



## Heritage Alteration Permit Application - 371 Dufferin Avenue

London Advisory Committee on Heritage  
Wednesday May 8, 2019

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## Property Location and Status



Location of 371 Dufferin Avenue



Designated under Part V under the *Ontario Heritage Act*, located in the West Woodfield Heritage Conservation District



## 371 Dufferin Avenue



- Constructed 1914
- Two and half storeys
- Symmetrical residential-type building
- Central entryway, flanked by a triplet of windows
- Broad verandah with metal balustrades
- Building set back from Dufferin Avenue



## Legislative/ Policy Framework

### **The 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.
- Municipal Council must respond within 90 days after a request for a Heritage Alteration Permit application (Section 42(4), Ontario Heritage Act).
- The Heritage Alteration Permit application was received on April 8, 2019 and the 90-day timeline will expire on July 7, 2019.

### **The West Woodfield Heritage Conservation District Plan**

- Section 9.3.5 of the *West Woodfield Heritage Conservation District Plan* includes the following guidelines:
- 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.
- The use of internally lit, neon or plastic signage is strongly discouraged.



## Heritage Alteration Permit Application



A Heritage Alteration Permit application provided 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;
- No electrical (therefore, not illuminated).



## Analysis



Property at 371 Dufferin Avenue in July 2009.



Property at 371 Dufferin Avenue in July 2016.



## 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