

# **Appendix A – Report IPGPL25-054**

## **Heritage Designation Brief**



### **384-388 George Street North**

Peterborough Architectural Conservation Advisory Committee

2025

## Heritage Designation Status Sheet

Street Address: 384-388 George Street North

Roll Number: 040100067000000

Short Legal Description: PT LT D PL 100 TOWN OF  
PETERBOROUGH; PT LT E PL 100  
TOWN OF PETERBOROUGH AS IN  
R436621 S/T INTEREST IN R436621 ;  
PETERBOROUGH CITY

PACAC Application Review Date: September 9, 2025

Heritage Type: Built Structure

Designation Type: Ontario Heritage Act – Part IV

Designation Brief Completed Date: August 2025

Designation Brief Completed by: Emily Hamilton

Comments:

## **STATEMENT OF CULTURAL HERITAGE VALUE OR INTEREST**

The subject property has been researched and evaluated to determine its cultural heritage significance under Ontario Regulation 9/06 of the Ontario Heritage Act R.S.O. 1990 (the Act). A property is eligible for designation if it has physical, historical, associative or contextual value and meets **any two** of the nine criteria set out under Regulation 9/06 of the Act. Staff have determined that 384-388 George Street North meets criteria and has cultural heritage value or interest and merits designation under the Act.

### **1. The property has design value or physical value because it:**

- a. is a rare, unique, representative, or early example of a style, type, expression, material or construction method:**

384-388 George Street North is an excellent example of commercial Italianate style architecture. The style was commonly used in commercial buildings throughout the Victorian era.

- b. displays a high degree of craftsmanship or artistic merit:**

The property displays a high degree of craftsmanship in the decorative features which are executed with a high standard quality. Specific features include the heavy ornamental cornice, pilasters, corbels, and decorative brickwork.

- c. demonstrates a high degree of technical or scientific achievement:**

The property does not demonstrate a high degree technical or scientific achievement.

### **2. The property has historical value or associative value because it:**

- a. has direct associations with a theme, event, belief, person, activity, organization, or institution that is significant to a community:**

384-388 George Street is directly associated with Peterborough's business community through specific associations with tenants such as businessman and councillor John McClelland.

- b. yields, or has the potential to yield, information that contributes to an understanding of a community or culture:**

This property has the potential to yield information that contributes to an understanding of the development of the commercial core and business community of Peterborough.

**c. demonstrates or reflects the work or ideas of an architect, artist, builder, designer, or theorist who is significant to the community:**

The building does not demonstrate or reflect the work or ideas of an architect, artist, builder, designer or theorist who is significant to the community.

**3. The property has contextual value because it:**

**a. is important in defining, maintaining or supporting the character of the area:**

This property is important in maintaining and supporting the character of George Street North in the downtown core. Being in the middle of a row of Italianate buildings, it contributes to the cohesive landscape of George Street North.

**b. is physically, functionally, visually, or historically linked to its surroundings:**

As an Italianate style commercial building, 384-388 George Street North is visually, functionally and historically linked to its surroundings. It is one of many of this style and function along this stretch of the east side of George Street North, giving it its unique character.

**c. is a landmark:**

This property is not a landmark.

## Design and Physical Value

384-388 George Street North has design and physical value as a historic commercial building in Peterborough's downtown core. It was constructed in the late 1860s and is of the Italianate style, which was a popular choice for commercial buildings during the Victorian era. It displays several characteristics of this style including, symmetrical round headed windows and decorative brickwork.

The Italianate Style was one of several historicist architectural styles which emerged in the early eighteenth century in the United Kingdom that drew on sixteenth century Italian Renaissance architecture. The style was originally inspired by the design of Tuscan country villas and details like the campanili – square, hip roofed towers that often-overlooked Italian village squares or piazzas. Architect Charles Barry popularized the style in the 1830s using the Italianate design vocabulary in the design of a variety of public buildings. The Italianate style came to North America in the late 1840s where architects such as Alexander Jackson Davis produced pattern books of Italianate and Gothic Revival designs for domestic architecture. The style first appeared in Ontario in the 1860s. It arrived in more remote urban centres in the 1870s and continued to be popular until the 1890s. It became widely popular for a choice of domestic architecture at the beginning of the 1860s partly because of its adaptability. The catalogue of design elements could be incorporated into buildings of all sizes and types. In addition, with no rigid historical antecedents to follow, as the Georgian and Neoclassical styles required, architects were afforded more creativity and adaptability. By the end of its popularity at the close of the nineteenth century, a 'pure' Italianate design would be an unusual building in most urban centres.



A main aspect of the Italianate style is that while it is not ornate, it is highly decorated. One defining feature that became ubiquitous are paired eave brackets. Other common features include tall, narrow windows, arched windows, paired windows, quoins, overhanging eaves, and cupolas.

384-388 George Street demonstrates several of the Italianate features including paired eave brackets, rounded windows, and decorative brickwork. The addition of pilasters provides a sense of symmetry, which is also a feature of the Italianate style.

## **Historical and Association Value**

384-388 George Street North has historical and associative value through its direct association with a number of notable businesses and their proprietors. 384-388 George Street has hosted several notable Peterborough's businesses, giving insight into the lives and values of the city's residents.

One major and long-time serving tenant was Joseph Pentland at 386 and 384½ George Street North. Pentland was a dentist and brother of David Pentland who lived at 359 Hunter Street West and was also a dentist. After qualifying as a dentist, Pentland moved to Lindsay to begin his own practice. After a few years on his own, he returned to Peterborough to partner with his brother in 1879. By 1884, at which point his brother had moved to the United States, Pentland took over the business. Pentland first moved the practice to 386 George Street North in 1894, before settling into his dental practice in 384½ George Street in 1905. Pentland was known for hunting and was a member of the Peterborough Curling Club. He died in 1934.

A long-standing and prominent merchant at 386 George Street North was James Long. Long was a confectioner who opened his business in 1888. His brother Henry also ran a confection shop at 414 George Street North. Long died on November 30, 1950, in his 100th year.

A prominent tenant at 388 George Street North was John McClelland. McClelland was a watchmaker and jeweler. He was only at 388 George Street North for three years from 1894-1897. He had served on town council in 1885 and 1887. During his tenure as councilor, in 1885, he campaigned for the Peterborough Horticultural Society to be given funds to support their beautification of Court House Park (now Victoria Park). He was also a member of the Nicholls Hospital Trust from its inception and a member of the Little Lake Cemetery Company.

## **Contextual Value**

384-388 George Street North has contextual value by maintaining the character of the downtown area. In addition, 384-388 George Street North is visually, historically and functionally linked to its surroundings. It is visually linked as it is one of several historic commercial buildings on the east side on George Street North between Hunter and Simcoe Streets. It is functionally and historically linked as a commercial building with three store fronts which is mirrored in most other historic commercial buildings in Peterborough's downtown. This building is an important piece in the continuation of the commercial row and establishing the downtown core as a cohesive heritage landscape.

*"The short statement of reasons for designation, including a description of the heritage attributes along with all other components of the Heritage Designation Brief constitute the "Reasons for the Designation" required under the Ontario Heritage Act. The Heritage Designation Brief is available for viewing in the City Clerk's office during regular business hours."*

## **SHORT STATEMENT OF REASONS FOR DESIGNATION**

384-388 George Street North's cultural heritage value lies in its importance place as continuation of the historic commercial row. It shares similar Italianate-style design features with other buildings of a similar era, creating a cohesive landscape. Past tenants of note include Jospeh Pentland, was one Peterborough's early dentists, confectioner James Long, and John McClelland, watchmaker and sometime town councillor.

## **SUMMARY OF HERITAGE ATTRIBUTES TO BE DESIGNATED**

The Reasons for Designation include the following heritage attributes and apply to all elevations and the roof, including all facades, entrances, windows, chimneys, and trim. Together with the construction materials of brick and their related building techniques.

### **Exterior Elements:**

- Three story brick construction
- Rounded windows
- Pilasters
- Fenestration
- Cornice
- Corbels
- Brackets
- Flat roof
- Voussoirs
- Ground floor storefronts
- Continuation of a commercial row