



City of
Peterborough

To: Members of the General Committee

From: Blair Nelson, Commissioner, Infrastructure, Planning and Growth Management

Meeting Date: October 20, 2025

Report: Designation of 310-314 George Street North, Report IPGPL25-050

Subject

A report to recommend that Council consider the Peterborough Architectural Conservation Advisory Committee's recommendation that the property municipally known as 310-314 George Street North – The Barrie Building be designated under Part IV, Section 29 of the **Ontario Heritage Act**, R.S.O. 1990, c.O.18 as being a property of cultural heritage value or interest to the City of Peterborough.

Recommendations

That Council approve the recommendations outlined in Report IPGPL25-050, dated October 20, 2025 of the Commissioner of Infrastructure, Planning and Growth Management as follows:

- a) That the recommendation of the Peterborough Architectural Conservation Advisory Committee (PACAC) that Council designate the property at 310-314 George Street North as a heritage property under Part IV, Section 29 of the **Ontario Heritage Act** R.S.O. 1990, c.O.18 being of "cultural heritage value or interest" be received; and,
- b) That Council take the following actions should it concur with the recommendation of the PACAC to designate the property at 310-314 George Street North as a heritage property under Part IV, Section 29 of the **Ontario Heritage Act** R.S.O. 1990, c.O.18 being of cultural heritage value or interest:
 - i. Serve Notice of Intention to Designate 310-314 George Street North and provide public notice of that intention in a newspaper having general

circulation in the municipality as per the **Ontario Heritage Act** R.S.O. 1990, c.O.18, s.31 (3);

- ii. Serve the owner of the property to be designated and the Ontario Heritage Trust with a Notice of Intention to Designate as per the **Ontario Heritage Act** R.S.O. 1990, c.O.18, s.21 (3).

Executive Summary

- A report to consider PACAC's recommendation that Council designate the property municipally known as 310-314 George Street North under Part IV, Section 29 of the **Ontario Heritage Act**, R.S.O. 1990, c.O.18.
- The property at 310-314 George Street North has been evaluated and is considered to be a property of cultural heritage value or interest to the City of Peterborough.
- The property owner has been notified of the PACAC's recommendation for designation of the property by a letter delivered by registered mail dated September 23, 2025.
- As of the writing of this report, the property owner has not contacted the City regarding PACAC's recommendation for designation.

Background

Under Part IV of the **Ontario Heritage Act**, municipalities may designate individual properties deemed to be of "cultural heritage value or interest" to the community, through the passage of municipal By-laws. The designation process strikes a balance between the interests of the individual property owners and the recognized need of the community to preserve its heritage resources. Heritage designation prohibits unwarranted demolition and controls alterations that might harm specific heritage features.

Designation may also make property owners eligible for preservation grants and tax relief and provides owners access to professional expertise and advice. Since 1975, Peterborough City Council has passed 148 individual designation By-laws, although this only represents a portion of the buildings in the city that are eligible for designation. The Planning, Development & Urban Design Division administers the designation program in partnership with the PACAC and the City Clerk's Office.

PACAC considers the property at 310-314 George Street North worthy of heritage designation as it meets two or more criteria outlined in Regulation 9/06 of the Act. A designation brief for 310-314 George Street North was received by the PACAC at their meeting of September 9, 2025. The committee approved a motion that its opinion, that the property be designated under Part IV of the Act as a property of cultural heritage value or interest, be forwarded to Council.

Short Statement of Reasons for Designation

310-314 George Street North – The Barrie Building

310-314 George Street North has cultural heritage value or interest as a commercial office building and store in Peterborough's downtown core constructed for Barrie's Furriers, an important Peterborough business throughout much of the twentieth century. Completed in 1915, the building is an early and rare example of architecture in the Art Deco style in Peterborough. It is an important heritage resource in the overall landscape of Peterborough's commercial downtown. A late design of the Toronto architectural firm Bond and Smith, which itself had important connections to Peterborough through its principal Sandford Fleming Smith, the building is well-executed and displays a high degree of craftsmanship and technical achievement in the use of glazed white terracotta, bronze and glass on a steel frame structure. When initially constructed, the building was fitted with one of the earliest elevators in Peterborough, as well as centralized vacuuming system, heating, and plumbing.

Strategic Plan

Strategic Pillar: Community & Well-being

Strategic Priority: Enhance the natural, recreational, sports, the arts, and cultural aspects of our community.

The work of the Peterborough Architectural Conservation Advisory Committee (PACAC) and the Heritage Preservation Office directly addresses and works to enhance the cultural aspects of our community. The PACAC's work also strives to "demonstrate strong leadership in environmental stewardship by proactively addressing issues and challenges of climate change and the environment" through the preservation of heritage as a critical part of building climate change resilience.

Engagement and Consultation

The Ontario Heritage Act does not require the consent of a property owner for Council to serve notice of its intention to designate a property because the law provides for an owner to object and have that objection considered by the Ontario Land Tribunal. While the Act does not require a municipality to notify the owner that their property is being considered for designation it has always been the practice in Peterborough to inform the owner.

This property is on a list of properties prioritized for designation that Council considered on March 17, 2025 in Report IPGPL25-015 and on August 11, 2025, in Report IPGPL25-037. The owner of 310-314 George Street North was notified that the PACAC had prioritized the property for designation by letter on March 4, 2025. The owner was further notified of the PACAC's recommendation that Council designate the property by registered mail on September 23, 2025. This letter sought the owner's support or

objection. As of the writing of this report, the property owner has not contacted the City regarding PACAC's recommendation for designation.

Budget and Financial Implications

There are no budgetary or financial implications as the result of the recommendations of this report at this time.

Conclusion

The PACAC has recommended to Council the designation of 310-314 George Street North – The Barrie Building as a property of cultural heritage value or interest. This report advises Council of the PACAC's recommendation and seeks a Council decision regarding that recommendation.

Attachments

Appendix A: 310-314 George Street North Heritage Designation Brief
Appendix B: Draft Heritage Designation By-law for 310-314 George Street North

Submitted by,

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