



Heritage Impact Assessment for the Proposed Commercial Development at Collingwood

Site: 222 Hurontario St, Collingwood, ON L9Y 2M2



Reich&Petch

Reich&Petch Design International
1867 Yonge St #1100, Toronto, ON M4S 1Y5
+1 416-480-2020 | designrp.com





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9th October 2020

Amended for Site Plan Control
Application on November
25th, 2020

Prepared For:

Vince Saccucci

Nutak Holdings / Cantwell
Developments

74 Wellington Street East,
Aurora, ON, L4G 1H8

T : 905 780 8262

Dear Mr. Saccucci

Re: Proposed Development

Please find attached an analysis of the proposed building project to replace the pre-existing retail store at 222 Hurontario St which is presently a vacant lot having suffered a fire.

R&P has a long track record of developing designs that work with Heritage Buildings in Ontario,

A brief sample of related Heritage Projects:

- We are currently designing a renovation to the HOC Docs Cinema on Bloor Street which has a Heritage Façade on Bloor Street West.
- We undertook the Design of an addition to Upper Canada Village entrance Heritage buildings in Morrisburg Ontario to provide a new entrance and Discovery Centre,
- We have been designing an addition to a Heritage Farmhouse in the Collingwood area, near Blue Mountain.
- We have been designing the Richmond Hill Heritage Centre in Richmond Hill.
- We have been involved in the interior renovation of the iconic Massey Hall Heritage landmark in Toronto.

We have been involved in the interior design of many Heritage Landmark cultural institutions and museums in Toronto, across Canada and in the USA. This includes the Royal Ontario Museum, The Cave and Basin National Historic Site in Banff Alberta, and the Smithsonian Institution National Museum of Natural History among many others

I am qualified to comment on the design attributes of our proposal for in Collingwood and it's compliance with the intent of the Collingwood Downtown Heritage District Plan. This document has been organized in a manner that will permit the most relevant aspects of the proposal to be understood and discussed.

I can be reached at any time to further clarify the content of this document.

Regards,



Tony Reich

Principal
Reich & Petch Architects Inc.,
Toronto, Ontario
T: 416-480-2020-ext 229
reich@designrp.com

1. Site History

Site History:

Item 1. Tourist Map (right), dated 1875

The building site of 222 Hurontario street is located at the north-west corner of the intersection of Hurontario Street and Fourth Street on the periphery of the current downtown retail core of Collingwood. The previous building was initially constructed in the 1960s and then occupied by an LCBO (Liquor Control Board of Ontario) in the early 1970s and then an addition added to the south. The building suffered a fire in the winter of 2020 and was subsequently demolished leaving the site in its present vacant state. The adjacent properties are occupied by several residential units, commercial retailers and service providers including a newly built gas station. Fire insurance plans from 1955 indicate that the subject property was formerly occupied by a rectangular shaped garage, 2 residential units and a small outbuilding. It was expected that these buildings were demolished between late 1950s and mid 1960s when the current building was constructed.

The same fire insurance plans indicate that the property adjacent to the south was occupied by the auto repair company with two underground storage tanks.



Structures, and the Collingwood Downtown Heritage Conservation District Plan:

Item 4. Entire area is within the BIA, Heritage and Commercial core.



222



202

220

239

222

243

244

2. Structures



Item 5. # 202 Hurontario Street

2 story Heritage brick structure with lower retail and upper residential/commercial. Typical cornice feature, signage, store window and minimal setback from street. Building is identified as significant by the Zoning By-Law.



Item 5

Item 6. # 220 Hurontario Street

Adjacent existing abutting commercial retail brick two story 20' high (approx) building. Signage and storefront of similar size.



Item 6

Item 7. # 239 Hurontario Street

Historic free standing painted brick building on east side of Hurontario set back from street. Building is identified as significant by the Zoning By-Law.



Item 7

Item 8. # 243 Hurontario Street

Stucco 2 storey building with arches and set back metal retail façade on east side of Hurontario Street. Building is identified as significant by the Zoning By-Law.



Item 8

Item 9. # 244 Hurontario Street

Contemporary non-heritage brick 2 story retail building with brick bays and metal storefronts but with similar scale zero setback frontage and signage.

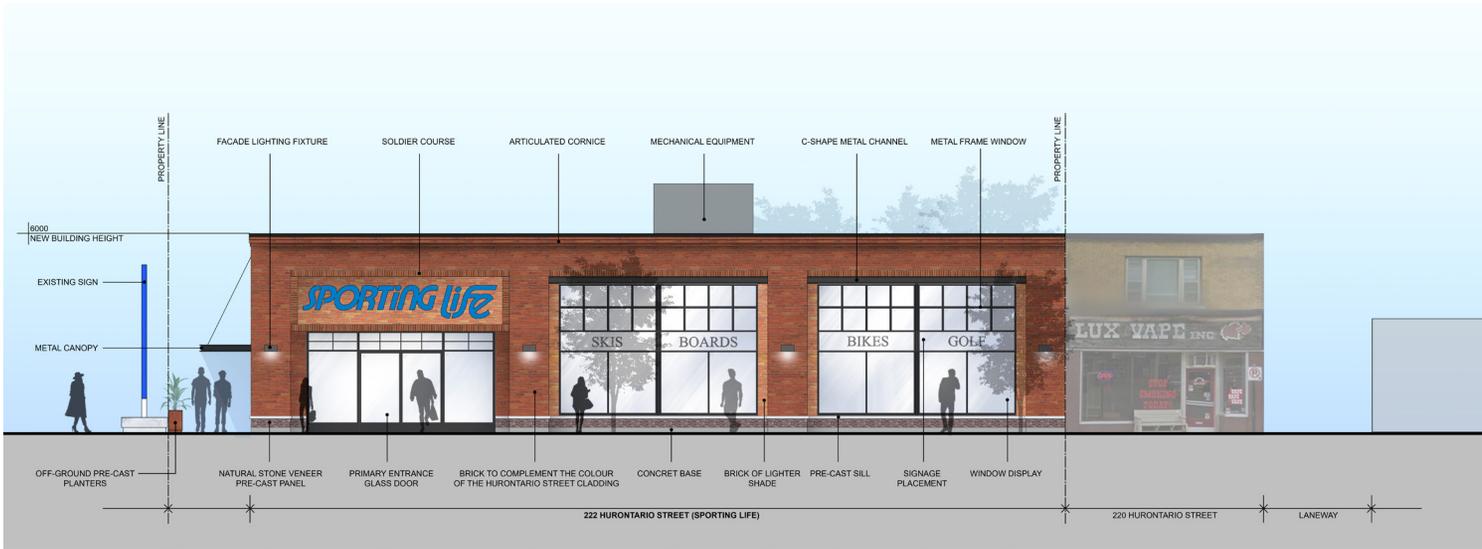


Item 9

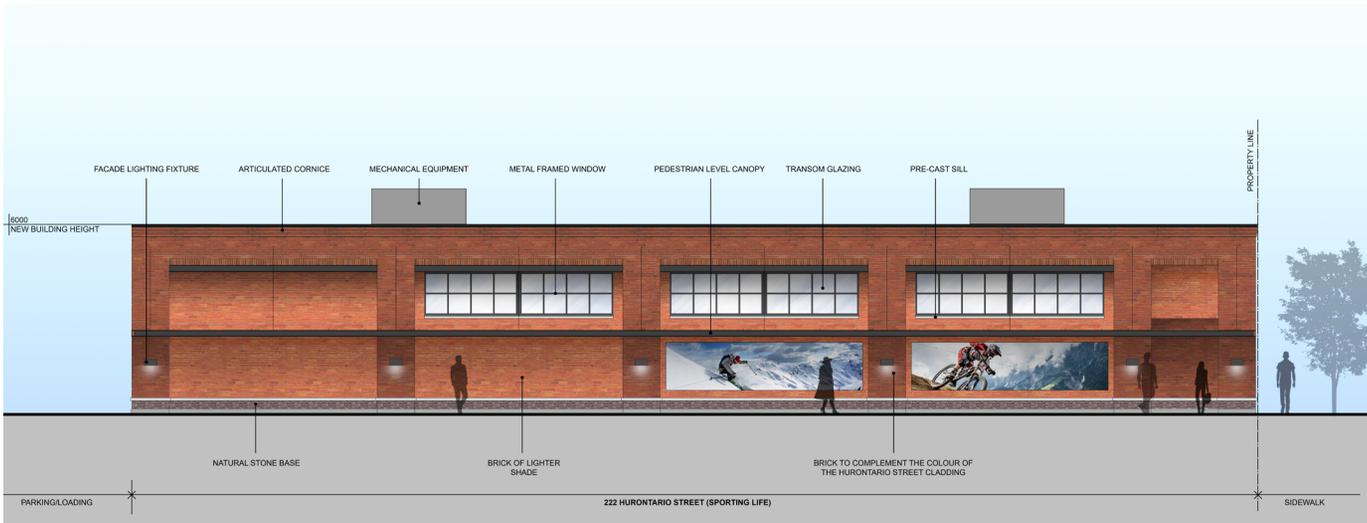
3. Building Proposal

The Current Building Proposal, and an Outline of Compliance with HCD:

Item 11. Proposed elevations, generated by the Architect. Hurontario Street Façade.



Item 12. Proposed elevations, South Façade facing the site interior



Item 13

Heritage Context and Impact:

The current proposed commercial building for #222 Hurontario Street can be best described as a 'building of its time'; the building design makes every effort to not confuse what are adjacent heritage structures and does not try to replicate structures that are no longer on the now vacant site. At the same time, this proposal makes every effort to be successful at an urban / public scale, offering formal facade toward the street, and visible elevation facing the gas station to the south of the site. The street front elevation acknowledges both the adjacent 2 storey commercial context while respecting the 'rules' of traditional shop fronts promoted by the HCD. It is designed with reference to the industrial shipbuilding heritage of Collingwood with references to brick freestanding warehouses and forms the southernmost anchor of the retail strip along Hurontario Street.

Item14. Proposed Façade detail compared with an existing Hurontario St. Heritage Structure (202-206 Hurontario street).



4. Heritage Context & Impact

The immediate Context Surroundings of the Site

The adjacent building to the north at 220 Hurontario and Gas Station) has little or no redeeming heritage features so our point of reference is further to the north at 202-206 Huronatario Street. The new building does however equal its height at 20', its glass and brick materials, its signage band and second story window proportions in its elevations.

The new building has a contemporary design in keeping with its corporate brand and values. It can be described as having a "Loft style" interior using natural recycled wood and stone. It is a natural fit with the warehouse aesthetic associated with lofts in Heritage structures so the connection and materials work well with its compatibility to Ontario town Heritage styles and values. By including decorative motif it shows Sporting Life's ongoing commitment to community values and to providing its customers with quality and innovative sports, casual and athletics merchandise, which is the hallmark of its success.

The building has been moved forward to the street and provides a recessed bay in the southeast corner of the lot for the entrance on Hurontario Street. The Sporting Life Corporate sign indicates the entrance to pedestrians and vehicular traffic. The brickwork is articulated with relief in plan and section and coursing (Corbelled brick courses at the top express the roof line and soldier courses to express the lintels. Two types and colour of brick are proposed to emphasize the façade relief. The side canopy uses a steel "U" channel historic motif used above the fenestration to provide a shadow detail and articulation. Metal suspension rods/struts are used reminiscent of heritage retail walkways/promenades/arcades as shown in the cover of this report. Black metal casement type fixed windows are used to give a decorative pattern to the fenestration.

The stone base is a intended as a reconstituted stone material manufactured to resemble a natural stone with a precast top or sill. It is used to replicate Heritage stone bases to buildings in the district and used as a material for consistency of modular size, colour and quality.



Item 15

4. Heritage Context & Impact

The intent of a brick band forming a proportional arch is intended to express historic warehouse larger structural grids with brick columns and connecting brickwork, articulated in the design as brick bays. There are examples of these warehouse structures, common in the shipbuilding era. The glazed shop front with integrated signage is defined by these bays and provides transparency and decoration to the fenestration similar to other retail/commercial properties along the street as illustrated on pages three and six of the report. It is the style that carries heritage attributes and also has been emulated in new structures

Item 16



41 Pine street

Item 17



380 First street

4. Heritage Context & Impact

Specifically, the proposal follows carefully the following items from the HCD's 'Design Guidelines for New Construction':

Item 14.1 – General Principals:

- Massing, colour schemes and materials are derived from adjacent existing brick structures and organized to a standard of high quality.
- Mass / form and zero front setback are developed working with both the applicable Zoning, and good urban design practice, as promoted by the HCD.
- A prominent entrance on the southeast corner is proposed in the new structure and turns the corner to connect with the canopied south brick elevation.

Item 14.2 – Appropriate Materials :

- Exterior walls are shown constructed with smooth brick, stone and decorative prefinished metal details.
- Shopfronts are proportioned to be compatible with the streetscape rhythm created by the other commercial buildings along Hurontario Street, and includes an entrance from the street in the southern most bay
- Window & door systems do not include wood but will be detailed for durability, however the pattern of the openings are intended to resonate with existing adjacent structures.

The proposed commercial building at #222 Hurontario Street makes every effort for a successful urban development, specifically with the following HCD relevant attributes:

- Avoiding overtly sub-urban attributes such as curtainwall, frameless glass, and large expanses of blank wall,
- Avoiding sub-quality materials like EIFS (synthetic stucco) at street level,
- The new building volume addresses the street directly, concealing the parking behind, generating an urban intensity which is a primary trait of downtown heritage buildings,
- The proposal is for a contemporary styled building, which the owner believes will encourage successful tenancy and retail exposure.
- The project acknowledges the Heritage status of the downtown through massing height and rhythm of the facades,
- The Heritage District has “fingers” covering the roadways on Fourth street and Hurontario intended to allow the Heritage Committee to be consulted on development,
- The property is within the Heritage District and is defined as a “non-contributing , significant building”.

Conclusion:

Careful attention has been placed on the adjacent heritage commercial structures (listed above) while this office developed a HCD compatible proposal. The original structure on the site was a single story “prairie-style structure” that did not conform to the Heritage guidelines and did not meet the intent of the HCD for structures within the downtown core.

The proposal for #222 Hurontario Street satisfies the intent of the HCD and will be a successful gateway building for the downtown retail district. The Description of the building as a “gateway building” merely attempts to show that the form, materials and position of the building terminates the Hurontario retail block in a more satisfactory Heritage compatible way than the existing Esso Gas Station. It defines the southernmost start of the Downtown Heritage Conservation district and clearly shows it is a retail structure with heritage references in contrast to the more modern and typical gas station structures. Hopefully attention will be diverted to this new building.

The proposed structure utilizes visible façade divisions, decorative architectural elements, and addresses the street directly resulting in a building that embodies the core principles of the Collingwood Downtown Heritage District Plan.

- End of Document -