



Staff Report

Department: Community and Growth
To: Mayor and Members of Council
Meeting Date: November 6, 2024
Report No.: CSR-2024-105
Report Title: Heritage Street Signage - Dollartown

Recommendation:

That Staff Report CSR-2024-105, Heritage Street Signage - Dollartown, dated November 6, 2024, be received; and

- 1. That Council authorize the purchase of 77 'Historic Dollartown' street signs in accordance with design Option D of Attachment #2; and**
- 2. That Council authorizes the transfer of \$2,827 from the Heritage Committee reserves for the purchase of the 'Historic Dollartown' street signs; and**
- 3. That Council direct Operations Staff to install the 'Historic Dollartown' street signs along and within the boundary of historic Dollartown, at no cost to the Midland Heritage Committee, as per street sign location map in Attachment #3.**

Background:

The Midland Heritage Committee has been working towards recognizing the historical significance of Dollartown since February 2015. The 2014-2018 Midland Heritage Committee agreed that recognition would take the form of historic street signs. Work on this project continued under the 2018-2022 Heritage Committee and at the Committee's October 13, 2020 meeting the Committee asked Staff to conduct research surrounding the pricing, design, and feasibility of installing along the boundary of historic Dollartown. Staff prepared options which were to be presented at the Committee's November 9, 2021 meeting. Unfortunately, this meeting could not proceed as quorum was not met. For various reasons, the Heritage Committee was unable to meet for the remainder of

their 2018-2022 term. As such, the project lay dormant until it was incorporated in the work plan for the 2022-2026 Heritage Committee.

Analysis:

The Dollartown Street Signage project is intended to denote the area of historic Dollartown – named after the Dollar Brothers – and recognize the history and impact of the Dollar Brothers on the growth of the logging and milling industry in Midland.

It is little known that Midland grew by annexing/absorbing smaller towns that lay on its borders. One such town was Dollartown, as described below:

“The early lumbering community of Dollartown was located directly east of the town’s eastern limit, [known today as Russel St]. In the heyday of the lumber industry in and around Midland, Dollartown was a hive of industry. Shortly after 1857, John Dollar emigrated to Canada with his parents, brothers and sister from Falkirk, Scotland and arrived in Midland in 1879. He built and operated the mill known as the Ontario Lumber Company, located in the north-east section of present-day Midland, John Dollar was a moving industrial spirit in Midland.”
(Dollartown – An industrious Early Community Near Midland, 2013).

John Dollar established the Ontario Lumber Company in 1875. The success of Dollar’s operations led to the construction of a series of “mill houses” just outside the eastern limits of historic Midland in the community known as “Dollar Town”. In addition to operating mills, “...[t]he other brothers, particularly Robert, had enterprises elsewhere, notably the Dollar Line of steamships.” (Dollartown – An industrious Early Community Near Midland, 2013). Dollar Town was annexed by the Town of Midland in 1904. Mapping of the Dollartown area is provided as Attachment #1 to this report.

The proposal by the former Heritage Committee (2019-2022), and supported by current Heritage Committee, was to have historic street signs placed in five locations, denoting the boundary points of Dollartown. At its June 27, 2024 meeting, the Heritage Committee passed resolution 2024-13, which recommends that Council direct Staff to prepare options for Historic Dollartown street signs to be presented to Council for approval. The resolution formed part of the approved Minutes, which were provided to Council through the CIP August 19-23 as part of the September 4, 2024 Council Agenda.

Staff presented signage design options to the Heritage Committee at its August 22, 2024 meeting. At the same meeting the Heritage Committee passed resolution 2024-17, which approved the preferred design for the historic Dollartown street signs; see Attachment #2 for the preferred design, being option D. The resolution formed part of the approved Minutes, which were provided to Council through the CIP September 23-27 as part of the October 16, 2024 Council Agenda.

In addition to approving the preferred design for the historic streets sign, the Heritage Committee also endorsed increasing the number of street signs from five to 77 upon staff recommendation. Staff recommended that all street signs within historic Dollartown be replaced with historic street signs vs. just street signs along the boundary of same. This recommendation was made on the basis that:

- The original proposal, which was to identify the five corners of historic Dollartown, does not adequately identify which lands are within historic Dollartown proper. Rather, the five historic street signs would appear as to have been installed in error. That is, it would be unclear if the individual street where a historic sign is installed was the totality of Dollartown or if lands on one or both sides of the street were within Dollartown.
- It is 'industry standard' to include historic street signs on all signage within a historic area as doing so discreetly yet effectively delineates which lands are within/outside of the area being recognized.

By installing historic street signs on all streets within Dollartown, the Town will take a concrete step at identifying the area as unique and culturally significant to residents. The Heritage Committee agreed with the staff recommendation to increase the number of street signs to all streets within historic Dollartown.

Stakeholder Consideration/Impacts:

As this project was advanced by the Midland Heritage Committee, no external stakeholder considerations are required. Residents living within the denoted boundary will now have signage indicating its distinct historical value.

Staff note that at various Heritage Committee meetings members of the Heritage Committee have indicated that they have conducted ad-hoc engagement with residents of Dollartown, with many residents indicating support for the historic street sign project.

Options/Alternatives:

Other alternatives that Council could consider include:

1. Council could choose to revert to the Heritage Committee's original recommendation of installing the signage denoting the five boundary points of Dollartown as shown in Attachment #4. This would require 10 signs, at a cost of approximately \$952. Staff do not recommend this option as it does not sufficiently delineate the limits of historic Downtown and does not align with best practices regarding commemoration of historic places and wayfinding.
2. Council could choose to install the signage denoting external boundary of Dollartown as shown in Attachment #5. This would require 39 signs, at a cost of approximately \$3,710. Staff do not recommend this option as it does not

sufficiently delineate the area of historic Downtown and does not align with best practices regarding commemoration of historic places and wayfinding.

3. Council could choose that the historic area of Dollartown does not warrant recognition and that street signage should not be installed. Staff do not recommend this option as the Heritage Committee, which is mandated to advise Council on matters related to Heritage Conservation, has identified the historic street sign project to be a meaningful way to recognize the unique cultural heritage of Dollartown. Further, the recognition of Dollartown, as proposed, may have a positive impact on sense of place/community as well as tourism.

Financial Impact:

There is no additional funds are being request for this project, as staff are proposing to utilize the Committee's annual budget and draw from the heritage reserve to cover project costs, as described below.

The project is estimated to cost \$7,327, which includes a 10% contingency, for the purchase of the 77 street signs to identify the historic area of Dollartown. To cover project costs staff propose to reallocate \$4,500 from the heritage committee's 2024 budget of \$5,650. This reallocation of funds is appropriate as certain anticipated expenses have not been incurred (e.g. conferences) and certain expenses are not expected to occur (e.g special events and advertising) due to Committee members not being appointed until late February and the first meeting not being held until late April. The reallocation of these expense items, totaling \$4,500, would cover a significant portion of the purchase. The remaining project costs, totaling \$2,827, would be funded from Heritage reserves.

Staff have confirmed that the installation of the new historic street signage will be done by Operation staff over the course of Spring-Summer 2025. There are no additional costs for installation as the historic street signs will be installed on existing street poles using existing hardware.

Council's Strategic Plan:

The recommendations in this staff report are not related to any of the Council Strategic Priorities.

Conclusion:

Staff recommend implementing the Midland Heritage Committee's Dollartown Street Signage project through the purchase and installation of the heritage street signs denoting the area of Dollartown. This project will recognize and promote this historic area and would be the first area to receive formal recognition in Midland.

Prepared by: Tomasz Wierzba, RPP, Manager of Planning Services
Natalie Murdock, Coordinator, Planning/Committee of Adjustment

Reviewed by: Steve Farquharson, RPP, Executive Director, Community and
Growth

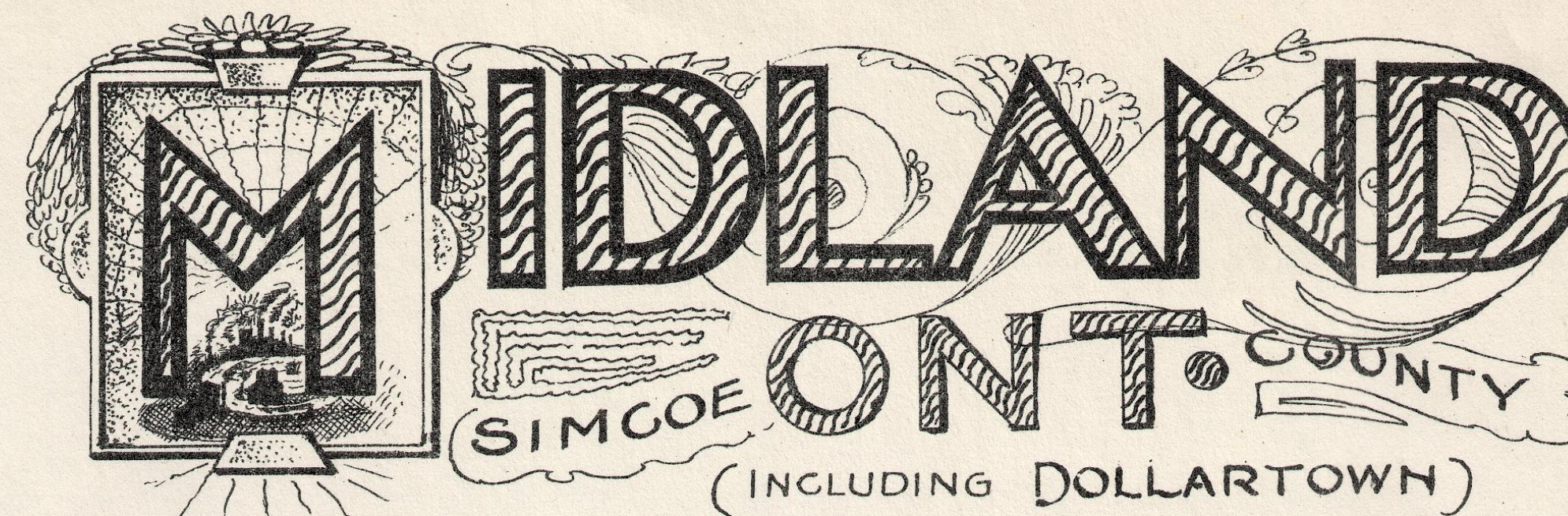
Approved by: Rhonda Bunn, Chief Administrative Officer

Attachment(s):

- #1: Dollartown Map Boundary Outline
- #2: Heritage Street Signage Designs
- #3: Staff Recommendation Map – Area of Dollartown
- #4: Alternative Option #1 Map – Five Points Boundary of Dollartown
- #5: Alternative Option #2 Map – External Boundary of Dollartown

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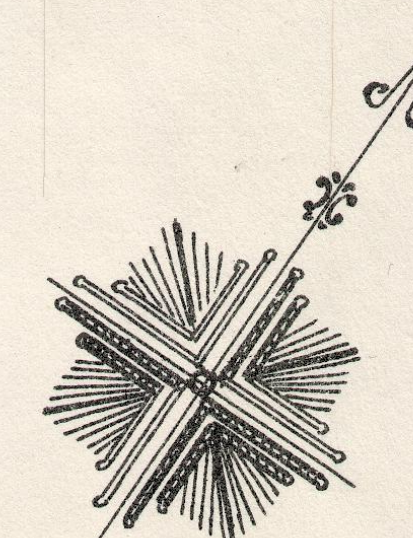
POPULATION 4600
(MIDLAND-3800 DOLLARTOWN-800)

WATER WORKS-Direct Pressure & Gravitation
Stand Pipe on Dominion Ave 20x80 high
Capacity 160,000 gallons
1 Compound Duplex PUMP 12x12x18
Capacity 800 gals. per minute
61 HYDRANTS Ordinary Pressure 100 lbs.
Fire Pressure up to 150 lbs.
VOLUNTEER FIRE BRIGADE 20 Men
1 Steam Fire Engine - 4 Hose Reels
1600' Canvas Rubber Lined Hose

CHAS. E. GOAD C.E.
Toronto & Montreal En.
and London-England

MAY
1904

SPACE FOR BLUE SLIP



KEY PLAN
SCALE 500 FEET TO 1 INCH

100 200 300 400 500 1000 1500

KEY

- RED - BRICK, YELLOW - WOOD (DWGS STORES & C.)
- BLUE - STONE, GREY - WOOD (SHEDS, FACTORIES & C.)
- EDGED WITH RED - BRICK VENEERED OR NOGGED
- SLATE COLOR - ENTIRELY IRON CONSTRUCTION
- N.B. ON 100 SCALE, VENEERED BUILDINGS ARE COLORED RED & MARKED V.
- R.C. - ROUGH CAST OR PLASTERED, CORR. IRON GLAZ. PROBABLE FIRE CUT OFF.
- IRON OR "STANDARD" DOORS OR SHUTTERS
- STEAM BOILERS
- HOISTS OR ELEVATORS
- WOOD ON LATH & PLASTER PARTITION
- PASSAGE OR DRIVE WAY UNDER
- SKYLIGHT (LINES UNDER DENOTE OPENINGS IN FLOORS)
- LUMBER PILED
- FIGURES IN BRACKETS THUS (30) DENOTE RELATIVE HEIGHTS OF GROUND
- FIGURES IN STREETS THUS 26' ARE STREET WIDTHS
- Nº PARALLEL TO & OUTSIDE OF STREET LINE ARE EXISTING STREET Nº, Nº AT RIGHT ANGLES TO OR INSIDE STREET LINE, ARE ARBITRARY Nº
- B.C. 100' BRICK CHIMNEY 100' HIGH | S.P. - STEAM PIPE
- 1.C. 100' IRON
- - TOWN HYDRANT, ○ - PRIVATE HYDRANT, ○ - STAND PIPE
- ON KEY PLAN -
- CHIMNEYS, ○, ■ - TANKS, D.D. - DETACHED DWELLINGS, S.D. - SCATTERED DWELLINGS

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BLOCKS - PUBLIC BUILDINGS & C

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Burton Building	" 7
Curling Rink	" 16
Electric Light Station	" 17
Fire Station	" 11
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Opera House	" 9
Post Office	" 9
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Water Works Pumping Sta.	" 17

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Gladstone House	" 9
Hewitt Hotel	" 7
Queens Hotel	" 7






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Cameron & Playfair - Saw Mill & Lumber Yard	Sheet 16
Canada Iron Furnace & L.P.	2
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Copeland & Sons, G. Flour Mill	9
Flour & Feed Whse	6
Georgian Bay Engineering Wks.	2
Georgian Bay Shook Mills L.P.	
Mill & Lumber Yard	17
Grain Warehouse	7
Grand Trunk Railway - Elevator	7
" " - Freight Shed	16
" " - Passenger Station	16
" " - Round House	6
" " - Pumping "	6
Letherby & G.J. Lumber Yard	7
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Midland Engine Works	16
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Playfair & Co. James	
Saw Mill & Lumber Yard	16
Praet & Co. D.S. Wood Yard	12
Steam Laundry	11
Wallace & Son - Brick Yard	13

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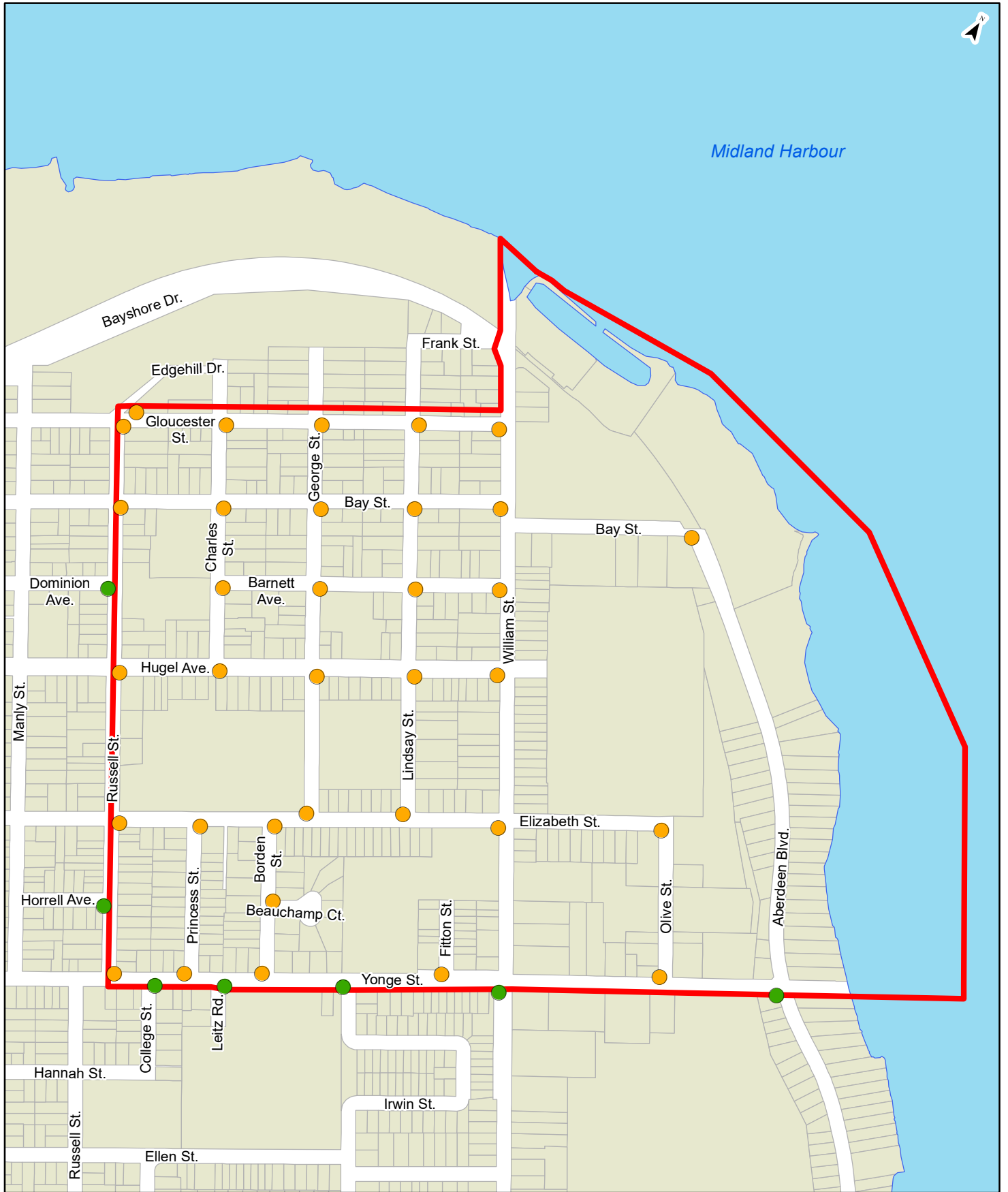
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TOWN OF MIDLAND		JAN 26, 2021
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<p style="text-align: center; color: green; margin-bottom: 5px;">Original Option C</p> <div style="text-align: center;"><p>32 "</p><p>16 "</p><p style="color: red;">OPTION C</p><p style="color: red;">3" Text Height</p><p style="color: green; margin-top: 5px;">Original Option C with text from Original Option A</p></div>	<p style="text-align: center; color: green; margin-bottom: 5px;">Original Option C with text from Original Option A and with colours reversed</p> <div style="text-align: center;"><p>32 "</p><p>16 "</p><p style="color: red;">OPTION D</p><p style="color: red;">3" Text Height</p><p style="color: green; margin-top: 5px;">Original Option C with text from Original Option A and with colours reversed</p></div>	
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Attachment #3 to Staff Report CSR-2024-XX
Dollartown Historic Area Signage
Staff Recommendation: Area of Dollartown



0 50 100 200 300 400 m

- Proposed New Single-Street Signage
- Proposed New Cross-Street Signage
- Dollartown Historic Boundary



Attachment #4 to Staff Report CSR-2024-XX
Dollartown Historic Area Signage
Alternative Option 1: Five Points Boundary

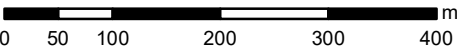


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- Proposed New Cross-Street Signage
- Dollartown Historic Boundary



Attachment #5 to Staff Report CSR-2024-XX
Dollartown Historic Area Signage
Alternative Option 2: External Boundary



- Proposed New Single-Street Signage
- Proposed New Cross-Street Signage
- Dollartown Historic Boundary