



# HERITAGE CONSERVATION DISTRICT PLAN FOR LOWER MAIN STREET SOUTH, NEWMARKET

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and Peter Stewart, principal architect, George Robb Architect

for the Town of Newmarket

October 5, 2011

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GEORGE ROBB ARCHITECT



Cover illustrations: Top – Detail from "Newmarket." *Illustrated Historical Atlas of the County of York...* (Toronto: Miles & Co., 1878), p. 29; Bottom – View looking north from Water Street, Oct. 2008

# CONTENTS

	Page
Acknowledgements	vi
<u>1.0 Introduction</u>	
1.1 Background to the Plan	1
1.2 Plan's Purpose	3
1.3 Planning Area	4
1.4 Relation Between Heritage Planning, Land Use Planning and Other Municipal By-laws	6
1.5 Properties Designated under Part IV of the <i>Ontario Heritage Act</i>	6
1.6 Definitions	7
1.7 Organization of Plan	8
<u>2.0 District's Historic Character</u>	
2.1 Milestones in the Development of Lower Main Street South	10
2.2 Statement of Cultural Heritage Value	18
2.3 Description of Heritage Attributes	20
2.3.1 Historic Landmark Buildings	29
2.3.2 Historic Commercial Buildings	29
2.3.3 Historic Houses	33
2.3.4 Historic Registry Office	34
2.3.5 Complementary Buildings	34
2.3.6 Other Existing Buildings	35
2.3.7 Open Space	36
2.3.8 Views	37
<u>3.0 Plan's Goal and Objectives of the Designation</u>	
3.1 Goal	39
3.2 Objectives	39
3.2.1 Land Use	39

3.2.2 Buildings	39
3.2.3 Landscape	40
3.2.4 Signs	41
<u>4.0 Policies</u>	
4.1 Land Use	42
4.1.1 Maintenance of Existing Land Use Zones	42
4.1.2 Improvement of Cedar Street and River-facing Rear Building Elevations	43
4.2 Buildings	43
4.2.1 Historic Buildings	43
4.2.2 Complementary Buildings	46
4.2.3 Other Existing Buildings	47
4.2.4 New Construction	48
4.3 Landscape	50
4.3.1 Protection of Views	50
4.3.2 Enhancement of Views	51
4.3.3 Maintenance or Reduction of Roadway Pavement Widths	51
4.3.4 Sidewalk Widening	51
4.3.5 Improving Public Access to the Holland River	51
4.3.6 Improving the Water Street Boulevard and the District's Southern Entrance	52
4.3.7 Improving the Municipal Steps	54
4.3.8 Preserving Private Open Space	54
4.4 Signs	55
4.4.1 Outdoor Directory	55
4.4.2 Tom Taylor Trail Signs	55
4.4.3 Building Signs	55
4.4.4 Signs and Displays on Historical Themes	55
4.4.5 Signs for Motorists	56
4.5 Lands Adjacent to the District	56
<u>5.0 Guidelines</u>	
5.1 Guidelines for Historic Landmark Buildings and Historic Registry Office	57
5.2 Guidelines for Historic Commercial Buildings	58
5.3 Guidelines for Historic Houses	63

5.4 Guidelines for Complementary Buildings	63
5.5 Guidelines for Other Existing Buildings	63
5.6 Guidelines for New Construction	64
5.7 Guidelines on Masonry Conservation	69
5.8 Guidelines on Painting and on Colour Palette	72
5.9 Guidelines on Window Repair	72
5.10 Guidelines on Storefront Treatment and Building Signs	73
<u>6.0 Implementation Strategy</u>	
6.1 Review Procedure for Heritage Permit Applications	77
6.1.1 Purpose of Heritage Review	77
6.1.2 Advisory Process	77
6.1.3 Matters Relating to the Official Plan, Zoning By-law, Site Plan Control By-law and Sign By-law	78
6.1.4 Types of Proposals Requiring Heritage Review	78
6.1.5 Charges	79
6.2 Exemptions from Heritage Review	79
6.3 Financial and Technical Support	80
6.4 Amendments to Official Plan and Sign By-law	81
6.5 Plan Review	81
Appendix A: Suggestions for Historic Commercial Buildings, Historic Houses, Complementary Buildings and Other Existing Buildings	82
Appendix B: Flow Chart Showing Heritage Permit Approval Process	96
Appendix C: Sample Form for a Heritage Permit Application	97
Appendix D: A Guide to Preparing Heritage Impact Assessments in the Town of Newmarket	99
Appendix E: Other Sources of Information	102

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- Chris Kallio, economic development officer;
- Ron Marriott, chair of Heritage Newmarket;
- Jackie Playter, member of the Newmarket Downtown Development Committee;
- Dave Ruggle, senior planner (chair of the project steering committee); and,
- Joe Sponga, councillor for Ward 5.

The assistance of fourth-year history student, Alex Gorlewski, is also appreciated.

# HERITAGE CONSERVATION DISTRICT PLAN FOR LOWER MAIN STREET SOUTH, NEWMARKET

## 1.0 Introduction

### **1.1 Background to the Plan**

The Town of Newmarket has taken a series of steps toward protecting and enhancing Lower Main Street South. The efforts include:

- an inventory of Main Street South properties prepared in 1997;
- completion of a beautification program for the Lower Main Street South roadway and boulevard in 2004;
- establishment of a comprehensive set of financial incentive programs in support of building improvements on the street;
- a 2005 heritage improvement plan for Lower Main Street South, containing guidelines for voluntary compliance but connected to qualification for financial assistance from the Town; and,
- provision of professional preliminary design advice on the feasibility and appropriateness of proposals by property owners wishing to access the financial incentive programs.

In June 2007, Town Council decided to proceed through a process to establish a heritage conservation district for Lower Main Street South. George Robb Architect, represented by Peter Stewart and in collaboration with Paul Dilse, was awarded the contract to assist the Town with the heritage conservation district study in July 2008. Work commenced in early September. The Town invited property owners, business owners and the general public to a public information session at Old Town Hall on December 11, 2008. Questions about district designation were answered, and the objectives for designating Lower Main Street South a

heritage conservation district were considered. All property owners and business owners in the proposed district received a report of the meeting on February 23, 2009.

A report on the findings of the heritage conservation district study was complete on May 19, 2009. It meets the requirements of both Section 40 of the *Ontario Heritage Act* and the official plan of the Town of Newmarket. Town Council received the study report on June 17, 2009, property owners and business owners were notified of the report's completion, the report was posted on the Town web site, and printed copies of the report were made available.

In October 2009, the project steering committee vetted a draft of the heritage conservation district plan. Heritage Newmarket (the municipal heritage committee) reviewed the draft plan in the same month.

The Town invited property owners, business owners and the general public to the second public information session at the Newmarket Community Centre on January 13, 2010. A presentation on masonry conservation preceded discussion of draft policies, guidelines and implementation strategy in the heritage conservation district plan.

Following Town Council's decision to hold a public meeting for discussion of the proposed heritage conservation district plan, answers to questions received after the second public information session were mailed to property owners and business owners.

The Town Clerk notified property owners, business owners and the general public about the statutory public meeting to discuss the proposed heritage conservation district plan 20 days in advance of the meeting on December 13, 2010. Copies of the proposed plan were made available at the Town offices, and an electronic version was posted on the Town web site.

Edits concerning the requirements for heritage impact assessments and a change in the placement of suggestions for individual buildings from the body of the plan to the appendix were made in 2011.

The plan fulfils all the requirements of a heritage conservation district plan whose content is prescribed in Section 41.1 of the *Ontario Heritage Act*.



## 1.2 Plan's Purpose

The Heritage Conservation District Plan for Lower Main Street South, Newmarket follows from the Heritage Conservation District Study of Lower Main Street South, Newmarket. The preceding study report has informed the writing of the plan.

Designation of the district under the *Ontario Heritage Act* establishes a framework through which physical changes to the district can be assessed and guided so that they contribute to, and do not detract from, the district's integrity and character. Proposals by private property owners and proposals for public works by the municipality are reviewed against the heritage conservation district plan to ensure that change contributes to the district's character.

The plan applies to both the Town's public works projects in the district and to those private property alterations defined in the plan as requiring heritage review. The plan also lists types of alterations exempted from heritage review.

Where they are required, applications for heritage permits to carry out work on public or private property in the district will be reviewed in keeping with the plan's goal and objectives, policies, guidelines and implementation strategy. The heritage permit approval process, as outlined in Appendix A, is streamlined to handle as effectively as possible the range of types of proposals requiring heritage review – from simple applications to complex ones.

District property owners are not obliged to improve their buildings. Instead, they are expected to maintain their buildings as any prudent owner would. To assist property owners in building conservation, the plan offers guidance. Building restoration to some fixed time in the past is not the plan's aim, and owners do not have to undertake museum-type restorations. Where owners choose to restore their buildings, the plan gives guidance. The plan envisages building improvement occurring incrementally as it can be afforded. As the district's economic potential revives in time, building restoration will become more viable; and the plan is encouraging of this development. In the meantime, the planning framework serves to work out alternatives to project proposals that otherwise would obscure character-defining materials and features or undermine building structure and fabric. The plan provides guidance

on adapting existing buildings to owners' new demands.

In the plan, properties are identified where new compatible construction would be appropriate.

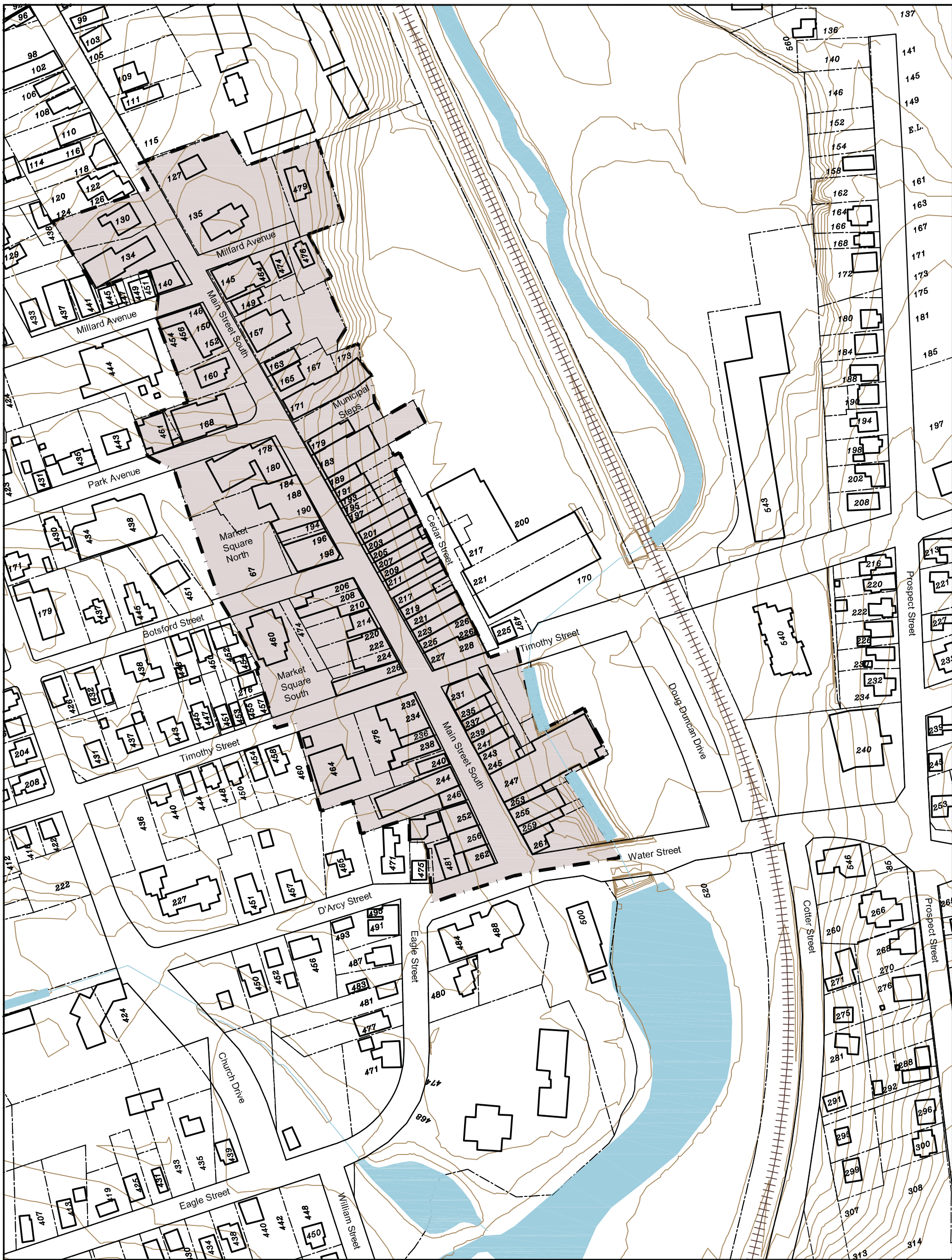
Over the long term of the plan as each project is undertaken, it is intended that district character will be conserved and enhanced.

### **1.3 Planning Area**

The area to which the plan applies is identical to the area designated as a heritage conservation district by By-law No. \_\_\_\_\_. Lower Main Street South, from the crest of the hill in the north to its southerly limit at Water Street, is the district's focus. All of Cedar Street and short sections of Millard Avenue, Park Avenue, Botsford Street and Timothy Street that intersect with Main Street South are also included. The Holland River or the contour lines framing its floodplain form the eastern boundary except where the old Loblaw's store at 247 Main Street South bridges the river. The landmark Old Town Hall and nearby public squares are contained by the district's western boundary.

North of the district, Main Street South changes in character to historic houses (now in commercial use) and other small, detached buildings. East of the proposed district is Town-owned property called the Community Urban Space Project as well as other vacant land. On the west is an historic low-density residential neighbourhood, and bordering Market Square North is a public library. Fairy Lake (the old millpond), a one-storey restaurant and St. Andrew's Presbyterian Church are located south of the district.

The map on the following page illustrates the district's boundaries, municipal streets, steps and squares, building footprints, topographical contour lines and the river.



District Map  
 Heritage Conservation District Plan  
 Lower Main Street South, Newmarket

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#### **1.4 Relation Between Heritage Planning, Land Use Planning and Other Municipal By-laws**

In the event of a conflict between the Heritage Conservation District Plan for Lower Main Street South, Newmarket and a municipal by-law that affects the district, the plan prevails to the extent of the conflict; but in all other respects the conflicting by-law remains in full force.

Town Council will not carry out any public work in the district that is contrary to the objectives set out in the plan or pass a by-law that is contrary to the objectives set out in the plan.

In due course, the official plan will be amended to distinguish the Lower Main Street South district within the Historic Downtown Centre, recognize the supremacy of the district plan over Lower Main Street South, replace reference to the Urban Design Guidelines when evaluating development proposals with reference to the district plan, and delete the policies regarding pavement widening and the erection of significant building forms at Water Street. The four sets of design guidelines cited in the site plan approval manual will be replaced by the policies and guidelines in the district plan for applications within the district. The sign by-law will be amended as it pertains to the Historic Downtown Centre, reducing the maximum size of fascia signs and projecting signs, prohibiting painted wall signs and rounded vinyl canopy signs, and prohibiting the placement of signs over architectural detail.

#### **1.5 Properties Designated under Part IV of the *Ontario Heritage Act***

The following properties designated under Part IV of the *Ontario Heritage Act* are subject to the plan's goal and objectives, policies, guidelines and implementation strategy:

- the Registry Office, North York at 134 Main Street South;
- Christian Baptist Church, 135 Main Street South;
- the Newmarket Federal Building (Old Post Office), 178-180 Main Street South; and,
- the Old Town Hall at 460 Botsford Street.

## 1.6 Definitions

In this plan:

- "as-found evidence" means the traces of historic materials or features that have been mostly or partly lost or concealed on a building and that may be discovered through an assessment of the building's physical condition, and is used in drawing conclusions about the historical appearance of a building or property;
- "complementary buildings", although they may not be old, are compatible with historic buildings and the district's architectural patterns;
- "condition assessment" is a report prepared by a qualified heritage specialist or specialists to note existing problems with a building's physical condition and to recommend an approach for correcting them;
- "conservation" means all activities that are aimed at safeguarding the heritage attributes of the district, and can involve maintenance, repair, restoration, alteration, additions and new construction or a combination of these;
- "documentary evidence" includes pictorial or textual information, such as derived from historic plans, historic photographs and written records, and is used in drawing conclusions about the historical appearance of a building or property;
- "heritage attributes" are those historic materials, distinctive features or other special elements that contribute to the building's, landscape's or district's character;
- "heritage impact assessment" is a report prepared by a qualified heritage specialist or specialists to assess the impacts demolition, removal, significant alteration or new construction may have on the character of a building, property, its surrounding context or an historic area;
- "historic buildings" are landmark buildings, commercial buildings, houses and the registry office that are among the oldest buildings in the district;

- "municipal heritage committee" is a standing committee of the Town of Newmarket Council that makes recommendations to Town Council on matters pertaining to heritage conservation, and is also known as Heritage Newmarket;
- "other existing buildings" are buildings that are neither historic nor complementary;
- "restoration" means returning a building or a material or a feature on a building to its original appearance or to another documented point in the building's history, and is an optional activity.

### **1.7 Organization of Plan**

As a framework for revitalizing the district, the plan offers:

- in Section 2, an explanation of why the district is important and a description of the attributes that contribute to its importance;
- in Section 3, an overarching goal for the district's conservation and development and a set of objectives that elaborate on the goal;
- in Section 4, policies that the Town and property owners will follow to conserve and enhance the district's historic character in order to increase the district's economic potential;
- in Section 5, advice to property owners and the Town that will help them reach the intent of the plan's policies; and,
- in Section 6, a strategy that the Town and property owners will use to carry out the policies and achieve the plan's goal and objectives.

Appended to the plan are suggestions for building improvement, a flow chart showing the heritage permit approval process, a sample form for making heritage permit applications, a guide to preparing heritage impact assessments, and a list of publications that provide further information about the district or heritage conservation.

## 2.0 District's Historic Character

### **2.1 Milestones in the Development of Lower Main Street South**

The following history of Lower Main Street South, presented as milestones in its development, explains the district's historical significance and points to historical factors in its present-day appearance.

- Before 1801 The Native people, Europeans and people of mixed ancestry travelled the east branch of the Holland River as part of the Rouge Trail northward from Lake Ontario to Lake Simcoe, Georgian Bay and the upper Great Lakes. They crossed at the ford in the river where Water Street now crosses and went up a path on the high ground above the river. The trail probably followed a route parallel to and west of Lower Main Street South.
- 1801 At the river ford on the Rouge Trail, Joseph Hill in 1801 erected a dam and grist mill for grain produced by the American Quaker farmers recently established on Yonge Street farms. His dam, mill, millpond (now called Fairy Lake), store and house at the entrance to Main Street formed the nucleus of the hamlet of Newmarket – one of the earliest settlements in the interior of Southern Ontario. Elisha Beman, who arrived in 1803, acquired Hill's assets, added a distillery, and prospered with his step-sons Peter and William Robinson in the fur trade. Andrew Borland and William Roe in partnership also succeeded as independent fur traders, working from a trading post at the northeast corner of Main and Water Streets. Stone foundation walls and timbers evident in the building at this pivotal corner appear to have survived from Roe's trading house called The Willows. John Cawthra, whose father was a well-known merchant in Toronto (then called York), had a trading post at the opposite (northwest) corner. Capital amassed through transactions with Native trappers and local farmers in the first quarter of the nineteenth century supported the replacement of log and simple frame buildings with better frame houses and businesses on Lower Main Street South.



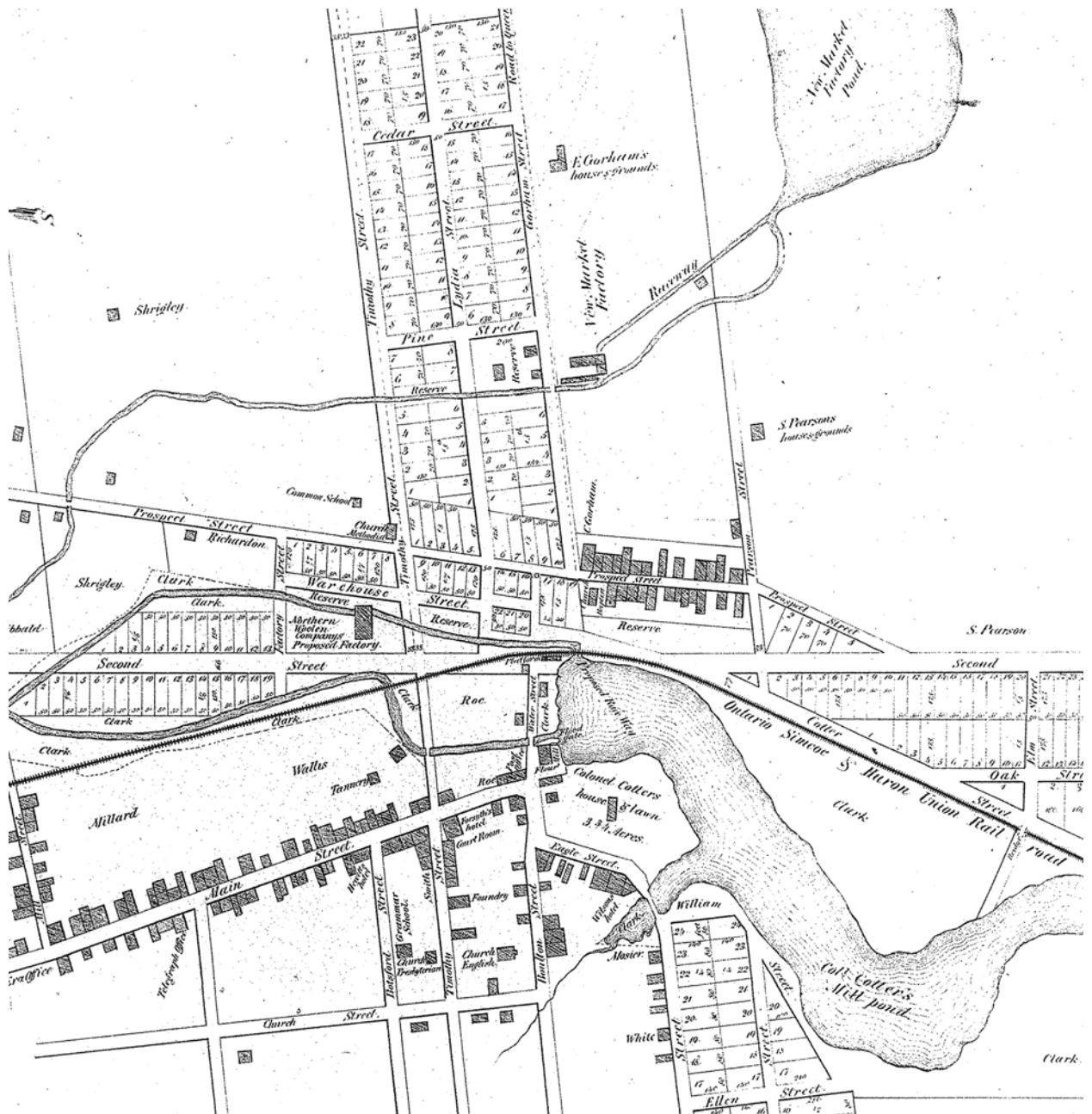
- 1826 In 1826, Joseph Hewitt built the North American Hotel, a popular inn, tavern, stables and depot for mail and stage coaches, at the northwest corner of Main and Botsford Streets.
- 1840s Following a fire which destroyed all the wooden buildings on the west side of Main Street south of Timothy Street, John Cawthra replaced his frame building at the northwest corner of Main and Water Streets with a two-storey brick house in the Regency style. This "gateway" building to Lower Main Street South has anchored the foot of Main Street for a century and a half. In about 1848, James Forsyth built his hotel at the southwest corner of Main and Timothy Streets. The two-storey brick hotel with its five bays and medium-pitched gable roof was typical of the era and remains a fine feature of Lower Main Street South. It helps establish the historic authenticity of the street.
- 1853 In 1853, the Ontario, Simcoe and Huron Union Railroad, just east of and parallel to Main Street, reinforced Main Street's importance in Newmarket. The railway, which connected Toronto to the upper lakes, was the first railway in the province. It spurred land subdivision, development and population growth. In 1857, Newmarket separated from the surrounding township and became an incorporated village.
- 1862 By 1862, many of the lots fronting onto Lower Main Street South were built on although gaps still existed. Frame and some brick buildings often were sited on the lot line without front or side yard setbacks. Rows of buildings had been erected especially on the east side. At the end of the year, fire consumed most of them. They were soon rebuilt in brick, locally produced at the Stickwood brickyard, on the old street line. The reconstruction maintained the unconventionally narrow road allowance.
- 1874 In 1874, Christian Baptist Church was erected on the site of two previous churches. It has remained the key landmark on the street ever since. Five years later, the Wesleyan Methodists constructed their landmark church close by at the northwest corner of Main Street South and Park Avenue. Another indication

of growth and development was Newmarket's incorporation as a town in 1880. A buff brick market building and public hall, completed on Botsford Street in 1883, became the third landmark to tower over Main Street stores. The registry office for northern York County, built opposite Christian Baptist Church in 1884 and replacing an earlier structure, further reflected the town's importance.

- 1893 Throughout the nineteenth century, fire periodically eliminated wooden buildings on Lower Main Street South. In 1893, five years after water mains were constructed along Main Street, the Town of Newmarket prohibited the construction of wood buildings on Main Street between Water and Mill (Queen) Streets.
- 1899 Cars on the first electric radial line in Canada began running up the centre of Main Street in 1899. Due to the narrowness of Lower Main Street South and the noise of the cars that frightened horses, the tracks were rerouted to the west in 1905. The service further integrated Newmarket with Toronto, a link known since ancient times. Another sign of modernization was the demolition of the North American Hotel and its replacement by the Sovereign Bank Building in 1903.
- 1915 By 1910, Lower Main Street South had a mixture of brick commercial rows, blocks and detached buildings, frame and brick veneer commercial blocks and detached buildings, a concrete commercial block, brick, brick veneer and frame houses, two brick churches, a brick registry office, and a brick firehall – the product of a hundred years of building and rebuilding. A combination market building and public hall also built of brick stood just west of the street. The brick rows – the densest land use on Lower Main Street South – concentrated around Botsford Street. As well, vacant land remained near Water Street. In 1915, the new post office changed the street again and created a landmark surpassed only by Christian Baptist Church. The buildings on Lower Main Street South were occupied by both nineteenth and twentieth century uses: on one side of the street, there was a harness shop; and on the other moving pictures were shown.

- Early 1920s     Underground sewers and pavement on the roadway improved Lower Main Street South in the early 1920s. A purpose-built movie theatre was erected on the street's east side on vacant land near Water Street, and the brick Bank of Montreal replaced frame stores at the southeast corner of Main and Timothy Streets.
- 1959             By 1959, the street north to Park Avenue was built up solidly with commercial buildings mostly in brick. Between Park and Millard Avenues, there were commercial blocks and detached buildings, the Methodist (United) church, Town Offices in converted premises and a house. The greatest amount of infilling since the 1920s occurred near Water Street. Two notable additions were the Loblaws supermarket on the east side of the street (it bridged the river) and the Roxy Theatre on the west side.
- 2004             The Town of Newmarket completed improvements to the Lower Main Street South roadway, created a new Market Square, and instituted a comprehensive set of programs for economic revitalization.

A selection of historic plans illustrate points in the district's development.



Detail from William Gibbard's "Plan of W.A. Clark's Property in the Town of New Market, Laid Out for the Proprietor into Building Lots," Oct. 1853, Heritage Newmarket.

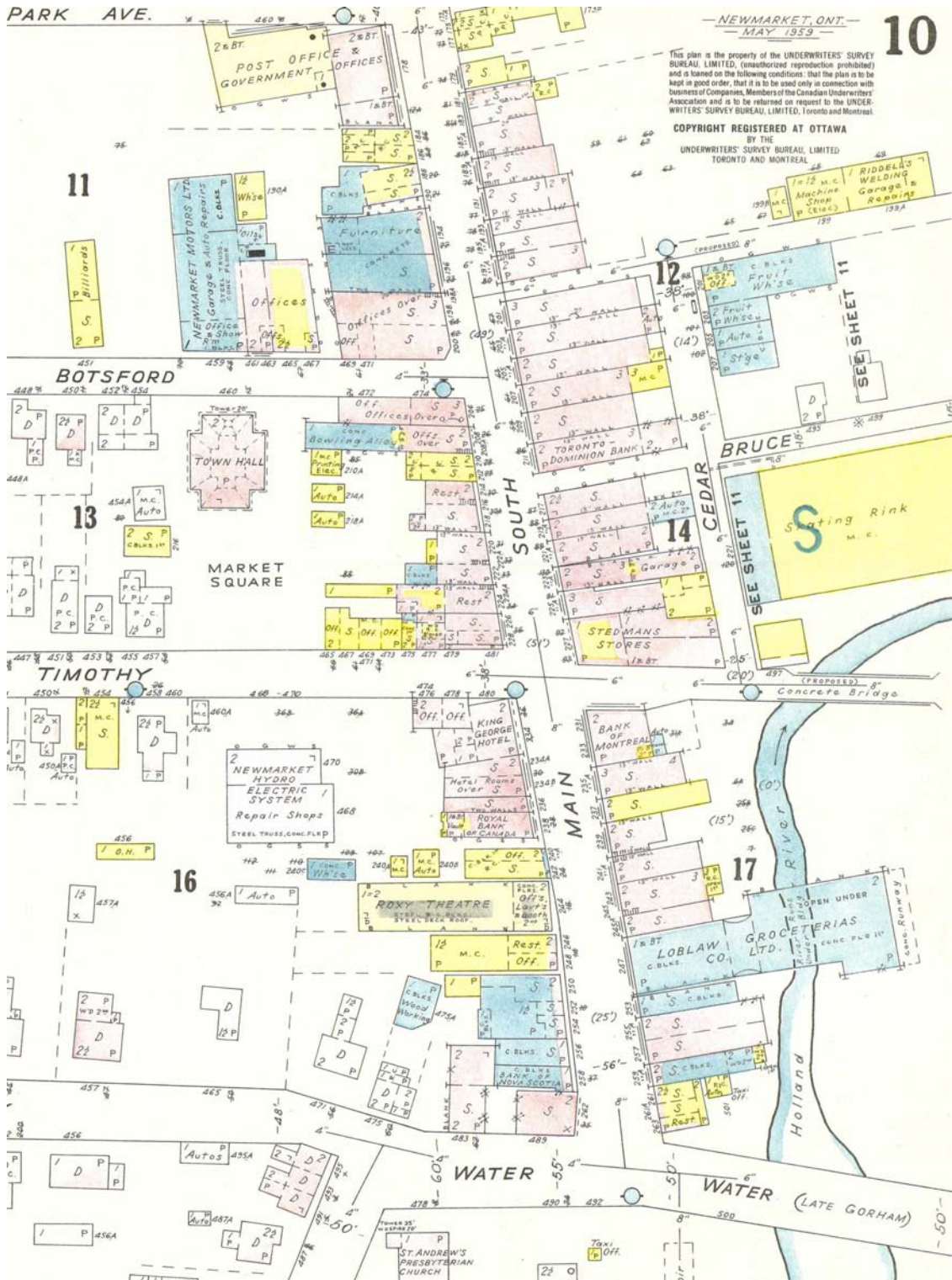
While the purpose of the plan was to show the layout of Clark's plan of subdivision on the east side of the Holland River, the plan highlights the concentration of buildings lining Lower Main Street South by the middle of the nineteenth century.



Detail from S.W. Hallen's "Plan of the Village of Newmarket Shewing Present Subdivisions," 1862, Archives of Ontario C295-1-99-0-2.

The buildings coloured in red probably indicate brick buildings. There were a few brick buildings on Lower Main Street South before the fire at the end of 1862.





Detail from Underwriters' Survey Bureau Ltd.'s "Newmarket, Ont.," a fire insurance plan issued in May 1959, Sheet 10, Toronto Reference Library.

The street north to Park Avenue was built up solidly with commercial buildings mostly in brick.

## 2.2 Statement of Cultural Heritage Value

The reasons why Lower Main Street South has cultural heritage value are explained in the following statement, which begins with an historical quotation.

"... 'The Street with a Hill in it' will doubtless give a good account of itself in the long run – and whatever else it is, it is picturesque." – Ethel Willson Trehwella, *History of the Town of Newmarket*, quoting from W.W.S., "Newmarket," *The Globe*, 30 January 1886, p. 11.

Main Street South below the crest of the hill to Water Street is arguably the most historic street in Newmarket. Its appearance is certainly much more recognizable as an historic place than Yonge Street that developed its final character in the late twentieth century as a car-oriented strip. Because of its topography and the scenic views that it creates, Lower Main Street South is one of the most identifiable main streets in the Toronto region.

Unlike Yonge Street, a surveyed military road, the form of Lower Main Street South developed organically on the higher ground west of and parallel to the east branch of the Holland River. Lower Main Street South owes its origin to two factors: 1) the course of the ancient Rouge Trail which crossed at the ford in the river (Water Street) and went northward up a path on the high ground above the river; and 2) the location of Newmarket's first mill, store, etc. at the same ford in 1801. From the mill at the bottom of the hill, Main Street climbed the hill parallel to the Rouge Trail. The hamlet of Newmarket – one of the earliest settlements in the interior of Southern Ontario – was advantageously located for the fur trade; and entrepreneurs started trading posts at Main and Water Streets. Capital amassed through transactions with Native trappers and local farmers in the first quarter of the nineteenth century supported the replacement of log and simple frame buildings with better frame houses and businesses on Lower Main Street South. New infusions of people and capital followed after the end of the fur trade. Ontario's first railway, the Ontario, Simcoe and Huron Union Railroad, just east of and parallel to Main Street, reinforced Main Street's importance in Newmarket when it arrived in 1853 as did Canada's first electric radial line which first ran up the centre of Main Street in 1899.

As elsewhere in Ontario, fire periodically eliminated wooden buildings on Lower Main Street South. As was typical of Central Ontario, wooden buildings were replaced with brick. The John Cawthra Sr. House at the northwest corner of Main and Water Streets dates from the beginning



of brick construction on Lower Main Street South. Not only is it extremely valuable for its associations with the Cawthra family and the early history of Newmarket, but it is also very important architecturally as a "gateway" building that has anchored the foot of Main Street for a century and a half. Lower Main Street South never experienced a fire that swept through the whole street, and only selective redevelopment occurred; so there exist brick and even some frame buildings from different periods in the street's development from before the mid-nineteenth century through to the mid-twentieth century. The overall trend in rebuilding was to fill in the gaps along the street and build up the street wall solidly with brick commercial buildings.

Within the diversity of architectural types and styles, patterns among the street's buildings are evident. All buildings are built to the lot line (to the sidewalk) except for a few at, or north of, Park Avenue. The usual height of buildings is two storeys, but there are a few at two-and-a-half storeys and three storeys; (one-storey buildings are anomalous). Four landmarks exceed the norm and dominate the street. The five-storey spire of Christian Baptist Church, the four-storey clock tower on the Old Post Office and the twin steeples of Trinity United Church take full advantage of their prominent location approaching, or at the top of, the hill while the cupola atop Old Town Hall pokes above Main Street stores from its location on Botsford Street. Most buildings have narrow street fronts and deep side walls and are built beside, or close to, one another. Together they form a street wall enclosure only interrupted by east-west streets, a lane or a staircase. Only Timothy Street crosses Lower Main Street South; so the sense of enclosure as one walks north from Water Street is pronounced. The unconventionally narrow roadway (two lanes with parking bays on the east side mostly) heightens the feeling of intimacy. Brick in red, buff and other tones is the typical wall cladding, and a few frame buildings coated in roughcast plaster survive. Non-historical claddings hiding historic materials detract from the historic character of the street, and their removal would greatly enhance the street's appearance. Flat-roofed fronts are characteristic of the street, but there are a few gable roofs and a single mansard roof. The typical window is flat-headed, but segmentally arched and round-arched windows are also found.

In addition to building elevations fronting onto Main Street South, interesting streetscapes exist on Cedar Street, at Market Square North, on Botsford Street and along Water Street. The pedestrian's experience of the district is also enriched with long views (toward the river valley, upward to the crest of the hill or westward into the historic central residential neighbourhood),

terminal views to the historic house at 253 Prospect Street and to the historic rowhouse at 491-495 Eagle Street and panoramic views of the district from the Prospect Street hill and from Cotter Street across the millpond.

Lower Main Street South – "the street with a hill in it" – is clearly a traditional downtown main street. It gives way to an uptown portion of Main Street at the top of the hill. The narrowness of the roadway, the humanly scaled street wall enclosures, the rise in elevation, the four landmarks and the wealth of views make Lower Main Street South one of the most visually interesting main streets in the Toronto region.

### **2.3 Description of Heritage Attributes**

The heritage attributes contributing to the district's cultural heritage value are described in the following subsections. Preceding the text are two photo montages illustrating the east and west sides of Lower Main Street South, three panels illustrating buildings, streetscapes and open space off Main Street South, a plan showing built form and classification across the district, a panel showing the relation between buildings and open space, and a panel illustrating views. The photo montages of the street today are accompanied by cropped historic photographs, reproduced from the collections of the Newmarket Historical Society and labelled with their digital numbers. The historic photographs illustrate the historical appearance of those present-day buildings where full or partial restoration might be considered.



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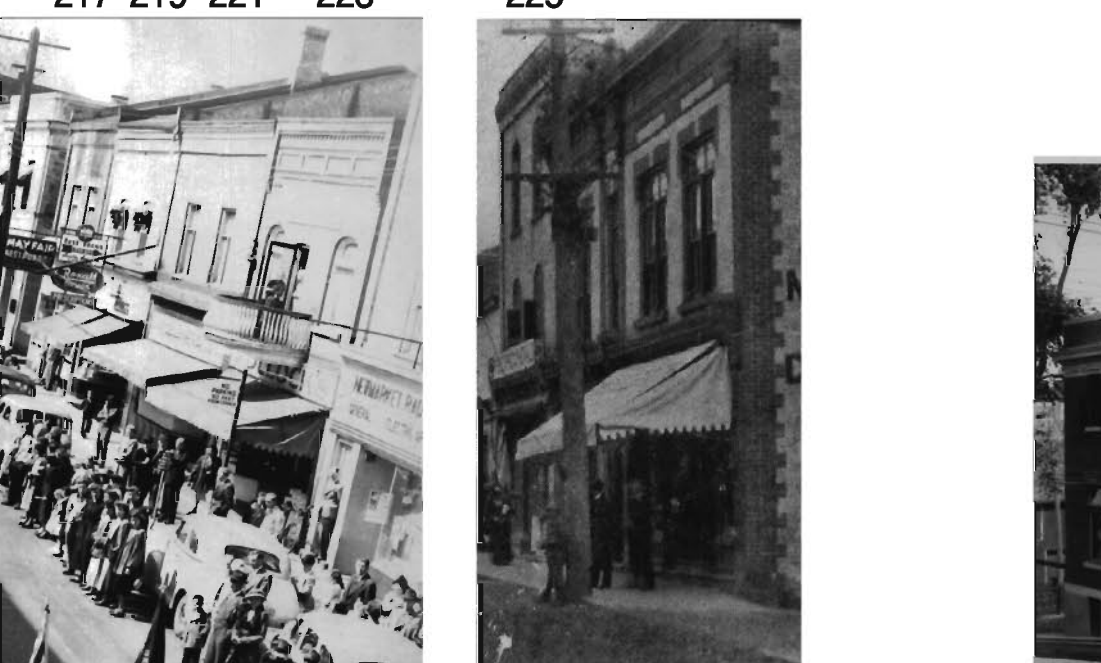
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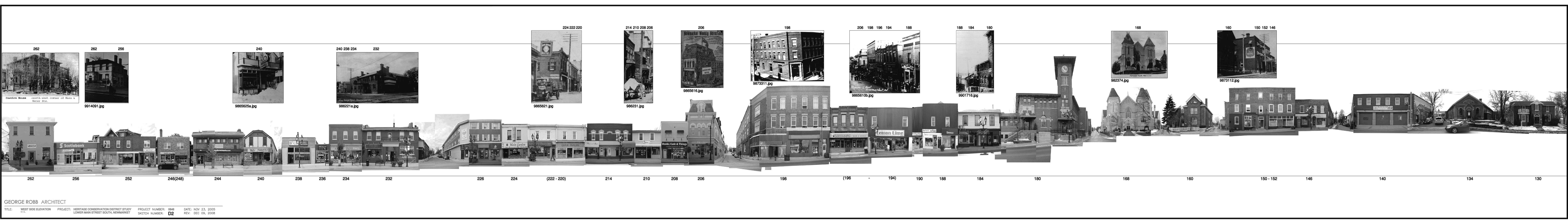
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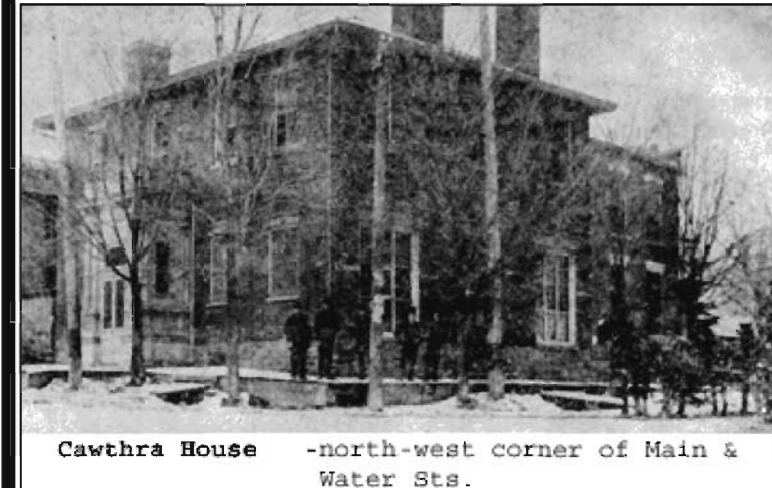
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Cawthra House -north-west corner of Main & Water Sts.

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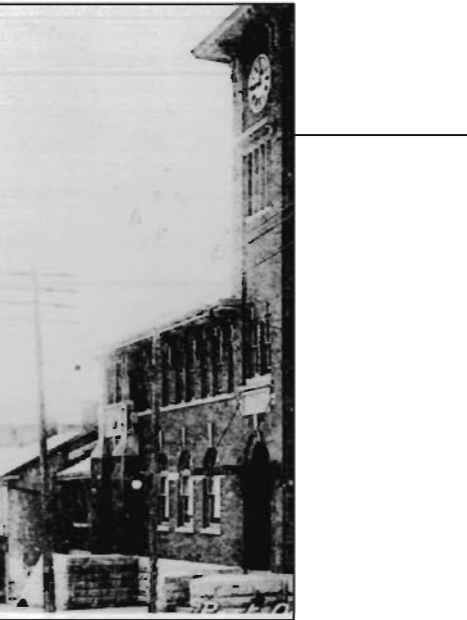
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168



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160

150 152 146



9873112.jpg



262

256

252

246(248)

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232

226

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(222 - 220)

214

210

208

206

198

(196 - 194)

190

188

184

180

168

160

150 - 152

146

140

134

130



1: 479 Millard Avenue



2: south side of Millard Avenue



3: 474 Millard Avenue



4: 476 Millard Avenue



5: 173 Main Street South and hillside sloping to Holland River valley



6: Cedar Street, looking south from lane between 197 and 201 Main Street South



7: Cedar Street, looking north from Timothy Street



8: Town-owned parking lot south of Timothy Street

Buildings, Streetscapes and Open Space East of  
Lower Main Street South  
Heritage Conservation District Plan  
Lower Main Street South, Newmarket

*gra*  
GEORGE ROBB ARCHITECT



9: 461 Park Avenue



10: Market Square North, looking north from Botsford Street



11: Market Square North, looking northeast from Botsford Street



12: Old Town Hall, 460 Botsford Street



13: Lane east of Old Town Hall, leading south to Market Square South



14: 464 Timothy Street

Buildings and Open Space West of  
 Lower Main Street South  
 Heritage Conservation District Plan  
 Lower Main Street South, Newmarket





15: Water Street, looking northwest



16: Water Street, looking northeast



17: 481 Water Street

Buildings and Streetscapes at South end of  
 Lower Main Street South  
 Heritage Conservation District Plan  
 Lower Main Street South, Newmarket

*gra*  
 GEORGE ROBB ARCHITECT







Buildings and Open Space  
 Heritage Conservation District Plan  
 Lower Main Street South, Newmarket



1: View from crest of hill, looking south toward Holland River's east bank



2: View looking east on Millard Avenue



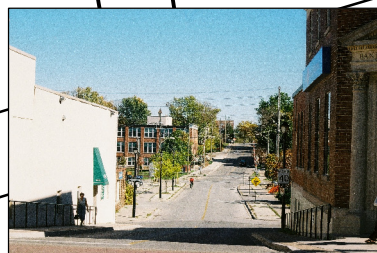
3: View looking east at staircase located just below Park Avenue



4: View looking east at lane between 197 and 201 Main Street South



5: View looking west at Botsford Street into residential neighbourhood



6: View looking east at Timothy Street toward railway, Office Specialty building and Prospect Street



12: View from southwest corner of Water and Prospect Streets, looking northwest and featuring four landmarks



7: View looking south near Water Street



9: View looking east on Water Street toward railway and house on Prospect Street hill



10: View looking west on Water Street toward rowhouse at 491-495 Eagle Street and to D'Arcy Street



8: View looking north from Water Street



11: View from Cotter Street, looking northwest across millpond and featuring four landmarks - the cupola atop Old Town Hall, the steeples of Trinity United Church, the tower on Old Post Office and the spire of Christian Baptist Church

Views  
Heritage Conservation District Plan  
Lower Main Street South, Newmarket

### 2.3.1 Historic Landmark Buildings

Four buildings are district landmarks erected to be prominent in the townscape:

- Christian Baptist Church, 135 Main Street South;
- Trinity United Church, 168 Main Street South;
- the Newmarket Federal Building (Old Post Office), 178-180 Main Street South; and,
- Old Town Hall, 460 Botsford Street.

### 2.3.2 Historic Commercial Buildings

Buildings, blocks and rows that contribute to the district's historic commercial character on the east side of Main Street South include:

- 163 Main Street South, a two-storey brick building beneath metal siding;
- 165-167 Main Street South, a two-storey brick block, similarly sided in metal, and adjoining 163 Main Street South at a slightly lower grade because of the descent in elevation;
- 179 Main Street South, a two-storey brick-veneer building shown in historic photographs with a stepped false front;
- 193-197 Main Street South, a two-storey, three-unit brick block with decorative brickwork;
- 201 Main Street South, a three-storey brick building that starts a row of historic buildings;
- 203-205 Main Street South, a two-storey brick block that is part of a row, with details from its Italianate storefront still existing;

- 207-209 Main Street South, a two-storey brick block that is part of a row, its brick construction and facade hidden behind late coverings;
- 211 Main Street South, a two-storey brick building with its facade rebuilt for a bank, the southernmost part of a row;
- 217 Main Street South, a two-storey brick building in a row of five historic buildings;
- 219 Main Street South, a two-storey building in a row, its brick hidden behind a synthetic facade;
- 221 Main Street South, a two-storey building in a row, its brick hidden behind a synthetic facade;
- 223 Main Street South, a two-storey brick building in a row, retaining a well-preserved storefront with central recessed doorway, stained glass window heads in the upper floor and a parapet with decorative brickwork;
- 225 Main Street South, a three-storey brick building – the tallest in a row of five historic buildings – with decorative brickwork in its parapet;
- 231 Main Street South, a two-storey brick bank styled in an early twentieth century adaptation of Classicism, with a splayed entrance bay marking the corner – one in a row of historic and complementary buildings;
- 235 Main Street South, a three-storey building whose brick construction is hidden behind metal siding – one in a row of historic and complementary buildings;
- 237 Main Street South, a two-storey brick-veneer building hidden by metal siding – one in a row of historic and complementary buildings;
- 239 Main Street South, a two-storey brick building with quoins at corners and a parapet of decorative brickwork – one in a row of historic and complementary buildings; and,

- 243 Main Street South, a two-storey brick building with decorative brickwork (quoins, stringcourse, parapet) and round-arched windows on the upper floor – one in a row of historic and complementary buildings.

Buildings, blocks and rows that contribute to the district's historic commercial character on the west side of Main Street South include:

- 146 Main Street South, a two-storey brick block with decorative brick cornice and parapet and 150-152 Main Street South, an attached three-storey brick block also with decorative brick cornice and parapet (the third storey was added at the turn of the twentieth century);
- 184 Main Street South, a two-storey frame block clad in siding with roughcast plaster beneath and surmounted by a gable roof – one in a row of historic buildings anchored by the Old Post Office;
- 188 Main Street South, a tall two-storey brick-veneer block hidden by metal siding – one in a row of historic buildings anchored by the Old Post Office;
- 194-196 Main Street South, also in the row anchored by the Old Post Office – a two-storey block made of concrete block with a brick veneer facade, one half of which is covered in metal siding (in the unit where the brick veneer is exposed, upper-floor windows and parapet step upward);
- 198 Main Street South, a three-storey brick block with a splayed corner bay, original upper-floor windows and a decorative brick parapet – the southernmost block in the row anchored by the Old Post Office;
- 206 Main Street South, a two-and-a-half-storey brick block built by Joseph Widdifield and known as the Reformer Block – the only Second Empire building on the street and

the anchor for a row of historic and complementary buildings – with many of its features on the Main Street and Botsford Street facades intact: tall, slender and arched windows on the upper floor, a bracketed cornice, and a slate mansard roof with dormer windows echoing the cupola on Old Town Hall;

- 210 Main Street South, a two-storey frame building with roughcast plaster finish and a gable roof – one in a row anchored by the Reformer Block;
- 214 Main Street South, a two-storey brick block enlivened by decorative brickwork (joined arched window heads and patterned parapet) – one in a row anchored by the Reformer Block;
- 220-222 Main Street South, a two-storey brick block with many features on the upper floor intact: brick piers, fenestration, stringcourse and bracketed parapet – one in a row anchored by the Reformer Block;
- 224 Main Street South, a two-storey brick building hidden beneath metal siding – one in a row anchored by the Reformer Block;
- 232 Main Street South, a two-storey brick hotel retaining its Georgian character shown in a symmetrical five-bay facade, gable roof and parapeted gable ends; and,
- 234 Main Street South, a two-storey brick addition to the hotel at No. 232, with a parapet facing the street.

There are two other historic commercial buildings in the district, namely:

- 474 Millard Avenue, a one-and-half-storey brick veneer building with gabled front, originally a livery and now housing; and,
- 481 Water Street, a two-storey parged brick building with gabled front, once a storehouse used by the Cawthra family, then a showroom and garage for early Ford automobiles and now housing.

### 2.3.3 Historic Houses

Eight historic buildings that were built as houses are located toward the north and south ends of the district:

- 127 Main Street South, a two-storey brick house – formerly the manse for Christian Baptist Church – set on a spacious lot and distinguished by its side porch, arched fenestration, pedimented bay, complex roof and tall chimney;
- 130 Main Street South, a two-storey brick house whose front facade centres on a pedimented bay;
- 145 Main Street South, a two-and-a-half storey brick house – later the York County Hospital – with some of its Edwardian Classical features seen standing behind a large one-storey brick front addition;
- 160 Main Street South, a two-and-a-half storey brick house whose front facade is focussed on a pedimented bay with Romanesque Revival features;
- 171 Main Street South, a two-and-a-half storey brick veneer house with Queen Anne style pedimented bays;
- 240 Main Street South, a two-storey frame house with storefront added, original upper-floor window placement and altered gable roof;
- 261 Main Street South, a two-and-a-half storey brick veneer house containing remnants from The Willows, the trading post of fur trader William Roe; and,
- 262 Main Street South, the two-storey (coated) brick Regency house of John Cawthra Sr. (1789-1851), facing Water Street – altered from its genteel appearance in the nineteenth century but retaining the same rectangular volume, the rhythm of windows and doors on both the Water and Main Street elevations, its hipped roof and two of its chimneys.

#### 2.3.4 Historic Registry Office

The tall one-storey former registry office at 134 Main Street South is representative of the brick registry offices built to provincial standards in county seats across Ontario. In the case of some counties as it was for York County, there were two registry offices – one in Toronto and the other in Newmarket. Besides the brick that is characteristic of Lower Main Street South construction, the Old Registry Office exhibits the typical plan of three bays wide by three bays deep, Italianate openings for windows and door, and a pediment spanning the front facade.

#### 2.3.5 Complementary Buildings

Eleven buildings are compatible with the historic buildings and the district's architectural patterns in the following ways:

- 149 Main Street South, a one-storey building whose shallow setback from the street, brick veneer front and plate glass storefront windows help to some degree in establishing the sense of a street wall enclosure on the street's east side;
- 157 Main Street South, a two-storey brick veneer building with one-storey wing on its south side, extending the sense of street wall enclosure on the street's east side;
- 189 Main Street South, a two-storey brick building that extends the sense of street wall enclosure on the street's east side;
- 191 Main Street South, a two-storey brick building (beneath the synthetic facade) that extends the sense of street wall enclosure on the street's east side;
- 208 Main Street South, a two-storey brick building in front and one-storey concrete block back extension but altered in its cladding, fenestration and parapet – one in a row anchored by the Reformer Block;
- 241 Main Street South, a two-storey brick building that contributes to the row of historic and complementary commercial buildings on the east side of Main Street South, south of Timothy Street;



- 244 Main Street South, a two-storey building – formerly a movie theatre – whose height, shallow setback, tight side yards and brick facing extend the sense of street wall enclosure on the street's west side;
- 245 Main Street South, a two-storey brick building that contributes to the row of historic and complementary commercial buildings on the east side of Main Street South, south of Timothy Street;
- 255 Main Street South, a two-storey brick building whose height, zero setback, zero side yards and brick facade extend the sense of street wall enclosure on the street's east side;
- 259 Main Street South, a two-storey building whose height, zero setback and zero side yards extend the sense of street wall enclosure on the street's east side; and,
- 464 Timothy Street, a two-storey brick rowhouse resulting from the conversion of repair shops and standing alone on its lot below Market Square South.

### 2.3.6 Other Existing Buildings

Buildings that are neither historic nor complementary include:

- 476 Millard Avenue, an early twentieth century bungalow on the brow of the hill overlooking the Holland River valley;
- 479 Millard Avenue, an early twentieth century bungalow on the brow of the hill overlooking the Holland River valley;
- 140 Main Street South, a mid-twentieth century firehall;
- 461 Park Avenue, a mid-twentieth century wing on Trinity United Church;
- 183 Main Street South, a mid-twentieth century commercial infill;

- 190 Main Street South, late twentieth century commercial infill;
- 226 Main Street South, a mid-twentieth century commercial replacement;
- 227 Main Street South, the one-storey altered remnant of an historic commercial building;
- 236 Main Street South, a one-storey commercial infill;
- 238 Main Street South, a mid-twentieth century bank;
- 246 Main Street South, a mid-twentieth century commercial infill;
- 247 Main Street South, a mid-twentieth century supermarket;
- 252 Main Street South, a mid-twentieth century commercial infill;
- 253 Main Street South, a one-storey commercial infill; and,
- 256 Main Street South, a mid-twentieth century bank.

### 2.3.7 Open Space

Publicly accessible open space in the district includes:

- the municipal steps south of Park Avenue, connecting Main Street South to the river valley below;
- Market Square North, a new square north of Botsford Street; and,
- Market Square South, the traditional location of the market square.

In addition to the public open space, there are some privately owned spaces that are important to the district's character:

- the open space around the cross-shaped Christian Baptist Church, preserving the crest of the hill;
- the front yard setback of Trinity United Church; and,
- the rectangular courtyard space between the John Cawthra Sr. House at 262 Main Street South and the Cawthra storehouse at 481 Water Street.

### 2.3.8 Views

The district offers many long views, including:

- views toward the Holland River valley;
- views upward to the crest of the hill;
- a view looking east at Timothy Street toward the Prospect Street hill; and,
- a view from the corner of Main Street South and Botsford Street, looking westward into the historic central residential neighbourhood that is contiguous to the district.

There are also two terminal views from Water Street:

- one looking east toward the historic house at 253 Prospect Street; and,
- the other looking west toward the historic rowhouse at 491-495 Eagle Street.

Panoramic views of the district from outside the district boundaries are valuable to the entire Historic Downtown Centre and include:

- the view from Cotter Street, looking northwest across the millpond and featuring the four historic landmark buildings; and,
- the view from the southwest corner of Water and Prospect Streets, looking northwest and featuring the four historic landmark buildings.

## 3.0 Plan's Goal and Objectives of the Designation

### **3.1 Goal**

The plan's goal is to revitalize the Lower Main Street South district while preserving its historic character.

### **3.2 Objectives**

The objectives for designating the lands along and near Lower Main Street South a heritage conservation district elaborate on the plan's goal in four broad aspects as follows.

#### **3.2.1 Land Use**

- To continue the existing commercial, institutional and residential zones in the zoning by-law and their permissible uses
- To encourage the improvement of Cedar Street and river-facing rear building elevations for shops and outdoor cafes linked to Main Street South businesses

#### **3.2.2 Buildings**

- To ensure the prevalence of brick for exterior walls
- To retain historic buildings, maintain their integrity, improve them with respect for historic materials and distinctive features, and where possible, restore their lost features or damaged materials
- To base restorations on documentary and as-found evidence
- To care for complementary buildings, to improve them without making them look as if they were old, and to replace them only when the new design demonstrates even greater harmony with adjacent and nearby historic buildings

- To maintain buildings that are neither historic nor complementary (other existing buildings) until such time as they can be redesigned or replaced with new two- or three-storey buildings that conform to the district's architectural patterns and are in harmony with adjacent and nearby historic buildings
- To encourage investment in building improvement that enhances the district's historic character
- To encourage the restoration of historic buildings, especially Christian Baptist Church at the crest of the Main Street South hill and the John Cawthra Sr. House at the district's southern gateway

### 3.2.3 Landscape

- To protect open views of the Holland River valley from streets within the district
- To protect the view looking west at Botsford Street into the historic downtown residential neighbourhood, the view looking east on Water Street toward the historic house on the Prospect Street hill (253 Prospect Street) and the view looking west on Water Street toward the historic rowhouse at 491-495 Eagle Street
- To protect views of the district's four historic landmarks – the cupola atop Old Town Hall, the steeples of Trinity United Church, the tower on the Old Post Office and the spire of Christian Baptist Church
- To enhance views of the district on lands east of the district
- To improve public access to the Holland River
- To maintain or reduce pavement widths on roadways and to enhance pedestrian comfort on boulevards
- To improve the Water Street boulevard with a design that commemorates the early history of Main Street South

- To improve the appearance of the municipal steps south of Park Avenue
- To preserve the open space around Christian Baptist Church at the crest of the hill, the front yard setback of Trinity United Church and the rectangular courtyard space between the John Cawthra Sr. House at 262 Main Street South and the Cawthra storehouse at 481 Water Street

#### 3.2.4 Signs

- To erect an appropriate ground sign providing a directory of stores and services to pedestrians entering the district at its southern end
- To erect appropriate directional signs on the Tom Taylor Trail to the district
- To erect building signs that are scaled for viewing by pedestrians and are appropriate in size and placement to historic buildings
- To offer business owners and owners of vacant stores use of signs and displays to celebrate the history of Lower Main Street South and Newmarket at different seasons in the calendar year
- To erect attractive signs directing motorists northbound on Highway 404 to the Lower Main Street South Heritage Conservation District

## 4.0 Policies

To reach the objectives stated in Section 3.2, the Town and property owners will follow the policies articulated below. The Town and property owners acknowledge that conserving and enhancing the district's historic character is key to the district's long-term economic viability. The plan's policies support the district's cultural heritage value, and decisions made by the Town and property owners about the district will be made in accordance with the policies as well as the statement of cultural heritage value in Section 2.2. When making decisions about the district's future, the Town and property owners commit to considering the impact that their proposals would have on the district's historic character.

After each policy, there is a note in round brackets. The note explains the purpose of the policy.

### **4.1 Land Use**

#### **4.1.1 Maintenance of Existing Land Use Zones**

The Town will continue to support the existing land use zones, which broadly match existing land use in the district. However, the Town will support an application to rezone the properties at 476 Millard Avenue and 479 Millard Avenue which are zoned for single family dwellings (R1 zone) if a convincing case can be made for more intensive land use at a maximum building height of three storeys.

(Zoning is consistent with the prevailing built form. Opportunities for modest intensification of land use exist in the district's R1 zone if the property owners wish at sometime to advance development proposals.)



## 4.1.2 Improvement of Cedar Street and River-facing Rear Building Elevations

The Town will beautify Cedar Street and the Town-owned alley and parking lot south of Timothy Street, encourage property owners in the improvement of the backs of Main Street South buildings to create small shops and outdoor cafes facing Cedar Street or the Holland River, and seek to reconcile the demands of delivery and garbage disposal with customer enjoyment of the shops and cafes.

(The improvement of Cedar Street and river-facing rear building elevations makes better use of the river-facing side of Main Street South buildings and figures in linking the Tom Taylor Trail to Main Street South stores and shops.)

## 4.2 Buildings

### 4.2.1 Historic Buildings

#### *4.2.1.1 Recognition of Historic Buildings*

The Town recognizes the importance of four forms of historic buildings in the district – historic landmark buildings, historic commercial buildings, historic houses and the historic registry office – and their heritage attributes. They are described in Section 2.3 of the plan.

(The district's historic buildings, which are the most important buildings in the district, reveal their historic character in four different forms and in individual examples of each form.)

#### *4.2.1.2 Retention of Historic Buildings*

The Town supports the retention of historic buildings in the district. If a property owner proposes to demolish or remove an historic building, a heritage impact assessment may be required at the discretion of Council to ascertain whether there are alternatives to demolition or removal. Notwithstanding the findings of the heritage impact assessment, the Town reserves its right to refuse the application for demolition or relocation; and the property owner has right of appeal.

(The importance of the district's historic buildings supports a policy of retaining them in situ.)

#### *4.2.1.3 Maintenance of Historic Buildings*

Property owners will care for historic buildings in ways consistent with the plan's guidelines so that each building's heritage attributes are safeguarded and the building's physical life is extended.

(The policy encourages the wise stewardship of the district's historic buildings.)

#### *4.2.1.4 Improvement of Historic Buildings*

The Town encourages improvements to historic buildings when the improvements are respectful of historic materials, distinctive features and physical function. When altering historic buildings, property owners will follow the step-by-step process for building improvement or restoration that is outlined in the guidelines. Property owners should avoid improvements that make restoration at a later date impossible.

(A number of the district's historic buildings would benefit from carefully conceived improvement, but not interventions that result in concealing or damaging historic materials, removing distinctive features, adding incongruous elements, or undermining structural integrity.)

#### *4.2.1.5 Restoration of Historic Buildings*

The Town especially encourages restoration of damaged materials or lost features on historic buildings where it is possible. Property owners will base any restoration or partial restoration on documentary and as-found evidence, following the step-by-step process for building improvement or restoration that is outlined in the guidelines. A restoration will not falsify the appearance of an historic building by making it look older or newer than it is or by introducing elements that are uncharacteristic of the district.

(Restoration or partial restoration would most increase the attractiveness of historic buildings when the work is based on fact rather than conjecture.)

#### *4.2.1.6 Protection of Historic Masonry*

The Town acknowledges the contribution that historic brick walls make to the district's historic character. The Town will support the protection of historic brick walls that remain by encouraging proper repointing, unit replacement and drainage of water away from parapets and foundations and by discouraging masonry painting, harsh cleaning techniques, winter salting, parging, siding or screen coverings or the application of Exterior Insulation and Finish System (EIFS). The Town will encourage the restoration of brick walls that lie beneath coverings of paint, parging (including stucco and cement render), siding, screens, EIFS and other inappropriate treatments where study shows that restoration can be achieved. Guidelines on masonry conservation are provided in the plan.

(The policy aims to preserve historic brick walls that have survived and to restore brick walls that are hidden and could be exposed again.)

#### *4.2.1.7 Investment in Improving and Restoring Historic Buildings*

The Town will assist in improving or restoring the district's historic buildings as it is able. Historic buildings will have priority over complementary and other existing buildings for funding, and the highest priority is the restoration of Christian Baptist Church at the crest of the Main Street South hill and the John Cawthra Sr. House at the district's southern gateway. The Town will seek funding partners in the larger Newmarket community, other levels of government or foundations and corporations to augment or supplement its financial incentive programs.

(As long as the Town is able, it will continue to fund building improvement and restoration in the district. Targets for available funding include projects at historic buildings and especially at the strategically located Christian Baptist Church and John Cawthra Sr. House. Sources of funding besides the financial incentive programs will be sought for major restorations.)

## 4.2.2 Complementary Buildings

### *4.2.2.1 Maintenance of Complementary Buildings*

Property owners will maintain and repair complementary buildings in ways consistent with the plan's guidelines.

(The policy encourages timely maintenance and repair of the district's complementary buildings.)

### *4.2.2.2 Improvement of Complementary Buildings*

The Town favours proposals for modest improvement to complementary buildings, and will assist with appropriate projects as it is able. Changes that make complementary buildings look as if they were old or that otherwise disguise their appearance will be discouraged. The plan's guidelines provide direction on improving complementary buildings.

(Work that enhances the existing positive characteristics of complementary buildings is supportable, but covering over brick walls, adding incongruous elements and making other changes that disguise complementary buildings are not.)

### *4.2.2.3 Replacement of Complementary Buildings*

The Town supports the replacement of complementary buildings only when the new design demonstrates even greater harmony with adjacent and nearby historic buildings than the existing complementary building. For sites occupied by complementary buildings, the Town will consider new two- or three-storey buildings that conform to the district's architectural patterns, are in harmony with adjacent and nearby historic buildings, and meet the plan's policies and guidelines for new construction. The property owner may be required to demonstrate the appropriateness of the new design through a heritage impact assessment.

(Complementary buildings should only be replaced when the new replacement demonstrates even greater harmony than the existing complementary building.)

## 4.2.3 Other Existing Buildings (Neither Historic nor Complementary)

### *4.2.3.1 Maintenance of Other Existing Buildings*

Property owners will maintain and repair other existing buildings in ways consistent with the plan's guidelines.

(The policy encourages timely maintenance and repair of the district's other existing buildings.)

### *4.2.3.2 Improvement of Other Existing Buildings*

The Town favours the replacement of other existing buildings over their improvement, but will consider endorsing, and financially supporting as it is able, worthy improvement projects.

(Effort should be expended on maintaining other existing buildings until such time as they can be redesigned or replaced.)

### *4.2.3.3 Replacement of Other Existing Buildings*

The Town supports the redesign or replacement of other existing buildings to create new two- or three-storey buildings that conform to the district's architectural patterns, are in harmony with adjacent and nearby historic buildings, and meet the plan's policies and guidelines for new construction. The property owner may be required to demonstrate the appropriateness of the new design through a heritage impact assessment.

(Sites occupied by other existing buildings indicate places where redevelopment could occur.)

## 4.2.4 New Construction

### 4.2.4.1 Design of New Buildings or Facade Replacements on Main Street South

In reviewing applications for new construction on Main Street South, the Town favours proposals where:

- building height is not less than two storeys and not more than three storeys and is complementary to adjacent historic buildings and the streetscape;
- there is zero front yard setback and zero side yards;
- the facade shows a vertical orientation (or vertical directional emphasis) by segmenting the mass of the building into units of two or three bays across and by placing windows that are taller than they are wide in the upper floor;
- the ground floor of the facade is mostly taken up by plate glass display windows, the upper floor (or floors) shows a rhythm of windows spaced across the wall, and clay brick of light buff or red colour clads ground-floor piers and the upper-floor wall;
- floors align, or align approximately, with floors of adjacent historic buildings, allowance being made for changes in grade on the Main Street South hill;
- the facade is surmounted by a flat roofline, either a decorative brick cornice or a decorative brick parapet;
- signage is integrated into the ground floor design; and,
- at corner locations, the design addresses the corner and presents two street facades.

Property owners may be required to demonstrate the appropriateness of the design of their new building or facade replacement through a heritage impact assessment in which the impact of the new design on adjacent historic buildings, the streetscape and the district is assessed. The plan's statement of cultural heritage value, policies and guidelines will be

referenced in determining the appropriateness of the design.

(New buildings or facade replacements should extend the street wall on the east and west sides of Main Street South.)

#### *4.2.4.2 Design of New Buildings on Millard Avenue*

If property owners wish to apply for rezoning of the properties at 476 Millard Avenue and 479 Millard Avenue, they may be required to prepare a heritage impact assessment in order to demonstrate the appropriateness of the buildings associated with the new use.

In reviewing any application for new construction on Millard Avenue, the Town favours proposals where:

- the site plan includes a publicly accessible outlook over the Holland River valley at the terminus of Millard Avenue;
- driveways, surface parking and storage area are kept to a minimum and located away from the hillside framing the Holland River valley;
- buildings follow the contours of the hillside framing the Holland River valley;
- buildings are at a height that does not detract from the rear elevation of Christian Baptist Church or the view of the landmark church from afar and that does not exceed three storeys; and,
- wall cladding is clay brick of red colour.

(Any proposal for new construction on Millard Avenue should show respect for features of the unique location – the prominence of Christian Baptist Church and the crest of the hill, the hillside topography, the view of the Holland River valley.)

#### *4.2.4.3 Redesign of 461 Park Avenue*

If the property owner wishes to apply for redevelopment of the lot at 461 Park Avenue where the church wing stands, a heritage impact assessment may be required to demonstrate the appropriateness of the replacement building or building redesign in relation to Trinity United Church and the district as a whole.

In reviewing any application for new construction at 461 Park Avenue, the Town favours proposals where:

- the building is somewhat set back from the side elevation of the church;
- the building is at a height that does not detract from the side elevation of the church and that does not exceed three storeys;
- wall cladding is clay brick of light buff colour;
- the facade shows a vertical orientation (or vertical directional emphasis); and,
- the facade shows a rhythm of windows spaced across the wall.

(Any redesign of the church wing or redevelopment of the church wing's lot should be respectful of the church's and district's historic character.)

### **4.3 Landscape**

#### **4.3.1 Protection of Views**

The Town will check applications for proposals in the district and applications for proposals in areas near the district for their effects on existing views, including views of the Holland River valley, the view of the historic downtown residential neighbourhood, the view of the historic house at 253 Prospect Street, the view of the historic rowhouse at 491-495 Eagle Street and views of the district's four historic landmarks. The Town will add the historic house at 253 Prospect Street and the historic rowhouse at 491-495 Eagle Street to the municipal register of



heritage property as property that is not designated under the *Ontario Heritage Act* but that Town Council believes to be of cultural heritage value or interest.

(Flagging applications for proposals in or nearby the district for their possible effects on existing views assists in view awareness and protection.)

#### 4.3.2 Enhancement of Views

The Town will consider enhancing views of the district on Town-owned lands east of the district by erecting any new buildings with a form that follows the hillside topography on the district's eastern edge. In addition, the Town supports the inclusion of a publicly accessible outlook over the Holland River valley at the terminus of Millard Avenue in any application for new construction on Millard Avenue.

(Opportunities exist for enhancement of the view of the district from Town-owned lands and enhancement of the view of the Holland River valley at the end of Millard Avenue.)

#### 4.3.3 Maintenance or Reduction of Roadway Pavement Widths

The Town will maintain or reduce existing pavement widths on roadways in the district.

(Roadway pavement widening is not conducive to pedestrian access and comfort.)

#### 4.3.4 Sidewalk Widening

The Town will widen the sidewalk at the northeast corner of Water and Main Streets as part of improvement to the Water Street boulevard.

(Sidewalk widening enhances pedestrian comfort and access.)

#### 4.3.5 Improving Public Access to the Holland River

The Town will improve the Tom Taylor Trail along the Holland River with links and directional signs to Main Street South shops and cafes.

(The Tom Taylor Trail with its links to Cedar Street and Main Street South buildings represents an attractive feature parallel to Main Street South and an enhanced pedestrian network in the district.)

#### 4.3.6 Improving the Water Street Boulevard and the District's Southern Entrance

The Town will work with the property owner at 261 Main Street South and invite any willing partners, such as the Business Improvement Area and Newmarket Horticultural Society, to replace the planting bed at the northeast corner of Water Street and Main Street South, which encroaches on the public boulevard, and to improve the boulevard on the north side of Water Street from the corner to the Holland River. The redesign will serve to facilitate pedestrian movement around the corner which is presently impeded by a narrowing of the sidewalk and the obstacle of a light standard with stoplight. The project also involves interpreting the history of the fur trade in Newmarket and William Roe's trading house called The Willows with an interpretive plaque and shrub willows. A ground sign providing pedestrians with a directory of the district's stores, services and facilities is another part of the project.

(Opportunity exists for making the district's southern entrance more attractive and enticing to customers on foot, including those unfamiliar with Lower Main Street South.)



Conceptual sketches showing improvement at northeast corner of Water Street and Main Street South

#### 4.3.7 Improving the Municipal Steps

The Town will improve the appearance of the municipal steps south of Park Avenue, an important pedestrian link between Main Street South and the river valley, by enhancing the axial approach to the clock tower on the Old Post Office.

(Opportunity exists for enhancing pedestrian enjoyment and civic beauty in the northern third of the district.)

#### 4.3.8 Preserving Private Open Space

The Town supports the preservation of the open space around Christian Baptist Church at the crest of the hill, the front yard setback of Trinity United Church and the rectangular courtyard space between the John Cawthra Sr. House at 262 Main Street South and the Cawthra storehouse at 481 Water Street. The Town supports improvement of the Water Street courtyard as a formal garden or landscaped patio with an open view of it from the street.

(Longstanding open spaces at the churches and on Water Street are important to the district's historic character. The Water Street courtyard could be enhanced as a privately owned amenity.)



Conceptual sketch of improved courtyard between John Cawthra Sr. House and Cawthra storehouse

## 4.4 Signs

### 4.4.1 Outdoor Directory

As part of the improvement of the Water Street boulevard, the Town will, with any willing partners, erect an attractive ground sign at the northeast corner of Main Street South and Water Street to serve as a directory to the district's stores, services and facilities.

(An outdoor directory, with map and listings, is comparable to shopping mall directories that orient customers.)

### 4.4.2 Tom Taylor Trail Signs

The Town will integrate directional signs to the Lower Main Street South Heritage Conservation District and Old Town Hall into its signage program for the Tom Taylor Trail.

(Attractive signs along the trail signal that there are interesting destinations in the district.)

### 4.4.3 Building Signs

The Town will amend the sign by-law as it pertains to the Historic Downtown Centre, reducing the maximum size of fascia signs and projecting signs, prohibiting painted wall signs and rounded vinyl canopy signs and prohibiting the placement of signs over architectural detail.

(Building signs should be scaled for viewing by pedestrians and be appropriate in size and placement to the district's historic buildings.)

### 4.4.4 Signs and Displays on Historical Themes

The Town, in co-operation with the Elman W. Campbell Museum and community associations, will seek funding partners to plan, design and make signs and displays that willing business owners and owners of vacant stores can show in ground-floor windows to celebrate themes in the history of Lower Main Street South and Newmarket at different seasons in the year.

(A program of temporary exhibits on historical themes would enliven storefronts and draw viewers to the street and inside stores. Historic photographs, artifacts, art and products, video installations, holograms, recordings and didactics could be assembled on themes celebrating the local history of winter sports, summer pastimes, the harvest festival, train travel, etc.)

#### 4.4.5 Signs for Motorists

The Town, in co-operation with the Province, may erect attractive signs directing motorists northbound on Highway 404 to the Lower Main Street South Heritage Conservation District, leading them from the highway, along Mulock Drive and on Bayview Avenue to clearly marked parking lots on the Community Urban Space Project.

(Attractive signs and an attractive route to the district appeal to visitors.)

### 4.5 Lands Adjacent to the District

The Town may require a heritage impact assessment for development on lands located outside the district's boundaries but adjacent to the district. Development or site alteration on lands adjacent to the district will demonstrate to the satisfaction of the Town that the development or site alteration will conserve the district's heritage attributes.

(In accordance with Section 2.6.3 of the *Provincial Policy Statement*, the policy allows for assessments of development on lands just outside the district to ensure the development's compatibility with the district's historic character.)

## 5.0 Guidelines

### **5.1 Guidelines for Historic Landmark Buildings and Historic Registry Office**

The greatest care should be exercised when treating five unique buildings in the district – Christian Baptist Church, Trinity United Church, the Newmarket Federal Building (Old Post Office, now condominiums), Old Town Hall and the Old Registry Office. Maintaining, preserving and restoring them should be carefully conceived and carried out. A periodic condition assessment – every five years is recommended – is strongly advised to catch minor problems before they exacerbate. A condition assessment before any significant undertaking is necessary.

The greatest conservation challenge for the district's four landmarks and the Old Registry Office may be the treatment of their walls. The removal of the parging over the red brick walls of Christian Baptist Church, which was first applied in 1954 and subsequently coated again, may be technically difficult or prohibitively expensive; but the project would vastly improve the aesthetics of the district's chief landmark. A feasibility study to identify the parging technique, to test patches for parging removal and brick restoration and to cost the project is recommended for the church's consideration and the Town's joint support.

The condition of the brick walls of Trinity United Church should be monitored for ongoing deterioration from sandblasting.

Minor improvements suggested for the Old Post Office include filling the holes in the brick where flagpoles and window shields were once mounted and correcting the brick near the base of the south entrance where deicing salt has damaged it.

The condition of the brick walls at Old Town Hall should form part of any condition assessment.

The condition of the Old Registry Office's dichromatic brick walls that once were painted should form part of any condition assessment.

## 5.2 Guidelines for Historic Commercial Buildings

### How to Approach Building Improvement or Restoration: The Four-step Process

Owners of historic commercial buildings should follow the four-step process outlined below when planning work to their buildings.

*Step 1. Identify your building's historic materials and distinctive features.*

Every historic commercial building has building materials and architectural features that define its character and make it special. These historic materials and distinctive features may lie hidden under paint, siding, EIFS, parging, a large sign or an entire storefront covering the old one. They may also have been lost in reversible alterations over the years – a window bricked in, a door replaced, architectural detail removed. The surviving historic materials and distinctive features of the building – both the ones that are readily visible and those that appear to lie hidden – need to be identified and retained. An easy way to identify the building's special assets is to take a photograph of the building, photocopy the image, and mark the special qualities it has on the photocopy. When that is done, compare the building's characteristics to the district's general architectural patterns which are described in Section 2.2 of the plan, the statement of cultural heritage value. What materials and features does the building have in common with adjacent buildings and all the district's historic commercial buildings? How has the plan described the heritage attributes of the building in Section 2.3.2 of the plan?



As an example, the historic materials and distinctive features of 223 Main Street South are identified on a photograph of the building.



*Step 2. Discover the building's history.*

Once the building's historic materials and distinctive features have been identified, the next step is to conduct historical research. How was the building built, and how has it evolved over time? Historic photographs can reveal architectural elements which have been lost or may be covered up. They can help explain alterations. The 1862 plan and fire insurance plans issued in 1910, 1924 and 1959 may provide more visual information. The Newmarket Historical Society at the Elman W. Campbell Museum has collections of historic photographs (some of which are reproduced in the fold-out photo montages of the east and west sides of Main Street South). The information found in historical records is called "documentary evidence."



The historic photograph (digital photo 9865611 in the collections of the Newmarket Historical Society) shows the original central door in the upper storey of 223 Main Street South and a balcony which explains the bricked-in opening on the upper floor.

*Step 3. Assess your building's physical condition.*

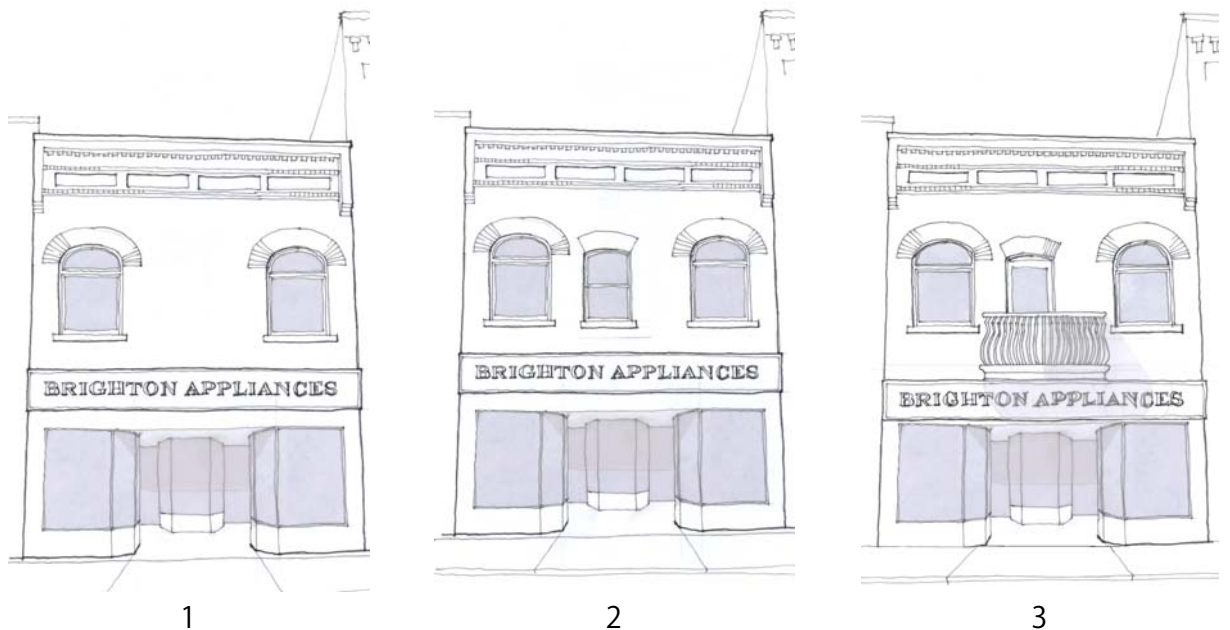
In Step 1, the building's historic materials and distinctive features were identified for retention. In Step 2, visual records may have revealed hidden or lost architectural elements or helped explain alterations. Conclusions made about the building's evolution can be confirmed by an architect experienced in conserving historic architecture or by an engineer or architectural technologist with a similar background. What they observe at the building is called "as-found evidence." Their examination of the building's surviving historic materials and features and their assessment of the building's current physical condition will result in a list of repair work required to extend the life of the building. The "condition assessment" will include the necessary repair work in order of priority, a preliminary cost estimate for each item of work, and a logical sequence of phases for organizing the work. Remedial work and preventative maintenance measures should take precedence over cosmetic improvements, but repair can be part of a facade improvement budget. When the budget is tight, money spent on improving the appearance of the storefront, for instance, would be better spent on repairing a leaking roof.



Brick walls are prevalent among the street's historic commercial buildings. Natural weathering, painting, harsh cleaning techniques, improper repointing, poor drainage of water away from foundations, winter salting and deferred maintenance especially at the vulnerable roofline are common causes of deterioration in brickwork. Even if no other improvement is contemplated, budgeting for repair of deteriorated materials and correction of real structural problems should be done. A condition assessment is a wise and necessary investment preceding any improvement or restoration project. Building specialists qualified to prepare condition assessments of historic buildings advertise their services in the Canadian Association of Heritage Professionals directory – see [www.caphc.ca](http://www.caphc.ca) or call (416) 515-7450. The Town of Newmarket Project Feasibility Study Program can help defray the cost of a condition assessment.

#### *Step 4. Plan your design.*

By having followed the first three steps, a lot is known about the building – its character-defining materials and features, its history and its physical condition. Informed decisions about its improvement can now be made. An architect who is familiar with historic architecture is best able to use the documentary and as-found evidence, consider the business requirements and budget constraints of the property owner or business owner, and develop different conceptual sketches as design options. The Town of Newmarket Project Feasibility Study Program can help defray the cost of conceptual sketches. After reaching an understanding with the Town of how the project will proceed, the architect can cost the proposed work, create a schedule for completing the work (in logical phases if necessary), make working drawings (of the building today and as projected), and write any specifications. Getting your permits and hiring a general contractor and trade and craft specialists come next. Photographs taken before, during and after construction are invaluable for any work that might be undertaken in future. They, along with any notes and drawings, should be stored in a secure place for reference when work is contemplated again.



Three conceptual elevation drawings show three design options for facade improvement at 223 Main Street South: 1) restore the well-preserved storefront and replace the sign; 2) restore the storefront, replace the sign, and reopen the bricked-in opening on the upper floor with a window; 3) restore the storefront, replace the sign, reopen the bricked-in opening with a door, and reconstruct the balcony. The balcony, which would encroach into the public right-of-way, would require an agreement with the Town.

## Anticipated Results from Following the Four-step Process

By following the four-step process for building improvement or restoration, owners will get attractive historic buildings that draw local customers and clients, tenants and tourists. Each project will contribute to the authentic character of the district. As more and more historic commercial buildings are methodically improved or restored, business confidence is expected to increase as has happened elsewhere in Ontario and around the world – resulting in greater sales, higher-valued products and services, and higher rents.

The surprising and inspiring story of old Amsterdam is a case in point. Anthony Tung in his 2001 book, *Preserving the World's Great Cities: The Destruction and Renewal of the Historic Metropolis*, recounts how the historic centre of Amsterdam had by 1945 reached a perilous state of decay from decades of obsolescence and neglect. Through a combination of government policy, strategic restorations by non-profit societies and private-sector investment, modest buildings that make up the greatest part of old Amsterdam were brought back to life. Buildings that were almost beyond saving were repaired and restored, motivating property owners at adjacent and nearby properties to rehabilitate their buildings.

A decades-long initiative by the charitable Architectural Conservancy of Ontario and the designation of two contiguous heritage conservation districts in the core of Port Hope (in 1997 and 2008) has revitalized the historic town centre, making Port Hope a unique destination in the Toronto region. Success stories such as Port Hope's or Amsterdam's can be emulated for the revitalization of Lower Main Street South.

### **5.3 Guidelines for Historic Houses**

#### **The Aim of Improvement or Restoration**

Eight historic buildings that were built as houses are distinguishable from the district's purpose-built historic commercial buildings. To a greater or lesser degree, they exhibit a domestic appearance. In any improvement or restoration of these house forms, the aim should be to return the buildings to their original domestic appearance, as is feasible, even if the use for the buildings is commercial. The four-step process outlined for improvement or restoration of historic commercial buildings is applicable to the district's historic houses.

### **5.4 Guidelines for Complementary Buildings**

#### **The Aim of Improvement**

The buildings that are classified as complementary buildings are already compatible with historic buildings and the district's architectural patterns to a greater or lesser degree. Alteration should not reduce the existing compatibility of the complementary building. Existing brick walls should not be covered in paint, EIFS, parging, veneers, siding, large signs and so on. Architectural elements that never existed on the complementary building or in the district should not be added. Existing windows should not be disguised with muntin bar patterns that predate the complementary building's construction.

### **5.5 Guidelines for Other Existing Buildings**

#### **Approach to Improvement**

Buildings that are neither historic nor complementary are candidates for complete facade redesign or building replacement. Occasionally, a building in the class of other existing buildings may be improved by conservative adjustments to the existing facade. Facades on other existing buildings should not be covered in EIFS, parging, veneers, siding, large signs and the like. Architectural decoration should not be applied. Cosmetic tinkering is strongly discouraged. The guidelines on new construction are applicable to any facade redesign and building replacement project.

## 5.6 Guidelines for New Construction

### How to Approach the Construction of New Buildings: The Three-step Process

Owners should follow the three-step process outlined below when proposing the construction of a new building or a complete redesign of a facade.

*Step 1. Check whether the site is occupied by an historic building, complementary building or other existing building.*

A number of sites where redevelopment may be appropriate are identified in the plan. They are primarily lots containing other existing buildings. As well, the replacement of a complementary building may be justified when the new design demonstrates even greater harmony with adjacent and nearby historic buildings than the extant complementary building. Demolition and replacement of historic buildings need to be avoided since the conservation of historic buildings is essential to maintaining the district's authentic historic character and revitalizing the district.

*Step 2. Understand the building site.*

The plan's statement of cultural heritage value contains a description of the district's architectural patterns. They should be reinforced when a new building is erected so that the new building contributes to, rather than diminishes, the district's historic character. It is also important to study the character of historic buildings that are adjacent to, or nearby, the building site. They form the immediate context for the new building.

Historic photographs may reveal the appearance of the building site when the site contained an historic building. The vanished historic building captured in historic photographs can sometimes provide clues to the appropriate design of the new building. A new building should not replicate what once existed, but it can reflect attributes of historic buildings that were lost to fire or replaced with inappropriate infill. New buildings can have contemporary or traditional styling, but they should never pretend to be old.

### *Step 3. Plan the design of the new building.*

Some architects like to design new buildings that fit into existing surroundings, and have developed their practice by seeking and taking jobs in historic areas. They are best able to discern architectural patterns in the district, reflect extant historic buildings in contemporary construction, be inspired by the architectural information contained in historic photographs, meet the plan's policies on new construction, and follow the plan's principles of design for new buildings. They can develop different conceptual site plans and elevation drawings as design options that achieve both conservation objectives and business requirements.

After reaching an initial understanding with the Town on how the project will proceed, the property owner should test the appropriateness of the design by having a qualified heritage specialist work with him/her and the architect in the review and refinement of the design. The submission should include a scaled photo montage of the immediate streetscape, showing how the new building will look in its surroundings.

After the Town accepts the submission, the architect can make working drawings and write specifications. Getting permits and hiring a general contractor and trade and craft specialists come next. Photographs taken before, during and after construction are invaluable for any work that might be undertaken at the building in future. They, along with any notes and drawings, should be stored in a secure place for reference when renovation is someday contemplated.

### **Design Principles for New Buildings along Main Street South**

The design of any new building on Main Street South should be based on all of the following principles.

#### *Height of Two, Two-and-a-half or Three Storeys*

The height of the new building should not be less than two storeys nor taller than three storeys. The two-, two-and-a-half or three-storey height is important to enhancing the sense of a long walled space where Main Street South is enclosed by the buildings that face it. The height of the new building should complement the heights of adjacent and nearby historic

buildings.

### *Zero Setback*

The new building should be placed on the lot line beside the sidewalk and parallel to it. Zero setback helps develop the continuous building line prevailing along Main Street South. Zero setback means that parking and loading functions are behind the new building.

### *Zero Side Yards*

The new building should abut adjacent buildings.

### *Vertical Orientation*

The new building should perpetuate the vertical emphasis found in the street's historic buildings. Frontage should be segmented into units of two or three bays across. Windows in the upper floor or floors should conform to the traditional proportion of windows, where they are taller than wide. Flat-headed windows are most appropriate. Historic divisions of window panes, such as multi-paned sash, are best avoided in contemporary construction. Decorative shutters are usually inappropriate but functional weather protection for windows, such as cloth awnings, may be.

### *Distinction Between Ground Floor and Upper Floors*

The ground floor of the new building's front facade should be mostly glazed whereas the upper floor or floors should have a lot more masonry. Clay brick of light buff or red colour, especially in small dimension, is complementary to the street's historic buildings. The effect of a contemporary building using a single masonry material is usually more successful than mixing materials on the same building. A rhythmic pattern of windows should be spaced across the brick-clad upper floors. The distinction between ground and upper floors can be made more pronounced by incorporating a storefront cornice or installing sloping storefront awnings.



### *Floor Alignment to Adjacent Historic Buildings*

The floors of the new building should align with the floors of adjacent historic buildings to the extent that there is not a jarring contrast between the existing and new buildings.

### *Flat Roofline*

The new building should terminate in a flat roofline behind which is a shed or flat roof. The uppermost part of the wall where the wall reaches the roofline can be decorated with a brick cornice or parapet. A parapet can hide solar panels, vents, mechanical or electrical equipment and skylights away from street view.

### *Compatible Signs*

Any of the sign types recommended in the guidelines on storefront treatment and building signs should be used for the new building, provided the sign is appropriately sized, placed, and illuminated. The sign should be integrated into the ground floor design.

### *Corner Treatment*

If located at a corner, the new building should have two street facades – the one facing Main Street South of somewhat greater prominence and the one facing the side street subordinate. A splayed corner is a feature used on some historic buildings, and may be appropriate.

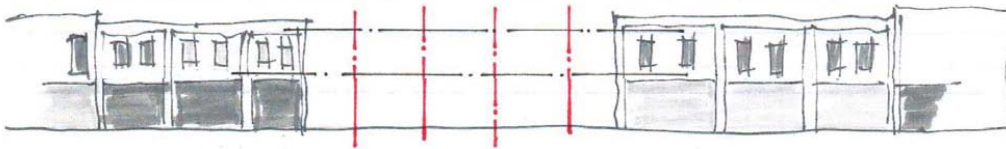
### *Outdoor Patios*

An outdoor patio can extend from the ground floor of the rear wall of the new building to create active retail space at back. Patio fencing should be discreet, co-ordinated with any adjacent patio fencing, and never left as bare wood.

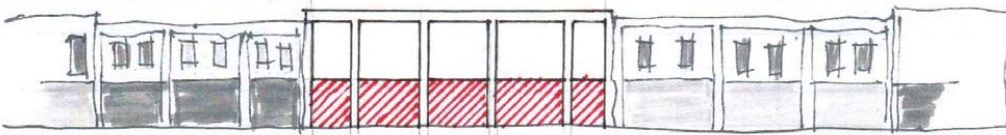
The following sketches illustrate some of the design principles for new buildings.



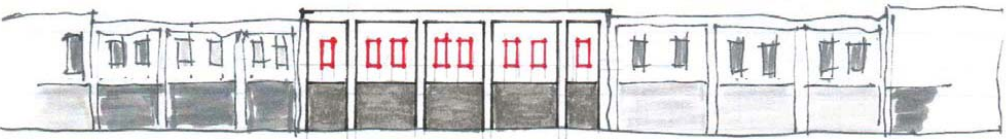
Consider the historic floor to floor heights



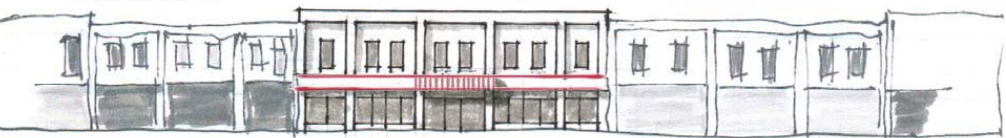
Consider the vertical rhythm



Consider the openness of the storefront



Consider the fenestration of upper floors



Consider the detail



Consider the possibility of a walkway/carrageway to rear parking

Sketches illustrating design principles for new buildings

## 5.7 Guidelines on Masonry Conservation

Clay brick wall cladding is a defining characteristic of the district.

Unfortunately, in several instances, paint, siding, parging or EIFS have been applied to brick to distinguish one building from another, defer repointing, or freshen up the building's image. These materials contrast with the texture and colour of the brick. Concealing masonry walls behind paint, siding, parging or EIFS not only detracts from the street's historic character but also damages the brick. The damage from trapped moisture or from the installation of framework can be irreversible.

Paint has the effect of trapping moisture in the masonry wall and, as the moisture tries to wick its way out, it can freeze in the winter cycle and permanently damage the brick. While the paint coating may to some extent protect the brick from rain, it cannot protect it from: 1) rising damp, which is moisture that penetrates at the foundation level below grade and rises by capillary action above grade; 2) water penetration through cracks; 3) water penetration through inadequate caulking around windows and doors; and 4) water penetration through parapets. The parapet, that part of the wall on many historic commercial buildings that ascends above the roof, is especially vulnerable due to its exposure to the elements; unlike the masonry wall below the roofline, it is subject to extremes in the freeze-thaw cycle since it is not warmed by the interior atmosphere of the enclosed building. Coping (over the top of the wall) and flashing on the roof side, either of metal or other waterproof membrane, is advised.

Never paint an unpainted masonry surface. For brick buildings that are already painted, have experts in the conservation of historic architecture try test patches in inconspicuous places to determine whether the brick can be cleaned of paint; and if it cannot be safely cleaned, repaint in colours that match the underlying brick. Avoid unnecessary cleaning of unpainted brick (the patina on old brick is not usually harmful to the brick, and it shows the building is historic), and always use the gentlest means of cleaning. Harsh abrasive treatments such as sandblasting should be avoided because of the destructive nature of that process. Chemical cleaners are available that do not in most cases damage the brick. There are several non-abrasive blasting techniques that may also be used to clean paint from masonry. Low-pressure water power wash is another method that experts can choose for brick cleaning.

Brick cleaned of paint may expose brick units that are cracked, spalled or crumbling or surface areas of mismatched patchwork. Experts in the conservation of historic masonry can replace deteriorated brick units with matching salvaged brick or apply brick staining to cover imperfections.

Tinting brick with breathable stains has become relatively common practice. It can be particularly valuable if removing paint from previously painted masonry surfaces reveals mismatched prior repairs. Off-colour brick can be made to match the original field colour. Similarly, if repairs are required to existing masonry and a suitably coloured new brick cannot be found, brick with other properties that match the original can be installed and colour matched later. Brick stains have been in use in Europe for a long time, and their claims that they are breathable are well-documented.

Avoid applying Exterior Insulation and Finish System (EIFS) to masonry surfaces. Exterior Insulation and Finish System is a late-twentieth century acrylic substitute for plaster. If improperly installed, it creates prime conditions for mould growth and moisture retention. It also has a drastic negative effect on building aesthetics by replacing courses of clay brick with a uniform flat acrylic surface and by covering architectural detail.

EIFS was installed in the 1980s and 1990s either by adhesives or with mechanical screw-type fasteners. Removal of these systems should be relatively easy, but the resulting damage from the fastening system will require some repair to the underlying wall. In the case of the adhesive method, removal of the adhesive residue may require localized replacement of the brick to which it was fastened. Removal of the mechanical fasteners will leave holes that need to be filled.

Brick walls needing repointing should be repointed with the same mortar mix and joint detail as they were historically and executed by a qualified mason. Correct repointing is important for both aesthetic reasons and for long-term material performance. Traditional mortars were always softer than the masonry units they bonded. This condition allowed a wet wall to dry more rapidly as the moisture within was wicked out of the wall through the porous mortar joints. In the winter cycle, if water were trapped in the wall and froze, it did so at the joints. In this way, the mortar was sacrificial to the bricks. The mortar, however, requires renewal on a regular basis. Mortar repairs should be undertaken with materials of similar characteristics to

the original. Parging deteriorated brickwork does not arrest the process of decay; it only hides it.

In the mid- and late twentieth century, numerous coatings were developed to bond tenaciously to masonry walls. These parging products, while giving the appearance of nineteenth century lime-based roughcast plaster, are usually non-breathable. They can severely damage the structure to which they are adhered. Removal of post-Second World War parging products can be difficult, and specialty restoration contractors should be consulted as to proper methods.

The control of rainwater is likely the simplest means of preventing damage to masonry structures. Gutters and down spouts should be kept in proper working order and should discharge in a manner that directs water away from building foundations.



A mason used to working on historic buildings removes deteriorated mortar by raking the mortar joints with hand tools. The mason knows the difference between nineteenth century mortar mixes and later mixes with high Portland cement content. The mason is adept at duplicating original mortar joints. The mason avoids applying water repellent coatings to masonry surfaces unless masonry repairs and flashings have failed to arrest water penetration problems.

## 5.8 Guidelines on Painting and on Colour Palette

Unlike brick surfaces, exterior woodwork was never left bare of paint historically.

In painting historic wooden features, the choice of colours can be based on the results of paint analysis to woodwork on the historic building or on the range of colours typical to the age of the building. Through the nineteenth and early twentieth centuries, there were gradual shifts in the colour palette used for exterior decoration. The merchants of Lower Main Street South likely followed the changes in colour taste, and repainted wood trim in the fashionable and available colours of the day. However, dark-coloured or muted storefronts are a safe bet for many of the street's historic commercial buildings. Bright, intense and fluorescent colours developed after the Second World War belittle historic commercial buildings and should be avoided. Even white made with titanium is too bright.

Paint companies offer a selection of historic exterior colours. To personalize the painting scheme and to uncover as yet unknown historical information about painting in Newmarket, paint analysis by a qualified technician is recommended.

As there was a wide range of colours available historically in accessible places like Newmarket, pre-Second World War colours are also appropriate for exterior woodwork on complementary buildings and new construction.

For the couple of buildings that have roughcast plaster walls, tints should not be added to the plaster but left in its natural state.

## 5.9 Guidelines on Window Repair

Where original windows still exist, these should be retained unless they have wholly failed and are beyond repair. Wooden window frames and sash can be repaired by patching, splicing, consolidating or otherwise reinforcing often for less than the cost of replacement.



Photo of interior magnetic single-glazed storm window

An alternative to the exterior aluminum storm window is an interior magnetic single-glazed storm window. The interior magnetic single-glazed storm window is more weathertight than the exterior aluminum storm, is convenient to use, and allows the original window and its interesting profile to be seen from the street.

## **5.10 Guidelines on Storefront Treatment and Building Signs**

The historic commercial buildings on Lower Main Street South date from different periods in storefront design, and there are different ground-floor storefront designs appropriate to the age and style of buildings. Four storefront treatments covering broad eras in storefront design on Lower Main Street South are illustrated at the end of 5.10. Note that there are exceptions to the following typology, and storefront restoration should always be based on historic records and as-found evidence.

Original storefronts or traces of them may lie beneath later coverings, and their recovery could add to the street's visual interest and authentic character. However, what if the existing storefront is not original to the building but a replacement from a later time? If the replacement were a good example from its time and in fair condition, repair of the replacement could be the best design option.

Signs on buildings should be placed on the ground floor. They should not hide architectural detail.

Two types of signs from earlier times on Lower Main Street South are illustrated at the end of the guidelines. Each is attractive. One photograph shows raised block letters neatly contained in the storefront cornice and evenly spaced across the cornice. The other shows block letters or script painted on the inside of the storefront windows and the transom light above the door. Today, ready-made adhesive letters could be applied to the inside glass pane instead of having them painted onto the glass.

Block letters were almost always the choice for signs. Script, when used, should be used sparingly as a special style beside the more common block letters. Letter styles that were common in the nineteenth century include Roman, Clarendon, Egyptian and sans serif styles. Avoid both old-world and futuristic letter styles.

Another kind of sign that has historical precedence on Lower Main Street South and could be adapted to today's needs is an awning sign. Retractable, sloping awnings of canvas used to carry signs; today, in place of an operable awning, a simulated cloth awning that never opens can be fixed to the storefront cornice and serve as a sign. On the other hand, rounded vinyl canopy signs with internal illumination should always be avoided. They became popular in the late twentieth century.

Small rectangular plaques have been placed beside store entrances for a long time. The most common form today is the display case that restaurants use to show their menu. Doorway plaques would be an acceptable type of signage on Lower Main Street South.

Although used historically, painted wall signs are not recommended for reasons of conserving the brick wall.

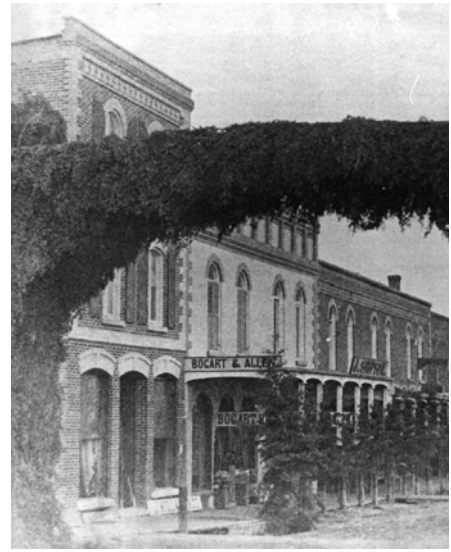
Projecting signs, if needed at all, should seldom be erected; when a projecting sign is needed, it should be small in size, rectangular in shape, hang from the ground floor, and act as a supplement to other signage. The sign by-law also permits one A-frame portable sign (sandwich board sign) per business, which if adopted by many businesses would have the effect of cluttering the sidewalk.

Signs on commercial buildings in the nineteenth century were not illuminated. Back-lit metal-and-acrylic sign boxes that are typical today are not well-suited to historic commercial buildings. The sign by-law permits four types of illumination: open-headed spotlights, lighting recessed in an architectural feature adjacent to the sign, lights concealed behind relief lettering and spot lighting positioned below the sign and shining upward. A small neon sign that hangs inside the window can also work.





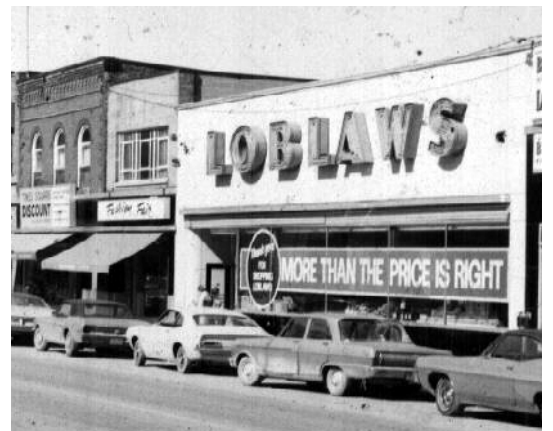
1



2



3



4

1) At mid-nineteenth century: The original ground-floor treatment of 232 Main Street South looked like a Georgian house – four bays of double-sash windows and shutters with the fifth bay in the middle taken up by the front entrance. 2) In the mid- to late nineteenth century: A number of Italianate commercial buildings had an arcade of round-arched or segmentally arched windows, doors and brick piers at the storefront level. A surviving example of this type, although modernized, is found at 203 Main Street South. 3) At the turn of the twentieth century and early twentieth century: What many think of as the traditional main street storefront – a plate glass display window to either side of a central recessed doorway with transoms and a moulded wood cornice above – used to be found a lot, but is rarely seen today; 223 Main Street South is an example. 4) At mid-twentieth century: A band of windows and doorway below a cornice – a Modern treatment – spanned the Loblaws storefront at 247 Main Street South. The amount of signage is excessive, and should not be emulated.



Two types of attractive signs from earlier times on Lower Main Street South – the storefront cornice sign and the interior window sign – top: John Luck, *Newmarket Centennial 1857-1957* (Newmarket, Ont.: Newmarket Era and Express, [1957]), p. 105; bottom: Newmarket Historical Society, digital number 986181.

## 6.0 Implementation Strategy

### **6.1 Review Procedure for Heritage Permit Applications**

#### 6.1.1 Purpose of Heritage Review

The purpose of heritage review is to ensure that proposals by private property owners and by the Town are considered in terms of their effects on the district's historic character.

#### 6.1.2 Advisory Process

Town Council will be advised by the Lower Main Street South Advisory Group in the review of heritage permit applications. The Lower Main Street South Advisory Group will be composed of the chief administrative officer ex officio, the senior planner, the chief building official or designate, the economic development officer, a member of the municipal heritage committee (Heritage Newmarket), a member of the Business Improvement Area board, any advisor the Town may appoint or other staff or community representatives Town Council may wish to appoint.

On an applicant's request, the lead contact for the Lower Main Street South Advisory Group, the senior planner, will arrange for the applicant to meet those members of the Lower Main Street South Advisory Group who are available, on site if at all possible. If the lead contact confirms that the proposal requires heritage review, the lead contact will refer the applicant to the heritage conservation district plan and its relevant sections. Members of the Lower Main Street South Advisory Group will meet in person with the applicant for "pre-consultation" before the filing of an application. The objects of the pre-consultation meeting are to give initial advice or feedback on the proposal, help in charting the process for making a heritage permit application and any other required applications, and information about Town financial incentives and technical assistance. A report on the pre-consultation meeting will be circulated among all the members of the Lower Main Street South Advisory Group and their representative committees or boards.

After receipt of the heritage permit application and any other required application, the members of the Lower Main Street South Advisory Group will have the opportunity to

comment on the application. If there is consensus on the application and unless the proposal involves demolition or removal (relocation), the senior planner will issue a heritage permit. If consensus is not attained or if the proposal involves demolition or removal, the application will be sent to Heritage Newmarket for its recommendation to Town Council.

### 6.1.3 Matters Relating to the Official Plan, Zoning By-law, Site Plan Control By-law and Sign By-law

In addition to heritage permit applications, matters relating to the official plan, zoning, site plan control and signage will be reviewed by the Lower Main Street South Advisory Group and, in cases described in 6.1.2, by Heritage Newmarket. Applications under the *Planning Act*, *Municipal Act* and other provincial statutes and municipal by-laws will continue to be subject to the normal processes of review and approval. The Town will strive to co-ordinate the review of heritage permit applications with other applications and expedite approvals.

### 6.1.4 Types of Proposals Requiring Heritage Review

A heritage permit will be required for any of the following types of work proposed by a private property owner or by the Town in the district:

- demolition of a building or part of a building, such as a building facade;
- removal of a building to a different location on site or to another site;
- erection of a new building, a new facade, a new storefront, an addition to an existing building, a new garage or a new fence or wall;
- structural intervention that affects the external appearance of a building;
- repointing and repairing masonry, cleaning masonry of paint or grime, or painting or staining masonry;
- removal of parging, External Insulation and Finish System, siding or facade screen from walls or installation of new wall material to replace or cover existing wall material;

- alteration of doors and windows, their heads and their surrounds, or cutting of new door and window openings in walls;
- alteration of roofline or skyline by changes to cornices, overhangs, eaves, parapets, chimneys, dormers, rooftop equipment, towers and roof shape or alteration of historic roof coverings such as slate;
- removal or addition of architectural detail, such as storefront cornices, decorative brickwork, stone trim, brackets, window shutters, awnings, porches and balconies;
- erection of a sign; and,
- alteration of streets and their boulevards, squares, parking lots, the municipal steps south of Park Avenue, the open space around Christian Baptist Church, the front yard of Trinity United Church and the rectangular courtyard space between 262 Main Street South and 481 Water Street.

### 6.1.5 Charges

There will be no fee for a heritage permit.

## 6.2 Exemptions from Heritage Review

Any of the following types of work, which are deemed minor in nature for the district, will not require a heritage permit:

- routine exterior maintenance;
- replacement of eavetroughs and downspouts;
- replacement of steps and sidewalks on private property;
- installation of chimney flues or weather caps;

- replacement of roofing material, unless different from existing;
- installation of mechanical or electrical equipment away from public view;
- installation of storm windows and doors;
- painting of non-masonry surfaces;
- erection of small outbuildings under ten metres square in size for domestic use;
- cutting of trees and shrubs or planting of vegetation on private property;
- all interior work of minor or major extent, except for structural intervention that may cause an exterior alteration.

### **6.3 Financial and Technical Support**

The Town will apply the plan's policies and guidelines in its financial support of building improvements and restoration and in improvement of public property.

The Town will, as it is able, assist in funding condition assessments, heritage impact assessments and conceptual design sketches through its financial incentive programs.

The Town will seek funding partners for major restoration projects, improving the Water Street boulevard and implementing a program of signs and displays on historical themes for storefronts.

The Town will extend its tax relief program for designated heritage property to district properties.

The Town will, as it is able, retain professional heritage services for the review of heritage permit applications.

## **6.4 Amendments to Official Plan and Sign By-law**

The Town will amend the official plan to:

- distinguish the Lower Main Street South Heritage Conservation District within the Historic Downtown Centre;
- recognize that the Heritage Conservation District Plan for Lower Main Street South, Newmarket prevails over any municipal by-law, including the official plan, in the event of a conflict between the heritage conservation district plan and the conflicting by-law;
- have the policies and guidelines in the heritage conservation district plan replace the Urban Design Guidelines for use in evaluating proposals in the district;
- delete official plan policies regarding pavement widening and the erection of significant building forms at Water Street.

Accordingly, the Town will replace the four sets of design guidelines in the site plan approval manual with the policies and guidelines in the heritage conservation district plan for applications within the heritage conservation district.

The Town will amend the sign by-law as it pertains to the Historic Downtown Centre to reduce the maximum size of fascia and projecting signs, prohibit painted wall signs and rounded vinyl canopy signs, and prohibit the placement of signs over architectural detail.

## **6.5 Plan Review**

Within five years of the plan coming into force, the Town will review progress in implementing the plan's policies and carrying out the implementation strategy. The plan is meant for implementation over the long term.

## Appendix A: Suggestions for Historic Commercial Buildings, Historic Houses, Complementary Buildings and Other Existing Buildings

### **Suggestions for Historic Commercial Buildings**

The suggestions outlined below should not substitute for the methodical four-step approach explained in the guidelines. Property owners are encouraged to consider undertaking the following work.

#### **East Side of Main Street South**

- 163 Main Street South – The metal siding on the upper floor should be removed. If the underlying material is not irretrievably damaged, restoration should be based on the historic photograph above the fold-out photo montage on page 21 and on any other historic photographs that may be found. The ground-floor storefront could be restored at the same time, using the same historic photograph(s).
- 165-167 Main Street South – The metal siding on the upper floor, the same material covering No. 163, should be removed. If the underlying material is not irretrievably damaged, restoration should be based on the historic photograph above the photo montage and on any other historic photographs that may be found. Vestiges of the original storefronts should be retained and incorporated in a restoration based on the historic photograph(s).
- 179 Main Street South – Restoration of the original stepped false front should be based on the historic photograph above the photo montage and on any other historic photographs that may be available.
- 193-197 Main Street South – On the upper floor, paint should be cleaned from brick (after test patches in inconspicuous places have indicated the appropriate cleaning technique or techniques), missing and spalled brick replaced, the expansion joint between Nos. 195 and 197 recaulked, and the flashing replaced. The ground-floor masonry could be kept, but the doors and signs should be replaced with designs based on the street's historic examples. If restoration of the storefronts is preferred,



restoration should be based on the historic photograph above the photo montage and on any other historic photographs that may be found. Repointing the stone foundation exposed on the side elevation is indicated.

- 201 Main Street South – Although alterations to the building will make restoration difficult, the improvement of No. 201 and the adjacent and nearby buildings in the row facing Botsford Street would benefit the street and district greatly. Restoration, including cleaning the brick of paint, removing parged patches, repointing, rebuilding the parapet, returning the windows and installing a new storefront, should be based on the historic photograph above the photo montage.
- 203-205 Main Street South – The block is a high priority for restoration for the reasons given above. Restoration should be based on the historic photograph above the photo montage. At No. 203, the brick should be cleaned of paint (after test patches in inconspicuous places have indicated the appropriate cleaning technique or techniques), spalled brick repaired, new flashing installed, windows like the original returned, and the storefront brought back to its original appearance. At No. 205, the layers covering the upper floor should be removed and restored to match No. 203.
- 207-209 Main Street South – A complete restoration of the block, based on the historic photograph above the photo montage, is recommended. This may be difficult because of the alterations, but should be investigated.
- 211 Main Street South – The early twentieth century facade should be maintained with attention given to repointing the parapet and resetting the coping.
- 217 Main Street South – The facade, which is an alteration dating from the turn of the twentieth century, could be improved by removing the paint from the brick upper storey, removing the shutters and adding a storefront cornice with sign band tucked into it in place of the large surface devoted to signage between the ground and upper floors. On the side elevation, damage to the foundation should be repaired.
- 219 Main Street South – The gabled rooftop addition should be removed in favour of floor space found elsewhere on the site. Removal of the EIFS-clad facade and

restoration of the brick facade as shown in the historic photograph above the photo montage should be investigated. The upper-floor projecting signs shown in the historic photograph should not be returned, but signage should be accommodated in the restored storefront cornice.

- 221 Main Street South – Removal of the EIFS-clad facade and restoration of the brick facade as shown in the historic photograph above the photo montage should be investigated.
- 223 Main Street South – The well-preserved storefront should be retained, and the oversized sign replaced with a smaller sign that fits in the storefront cornice. The red brick upper storey, which is an asset in the row, requires repair of the concrete window sill to the north and stabilization of the stained glass window heads. The bricked-in opening could be reopened as a window or as a door to a reconstructed balcony as shown in the historic photograph above the photo montage.
- 225 Main Street South – Restoration of this tall early building would benefit the row and the street. Paint should be removed from the upper floor, and brick repaired where needed. The windows should be returned to their appearance in the historic photograph above the photo montage. The historic photograph also shows how the original storefront with its prominent cornice could be restored.
- 231 Main Street South – The bank could be improved through the removal of the back-lit sign box on the Main Street South facade and the addition of awnings and shutters as shown in the historic photograph above the photo montage.
- 235 Main Street South – The storefront should be retained, and the metal siding on the upper floors removed. If the brick underlying the siding is not irretrievably damaged, the brick upper floors should be restored as shown in the historic photographs above the photo montage.
- 237 Main Street South – The storefront could be retained, but the metal siding on the upper floor should be removed. If the brick underlying the siding is not irretrievably damaged, the brick upper floor should be restored as shown in the historic photograph

above the photo montage.

- 239 Main Street South – The angelstone veneer should be removed, and a new storefront installed. The brickwork in the upper floor should be repaired. Any coping should be corrected, and the flashing replaced.
- 243 Main Street South – Ground-floor improvements would enhance the handsome upper storey finished in stained brick. The aluminum awning, large sign and wall veneer should be removed, the storefront restored to its appearance in the historic photograph above the photo montage, and a sign based on historic examples erected.

#### West Side of Main Street South

- 146 & 150-152 Main Street South – The single property consists of a two-storey block at No. 146 and a three-storey block at Nos. 150-152. The three-storey block was built in two stages – the first two storeys in the mid-nineteenth century and the uppermost storey at the turn of the twentieth century. To improve the blocks, paint should be removed from the ground floor across the frontage of the blocks, the brick piers added in the mid-twentieth century to the three-storey block should be removed, the parapet on the three-storey block should be repaired, and the concrete brick at the parapet of the two-storey block should be replaced with matching clay brick.
- 184 Main Street South – After the siding is removed from the storefront and upper floor of this early building and the roughcast plaster beneath is exposed, restoration based on the historic photograph above the photo montage, any other available historic photographs and the fire insurance plans should occur. This is one of the district's few buildings where a plaster finish – authentic roughcast and not synthetic EIFS – is recommended. The restored plaster finish should be left in its natural state and not tinted with colour, as was typical, unless there is evidence in the underlying roughcast plaster of a colour tint.
- 188 Main Street South – The siding on the ground floor and upper floor should be removed. If the underlying brick veneer is not irretrievably damaged, restoration based on the historic photograph above the photo montage and on any other available

historic photographs should occur.

- 194-196 Main Street South – The historic photograph above the photo montage shows at No. 194 an identical building to No. 196. The siding covering No. 194 should be removed, and restoration of the upper floor and storefront should proceed if the underlying brick is not irretrievably damaged. At No. 196, the storefront should be restored as shown in the historic photograph; and the upper floor's brick face repointed and the parapet reflashed. There is a bow between the windows of the upper floor, which appears to be the result of separation of the brick face from the concrete block wall: this problem should be checked.
- 198 Main Street South – The historic photograph above the photo montage shows a different and more pleasing ground floor treatment on the Main Street South and Botsford Street facades. The corner has been thrust outward, a window has been lost, and the storefronts have been simplified. Restoration of the original ground floor treatment would bring order to the ground floor and complement the upper floors, which are well-preserved. If restoration of the corner classical entrance is not feasible, then the storefronts on both the Main Street South and Botsford Street facades should at least be restored. On the upper floors, the original windows which survive should be retained and retrofitted with interior magnetic storm windows if desired; and the concrete stringcourse and window sills should be repaired.
- 206 Main Street South – The distinctive Second Empire block has two street facades like No. 198 across the street. The Botsford Street facade connects visually with the Old Town Hall farther west. The storefront as shown in the historic illustration above the photo montage should be restored. Brick should be cleaned of paint after test patches in inconspicuous places have indicated the appropriate cleaning technique or techniques. Damaged brickwork below the chimney facing Botsford Street should be corrected.
- 210 Main Street South – This late nineteenth century frame building with its authentic roughcast plaster veneer could be improved by installing a more appropriate storefront. If a historic photograph showing the building's ground floor can be found, restoration is advised. If not, a sympathetic treatment in plate glass display windows should be

considered.

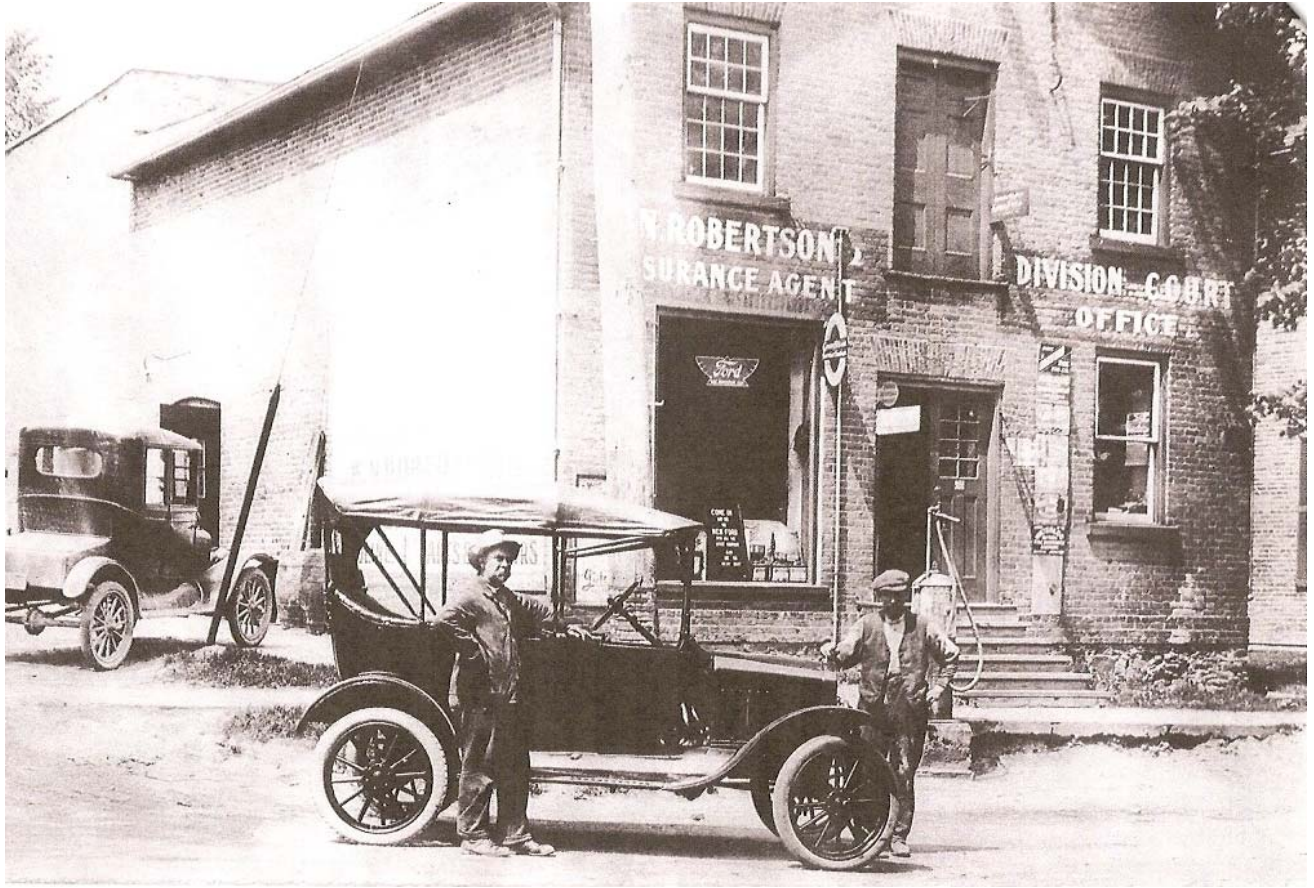
- 214 Main Street South – Using the historic photograph above the photo montage as a guide, the central doorway on the upper floor should be restored, the brick should be cleaned of paint, and the dislocation of the brick wall in the upper floor should be checked and corrected as needed. The ground floor should be redesigned with a sympathetic treatment in plate glass display windows. Signage should be inspired by historic examples.
- 220-222 Main Street South – The available historic photograph of the block does not clearly show the design of the storefronts before alteration. To improve the ground floor of each building, No. 220 should be redesigned as mostly glass (even if dark glass is used in combination with clear to draw attention to jewellery displays), the storefront cornice extended across both buildings, and signage based on historic examples erected (the Hempen Jewellers sign is already appropriate). On the upper floor, brick should be cleaned of paint.
- 224 Main Street South – The storefront should be redesigned with a sympathetic treatment in plate glass display windows, and a sign based on historic examples erected along the storefront cornice. On the upper floor, the siding and sign should be removed. If the underlying material is not irretrievably damaged, the material should be restored and appropriate windows installed.
- 232 Main Street South – Restoration of the mid-nineteenth century hotel to the appearance shown in the early twentieth century historic photograph above the photo montage is not advised. Rather, partial restoration is recommended. The casement windows to the north of the entrance, which are not original but date from an early twentieth century alteration, should be retained and refurbished where necessary. The picture window to the south of the entrance should be replaced with windows like the ground-floor casement windows or upper-floor double-sash windows and aligned with the existing casement windows. A new sign may be placed in the space between the two new casement (or double-sash) windows, a space filled with new or reclaimed brick that may not match the original brick exactly. The aluminum covering the top of the enclosed porch should be removed, and the underlying material restored. Also, the

aluminum soffit at the roof should be removed. The parapet wall on the north and south sides of the building should be rebuilt. The brick should be cleaned of paint after test patches in inconspicuous places have indicated the appropriate cleaning technique or techniques.

- 234 Main Street South – Brick should be cleaned of paint after test patches have indicated the appropriate cleaning technique or techniques. Restoration of the two ground-floor windows shown in the historic photograph above the photo montage is not advised, and the storefronts should continue to serve the two stores.

### Two Other Historic Commercial Buildings

- 474 Millard Avenue – The brick-veneer building, originally a livery, should be maintained and kept in good repair. Whenever new buildings are proposed on lands including 476 Millard Avenue and 479 Millard Avenue, the historic livery may be assembled into the development, retained in situ, and its brick cleaned of parging and paint.
- 481 Water Street – The surviving historic window in the east elevation should be preserved. The feasibility of removing the parging and siding and restoring the building's brick walls, moving the hydro connection that mars the east elevation and restoring the fenestration as shown in historic photographs should be investigated. Timing for the restoration of the Cawthra storehouse could coincide with restoration of the John Cawthra Sr. House and improvement of the courtyard between the two buildings.



Undated corner view of the building at 481 Water Street, the Cawthra storehouse, when a plate glass window in the front facade had been added for K.N. Robertson's automobile showroom in 1913. Note the small-dimensioned brick, stone foundation, original upper-floor fenestration (eight-over-twelve double-sash windows and six-panelled door), a small part of the John Cawthra Sr. House on the right, and branches from a deciduous tree, perhaps one shown in the 1875 photograph of the John Cawthra Sr. House.

### Suggestions for Historic Houses

Property owners are encouraged to consider undertaking the following work.

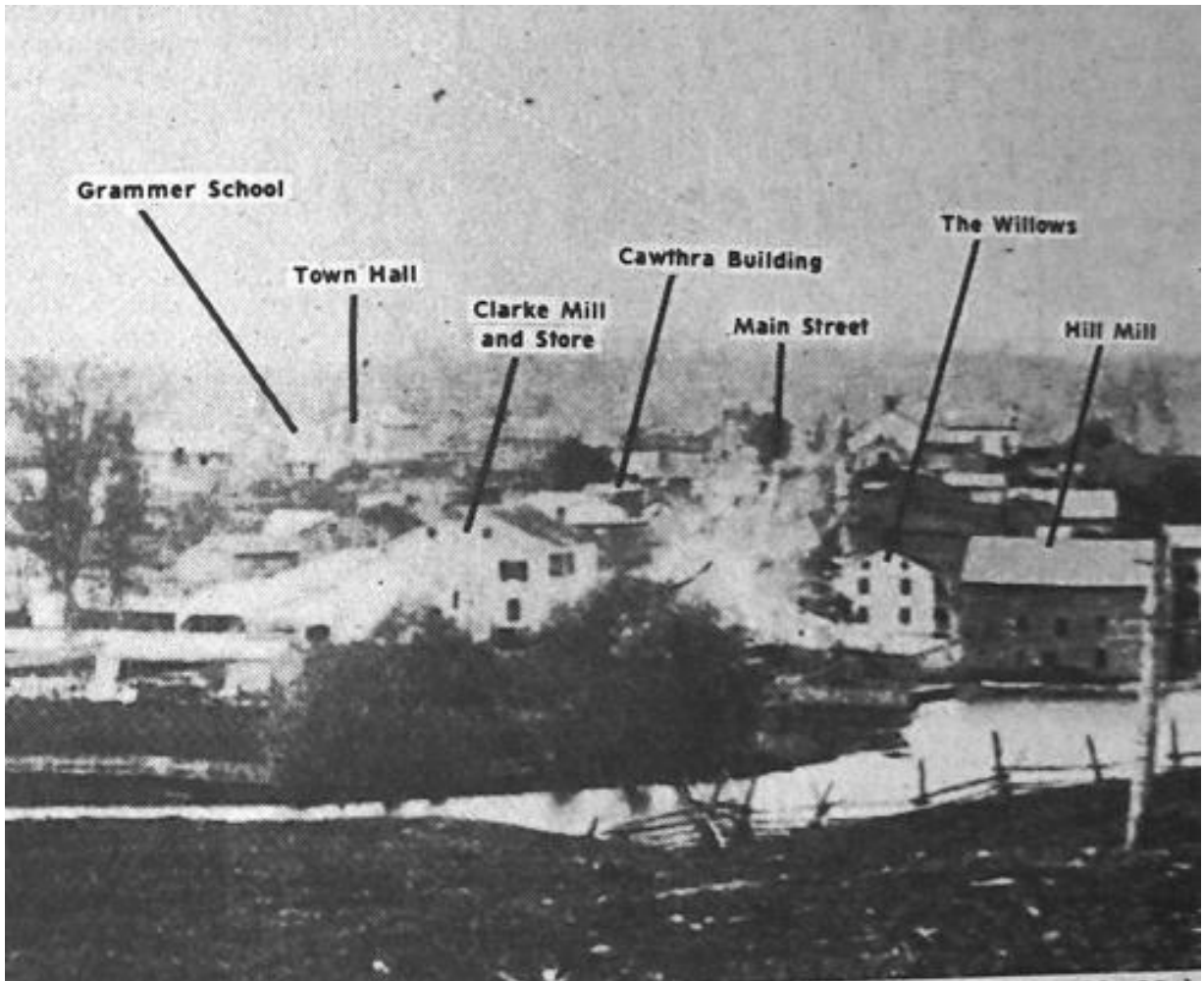
- 127 Main Street South – The building's heritage attributes, including its spacious setting, should be maintained; and the building kept in good repair. A periodic condition assessment is advised to catch minor problems before they exacerbate.
- 130 Main Street South – The building's heritage attributes, including its front yard setback, should be maintained. Deteriorated mortar joints should be repointed, and

spalled bricks replaced with matching units. A periodic condition assessment is advised to catch minor problems before they exacerbate.

- 145 Main Street South – The turn-of-the-twentieth century house that rises above the mid-twentieth century brick front addition should be maintained as an anomaly in the district. A periodic condition assessment is advised to catch minor problems before they exacerbate.
- 160 Main Street South – The house's heritage attributes, including its front yard setback, should be maintained; and the building kept in good repair. A periodic condition assessment is advised to catch minor problems before they exacerbate.
- 171 Main Street South – Paint should be removed from the house's brick walls after test patches in inconspicuous places have indicated the appropriate cleaning technique or techniques. Brick repair may be necessary after cleaning. The original ground-floor round-arched windows could be restored, using the historic photograph above the photo montage and any other historic photograph that may be found as a guide. The back-lit vinyl canopy sign and the large wall sign should be replaced with signs based on historic examples.
- 240 Main Street South – The building started as a house, gable fronting the street, as shown in the historic photograph above the photo montage (digital number 986221a). The ground floor was later altered as a storefront as shown in digital number 9865625a. To improve the ground floor, restoration of the storefront shown in 9865625a is suggested. To improve the upper floor, the half timber and plaster veneer should be removed and the original roughcast plaster finish as shown in the 1910 fire insurance plan should be restored. The original peak of the roof should also be restored. A sign that may be appropriate would be letters on the inside of the restored display windows.
- 261 Main Street South – The site located at the river ford on the ancient Rouge Trail has great importance to the pioneer era of Newmarket's history. As observed in a 2005 site visit, the building appears to contain the stone foundation walls and timbers of The Willows – the trading house of fur trader William Roe. These remnants lie under layers of alterations. Local historian Ethel Willson Trewhella on pages 56 and 57 of her 1969



*History of the Town of Newmarket* explained the alterations: "Part of this early building is still there, the timbers of which had been hewn by hand using an axe, and a portion of the original wall may be seen. Later this was clapboarded, later still it was covered with stucco and in 1932 or '33, it was bricked." Since 1969, the reddish rug brick veneer has been painted. An undated and annotated photograph of Newmarket shows the building as a two-and-a-half-storey, gable-roofed building facing Main Street South, with the gable end turned toward Water Street. The odd-shaped roofline on Water Street may be the result of accommodating the third floor atop the gable end. A comparison of the 1862 plan, 1878 historical atlas and fire insurance plans for 1910, 1924 and 1959 indicates a building evolution such as explained by Trehwella. In addition to the site's high historic value, it serves, along with the John Cawthra Sr. House across the street, the function of an architectural gateway to Lower Main Street South. Improving the Water Street boulevard as proposed in the plan's policies addresses the site's historical significance and creates a pleasant foreground to the building. In any improvements to the building, the aim should be to avoid further alterations that disguise The Willows and to expose and restore the underlying walls and profile.



Detail from a panoramic view of Newmarket, about 1861, Newmarket Historical Society, reproduced in Robert Terence Carter, *Newmarket: The Heart of York Region: An Illustrated History* (Toronto: Dundurn, 1994), p. 29.

- 262 Main Street South – Of the two "gateway" buildings at the southern entrance to the district, the John Cawthra Sr. House retains more of its architectural character than The Willows across the street. Dating from the beginning of brick construction on Lower Main Street South, the John Cawthra Sr. House still exhibits the same profile and general window and door placement as seen in the historic photograph from 1875. By the c. 1953 photograph, its brick walls had been parged; and the walls have recently been covered again in EIFS. The feasibility of removing the layers over the brick and restoring or rebuilding the brick walls should be investigated by an expert in historic masonry. A plan for restoring the enclosed front porch, fenestration and chimneys and treating the walls and roof should be developed. The restoration plan, of the highest priority in the district, could be part of a larger scheme for restoring and upgrading

adjacent 481 Water Street, improving the courtyard between them, and redeveloping the other existing buildings located north of the John Cawthra Sr. House. Further alterations at the John Cawthra Sr. House should be avoided.

### **Suggestions for Complementary Buildings**

Property owners are encouraged to consider undertaking the following work.

- 149 Main Street South – Brick repointing is advised, but no further improvement.
- 157 Main Street South – Minor brick repointing is advised, but no further improvement.
- 189 Main Street South – Spalling at the parapet should be checked. The vinyl canopy sign on the ground floor and the vinyl canopy awnings on the upper floor should be removed. Signage based on historic examples should replace the ground-floor canopy sign.
- 191 Main Street South – A brick facade, rather than the existing EIFS, is suggested.
- 208 Main Street South – The brightly coloured facade should be mitigated.
- 241 Main Street South – No further improvement is advised.
- 244 Main Street South – The decorative clay tile roof overhang should be removed.
- 245 Main Street South – No further improvement is advised.
- 255 Main Street South – The brickwork should be checked for areas of deterioration, and holes in bricks filled. Suggestions for signage include relief lettering mounted on the brick spandrel above the ground floor, interior window signs on the ground floor and sloping cloth awning signs attached to the storefront.
- 259 Main Street South – The recessed storefront should be preserved, and the brick-

faced upper floor restored.

- 464 Timothy Street – Painting the wooden privacy fencing a dark colour, such as dark green (shutter green) or deep red, is suggested.

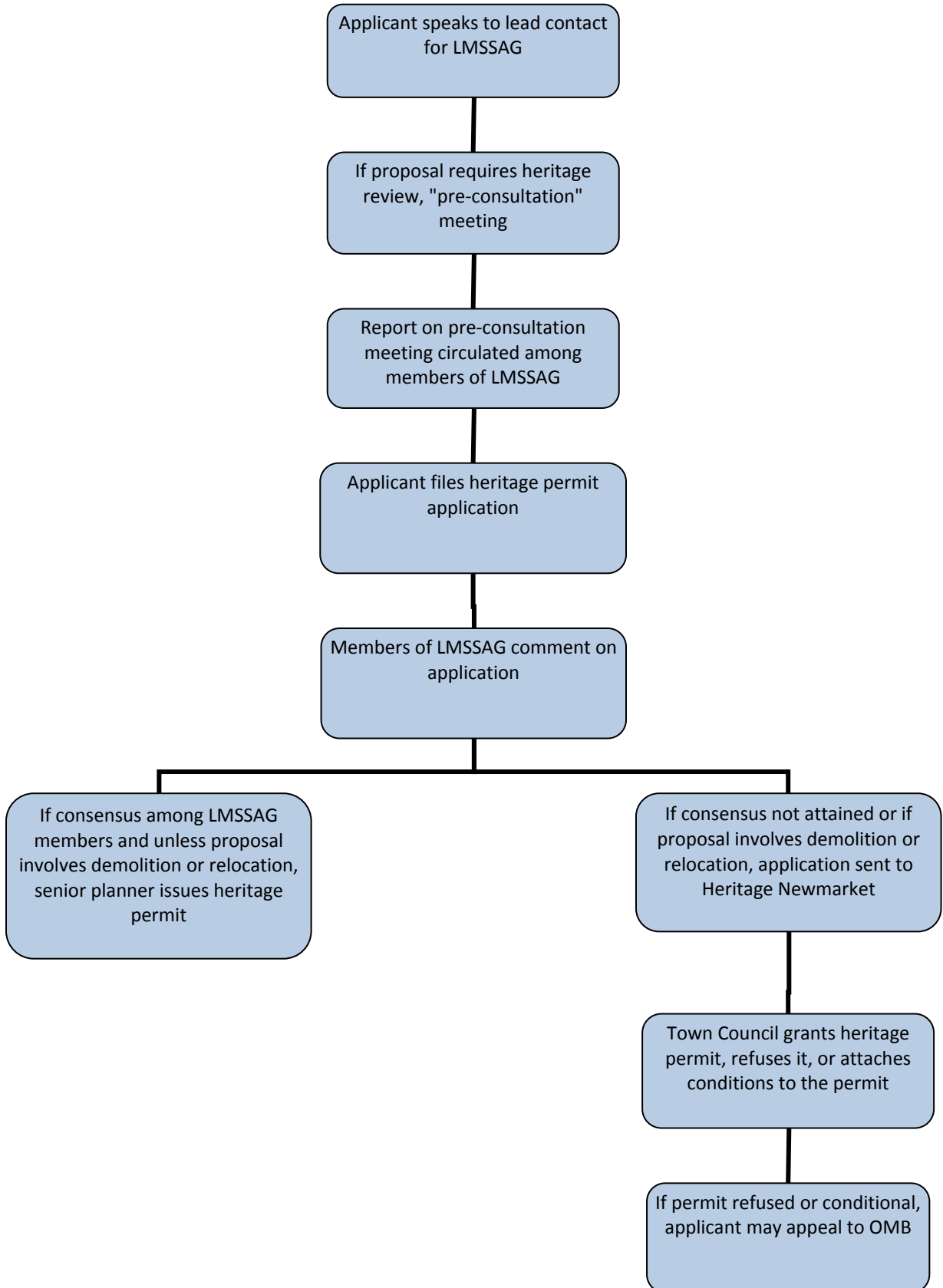
### **Suggestions for Other Existing Buildings**

Property owners are encouraged to consider undertaking the following work.

- 476 Millard Avenue – Continued maintenance of the bungalow is recommended until the policies about the design of new buildings on Millard Avenue are required.
- 479 Millard Avenue – Continued maintenance of the bungalow is recommended until the policies about the design of new buildings on Millard Avenue are required.
- 140 Main Street South – One of the few buildings in the class of other existing buildings where adjustments to the facade would be appropriate, the old firehall could be converted into useable commercial space by replacing the garage doors with plate glass display windows and a metal-and-glass entrance.
- 461 Park Avenue – The church wing should be maintained until the policies about the redesign of 461 Park Avenue are required.
- 183 Main Street South – Complete redesign of the facade should involve raising the building height to match building height in the row, extending the facade outward to match the building line in the row, segmenting the mass of the building into units of two or three bays across and meeting the other policies for the design of new buildings or facade replacements on Main Street South.
- 190 Main Street South – The redesign or replacement should await the restoration of the block at Nos. 194-196 and the restored building at No. 188. The height of any new building should be set between the height of the restored block at Nos. 194-196 and the restored building at No. 188.

- 226 Main Street South – The site is at an important corner along the street, and both the Main Street South and Timothy Street facades have great visual impact. The two-storey brick building that used to stand on the site (see the photo montage) has architectural features that could be carried over and interpreted in the new building (although the new building could be expressed as a three-storey building and serve to bookend the row as No. 206 does at Botsford Street). The design of the Timothy Street facade should be planned so as to avoid a blank, windowless wall.
- 227 Main Street South – The site is at an important corner along the street, and both the Main Street South and Timothy Street facades have great visual impact. The two-storey brick building that used to stand on the site (see the photo montage) has architectural features that could be carried over and interpreted in the new building (although the new building could be expressed as a three-storey building at the same height as No. 225). The design of the Timothy Street facade should be planned so as to avoid a blank, windowless wall.
- 236 Main Street South and 238 Main Street South – In any redevelopment of the adjoining sites, the aim should be to complement the historic building at No. 234.
- 246 Main Street South, 252 Main Street South and 256 Main Street South – Any redevelopment of the adjoining sites should defer to the restored John Cawthra Sr. House. Architectural features from the nineteenth-century addition to the John Cawthra Sr. House, as shown in the historic photographs, could be carried over and interpreted in the new building. The frontage of the new building should be segmented into units two or three bays wide.
- 247 Main Street South and 253 Main Street South – Any redevelopment of the adjoining sites should bring the building height up to the height of the complementary building at No. 255. The frontage of the new building should be segmented into units two or three bays wide. If the new building bridges the river, the crossing of the floor plate over the river should be more sensitively handled than exists.

Appendix B: Flow Chart Showing Heritage Permit Approval Process



Appendix C: Sample Form for a Heritage Permit Application

**Application for a Heritage Permit in the Lower Main Street South Heritage Conservation District**

**For Staff Use Only**

Date of Pre-consultation \_\_\_\_\_

Date Completed Application Received \_\_\_\_\_

Date LMSSAG/HN Report Sent to Council \_\_\_\_\_

Date Permit Issued \_\_\_\_\_

Note:

- A. Before making your application, a pre-consultation meeting with members of the Lower Main Street South Advisory Group is required.
- B. The Heritage Conservation District Plan for Lower Main Street South, Newmarket will help you in making an informed application.
- C. In addition to a heritage permit, you may need a building permit, planning approvals and/or sign permit. Town staff will identify the consents you need, and will strive to co-ordinate the review of heritage permit applications with other applications and expedite approvals.
- D. Both private property owners and Town departments need to apply for a heritage permit if required under the plan.

**1. Information About You**

*Applicant's Name* \_\_\_\_\_

Telephone Number(s) \_\_\_\_\_

E-mail Address \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_ Postal Code \_\_\_\_\_

*Registered Owner's Name* (if different from above) \_\_\_\_\_

Telephone Number(s) \_\_\_\_\_

E-mail Address \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_ Postal Code \_\_\_\_\_

**2. Information About Your Property**

Municipal Address \_\_\_\_\_

Legal Description (Lot & Plan) \_\_\_\_\_

### 3. Information About Your Project Proposal

Describe your proposed project: \_\_\_\_\_

\_\_\_\_\_

Check all types of work that would happen in your proposed project:

- demolition of a building or part of a building, such as a building facade
- removal of a building to a different location on site or to another site
- erection of a new building, a new facade, a new storefront, an addition to an existing building, a new garage or a new fence or wall
- structural intervention that affects the external appearance of a building
- repointing and repairing masonry, cleaning masonry of paint or grime, or painting or staining masonry
- removal of parging, External Insulation and Finish System, siding or facade screen from walls or installation of new wall material to replace or cover existing wall material
- alteration of doors and windows, their heads and their surrounds, or cutting of new door and window openings in walls
- alteration of roofline or skyline by changes to cornices, overhangs, eaves, parapets, chimneys, dormers, rooftop equipment, towers and roof shape, or alteration of historic roof coverings such as slate
- removal or addition of architectural detail, such as storefront cornices, decorative brickwork, stone trim, brackets, window shutters, awnings, porches and balconies
- erection of a sign
- alteration of streets and their boulevards, squares, parking lots, the municipal steps south of Park Avenue, the open space around Christian Baptist Church, the front yard of Trinity United Church and the rectangular courtyard space between 262 Main Street South and 481 Water Street

Attach the following documents to describe further and illustrate your project for purposes of heritage review (Town staff will specify below which documents, if any, are appropriate for your proposed project): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 4. Your Declaration

I declare that the statements made herein are, to the best of my belief and knowledge, a true and complete representation of the purpose and intent of this application. I agree to permit Town of Newmarket staff and their advisors entering the property so as to assess the application fully.

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_



## Appendix D: A Guide to Preparing Heritage Impact Assessments in the Town of Newmarket

### **What is a heritage impact assessment?**

A heritage impact assessment is a report prepared by a qualified heritage specialist or specialists to assess the impacts demolition, removal, significant alteration or new construction may have on the character of a building, property, its surrounding context or an historic area.

A heritage impact assessment aims to minimize any adverse effects from a proposal on historic character and to ensure cultural heritage value is not compromised by the proposal.

### **Who requires a heritage impact assessment?**

In the Lower Main Street South Heritage Conservation District, a heritage impact assessment is required at the discretion of Council for demolition or removal of an historic building, demolition and replacement of complementary buildings and other existing buildings, facade redesign or replacement, and erection of a new building.

The Town may require a heritage impact assessment for development on lands located outside the boundaries of the Lower Main Street South Heritage Conservation District but adjacent to it.

The Town may also require a heritage impact assessment for proposals affecting properties designated under Part IV of the *Ontario Heritage Act* or properties that are not designated but are entered on the register of heritage property.

## **What does a heritage impact assessment cover?**

A complete heritage impact assessment contains:

- a brief explanation of the purpose of the proposal, why the assessment is needed, and how the specialist(s) conducted research for the assessment;
- a description of the site's location, surroundings and setting;
- a description of current use, and an appraisal of apparent physical condition, of the building, buildings or other structures on site;
- a building or site history as documented in pictorial and textual records and secondary historical sources and as observed in as-found evidence;
- an architectural description of the as-found appearance of the building/structure(s);
- an evaluation of the cultural heritage value of the site and a description of the site's heritage attributes;
- a discussion of the potential impacts the proposal may have on the site's cultural heritage value and heritage attributes;
- recommendation of measures for protecting the site's heritage attributes and for mitigating impacts from the proposal (the measures may be presented as options/alternatives);
- a list of primary and secondary sources consulted in documenting the building's or site's history;
- a summary of the qualifications of the report's author(s); and,
- an appropriate amount of illustration for the subject of the assessment – to show site location, the findings of historical research, the site's as-found appearance and the proposal's appearance in relation to the existing site and its context (landscape, streetscape, field of view).

Depending on the nature of the proposal and the scope of the assessment, Town staff may not require all the content outlined above. Town staff will specify the textual and graphic content required for any heritage impact assessment.

It is expected that the preferred protective and mitigative measures will be consistent with recognized standards of heritage conservation, including the International Charter for the

Conservation and Restoration of Monuments and Sites (the Venice Charter), the Appleton Charter for the Protection and Enhancement of the Built Environment and Standards and Guidelines for the Conservation of Historic Places in Canada.

### **Who prepares a heritage impact assessment?**

Members in good standing of the Canadian Association of Heritage Professionals (CAHP) are qualified to prepare heritage impact assessments. Any consultant who is hired to prepare a heritage impact assessment should limit his or her contribution to the specialty in which he or she is expert. The CAHP directory is available on-line at [www.caphc.ca](http://www.caphc.ca); it lists members by their specialization.

### **Who accepts a heritage impact assessment?**

Town staff will consult Heritage Newmarket (the municipal heritage committee) and, as appropriate, the Lower Main Street South Advisory Group before accepting a heritage impact assessment as complete.

### **Questions?**

For further information about heritage impact assessments, please contact the senior planner at the Town of Newmarket: (905) 953-5300 x. 2454.

## Appendix E: Other Sources of Information

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