



**THE CORPORATION OF THE
TOWN OF MIDLAND**

**NOTICE OF INTENT TO DESIGNATE A PROPERTY
PURSUANT TO SECTION 29(1) OF THE *ONTARIO HERITAGE
ACT, R.S.O. 1990, C. 0.18*
657 HUGEL AVENUE**

TAKE NOTICE that the Council of the Town of Midland intends to designate a property municipally known as 657 Hugel Avenue, pursuant to Part IV, Section 29 of the *Ontario Heritage Act, R.S.P. 1990, c.O.18* ("*Ontario Heritage Act*"), as amended, as a property of cultural heritage value or interest.

Please note that no development is being proposed on the property as part of this designation process.

REASON FOR DESIGNATION

The property municipally known as 657 Hugel Avenue is worthy of designation under Part IV, Section 29, of the *Ontario Heritage Act* for its cultural heritage value and meets Ontario Regulation 9/06 – the provincial criteria prescribed for municipal designation – under the categories of design or physical value and historical or associative value.

DESCRIPTION OF PROPERTY

657 Hugel Avenue is a rectangular lot of approximately 2041 m² (0.5 acres) in area located on the southeast corner of Hugel Avenue and Fifth Street. The property contains a red brick, 2.5 storey residence sited almost centrally on the lot, and an accessory building south of the residence. The property is legally described as Plan 306 N Part Lot 27 to 29.

STATEMENT OF CULTURAL HERITAGE VALUE OR INTEREST

The property has cultural heritage value for its physical/design values and its historical/associative values. The property contains a unique vernacular residence with strong Italianate and some Gothic influences. The residence is built in the red brick that is characteristic of many Midland residences and contains Italianate details including: the hipped roof, tall chimneys, large brackets under the eaves, one-storey bay window, classical style columns and the segmental windows opening with brick arches. Gothic influences include the vergeboard with the lunette design in the gable with pendant finial. The property is associated with the Dollar family. The Dollar brothers were owners of the Ontario Lumber Company, once a major player in the lumber industry. The area where many of their employees resided would become known as "Dollartown" which is recognized as so on the 1904 (rev. ed. 1911) Fire Insurance Plan. The Town of Midland plans to erect street signs in this area identifying this area's association and former name of "Dollartown". The Town of Midland Heritage Register labels the dwelling as the "Dollar House" in recognition of the association. The property is also associated with William Finlayson. Finlayson was politically active at the local and provincial levels, having served as a mayor of Midland and as an MPP. While serving at the Provincial level of government, Finlayson supported the Town of Midland through different means, such as by obtaining



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funding for the creation of the Midland Arena Gardens, assisting the Jesuits in acquiring the site for Martyrs' Shrine and St. Marie among the Huron, and convincing the government to pave the highway connecting Midland and Barrie. As Minister of Lands and Forests, Finlayson also helped support the wise management of Ontario's lumber resources and advocated for the support of Ontario's provincial parks.

HERITAGE ATTRIBUTES

Design and physical value

The following heritage attributes represent the design/physical value of the property:

- Residence with Italianate and Gothic influences:
 - 2.5 storey residence constructed with red brick
 - hipped roof with gabled dormers
 - decorative vergeboard on gables and dormers
 - large brackets under the eaves
 - one-storey bay window
 - classical style columns
 - segmental windows opening with brick jack arches and segmental arches
 - four tall chimneys

Historical and associative value

The following heritage attributes represent the historical/associative value:

- Residence with Italianate and Gothic influences

Any person may provide comments on or object to the proposed designation. If you wish to make a submission, you must do so in writing. Written submissions are to be directed to the Clerk's office at clerks@midland.ca or to planning@midland.ca, or the address noted below, no later than **thirty (30) days after the date of this notice** as noted below. Notice of objection must set out the reasons for the objection and be supported by relevant facts.

Sherri Edgar, Director of Legislative Services/Town Clerk
575 Dominion Avenue,
Midland, ON L4R 1R2

If you are submitting letters, faxes, emails, presentations or other communications with the Town concerning this application, you should be aware that your name and the fact you communicated with the Town will become part of the public record. The Town will also make your communication and any personal information in it available to the public unless you expressly request the Town to remove it.



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Dated at the Town of Midland this 3rd day of March 2026.

Sherri Edgar
Director of Legislative Services/Town Clerk



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Location Map

