

Heritage Districts Work!

Heritage Conservation District Study
Goderich Heritage Conservation Districts
2009



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Heritage Conservation District Study 2009

Prepared By

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(North Waterloo and Hamilton Branches)

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The efforts of the volunteers were assisted and coordinated through cooperation between the ACO and the Heritage Resources Centre (HRC) at the University of Waterloo. Professor Robert Shipley is the Director of the HRC. The Project Coordinator, report manager and principal volunteer facilitator was Kayla Jonas. Additional data collection and research analysis was conducted by Jason Kovacs, Beatrice Tam and Martha Fallis. Administration and help was also provided by Marg Rowell, Chelsey Tyers, Paul Dubniak and Kirsten Pries.

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Thanks!

Goderich Executive Summary

Introduction

- 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
- 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
- 32 districts designated in or before 1992 were examined

Background of Goderich Heritage Conservation District

- The Square and West Street Heritage Conservation Districts are located in the Town of Goderich
- The districts are contiguous and will be examined together
- The districts consist of 75 buildings and a park
- Plans were written by Nick Hill and Chris Borgal

Study Approach

- Resident surveys were conducted door to door by local volunteers from the Municipal Heritage Committee
- Land use mapping and a streetscape evaluation were conducted
- Sales history trends were collected from GeoWarehouse™ and analyzed
- Key stakeholders were interviewed
- Data on requests for alterations was collected

Analysis of Key Findings

- The following objectives of the district plan have been met:
 - to preserve, protect and enhance the buildings
 - to extend the area
 - to recognize and reinforce the area as a business centre and an historic area
- The objective of the Heritage Conservation District Plan to coordinate design and colours within individual blocks has been less successful
- 78% of people are very satisfied or satisfied with living and owning property in the district
- The process for completing alterations to buildings is not an issue in the district
- Most properties in the district had above average sales history trajectories
- The Square is an example of a district which scored high visually
- Overall, the Goderich Heritage Conservation Districts have been successful planning initiatives

Recommendations

- Track alteration requests in a comprehensive and easily accessible manner
- At least 15 people need more information about the district and its designation
- Signage in the district could be to be managed better in order to achieve Heritage district goals
- The use and protection of the park need to be addressed

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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”¹. 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”².

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 objectives³.

1.2 Rationale for Heritage Conservation District Study

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 92 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.

With funding from the Ontario Trillium Foundation, volunteers from branches of the Architectural Conservancy of Ontario (ACO) and Historical Societies were assisted by the Heritage Resources Centre (HRC) at the University of Waterloo to undertake 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?

Since it takes a period of time for the impacts of district designation to manifest this study concentrated on examining districts that are well established. Applying the criterion of residential, commercial or mixed use areas designated in 1992 or before there were 32 HCDs that the study examined. These districts are found in or near the following areas: Cobourg, Hamilton, Kingston, Ottawa, St. Catharines, Huron County, Brampton, Toronto, Ottawa, the Region of Waterloo and Thunder Bay.

¹ Ontario Heritage Toolkit, Heritage Conservation Districts, Ministry of Culture (2006), Page 5

² Ontario Heritage Toolkit, Heritage Conservation Districts, Ministry of Culture (2006), Page 5

³ 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 the various community sizes. The various types of districts which are part of the study are also evident.

Geographical Distribution		Community Size		Type	
Northern	1	Small Community	9 ~	Commercial	9~
Eastern	11 *	Medium Sized	11	Residential	18*
Central	12	Large City	12 *	Mixed	5
South Western	8 ~				
	32		32		32

* 5 of these districts make up the HCD known as Sandy Hill
 ~ 2 of these districts make up the HCD known as Goderich Square

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 Goderich Heritage Conservation Districts

2.1 Description of the District

The Square Heritage Conservation District is eight blocks facing a central park with a Court House. The West Street Heritage Conservation District is one of eight radial streets which extend from the Square towards the Goderich Harbour. These two districts were originally proposed together along with the other seven radial streets; however, an OMB ruling shrunk the district. Consequently, these districts were designated separately, but are contiguous. For the purposes of this report will be examined together.

Together the districts consist of 75 buildings and a park. These properties are commercial buildings located in the core of the Town of Goderich.

2.2 Cultural Heritage Value of the District

According to the Statement of Significance prepared for the Canadian Register of Historic Places (www.historicplaces.ca) the cultural heritage value of the Square and West Street is:

The Square's distinctive architectural character, its identity, and clarity and integrity of its original design concept is associated with a significant period in the history of Goderich – the design and development of the downtown area between 1840 and the mid-1890's on the bluffs above the original 1827 port settlement. As the headquarters of the Canada Company, which was responsible for opening up the million acre Huron Tract for settlement, Goderich was by 1850 the social, economic and administrative centre for the District of Huron. The original District had a much larger footprint than the current County of Huron.

The downtown core of Goderich is a rare example of an Ontario town plan that was designed and surveyed well in advance of any construction. Growth was well planned to suit the local geography. The design concept is attributed to John Galt, the Canada Company's first Commissioner who was inspired by the 1st century BC city planning concepts of the Roman Architect Vitruvius. Marcus Vitruvius Pollio (c70/80 -25bc) designs were also the inspiration of similar centralized town plans designed by Renaissance period architects and city planners in Europe.

The Square's unique radial composition and ordered symmetry is centred on an octagonal shaped public space at the heart of the downtown core. This area is known locally as "Market Square", "The Square" or "Courthouse Square" for having been the site of a market since the 1840's and the location of the County Courthouse, since 1857. The original County Courthouse, an Italianate brick building of imposing scale, massing and elegance, served as a landmark and important symbol for the town and county administration for almost one hundred years. It was destroyed by fire and replaced in the 1950's by a modern courthouse, inspired by an Art Deco design style. This building dominates the site today. Ringed by eight commercial blocks, with eight principal roads radiating from the central square in alignment with the eight points of the compass, The Square reflects the original town founder's vision of classical elegance. It is in sharp contrast to the more standardized grid-pattern design of many other North America settlements of this period. While there has been some loss in original building stock since the area's historic peak of the mid-1890's, the architectural and urban fabric of the historic downtown core are still largely intact, illustrated by Georgian, Italianate and Second Empire styles and detailing. The Square and its radiating streets continue to contribute to downtown Goodrich's distinct and unique character.

2.3 Location of the Districts

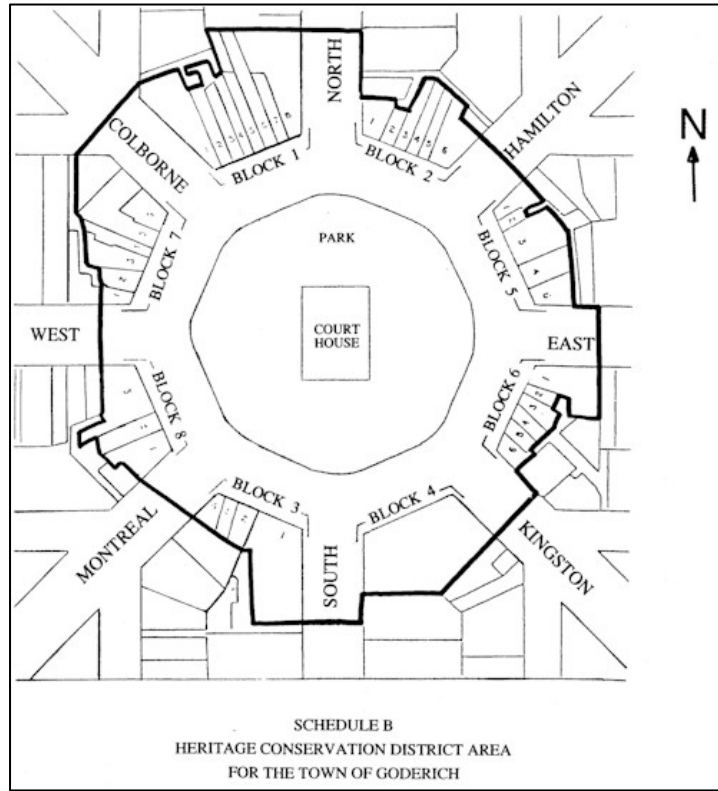


Figure 2: Map of The Square Heritage Conservation District

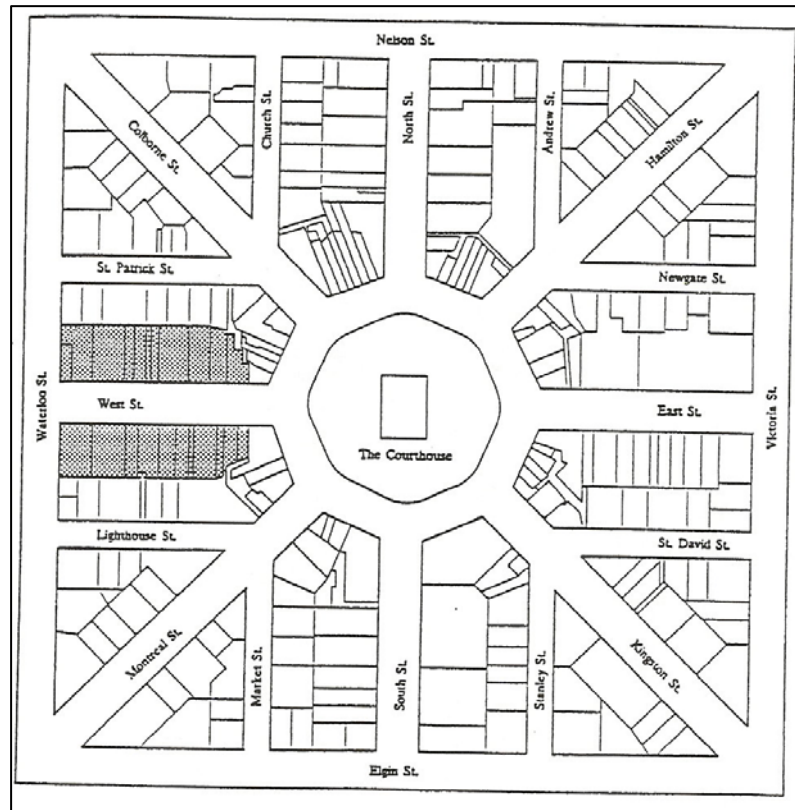


Figure 3: Map of West Street Heritage Conservation District and Relationship to The Square

2.4 Designation of the District

According to the stakeholders, the designation of the districts was initiated by a newly established Local Architectural Conservation Advisory Committee (LACAC). Initially the district plan included the Square and its eight radial streets. OMB ruling M820018 created a new map that focused on the Square.

The Square Heritage Conservation District is protected by By-law 1982-02 and 1993-26. The West Street Heritage Conservation Districts is protected by By-law 71 of 1993 which was passed on August 9, 1993 by the Town of Goderich. The designation was approved by the Ontario Municipal Board under the 1980 Ontario Heritage Act on July 22, 1994.

The West Street Heritage Conservation District Plan was prepared for the Town of Goderich by Chris Borgal Architects Inc. The Square Heritage Conservation District Plan was prepared for the Town of Goderich by Nick Hill in 1977.

The Heritage Conservation District Plans contains sections outlining the history of the area, the official plan, a description and suggestions for each building or block, guidelines and implementation.

3.0 Study Approach

3.1 Resident Surveys

Residents of the Goderich Heritage Conservations Districts were asked a series of questions relating to their experiences and satisfaction living in the district. These surveys were conducted door to door by local members of the Municipal Heritage Committee. Fifty-five of 75 residents answered surveys, representing a 73.3% response rate. The tabulated findings of the survey are presented in Appendix A.

3.2 Townscape Survey

A Townscape Survey of Goderich was conducted in July 2008. 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 Goderich (see Appendix B). The streetscape evaluation involves the use of a view assessment pro forma which generates scores between one and five for 25 factors in view. A total of nine views in the Square, and five views in West Street 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 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 range were identified for individual district properties using GeoWarehouse™, an online subscription database commonly used by real estate professionals.

Properties with more than one record of sale were plotted on graphs and compared with the average sales figures for non-designated properties. A number of sales property averages were obtained for each “non-designated area” within a 1 km radius from the district. The mean selling price for these property averages, which were also obtained through GeoWarehouse™, were calculated and plotted against each district unit sales record (see Appendix F)⁴. It was expected that the use of average sales prices from the immediate vicinity of a district as opposed to the use of city-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 an 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, *etc.*).

3.4 Key Stakeholder Interviews

People who 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. Four people were interviewed about the districts in Goderich. Three interviews were conducted over the phone and one was conducted in person. Those interviewed included, a local Councillor, an architect that has completed work in the districts, the Clerk and a Planner for the County of Huron. A summary of the responses received is included in Appendix G. Interviewees are not identified in accordance with the University of Waterloo policy on research ethics.

⁴ The method for obtaining the average sales price for non-designated areas within the 1 km radius was adjusted according to the number of properties within a Heritage Conservation District. For example, to obtain figures on non-designated areas, average sales histories within a 1 km radius from the largest districts (201-600 properties) were obtained using every fiftieth district property as a basis for calculating each area sales record. The mean average of these sales records were subsequently calculated and used as the comparative sales history trend on each graph. Every fifth, tenth, and twenty-fifth property were used to find the immediate average sales histories within a 1 km radius for smaller districts with 1-10, 11-100 and 101-200 properties respectively.

3.5 Requests for Alterations

With respect to the requests for alterations within the Heritage Conservation Districts, 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 Goderich Heritage Conservation Districts, the information about the number of applications and the type of alterations were kept in a word document by the Municipal Heritage Committee. This list includes requests for alterations from 1994 until 2009. This list is incomplete because it does not reflect the length of time for approval of each application. A summary of this information is presented in Appendix H.

4.0 Analysis of Key Findings

4.1 Have the goals or objectives been met?

The Heritage Conservation District Plans list goals that fall into the following four objectives:

a) Preserve, protect and enhance the buildings

The districts have clearly met the goal to preserve, protect and enhance the buildings. In the Townscape Survey, the districts have high scores in the categories of conserved elements evident and facade quality. Preservation of historic features and absence of dereliction also scored high. In these categories, West Street scored slightly lower, but the trend is the same.

b) Expand the district

The original Heritage Conservation District, The Square, was expanded to West Street. Now the core and one of the eight radial streets are protected by a district designation.

c) Recognize and reinforce the Square as a business centre and an historic area

The objective to recognize and reinforce the area as the business core and historic area has been met. Based on the land use maps there is a high level of occupancy in the districts. The maps also indicate a diversity of business which includes eating and drinking establishments, offices, services and places for recreation. This paints a picture of a vibrant business centre.

Drawing on the measure from the Townscape Survey, The Square scored high on categories of vitality, pedestrian friendliness and appropriate resting places, while West Street scored slightly lower. This indicates that the core is attracting people. A high score in the category of historic reference seen supports the goal of recognizing the area as historic.

d) Coordinated design and colours within individual blocks

In the Townscape Survey, the category of coherence scored very high. However, the category of advertising in keeping scored relatively low compared to the rest of the scores. Signage was also mentioned as an issue within the district by one of the key stakeholders. In addition, over half of the requests for alterations were for signage. The pictures of views in the district show what appears to be some questionable signs, both in material used and the placement on the building (see Figure 4). While some of these signs may have been added prior to the designation of the district it demonstrates the need to control signage

4.2 Are people content?

Over half of the 55 people surveyed had a good understanding of the district. However, six comments indicated people who have potential problems with the district; three people mentioned that their knowledge of the district centred on restrictions, while an additional three mentioned inconsistent enforcement. There also nine people who need more information about the district because they have no understanding. This



Figure 3: An example of a view with high scores for conserved elements and facade quality



Figure 4: An example of signage that is not compatible

shows that while there is a high degree of understanding but people could better informed about the advantages of designation.

Most people felt very positive about the district at the time of designation. This positive attitude is also currently found in the district. People are overwhelmingly satisfied with being in the district, 43 of 55 people are satisfied or very satisfied. Only three people were dissatisfied. Three of the key stakeholders supported this positive view, indicating that the district designation was well accepted.

4.3 Is it difficult to make alterations?

Of the residents surveyed half said they made requests for alteration and all of those who answered said they were approved. Half of those applications were approved within a month and another 6 people said it only took one to three months. This time length is reasonable, however, there is no way to verify the dates because the municipality has not kept clear records. Based on the resident surveys the process for completing alterations to buildings in Goderich is not an issue.

4.4 Have property values been impacted?

According to the resident surveys two thirds of the people are not concerned about property values, or with their ability to sell their property in the future. Of those people that had an opinion, 95 percent though the designation would increase their property values, or have no impact. Only three of 53 thought it would be harder to sell their property because of the designation.

The data from GeoWarehouse™ indicated that only five of 75 properties had sales histories. The lack of sales histories shows a stable district. Of the five properties three had striking above average sales value increases (see Figure 5). Of the remaining two properties one had average sales history trajectories and one fell below.

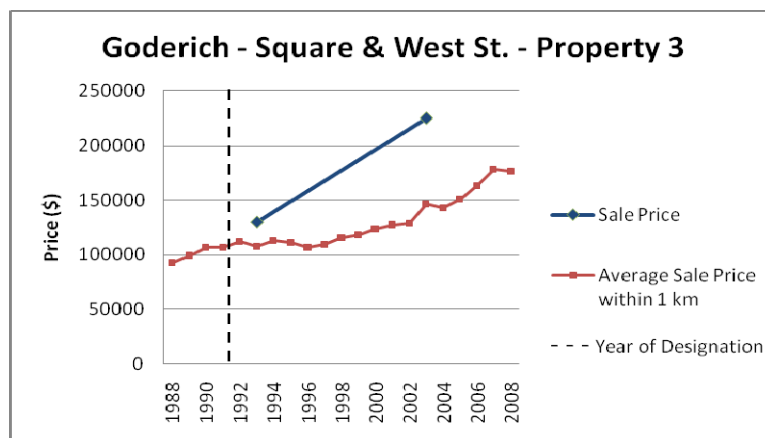


Figure 5: Above average sale history trajectory

4.5 What are the key issues in the district?

a) Park

One significant issue expressed by the stakeholders interviewed appears to be the use of the park in the centre of the Square Heritage Conservation District. The park is used by different groups for a farmers market and a public meeting area. A public consultation about the use of the park has been held. However, these competing uses and the lack of applications submitted for alterations within the park are causing tension between all stakeholders because they do not agree on the proper use for the park.

b) Visually Cohesive

The Square Heritage Conservation District stands out as an exemplary district. The district received high scores in the Townscape Survey and received an average score of 4.4 out of 5. This district is clearly visually desirable and can be used as a model for other business cores.

5.0 Conclusions

5.1 Conclusions

- The following objectives of the district plan have been met:
 - to preserve, protect and enhance the buildings
 - to extend the area
 - to recognize and reinforce the area as a business centre and an historic area
- The objective of the Heritage Conservation District Plan to coordinate design and colours within individual blocks has been less successful
- 78% of people are very satisfied or satisfied with living and owning property in the district
- The process for completing alterations to buildings is not an issue in the district
- Most properties in the district had above average sales history trajectories
- The Square is an example of a district which scored high visually

Overall, the Goderich Heritage Conservation Districts have been successful planning initiatives.

5.2 Recommendations

The following aspects of the district are areas for improvement:

- Track alteration requests in a comprehensive and easily accessible manner
- At least 15 people need more information about the district and its designation
- Signage in the district could be to be managed better in order to achieve Heritage district goals
- The use and protection of the park need to be addressed

Appendices

Appendix A

Tabular Results of Resident Surveys

Heritage Conservation District Name(s): West St and Goderich Square

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

Responses

	Owner	Tenant-Commercial	Tenant - Residential
Counts	27	27	0
Percentage	50.00	50.00	0.00

2. Are you aware you live within a HCD?

Responses

	Yes	No
Counts	50	4
Percentage	92.59	7.41

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

Responses

	Before	After
Counts	25	29
Percentage	46.30	53.70

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

Responses

Positive	12
Negative	1
Neutral	5
No comment	5

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

Responses

	Yes	No
Counts	4	25
Percentage	13.79	86.21

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

Responses

Restrictions	3
Preservation	20
Heritage committee approval	8
Has no impact	3
Good understanding	3
No understanding	9
Inconsistent enforcement	3
Guidelines	12

Note: Residents could provide more than one answer to question 6

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

Responses

	Yes	No
Counts	28	24
Percentage	52.83	45.28

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

Responses

	Yes	No
Counts	27	0
Percentage	100.00	0.00

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

Responses

Over 5 months	0
4 to 5 months	0
1 to 3 months	6
Less than 1 month	14
Do not know	7

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	4.13	22	21	9	3	0	0
Percentage		40.00	38.18	16.36	5.45	0.00	0.00

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

Responses 52

	Mean Score out of 5	Increased a Lot	Increased	No Impact	Lowered	Lowered a lot	Do not Know
Counts	3.38	0	17	20	2	0	13
Percentage		0.00	43.59	51.28	5.13	0.00	25.00

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

Responses 53

No	19
Yes	4
Yes, easier	9
Yes, harder	6
Don't know	6
Tenant (n/a)	10

13. Comments

Responses 24

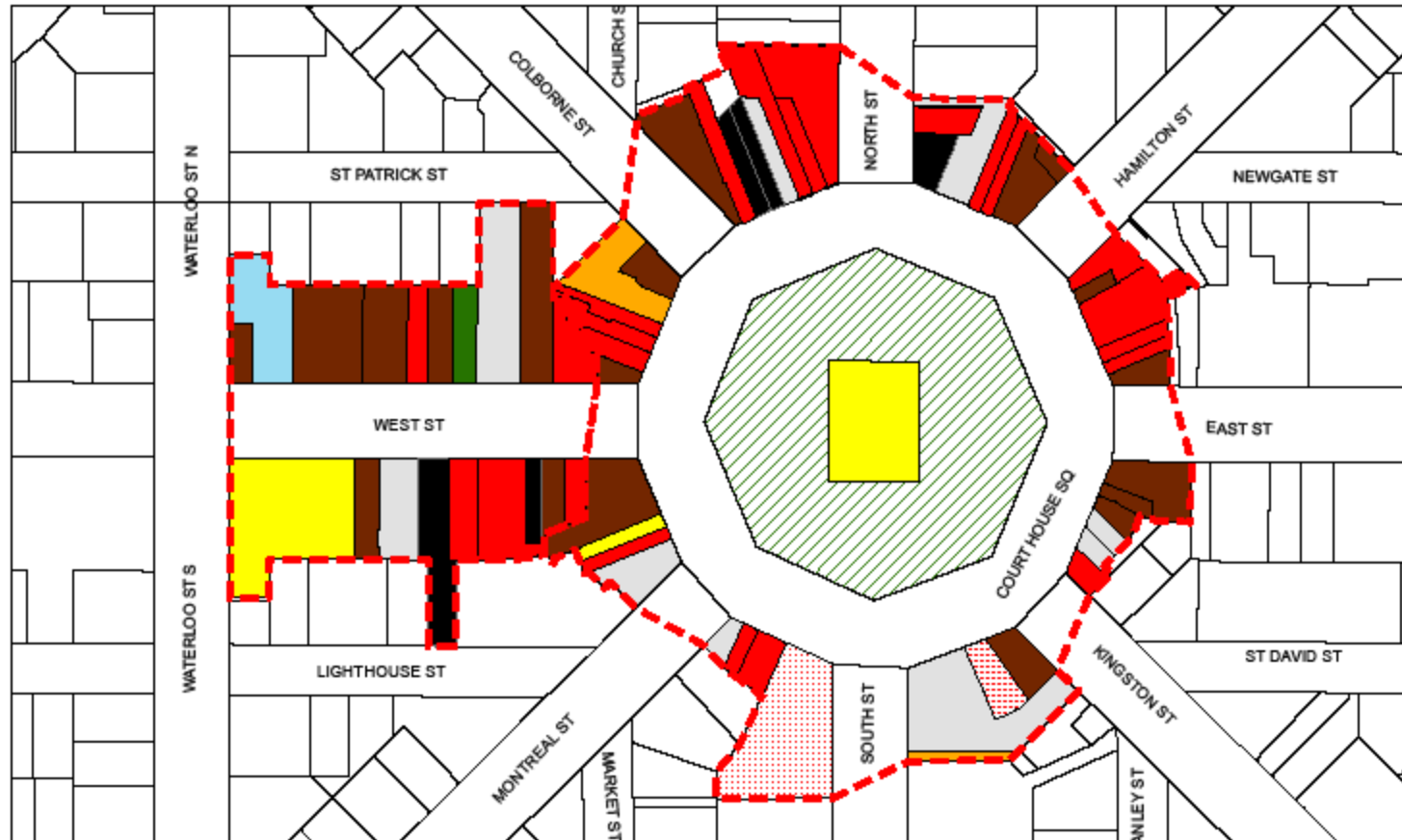
Positive feelings	13
Town Council and Heritage Goderich disconnect	4
Inconsistent enforcement	5
Façade consistency	3
Try to attract more people/tourists	3
Issue with the Park/Courthouse Square	4

Additional Comments: Issue with grants (2), need to belong to BIA (1), issues with taxes (1), individual responses (1), more parking (1), more guidelines (1), messy/noisy (1), fix paint (1), manage renovation costs (1), happy not knowing it's HCD (1), wants a heritage volunteer (1), crosswalks (1), keep rent down (1), play on uniqueness of the Square (1)

Total Population	75
Participants	55
Participation Rate	73.33

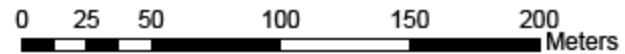
Appendix B
Land Use Maps

Ground Level Land Use in Goderich Square and West Street Heritage Conservation Districts



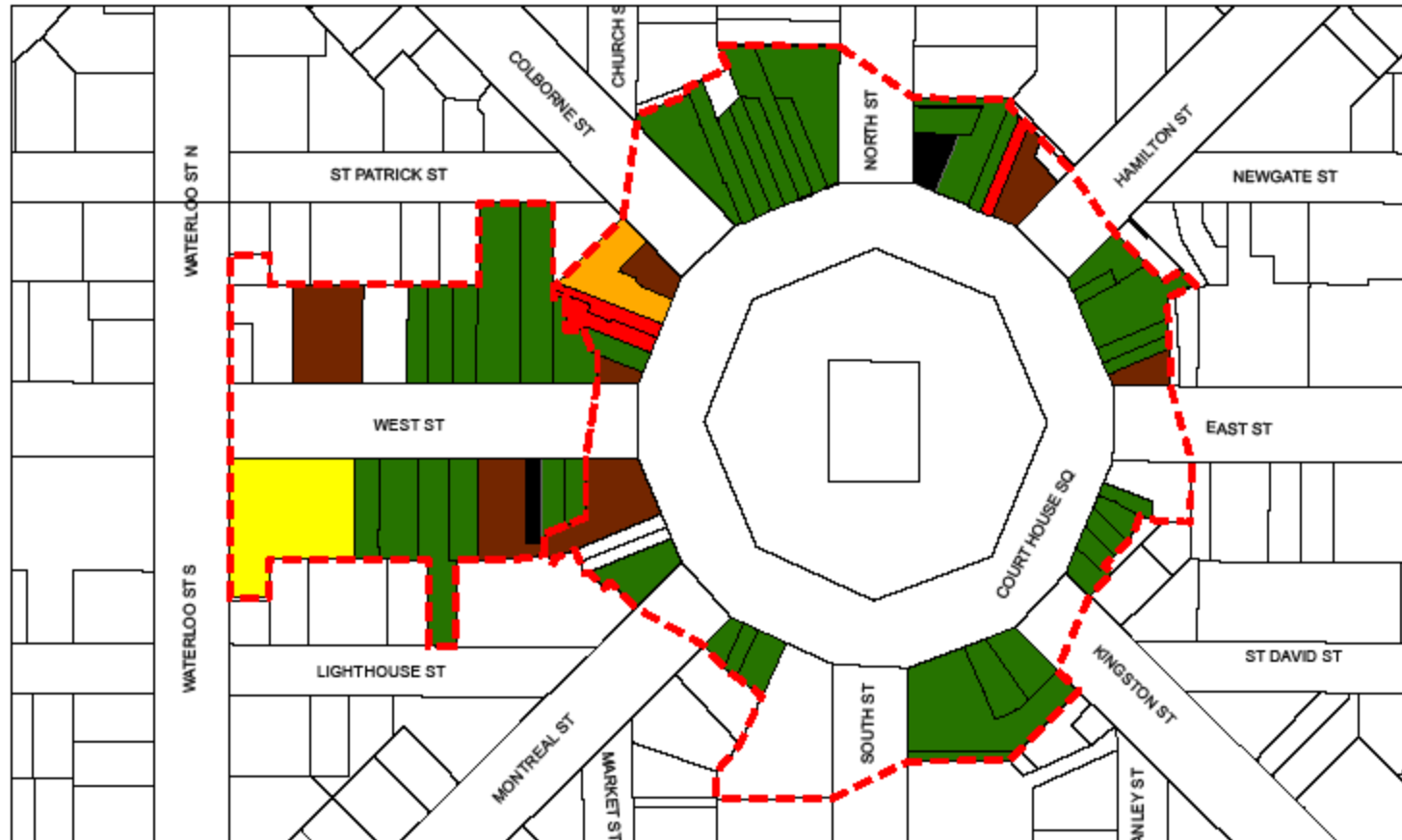
Legend

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 - DS)	Warehouse / Storage
Leisure	Retail	



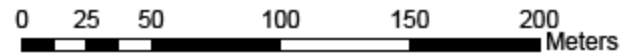
Author: Heritage Resources Centre
 January 19, 2008
 Data provider: Teranet Inc.
 Coordinate system: NAD_1983_UTM_Zone_17N

Second Floor Land Use in Goderich Square and West Street Heritage Conservation Districts



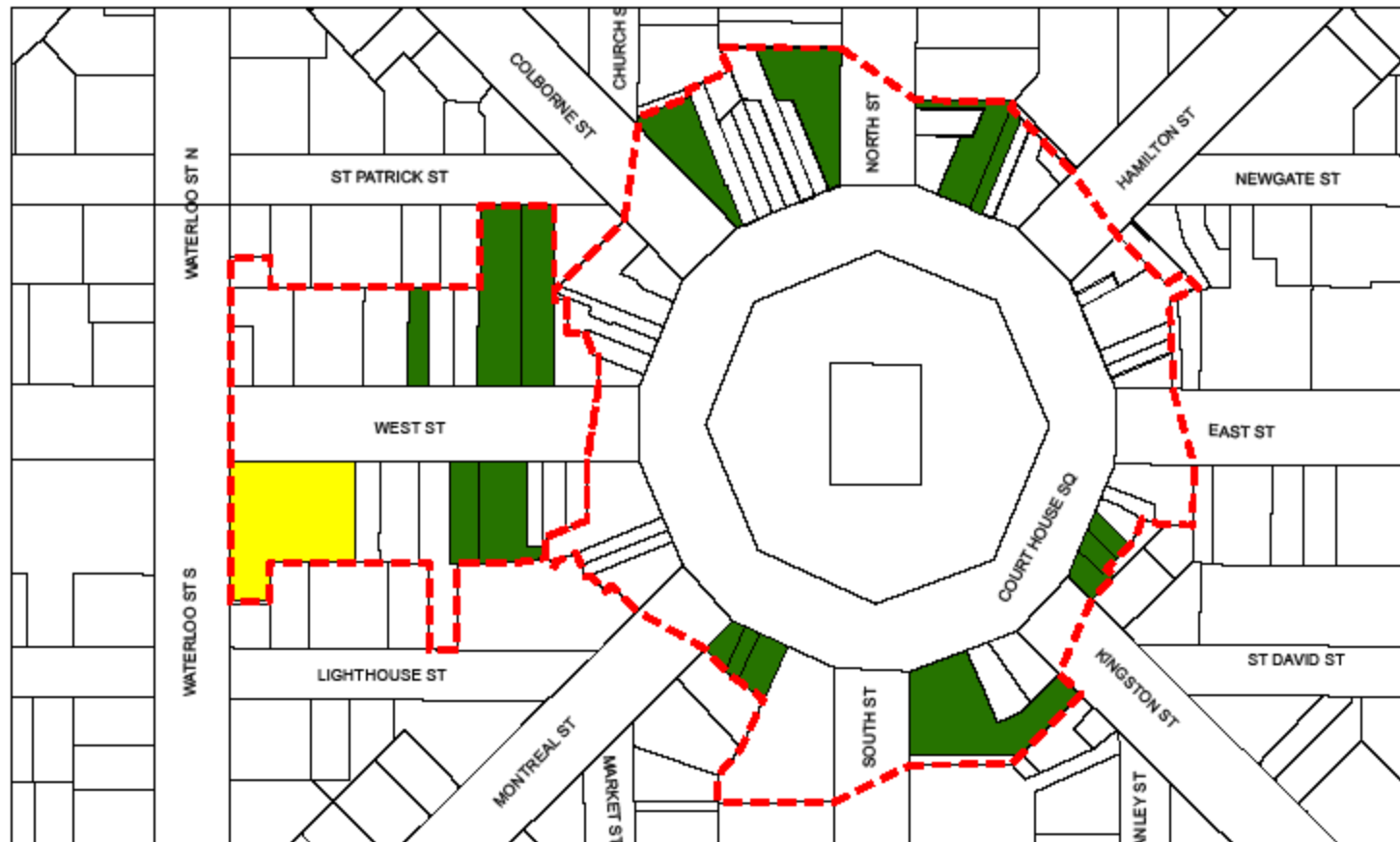
Legend

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 - DS)	Warehouse / Storage
Leisure	Retail	



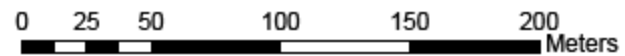
Author: Heritage Resources Centre
 January 19, 2008
 Data provider: Teranet Inc.
 Coordinate system: NAD_1983_UTM_Zone_17N

Third Floor Land Use in Goderich Square and West Street Heritage Conservation Districts



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 - DS) | Warehouse / Storage |
| Leisure | Retail | |

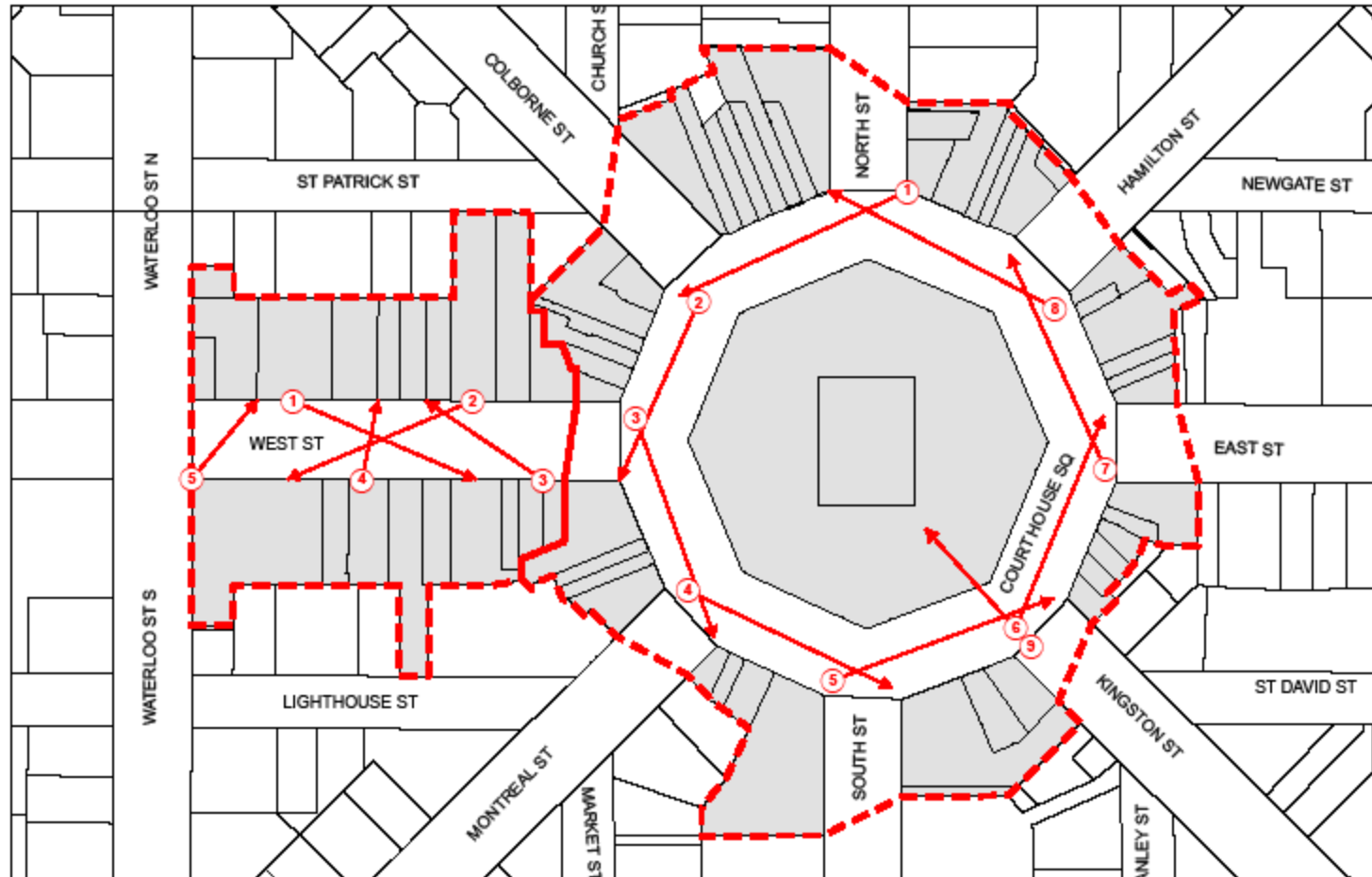


Author: Heritage Resources Centre
 January 19, 2008
 Data provider: Teranet Inc.
 Coordinate system: NAD_1983_UTM_Zone_17N

Appendix C

Map of Views

Views in Goderich Square and West Street Heritage Conservation Districts



Legend

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

0 25 50 100 150 200 Meters

Author: Heritage Resources Centre
 January 19, 2008
 Data provider: Teranet Inc.
 Coordinate system: NAD_1983_UTM_Zone_17N



Appendix D

Photographs of Views

Goderich Square Views



View 1



View 2



View 3



View 4



View 5



View 6



View 7



View 8



View 9

West Street Views



View 1



View 2



View 3



View 4



View 5

Appendix E

Townscape Evaluation Pro Forma

Heritage Conservation District Townscape Summary

Name of District: West Street HCD

Date: July 24, 2008

A. Streetscape Quality				
	Score	Out of	%	Out of 5
A1-Pedestrian friendly	19	25	76.00	3.8
A2-Cleanliness	19	25	76.00	3.8
A3-Coherence	16.5	25	66.00	3.3
A4-Edgefeature Quality	20	25	80.00	4.0
A5-Floorscape Quality	16	25	64.00	3.2
A6-Legibility	19.5	25	78.00	3.9
A7-Sense of Threat	20.5	25	82.00	4.1
A8-Personal Safety: Traffic	19.5	25	78.00	3.9
A9-Planting: Public	20	25	80.00	4.0
A10-Vitality	15.5	25	62.00	3.1
A11- Appropriate Resting Places	15	25	60.00	3.0
A12-Signage	7.5	20	37.50	1.9
A13-Street Furniture Quality	19.5	25	78.00	3.9
A14-Traffic Flow Appropriateness	19.5	25	78.00	3.9
SUM A	247	345	71.59	3.6

B. Private Space in View				
	Score	Out of	%	Out of 5
B15-Advertising, In keeping	12	25	48.00	2.4
B16-Dereliction, Absence of	20	25	80.00	4.0
B17-Detailing, Maintenance	19	25	76.00	3.8
B18-Facade Quality	17.5	25	70.00	3.5
B19-Planting: Private	3.5	5	70.00	3.5
SUM B	72	105	68.57	3.4

C. Heritage in View				
	Score	Out of	%	Out of 5
C20-Conserved Elements Evident	16.5	20	82.50	4.1
C21-Historic Reference Seen	8	20	40.00	2.0
C22-Nomenclature/Place Reference	13.5	25	54.00	2.7
C23-Quality of Conservation Work	17	25	68.00	3.4
C24-Quality of New Development	7.5	15	50.00	2.5
C25-Historic Features, Maintained	15	20	75.00	3.8
SUM C	77.5	125	62.00	3.1

Impression Score				
Aggregate Score	396.5	575	68.96	3.4

Weather: Sunny (no clouds)

of views: 5

Heritage Conservation District Townscape Summary

Name of District: The Square

Date: July 24, 2008

A. Streetscape Quality				
	Score	Out of	%	Out of 5
A1-Pedestrian friendly	37	40	92.50	4.6
A2-Cleanliness	36.5	40	91.25	4.6
A3-Coherence	34.5	40	86.25	4.3
A4-Edgefeature Quality	38.5	40	96.25	4.8
A5-Floorscape Quality	36.5	40	91.25	4.6
A6-Legibility	38	40	95.00	4.8
A7-Sense of Threat	38.5	40	96.25	4.8
A8-Personal Safety: Traffic	35.5	40	88.75	4.4
A9-Planting: Public	38	40	95.00	4.8
A10-Vitality	36	40	90.00	4.5
A11- Appropriate Resting Places	39	40	97.50	4.9
A12-Signage	29.5	40	73.75	3.7
A13-Street Furniture Quality	36	40	90.00	4.5
A14-Traffic Flow Appropriateness	35.5	40	88.75	4.4
SUM A	509	560	90.89	4.5

B. Private Space in View				
	Score	Out of	%	Out of 5
B15-Advertising, In keeping	26.5	40	66.25	3.3
B16-Dereliction, Absence of	38	40	95.00	4.8
B17-Detailing, Maintenance	36.5	40	91.25	4.6
B18-Facade Quality	33.5	40	83.75	4.2
B19-Planting: Private	8	10	80.00	4.0
SUM B	142.5	170	83.82	4.2

C. Heritage in View				
	Score	Out of	%	Out of 5
C20-Conserved Elements Evident	33	40	82.50	4.1
C21-Historic Reference Seen	29.5	35	84.29	4.2
C22-Nomenclature/Place Reference	32	40	80.00	4.0
C23-Quality of Conservation Work	34.5	40	86.25	4.3
C24-Quality of New Development	18.5	25	74.00	3.7
C25-Historic Features, Maintained	37.5	40	93.75	4.7
SUM C	185	220	84.09	4.2

Impression Score				
Aggregate Score	836.5	950	88.05	4.4

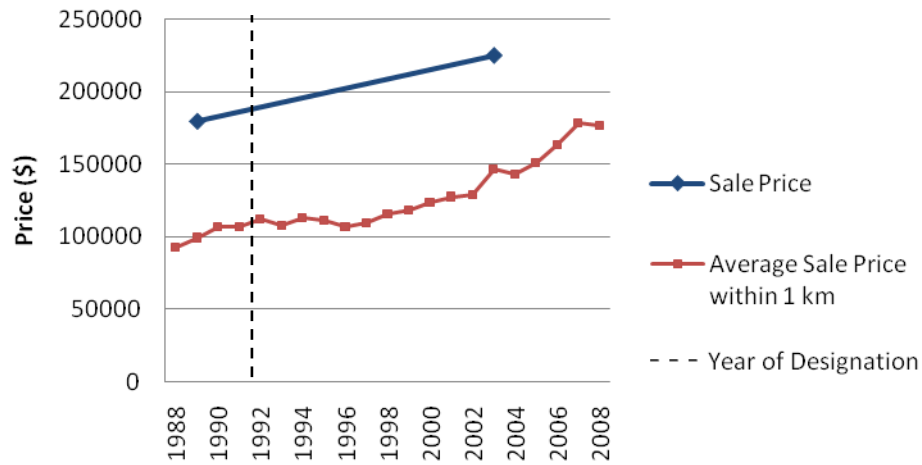
Weather: Sunny

of views: 9

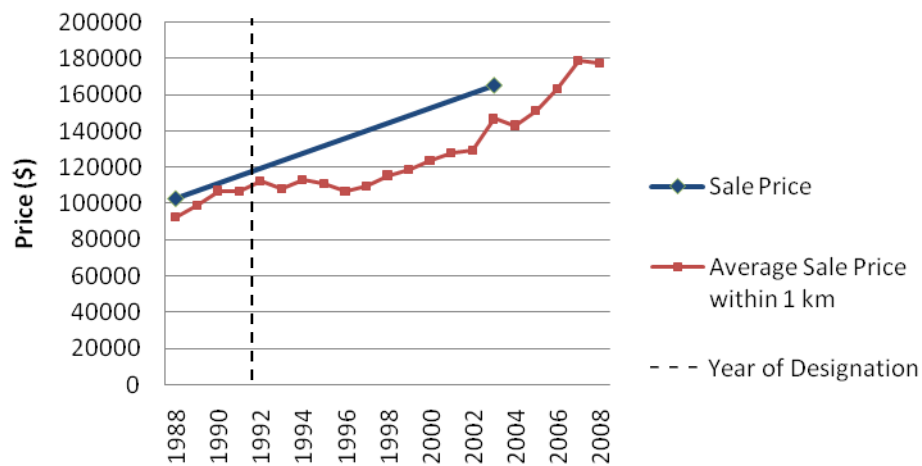
Appendix F

Real Estate Data

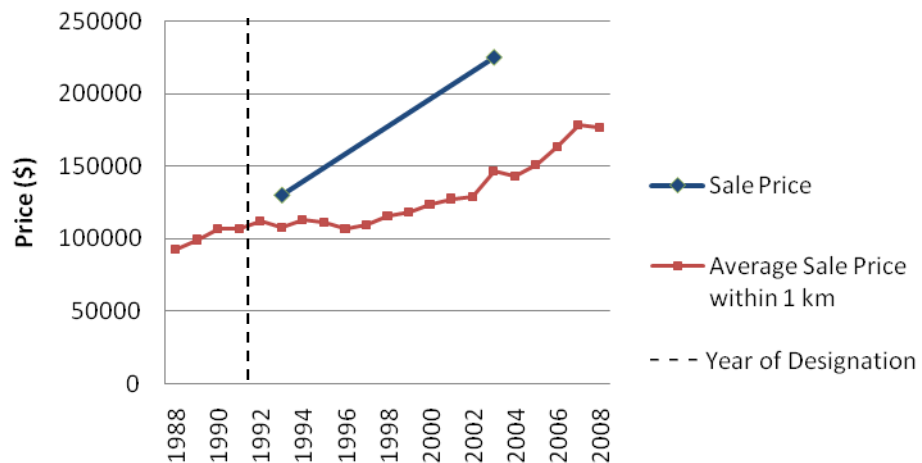
Goderich - Square & West St. - Property 1



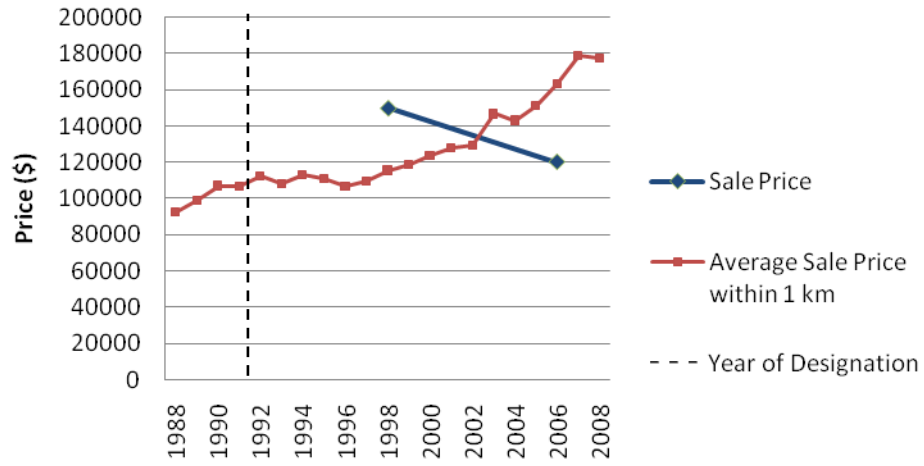
Goderich - Square & West St. - Property 2



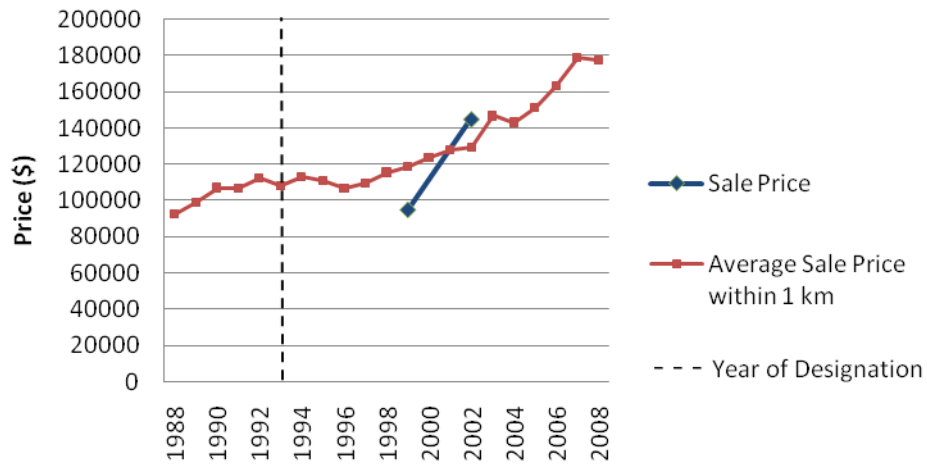
Goderich - Square & West St. - Property 3



Goderich - Square & West St. - Property 4



Goderich - Square & West St. - Property 5



Appendix G

Summary of Key Stakeholder Interviews

Heritage Conservation District Name: Goderich Heritage Conservation District, Town of Goderich
 Month(s) of Interviews: October 2008, February 2009
 Number of People Interviewed: 4

Question	Summary of Answer
1. How are you involved in the HCD?	<ul style="list-style-type: none"> • Owner of a heritage property (1) • Member of the Municipal Committee (2) • Office is in the HCD (2) • 15 years of doing work on Square and West Street (1) • Gives advice to the Municipal Committee (1) • Heritage Committee Goderich member at time of HCD creation (1) • Councillor – liaison work (1) • Planner with Bayfield and Seaforth through County of Huron(1) • Tourism Promotion in County of Huron (1) • Clerk (1) • Under the Ontario Heritage Act prepares notices, by-laws and maintains the municipal register (1)
2. How did the HCD come about?	<ul style="list-style-type: none"> • Local Community- grass roots (2) • Formed a LACAC at the same time (2) • Engaged an architect who volunteered his time (1) • Council was supportive (1) • Strong planning department (1)
3. In your opinion how has the HCD designation been accepted?	<ul style="list-style-type: none"> • At first there was very little by-in (1) • Always going to be some resistance (1) • Original designation did not go through (whole square and radiating streets)- if there had been less fear than there would have been no OMB hearing and thus no new map (1) • Generally well accepted (2) • Specific property owners have issues with controls, the ones that do not understand the importance are the ones that have issues (1)
4. In your experience what are the HCD management processes in place and how do they work?	<ul style="list-style-type: none"> • Getting more back up from staff – process was there but the staff did not know how to get at the information (1) • Working on amalgamating the heritage file into the official building file so everyone has access to the information- heritage resource files used to be separate (1) • Processes are evolving- bringing the CBO and planning staff over CIP and Heritage Permits. Poor compromises have been made on building(1) • Applications for alterations (3)
5. In your experience what is the process for applications for alterations?	<ul style="list-style-type: none"> • Application developed with instruction material (1) • Goes to Municipal Heritage Committee and CBO attending meeting (4) • Chair can get to members quickly- scan and send (1) • People often do changes without doing applications (there are 2-3 cases) – who should deal with this and how should it be dealt with? Any penalty? (1) • Committee needs to know the architecture of the buildings before making a decision (1) • Committee is enthusiastic but not knowledgeable (1) <ul style="list-style-type: none"> - e.g. Last Victorian storefront was allowed to be demolished and rebuilt - e.g one building was Georgian and was allowed to put in a new wall that

	<p>makes it Georgian and Italianate, which were never mixed</p> <ul style="list-style-type: none"> - e.g one corner building was allowed to paint around the corner giving the impression of a larger store front, which is not authentic • References are flawed, e.g. the Streetscape Study done 30 years ago (1)
6. Is there a communication process set up for the HCD?	<ul style="list-style-type: none"> • "Understanding Commercial Blocks in Goderich" publication (2) • Published self-guided tours (4) • Promotional literature is a lot on online now, but web pages and promotional material need to be updated (1) • Irregular mail out communications (e.g. commercial facade study) (1) • More could be improved done on building appreciation, for example a newsletter that features a building a month (1)
7. In your opinion, what are the issues that are unique to the HCD and how have they been managed?	<ul style="list-style-type: none"> • Biggest win – Town Hall followed it own process with its own building – Part IV, Part V and easement so it was a great learning experience for everyone (1) • County Planning Department is in the centre of the HCD in the Court House, but they do not communicated with the MHC and have not submitted building permits – this sets a precedent (1) • Accessibility – how do we meet the guidelines for accessibility on heritage buildings – need clear instructions and grants from the government – people think they will go out of business or wreck heritage features to add ramps and elevators (1) • Park- has the highest protection in the Official Plan and zoning (OFI – open space) and is included in HCD guidelines – has not been followed <ul style="list-style-type: none"> - Farmers markets are run by BIA – treat it as if its a fair ground (1) • Relationship between Square and West street – looks like a key (1) • 90% of the storefronts are not original (1) • 16 corner buildings (1) • Window replacement, people want vinyl windows that are not in the style of the building (1) • Park in the square maintained by the town (1) • Recent public input on what people want to see the park used for – good public consultation (1) • No downtown grocery store (1) • Area itself is unique, it is well documented and has a strong heritage commitment (1)
8. What are similar non designated areas?	<ul style="list-style-type: none"> • Radial streets (4)
9. Other comments	<ul style="list-style-type: none"> • Need to be able to create one package for each address with information about the history and the guidelines and any incentives available to them specifically (1) • Committee is overloaded by ministry requirements (1) • Knowledge of historic architectural styles has fallen by the wayside No place to get education of styles HCDs are unique in nature (1) • Usually have a nice selection of gift, artisans and restaurants (1) • Tend to be more pedestrian oriented which makes is nice for strolling, and easy to promote to key demographic (ages 40-60 and families) (1) • Events in HCDs are much easier to promote because the HCD gives the event and added flair and tourism desirability (1)

Appendix H

Requests for Alterations

Applications for Alterations - West Street

1994-2008

Date Submitted	Date Approved	Alteration
1994	1994	Signage
1994	1994	Windows
1994	1994	Signage
1994	1994	Signage
1995	1995	New awning
1995	1995	Signage
1997	1997	Storefront repair
1997	1997	Signage
1997	1997	Renovations and Signage
1997	1997	Signage
1998	1998	Wall, windows, roof
1998	1998	Roof Repairs
1998	1998	Signage
1999	1999	Signage
1999	1999	Rope Lighting
2000	2000	Unknown
2000	2000	Windows
2000	2000	Painting
2001	2001	Windows
2001	2001	Signage
2001	2001	Signage
2001	2001	Signage and painting
2002	2002	Signage
2002	2002	Unknown
2004	July 12, 2004	New metal door
2005	May 9, 2005	Signage
2005	2005	Signage
2006	May 23, 2006	Signage
2006	Sept 1, 2006	Signage
2008	June 16, 2008	Signage, frontage and paint

Applications for Alterations - The Square

1994-2007

Date Submitted	Date Approved	Alteration
1994	1994	Storefront repair
1994	1994	Signage
1994	1994	Windows
1994	1994	Windows
1994	1994	3rd floor weatherproofing
1995	1995	2nd floor window replacement
1995	1995	Installation of entrance
1995	1995	Signage
1995	1995	2nd floor window replacement
1995	1995	Window
1996	1996	Signage
1997	1997	Signage
1997	1997	Renovations and Signage
1997	1997	Painting
1997	1997	Signage
1997	1997	Signage
1998	1998	Signage
1998	1998	Storefront Alterations
1998	1998	Signage
1998	1998	Signage
1999	1999	Windows
1999	1999	Unknown
1999	1999	Unknown
1999	1999	Signage
2000	2000	Apartment door
2000	2000	Signage
2000	2000	Signage and painting
2000	2000	Signage and painting
2000	2000	Signage repair
2000	2000	Rope lighting
2000	2000	Painting
2000	2000	Sign
2000	2000	Awnings
2001	2001	Awnings
2001	2001	Signage
2001	2001	Signage
2001	2001	Signage
2001	2001	Signage
2001	2001	Signage
2001	2001	Signage
2001	2001	Additional signage

Applications for Alterations - The Square (2)

1994-2007

Date Submitted	Date Approved	Alteration
2001	2001	Signage
2001	2001	Additional signage
2002	2002	Upper Storey Windows
2002	2002	Signage
2002	2002	Painting/ Replacing Windows
2002	2002	Signage
2003	2003	Signage, vinyl lettering
2003	2003	Painting, façade
2003	2003	Signage, vinyl lettering
2003	2003	Side door change
2003	2003	Signage, vinyl lettering
2003	2003	Signage
2004	2004	Signage, façade
2004	2004	Signage
2004	2004	Side door change
2004	2004	Signage
2004	July 2004	Signage
2005	Jan 21, 2005	Second and third floor windows
2005	2005	Signage, new colour
2005	May 25, 2005	Signage
2005	June 29, 2005	Signage
2005	August 17, 2005	Signage
2005	22-Nov-05	Façade and signage
2006	Jan 10, 2006	Signage
2006	Feb 1, 2006	Signage
2006	2006	Unknown
2006	December 5, 2006	Signage
2007	November 19, 2007	Windows
2007	November 19, 2007	Signage, lighting and paint
2007	November 2, 2007	Signage, frontage and paint

