

304-314 MAIN STREET EAST
HAMILTON, ONTARIO

CULTURAL HERITAGE ASSESSMENT REPORT

ISSUED: SEPTEMBER 29, 2023



Project # 23-075
Prepared by AP / DE / ZA

ERA

DRAFT

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COVER PAGE:

Photo of the Site looking southeast from Victoria Avenue South (ERA, 2023).

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Appendix A: City of Hamilton Staff Report, Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (Ward 2) - April 1, 2014

Appendix B: City of Hamilton City Council Minutes - April 9, 2014

Appendix C: City of Hamilton's Inventory of Heritage Properties - 314 Main Street East (from Cultural Heritage Resources Map)

1 INTRODUCTION

This Cultural Heritage Assessment (“CHA”) has been prepared by ERA Architects Inc. (“ERA”) to evaluate the potential cultural heritage value of 304-314 Main Street East, Hamilton, Ontario (the “Site”). The purpose of a CHA report is to summarize and document relevant historical information pertaining to the context and buildings, structures and landscapes on a property. It also involves an analysis of the potential cultural heritage value of these resources.

Multiple sources of data have been collected and analyzed for this assessment. Both primary and secondary sources have been drawn upon, including books, historical maps and atlases, city directories, aerial photographs, and archival photographs. The criteria for determining whether a property is of cultural heritage value or interest has been prescribed by Ontario Regulation 9/06 (“O. Reg 9/06”) under the Ontario Heritage Act (“OHA”). ERA has evaluated the existing gas bar structure using O.Reg 9/06.

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2 PROPERTY LOCATION

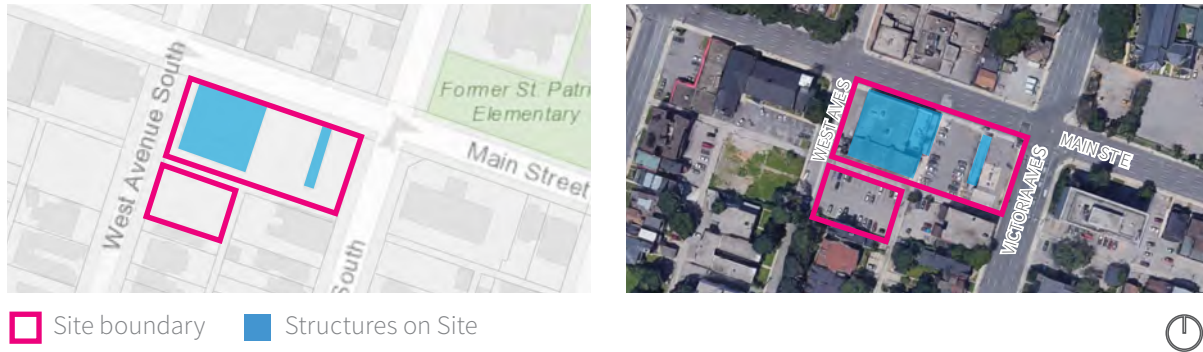


Figure 1. Property map (left) and aerial photograph indicating the Site boundary and structures on the Site (City of Hamilton, 2022; Google Maps, 2023; annotated by ERA).



Figure 2. Site and the surrounding context area looking southwest (Google Earth 2023; annotated by ERA).

The Site is known municipally as 304-314 Main Street, Hamilton and contains a retail store (304 Main Street East), a gas bar (314 Main Street East), and a parking lot to the south of the public laneway. The Site is located on the northwest portion of the Stinson neighbourhood which is generally bounded by Main Street East to the north, Wentworth Street South to the east, the Niagara Escarpment to the south, and Wellington Street South to the west. The Site itself is bordered by Main Street East to the north, Victoria Avenue South to the east, a laneway to the south, and West Avenue South to the west. The lot frontage along Main Street East is approximately 85 metres. The lot depth is approximately 39 metres along Victoria Avenue South and 67 metres along West Avenue South.¹

To the north of the Site there are large and small scale retail buildings and parking lots. To the east is a mid-rise residential building. To the south of the Site is a mid-rise residential building and parking lot as well as detached and semi-detached house forms. To the west is the St. Thomas Anglican Church and parking lot as well as a vacant open space.

Context photos from a site visit on August 31, 2023 are included on the following pages.

¹ Refer to property survey for legal description.



Figure 3. Context photo of the Site along Main Street East (ERA, 2023).



Figure 4. North elevation of the gas bar and partial east elevation of the store (ERA, 2023).



Figure 5. Context photo of the Site from Victoria Avenue South and Main Street East (ERA, 2023).



Figure 6. East elevation of the gas bar with the store visible in the background (ERA, 2023).



Figure 7. South and east elevation of the gas bar (ERA, 2023).

3 PHYSIOGRAPHIC CONTEXT

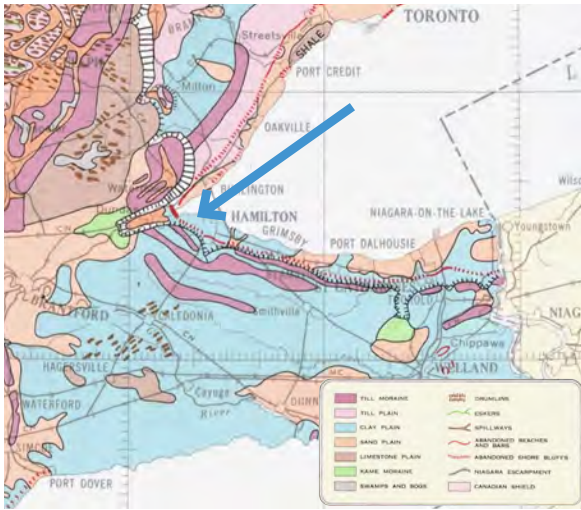


Figure 8. 1957 Physiography of Southern Ontario map with the Site approximately indicated (Government of Canada; annotated by ERA).

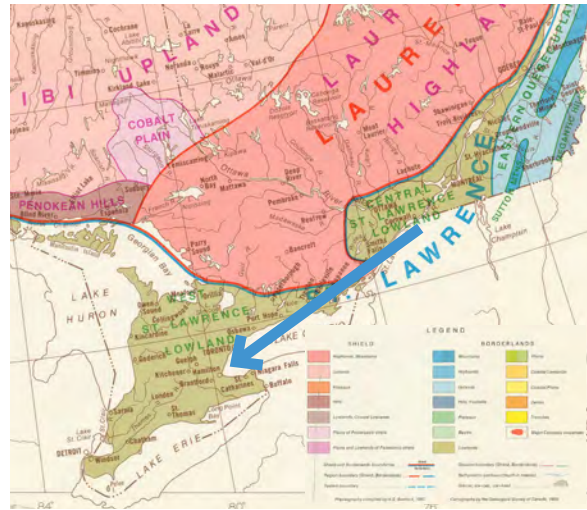


Figure 9. 1970 Physiographic Regions of Canada map with the Site approximately indicated (Government of Canada; annotated by ERA).

The Site is located on a Clay Plain north of an abandoned shore bluff and the Niagara Escarpment in the West St. Lawrence Lowlands subregion.² The Niagara Escarpment is a prominent topographic feature of Southern Ontario which served as an abundant source of building material, including cut stone and lime shale that was used for masonry construction. The lowlands are characterized by plain-like areas that were affected by ancient glaciations. The West St. Lawrence Lowland is separated into two parts by the Niagara Escarpment. West of the escarpment, the surface slopes gradually southwest. East of the escarpment, the land rises north from Lake Ontario.³

² Government of Canada, Physiography of Southern Ontario. <https://open.canada.ca/data/en/dataset/d22354e8-cb01-5262-aed5-1de48d1ffb0a>

³ Government of Canada, The Atlas of Canada - Physiographic Regions. <https://atlas.gc.ca/phys/en/#StLawrenceLowlands>

4 SETTLEMENT CONTEXT



Figure 10. 1875 County of Wentworth Atlas for the Township of Barton with the general location of the Site indicated (McGill University; annotated by ERA).



Figure 11. 1893 Birds' eye view map of the City of Hamilton with the general location of the Site indicated (City of Hamilton; annotated by ERA).

Indigenous Past, Present, Future

Southern Ontario has been occupied by Indigenous peoples since time immemorial. The area we now know as Hamilton is the traditional territory of the Erie, Neutral, Huron-Wendat, Haudenosaunee and Mississaugas peoples. The territory was the subject of the Dish with One Spoon Wampum Belt Covenant, an agreement between the Haudenosaunee Confederacy and Anishinaabeg Confederacy and allied nations to peaceably share and care for the land, water, flora and fauna around the Great Lakes. Hamilton is within the territory covered by the "Between the Lakes Treaty" (No. 3), negotiated in 1784, amended 1792, between the Mississaugas of the Credit and the Crown, which allowed colonial settlement on the lands between lakes Erie, Huron, and Ontario. Today, Hamilton is home to many diverse First Nations, Inuit and Métis peoples. Hamilton remains a city of historical and contemporary significance for Indigenous Peoples.⁴

Area History

The Site is located in the Barton Township, which was first surveyed by Augustus Jones in 1791 (formerly called Lincoln Township) and became part of Wentworth County in 1816. Other townships in the county included Ancaster, Beverly, Binbrook, Flamborough, Glanford, Saltfleet and the City of Hamilton. Beginning in the 1790's, United Empire Loyalists began to settle in Wentworth County, taking advantage of the key geographic location near a network of waterways surrounding the Niagara Escarpment. Settlements surrounding these waterways contained a concentration of mills and the area grew rapidly in the early 1800s, supporting the area's status as an agricultural and milling centre, particularly in the communities of Ancaster and Dundas which were located in fertile river valley lands.^{5,6} A portion of the Niagara Escarpment passes through Barton Township, which made some of the surrounding land less favourable to farming. Thus, Barton Township grew at a slower pace than the neighbouring Ancaster and Dundas. In the late 1820's, a new canal called Burlington

4 ERA Architects. "378 Garner Road East, Ancaster Documentation and Salvage Report." March 21, 2023.

5 Hamilton Public Library. "Historical Hamilton." <https://www.hpl.ca/articles/historical-hamilton>.

6 Cruikshank, Ken. "Dundas." *The Canadian Encyclopedia*. <https://www.thecanadianencyclopedia.ca/en/article/dundas>.



Figure 12. 1961 photo of gas bar with upward swopping canopy in Orillia, Ontario (Canadian Tire Archives).



Figure 13. 1968 photo of the store on the Site, originally one of the associate stores (Stoffman, 2015).

Canal, was constructed through a sandstrip between Lake Ontario and Hamilton Harbour, increasing access to Hamilton and thus the shipping of agricultural products.⁷ Hamilton was incorporated as a town in 1833 and as a city in 1846. The City of Hamilton continued to grow in population and prominence into the late 19th and early 20th century as a manufacturing and commercial centre. Two major steel manufacturing plants were located along the Hamilton Harbour, giving Hamilton the nickname “Steeltown.”^{8,9}

In the mid 1900’s, the City of Hamilton began annexing portions of surrounding townships, including Barton Township in 1960. In 1974, Wentworth County became the Regional Municipality of Hamilton-Wentworth and in 2001, Hamilton and its neighbouring municipalities were amalgamated into the City of Hamilton.^{10,11}

Site History

The Site was part of Ward 1 in Lot 12, Concession 3. According to Augustus Jones’ 1791 survey of Barton Township, Lot 12-13, Concession 3 had been granted to Richard Springer prior to his survey and Caleb Reynolds at the time of the survey.¹² According to the 1875 Wentworth County Atlas, the area was further subdivided into lots 11-15 and a portion of lot 57 to the south is shown as being owned by Hugh B. Wilson.¹³

According to Fire Insurance Plans in 1911, there were four brick buildings on the portion of the Site that fronts Main Street East with auxiliary structures on the lots, and rows of brick buildings to the south, fronting Western Avenue South. City Directory listings first show the retail store on the Site in 1955 and the gas bar in 1972.

7 Maritime History of the Great Lakes. "The Burlington Canal." <https://images.maritimehistoryofthegreatlakes.ca/details.asp?ID=63038>

8 Hamilton Public Library. "Historical Hamilton." <https://www.hpl.ca/articles/historical-hamilton>.

9 Worker's City. "Steeltown." <https://www.workerscity.ca/steeltown>

10 Upper Canada Genealogy. Townships and Towns of Upper Canada. <http://www.uppercanadagenealogy.com/townships.html#B>

11 Local History and Archives. "Chronology of Cities, Towns and Townships in Hamilton." <https://lha.hpl.ca/articles/chronology-cities-towns-and-townships-hamilton?page=0%2C1>

12 Head-of-the-Lake Historical Society. "Publications" From *Wentworth Bygones* Vol. 1. 1958." <http://www.headofthelake.ca/publications.html>

13 McGill University. "The Canadian County Atlas Digital Project - 1880 Map of Ontario Counties." <https://digital.library.mcgill.ca/countyatlas/searchmapframes.php>

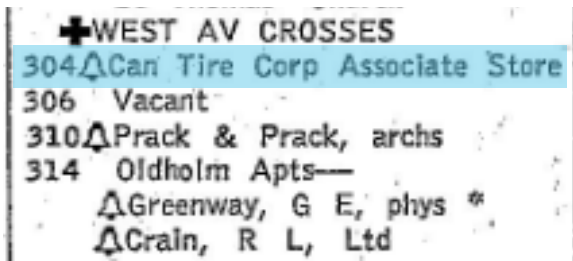


Figure 14. 1955 City of Hamilton Directory showing the first listing of the retail store (Hamilton Public Library).

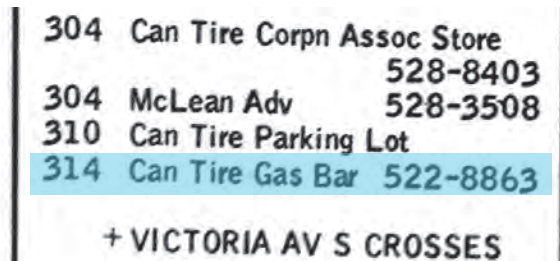


Figure 15. 1972 City of Hamilton Directory showing the first listing of the gas bar (Hamilton City Archives).

Canadian Tire

The Canadian Tire Corporation was founded by brothers J.W and A.J Billes in Toronto in 1922. The brothers purchased Riverdale Tire Corp in Riverdale. It was later renamed Hamilton Tire and Garage and relocated to Yonge and Gould Street a year later. Tires became an important component of the business and formalized as part of the brand when the company was incorporated as the "Canadian Tire Corporation, Ltd" in 1927. In that same year, Canada had the third-highest car ownership per capita in the world and the automotive market was growing.¹⁴

In 1934, the business opened an associate dealership, a Canadian Tire store, in Hamilton. The associated dealership model allowed dealers to operate under the brand of Canadian Tire and sell Canadian Tire-made and approved products. The model established a network of retail stores that purchased directly from Canadian Tire without the onus of operation and management. In 1934, Walker Anderson opened an associate store, selling only Canadian Tire products, however, as requested by the Billes brothers, Anderson had to name it something other than "Canadian Tire." Anderson's store was called Super-Lastic Tire Sales. By 1956, 150 associate stores had opened. Once these associate stores proved successful, they were permitted to be renamed "Canadian Tire Corp'n Associate Store."¹⁵

Gas Bars

The first Canadian Tire gas bar opened outside the corporate location at Yonge and Church in 1958. A. J Billes reasoned that a gas bar under the brand of Canadian Tire would draw in more customers. Canadian Tire would charge the market gas prices and offer customers five percent off in the form of money-like coupons that could only be spent at Canadian Tire stores. The Canadian Tire money scheme sparked a 'Gas War' (1960-1961) to put Canadian Tire out of business. The Gas War ended when the gas companies conceded, accepting Canadian Tire gas bars as a fact of life. The gas bars were typically located on the same property as a Canadian Tire Store with the goal that customers would buy gas and then shop in the store. Originally called "Mor Power Super Service Station," the gas bars were seen as revolutionary because of their drive through gas pumps.^{16 17} By 1974, Canadian Tire had 54 gas bars.¹⁸

¹⁴ McQuarrie, Jonathan. "Canadian Tire." The Canadian Encyclopedia. <https://www.thecanadianencyclopedia.ca/en/article/canadian-tire-corporation-limited>.

¹⁵ Daniel Stoffman, *Living the Canadian Dream: How Canadian Tire Became Canada's Store* (Toronto, ON: Canadian Tire Corporation, Limited, 2012), 24-25.

¹⁶ No Author. "Canadian Tire Petroleum Celebrates 45 Years". Convenience Store News, October 5, 2003. <https://csnews.com/canadian-tire-petroleum-celebrates-45-years?nopaging=1>

¹⁷ Stoffman, *Living the Canadian Dream: How Canadian Tire Became Canada's Store*, 204.

¹⁸ *Ibid.*, 64



Figure 16. Undated photo of Bob McClintock (Dominion Modern).

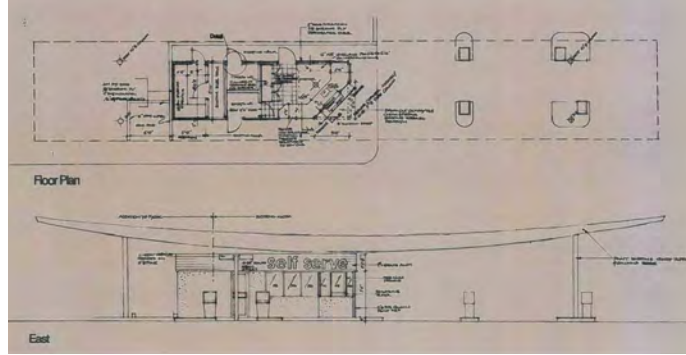


Figure 17. Undated floor plan and east elevation of the gas bar on the Site (ATA Architects Heritage Report, 2008).

Designer and Builder - Bob McClintock

ERA's research did not uncover new information on the designer of the Canadian Tire gas bars, Bob McClintock. Previous heritage reporting from ATA Architects 2018 assessment of 1212 Southdown Road in Mississauga contained information on McClintock and much of this section is sourced from content from the ATA Architects report. ERA could not independently verify the information contained in the ATA Architects heritage report.

According to previous reporting, Bob McClintock's history with Canadian Tire dates back to 1939 when as a child, Bob would observe his father and brothers in the construction field, build stores for Canadian Tire. After leaving Ryerson University in 1954, McClintock began working as a draftsman with his brothers until 1963, when he began his own company. In the 1960's, McClintock was asked by Canadian Tire's A.J. Billes to submit a design for a set of new gas bars and pit stops.¹⁹ His swooping canopied gas bar design, as influenced by the USSR Pavilion at Expo 1967 in Montreal²⁰, was accepted.

McClintock's first four gas bars were constructed using the method of poured post-tensioned concrete on site²¹, three in Toronto and one in Mississauga. Subsequent gas bars were constructed using pre-cast concrete, and a couple were ~~painted steel structures~~ ~~structures steel structures~~ ~~clad in an acrylic coating~~. Throughout his career, Bob McClintock built 30 gas bars of this design.^{22,23}

19 ATA Architect Inc. "Heritage Assessment - Canadian Tire Gas Bar Canopy: 1212 Southdown Road, Mississauga, Ontario." October 2008.

20 Dominion Modern. "Canadian Tire (Bob McClintock)." https://dominionmodern.ca/collections_/canadian-tire-bob-mcclintock-collection/

21 No Author. "Modern Concrete Gas Bar for Canadian Tire Corporation," Canadian Pit and Quarry, Canadian Concrete Products, September 1970.

22 ATA Architect Inc. "Heritage Assessment - Canadian Tire Gas Bar Canopy: 1212 Southdown Road, Mississauga, Ontario."

23 Roadside Architecture. "Canadian Gas Stations." <https://www.roadarch.com/gas/can.html>

Site Evolution

The following pages include maps and photos showing the evolution of the Site.



Figure 18. 1858 City of Hamilton Atlas with the approximate location of the Site indicated (City of Hamilton; annotated by ERA).

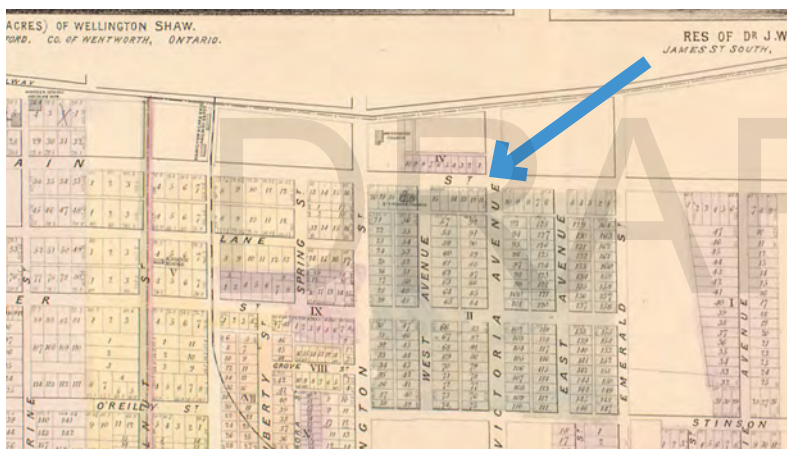


Figure 19. 1875 Wentworth County Atlas for the City of Hamilton with the approximate location of the Site indicated (City of Hamilton; annotated by ERA).

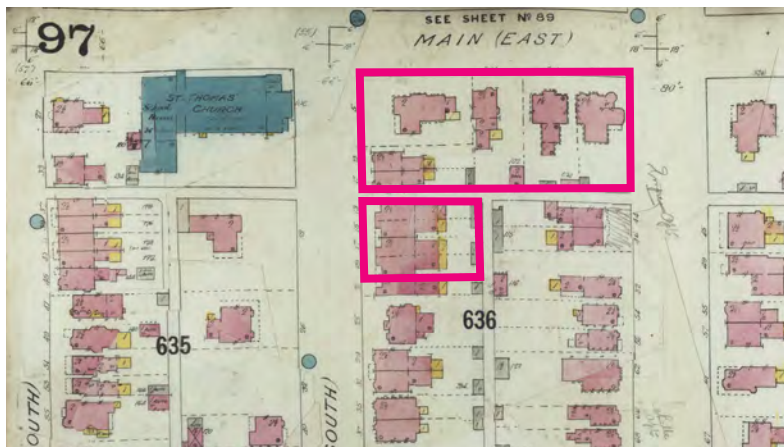


Figure 20. 1911 Fire Insurance Plan with the Site indicated (McMaster University; annotated by ERA).



Figure 21. 1934 National Air Photo with the Site indicated (McMaster University; annotated by ERA).



Figure 22. 1950 National Air Photo with the Site indicated (McMaster University; annotated by ERA).



Figure 23. 1964 National Air Photo with the Site indicated. The retail store is visible on the Site (McMaster University; annotated by ERA).

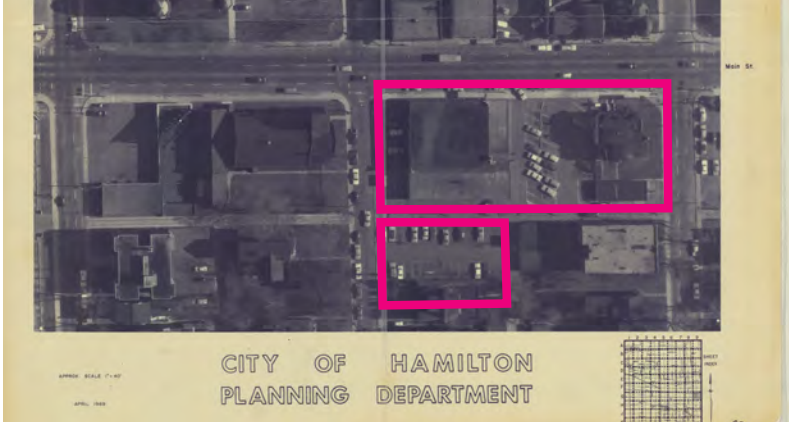


Figure 24. 1969 aerial photo with the Site indicated (McMaster University; annotated by ERA).



Figure 25. 1999 aerial photo with the Site indicated. The gas bar is visible on the Site (McMaster University; annotated by ERA).



Figure 26. 2010 aerial photo with the Site indicated (McMaster University; annotated by ERA).

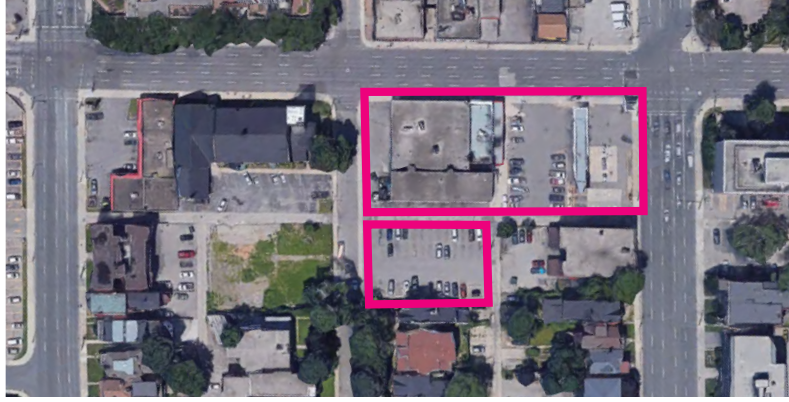


Figure 27. 2023 aerial photo with the Site indicated (Google Earth; annotated by ERA).

5 PROPERTY DESCRIPTION

The Site is known municipally as 304-314 Main Street, Hamilton and contains a retail store (304 Main Street East), a gas bar (314 Main Street East), and a parking lot to the south of the public laneway. Descriptions of the two structures on the property are included below.

304 Main Street East – Retail Store

The retail store on the Site was constructed by 1955. The store is a single storey brick building with its primary entrance on the east elevation and an auto centre service entrance on the west elevation. There is parking along the west, south, and east of the building.

The retail store was not surveyed as part of the City of Hamilton's Inventory of Heritage Properties, is not listed on the Municipal Register of Property of Cultural Heritage Value or Interest ("Heritage Register"), nor is it designated under Part IV or V of the OHA.

314 Main Street East – Gas Bar

The gas bar on the Site was constructed by 1972. The gas bar on the Site has an upward swooping canopy supported by two columns on each end. It is located to the east of the retail store and is oriented perpendicular to the street. It is accessed from Main Street East and Victoria Avenue South.

On September 13, 2013, City of Hamilton staff received a request to designate the gas bar under the OHA. Staff conducted a preliminary assessment of the property as part of *Report PED14045* and found it to have design and physical value, and historical and associative value. On April 1, 2014, Staff recommended that the gas bar be included in the Heritage Register. However, staff were of the opinion that the gas bar did not have sufficient cultural heritage value to warrant designation under the OHA. On April 9, 2014, City Council considered the staff recommendations and decided to receive the staff report for information only, and did not include the property on the Heritage Register and did not proceed with designation. See *Appendix A* for the 2014 staff report and *Appendix B* for the City Council minutes.

The gas bar was added to the City of Hamilton's Inventory of Heritage Properties. Hamilton's Inventory of Heritage Properties provides preliminary design, associative, and contextual value content. According to the description on the Inventory of Heritage Properties, the gas bar was included due to its design, associative, and contextual value. The full description from the City's Cultural Heritage Resources Map is included in *Appendix C*.

Summary of Alterations

Based on *Report PED14045*, the gas bar had undergone a number of alterations, including "recladding the sales booth; new signage; repainting the canopy; and, recreation of the original tubular lighting using a new LED tube lighting system." [NTD. Building records have been requested and as available, a summary of alterations will be added.]

6 CULTURAL HERITAGE EVALUATION

ERA has evaluated the gas bar on the Site using O.Reg. 9/06 for the purpose of determining candidacy for designation under Part IV, Section 29 of the OHA. The retail store on the Site is not part of the City of Hamilton's Inventory of Heritage Properties, is not listed on the Heritage Register, and it is not it designated under Part IV or V of the OHA and therefore outside of the scope of this heritage evaluation. An evaluation of the gas bar is included on the following page.

The gas bar on the Site is included on the City of Hamilton's Inventory of Heritage Properties. The Site is not included within a "Cultural Heritage Landscape Inventory" boundary as identified by the City of Hamilton's Cultural Heritage Resource map. The Site is identified as an area having "archeology potential" in the City of Hamilton's Urban Hamilton Official Plan's ("UHOP") map of Archeological Potential (Appendix F-4 of the UHOP).

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CRITERION	Y/N	COMMENTS
1) <i>The property has design value or physical value because it is a rare, unique, representative or early example of a style, type, expression, material or construction method.</i>	Y	The gas bar presents a unique example of a Canadian Tire gas bar. However, it does not reflect a representative example of a gas bar, nor does it present an early example, as others preceded it.
2) <i>The property has design value or physical value because it displays a high degree of craftsmanship or artistic merit.</i>	N	The gas bar does not demonstrate a high degree of craftsmanship or artistic merit. Although the canopied design shows some artistic merit in its upward swooping canopy, the execution and assembly does not demonstrate craftsmanship beyond industry standard.
3) <i>The property has design value or physical value because it demonstrates a high degree of scientific or technical achievement.</i>	N	The gas bar does not demonstrate a high degree of scientific or technical achievement, as it was constructed using conventional construction techniques, rather than the post tensioning concrete method utilized at the gas bar in Mississauga.
4) <i>The property has historical value or associative value because it has direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community.</i>	N	The gas bar does not differ or present direct innovations or distinctive aspects that were not found in other Canadian Tire gas bars. Gas bars were also commonly found on Canadian Tire store properties as drivers of business into the stores and vice versa.
5) <i>The property has historical value or associative value because it yields, or has the potential to yield, information that contributes to an understanding of a community or culture.</i>	N	The gas bar does not yield or has the potential to yield information that contributes to an understanding of a community or culture.
6) <i>The property has historical value or associative value because it demonstrates, or reflects the work or ideas of an architect, builder, designer or theorist who is significant to a community.</i>	N	Although the gas bar demonstrates Bob McIntock's ideas as a designer and contractor for Canadian Tire through his canopied gas bars, it is reflective of a singular design. Historical research does not yield sufficient findings or evidence of his other work in order to make a meaningful assessment of his design contribution beyond the gas bar.
7) <i>The property has contextual value because it is important in defining, maintaining or supporting the character of an area.</i>	N	The gas bar does not define, maintain, or support the character of the area. The surrounding area does not have a discernable cohesive character. The built form character of Main Street East has evolved considerably over the years, from primarily brick buildings fronting the street, to now include parking and retail setback from the street, as well as mid and high-rise buildings. The surrounding residential area beyond is also made up of brick house form buildings constructed in the late 19th century and early 20th.
8) <i>The property has contextual value because it is physically, functionally, visually or historically linked to its surroundings.</i>	N	The gas bar does not have a physical, functional, or historical relationship to its broader context.
9) <i>The property has contextual value because it is a landmark.</i>	N	The gas bar is not considered a local or regional landmark.

7 CULTURAL HERITAGE VALUE: CONCLUSIONS AND RECOMMENDATIONS

Based on the research summarized in this CHA report and the evaluation using O.Reg 9/06, the gas bar does not meet two or more of the prescribed criteria and therefore is not a candidate for designation. Given City Council's previous consideration of the Site there is limited utility in adding the gas bar to the Heritage Register, and therefore ERA does not recommend its inclusion on the Heritage Register.

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- Worker's City. "Steeltown." n.d. <https://www.workerscity.ca/steeltown>

9 QUALIFICATIONS

ERA specializes in heritage conservation, architecture, planning and landscape as they relate to historical places. This work is driven by our core interest in connecting heritage issues to wider considerations of urban design and city building, and to a broader set of cultural values that provide perspective to our work at different scales.

In our 30 years of work, we've provided the highest level of professional services to our clients in both the public and private sector out of offices in Toronto, Montreal and Ottawa. We have a staff of more than 100, and our Principals and Associates are members of associations that include: the Ontario Association of Architects ("OAA"), the Ontario Professional Planner's Institute ("OPPI"), the Canadian Association of Heritage Professionals ("CAHP") and the Royal Architectural Institute of Canada ("RAIC").

Personnel involved in the production of this report are listed as follows:

[Andrew Pruss](#) is a Principal with ERA. He has been involved in all aspects of architectural projects ranging from single-family residences and condominiums to institutional, commercial and hotel projects. He has previously been qualified by the Ontario Municipal Board, now continued as the Ontario Land Tribunal (the "OLT"), the Conservation Review Board, and the Toronto Local Appeal Body in the field of heritage planning and architecture.

[Dan Eylon](#) is a Senior Associate and Planner at ERA. He is a registered and active member of the CAHP. He received his Master of Arts in Planning from the University of Waterloo after completing a Bachelor of Fine Art at the Ontario College of Art & Design.

[Zeina Ahmed](#) is a Planner at ERA. She received her Master of Science in Planning from the University of Toronto and her undergraduate degree in Urban and Environmental Planning from the University of Virginia.

Appendix A: City of Hamilton Staff Report, Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (Ward 2) - April 1, 2014

DRAFT



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Planning Division

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	April 1, 2014
SUBJECT/REPORT NO:	Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the <u>Ontario Heritage Act</u> (PED14045) (Ward 2)
WARD(S) AFFECTED:	Ward 2
PREPARED BY:	Meghan House (905) 546-2424 Ext. 1202 Erin Smith (905) 546-2424 Ext. 7163
SUBMITTED BY:	Joe-Anne Priel Acting General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- DRAFT**
- (a) That Council include 304 Main Street East (Hamilton) in the Register of Property of Cultural Heritage Value or Interest, following consultation with the Hamilton Municipal Heritage Committee, and that staff make the appropriate amendments to the Register of Property of Cultural Heritage Value or Interest;
 - (b) That Report PED14045 be forwarded to the Hamilton Municipal Heritage Committee for information and consultation, as per the provisions of the Ontario Heritage Act, prior to inclusion of 304 Main Street East (Hamilton), in the Municipal Register of Property of Cultural Heritage Value or Interest, as per Recommendation (a);
 - (c) That a copy of Report PED14045 be forwarded to the individual who requested the designation of the property for information; and,
 - (d) That a copy of Report PED14045 be forwarded to the owner of 304 Main Street East (Hamilton), for information.

EXECUTIVE SUMMARY

On September 13, 2013, staff received a request that the canopy over the Canadian Tire gas bar, located at 304 Main Street East (Hamilton), be designated under Part IV of the Ontario Heritage Act (see Appendix "A").

SUBJECT: Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (WARD 2) - Page 2 of 7

The subject property, 304 Main Street East (Hamilton) (see location map attached as Appendix “B”, and photographs and maps attached as Appendix “C”), comprises a Canadian Tire gas bar and retail store. The retail store was constructed in the early 1930s and the gas bar was constructed in the early 1970s. The property is not currently included in the City’s Inventory of Buildings of Architectural and/or Historical Interest.

Under the Council-approved designation process (see Appendix “D”), this Report contains background on this request and a preliminary evaluation of the subject property using the criteria contained in Ontario Regulation 9/06. This preliminary evaluation of the property provides the basis for recommendations regarding addition of the property to the municipal Register of Property of Cultural Heritage Value or Interest, as a non-designated property, as well as, whether future Cultural Heritage Assessment work is warranted, and assignment of a work plan priority for this work.

A preliminary assessment of the property has been undertaken by staff using the criteria contained in *Ontario Regulation 9/06* (see Appendix “E”). The property meets two of the three criteria, and is considered to have design and physical value, and historical and associative value. The retail store has been greatly altered since its original construction and the property’s design and physical value is limited to the canopy over the gas bar, which has also been altered from its original design, but retains its characteristic roofline. The property retains historical associations with the Canadian Tire Corporation.

Through this Report, staff recommend that 304 Main Street East (Hamilton) be included in the municipal Register of Property of Cultural Heritage Value or Interest. Staff are of opinion that the existing structures on the property, including the gas bar canopy, which have been altered from their original design, would not be considered to have sufficient cultural heritage value to warrant designation under the Ontario Heritage Act. Therefore, staff do not recommend that further Cultural Heritage Assessment work be assigned to the staff work program. The Hamilton Municipal Heritage Committee will be consulted prior to the addition of the property to the municipal Register.

Alternatives for Consideration – See Page 6

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: None.

Staffing: None.

Legal: Inclusion in the City of Hamilton’s Register of Property of Cultural Heritage Value or Interest, requires that Council be given notice of the intention to demolish or remove any building or structure on the property 60-days prior to issuance of a demolition permit. Council must consult with their

Municipal Heritage Committee prior to including a property in the Register or removing reference to a property from the Register.

HISTORICAL BACKGROUND

In 2011, the City of Mississauga designated the Canadian Tire gas bar canopy at 1212 Southdown Road (Mississauga).

On September 13, 2013, City of Hamilton staff received a request that the canopy over the gas bar located at 304 Main Street East (Hamilton), be designated under Part IV of the Ontario Heritage Act (see Appendix “A”).

Under the Council-approved process for considering requests for designation, preliminary screening has been conducted (see Analysis/Rationale for Recommendation section of this Report) referencing the criteria contained in Ontario Regulation 9/06 (see Appendix “E”), to determine if further Cultural Heritage Assessment work and addition of the property to the Municipal Register is warranted.

Inclusion of the subject property in the Register enables staff to monitor any changes to the property, encourages the retention of its heritage attributes, and ensures adequate documentation, prior to demolition.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Urban Hamilton Official Plan (UHOP):

Volume 1, Section 3.4 - Cultural Heritage Resources Policies of the UHOP states that the City shall “protect and conserve the tangible cultural heritage resources of the City, including archaeological resource, built heritage resources, and cultural heritage landscapes” (Volume 1, 3.4.2.1(a)), and “identify cultural heritage resources through a continuing process of inventory, survey, and evaluation, as a basis for the wise management of these resources” (Volume 1, 3.4.2.1(b)). The policies also provide that the “City may, by By-law, designate individual and groups of properties of cultural heritage value under Parts IV and V, respectively, of the Ontario Heritage Act” (Volume 1, 3.4.2.3).

These policies demonstrate Council’s commitment to the identification, protection, and conservation of cultural heritage resources, and the recommendations of this Report meet the intent of these policies.

RELEVANT CONSULTATION

This Report is the initial stage in the consideration of a request for designation under the process approved by Council on October 29, 2008. The purpose of this Report is to

SUBJECT: Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (WARD 2) - Page 4 of 7

provide staff with direction as to whether or not to complete further research and evaluation of the property for a later decision by Council.

Staff will follow the Council-approved process (see Appendix “D”), and formally consult with the Hamilton Municipal Heritage Committee, prior to inclusion of the subject property in the municipal Register.

The property owner has been made aware of the request to designate and the recommendations of this report.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

304 Main Street East (Hamilton) (Canadian Tire):

304 Main Street East (Hamilton) is a 0.78 ac. property on the southwest corner of Main Street East and Victoria Avenue South. The property comprises a Canadian Tire gas bar and retail store. The request to designate identifies the canopy over two islands of gas pumps and a sales booth as being of potential cultural heritage value or interest.

The existing Canadian Tire retail store on the subject property was constructed in the early 1930s. Canadian Tire began selling gas in the late 1950s and the subject gas bar was constructed in the early 1970s.

Preliminary Evaluation - Ontario Regulation 9/06:

In 2006, the Province issued criteria for determining cultural heritage value or interest under the Ontario Heritage Act. The regulation identifies three broad categories of criteria: Design or Physical Value, Historical or Associative Value, and Contextual Value, under which three subsets of criteria are further identified (see Appendix “E”). The following provides a preliminary evaluation of the subject property using the criteria contained in Ontario Regulation 9/06 - Criteria for Determining Cultural Heritage Value or Interest:

1. Design or Physical Value:

The gas bar canopy on the subject property has an upswept roof supported by angled steel beams. The canopy is an example of “Googie” architecture. Googie was a post WWII subset of Moderne architecture and was typically used in the design of buildings containing road side services, such as restaurants and gas bars, where the goal was to capture the attention of people while driving cars. The style is characterized by futuristic “space-age” forms and the use of innovative materials and construction techniques.

The subject gas bar was designed by the architect Robert McClintock, who designed and supervised the construction of several other gas bars across Ontario for the Canadian Tire Corporation in the late 1960s. In McClintock's first gas bar designs, he designed the canopies to be made of post-tensioned concrete, an innovative technique at the time. The post-tensioned technique uses cables, running the length of a thin concrete slab, that are pulled tight and anchored in place after the concrete has been poured and cured, which allows for a thin slab over a long span with minimal vertical support. These canopies are thicker in the middle and tapering towards the ends. The City of Mississauga has designated an example of a post tensioned gas bar canopy under the Part IV of the Ontario Heritage Act. After the first four canopies were constructed, McClintock switched to using pre-cast concrete in his designs, and then to steel structures coated with acrylic.

Two of McClintock's gas bars were built in Hamilton – one on the Mountain and one on the subject site. Both of the Hamilton gas bars were designed with a steel structure clad in an acrylic coating. The canopies originally had fluorescent tubular lighting running perpendicular to the length of the canopy. The subject gas bar was built in the early 1970s and has recently been renovated, including: recladding the sales booth; new signage; repainting the canopy; and, recreation of the original tubular lighting using a new LED tube lighting system.

The Canadian Tire retail store on the westerly portion of the subject property has extensively been altered and is not considered to have design or physical value.

Although the gas bar has also been altered, the canopy itself remains intact and retains cultural heritage value as an example of the Googie style.

2. **Historical or Associative Value:**

The subject property has associations with Canadian architect Rob McClintock and the Canadian Tire Corporation.

The first Canadian Tire store was opened at Yonge and Gould in Toronto (639 Yonge Street), in 1923. In 1934, the first official associate store was opened in Hamilton. The Canadian Tire store on the subject site was built in the early 1930s. Canadian Tire began selling gas in the late 1950s. The architect Robert McClintock designed Canadian Tire gas bars that were built across Ontario in the late 1960s.

The subject property has historical or associative value as having direct associations with Canadian architect Rob McClintock and the Canadian Tire Corporation. The property also has associations with the growth in private

vehicle ownership in the mid-century, the development of “car culture”, and the modification of previously urbanized areas to accommodate car usage.

3. Contextual Value:

The Canadian Tire gas bar and retail store is in its original location and, through its corner location and the design of the structures, the property is highly visible. The area surrounding the subject property first developed in the late 1800s; and the subject property originally comprised of residential structures of brick construction. Despite that the subject property, the public right-of-ways, and other properties facing Main Street East redeveloped in the mid-twentieth century, the character of the area is still predominantly late-nineteenth century. The property is not considered to have contextual value in maintaining or supporting the character of the area.

Conclusion:

304 Main Street East (Hamilton) is considered to have design and physical value, and historical and associative value sufficient to warrant inclusion in the municipal Register of Property of Cultural Heritage Value or Interest. However, staff are of opinion that the existing structures on the property, including the gas bar canopy, which have been altered from their original design, would not be considered to have sufficient cultural heritage value to warrant designation under the Ontario Heritage Act. In addition, the original gas bar design and materials are not as significant as other examples in Mississauga and, therefore, the subject property does not have strong associations with the architect and/or Googie design and does not display a high degree of craftsmanship or technical achievement.

Work Program Priority:

Further to the conclusion of the preliminary evaluation, Staff do not recommend that further research or Cultural Heritage Assessment work for 304 Main Street East (Hamilton) be assigned to the staff work plan.

The subject designation request would not displace any of the existing work plan priorities (see Appendix “F”).

ALTERNATIVES FOR CONSIDERATION

Council may consider the following alternatives:

- Council may direct staff to complete a Cultural Heritage Assessment and assign a priority for this work. This alternative is not being recommended; however if this alternative is approved, staff recommend that the work be assigned a low priority.

SUBJECT: Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (WARD 2) - Page 7 of 7

- Council may decide not to include the subject property in the municipal Register of Property of Cultural Heritage Value or Interest. If the property is not included in the Register, then the municipality would be unable to protect the heritage resource from demolition and/or review any potential redevelopment. This alternative is not considered to be an appropriate conservation alternative.

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

1.6 Enhance Overall Sustainability (financial, economic, social and environmental).

Staff Comment: Inclusion of this property in the Register will provide staff with the opportunity to review any proposed demolition, new development, or redevelopment on or adjacent to the subject property, to ensure consistency with the City's approved planning policies

APPENDICES AND SCHEDULES ATTACHED

- Appendix "A": Request for Designation
- Appendix "B": Location Map
- Appendix "C": Photographs and Historical Mapping/Aerial Photographs
- Appendix "D": Council-Approved Designation Process
- Appendix "E": Ontario Regulation 9/06
- Appendix "F": Requests to Designate Properties Under Part IV of the Ontario Heritage Act: Priorities (as Amended by Report PED13168)

:MH

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CITY COUNCIL MINUTES 14-008

5:00 p.m.

Wednesday, April 9, 2014

Council Chambers

Hamilton City Hall

71 Main Street West

Present:	Mayor R. Bratina Councillors B. McHattie, J. Farr, R. Morrow, S. Merulla, C. Collins, T. Jackson, B. Johnson, B. Clark, M. Pearson, L. Ferguson, R. Powers, J. Partridge, and R. Pasuta
Absent with Regrets:	Councillor S. Duvall – Bereavement Councillor T. Whitehead – Illness

Mayor Bratina called the meeting to order and called upon Rabbi Jordan D. Cohen, Rabbi of Temple Anshe Sholom, to lead Council in prayer.

Mayor Bratina paid respect to April Duvall-Myer, sister of Councillor S. Duvall, who recently passed away.

APPROVAL OF THE AGENDA

The Clerk advised of the following changes to the agenda:

1. ADDED CORRESPONDENCE

5.14 Correspondence from Multiple Parties respecting 231 York Road, Dundas

Recommendation: Be received.

5.15 Correspondence from D. Bruce Timms, Chair of the Niagara Peninsula Conservation Authority, respecting NPCA's Response to MPP Cindy Forster's Letter to Minister David Orazietti regarding the Niagara Peninsula Conservation Authority's Strategic Plan

Recommendation: Be received.

The motion, as amended CARRIED on the following standing recorded vote:

Yeas: Jackson, Clark, Pearson, Johnson, Ferguson, Powers, Pasuta,
Partridge
Total: 8
Nays: Bratina, McHattie, Farr, Merulla, Collins
Total: 5
Absent: Morrow, Duvall, Whitehead
Total: 3

(Bratina/Powers)

That Information Item (D)(b) respecting the 2014 Tax Levy, tabled at the March 20, 2014 meeting of the General Issues Committee, be lifted.

CARRIED

(Bratina/Powers)

That the following be added as Item 12 to General Issues Committee Report 14-002:

12. 2014 Tax Levy

That the City Solicitor and Corporate Counsel be authorized and directed to prepare all necessary by-laws for Council approval for the purposed of establishing the tax levy.

CARRIED

(Bratina/Partridge)

That the SECOND Report (BUDGET) of the General Issues Committee be adopted, as amended, and the information section received. (attached hereto)

The motion CARRIED on the following standing recorded vote:

Yeas: Bratina, McHattie, Farr, Merulla, Collins, Jackson, Clark,
Pearson, Johnson, Ferguson, Powers, Pasuta, Partridge
Total Yeas: 13
Total Nays: 0
Absent: Morrow, Duvall, Whitehead
Total: 3

PLANNING COMMITTEE REPORT 14-005

3. Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act

Councillor Farr requested to be noted as being opposed to Item 3 of Planning Committee Report 14-005.

10. Application for a Zoning By-law Amendment for Lands Located at 231 York Road (Dundas)

Councillor Farr requested to be noted as being opposed to Item 10 of Planning Committee Report 14-005.

13. 1232 Golf Club Rd. Proposed Settlement of OMB Appeal

(Johnson/Powers)

That Item 13 of Planning Committee Report 14-005 be deleted in its entirety and replaced with the following in lieu thereof:

13. 1232 Golf Club Rd. Proposed Settlement of OMB Appeal (LS14015/PED14090) (Ward 11) (Item 12.3)

- (a) That staff be directed to enter into Minutes of Settlement with the appellant which will reflect the revisions to the proposed application as set out in Report LS14015/PED14090;
- (b) That staff be directed to present the Minutes of Settlement to the Ontario Municipal Board as the basis for a full settlement of the appeal; and,
- (c) That Report LS14015/PED14090, and the appendices, remain Confidential

CARRIED

(Johnson/Ferguson)

That the FIFTH Report of the Planning Committee be adopted, as amended, and the information section received. (attached hereto)

CARRIED

GENERAL ISSUES REPORT 14-008

3. Formal Marina Management Agreement (MMA) with the Hamilton Port Authority (HPA) regarding Piers 7 and 8

Mayor Bratina requested to be noted as being opposed to subsection (C) of Item 3 of Planning Committee Report 14-005.

5. Citizen Engagement – Two-Way/Complete Streets Conversion

That the General Manager of Public Works be authorized and directed to include a Citizen Engagement Process, in the proposed Updated Transportation Master Plan, to be funded from project ID 4031255222 at an estimated cost of \$95,000, as described in Report PW13097(a).

The motion was DEFEATED on the following standing recorded vote:

Yeas: McHattie, Farr, Merulla, Ferguson



PLANNING COMMITTEE

As Amended by Council on April 9, 2014

REPORT 14-005

9:30 am

Tuesday, April 1, 2014

Council Chambers

Hamilton City Hall

71 Main Street West

Present: Councillors B. Johnson (Chair), J. Partridge (1st Vice Chair), C. Collins (2nd Vice Chair), J. Farr, B. Clark, L. Ferguson, R. Pasuta, M. Pearson and T. Whitehead

Also Present: Councillor R. Morrow

THE PLANNING COMMITTEE PRESENTS REPORT 14-005 AND RESPECTFULLY RECOMMENDS:

- 1. Hamilton Heritage Conservation Grant Program (City Wide) (PED14055) (Item 5.1)**
 - (a) That the Hamilton Heritage Conservation Grant Program (HHCGP) be implemented for a three-year trial basis, according to the program terms and conditions identified as Appendix "A" attached hereto;
 - (b) That the General Manager of Planning and Economic Development be authorized to approve grants to a maximum of \$5,000 per grant, to applicants under the Hamilton Heritage Conservation Grant Program;
 - (c) That By-law 10-052 as amended, which delegates authority of certain loans and grants to the General Manager, Planning and Economic Development, be repealed and replaced with the By-law attached as Appendix "C" to Report PED14055;
 - (d) That staff from the Urban Renewal Section report back to Council by 2017 to provide an update on the program for further direction.

2. Information Report Animal Services - Service Delivery (PED14053) (Item 5.2)

That Report PED14053, Information Report Animal Services - Service Delivery, be received.

3. Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (Ward 2) (Item 5.3)

That Report PED14045, Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act, be received.

4. Hamilton Historical Board Minutes - February 18, 2014 (Item 5.4)

That the Hamilton Historical Board Minutes - February 18, 2014, be received.

5. St. Clair Boulevard Heritage Conservation District (Item 9.3)

Whereas the former City of Hamilton passed By-Law No. 92-140 designating lands on St. Clair Boulevard between Delaware Avenue and Cumberland Avenue, identified in Schedule "A" of By-law No. 92-140, as a Heritage Conservation District under Part V of the Ontario Heritage Act, known as the St. Clair Boulevard Heritage Conservation District;

And Whereas the City of Hamilton prepared the St. Clair Boulevard Heritage Conservation District Background Study and Plan (1992) and established the St. Clair Boulevard Heritage Conservation District Advisory Committee;

And Whereas amendments have been made to the Ontario Heritage Act, since Council passed By-Law No. 92-140 designating the St. Clair Boulevard Heritage Conservation District;

And Whereas the St. Clair Boulevard Heritage Conservation District Advisory Committee has expressed an interest in revising the St. Clair Boulevard Heritage Conservation District Background Study and Plan (1992) and formally adopting a district plan under the amended Ontario Heritage Act;

And Whereas Part V of the Ontario Heritage Act, as amended, requires that a by-law designating a heritage conservation district shall include the adoption of a heritage conservation district plan, and prescribes the contents of a heritage conservation district plan;

2. PRIVATE AND CONFIDENTIAL

12.3 1232 Golf Club Rd. Proposed Settlement of OMB Appeal
(LS14015/PED14090) (Ward 11)

Pursuant to Sub-sections 8.1(f) and (e) of the City's Procedural By-law and Section 239.2 of the Municipal Act as the subject matter pertains to the receiving of advice that is subject to solicitor-client privilege, including communications necessary for that purpose and litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board

3. 9.3 St. Clair Boulevard Heritage Conservation District

Moved to after consent items.

The Agenda for the April 1, 2014 meeting of the Planning Committee were approved, as amended.

(b) DECLARATIONS OF INTEREST (Item 2)

None.

(c) APPROVAL OF MINUTES (Item 3)

(i) March 18, 2014

The Minutes of the March 18, 2014 Planning Committee meeting were approved.

(d) DELEGATION REQUESTS (Item 4)

(i) Delegation Request from MasonryWorx respecting new home construction and municipal sustainability for a future meeting (Item 4.1)

The delegation request from MasonryWorx respecting new home construction and municipal sustainability, was approved for a future meeting.

(ii) Delegation Request from Matt Johnston, on behalf of John Ariens, respecting item 5.3, Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (Ward 2) (Item 4.2)

The delegation request from Matt Johnston respecting item 5.3, Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (Ward 2), was approved.

(e) CONSENT ITEMS (Item 5)

(i) Hamilton Heritage Conservation Grant Program (City Wide) (PED14055) (Item 5.1)

The motion CARRIED on the following vote:

Yeas: Farr, Collins, Partridge, Johnson, Clark, Pasuta, Pearson
Whitehead
Total: 8
Nays: Ferguson
Total: 1

For disposition on this Item, refer to item 1.

(ii) Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act (PED14045) (Ward 2) (Item 5.3)

Matt Johnston and Scott Arbuckle, on behalf of John Ariens, IBI Group, and the property owner, expressed that the property owner is opposed to the designation.

The delegation from Matt Johnston and Scott Arbuckle, on behalf of John Ariens, IBI Group, and the property owner, was received.

Report PED14045, Request to Designate 304 Main Street East (Hamilton) (Canadian Tire Gas Bar) Under Part IV of the Ontario Heritage Act, was received.

The motion CARRIED on the following vote:

Yeas: Collins, Partridge, Johnson, Clark, Pasuta, Pearson
Whitehead, Ferguson
Total: 8
Nays: Farr
Total: 1

For disposition on this Item, refer to item 3.

Appendix C: City of Hamilton's Inventory of Heritage Properties - 314 Main Street East (from City of Hamilton's Cultural Heritage Resources Map)

Canadian Tire Gas Bar

Address: 314 MAIN ST E, Hamilton

Heritage Date: 1970

Architect/Builder: Robert McClintock

Original Owner: Canadian Tire

Designation Candidate: No

Preliminary Design Value: *The gas bar canopy on the subject property has an upswept roof supported by angled steel beams. The canopy is an example of “Googie” architecture. Googie was a post WWII subset of Moderne architecture and was typically used in the design of buildings containing road side services, such as restaurants and gas bars, where the goal was to capture the attention of people while driving cars. The style is characterized by futuristic “space-age” forms and the use of innovative materials and construction techniques.*

The subject gas bar was designed by the architect Robert McClintock, who designed and supervised the construction of several other gas bars across Ontario for the Canadian Tire Corporation in the late 1960s. In McClintock’s first gas bar designs, he designed the canopies to be made of post-tensioned concrete, an innovative technique at the time. The post-tensioned technique uses cables running the length of a thin concrete slab that are pulled tight and anchored in place after the concrete has been poured and cured, this allows for a thin slab over a long span with minimal vertical support. These canopies are thicker in the middle and tapering towards the ends. The City of Mississauga has designated an example of a post tensioned gas bar canopy under the Part IV of the Ontario Heritage Act. After the first four canopies were constructed, McClintock switched to using pre-cast concrete in his designs and then to steel structures coated with acrylic.

Two of McClintock’s gas bars were built in Hamilton – one on the Mountain and one on the subject site. Both of the Hamilton gas bars were designed with a steel structure clad in an acrylic coating. The canopies originally had fluorescent tubular lighting running perpendicular to the length of the canopy. The subject gas bar was built in the early 1970s and has recently been renovated, including: recladding the sales booth; new signage; repainting the canopy; and, recreation of the original tubular lighting using a new LED tube lighting system.

The Canadian Tire retail store on the westerly portion of the subject property has extensively been altered and is not considered to have design or physical value.

Although the gas bar has also been altered, the canopy itself remains intact and retains cultural heritage value as an example of the Googie style.

Preliminary Associative Value: *The subject property has associations with Canadian architect Rob McClintock and the Canadian Tire Corporation.*

The first Canadian Tire store was opened at Yonge and Gould in Toronto (639 Yonge Street) in 1923. In 1934, the first official associate store was opened in Hamilton. The Canadian Tire store on the subject site was built in the early 1930s. Canadian Tire began selling gas in the late 1950s. The architect Robert McClintock designed Canadian Tire gas bars that were built across Ontario in the late 1960s.

The subject property has historical or associative value as having direct associations with Canadian architect Rob McClintock and the Canadian Tire Corporation. The property also has associations with the growth in private vehicle ownership in the mid-century, the development of “car culture”, and the modification of previously urbanized areas to accommodate car usage.

Preliminary Contextual Value: *The Canadian Tire gas bar and retail store is in its original location and, through its corner location and the design of the structures, the property is highly visible. The area surrounding the subject property first developed in the late 1800s; and the subject property originally comprised of residential structures of brick construction. Despite that the subject property, the public right-of-ways and other properties facing Main Street East redeveloped in the mid-twentieth century, the character of the area is still predominantly late-nineteenth century. The property is not considered to have contextual value in maintaining or supporting the character of the area.*

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