

Report to London Advisory Committee on Heritage

To: Chair and Members
London Advisory Committee on Heritage
From: John M. Fleming
Managing Director, City Planning and City Planner
Subject: Heritage Alteration Permit Application by 1025123 Ontario Inc., 371 Dufferin Avenue, West Woodfield Heritage Conservation District
Meeting on: May 8, 2019

Recommendation

That, on the recommendation of the Managing Director, City Planning and City Planner, with the advice of the Heritage Planner, the application under Section 42 of the *Ontario Heritage Act* to permit the existing signage at 371 Dufferin Avenue, West Woodfield Heritage Conservation District, **BE PERMITTED** with the terms and conditions that internal illuminations be prohibited.

Executive Summary

The property at 371 Dufferin Avenue, located within the West Woodfield Heritage Conservation District, was converted from a residential dwelling into office space and apartments. The previous sign was removed in 2015 and replaced in 2016 without Sign Permit or Heritage Alteration Permit approval. The existing sign is sufficiently compliant with the guidelines of the *West Woodfield Heritage Conservation District Plan*.

Analysis

1.0 Background

1.1 Property Location

The property at 371 Dufferin Avenue is located on the south side of Dufferin Avenue between Waterloo Street and Colborne Street. The property has a frontage of 17.46m (57.29') and a depth of 45.72m (150').

1.2 Cultural Heritage Status

The property at 371 Dufferin Avenue is located within the West Woodfield Heritage Conservation District, designated under Part V of the *Ontario Heritage Act*. The property at 371 Dufferin Avenue is a B-rated property by the *West Woodfield Heritage Conservation District Plan*, meaning that the property contributes to the heritage character of the West Woodfield Heritage Conservation District.

1.3 Description

The building located at 371 Dufferin Avenue was built in 1914 for D. H. Howden. David H. Howden was the President of the D. H. Howden & Co. wholesale hardware company. The home may be the work of William George Murray, architect, who also designed a warehouse for D. H. Howden & Co. at 200 York Street (built 1905; demolished), however this has not been confirmed.

The building is a two and half storey, square plan residential-type building. The building is clad in an ochre-coloured brick set on a cast stone-clad foundation. The symmetrical building features a main, central entryway, flanked by a triplet of windows to either side, on the ground storey. This is matched on the second storey by a central balcony doorway flanked by two small windows, with a pair of windows to either side. A broad verandah spans the façade, with central steps providing access to the main entryway. The verandah's shed roof and upper balcony are supported by end brick piers and

central columns. A metal balustrade has been installed on the verandah. The hipped roof is now clad in a metal roof, replaced in 2017-2018.

The building has been converted offices and apartments.

The building is set back from Dufferin Avenue, consistent with its neighbouring properties to either side. A driveway on the east side of the property provided access to rear yard parking; there is no front yard parking on this property. The building is set nearly at the property line, with the front yard of the property being located in the municipal boulevard. The building is set about 16m (52.5”) from the curb of Dufferin Avenue.

2.0 Legislative/Policy Framework

2.1 Provincial Policy Statement

Heritage conservation is a matter of provincial interest (Section 2.d, *Planning Act*). The *Provincial Policy Statement* (2014) promotes the wise use and management of cultural heritage resources and directs that “significant built heritage resources and significant cultural heritage landscapes shall be conserved.”

2.2 Ontario Heritage Act

Section 42 of the *Ontario Heritage Act* requires that a property owner not alter, or permit the alteration of, the property without obtaining Heritage Alteration Permit approval. The *Ontario Heritage Act* enables Municipal Council to give the applicant of a Heritage Alteration Permit:

- a) The permit applied for
- b) Notice that the council is refusing the application for the permit, or
- c) The permit applied for, with terms and conditions attached (Section 42(4), *Ontario Heritage Act*)

Municipal Council must respond within 90 days after a request for a Heritage Alteration Permit application (Section 42(4), *Ontario Heritage Act*).

2.3 The London Plan

The policies of *The London Plan* found in the Cultural Heritage chapter support the conservation of London’s cultural heritage resources. Policy 554_ of *The London Plan* articulates on of the primary initiatives as a municipality to “ensure that new development and public works are undertaken to enhance and be sensitive to our cultural heritage resources.” To help ensure that new development is compatible, Policy 594_ (under appeal) of *The London Plan* provides the following direction:

- 1. *The character of the district shall be maintained by encouraging the retention of existing structures and landscapes that contribute to the character of the district*
- 2. *The design of new development, either as infilling, redevelopment, or as additions to existing buildings, should complement the prevailing character of the area*
- 3. *Regard shall be had at all times to the guidelines and intent of the heritage conservation district plan.*

2.4 West Woodfield Heritage Conservation District

Section 9.3.5 of the *West Woodfield Heritage Conservation District Plan* provides guidelines on signage. The *West Woodfield Heritage Conservation District Plan* notes that the conversion of housing stock into commercial or office space prompts the introduction of signage within West Woodfield Heritage Conservation District. It includes the following guidelines:

- *Wall-mounted signs should not exceed the height of the building cornice/*
- *Freestanding signs should not be of a design and size so as to impede views to the building.*
- *Sign materials should be complementary or compatible to those of the building. Painted wood or metal are particularly encouraged because of their historic use as signage materials.*

- *Ideally, sign designs will be based upon design that is contemporary with the building itself.*
- *The use of internally lit, neon or plastic signage is strongly discouraged.*
- *Spotlighting that enhances the visibility of the sign, as well as the architectural character of the building is encouraged.*
- *Sandwich-board style signs that are put onto the sidewalk itself during the day and removed after hours should also be complementary to the building itself. Signs should not be of a size that impedes pedestrian traffic or visual sightlines along the street.*

3.0 Heritage Alteration Permit Application

A Heritage Alteration Permit application was submitted by a representative of the property owner and received on April 8, 2019. The property owner has applied for a Heritage Alteration Permit to:

- Allow the existing sign, with the following details:
 - Freestanding on a 33cm/4” metal pole (1.88m/74” high, 1.37m/54” wide) set on a base plate;
 - Coloured plexiglass sign (72cm/28.5” high, 1.19m/47” wide) set in a metal frame;
 - Located on the municipal boulevard (4.01m/13’2” from the sidewalk); and,
 - No electrical (therefore, not illuminated).

The existing sign was installed in 2016 without Sign Permit or Heritage Alteration Permit approval. Because of this, this Heritage Alteration Permit application has met the conditions for referral requiring consultation with the London Advisory Committee on Heritage (LACH) and a decision by Municipal Council.

Per Section 42(4) of the *Ontario Heritage Act*, the 90-day timeline for this Heritage Alteration Permit application will expire on July 7, 2019.

4.0 Analysis

Approximately since the building has been converted into office space, a sign has been located on the property. City records indicate that a sign has been located on the property since at least 1984. In 2016, a former sign on the property was replaced with the present sign without Sign Permit or Heritage Alteration Permit approval.

The previous sign located at 371 Dufferin Avenue appears to have existed prior to the designation of West Woodfield as a Heritage Conservation District pursuant to Part V of the *Ontario Heritage Act* in 2008. The previous sign was a larger, low sign with brick ends (to match the building) and a metal cap with what appears to be plexiglass signage (see Image 1, Appendix B). This previous sign was removed in about 2015.

In 2016, the existing sign was installed. It is smaller than the previous sign and has no brick detailing. The plexiglass sign is set in a metal frame. This is less visually obtrusive in the historic environment of the West Woodfield Heritage Conservation District. The existing sign does not obstruct the view of the building. The metal material of the sign frame is compatible, particularly with the metal balustrade of the verandah on the building. The existing sign is not illuminated. The plexiglass material is not noted as a compatible material by the guidelines of Section 9.3.5 of the *West Woodfield Heritage Conservation District Plan*, but appears to be consistent with the previous sign. Generally, the existing sign is compliant with the guidelines of the *West Woodfield Heritage Conservation District Plan*. The installation of the existing sign has had no direct impact on the built heritage resource at 371 Dufferin Avenue.

A license agreement, registered on the title of the property, will be required to permit a permanent accessory ground sign on the municipal boulevard in front of 371 Dufferin Avenue.

5.0 Conclusion

The existing sign is compliant with the guidelines of the *West Woodfield Heritage Conservation District* should be permitted. Should the existing sign be replaced in the future, a metal or painted wood sign would be more compatible with the heritage character of the West Woodfield Heritage Conservation District.

Prepared by:	Krista Gowan Heritage Planner
Submitted by:	Gregg Barrett, AICP Manager, Long Range Planning and Sustainability
Recommended by:	John M. Fleming, MCIP, RPP Managing Director, City Planning and City Planner
Note: The opinions contained herein are offered by a person or persons qualified to provide expert opinion. Further detail with respect to qualifications can be obtained from City Planning.	

May 2, 2019
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- Appendix A Property Location
- Appendix B Images
- Appendix D Proposed Pocket Park Design Detail

Appendix A – Property Locations

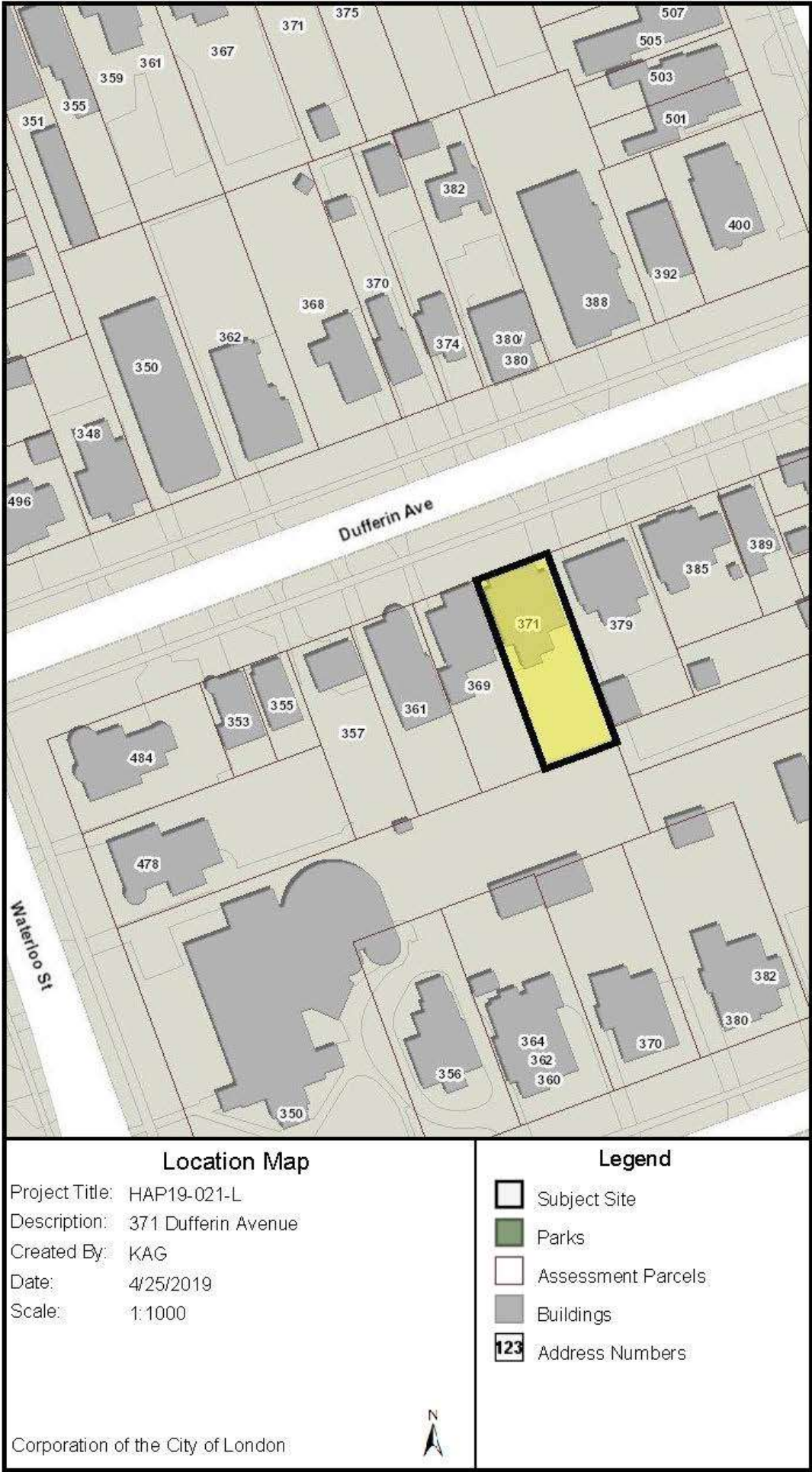


Figure 1: Location of the property at 371 Dufferin Avenue.

Appendix B – Images



Image 1: Property at 371 Dufferin Avenue in July 2009. Note the former sign on the front lawn. Courtesy Google Streetview.



Image 2: Property at 371 Dufferin Avenue in September 2015. Note the absence of a sign on the front lawn. Courtesy Google Streetview.



Image 3: Property at 371 Dufferin Avenue in July 2016. Note the existing sign on the front lawn. Courtesy Google Streetview.



Image 4: Property at 371 Dufferin Avenue on April 25, 2019.



Image 5: Property at 371 Dufferin Avenue.



Image 6: Detail of the metal balustrade of the verandah on the building located at 371 Dufferin Avenue.



Image 7: Existing sign installed on the front yard of the property at 371 Dufferin Avenue. Note the square detailing in the metal frame of the sign, inspired by the metal railing of the balustrade.



Image 8: The existing sign in the front lawn of the property at 371 Dufferin Avenue.

Appendix C – Sign Details

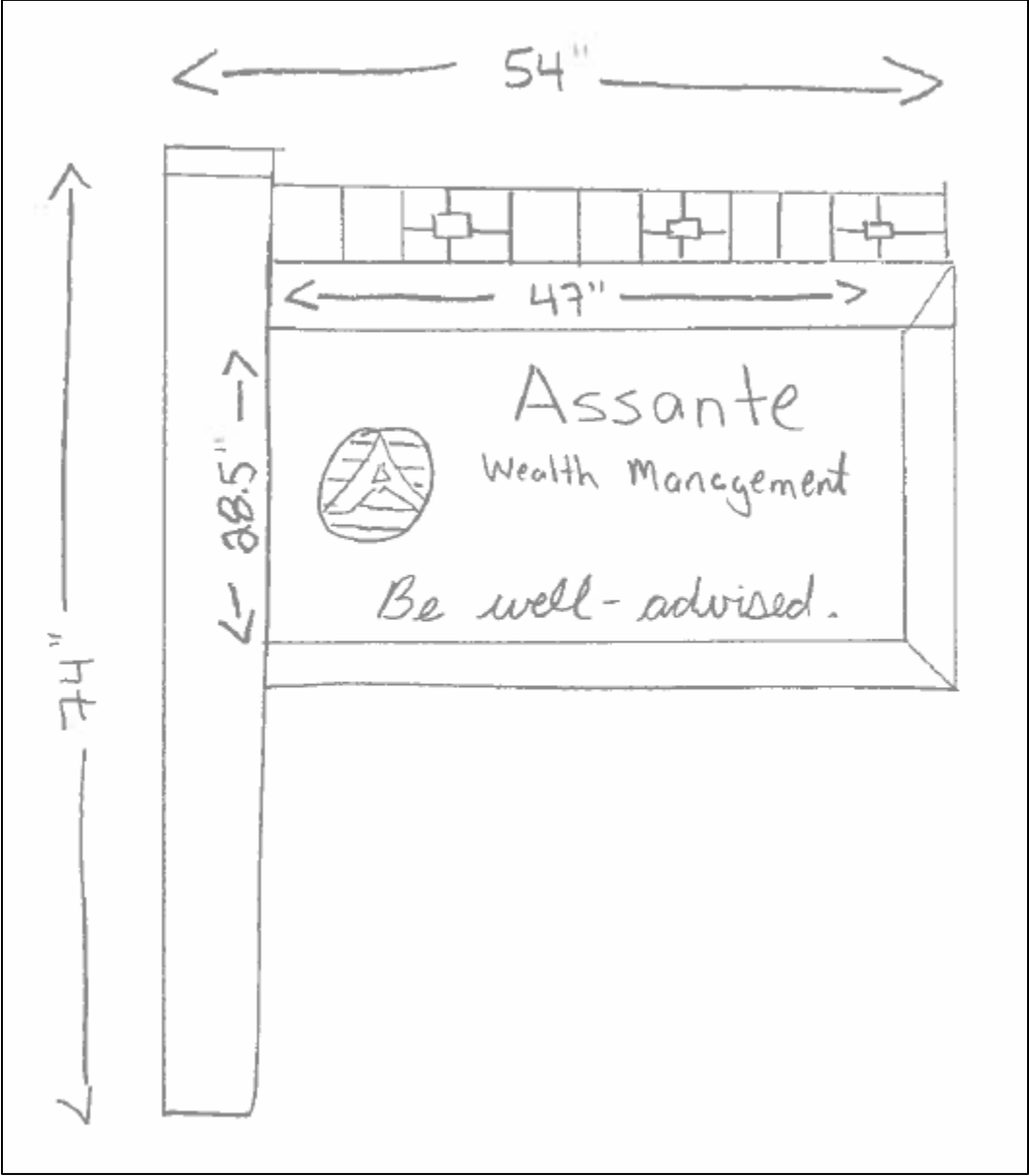


Figure 2: Sketch of existing sign installed at 371 Dufferin Avenue, with measurements, provided by the agent for the property owner.