference to, the early development of the Town. However, the history of ownership is documented on the subject site, and offers historical context to enhance the sense of place on the site as part of overall cultural heritage. These characteristics are not tied to the current physical elements on the site. The surrounding heritage elements in their higher orders do not elevate the current site status significantly, but the relationship of ownership is proven. Thus, tertiary value can be attributed.



**Image\_15 - Streetscape South, Architectural Styles**

The development proposal does not displace, require integration of, or demand any conservation activities (either preservation, rehabilitation or restoration) of any onsite built elements directly within the boundaries of 221-229 Broadway. Other building blocks (Ketchum and others) had been established as nodes and focal points to Broadway long before significant building occurred at 221-229 Broadway. Any reference to previous trades or businesses operating on the site are not physically apparent.

Impacts from the proposed development at 221-229 Broadway include adjacencies of the proposed development to surrounding heritage resources, primarily the District. Adjacency issues give rise to

shadows cast by the proposed buildings, as well as the views and vistas in and out of the subject site: these qualities require study for their impacts.

This discussion related to impacts will only reference the heritage resources within the Orangeville Heritage Conservation District directly adjacent to the proposed development site, and adjacent identified properties judged to be in proximity to the south and west of the subject site, which is 221-229 Broadway (refer to Chapter 5 – Identification of Impacts).

## **a) Statement of Significance**

The site contains a known lineage of owners and operators tracing back to the original landowner as part of Crown transfer of lands. Long-time owner/operator Roy D. Bryan operated automotive and fuel businesses after the farming trades, which began the use of the site primarily for commercial reasons. A mixture of built elements from the early to mid-1900's have been constructed together to form the buildings standing today. There is no heritage value to the current built elements.

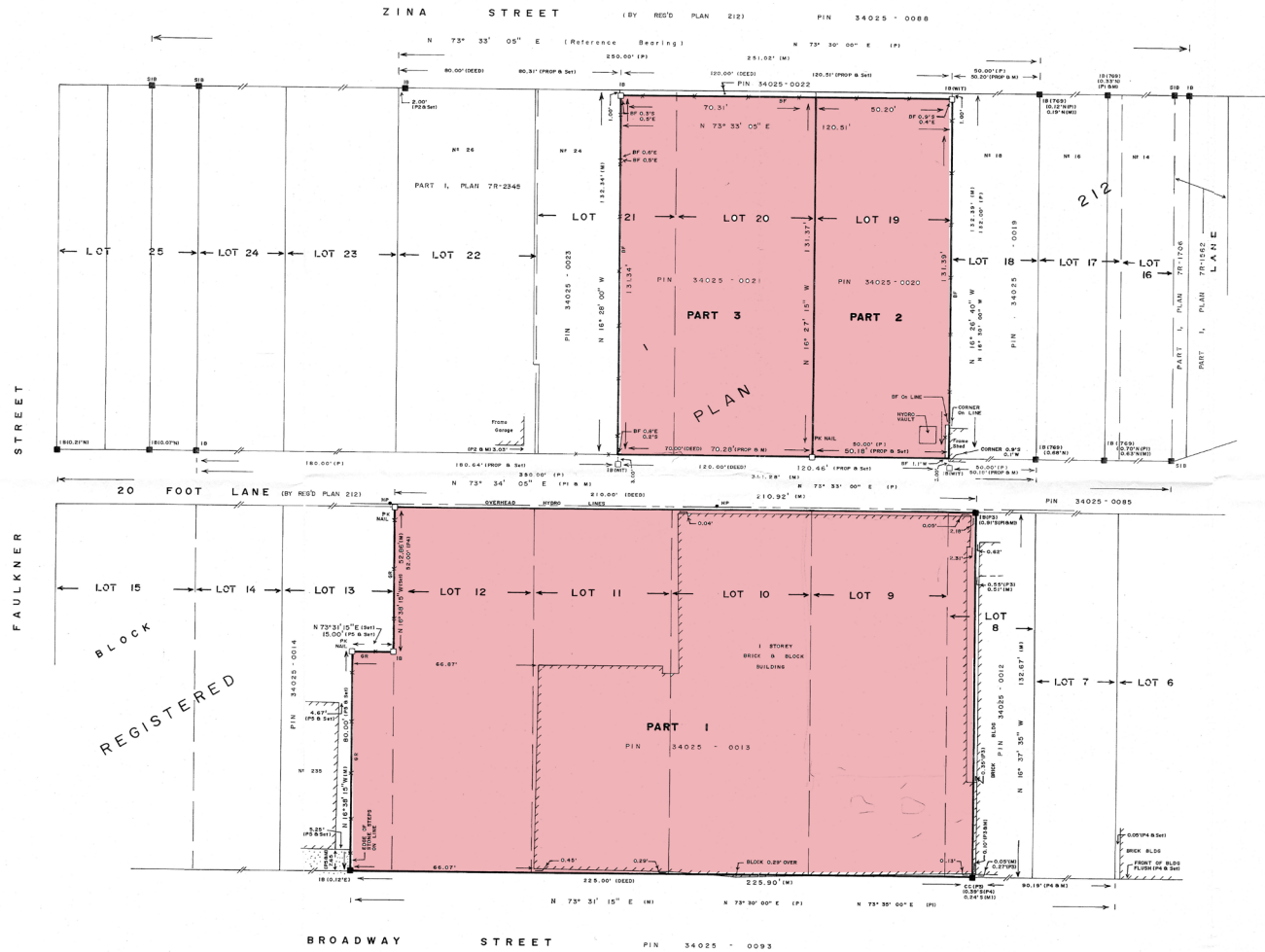
The history of the site for its ownership has the most value, now logged as matters of historical record. The inherent value lies in the current research already performed to understand the evolution of the lands, and their relationship to other surrounding heritage elements. These relationships can be considered as having tertiary value, in that 221-229 Broadway and the surrounding identified heritage elements within the District proper are connected by way of place, and Town history, adding to the overall cultural heritage of the Downtown.

## **b) Reasons for Designation**

The site was not considered to be part of the Part V Heritage Conservation District designation that the site's adjacent neighbours are part of. Through the Town Planner's studies of 2002:

"...This is a category C building of recent vintage that has little in common with the historical or architectural elements found elsewhere in the district. Any building alternations must be complementary and sympathetic to adjacent properties and must not further aggravate the apparent disparities in the historical fabric of the district..."(38)

The site or built elements are currently not designated within Part IV or Part V of the Ontario Heritage Act.



Image\_16 - Original Survey

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## Description of the Proposed Development

Proposed is an 8-storey mixed-use residential block (MURB) at a maximum building height of 23.0m, with ground floor retail units, residential units above, and exhibiting a tiered stepped-back massing to conform to the current Official Plan and zoning by-laws.(39)

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### a) Location Plan

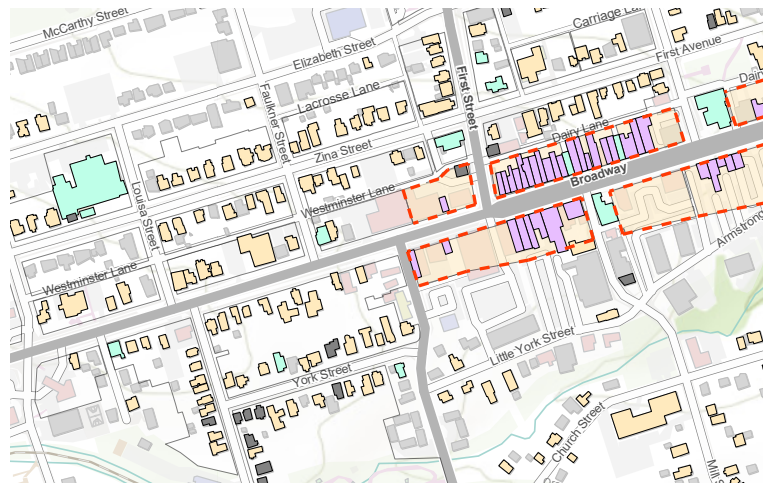
The subject site of the proposed development is located on the north side of Broadway (east-west), across from the intersecting road of John Street running north/south. The legal description of the property is "Lots 9, 10, 11 & 12 and Part of Lots 8, 13, 19, 20 & 21, Block 1, Registered Plan 212", with the current municipal address of 229 Broadway (also encompassing addresses 221-228 inclusive). The legal description that includes the Part Lot of 21 and Lots 20 and 19 are separated from the main site fronting Broadway by a rear laneway. This portion of the site north of the laneway forms part of the streetscape along the south side of Zina Street. The laneway is intended to be retained, and these lots will not have any built elements proposed for them (currently serve as parking, pg. 18, Image\_16).

### b) Context Map

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Within walking distance of the site there are various properties either listed or designated, primarily east of the subject site along Broadway due to the site abutment with the border of the Part V Heritage Conservation District. 205, 214 and 224 Broadway within the District are located closest just east of the subject site.

Other properties adjacent to, but not abutting (as defined by Zoning By-law) (Town 2022, p.1) include north of the site along Zina Street, and west along Broadway with a residential Part IV designated house at 239 Broadway, and 17 listed houses between the site and Bythia Street.



**Image\_17 - Refer to pg. 39, “Current Conservation District, Town of Orangeville”, Appendice “E”.**

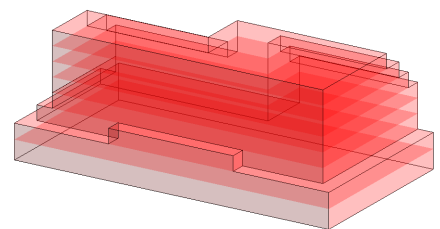
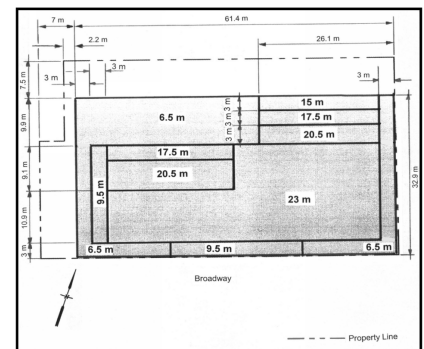
Relevant to the development application, the proposed 8-storey building at 229 Broadway does not directly abut any recognized heritage property either listed, or designated under Part IV of the Heritage Act. It is recognized that heritage properties have a level of adjacency to the site. It is also recognized that the site abuts the Part V Heritage Conservation District, however the neighbouring buildings at 207-219 Broadway within this District do not have heritage value in the built elements (Category “C” elements).

### **c) Site Data and Proposed Building**

The site is presently zoned as “Central Business District” (CBD) with allowed usage including retail/commercial/institutional on the ground floor, and residential on upper floors only, as defined by permitted uses in 13.1A of the current Orangeville zoning by-laws. An allowable coverage of 75% is permitted, with a maximum building height of 23.0m. The only setbacks stated are a rear yard of 7.5m, and 4.5m side yards abutting residential zones. All this information is contained under Zoning By-law 22-90 as amended and updated to December 31st, 2022.

There is an existing one-storey retail/office structure on the site, which is proposed to be demolished.

The proposed 8-storey MURB falls within the current zoning by-law statistics that were created for 229 Broadway. These site-specific statistics were created through amendments made based on submitted urban design studies from 2002. Although the downtown core, and especially within the Heritage Conservation District, has a height restriction of 12.0m, the height limit for 229 Broadway is set to 23.0m from grade per the Town of Orangeville’s Official Plan, Section



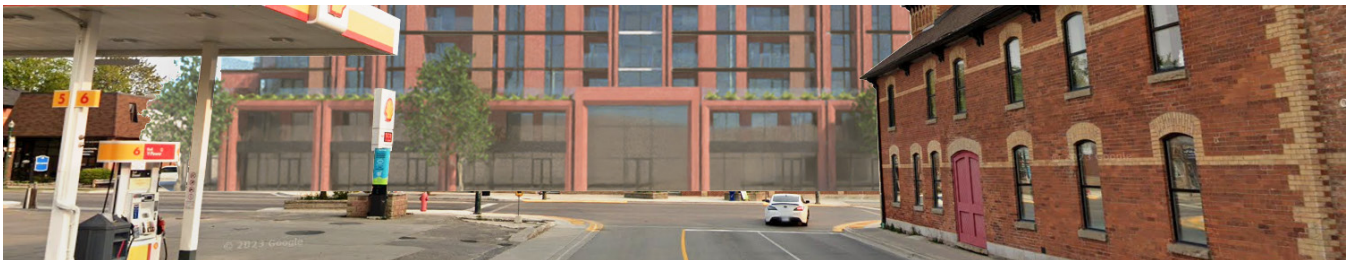
**Image\_18 - Zoning and Massing Perspectives, Maximum Heights**

E8.49.

Proposed GFA of New Development:	9,861.72 sq.m.
Existing Site Area:	4,183.4 sq.m.
Coverage Provided:	73.4%
Floor-space Index (FSI):	2.357
North Lot-line Setback (rear yard)	7.6m
Total No. Above-ground Storeys	8
Total No. Below-ground Storeys	2
Mechanical Penthouse	None
Total Parking:	152 Total
	92: Underground
	11: Above ground
	49: Commercial (on the north lot of the site).
Total units	65 units

Other site works include two levels of underground parking, site landscaping, and the maintaining of the rear laneway to serve as access to the proposed building and aboveground parking on the current portion of the site fronting Zina Street.

There are several interior amenity and lounge/lobby spaces devoted to gathering within the condominium that front Broadway. They are located within a double-height area on the ground floor, with the remainder of the ground floor dedicated to twelve retail spaces. The residential units begin on the 2nd floor through to the 8th floor.



**Image\_19 - Streetview at John Street**

## **d) Objectives of the Development**

The proposed development at 229 Broadway resides on a site that is adjacent to several heritage built entities, and abuts directly against the current boundaries of the Heritage Conservation District situated in Orangeville. There is a low-grade (Category “C”) building address at 207-219 Broadway that separates the subject site from its closest designated heritage neighbour at 205 Broadway. There are also two designated sites directly across the street (at addresses 214 and 224 Broadway) and from the subject site, and would also be classified as adjacent in nature of proximity.

The proposed 8-storey development will result in the demolition of the existing 1-storey commercial building.

The proposed development contains no heritage elements on its own site at 229 Broadway, nor will the proposed development physically touch any heritage elements contained within the Heritage Conservation District grounds. There is no objective by the proposed development to physically alter, augment, demolish, or disturb, the adjacent designated heritage elements.

The proposed development is in conformity with the official plan description of the site, as stated previously. The proposed building massing and height were conceived in reaction to site specific changes made in response to 2002 urban design studies.

There is a generalized recognition of the lack of heritage value in the current built works on 229, and the need for revitalization of the site to spur the downtown core further towards economic prosperity.



# 5

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## Identification of Impacts

The perceived impacts will be judged within a scope of study limited to identifiable heritage elements contained within:

- the Part V Heritage Conservation District addresses of 205, 214, and 224 Broadway;
- nearby identified properties outside the District south and west of the subject site, but are subject to Part IV of the OHA: 230 (listed), 234 (listed), 237 (listed), and 239 Broadway (designated);

The impact on the Zina Street streetscape from Faulkner Street to First Street will be briefly discussed to acknowledge the listed properties along this portion of the street, as the subject site shares this streetscape.

The impacts to discuss include:

- a. proximity to heritage resources;
- b. shadow casting onto heritage resources, and;
- c. obstruction of views and vistas into and out of the subject site.

Each will be addressed in a pragmatic, succinct fashion. These impacts are considered “indirect” towards the surrounding heritage properties listed above.

The proposed development on the subject site does not require the application of conservation practices (either preservation, rehabilitation or restoration) to be directly applied to the surrounding heritage property addresses identified above.

### a) Proximity

By physical distance, identified heritage properties (listed or designated as Part IV or V) described as being adjacent to the site are distanced as follows:

205 Broadway (Part V) – app. 40m (east, along street)

214 Broadway (Part V) – app. 40m (across street)

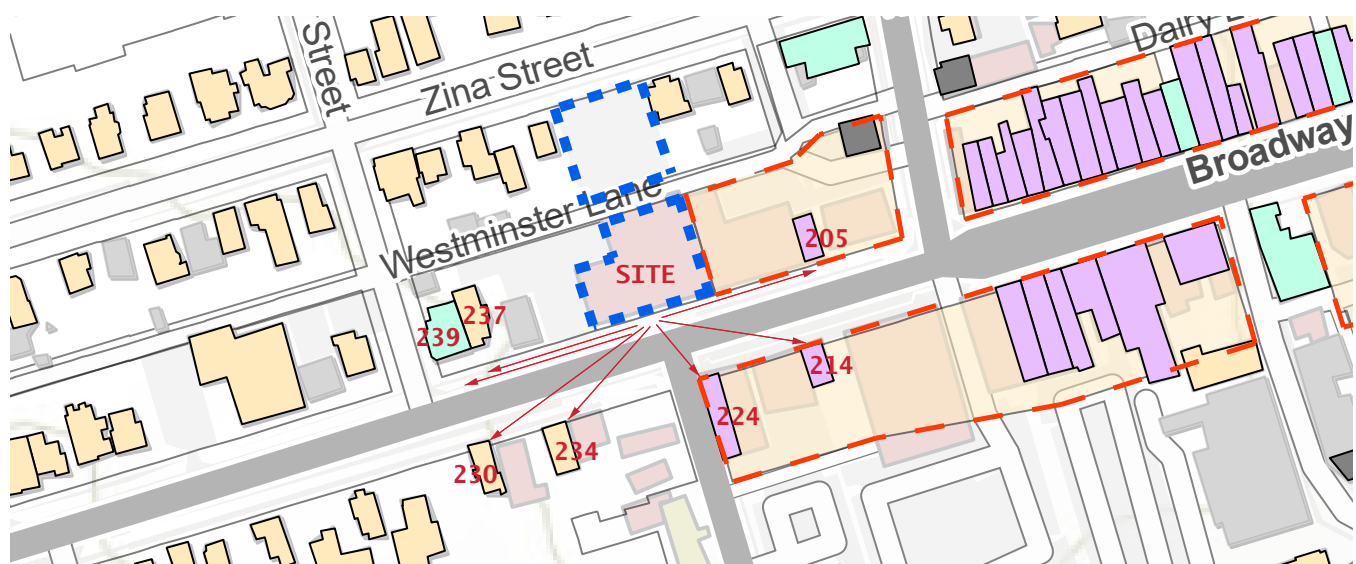
224 Broadway (Part V) – app. 30m (across street)

230 Broadway (Part IV, listed) – app. 38 m (across street)

234 Broadway (Part IV, listed) – app. 58 m (across street)

237 Broadway (Part IV, listed) – app. 38m (west, along street)

239 Broadway (Part IV, designated) – app. 48m (west, along street)



**Image\_20 Heritage Distances**

These properties are walkable from the subject site. These properties can be considered as close in proximity. Although the term “adjacent” is not defined specifically in the Town’s Official Plan or zoning by-laws, it is clear these properties are adjacent to the subject site.

The proposed development has no planned physical connection to, required movement of, building upon, nor alteration of, any heritage element that resides within the subject site, or within the existing Heritage Conservation District boundaries. There are no objectives to the development that involves any alterations of heritage fabric integrated into the District.

It is not expected that the demolition actions, noise, dust accumulation or heavy equipment used onsite, will impact on the District heritage elements, considering the distance of the various heritage elements from the proposed development site. It is expected that the Site Plan Application process will articulate conditions for the proponents to follow that will deal with minimizing site construction nuisances on the general public and surrounding built fabric.

## b) Shadow Casting

Shadow studies have been done on the subject site using the massing as described in the Orangeville Official Plan site specific descriptions. An appraisal of the site was studied by MC Hannay Urban Design in 2002, where computer-generated shadow studies were conducted. As the Official Plan massing matches the current design proposal for 229 Broadway, this previous shadow study can be used in commentary.

Generally, the most impactful shadow cast occurs in the Spring and Fall equinox times (March and September 21st). Winter sun is recognized as low enough on the horizon where other surrounding elements not related to the subject site has the greater impact.

The computer-generated imagery indicates two distinct conclusions:

- i) The proposed development does not cast shadow on any of the heritage resources identified earlier during normal daylight hours;
- ii) Shadows cast to the north towards the southern properties do not extend towards the north-facing streetscape of Zina Street. Further, the north properties along Zina Street do not have their southern façade exposure to sunlight affected at all.

These conclusions match what has been stated in the site description of 229 Broadway within the Official Plan, and in the study by Hannay: that there are no adverse shadow impacts on neighbouring residential properties, or the surrounding identified heritage resources.

## c) Views and Vistas

Similar to the shadow cast analysis, views and vistas in and out of the subject site had also been studied by Hannay in 2002, using the Official Plan massing. As the Official Plan massing matches the current design proposal for 229 Broadway, this previous views and vista study can be used in commentary. What we will add here are the identifiable heritage elements within this discussion, as well as the priorities identified in Hannay's report:

- the cupola of the Town Hall (87 Broadway);
- the spire of Westminster Church (247 Broadway) and;
- the tower of the Orangeville Fire Hall (224 Broadway, as part of this report's identified heritage resources).

The siting of the subject building for 229 Broadway will exhibit a zero-lot-line clearance along the south façade. This matches the front façades of the District streetscapes along Broadway on the north side. A combination of flat topography and receding perspective linearity will in fact contribute to the streetscape continuity, and does not disrupt it with an irregular rhythm of low-density urban infill. With the siting of the building not protruding further than



**Image\_21 - Broadway, west view**



**Image\_22 - Broadway, east view**

the current line of the streetscape travelling along Broadway, there are no impacts to the heritage resources at 205 and 214 Broadway.

Travelling west along Broadway, the impact to 237 and 239 Broadway along the north side is not changed at all, given the current one-storey structure on 229 Broadway is sited at a zero-lot-line to the property line as the proposed development will be. A taller massing will not alter the current view west looking towards these resources. There are no impacts to the heritage resources at 237 and 239 Broadway.

With regards to the south properties along Broadway identified (214, 224, 230 and 234 Broadway), their adjacencies and distances to the subject site at 229 Broadway presents a reality of the street design that is exemplified here. The “broad” way created with a 30m (99 feet) width from building face to face was designed to widen the perspective to begin with, allowing for taller structures to recede naturally within normal perspective linearity. The imposition of height from one side of the street to the other, in the opinion of this author, is negated by virtue of the wide street width design. The early forethought of the Town designers (Lawrence, Wheelock and Miller) can be given full credit here.

Finally, the views of the spires of the Town Hall, Westminster Church and Fire Hall were listed as priorities in the Hannay study. In general, through distance of perspective, topography and available angles of view to all three of these elements, there were no impacts from a proposed development on the subject sight. Photography within the Hannay report as been reviewed and this author is in agreement with the findings. There are no detracting views or blocked views of these elements due to the proposed development.

# 6

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## General Mitigation Strategies

Mitigation recommendations discussed here will be limited in scope to a general discussion, reflecting the preliminary nature of the application status, and the changing nature of the proposed designs within a schematic design stage.

### a) Recommendations

In summary of the previous Chapter (refer to Chapter 5 - Identification of Impacts), only three impacts were identified, all three of an indirect nature: proximity, shadow cast, and view/vista obstruction. Recommendations below are based on the discussions in the previous Chapters (refer to Chapters 2, 3 and 4).

#### i) Proximity: NO RECOMMENDATIONS ARE NECESSARY

Distance between the proposed development and the various heritage resources demonstrates proximity is clear and can be determined as “adjacent” by basic observation. However, the measured distances negates direct impact on surrounding heritage resources and does not affect the integrity of the existing heritage elements.

It has been established by both the Heritage Conservation District Study and Design Guidelines from 2002 that District status is not meant to stagnate development. Engagement is encouraged, and information is provided via the Guidelines to designers for sensitive and complementary development within the downtown core, inside or outside the Heritage Conservation District.

#### ii) Shadow Casting: NO RECOMMENDATIONS ARE NECESSARY

Shadow cast analysis indicates that significant sunlight will still be thrown during major portions of daylight hours along the east-west corridor of Broadway, providing the same illumination of adjacent heritage resources as they enjoy now.

The east-west Zina Street streetscape will have minimal shadow cast along the south properties projected to the rear of the properties. This has no impact on the streetscape itself, as the southern

properties have their fronting north facades in the opposite direction of the southern exposure. It is also apparent from graphical analysis that shadow cast onto Zina Street will not reach the north streetscape. The south-facing facades of the streetscape will continue to have the same illumination as they enjoy now.

### **iii) Views/Vistas: NO RECOMMENDATIONS ARE NECESSARY**

The proposed siting of the building on the subject site with zero-lot-lines allows for clear view of properties along the north and south side of Broadway Avenue, including the heritage resources identified here as priorities.

Other heritage priorities identified in past studies (the spires of the Town Hall, Westminster Church and the Fire Hall) have been proven to be not impacted at all. Photography within the Hannay report has been reviewed and this author is in agreement with the findings. There are no detracting views or blocked views of these elements due to the proposed development.

### **b) Alternative Measures**

The above issues require no recommendations towards mitigation of the identified impacts. Therefore, there are no alternative measures proposed other than what has been presented by the proponents in the current scheme proposed at 229 Broadway.

There is a possibility for voluntary measures as suggestions that could be undertaken by the proponent, provided an appropriate scope of work is agreeable. To be clear, these are suggestions only. These do not comprise requirements to satisfy any findings of this heritage impact assessment.

Measures of this nature can take the form of:

- Re-memory objects identifying the original owner's site: paying homage to the original usage of the site against the existing proposal with linkages to any original late-1800's foundation siting and incorporation into the ground floor planning could be done with further design study;
- Commemoration identification: it is unclear whether any form of commemoration signage, placard or significant object has been placed at the original siting of 229 Broadway. Such identification could be placed in a prominent location as a gesture of recognition from a local developer.

# APPENDIX A

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# APPENDIX B

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## ENDNOTES

- 1 ORANGEVILLE 1952, p.9
- 2 IBID.
- 3 MOREAU 2023
- 4 TOWNSEND 2006, p.29
- 5 ORANGEVILLE 1963, p.10
- 6 TOWNSEND 2006, p.5
- 7 ORANGEVILLE 1963, p.11
- 8 TOWNSEND 2006, p.11 & MOREAU 2023
- 9 ORANGEVILLE 1963, p.10-11
- 10 IBID.
- 11 MOREAU 2023
- 12 TOWNSEND 2006, p.14
- 13 IBID., p.22
- 14 IBID., p.11-13
- 15 IBID., p.16-18
- 16 IBID., p.31
- 17 IBID., p.30
- 18 IBID., p.31
- 19 MOREAU 2023
- 20 PLANNING 2002, p.8-9
- 21 IBID., p.4
- 22 IBID., p.7
- 23 TOWN 2002
- 24 ADDY, p.3
- 25 TOWN 2017 & 2018
- 26 BRYAN'S
- 27 IBID.
- 28 PLANNING 2002, p.98
- 29 IBID.
- 30 IBID., p.21
- 31 HANNAY, 2002
- 32 TOWN 2018, p. 69
- 33 IBID., p. 43
- 34 IBID., p. 18
- 35 IBID., p. 7
- 36 TOWN 2002
- 37 GENERALLY, CHARACTERISTICS OF HERITAGE RESOURCES ARE DESCRIBED AS BEING OF THREE ORDERS, IN DESCENDING IMPORTANCE:
  - A. PRIMARY CHARACTERISTIC VALUE: THE FIRST REASONS FOR THE IDENTIFICATION OF A HERITAGE RESOURCE OF AN OBVIOUS NATURE;
  - B. SECONDARY CHARACTERISTIC VALUE: ELEMENTS THAT ARE SUBSIDIARY AND SUBSERVIENT TO THE PRIMARY CHARACTERISTICS IDENTIFIED, AND;
  - C. TERTIARY VALUE: MINOR ELEMENTS THAT ARE CONSIDERED SLIGHT IN VALUE, HAVE BEEN SEVERELY ALTERED, OR ARE MISSING ENOUGH CHARACTERISTICS TO BE OUTSHINED BY THE SECONDARY AND PRIMARY COUNTERPARTS.
- 38 PLANNING 2002, p.98
- 39 TOWN 2018, p.68-69



# APPENDIX C

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## IMAGE CREDITS

IMAGE 1:

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IMAGE 2:

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IMAGE 3:

IBID., P.13

IMAGE 4:

IBID., P.20

IMAGE 5:

IBID., P.82

IMAGE 6:

IBID., P.85

IMAGE 7:

IBID., P.30

IMAGE 8:

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IMAGE 9:

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IMAGE 10:

PLANNING, (2002, p.10) HERITAGE CONSERVATION DISTRICT STUDY AREA

IMAGE 11:

PLANNING (2002, p.108) HERITAGE CONSERVATION DISTRICT RECOMMENDATIONS

IMAGE 12:

PLANNING, (2002, p.98) HERITAGE CONSERVATION DISTRICT STUDY AREA

IMAGE 13:

GOOGLE MAPS, ACCESSED FEBRUARY 2024

IMAGE 14:

TOWN OF ORANGEVILLE PIP PORTAL

IMAGE 15:

D+H ARCHITECTS PHOTOGRAPHY

IMAGE 16:

SURVEY, TED VAN LANKVELD, OLS

IMAGE 17:

TOWN OF ORANGEVILLE PIP PORTAL

IMAGE 18:

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IMAGE 19:  
D+H ARCHITECTS IMAGERY

IMAGE 20:  
TOWN OF ORANGEVILLE PIP PORTAL

IMAGE 21:  
D+H ARCHITECTS PHOTOGRPAHY

IMAGE 22:  
IBID.

# APPENDIX D

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## AUTHOR QUALIFICATIONS AND CURRICULUM VITAE

CANADIAN ASSOCIATION OF HERITAGE PROFESSIONALS -- MEMBER (2009)

ONTARIO ASSOCIATION OF ARCHITECTS -- MEMBER (2007)

DALHOUSIE UNIVERSITY -- MASTERS OF ARCHITECTURE (2001)  
-- BACHELOR OF ENVIRONMENTAL DESIGN STUDIES (1999)

RYERSON POLYTECHNIC UNIVERSITY -- BACHELOR OF TECHNOLOGY, ARCHITECTURAL SCIENCE (1997)

## PROFESSIONAL EXPERIENCE

2022-PRESENT -- D+H ARCHITECTS INC. (STAFF ARCHITECT)  
2011-2022 -- SHERIDAN COLLEGE (PROFESSOR)  
2009-2011 -- +VG ARCHITECTS (THE VENTIN GROUP LTD.) (HERITAGE COORDINATOR)  
2006-2009 -- GLOBAL ARCHITECTS INC. (PROJECT ARCHITECT)  
2003-2006 -- SPENCER R. HIGGINS ARCHITECT INC. (INTERN ARCHITECT)  
2000-2002 -- G+G PARTNERSHIP ARCHITECTS (INTERN ARCHITECT)

## HERITAGE PROJECT EXPERIENCE

-- UNION STATION REVITALIZATION PROJECT, TORONTO (HIA)  
-- LIBRARY OF PARLIAMENT, PARLIAMENT OF CANADA, OTTAWA  
-- LEGISLATIVE ASSEMBLY OF ONTARIO (QUEENS PARK), TORONTO (CONSERVATION PLAN)  
-- ST. MICHAEL'S CATHEDRAL, TORONTO (HIA)  
-- ST. ANNES ANGLICAN CHURCH, TORONTO  
-- FORT HENRY, KINGSTON (HIA)  
-- LEGISLATIVE BUILDING OF SASKATCHEWAN, REGINA  
-- VOLUNTEERS' MONUMENT, TORONTO  
-- MANUFACTURER'S LIFE INSURANCE HEADQUARTERS, TORONTO

- IRA D. RAMER HOUSE, RICHMOND HILL (HIA AND CONSERVATION PLAN)
- 75-81 QUEEN STREET EAST (GAGNON, LAW & BOZZO OFFICES), BRAMPTON
- GROVE HALL, HAMILTON
- HIGGINS RESIDENCE, PETERBOROUGH
- THORNBECK-BELL HOUSE, TORONTO (HIA)
- MARS BUILDING, TORONTO GENERAL HOSPITAL, TORONTO (HIA AND CONSERVATION PLAN)
- RALPH THORNTON COMMUNITY CENTRE AND LIBRARY, TORONTO

#### LECTURES/EXHIBITIONS/PUBLICATIONS

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- STAGE 2 - DESIGN DEVELOPMENT: FIFTH FACADE
- STAGE 3 - CONSTRUCTION DOCUMENTS: FIFTH FACADE
- STAGE 1/2/3 - BUILDING MAINTENANCE UNITS: FIFTH FACADE
- STAGE 1/2/3 - ENWAVE STEAM VENT: FIFTH FACADE

LEGISLATIVE ASSEMBLY OF ONTARIO, QUEENS PARK: CONSERVATION MASTER PLAN [2011], TORONTO, CANADA

- 7-YEAR MULTI-PHASED APPROACH
- EXTERIOR MASONRY AND EXTERIOR WINDOWS MAIN CONCENTRATION

HERITAGE CANADA HERITAGE NATIONAL TRUST CONFERENCE [2014], CHARLOTTETOWNE, CANADA

- FIFTH FACADE CONSERVATION: ROOFSCAPE AND SKYLIGHTS PRESENTATION
- CO-PRESENTATION WITH +VG ARCHITECTS

TECHTALK SPEAKERS SERIES, HACE CREATIVE ECONOMY, CITY OF BRAMPTON [2014], BRAMPTON, CANADA

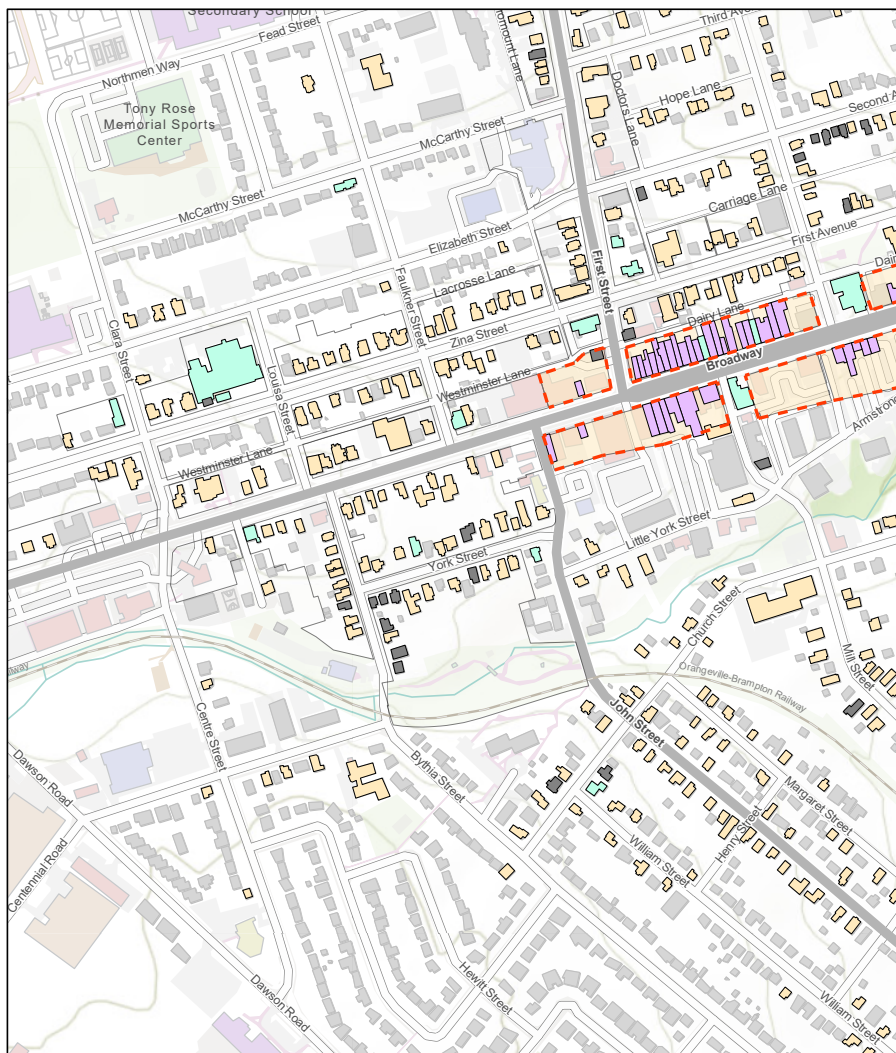
- FIFTH FACADE CONSERVATION: ROOFSCAPE AND SKYLIGHTS PRESENTATION
- CO-PRESENTATION WITH +VG ARCHITECTS



# APPENDIX E

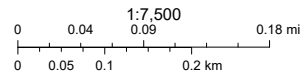
## CURRENT CONSERVATION DISTRICT, TOWN OF ORANGEVILLE

### Orangeville PIP



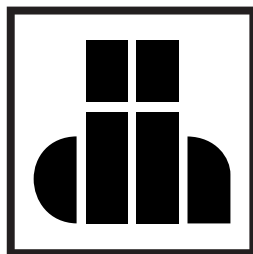
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- |  |  |
|--|--|
| <b>Heritage Buildings</b>  | <b>Heritage District</b>   |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> MunReg - Non Designated | <span style="display: inline-block; width: 15px; height: 15px; border: 2px dashed red;"></span> Downtown Heritage District                         |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: cyan; border: 1px solid black;"></span> MunReg - Part IV          | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightgreen; border: 1px solid black;"></span> Proposed District 1 |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: purple; border: 1px solid black;"></span> MunReg - Part V         | <span style="display: inline-block; width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></span> Proposed District 2       |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: grey; border: 1px solid black;"></span> No Status                 |  |



Esri, NASA, NGA, USGS, FEMA, Esri Community Maps Contributors, Province of Ontario, Town of Orangeville, Esri Canada, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METNUSA, USGS, EPA, NPS, US Census Bureau, USDA, NRCAN, Parks Canada, Sources: NRCAN, Esri Canada, and Canadian Community Maps contributors.

Town of Orangeville



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