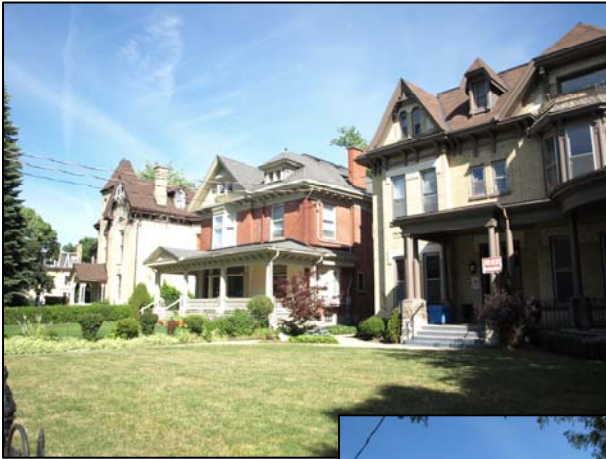


# Heritage Conservation District Study

## East Woodfield Heritage Conservation District City of London



The Architectural  
Conservancy  
of Ontario



Heritage Resources Centre  
Centre des ressources du patrimoine

UNIVERSITY OF  
**Waterloo**



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# Heritage Conservation District Study

Prepared for  
The Architectural Conservancy of Ontario

By

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Of the  
Heritage Resources Centre  
University of Waterloo

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Thank you!

# Executive Summary

## Introduction

- The Ontario Heritage Act enables municipalities to designate Heritage Conservation Districts (HCDs)
- Heritage Conservation Districts allow municipalities to guide future changes in these areas of special character
- This study of Heritage Conservation Districts has been funded by the Ontario Trillium Foundation and is a joint effort among volunteers of the Architectural Conservancy of Ontario, the Heritage Resources Centre and volunteer historical societies across the province
- 32 districts designated in or before 2002 were examined

## Background of the East Woodfield Heritage Conservation District

- Located in the City of London
- Consists of 187 properties, most are residential
- District was designated in 1992
- Plan was written by Unterman McPhail Cumming Associates, Wendy Shearer Landscape Architect Limited and Anthony Butler Architect Inc.

## Study Approach

- Resident surveys were conducted door-to-door by local volunteers
- Land use mapping and a streetscape evaluation was conducted
- Sales history trends were collected from GeoWarehouse and analyzed
- Key stakeholders were interviewed

## Analysis of Key Findings

- The following objectives of the district plan have been met:
  - Maintain the residential character including buildings, grass boulevards and trees
  - Conserve the existing heritage buildings and c) Ensure compatible infill and alterations
- The following objectives of the district plan have been less successful:
  - Ensure compatible infill and alterations
  - Ensure public works have minimal impact on the character of the area
- 93% of people surveyed are very satisfied or satisfied with living in the district
- Sales histories in the district indicate that the designation has only a slightly positive effect on sales value
- Residents indicated that applications for alterations are approved within one-to-three months
- Overall, the East Woodfield Heritage Conservation District has been a successful planning initiative

## Recommendations

The following aspects of the district represent areas for improvement:

- Track applications for alterations in a comprehensive and easily accessible manner
- Focus on public realm improvements to the floorscape and street furniture
- Ensure guidelines address emerging issues such as slate roof replacement
- Create a tree by-law or tree strategy to reduce the impact of losing older trees

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# 1.0 Introduction

## 1.1 Heritage Act and Designation

The Ontario Heritage Act (Subsection 41. (1)) enables municipalities to designate Heritage Conservation Districts (HCDs). A Heritage Conservation District is an area with “a concentration of heritage resources with special character or historical association that distinguishes it from its surroundings.”<sup>1</sup> Districts can be areas that are residential, commercial, rural, industrial, institutional or mixed use. According to the Ministry of Culture, “the significance of a HCD often extends beyond its built heritage, structures, streets, landscape and other physical and special elements to include important vistas and views between buildings and spaces within the district.”<sup>2</sup>

The designation of a Heritage Conservation District allows municipalities to protect the special character of an area by guiding future changes. The policies for guiding changes are outlined in a Heritage Conservation District Plan that can be prepared by city staff, local residents or heritage consultants. A Heritage Conservation District Plan must also include a statement of objectives and guidelines that outline how to achieve these objectives<sup>3</sup>.

## 1.2 Rationale for Heritage Conservation District Study

With funding from the Ontario Trillium Foundation, volunteers from branches of the Architectural Conservancy of Ontario (ACO) and Historical Societies partnered with the Heritage Resources Centre (HRC) at the University of Waterloo to undertake Phase 2 of a province-wide research program to answer the question: have Heritage Conservation Districts in Ontario been successful heritage planning initiatives over a period of time?

Many people now consider the Heritage Conservation District to be one of the most effective tools not only for historic conservation but for good urban design and sound planning. At least 102 HCDs are already in existence in Ontario with the earliest designations dating back to 1980. While more are being planned and proposed all the time there is also a residual resistance to HCDs from some members of the public. Typically this resistance centres on concerns about loss of control over one’s property, impact on property values and bureaucratic processes. On the other hand, the benefits of HCDs, establishing high standards of maintenance and design, allowing the development of and compliance with shared community values and the potential for increasing property values, are not as widely perceived as might be the case.

Since it takes a period of time for the impacts of district designation to manifest, Phase 1 of the study concentrated on examining the oldest districts, those designated in or before 1992. Phase 2 continued to look at well-established districts. Applying the criterion of residential, commercial or mixed-use areas designated in 2002 or before, 32 HCDs were examined. These districts are found in or near the following areas: Cobourg, Hamilton, Ottawa, St. Catharines, Markham, Toronto, Centre Wellington, Orangeville, London, Stratford, and the Region of Waterloo.

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<sup>1</sup> Ontario Heritage Toolkit, Heritage Conservation Districts, Ministry of Culture (2006), Page 5

<sup>2</sup> Ontario Heritage Toolkit, Heritage Conservation Districts, Ministry of Culture (2006), Page 5

<sup>3</sup> Ontario Heritage Toolkit, Heritage Conservation Districts, Ministry of Culture (2006), Page 12

Figure 1 shows that the 32 districts have a wide geographic distribution and represent various community sizes. The types of districts that are part of the study are also evident.

Geographical Distribution		Community Size		Type	
Northern	0	Small Community	11	Commercial	6
Eastern	7	Medium Sized	10	Residential	20
Central	19	Large City	11	Mixed	6
South Western	6				
	32		32		32

*Figure 1: Distribution of Heritage Conservation Districts under examination.*

The study sought to answer the following specific questions in each of the 32 Heritage Conservation Districts:

- Have the goals or objectives set out in the District Plan been met?
- Are residents content living in the Heritage Conservation District?
- Is it difficult to make alterations to buildings in the Heritage Conservation District?
- Have property values been impacted by the designation of the district?
- What are the key issues in the district?

These questions were answered through the contributions of local volunteers from the Architectural Conservancy of Ontario branches, Historical Societies and local heritage committees as well as through communication with local municipal officials.

## 2.0 Background of the East Woodfield Heritage Conservation District

### 2.1 Description of the District

The East Woodfield Heritage Conservation District is located east of downtown London and is bounded by Adelaide Street to the east, Queens Avenue to the south, Maitland Street to the west and Central Avenue to the north, in the City of London. It consists of over 180 primarily residential buildings.

### 2.2 Cultural Heritage Value of the District

The Statement of Significance found at [www.historicplaces.ca](http://www.historicplaces.ca) describes the district's heritage character as follows:

"The variety of architectural styles and difference in building massing within the East Woodfield Heritage Conservation District create interesting and attractive streetscapes. Though the styles and composition of the buildings differ, a cohesive neighbourhood flow is achieved through attention to detail, quality materials and construction. A high level of care has been taken in the maintenance of the properties. Additionally, the wide and tree-lined streets contribute to the feel of the district.

The East Woodfield area, of the City of London, was originally settled in 1827 by Major Ira Schofield, who built a log house on the untamed land, east of the downtown. Traditionally, the area west of a city was settled by the more prosperous citizens. However, London's west area, then Petersville, was prone to flooding and the land to the east was more desirable. A significant expansion of the East Woodfield area took place in 1840, which is attributed to the arrival of the British Military, to the city. Prior to that, the area consisted solely of the first house erected by Schofield and a dwelling built between 1839 and 1842 by Bishop Benjamin Cronyn called "The Pines". By 1855, three large mansions dominated the area: "The Pines", "Lauriston" and "Bleak House". East Woodfield, anchored by the three prominent mansions, soon became the most desirable neighbourhood in the city.

The East Woodfield area continued to grow and evolve over the course of a century to include a wide diversity of architectural styles. This is reflective of prosperous times, in the City's history, most significantly, the period following the laying of the railway line, from 1853 to 1857, and the oil boom of 1857 to 1880.

The East Woodfield Heritage Conservation District was home to numerous prominent citizens, of the City of London. These citizens include: Benjamin Cronyn, the first Anglican Bishop of the Diocese of Huron; Samuel Peters, surveyor of the East Woodfield land, for whom Peter Street is said to be named; Thomas Carling, founder of the Carling Brewery; Richard Ivey, neighbourhood advocate and developer of the Richmond-Central corner, whose family built a home in the area; and Sir Adam Beck, "father" of hydro in Ontario and one time inhabitant.



The East Woodfield Heritage Conservation District displays a diverse and visually-pleasing mix of architectural styles and building massing. The architectural styles of the homes within the district include: Vernacular, built of local materials with regional conventions; Gothic Revival, characterized in Ontario by a centre gable; Italianate, which typically features low-pitched roofs, overhanging eaves and square cupolas or towers; High Victorian Gothic, with slate roofs and carved woodwork; Second Empire, which normally exhibits a mansard roof and decorative window and door mouldings; Queen Anne, distinguished by a steeply-pitched irregular roof and a Palladian window; Prairie/Craftsman, typified by deep porches and solid masonry piers; Four Square, which features a simple square or rectangular plan; Tudor Revival, characterized by false half-timbering and stucco infill; and International, which displays flat rooflines and undecorated walls.”

## 2.3 Location of the District

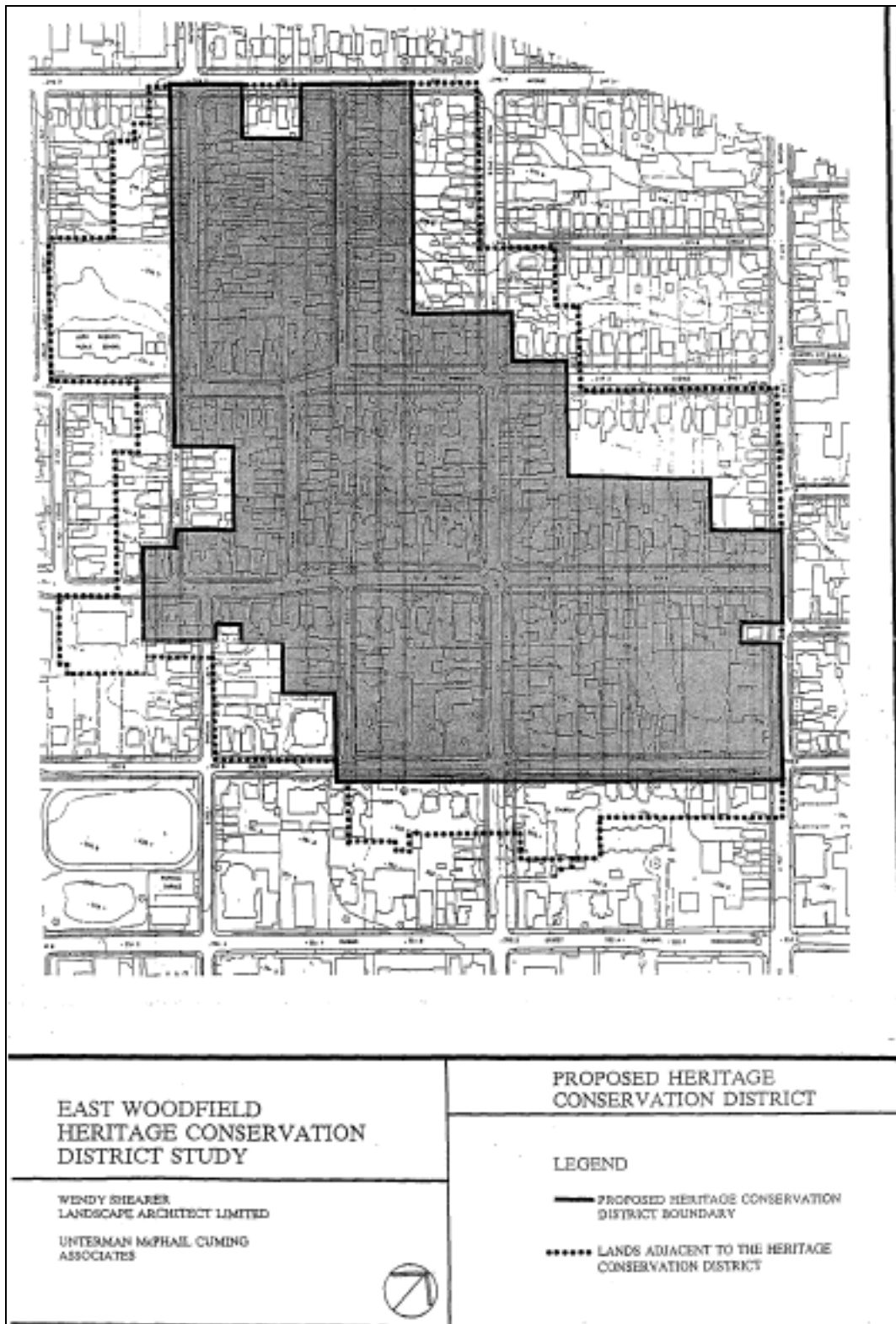


Figure 2: Map of East Woodfield Heritage Conservation District.

## 2.4 Designation of the District

The designation of the East Woodfield Heritage Conservation District was initiated by local residents and the Community Association as a response to potential development pressure and the pressure for non-residential uses in the area. According to the Heritage Assessment Report, "Woodfield Community Association, a ratepayers group, has provided the impetus for the establishment of a heritage conservation district in the Woodfield area" (p. 3).

The Heritage Assessment Report was completed in 1992 by Unterman McPhail Cumming Associates, Wendy Shearer Landscape Architect Limited and Anthony Butler Architect Inc. They also completed the plan in 1992. The East Woodfield Heritage Conservation District is protected by By-law L.S.P. – 3179-68 that was passed in 1993 by the City of London.

## 3.0 Study Approach

### 3.1 Resident Surveys

Residents of the East Woodfield Heritage Conservation District were asked a series of questions relating to their experiences and satisfaction with living in the district. These surveys were conducted door-to-door by local volunteers. Sixty-seven of 187 residents answered surveys, representing a 35.8% response rate. The tabulated findings of the survey are presented in Appendix A.

### 3.2 Townscape Survey

A Townscape Survey of East Woodfield was conducted in August 2011. The purpose of this survey is to provide an objective way to evaluate streetscapes. There are two elements to the survey; land use mapping and a streetscape evaluation. Land use maps, which represent the current use of buildings in the district, were produced for East Woodfield (see Appendix B). The streetscape evaluation involves the use of a view assessment pro forma that generates scores between one and five for 25 factors in a view. A total of 18 views were photographed and evaluated (see Appendices C and D). The summary of the scores is included as Appendix E.

### 3.3 Real Estate Data

Sales history trends for properties within each Heritage Conservation District (HCD) under study were calculated and compared against non-designated properties in the immediate vicinity of each district. Sales records spanning an average 30 year period were identified for individual district properties using GeoWarehouse™, an online subscription database commonly used by real estate professionals.

To measure the market performance of properties within a given HCD the designated properties were compared with surrounding real estate. Properties within the HCD that had more than one record of sale were plotted on graphs and compared with the average sales figures for properties outside the HCD and within a 1 km radius. This comparison was done using three factors: first the line of best fit (a trend line derived from regression analysis) was compared to establish which was rising or falling at the greater rate, second the period between designated property sales was compared with that segment of the longer line that coincided with it and third the gap between the designated property sale value and the average for that year was noted. From this the judgement was made whether the designated property performed above, at, or below the average.

It is expected that the use of average sales prices from the immediate vicinity of a district as opposed to the use of municipality-wide sales trends would provide a more accurate comparative record to show how the district designation status itself affects property values. Aside from the locational factor (i.e. properties located within a district), it must be recognized that this study did not take into account a variety of other issues that can also affect sales prices (e.g. architecture, lot size, zoning etc.). This comparison simply looks at the single variable of designation. A total of 872 properties sales histories were calculated as part of this study.

### 3.4 Key Stakeholder Interviews

Individuals that had special knowledge of each district were interviewed for their experiences and opinions. These stakeholders often included the local planner, the chair or a member of the Municipal Heritage Committee and members of the community association or BIA. Three people were interviewed for the East Woodfield Heritage Conservation District. All three interviews were conducted over the phone. Those interviewed included a Heritage Planner for the City of London, Chair of the Woodfield Community Association and a resident. A summary of the responses is included in Appendix G. Interviewees are not identified in accordance with the University of Waterloo policy on research ethics.

### 3.5 Requests for Alterations

With respect to the requests for alterations within the Heritage Conservation District, the study wished to answer these questions in each district:

- How many applications for building alterations have been made?
- How many applications have been approved or rejected?
- How long did the application process take for individual properties?
- What type of changes were the applications for?

For the East Woodfield Heritage Conservation District, the information regarding the number of applications for alterations and the time it took to receive approvals was not available.

## 4.0 Analysis of Key Findings

### 4.1 Have the goals or objectives been met?

The goals of the district are described in Section III, pages 5 and 6. They fall into four categories that can be evaluated:

*a) Maintain the residential character including buildings, grass boulevards and trees.*

The objective to maintain the residential character has been met. Drawing on measures collected in the Townscape Survey, coherence, edge quality, legibility and public planting, all signs of residential character, scored well. In addition, the land use map shows that the area is primarily residential.

*b) Conserve the existing heritage buildings and structures.*

The objective to conserve the existing heritage buildings and structures has been met. The Townscape Survey shows that conserved elements, detailed maintenance and quality of conservation work all scored extremely high (all were above 4.5 out of 5). There is also little dereliction and few neglected historic features. This means that visually the area is well maintained and historic elements and buildings have been conserved (Figure 3).

*c) Ensure compatible infill and alterations.*

The goal to ensure compatible infill and alterations has been less successful. The score for façade quality in the Townscape Survey was fairly high (4 out of 5). However, the score for new development is 3.5. This score is not low, but given that the historic features in view received scores of over 4.5, new development is not performing well.

*d) Ensure public works have minimal impact on the character of the area.*

The goal to ensure public works have minimal impact represents an area for improvement. The scores in the Townscape Survey for floorscape quality and street furniture were weak when compared to other elements in the district. There is work needed in the public realm.

### 4.2 Are people content?

Two questions in the resident survey addressed people's contentment with living in the district. Most of the respondents moved to the area after it was designated. Of the 20 respondents that lived in the district previously, 14 felt positively about the designation.

Currently, 49 of 66 respondents (74%) are very satisfied with living in the district. An additional 13 people are satisfied with living in the district. This represents a 93% satisfaction rate. Only one person had neutral feelings and three people expressed dissatisfaction.



Figure 3: Example of well maintained houses.

The satisfaction rates indicate that people were happy with the district when it was established and the level of satisfaction has been maintained. This might relate to the fact that the district was initiated by the local community association, which is still very active.

The high rate of satisfaction may also relate to the fact that 30 of 59 people surveyed (over half) said that the heritage conservation district “preserves” the area, compared to the smaller number who said it “restricts what you can do.”

#### **4.3 Is it difficult to make alterations?**

Only 14 of the 67 respondents indicated they had made applications for alterations. All but two applications were approved. Only one person indicated the application took four-to-five months to approve. The remaining respondents (13) indicated the applications were approved in under three months. The time lines reported were: one-to-three months (four people), under one month (four people), and “not long” (three people). The records from the City of London were not available.

#### **4.4 Have property values been impacted?**

According to the resident surveys, over 70% of respondents believed that the designation has increased their property value. Another 20% believed there was no impact and no respondents thought the designation had a negative impact on the value of their home.

The data from GeoWarehouse indicated that only 76 of the 187 properties had sales histories. Of these, 27 properties performed above average, 26 at average and 21 below average. Four of the properties sales histories were difficult to determine. The fairly even split between above average, average and below average indicated that the designation is not a significant factor in sales values. If anything, there is a slight indication that designation has had a somewhat positive effect.

Of the four properties whose sales histories were difficult to determine, one only had sales before designation and the other three were highly erratic. There is some evidence of renovation resale among the better performing properties, they seem to have been purchased at the low end of the market and perhaps upgraded and resold at the higher end in a short amount of time (properties 4, 14, 21 and 44). Among the poorer performing properties there may have been misguided speculation when the property was purchased. The owners may have hoped to replace the structures but then discovered such actions would not be permitted (properties 22 and 23).

#### **4.5 What are the key issues in the district?**

##### *a) Neighbourhood Association*

The district was initiated with the help of the neighbourhood association, which is still very active. They send out a monthly newsletter to keep residents informed of area activities and issues. According to all three interviewees, information about the district is regularly included. The fact that there is an active and involved local residents organization may be directly related to the high satisfaction level.

*b) Roofs*

According to one interview, many of the houses in the district have slate roofs. The life cycle on the roofs are coming to an end and they are expensive to replace. There should be consideration given to this upcoming issue.

*c) Catalyst*

Based on the interviews it is clear that the East Woodfield District is a well done and popular HCD. Based on its success it has provided a model to be replicated in other areas in the City of London.

*b) Concern for Trees*

One comment in the interview indicated that the older mature trees in the neighbourhood are of concern. A by-law or tree strategy should be undertaken to reduce the impact of losing the mature trees.



# 5.0 Conclusions

## 5.1 Conclusions

- The following objectives of the district plan have been met:
  - Maintain the residential character including buildings, grass boulevards and trees
  - Conserve the existing heritage buildings and c) Ensure compatible infill and alterations
- The following objectives of the district plan have been less successful:
  - Ensure compatible infill and alterations
  - Ensure public works have minimal impact on the character of the area
- 93% of people surveyed are very satisfied or satisfied with living in the district
- Sales histories in the district indicate that the designation has only a slightly positive effect on sales values
- Residents indicated that applications for alterations are approved within one-to-three months

Overall, the East Woodfield Heritage Conservation District has been a successful planning initiative.

## 5.2 Recommendations

The following aspects of the district represent areas for improvement:

- Track applications for alterations in a comprehensive and easily accessible manner
- Focus on public realm improvements to the floorscape and street furniture
- Ensure guidelines address emerging issues such as slate roof replacement
- Create a tree by-law or tree strategy to reduce the impact of losing older trees

# Appendices

# Appendix A

## Tabular Results of Resident Surveys

Heritage Conservation District Name: East Woodfield

1. Are you the owner or tenant of this property?

Responses

	Owner	Tenant-Commercial	Tenant - Residential
Counts	55	2	10
Percentage	82.09	2.99	14.93

2. Are you aware you live within a HCD?

Responses

	Yes	No
Counts	61	6
Percentage	91.04	8.96

3. Did you move here before or after the area was designated?

Responses

	Before	After
Counts	20	46
Percentage	30.30	69.70

4. If you lived here before designation, how did you feel about it at the time?

Responses

Positive	14
Negative	0
Neutral	3
Mixed Feelings	0

5. If you came after the designation did the designation affect your decision to move here?

Responses

	Yes	No
Counts	9	35
Percentage	20.45	79.55

6. What is your understanding of how the HCD works?

Responses

Not Much Knowledge	7
Preservation	30
Restrictions	20
Need to be involved in process	1
Good Knowledge	4

7. Have you made application(s) for building alterations?

Responses

	Yes	No
Counts	14	48
Percentage	23.33	80.00

8. If so, were your applications for alterations approved?

Responses

	Yes	No
Counts	12	2
Percentage	85.71	14.29

9. On average, how long did the application take?

Responses

Over 5 months	0
4 to 5 months	1
1 to 3 months	4
Less than 1 month	4
Not long	3

10. Overall, how satisfied are you with living in a HCD?

Responses

	Mean Score out of 5	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied	Do not Know
Counts	4.59	49	13	1	0	3	0
Percentage		74.24	19.70	1.52	0.00	4.55	0.00

11. How do you think the HCD designation has affected the value of your property compared to similar non-designated districts?

Responses

	Mean Score out of 5	Increased a Lot	Increased	No Impact	Lowered	Lowered a lot	Do not Know
Counts	3.87	13	28	11	0	0	8
Percentage		21.67	53.85	21.15	0.00	0.00	13.33

12. Do you think the HCD designation will affect your ability to sell your property?

Responses

No	14
Yes	9
Yes, easier	21
Yes, harder	2
Don't know	5
Maybe	2

13. Comments

Financially its more expensive to renovate and restore (1), commercial development in the area was restricted when it became and HCD(1), helps maintain standards (1), stabilizing influence in neighbourhood (2), dissatisfied with the large number of social services in the area (1)

Total Population	187
Participants	67
Participation Rate	35.82887701

# Appendix B

## Land Use Maps

# Ground Level Land Use in East Woodfield Heritage Conservation District, London



## Legend

HCD Boundary	Office / Commercial	Services
Not in HCD	Parking	Soft or hard landscaping
Eating / Drinking Places	Public buildings	Under development
Industrial	Residential	Vacant
Land use not assigned	Retail (low end - CS)	Warehouse / Storage
Leisure	Retail	

0 25 50 100 150 200 Meters



Heritage Resources Centre  
 August 22, 2011  
 Data provider: Teranet Inc.  
 Coordinate system: NAD\_1983\_UTM\_Zone\_17N



# Upper Level Land Use in East Woodfield Heritage Conservation District, London



## Legend

HCD Boundary	Office / Commercial	Services
Not in HCD	Parking	Soft or hard landscaping
Eating / Drinking Places	Public buildings	Under development
Industrial	Residential	Vacant
Land use not assigned	Retail (low end - CS)	Warehouse / Storage
Leisure	Retail	

0 25 50 100 150 200 Meters



Heritage Resources Centre  
 August 22, 2011  
 Data provider: Teranet Inc.  
 Coordinate system: NAD\_1983\_UTM\_Zone\_17N

## Appendix C

### Map of Views

# Views in East Woodfield Heritage Conservation District, London



## Legend

- HCD Boundary
- Viewpoints
- Viewlines
- Not in HCD
- In HCD

0 25 50 100 150 200 Meters

Heritage Resources Centre  
 August 22, 2011  
 Data provider: Teranet Inc.  
 Coordinate system: NAD\_1983\_UTM\_Zone\_17N



Appendix D  
Photographs of Views



View 1



View 2



View 3



View 4



View 5



View 6



View 7



View 8



View 9



View 10



View 11



View 12



View 13



View 14



View 15



View 16



View 17



View 18

## Appendix E

### Townscape Evaluation Pro Forma



<b>A. Streetscape Quality</b>				
	Score	Out of	%	Out of 5
A1-Pedestrian friendly	65	90	72.22	3.6
A2-Cleanliness	70.5	90	78.33	3.9
A3-Coherence	66.5	90	73.89	3.7
A4-Edgefeature Quality	70	90	77.78	3.9
A5-Floorscape Quality	51.5	90	57.22	2.9
A6-Legibility	72	90	80.00	4.0
A7-Sense of Threat	67.5	90	75.00	3.8
A8-Personal Safety: Traffic	65	85	76.47	3.8
A9-Planting: Public	66	80	82.50	4.1
A10-Vitality	58.5	90	65.00	3.3
A 11- Appropriate Resting Places	65	90	72.22	3.6
A12-Signage	60	75	80.00	4.0
A13-Street Furniture Quality	51.5	80	64.38	3.2
A14-Traffic Flow. Appropriateness	74	85	87.06	4.4
<b>SUM A</b>	903	1215	74.32	3.7

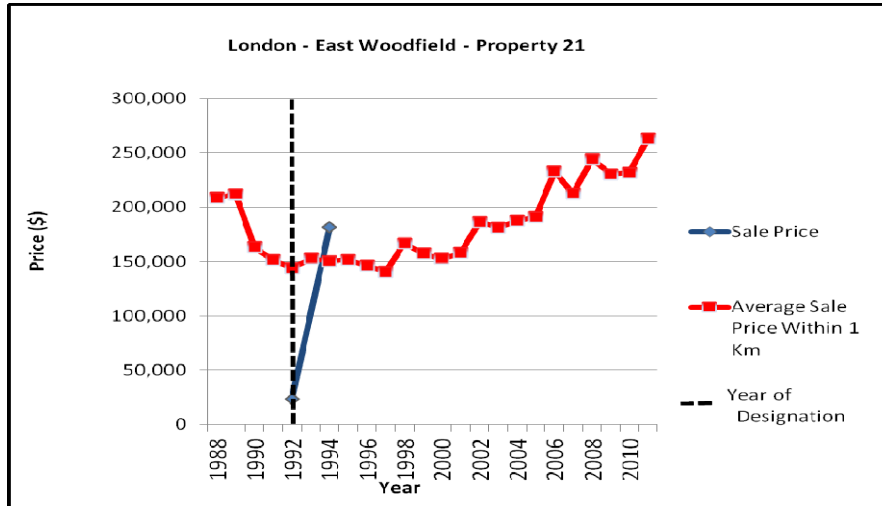
<b>B. Private Space in View</b>				
	Score	Out of	%	Out of 5
B15-Advertising, in keeping	24.5	40	61.25	3.1
B16-Dereliction, Absence of	87	90	96.67	4.8
B17-Detailing, Maintenance	81.5	90	90.56	4.5
B18-Facade Quality	72	90	80.00	4.0
B19-Planting Private	71	90	78.89	3.9
<b>SUM B</b>	336	400	84.00	4.2

<b>C. Heritage in View</b>				
	Score	Out of	%	Out of 5
C20-Conserved Elements Evident	86	90	95.56	4.8
C21-Historic Reference Seen	44	90	48.89	2.4
C22-Nomenclature/Place Reference	44	90	48.89	2.4
C23-Quality of Conservation Work	73.5	85	86.47	4.3
C24-Quality of New Development	24.5	35	70.00	3.5
C25-Neglected Historic Features	80	85	94.12	4.7
<b>SUM C</b>	352	475	74.11	3.7

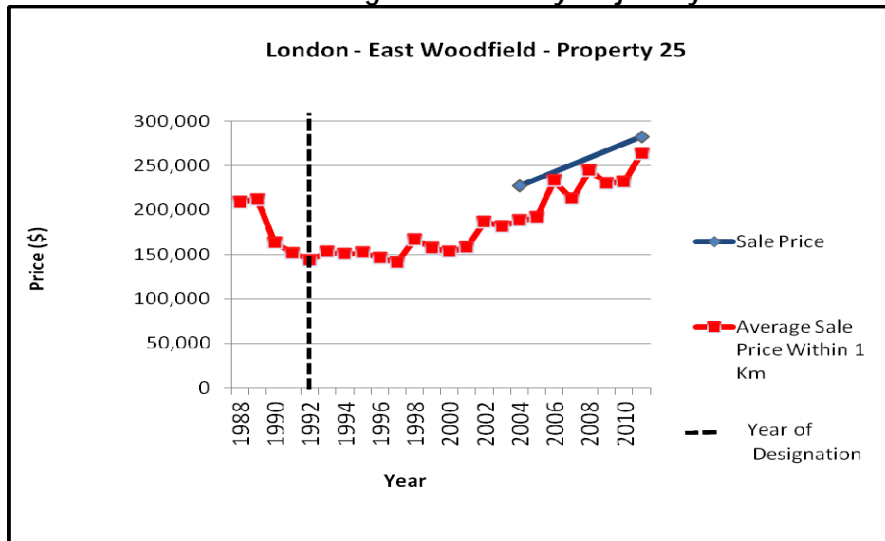
<b>Impression Score</b>				
<b>Aggregate Score</b>	<b>1591</b>	<b>2090</b>	<b>77.47541694</b>	<b>3.9</b>

# Appendix F

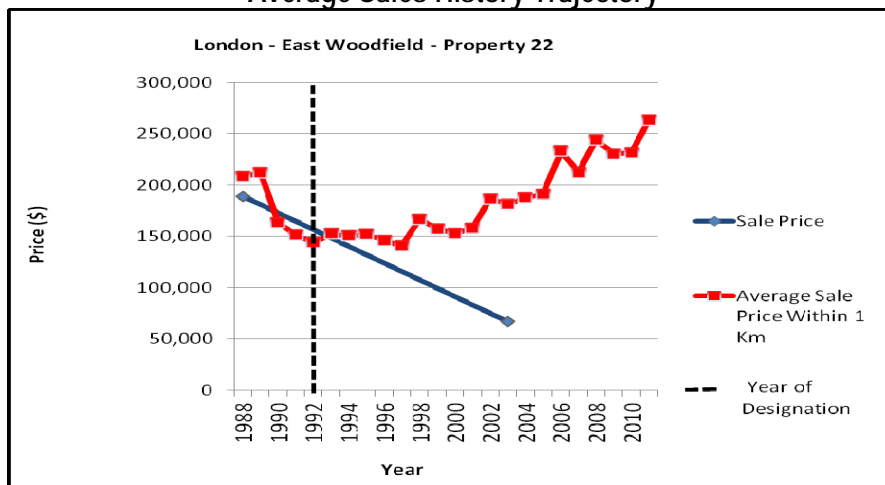
## Real Estate Data



Above Average Sales History Trajectory



Average Sales History Trajectory



Below Average Sales History Trajectory

## Appendix G

### Summary of Key Stakeholder Interviews

Heritage Conservation District Name: East Woodfield  
 Month(s) of Interviews: November and December 2011  
 Number of People Interviewed: 3

Question	Summary of Answer
1. How are you involved in the HCD?	<ul style="list-style-type: none"> <li>• Chair of Woodfield Community Association</li> <li>• Resident</li> <li>• Works with the Woodfield Community Association as a City of London employee</li> <li>• Heritage Planner</li> <li>• Liaison to Heritage Advisory Committee</li> </ul>
2. How did the HCD come about?	<ul style="list-style-type: none"> <li>• There was a push from the residents to designate the district due to development pressures and demolition concerns (3)</li> </ul>
3. In your opinion how has the HCD designation been accepted?	<ul style="list-style-type: none"> <li>• Overall well accepted (3)</li> <li>• Active neighbourhood association and pride in the neighbourhood (2)</li> <li>• Push to maintain the heritage character as residents monitor conformity (2)</li> <li>• Residents have a higher expectation of guidelines and regulations than the local Advisory Committee</li> <li>• Property values have risen in the neighbourhood since designation</li> <li>• Increasing number of people wanting to move to the area</li> </ul>
4. In your experience what are the HCD management processes in place and how do they work?	<ul style="list-style-type: none"> <li>• Applications for alterations (staff review or referral to Municipal Heritage Committee and/or Council depending on scope of proposed alterations)</li> <li>• Heritage Alteration Permit required to ensure restoration work and new construction adheres to the heritage district guidelines (2)</li> <li>• Staff have requested heritage advisory delegation status to minimize processing/approval wait times</li> <li>• Local pressure seems to do most of the policing</li> </ul>
5. In your experience what is the process for applications for alterations?	<ul style="list-style-type: none"> <li>• Application process - Heritage Alteration Permit (2)</li> <li>• Report prepared by the City and taken to Advisory Committee where property owner is invited to speak to the application (2)</li> <li>• Heritage Advisory Committee makes recommendations (2)</li> <li>• Council approves/rejects (2)</li> <li>• Application process in place through LACH (London Advisory Committee on Heritage) but unsure of how the process works</li> <li>• Have never applied for alterations, unsure of the process</li> </ul>
6. Is there a communication process set up for the HCD?	<ul style="list-style-type: none"> <li>• Informal communication occurs through strong network of the community association that includes the HCD and surrounding neighbourhoods (2)</li> <li>• Monthly electronic newsletter is emailed to residents with a social focus but information on district is regularly included (3)</li> <li>• The district has a regular paper newsletter that could be used to disseminate information pertinent to the HCD (sent to 1400 residents semi-annually)</li> <li>• Number of community events held throughout the year, some with specific focus on heritage</li> </ul>
7. In your opinion, what are the issues	<ul style="list-style-type: none"> <li>• Streetscapes are important and unique due to wide boulevards and tree canopy</li> <li>• Trees</li> </ul>

<p>that are unique to the HCD and how have they been managed?</p>	<ul style="list-style-type: none"> <li>- push to replace the older trees in the district that are being lost due to age</li> <li>- want a plan in place to guide tree preservation/replacement as their age is unique in the city</li> <li>• Limited parking leads to resident contention: <ul style="list-style-type: none"> <li>- some residents want to park on the street</li> <li>- some residents want to pave front lawns to create parking pads</li> </ul> </li> <li>• Many residents that founded the district still live there and are very prideful of their neighbourhood</li> <li>• People who move into the district are very aware of the HCD designation, makes for an easier transition and firmer adherence to guidelines</li> <li>• Many people in the district know one another - luxury of being a smaller district</li> <li>• Infill needs to be managed to address residents fears regarding new development</li> <li>• Risk of demolition <ul style="list-style-type: none"> <li>- some homes that have not been well maintained represent new challenges and a risk to the coherence of the streetscapes</li> </ul> </li> <li>• Slate roofs <ul style="list-style-type: none"> <li>- many nearing the end of their life cycle but very expensive to replace, difficult to compel residents to conform</li> </ul> </li> </ul>
<p>8. What are similar non designated areas?</p>	<ul style="list-style-type: none"> <li>• West of Adelaide St. and north east of East Woodfield HCD</li> <li>• North of CPR tracks, north of East Woodfield HCD an south of Bishop Hellmuth HCD</li> <li>• SoHo neighbourhood (south of the train tracks and downtown)</li> <li>• South Wortly Village</li> <li>• Beacher Street/River Forks</li> <li>• - close to downtown, bounded by Beacher St., Stanley St. (runs through neighbourhood), Horn St. and The Ridgeway</li> </ul>
<p>9. Other comments</p>	<ul style="list-style-type: none"> <li>• East Woodfield was the first designated Heritage District in London and since then, many other neighbourhoods have also received designation (including Old East – the largest in Ontario)</li> </ul>